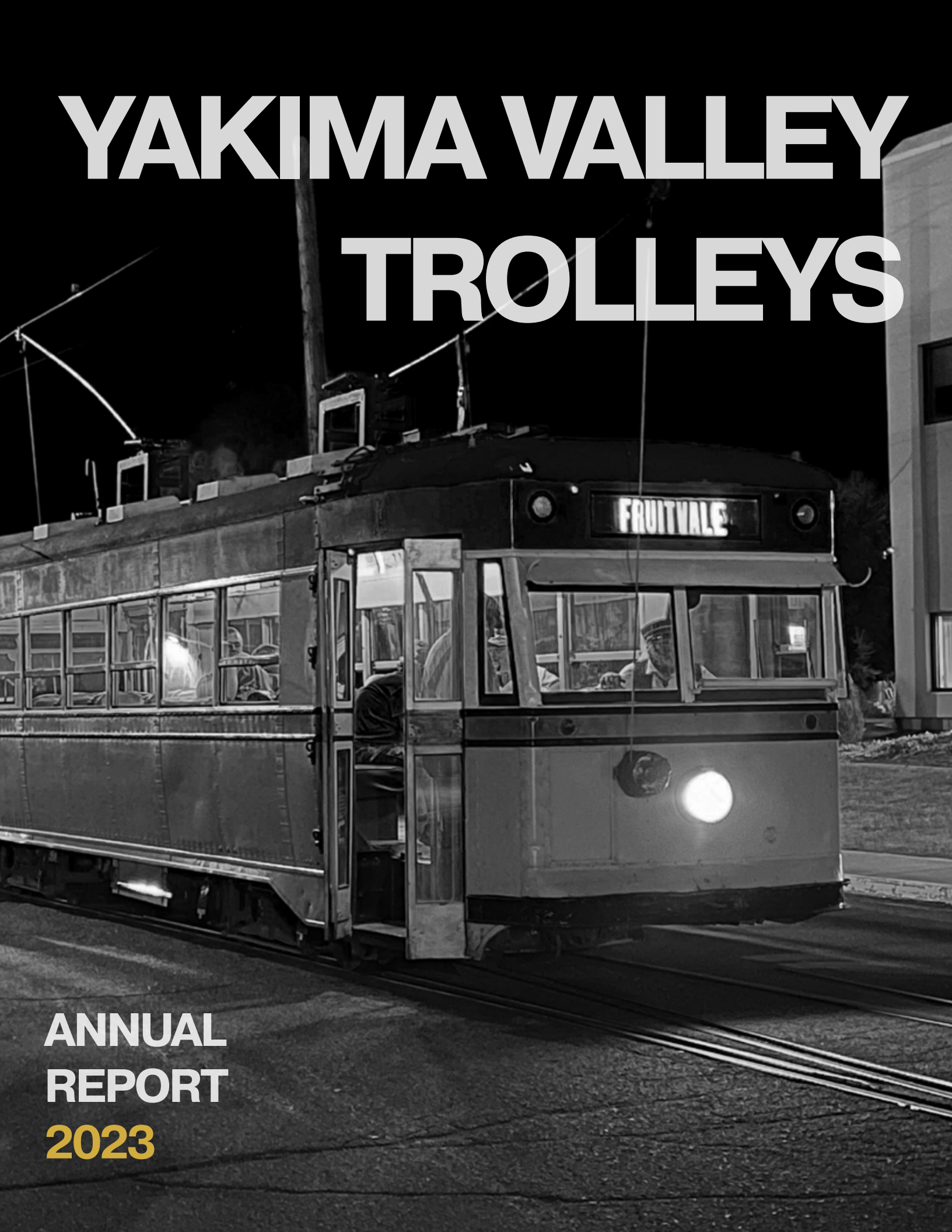


YAKIMA VALLEY TROLLEYS



ANNUAL
REPORT
2023



Contents

INTRO

6 - Mission & Vision

7 - Officers & Board

ANNUAL REPORT

9 - Letter from the President

10 - Highlights from the Year 2023

30 - Goals for 2024

FINANCIAL REPORT

33 - Fundraising & 2024 Outlook

34 - Financial Statements

36 - Independent Accountant's Review

OUTREACH REPORT

37 - Key Figures for 2023

**40 - Railway and Museum Operation and Promotion
Schedule**

Our Mission

The mission of the Yakima Valley Trolleys association is to preserve, restore, maintain and operate the former Yakima Valley Transportation Company railroad line in such fashion as to present a historically accurate representation of day-to-day operations of the Yakima Valley Transportation Company.

Our Vision

We recognize that the Yakima Valley Transportation Company (YVT) is the last intact, early 20th Century electric interurban railroad left in the United States. We believe it must be preserved for future generations of all Americans so that they may experience what interurban electric railroading was like at the beginning of the 20th Century.

In addition to preserving and maintaining the artifacts, rolling stock and infrastructure of the YVT railroad, we strive to broaden and enhance the appreciation of this railroad as a national asset. Toward that end, we are working to see it become a National Historic Landmark.



