



JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY

Visitor Tips for the Solar Eclipse weekend

- Allow an extra day for travel coming to Jackson County. Trying to arrive the day of the eclipse may result in you being stuck in traffic during the eclipse! Thousands of cars are predicted to be traveling on Monday, so come up a day early and enjoy the mountains, our trails, waterfalls, breweries, restaurants and shops.
- Keep an eye on @NCEclipse on Twitter for event and public safety updates.
- Book lodging early on. It will sell out long in advance before the event. View lodging options at www.DiscoverJacksonNC.com/lodging.
- For those visitors arriving on Friday or Saturday, expect longer waits in traffic until about 3 p.m. due to Western Carolina University move-in traffic on those days. An arrival after 3 p.m. to Sylva/Cullowhee/Dillsboro will ensure less wait time in traffic and is the time most hotels will allow for check-in.
- Arrive early and stay late. On the day of the eclipse, Monday, August 21, plan on coming to the event sites in Sylva and Cashiers several hours early and stay for a while after the eclipse. It will take a considerable amount of time for traffic to clear after the event. We want you to have an enjoyable experience in town, not sit in traffic. So after the eclipse is over, enjoy our downtowns and all they have to offer.
- We will have portable toilets and first aid stations for most needs the day of the eclipse at Cashiers Village Green and Sylva's Bridge Park viewing sites.



Photo Credit: NASA



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10 facts about the 2017 Total Solar Eclipse

- The total solar eclipse 2017 has been coined “The Great American Solar Eclipse” because it is the only solar eclipse to appear across the entire continent of North America in recent history.
- A solar eclipse happens when the Moon, in the “new moon phase” passes between Earth and the Sun.
- The last solar eclipse viewable here was July 20, 1506. The next total solar eclipse to pass through our area won’t be until October 17, 2153.
- During an eclipse, air temperatures can drop from 5 to 20 degrees.
- Looking directly at the sun can cause damage to your eyes including total blindness, so all viewers must wear protective eclipse glasses.
- After a total solar eclipse, it takes about an hour before total daylight is restored.
- The sun’s corona can only be seen during a total solar eclipse. The corona is the outer part of the sun’s atmosphere of glowing gases.
- The moon’s shadow zooms across Earth’s surface at up to 3,000 miles per hour.
- When peak totality occurs 2:35 p.m., you can look at the sun/moon with no eyewear. Be sure to check with local Eclipse Ambassadors as to whether totality has actually begun!
- Bright stars and planets will become more visible during the solar eclipse.

For more information, visit <http://www.NCEclipse.com/>. For event updates and public safety updates during the eclipse follow @NCEclipse on Twitter.



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Merchant tips for Jackson County's Solar Eclipse

- Totality (one and a half to two and a half minutes of darkness) starts at 2:35 p.m. on August 21, 2017. The partial phase where the moon will begin moving across the sun's surface will begin at 1:06 p.m. and will end at 4:00 pm.
- Plan on significant increases in visitors/guests throughout the weekend. Plan accordingly to ensure you have enough wait staff and stock to cover the increase; include any additional seating if possible. As there will be long wait times, grab-and-go items are a plus.
- Merchants may want to adjust hours for greater influx that weekend.
- The Solar Eclipse Train from Great Smoky Mountain Railroad will be arriving in Dillsboro around 12:45 p.m., bringing greater foot traffic to the town until after the eclipse concludes.
- Expect heavy traffic throughout the weekend - both from the Western Carolina University move-in weekend and Eclipse visitors. In the Cashiers area, there will be increased traffic due to the Cashiers Designer Showhouse event.
- The designated Jackson County viewing sites with events are: Bridge Park in Sylva and Village Green in Cashiers. Other observation sites throughout the county may or may not hold events. They are detailed at www.NCEclipse.com.
- It is advisable that viewers use eclipse glasses (sunglasses are NOT enough) when looking at the sun before and after totality. There may be glasses for sale at the two viewing locations, but feel free to purchase some on your own and sell them at your store. Three of the vendors we'd recommend are: Rainbow Symphony, American Paper Optics, and Thousand Oaks Optical. Other vendors may not meet approved NASA Safety Standards.
- Let us know what specials you have for the weekend of the Eclipse! We are working with local, regional and national media who will be in town for the event, so we'd like to showcase all our merchants, restaurants and lodging properties. If you have an eclipse-themed offering, please let us know: Director@DiscoverJacksonNC.com / 828-848-8711.





