



# City of Las Cruces®

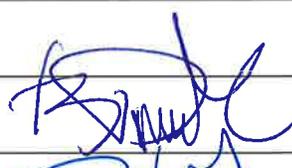
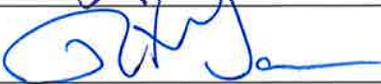
PEOPLE HELPING PEOPLE

## COUNCIL WORK SESSION SUMMARY ROUTING SLIP

Meeting Date April 27, 2015

TITLE: RAILROAD MUSEUM WINTERFEST

- Are there attachments to the Council Work Session Summary? Yes  No
- Will there be a Video Presentation for this item? Yes  No
- Will there be a PowerPoint Presentation for this item? Yes  No
- If "yes", will a copy of the PowerPoint Presentation be included on the Council Work Session Agenda? Yes  No

DEPARTMENT / ORGANIZATION	SIGNATURE	PHONE NO.	DATE
Drafter/Staff Contact	Janice L. Jones for Ed Kosciolk	541-2076	4/22/15
Department Director			
Other			
Assistant City Manager/CAO (if applicable)			
Assistant City Manager/COO (if applicable)		541-2271	4/23/15
City Manager		541-2076	



# City of Las Cruces®

PEOPLE HELPING PEOPLE

## Council Work Session Summary

Meeting Date April 27, 2015

**TITLE:** RAILROAD MUSEUM WINTERFEST

**PURPOSE(S) OF DISCUSSION:**

- Inform/Update
- Direction/Guidance
- Legislative Development/Policy

**BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:**

A group of volunteers who are committed to the success of the City's Railroad Museum request the addition of the Museum's Annual Winterfest event to the official calendar for the Office of the Mayor.

The Railroad Museum each year, on the first Friday in December, hosts the arrival of Santa Claus via a Burlington Northern Santa Fe locomotive. Santa's arrival at approximately 5:00 p.m. unofficially "kicks off" the holiday season in Las Cruces.

The Burlington Northern staff generously provide a locomotive and appropriate railroading support while Museum staff and volunteers provide refreshments, entertainment, displays, craft opportunities and a variety of other holiday season related activities for all who attend. It is a family friendly and culturally inclusive event which has grown into a popular tradition over the past several years. Hundreds of children patiently wait in line for an opportunity to make a special request of Santa. The most recent event, in 2014, attracted nearly 4,000 visitors and many families expressed their gratitude for being able to participate in the festivities.

The addition of the Railroad Museum's Winterfest event to the Office of the Mayor's calendar will indicate a strong show of support by the City's Administration. The Mayor's appearance will further solidify the relationship between the city's residents and the city's elected officials.

**SUPPORT INFORMATION:**

N/A



# City of Las Cruces Railroad Museum

Winter Fest Celebration

First Friday each December, begins at sunset



# Old Fashioned Holiday

1. Scheduled for past ten years
2. Museum interior decorated to reflect traditional holiday designs from different cultures.
3. Museum exterior decorated with variety of attractions.



# Decorated Museum Exterior





# Decorated Museum Interior





## Staff driven, volunteer supported

- Volunteers contribute an estimated 450 hours to ensure a successful event. Market value @ \$22.50/hr = \$10,125.
- Santa, Burlington Northern Santa Fe (BNSF) equipment provided by volunteers.



# Awaiting Santa's Arrival





# Santa Arrives courtesy of BNSF

- Santa and Mrs. Claus arrive at the RR museum via BNSF locomotive.
- BNSF provides equipment, staff and locomotive security for the event. Value of their contribution is in excess of \$15,000.



# Santa and Mrs. Claus Arrive





# Increasing Attendance

- Event began modestly 10 years ago and has evolved into a major CLC holiday season event.
- Crowd size estimated to be 4,000 in December 2014 during the 4 hour event.



# Waiting Patiently in Line to Visit Santa





## Family Friendly Event

- Free refreshments, free photos with Santa, free photo opportunity with BNSF locomotive, free access to view Museum displays
- Feedback from those attending in overwhelmingly positive.



# Creating Holiday Crafts





# Request of the City Council and Mayor

- Add the Railroad Museum event to the Office of the Mayor's calendar.
- Mayor welcomes Santa to Las Cruces upon arrival via locomotive.
- Proclaim Santa's arrival to be one step in the overall "kickoff" to the upcoming Las Cruces holiday season.



# A Special Request





# The Holiday Spirit





# Thank you!!

- On behalf of all the CLC Railroad Museum volunteers, and children of all ages who enjoy the RRM Winter Fest event, thank you for considering our request.