



PARKS & OPEN SPACES ADVISORY BOARD



Situation

Although over the years events have been held at Mineola Nature Preserve (MNP), this one is unique due to the infrequency of the celestial event, it may be difficult to accurately estimate the number of visitors until the day of the event. For this reason, our planning must involve a level of scalability up to maximum capacity for parking and down to a few hundred. Based on Emergency Management advice, a capacity limit of 3,000 visitors has been set to mitigate risk of spreading Mineola resources too thin. This constraint was based on briefing by the State.

*Refer to State brief as resource document for expectations.



Mission

Parks and Open Spaces Advisory Board (POSAB), Mineola, Texas, as part of its efforts, supports the MNP in hosting a weekend of festivities culminating with the Solar Eclipse on April 8, 2024 at 1:42pm local time. The Festival will begin April 6, 2024 although the only controlled access fee charged event will be on April 8, 2024.

For planning purposes, this three-day event will be compartmentalized into two phases. Phase 1 will be Sat/Sun, Phase 2 will be Monday. Each phase will have its' own objectives.



Eclipse Fest Overview

- Three days April 6-8 2024
 - Sat/Sun are open to public with adjusted hours (Phase 1)
 - Monday is controlled access charged event with a cap of 3,000 visitors (Phase 2)
-
- Some gate hours adjusted
 - Some gates stay closed through April 5-9
 - Amphitheater and Peoples Pavilion unavailable through April 6-8
 - MNP closed to all non-paying visitors
 - Coordinate relocation of livestock in North pasture



Eclipse Fest Saturday & Sunday



Objectives:

1. Increase traffic through MNP between April 6-7, 2024
2. Positive MNP visit that leads to return visits
3. Have local first-time visitors to MNP
4. Highlight features, park areas, attractions & spaces available at MNP

Metrics:

1. Cell phone data pull by City.
2. Visitor engagement by POSAB members



Eclipse Fest Saturday



Schedule:

7:30am- Preserve opens

9:00am- Vendor arrival/setup

10:00am- Falconry (Birds of Prey)

12:00pm- Painting at the Preserve/ Shaw Revolver

1:00pm- Community Garden

3:00pm- Shaw Revolver ends

5:00pm- Preserve close (show visitors out)

7:30pm- Reopen to Stargazing & Owl Prowl groups

11:00pm- NLT Preserve close

Logistics:

1. At least 1 food and 1 drink vendor
2. No additional power requirements known
3. 12 Port-a-jons placed April 5-9 (ADA & HW)
4. POSAB merchandise table and community engagement
5. Security: Paladin Solutions 2 teams of 2 (4 total at \$35 hr)



Eclipse Fest Sunday



Schedule:

- 7:30am- Preserve opens
- 8:00am- Mountain Bike race
- 9:00am- Vendor arrival/setup
- 10:00am- Falconry (Birds of Prey)
Chainsaw carving
- 1:00pm- Community Garden
- 2:00pm- Guided Nature Walk
- 3:00pm- Early staging and setup for Monday vendors
- 5:00pm- Preserve Close (show visitors out)

Logistics:

1. At least 1 food and 1 drink vendor
2. No additional power requirements known
3. 12 Port-a-jons placed April 5-9 (ADA & HW)
4. POSAB merchandise table and community engagement
5. Security: Paladin Solutions 2 teams of 2 (4 total at \$35 hr)



Eclipse Fest Monday



Objectives:

1. Manage portion of expected crowd influx to Mineola
2. Reach cap of 3,000 visitors
3. Raise funds for future restoration and construction projects for MNP
4. Highlight features, park areas, attractions & spaces available at MNP
5. Provide safe venue through redundant security overlaps/coverage

Metrics:

1. Cell phone data pull by City.
2. Visitor engagement by POSAB members
3. Eventbrite presales numbers
4. Total raised minus initial cost working with City.
5. Besides presence; analyze any response for security/medical situations that may arise



Eclipse Fest Monday



Schedule:

- 7:30am- Preserve opens
- 9:00am- Pumpjaxe Urban Axe Throwing
Live Chainsaw carving
Falconry Weathering Yard
- 10:00am- Food/drink vendors
- 11:30am- Lee Mathis performs
- 5:00pm- Preserve Close (show visitors out)

