

A Case-Study in Preparing
Small Town, USA for a Super Bowl-Like Event

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Visit Casper

Abstract

On August 21, 2017, at 11:42:42 a.m., Casper, Wyoming, experienced one of nature's most sensational sites - a total solar eclipse. Visitors from six continents and one-hundred and forty-two countries journeyed to Casper to experience the Wyoming Eclipse Festival and this once-in-a-lifetime celestial event. The City welcomed scientists, photographers, media and an astounding number of first-time eclipse chasers. Working together, the community orchestrated over forty-five events, activities and opportunities to showcase the "best of" for residents and those who chose Casper as ground-zero for their eclipse viewing experience. It was a historic event. The Wyoming Eclipse Festival will likely be the largest tourism event Casper will ever host. A lot went right. A little went wrong. But overall, contained herein is the blueprint one small town in rural America used to successfully create their Super Bowl-like event. May this serve as a guidepost for other communities who find themselves staring down game day.

Keywords: Eclipse Planning, Event Planning, Small Town Large Event

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for a Super Bowl-Like Event

In 2012, key members of the Astronomical League journeyed to Casper, Wyoming, to plan their 2017 ASTROCON Convention. The tightly-knit group of amateur astronomers chose Casper, Wyoming, as ground-zero for their annual event because Casper, a small community of 59,000 nestled in the heart of the West, sat squarely in the path of totality of a total solar eclipse slated for August 21, 2017. This was the first-time residents and local business leaders were made aware of the eclipse.

The eclipse on August 21, 2017, was the first total solar eclipse to sweep the entire United States since 1918. The last time the mainland experienced an eclipse was in 1979, when one of Mother Nature's finest shows graced the Pacific Northwest including the states of Washington, Oregon, Idaho, Montana, North Dakota and several Canadian provinces. (Wikipedia, 2017) In 1991, totality began over the Pacific Ocean and Hawaii moving across Mexico and down through Central America. (Wikipedia 2017) While a total solar eclipse is visible from the earth's surface once every 18 months, the mean frequency for a total eclipse of the sun for any given point on the Earth's surface is once in 375 years (Rao, 2017) making it seem a rare occurrence.

Many organizations and media throughout the world, including GreatAmericanEclipse.com and ABC News, designated Casper, Wyoming, as one of the best places to view the eclipse because of the city's elevation (5150'), it's high probability of clear skies, (88% -- greater than any city along the path), and mobility opportunities for travelers and eclipse chasers should the weather prove uncooperative. (Zeiler, n.d., Winsor 2017) This

prestigious, yet unanticipated designation prompted a series of events that would later manifest as the Wyoming Eclipse Festival.

Method

When the City of Casper first learned it was designated a top viewing spot for the 2017 solar eclipse, there was a great deal of concern and skepticism. In one camp were residents and business leaders who didn't believe people from around the world would travel to rural Wyoming to view the celestial event. In the other were a group of citizens panicked over how many people *would* come. Initially, the organizers of ASTROCON predicted 80,000 visitors, which would more than double the city's population. More conservative estimates were as high as 60,000. As the eclipse drew closer, GreatAmericanEclipse.com released statistical data estimating Casper, Wyoming, would host between 8,687 and 34,763 people. (Zeiler, n.d.) Festival organizers had been predicting 35,000 people based on the number of hotel rooms/campsites available and by estimating 1.5 visitors per household in the County.

In December 2015, three years after first learning of the eclipse, the City of Casper was faced with a course altering decision – either hire an out-of-state event planning firm to design and manage a festival, sign a contract with a local media company to develop and facilitate a still-to-be-determined event, or reach out to local agencies to see if a partnership was possible. Shortly after a failed motion to initiate a contract at a City Council meeting, the City Manager asked if Visit Casper would take the lead on coordinating efforts. The agency agreed.