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Sylva events: Saturday night is Sylva's big event at Bridge Park: a headliner concert (A Social Function), food trucks, moonpies, shops open late, etc. Monday leading up to eclipse at Sylva's Bridge Park is The Colby Deitz Band and food trucks. From 11 a.m.-3 p.m., visitors can speak with and hear from subject matter experts on the solar eclipse.

Cashiers events: Monday is Cashiers' big event at Village Green: Visitors can try several local food trucks such as Glenville's own Flip & Whip, enjoy beer by The Ugly Dog Public House and Satulah Mountain Brewing, and sweet treats and ice cream from Cream & Flutter. A live music performance by Coconut Groove, a 60's/70's cover band, will entertain guests throughout the day. The Village Green Gazebo hosts subject matter expert presentations surrounding the Solar Eclipse. Visitors will have access to viewing equipment such as a solar scope and telescope, and all that are watching the eclipse will be given viewing glasses.

Commemorative t-shirts will be available for sale to remember this once-in-a-lifetime event.



Cities and duration of Total Solar Eclipse:

- Sylva 1 minute, 45 seconds
- Cullowhee 1 minute, 55 seconds
- Dillsboro 1 minute, 50 seconds
- Cashiers 2 minutes, 23 seconds

Jackson County Tourism Development Authority and Southwestern Community College have been coordinating planning for this event now for over a year. Both are working closely with Jackson County Emergency Management who is coordinating logistics and public safety with over a dozen agencies including N.C. Department of Transportation (Local office and State Congestion Management), N.C. State Emergency Management Office, N.C. State Highway Patrol, Police, Jackson County Sheriff's Office, Jackson County Public Schools, first responders, fire departments and more. Emergency Management will open a response center the weekend of the event to closely monitor public safety and other issues that may arise. Safety is our number one concern for residents and who are traveling here.

**We have event more events planned that weekend - Check out our website for more information:
<http://www.NCEclipse.com/>**



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Other Eclipse Weekend Events

subject to change - check NCEclipse.com for latest updates

Cashiers Designer Showhouse - The 2017 Cashiers Designer Showhouse will stage place Aug. 12-27 (the entire weekend of the Total Solar Eclipse, excepting the day of the eclipse). Interior Designers representing the Southeastern region will not only bring trending design to Cashiers but will again create the magic that is The Cashiers Designer Showhouse.

Groovin' on the Green (Cashiers) – The Village Green Commons is the stage for artist performances with lawn seating. The Greater Cashiers Area Merchants Association sponsors the popular concert series, Groovin' On the Green. Additional concerts and musical programs are also held during the summer. Mad Batter Food and Film (Sylva) will play a space- and solar eclipse themed movie throughout the weekend.

Arts & Crafts Festival (Dillsboro)- Over 40 artisans displaying and demonstrating their hand made arts and crafts. Family entertainment and food. Festival is on Saturday, from 10 a.m.- 4 p.m.

Arts & Crafts Festival (Saturday and Sunday, Sapphire Valley) - Alongside the arts & crafts festival, Sapphire Valley will offer discounted golf, tennis, foot golf and zip line rates at \$30 for small groups. Solar eclipse educational panels at Southwestern Community College's Myers Auditorium (Sylva) - Featuring Astronomy Professors and subject matter experts. Panels begin at 6 p.m.

Moonlight Run (Cullowhee)- 2-mile fun run that starts and ends at the Jackson County Parks and Recreation Center. Race starts at 9 p.m.

Innovation Brewing will sell a limited release bottle of eclipse-themed beer commemorating the event; Sneak E Squirrel brewery will feature a dark (dark!) stout in the middle of the summer to commemorate the sun disappearing; they are also offering a special "sunny side down" burger with egg and served on a pretzel bun.

