

#### **Sweetwater Eclipse**

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

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





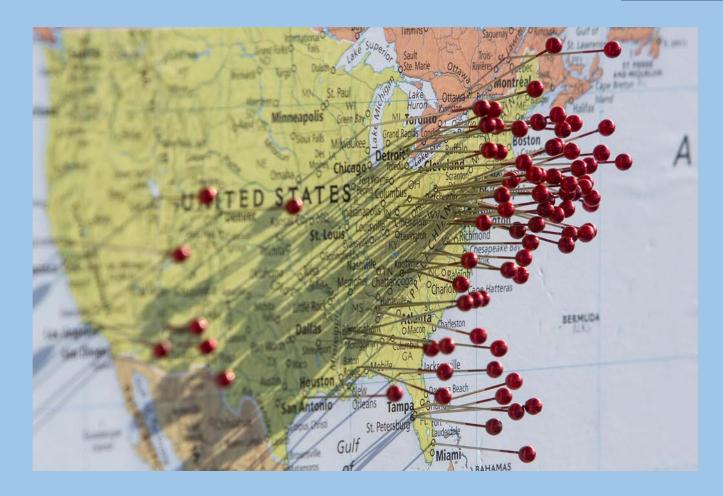
Population: 6,312



#### **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



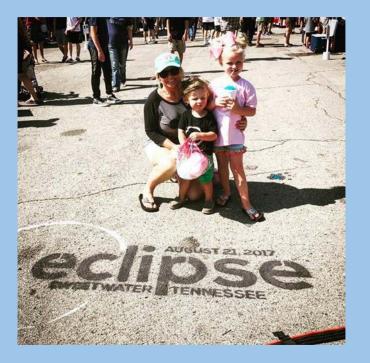
## **To start your Planning**



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

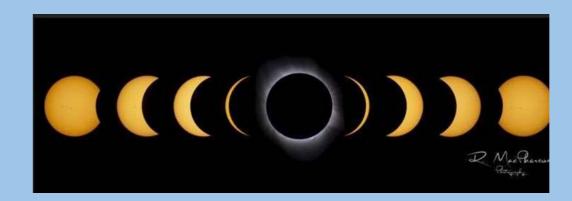
Just do whatever it takes!

• 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



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