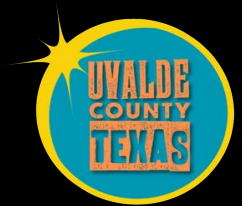


# ECLIPSE PLANNING: BEHIND THE SCENES

THE PRE-PARTY

## UVALDE COUNTY STELLAR FEST

"In the Eclipse Crossroads"



OCTOBER 14, 2023



APRIL 8, 2024



VISITUVALDECOUNTY.COM



*Kate Russo, Founder, Being in the Shadow*

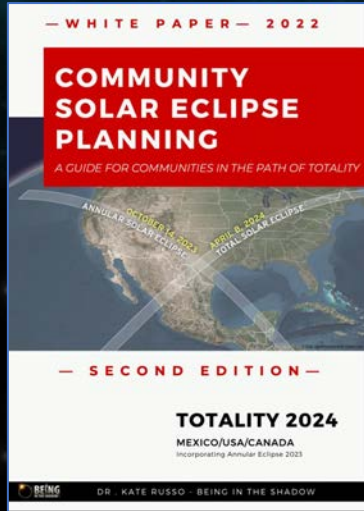
*Erica Sagebiel, Director, Visit Uvalde County*

*Hailey Hart, Marketing Manager, Visit Uvalde County*

AAS SETF Eclipse Planning Workshop, San Antonio TX, Sep 29-30, 2023

The eclipse will happen regardless, but you must

# PREPARE AND PLAN FOR THE IMPACT



## CORE MESSAGE:

- *Assemble your team*
- *Develop your strategy*
- *Boldly go where no one has gone before.*

# ONE-OFF CONSULTS: STRATEGIC CLARITY

*“Align your eclipse planning with your community strategic plans. The eclipse then becomes a focal point—and not a distraction—to meeting your long term goals”*



## ECLIPSE PLANNING STRATEGY

DIFFERENTIATION	BRANDING	LEGACY
<p><i>What is our eclipse unique selling point</i></p> <ul style="list-style-type: none"><li>• What is unique about our community</li><li>• What are we best known for</li><li>• What is unique about our situation along the path of totality</li><li>• How can we stand out amongst others along the path</li></ul>	<p><i>How should we best brand and market the eclipse</i></p> <ul style="list-style-type: none"><li>• What is our long-term community brand</li><li>• How shall we brand the eclipse</li><li>• How shall we brand our eclipse events</li></ul>	<p><i>What is our desired eclipse legacy</i></p> <ul style="list-style-type: none"><li>• What are our long term goals</li><li>• How can the eclipse help meet our goals</li><li>• What tourist assets can we develop for the long term</li><li>• How can we use the eclipse to increase community engagement</li></ul>

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# UNIQUE ISSUES



TEXAS HILL COUNTRY RIVER REGION VS UVALDE COUNTY

WHO'S IN CHARGE?



# JAN - APRIL 2023



## ECLIPSE STRATEGY - SUMMARY

**GOALS**  
Leverage the two solar eclipses to:

- Promote the landscapes and ecology of the THCR
- Host high-profile projects to boost authority
- Consolidate region identity and establish a new narrative

**DIFFERENTIATION**  
A premium location along the path: *The first in the U.S.; near to the centerline; best weather along the path; in the eclipse crossroads for 2023 and 2024; in the ecological crossroads; a welcoming community; lots of space and something for everyone*

**BRANDING BRIEF**  
*Eclipse in the River Region - focus on rivers and ecological aspects; signature event in Uvalde*

**LEGACY**  
*Strengthening identity and showcasing ecological assets. 'Out of the shadow toward a stronger future'*

**SIX STRATEGY RECOMMENDATIONS**

- Communicate why this region is a premium location for TSE 2024
- Attract national partners to establish authority
- Prepare and strengthen existing tourism assets for the eclipses
- Develop a range of viewing options - Rivers, Hills, Towns
- Use the eclipses as a focal point to strengthen the community
- Lay the foundations for a future in ecotourism

MARCH 2023

## TEXAS HILL COUNTRY RIVER REGION

*In the eclipse crossroads*

### ECLIPSE STRATEGY & IMPLEMENTATION PLAN



Dr. Kate Russo — Author, Psychologist, Eclipse Chaser  
Founder, Being in the Shadow  
katerrusso@beingintheshadow.com

**BEING IN THE SHADOW**

### CORE MESSAGE:

- Assemble your team
- Develop your strategy
- Boldly go where no one has gone before.



