

AVON LAKE

**TOTAL
ECLIPSE**

TOTALITY'S BEST SEAT

04.08.2024

Totality's Best Seat - Monday, April 8, 2024



NORTH COAST
Chamber of Commerce

AVON LAKE'S TIMELINE - 4/8/24:

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1:59 pm

Eclipse Begins
(Glasses On)

3:13 pm

Totality Begins
(Glasses Off)

3:15 pm

Maximum Totality (3m 52.6s)

3:17 pm

Totality Ends
(Glasses On)

4:28 pm

Eclipse Ends
(Glasses Off)



Not just an ordinary Monday in Avon Lake...

NEED TO KNOW...

- Avon Lake is within the Centerline of Totality
- A once-in-a-lifetime event
 - Last event in Ohio in **1806**
 - Next event in Avon Lake will be in **2444**
- Lorain County is **1** of only **9** Ohio counties intersecting with the center line of totality
- Lorain County is estimating the population to increase to **900,000 to 1 million** people
- Ohio is within a one day drive of **70%** of the U.S. population



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ECONOMIC IMPACT (2017 ECLIPSE):

The South Carolina Department of Parks & Rec estimated that the total economic impact that the 2017 total solar eclipse had on the state was **\$269 million**. Roughly **1.6 million people** traveled within or to the state for that eclipse, meaning that the per-traveler economic impact was about **\$168**.

***BOTTOM LINE:
IT'S TIME TO PLAN***

www.AvonLakeSolarEclipse.com

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EXTREME DEMAND ON:

- Supplies
- Hospitals & Urgent Cares
- Restaurants
- Gas Stations
- Banks & ATM's
- **Retail & Grocery**
- Cell & Internet Service

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THIS MORNING'S DISCUSSION

1. Identifying Opportunities - Retail
2. Creating Eclipse-Themed Offerings
3. Collaboration & Cross-Promotion
4. Optimizing Marketing & Promotion
5. Logistics & Operations
6. O&A and Participant Contributions
7. Summary & Next Steps

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IDENTIFYING OPPORTUNITIES

Eclipse Times | Eclipse Terms

ECLIPSE TERMS

BAILY'S BEADS

An effect that looks like beads around the sun caused by shafts of sunlight shining through deep valleys on the lunar limb (edge).

CORONA

The Sun's upper atmosphere shows as a round or elongated shape around the eclipsed Sun during totality.

DIAMOND RING

A single Baily's Bead, shining like a brilliant diamond set into a ring created by the corona.

PENUMBRA

The portion of the Moon's shadow covering only part of the Sun.

TOTALITY

The maximum phase of a total solar eclipse, during which the Moon's disk completely covers the Sun's bright face.

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ECLIPSE-THEMED OFFERINGS

Menu Items | Promotions | Other?

CONSIDERATIONS

THEMED PRODUCTS & DEALS

Consider selling eclipse-themed Avon Lake (or Cleveland) branded or other limited-edition products or apparel.

Set up eclipse-themed window displays in your storefront (with special lighting, visuals, etc.).

OTHER IDEAS

Weekend "Eclipse Rehearsal" Flash Sale – Deep, Dark Discounts from 1:59p – 4:28p on Saturday and Sunday (to let patrons rehearse for the mad rush on Monday).

Live-stream eclipse happenings in your business to reach a broader audience.

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COLLABORATION / CROSS-PROMO

Collabs | Merchandise | Contests

CONSIDERATIONS

COLLABORATE WITH LOCAL BUSINESSES

Hotels | Community Organizations | Restaurants | Other?

How can your establishment work with local organizations, restaurants, etc., to bundle offerings, attract attention and generate traffic?

OTHER IDEAS

Sell Eclipse Merchandise | Fundraising Opps | Contests

Set up a Pop-Up Store at one of the City's viewing areas

Set up a photo booth at your business
(or get patrons to upload their eclipse experience photos to your SM page with a designated hashtag)

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OPTIMIZING MARKETING

Strategies | Channels | City Opps

BEST STRATEGY: PLAN AHEAD!

POSSIBLE MARKETING CHANNELS

Website

Social Media

Media Relations

Advertising

Signage

Email Marketing

Dedicated Hashtag *#AvonLakeEclipse*

CITY OF AVON LAKE OPPORTUNITIES

Are you listed on AvonLakeSolarEclipse.com?

Solar Express Shuttle Map Sponsor - \$100

- Business highlighted on shuttle map as a prime stop along the route
- Logo/link on eclipse website

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LOGISTICS & OPERATIONS

Staffing | Inventory | Operations | Hours | Other?

- Start thinking about and brainstorming ideas **NOW**
- Start purchasing eclipse-related merchandise **NOW** (glasses, apparel, etc.)
- Start thinking about your contingency plans! (In case it's really cloudy, snowy or rainy – how will you appease the crowd if it's not nice outside?)

What are your key concerns related to Eclipse weekend?

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QUESTIONS?

Observations | Feedback | Input | Ideas

SUMMARY & NEXT STEPS

Meet Again? | Communications?

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COMMUNITY EVENTS

Thursday, February 15
Dark Skies, Bright Kids

Saturday, April 6 – Tuesday, April 9
Overnight Parking

Saturday, April 6 & Sunday, April 7
Solar Express

Saturday, April 6 – Solar Express
Solar Sip & Shop - retail, restaurant and bar crawl

Sunday, April 7 – Beach Park Station Stop 65
Eclipse Chaser 5K
Entertainment & Activities

Monday, April 8, 2024
Eclipse Watch Party @ Memorial Stadium

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THANK YOU!

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