

### Project Context

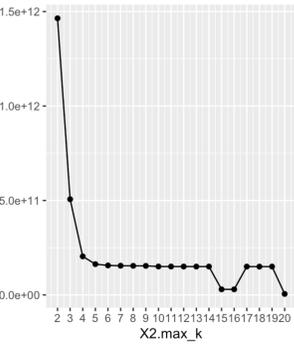
- In April 2024, a total solar eclipse (TSE) will have its path of totality travel across much of southern Indiana.
- The Visitors Commission wishes to begin the planning effort to consider the logistics, public safety, scheduling, and resource contingency of this event.

#### Indiana Path of Totality



### Predictive Model

#### Cluster Estimation Graph



#### How it works

- Model uses k means to separate population data
- Elbow chart to identifies optimal number of bins
- Data: Metro-population of Cincinnati, Southern Indiana, and Northern Kentucky

#### Area of Potential Origin Locations



#### Assumptions

- No visitors cross center line of totality (sub-optimal viewing)
- Workforce by State
- Populations
- Overall Interest

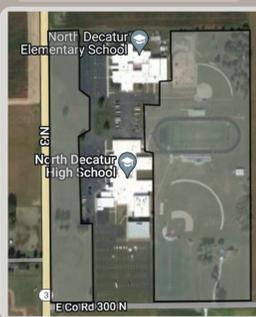
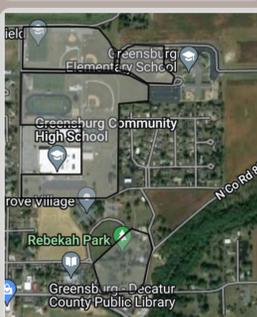
### Viewing Locations

- Evaluation Criteria:**
- Parking
  - Size & Capacity
  - Amenities
  - Layout
  - Special Access

Greensburg Community High School & Elementary School  
Rebekah Park

North Decatur High School & Elementary School

Fairgrounds



Rating: 4.7

Rating: 4.5

Rating: 3.8

### Economic Benefit Potential

#### Economic Impact:

- Surge of Viewers & Potential Customers
- New Business Opportunities
- Rare Event = Increased Value

#### Opportunities for Profit:

- Vendors and Sales at Viewing Locations
- Merchandising
- Raise Hotel Pricing & Night Minimums

### Communication

#### Create Committee

- Identify Stakeholders
- Establish Roles & Importance
- Identify Goals & Expectations
- Schedule Meetings
- Identify Means of Communication
- "Master Plan"

#### Greensburg Solar Eclipse Website



#### Create External Webpage

- Target Audience: Out of Town Visitors
- "Why Greensburg?"
- Content:
  - Events, Activities, Vendors
  - Viewing Locations
  - Parking and Transportation
  - Recommended Routes from I-74
  - Advertisements

### Traffic Analysis

#### Google Maps Traffic Analysis

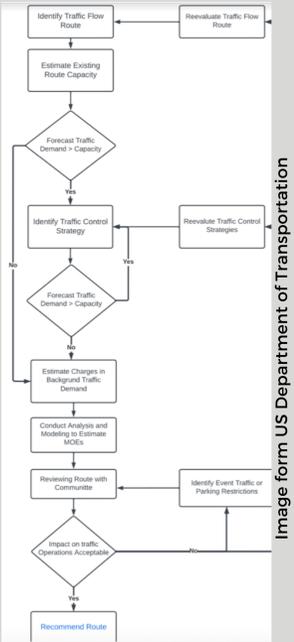


#### Traffic Considerations

- Modify traffic flow routes
- Minimize road congestion
- Divert traffic from critical locations
- Identify bottlenecks
- Overflow parking routes
- Restrict Oversized Trucks
- Suspend Constructions

#### Information about Google Maps Traffic Analysis:

- Red indicates road closure for safe and efficient pedestrian traffic
- Blue outlines indicate designated parking locations to minimize congestion
- Blue arrows indicate the travel path for overflow parking



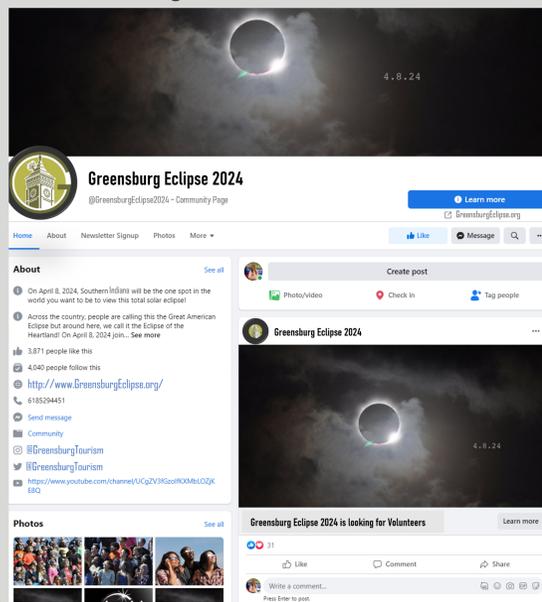
#### Final Presentation in City Hall



#### Create Internal Forum

- Target Audience: Locals/ Community
- Gauge Interest and Volunteers
- Questions, Recommendations, Concerns
- Committee Meeting Summary & Information

#### Facebook Page for Internal Communications



### Solar Eclipse 2024 Planning Gantt Chart

