

GET

MOONED

IN BOONE

SOLAR ECLIPSE

APRIL 8  
2024

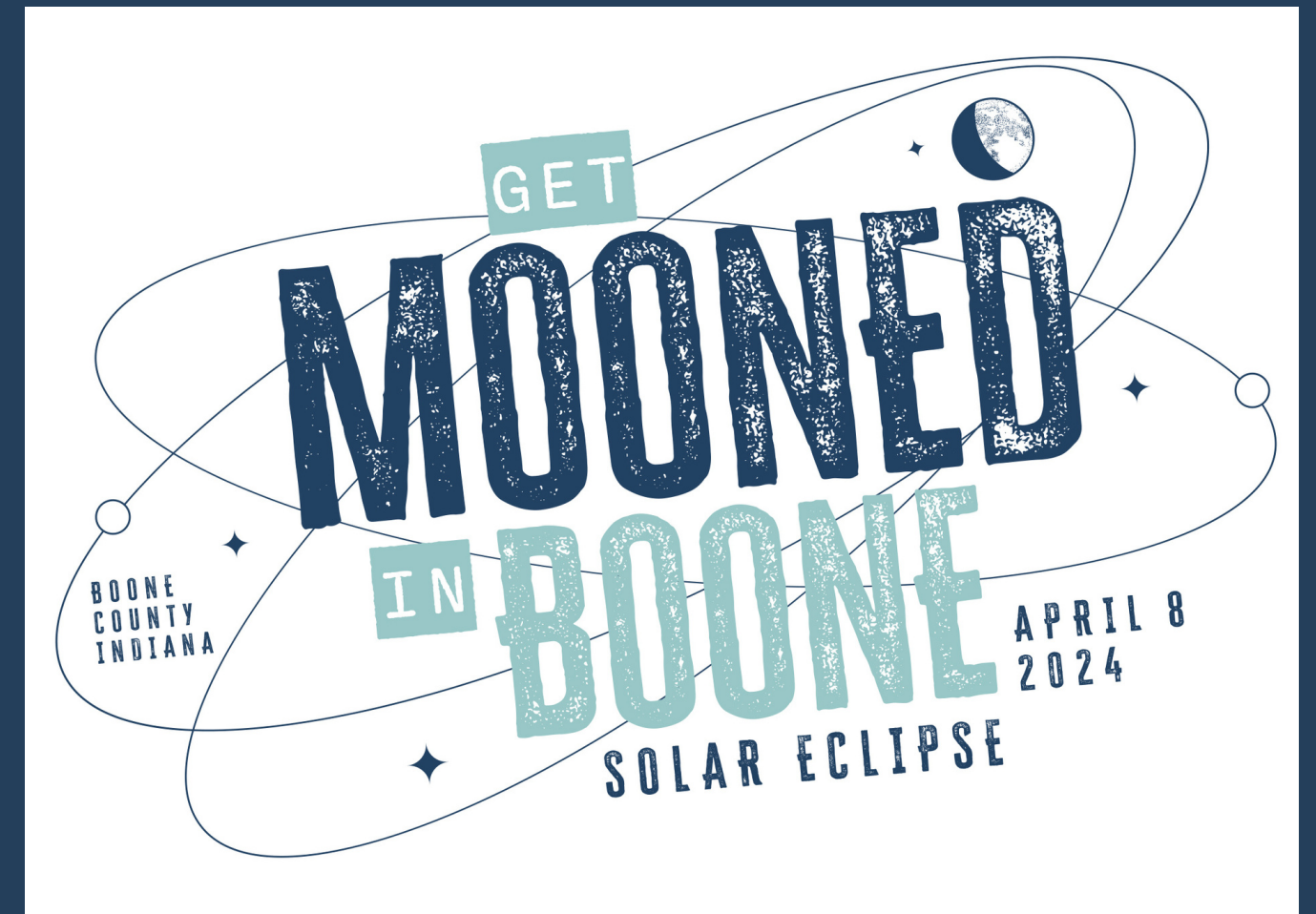
BOONE  
COUNTY  
INDIANA



**Eclipse Weekend  
Friday, April 5th  
through**

**Monday, April 8th, 2024**

**Eclipse timing: 1:50p start  
time, 3:07p total eclipse,  
4:22p end time**

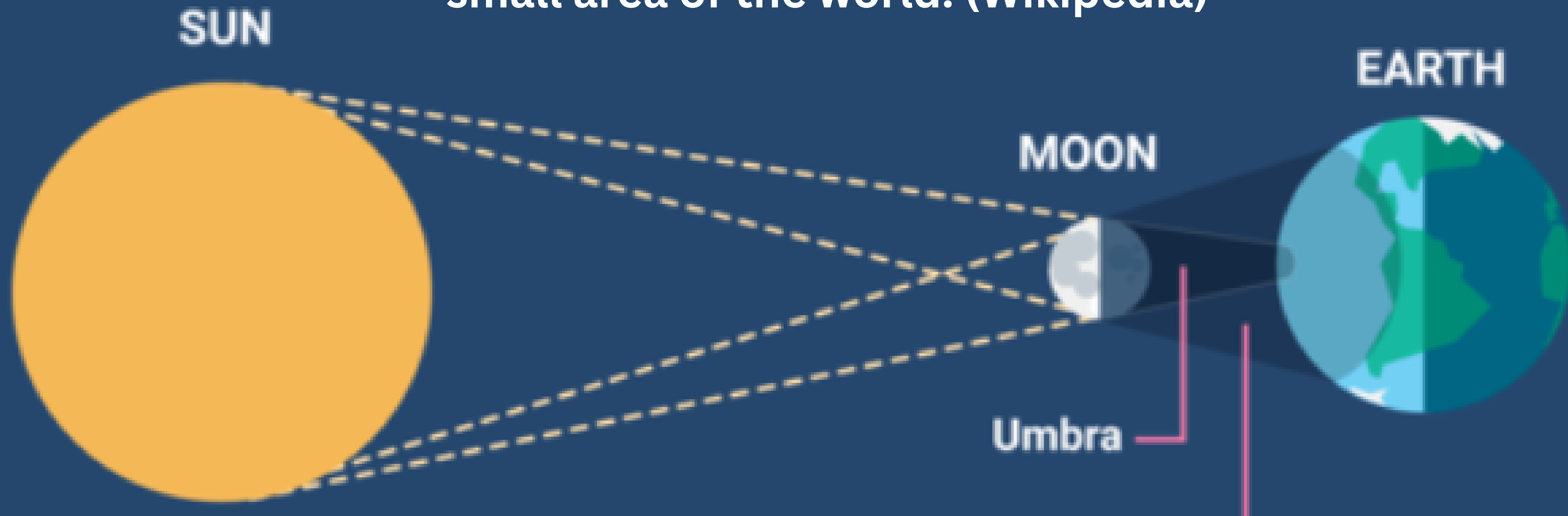




# What IS a solar eclipse?

A solar eclipse occurs when the Moon passes between Earth and the Sun, thereby obscuring the view of the Sun from a small part of the Earth, totally or partially.

