

2017 Haunted Trolley Tour Project Overview

Updated – May 2, 2017

Overview/Purpose: The haunted trolley tours serve as a fundraising activity for the Chamber of Commerce. It is intended to be a fun activity which generates income from non-chamber members.

It takes advantage of people's interest in Halloween and Jacksonville. One of the major Halloween attractions closed recently, so there is a high demand for haunted attractions.

The late October timing of this event is in the shoulder season, so the town businesses also benefit by having an event that draws people in – an average of 340 people each night of the event. They include meals or beverages as add-ons to the tour itself.

Money is raised through the sale of tickets. Price will be \$10. No reduced price for children or seniors.

Dates for the Event: October 19 – 21 (Thurs. – Sat.) & October 26 – 28 (Thurs – Sat)

Volunteers Needed: 6-8 for Planning; 12-16 for implementation on the nights of the tours

Tickets: Tickets will go on sale in September(?) Tickets will be sold online and at the VIC.

Changes:

1. Increase in Planning Team/Time:

Input from last year was that the script/route needed to be set well in advance (June/July) to allow adequate time for special effects and volunteer recruitment. Team will solicit properties along route to participate through decorations/lighting, etc. Team will also help recruit volunteers for special effects.

2. Increase from 4 to 6 nights

3. Change in Tour Times: Tours will start at 6:30 to allow for the sunset, with the last tour departing at 10:00 pm

- a. This also allows for more time for special effect set-up/testing

What needs to be done:

1. All aboard Trolley participation confirmed
2. Event packet
3. Volunteer needs have been outlined.
4. Special effects and costumes developed
5. Volunteer leads confirmed

Decision Points:

1. Planning & Implementation Team

Overall Coordination – Tim Balfour, _____ - Lead planning & communication efforts,

1. Event Packet/Permit
2. Script – searching for stories, writing new stories/sites, determining narrative flow & driving route
3. Coordinate communication with narrators and trolley drivers on route/script and timing
4. Event Overview for communication purposes

Script/Route - _____, _____

1. Write script and facilitate reviews along with setting driving route

Special Effects - _____, _____

1. Identify needs and priorities for special effects
2. Determine need for new equipment/costumes/etc.
3. Identify volunteer needs for set-up, characters, etc.

Ticketing – Advance & Promotion – Tim Balfour, _____

1. Have tickets designed/printed
2. Posters/flyers designed/printed & distributed
3. Schedule posts on Facebook, Article for Review, Press Release, additional marketing as needed

Check-in/Guest Arrival-Departure – Night of - _____, _____

1. Coordinates all aspects of the “guest experience” for trolley riders - chairs, lights, etc.
2. Coordinate set-up of check-in and queing system, including re-seating & on-site sales
3. Coordinate check-in table
4. Prep VIC and outdoor area
5. Help recruit volunteers to staff (1 lead: Linda Kestner runs check-in desk, 3-5 helpers)

Signs _____

1. Prepare signage for parking and VIC Trolley area (signs from last year are still usable)
2. ?Event Ahead signs from city?
3. Ensure Place and remove signage on the nights of event.

Volunteer Food/Refreshment _____

1. Plan food and beverages for volunteers
2. Make arrangements for food to be delivered to VIC
3. Plan for transport of food to field volunteers

Trolley Decorating _____, _____

Planning Notes:

Dates: October 19, 20, 21 & 27, 28 & 29

Tour Times:

6:30 – 7:00 Trolley 1	8:15 – 8:45 Trolley 2
6:45 – 7:15 Trolley 2	8:30 – 9:00 Trolley 3
7:00 – 7:30 Trolley 3	8:45 – 9:15 Trolley 1
7:15 – 7:45 Trolley 1	9:00 – 9:30 Trolley 2
7:30 – 8:00 Trolley 2	9:15 – 9:45 Trolley 3
7:45 – 8:15 Trolley 3	9:30 – 10:00 Trolley 1
8:00 – 8:30 Trolley 1	9:45 – 10:15 Trolley 2
	10:00 – 10:30 Trolley 3

Potential Income:

15 tours per night	5 tours at 20 seats	\$1,000	\$6,000	
	10 tours at 24 seats	\$2,400	\$14,400	
Total				
Participants/Night	340	Total Revenue	\$20,400	6 Nights

Costs:

All aboard Trolley - \$400/night each	\$4,800 (est)	
Tickets & Promotion	\$ 300	
Refreshments for Volunteers	\$ 600 (\$100/night)	
Rewards for Narrators	\$ 300	
Decorations/Special Effects/Costumes	\$1,300	
Candy & Stuff for guests	\$ 400	
Total:		\$8,000
Net Income:		\$12,400

Haunted Trolley Tour Volunteer Schedule 2017

1) Greeters/Boarders _____

General responsibility: Greeting guests as they arrive and directing to proper area for boarding, making them feel welcome and creating a fun environment.

