



NCDOT Rail Division
Potential Revenue-Generating Activities
Supporting Documentation
March 2016

Prepared by:



NCDOT Rail Division
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Supporting Documentation

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On-train Interviews

Interview Notes, Food and Beverage

	M /F	Age	Student	Why train	Use current food/bev	Desired food	Beer/Wine	NC products	On-the-go food
1	M	18-35	N	Save on gas, avoid traffic, less hassle, cheaper	No, brings snacks themselves	Would probably still bring snacks, too short of a ride	No, but would buy liquor	Not important	Would be really cool
2	F	18-35	Y	Save on gas, avoid traffic, less hassle, cheaper	No	Vegetarian, healthier options	Would buy craft beer, something from NC	Important	Would be really cool
3	F	18-35	Y	Nicer than greyhound, don't like to drive for so long	Would buy from vending machine but hasn't done it	Bagels, muffins - simple items	n/a	Important	Yes
4	M	18-35	Y	No car	No	Nothing	n/a	No	Yes if something NC special
5	M	18-35	Y	No car	No, brought leftover pizza	Maybe a hamburger, hot dog	n/a	No	Not just from here to charlotte
6	M	18-35	N	No car	No, brought a sandwich	Would buy a sandwich	Yes, local craft beer - Big Boss	Yes	Not just from here to charlotte
7	F	50-75	N	Car is in Charlotte right now, but usually drives	No, brought sandwich and chips	Would like sandwiches on a cart because handicapped	No, not a drinker	No	Yes depending on price, would pay \$5 for BBQ
8	F	50-75	N	Easier, no traffic	No	Sandwiches, coke, tea	Yes, Corona, red/white wine	Yes	Might do that

9	F	50-75	N		No	Tea, salad bar	No, not a drinker	No	Yes
10	F	50-75	N	Doesn't like to drive	No, brought soda and snacks	Hot chocolate	Wine, red	No	
11	M	18-35	N	Brother worried about parking b/c so many cars at FD	Will use water, not vending machines	Fruits, veggies, something healthier.	Beer, craft	No	Definitely, would pay \$8-10
12	F	18-35	N	Going to Charlotte airport from Gboro, cheaper than driving	No, too short of a ride	Hot dogs, real meals	Yes, wine, red, even for a short ride		Yes, would pay \$6
13	M	18-35	N	Comfortable, cheaper, convenient	No	Real meals	No, and worried about others		Yes
14	F	50-75	N	More comfortable, pleasant ride	No	Breakfast items, and lunch/dinner	No, and worried about others		Yes, nice to try different foods
15	F	50-75	N	Didn't want to drive, doesn't see well at night	Get water	Hot wings!	No		Yes, would pay \$5
16	M	18-35	N	Convenient, comfortable, no car	Yes, vending machine every time	Nothing really b/c it would be expensive	No, not a drinker, worried about others		
17	M	18-35	N	Get to do work, cheaper	No	Café car is awesome, hot dogs, sandwiches, espresso	Beer, craft	Would be nice	Yes definitely, would pay \$5-8
18	M	18-35	N	No car	No		No		
19	F	18-35	N	No traffic, convenient, cheap	No	Cold sandwich	No, non-drinker	Important	No, trip too short
20	M	18-	N	Cheaper,	No b/c	Small, light	Yes, wine.	No	Depends,

0		35		more convenient, always on time	doesn't take CC	meals. Sandwich	Beer if wine is too expensive		kind of a short trip
21	M	18-35	N	No traffic, easier	No, brought cooler	Peanuts, healthier snacks	Beer, craft	Important 70%	Yes, be willing to pay more
22	M	18-35	N	No traffic	No, too short of a trip	Sandwiches, healthier snacks	n/a		Yes, would be pay \$15
23	F	18-35	N	No traffic	No, not good options	Sandwiches	Yes, wine		Yes, definitely
24	F	18-35	N	Don't like to drive - love trains	No		Yes	Important - but not necessarily	Yes, maybe
25	F	18-35	Y	Simple, cheaper, no car	No	Hot chocolate, Sandwiches, fruit	Maybe (if older & it was long trip)		
26	F	50-75	N	Too old to drive that far	No		No	Only if the quality is good	Would try it
27	M	50-75	N	Cost & safer than driving at his age	Beverage	Anything (they were traveling from FL & were hungry!)	No		
28	M	50-75	N	Convenient & relaxing	Yes, vending machine every time	Pizza's, heated sandwiches	Yes	Not important	Would try it
29	M	18-35	Y	Easier, simple & cheaper	Yes, vending machine	pizza, snacks	Yes		Yes, I'd try it
30	F	50-75	N	Injured (unable to drive)	No	Sandwich, chips, drinks	No (it's important NOT to have it).	No	Maybe - as long as it didn't slow down stop
31	M	18-35	Y	Convenience	No		No	No	

32	F	18-35	Y	Easier, less hassle	No	Small, light meals. Sandwich	No	It would be cool, but not necessarily	
33	F	50-75	N	Easy	Sometimes	Sandwich, soda, tea	Yes	It would be preferred, but not necessarily	It would depend on time.
34	F	18-35	Y	Faster than bus, no car	No	Nothing	n/a	n/a	No
35	F	18-35	Y	Faster than bus, no car	No	Finger sandwiches	n/a	Not important	No
36	M	18-35	Y	Comfortable, no car	No	Sandwiches, hot dogs	n/a	Somewhat important	Yes
37	F	50-75	N	Easier than driving	Uses coffee	Hot dog, sandwiches, ice	No	Would be nice	Yes, would pay extra
38	M	50-75	N	Stroke recently, shouldn't be driving	Uses coffee	Sandwiches, hot dogs	No but wife would	Not at all	Yes
39	M	18-35	N	Convenient, quiet ride, really comfortable	No	Sandwiches, hot dogs	Wine	Sort of	Probably not because headed to an event
40	M	50-75	N	Keep miles off of car	Water/coffee	Too short	Beer	More fun	Maybe - sounds fun
41	M	18-35	N	Just like riding it	Every now and then - coffee and snacks	Hot dogs and hamburgers	No		Maybe
42	M	18-35	N	No security, can take work calls, but railway attendants can be pushy	Water, coffee, vending machine	Healthier snacks - protein bars, trail mix, fruit, etc. Too short for full meal	No	No	No

43	F	18-35	N	Work trip, doesn't want to put miles on car	No, brought food	Would buy a sandwich	Yes, beer	Yes	Yes, sounds really cool
44	F	50-75	N	Temporarily no car	No, ate beforehand	Healthy options, tea	No	Not important	Yes depending on price
45	M	50-75	N	Cheaper (Duke Energy encourages)	Yes	Hot breakfast meals (eggs, bacon, etc), snack type items	Yes - craft/imported beer		Cool idea
46	M	50-75	N	Get work done on the way - safer!	No	No necessarily	Yes		Awesome Idea!
47	M	18-35	N	No traffic	No	Evenings might like fresh sandwiches,	Yes - light beers		Fantastic Idea! (\$5-15)
48	F	35-49	N	Get other things done while traveling (read, work, etc.) Convenient	Yes, especially when traveling with kids.	Muffins, sandwiches, light/healthy snack options	Yes - wine	Tie to NC would be good, but not necessarily	Yes - that option would be fantastic!
49	M	50-75	N	Don't have to worry about driving & can work on train	Yes	Maybe some "hot" food available	No		No, not really. Too short of ride - but maybe if longer trip.
50	M	36-49		Convenience predictability - it is consistent. Can get work done during ride	Aware of Vending Machine - but don't use them.	Nothing at this point	No		
51	M	36-49		I can get 3 hours of work done	Aware of vending machines -	Maybe - not full meals, sandwich,	Yes, but not a deal breaker.		Maybe

				vs. fighting traffic	but doesn't use them.	lighter snacks	(Beer)		
52	F	50-75		Cheaper and then no one Has to drive. Train allows me to relax & sleep.	Aware of vending Machine, but doesn't purchase from vending machine	Hot Dogs	No		Yes, maybe. Grits/Bacon
53	F	18-35	yes	You get to sightsee.	Unaware of free coffee, etc.	Coffee, hot chocolate, biscuits			
54	F	50-75		It's not stressful and you can work while you are getting to your destination. Also a good price.	Aware of vending/coffee, but don't often use it.	No - but would buy FRESH coffee			Yes
55	M	50-75		Relaxing		No, maybe coffee			Definitely
56	M	36-49		Less stressful (flying out of Raleigh and don't need to deal with car). Can get more work done on train.	Aware of vending machine, but hasn't used.	Cold cuts, sandwich, snacks/chips	Possibly	No	Yes
57	F	50-75		Way more pleasant than driving, and enjoy the "extra time"	Yes - candy & crackers & soda	Open bar! Fruit or sandwiches	Yes		Yes
58	F	50-75		Cheaper, and saves wear on my car	Yes, but don't usually use it.				
59	F	50-75		Economic, delightful &	Yes, use vending	Sandwich (cold cuts),	Probably not	No, not in particular	No

				convenient	machines often	MORE FOOD options			
0	M	50-75		Cost & enjoy The relaxing experience. "it's not that much more time and it's easier"	Occasionally Use the vending machines		Yes, beer (Domestic /craft)	No	Yes, that is a nifty idea.

