

RETAIL PREPARATIONS

TOTAL SOLAR ECLIPSE: April 8, 2024



Industry Specific Reminders

- Increase product orders & supplies for the week of the Eclipse (especially staple products or food & beverage) Many places ran out of food & water during the last eclipse.
- Increase staff & consider traffic for their arrivals to shifts.
- Order Eclipse-themed products specifically (souvenirs)
- Consider how the parking lot will be utilized.
- For those that carry the A&P tag, eclipse glasses may be provided for distribution at your establishment.

General Information

- The benchmark for this event is Harding University Spring Sing or Graduation. 10,000 visitors come to Searcy for those events. The eclipse is projected to see 2-3x that amount.
- Spring Sing will take place the weekend before the Eclipse weekend (March 29 & 30) so there will already be increased crowds.
- Consider how and when employees will arrive as the traffic will be dense.
- Eclipse glasses will be available at area restaurants & hotels. Schools will distribute to students & staff.
- Consider adjusting hours in days leading up to and the day of the eclipse and communicate those on social channels and websites.
- Have a plan for parking areas for customers and eclipse parking.
- Update your websites and social media channels with relevant information.
- Invest in eclipse-specific signage for your business.
- The Eclipse Committee & public safety departments will communicate any traffic disruptions via our media channels.
- Track numbers for post-event reporting if applicable.
- Maintain a positive attitude. Smile- this can be a positive experience, and we want to create repeat visitors!

For questions and additional information, contact Jenna Friday
searcyecipsecoordinator@outlook.com | (501) 454-9560

HOTEL PREPARATIONS

TOTAL SOLAR ECLIPSE: April 8, 2024



Industry Specific Reminders

- Consider minimum stay caps.
- Increase Staffing & consider traffic for their arrivals to shifts.
- Appropriate pricing levels
- Provide updates on occupancy levels leading up to the eclipse so that we can update the Eclipse website.
- Eclipse glasses for hotel guests provided by Searcy A&P Commission (consider distribution process)
- Increase food & product orders for on-hand supplies.

General Information

- The benchmark for this event is Harding University Spring Sing or Graduation. 10,000 visitors come to Searcy for those events. The eclipse is projected to see 2-3x that amount.
- Spring Sing will take place the weekend before the Eclipse weekend (March 29 & 30) so there will already be increased crowds.
- Consider how and when employees will arrive as the traffic will be dense.
- Eclipse glasses will be available at area restaurants & hotels. Schools will distribute to students & staff.
- Consider adjusting hours in days leading up to and the day of the eclipse and communicate those on social channels and websites.
- Have a plan for parking areas for customers and eclipse parking.
- Update your websites and social media channels with relevant information.
- Invest in eclipse-specific signage for your business.
- The Eclipse Committee & public safety departments will communicate any traffic disruptions via our media channels.
- Track numbers for post-event reporting if applicable.
- Maintain a positive attitude. Smile- this can be a positive experience, and we want to create repeat visitors!

For questions and additional information, contact Jenna Friday
searcyecclipsecoordinator@outlook.com | (501) 454-9560

RESTAURANT PREPARATIONS

TOTAL SOLAR ECLIPSE: April 8, 2024



Industry Specific Reminders

- Limited menu items with theme incorporation to help with increased food storage and expedite food order preparation time.
- Create an outdoor To-go process to move orders more quickly like what we saw during the pandemic.
- Increase product orders from food distributors and the frequency in which they are being made.
- Increase staff and create blackout dates for time off.
- Trash services will be increased.
- Consider extending hours to accommodate more guests.
- Heavily promote any specials or themed items you have created and inform the Eclipse committee so they can feature on social media.

General Information

- The benchmark for this event is Harding University Spring Sing or Graduation. 10,000 visitors come to Searcy for those events. The eclipse is projected to see 2-3x that amount.
- Spring Sing will take place the weekend before the Eclipse weekend (March 29 & 30) so there will already be increased crowds.
- Consider how and when employees will arrive as the traffic will be dense.
- Eclipse glasses will be available at area restaurants & hotels. Schools will distribute to students & staff.
- Consider adjusting hours in days leading up to and the day of the eclipse and communicate those on social channels and websites.
- Have a plan for parking areas for customers and eclipse parking.
- Update your websites and social media channels with relevant information.
- Invest in eclipse-specific signage for your business.
- The Eclipse Committee & public safety departments will communicate any traffic disruptions via our media channels.
- Track numbers for post-event reporting if applicable.
- Maintain a positive attitude. Smile- this can be a positive experience, and we want to create repeat visitors!

