

Ontario County's - Finger Lakes Visitors Connection is the official Tourism Promotion Agency for Ontario County. As such, the agency is charged with the promotion of tourism in the county. Since 1984 - the leadership of the organization has strategized to bring people to the county, extend their stay and foster return visitation. Over the years, our organization has identified opportunities that can facilitate positive visitor experiences that result in economic advantage to our county, communities and residents.

The Big Picture Opportunity. According to the American Astrological Society - A total solar eclipse occurs when the Moon's apparent diameter appears larger than the Sun's diameter thus blocking all direct sunlight and temporarily turning the sunniest of days into darkness. The Path of Totality for eclipse events occur along a narrow path making this zone the only area that will be able to witness a total eclipse sighting while surrounding areas will witness a partial eclipse sighting. On April 8th the Path of Totality will cross the northern part of the Finger Lakes. The total solar eclipse presents such an opportunity. This type of event happens in any destination at most every 375 years or so.

The Specifics. Our area will have this unique event happen on Monday, April 8, 2024 - with a partial beginning around 2:06 pm - total at 3:20 pm - partial ending at 4:33 pm. See charts below for more specific times. In our area - Rochester is an ideal viewing spot, so northwestern portion of Ontario County will have more length to the experience. All of Ontario County is in the path of totality. Interestingly, there is a 67% chance of cloudiness on April 8, temperatures will also drop. Average temperature at this time is between 36 and 54 degrees F.

FLVC's Role. Finger Lakes Visitors Connection - Mission. To curate, distinguish, and develop Ontario County's destination brand to inspire travel that creates economic vitality for our stakeholders and communities, and provides quality of life benefits for our residents. FLVC is also fulfilling its role as a community leader and equity partner in economic development and environmental responsibility. FLVC lead is Steve Laros with key back-up by Jessica VanDeMar.

Partnerships - Information Resources - Co-Intelligence Sharing Ontario County -

Name of Committee: Spectator Subgroup

FLVC Role: To provide guidance and information on activity types and levels across Ontario County so that public officials who are charged with security and safety are informed as best as possible about "what" is happening and "where" and what the needs may be.

Rochester Eclipse Task Force -

Name of Committee: Tourism Stakeholder

FLVC Role: To ensure that Ontario County's presence is integrated into the regional eclipse plans. This endeavor is being lead by the Rochester Museum and Science Center

Ontario County's Tourism Industry

Co-intelligence sharing

Co-op marketing exposure

Community Partnerships Leadership

FLVC Role – to convene action leaders and share endeavors so that they can learn from one another and generate best practices for our communities and County.

Finger Lakes Community College.

Geneva

Canandaigua

Phelps BDTC

Position –

FLVC is a credible and trustworthy source of information that our audiences and partners need:

Tactic: Website – Landing Page/Microsite (internal information center)

Tactic: Consumer Facing Website

URL: FingerLakesEclipse.com

Tactic: FAQ's. Eclipse information Guide. – See Sample Polk Co. Eclipse Info Guide

Tactic: Training and Information Sessions – participation and presence with others; extending our knowledge base to others to make their decisions.

Tactic: Equity Partner with co-intelligence and communication

Produce a participation chart

Tactic: Marketing intelligence

Use geo-fencing technology to see/share where people “typically are” on April 8

Maps – “where stuff is”

FLVC builds engagement with our content – pre, during, post and future.

Tactic: Brand development, integration and exposure.

Tactic: Meetings and website to position as resource center of ideas, what's been done in other areas, developing a unique twist

Example: Capitalize on Heron Hill Eclipse; develop a special eclipse “drink” ... have a competition.

Tactic: Content

Blogs – example - Best picture spots; how to take pictures; Where, how to get glasses.

Third party seeding – example, weather channel

SEO maximized for pre, during, post

developed and promoted

Tactic: Build engagement beyond April 8.

Evaluate re-clipse activities potential

Integrate with our brand to attract unique audience.

Unique partnerships for SWAG, Merchandising

Tactic: Media relations and resource

Kids out and About;

Ted Baker, monthly report

Business Impacts: See Page 7 of Polk County

Customer Personas and Needs

Traveler Type	Comments	Intention	Needs
Solar Eclipse Aficionados	These people are very educated and follow with passion these types of events. They are a great resource to us – but primarily will have their “spots” picked out.	We have little influence over these people. Use them as co-intelligence advisors for the other groups.	
Curiosity seekers	They view this as a once in a lifetime event. They are curious and don't want to miss it but are only partially informed as to what needs to be done.	Need to provide direction, place and experience information. Medium potential for a revisit/reward campaign.	FAQ's; website resources; Merchandizing Create resources that make it a project – i.e. building a pinhole camera, how and where to photograph
Happenstance	What is going on? I was going to be here anyway. Doubters as to true potential impacts and their activities of daily living		Be ready with basic – last minute supplies and messaging to these people. Prepared with SEO, where do I get glasses, etc.
Residents/Business Owners	A combo of all three.		Safety information is critical. How to have fun in your own community

Events and Timeline:

November 29, 2022

FLVC Solar Eclipse Information Stakeholder Meeting (initial)

Deb Ross presents and introduces tourism partners to the Total Solar Eclipse

Follow up: FLVC join the community dashboard and assists in facilitating the creation of one for the Geneva community as desired.