Check-in Table: There will be a roster of ticket sales by name and the tickets. The person staffing the check-in will check people off as they arrive and give them their tickets. This is the **Will-Call** pick up point. Once people check in direct them to the waiting area

Ticketing: The tickets will be collected as they are ready to board the trolley. The tickets have a perforated section for those who want to keep the main part as a souvenir.

Cancelations and No-Shows: Immediately before boarding any remaining seats can be filled with

1. Those present with tickets for later tours
2. Non-ticket holders. Sales can be managed at the trolley entry point for cash. We will try not to do credit cards.

There will be candy to distribute and hot cider, which would need to be consumed before or after the tour. We do not allow any food or drink on the trolley.

2-3 People greeting & herding and assisting with boarding/taking tickets

1 Person working check-in table

1 Person manning phones

2) Characters: Need to be in costume/make-up and in position by **6:05**, and confirm arrival with Tim via phone/text (541-601-3416)

3) Narrators: Trolley 1's first departure is at 6:00, Trolley 2's is at 6:20. Plan on arriving 15 minutes prior to the first departure.

4) Trolley Drivers – Trolley's should be in place by 4:00 for decorating on the 21st. Other days, J'ville Trolley will be parked by 5:30 pm. All aboard Trolleys between 5:50 & 6:10

5) Food – Dinner food will be available at the Visitor Info Center by 5:00 pm. We will also have **Volunteer Runners** checking on the volunteers along the route and bringing food and hot beverages. Show up any time after 5 to grab a bite.

Bring your own refillable mug for tea or hot chocolate so we don't have to use too much non-recyclable cups.

Haunted Trolley Tour Volunteer Schedule 2017

Friday, October 20

Directional Signs: 3:30

Volunteer Refresh: 4:00

Special Effects: 5:00 – 6:00

Volunteer Runners: 7:00 – 8:30

Greeters/Boarders: 5:00 – 10:00

5:00 – 10:00

Team Lead: Linda Kestner

1.

2.

3. _____

4. _____

5.

Narrators: 5:30 – 9:30 (Trolley 1)

5:30 – 9:30 (Trolley 2)

6:00 – 10:00 (Trolley 3) _____

Special Effects: 6:00 – 10:00

9:30- 10:15 Break-down lighting effect –

Saturday, October 22

Special Effects: 5:00 – 6:00

Volunteer Refresh: 5:00

Volunteer Runner: 6:30 – 8:30

Greeters/Boarders: 5:00 – 10:00

5:00 – 10:00

Team Lead:

1.

2.

3.

4.

5.

Narrator: 5:30 – 10:00 (Trolley 1)

5:50 – 10:00 (Trolley 2)

6:00 – 10:00 (Trolley 3)

Special Effects 6:00 – 9:30

9:30- 10:15 Break-down lighting effect –

Friday, October 28

Special Effects: 5:00
Volunteer Refresh: 5:00
Volunteer Runner: 6:30 – 8:00

Greeters/Boarders: 5:00 – 10:00
5:30 – 10:00

Team Lead:

1. _____
- 2.
- 3.
- 4.
- 5.

Narrator 1: 5:30 – 9:00 (Trolley 1)
Narrator 2: 5:50 – 9:00 (Trolley 2)
Narrator 3: 6:00 – 10:00 (Trolley 3)

Special Effects/Characters

6:00 – 10:00

9:30- 10:15 Break-down lighting effect –

Saturday, October 29

Special Effects: 4:30 – 5:30
Volunteer Refresh: 5:00
Volunteer Runner: 6:30 – 8:00

Greeters/Boarders: 5:00 – 10:00
5:30 – 10:00

Team Lead:

- 1.
- 2.
- 3.
- 4.
- 5.

Narrator 1: 5:30 – 9:00 (Trolley 1)
Narrator 2: 5:50 – 9:30 (Trolley 2)
Narrator 3: 6:00 – 10:00(Trolley 3) ilson

Characters 6:00 – 10:00

9:30- 10:15 Break-down lighting effect – Tim Balfour

Special Effect Set up Check List: (tbd)

TouVelle Lawn – owners setting up

F Street Bridge:

- *Spot & Projector lights, fog machine under bridge (extension cord w/dual outlet)*
-

Bigham Knoll:

-

Courthouse Windows:

-

Britt Gardens –?

Eagle Brewery & Saloon – owner set-up

- *Back-lit hedges & fog machine in side garden*
- *Special Effect in Windows: scenes recorded and showing on big-screen tv or projected*

East F Street -

Characters:

- *Need to be in costume/make-up and in position by 6:05*
- *Confirm arrival with Tim*

Narrators:

Oct. 21 (Trolley 1)
 (Trolley 2)

Oct. 22 (Trolley 1)
 (Trolley 2)
 (Trolley 3)

Oct. 28 (Trolley 1)
 (Trolley 2)
 (Trolley 3)

Oct. 29 (Trolley 1)
 (Trolley 2)
 (Trolley 3)