Tentative attractions: Rock Climbing, Archery,
Wood Carving

Logistics:

1. At least 5 food and 3 drink vendors
2. No additional power requirements known
3. 12 Port-a-jons placed April 5-9 (ADA & HW)
4. POSAB merchandise table and community engagement
5. Security: Paladin Solutions team of 10

Two uniformed Mineola PD for
personnel/bag screening between parking & venue



Eclipse Fest Parking



(32° 38' 13" N, 095° 27' 37" W) Options



GA



Min Staff
12

Min Staff
10

LE
Screening

Volunteer
City Staff

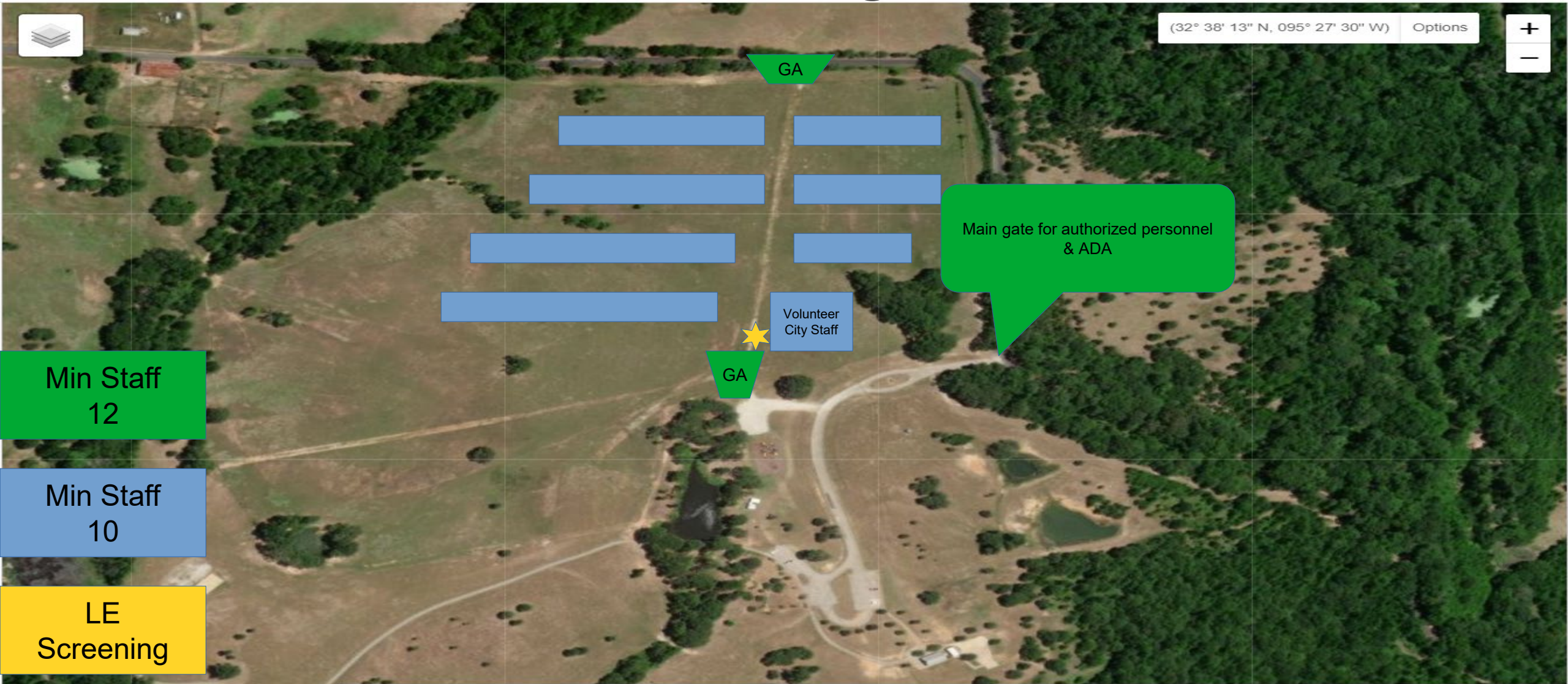


GA

Main gate for authorized personnel
& ADA