In a total eclipse, the disk of the Sun is fully obscured by the Moon. In partial and annular eclipses, only part of the Sun is obscured. Unlike a lunar eclipse, which may be viewed from anywhere on the night side of Earth, a solar eclipse can only be viewed from a relatively small area of the world. (Wikipedia)

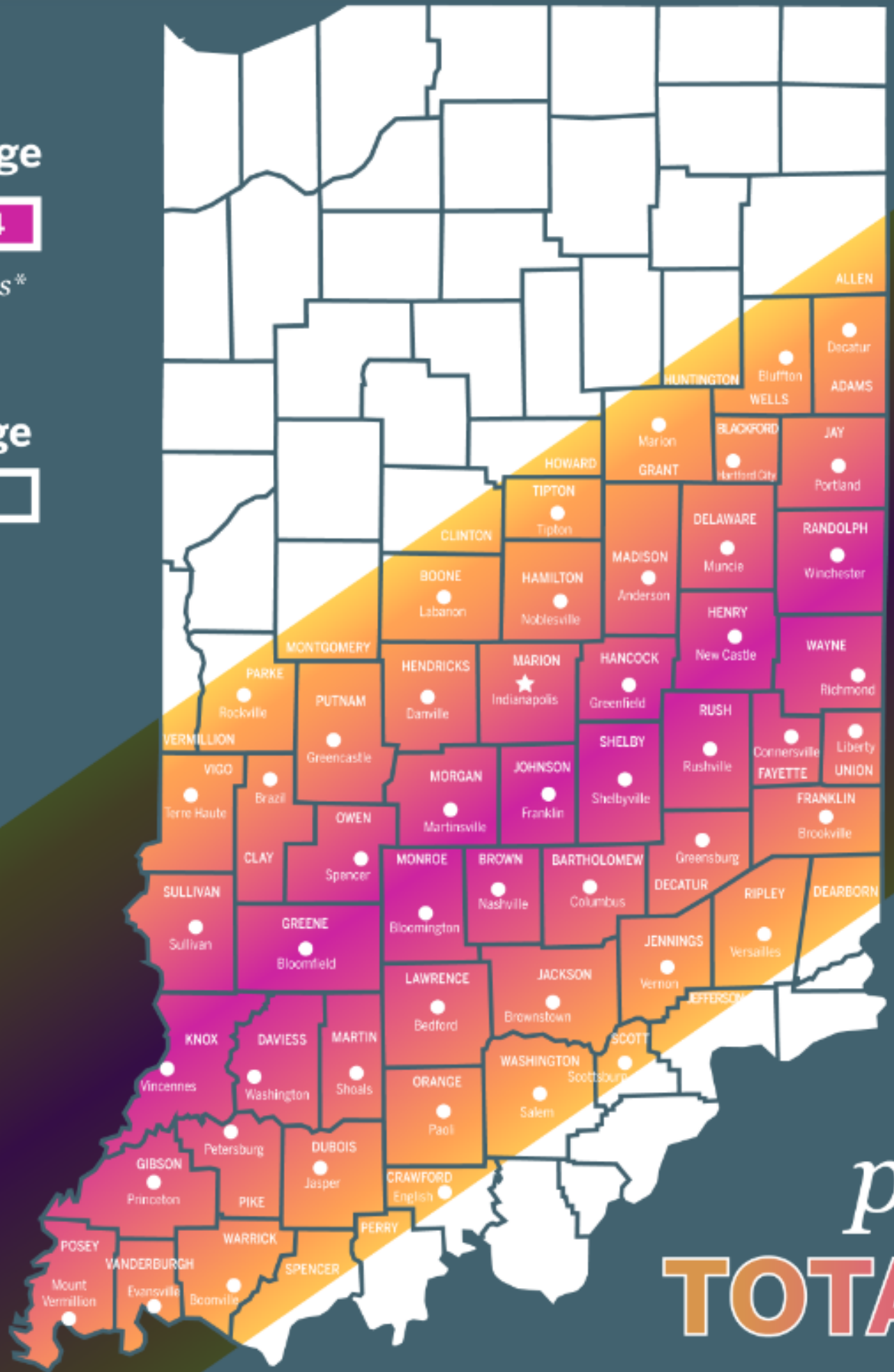


100% coverage



*duration in minutes\**

90% coverage



*path of*  
**TOTALITY**  
 2024 SOLAR ECLIPSE

*\*Colors are an approximation of eclipse duration.*



# The Herald Bulletin

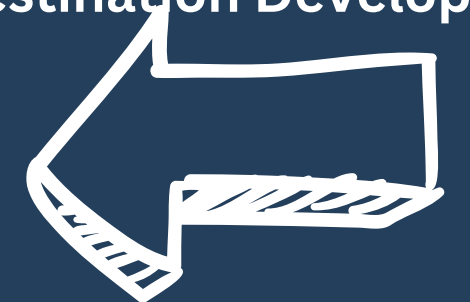
## Solar eclipse likely to be largest tourism event in Indiana history State offices working closely with local communities to prepare for onslaught of visitors on April 8, 2024 Carson Gerber CNHI State Reporter Apr 8, 2023

Hundreds of thousands of visitors. Traffic jams. Millions of dollars in revenue. A public-bathroom shortage. State officials expect all of these things to happen a year from now on April 8, 2024, when a total solar eclipse will shroud much of Indiana in over three minutes of midday darkness.

It's been over 800 years since the area experienced the celestial spectacle. The crowds coming to Indiana to witness the event are sure to match its historic magnitude, according to Justus O'Neil, public relations and social media officer for the Indiana Destination Development Corporation.



In fact, it's likely to be the largest single tourist event to ever happen in Indiana, he said.



"Obviously the Indy 500 attracts just an enormous amount of people, but this is something that's historical," O'Neil said. "People will be traveling from not only all over the country to the path-of-totality zones, but all over the world."