January, 2023

VisitFingerLakes.com/eclipse-2024 goes live

April 2023

Jessica attends Canandaigua Task Force meeting at Wood Library

RMSC Meetings Attended

- October 21, 2022
- February 6, 2023
- March 22, 2023
- May 8, 2023
- June 1, 2023

Ontario County Meetings Attended

- January 25, 2023
- May 2, 2023
- June 6, 2023

Solar Eclipse Task Force of the American Astronomical Society

Valerie to attend planning workshop in Albuquerque, NM on **June 9, 2023**

FLVC follow-up meeting (inspiration) (*Date TBD. End of June or early July*)

Attendance at Solar Eclipse Event

Sessions on rural Communities

FLVC third-meeting - specific ideas - October target for definitives

Summary - Multi-Channel - Marketing Activations and Assets

Brand and graphics established. Cindy Harris

Trade Shows, Parades, Float Banners (info center graphics)



Advertising (Example - inside Visitors Guide)

Solar Eclipse Glasses (probably need to acquire more)

Digital: Website - Solar Eclipse Page - for industry and county engagement

Website - Consumer facing

URL: FingerLakesEclipse.com

Digital: Social and Third Party Seeding - Sites

The Weather Channel (tag posts)

Feed Eclipse.org and other identified.

#'s developed, reinforced

Photo and Video Fun



Merchandise and Swag

Solar Glasses

Stickers for collections (tie into our regular brand?) Collectible

Souvenir T-Shirts (long sleeve). Things that provide warmth ... blankets. Look for partnership

Gear for "officials"

Food/Drinks - unique spin. Heron Hill, eclipse drink contests before and after ...

