



*Blinded by the Light*

2024 SOLAR ECLIPSE EVENT

# Welcome!

## Thank you for being here.

### Meet the Task Force

**Megan Knuth** ----- Chair (Mountain Top Experiences)

**Tiffany Ursch** ----- Co-Chair (Wilderland Glamping Cabins)

Michelle Swane --- Committee Member (Ironton Regional Library)

Tina Bridwell ----- Committee Member (Riley's on the Square)

Sydney Willis ----- Committee Member (Shepherd Mountain Bike Park)

Bryan Bethel ----- Committee Member (MO State Parks)

Sherri Merriman - Committee Member (Arcadia Valley Coffee Company)

Nikki Thomas -----Committee Member (AV High School)

Darla Buechner -----Committee Member (Arcadia Academy)

Keith Knuth ----- Committee Member

Kelsey Whited ----- Committee Member

Arcadia Valley Chamber of Commerce & Tourism Committee

# Total Solar Eclipse 2024

Monday April 8, 2024

## ECLIPSE FACTS

A total solar eclipse is when the moon completely blocks the sun and casts a dark shadow on the earth. You must be in the path of totality to experience a total eclipse. Arcadia Valley is in the path!

The last total solar eclipse in the area was in 2017. A total Solar eclipse occurs every 375 years on average. The 2024 eclipse will only be able to be seen in the SEMO area of MO. Most of Missouri will miss it, unless they travel to our region. We are expecting the overflow from other cities.

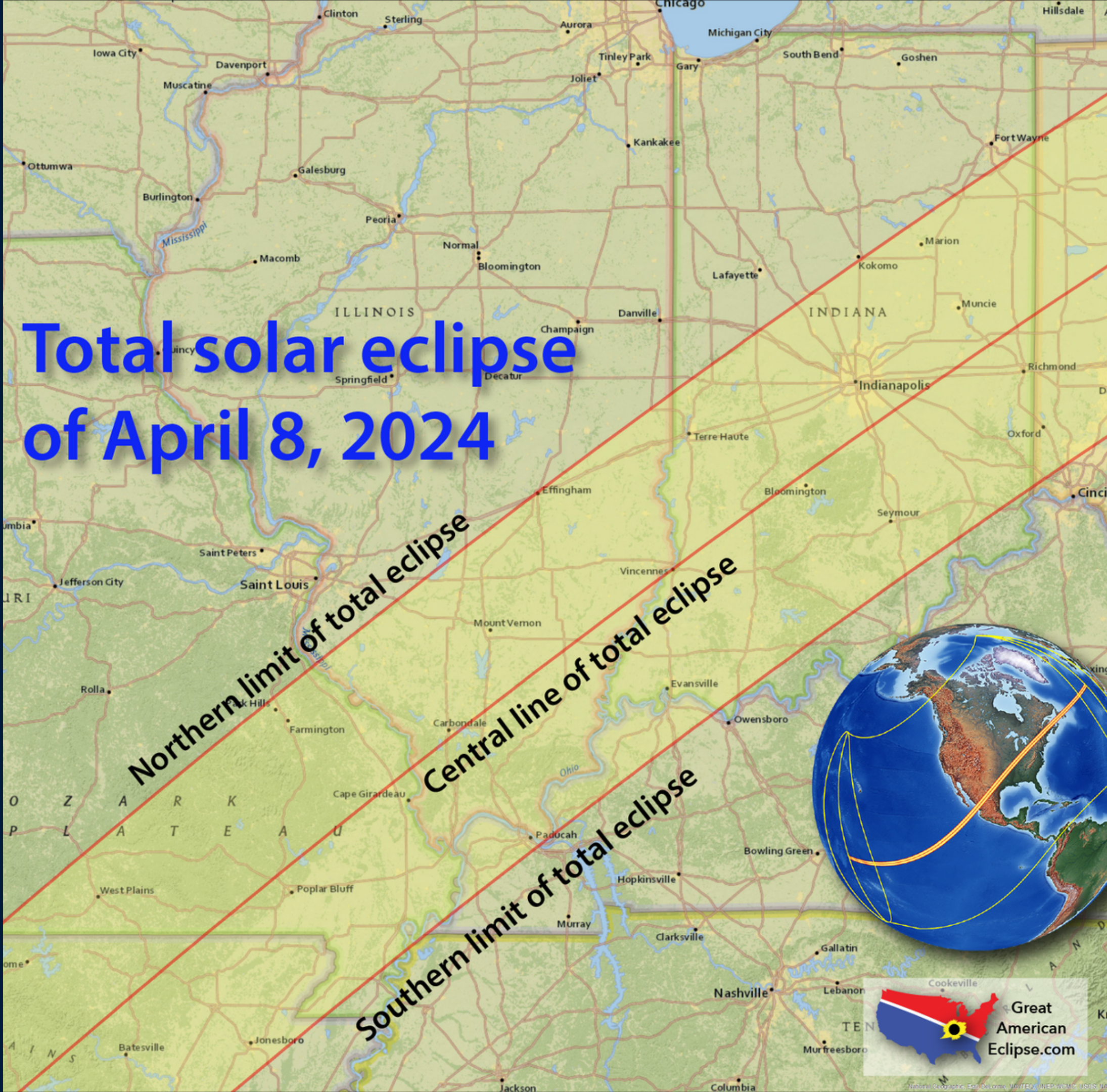
The next total solar eclipse in the US won't be until 2044!