Organizational Structure

With Visit Casper in the driver's seat, things began to move quickly. The CEO of the organization asked the Casper Area Economic Development Alliance, (\$37,000), the Downtown Development Authority, (\$7,000), and the City of Casper (\$37,000), for seed money. The Visit

Casper Board of Directors also allocated \$60,000 for the effort. As planning progressed and specific needs were identified, (transportation and additional staffing), the Economic Development Joint Powers Board contributed \$50,000 to the project. In total, \$191,000 was raised among partners to fund administrative costs of the event including staff, contract labor, marketing, signage, education and awareness.

With seed money secured, The Wyoming Eclipse Festival incorporated in the State of Wyoming and became a 501c3. The 501c3 offered tax-exempt status as well as financial reporting and liability protection independent of the funding agencies. Becoming a separate entity also allowed the Wyoming Eclipse Festival to hire staff without adding an unnecessary payroll burden to the funding agencies. The Festival then secured two insurance policies, professional liability and Director and Officers. Concurrently, a Board of Directors was assembled with one member from each contributing agency. The Board's first order of business was to initiate a nationwide search for an Executive Director. Over 50 applications were received from around the world; the Board chose an event maven and organizational czar from Cedar Rapids, Iowa. A job description is attached in Exhibit A.

In June 2016, 14-months prior to the eclipse, the newly-minted Executive Director began to formalize the community's efforts. The Board of Directors challenged her with a handful of strategic objectives: raise funds, raise awareness, educate locals and create a comprehensive plan the community could support and execute.

Democratic Design

The eclipse's path of totality crossed through multiple states including Oregon, Idaho, Wyoming, Nebraska, Missouri, Kentucky, Tennessee, Georgia, North and South Carolina. (Gajanan, 2017) Larger cities in the path included: Salem, Oregon; Idaho Falls, Idaho; Casper,

Wyoming; Lincoln, Nebraska; Jefferson City, Missouri; Carbondale, Illinois; Madisonville, Tennessee; Clayton, Georgia; Columbia, South Carolina; and Charleston, South Carolina. As there were no previous plans to reference for how to best prepare a community for an eclipse, each city took a unique approach. Casper, Wyoming, was no different.

Event organizers embraced a democratic design when creating the Wyoming Eclipse Festival. Instead of telling the community what or where the festival would be, organizers encouraged local businesses, residents and non-profit agencies to create unique events under the Festival umbrella. The reasons were two-fold: 1) Having multiple people and organizations involved created hundreds of ambassadors for the Festival. The Wyoming Eclipse Festival didn't belong to one person, one board member or the funding partners, it belonged to the community; and 2) A democratic design guaranteed festival-goers a uniquely Casper experience. This also allowed costs of the Festival to be spread across multiple events hosts which also distributed returns throughout the City.

Between Friday, August 18 and Monday, August 21, 2017, Casper and Natrona County hosted over 45 events, activities and exhibitions for residents and guests to enjoy. Large events during the festival included: The Machine, America's #1 Pink Floyd Show, Chancey Williams + the Younger Brother Band, a 3-Day Street Festival in Historic Downtown Casper, River Fest and the Great Duck Derby, Sankey Rodeo at Central Wyoming Fairgrounds and Close Encounters of the Symphonic Kind presented by the Wyoming Symphony Orchestra with Alexander Markov.

Promotion/Communications

As mentioned previously, there was a great deal of anxiety around the number of people who would travel to Casper to view the solar eclipse. This led to a highly conservative approach to Festival promotion. Instead of encouraging the world to visit Casper to view this once-in-a-

lifetime celestial event, the Wyoming Eclipse Festival Board and Director were strongly encouraged by local stakeholders to focus on educating visitors who had indicated interest in the area. This would prove to be a short-sighted decision post-event. External communications included an event website, EclipseCasper.com, a Facebook page - www.Facebook.com/wyoeclipse, and regular email updates to a list of opt-in subscribers. The total amount spent for external marketing was less than \$25,000.