# Solar Eclipse Task Forces

1

## Entertainment, Tourism, & Marketing

Goal: Establish unified plan to engage media outlets in advance and during the eclipse to highlight Uvalde County, to educate tourists in advance and during the eclipse and to maximize the return for Uvalde County in terms of returning or new tourism.

Major Stakeholders / Possible Leadership: THCR, Uvalde COC, etc.

2

## Community Outreach

Goal: Educate and engage local groups so that the community is appropriately prepared AND supported for this historic event for Uvalde County.

Major Stakeholders / Possible Leadership: UCISD, Sabinal ISD, Knippa ISD, Utopia ISD, City(s) Management, County Leadership, Uvalde/Sabinal COC, THCR, Church groups and other non-profits

### How we stayed on task & organized

- Google Drive & Folders
- Monthly Meetings
  - Determined the best locations that would disperse visitors throughout the entire county.
  - Check-in & receive updates from leaders
  - Cross-planning if needed, between task forces established

Texas Hill Country River Region  
"Visit Uvalde County"

Erica Sagebiel  
Hailey Hart

Consultant  
Dr. Kate Russo

## Infrastructure & Logistics

Goal: Maintain organized group of city, county and state resources and decision makers to assure Uvalde County is prepared for the influx of tourists, and can safely operate before, during and after the eclipses.

Major Stakeholders / Possible Leadership: UCISD, City Management, County Leadership/Road Commissioner, TxDOT, Utility Providers, CCWS, Sabinal/Knippa/Utopia water supplies, Waste Management Provider, County EOC Leadership

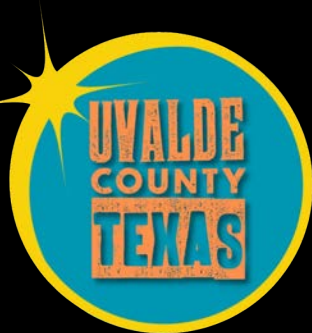
## Emergency Operations Center

Goal: Coordinate Emergency Response professionals to create unified plan to support Uvalde County and the unprecedented number of visitors to our area. The EOC will address emergency response and law enforcement needs in an environment where logistics and communications will be difficult.

Major Stakeholders / Possible Leadership: UCISO, Uvalde PD, UCISD PD, Sabinal PD, TP&W, TDPS, EMT, Uvalde Memorial Hospital, CCVFD, Utopia VFD/EMS, Uvalde/Sabinal FD, Texas Department of Forestry.

3

4



OCTOBER 14, 2023



APRIL 8, 2024

**THE PRE-PARTY**

# UVALDE COUNTY STELLAR FEST

"In the Eclipse Crossroads"

OCTOBER 13-15<sup>TH</sup>, 2023

## CONCAN

### Friday: 10.13

- DJ
- Vendors
- Cornhole
- Bounce Houses
- Velvet Rodeo Concert
- Kaitlin Butts Concert

### Saturday: 10.14

- Golf Tournament
- DJ
- Carlos Koehl
- Jerry Almaraz
- Mariachi Las Alteñas
- Velvet Rodeo Concert
- Clay Walker Concert

Start of Eclipse 10.22am  
 Annularity 11.50am  
 Duration 4mins 55sec  
 End of Eclipse 1.30pm



OCTOBER 14, 2023

## UVALDE

### Friday: 10.13

- Food Truck Party
- DJ
- Kid Zone Events
- Dueling Pianos
- Free Pumpkins & Kites
- Welcoming address
- Presentations Kate Russo & The National Solar Observatory

### Saturday: 10.14

- Out of This World Car Show & Raffle
- DJ
- Food Trucks & Vendors, Kid Zone Events
- Mariachi Group
- Folklorico Dancers
- Ezitillo Concert
- Erick y Su Grupo Massore Concert

