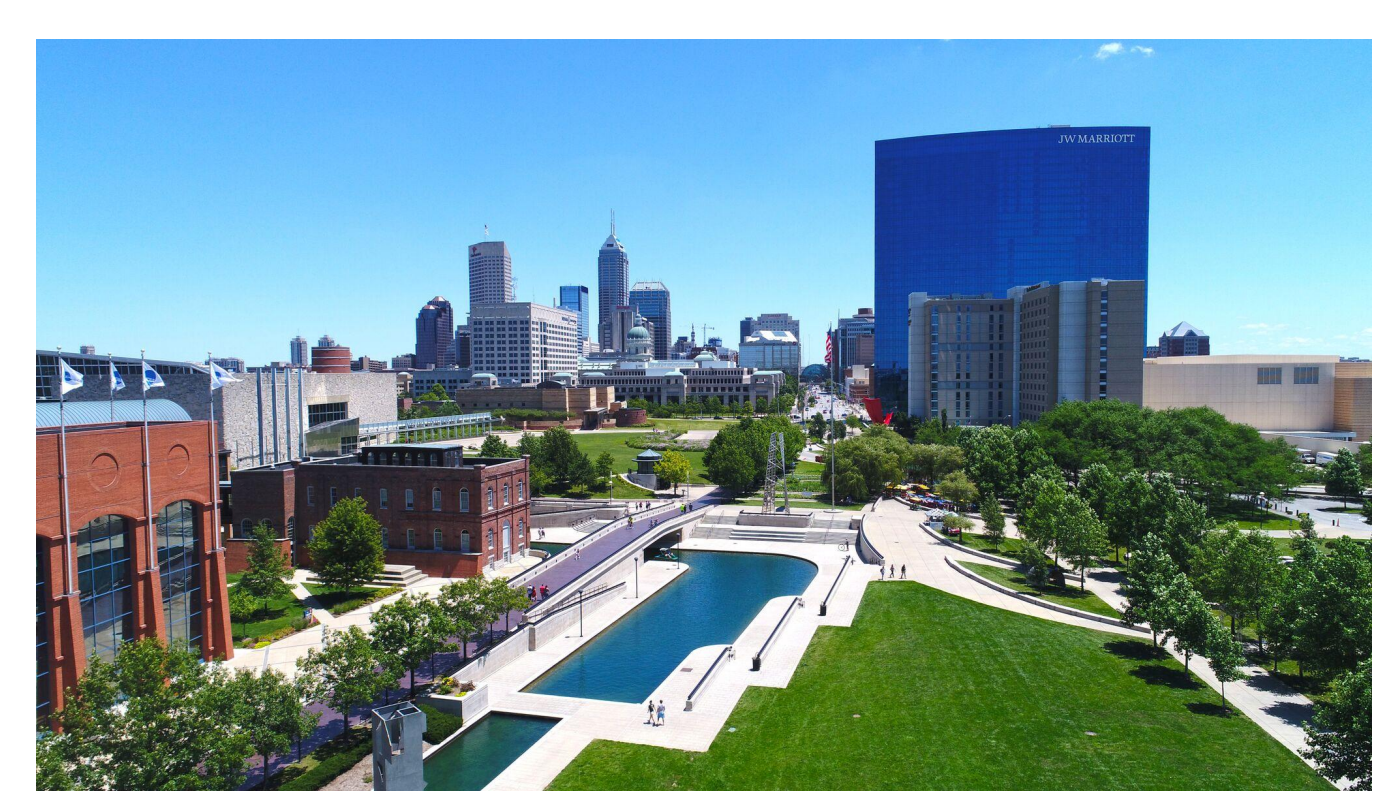


Visit Indy: Solar Eclipse Event Planning

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

IE 43100 Fall 2022

Introduction



White River State Park

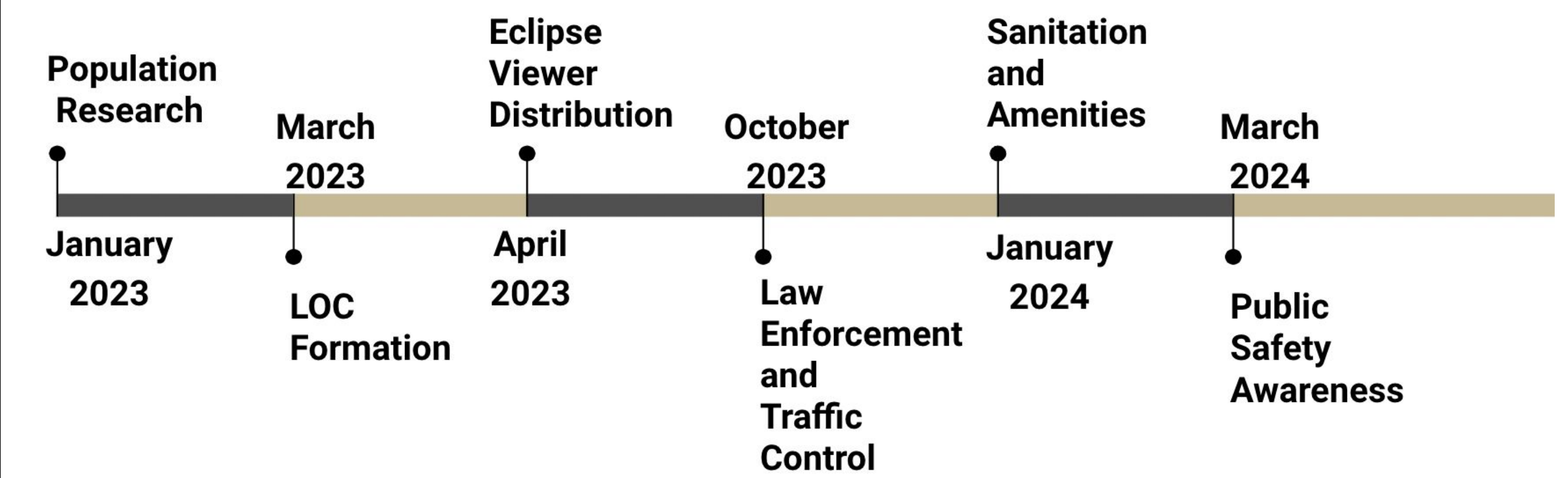
Visit Indy Convention Center Office



Visit Indy Logo

- 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.