Interview Notes, Transfer Needs

	M / F	Age range	Student	How getting to FD?	Interested in packages?	Pay for parking?	Bike rental?
1	M	18-35	N	Picked up by family	No, buy that stuff separately	No	Yes
2	F	18-35	Y	Picked up by family	No, buy that stuff separately	No	Yes
3	F	18-35	Y	Parents picking up	No	No	No
4	M	18-35	Y	Family picking up			No, too much luggage
5	M	18-35	Y	Family picking up			No
6	M	18-35	N	Walk			Yes
7	F	50-75	N	Friend picking up	No	No, parking isn't a problem	
8	F	50-75	N	Family picking up	Venues/activities would be nice	No	
9	F	50-75	N	Family picking up	Hotels	No, wouldn't drive	
10	F	50-75	N	Family picking up	No		
11	M	18-35	N	Walk	No		
12	F	18-35	N	Friend picking up			
13	M	18-35	N	Family picking up			
14	F	50-75	N	Family picking up			
15	F	50-75	N	Family picking up			
16	M	18-35	N	Bus, taxi			No
17	M	18-35	N	Family picking up	No	No	Bikes would be cool, especially in Charlotte
18	M	18-35	N	Friend picking up			No
19	F	18-35	N	Family picking up			
20	M	18-	N	Friend picking up			No

		35					
21	M	18-35	N	Walk	No	Yes, but would have to be cheap	Yes
22	M	18-35	N	Family picking up			No
23	F	18-35	N	Family picking up			
24	F	18-35	N		Yes, if packaged for "younger" crowd		Yes, w/navigation system
25	F	18-35	Y	Friend picking up			No
26	F	50-75	N	Family picking up	No	Maybe, depending on the price	No
27	M	50-75	N		No		
28	M	50-75	N	Friend picking up	No	No	
29	M	18-35	Y	Uber	Possibly		No
30	F	50-75	N	Cab/Uber	No	No	
31	M	18-35	Y	Friend picking up	No	No	Yes
32	F	18-35	Y	Family picking up	No	No	Yes (especially in the summer/spring)
33	F	50-75	N	Friend picking up	Yes	No	
34	F	18-35	Y	Family picking up			Yes
35	F	18-35	Y	Family picking up	no	n/a	
36	M	18-35	Y	Family picking up		n/a	Yes
37	F	50-75	N	Family picking up	No	n/a	No
38	M	50-75	N	Friend picking up	Yes, depends on what it was	No	No
39	M	18-35	N	Walking			No
40	M	50-75	N	Have a car there. Probably wouldn't park in charlotte for a week,	No		

				fine in Durham for a few days			
41	M	18-35	N	Bicycle			No
42	M	18-35	N	Uber - \$30-40. Don't leave car there	No	Would consider	
43	F	18-35	N	Uber	No	Yes depending on price	yes
44	F	50-75	N	Friend picking up	No	No	No
45	M	50-75	N	Parked own car - driving rest of way			
46	M	50-75	N	Cab/Uber			
47	M	18-35	N	Cab/Uber			
48	F	35-49	N	Friend picking up	Yes, shopping/restaurants	Yes, prefer some sort of ticketed system.	
49	M	50-75	N				
50	M	36-49					
51	M	36-49		Taxi/Uber	No, not really.		
52	F	50-75		Bus to get rental car station			
53	F	18-35	Y				
54	F	50-75		Cab		No	
55	M	50-75		Cab		No	
56	M	36-49		Friend picking up		Sure, if need be.	
57	F	50-75			Yes, Amtrak discount for visiting suggested places.		
58	F	50-75					
59	F	50-75		friend/family picked up	No		
60	M	50-75		family picking up	No		

Interview Notes, Amenities

	M/F	Age	Student	Satisfied with Wi-Fi	Pay for faster Wi-Fi	Other amenities	Quiet car	Pay for movies
1	M	18-35	N	Sometimes good, sometimes not	Yes so I can stream	Not important for a short distance	Yes	No
2	F	18-35	Y	Sometimes good, sometimes not	Yes	Not important	Yes	No
3	F	18-35	Y	Yes	Yes		Yes	No
4	M	18-35	Y	Yes	No		Yes	No
5	M	18-35	Y	Yes	No		Yes	No
6	M	18-35	N	Yes	No		Yes	No
7	F	50-75	N	Doesn't use Wi-Fi	No		No	No
8	F	50-75	N	Doesn't use Wi-Fi	n/a		Yes, wouldn't pay extra	Yes, maybe
9	F	50-75	N	Haven't used it	No	No, just food	Yes, would pay extra	Yes, would be nice
10	F	50-75	N	Doesn't use Wi-Fi		TV/movies	No	Yes, would be nice
11	M	18-35	N	Yes	No	No	Yes	
12	F	18-35	N	It's okay, a lot of buffering	No	Good now, wine would be great	No	
13	M	18-35	N	Good enough for music	No		No	No
14	F	50-75	N	doesn't use Wi-Fi	No	Food options the main thing	No	No
15	F	50-75	N	Yes	No		Yes, would pay	
16	M	18-35	N	Pretty good	No	No, likes the train. Maybe a café car		
17	M	18-35	N	Yes	No	Tell you where you are from start to finish	Yes, would pay	Maybe

18	M	18-35	N	Yes	No	Carts with food	Yes, would pay	Would look into it
19	F	18-35	N	Pretty good	No	More security	No	No
20	M	18-35	N	Pretty good	No		Sometimes	Maybe
21	M	18-35	N	No, not working well - videos won't send	Yes, \$3	Party car (opposite of quiet car)	No	No
22	M	18-35	N	n/a			Yes	Yes
23	F	18-35	N	Not satisfied, video buffering	No, expect good Wi-Fi		Yes	No
24	F	18-35	N	Yes	Maybe, if on longer trip	Maybe a store w/train gadgets, Amtrak items	Good idea, at times may be willing to pay for it (\$5).	Yes, longer trip
25	F	18-35	Y	Yes	No - not really	No		Yes, no more than \$5
26	F	50-75	N	Yes	No	No	No	No
27	M	50-75	N					
28	M	50-75	N	Yes	No	Pillow/blindfold		
29	M	18-35	Y	Yes	No	Maybe if longer ride - batteries, etc.	Yes - if at night	Yes
30	F	50-75	N	Yes	No	No		No
31	M	18-35	Y	Yes	No	Maybe small convenience items (situational)	Yes (but unlikely to pay for it).	No
32	F	18-35	Y	Yes	No, unless going for longer	No	No	No, unless longer trip
33	F	50-75	N	Yes	No	No	Yes	No - prefer to read
34	F	18-35	Y	Haven't used it	No	No	Yes	No
35	F	18-35	Y	Not satisfied - going in and	Yes, depending	No	Yes	No

				out	on how much			
36	M	18-35	Y	Haven't used it	n/a	Purchase neck pillow, bigger armrests	No	Yes
37	F	50-75	N	Goes in and out	No	Discounts for frequent riders	No	No
38	M	50-75	N	A little iffy at times but not too bad	No	No	Yes	Yes
39	M	18-35	N	Decent	No, train isn't long enough	No	No	No
40	M	50-75	N	Pretty good, slow when crowded	Yes, for business	No	Yes, but quiet as is	Might
41	M	18-35	N	No	n/a	No	No	No
42	M	18-35	N	Don't need it, but slow	No		No - quiet as is	No
43	F	18-35	N	Yes	No	No	Yes	No
44	F	50-75	N	N/a	No	No	No	No
45	M	50-75	N	Yes	No	Yes, earbuds, etc.	Yes	
46	M	50-75	N	Yes	No	Maybe some computer items	Yes, especially in pm	No - prefer to work.
47	M	18-35	N	Yes	No			No - too short
48	F	35-49	N	Yes		Yes, maybe little souvenirs for kids.	Yes, as long as it had ample space.	No
49	M	50-75	N	Yes	No			
50	M	36-49		Yes	Possibly - if reasonable. Less than \$5 per/trip		No	No
51	M	36-49		Yes		Buy space (to work) - maybe a "business class" kind of ticket.	Yes, a nominal fee \$5-15	
52	F	50-75		Yes	No	No	No - cars are usually quiet	Yes

53	F	18-35	yes	Yes	Yes	blanket, earbuds		Yes
54	F	50-75		Yes	Maybe (if it was \$5 or less). Specifically for the connectivity (less dropping)		Yes - for reasonable price.	
55	M	50-75		Yes	Probably not.	Shuttle to downtown (especially in Charlotte).		
56	M	36-49		Yes	No	No, not really.	No	Yes on longer trip - but not this trip.
57	F	50-75		Yes	No	No - but maybe ornaments?	Maybe during the busier times (holidays, etc.)	
58	F	50-75				No		
59	F	50-75		Yes	No		No - noise doesn't seem to be an issue.	No
60	M	50-75		Yes	No	No	Maybe	No

Interview Notes, Speed vs. Experience

	M/F	Age	Student	Faster vs experience	Ride Frequency
1	M	18-35	N	Experience	
2	F	18-35	Y	Experience	
3	F	18-35	Y	Experience	
4	M	18-35	Y	Faster	
5	M	18-35	Y	Experience	
6	M	18-35	N	Experience	
7	F	50-75	N	Experience - food	
8	F	50-75	N	Faster	
9	F	50-75	N	Experience	
10	F	50-75	N	Faster	
11	M	18-35	N	Experience	
12	F	18-35	N	Experience	
13	M	18-35	N	Experience	
14	F	50-75	N	Experience	
15	F	50-75	N	Experience - food	
16	M	18-35	N	Faster, even 2 minutes	
17	M	18-35	N	Experience - on the go order	
18	M	18-35	N	Experience - food cart	
19	F	18-35	N	Experience-security	
20	M	18-35	N	Experience - CC, alcohol	
21	M	18-35	N	Experience - party car	
22	M	18-35	N	Experience - quiet car	
23	F	18-35	N	Experience - food and wine	
24	F	18-35	N	Experience	8-10 year
25	F	18-35	Y	Faster	2x a year
26	F	50-75	N	Faster	6-8 times year
27	M	50-75	N		1st time
28	M	50-75	N	Experience	3-4 p/year
29	M	18-35	Y	Experience	3-4 p/year
30	F	50-75	N	Experience	1st time
31	M	18-35	Y	Experience	4-5 times p/year
32	F	18-35	Y	Experience	2 x year
33	F	50-75	N	Experience	6 x year
34	F	18-35	Y	Faster	1-3 times/year
35	F	18-35	Y	Faster	Few times per year
36	M	18-35	Y	Experience	5th time on train
37	F	50-75	N	Experience	Every month for visiting grandson
38	M	50-75	N	Faster	Every week for business
39	M	18-35	N	Faster	Twice a month
40	M	50-75	N	Tough one - but faster	Three times month for business -

