The eclipse will happen regardless, but you must

**PREPARE AND PLAN FOR THE IMPACT**

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

‘Experience totality—above you, around you, within you’
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

<table>
<thead>
<tr>
<th>DIFFERENTIATION</th>
<th>BRANDING</th>
<th>LEGACY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is our eclipse unique selling point?</strong></td>
<td><strong>How should we best brand and market the eclipse?</strong></td>
<td><strong>What is our desired eclipse legacy?</strong></td>
</tr>
<tr>
<td>• What is unique about our community</td>
<td>• What is our long-term community brand</td>
<td>• What are our long term goals</td>
</tr>
<tr>
<td>• What are we best known for</td>
<td>• How shall we brand the eclipse</td>
<td>• How can the eclipse help meet our goals</td>
</tr>
<tr>
<td>• What is unique about our situation along the path of totality</td>
<td>• How shall we brand our eclipse events</td>
<td>• What tourist assets can we develop for the long term</td>
</tr>
<tr>
<td>• How can we stand out amongst others along the path</td>
<td></td>
<td>• How can we use the eclipse to increase community engagement</td>
</tr>
</tbody>
</table>

‘Experience totality—above you, around you, within you’
UNIQUE ISSUES

TEXAS HILL COUNTRY RIVER REGION VS UVALDE COUNTY

WHO’S IN CHARGE?

‘Experience totality—above you, around you, within you’
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

IMPLEMENTATION
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 the 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

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

‘Experience totality—above you, around you, within you’
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 CDC, 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

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3. **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:** UCSD, City Management, County Leadership/Road Commissioner, TxDOT, Utility Providers, CCWS, Sabinal/Knippa/Utopia water supplies, Waste Management Provider, County EOC Leadership

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4. **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:** UCSO, Uvalde PD, UCISD PD, Sabinal PD, TP&W, TDPS, EMT, Uvalde Memorial Hospital, CCVFD, Utopia VFD/EMS, Uvalde/Sabinal FD, Texas Department of Forestry.

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**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
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

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

OCTOBER 13-15TH, 2023

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

Start of Eclipse 12.13pm
Totality 1.30pm
Duration 4min 26sec
End of Eclipse 2.53pm
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 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 Annual Solar Eclipse weekend - the ultimate destination for solar eclipse enthusiasts!

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

WEATHER SCHEDULE
SAT 14TH OCTOBER - ANNUAL SOLAR ECLIPSE

8:00AM - 9:00AM: SOLAR RESEARCH DAY
A day of research presentations and activities showcasing the potential for eclipse research.

9:00AM - 11:00AM: LOCAL EDU PROVIDERS
Solar education providers from the region will showcase their educational programs.

11:00AM - 1:00PM: LOCAL STEM EXHIBITS
Local STEM exhibits will be on display.

1:00PM - 3:00PM: LOCAL TOURISM EXHIBITS
Local tourism exhibits will be on display.

3:00PM - 5:00PM: TOTAL ECLIPSE 2024
The total solar eclipse will be visible in the area.

5:00PM - 7:00PM: POST-ECLIPSE CELEBRATION
A celebration will take place to commemorate the eclipse.

8:00PM - 10:00PM: STARGAZING & NIGHT SKY VIEWING
An opportunity to view the night sky and planets.

10:00PM - 11:00PM: ECLIPSE MOONSHADOWS
A night of eclipse-related activities and presentations.

11:00PM - 12:00AM: ECLIPSE CELEBRATION
A final celebration to mark the end of the eclipse.

‘Experience totality—above you, around you, within you’
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