# Economic Impact

**South Carolina, \$269M in 2017**

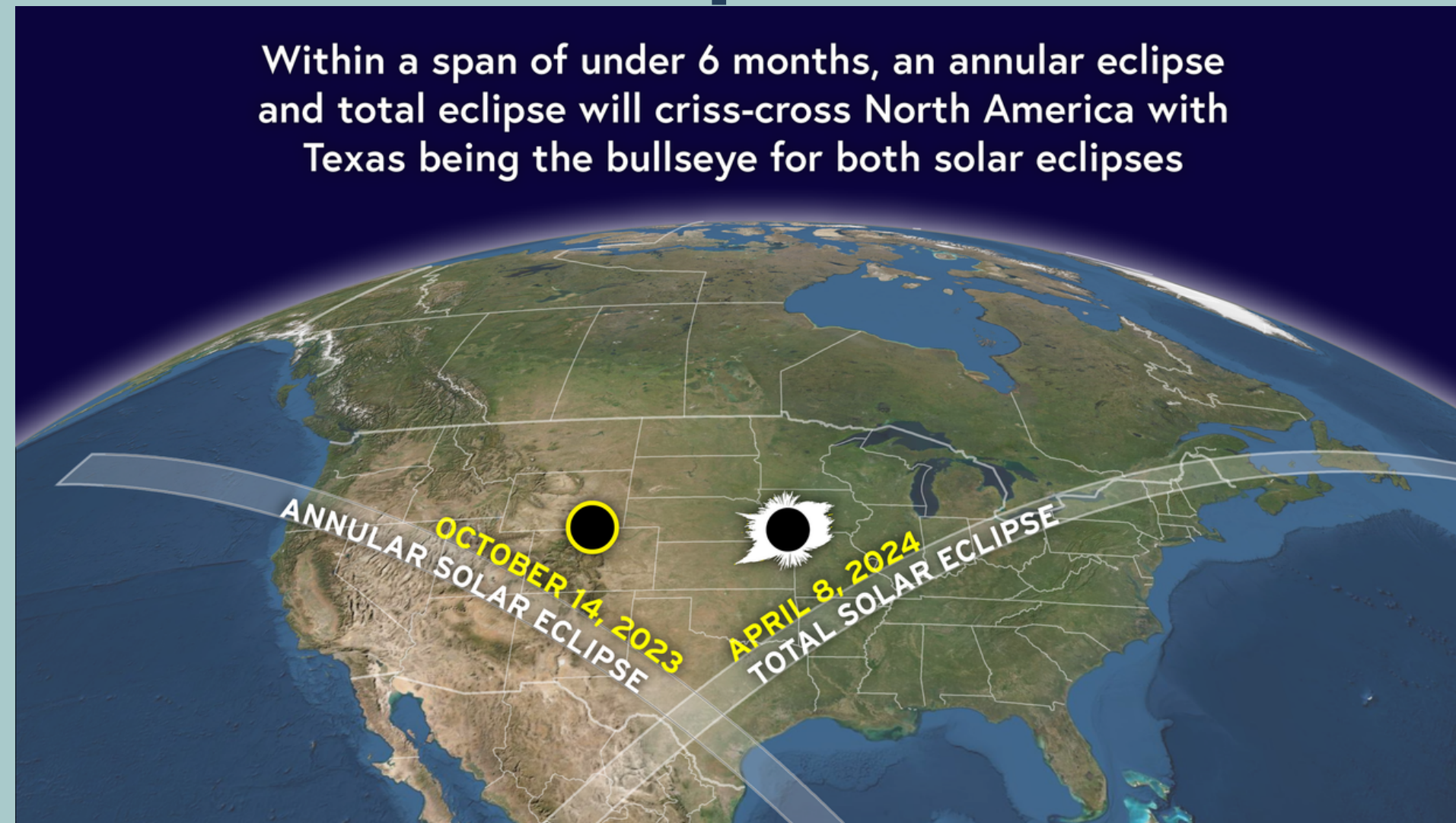
**Wyoming, \$63.5M**

**Nebraska, \$127M**

**Hopkinsville, KY- this town was the center of the 'darkest' amount of time and had a \$30M economic impact**

**Traffic for stores within totality on the day of the eclipse at an hourly level demonstrates the chaotic nature of visitor traffic to these stores. Monday's morning hours were by far the busiest for retailers with an average increase in traffic of 247.96%. Many retailers saw increases in foot traffic of almost eight times that of normal for the morning hours of eclipse day.- Forbes**

The next full solar eclipse for our area will not happen until February 25, 2343. 2024 will be the only time in multiple generations residents will see a full solar eclipse in Central Indiana! It has been 819 years since the last full solar eclipse in Central Indiana!







# Is Your Community Prepared?

- Are you working with local law enforcement/ fire on a traffic plan and safety?
- Have the businesses you work with been coached on how to handle the increased traffic?
- Do you have an ordinance about short term housing rentals?
- What is your post-eclipse plan?