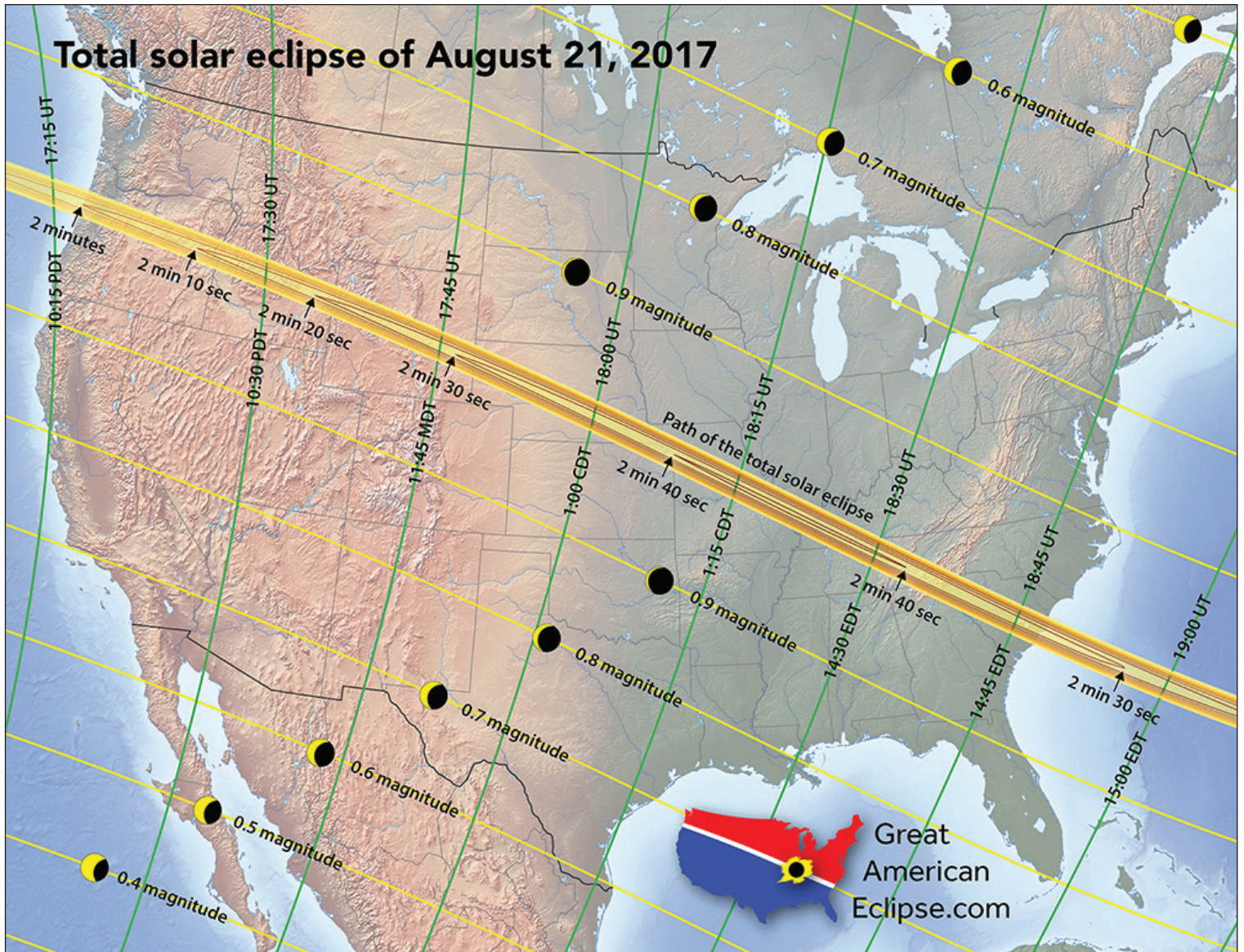
The following are also observing sites throughout the county (that may have events):

Cashiers-Glenville Recreation Center, Jackson County Recreation Center, Mark Watson Park, Dillsboro's Monteith Park, East Laporte Park and Sapphire Valley Resort