Most communication efforts were expended educating residents, local business owners, state and county agencies, non-profit organizations and event holders. With education and awareness in mind, the Festival deployed the following initiatives:

Success on the Center Line Symposium. A half-day event including presentations and roundtable discussions developed for the business community to gain insight from experts in the field of eclipse planning and community/business preparation. The cost to attend was \$45, nearly 100 business owners from around the State participated. Speakers included Dr. Kate Russo, Author, Psychologist, Eclipse Chaser; TJ Juskiewicz, Director of RAGBRAI and Travis Parker, a year-round restaurant owner in Sturgis, South Dakota. The symposium put Festival organizers in a position of authority quickly which was critical to securing credibility in the eclipse planning process.

Tourism and Totality. As 2016 was an election year, it was important that any turnover in city/county elected positions not be a deterrent to the development of the Festival. Invitations to a Tourism and Totality presentation were sent to incumbents and candidates; stakeholders and partners. The free event highlighted the economic impact of tourism in the Casper Area and recent developments with the Festival.

Business Blitzes. Over the course of four months, the Board, the Director and a small group of volunteers' hand-delivered need-to-know facts sheets and a pair of eclipse viewing glasses to every business in the City. The first few blitzes were discouraging as some of the larger retailers and fast-food chains knew very little about the eclipse or its anticipated impact. As the blitzes progressed, so did the business community's awareness of the eclipse and the Festival.

Business Roundtables. Early in the planning process, the Wyoming Eclipse Festival team identified industries that would be most-impacted by a mass influx of tourists. This included retail establishments, restaurants, banks and hoteliers. Each industry group was invited to attend multiple round-table discussions to share how their organization was preparing for the eclipse. The feedback from these roundtable discussions was enormously positive and Festival organizers believe peer-sharing led to a stronger execution of visitor services during the event.

Event Holders. Over 45 events, exhibitions and attractions paid \$250 to affiliate with the Wyoming Eclipse Festival. Affiliated event holders met monthly for 9-months leading up to the eclipse to discuss resources, cost sharing, logistics, processes, etc. Included with affiliation was a listing on the EclipseCasper.com website, in the official Wyoming Eclipse Festival Guide and unlimited use of the Festival logo.

Airbnb Workshops. With an increased interest in listing homes on Airbnb.com, the Festival partnered with Natrona County Public Library to host how-to workshops. Over 250 homeowners attended; others were reached via Facebook Live.

Certified Tourism Ambassador™ Program. In late 2015, the Visit Casper Board of Directors voted to bring the CTA™ Program to Casper. While the eclipse was a catalyst for the decision, the program continues to be a long-term investment in building the destination.

Between November 1, 2016 and August 10, 2017, Visit Casper certified over 300 people in the program. Each class held included a short segment on the eclipse and what the community was doing to prepare. The Wyoming Eclipse Festival sent 37 volunteers through the program two-weeks prior to the event.

State and County Agencies. Otherwise known as the A-Team, the Festival Director met monthly with the following City, State and County Agencies: City of Casper Police Department, City of Casper Fire Department, Wyoming Medical Center, Wyoming Department of Transportation, Natrona County Health Department, City of Casper Planning Department and Natrona County Risk Management. This was the only monthly meeting throughout the 21-month planning window that facilitated cross-agency communication. Road closures and construction schedules, emergency response plans, permitting, etc. were shared openly for the benefit of other agencies planning efforts.

Community Outreach. Four months prior to the eclipse, the Festival team began participating in multiple events throughout the City to raise awareness for the eclipse and the Festival. Staff worked booths at the 3x3 Basketball Tournament, Artwalk, The NIC Summer Fest, Bear Trap Festival, Chamber of Commerce after hours event and more. In total, the team participated in 24 events to raise awareness, connect with locals and answer questions. Through outreach efforts, the festival recruited nearly 100 volunteers to work various shifts August 18 – 21, 2017.

