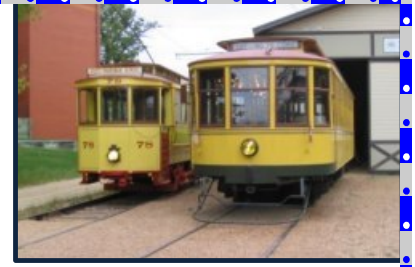




MSM Operations Newsletter

Issue No. 25-4
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(ALMOST) END OF YEAR WRAP UP

As we near the end of the operating season we have a lot to be thankful for. Always I am thankful for the opportunity to work with an amazing group of dedicated men and women sharing common goals to bring a quality experience to new and returning guests each and every time the streetcar turns a wheel. As an organization some of the accomplishments are highlighted below. (Note that the statistics are through October 31 and not final for the year.)

- Generated over \$110k in revenue
- 90% of qualified operators volunteered time
- 114 qualified operating volunteers
- Promoted four new foremen
- 82 charters completed

YEAR-TO-DATE PERFORMANCE (THROUGH 10/31/2025)

The results as captured by the POS system are shown in the following tables. Total revenue of \$110,732 is, as expected, driven by ticket sales (55% of total POS revenue) and ended 3% above 2024 performance. In addition to general ticket sales, Merchandise (19%) and Special Events (11%) are major drivers of revenue performance.

Table 1: Year-to-Date 2025

SALES - YTD October 31 (2025)

	MSM		CHSL		ESL		Online Sales	Union Depot	% of Revenue
	No.	\$	No.	\$	No.	\$			
Fares	20,165	\$ 60,375	17,287	\$ 51,861	2,878	\$ 8,514	\$ -		55%
Passes	212	5,565	187	4,913	20	352	300		5%
Charters	82	9,055	67	7,485	11	1,190	380		8%
Special Events (ticketed)	0	8,329	0	-	0	-	8,329		8%
Special Events - nonticketed	1,130	3,711	360	2,112	770	1,599	-		3%
Merchandise	0	20,871	0	16,792	0	2,804	1,275		19%
Donations	102	2,826	27	724	75	2,102	-		3%
Total		\$110,732		\$ 83,887		\$ 16,561	\$ 10,284	\$ -	

Table 2: Year-over-Year Performance (on next page)

Year-over-Year performance is flat, but with some significant shifts in particular activities. As shown in Table 2, increases in CHSL regular fares and ESL special events (nonticketed) offset decreases in ticketed special events (CHSL) and merchandise sales.

The revenue for ticketed events is down significantly due to not having the Murder Mystery (\$3116), Ghost Trolley Late Show (\$1335) and Summer Santa (\$535). The amount for Murder Mystery is the gross amount. Part of this was shared with the director and the actors.

SALES - YTD October 31 (Year-over-Year)

	MSM		CHSL		ESL		Online Sales	Union Depot	YOY
	No.	\$	No.	\$	No.	\$			
Fares	720	\$ 2,040	710	\$ 2,130	10	\$ (90)	\$ -	\$ -	3%
Passes	7	(114)	16	115	-6	(303)	75	-	-2%
Charters	21	2,450	20	2,395	1	55	-	-	37%
Special Events (ticketed)	0	(4,056)	0	-	0	-	(4,056)	-	-33%
Special Events - nonticketed	1,130	589	360	(478)	770	1,067	-	-	19%
Merchandise		(1,322)		(107)		(687)	(249)	(280)	-6%
Donations		441		(696)		1,137	-	-	18%
Total		\$ 28		\$ 3,358		\$ 1,179	\$ (4,230)	\$ (280)	0%

SPECIAL EVENTS – KAREN KERTZMAN/BILL ARENDS/LEAH HARP/KATIE BARRON

Special events drive much of the museum's activity during the latter portion of the operating season.

CHSL

The Halloween events are summarized in the following two tables showing revenue of approximately \$7,800 and ridership (ticketed and general fares) of over 1,100. Adjustments to the event offerings continue to try and improve performance.

REVENUE

Event	Fares	Passes	Pumpkins	Tickets	Merchandise	Total
Pumpkin Patch	\$ 1,413	\$ -	\$ 1,316	\$ -	\$ 367	\$ 3,096
Transylvania Trolley	768	21	100	-	282	1,171
Graveyard Stories	-	-	-	1,012	2	1,014
Streetcar Named Expire	-	-	8	600	62	670
Trick 'r Trolley	-	-	-	915	99	1,014
All Aboard Halloween	-	42	-	126	-	168
Spirits on the Streetcar	-	-	-	675	-	675
Total	\$ 2,181	\$ 63	\$ 1,424	\$ 3,328	\$ 812	\$ 7,808

