2017 Total Solar Eclipse
Ravenna, NE
Get the word out

- Website
- Social media campaigns
- Semi-trailer mural
- Informative Brochures / Flyers
- Utilize existing events as educational platforms
- Shirts that said “Ask me about totality!”
- Speakers
- Dr. Kate Russo!!!
Eclipse Marshmallow Challenge

https://www.facebook.com/EclipseMarshmallowChallenge/
Where will the viewing sites be?

Although we are in the beginning stages of planning, the baseball fields and WWII park could be used for official viewing areas where food and drink vendors will be available along with entertainment and educational opportunities. We are also working on notifying area schools of this unique viewing and learning opportunity for their students. Should there be significant interest, they will be sharing the football field with the Ravenna students.

As we get further into our planning it may be decided that additional locations will be needed.

Things that will need to be addressed and planned for:

- Crowd control
- Parking
- Human waste and trash control
- Medical assistance availability
- Property being beset on
- Language barriers
- Awareness of others customs and their unawareness of ours
- Preparedness for 4 types of viewers: Scientists, Tourists, Locals and A們

Sudden influx of viewers if the location they are at becomes cloudy and sunny is not

Want to take advantage of this opportunity?

There’s no doubt about it! This is an exciting opportunity for Ravenna’s organizations to raise a substantial amount of money and businesses to get advertising!!!

To get more information on how your organization can fundraise during this event or how your business can take advantage of a sponsorship contact:

Gena McPherson - 308-440-7308
vrcenergy@hotmail.com

or

Cecile McPherson - 402-699-6473
jmccosh@outlook.com

Get all of your information and updates at: solar eclipses nebraska.com

Why will THOUSANDS OF PEOPLE from all over the world flock to RAVENNA on August 21, 2017?

Total Solar Eclipse... what’s the big deal?

In August 21st, 2017 Ravenna will be on a designated path to view a TOTAL Solar Eclipse.

It will be the first total solar eclipse in the U.S. in 35 years. The next total solar eclipse will be in 2024. However, the line of totality (the line in which you need to be on order to see the sun become completely blocked) has never in recorded history moved through Nebraska and it is unsure if it might happen again.

Everyone in the U.S. will see at least a partial eclipse, but you want to be on the blue center line marked on the map to the left. Ravenna is exactly on that line. IT’S ALL ABOUT TOTALITY!!! It doesn’t matter if the partial eclipse above your location is 50% or even 59%. Only totally (100%) reveals the true blacked out celestial spectacle: the diamond ring, the sun’s glorious corona, the strange colored in the sky and it being so dark you can see the stars in the daytime.

WHAT NOW?

It is estimated that 5,000 to 15,000 solar eclipse viewers will flock to Ravenna from all over the world to view this extraordinary event. As crazy as it sounds, it will happen regardless. That is why the Ravenna Area Chamber of Commerce and the Kearney Visitor Bureau are partnering for this event. The two communities will work together to plan events in both Kearney and Ravenna for the whole weekend of Friday, August 18th through Monday, August 21st (the actual day of the eclipse).

The two communities have already been jointly awarded a $15,000 grant from the Nebraska Tourism Commission for marketing. They have a comprehensive plan to put that money to good use and market this event properly. This partnership will work because Ravenna obviously cannot house and feed this many people for a weekend. Marketing will highlight Kearney’s lodging, restaurant and shopping opportunities as well as the once in a lifetime viewing event in Ravenna. We will need everything we have to offer in our great town of Ravenna, but with our businesses already being mentioned, we need to make sure people know their options.
**Annevar 2017—Totally Eclipseed**

**JUNE 15, 16, 17, and 18**

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**Ravenna, Nebraska**

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**THURSDAY, JUNE 15**

2:00 pm  
Prince/Princess Contest  
Cindi Cuillie  
(308) 800-4609  
Ravena Community Auditorium

