

The City of Waco

Eclipse Over Texas: Live from Waco

12.05.2023



Jonathan Cook, Director of Parks and Recreation

A Golden Opportunity

Overview

- Why Waco?
- Planning Efforts
- Overview of Events
- Capitalizing on the Impact
- Preparations in Place

APRIL 8, 2024

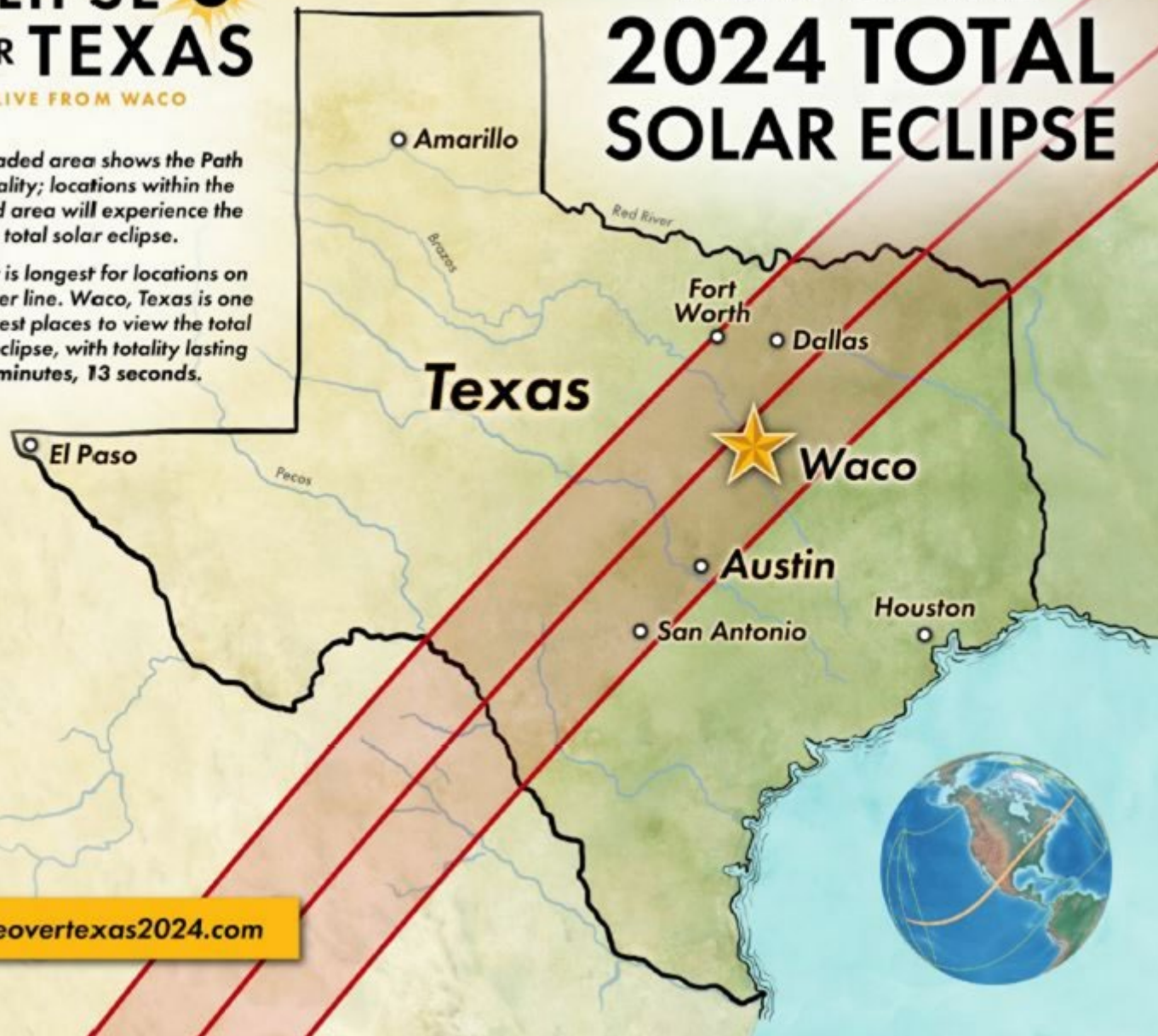
ECLIPSE OVER TEXAS

LIVE FROM WACO

The shaded area shows the Path of Totality; locations within the shaded area will experience the total solar eclipse.

Totality is longest for locations on the center line. Waco, Texas is one of the best places to view the total solar eclipse, with totality lasting 4 minutes, 13 seconds.

