

Ready Set Eclipse

Preparing for the Eclipse

**A PRESENTATION FOR
RETAILERS, RESTAURANTS,
CONVENIENCE STORES,
GROCERS, AND EMPLOYEES**

CONTENT

- **TOTAL ECLIPSE FACTS**
 - **DATE AND TIMES**
 - **WHAT TO EXPECT**
 - **MENU PLANNING/OPERATIONS**
 - **INVENTORY MANAGEMENT**
 - **MARKETING & PROMOTION**
 - **THEFT/SAFETY**
 - **RESOURCES**
- 

Total Eclipse Facts

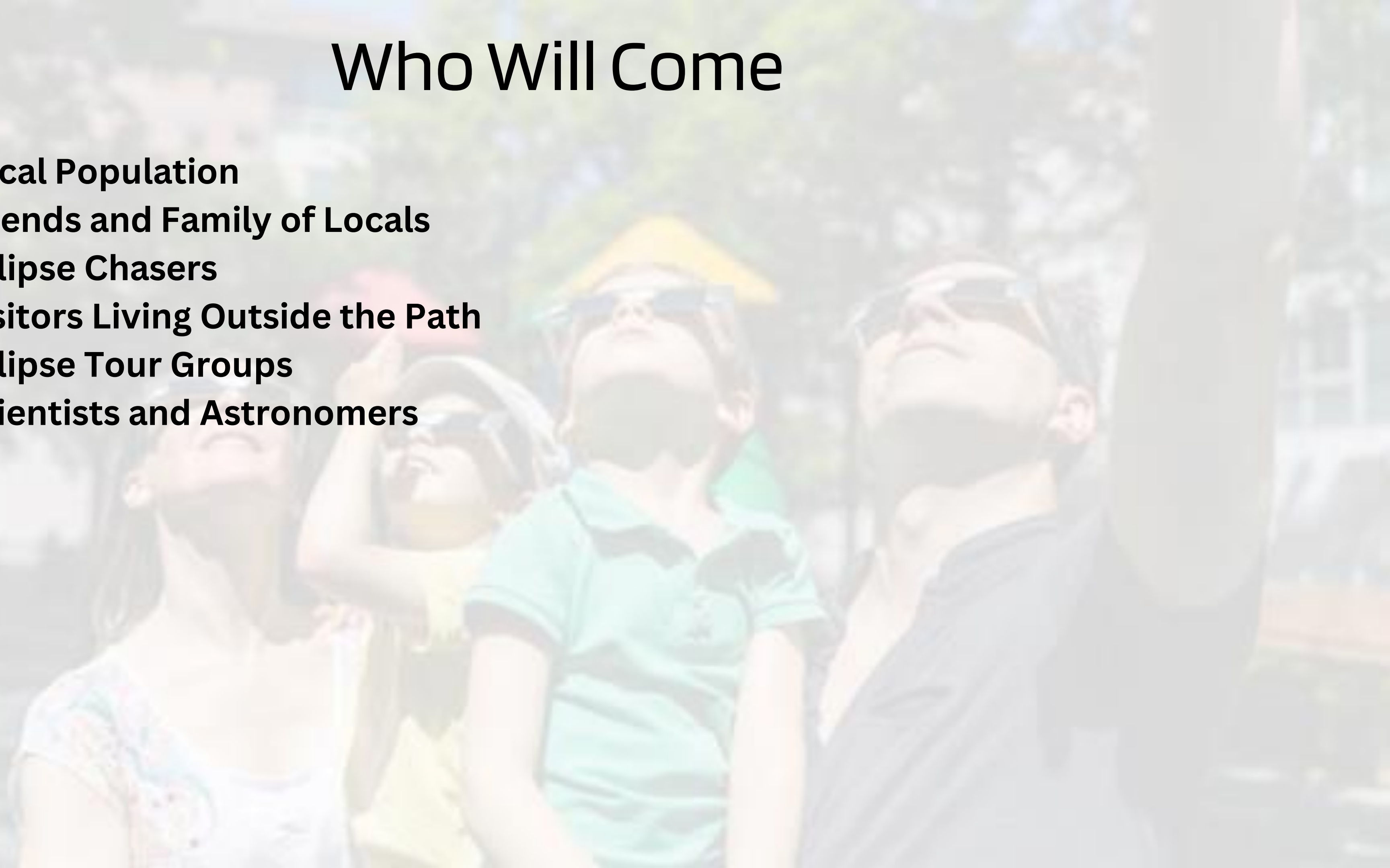
A total solar eclipse is shown over a landscape. The sun is completely obscured by the moon, creating a dark disk in the sky. The sun's corona is visible as a bright, glowing ring around the moon. The landscape below is a mix of green fields and brown earth, with a blue sky and some clouds.