OFFICERS AND MEMBERS OF THE BOARD OF DIRECTORS FOR THE YEAR 2023:

Kenneth G. Johnsen, D.D.S., President
Paul D. Edmondson, J.D., Vice President
Robert J. Desgrosellier Jr., Secretary
Larry Fournier, Treasurer
Glenn Denman, CBCO/CFCO
Jim Honeyford
Gregory Johnsen, M.S.
Joe Mann
Russell Wentworth

**FOUNDED IN 2001 BY KENNETH JOHNSEN,
PAUL EDMONDSON AND JERRY HENDERSON**

Annual Report

8



Work on many of our long-term initiatives will begin to pay off

Greetings:

When you're as enmeshed as I am in the day-to-day business of running an interurban electric railway, it can be easy to lose sight of the progress and accomplishments over the course of one year. It takes a constant effort every day from our Board and volunteers to ensure a safe and orderly operation as stewards of this railroad, while also building forward momentum on important projects.

Amidst all this activity, it's always a pleasure to put together our Annual Report and reflect on all the good progress that has taken place.

2023 was a good year for the railroad. Among the many highlights you'll read about in this report:

- Our volunteers worked hard to put Master Unit #21 in service for the first time in many years as we hosted the international conferences of both the Electric Railroaders Association and Union Pacific Historical Society.
- Through partnership with the City of Yakima Public Works Department and the Engineering Department, and with a grant from the State of Washington, we were able to rebuild the intersection at Fruitvale Boulevard—a step on the way to full reopening of the Selah Line.
- Multiple projects improved the security and appearances of the museum property. We partnered with the Benton Conservation District to plant a Heritage Garden landscape, and volunteers brought WiFi access and security cameras to our facilities for the first time.
- Santa Trolley tickets were available online for the first time—and we sold out! Many happy families continue to make this a cherished Christmas tradition.

However, I'm even more optimistic about the future, as work on many of our long-term initiatives will begin to pay off:

- The full restoration of Streetcar #160 will give us a very dependable, like-new trolley to improve reliability of our operation and recreate the experience of riding YVT's earliest equipment.
- The City of Yakima will be rebuilding 6th Avenue—including the trolley line—in the coming years, making a capital investment in the trolleys which will last for generations.
- We're making plans to hire a paid Executive Director to help the trolleys realize their full potential as a connector of the community.
- And of course, we'll continue the lengthy process of becoming Eastern Washington's third National Historic Landmark.

Many thanks to those who support us in so many different ways!



Ken Johnsen, President
Yakima Valley Trolleys

Highlights of the Year 2023

10

SANTA TROLLEY SOLD OUT

The annual Santa Trolley event has become a must-do holiday activity for many families in the Yakima Valley. In order to efficiently welcome as many guests as possible, we introduced online ticket sales this year. For the first time, families could book their ride in advance for a specific departure time and be guaranteed a seat. The new ticketing platform also offers the convenience of Apple Pay, Google Pay, and mobile tickets. Well, we sold out! We welcomed 1431 riders across two weekends in December. Our riders even included visitors from Canada and the UK, as well as from more distant parts of Washington State such as Spokane, Mercer Island, Tacoma, and Mount Vernon.

36% of riders said they were somewhat or very unlikely to have purchased tickets if online sales were not available. This tells us that our online ticket sales are attracting new riders, rather than just changing where people buy their tickets. We are extremely grateful to our volunteers who put this event on. It is a big commitment every year, but very much appreciated by so many families. Special thanks to Ken Toney (Santa), Barbara Walker (Mrs. Claus), Larry and Cherryl Fournier, Russ and Badger Wentworth, Joe Rief, Gregory Johnsen, Randall Yeager, Tap Menard, Scott Neel, Crystal Grundy, Catie Knoblauch and Dan Tamsky.



SANTA REGALED TROLLEY LOAD AFTER TROLLEY LOAD OF HAPPY PASSENGERS.

HERITAGE GARDEN WORKSHOP

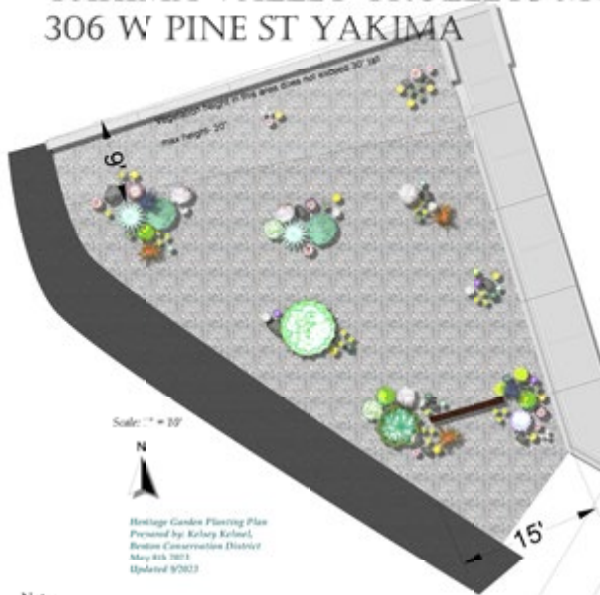
What do native plant fanatics and trolley fanatics have in common? No—it's not the start of a joke, and this October we found out they have much more in common than one might expect.

Through a wonderful partnership with The Heritage Garden Program of the Benton Conservation District, we were able to host the Yakima County Heritage Garden Fall Workshop on Saturday, October 7th. The museum was abuzz with cross-pollination as more than 20 community members of all backgrounds learned the basics of planting native species. This was followed by a hands-on session planting a public demonstration Heritage Garden, helping to beautify the museum grounds. And of course, we had to end the day with a trolley ride!

NATIVE PLANT SAUVANTS KELSEY KEMEL AND EMILY HAMANT OF THE HERITAGE GARDEN PROGRAM.