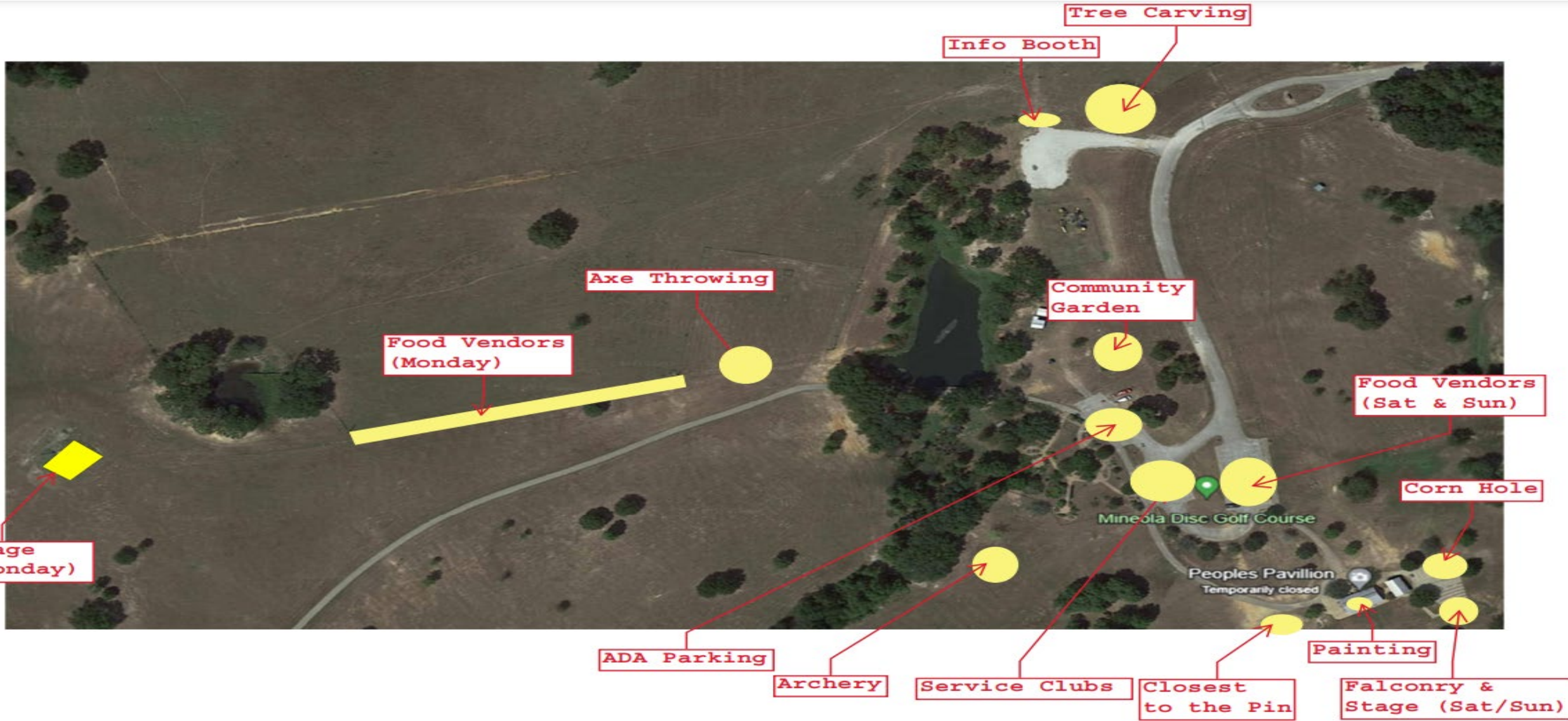


Eclipse Fest Parking





Eclipse Fest Layout





Eclipse Fest Security



Paladin Solutions

- All licensed PPOs
- Fully insured and Texas Licensed company
- Uniformed and Plain Clothes Protection options
- Professional medical staff also trained in protection
- All staff trained in all aspects of security, active shooter response, crowd management, tactical medicine/BLS
- Experience in managing large scale events up to 10K spectators
- Quick response capabilities with a large roster and can provide 24 hour protection
- Veterans and Active Military LEOs on the team

Point of Contact:

