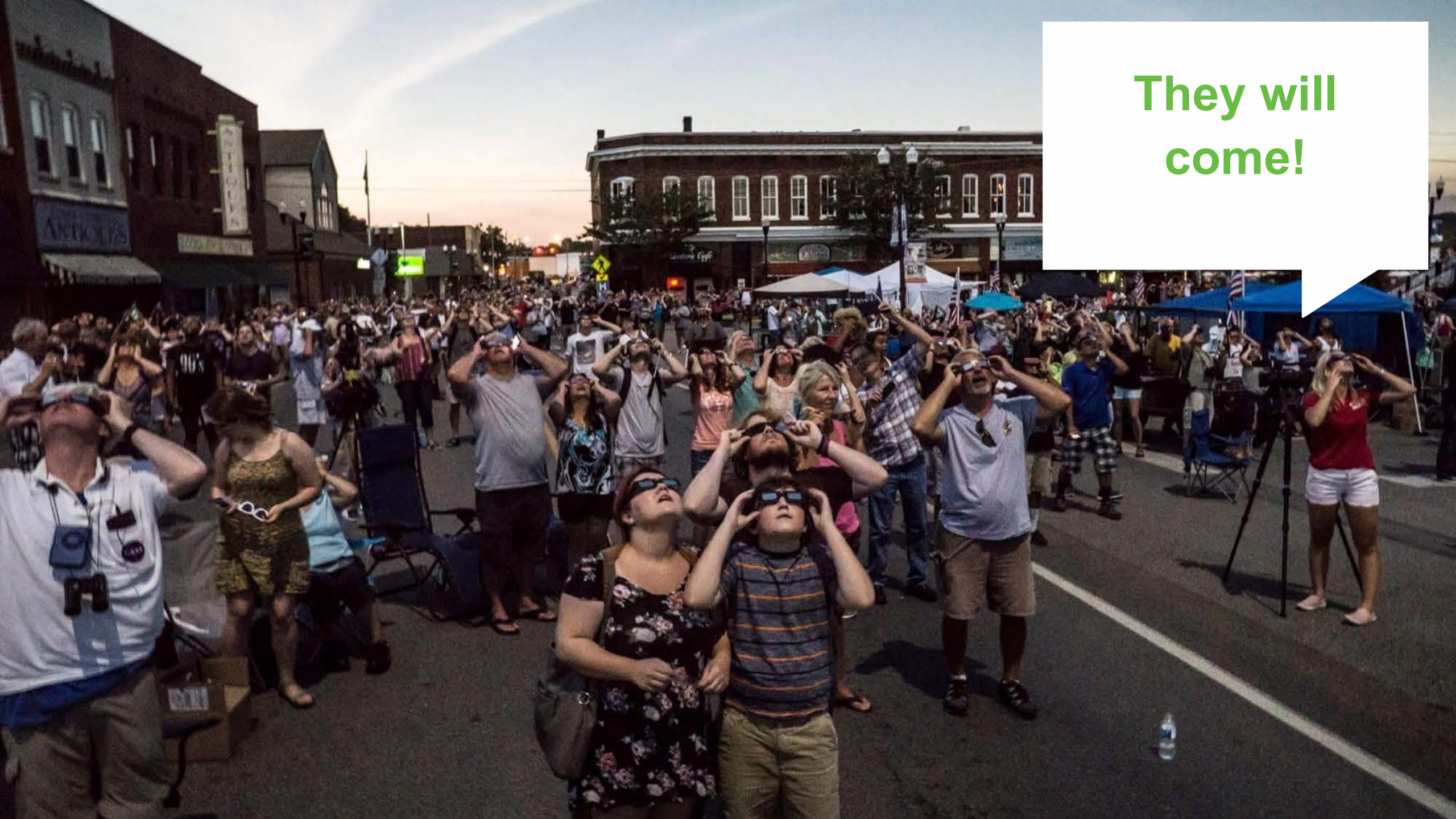


welcome to

the
sweetest
street 
— in tennessee

**They will
come!**



Sweetwater Eclipse



Total Solar Eclipse on August 21, 2017 at 2:37 p.m.