6:30 pm  
Miss Annevar Pageant  
Meredith Underwood  
(308) 224-2052  
Ravena High School Theater  
$4 Admission  -  $4 under FREE

8:30 - 11:30 pm  
Teen Dance  
Mys King (308) 224-2052  
Katie Lemanowicz (308) 224-2058  
Ravena Community Auditorium, $3 Admission

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**FRIDAY, JUNE 16**

2:00 pm  
Pie Baking Contest & Auction  
Ravenna News Team  
(308) 462-3411  
Senior Citizens Center Double Crust Pies  
Only Winning pies in each division will be auctioned after contest. Proceeds to benefit the Ravenna Senior Center. Pies will be donated to the Ravenna Lions Club food stand after Judging.

5 - 9 pm  
Quilt Show  
Cindy McDowell  
(308) 627-7769  
Jean Stahala  
(308) 627-5246  
Kim Coles  
(308) 627-5246  
Ravena Community Auditorium  
Registration: 1:00 - 3:00 pm

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**SUNDAY, JUNE 18**

8 - 11 am  
Community Father’s Day Breakfast  
Sharon Loy  
(308) 452-3105  
Ravenna Senior Center  
Everyone Welcome + Freewill Donation  
Pie and Fruit served to order  
Breakfast Tables available to purchase and take home Sun. morning if ordered by Fri. 10 am

9:00 am  
3-Man Scramble Golf Tournament  
Larry Haithco  
(308) 452-3235  
Ravenna Country Club  
Fee to participate

1:00 pm  
Ravenna Trap Team  
Annual Trap Shoot  
Joanne Potral  
(308) 390-9039  
Ravenna City Park - 370th Rd  
Fee to Shoot

1:00 pm  
Planetarium Experience by the Edgerton Exploit Center  
Karen Hughes  
(308) 452-4213  
Bethlehem Lutheran Church Hall  
Shows at 1:00, 1:45, 2:00 & 3:15  
Free to view

2:00 pm  
Frog Hop and Turtle Race  
Kim & Terry Herrell  
(308) 390-9217  
FVR Park  
FREE Entry  
No Swimmers and No Bullfrogs!

2:00 pm  
Cheer & Dance Kickball Tournament  
Mebisa Wotjakulv  
(308) 681-8232  
Ravenna Country Club  
FREE Entry  
Registrations Due June 7th

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**FRIDAY & SATURDAY, JUNE 16 & 17**

**Totally Eclipseed Beer Garden**  
Friday, June 16 & 17  
8:00 pm - 12:00 am  
ビークル・アドミッション  
(308) 440-5749  
Ravenna Senior Center  
Location: front of Town & Country Bank  
Drive your car, bike or motorcycle through the parade float tent. Register at Ravenna High Parking lot at 10am

**Ravenna Ball Association BINGO**  
Open Fri. 6 pm Sun. afternoon & evening. Sun. 4 pm  
Advanced Ride Tickets Available at:  
Town & Country Bank, True Value,  
The Ravenna News, FVR-MCH, Ravenna Super Foods

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**SATURDAY, JUNE 24, 7:00 pm**

**Demolition Derby**  
Russ Crowl  
(308) 390-4741  
Ravenna Park  
FREE Admission  
- Adult Open 50  - Ages 6-12 $5  
- 5 & under FREE

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*If no fee is listed, then this event is FREE to the public.  
The Ravenna Chamber of Commerce or Organizers of any event will not be responsible in case of any accident.  
RAIN CANCELLATIONS: 308-889-8889*
June 27th

Dr. Kate Russo Eclipse Day in Ravenna

Total Solar Eclipse

Ravenna
Get ready!
Promotional Magic

• Interview on BBC Radio
• L.A. Times article
• Documentary on VICE News out of New York that had almost 2 million views!
• https://fb.watch/l2rjVB9WNH/
Preparation

• Department of Roads
• Local, County and State police
• Emergency Personnel
• Public Power Company
• Local Schools
• Mayor / City Administrators
• Working with local businesses
• Mayor / City Administrators
Ravenna’s Hometown Eclipse Festival “Totally on the Line”
AUGUST 17TH thru 21ST

