



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™



IN THE PATH OF TOTALITY WITH MAIN STREET AMERICA

Presentation to the American Astronomical Society (AAS) Eclipse Event
Planning Workshop

September 29-30, 2023

ABOUT MAIN STREET AMERICA

For over 40 years, Main Street America has helped revitalize older and historic commercial districts.

Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share a commitment to place and to building stronger communities through preservation-based economic development.

Main Street America is a subsidiary of the National Trust for Historic Preservation.



THE MAIN STREET APPROACH – THE 4 POINTS

The [Main Street Approach](#) emphasizes a focus on holistic community transformation through the identification of transformation strategies.



ABOUT MAIN STREET AMERICA



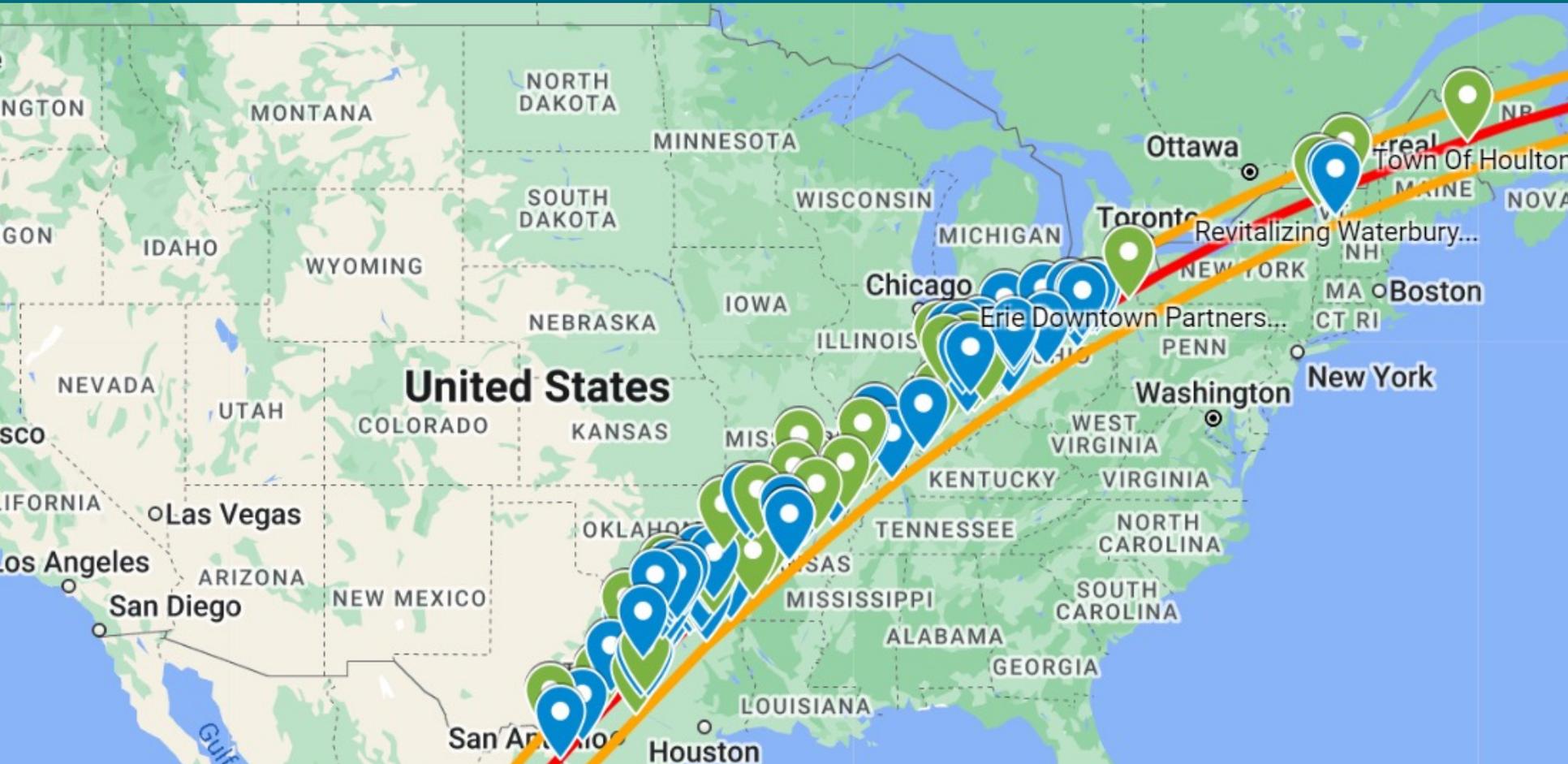
MAIN STREET COMMUNITIES



MAIN STREET COMMUNITIES



MAIN STREET – 2024 TOTAL SOLAR ECLIPSE





2022 REINVESTMENT IMPACT

of Nationally Designated Main Street Programs



\$6.25 Billion

Reinvested
Locally



7,657

Net New
Businesses



29,174

Net Gain
in Jobs



10,688

Buildings
Rehabbed



1.5 Million

Volunteer
Hours

Image: Ruston, Louisiana

MAIN STREET AMERICA VALUES

- + Community Driven
- + Collaboration & Partnership
- + Equitable & Inclusive
- + Resilient & Future-focused
- + Community Preservation-based
- + Support Small for Greater Impact