PATH OF THE 2024 TOTAL SOLAR ECLIPSE



eclipseovertexas2024.com





Focused on a Team Approach



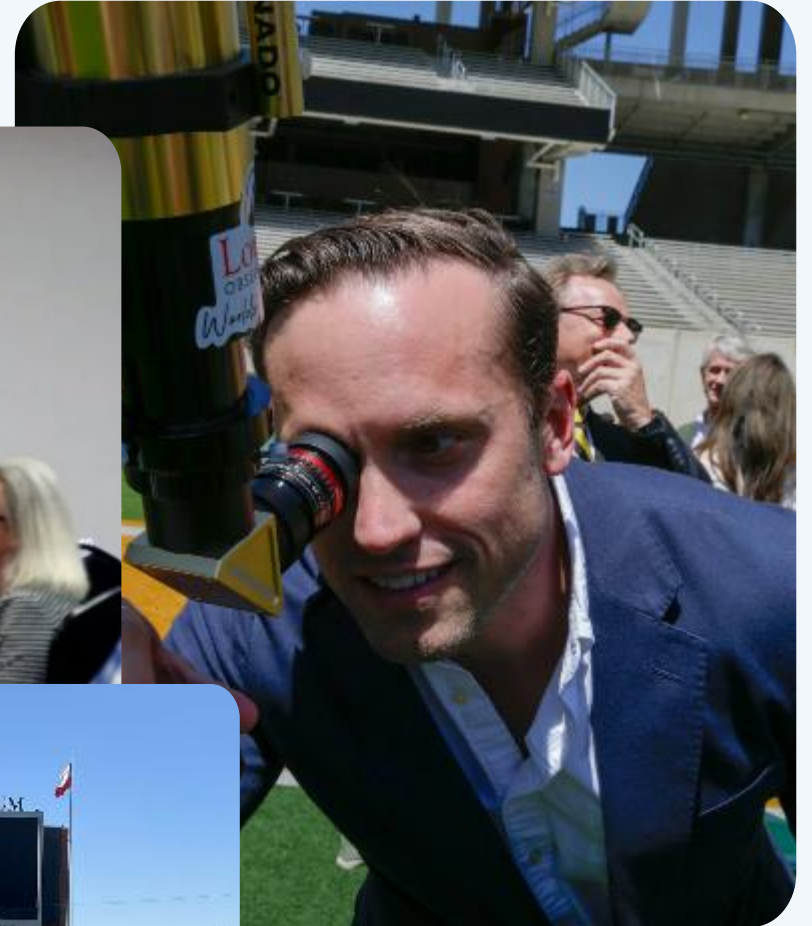
APRIL 8, 2024

ECLIPSE OVER TEXAS

LIVE FROM WACO

The Countdown Is On!

- 100,000 Solar Glasses
- Kickoff Event in April 2022
- Press Conference and Town Hall
- Committee Meetings
- Building Awareness