## GARNER STATE PARK

### Saturday: 10.14

- Solar Eclipse Village
- Annular Eclipse Day
- Garner Glow Dance

### Sunday: 10.15

- Solar Eclipse Village
- 2024 Total Eclipse Showcase

Start of Eclipse 12.13pm  
 Totality 1.30pm  
 Duration 4min 26sec  
 End of Eclipse 2.53pm



APRIL 8, 2024



## SOLAR ECLIPSE VILLAGE IN GARNER STATE PARK OCTOBER 14-15, 2023

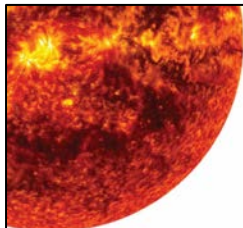
To celebrate our unique position within the eclipse crossroads, Uvalde County and the Texas Hill Country River Region are hosting the **Uvalde County Stellar Fest Pre-party**. Across the county, events are running from October 13-16, 2023.

Within Garner State Park, leading eclipse experts will gather in the **SOLAR ECLIPSE VILLAGE** to educate, guide, and share their passion for solar eclipses.

**Join us at Garner State Park for the Annular Solar Eclipse weekend - the ultimate destination for solar eclipse enthusiasts!**



**SOLAR ECLIPSE VILLAGE**  
GARNER STATE PARK, OCT 14-15, 2023



### SOLAR PAVILION

- Solar education and information
- Science & astronomy
- Citizen Science Projects



### ECLIPSE PAVILION

- Eclipse chasers
- Chasing resources
- Planning resources
- Eye Safety

### LUNAR PAVILION

- Local education providers
- Local STEM exhibits
- Local tourism exhibits

### MOONSHADOW MARQUEE

- Presentation Stage
- Creative Activity Corner
- Workshop Learning Zone

#### CONTRIBUTING PARTNERS

- Being in the Shadow
- AAS Solar Eclipse Task Force
- University of Texas in San Antonio
- NASA's Marshall Space Flight Center
- Von Braun Astronomical Society
- National Solar Observatory
- Sul Ross State University
- La Frontera STEM Research Institute (LFRi)
- University of Tennessee at Chattanooga
- TPW/Discover - Texas Parks & Wildlife Distance Learning
- Southwest Research Institute
- Rainbow Symphony
- Eclipse2024.org and more!

#### CITIZEN SCIENCE PROJECTS:

- Project AWE
  - Eclipse Soundscapes
  - LightSound
  - Globe Observer
  - iNaturalist
  - Solar Eclipse QSO Project
- along with updates from Megamovie Project, SEAL Program, Eclipse Ambassador Program, Citizen CATE, DEB Initiative, and more



**SOLAR ECLIPSE VILLAGE**  
GARNER STATE PARK, OCT 14-15, 2023



## WEEKEND SCHEDULE

SAT 14TH OCTOBER - ANNULAR SOLAR ECLIPSE

#### 8:00AM - PREPARE FOR THE ECLIPSE

A variety of presentations and interactive activities for all ages are offered to help you prepare for the Annular Solar Eclipse. Create, learn, and practice before the eclipse begins.

#### 10:15AM - 1:30PM - LET THE ECLIPSE BEGIN!

Guided viewing by an expert NASA solar researcher will help you and your family get the most from this experience. View safely through solar telescopes and solar eclipse glasses, and learn how to make and use indirect viewing methods. Take part in the many citizen science projects, or alternatively find a quiet place within the park to view in isolation.

#### 1:30PM - 6PM - ECLIPSE REFLECTIONS & LEARNINGS

Share your eclipse experience and observations throughout the afternoon. More eclipse-related talks, workshops, and hands-on activities are on offer. Wander through the Solar, Lunar, and Eclipse Pavilions and talk to eclipse experts to gain confidence in planning for your own eclipse chase next April.

#### 6PM - LATE - DOWN WITH THE SUN

Enjoy a chilled-out sunset, followed by an astrophotography session and a guided stargazing tour. The Glow Party dance will have you dancing into the night Texan-style!