MAIN STREET AMERICA NEWS & STORIES

+ [Science on Main Series](#) – In the Path of Totality, Summer 2023 *MainSpotlights, Blogs, and Social Media*

Main Street America
June 15 · 🌐

Over the course of the next few weeks, we will be exploring how different Main Street communities have incorporated science into their events and promotions! In our first Science on Main Street story, Jessica Morgan and Hayley Isbill from the City of Sweetwater in Tennessee explain how they prepared their community for the 2017 Total Solar Eclipse -- and give useful tips and tricks for those who are preparing for the next eclipse coming in April 2024.

Read their story here... [See more](#)



👍❤️ 71

7 comments 27 shares

Main Street America
July 1 · 🌐

"Science is not just a static pile of facts and knowledge, it's the human experience of curiosity, discovery, and wonder. It is a way of telling stories and creating interactive experiences that connect us to the natural world and to each other."

Learn how three Main Streets have incorporated science into their work, and how you can bring the next great science festival to your community > <https://bit.ly/3NqQTpX>



👍❤️ 10

1 share

Main Street America
July 20 at 11:36 AM · 🌐

Carbondale, Ill., was the point of longest duration for the 2017 total solar eclipse. For almost three minutes, the town was wrapped in total darkness in the middle of a late-summer day. Those three minutes attracted an estimated 30,000 visitors from all over the world to the town of just over 20,000, with hotels booked with a three-day minimum. They played host to scientists, professors, and curiosity-seekers from around the world – including a visit and live broadcast from NASA.

Through their experience in 2017 and in planning for the next one, Carbondale Main Street Executive Director Meghan Cole shares words of wisdom with others who fall within the path of totality: <https://bit.ly/3Di57nt>



👍❤️ 10

1 share



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QUESTIONS?

Contact twice@mainstreet.org

Find more information at
mainstreet.org/inthepathoftotality

Send additional inquiries to
pathoftotality@mainstreet.org

National Main Street Center
53 West Jackson Blvd. Suite 350
Chicago, IL 60604
mainstreet.org

Sweetwater Eclipse

welcome to
the
sweetest
street
in tennessee



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!



Sweetwater Eclipse



Breakout Session 2: Eclipse Events & Main Street America

Targeted for community planners and Main Street communities

People who enjoy fun



Sweetwater Eclipse



What to expect:

Format- Pro Tips followed by Q&A

Content-Practical planning information from logistics to economic impact

How to incorporate this event into your Main Street work plan & goals

Sweetwater Eclipse

welcome to
the
sweetest
street
in tennessee

Highlights:

The impact of Branding

What makes these visitors different from your
“normal” festival attendees

The importance of Totality



Sweetwater Eclipse



Highlights:

Create an experience with activities that engage youth

Fundraising and Business Development Opportunities

Logistics- Traffic, Garbage, Street Lights, Portable Toilets!

Rural is KING for this event!



Sweetwater Eclipse



We're happy to help you learn from our mistakes and lend you our experiences to make your event the best possible!