					Charlotte and Durham
41	M	18-35	N	Neither - like it the way it is	Once or twice a month
42	M	18-35	N	Experience - food/beverage area nicer, Charlotte train station nicer	4-5 times/year
43	F	18-35	N	Faster	Once a month
44	F	50-75	N	Experience	Just started using a lot - once a week
45	M	50-75	N	Experience	First trip
46	M	50-75	N	Faster	1 x quarter
47	M	18-35	N	Faster	1x quarter
48	F	35-49	N	Experience	4 or 5 x year
49	M	50-75	N	Faster	Daily for 8 years
50	M	36-49		Faster	2-3 per month
51	M	36-49		Experience	3 x month
52	F	50-75		Experience (TV's)	2 x year
53	F	18-35	Y	Experience	1 a year
54	F	50-75		Experience	2 x year
55	M	50-75		Faster	2 x year
56	M	36-49		Experience	2 x year
57	F	50-75		Experience	6x year
58	F	50-75			2 x month
59	F	50-75		Experience	4-5 x per year
60	M	50-75		Experience	2x year

Stakeholder Contact Matrix

Completed interviews

Contact Name / Company	Title	Email Address	Phone #
Greater Raleigh CVB			
421 Fayetteville Street, Suite 1505 Raleigh, NC 27601 919-834-5900 / 800-849-8499			
Dennis Edwards	President & CEO	dedwards@visitRaleigh.com	919-645-2656
Jonathan Freeze	Director of Marketing	jfreeze@visitRaleigh.com	919-645-2663
Carolina Mudcats Five County Stadium			
1501 NC Hwy 39 Zebulon, NC 27597 919-269-2287			
Gerrod Speer	General Manager of Sales	gspeer@gomudcats.com	
Duke Energy Center for the Performing Arts			
2 E. South Street Raleigh, NC 27601 919-996-8500			
Jim Green	Interim Director (Asst. City Mgr for Econ Dev)	jim.greene@raleighnc.gov	919-996-4651
Laurie Okun	Sales Director	laurie.okun@raleighconvention.com	919-996-8502

Cary Chamber of Commerce

307 N. Academy Street
 Cary, NC 27513
 919-467-1016

Howard Johnson	President	hjohnson@carychamber.com	919-467-1016
Kyle Greer	VP, Economic Development	kgreer@carychamber.com	919-467-1016
Christie Moser	VP, Communications & Gov't Relations	cmoser@carychamber.com	919-467-1016

Durham Bulls Athletic Park

409 Blackwell Street
 Durham, NC 27701
 919-687-6500

George Habel	Vice President	ghabel@durhambulls.com	919-687-6500
Mike Birling	General Manager	mbirling@durhambulls.com	919-687-6500

Greensboro Partnership Chamber of Commerce

342 North Elm Street
 Greensboro, NC 27401
 336-387-8301 Greensboro
 Partnership
 336-387-8300 Chamber of
 Commerce
 336-387-8312 Economic
 Development

Brent Christensen	President & CEO	bchristensen@greensboro.org	336-387-8303
Deborah Hooper	Chief Operating Officer	dhooper@greensboro.org	336-387-8320

Greensboro Coliseum Complex

1921 W. Gate City Blvd.
 Greensboro, NC 27402
 336-373-7400

Matt Brown	Managing Director Marketing & Promotions	matt.brown@greensboro-nc.gov	336-373-7400
Lori Lawson Poag	Assistant GM - IMG (Greensboro Coliseum Properties)	lori.poag@greensboro-nc.gov	336-373-7401
Mike Mitchell		mike.mitchell@img.com	

High Point CVB

1634 N. Main St
 High Point, NC 27260
 336-884-5255

Nancy Bowman	Sales & Marketing Director	nbowman@highpoint.org	336-884-5255
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High Point - Thomasville HiToms

7003 Ballpark Road
 Thomasville, NC 27360
 336-847-8667

Greg Suire	President	greg@hitoms.com	336-847-8667
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Thomasville Area Chamber of Commerce

PO Box 1400
 Thomasville, NC 27361
 336-475-6134

No Station

Doug Croft	President & CEO	doug.croft@thomasvillechamber.net	336-475-6134 x 202
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Keith Tobin	Interim Executive Director	keith.tobin@thomasvillechamber.net	
Thomasville Tourism Commission			
44 West Main Street Thomasville, NC 27360 336-472-4422			
Mark Scott	Executive Director	mscott@thomasvilletourism.com	336-472-4422
Lexington Area Chamber of Commerce			
507 East Center Street Lexington, NC 336-248-5929			
Burr Sullivan	President & CEO	bsullivan@lexingtonchamber.net	336-248-5929
Bridgett Roach	Communications Manager	broach@lexingtonchamber.net	336-248-5929
Passenger Rail Committee - Lexington	William Deal	trainnut10@windstream.net	
Mayor of Lexington NC	Newell Clark - Mayor Organizer - Lexington BBQ Festival	MayorClark@LexingtonNC.gov	
Stephanie Saintsing Naset		ss@barbecuefestival.com	contact info only - did not interview
Rowan County CVB			
204 East Innes Street Suite 120 Salisbury, NC 28144 704-638-3100			
Tara Lugwig	Director, Public Relations	lugwig@visitsalisburync.com	

Cabarrus County CVB

10099 Weddington Road Ext
Concord, NC 28027
704-782-4340

Donna Carpenter

President & CEO
SVP, Marketing &
Communications

-
-
-
-
-
-
donna@visitcabarrus.com

Michael Bonoffski

michael@visitcabarrus.com

704-456-7965

Kristen Cranford

kristen@visitcabarrus.com

Charlotte Sports Foundation

6337 Morrison Blvd.
Charlotte, NC 28211

Will Webb

Executive Director

wwebb@charlottesports.org

704-644-4048

Charlotte Regional Visitors Authority

501 South College St.
Charlotte, NC 28202
704-334-2282

CRVA encompasses Charlotte Convention Center, Time Warner Cable Arena, Bojangles Colliseum, Ovens, Auditorium
NASCAR Hall of Fame, Charlotte Regional Film Commission, Visit Charlotte
(charlottesgotalot.com)

Mike Riviello

Director of Marketing

mike.riviello@crva.com

704-414-4172

Laura Hill White

Director of Communications

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704-414-4183

Kristen Moore

Communications Manager

kristen.moore@crva.com

704-414-4184

Mike Butts

mike.butts@visitcharlotte.com

NC Music Factory - Uptown Amphitheater

Uptown Village
1000 NC Music Factory Blvd.
Charlotte, NC 28206
704-987-0612

Ken Thomas	Director of Entertainment	ken@ncmusicfactory.com	704-987-0612
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Fillmore - At NC Music Factory

1000 NC Music Factory Blvd.
Charlotte, NC 28206
704-916-8970

Tim Hendricks	General Manager		704-916-8970 x 8969
Chris Osmond	Director of Marketing	info@ncmusicfactory.com emailed 12/31/15	704-916-8970 x 8974

Blumenthal Performing Arts / Belk Theater

130 N. Tryon
Charlotte, NC 28202
704-372-1000

Tom Gabbard	President	tgabbard@ncbpac.org	704-379-1222
Wendy Oglesby	Marketing	woglesby@ncbpac.org	704-348-5798

Bank of America Stadium

800 South Mint Street
Charlotte, NC 28202
704-358-7000

Kalen Rearden
Erik Powell
Scott Sineath

Marketing Coordinator
Stadium Operations Manager

kalen.rearden@panthers.nfl.com
erik.powell@panthers.nfl.com
Scott.Sineath@panthers.nfl.com

704-358-7714
704-358-7000

Greensboro CVB

2411 Gate City Blvd.
Greensboro, NC 27403
336-274-2282

Amy Scott

Director of Marketing

ascott@visitgreensboronc.com

336-335-1578

Charlotte Center City Partners

200 S. Tryon St., Suite 1600
Charlotte, NC 28202
704-332-2227

Moira Quinn
Ericka Houck

COO
Development Coordinator

mquinn@charlottecentercity.org
ehouck@charlottecentercity.org
rkrumbine@charlottecentercity.org

Robert Krumbine

Chief Creative Officer

Stakeholder Contact Matrix

Not applicable – referred elsewhere

Greater Raleigh Chamber of Commerce

PO Box 2978
Raleigh, NC 27602-2978
919-664-7000

Tim Giuliani	President & CEO	tgiuliani@raleighchamber.org	919-664-7020
Vernessa Roberts	VP of Communications	vroberts@raleighchamber.org	919-664-7080
Adrienne Cole	SVP, Economic Development	acole@raleighchamber.org	919-664-7041

NC Travel & Tourism Division

4324 Mail Service Center
Raleigh, NC 27699-4300
919-733-8372

Kathy Prickett	Tourism & Marketing	kathy.prickett@visitnc.com	
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Morrisville Chamber of Commerce **No Station**

260 Town Hall Drive, #A
Morrisville, NC 27560
919-463-7150

Sarah Gaskill, IOM	President	sarah@morrisvillechamber.org	919-463-7159
Nadien Heine	Vice President	nheine@morrisvillechamber.org	919-463-7155

Greater Durham Chamber of Commerce

PO Box 3829
Durham, NC 27702

919-328-8700

John White	Vice President of Public Policy Director of Public Relations & Communications	jwhite@durhamchamber.org	919-328-8724
Myra Wooten		mwooten@durhamchamber.org	919-328-8722

Alamance Chamber

610 South Lexington Avenue
Burlington, NC 27215
336--228-1338

Mac Williams	President Economic Development	macwilliams@alamancechamber.com	336--228-1338
Cori Lindsay	Associate	corilindsay@alamancechamber.com	336--228-1338

High Point Chamber of Commerce

1634 N. Main Street
High Point, NC 27262
336-882-5000

Rachel Moss	Chief Operating Officer	rachel@highpointchamber.org	336-882-5000 x 3924
Sarah Belle	Director of Communications	SarahBelle@highpointchamber.org	336-882-5000 x 227

Rowan County Chamber of Commerce

PO Box 559
Salisbury, NC 28145
704-633-4221

Elaine Spalding	President	espalding@rowanchamber.com	704-633-4221
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Cabarrus Regional Chamber of Commerce

