**Visit Indy: Solar Eclipse Event Planning**

Claire Standhart, Varun Merchant, Collin Rosenberg, Natalie Hodge, Sonny Ghosh, Ana Sofia Colorado

## Introduction

- The coming total solar eclipse will occur on April 8, 2024.
- The next solar eclipse passing over the US will not be until August 23, 2044.
- The next solar eclipse that will pass over Indianapolis will be in 2153.
- Indianapolis needs to take advantage of the eclipse to create a great tourism experience.

---

## RV Research

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indianapolis Motor Speedway</td>
<td>RV spots</td>
</tr>
<tr>
<td>Indianapolis Fairgrounds</td>
<td>RV spots</td>
</tr>
<tr>
<td>RV Hookup with Water and Electricity</td>
<td></td>
</tr>
</tbody>
</table>

RV Locations were chosen based off of size, proximity, and RV hookup options.

**RV Hookup Needs and Amenities:**
- Fresh water
- Electricity
- Sewage
- Parking pad
- Gas
- Propane
- Laundry Services

---

## Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Research</td>
<td>March 2023</td>
</tr>
<tr>
<td>Eclipse Viewer Distribution</td>
<td>April 2023</td>
</tr>
<tr>
<td>Law Enforcement and Traffic Control</td>
<td>October 2023</td>
</tr>
<tr>
<td>Sanitation and Amenities</td>
<td>January 2024</td>
</tr>
<tr>
<td>LOC Formation</td>
<td>March 2024</td>
</tr>
<tr>
<td>Public Safety Awareness</td>
<td>January 2024</td>
</tr>
</tbody>
</table>

**Critical Considerations:**
- Eclipse filter lead time
- Eclipse filter manufacturers in high demand as event approaches
- Stakeholder representation
- Public safety
- 2024 Eclipse to be most viewed eclipse to date

---

## Eclipse Filters & Branding

**Eclipse Filter Requirements:**
- Optical density of five or greater
- Only visible object should be the sun
- Must filter 100% UV light and 100% infrared
- Normal sunglasses let in 1,000x the appropriate amount of light

---

## Competitor Analysis

- **Serviceable Operable Market:** All states surrounding Indiana
- **Cleveland, OH:** Only comparable city in the SOM
- **Cities outside SOM:** Dallas, TX; Austin, TX; New Haven, CT
- **Past Events:** 2017 Eclipse Fest in Casper, Wyoming and 2017 Music, Arts and Eclipse Festival in Nashville, TN

---

## Summary

- **Proposed possible candidates for Visit Indy’s LOC (Local Organizing Committee).**
- **Provided valuable information and ideas to Visit Indy prior to their company wide meeting in January for a smooth start.**
- **Developed a timeline for setting up solar eclipse viewing events.**
- **Brainstormed possible events and viewing locations.**