For questions and additional information, contact Jenna Friday
searcyecclipsecoordinator@outlook.com | (501) 454-9560

MEDICAL PREPARATIONS

TOTAL SOLAR ECLIPSE: April 8, 2024



Industry Specific Reminders

- Consider the potential increase in urgent care needs.
- Increase Staffing & consider traffic for their arrivals to shifts.
- Consider not scheduling outpatient procedures or nonessential appointments on the day of the eclipse.
- Consider extending hours to accommodate the increased population.
- You may not be able to receive shipments several days before the eclipse and possibly for several days after. Order things early.
- Alert patients to fill prescriptions early.

General Information

- The benchmark for this event is Harding University Spring Sing or Graduation. 10,000 visitors come to Searcy for those events. The eclipse is projected to see 2-3x that amount.
- Spring Sing will take place the weekend before the Eclipse weekend (March 29 & 30) so there will already be increased crowds.
- Consider how and when employees will arrive as the traffic will be dense.
- Eclipse glasses will be available at area restaurants & hotels. Schools will distribute to students & staff.
- Consider adjusting hours in days leading up to and the day of the eclipse and communicate those on social channels and websites.
- Have a plan for parking areas for customers and eclipse parking.
- Update your websites and social media channels with relevant information.
- Invest in eclipse-specific signage for your business.
- The Eclipse Committee & public safety departments will communicate any traffic disruptions via our media channels.
- Track numbers for post-event reporting if applicable.
- Maintain a positive attitude. Smile- this can be a positive experience, and we want to create repeat visitors!

For questions and additional information, contact Jenna Friday
searcyecclipsecoordinator@outlook.com | (501) 454-9560

GAS STATION PREPARATIONS

TOTAL SOLAR ECLIPSE: April 8, 2024



Industry Specific Reminders

- Increase product & supply orders. Many gas stations ran out of fuel and water during the 2017 Eclipse.
- Increase Staffing & consider traffic for their arrivals to shifts.
- Consider carrying souvenirs or eclipse-related products.

General Information

- The benchmark for this event is Harding University Spring Sing or Graduation. 10,000 visitors come to Searcy for those events. The eclipse is projected to see 2-3x that amount.
- Spring Sing will take place the weekend before the Eclipse weekend (March 29 & 30) so there will already be increased crowds.
- Consider how and when employees will arrive as the traffic will be dense.
- Eclipse glasses will be available at area restaurants & hotels. Schools will distribute to students & staff.
- Consider adjusting hours in days leading up to and day of the eclipse and communicate those on social channels and websites.
- Have a plan for parking areas for customers and eclipse parking.
- Update your websites and social media channels with relevant information.
- Invest in eclipse-specific signage for your business.
- The Eclipse Committee & public safety departments will communicate any traffic disruptions via our media channels.
- Track numbers for post-event reporting if applicable.
- Maintain a positive attitude. Smile- this can be a positive experience, and we want to create repeat visitors!

For questions and additional information, contact Jenna Friday
searcyecipsecoordinator@outlook.com | (501) 454-9560

MANUFACTURING PREPARATIONS

TOTAL SOLAR ECLIPSE: April 8, 2024



Industry Specific Reminders

- Consider increased traffic creating a potential for delayed deliveries or trucking routes.
- Consider staff arrival due to increased traffic.
- If closed, will parking lots be opened for viewing?
- If you produce a product that could be useful to the general public during this time (i.e. food, water, supplies) are you willing to provide those to the public as an outreach for your business at viewing sites or other central locations?

General Information

- The benchmark for this event is Harding University Spring Sing or Graduation. 10,000 visitors come to Searcy for those events. The eclipse is projected to see 2-3x that amount.
- Spring Sing will take place the weekend before the Eclipse weekend (March 29 & 30) so there will already be increased crowds.
- Consider how and when employees will arrive as the traffic will be dense.
- Eclipse glasses will be available at area restaurants & hotels. Schools will distribute to students & staff.
- Consider adjusting hours in days leading up to and the day of the eclipse and communicate those on social channels and websites.
- Have a plan for parking areas for customers and eclipse parking.
- Update your websites and social media channels with relevant information.
- Invest in eclipse-specific signage for your business.
- The Eclipse Committee & public safety departments will communicate any traffic disruptions via our media channels.
- Track numbers for post-event reporting if applicable.
- Maintain a positive attitude. Smile- this can be a positive experience, and we want to create repeat visitors!