- A total eclipse occurs somewhere on Earth once every 18 months.
- The Moon's dark inner shadow intersects Earth along a thin track known as the path of totality.
- Totality is awe-inspiring, beautiful, eerie, and emotional.
- Many people are so moved by the experience they become "eclipse chasers".
- Only in the path of totality is it safe to view totality without solar filters because all direct light from the Sun is blocked by the Moon.
- If you are located within the path of totality, you will experience nature's most amazing spectacle-Total Eclipse of the Sun.

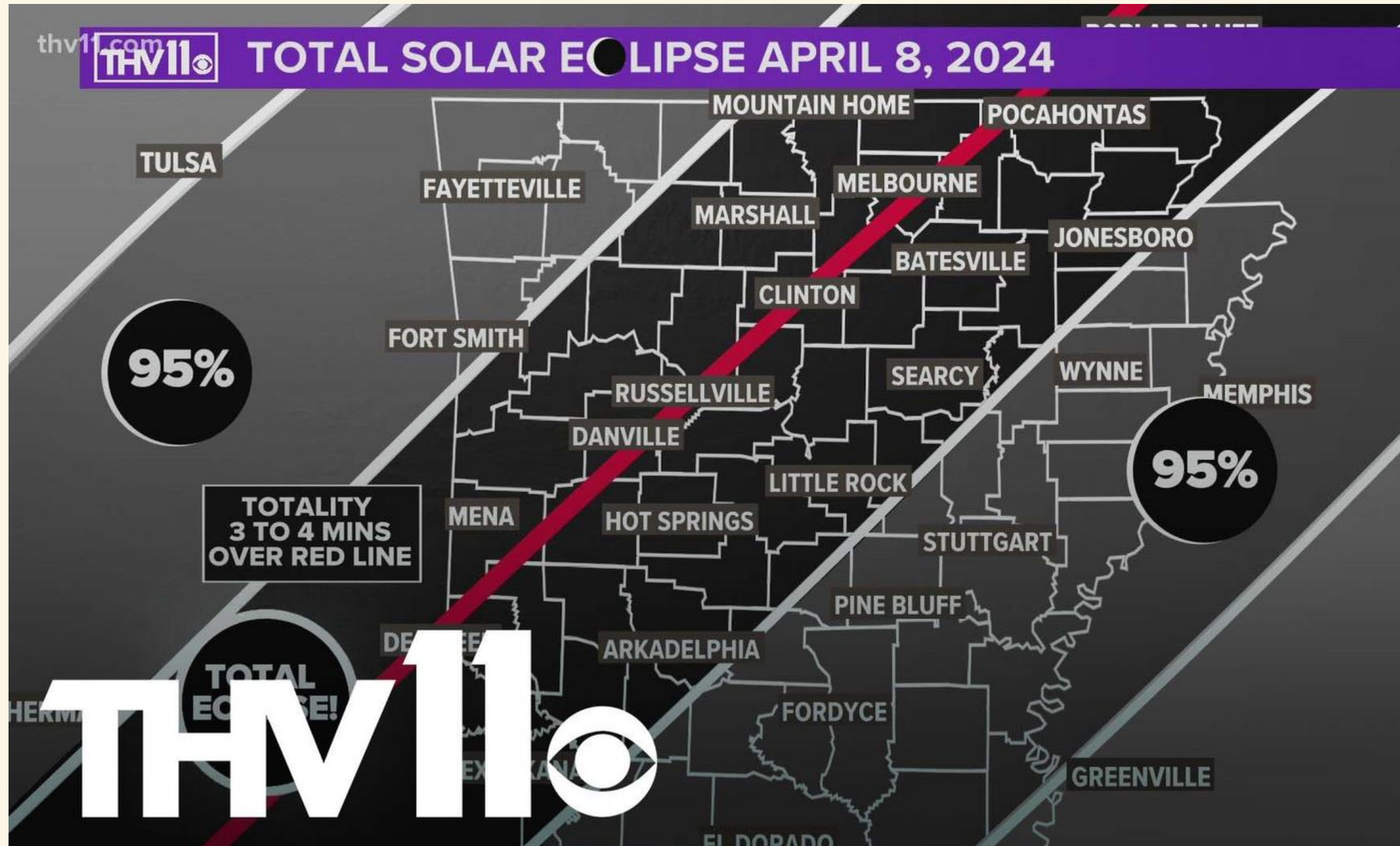
Kate. (2022, March 17). Out Now - 2nd edition of White Paper on Community Eclipse Planning. Being in the Shadow. Retrieved May 7, 2023, from <https://beingintheshadow.com/2022/03/17/white-paper/>