3003 Dale Earnhardt Blvd., Suite 2
Kannapolis, NC 28083
704-782-4000

Patrick Coughlin	President & CEO Marketing & Membership	pcoughlin@cabarrus.biz	704-620-8102
Chemin Duffey	Coordinator	coordinator@cabarrus.biz	704-260-8110
Margie Bukowski	VP, Economic Development	mbukowski@cabarrus.biz	704-260-8107
		dcarter@cabarrus.biz	

Town of Harrisburg

4100 Main Street
Harrisburg, NC

No Station

Anna Lu Wilson	Economic Development Director	awilson@harrisburgnc.org	704-455-0734
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Charlotte Chamber of Commerce

330 S. Tryon St.
Charlotte, NC 28202
704-378-1300

Bob Morgan	CEO	bmorgan@charlottechamber.com	704-378-1330
Jeff Edge	SVP, Economic Development Director, Economic	judge@charlottechamber.com	704-378-1307
Andrea Ware	Development Marketing	aware@charlottechamber.com	704-378-1315
Jenny Briggs	Director, Communications	jbriggs@charlottechamber.com	704-378-1361
Blair Stanford	COO	bstanford@charlottechamber.com	704-378-1314

Natalie English

nenglish@charlottechamber.com

Stakeholder Contact Matrix Contacted – no response

PNC Arena

1400 Edwards Mill Road
Raleigh, NC 27607
919-861-2300

Colleen Hamilton

Marketing Coordinator

colleenh@carolinahurricanes.com

Carolina Railhawks FC

101 Soccer Park Dr.
Cary, NC 27511
919-459-8144

Katy Campbell

Manager of Fan Development

katy@carolinarailhawks.com

Alamance CVB

PO Drawer 519
Burlington, NC 27216
336-570-1444

Robert Cox

Director

robert@visitalamance.com

Greensboro Grasshoppers

NewBridge Bank Park
408 Bellemeade Street

Greensboro, NC 27401
336-268-2255

Tim Vangel

Assistant General Manager,
Sales & Marketing

tim@gsohoppers.com

Amos' Southend

1423 S. Tryon Avenue
Charlotte, NC 28203
704-377-6874

no options for corporate contact info@amosouthend.com

American Tobacco

John Morris, General Manager jmorris@cbc-raleigh.com

919-433-1567

Durham Performing Arts Center

Rachel Traversari, Sr Dir of
Marketing

919-688-3722

Stakeholder Interviews

**NCDOT Rail Division
Script and Questions for Chambers, CVBs,
Travel and Tourism Authorities and Event Venues
November 2015**

Name and location of organization: **Blumenthal Performing Arts Center, Charlotte**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Broadway shows and concerts**
2. How many miles do people typically travel to get to your location (or events)? **100 miles or less. There really is no draw from Raleigh as those people would attend events at the Durham Performing Arts Center.**
3. What are some of the cities they come from? **Greensboro south to as far as Columbia, South Carolina.**
4. How do most of your attendees arrive for events? **Automobile**
(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Was not aware.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **Was not aware.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **This would be limited to big shows such as The Lion King that run for more than just a weekend; it would run for six weeks with multiple shows per day.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Wine, beer and snacks, less items for kids.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **I doubt it.**

10. Are there activities that could be done on the train that would interest your target audiences? **Having Wi-Fi available.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **Our events occur mostly in the evening. It would be good to have a package deal that could include an overnight stay in a hotel as most people wouldn't get back on the train after the show.**

Thank you for your time.

**NCDOT Rail Division
Script and Questions for Chambers, CVBs,
Travel and Tourism Authorities and Event Venues
November 2015**

Name and location of organization: **Blumenthal Performing Arts Center, Charlotte**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **We don't generally target leisure travelers, specifically, but our touring Broadway shows and two festivals do likely draw in some visitors from out of town. The two festivals are Breakin' Convention: The International Festival of Hip Hop Dance and Charlotte Jazz Festival. Our Broadway calendar changes annually.**
2. How many miles do people typically travel to get to your location (or events)? **We are primarily focused on the Charlotte DMA. The only drive market we target regularly with advertising is Columbia, SC, which is about 100 miles away. Raleigh is not a significant target for us as there is a performing arts center in Durham and one in Raleigh that present most of the same shows that we do.**
3. What are some of the cities they come from? **Primarily from a 100-mile radius from center city Charlotte.**
4. How do most of your attendees arrive for events? **By car.**
(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **No.**
If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.
6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **No.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Possibly for our festivals since these are more unique to Charlotte and occur over a weekend.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Wine, event specific merchandise.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Unlikely. We have limited budgets and we tend to focus the dollars on where the majority of the business will come from – Charlotte DMA.**

10. Are there activities that could be done on the train that would interest your target audiences? **Possibly having live music performed related to the festival.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you?

Thank you for your time.

**NCDOT Rail Division
Script and Questions for Chambers, CVBs,
Travel and Tourism Authorities and Event Venues
November 2015**

Name and location of organization: **Cabarrus County CVB**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

(Responses provided via email.)

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **NHRA Races, NASCAR All-Star Race, Hisense 300, Coca-Cola 600, Drive for the Cure 300, Bank of America 500 and Speedway Christmas**
2. How many miles do people typically travel to get to your location (or events)? **People travel from as far as Ontario, Canada; New York; Pennsylvania; Ohio; Virginia; and across North Carolina, South Carolina and Georgia.**
3. What are some of the cities they come from? **(Did not provide specific cities.)**
4. How do most of your attendees arrive for events? **Car**
(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.)

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.
6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **Yes.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)
7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Yes, specifically The City of Kannapolis event Jiggy with the Piggy and Kannapolis Christmas.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **All items below.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **We are currently advertising on the Amtrak ticket jacket.**
10. Are there activities that could be done on the train that would interest your target audiences? **Showing a brief video on Cabarrus County between destinations. Also, holding meetings or host speakers between destinations. I have attached a link for our Destination Video.**

<http://www.cabcocvb.com/who-we-are/welcome-video>

<http://www.visitcabarrus.com/cabarrus-county-about-the-cvb/>

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **Not at this time.**

Thank you for your time.

**NCDOT Rail Division
Script and Questions for Chambers, CVBs,
Travel and Tourism Authorities and Event Venues
November 2015**

Name and location of organization: **Carolina Mudcats Five County Stadium, Zebulon, N.C.**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **There are many. July 4th is big for them, including the day before or after if those days fall on a weekend. These are highly attended games. Nonprofits: There are four weekend evenings to promote nonprofits such as Make-A-Wish, Wounded Warriors, Miracle League and various cancer research organizations. The stadium hosts "education days" in April, May and August targeting home-schooled children. Playoffs are always a busy time, from early September through October. They also host appreciation days for local counties, Star Wars weekends, Memorial Day festivities, Father's Day, Christmas in July and a Boy Scouts Campout pulling kids and families in from several surrounding counties.**
2. How many miles do people typically travel to get to your location (or events)? **They come in from many surrounding counties and some from Charlotte.**
3. What are some of the cities they come from? **Raleigh, Durham, Rocky Mount, Apex, Cary, Chapel Hill, East Carolina University, Greenville (S.C.) and other towns in S.C.**
4. How do most of your attendees arrive for events? **Most visitors come by car, but it depends on the event. Some travel to their hotel via airplane or train, then rent a car to the stadium. Large groups, like students or church groups, will sometimes arrive by bus. And several do take the train.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **The stadium is in Zebulon, about 25 miles east of Raleigh. Would Piedmont traveled tracks go that far east?**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **We'd love support for all of their events.**
8. What items do you believe could be sold on trains that would be of interest to your target audiences? **When children come to the ballgames, they're given a baseball program designed for them – it explains how to calculate a batting average, how to determine an ERA for pitchers and other fun baseball information for kids. It might be fun to have something like that on the train. The Mudcats organization is adaptable to brand almost anything. Also, gluten-free and dairy-free snacks would be helpful. Many parents pack their own snacks, but families can't bring food into the ball park with them, so the stadium has a designated concession stand for gluten- and dairy-free patrons. It would be a nice option on the train.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **The stadium owners already do a significant amount of advertising, but they're open to options. What's available to them in terms of on-train advertising?**
10. Are there activities that could be done on the train that would interest your target audiences? **DVD rentals would be huge, especially if there's no Wi-Fi.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **Amtrak has sponsored the Mudcats before, but a consistent presence would boost awareness. The stadium will have a quarter million visitors this year, a very captive audience. We're very open to any cross-promotion possibilities between the Rail Division and the stadium.**

Thank you for your time.

**NCDOT Rail Division
Script and Questions for Chambers, CVBs,
Travel and Tourism Authorities and Event Venues
November 2015**

Name and location of organization: **Carolina Panthers (Bank of America Stadium)**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Home games, which vary from year to year; two soccer events; bowl games.**
2. How many miles do people typically travel to get to your location (or events)? **No idea. Probably mostly from around Charlotte metro area – they do come from the beach, Tennessee, South Carolina.**
3. What are some of the cities they come from? **See #2**
4. How do most of your attendees arrive for events? **Majority drive. No parking on site. The parking facilities are owned by independent companies and parking is available less and less. They are relying on light rail and train to get folks to events.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Was not aware of the stops. Happy to hear of the stops as some college students come to bowl and soccer games. Would be happy to promote train stops.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **Not aware, but there are already stops in Charlotte so it's not too much of an issue.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Any event in the stadium would work.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Fan merchandise, but other than that, food and beverage.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **This is a conversation beyond his job. We typically don't do partnerships, but wouldn't rule it out.**

10. Are there activities that could be done on the train that would interest your target audiences? **Strong contingency on train. There is the Black & Blue Crew that might be able to ride the train for fan engagement. The Black & Blue Crew are a group of men and women that engage and entertain fans while tailgating, again while entering the stadium when the gates open and during the game to keep fans energized and excited. They have promotional items that they give out and are visible at other major Carolina Panthers events throughout the year.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **No.**

(He is looking forward to hearing more about train service and is excited about the potential to get more fans on the train to attend games and ways he can promote ridership to events at Bank of America Stadium.)

