

The City of Waco Eclipse Over Texas: Live from Waco

05.07.2024



Jonathan Cook, Director of Parks and Recreation

Reflecting on the Eclipse

Overview

- Overview of Weekend Events
- Review of the Hotel and Attraction Impact
- Recap of Eclipse Over Texas: Live from Waco
- Overall Impact



“Thank you to Waco, the residents, and all involved for making this happen and for your kindness and hospitality. Our trip to Waco was the trip of a lifetime, one we will never forget!”

“Coolest experience ever!! The City of Waco did such an amazing job putting this event together for the community to come together and enjoy!!”

“Many, I’m sure, left our City with a new appreciation of all we are, here, deep in the heart of Texas.”

“Again, thanks to City of Waco for investing in our city and hosting this great free event.”



Live From Waco Downtown Festival

STEAMCLIPSE with Region 12 ESC

- More than 3,000 Attendees with 38 Vendors
- 19 Presentations and 4 Live Performances

GLOW RUN with Greater Waco Sports Commission

- Total of 576 participants and 40 volunteers

<u>Age Group</u>	<u>Count</u>
Under 18	103
Ages (18-29)	145
Ages (30-39)	126
Ages (40-49)	113
Ages (50-64)	76
Over 65	13



Live From Waco Downtown Festival

LANTERN PARADE

- 3,710 assembled lanterns with the help from libraries, Art Center Waco, STEAMclipse and volunteers on site
- Waco High Lion Pride Drumline and LED Peacock

DRONE DISPLAY

- 300 illuminated drones that created a 10-minute show over the Brazos River celebrating the Eclipse and Waco history





Eclipse Over Texas: Live from Waco

EVENT ATTENDANCE (Based on Cellular Data)

<u>Date</u>	<u>Locals</u>	<u>Visitors</u>	<u>Ratio</u>
Friday, April 5	1,500	500	3 to 1
Saturday, April 6	2,800	700	4 to 1
Sunday, April 7	7,900	2,100	4 to 1
Monday, April 8	1,700	7,000	2 to 7

WHERE VISITORS TRAVELED FROM

Normal Visitation

DFW
Houston
San Antonio
Austin
Los Angeles
Waco/Temple/BCS
Atlanta
Chicago
Denver
Phoenix

April 4 - 9

Houston
Los Angeles
DFW
San Francisco
Denver
Phoenix
Seattle
San Diego
San Jose
Washington DC



Hotels & Short-Term Rentals

Date	City of Waco Occupancy	State of Texas Occupancy	City of Waco ADR	State of Texas ADR
Fri, April 5	70.60%	73.50%	\$ 165.53	\$ 137.03
Sat, April 6	74.40%	77.80%	\$ 218.29	\$ 151.75
Sun, April 7	83.30%	64.50%	\$ 328.22	\$ 165.43
Mon, April 8	78.60%	70.00%	\$ 296.59	\$ 154.22



Short Term Rental Impact

- 811 available rentals with 96.3% booked
- Average daily rate of \$355, which was an 84% increase from the same weekend in 2023
- Monthly revenue for April 2024 projected to be over \$2 million, which is an 81% increase from 2023

Report from Waco Attractions

<u>Attraction</u>	<u>Visitors</u>	<u>Increase from 2023</u>
• Waco Mammoth	4.1K	193.80%
• Cameron Park Zoo	7.1K	117.60%
• Mayborn Museum	1.4K	108.80%
• Dr Pepper Museum	6.8K	106.60%
• Magnolia Silos	20.3K	46.00%
• Texas Ranger HOF	772	15.30%



Eclipse Over Texas: Live from Waco

- Overall economic impact numbers to be calculated in June as hotel tax and sales tax reports are submitted
- Weekend concert expenditures / revenues:
 - \$751,457 for entertainment and production
 - \$20,087 in cash revenues and \$5,000 in-kind sponsorships
- City staffing costs for all Eclipse activities totaled \$200,422

MONDAY REPORT

- Monday revenues to be divided with Lowell Observatory based on expenditures
- 14,392 total tickets sold for Monday (VIP, General Admission, Parking)

	<u>Lowell</u>	<u>City of Waco</u>	<u>Total</u>
Revenues (<i>Tickets, Sponsors, Merch, etc.</i>)	\$370,743.87	\$37,285.05	\$408,028.92
Expenses	\$165,888.31	\$122,031.66	\$287,919.97
Monday Salaries	N/A	N/A	N/A
Current Revenues less expenses paid	\$204,855.56	-\$84,746.61	\$120,108.95

INTERNET DATA AND ANALYTICS

City Social Media Efforts

- City of Waco social media channels combined for a reach of more than 2 million people during the weekend
- Top post was the photo collection of the drone show that collected 2,000 likes and 300 shares

Partner Channels

- Discovery Livestream on YouTube
- Science Channel on YouTube
- Discovery Channel on Facebook
- Discovery on Facebook Full Video

Views

37K
47K
2.1M
8.4M





QUESTIONS?