YAKIMA VALLEY TROLLEYS MUSEUM 306 W PINE ST YAKIMA



PLANT LEGEND						
Symbol	Qty	Common	Botanical	Symbol	Qty	Common
	1	Big Sagebrush	<i>Artemisia tridentata</i>		5	Oregon Sunshine
	20	Bluebunch Wheatgrass	<i>Pseudoroegneria spicata</i>		3	Pale Evening Primrose
	1	Butterfly Lomatium	<i>Lomatium papilionella</i>		1	Purple Sage
	6	Cushion Buckwheat	<i>Eriogonum ovalifolium</i>		1	Richardson's Penstemon
	6	Desert Yellow Flarebush	<i>Eriogonum linearis</i>		7	Sundberg's Bluegrass
	1	Fourwing Saltbrush	<i>Atriplex canescens</i>		3	Showy Penstemon
	2	Fringed Sagebrush	<i>Artemisia frigida</i>		4	Snow Buckwheat
	2	Gray Rabbitbrush	<i>Ericameria nauseosa</i>		4	Strict Buckwheat
	1	Hairy False Goldenaster	<i>Heterotheca villosa</i>		2	Sulter Buckwheat
	4	Mabe Fescue	<i>Festuca idahoensis</i>		4	Threadleaf Daisy
	2	Lewis' Blue Flax	<i>Linum lewisii</i>		2	Winterfat
	3	Low-Growing Green Rabbitbrush	<i>Chrysothamnus viscidiflorus</i>		2	Wyeth Buckwheat
	3	Munro's Globemallow	<i>Sphaeralcea munroana</i>		7	Yarrow

Notes:
This planting plan is provided as an inspirational guide in establishing your Heritage Garden and/or low water-use landscape.
This drawing does not constitute a professional landscape design, all property lines and dimensions are approximate.

ABOVE: THE BEAUTIFUL CONCEPT FOR THE GARDEN, LAID OUT BY KELSEY.

RIGHT: KELSEY EASILY HELD THE ATTENTION OF THE ROOM WITH HER WEALTH OF KNOWLEDGE ABOUT NATIVE PLANTS AND ENGAGING SPEAKING STYLE.

BELOW: A HANDFUL OF THE GARDENERS PAUSE FOR A PHOTO-OP BY THE MUSEUM SIGN. WHAT A FANTASTIC CREW!



**DRONE'S EYE VIEW OF HAPPY
HERITAGE GARDEN PLANTERS!**



Both the trolley organization and the Heritage Garden Program are motivated by a similar objective: safeguarding some of the unique and irreplaceable aspects of our region's heritage to ensure they are around for future generations. We look forward to seeing our garden of native plants grow, and thank The Heritage Garden Program for being excellent partners on this project! A special thanks goes to Kelsey Kelmel and Emily Hamant for their leadership.

MAINTAINING A STRONG RECORD OF SAFETY

Our organization has a perfect safety record operating the YVT for the past 23 years, and we intend to keep it that way. To that end, we retained the renowned expert George Hardy to conduct an independent review of our operation, maintenance, and safety practices. We appreciate the expertise and professionalism George brings to his work, and we look forward to continuing to operate this railroad with the utmost care.

WIFI AND SECURITY CAMERAS IN YVT FACILITIES

113 years after being built, our Car barn is finally online! We decided that in 2023, it was no longer tenable not to have internet access at our facilities. After researching various options, Gregory Johnsen found a discounted broadband internet service available to nonprofits and designed a network to meet our needs.

One of the chief purposes of the network is to enhance security and protect the irreplaceable treasures of the nation's

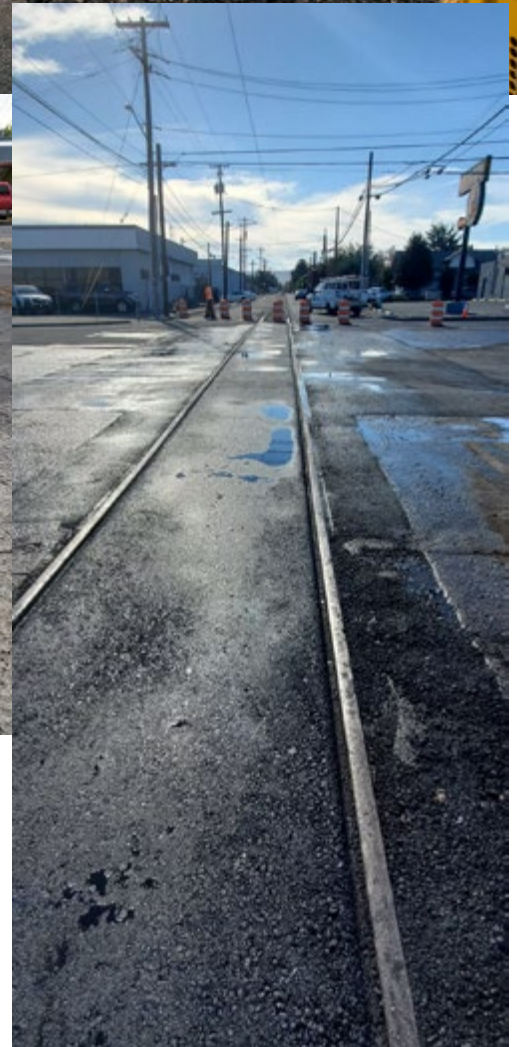
most intact interurban electric railway. After suffering a break-in this summer, we were jolted into action. In addition to the alarm system we have had for many years, we now have live, 4k video feeds available from throughout the property and monitored around the clock.