The eclipse begins in the Valley at approximately 12:42 - 3:18pm. At Battle of Pilot Knob, totality last from 1:58:57 - 2:00:17pm, 2 minutes and 38 seconds

Approximately the same duration as 2017 - our area will have 2 and a half (ish) minutes in totality.

# Total solar eclipse of April 8, 2024

# Path of Totality



# Total Solar Eclipse 2024

Monday April 8, 2024

## THE IMPACT

It is estimated that **thousands of people** will be in the area to view the eclipse regardless if we're throwing a party or not. We are expecting our local community to invite their friends and relatives, "eclipse chasers", people living outside the path, eclipse tour groups as well as local scientists and astronomers.

This influx of people could create significant **challenges** around parking, traffic control, safety and more.

We are in communication with the 3 cities to host a fun 2-day event for the community and visitors with the goal to maximize the **economic impact**. Our event is listed in collaboration with the National Eclipse website and Mo Eclipse website.

In 2017 a small Wyoming town of just under 1,000 resported after media coverage, 100,000 ppl decended upon their area and they had to quickly mobilize to brace for the impact.

Many hotels and AirBnB's are already **sold out!**

# 2-Day Event in Arcadia Valley

## Sunday 4.7.24

- Jeep Rally, Poker Run and decorating contest @ Fairgrounds
- 4-H Concessions Stand open at Fairgrounds
- Food and Craft Vendor Fair along Main Street and Courthouse Square
- Silent Disco @ AV Coffee Co.
- Outdoor Movie Night @ Pilot Knob State Historic Site
- Beer garden at Arcadia Academy
- Yard Games at Courthouse Square
- Valley-wide Scavenger Hunt
- Kids Bike Safety Clinic w/ bike raffle
- Mongo Rides to the top of Shepherd Mountain
- Tours of Courthouse
- Tours of Arcadia Academy
- Educational Opportunities
- Face Painting & Hair Tinsel
- Inflatable of some sort
- ...more in the works!

ALL EVENTS ARE SUBJECT TO CHANGE

# 2-Day Event in Arcadia Valley

## Monday 4.8.24

- Valley-wide Biscuits and Gravy breakfast
- \*UFO Themed Parade down Main
- Educational Opportunities and kids activities at Battle of Pilot Knob State Historic Site
- Food and Crafts Vendor Fair continues
- SOLAR ECLIPSE VIEWING EXPERIENCE
- Activities around Courthouse Square continue
- Extreme Bingo at Arcadia Academy
- Live music in the days leading up to the event at AA & AVCC

ALL EVENTS ARE SUBJECT TO CHANGE

# Other planning/ logistics in the works

- \*VIP Bags
- Arcadia Valley Solar Eclipse T-Shirts
- Event Parking - AV Chapel/AVHS  
and Brogran's Trail (3)
- Shuttle service
- Event maps and Schedule



# Items not being handled by taskforce

- Traffic Control
- Parking control outside of our parking areas
- Public Safety
- Town Beautification

# Reasons to be excited!

**Large economic  
impact on  
Arcadia Valley**

**It's a total solar  
eclipse**

**Opportunity to  
show off the  
Valley for future  
tourism**

**Influx of  
customers**

**Highlight local  
businesses**

# How you can prepare as a local business:

## Restaurants:

- Prepare for more people during the weekend.
- Check your website & socials: correct phone #, address, hours. You want to make it easy for people to find you!
- Consider offering an easier/limited menu to save on food processing times.
- Include some eclipse themed items - Lunar Latte, Sol Margarita, Total Eclipse Cupcakes...
- Perhaps offer "Eclipse Meal Specials" *after* the event to encourage people to stay later to avoid traffic – or have Eclipse Special To-Go items for people to eat in their car on the way home
- Maybe consider being open later on Sunday night and over the weekend
- Participate in the city-wide biscuits and gravy breakfast on Monday morning
- Give your business a good maintenance check-up and fix trip hazards, trick doors, ricketing shelving, etc.