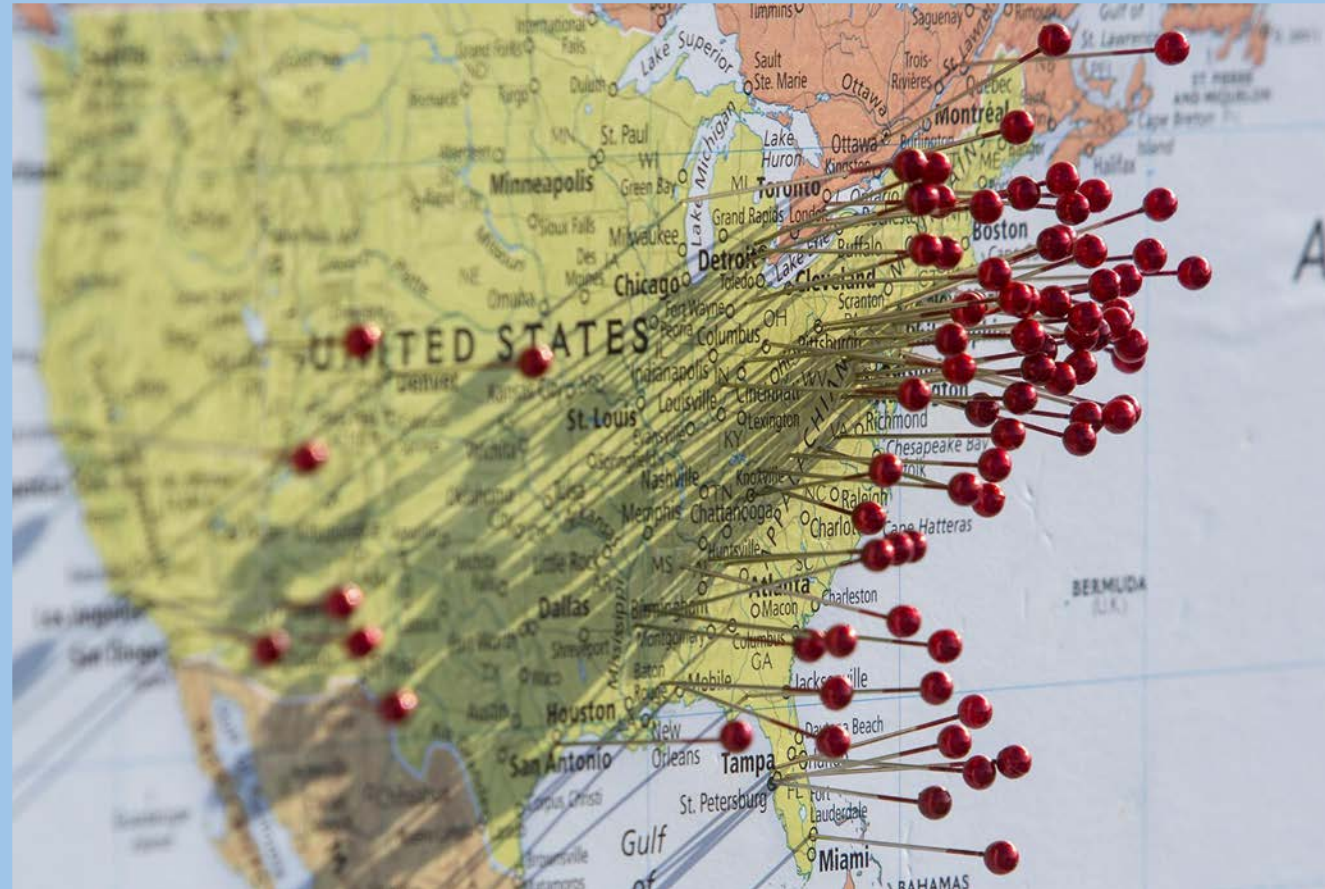
Approximate attendance: 25,000 in downtown & 50,000 area wide



Population: 6,312

Sweetwater Eclipse

We hosted visitors from all 50 states and 39 countries!



To start your Planning

- Media Involvement
- Branding
- Social Media Presence



MAIN
STREET
2023
Now



To start your Planning

- Partnerships

RR

Media

Safety Agencies

Rescue Squad/Red Cross First Aid

Schools & Colleges

Science- related organizations



To start your Planning

- **Diversity & Language barriers**
Aliens, Covens, and Numerologists,
Oh My!

Just do whatever it takes!
- **Utility/Street Lights**



Pro Tips: What we learned

- Parking
- Accommodations
- Glasses
- Map (digital & onsite)