Backend Festival Support

When Visit Casper agreed to champion the Wyoming Eclipse Festival, the organization also agreed to house the Festival Director in their office. Visit Casper also provided critical support services at no additional charge including phones, email systems, software, hardware,

copies, etc. In addition, the Visit Casper staff was frontline for thousands of visitors inquires, (phone calls, emails, visitor guide requests, etc.) which grew month over month as the eclipse approached. In total, Visit Casper's staff spent 467 hours in the 9-months prior providing support services at an estimated cost of \$23,350. Visit Casper and the Wyoming Eclipse Festival received a total of 7,800 phone calls and 10,500 email inquiries in the months leading up to the eclipse.

Financial Information and Non-Traditional Revenue Sources

The budget for the Wyoming Eclipse Festival was \$250,000. Approximately \$190,000 came from the partners outlined under organizational structure on page four. Over \$25,000 in revenue came from event and viewing area affiliation fees. Selling eclipse viewing glasses wholesale generated \$29,130.74; and royalties collected from festival-related merchandise totaled \$24,050.74. Total income for the Festival was \$282,639.35.

The largest expenses were marketing and advertising (\$24,849.64); bus rental and insurance (\$11,867.16); eclipse glasses (\$12,032); event supplies (\$18,111.68); and staff and contract labor (\$129,592.84). As of December 26, 2017, the net income from the Festival was \$40,923.25 which will be donated to a local non-profit organization that has agreed to create an annual eclipse-style festival in August of 2018 and 2019. See page 21 for a detailed budget.

Results

Economic Impact

“The State of Wyoming Office of Tourism contracted with Dean Runyan & Associates to determine the economic impact of the eclipse statewide. Key findings included visitor volume, visitor days, spending impact, and tax impact. The approach used combined data collected in surveys of Wyoming out-of-state visitors and residents during the week of the eclipse. During

eclipse week, localities around the state conducted random visitor intercept survey of persons in public spaces around their town or city. Teams of surveyors spread out in these areas and collected surveys from out-of-state visitors and Wyoming residents.” (And Associates, D.R., 2017)

Based on study findings, 20,900 people visited Natrona County between August 19 and August 23, 2017. Visitors staying in hotels/motels spent an average of 3.7 days and \$412 per party per day. The average party size was 2.9 people. Visitors staying in campgrounds spent \$217 per day and stayed for 4 days with a party size of 2.9 people. Total visitor spending in Natrona County for the 5-days surrounding the Wyoming Eclipse Festival was \$7.53 million. The following outlines how the spending was allocated: Hotel/Motel: \$3.55 million; Camping: \$1.69 million; Visiting Friends and Relatives: \$600,000; Other: \$1.37 million; Total Overnight: \$7.19 million; Day-Trippers: \$340,000. Earnings on the \$7.53 million were \$1.39 million, state and local tax receipts totaled \$470,000. (And Associates, D.R., 2017)

PR Value

Between January 1 and December 31, 2017, the Wyoming Eclipse Festival generated over 225 million media impressions. The earned value of media is still to be determined. Casper and the Wyoming Eclipse Festival were highlighted in major media nationally including Forbes, USA Today, Time Magazine, Fox News, Los Angeles Times, CNBC, ABC News, The Washington Times, The Arizona Republic, Detroit Free Press, MSN.com, Orlando Sentinel and the IndyStar. Dozens of media outlets were in market in the days leading up to the Festival including NBC, Time Magazine, CNN, BBC and CBS. Casper trended number one on Twitter August 20, 2017.

Eclipse Planning: The Numbers

Planning and coordinating the Wyoming Eclipse Festival was a time intensive effort. At the onset, the Board of Directors imagined one full-time staff person would be enough to coordinate the effort. Within six months of hiring the Executive Director, the Festival was forced to find additional funds to offset the cost of a part-time contractor whose sole responsibility was to manage the festival's social media presence and respond to visitor inquires. In the 14-months leading up to the event, the Festival Director attended 140 planning meetings, gave 312 presentations to civic groups, associations and residents and held 504 eclipse-related meetings.