In addition to dramatically improving security, the WiFi will facilitate Board Meeting video conferencing, support museum operations like credit card processing, provide a valuable amenity to visitors, and potentially someday even enable futuristic projects like IoT (internet of things) sensors to monitor our fleet.

FRUITVALE CROSSING REBUILD

A freak accident from a large heavy vehicle broke the west rail in our crossing of Fruitvale Boulevard. This prevented us from going any further north (toward Selah) on our public runs. The City of Yakima's finances have been under pressure, so a planned repair to this broken rail in April was scuttled. YVT board member and retired Senator Jim Honeyford to the rescue!

With Jim's assistance we were able to get a \$25,000 grant from the State of Washington to pay for the repair of the Fruitvale crossing. The work was completed over a 5-day period in October by Public Works employees, Central Washington Railroad volunteers, and our Maintenance Supervisor Russ Wentworth. Thanks to all these people, Public Works Director Scott Schafer, and Streets and Traffic Operations Manager Jay Kendall, we can now run as far north as the Naches River Bridge.



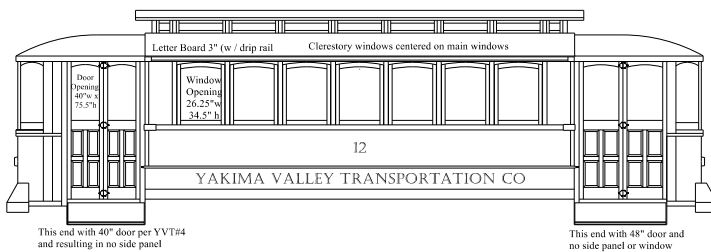
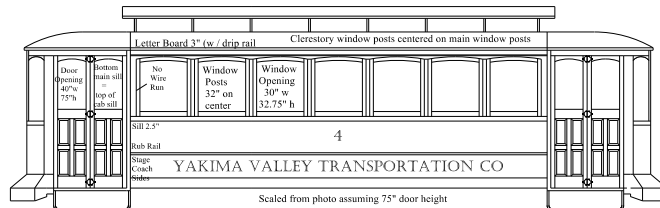
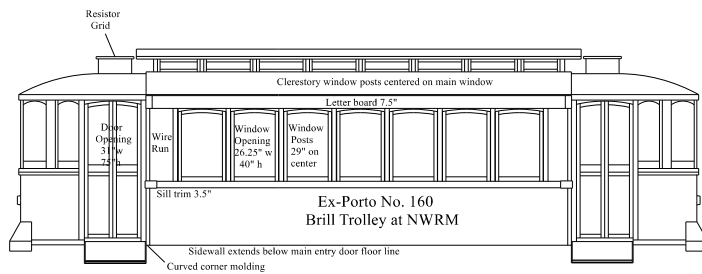
TOP LEFT: WE'RE THANKFUL FOR THE EXPERTISE AND PROFESSIONALISM OF RAIL SAFETY EXPERT GEORGE HARDY.

TOP RIGHT: A YAKIMA TRANSIT BUS MAKES ITS WAY ACROSS THE FRUITVALE CROSSING DURING THE REPAIRS.

BOTTOM LEFT: REBUILDING OF THE FRUITVALE CROSSING

BOTTOM RIGHT: THE FRUITVALE CROSSING LOOKING GREAT AFTER A SKILLFUL REBUILD BY YAKIMA PUBLIC WORKS—A NECESSARY STEP TO REOPENING THE SELAH LINE.

Trolley External Changes



Changes:
Respace Clerestory windows to center on main windows
Widen main entry doors to 40"
Panel over what's left of the sidewall window fwd of door
Doors to resemble YVT#4
Revise letterboard width to more closely match YVT #4
Raise window sill to match cab window sill per YVT #4 configuration
Revise window lower trim to 2.5 wide
Rebuild lower sidewall to "stage couch" configuration including rub rail and bottom even with main door floor line
Resistor Grid moved to underbody

Retain:
Cab-vestibule configuration aside from door width
Overall main cabin length
Maintain cabin window width and spacing
Maintain wire run bays at end of cabin

Northwest Railway Museum	Snoqualmie, Washington
YVT Trolley Rebuild Overview	
Drawn M. Donnelly 11-23-2023	Sheet 1
Scale None except as noted	

PLANS ARE COMING TOGETHER FOR THE REBUILDING OF BRILL-BUILT PORTO TRAM #160 TO RESEMBLE THE EARLIEST STREETCARS IN YAKIMA. (DESIGN CREDIT: MICHAEL DONNELLY)

STREETCAR #160 RESTORATION PROGRESS

The meticulous restoration of single-truck, Brill streetcar #160—an almost exact match to Yakima's earliest cars—continues at the Northwest Railway Museum in Snoqualmie. Supply chain issues have at times made progress seem slow, however it is indeed moving forward. Once complete, this project will add a very reliable streetcar to our fleet and give visitors a very authentic experi-

ence of riding a streetcar in early North Yakima.

A good deal of work has already been completed on the electrical components, including complete rebuild of the motors and complete rebuild of the controllers. New springs have been made, the frame has been renewed, wheels have had new tires installed, and new bearings are being cast so that the entire undercarriage can be assembled.