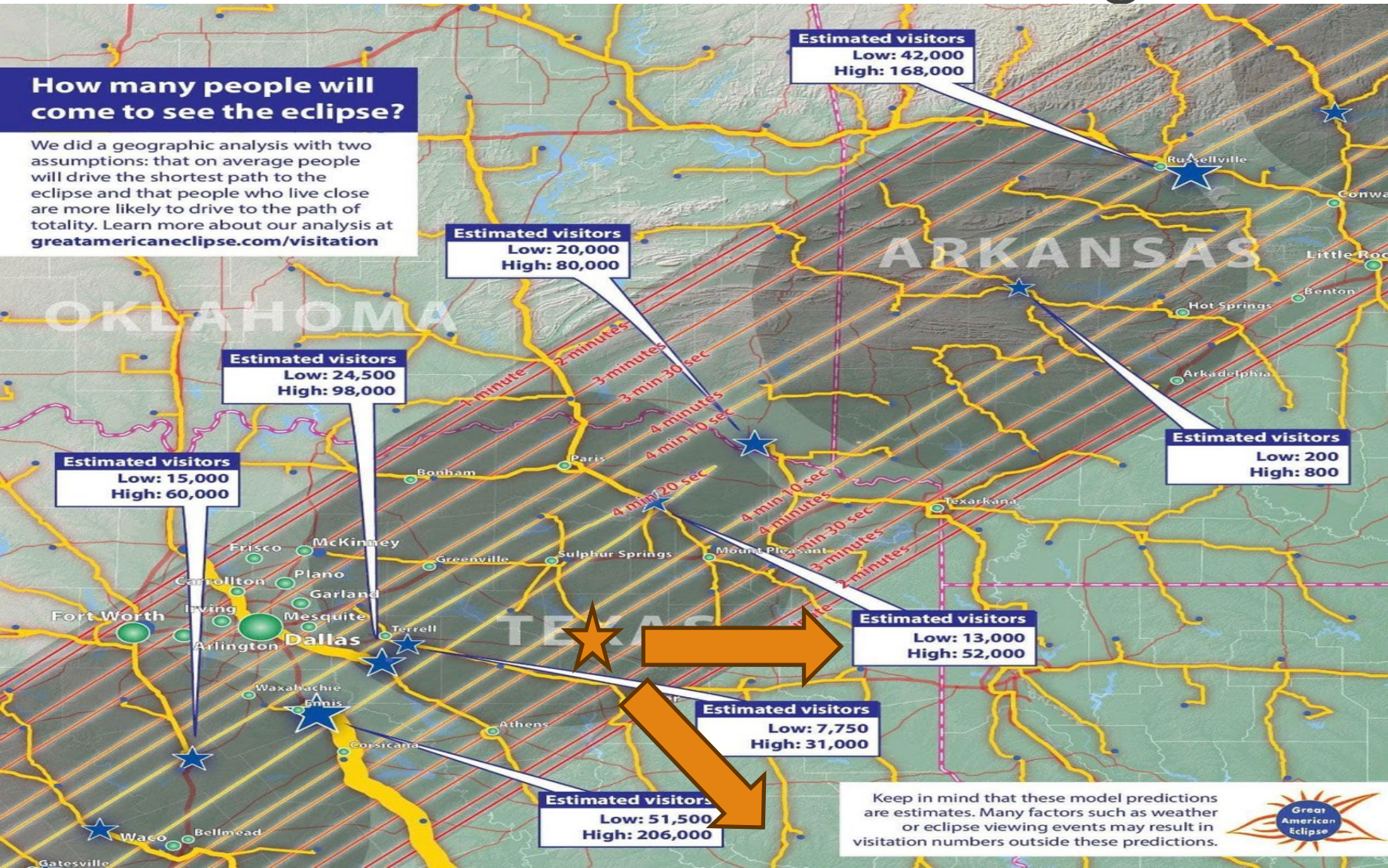
Ray Baron

The image shows a screenshot of the Paladin Solutions LLC website. The banner features a dark background with a photograph of a security guard in a dark uniform and vest, holding a rifle, standing next to a black pickup truck. The text "Make Sure Your Next Event Is **Secure**" is overlaid in white, with "Secure" in a larger, bold font. Below this, the text "schedule vip protection services" is visible. A "FIND OUT MORE" button is present. The website's navigation menu includes "Home", "Paladin Services", "Defense Training", "About Us", "Gallery", "Contact Us", and "Reviews". The Paladin Solutions LLC logo is in the top left corner. Social media icons for Facebook and Google+ are in the bottom left corner.