For being an organic effort, the marketing results of the Wyoming Eclipse Festival are note-worthy. EclipseCasper.com received 731,966 visitors in the year leading up to the event. The Festival had 3,240 Facebook followers and 4,418 email subscribers.

Lodging and Accommodations

The average cost of a hotel room in Casper, Wyoming, during the Wyoming Eclipse Festival ranged between \$99/night and \$1,500/night. In 2014, several hotel properties contracted with groups at a rate of \$99/night. As the eclipse got closer and demand got tighter, the market responded accordingly. Lodging revenue in August 2017 was \$5.27 million, \$1.6 million higher than the prior August. The average daily rate for the month of August increased year over year by \$31 per room night. While occupancy for August was only up .03% over prior year, the hoteliers benefitted from a multi-day spike in average daily rate. (S. 2017, S. 2017)

In addition to the data presented above, there are soft-benefits of the Wyoming Eclipse Festival as well. The efforts surrounding the event strengthened the partnership between agencies. The Festival also increased resident's awareness of tourism and its impact on the local economy. In a resident survey conducted in December 2017, 54% of respondents said their perception of Casper is somewhat or much more favorable than last year. Nearly 83% of survey

respondents attended the Wyoming Eclipse Festival; 82% said they would like to see another eclipse-style event in 2018.

Discussion

Overall, the Wyoming Eclipse Festival was a resounding success. The event drew nearly 21,000 people to Natrona County, had an economic impact of \$7.5 million, gave Casper world-wide media exposure and turned locals into ambassadors for tourism and the area. The structure of the Festival, both the 501c3 and the democratic design, worked perfectly for Casper as did hiring a dedicated Executive Director. For all that went right, it's only prudent to also share what Festival organizers didn't anticipate over the course of a 21-month planning window. This information is being shared here so other small communities can think more strategically when planning a large-scale event.

Unanticipated Events

Below is a list of unanticipated developments that occurred while planning the Wyoming Eclipse Festival.

An Overwhelming Number of Visitor Inquiries. Had Visit Casper not been the backbone of the Wyoming Eclipse Festival, the organization would have been overrun with emails and phone calls. It was all hands-on deck with the 5-person staff at Visit Casper along with the Festival Director and part-time contractor. Festival organizers did not anticipate having to add a part-time contractor which ultimately cost the event \$17,000. In hindsight, the Visit Casper CEO would have secured additional funding from the partners at the onset.

Education, Education, Education. Festival organizers could not have predicted the scope, or the extent of education required to coordinate this event. Education came in the way of business blitzes, the Symposium, industry roundtables, community outreach, presentations,

meetings, and collaboration across departments and agencies. In addition, a large percentage of the population thought the eclipse would happen at 11:42 p.m. Organizers were constantly asked, “So, I need to get out of bed for this?”

Sponsorships/Fundraising. The Executive Director held dozens of meetings with local business owners to present sponsorship opportunities. While all indicated interest, in the end, only one company wrote a \$3,000 check to support the Festival. Most people were of the mindset, “The City will be overrun with people, why would I need to advertise?” The Festival was financially successful because organizers drove revenue in other ways – through affiliation fees, events, eclipse viewing glasses and merchandise royalties.

Key Staff Turnover. During the 21-month planning window, the City Manager retired, the Chief of Police was dismissed, the CEO of a primary funding partner was let go and a few key City Council positions turned over in the November 2016 election. Word to the wise – have multiple contacts in each agency or organization and make sure they receive status updates.

Modest Promotion = Modest Attendance. While the Wyoming Eclipse Festival welcomed nearly 21,000 visitors for 5-days in August, there was additional capacity in the City. A more aggressive, well-funded marketing plan may have led to an increase in attendance. One of the most frequently asked questions during the planning phase was, “How many people will come to Casper for this event?” Although Festival organizers estimated 35,000, investing in a visitation study would have proved helpful to scale the event.

