









CUYAHOGA VALLEY SCENIC RAILROAD

2014 ANNUAL REPORT

Craig B. Tallman President and CEO



George Snider Chairman, Board of Trustees

LETTER TO OUR STAKEHOLDERS

The year 2014 could easily have been a dreadful one for Cuyahoga Valley Scenic Railroad.

During the first four months, we endured planned track closures north of Peninsula for needed bridge repairs. Then, in late spring, a sudden downpour caused Yellow Creek to flood, sending torrents of water, mud and uprooted trees toward our track at Bath Road. The resulting washout shut down service between Peninsula and Akron for seven weeks.

Yet, despite these huge impacts on our operations, CVSR ended the year with record sales of almost \$4.4 million, a surplus of just under \$460,000 (which will be invested into our fleet for needed repairs and improvements) and near-record ridership. While a number of factors contributed to this outstanding performance, three in particular warrant comment:

- •Growing passenger demand for high-margin onboard programs, such as our popular food and beverage trains, helped offset the loss of excursion ticket sales due to planned and unplanned track closures. During the first six months, when these occurred, we were able to redirect event trains to track locations still in operation. Throughout the year, many events sold out.
- •Our single most popular event, The Polar Express, had record sales thanks to more efficient scheduling of Polar Express trains and the ability, through our online ticketing program, to fill every seat.
- Last but not least, we were able to reduce our overhead expenses for both excursion and event trains, in no small measure due to the introduction of a new inventory-control system shepherded by a member of our Board of Trustees, Jim Virost.

We would not, however, be talking about a record performance were it not for the record contributions of our volunteers, who gave us 86,644 hours of their time last year. At a modest imputed rate of \$14/hour, that amounted to over \$1.2 million in employment costs we otherwise would have faced. Volunteers serve both on and off the train and, for most passengers, are the "face" of Cuyahoga Valley Scenic Railroad. Their dedication and constant goodwill are unique assets.

Finally, even though we operate a "heritage" or "vintage" railroad, with eight period locomotives and more than two-dozen period cars, we need to continuously upgrade this equipment to provide our customers a safe, comfortable and dependable ride. To that end, we are in the middle of retrofitting two workhorse locomotives with new "green" technology, enhancing our power generation, expanding our Bike Aboard! program and accommodations for individuals with disabilities, renovating our high-end lounge car "The St. Lucie Sound" and, over time, improving the appearance of our fleet.

As we enter our 43rd year, thank you for your support. You are helping us do something wonderful.

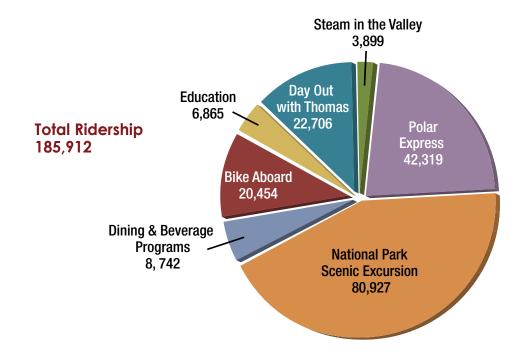
Sincerely,

Craig B. Tallman President and CEO George Snider

Chairman, Board of Trustees



2014 RIDERSHIP



MISSION

Cuyahoga Valley Scenic
Railroad's mission is to
provide educational,
recreational, and heritage
railroad experiences
and provide alternative
transportation to and
within Cuyahoga Valley
National Park and the
Ohio & Erie Canalway.







"Excellent day relaxing and sight seeing with family on the scenic train ride. It was very enjoyable; we got off to walk around and eat lunch and then got back on the train later to finish our ride. If you watch out the window of the train you will see all sorts of wildlife."

"My husband and I took the Ales on Rails scenic train ride last August when we moved to Ohio and loved it so much we went again taking a visiting family member. The volunteers make you feel so welcomed. I will continue to take out of town guests on this one-of-a-kind experience."

"We took the Sunday morning tour with breakfast. The food and service were excellent, and the train staff were all friendly and personable. The views from the train were beautiful. This is a must-do if you visit the Valley."

2014 CUSTOMER EXPERIENCES

Since the train is a lens for passengers to see Cuyahoga Valley National Park, CVSR offers year-round programming for all ages, from toddlers to senior citizens, to allow for a variety of experiences in the Park. Here are some highlights from 2014, along with passenger testimonials about these experiences.