Work on the carbody has involved disassembly and careful measuring of all

components. Plans are being drawn up for the slight modifications that will be needed to make the 160 car's appearance exactly the same as the early Yakima cars—including the longitudinal seating of the original cars. The renovated car will also accommodate a wheelchair, in keeping with our goal of making the Yakima Valley Transportation Company's history available for all to experience.

A hidden battery backup system is being devised to allow the trolley to be motored in cases where power from the overhead wire is not available.

An accurate paint scheme has also been selected using correct historic paint pigments that were in use when the original Yakima trolleys were built in 1908. When the 160 car rolls out of the restoration shop in Snoqualmie, it will essentially be a brand new streetcar and will give its riders the authentic experience of riding the original Yakima streetcars in 1908.

INTERNATIONAL CONVENTIONS COME TO SEE YAKIMA'S TROLLEYS

The YVT continues to draw international visitors to the Yakima area. The summer of 2023 brought two significant

conventions to the city, just to see the railroad. First, on July 9th, the Electric Railroaders Association (ERA), a world wide organization of electric railroaders and fans, rented the entire YVT system for the day. Their president, Bob Newhouser, expressed their enthusiasm to see YVT Master Unit #21. This streetcar had not run in a number of years, and we were unsure what surprises might be in store if we tried to bring it back to life.

Maintenance Supervisor Russ Wentworth spent many hours going through every system of #21. The week before the ERA was due to arrive, we pulled together a work party. Finally, the day of the charter, the tour buses of ERA members started to arrive—and lo and behold—#21 was parked at the Powerhouse, ready to go. The ERA visitors were ecstatic!

Later, on July 20th, The Union Pacific Historical Society held their annual convention in Pasco and also rented our railroad for a day. Their president Rob Leachman also expressed a strong desire to be able to have the Master Unit

THE ERA CREW ARRIVING—ONE OF THE TWO INTERNATIONAL CONVENTIONS WHICH VISITED YAKIMA TO SEE THE TROLLEYS THIS YEAR.





**MAINTENANCE MANAGER RUSS WENTWORTH
MOTORS #21 DOWN PINE STREET AFTER THE
RARE BRILL MASTER UNIT WAS BROUGHT BACK
INTO SERVICE.**



SOUTH NOB HILL

UP



TOP: AJ CHIER GIVES #21 A GOOD SCRUB TO WELCOME IT BACK TO SERVICE.

MIDDLE: THE ERA PHOTO LINE GAWKS AT #21!

BOTTOM: ERA VISITORS ENJOYED A RARE OPPORTUNITY TO RIDE A MASTER UNIT ON THE VERY SAME STREETS IT PLIED DURING ITS SERVICE LIFE.

OPPOSITE: RUSS AT THE HELM!



#21 in operation. Russ again had it out and running for their conventioners to ride. In addition, a nighttime photo session was arranged for the UPHS which included the Master Unit with Russ at the controls and steeplecab #298, operated by Scott Neel with the help of his daughter Sarah.

Both groups were extremely pleased with their visits to Yakima, and we are thankful the YVT gave them a reason to stop by!

BRILL MASTER UNIT #21 IN SERVICE

In an effort to revive flagging passenger service as the automobile era kicked off, the Yakima Valley Transportation Company ordered three brand new Brill Master Units which entered service in 1930. Master Units were modern, steel, more

bus-like, and provided new levels of safety and passenger comfort. Later PCC cars carried these ideas even further, and were much more ubiquitous than Master Units, however the YVT never invested in the PCC streetcar design.

Amazingly, Yakima's entire fleet of Master Units survived and are all in our collection today. #20 suffered exposure in a rain forest for decades and is in poor condition. It is being used as a parts source and will also become a static display. #21, as mentioned above, was brought back into service in the summer after years of inactivity. #22 is intact, but hasn't run for years. It will be the next one we bring back into service, following the successful return of #21.

With two major conventions of railfans visiting this summer, getting #21 back





YVTCo

298

ELEV



**YVT STEEPLE CAB #298 DURING THE NIGHT
TIME PHOTO SHOOT WITH THE UNION PACIFIC
HISTORICAL SOCIETY. THE YVT RAILROAD WAS
OWNED BY U.P. FROM 1909-1985.
(PHOTO CREDIT: ROB LEACHMAN)**





ABOVE:SCOTT NEEL AND DAUGHTER SARAH SKILLFULLY OVERSAW OPERATION OF #298. (PHOTO CREDITS: ROB LEACHMAN AND KEN JOHNSEN)

into service was a major priority. Maintenance supervisor Russ Wentworth began the effort of studying the current condition of every system in #21, as well as reviewing all manuals and documentation available and talking to those familiar with their operation. Finally, in July, shortly before the charters, we mounted a last-ditch effort to get #21 into service. A big thank you to Russ, Ken Johnsen, Gregory Johnsen, and AJ Chier for their efforts!

CITY COUNCIL APPROVES 6TH AVENUE REBUILD

The last major rebuild the Yakima Valley Transportation Company did of the Selah line was back in 1956. Today, the line is showing its age, and failures of the track system are a detriment to the reliability of our operations.

The condition of the roadway on 6th Avenue is also poor, so the City began the process of planning a project to rebuild 6th. At the October 24th meeting of the Yakima City Council, the council unanimously reaffirmed their support for this project, which will rebuild the street for motorists and trolleys alike. This marks a major investment in the future of Yakima's one-of-a-kind trolley system. Fortunately, using modern construction techniques, the tracks should have a very long lifespan, and still be serving the grandchildren of today's teenagers!