No Good Deed. When the Wyoming Office of Tourism released the 2017 Eclipse Economic Impact Study the press had a field day. Headlines like, “Eclipse a Bust? Report says just 100k traveled to Wyoming for Spectacle” and “Report Suggests Casper’s Eclipse Festival

Gave Only a Slight Boost to Sales Tax Revenue” hijacked some of the hard-earned goodwill surrounding the event.

A Sneaky Legacy Project. During the Festival, event organizers placed a 9’x6’ framed map at visitor information headquarters in the heart of downtown. Volunteers and staff distributed stick pins to guests’, so they could mark their home city, state or country. The map, showcasing visitors from 6 continents and 142 countries, is now cased in plexiglass and lives inside the Visit Casper office for the community to enjoy. A \$90 map from Amazon.com turned into a priceless way to celebrate and commemorate the impact of the event on Casper.

When NASA Calls. Early in the planning phase, NASA called the Executive Director of the Festival and requested a copy of the community’s safety plan for the event. The Executive Director then says to the CEO of Visit Casper, “NASA called, they want a copy of our safety plan.” The CEO responds, “Do we even HAVE a safety plan?” Note to future event planners, when NASA asks for a safety plan, move heaven and earth to get them one. Hint: it starts by asking County Emergency Management personnel.

Choose Wisely. Festival organizers chose a local, grass-roots company as the official merchandise vendor of the Wyoming Eclipse Festival. Unfortunately, they took a conservative approach to inventory management which means the Festival lost an anticipated \$25,000 in merchandise royalties. Choose vendors that are well capitalized and who have the capacity to float inventory.

A Few Magnificent Meltdowns. Half-way through the planning phase, the board and staff lost sight of their primary mission: to educate, inform and drive awareness for the event. This led to all parties feeling like they weren’t playing on the same team. Staff was in the field executing; the board was in the boardroom strategizing. Somewhere near the end, planning the

Festival began to feel like a grind. It was overwhelming, exhausting and challenging to carry a project like this over the finish line. A note to future planners: take incredibly good care of your staff, board and volunteers. Celebrate small wins ruthlessly.

Conclusion

When Casper, Wyoming, began this journey, Festival organizers searched high and low for the blueprint that would give them a step-by-step process for preparing their community for an eclipse. Thankfully, the residents of Casper embraced this once-in-a-lifetime opportunity and started writing their blueprint. OUR blueprint. The Wyoming Eclipse Festival was accomplished through a heroic team effort including city, county and state agencies, local merchants and business owners, event hosts, non-profit organizations and many others who spent countless hours coordinating, collaborating and communicating to make sure the Festival was both memorable and fun.

The Wyoming Eclipse Festival will likely be the largest tourism event Casper will ever host. A lot went right. A little went wrong. But overall, included herein is the blueprint one small town in rural America used to successfully create their Super Bowl-like event. May this serve as a guidepost for other communities who find themselves staring down game day.

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Exhibit A

Position Available Festival Director- Wyoming Eclipse Festival

The Casper Area Convention & Visitors Bureau is seeking a dynamic Festival Director to help develop and orchestrate the Wyoming Eclipse Festival. Wyoming is directly on the centerline of a Total Solar Eclipse in August 2017. We are looking for a creative and visionary leader who will solidify and further develop the Eclipse Festival's status as a once-in-a-lifetime viewing event and lead us into the next vibrant phase of the festival's evolution.

The Festival Director will work as the main coordinator of volunteers and budget officer to ensure efficient event management for a Total Solar Eclipse with an estimated tourist influx of 20,000 people.

STATUS: This is a full-time, exempt position housed in the CACVB office that sunsets October 31, 2017.

ORGANIZATIONAL STRUCTURE: The Festival Director reports to the CEO of the Casper Area Convention and Visitors Bureau and reports event progress to the Wyoming Eclipse Advisory Committee.

SUPERVISES: Festival Director supervises interns and volunteers to help carry out many of the duties outlined in the job description below.