Who Will Come

- **Local Population**
- **Friends and Family of Locals**
- **Eclipse Chasers**
- **Visitors Living Outside the Path**
- **Eclipse Tour Groups**
- **Scientists and Astronomers**



Date, Times, and Locations



Source: THV 11

Monday, April 8, 2024

Starting time 1:45 pm CDT and
Ending 2pm CDT

Red Line is Totality
Danville-4m 13.5s
Russellville-4m 11.5s
Clinton-4m 15s
Fairfield Bay-4m 15s
Pocahontas-4m 3s

Date, Times, and Locations



SOURCES: GreatAmericanEclipse.com, xjubier.free.fr

Arkansas Democrat-Gazette/KIRK MONTGOMERY

Monday, April 8, 2024

Starting time 1:45 pm CDT and
Ending 2pm CDT

Cities in Totality Izard County

Calico Rock- 4m 1.2 s

Franklin-4m 11.3s

Guion- 4m 14.2 s

Mount Olive-4m 10s

Melbourne- 4m 12s

Mount Pleasant- 4m 13.5s

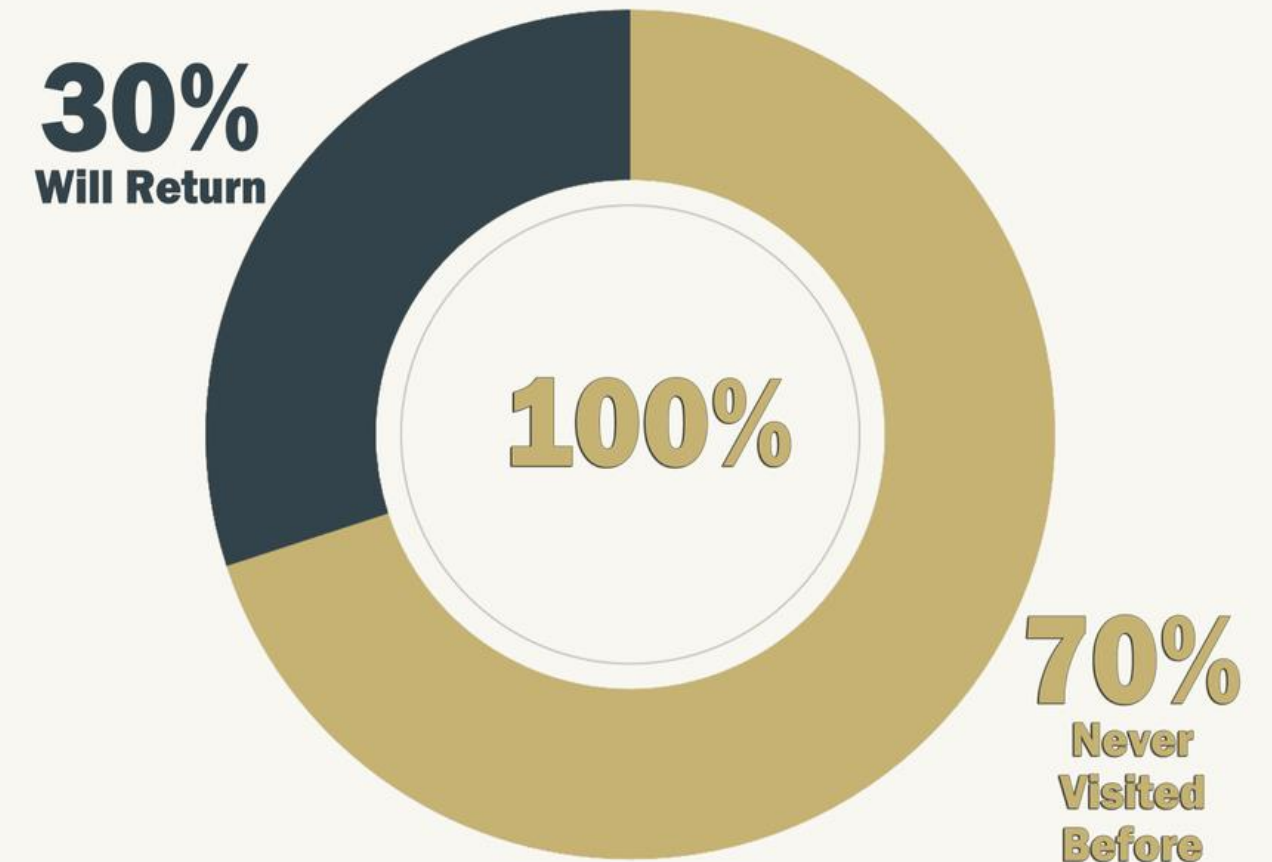
Pineville- 3m 59.3 s

Violet Hill - 4m 10.4s

WHAT TO EXPECT

- Expect More Visitors
 - Revenue opportunity
 - The occasion to showcase your businesses/town
- Prepare for Cash Transactions
- Talk to Suppliers
- Display any Safety Information related to your business or area
 - Consider the Safety of Staff and Visitors
 - Offer Eclipse Viewing Glasses
- Collaborate with other businesses

2024 Eclipse Visitors Expected



MENU PLANNING

- Plan for Crowds
- Offer Limited Menu
 - Help Streamline Service
- Showcase Local Flavors of the Area
 - For Example-Strawberries
- Create Specials Related to Eclipse Theme
- Offer Portable Options
 - Sandwiches, Wraps, or Salads that can easily be taken to go
- Offer Package Deals
 - Offer a Meal and Viewing Spot
- Consider Dietary Restrictions
 - Vegetarian, Gluten-Free, and Dairy-Free



OPERATIONS-RESTAURANTS

- Plan Ahead
 - Start Planning for Staffing Now
 - Communicate to Staff and Explain Increase in Business
 - Create a Day Off Request Policy
 - Schedule More Staff
 - Schedule Longer Shifts for Regular Staff
 - You May Consider Asking for Volunteers to Assist
- Partner with other Restaurants/Cafes
 - Refrigerated Space
 - Marketing
- Prioritize Guest Service
- Have Eclipse Glasses
 - For Sale for Guests not Ordering
 - Include Glasses for Guests Eating at the Restaurant
- Plan for Breaks for Everyone on Staff-Even Yourself
- Be Flexible
 - May Need to Adjust Staffing Days Leading Up to Eclipse