POWERHOUSE MUSEUM ENHANCEMENTS

As we progress toward National Historic Landmark designation of the YVT, improving the quality of the museum experience at the Powerhouse is a critical goal. A few years ago, YVT board member Bob Desgrosellier was able to obtain very professional stand-alone exhibit sign frames, and in 2023 we completed the design of very attractive and informative inserts for them.

Writeups and illustrations explaining the significance of the YVT and the electrical equipment now grace the powerhouse museum, giving visitors succinct information about the amazing slice of history in front of them.

NACHES RIVER BRIDGE

A periodic inspection of the Naches River trolley bridge led to some findings which warranted further investigation. The City of Yakima retained Sargent Engineers of Olympia to conduct a full evaluation of the bridge.

Fortunately, Sargent found the bridge structure itself to be sound, noting "the steel thru truss is in relatively good condition." However, the engineers did find that on the timber approach to the bridge, "the south timber abutment is in poor condition." Out of an abundance of caution, the City determined it was necessary to temporarily suspend use of the bridge.

We are working actively with the City Engineer to restore service to the bridge as quickly as is practicable, as this is the last obstacle to returning service to Se-

lah. Ken Kirschling, a renowned engineer specializing in railroad bridge structures, has been very gracious in assisting with this project.

GROWING SOCIAL MEDIA PRESENCE

Social media is a powerful force in the 21st Century and the YVT is making good use of it. We have introduced two new recurring features for our Facebook audience to promote the fact that the YVT railroad is extremely historic.

YVT INTERESTING FACTS provides accounts of key events in the YVT's 117-year history. YVT MYSTERY PHOTOS shares unique photos from various points in the railroad's history and invites viewers to guess where and when the photo was taken. Both series are an effort to help people understand why the YVT is on track to become Washington's next National Historic Landmark. This railroad is the real deal, not a contrived amusement park ride!

All of our content has been extremely popular, leading to an 111% increase in our reach on Meta (the parent of Facebook and Instagram) platforms this year!

TOURS WITH LOCAL ELECTED OFFICIALS

As we are working toward our goal of the YVT becoming Washington's next National Historic Landmark, several local elected officials have paid visits to learn more about what makes this railroad such a unique asset for the community.



ABOVE: WASHINGTON STATE SENATOR NIKKI TORRES TAKES THE CONTROLS.

At the state level, Senator Curtis King visited and was treated to a tour of the site and a ride in the trolley. He enjoyed it so much that he chartered the trolley for his entire family as a festive outing the day after Thanksgiving!

State Representative Bryan Sandlin and State Senator Nikki Torres also visited the trolleys and are excited about the opportunities. We are very grateful to have these wonderful people as friends of the trolleys.

At the city level, Yakima City Councilmember (and now Mayor) Patricia Byers, has visited the trolleys several times this year and hosted a birthday party for one of her friends at the trolley barn. Outgoing Councilmember Holly Cousens also stopped by for the holidays.

And not to leave Yakima County out,

the three commissioners, Kyle Curtis, LaDon Linde and Amanda McKinney, visited the trolleys in the early spring and expressed their enthusiasm for our becoming a National Historic Landmark.

BELOW: WASHINGTON STATE SENATOR CURTIS KING WITH MOTORMAN AND BOARD MEMBER LARRY FOURNIER.





ABOVE: YAKIMA COUNTY'S THREE COMMISSIONERS VISITED AT THE START OF THE YEAR. BELOW: ED AND JUNE NEEL WILL BOTH BE GREATLY MISSED.

PASSING OF ED AND JUNE NEEL

A long-time key player in the YVT's success story, Ed Neel, passed away in June just three days after the passing of his wife June. For many years, Ed served as the head of maintenance at YVT, but he was also our ambassador of goodwill. Anyone visiting the trolleys would immediately feel welcome by this genuinely friendly and good-natured man. His uncanny ability to look at a machine and quickly understand exactly how it worked made Ed invaluable in our maintenance department. After retiring from 35 years at the gas company, Ed dedicated countless volunteer hours at the trolley barn, keeping our rolling stock in operation. He will be long remembered as will his very supportive wife June.



Goals for 2024



PROVIDE RELIABLE SERVICE TO SELAH

To meet the expectations of our visitors, and for the financial viability of the trolleys, we must provide consistent service to Selah. This will involve repairs to the Naches River bridge approach, using a power car as an interim step, and ultimately restoring the overhead wire system.



OFFER A WORLD-CLASS MUSEUM EXPERIENCE AT POWERHOUSE

The Powerhouse provides our first impression to visitors. In our quest to become a National Historic Landmark, the Powerhouse needs to provide a museum-quality experience. Additionally, it should support the finances of the organization as a truly unique space for special events.



FIRE SUPPRESSION

We must secure the museum facilities against the risk of fire.



HIRE AN EXECUTIVE DIRECTOR

The time has come to hire an Executive Director who can help the trolleys reach their full potential as a connector of the entire community.

Financial Report

32



Financial performance remains challenged due to the obstacles to running to Selah, but 2024 is looking better

FUNDRAISING

In 2023, we were fortunate to receive a \$25,000 grant from the Washington State Department of Commerce. This funded crucial repairs at the Fruitvale Boulevard crossing, which will allow service to Naches River for 2024. Additionally, our iconic Santa Trolley event not only sold out but also demonstrated robust financial performance, contributing significantly to our annual revenues.