THURSDAY, AUGUST 17

4:30 pm Wine Release Party - Cedar Hills Vineyard
Special Release Debut of “Doom of Coral” Eclipse wine
6:30 pm Winery Vineyard Tour - Cedar Hills Vineyard
6:30 pm Corks with a Glass - Cedar Hills Vineyard
Separate reservations through Cedar Hills Vineyard required. (906) 363-5181

FRIDAY, AUGUST 18

4:30 pm Winery Vineyard Tours - Cedar Hills Vineyard
5 pm BHS Underclassmen Car many
Ravenna High School @ 4:30, Arab Hills Rd, Ravenna. Guided tour of the winery and vineyard for the afternoons of the festival for the aetties to be sold through-out the season.
6:30 pm “Howl at the Moon” painting with Socially Impaired - Cedar Hills Vineyard
To reserve your spot and get painting, go to www.benevlo.org/event/medford/creative-space
9:30 pm Star Party - Cedar Hills Vineyard
Led by Dr. Michael Fugate from the Oakland Museum/Sharrows Observatory near Aurora

SATURDAY, AUGUST 19

8 am Solar Eclipse SK Run/Walk - Win Pears
Laurie Jochelson, 306-404-4131
Kaua'i Pullove, (766) 205-1566
SK Run/Walk - Entry Fee
Register at getorganized102.com

8 am BHS Football Season Kick Off
Ravenna High School @ 7:30, lots on campus.
Admission is free or free with donation for the aetties to be sold throughout the season.

9 am-10 am Total Eclipse of the Art - 9000 42nd Ave SW, Ravenna
Ravenna Civic Center & Water Market at the Matters Place
To be a vendor call Nicole Shulme (426) 435-2424

9:30 am Eclipse That Ponder - Great Avenue
NASA Astronaut Mike Fincke and wife from the Fincke Lodge (320) 380-1550
Registration begins at 8:15 am

10 am-10 pm Eclipse Fair at the Baseball Fields*

NASA Astronaut Mike Fincke and NASA Engineer Renee Fincke
Ravenna High School @ 4:30, Cottage Rd, Ravenna. (906) 363-5181

11 am - 11:30 am Keynotes Presentation
11:30 am - 12:30 pm Keynote Presentation
12 noon - 1 pm Luncheon - Cedar Hills Vineyard
Sponsored by Ravenna Area Women Foundation
1:30 pm - 2:30 pm Meal and Ice Cream Social
Proceeds to benefit United Methodist Church Food Pantry

10 am-8 pm Avenue Gifts Gold Quilt Show - Ravenna Civic Auditorium
10 am-7 pm Avenue Raffle Quilt, Quilting & Makers Demo’s, Cooling Station: Info Table
1:30 pm “The Boarder: Viewing” - Ravenna High School Theater
3:30 pm Cedar Hills Vineyard Music Festival - Cedar Hills Vineyard
Tim McManus, 7:30 pm

4:30 pm Ravenna Historical/Society Tours - 29 Boardman Avenue
Guided Tours of the history of Ravenna at 2:30 and 4:30. Come experience Ravenna’s rich history and cool off in the air-conditioned building.

2:00 pm Midnight Eclipse Music Festival/ Beer Garden
Ravenna Parks Boardtread is in Full Swing.
Troy Cassar, 7:30 pm
3 pm George Palka, 9 pm
Lunchbox Sounds, 7 pm
Shilo and Great Sandy, 8 pm Midight

SUNDAY, AUGUST 20

8:30 am Outdoor Worship Service - Cyclone Park, Ravenna
lead by Lutherans Pastor Mike and Sarah

9:00-9:30 am Total Eclipse of the Art - 9000 42nd Ave SW, Ravenna
Grill and Vendor Market at the Matter’s Place
To be a vendor call Nicole Shulme (426) 435-2424