# How you can prepare as a resident of AV:

## Community Members:

- Plan for an influx of people
- Plan to put up no parking signs or collect a parking fee if you're driveway is near a festival area
- Plan for Main Street to be closed from FSCB to Pickle and Perk from Saturday night through Monday around 4pm
- Rent your land to campers (know your liability)
- Be happy you don't have to travel to see the eclipse

# How you can prepare as a lodging option:

## **Motels, Inns, AirBnb's, Cabins, Campgrounds, etc.:**

- Advertise that you are in the path of totality
- Consider offering special packages to your guests or special activities while they are staying with you. I believe AVO will be offering morning yoga and other things to their guests.
- Put an event flyer in your guest book now to encourage current guests to come back

# How you can prepare as a boutique or store:

## **Boutiques, shops, grocery stores, etc:**

- We are putting vendors along Main Street to encourage people to enter your storefront.
- Please consider being open during both days (Sunday and Monday) People will be here and ready to spend money.
- Consider making an eclipse themed item for the event
- Consider increased inventory and staff

# Ways to get involved

**Consider  
being a  
vendor if  
you're not  
located on  
Main Street**

**Send us your  
info/events/  
promos  
around the  
SE**

**Sponsorship  
Opportunities  
are available**

**Host an  
event in or  
at your  
business**

**Start  
promoting  
now**

**Beautification:  
freshen paint,  
pick up trash,  
pull weeds,  
plant flowers,  
etc.**

**Hold store  
hours even if  
you're  
typically  
closed on Sun.  
& Mon.**

# We need YOU:

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## **Volunteers:**

- Parking (fundraiser)
- Vendor Coordinator
- Food Truck Coordinator
- Jeep Rally
- General Volunteers
- Sell T-shirts, Information Booth
- Parade Coordinator

## **Sponsors:**

-We're working on a very slim budget. The more we raise, the more we can create an amazing event. Your support is greatly appreciated!





# Sponsorship Opportunities

## Committed Sponsors:

- Iron Co. Medical Center, Viewing Glasses
- Wooten Auto Body
- Positive Energy Electric
- AV Chamber of Commerce

## Funds also Received from:

- Our Town Tomorrow
- Arcadia Valley Community Development

Total Eclipse Sponsor \$2,500+

Partial Eclipse \$1,000 - \$2,499

Sunbeam \$500 - \$999

Crescent Moon \$250 - \$499

# Crescent Moon Sponsor (Bronze)

**\$250 - \$499**

- Business name with hyperlink on Eclipse festival website
- 2 VIP Bags - Mongo Ride, Shuttle wristband, discount at participating local businesses, eclipse-themed snacks, 1 pair viewing glasses, AV sticker, promo item from Total Eclipse Level Sponsor(s)
- Social media shout-outs
- Verbal mentions through all emcee opportunities at the event
- Inclusion of business location in scavenger hunt (if applicable)

# Sunbeam Sponsor (Silver)

**\$500 - \$999**

- Business logo with hyperlink on event website
- \*4 VIP Bags
- Social media shout-outs
- Verbal mentions through all emcee opportunities at the event
- Logo placement on printed event event marketing.
- 1 vendor booth registration waived
- Inclusion of business location in scavenger hunt (if applicable)
- Inclusion of sponsor-provided promo item in swag bag at Jeep Rally
- Recognition in event-related press releases

# Partial Eclipse Sponsorship (Gold Level)

**\$1,000 - \$2,499**

- Business logo with hyperlink on event website.
- \*4 VIP Bags
- Social media shout-outs
- Verbal mentions through all emcee opportunities at the event
- Logo placement on printed event marketing.
- 1 vendor booth registration waived
- Inclusion of business location in scavenger hunt (if applicable)
- Inclusion of sponsor-provided promo item in swag bag at Jeep Rally & VIP Bag
- Recognition in event-related press releases and media-coverage
- \*Logo placement on digital billboard (March 2024)

# Total Eclipse Sponsor (Platinum Level)

\$2,500+

- Business logo with hyperlink on event website.
- \*4 VIP Bags
- Social media shout-outs
- Verbal mentions through all emcee opportunities at the event
- Logo placement on printed event marketing and event banner(s)
- 1 vendor booth registration waived
- Inclusion of sponsor-provided promo item in swag bag at Jeep Rally & VIP Bag
- Recognition in event-related press releases and media-coverage
- Inclusion of business location in scavenger hunt (if applicable)
- \*Prominent location in parade
- Logo featured on promo item (TBD) given out at parade, in gift baskets, in VIP bag, Tourism Booth, etc.
- \*Logo placement on two digital billboards in STL (March 2024)
- Logo placement on LED signs at participating local businesses

# Contact Info

## Solar Eclipse Committee

ArcadiaValleyRocks@gmail.com

Megan - 651-329-4475

## Chamber and Tourism online

 VisitArcadiaValleyMissouri  
ArcadiaValleyComm

 @ArcadiaValleyMissouri

 [www.VisitArcadiaValley.info/eclipse](http://www.VisitArcadiaValley.info/eclipse)  
<https://www.arcadiavalleychamber.com/>

#ArcadiaValleyRocks

**Thank you!**

**Q&A**