Eclipse Fest Marketing

How many people will come to see the eclipse?

We did a geographic analysis with two assumptions: that on average people will drive the shortest path to the eclipse and that people who live close are more likely to drive to the path of totality. Learn more about our analysis at greatamericaneclipse.com/visitation



Marketing Objectives

- 3,000 tickets sold
- All camp/RV sites booked
- Target SE to E geographics

★ Mineola

Keep in mind that these model predictions are estimates. Many factors such as weather or eclipse viewing events may result in visitation numbers outside these predictions.





Eclipse Fest Coordinator POCs



-
- Falconry (Heath Kinder)
 - Chainsaw Art (Jimmy Hobbs)
 - Community Garden (Elizabeth Dry)
 - Mountain Bike (Lynnette Wood)
 - Cornhole Tourney (Daniel Tucker)
 - Disc Golf (Mathew Brian)
 - Painting at the Preserve (Dayna Sadler)
 - Shaw Revolver (Paul Shaw)
 - Pumpjaxe Axe Throwing (Sam O'Bier)
 - On Target Archery (Bryan Schertz)
 - Lee Mathis and the Brutally Handsome (Lee Mathis)
 - East Texas Chapter Master Naturalist (Wanda Rauscher)
 - Wood County Master Gardeners (Linda Timmons)
 - Stargazing (Paul Shaw)
 - Owl Prowl (David Brotherton)
 - Guided Nature Walk (Lindsey Smith)



Eclipse Fest

Personnel & Volunteer Requirements



Saturday

Paladin Solutions 4
POSAB Volunteers 6

Sunday

Paladin Solutions 4
POSAB Volunteers 6

Monday

Mineola PD 2
Paladin Solutions 10
POSAB Volunteers 6
Volunteers 30



Eclipse Fest Logistics



12 Port-a-jons April 5-9 (ADA & HW)

Parking signs/cones from Public Works

12 Golf Carts for POSAB April 8

No additional lighting requirements

Additional power requirements TBD

Cell coverage through People's

Lanyards to identify volunteer x 40

Radios for POSAB members x 10

Wristbands for MPD to mark bags screened

Variable Message Sign x 2

Eclipse Fest Logistics



Variable Message Signs

Messaging

- MNP closed April 8?
- Directional to MNP through April 5-9

Any other messaging?



Eclipse Fest Budget



Mineola Eclipse Fest

				Budgeted	Allocated	Available/ (Over)
Marketing and Advertisement						
Funding						
	118-42403-0000	Wood County EDC		3,000.00		
Expenses						
		Total Marketing and Advertisement		3,000.00	-	3,000.00
Special Events Expenses						
Funding						
	118-43581-0000	Republic - Gene Kennon		5,000.00		
	118-42403-0000	Mineola EDC		2,000.00		
Expenses						
	118-53451-020	Entertainment				
		Jimmy Hobbs - Chain Saw Carving			500.00	
		Pump Jaxe - Urban Ax Throwing			811.88	
		Lee Mathis - Band			2,000.00	
	118-53451-020	Site Services				
		Site Sanitation - 12 johns; del. 4/5/2025			1,200.00	
		Paladin Security			1,500.00	
		Total Special Events Expenses		7,000.00	6,011.88	988.12
Merchandise for Event						
Funding						
	118-42403-0000	Mineola EDC		1,000.00		
Expenses						
	118-53604-020					
		Total Merchandise for Event		1,000.00	-	1,000.00
Special Project Miscellaneous						
Funding						
Expenses	118-53750-020					
		Total Special Project Miscellaneous		-	-	-
Total				11,000.00	6,011.88	4,988.12

Eclipse Fest draft budget

Sponsorships pending to offset cost



Eclipse Fest Budget



Total Allocated Budget for Event: **\$7,971.88**

3,000 Tickets sold at \$40 = **\$120,000**

Vendor sales = **\$?**

Donations = **\$?**

Merch Sales = **\$?**

Sponsors= **\$500 to date**

Final contributions by vendors/groups are due
by May 1.