Creating A Waco Experience

Friday, April 5

MUSIC OVER WACO

Saturday, April 6

STEAMCLIPSE

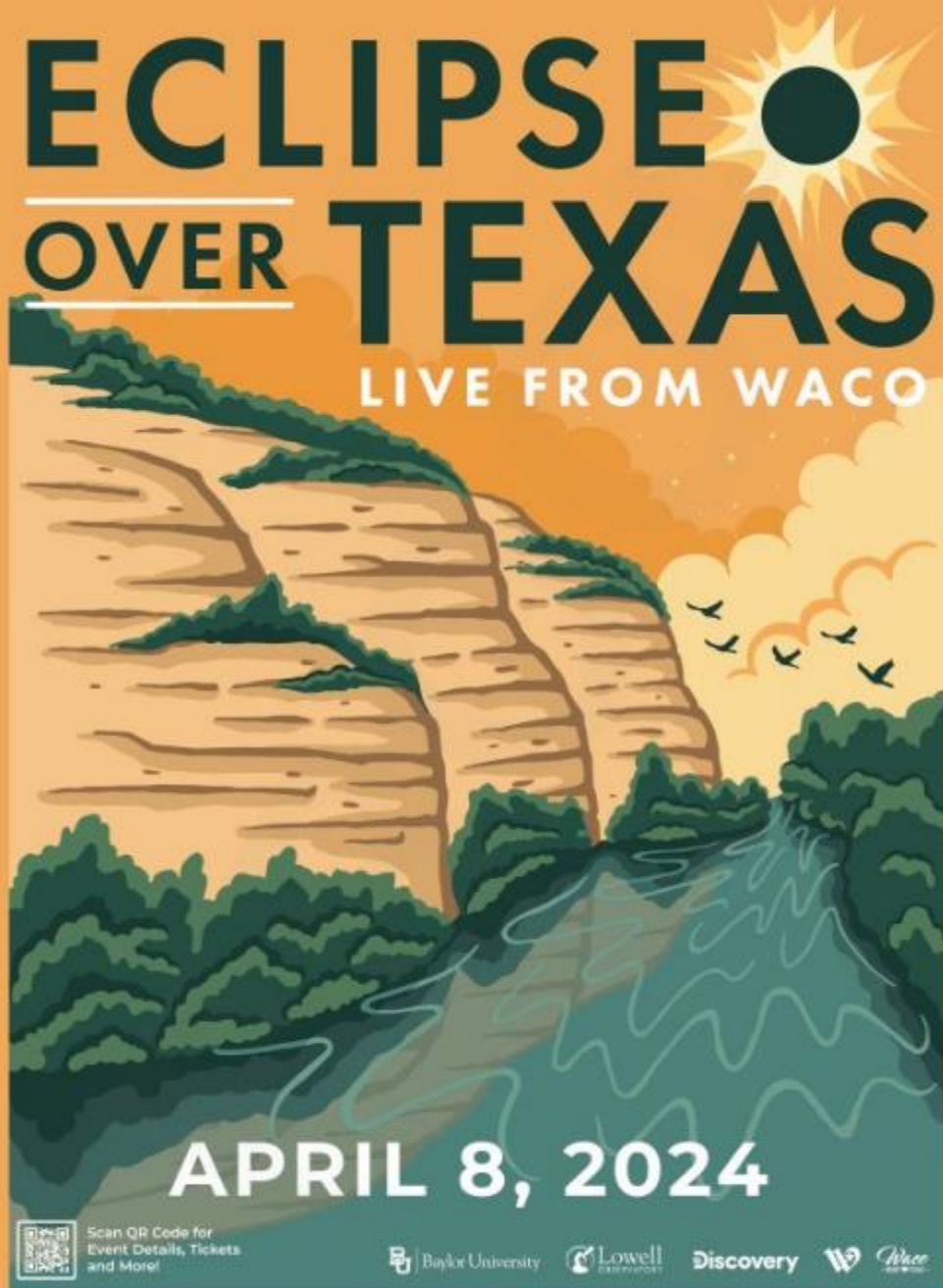
GLOW OVER WACO 5K

Sunday, April 7

LIGHTS OVER WACO

Monday, April 8

ECLIPSE OVER TEXAS: LIVE FROM WACO



- The Eclipse Over Texas: Live from Waco event will take place at Touchdown Alley next to McLane Stadium
 - Festival from 10 a.m. to 4 p.m.
 - Eclipse begins at 12:20 p.m.
 - Totality begins at 1:38 p.m.
 - Totality ends at 1:42 p.m.
 - Eclipse ends at 3:00 p.m.
- A ticketed event will feature telescopes, educational activities, programs, food trucks and family fun
- Astronomers will be onsite from Lowell Observatory and Baylor University
- Free shuttles from Downtown

**Discovery Network to host
livestream that will showcase the
event and Waco worldwide**



**THROW
SOME
SHADE
WITH US
THIS APRIL.**

APRIL 8, 2024

ECLIPSE 
OVER TEXAS

LIVE FROM WACO



WACOHEARTOFTexas.COM

The Impact

TICKET SALES

- Nearly 4,000 of 15,000 tickets sold
- Sold out of 1,000 VIP tickets
- School Groups, Community Tickets

HOTEL STAYS AND LOCAL BUSINESSES

- Hotel sellouts, 3 and 4-day minimum stays
- Restaurants, Shops and Vendors

IMPACTING WACO

- Economic impact calculator estimates approximately \$15.7M in direct business sales, \$13M in lodging sales, and \$1M in hotel occupancy tax



Being Prepared

COORDINATION ON LOCAL, REGIONAL AND STATE LEVELS

- Waco-McLennan County Emergency Management
- Waco PD and Waco Fire
- Texas Department of Transportation

A CITY OF WACO TEAM EFFORT

- Experience from previous large events
- A collaboration of all City departments



Questions

A person with reddish-brown hair, wearing a red jacket and goggles, is looking through a chain-link fence. The sun is shining brightly through the fence, creating a strong lens flare effect. The word "Questions" is overlaid in the center of the image.