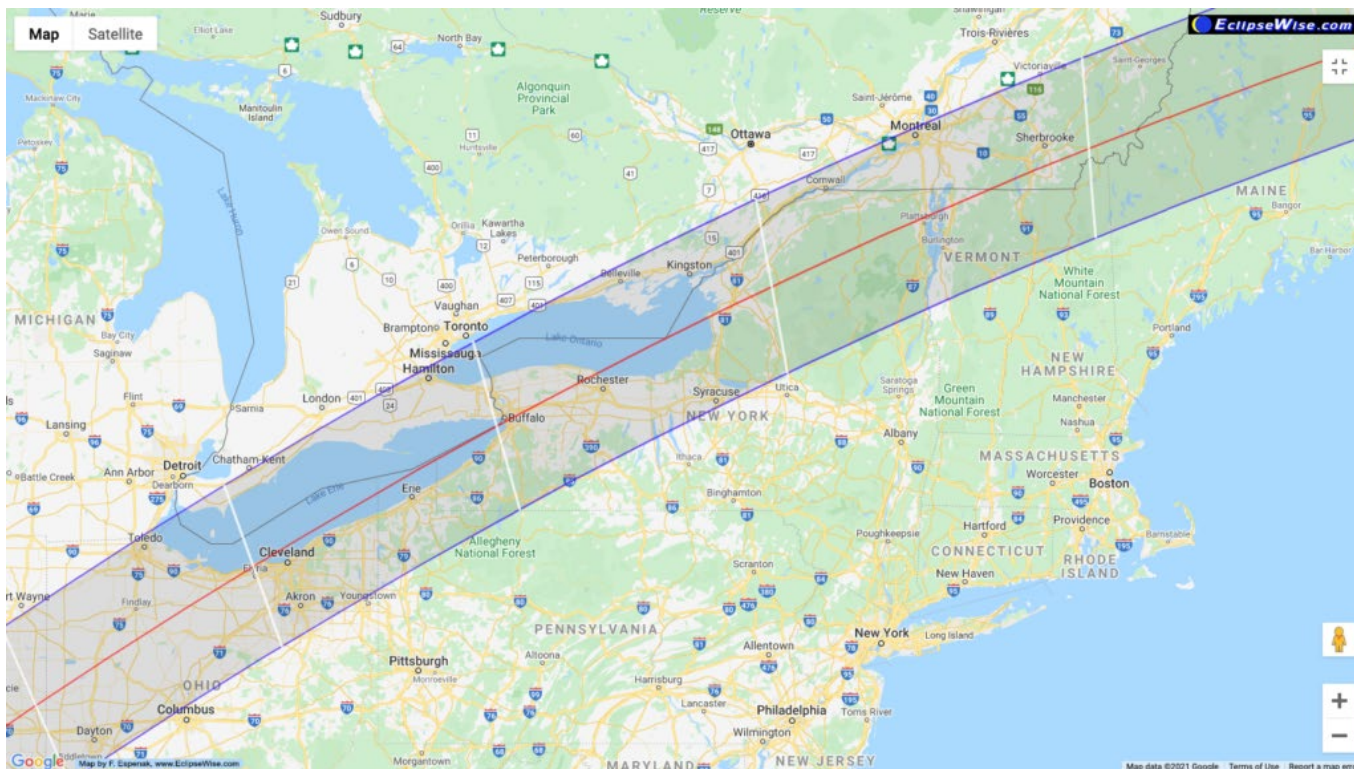
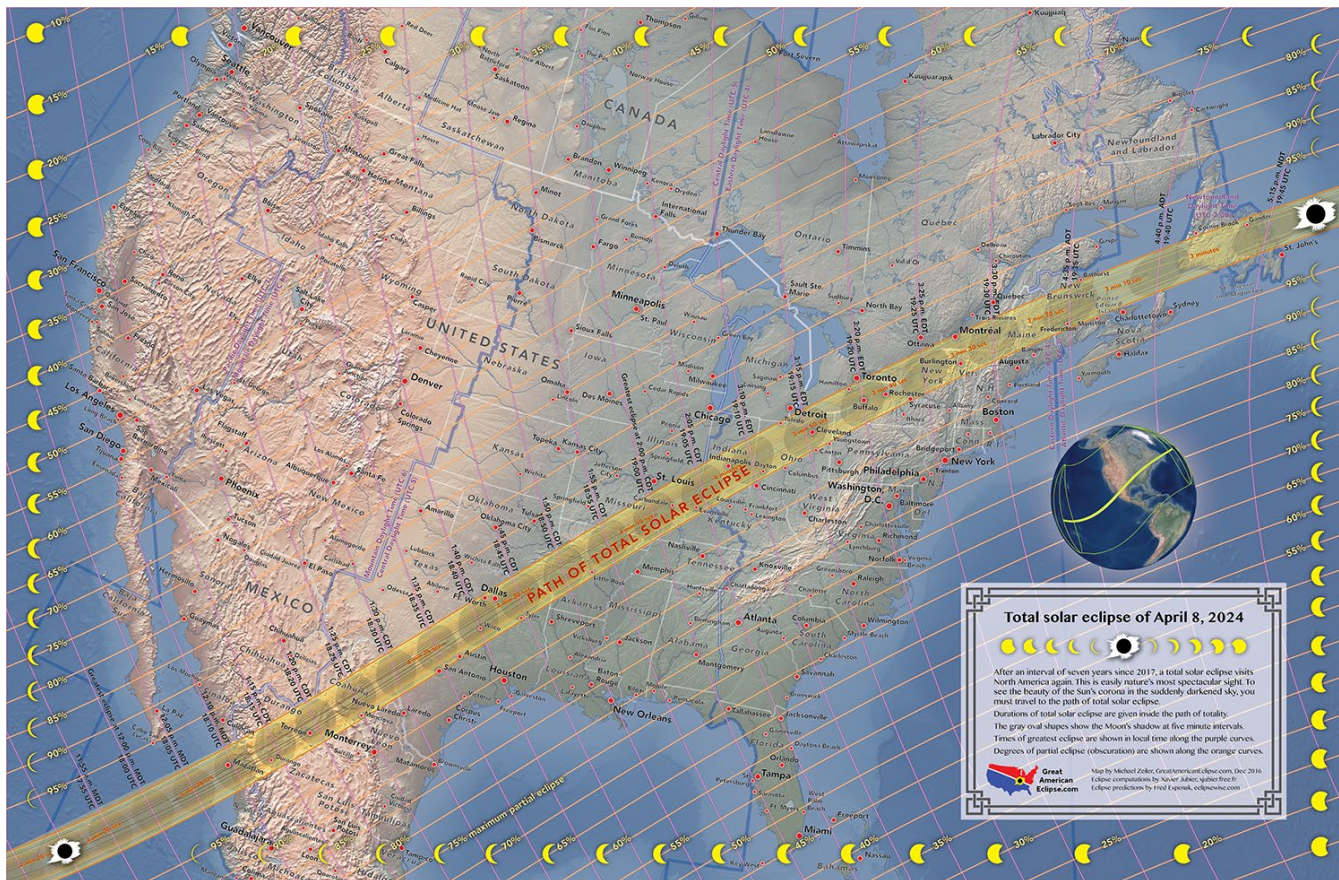
Event planning in Ontario County