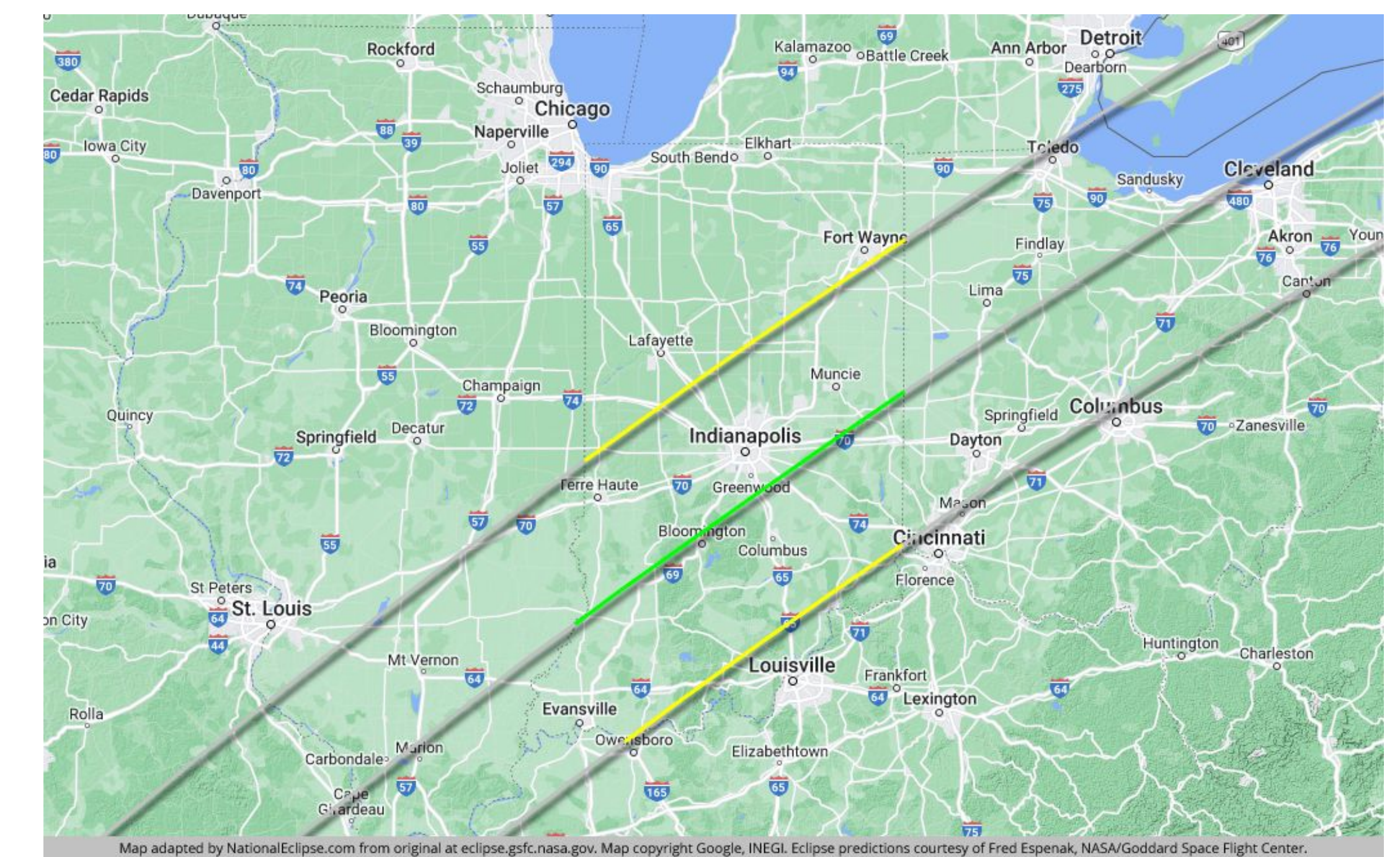
Timeline



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

Competitor Analysis



Path of totality through Indianapolis

- 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

RV Research



Indianapolis Motor Speedway RV spots



Indianapolis Fairgrounds RV spots

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



RV Hookup with Water and Electricity

RV Hookup Needs and Amenities:

- Fresh water
- Electricity
- Sewage
- Parking pad
