



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:

**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)*

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# *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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**EXTREME DEMAND ON:**

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

[www.AvonLakeSolarEclipse.com](http://www.AvonLakeSolarEclipse.com)

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## **THIS MORNING'S DISCUSSION**

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1. Identifying Opportunities - Restaurants
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**

**SPECIAL MENUS & DEALS**

Simplify the menu or offer special deals to accommodate the surge in customers.

Consider creating eclipse-themed menu items or offering special discounts for visitors and locals alike.

**HOST EVENTS**

Consider hosting events such as moonlight dinners or themed dinners to create unique experiences for customers.

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**COLLABORATION / CROSS-PROMO**

Collabs | Merchandise | Contests

**CONSIDERATIONS**

**COLLABORATE WITH LOCAL BUSINESSES**

Hotels | Retail Stores | Community Organizations | Other?

*How can your establishment work with outside businesses and organizations to attract attention and generate traffic?*

**OTHER IDEAS**

Sell Eclipse Merchandise | Fundraising Opps | Special Contests



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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

### CITY OF AVON LAKE OPPORTUNITIES

Are you listed on [AvonLakeSolarEclipse.com](https://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 | Other?

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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