UNIT SALES

Event	Fares	Passes	Pumpkins	Tickets
Pumpkin Patch	471	0	188	-
Transylvania Trolley	256	3	20	-
Graveyard Stories	-	-	-	44
Streetcar Named Expire	-	-	4	120
Trick 'r Trolley	-	-	-	183
All Aboard Halloween	-	6	-	42
Spirits on the Streetcar	-	-	-	27
Total	727	9	212	416

- Neurodiversity Halloween Hangout was a new event where the crew welcomed folks coming for the neurodiversity ride and neighborhood trick or treaters who turned into riders. There were 93 riders. We enjoyed welcoming new and returning riders with some speaking ASL and some German!
 - Anja Curtis, Leah Harp, Bob Leininger, and Bill Pekarna

ESL

It was a successful and fun Halloween season at ESL. Total revenue of \$2,579 was the result of some new and some returning events.

- **Witches' Night Out** was a new event for ESL. It is an annual event in Excelsior where people sign up for special retail discounts, a silent auction, prizes, drink and food coupons, as well as an after-party. People are encouraged to dress as witches and warlocks and stroll the streets. ESL offered rides and photo opportunities on and off the Halloween-decorated DSR No. 265. While ridership was low, 27 riders over 2.5 hours, enough information was gathered to expand the event and offer greater participation next year.
 - Sarah Dibble, Elaine Love, Mary Amsden, Karen Kertzman, and Jim Kertzman participated in the planning, decorating, photo opportunity set-up, and streetcar operations.
- **"Trick or Treat the Streets"** is a popular event in Excelsior. Costumed children invade the city and trick-or-treat at participating businesses. ESL offered streetcar rides for all on the Halloween-decorated DSR No. 265, along with handing out treats such as vampire teeth, witches' fingers, spiders, spinners, and more for the young ones. The day was cold and a bit rainy, but very busy. There were 750 riders over six hours. A nice treat for MSM was \$160 in donations for the day.
 - Denny Morrow, David Downs, Karen Kertzman, Mary Amsden, Elaine Love, John Knox, Sarah Dibble, Bill Gardner, Gregg Thomas, and Jim Kertzman participated in all aspects of making a visit to ESL a Halloween place to be.
- **Trolleyween** is the final ESL StoryTime event of the season. It's a fun event for younger children, and the rides sell out quickly. A total of 175 tickets were sold for the three rides. Costumed children were greeted at the Halloween-decorated DSR No. 265 by the crew, also in costume. They boarded the trolley after receiving a treat for a 45-minute ride that included Miss Debra reading Halloween stories, singing songs, telling jokes, and even a short dance session. Family Fun for everyone.
 - Tim Gephart, Steve Thomas, Bob Geiser, Karen Kertzman, and Jim Kertzman were there to hand out treats, operate the streetcar, and keep the fun rolling.

FORWARD LOOK

The season will close out after Thanksgiving with ESL's Jingle Bells Trolley and CHSL's Holly Trolley and a new event – Evening with Santa. The Evening with Santa sold out within three days! Tickets went on sale on Monday morning with the last tickets sold on Thursday evening. A total of 82 tickets were sold at \$15 each.

STAFF

SYSTEM (Data is through October 31)

We are ending the year with a roster that includes 114 active operators. This compares to 111 in 2024, 111 in 2023, 117 in 2022, 103 in 2021 and 117 in 2019. For the year 90% of our qualified volunteers operated. This is slightly higher than average, which tends to be in the mid to upper 80%. Three operators worked at both locations.

COMO-HARRIET

- Total Shift Planning recorded hours through October 31 were approximately 2,850.
- At Como-Harriet we ended the year with 89 qualified operating personnel compared to 87 in 2024, 89 in 2023, 91 in 2022, 81 in 2021 and 90 in 2019. 81 operators have volunteered time, compared to 75 in 2024.
- Similar to prior years a relatively small group of volunteers contributed over 50% of the total operating hours – these include Bill Pekarna, Mike Buck, Bill Arends, Tom May, Pat Cosgrove, Rod Eaton, Anja Curiskis,

Bruce Allyn, Ted Rich, Katie Barron, Dan Odegaard, Mary Jo Odegaard, Marcus Corbin, Louis Hoffman, Linda Ridlehuber, Tom Lind-MacMillan, and Scott Benson.

EXCELSIOR

- Total Shift Planning recorded hours through October 31 were approximately 980. At Excelsior we ended the year with 32 qualified operating personnel compared to 28 in 2024, 28 in 2023, 34 in 2022, 27 in 2021 and 43 in 2019. 28 operators volunteered time.
- Like CHSL a dedicated group of volunteers contributed 50% of the total operating hours at ESL. These individuals are Karen Kertzman, Jim Kertzman, John Knox, David Buckman, Sarah Dibble, Mike Buck, and Charles Karver.