

Code	311011
Subject	sherril paul of trolley tours (lolly the trolley)
Date	11/21/2005
Interviewer	nicole kiehl
Special Notes	very candid and interesting interview subject, some nice anecdotal stories about local tourism
minutes:	311011A:

1 introduction and background, best conventions is bought and becomes lolly the trolley
2
3 funding, history, and mission of lolly the trolley
4
5 high visibility events, charitable services, educational programming, community
6 events, regional services, corporate transportation, etc. ...
7
8 "we create memories for people"
9 different tours around the city: lake view cemetery/little italy, elliot ness tour, ethnic
10 markets/diversity tour, african-american tour
11
12 problems with the african-american tour; planning for movies tour, womens tour,
13 tremont/Ohio city tour
14 scripting the tours
15
16 length and content of average tour
17 playhouse square as an "essential tourist attraction", miss paul's early memories of
18 playhouse square and other institutions around cleveland
19
20
21 lolly the trolley and gus the bus [18:50 forward]
22 holiday lights tour anecdotes and diminishing feasibility
23
24 customer base: "we serve everyone... there is no average customer", cooperation
25 with local universities and corporations
26
27 employee profile
28
29 meditations on entrepreneurialism
30
31 memorable experiences - good: jogging the memory of alzheimers patients,
32 transvestite convention, gay and lesbian events, religious events
33 "we've become generic like kleenex. Every school kid in cleveland knows lolly the
34 trolley"
35 memorable experiences - bad: trolley accident and ensuing trial
36 naming lolly the trolley
37 saint patrick's day parade: "people battle to get a trolley!"
38 frankie yankovic's (polka star) funeral
39 celebrities on the trolley
40

311011B:

- 1 euclid avenue "was pretty grim" when the tours started
- 2 animals on the trolley, selective chartering
- 3 budgeting time as an entrepreneur (contains portions not to be published)
- 4 recent history of euclid avenue
- 5
- 6
- 7 death and rebirth of playhouse square
- 8
- 9 thoughts on the euclid corridor transportation project
- 10
- 11 good employees: "the information is important but the person that delivers it is just as important"
- 12 good customers: "the head of a corporation is important but so is the little old lady who wants to take her friend on the daily tour"
- 13
- 14 where do trolley customers come from? [13:40 forward], "showing off Cleveland"
- 15
- 16 choosing a route
- 17 "we have more to show than time to show it"
- 18 public art and cultural prestige
- 19
- 20 any plans to publish the tour scripts?
- 21
- 22