National Park Scenic Excursions

CVSR's core excursion, the National Park Scenic, served 80,927 passengers in 2014. During this excursion, individuals, families, group tours and charters took a relaxing three-hour trip through Cuyahoga Valley National Park or deboarded at one of many stops – such as the Canal Exploration Center, Village of Peninsula, Hale Farm & Village, Countryside Farmers' Market at Howe Meadow, or attractions in the City of Akron – and returned on a later train. Passengers had the opportunity to learn about the history and wildlife of Cuyahoga Valley National Park by listening to the Voices of the Valley audio tour and speaking with Rail Rover volunteers on the train.

Dining and Beverage Programs

CVSR served 8,742 people in our dining and beverage programs in 2014, including Breakfast, Brunch, Lunch and Dinner Along the Cuyahoga trips, Ales on Rails beertasting excursions and Grape Escape wine-tasting excursions. We are pleased to see a nearly 30% increase in participation in these programs over 2013, largely due to the addition of regularly-scheduled dining programs on the weekends.





Bike Aboard

Bike Aboard, which encourages park visitors to bike, hike, or run the Ohio and Erie Canal Towpath Trail in one direction and then ride the train back to their point of origin for a nominal fee of \$3, had 20,454 participants in 2014, a 5.1% increase over 2013. Through a new partnership with Cleveland Bike Tours, 1,270 bikes were rented at Rockside Station or on the train.

We were pleased to welcome Akron General Health System as our 2014 Bike Aboard Partner Sponsor.

Thanks to the efforts of former CVSR Trustee Jerry Peyton and his team at Vista IT Systems, Inc., a new CVSR mobile app was developed and released in 2014 to allow Bike Aboard participants to see exactly where the train is while they are out on the trail. This app is available for free download in the App Stores for iPhone, Android, and Windows mobile devices.



"I really enjoyed the train ride. It was really fun. The scenery was fantastic! I had a lot to tell my parents. The trees and ponds and streams were amazing! I hope we come back again!"





"Fun for kids of all ages. It is a really great train ride - we rode bikes down the trail and rode the train back - very nice ride."

"We loved the towpath bike trail. We caught the train at Boston Mills, rode it to the Rockside Station and then rode our bikes back to Boston Mills. It was a lovely fall day."

Education

CVSR served 6,865 school-age children in 2014 through various education programs operated in conjunction with the National Park Service during the school year (4,207 children served) and in the summer (2,658 children served). Students learned about local wildlife, the Cuyahoga Valley, the history of transportation, and the struggles and triumphs of the Underground Railroad, among other topics.

Thanks to foundation funding, CVSR was able to offer the program free of charge and provide transportation to and from the boarding site to approximately 750 students from underserved school districts.

The program received positive feedback from teachers, who rated pre-trip materials, CVSR contacts, academic standards, and overall quality on a scale of 1-10 (10 being the highest). The summarized results from the 2014 program year are as follows:

Pre trip materials: 9.705 CVSR contacts: 8.872

Met Academic Standards: 9.617

Overall quality: 9.564

Day Out With Thomas

Day Out With ThomasTM: The Thrill of the Ride Tour 2014 pulled into Boston Mills for two weekends in May,

delighting the 22,706 children and family members who attended. Participants took a 30-minute train ride pulled by Thomas the Tank Engine, had their pictures taken with Sir Topham Hatt, Controller of the Railway, and enjoyed a day full of Thomas & Friends-themed activities including arts and crafts, storytelling, and more.

"What a great time! My little one loved seeing his favorite tank engine pull up!"



"My 2-year-old daughter and I had a fantastic time at Day Out With Thomas! The activity stations kept us occupied for nearly two hours; I had to pull her away from all of the fun to enjoy the train ride with Thomas! Thank you for a wonderful day."



"Attended the 2014 Steam In The Valley event. Love, love, loved it. Even if you are not a train person you will enjoy this piece of history."

"Had a blast spending the evening on the Polar Express with our kids! The elves who entertained us where absolutely wonderful. Will definitely be doing it again."

"We had a great time last night on The Polar Express! Santa was amazing and our elves were awesome! Thank you so much for this wonderful family experience."

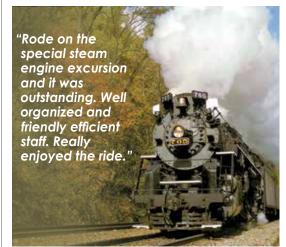
Steam in the Valley

CVSR welcomed the Nickel Plate Road 2-8-4 Berkshire No. 765 from the Fort Wayne Railroad Historical Society for our Steam in the Valley event during the first two weekends of September. The event was attended by 3,899 train enthusiasts who were eager to see, hear, and ride behind the largest operating steam locomotive east of the Mississippi!