# Who is the person in charge?



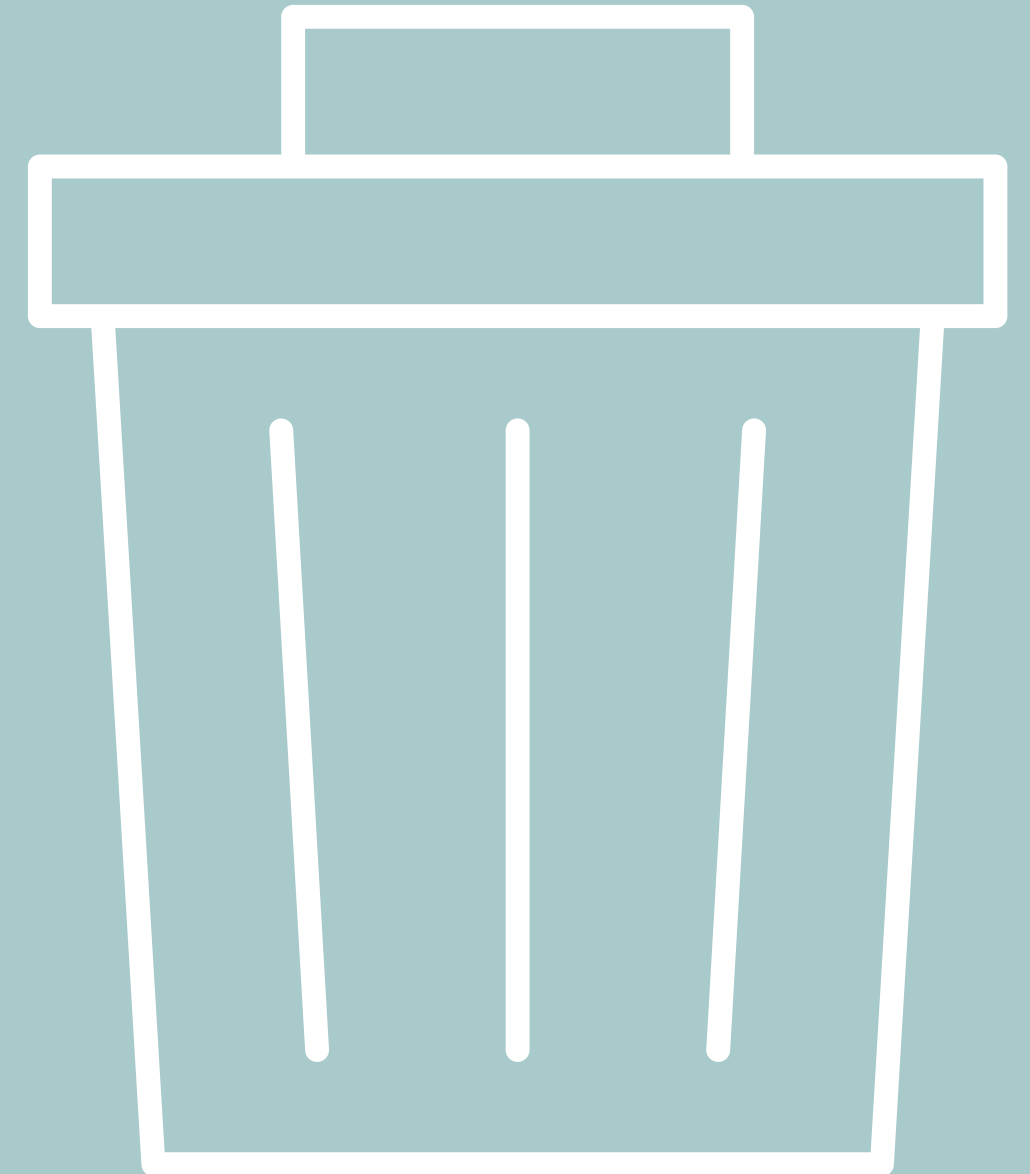
## Who is the 'Buck-Stops-Here' individual for your event?

- This person is the decision-maker and ultimately will oversee the success of the event.
- Organized, prepared, has the time to dedicate to the event
- Great with people- you will be welcoming guests from all over!
- Patient- remember, guests are not familiar with Boone County. Make them feel welcome!
- Great at delegating- this will take a team!

# Do you have toilets and trashcans?



- Additional waste is guaranteed with the dramatic increase in traffic. Do you have port-o-lets on reserve?  
Additional trashcans?
- When will they be delivered/ picked up?
- Who will be there to accept drop-off?
- Do you need to make additional space?
- Who will pick up trash during/ after the event is over?







## **Watch out for cars**



**As small towns prepare for a once-in-a-lifetime level of crowding, the potential for real emergency is high.**

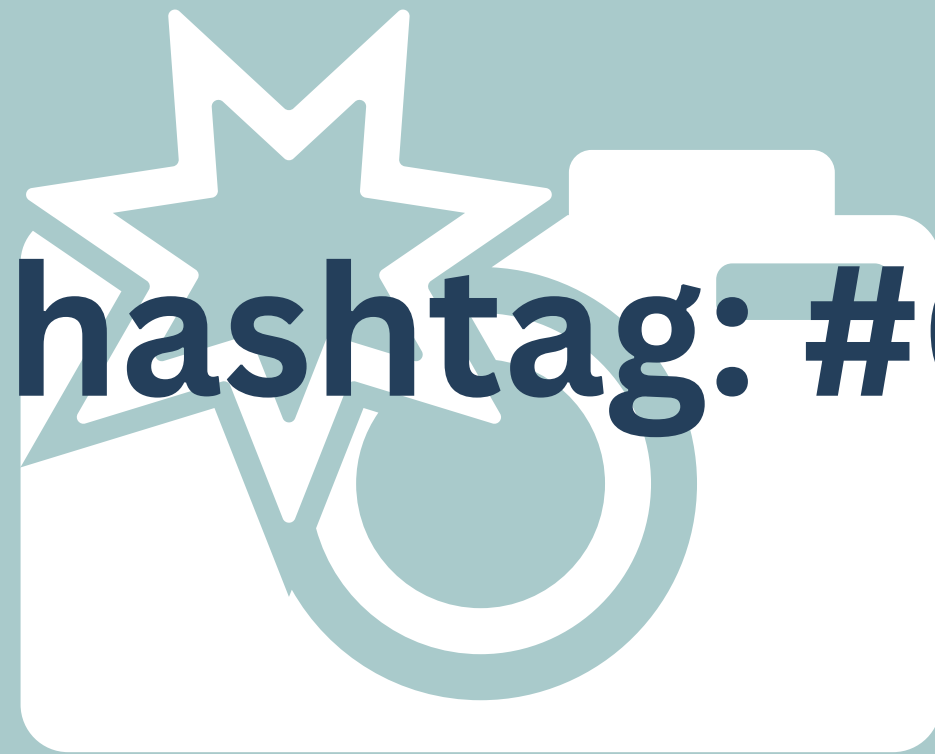
- **At an official viewing site do you have enough parking?**
- **Do you have people helping to direct traffic on/off of roadways?**
- **Are public safety officials involved in training of volunteers/ the planning of your event?**
- **Is your signage visible and easy for visitors to see?**
- **Do you have activities to keep visitors around AFTER the eclipse to reduce the amount of traffic entering the roadways simultaneously?**

# How to Prepare Businesses



- Are they retail? Do they have enough product on hand?
- Are they food service? Prepare them to order enough food in advance of this event.
- Are they open over the weekend/ on Monday? Would it make sense for them to be open?
- Do the businesses need to call in additional staff?
- Are the businesses shift based? Do you need to educate them on the potential for increased traffic and the impact it may have on their shift employees?
- Have the conversation about bathroom usage- for the public, patrons or employees only?
- Be mindful of businesses that need their parking!
- Let's help make this economic impact as positive as possible for those businesses in Boone County!