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Sweetwater Eclipse

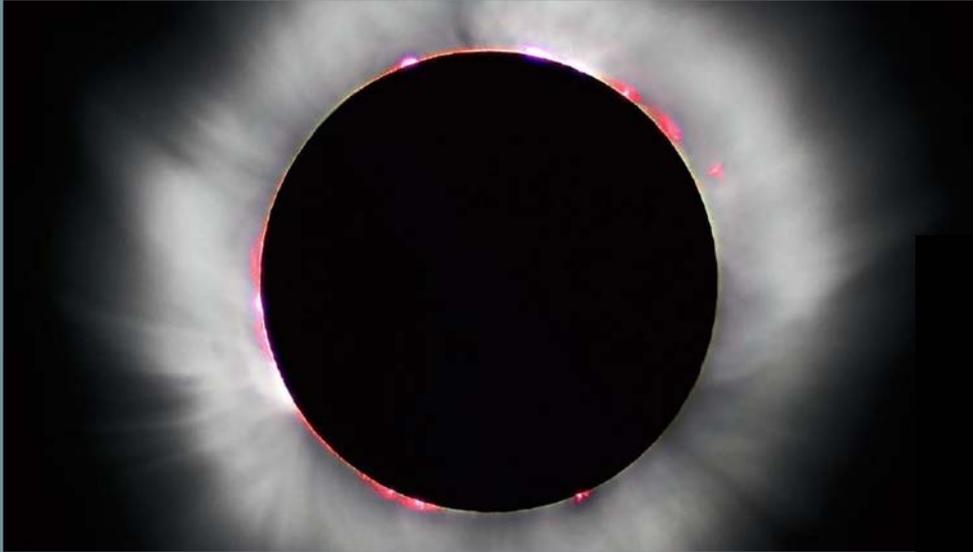


Sweetwater Eclipse



Sweetwater Eclipse

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Sweetwater Eclipse



eclipse
AUGUST 21, 2017
SWEETWATER TENNESSEE

**Historic Downtown Sweetwater, Tennessee's
Total Solar Eclipse Festival**

**Join us on August 21st from 10 a.m. to 5 p.m.
for this *Once in a lifetime event*!!!**

Sweetwater, located just off of Interstate 75,
is in a **PRIME LOCATION** for viewing!
Smack in the middle of the path of totality, you will
experience 2 minutes and 37 seconds of totality!

Many hotels, campsites, and restaurants located
just minutes from downtown.

Events of the day include:

- * Vendors
- * Entertainment
- * Learn to moonwalk
with Salt & Light Studios
- * Watch space-themed movies
- * Enjoy a delicious, original
Chattanooga Moon Pie
- * Buy a souvenir T-Shirt
- * Lots of other FUN activities
to enjoy

**Please bring protective eyewear or buy
special eclipse glasses here (quantities limited!)**

**For more information about the eclipse,
visit www.eclipse2017.org**

Find our festival on  www.facebook.com/experiencethe2017eclipse

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[Local Forecast Video →](#)

MONDAY

August 21

7:01 AM  8:19 PM

TOMORROW

89°

 **Mostly Sunny**

SSW 2 MPH →
10% ↓

Plentiful sunshine. High 89F. Winds light and variable.

TOMORROW NIGHT

70°

 **Clear**

SSW 1 MPH →
10% ↓

Sweetwater Eclipse

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Sweetwater Eclipse

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Ben Wiehe

Manager, Experimental Practice

Manager, Science Festival Alliance

MUSEUM
MIT

**What Do
Public Science Events
Look Like?**

Ben's 5:00 tour of science event venues

- Tattoo parlor
- Bakeries
- Sport stadiums
- Parking lots
- So many bars and restaurants
- Construction site
- City halls and capitol buildings
- Farmers markets
- Natural parks
- Nuclear plant
- Airplane
- Academic labs
- Wind tunnel
- Billiard hall
- Renaissance fairgrounds
- Music clubs and night clubs
- Libraries
- An aircraft carrier
- Casino
- Private clubs for rich and powerful
- Crawl space of a brewery
- Offices of nonprofits
- In a Ferris wheel
- Cemeteries
- Corporate campus
- Under a bridge
- Sex shop
- Movie theater
- Streets and sidewalks
- Distilleries
- Community centers
- Shopping malls and open air markets
- Amusement park
- Research vessels
- Mountain tops and canyons
- Yoga studio
- Private and public gardens
- Rock climbing gym

Ben's 5:00 tour of science event scenarios

- Lectures
- Panel discussions (incl. cascading panels)
- Scripted or improvised theater or comedy
- Using a bar as stage
- Circus or variety shows
- Fashion catwalk/runway
- Performance within arenas
- Town halls
- Workshops, design charettes, forums
- Group discussions in public venues
- Networking/cocktail parties
- Multi-part networking parties (such as speed dating/speed geeking)
- Buffets/food stations/church picnics with communal seating
- Formal sit-down dinners
- Brown bag lunches
- Feasts/Cookouts, backyard barbeques
- Midways, carnival rows
- Street fairs
- Parking lot tailgating
- Guided walking tours
- Bus/boat rides
- Open houses/behind the scenes tours
- Parade floats
- Touch-a-trucks/petting zoos (as in, a Robot Petting Zoo)
- Retail market stalls
- Sidewalk or public transportation pop ups
- Team competitions, with or without spectators
- Runs or bike rides
- Ride-shares, Elevator rides
- Participatory works (art/making/chain reaction challenges)

Science



EVENT!



Community

Event Organizing is a Craft

- **Events must work as events first, before they can achieve any other goals**
- **The “medium” of events is the shared social experience**
- **Events have both universal and local history**
- **Skilled organizers know how to make the most of the unique opportunities and constraints of events**

Things Public Science Events Organizers Know

- Events are never just a flash in the pan
- Directly involve scientists whenever possible
- Event organizing can be transformative

We're Not Alone!

**Find out more about
public science events at the next workshop,
and online at:**

www.ExperimentalPractice.org