POSAB

Goals/Future Plans



Goals:

1. Double initial investment
2. Increase traffic to MNP

Future Plans:

1. Restoration of amphitheater
2. Restoration of Water Shed
3. Projects throughout City parks and open spaces
4. Contribution to endowment fund for MNP Education Center!!

MINEOLA
ECLIPSE
FEST 2024

Eclipse Fest Falconry

MINEOLA NATURE PRESERVE ON THE SABINE RIVER



Point of Contact:

Heath Kinder



Eclipse Fest Chainsaw Carving

Chainsaw art stands sentinel at nature preserve



Point of Contact:
Jimmy Hobbs

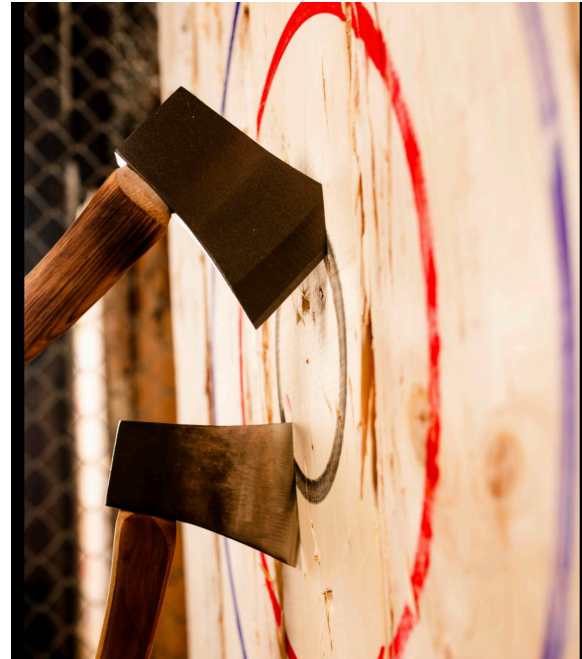


(MONITOR PHOTO BY JOHN ARBTER)





Eclipse Fest Ax Throwing



Point of Contact:

Pumpjaxe



Eclipse Fest Disc Golf



Point of Contact:

Mathew Brian



Eclipse Fest Painting at the Preserve



Point of Contact:

Dayna Sadler





Eclipse Fest Shaw Revolver



Point of Contact:

Paul Shaw



Point of Contact:

Lee Mathis



Eclipse Fest Mountain Bike Race



Point of Contact:

Lynnette Wood



Eclipse Fest Community Garden



Point of Contact:

Elizabeth Dry





Eclipse Fest Cornhole Tournament



Point of Contact:

Daniel Tucker



Eclipse Fest Eventbrite



eventbrite

Search events

Find Events

Create Events

Help Center ▾

Log In

Current ticket sales?



Monday, April 8



Mineola Eclipse Fest



Eclipse Fest EclipseTexas.info



3 Days [Saturday, Sunday & Monday]
April 6-8, 2024

- Family Friendly
- Food
- Live Music
- Nature Walks
- Astronomy Activities
- Science Activities
- Check back for more details