The Polar Express

A record 42,319 children and families participated in CVSR's signature program, The Polar Express, during the 2014 holiday season. Overall, the 2014 Polar Express program used 16,200 gallons of fuel to make 78 trips to the North Pole. Throughout those trips, our magical elves served 3,744 gallons of hot chocolate and 53,266 cookies!

We extend our most grateful appreciation to our 2014 Polar Express Presenting Sponsor, Pat Catan's, as well as the hundreds of volunteers, songbook advertisers and supporters. We would also like to extend special appreciation to Terry Lumber & Supply, Ohio CAT, and Baker Vehicle Systems for their donation of time and materials.







2014 ORGANIZATIONAL ACCOMPLISHMENTS

CVSR Greens Up the Fleet

CVSR made significant progress in 2014 in converting two of our diesel locomotives with state-of-the-art "green" technology. When these locomotives return to our fleet, we expect they will produce up to 80% less emissions, while reducing fuel consumption by as much as 60%.

 The rebuild of CVSR #365, funded through \$994,000 in federal funds from the Paul S.
 Sarbanes Transit in Parks Program, is nearing completion. It was ceremonially dedicated in memory of past CVSR Chairman Arnie de la Porte in September.



• The second locomotive slated to be retrofitted with green technology, CVSR #4241, is funded through a \$748,000 Diesel Emissions Reduction Grant from the Ohio EPA, as well as a coalition of foundation, corporate and individual donors who contributed \$187,000 to the project in 2014. We gratefully acknowledge the following funders of this project:

Ohio Dept. of Transportation/Ohio EPA - Diesel Emission Reduction Grant Akron Community Foundation ArcelorMittal Kenneth L. Calhoun Charitable Trust The Cleveland Foundation Mary S. and David C. Corbin Foundation CVSR Board of Trustees CVSR Volunteer Association GAR Foundation George Gund Foundation

KeyCorp
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Materion
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Charitable Foundation
Robert O. and Annamae Orr Foundation
Northern Ohio Golf Charities
Foundation, Inc.
Reinberger Foundation
Ridge Tool Company

"This train is fun for young and old alike. It is very educational and there is something going on every month for everyone to do."

Customer Experience Department Created

With our increased focus on providing quality customer experiences, we shifted staff resources to establish a new Customer Experience department. This team is responsible for developing and managing programming that engages and enriches the customer experience. We welcome the following staff members to this team:

Kimberley Gillan-Shafron, Director of Customer Experiences
Beth Borberly, Customer Service Coordinator
Matt Cordish, Media Relations & Digital Communications Manager
Terri Elbert Igneczi, Manager of Program Operations
Kelsey Ott, Customer Service Manager
Kathleen Sapola, Program Coordinator
Christine Vadala, Business Development Manager





CVSR Plans for Capital Improvements

CVSR continually invests in our fleet to ensure safe and operational equipment. In 2014, our operations staff and volunteers gave Locomotive #800 a major overhaul, upgraded air brake systems in several passenger cars, changed approximately 30 wheelsets, and improved train functionality and cleanliness. In addition, we were pleased to continue to maintain an on-time performance of 90% of better throughout the year.

CVSR's development department focused on garnering a broader base of support from individual and foundation donors; both Annual Fund and Membership goals were exceeded and CVSR received foundation support from 60 foundations in 2014. We continue to lay the groundwork for a potential capital campaign, with the ultimate goal of enabling CVSR to continue to serve as a means for residents and visitors to experience Cuyahoga Valley National Park in a new way.



"Thank you for making our trip great! I liked seeing the great blue heron and bald eagle."









VOLUNTEERS

Volunteers are vital to the overall operation of CVSR. CVSR volunteers provided a record 86,644 hours of service in 2014—the equivalent of approximately 42 full-time employees!

Terri Elbert Igneczi: 2014 Volunteer of the Year

Congratulations to Terri Elbert Igneczi, 2014 CVSR Volunteer of the Year! Terri, now a member of our staff, has been an exceptional volunteer who has logged 4,390 hours of service since November 2005, with 2,125 of those hours in 2014 alone. Terri has been involved in almost every aspect of both on-train and off-train operations—she serves as a trainman, assistant conductor, server, elf for the Polar Express, stocks and organizes concessions and materials on the train and in our storage area, and more. Fellow volunteers describe Terri as someone who "works tirelessly for CVSR and everyone connected to it."