Still, 2023 revenues were challenged overall due to the inability to go to Selah.

2024 OUTLOOK

We are optimistic that, while likely still not a normal year, 2024 will be a better year than the last one. We do not expect robust financial performance until the trolleys can return service to Selah, which could now get pushed to 2027 as the 6th Avenue rebuild gets underway.

On the grant side, we are optimistic about

2024. A number of large, relevant grant opportunities will be coming up this year, and we intend to apply for them.

Our adoption of online ticket sales last year has also shown promising results, as evidenced by the Santa Trolley event where 36% of our riders indicated they would not have purchased tickets without the online option. This shift aligns with current consumer preferences and broadens our reach, making it easier for more people to ride the trolleys. We expect this to drive higher ridership, strengthen revenues, and improve overall customer satisfaction in 2024.

YAKIMA VALLEY TROLLEYS
INCOME STATEMENT
FOR THE TWELVE MONTHS ENDING DECEMBER 31, 2023

	Year to Date	(%)
Revenues		
Misc Sales Revenue	0.00	0.0%
Gift Shop Sales Revenue	1315.47	6.3%
Non-Taxable Water Sales	106.00	0.5%
Vending Revenue	0.00	0.0%
Trolley Ride Revenue	14405.84	68.9%
Charter Trolley Revenue	2450.00	11.7%
Special Event Revenue	0.00	0.0%
Non Endowment Donations	1544.82	7.4%
Trolley Advertising Revenue	0.00	0.0%
Membership Dues Revenue	1085.00	5.2%
Interest Income	11.27	0.1%
Gain (Loss) on Investments	0.00	0.0%
Misc. Revenue	3.79	0.0%
Total Revenues	20922.19	100.0%
Cost of Sales		
Total Cost of Sales	0.00	
Gross Profit	20922.19	
Expenses		
Cost of Gift Shop Merchandise	1267.20	6.2%
Gift Shop Operation	176.88	0.9%
Museum Operating Supplies	30.34	0.1%
Vending Machine Products	59.65	0.3%
Special Event Expenses	581.47	2.9%
Other Trolley Operations	316.74	1.6%
Trolley Repairs & Maint	97.77	0.5%
Vehicle Repairs & Mant	106.16	0.5%
Vehicle Operating Expense	456.34	2.2%
Track & ROW Maint	493.79	2.4%
Bldg & Yard Mant	1409.97	6.9%
Electricity Expense	590.32	2.9%
Natural Gas Expense	840.46	4.1%
Water & Sewer Expense	406.28	2.0%
Telephone Expense	0.00	0.0%
Trash Disposal Expense	0.00	0.0%
Security & Alarm Expense	771.32	3.8%
P. O. Box Rental	166.00	0.8%
Mailing & Shipping Expense	0.00	0.0%
Office & Admin Expense	504.87	2.5%
Gov't Fees & Licenses	20.00	0.1%
Media Advertising	898.00	4.4%
Publicity & Marketing	7682.23	37.8%
Outside Consultant Expense	11512.50	56.7%
Dues & Membership Expense	583.00	2.9%
Website Expense	648.00	3.2%
Grants & Funding Expense	0.00	0.0%
Historic Heritage Expense	0.00	0.0%
Insurance Expense	629.00	3.1%
Legal Fees	0.00	0.0%
Accounting/Audit Fees	250.00	1.2%
Bank Fees	0.00	0.0%
Cash Register (Over) Under	-74.09	-0.4%
Credit Card Process Fees	489.45	2.4%
Twin Coach Bus Expense	0.00	0.0%
City Expense Reimbursement	-10612.64	-52.3%
Total Expenses	20301.01	100.0%
Net Income	621.18	

**YAKIMA VALLEY TROLLEYS
BALANCE SHEET
DECEMBER 31, 2023**

ASSETS

Current Assets	
Cash in Cash Register	\$80.43
Checking Acct	\$31,219.26
Savings Acct	\$45,011.27
Endowment Invest	\$49,236.86
Endowment Invest	\$12,657.41
Total Current Assets	\$138,205.23
Property and Equipment	
Vehicles Owned	\$6,872.05
Total Property and Equipment	\$6,872.05
Other Assets	
Bnll 160 Restore Cost	\$116,984.70
Total Other Assets	\$116,984.70
Total Assets	\$262,061.98

LIABILITIES AND CAPITAL

Current Liabilities	
Sales Tax Payable	\$109.48
Reserve for ROW Repairs	\$4,214.14
NRHS Window Grate Fund	\$5,000.00
Reserve for Executive Director Cost	\$6,000.00
Uninvested Donations	-\$2,723.85
Funds Reserved 298 Repairs	\$12,386.89
Reserve for Brill 160 Restore	\$111,209.40
Total Current Liabilities	\$142,451.74
Long-Term Liabilities	
Endowment Savings Reserve	\$61,894.27
Total Long-Term Liabilities	\$61,894.27
Total Liabilities	\$204,346.01
Capital	
Retained Earnings	\$57,094.79
Net Income	\$621.18
Total Capital	\$57,715.97
Total Liabilities & Capital	\$262,061.98

Independent Accountant's Review

Yakima Valley Trolleys
Dr. Kenneth Johnsen, Chairman
P.O. Box 161
Renton, WA 98057

I have reviewed the treasurer's accounting records of Yakima Valley Trolleys for each month of the year ended December 31, 2023. In my review, I analyzed the treasurer's check register, bank statements, disbursement bills and receipts, bank deposit vouchers, investment statements, and financial statements. I have found that all records are in correlation with one another.