Total Eclipse: Monday April 8th @ 1:42:36 pm

Duration: 2 hours, 39 minutes, 34 seconds

Duration of totality (Total Eclipse): 3 minutes, 49 seconds

Partial begins: Apr 8, 2024 at 12:24:56 pm

Full (Total Eclipse) begins: Apr 8, 2024 at 1:42:36 pm

Maximum (Total Eclipse): Apr 8, 2024 at 1:44:32 pm

Full (Total Eclipse) ends: Apr 8, 2024 at 1:46:25 pm

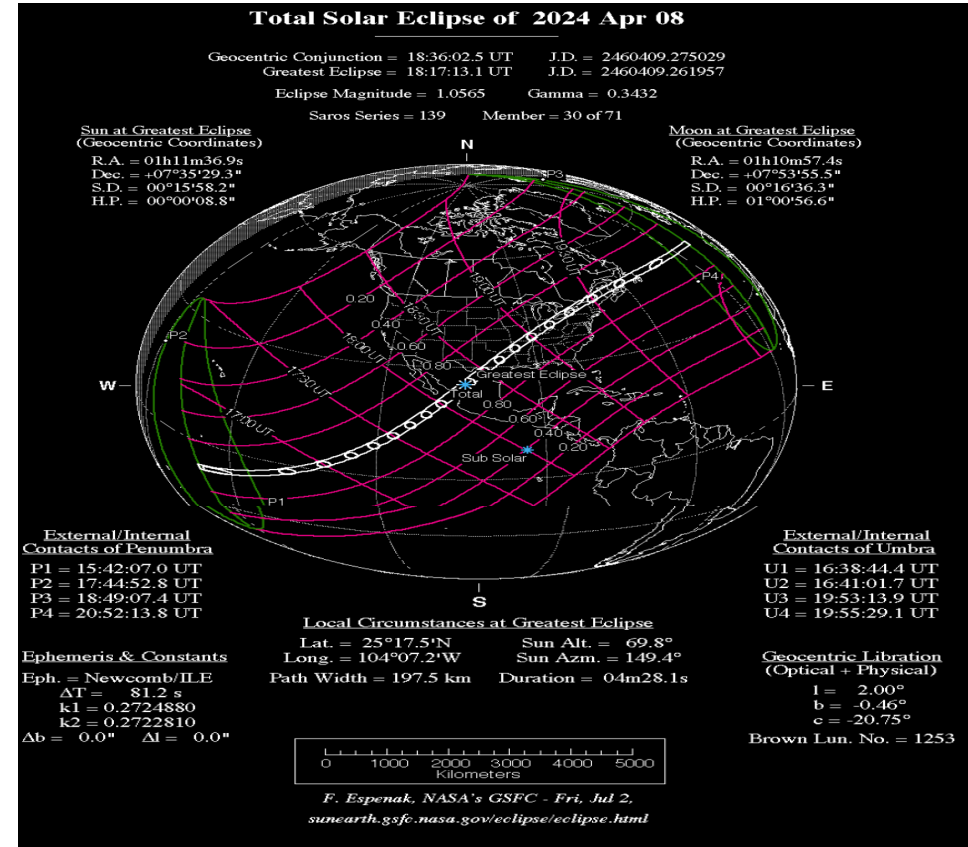
Partial ends: Apr 8, 2024 at 3:04:30 pm

Festival: Saturday April 6th through Monday April 8th

Click [HERE](#) to see a **local map** of the eclipse path. ↗

Click [HERE](#) to see a **national map** of the eclipse path. ↗

Built and
maintained by
DuncanMultiMedia



Total Eclipse Countdown

04/08/2024 01:42 PM

92 Days

15 Hrs. 35 Mins. 23 Secs.



Eclipse Fest Contingencies



-
- Be prepared to receive additional paying guests at gate day of the event
 - Be prepared scale footprint down based on attendance
 - Be prepared to accept attendees over cap if discretionary call is made by City
 - Be prepared to adjust plan as necessary for any new constraints/new information



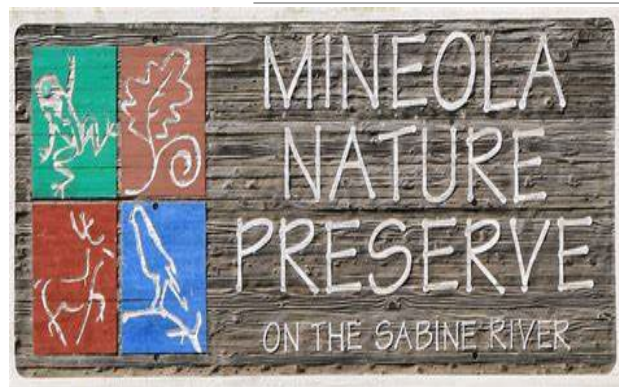
Eclipse Fest



Resources:

1. Master Plan
2. Texas Division of Emergency Management Brief
3. <https://texashighways.com/things-to-do/parks/hike-fish-and-play-but-watch-out-for-bigfoot-at-the-mineola-nature-preserve/>
4. <https://paladinsolutions.org/>
5. greatamericaneclipse.com/visitation
6. <https://www.eventbrite.com/e/mineola-eclipse-fest-tickets-763496818537>
7. <https://www.mineolanaturepreserve.com/>
8. <https://eclipsetexas.info/>
9. Social Media Platforms

MINEOLA ECLIPSE FEST 2024



QUESTIONS?