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Map of Eclipse Path - Courtesy of GreatAmericanEclipse.com



DiscoverJacksonNC.com

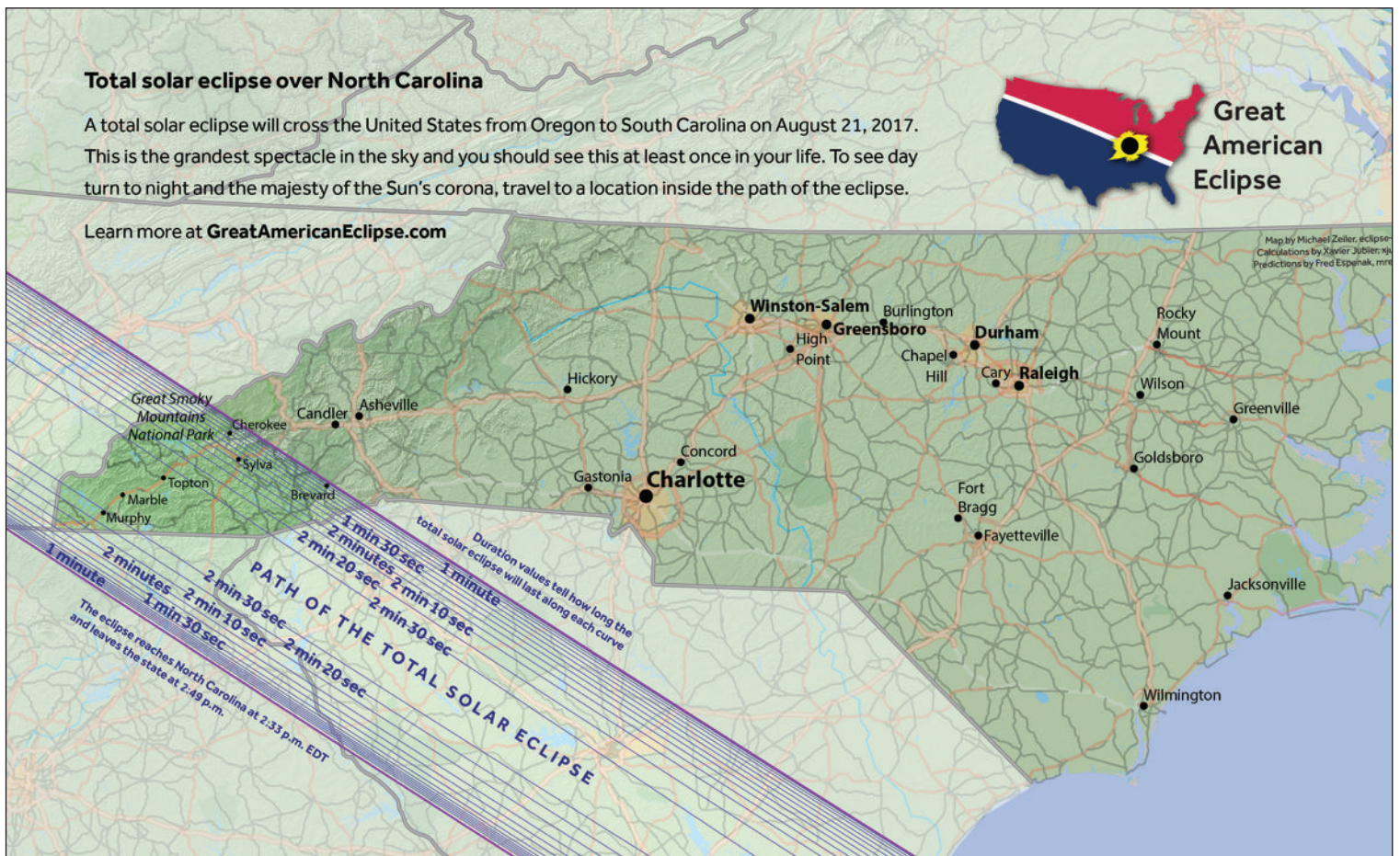
Cashiers Area Visitor Center
202 US Hwy 64W, PO Box 238, Cashiers, NC 28717
P. 828-743-5941