Carol Schroeder: Destination Cleveland Hospitality Star Award Finalist

CVSR Volunteer Carol Schroeder was selected as a Hospitality Star Award Finalist in 2014 by Destination Cleveland. This award recognizes individuals who go above and beyond customer service by offering true hospitality to Cleveland visitors. CVSR nominated Carol for this award because of the superior customer experience she provides as a volunteer trainman. She is well versed in the history of CVSR and its rolling stock, the National Park, and Northeast Ohio in general, allowing her to provide useful and interesting information that enhances the passenger experience.

Gordon Hartschuh: 2014 Cuyahoga Valley National Park Safety Award

CVSR volunteer Gordon Hartschuh received a 2014 Cuyahoga Valley National Park Volunteer Safety Award. Gordon spearheaded the development of a Documented Safety Program for CVSR in July 2014. Under Gordon's leadership, CVSR acquired three Automated External Defibrillator (AED) units in 2014, which had been a goal of the Safety Committee for a number of years.

CVSR PARTNERS

Cuyahoga Valley National Park

Cuyahoga Valley National Park (CVNP) encompasses 33,000 acres along the Cuyahoga River between Cleveland and Akron, Ohio. Managed by the National Park Service (NPS), CVNP combines cultural, historical, recreational, and natural activities in one setting. CVNP ranked as the eleventh most visited national park with 2,189,849 visits in 2014. CVSR proudly operates in partnership with the National Park Service as Cuyahoga Valley National Park's alternative transportation provider. Under our formal partnership agreement, NPS is responsible for ownership and maintenance of the track and associated infrastructure; CVSR is responsible for owning and maintaining the rolling stock and providing the rail service. The following is just a partial list of CVNP accomplishments related to CVSR during 2014.

- Replaced 8,000 railroad ties.
- •Replaced three bridges on the northern part of CVSR's tracks. These bridges were identified as unsafe by Federal Highways for major repair and replacement for safe and secure passage.







• NPS responded to the damage to Cuyahoga Valley Scenic Railroad tracks and Towpath Trail from the May 2014 storm. The tracks sustained major damage south near Yellow Creek which caused a shutdown in services from Peninsula to Akron Northside Station. NPS funded and managed the contracting for repairing the tracks and towpath. Tracks reopened on July 2.

In addition, CVNP made many improvements, repairs and upgrades to facilities, trails and waterways—all geared toward park visitor comfort, safety, education and engagement. Highlighting this additional list of accomplishments for CVNP during 2014 was the reopening of Canal Exploration Center (CEC) located in Valley View. CVSR added CEC as a regular stop on our National Park Scenic excursion.

Ohio & Erie Canalway National Heritage Area

The Ohio & Erie Canalway National Heritage Area (NHA) is 110 miles of endless possibilities. Year-round, visitors arrive to discover American culture and canal-era history, finding recreation amidst natural wonders. Adventures abound along three celebrated routes—the Towpath Trail, Cuyahoga Valley Scenic Railroad, and America's Byway. Since its 1996 NHA designation, the Canalway has been awarded more than \$8.5 million in Congressionally-designated funds. These funds have attracted both local matching dollars and leveraged more than \$1 billion in related projects. During 2014, a Towpath & Cuyahoga Riverfront project opened in Cleveland; the Tremont Avenue Connector dedication made Stark County the second County to complete the Towpath within its borders; Canalway Questers arrived from across the United States; and collaborative planning continued for additional Towpath connectors and a signature Canal Basin Park at the Towpath's historic terminus.



Conservancy for CVNP

The Conservancy for Cuyahoga Valley National Park (CVNP) is a non-profit organization created to engage public support and provide services to enhance public use and enjoyment of the park. It connects visitors to CVNP, helping preserve it for future generations. In close partnership with the National Park Service, it co-manages a number of initiatives in the Cuyahoga Valley. Two highlights of this partnership include the TRAILS FOREVER initiative, aimed at creating a world-class trail system in CVNP, and the Cuyahoga Valley Environmental Education Center, where northeast Ohio youth come to learn about nature and experience the park first-hand. Other key initiatives include the co-managed volunteer program, cultural arts events, space rental of the park's historic buildings, and our Trail Mix retail stores.