Thank you for your time

**NCDOT Rail Division
Script and Questions for Chambers, CVBs,
Travel and Tourism Authorities and Event Venues
November 2015**

Name and location of organization: **Cary Chamber of Commerce**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **We've hosted the Lazy Days Festival for the past 20 years with 50,000-60,000 in attendance in one day. The train stops right next to my office in downtown. We host the NCAA National Championships for soccer, rugby and baseball. We host tennis events at the National Tennis Center and USA baseball and soccer with the Rail Hawks. We host sports of all types. In the summer we host the NC Symphony. Also, we are the closest municipality with a train for airport travel.**
2. How many miles do people typically travel to get to your location (or events)? **I don't really know.**
3. What are some of the cities they come from? **From Miami to New York all along the northeast and southeast coast.**
4. How do most of your attendees arrive for events? **Some come through the airport and then on to Cary by car. We have people going from Cary to Panthers games in Charlotte and then some people go into the Queen City for the day.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes I am! The service is great. I know I get to work at 7:00 a.m. and the platforms are full. Very accessible.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and

other special events? I've heard of that and would like to be made more aware of how this could happen.

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? Not that I am aware of. We are looking at a commuter and light rail set up.
8. What items do you believe could be sold on trains that would be of interest to your target audiences? For the young travelers, movies and Wi-Fi. For the business person, selling newspapers, magazines, cocktails, work connectivity.

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? I think yes. We also promote economic development for the town – if the advertising could appropriately reach the target audience.
10. Are there activities that could be done on the train that would interest your target audiences? We recently traveled with 50 or so people in the car. We did planning and had group talks on the train – sort of a working commute.

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? We support the NC Railroad 100% as they develop along the corridor. I look forward to getting a train in the triangle – for future plans.

Thank you for your time.

**NCDOT Rail Division
Script and Questions for Chambers, CVBs,
Travel and Tourism Authorities and Event Venues
November 2015**

Name and location of organization: **Charlotte Center City Partners**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Art & Soul South End, Symphony events in June, Southern Sauce (a big two-day BBQ event), Thanksgiving Day Parade (4th largest in the U.S. and biggest in the south). The parade is our biggest event and it hits on the demographics you mentioned. We also host the New Year's event, which is a little different than First Night in Raleigh. Still alcohol-free and brings in families and millennials. Also, after Thanksgiving we have the Holiday Market, including pop-up retail and Holidays in the City.**
2. How many miles do people typically travel to get to your location (or events)? **That's hard to answer. We tend to look at a 150-mile radius for marketing. We did a survey in 2014. The BBQ event draws from as far away as California. Even fans of the BBQ participants in the event follow from as far away as California. Art & Soul draws 150 artists from around the country.**
3. What are some of the cities they come from? **Asheville, Greensboro, Columbia, Greenville, S.C.**
4. How do most of your attendees arrive for events? **Car**
(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Not aware, but the stops you mentioned are good!**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and

other special events? I am aware of that because of other events. What comes to mind is the Lexington BBQ Festival. It interested us because we are always looking for ways to get people to our events.

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? Not really. I haven't thought too much about it.
8. What items do you believe could be sold on trains that would be of interest to your target audiences? Being selfish – anything that could benefit our events. It would be great to offer an excursion-type ticket that you can only get on the train, also any type of merchandise specifically for N.C.

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? Yes, however, because of how we operate, our advertising money comes from raising it, and we are very strategic on how we spend our money. We can't spend big dollars, but we can lean toward partnerships.
10. Are there activities that could be done on the train that would interest your target audiences? We do a coloring book for the parade that is distributed throughout the city and it is a huge hit. We have a mascot that represents us that appears in the coloring books. We are also working on a children's book. These would be good things to have on the train.

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? We are interested in working with the rail to bring a bigger audience to our events. We are trying to grow our events. The Thanksgiving Day Parade is televised to 1.5 million households. We are looking at streaming online and using location based apps such as iBeacon. We would love to get the parade in syndication – out to the rest of the country. It would be great to have a special package that you could get only by riding the train such as special seating at the parade, a hotel and restaurant package, breakfast with Santa – the goal for the Thanksgiving weekend is attend the parade then stay in town for the weekend and shop here as well. We are very excited to explore the rails.

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Charlotte Regional Visitors Authority (CRVA)**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Major events in Charlotte include numerous sporting events such as Panthers games, NASCAR races, the CIAA Basketball Tournaments and the Wells Fargo Golf Tournament plus other events like Taste of Charlotte and the NASCAR Hall of Fame Induction Ceremony.**
2. How many miles do people typically travel to get to your location (or events)? **People travel to Charlotte from around the country, however, we see strong visitation from within North Carolina plus South Carolina, Georgia, Virginia, Florida, Ohio and New York.**
3. What are some of the cities they come from? **Top DMAs are Greenville/Spartanburg/Asheville, Greensboro/Winston-Salem, Raleigh/Durham, Atlanta and Columbia.**
4. How do most of your attendees arrive for events? **Car.**
(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes**
If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.
6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **No.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? I'm sure passenger trains could support visitation to an event, but the issue is the value proposition. To take the train, you still have to have transportation from the station to the event. So many people think it is easier just to drive their own personal car to the event. I think in order to maximize train usage there has to be some sort of package deal or added value to peak customer interest.
8. What items do you believe could be sold on trains that would be of interest to your target audiences? I'm not sure I can answer this question. I think it would be dependent on the event. You want to make the ride an experience and I think you would have to customize it for the event you are pushing.

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? It is a possibility.
10. Are there activities that could be done on the train that would interest your target audiences? Nothing that comes to mind.

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? No.

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Charlotte Sports Foundation, Charlotte**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **We run three football games in the fall. Depending on the teams, one or more could be from the Raleigh area.**
2. How many miles do people typically travel to get to your location (or events)? **We do not know as the answer is dependent on the teams.**
3. What are some of the cities they come from? **This past year they were from Greensboro, Chapel Hill, Durham, Columbia and Mississippi.**
4. How do most of your attendees arrive for events? **Car.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes.**

(If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.)

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **No.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **They could possibly support our games.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Not sure.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Not likely, but we would ask for input from our outside marketing/advertising agency.**

10. Are there activities that could be done on the train that would interest your target audiences? **Not sure.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **No.**

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Durham Bulls Athletic Park, Durham, NC**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **We have 72 games per year. In particular, the Charlotte Knights and ACC baseball tournaments have a big draw.**
2. How many miles do people typically travel to get to your location (or events)? **It ranges from people that walk to the stadium to coming from 30+ miles away.**
3. What are some of the cities they come from? **Holly Springs, Apex, Chapel Hill, Hillsboro, the other side of Raleigh.**
4. How do most of your attendees arrive for events? **By car.**
(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **Yes.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Nothing specific, although the ACC Baseball Tournament brings people from Charlotte (UNCC), NC State, Wake Forest, Duke.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Anything family-centric. It would be great to offer package deals combining hotels and special events. We have concerts in the pipeline and having a package deal could draw people from farther away.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Absolutely! It would be interesting to put a package together if there was a concert or tournament.**

10. Are there activities that could be done on the train that would interest your target audiences? **It should be specific to an event. For instance, the museum Body Display. It would be great, as people are traveling across the state, to be able to know the history of where they are; sell the spots in between their destination. If their experience on the train is great, they will be more likely to take another train trip, maybe even plan a trip to one of the locations they learned about on their first trip.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **It goes back to the marketing plan. I grew up in upstate New York and you always took the train into the city. There seems to be a different mentality here. People just want to drive. What could be done to make their experience great? Maybe a behind-the-scenes tour rather than just the game. If they can only get that on the train, it would encourage more people to ride the train. Cool experiences equals good PR. The Durham Bulls Athletic Park has a good long time partnership with the Rail system.**

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Greensboro Coliseum, Greensboro, NC**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **The majority of our events have no particular partnership; there is no anchor team like the Hornets or Hurricanes. We have concert events that draw from the Charlotte and Raleigh markets because they have open dates when the venues in Charlotte and Raleigh do not have dates due to the team schedules. For example, last year we got five dates with Garth Brooks because other venues didn't have availability. Some of the upcoming concerts/events include: Carrie Underwood, Justin Bieber, Josh Groban, AC / DC and Cirque du Soleil. Every year we host the ACC Women's Championship and we will host the 2017 NCAA Regionals. Greensboro also has the largest aquatic center in the country – it has grown exponentially. Olympian Missy Franklin set record there. We hold regional and national swimming and diving meets. On the collegiate level we host the NCAA Division 3 Championship. For the young swimmers, we host YMCA Regional meets. We host 1,000 yearly events that bring in 1.5 million people.**
2. How many miles do people typically travel to get to your location (or events)? **We pull folks from a 90-100 mile radius, from the Triad to Raleigh to Charlotte. When we host ACC tournaments, we pull from as far away as Boston as well as Danville and Richmond in Virginia.**
3. What are some of the cities they come from? **Charlotte, Raleigh, up and down east coast.**
4. How do most of your attendees arrive for events? **Majority come by car. Bus travel is rare unless it is related to an ACC tournament where the college may have a bus for the students to ride. The train has never really been promoted as a way to get to the venue.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Personally, I had no idea of the stops. It should be promoted at the local colleges to go to Greensboro by train to attend concerts.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **I was not aware of that.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Oh yeah. Baseball tournaments plus the Central Carolina Fair – a 10-day event in September that includes concerts. Weather permitting, the fair takes place in our parking lot – that’s how big the facility is. Typically, it has 50,000 to 60,000 in attendance. For the past three years, the city has hosted the National Folk Festival with 100,000 to 200,000 in attendance for the weekend. Currently, there is no tie into our events and taking the train. There are home and garden shows along with RV shows, but both Raleigh and Charlotte have those events so I don’t see them coming to Greensboro to attend those particular events. Day trippers don’t want to battle traffic and the Coliseum is a five-minute drive from downtown. It’s not walkable, but it would be a cheap cab ride. The PGA Golf event (100,000 attendees) has never been thought of as, “Wow, train could be a good alternative.” They do shuttle attendees. There should be a discussion on how the train is a viable option – how to run shuttle service to accommodate – maybe a special promotion – why not?**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Harder for me to answer. We are a facility, not a team-oriented venue. If it is a major event, say Cirque du Soleil is looking for ways to promote, there could be people on the trains in cool costumes. When there is an ACC event, for example, maybe employees could wear their favorite school jersey. There are a lot of ways to work with this for promoting.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **If it made sense with marketing. For instance, Carrie Underwood has a specific promotional marketing budget. The Coliseum will look for the most unique ROI it can – could be on the train.**

10. Are there activities that could be done on the train that would interest your target audiences? **That’s hard to answer because if the promoter may not want to do a lot in that realm (on the train). However, something like Disney on Ice – could offer coloring books. I wonder what we could do on the train promotional wise.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? From the DOT standpoint, we promote the Click It or Ticket and Booze It & Lose It. They run them as PSAs with visibility by 8 million cars per year. The parking booths have DOT messaging. We currently have an effective relationship. The PSAs get a lot of exposure, more than the \$26,000 to \$27,000 budget. Right now, there is no tie in with the train and the events we have. We have **every** demographic. In a couple of years, there will be a performing arts center that will attract from Raleigh and Charlotte.