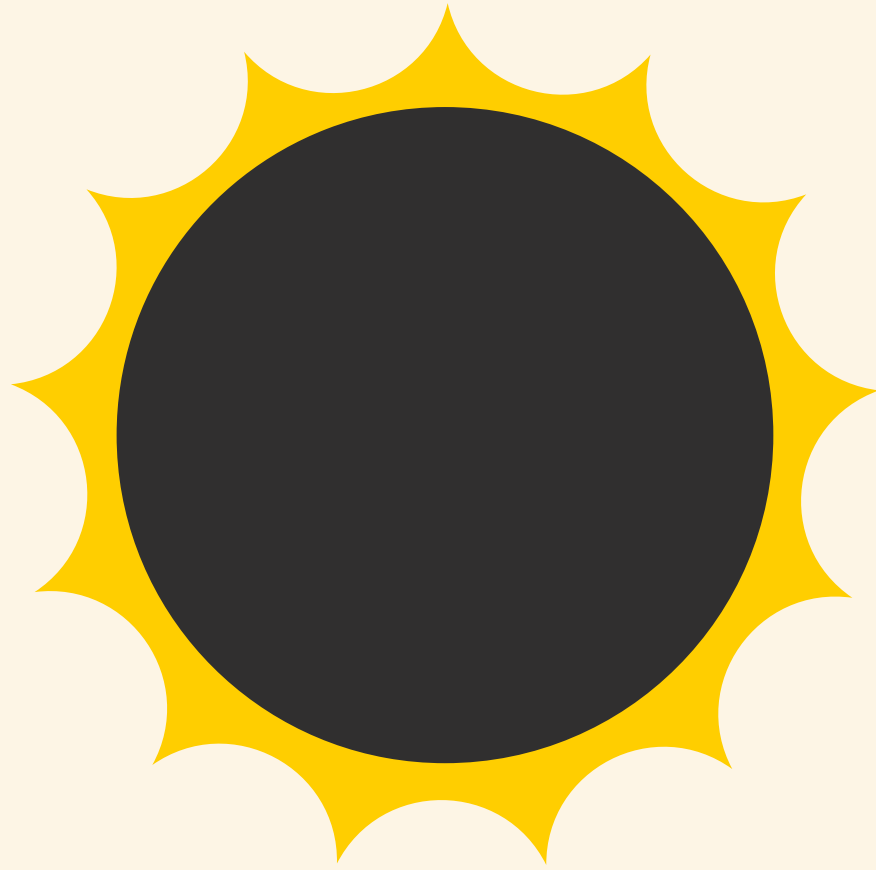


OPERATIONS-CONVENIENCE/GROCERY STORE/RETAILERS

- Plan For Crowds
 - More Foot Traffic
 - Longer Lines
- Cross Train Employees
- Start Planning for Staffing Now
 - Communicate to Staff and Explain the Increase in Business
 - Create a Day Off Request Policy
 - Schedule More Staff
 - Schedule Longer Shifts for Regular Staff
 - You May Consider Asking for Volunteers to Assist
- Prioritize Safety
 - Make Sure Aisles are Clear
 - Visitors know Entry/Exits
- Have a Bathroom Policy



OPERATIONS-CONVENIENCE/GROCERY STORE/RETAILERS



- Talk to Purveyor/Supplier about Deliveries
- Create an Eclipse Themed Display
 - Sell Merchandise Related to Eclipse
 - Sell ISO Eclipse Glasses
 - Offer Packages that include Glasses, Water, Snacks etc.