# Create Instagram-able Moments



**Use our hashtag: #GetMoonedInBoone**

**What makes a vacation or event worth sharing?  
Where are your photo opportunities?**

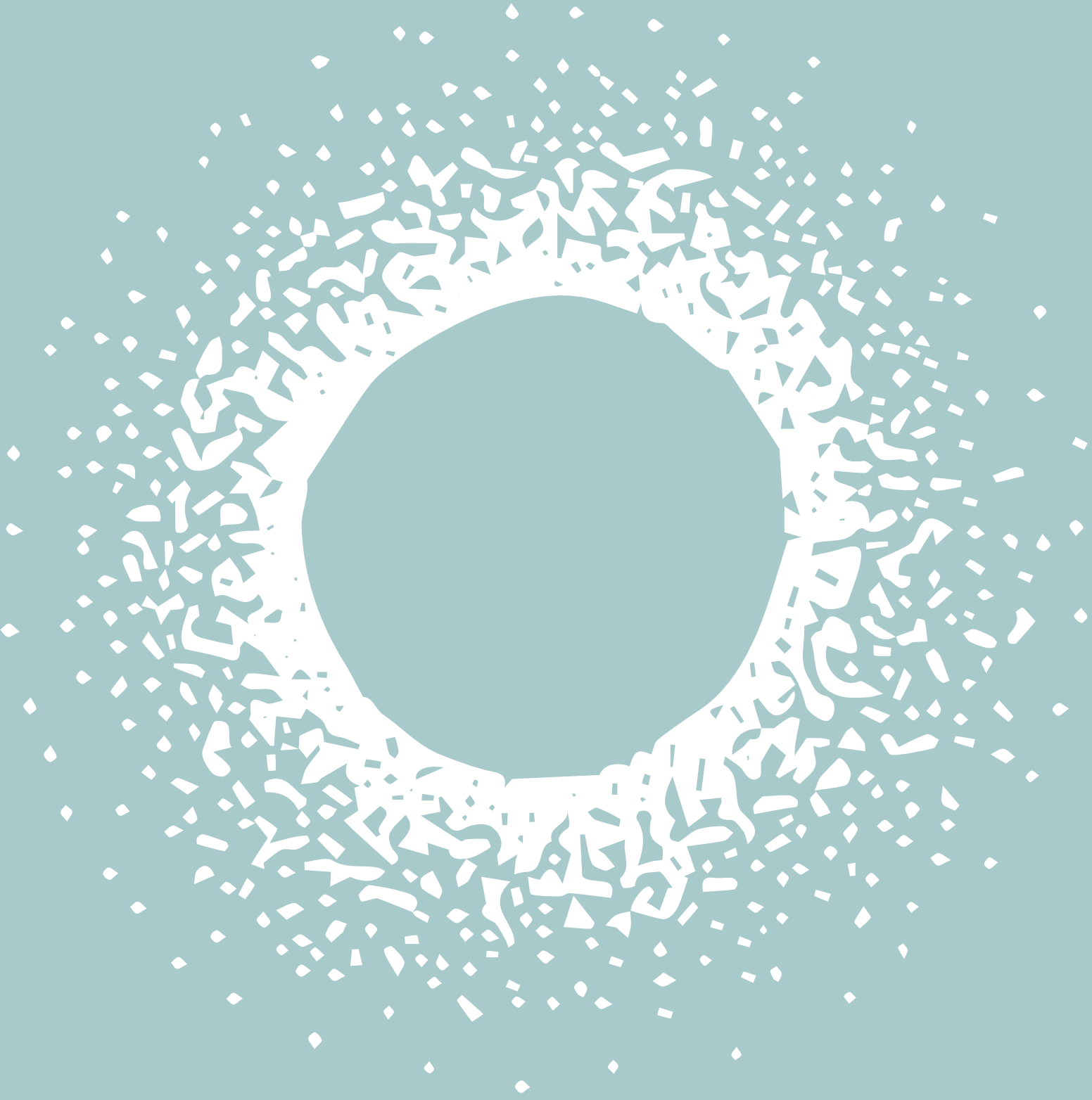


# Community Policies on Short Term Housing Rentals

- **Does your community have a policy?  
What does it say?**
- **What happens if somebody wants to turn a farm field into a campground?**
- **If Boone Co. runs out of hotel rooms this may be an option for some guests. How do we inform homeowners/ landowners of community policies? Have them check with an HOA?**



# Post-eclipse Plan



## It's all over. Now what?

- Traffic may be challenging. Can you find a way to keep guests in town for a post eclipse meal/ entertainment/ extended stay?
- What else can you share with guests while they are at the event? What resources (maps/ pamphlets/ guides) can be provided on other Boone County attractions?
- What is your plan to work with public safety to get guests back on the road safely?
- Who picks up the trash and when?



**BOONE COUNTY**  
**CONVENTION & VISITORS BUREAU**

- Bring community groups together
- Discuss eclipse needs and challenges
- Act as an educational resource
- Attract and welcome visitors to be a part of the activities in Boone County

**The Boone  
CVB is your  
eclipse  
partner!**



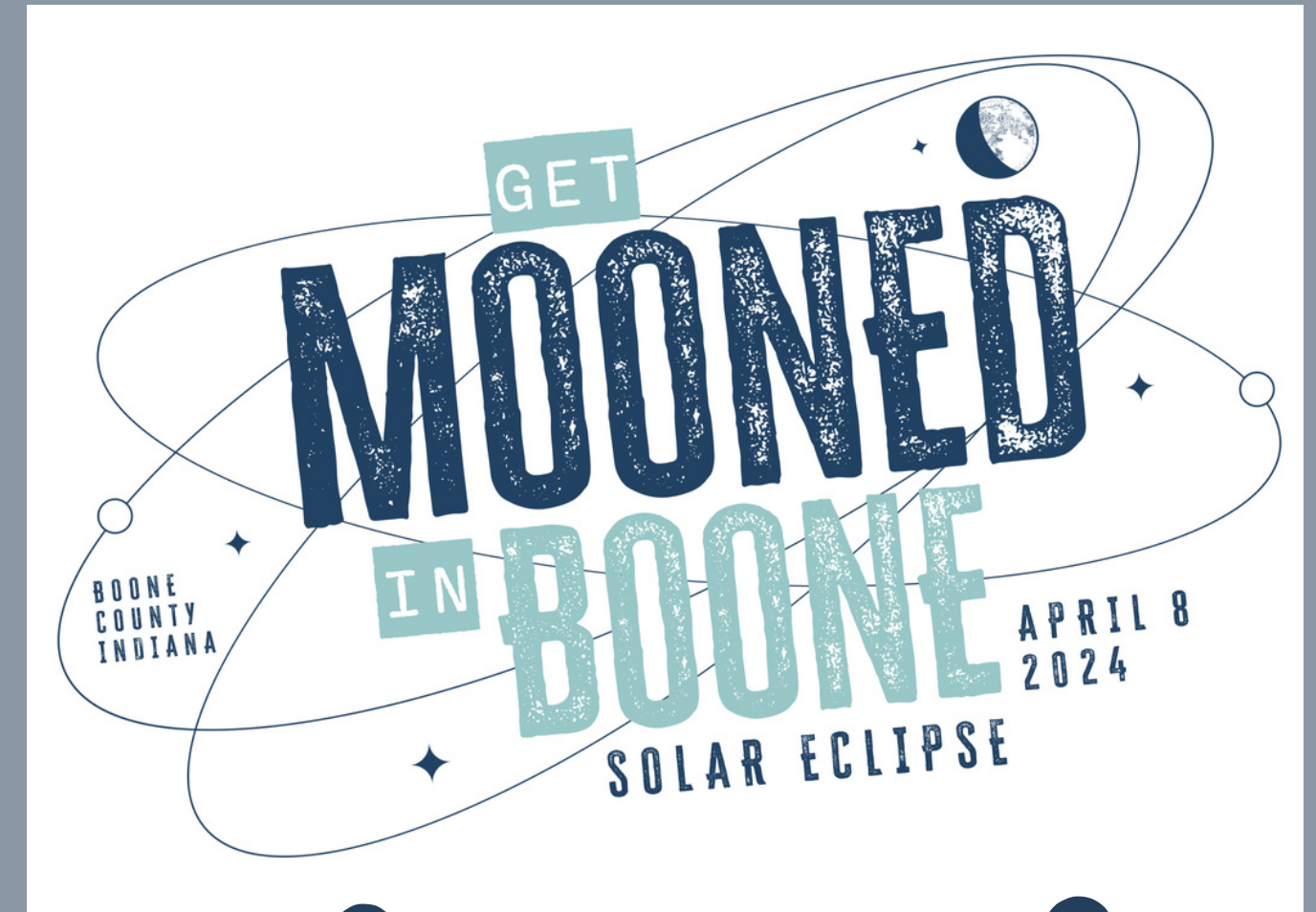
# Printed materials to distribute at hotels and around the community

