



Sweetwater Eclipse

Total Solar Eclipse on August 21, 2017 at 2:37 p.m.

Approximate attendance: 25,000 in downtown & 50,000 area wide





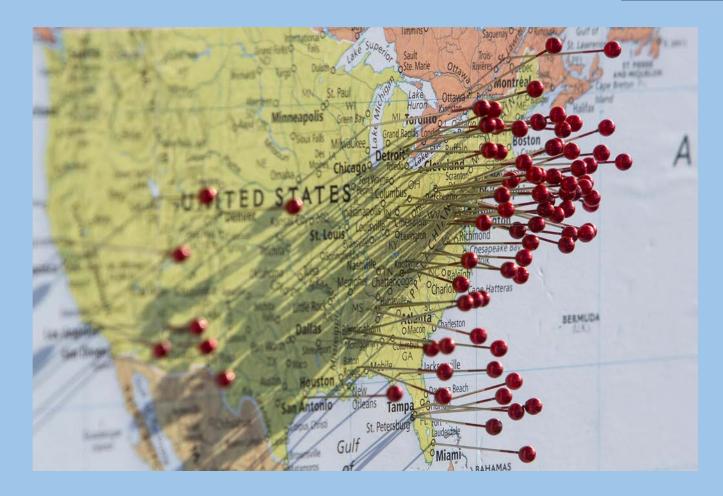
Population: 6,312



Sweetwater Eclipse



We hosted visitors from all 50 states and 39 countries!



To start your Planning

- Media Involvement
- Branding
- Social Media Presence







To start your Planning

Partnerships

RR Media Safety Agencies Rescue Squad/Red Cross First Aid Schools & Colleges Science- related organizations



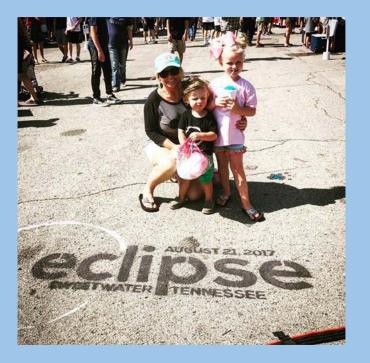
To start your Planning



Diversity & Language barriers Aliens, Covens, and Numerologists, Oh My!

Just do whatever it takes!

• Utility/Street Lights



Pro Tips: What we learned

- Parking
- Accommodations
- Glasses
- Map (digital & onsite)







Pro Tips: What we learned



- Photographers
- Engagements
- Stamps





Pro Tips: What we learned Totality is Amazing!





Eric Taylor Photos

Time Lapse Video



Pro Tips: Videos!

Entering Totality





Pro Tips: What we learned

- Totality & Countdown Clock
- Glasses
- Safety
 - Partner with as many safety organizations as you can
 - Traffic (especially leaving)
- Inform the locals
- Communication equipment
- Prepare for some loveable weirdos



Pro Tips: Kids

- Safety
- School traffic
- Educational opportunities
 - Art Mural
 - Library pinhole projector project
 - Space Shuttle
 - Moon Rocks







Pro Tips: How to benefit your MS program

Engage Business Owners
Fundraising opportunities
Pipeline Development

Building your Vendor Base





Pro Tips: How to benefit your MS program

 Tourism Exposure Awards Press Lasting Capital Improvements Reclipse





Still Celebrating: ReClipse 2018



More Resources:



Our still-active Eclipse Facebook Page: Eclipse 2017 Sweetwater TN

Our Youtube page- See "Favorites" playlist for eclipse videos: City of Sweetwater TN @cityofsweetwatertn9144

More Resources:



This website was super helpful to us: https://www.greatamericaneclipse.com/ Maps, Glasses, and an option to add your event

We also used this free Community Planning Guide-

https://eclipse.aas.org/sites/eclipse.aas.org/files/Russo-White-Paper-Community-Eclipse-Planning.pdf



Thank You! Jessica Morgan jessicamorgan@sweetwatertn.net



City of Sweetwater Tennessee <u>www.sweetwatertn.net</u> <u>www.sweetwatermainstreet.com</u> Facebook: Eclipse 2017 Sweetwater TN