Convenience Stores/Grocery Store

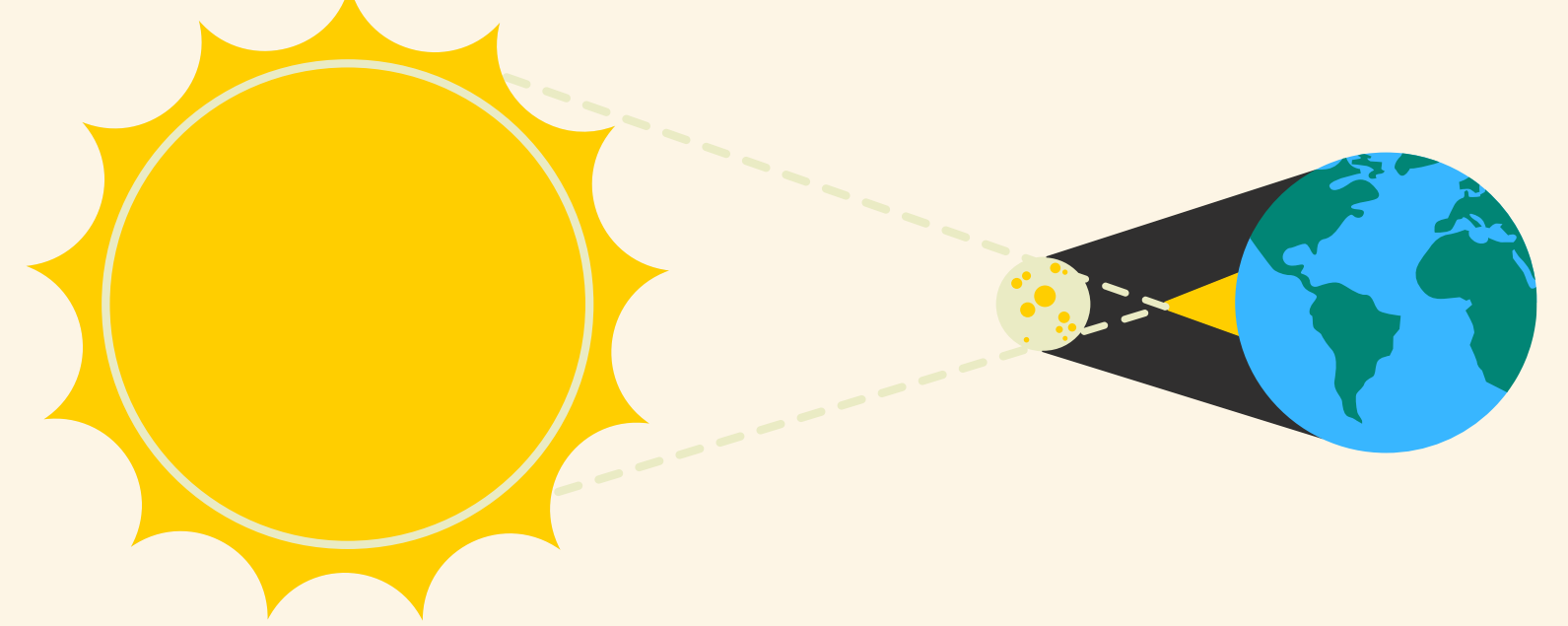
- Simplify Your Inventory—Essentials and Grab and Go
 - Stock Up
 - Non-Perishables
 - Perishable Items (Closer to April 8, 2024)