PRINCIPAL RESPONSIBILITIES: The Festival Director oversees and manages all aspects of the Wyoming Eclipse Festival. The Festival Director is responsible for ensuring all target areas are making forward progress through project management and for reporting progress to the advisory board. The Director will see to the overall operations and financial success of the festival.

DUTIES AND RESPONSIBILITIES:

- **Festival Coordination & Management:** Execute a timeline and workplan for the management of the festival and ensure that the festival operates smoothly and deadlines are met.
- **Human Resources:** Determines the need to recruit any staff and or/ volunteers.
- **Programing:** Oversee all aspects of programming for the festival, including working with volunteer committees.
- **Business Relations:** Build and maintain professional relationships with members of the business community. Develop strong relationships with vendors to ensure production of the highest quality events while maintaining event control. Negotiating of agreements with event suppliers and external vendors is included.
- **Fundraising:** Oversee Marketing and Promotion to ensure sponsorships, individual and business donations, advertising sales, and fundraising efforts.
- **Leadership:** Provide leadership to a team of key volunteers to drive successful event outcomes. Understand the nature of how to work with volunteers.

- **Reporting:** Maintain key metrics and provide monthly reports to the Advisory Board.
- **Financial/Budget:** Work with key volunteers to manage event budgets and drive cost efficiencies.
- **Promotion:** Monitor promotional partnerships with business associations that drive event success. Assist in coordinating publications which can include monthly advisory committee reports, brochures, pamphlets, newsletters, social media, and other materials as needed to promote understanding and appreciation of the event.
- **Communication:** Work closely with internal teams to ensure event information is communicated to target audience well in advance of and during the event.
- **Management:** Ensure efficient and effective use of all resources to help achieve a safe and successful event.
- **Meeting Schedule:** Organizes regular meetings with key individuals, volunteers, and agencies.
- **Other:** Perform other duties and responsibilities as they arise for the success of the Wyoming Eclipse Festival.

EXPERIENCE/SKILLS REQUIRED:

- Education: Any combination of education, training, and/or experience equivalent to completion of a bachelor's degree with major coursework in communications, business and marketing. Previous experience in public relations, project management, or event planning is highly desirable.
- Knowledge of:
 - Fundraising
 - Maintaining a budget
 - Social media platforms and event promotion
 - Managing timelines
 - Developing a scope of work and event master plan

CHARACTERISTICS SOUGHT:

- A self-starter – proactive and driven, with consistency and a strong work ethic.
- Proven record of excellence and achievement in management of large events, event planning, public relations and marketing principles and practices.
- Proven record of project budget development.

This is a full time, salaried, exempt position that includes health and dental benefits. To apply, please email a detailed cover letter and your resume. Please include FESTIVAL DIRECTOR – Wyoming Eclipse Festival in the subject line. No phone calls please.