Attraction or business	Location	Event being planned ? Pop-up potential?	Packages	Parking	Food	Open? Closed ? For businesses employees	Corporate Groups, Private Event	Picture spot?	Eclipse Merch
FLCC	Canandaigua	Educational event	X	X	X				
NY Welcome Center and Geneva Community Park/Lake front	Geneva	Vendor Tastings		X	X	Extended hours day of and weekend before			Will have local items and some provided via Taste NY
Roseland Water Park	Canandaigua	X		X		Parking only			
Bristol Mountain	Canandaigua	X		X	X	Hope to still have trails open	X	X	X
The Overlook - Co. Rd. #12	Naples, South Bristol							X	
The Lake House on Canandaigua	Canandaigua								
Chalet of Canandaigua	Canandaigua		X						
The William Smith Inn	Geneva		X			Open			

Heron Hill Canandaigua lake	Canandaigua	Casual Viewing party	X		Maybe	Open			X
Fairfield Inn	Geneva		X						local items in market
Ganondagan	Victor	X		X	X				
Pick n' Patch	Stanley	Considering opening for that day.							
Lazy Acres Alpacas	Bloomfield	\$25 Admission Viewing glasses included		Included with admission	Food Trucks, themed beverages and snacks	Open at 11AM		Planned many spot	Yes, will have merch
Embers Rising Farm	Clifton Springs	Looking to tie into and extend NYS Maple Weekend		X	X			X	X
Seneca Lake Wine trail		Hoping to have wineries involved on the trail.				Open normal service			
Microtel Geneva	Geneva		Working on creating a package			Open normal Service			
Holiday Inn Express Geneva	Geneva		Working on creating a package			Open Normal Service			

Smith Center for the Arts	Geneva	Line up for the weekend before to be announced 10/01/2023							Planning to produce special merchandise
Geneva History Museum	Geneva	Special exhibit showcasing 19 th century Astronomer Dr. William Brooks Geneva Resident				Open normal hours Monday will be open Sunday as well			X

City or Town	Duration of totality	Partial eclipse begins	Total eclipse begins	Total eclipse ends	Partial eclipse ends
Bloomfield	3m 4s	2:07:04 PM	3:20:34 PM	3:23:38 PM	4:33:36 PM
Bristol	2m 54.7s	2:07:01 PM	3:20:38 PM	3:23:32 PM	4:33:36 PM
Canadice	2m 37.2s	2:06:43 PM	3:20:33 PM	3:23:10 PM	4:33:28 PM
Canandaigua	2m 49.9s	2:07:14 PM	3:20:51 PM	3:23:41 PM	4:33:44 PM
Clifton Springs	2m 56.1s	2:07:32 PM	3:21:02 PM	3:23:58 PM	4:33:53 PM
Farmington	3m 18.7s	2:07:19 PM	3:20:37 PM	3:23:56 PM	4:33:42 PM
Geneva	2m 19.3s	2:07:41 PM	3:21:31 PM	3:23:49 PM	4:34:02 PM
Gorham	2m 14.4s	2:07:24 PM	3:21:19 PM	3:23:33 PM	4:33:52 PM
Manchester	3m 3.6s	2:07:24 PM	3:20:51 PM	3:23:55 PM	4:33:47 PM
Naples	1m 42.5s	2:06:51 PM	3:21:09 PM	3:22:42 PM	4:33:36 PM
Phelps	2m 48.9s	2:07:39 PM	3:21:11 PM	3:24:00 PM	4:33:57 PM
Port Gibson	3m 9.5s	2:07:34 PM	3:20:55 PM	3:24:05 PM	4:33:52 PM
Seneca	2m 18.4s	2:07:31 PM	3:21:22 PM	3:23:41 PM	4:33:56 PM
South Bristol	2m 24.6s	2:06:57 PM	3:20:51 PM	3:23:16 PM	4:33:37 PM
Victor	3m 16.2s	2:07:10 PM	3:20:32 PM	3:23:48 PM	4:33:37 PM
West Bloomfield	3m 12.6s	2:06:54 PM	3:20:21 PM	3:23:34 PM	4:33:29 PM



Eclipse information Guide. – See Sample Polk Co. Eclipse Info Guide

<https://wou.edu/cert/files/2017/08/Polk-Co-Eclipse-Info-Guide-3.pdf>

Message

Eclipse Facts

Tips for Residents

Tips for Visitors

Tips for Businesses

Safety: Beach/Water, Eye, Food, Heat

Rules and Etiquette

Community Information and Links

Historic Reference: Tennessee (August 21, 2017)

https://transops.s3.amazonaws.com/uploaded_files/2017%20Eclipse%20Coordination%20Plan%20Tennessee.pdf