- Contact area businesses that will be providing special events, services, drinks, treats or more for the eclipse. (Need to be eclipse specific.)
- The CVB will turn these specials into printed flyers, social media posts, posters and/or add to our special website page
- Printed materials will be distributed at the February 2024 eclipse meeting
- We will add to social media and start promotions for the eclipse this year
- PLEASE SHARE ON YOUR SOCIAL MEDIA PAGES!



# Signage

- Signs will be needed to designate viewing locations for visitors
- These signs will be distributed at the February 28th meeting of eclipse stakeholders
- Simple vinyl yard signs can be recycled after the event has occurred
- These signs will be for the viewing sites, not each location that has an eclipse 'special'





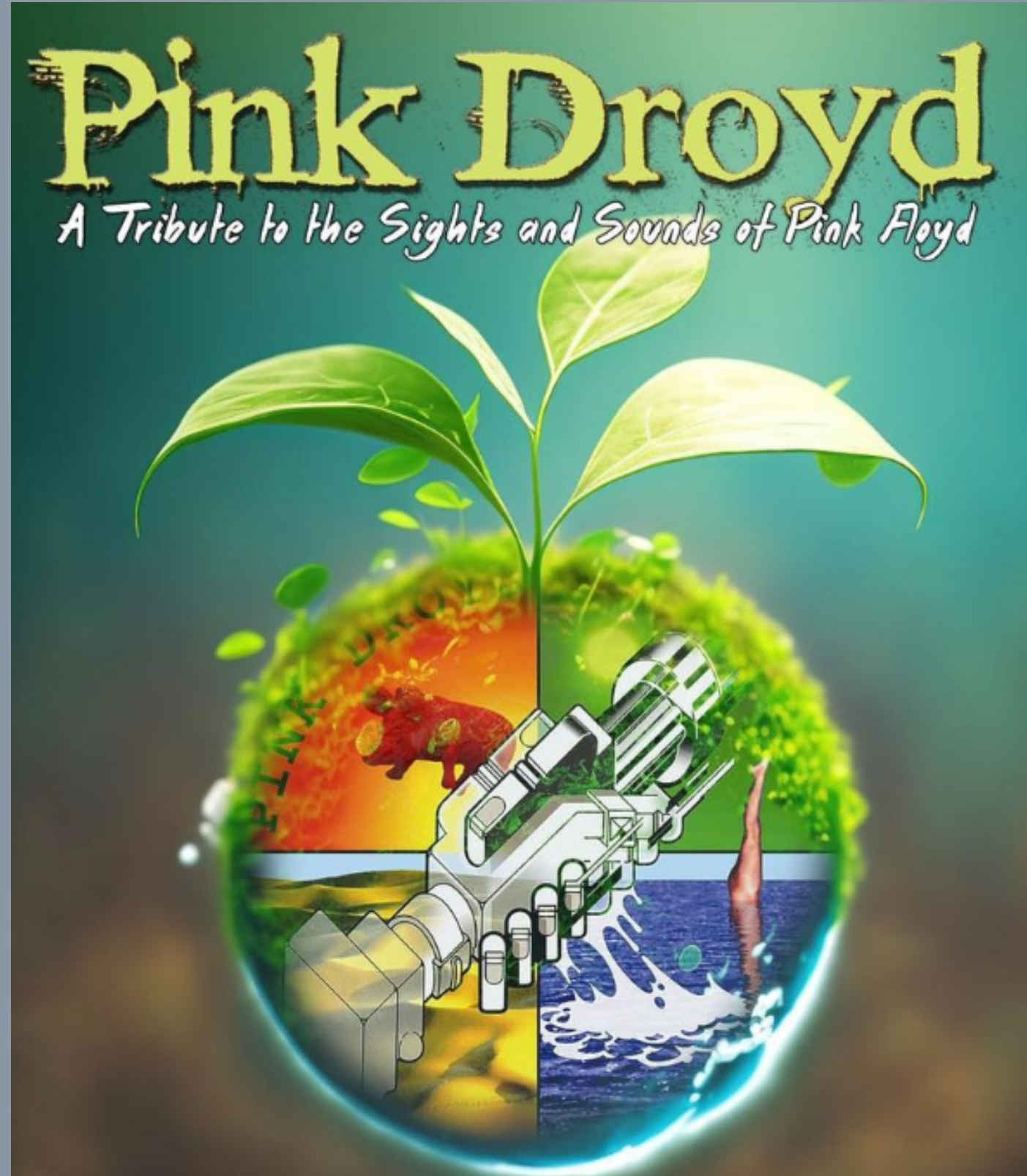
# T-Shirts



- T-shirts will be given away to community stakeholders and sold to visitors
- We want our stakeholders and event coordinators to wear in advance of the event to gain excitement around the event
- These shirts will be available in advance of the event by contacting the Boone CVB
- Please leave us your size!