	Jan 16 - Dec 26, 2017	Total Project Budget	Percentage
Ordinary Income/Expense			
Income			
Direct Public Support			
Contribution - City of Casper	\$ 36,000.00	\$ 36,000.00	100%
Contribution from CACVB	\$ 60,400.32	\$ 60,000.00	101%
Contribution from CAEDA	\$ 37,000.00	\$ 37,000.00	100%
Contribution from DDA	\$ 7,000.00	\$ 7,000.00	100%
Contribution from EDJPB	\$ 50,000.00	\$ 50,000.00	100%
Total Partner Contributions	\$ 190,400.32	\$ 190,000.00	100%
Affiliation Fees	\$ 13,099.95	\$ 12,549.95	104%
Sponsorships	\$ 3,000.00	\$ 3,000.00	100%
Guide Income	\$ 8,290.00	\$ 9,500.00	87%
Total Corporate Contributions	\$ 24,389.95	\$ 25,049.95	97%
Individ, Business Contributions			
Event Income	\$ 8,290.09	\$ 5,814.09	143%
Speaker Fees	\$ 100.00	\$ 100.00	100%
Eclipse Glasses	\$ 29,130.74	\$ 18,318.74	159%
Merchandise	\$ 24,050.74	\$ 2,500.00	962%
Individ, Business Contributions - Other	\$ 6,276.94	\$ 6,276.94	100%
Total Individ, Business Contributions	\$ 67,848.51	\$ 33,009.77	206%
Total Direct Public Support	\$ 282,638.78	\$ 248,059.72	114%
Investment Income	\$ 0.57	\$ 0.09	100%
Total Income	\$ 282,639.35	\$ 248,059.81	114%
Expense			
AAPG Event	\$ 1,149.79	\$ 1,149.79	100%
Advertising/Promotion	\$ 2,775.50	\$ 997.00	278%
Brooks cc	\$ 138.00	\$ 138.00	100%
Bank Fees	\$ 7.70	\$ 10.00	77%
Business Expenses	\$ 31.05	\$ 31.05	100%
Business Registration Fees	\$ 850.00	\$ 850.00	100%
Total Business Expenses	\$ 4,952.04	\$ 1,985.00	249%
Contract Services			
Accounting Fees	\$ 1,507.46	\$ 3,000.00	50%
Legal Fees	\$ 1,783.00	\$ 2,000.00	89%
Marketing/Advertising	\$ 24,849.64	\$ 25,000.00	99%
Transportation (Ins + Fees)	\$ 11,867.16	\$ 14,000.00	85%
WEF Print Guide	\$ 6,200.00	\$ 6,200.00	100%
Outside Contract Services	\$ 3,491.48	\$ 1,300.00	269%
Speaker Fees	\$ 2,596.18	\$ 2,596.18	100%
Total Contract Services	\$ 52,294.92	\$ 54,096.18	97%
Eclipse Glasses	\$ 12,032.00	\$ 12,030.00	100%
Event Supplies	\$ 18,111.68	\$ 12,000.00	151%
Meals and Entertainment	\$ 2,669.09	\$ 1,500.00	178%
Venue Rental	\$ 800.00	\$ 1,000.00	80%
Mileage Reimbursement	\$ 1,379.13	\$ 1,700.00	81%
Office Supplies	\$ 1,097.27	\$ 1,200.00	91%
Operations			
Books, Subscriptions, Reference	\$ 49.95	\$ 49.95	100%
Postage, Mailing Service	\$ 379.03	\$ 367.66	103%
Printing and Copying	\$ 425.77	\$ 68.98	617%
Supplies	\$ 48.30	\$ 48.30	100%
Telephone, Telecommunications	\$ 680.00	\$ 640.00	106%
Total Operations	\$ 37,672.22	\$ 30,604.89	123%
Other Types of Expenses			
Health Insurance	\$ 7,733.84	\$ 8,600.00	90%
Insurance - Liability, D and O	\$ 4,338.85	\$ 4,338.85	100%
Total Other Types of Expenses	\$ 12,072.69	\$ 12,938.85	93%
Payroll Expenses	\$ 111,601.07	\$ 110,000.00	101%
Professional Development	\$ 476.00	\$ 476.00	100%
Visitor Happiness Guru	\$ 17,961.77	\$ 20,000.00	90%
Reconciliation Discrepancies	\$ (0.06)	\$ (0.06)	100%
Relocation Reimbursement	\$ 1,958.70	\$ 1,958.70	100%
Taxes	\$ 102.90	\$ 92.90	111%
Travel and Meetings			
Conference, Convention and Meetings	\$ 496.27	\$ 496.27	100%
Travel	\$ 2,127.58	\$ 2,127.58	100%
Travel, Payroll and Contract Svc Expense	\$ 134,724.23	\$ 135,151.39	100%
Total Expense	\$ 241,716.10	\$ 234,776.31	103%
Net Ordinary Income	\$ 40,923.25	\$ 13,283.50	
Net Income	\$ 40,923.25	\$ 13,283.50	