Jackson County Visitor Center
773 W. Main St., Sylva NC 28779
1-800-962-1911 | P. 828-586-2155



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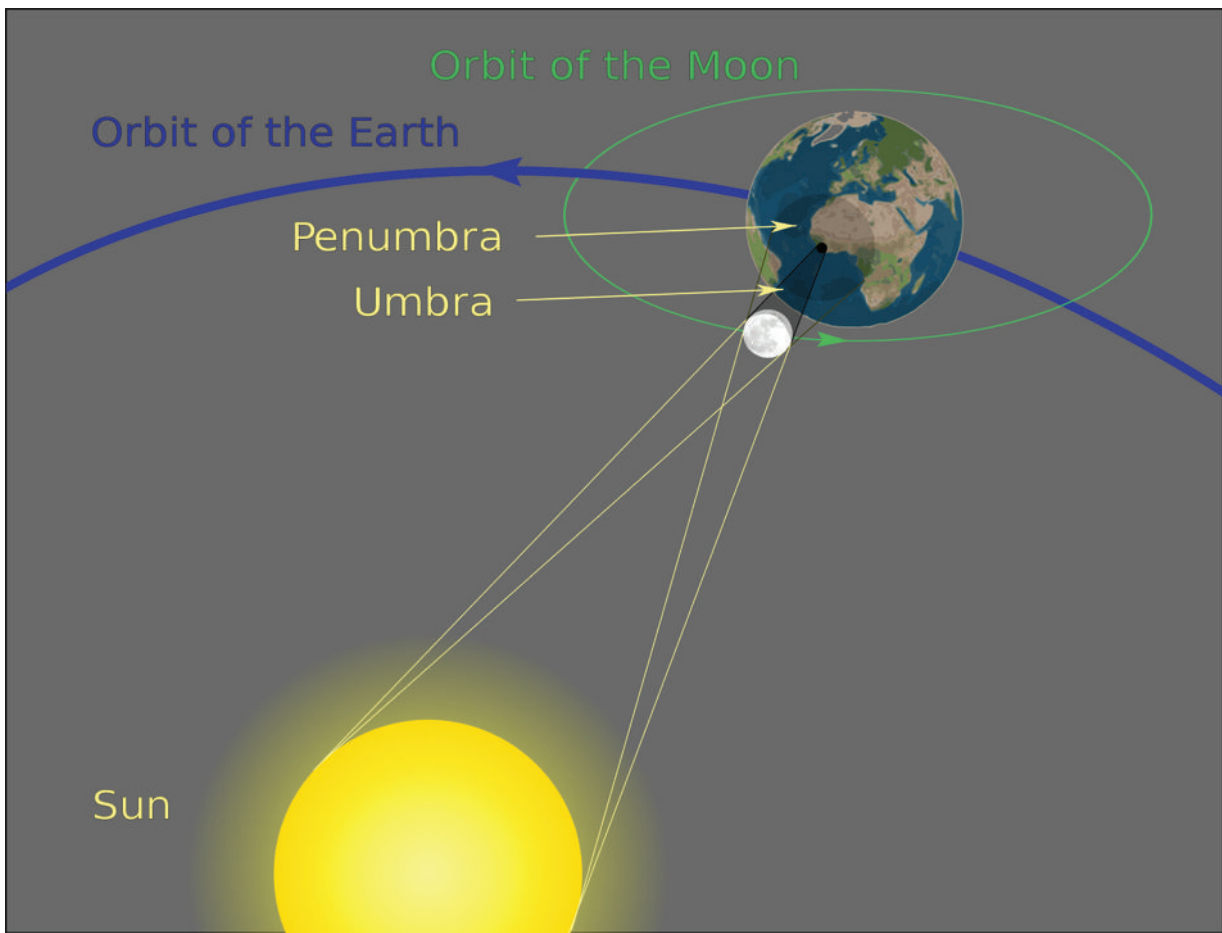
Map of Eclipse Path - Courtesy of GreatAmericanEclipse.com