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Greensboro CVB**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Basketball tournament in March, National Folk Festival (would be a great target for rail travel; it's a free festival), Wyndham Championship, Anniversary Commemoration of Battle of Guilford Courthouse, Blues Festival, Eastern Musical Festival**
2. How many miles do people typically travel to get to your location (or events)? **Will need to email the mileage – do not have information at hand**
3. What are some of the cities they come from? **For the basketball tournament, they come from all up and down the east coast. The Folk Festival in September draws people from all over the United States. The Blues Festival has mostly a North Carolina focus. Eastern Musical Festival is up and down the east coast. Wyndham draws mostly from the Raleigh/Charlotte areas, but can also include Danville, Virginia.**
4. How do most of your attendees arrive for events? **Most travel by car or airplane** (Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Did not know, but pleased with the number of stops and cities it encompasses.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.
6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **Was not aware. Will be meeting with National Folk Festival people next week and this will be something they could be interested in. Again, this festival would be a great opportunity for the rail.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Blues Festival (this year is 28th anniversary) and National Folk Festival**
8. What items do you believe could be sold on trains that would be of interest to your target audiences? **For the festivals, there are vendors that sell tee shirts. Approximately 100,000 people attend the Folk Festival each year, and it's not just music. Perhaps there could be someone quilting, working with puppets, potters? Regarding Greensboro as a whole, maybe tee shirts, stickers and mugs. Greensboro promotes a selfie remote with the "G" for Greensboro that they ask people to use for pictures and have them post via social media.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Definitely yes! The Greensboro CVB budget runs from July 1 – June 30 and work begins on the budget in February with a March 1 deadline as it needs to be approved by the board, city council and council members, so the time is right to get some advertising numbers into the budget, if possible.**
10. Are there activities that could be done on the train that would interest your target audiences? **Arts and crafts, make quilts (Folk Festival), a musician on board for the Blues Festival, golf balls for the Wyndham. Maybe even promote these events in advance to boost attendance.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **The Greensboro CVB always gets free tickets to events. Maybe a partnership for giveaways. Local hotels commonly comp rooms for weekend getaways.**

Thank you for your time.

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Name and location of organization: **Greensboro Partnership Chamber of Commerce,
Greensboro, N.C.**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Greensboro has a huge Folk Festival in September, a three-day event. The festival moves around the country to different cities every three years (so host city gets the gig for three years in a row). So far, Greensboro is the only city to host the festival in N.C. It has a huge regional and east coast visitor pull, although some will travel across the county – about 100,000 attendees. The High Point Furniture Markets spill over into Greensboro, but these events are closed to the public, so it's unlikely there are millennial or leisure travelers for this. But the markets do pull industry professionals locally, regionally, nationally and globally. Greensboro also hosts the Wyndham Golf Championship, Greensboro Aquatics (ACC men's and women's swimming competitions – February) and Women's ACC Basketball (March).**
2. How many miles do people typically travel to get to your location (or events)? **It depends on the event. They come from up and down the East Coast for the Folk Festival.**
3. What are some of the cities they come from? **All over the place.**
4. How do most of your attendees arrive for events? **Visitors use all transportation methods, including the train.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **I welcome that.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **The Folk Festival is a great opportunity.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **It would be great to sell branded materials as well as wine and beer.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **(At this point, we were referred to the Greensboro CVB.)**

10. Are there activities that could be done on the train that would interest your target audiences?

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you?

Thank you for your time.

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Name and location of organization: **High Point CVB**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **HiToms (High-Point Thomasville) baseball games, High Point Furniture Market, High Point University events (commencement, fall family weekend), Piedmont Soccer Alliance games**
2. How many miles do people typically travel to get to your location (or events)? **It depends on the event. Events related to the university can draw from any of 49 states as well as international attendance.**
3. What are some of the cities they come from? **Baseball games, people travel from Wilson. It's hard to say where they come from because they come from all over the U.S. and internationally.**
4. How do most of your attendees arrive for events? **Airport, drive, some people do take the train.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes, I am aware of the stops.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **No, I didn't know that, but it is good to know.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **No.**
8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Refreshments, local N.C. foods – plated foods like BBQ, craft beers.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)
9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Yes.**
10. Are there activities that could be done on the train that would interest your target audiences? **Yes. There are opportunities for promoting different events. Could videos be played that give passengers ideas of what goes on in the towns they are passing through? When I travel on the train, I buy my ticket for a particular destination, but with marketing the towns along the way, I might make another trip to one of those towns.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –
11. Is there anything else you would like to add that I haven't asked you? **Not that I can think of. We are willing to and do partner with other towns to increase attendance at events in our own towns.**

Thank you for your time.

**NCDOT Rail Division
Script and Questions for Chambers, CVBs,
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Name and location of organization: **High Point – Thomasville HiToms Baseball Team,
Thomasville, N.C.**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **There are many steady activities at the baseball park from February through October, all baseball-related. It's a young crowd – Millennials and leisure attendees as well as youths.**
2. How many miles do people typically travel to get to your location (or events)? **Visitors come primarily from the Piedmont region to the Thomasville stadium.**
3. What are some of the cities they come from? **It varies depending on the event.**
4. How do most of your attendees arrive for events?
(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.) **Mostly by car, but we came up with a promotion called the "train game." Instead of players and fans taking a bus to an away game, the team takes the train. This is usually the Carolinian since it's headed to High Point or Wilson, but we could do something similar for Durham and Kannapolis games on the Piedmont train. The players love it.**
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes, very familiar with the rail system and very keen to increase ridership.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **We would welcome a special stop, especially in conjunction with big local events like the Thomasville Memorial Day Parade and Everybody's Day. The**

stadium is located just six minutes from the train station in High Point. But if we could get an actual special stop in Thomasville for bigger events, that would be great.

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Baseball events are a big pull, but so are local festivals. (See #6)**
8. What items do you believe could be sold on trains that would be of interest to your target audiences? **The food on the trains needs to be better (*Greg rides the train often and notices people buying food.*) It would be good to sell HiToms branded items, too.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Yes.**
10. Are there activities that could be done on the train that would interest your target audiences? **Having a flat-screen TV on the trains that roll promotional videos about the region or towns would be good. Would like to see the game schedules on the trains to encourage attendance. And perhaps have any volunteers or workers on the trains wear seasonal jerseys (baseball, football, basketball, hockey, etc.).**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you?

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Lexington, City of**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **NC BBQ Festival; BBQ Capital Cook-off (60 teams participated last year in this multiple day event with about 10,000 to 15,000 attendees); National Night Out – placed 8th in the national award (ranked by attendance, vendor participation and organization); Uptown Lexington events to include Summer Strolls (monthly during the summer merchants stay open late – mostly local attendance), Christmas Open House with about 2,000 attendees and Boo-Bash in October when all merchants set-up outside to give candy away. We have a concert series in the summer with a wide variety of music sponsored by the Lexington Chamber of Commerce, and the Parade of Nations celebrating the 20th year of many different cultures with about 12,000 people in attendance.**
2. How many miles do people typically travel to get to your location (or events)? **We draw folks from all over North Carolina and out of state. The BBQ festival draws internationally. The BBQ festival also draws a lot from the Charlotte area and Mecklenburg County.**
3. What are some of the cities they come from? **Charlotte, Greensboro, Matthews, Cornelius, Winston, Raleigh. We did a tourism study at the BBQ event just asking folks to give us their zip code and we found 60 to 75% of the people came from North Carolina, and of that, 60% were from the Charlotte/Mecklenburg area. The others came from the Triad. There is a \$9 million bump for our city during the BBQ Festival. Lexington ranks with coastal counties for tourism.**
4. How do most of your attendees arrive for events? **Car, but the train does stop for the BBQ Festival.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **Yes.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Any and all of our events.**
8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Wi-Fi for certain, foods and wines indigenous to North Carolina such as Pepsi, Cheerwine, local wines, peanuts, seasonally Mrs. Hanes Gingersnaps.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Yes for our events. We may already advertise for the BBQ festival.**
10. Are there activities that could be done on the train that would interest your target audiences? **I think it would be great to have an "I Spy" game for the kids. For instance, on the platform at our depot there is a pig on the platform. In Thomasville – although the train doesn't stop there – you can still see the huge chair. In Salisbury, there is war stuff, Greensboro has a minor league and the mascot is on the sign at the station. It could be a great interactive thing for the kids as they have a three-minute window to look for these items at each stop.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **The train goes through Lexington eight times per day and all of these folks are sitting on their wallets. There is no stop in Lexington. We would love to see the train puts its brakes on! Currently, we have 16% of our citizens without access to a car and people need to get to their jobs. We now have a bus that makes 28 stops plus there is a bus that goes to Winston. I tell our citizens to imagine what it would be like if there were no exits on I-85 for Lexington. The highway runs through town. That's what the rail is like for us; the track is here, we just need the train to stop here – make Lexington a stop. I have talked to the governor at length – this is a regional thing. We would be adding quality of life. Richard Childress has a winery here and is a strong supporter of getting a train stop here. Right now he has passenger vans that come to Concord, Kannapolis and Charlotte to pick up employees (hundreds per day) – there's your train ridership! Our city is starting to develop around the depot area. We have a Farmer's Market and Amphitheater. Bull City Cider has leased a 30,000 square foot building for production. They picked our area because of affordability. We recently changed our liquor license law to allow breweries and wineries to have a license that does not include hard liquor and it is much less expensive. As a result of this change, two wine bars have opened. We have a bookend situation here. Baby boomers are getting older and will need the**

train as they age. The growing population is older. Millennials are looking for alternate ways to travel. They don't want ties to financial struggles as some of them have seen with their parents.