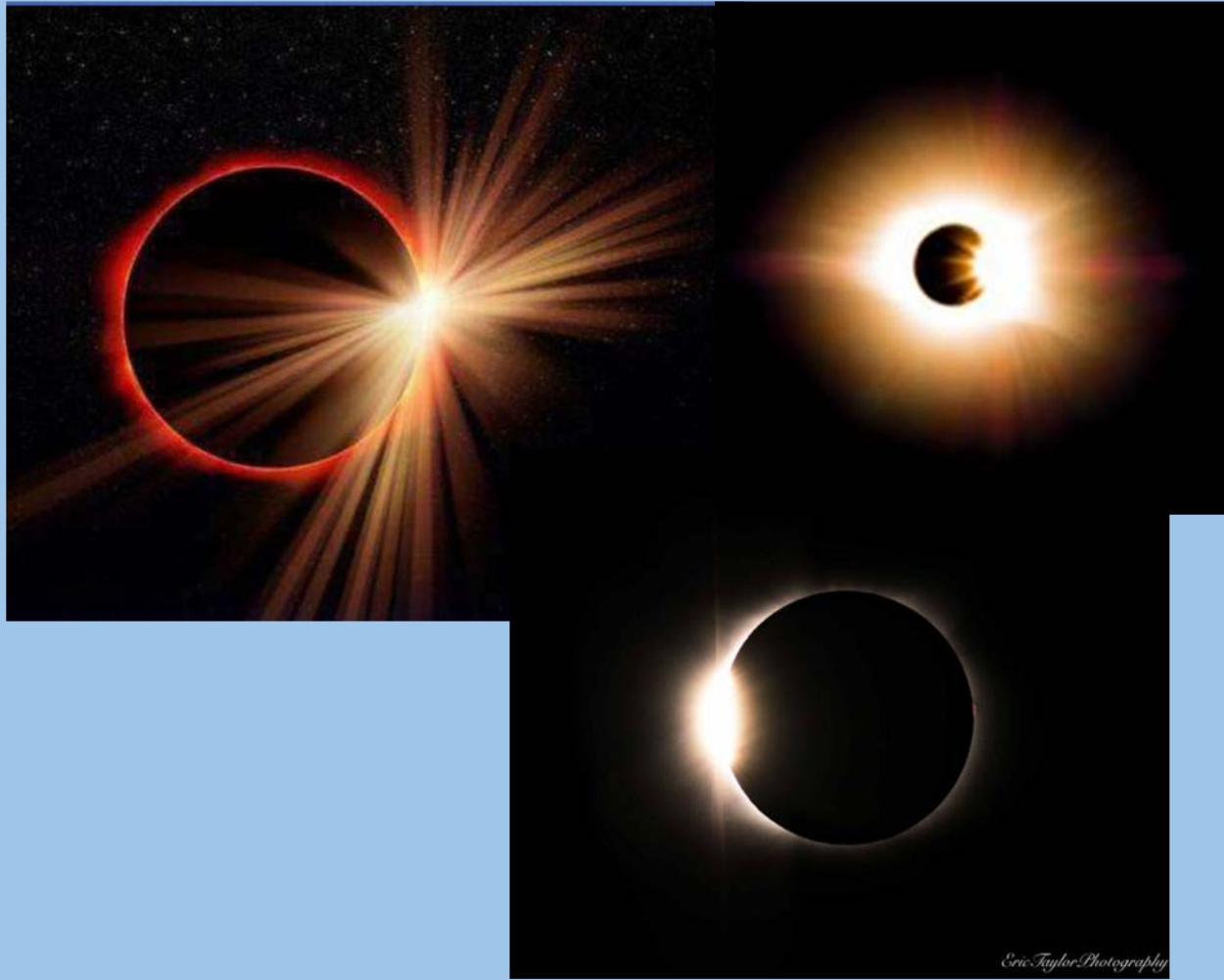
Pro Tips: What we learned

- Photographers
- Engagements
- Stamps



Pro Tips: What we learned

Totality is Amazing!



Time Lapse Video

Pro Tips: Videos!

Entering Totality



Pro Tips: What we learned

- Totality & Countdown Clock
- Glasses
- Safety
 - Partner with as many safety organizations as you can
 - Traffic (especially leaving)
- Inform the locals
- Communication equipment
- Prepare for some loveable weirdos



Pro Tips: Kids

- Safety
- School traffic
- Educational opportunities
 - Art Mural
 - Library pinhole projector project
 - Space Shuttle
 - Moon Rocks





DP

Pro Tips: How to benefit your MS program

- Engage Business Owners
- Fundraising opportunities
- Pipeline Development
- Building your Vendor Base



Pro Tips: How to benefit your MS program

- Tourism Exposure
- Awards
- Press
- Lasting Capital Improvements
- Reclipse



Still Celebrating: ReEclipse 2018



More Resources:

Our still-active Eclipse Facebook Page: Eclipse 2017 Sweetwater TN

Our Youtube page- See “Favorites” playlist for eclipse videos:

City of Sweetwater TN

@cityofsweetwatertn9144

More Resources:

This website was super helpful to us:

<https://www.greatamericaneclipse.com/>

Maps, Glasses, and an option to add your event

We also used this free Community Planning Guide-

<https://eclipse.aas.org/sites/eclipse.aas.org/files/Russo-White-Paper-Community-Eclipse-Planning.pdf>

Thank You!

Jessica Morgan

jessicamorgan@sweetwatertn.net

Hayley Isbill

hayleyisbill@sweetwatertn.net

(423) 337-6979

City of Sweetwater Tennessee

www.sweetwatertn.net

www.sweetwatermainstreet.com

Facebook: Eclipse 2017 Sweetwater TN

B O S

T O N