

## **Total Solar Eclipse – April 8, 2024**

**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. The 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 Jessica VanDeMar.

### **Partnerships – Information Resources – Co-Intelligence Sharing**

#### **Ontario County Task Force –**

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

### **Promotional Materials**

Website: [FingerLakesEclipse.com](http://FingerLakesEclipse.com)

Partnered with ON Chamber for communication pieces such as tip sheets to be sent out via newsletters

Glasses on hand for distribution (5,000 on hand as of 2/13/2024)

2 Sets of Solar Eclipse Promotional Banners to place up around the county.