# Concert



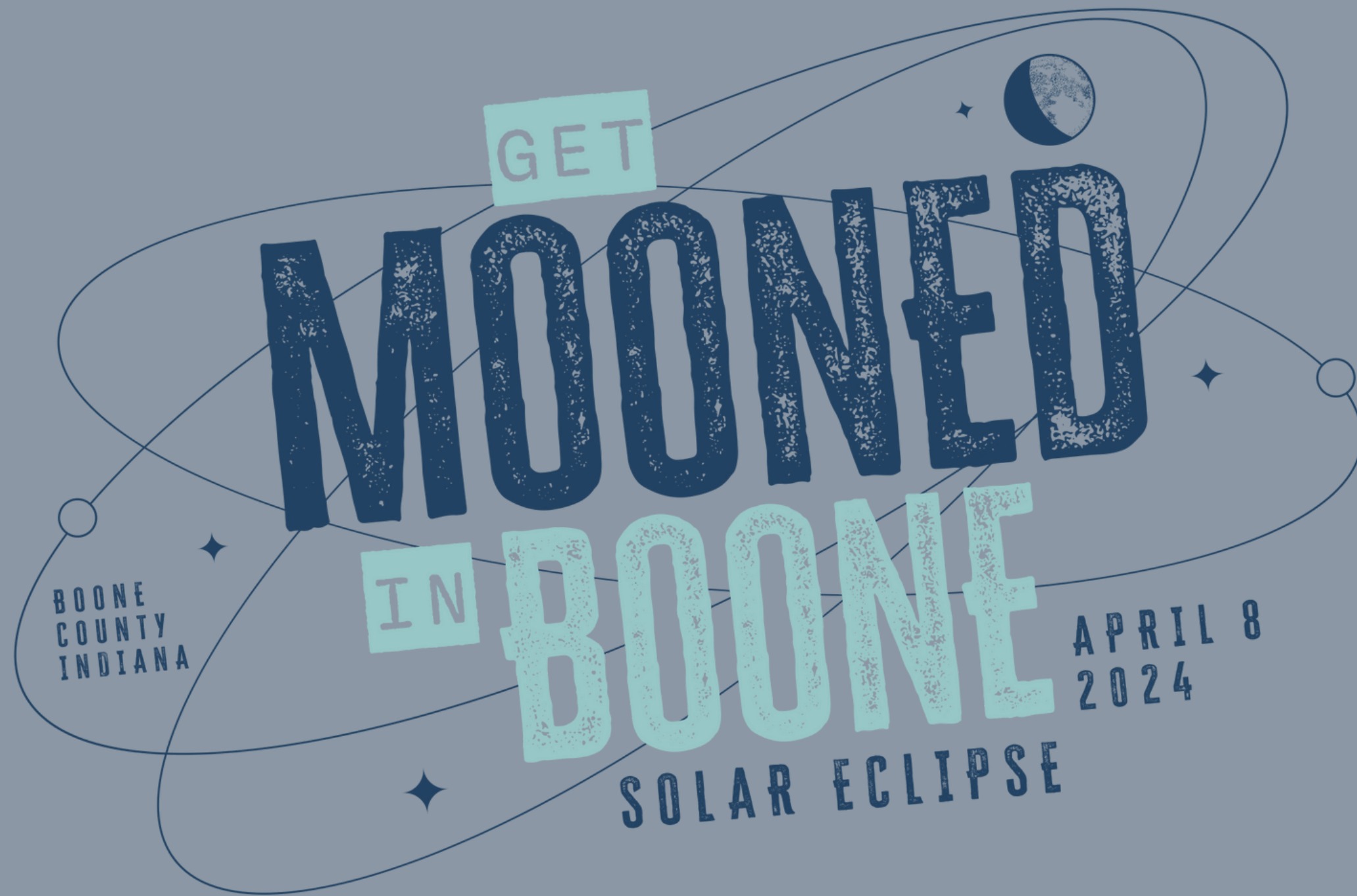
**PINK DROYD: This is a big band in both players (8-9 players) and equipment sound & lighting.**

**This will be a concert in advance of the eclipse with a light show that will likely be held at the 4H fairgrounds.**

**We want to attract visitors in advance of the event and give them a reason to come to our community!**



# Advertising



- We will boost posts the three weeks leading up to the event and geo-target communities outside of the path of total darkness
- Hashtags:  
#getmoonedinboone,  
#showusyourmoons (for moonpies)

# Moon Pies

- Moon Pies will be given out at viewing stations for guests as well as to hotels for their guests (two per room).
- Stickers with a QR code on the back linking to the CVB events page will be added before distribution



# **What To Prepare For: Tourists, Toilets, Traffic and Trash**

## **What are other communities doing to prepare?**

- **Having eclipse meetings with stakeholders**
- **Meeting with groups hosting events or preparing special items**
- **Marketing the eclipse early**
- **Hosting and supporting community events (concerts)**
- **Outreach- partner with non-profits to pick up trash or host events**
- **Secure toilets and eclipse glasses**
- **Post marketing materials within the hotels for guests**

**The eclipse is more than an event that will gather people in Boone County. This is a chance to show off our community to an entirely new group of visitors. We need to take a long-term approach to this event.**

**Attract- Promote- Retain**



# Attract

**Why will people choose to come to Boone County over other places in the country for this event?**

- Midwest hospitality and charm
- Availability of lodging options
- Availability of entertainment and dining options
- Not as crowded as larger cities nearby
- Family-friendly
- Easy access to-from major interstates (I-74, I-65)
- Early marketing of events and entertainment
- Community involvement



# Promote

**How will people hear about what we have going on and want to travel (50+ miles) to our communities?**



- Social media efforts to discuss events and entertainment need to begin in 2023
- This will involve many various groups working in coordination to promote with both common and individual hashtags and logos
- #GetMoonedInBoone is the county theme for the eclipse with a logo we will share for use by other community groups and entities
- Once guests are here how can we have them act as our promoters through common placement of the hashtag and social media sharing
- Promotion needs to occur within each community and at the county level

# Retain



**We have guests that have come to Boone County-  
how do we get them to return?**

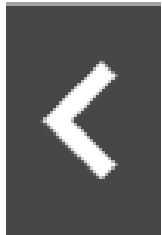
- What will encourage people to return for future visits- clean hotels, friendly staff, great food, people prepared to handle the stress of additional visitors, patience, safe environment, well managed events
- This is a time to show off our community as a great place to both play and work- what can we do to promote our growing workforce needs and potentially attract workers? Can our visitors see themselves staying and living in Boone County?
- The measure of our success will not be just based on how well our communities handle the eclipse but by how many of those visitors want to return



Helen H. Richardson, The D

1 of 46

The great American eclipse turned into a headache of a drive as many drivers took to the road at the same time and had to deal with long lines of stopped traffic while trying to get out of town on Aug. 21, 2017 in Lander, Wyo.