For questions and additional information, contact Jenna Friday
searcyecclipsecoordinator@outlook.com | (501) 454-9560

CHILDCARE PREPARATIONS

TOTAL SOLAR ECLIPSE: April 8, 2024



Industry Specific Reminders

- Consider that all area schools will be closed.
- Consider traffic for staff arrivals to shifts.
- Increase product orders for on-hand supplies.
- Include education or flyers for families letting them know about the Eclipse.
- If you will have children in the facility that day, be aware glasses MUST be worn to view the eclipse to avoid eye damage.

General Information

- The benchmark for this event is Harding University Spring Sing or Graduation. 10,000 visitors come to Searcy for those events. The eclipse is projected to see 2-3x that amount.
- Spring Sing will take place the weekend before the Eclipse weekend (March 29 & 30) so there will already be increased crowds.
- Consider how and when employees will arrive as the traffic will be dense.
- Eclipse glasses will be available at area restaurants & hotels. Schools will distribute to students & staff.
- Consider adjusting hours in days leading up to and the day of the eclipse and communicate those on social channels and websites.
- Have a plan for parking areas for customers and eclipse parking.
- Update your websites and social media channels with relevant information.
- Invest in eclipse-specific signage for your business.
- The Eclipse Committee & public safety departments will communicate any traffic disruptions via our media channels.
- Track numbers for post-event reporting if applicable.
- Maintain a positive attitude. Smile- this can be a positive experience, and we want to create repeat visitors!

For questions and additional information, contact Jenna Friday
searcyecclipsecoordinator@outlook.com | (501) 454-9560

CAR/AUTO PREPARATIONS

TOTAL SOLAR ECLIPSE: April 8, 2024



Industry Specific Reminders

- Consider the potential for an increase in minor car accidents or vehicle travel maintenance.
- Increase Staffing & consider traffic for their arrivals to shifts.
- Consider extending business hours.
- Increase staple products & supplies.

General Information

- The benchmark for this event is Harding University Spring Sing or Graduation. 10,000 visitors come to Searcy for those events. The eclipse is projected to see 2-3x that amount.
- Spring Sing will take place the weekend before the Eclipse weekend (March 29 & 30) so there will already be increased crowds.
- Consider how and when employees will arrive as the traffic will be dense.
- Eclipse glasses will be available at area restaurants & hotels. Schools will distribute to students & staff.
- Consider adjusting hours in days leading up to and the day of the eclipse and communicate those on social channels and websites.
- Have a plan for parking areas for customers and eclipse parking.
- Update your websites and social media channels with relevant information.
- Invest in eclipse-specific signage for your business.
- The Eclipse Committee & public safety departments will communicate any traffic disruptions via our media channels.
- Track numbers for post-event reporting if applicable.
- Maintain a positive attitude. Smile- this can be a positive experience, and we want to create repeat visitors!

For questions and additional information, contact Jenna Friday
searcyecclipsecoordinator@outlook.com | (501) 454-9560

BANKING PREPARATIONS

TOTAL SOLAR ECLIPSE: April 8, 2024



Industry Specific Reminders

- Increase change-making abilities for public & businesses as well as ATM levels
- Consider traffic for staff arrival times.

General Information

- The benchmark for this event is Harding University Spring Sing or Graduation. 10,000 visitors come to Searcy for those events. The eclipse is projected to see 2-3x that amount.
- Spring Sing will take place the weekend before the Eclipse weekend (March 29 & 30) so there will already be increased crowds.
- Consider how and when employees will arrive as the traffic will be dense.
- Eclipse glasses will be available at area restaurants & hotels. Schools will distribute to students & staff.
- Consider adjusting hours in days leading up to and day of the eclipse and communicate those on social channels and websites.
- Have a plan for parking areas for customers and eclipse parking.
- Update your websites and social media channels with relevant information.
- Invest in eclipse-specific signage for your business.
- The Eclipse Committee & public safety departments will communicate any traffic disruptions via our media channels.
- Track numbers for post-event reporting if applicable.
- Maintain a positive attitude. Smile- this can be a positive experience, and we want to create repeat visitors!

For questions and additional information, contact Jenna Friday
searcyecclipsecoordinator@outlook.com | (501) 454-9560