Countryside Conservancy

Countryside Conservancy connects people, food, and land. As a partner of Cuyahoga Valley National Park, it has reestablished working family farms within the boundaries of CVNP through our Countryside Initiative program. The Countryside Initiative connects aspiring farm businesses to the resources they need and draws more than 100,000 visitors to the park each year. Its three award-winning farmers' markets have acted as business incubators for nearly 100 businesses over the last decade and provide access to fresh, local food for more than 55,000 customers annually. In 2014, Countryside Farmers' Markets reached a landmark of \$1 million in local food sales. Countryside Conservancy also provides learning opportunities for farmers, backyard gardeners, and home cooks through Countryside U. This educational program helps people deepen their relationship with food through hands-on learning, and connects them to local business owners and educators.





Statement of Financial Position

December 31, 2014 and 2013
ASSETS

A CODETTO	2014	2013	
ASSETS			
CURRENT ASSETS			
Petty Cash On Hand	\$ 2,100	\$ 2,100	
Cash - checking	1,398,044	1,458,582	
Grants receivable	95,500	78,000	
Pledges receivable	42,500	50,000	
Inventory - concessions	66,536	86,546	
Prepaid insurance	25,786	24,735	
TOTAL CURRENT ASSETS	1,630,466	1,699,963	
INVESTMENTS - ENDOWMENT	424,099	425,743	
PROPERTY AND EQUIPMENT			
Rolling stock	5,420,965	5,089,035	
Machines and equipment	169,939	169,939	
Track truck	116,931	116,931	
Office equipment	58,450	37,309	
Furniture	124,015	124,015	
Leasehold improvement	40,000	40,000	
Seasonal fixtures	141,762	136,762	
Construction in progress	1,100,508	510,735	
	7,172,570	6,224,726	
Less accumulated depreciation and amortization	3,518,648	3,071,736	
	3,653,922	3,152,990	
	5,708,487	5,278,696	

Statement of Financial Position

December 31, 2014 and 2013 LIABILITIES AND ASSETS

	2014		2013		
LIABILITIES AND NET ASSETS					
CURRENT LIABILITIES					
Gift certificate liability	\$ 31,0	00	\$	33,617	
Accrued payroll, payroll taxes and withholding	24,8			51,914	
TOTAL CURRENT LIABILITIES	55,8	35		85,531	
NET ASSETS					
Unrestricted	4,992,377		4,512,246		
Temporarily restricted	236,176		255,176		
Permanently restricted	*		425,743		
TOTAL ASSETS	5,652,6	5,652,652		5,193,165	
TOTAL LIABILITIES AND NET ASSETS	5.708.4	87	5.278.696		

For a copy of our full audit report, please contact our Development Office at 330-439-5708 ext. 228.



THANK YOU 2014 DONORS AND MEMBERS

We extend our most heartfelt thanks to those whose support help us fulfill our mission of providing educational, recreational, and heritage railroad experiences and offering alternative transportation to and within Cuyahoga Valley National Park and the Ohio & Erie Canalway.

While space limits our ability to list each and every supporter, we are extremely appreciative of all financial support, no matter the size of the gift.

Giving levels listed are representative of total contributions made between January 1, 2014 and December 31, 2014 regardless of the purpose or intent of any specific gift. CVSR has made every effort to ensure accuracy in listing all supports at the \$50 and above levels.



Akron Community Foundation Akron General Health System

ArcelorMittal

Carol and Michael Birkholm

Curt T. Buerling

Kenneth L. Calhoun Charitable Trust, KeyBank, Trustee

Cleveland Automobile Club Orphans Outing

Fund

The Cleveland Foundation

Victoria and Thomas Collin

Stephen A. Comunale, Jr. Family Cancer

Foundation

Douglas O. and Karen Cooper

The Mary S. and David C. Corbin Foundation

Cuyahoga Arts & Culture

Cyndee and John Debo

Saint Lucie Sound Founders Society (\$1,500 and above)

Members of Cuyahoga Valley Scenic Railroad's Saint Lucie Sound Founders Society are our most ardent and generous supporters, comprising individuals, corporations, foundations and organizations whose leadership gifts total \$1,500 or more. We are proud to extend special recognition to the following members of our Saint Lucie Sound Founders Society for 2014.

The Dominion Foundation The John Edward Corporation Debbie Farris

The George Gund Foundation Gretchen and Tom Green

Stella Ann and John Hetzer

Maryanne and Thomas Jackson

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\$50 to \$249 continued

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