- Gas
- Propane
- Laundry Services

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



Solar Eclipse Glasses

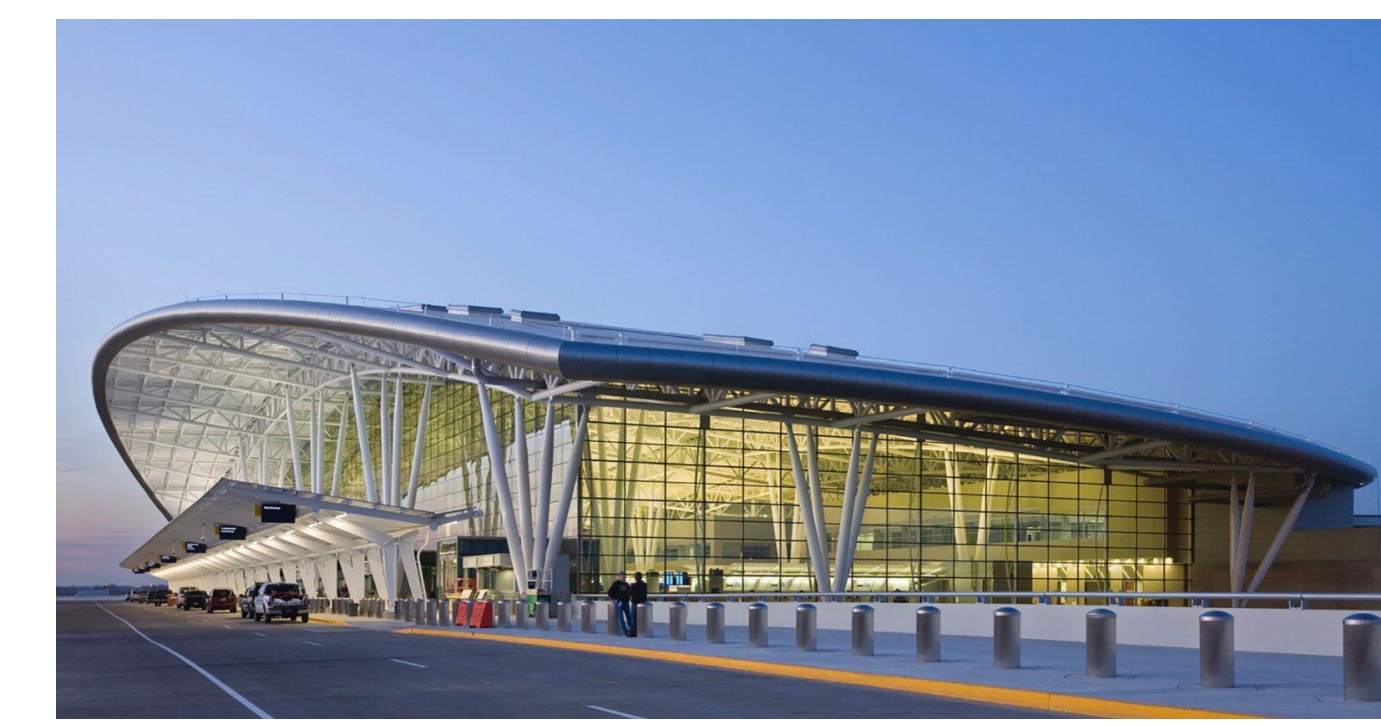


Smartphone Camera Filter



Solar Eclipse Glasses Distributor

Summary



Indianapolis Airport



Indianapolis Convention Center

- 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.



Total Solar Eclipse

- Developed a timeline for setting up solar eclipse viewing events.
- Brainstormed possible events and viewing locations.