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RJ Sangosti, Th

People gather to watch the total solar eclipse, at Carhenge, on Aug. 21, 2017 in Alliance, Neb.





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RJ Sangosti, The Denver Post

Hank Fridell, of Custer South Dakota, test out his eclipse glasses and his foil hat while visiting Carhenge with a group of friends on Aug. 20, 2017 in Alliance, Neb. Fridell came to watch Monday's total solar eclipse.





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RJ Sangosti, The Denver Post

A truck pulling a camper arrives at Toadstock, a 3-day festival, where people are staying to see the upcoming solar eclipse on Aug. 19, 2017 in Alliance, Neb. The festival is taking place on a farm outside of town.





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RJ Sangosti, The Denver

Jeremy Pfeiffer sells water to people coming into town for the total solar eclipse on Aug. 19, 2017 in Alliance, Nebraska. Pfeiffer sells his water in front of a makeshift rest area along highway 87.



# Questions?

**Contact the Boone County Convention and  
Visitors Bureau (Boone CVB)**

**Allyson Gutwein, Executive Director**

**[allyson@boonecvb.com](mailto:allyson@boonecvb.com)**

**Jeri Day, Projects Coordinator**

**[jeriday@boonecvb.com](mailto:jeriday@boonecvb.com)**



# Next Meetings

November 8, 2023

Please come with your event information to share

February 28, 2024

Pick up signs, posters, community information, treats  
and glasses

Lebanon Public Library

6-8pm

# Resources:



## **2024 Solar Eclipse**

IU's solar eclipse initiative is providing staff support, resources, and outreach for rural community activities — with a focus on arts and culture — that unite residents around the historic astronomical event.

 Center for Rural Engagement



### Where & When | 2024 Total Eclipse

NASA's real-time science encyclopedia of deep space exploration. Our scientists and far-ranging robots explore the wild frontiers of our solar system.

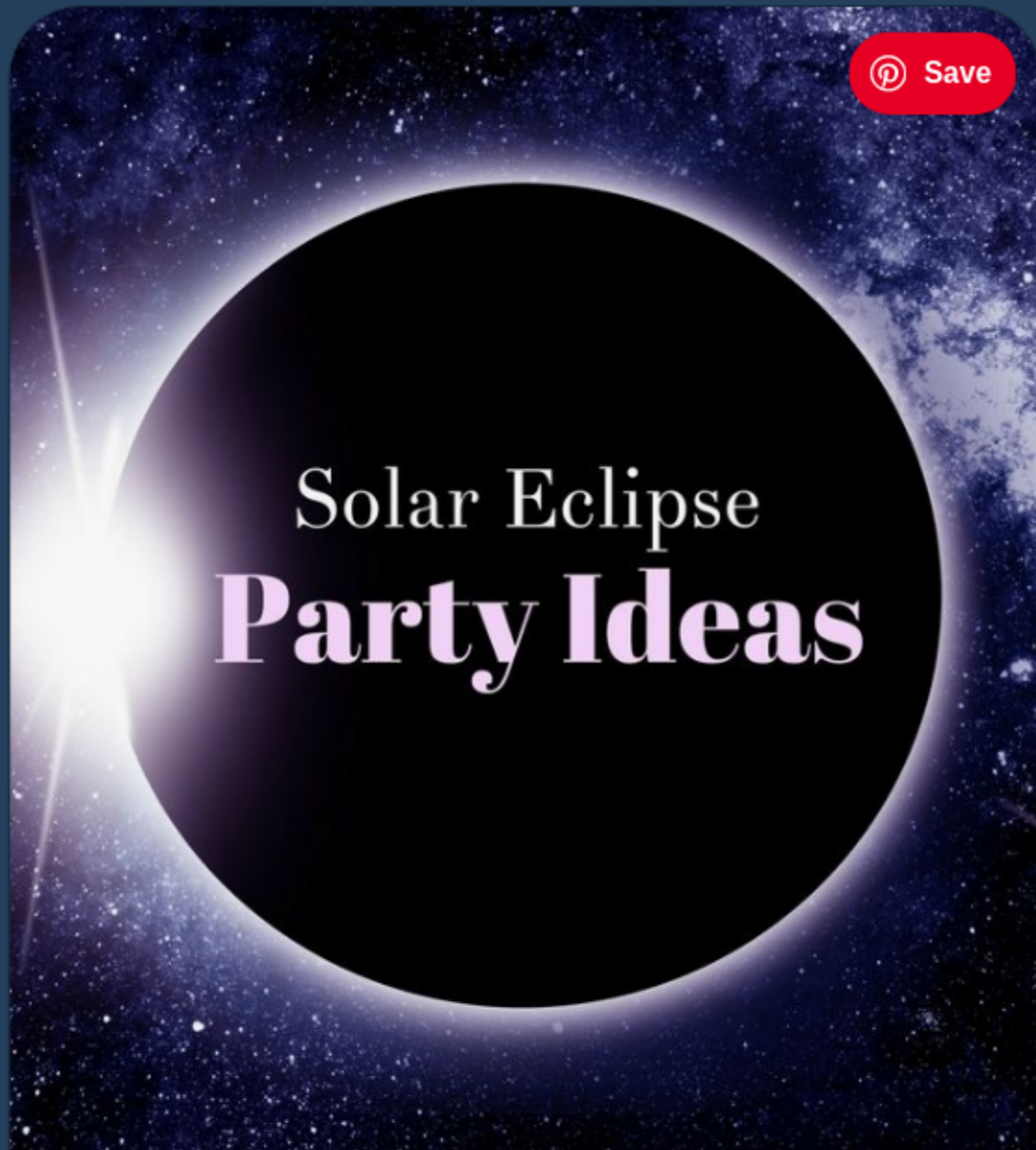
NASA Solar System Exploration / Apr 12



### National Eclipse

NationalEclipse.com is your one-stop source of information on solar eclipses, including the next total solar eclipse coming to America on April 8, 2024.

[nationaleclipse.com](http://nationaleclipse.com)



Save

### Solar Eclipse Party Ideas, Party Foods, and Playlist



Pizzazzerie

Solar Eclipse Party Ideas. Love the menu items - sun chips, moon pies, etc.!