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Lexington Passenger Rail Committee**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **BBQ Festival, BBQ Capital Cook-off, Uptown events that include a Holiday Open House in November and summer events**
2. How many miles do people typically travel to get to your location (or events)? **Two years ago, people traveled to the BBQ Festival from Australia! For the most part people travel 50-100 miles, all along the Charlotte/Raleigh corridor. People even drove to Charlotte from South Carolina to take the train to the festival.**
3. What are some of the cities they come from? **For the BBQ Festival, all over North and South Carolina and Virginia. For family events, they come from all up and down the eastern seaboard.**
4. How do most of your attendees arrive for events? **By car.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes, and Lexington would like to make it 10 stops.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **Yes, Lexington BBQ Festival.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? *What comes to mind is the BBQ Capital Cook-off. It's a two-day event (competition sanctioned by the Kansas City BBQ Society) usually around the fourth weekend in April.*

8. What items do you believe could be sold on trains that would be of interest to your target audiences? *It would be great to have local wines sold on the trains. There are wineries in Yadkin Valley and Rowan County. One of the biggest is Childress Vineyards. There has been talk that it would be great to host a wine festival at the same time as the BBQ Festival. The wine event would be set up right near the depot. Having the train stopping there would allow folks to have wine and not worry about driving.*

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? *Maybe, especially if we had a stop here.*

10. Are there activities that could be done on the train that would interest your target audiences? *It would be good to have brochures explaining the towns along the rail, including Lexington.*

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? *Lexington would like to put together a day itinerary featuring things to do in town for the day. It would be great to have the train stop here for that reason. Lexington is talking about getting a BBQ restaurant right in the downtown area to enhance the visitor's experience. We would work with businesses to get a shuttle-type service in place as not everything is located right downtown.*

It seems as if millennials think that taking the train is something their grandparents did. It's lost that trains are relevant today and we need to get that back. Millennials don't have fond memories of car travel (car seat restraints) whereas folks in my generation have great memories of riding in cars. The train could allow millennials to make great memories by taking the train for trips. They would have access to their devices, too. I think the rail system would be better served having frequency of trains rather than speed of trains.

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **NC Music Factory**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Probably festivals like Oktoberfest as well as the big concerts that happen at the Uptown Amphitheater and The Fillmore. We also have big name DJs that play at Label Nightclub that are global superstars like David Guetta and Calvin Harris.**
2. How many miles do people typically travel to get to your location (or events)? **I would say most people come from a 30-mile radius.**
3. What are some of the cities they come from? **We have people come from all over, but most are from the Charlotte region.**
4. How do most of your attendees arrive for events? **Most drive themselves, but many do take Uber and taxis.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **No**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **No.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **No.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Don't really know of anything.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Probably not.**

10. Are there activities that could be done on the train that would interest your target audiences? **I've thought about renting a train car for a VIP trip to Raleigh to see a show and then return.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **No.**

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Raleigh Convention Center**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **International Bluegrass Music Event – last week of September – a weekend event that draws 180,000 attendees; Internet Summit – third week of November; All Things Open Conference – an innovation-based conference in the fall; Hop Scotch Music Festival; Urban Celebration on the Fourth of July; Lenovo Sales Kick-off (annual event); Merz Annual Event – large contingency from Charlotte. Plus there is the Red Hat Amphitheater that has 6,000 seats where Live Nation places shows. Many events also focus on education; community colleges host events, state associations conferences, N.C. Reading Association conferences.**
2. How many miles do people typically travel to get to your location (or events)? **We do not keep demographics on the rented events. For the Bluegrass Festival, however, they come from international locations, up and down the I-95 corridor, all over the state of North Carolina.**
3. What are some of the cities they come from? **We do not keep this demographic as the center rents for events 90% of the time. The education-based conference does have a strong Charlotte contingency.**
4. How do most of your attendees arrive for events? **60% of attendees come from within the state and drive in. 40% attendees come from outside North Carolina and arrive by plane and train.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes. I hear a lot about Greensboro, Burlington, Durham – a ride share could be one heck of a promotion.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **Not aware of that.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **The bluegrass music festival would be enormous! It is a four-part event; Tuesday through Thursday is a conference and there is also a lot of activity that happens in the bars; Thursday, there is an awards show; and Friday and Saturday is the actual festival.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Wi-Fi (connectivity is important) and electricity to charge devices.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Absolutely, 100% without a doubt! We hope to get a well-rounded calendar of events similar to the bluegrass music festival and advertising would be huge. The music scene is very important.**

10. Are there activities that could be done on the train that would interest your target audiences? **For the major events, branding/scheming – maybe a “Pickin” train car. Is there a way to brand the route between Charlotte and Raleigh? Perhaps a brochure or DVD that details things to do along the route. It could encourage folks to get back on the train another time to attend another event. The Internet Summit does events in Charlotte, too.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven’t asked you? **There is something to be said for working with the state of North Carolina to promote statewide travel. If the state could do a co-op with the city, “Ride the Train & Visit Cities in N.C.,” it could open people’s eyes to get out of their houses and see the state!**

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Greater Raleigh CVB, Raleigh, N.C.**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Music festivals such as IBMA (International Bluegrass Music Association) World of Bluegrass – huge Bluegrass festival in September/October. Attendance has exploded to over 150,000 now. Hopscotch is an Indy music festival in September (four-day event). The Iron Man competition and Rock-N-Roll Marathon are two big sports events that bring in a lot of visitors. Also, First Night on New Year's Eve is a big deal.**
2. How many miles do people typically travel to get to your location (or events)? **It depends on the event. Some have a big regional pull.**
3. What are some of the cities they come from? **All over the state and from Virginia and South Carolina.**
4. How do most of your attendees arrive for events? **All means of transportation.**

She doesn't know how many come by train; it's not something they track. But because her office is located near the station, she sees more and more people arriving by train. Many are coming to Raleigh from Charlotte via rail. Her office has a big welcome banner visible as visitors exit the train station and lots of people comment to her on how they like it. She knows more and more convention attendees are coming by train.

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **Sure, but this may need to be something addressed by the venues and partners.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Yes.**

Her partners would welcome all the support they can get. She's aware of visitors coming to Raleigh along the north-south corridor who will drive an hour or two from their home to a train station, and then take the rail into Raleigh.

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Since the craft brewery scene has exploded, it may be nice to ask local breweries for product to sell on the train. And some of the local museums, such as Marbles Kids Museum, may want to sell/promote what they offer. Perhaps even advance ticket sales for certain exhibits?**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Jonathan Freeze (Director of Marketing) is responsible for advertising. Maybe a cooperative ad that brings in the CVB's partners could be done?**

10. Are there activities that could be done on the train that would interest your target audiences? **That depends on what event they're coming to see.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **Leisure travel has really grown in Raleigh; the city has so much to offer. Local hotels are always interested in promoting weekend packages for those leisure visitors. It may be good to partner with the hotels.**

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Salisbury-Rowan County CVB, Salisbury, N.C.**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **February has Wine About the Winter where local shops feature local wines while people browse. Lots of attendees. Summer Sip is the annual beer festival there. The four wineries in Rowan County pull in a lot of wine enthusiasts. There's a winery trolley tour, often coupled with great packages for guests that include hotels, winery passes and bottles. (Salisbury is big on doing packages.)**
2. How many miles do people typically travel to get to your location (or events)? **They pull in visitors from all over the state. Many are local or regional.**
3. What are some of the cities they come from? **All over the state.**
4. How do most of your attendees arrive for events? **People arrive by car, but some take the train.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **The train stops there.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **Many of Salisbury's events would benefit from rail visitors. Salisbury has a historical train depot in the downtown area, very charming. The CVB is very keen to lure more visitors to their local events and festivals via rail – in fact; increased rail travel is a major component of their 10-year plan. Agritourism and the arts are flourishing in Salisbury and Rowan County. Also, a half-block from the train station, a big mill renovation is underway, converting the old space into a concert/event venue and a new brewery/restaurant, etc.**

8. What items do you believe could be sold on trains that would be of interest to your target audiences? **It would be great to sell the local wine. Also, branded materials for the region.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Yes, I'd be interested in learning more about it.**

10. Are there activities that could be done on the train that would interest your target audiences? **Maybe historical activities or information about the historic homes in Salisbury and information about the wineries.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you?

Thank you for your time.

**NCDOT Rail Division
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Name and location of organization: **Thomasville Chamber of Commerce**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Everybody's Day (a fall festival type event), Memorial Day Parade – it's the biggest one in the state, Spring Days and the Finch Auditorium has many different events during the year. Events range from gospel singing to an Elvis concert or dance studio performances.**
2. How many miles do people typically travel to get to your location (or events)? **The furthest distance would be for the Memorial Day Parade. People come in from out of state (South Carolina, Tennessee, Virginia). For the Everybody's Day event, it is more localized; however, vendors come in from all over.**
3. What are some of the cities they come from? **Winston-Salem, Greensboro, Mt. Airy, Charlotte.**
4. How do most of your attendees arrive for events? **Car**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)
5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.
6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? **I am aware of that, but have not dealt with it yet. I have heard that the train did stop for the Memorial Day Parade.**

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? **The Memorial Day Parade**
8. What items do you believe could be sold on trains that would be of interest to your target audiences? **Don't really know what could be sold, but the items you listed would all be good.**

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? **Not at this time; maybe in the future.**
10. Are there activities that could be done on the train that would interest your target audiences? **I don't really know. We do have some people that drive to High Point to get on the train for the Panthers games in Charlotte.**

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? **Not really. I see the train going by at about 75 mph. It's here for two minutes then it's gone again. Would love to see it stop here longer.**

Thank you for your time.