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Anatomy of a Total Solar Eclipse





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Visitor Bucket List

- Attend the Eclipse Festival Saturday night at Bridge Park in Sylva; and the Eclipse Festival at the Village Green in Cashiers on Monday.
- Visit one or all of our breweries in Jackson County; Innovation Brewing, The Sneak E Squirrel, and Heinzelmännchen Brewery. Balsam Falls Brewing will open this summer adding a fourth brewery to the Jackson County Ale Trail.
- Cool off and enjoy some sun and water at Lake Glenville.
- Take a selfie family photo during your trip and/or of your view of the eclipse. Mention @NCEclipse on Twitter or #PlayOnNC / @DiscoverJacksonNC on Instagram and we will share the best ones!
- Visit the highest point in the Blue Ridge Parkway- Richland Balsam (elevation: 6,053 feet).
- Float down the Tuckasegee River or bring your rod and fly fish the WNC Fly Fishing Trail. (www.flyfishingtrail.com)
- Race in the 2-mile Moonlight Madness run on Sunday night at the Jackson County Parks and Recreation Center in Cullowhee.
- Attend a panel discussion with astronomers and scientists at Southwestern Community College on Sunday at 6:00 PM.



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How to View the 2017 Solar Eclipse Safely

A solar eclipse occurs when the Moon blocks any part of the Sun. On Monday, August 21, 2017, a solar eclipse will be visible (weather permitting) across all of North America. The whole continent will experience a partial eclipse lasting 2 to 3 hours. Halfway through the event, anyone within a roughly 70-mile-wide path from Oregon to South Carolina (<http://bit.ly/1xuYxSu>) will experience a brief total eclipse, when the Moon completely blocks the Sun's bright face for up to 2 minutes 40 seconds, turning day into night and making visible the otherwise hidden solar corona — the Sun's outer atmosphere — one of nature's most awesome sights. Bright stars and planets will become visible as well.



Looking directly at the Sun is unsafe except during the brief total phase of a solar eclipse ("totality"), when the Moon entirely blocks the Sun's bright face, which will happen only within the narrow path of totality (<http://bit.ly/1xuYxSu>).



The only safe way to look directly at the uneclipsed or partially eclipsed Sun is through special-purpose solar filters, such as "eclipse glasses" (example shown at left) or hand-held solar viewers. Homemade filters or ordinary sunglasses, even very dark ones, are not safe for looking at the Sun. To date four manufacturers have certified that their eclipse glasses and hand-held solar viewers meet the ISO 12312-2 international standard for such products: Rainbow Symphony, American Paper Optics, Thousand Oaks Optical, and TSE 17.

- Always inspect your solar filter before use; if scratched or damaged, discard it. Read and follow any instructions printed on or packaged with the filter. Always supervise children using solar filters.
- Stand still and cover your eyes with your eclipse glasses or solar viewer before looking up at the bright Sun. After glancing at the Sun, turn away and remove your filter — do not remove it while looking at the Sun.



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- Do not look at the uneclipsed or partially eclipsed Sun through an unfiltered camera, telescope, binoculars, or other optical device. Similarly, do not look at the Sun through a camera, a telescope, binoculars, or any other optical device while using your eclipse glasses or hand-held solar viewer — the concentrated solar rays will damage the filter and enter your eye(s), causing serious injury. Seek expert advice from an astronomer before using a solar filter with a camera, a telescope, binoculars, or any other optical device.
- If you are within the path of totality (<http://bit.ly/1xuYxSu>), remove your solar filter only when the Moon completely covers the Sun's bright face and it suddenly gets quite dark. Experience totality, then, as soon as the bright Sun begins to reappear, replace your solar viewer to glance at the remaining partial phases.



An alternative method for safe viewing of the partially eclipsed Sun is pinhole projection. For example, cross the outstretched, slightly open fingers of one hand over the outstretched, slightly open fingers of the other. With your back to the Sun, look at your hands' shadow on the ground. The little spaces between your fingers will project a grid of small images on the ground, showing the Sun as a crescent during the partial phases of the eclipse.



Photo Credit: Mark Margolis