SUN 15TH OCTOBER - 2024 TOTAL ECLIPSE SHOWCASE

#### 8:00AM - 6PM - ALL ABOUT TOTALITY 2024

- A full day of expert presentations and exhibits showcasing the 2024 Total Solar Eclipse: The science and wonder of total solar eclipses
- What is happening on April 8, 2024.
- Planning across the nation - supporting 3,000 communities and 32 million people.
- Exciting projects planned across the path of totality.
- Tools and resources used by eclipse chasers.

See how Uvalde County is maximizing the two eclipse opportunities.

- Exciting STEM initiatives across the region, including a student-led STEM session.
- Local eclipse projects and works on display.
- The latest on viewing the TSE within Uvalde County, with insider tips from locals
- Displays showcasing the region's infamous nature and ecology offerings.

Talk with eclipse experts - solar and astrophysicists, eclipse chasers, local weather experts, amateur astronomers, photographers, education providers, local planners, and more.



**ANNULAR SOLAR ECLIPSE IN GARNER STATE PARK**  
10:22 A.M. - FIRST CONTACT  
11:50 A.M. - ANNULARITY  
4 MINS 55 SEC  
1:30PM - END OF ECLIPSE

A Solar Eclipse Village Day Pass is required to attend both days - the pass is FREE but must be booked in advance.

Day Passes will be issued via [uvaldecountysolareclipse.com](http://uvaldecountysolareclipse.com). No passes will be issued at the gate.

Garner State Park is now fully booked for the eclipse weekend. Additional local options are available - see [uvaldecountysolareclipse.com](http://uvaldecountysolareclipse.com) for details, and book direct with providers.

web: [uvaldecountysolareclipse.com](http://uvaldecountysolareclipse.com)  
FB: [uvaldecountysolareclipse](https://www.facebook.com/uvaldecountysolareclipse)



**SOLAR ECLIPSE VILLAGE**  
GARNER STATE PARK, OCT 14-15, 2023

**DR KATE RUSSO**  
AUTHOR • PSYCHOLOGIST • ECLIPSE CHASER

[www.beinginthesadow.com](http://www.beinginthesadow.com)

*'Experience totality—above you, around you, within you'*



**BEING  
IN THE SHADOW**



# DETAILS:

Erica Sagebiel, Director  
Erica@visitualdecountry.com

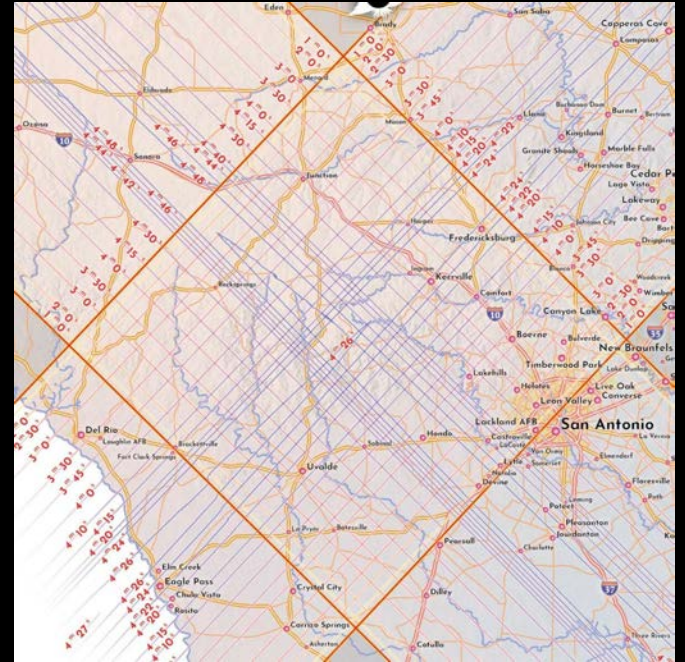
Hailey Hart, Marketing Manager  
Hailey@visitualdecountry.com

Kate Russo, Partnership Coordinator  
kate@beingintheshadow.com

**UVALDE**  
**COUNTY**  
**TEXAS**

**NUECES**  
**FRIO &**  
**SABINAL**  
**RIVERS**

VISITUALDECOUNTRY.COM



OCTOBER 14, 2023

[UvaldeCountySolarEclipse.com](https://UvaldeCountySolarEclipse.com)

FB @UvaldeCountySolarEclipse



APRIL 8, 2024