9:30 am Golf Tournament - Ravenna Country Club
2 Man 36 Hole Tournament - $250 entry fee, free alternate hole; free soda/ water Sponsorship is $150 entry fee

10 am-8 pm Eclipse Fair at the Baseball Fields*

11 am-5 pm Art Festival & Quilt Fair - Cedar Hills Vineyard

1 pm Avenue Gin & Tonic Recap - Cedar Hills Vineyard

4:30 pm Wine Vineyard Tours - Cedar Hills Vineyard

5 pm Thumbelina - 4:30 pm
Ravenna High School Theater
5:00 pm Backyard BBQ - Cedar Hills Vineyard

7 pm Avenue Gin & Tonic Recap - Cedar Hills Vineyard

8:30 pm Avenue Fireworks - Ravenna Civic Auditorium

10 am-8 pm Eclipse Fair at the Baseball Fields*

MONDAY, AUGUST 21

8 am-8 pm Eclipse Fair at Ravenna Baseball Fields*

8:00 am-4:30 pm Guided Eclipse Viewing at Ravenna Baseball Fields

The Aurora Planetarium is located on the field for a free viewing.

6:30 pm Eclipse Fair at Ravenna Baseball Fields*

3:00 pm Eclipse Fair at Ravenna Baseball Fields*

4 pm Winery Vineyard Tours - Cedar Hills Vineyard

8-9 pm Eclipse Fair at Ravenna Baseball Fields*

8-9 pm Guided Eclipse Viewing at Ravenna Baseball Fields

The Aurora Planetarium is located on the field for a free viewing.

11 am-3 pm Eclipse Fair at Ravenna Baseball Fields*

11 am-8 pm Guided Eclipse Viewing at Ravenna Baseball Fields

11 am-8 pm Guided Eclipse Viewing at Ravenna Baseball Fields

ECLIPSE FAIR:
This is a small local event, and please be aware.
One of the largest events in the area.

FREE MINE sponsored by Friends of Mine

Information:

The Ravenna Chamber of Commerce or any person of any event will not be responsible in case of any accident.
SATURDAY, AUGUST 19
2 pm — Y102 Broadcasts Live
4 pm — Three Guys Polka
6 pm — South Loup Sunrise
8 pm—Midnight
Sheila Greenland Band

2:00–MIDNIGHT
ECLIPSED MUSIC FESTIVAL/ BEER GARDEN

Ravenna Tennis Court, located next to the ballfields.
Happy Hour $5 Admission from 6–7pm.
$10 Admission after 7pm.
Must be 21 after 7pm.
We had people from all 50 states as well as:
Canada, Brazil, South Africa, Saudi Arabia, France, Germany, Northern Ireland, Denmark, India, Japan, Russia, Australia, Ukraine, Netherlands, Italy, Great Britain, Rome, and Belgium

Traffic
25,246 Eclipse Overpass – 7,083 Normal Overpass = 18,163 Cars (Friday-Monday)
1,218 Eclipse Pine Rd – 822 Normal Pine Rd= 396 Cars (Friday-Monday)
North Town Entrance not tracked
Total = 18,559 Cars Friday- Monday of Eclipse Weekend

18,559 Cars x 2 People on average per car = 37,118 People coming through Ravenna throughout the course of Eclipse Weekend!!!
Let’s talk MONEY!

- Campsites $14,000
- T-Shirt Sales $ 11,000
- Glasses Sales $10,000
- Viewing Tickets $6,000
- Sponsorships $8,000
- Quilt Raffle $2,000
• Ravenna Song
• Vice News Documentary - https://fb.watch/l2rjVB9WNH/
• Marshmallow Challenge - https://www.facebook.com/EclipseMarshmallowChallenge/
• John Davis Endorsement - https://youtu.be/7CpTxUYuRTw
• Ravenna Eclipse Promo - https://www.youtube.com/watch?v=pbGLowd5wOY