**NCDOT Rail Division
Script and Questions for Chambers, CVBs,
Travel and Tourism Authorities and Event Venues
November 2015**

Name and location of organization: **Thomasville Tourism Commission, Thomasville, N.C.**

Hello, my name is _____ with Lyerly Agency, a communications firm located right outside of Charlotte. We are working with Fountainworks and the North Carolina Department of Transportation Rail Division to sustain and enhance our passenger service on the Piedmont trains that run between Raleigh and Charlotte. (Or Charlotte and Raleigh as appropriate.) We are focusing on leisure travelers and millennials and are interested in knowing how passenger trains can help support attendance at your events and venue(s). Are you the correct person in your organization to speak with about this information? If not, would you provide me with the name and contact information for that person?

Do you have about ten minutes to speak with me? (If not, set up a time to call back.)

Thank you. I have eleven questions to ask you so let's get started.

1. What are the top five events that you host or support throughout the year that bring leisure or student travelers from Raleigh to Charlotte (Or Charlotte to Raleigh as appropriate)? **Rail Fan Days are very popular. They don't attract a huge amount of visitors, but they're popular with train fans, and Amtrak has even supplied tickets in the past. The Memorial Day Parade is huge. It's Thomasville's best event and the Southeast's largest Memorial Day parade and celebration. With several thousand visitors lining the streets, this event gets lots of regional news coverage. Thomasville caters to the veterans in a most respectful way – one veteran called it “presidential” treatment. The Governor attended two years ago and he might attend again this May. Everybody's Day – an annual street festival – is North Carolina's oldest continuous festival. It attracts 20,000 to 70,000 visitors depending on the weather. Approximately a few hundred are from Raleigh or Charlotte, but it's hard to estimate. Of course, the Furniture Market twice per year in nearby High Point brings hundreds of thousands of people from all over the globe in April and October, although these are people in the trade. Spring Daze is a spring festival that is quaint, but not all that large yet.**
2. How many miles do people typically travel to get to your location (or events)? **Some will travel many miles. It depends on the event.**
3. What are some of the cities they come from? **Statewide.**
4. How do most of your attendees arrive for events? **By car, some train. And, of course, for the Furniture Market, many will come by air. It's certainly feasible those visitors come by train, too.**

(Prompts if needed: Cars, Uber, light rail, taxi, carpool, bus, train, etc.)

5. Are you aware that the *Piedmont* passenger trains have nine scheduled stops between Raleigh and Charlotte? (Or Charlotte and Raleigh as appropriate.) **Yes, and also aware of the plans for updates to the tracks.**

If asked, they are Charlotte, Kannapolis, Salisbury, High Point, Greensboro, Burlington, Durham, Cary and Raleigh.

6. Are you aware that the Rail Division can partner with you to have the *Piedmont* make special stops to promote attendance at community events such as festivals, fairs and other special events? *Would love that.*

(Prompts if needed: State Fair in Raleigh, Lexington, NC BBQ festival)

7. Are you aware of any events where passenger trains support or *could support* visitors to attend an event? *Would welcome support for all events, but, in particular, the Memorial Day Parade. Believe the Rail Division could do a huge amount of business offering discounts for veterans or those who are active duty.*

He entertained the possibility of having Thomasville pick up the vets at the High Point station and bus them into Thomasville for the parade. This would be Mark's priority for marketing and PR – getting the word out to the Charlotte and Raleigh markets and bringing them in. He noted it would also be a good fit for non-military families. Great for kids. The Green Berets parachute in each year – it's a big deal.

8. What items do you believe could be sold on trains that would be of interest to your target audiences? *It would be nice to sell Thomasville postcards, pictures of the famous big Thomasville chair, or calendars made from "rail fan" pictures.*

(Prompts if needed: snacks or food (ask what kinds) beer, wine, books, activities for children, train paraphernalia and souvenirs, branded apparel, etc.)

9. Would you be interested in purchasing advertising on trains? What would you need to be able to make that decision? *Would probably be interested in advertising. After losing the furniture industry in Thomasville, the town is trying to do a lot with tourism on a much lower budget.*
10. Are there activities that could be done on the train that would interest your target audiences? *We have a video or audio coverage of a speech President Johnson gave during a 1960 whistle stop tour. It's about 7.5 minutes long. Anything historical would likely be of interest, especially to those who like Civil War or train history – Thomasville really plays up its rail history.*

(Prompts if needed: cards, coloring books, movie DVD rental, audio books –

11. Is there anything else you would like to add that I haven't asked you? *What about having volunteers on trains who could talk about the historical aspects or key points of interest along the Piedmont's route (or parts of the route)? Like docents, but on a train.*

Thank you for your time.

Follow-up email sent after the interview:

I have come across what I think are some incredible statistics that I did not have when we last spoke and I think you need to have these to present with your findings.

Our train camera has been up only since November 11th, 2015.

Visits to the train camera page on our website have gone from:
6,220 for the month of Nov. 11- Dec. 10 to 25,536 for the month of Dec. 10- Jan. 11.
And, there is no sign of it slowing down.

We had 7,047 views on our train camera from Jan. 13- Jan 19th alone last week and we were down for more than 13 hours Wednesday night into Thursday morning and believe me.... we heard about it from our rail fans wondering what was going on. 4,966 were unique page views on the train camera.

The average amount of time people are spending on our train camera page is almost 11 minutes per session!!!

We have built a captive audience and NCDOT-Rail Division and Amtrak may want to work with us to tap into that audience that will likely be 4,000 avid rail fans collectively viewing 10,000 times per week by early February... AND, we are looking into adding a second train camera capturing the southbound trains that will only increase viewership.

NC Train Host Interview

NCDOT Rail Division Script and Questions for Christopher and Marietta Young – Train Host Volunteer December 2015

Name and location of organization: North Carolina Train Host Volunteers

Name of person: Christopher Young, Marietta Young

Contact information: 919-523-9965, nctrains2000@yahoo.com

We received your name from NC DOT Rail Division. I believe you are Train Hosts? Yes

We are working on an NC DOT Rail Division report about revenue generating opportunities on the Piedmont trains between Raleigh and Charlotte.

Tell me about your business – we understand that you have a company that sells railroad memorabilia. Is that correct? I am the train bug in the family. We have a small business out of the house that sells train items. Our main business is graphics; signs, posters, banners.

- What items do you sell? Train items such as tee-shirts, posters, mugs, blankets, cut-outs of train pictures. They did do tee-shirts with the Piedmont Locomotive on it and it was a big seller with passengers. They can also do mugs as they are inexpensive to produce.
- How do you sell them? We do not have a website since it is a "garage operation" and we sell most items at train shows and by word of mouth. However, being in the graphics business, we can produce brochures or fliers to advertise what we have and what we are capable of producing (since we do custom one-offs as well) if that would help.
- What is the price range? Depends on the item. Tee-shirts range from \$12 to \$17. Blankets are about \$30. The banners and cut-out pictures are custom items, and time and material determine price. The small pictures go for \$30 to \$35.

We are researching items that leisure travelers and students would be interested in purchasing on the train. In your experience as a Volunteer Train Host, are there items that people tell you they would like to buy?

- Food? What kinds? The train used to have food service by a caterer, but there were not enough people to support it so it went away. On the long distance trains, there exists a need for food; for the shorter train rides, people bring their own food. We would like to see lunch food items in the vending machines. The problem is the vending machines do not accept debit or credit cards and the conductor couldn't carry change for larger bills. We would also like to see hot chocolate in the winter for kids. There used to be a microwave on board and now it's gone. People are asking for popcorn so a microwave could be important to have. Could there be food at the stations?

- NC Foods – from local companies? **Sure!**
- Beer and wine? **Yes. We are asked about that all the time. There used to be beer and wine sales on trains. On the 74/76 trains, they ask for beer and wine. On the 73, they ask for breakfast items. Time of day usually determines what passengers are asking for.**
- For instance, with parents or grandparents travelling with children, what do you see them doing to occupy their time? **Games – both electronic and non-electronic. It depends on the age of the grandparents. Wi-Fi would be good.**
- Are they sitting and talking? **Some, but mostly involved with games, books, etc.**
- Are they reading books? Are those books electronic or actual books? **Yes, they are reading books, both actual and electronic.**
- Do they bring things that interest the kids, such as coloring books, games, etc? **Yes, they bring coloring books. The train hosts also have what they call “busy sheets” that they pass out to the kids. It would be helpful to have crayons to pass out with that.**
- Are they on their phones or other electronic devices? **Yes**
- Do you see people knitting or crocheting? **Yes. Women who are traveling alone tend to bring needlework.**
- Is there anything else you’ve noticed? **It would be helpful to have a pamphlet with points of interest for the towns along the route. They realize that the trains are traveling at higher speeds, but it would be helpful for riders to know what is available to them if they get off at a particular stop and then get back on the train to continue their travels. For instance, what to do in Kannapolis, where do we go for lunch?**

With student travelers, what do you see them doing on the train? **It depends on where they are going. If they are headed back to school, they are doing school work. If they are headed home for a school break, they are interested in partying.**

- Are they sitting and talking to friends? **Mostly, they are texting.**
- Are they reading books? Are those books electronic or actual books? **Yes, both kinds**
- Are they on their phones or other electronic devices? **Yes**
- Are they doing homework – working on class assignments? **They do study – again it depends on which way they are traveling; back to school or home from school for a break. Christopher and Marietta did mention that they notice teachers on board grading tests in the dining car.**
- Are they catching up on sleep? **Sometimes.**

Part of the work Lyerly is doing includes interviews on the train to determine what people might be interested in purchasing.

- Do you think a cart that would be rolled down the aisles with items that passengers could purchase would be a good idea? Why or why not? **Selling items on board could be good, but a cart could be difficult to manage. We could bring some items on board or perhaps have a display case in the food car.**
- Do you think it would be better to sell items in the café car? **A display case in the food car could be a good option. Perhaps a pamphlet showing items available. We know the conductors will not sell items and there are no other employees on the train. Christopher and Marietta, as train hosts, would be willing to sell items, but are not sure if others would be willing to handle the money.**

Is there anything else you would like to add that I haven't asked you? **It amazes us that people still don't know there are trains from Raleigh to Charlotte. The trains move faster so it would be good to get people out of traffic and on the trains. Raleigh is discussing a light rail system similar to Charlotte.**

Thank you for your time.