Retailers

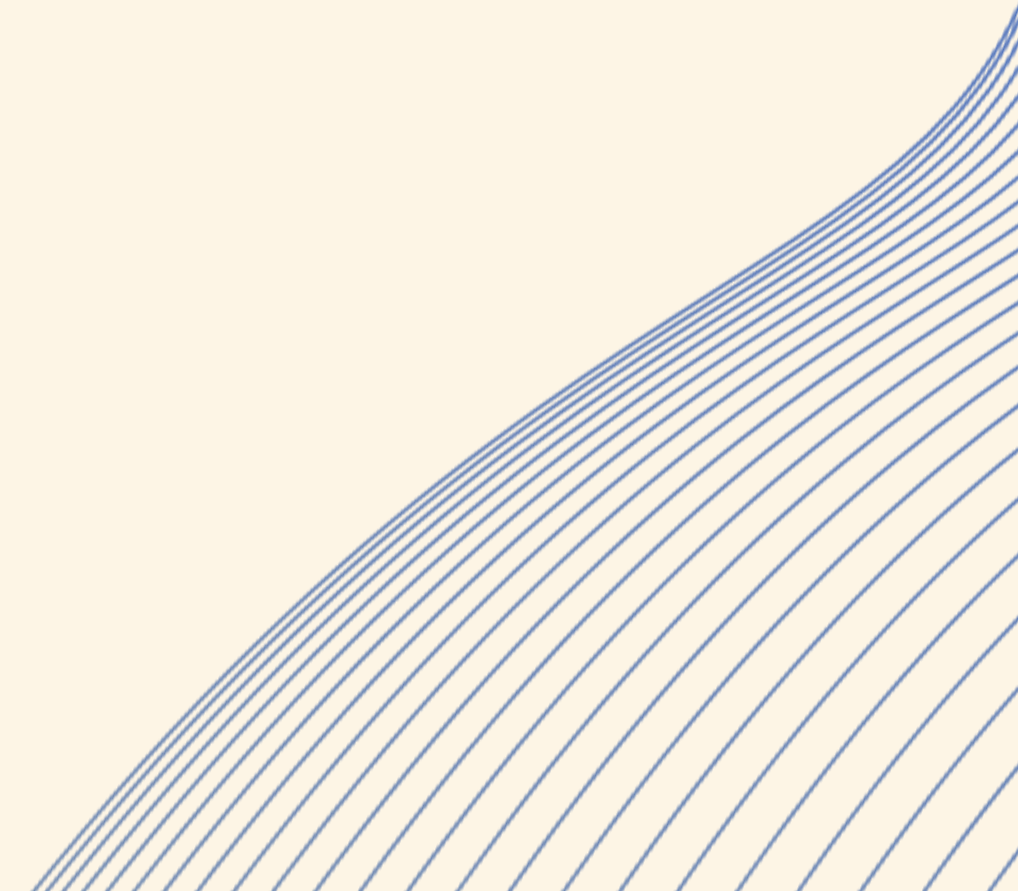
- Offer Eclipse Related Merch
 - Date/Business Name/City/Slogan
- Partner with other Retailers
 - Joint Promotion
 - Collaboration