The treasurer's explanations of transactions were understandable and supported by receipts or calculations. If a transaction was unclear, other records were available to clarify the reporting. There was never an amount given by the treasurer that was unsubstantiated.

The treasurer's reporting of the financial transactions of Yakima Valley Trolleys is, in my opinion, satisfactory and fairly represents the condition of the Association's finances.

Kelli M. Gailan, CFP®



Date: 1/25/2024

Impact

3881 | 791 | 490

37

Our followers on Facebook, Twitter, and Instagram, respectively

1431

Happy Santa Trolley passengers, in just 4 days of operation

193,508

+111% VS 2022

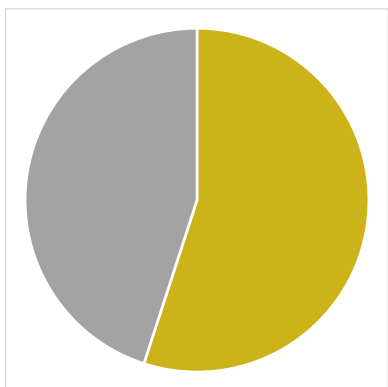
The reach of our Facebook page, i.e. the number of people who saw any posts or activity, direct or shared by others, in 2023

15,384

Unique visitors to our website in 2023

2

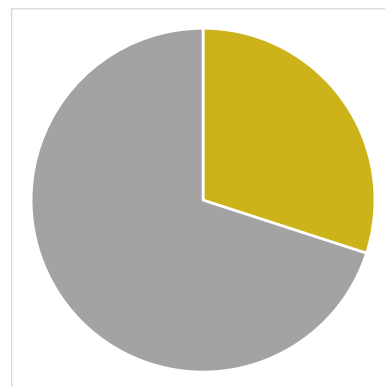
International conventions came to Yakima to see the trolleys



58%

**OF FACEBOOK
FANS**

Yakima's trolleys are famous around the nation and the globe! 58% of our fans on Facebook hail from outside of Yakima.



36%

OF MEMBERS

36% of Santa Trolley riders would not have purchased tickets if they couldn't do so online. Online ticket sales are a big opportunity!

Railway and Museum Operation and Promotion Schedule

40



2024 RAILWAY OPERATION AND PROMOTION SCHEDULE

Summer Season: Our main operating season runs from Memorial Day weekend through September. During this period, the streetcars operate on weekends and holidays along either the Pine Street Line or the Selah Line, depending on track conditions and other operational circumstances.

Halloween Trolley: We host the Halloween Trolley for one weekend in October.

Santa Trolley: The Santa Trolley runs for two weekends in December.

Private Charters: Available throughout the year, subject to streetcar and crew availability as well as operating conditions.

2024 MUSEUM OPERATION AND PROMOTION SCHEDULE

The museum facility operates concurrently with the streetcar operations and is also available for private rentals throughout the year.

ADDITIONAL NOTES

- All scheduled operations and events are subject to change. We will provide updates and timely information on any revisions through our website and social media platforms.
- Additional operational days and special events may be added as determined by the Board of Directors.
- Our promotional efforts are primarily conducted through our website and various social media platforms including Facebook, Instagram, Twitter, and Google Maps. Management may adjust promotional strategies as deemed necessary or desirable.
- All operations and promotional activities are subject to revision without prior notice. Check our website or follow us on social media for the most current information.

OPPOSITE: MOTORMAN JIM MOORE DEMONSTRATES HOW TO REVERSE THE TROLLEY POLE.

Supporting Yakima's Trolleys

WAYS TO JOIN AND GET INVOLVED

Apply for membership online via our website (www.yakimavalleytrolleys.org) or print off an application to mail in. Paper copies are also available at the Powerhouse museum.

No matter how you apply, please share with us your areas of interest so that we can guide you to the right people who would be happy to have your help!

PROVIDING FINANCIAL SUPPORT

Yakima Valley Trolleys has established an endowment fund to secure the future of the railroad in the long term. Please consider a bequest in your estate planning to support the endowment fund. Yakima Valley Trolleys is an all volunteer 501(c)(3) organization. All charitable contributions are fully tax-deductible. A gift to the endowment fund is a gift that keeps on giving!

ONLINE Donate by credit card on our website at www.yakimavalleytrolleys.org

EMPLOYER MATCH Many employers use Benevity.com to manage corporate matching programs. Find us at <https://causes.benevity.org/causes/840-680514398>

FACEBOOK Look for the big donate button at the top of our Facebook page

POSTAL MAIL Checks are welcome at Yakima Valley Trolleys, P.O. Box 796, Yakima, WA 98907

CONTACT US For bequests and in-kind donations, contact info@yakimavalleytrolleys.org

CONTACT

Email address: info@yakimavalleytrolleys.org

Website: <https://www.yakimavalleytrolleys.org>

 Facebook: <https://www.facebook.com/yakimavalleytrolleys>

 Twitter: @yakimatrolleys

 Instagram: @yakimavalleytrolleys

Mailing address: PO Box 796, Yakima, WA 98907

Phone number: (509) 249-5962

Physical address (no mail): South Third Avenue at West Pine Street, Yakima