INVENTORY MANAGEMENT



- Monitor Sales Data
- Simplify Inventory but Stock Plenty
 - Stock Essentials and High-Demand Items
 - Grab and Go Items
- Order Non-Essentials in Advance
- Consider Storage
 - Collaborate with Other Businesses
 - Ask Food Purveyor about Refrigerated Trailer or Storage



MARKETING & PROMOTION

- Opportunity to Showcase Town and Business
- Post Signage
 - For Citizens to be Preparing
 - For Visitors - Know Hours of Operation/Events/Specials
- Partner with others
 - Sponsorships-i.e. Radio Sponsorship
 - Cross Promotion
 - Cost Savings
- Utilize the Marketing Platform that Works for Your Town
 - i.e. Radio, Newspaper, Social Media

MARKETING & PROMOTION

Examples:



Visitors received:

- **1 Stadium Cup**
- **Recyclable Grocery Bag**
- **Eclipse Glasses**
- **Water**

<https://www.4allpromos.com/category/stadium-cups>

<https://bit.ly/42mSx1z>

STAFFING

SHARE DATE NOW

PLAN AHEAD

CREATE STAFFING
POLICY FOR ECLIPSE

SCHEDULE
STRATEGICALLY

LOOK AT TEMP WORKERS
ASK FOR VOLUNTEERS

ORGANIZE A WATCH
PARTY

TRAIN STAFF ON HANDLING
LARGER CROWDS

PLAN FOR CONTIGENCIES



THEFT

STAFF PRESENCE

TRAIN STAFF

LOCK HIGH PRICED/
HIGH END ITEMS

MONITOR AREAS NOT SO
VISIBLE

CONSIDER INSTALLING
CAMERAS

PROVIDE
EXCELLENT SERVICE

SAFETY FOR EMPLOYEES

TELL THEM HOW TO VIEW
ECLIPSE PROPERLY

SCHEDULE BREAKS

PROVIDE FOOD AND WATER

PLAN TO BE BUSY



RESOURCES

ARKANSAS TOURISM

[HTTPS://WWW.ARKANSAS.COM/THINGS-TO-DO/OUTDOORS/SKYGAZING/2024-ECLIPSE?SEARCH=ECLIPSE](https://www.arkansas.com/things-to-do/outdoors/skygazing/2024-eclipse?search=eclipse)

ARKANSAS HOSPITALITY ASSOCIATION

[HTTPS://WWW.ARHOSPITALITY.ORG/](https://www.arhospitality.org/)

YOUR LOCAL CHAMBER

SOURCES

2024 Arkansas Ozark gateway region solar eclipse planning. Ozark Gateway . (n.d.). Retrieved May 7, 2023, from <https://ozarkgateway.com/2024-arkansas-solar-eclipse/>

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THANK YOU!



Questions?

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