



208 E. Bayfront Parkway • Suite 103 • Erie, PA 16507-2405

Phone: 814.454.1000

1.800.524.3743

[www.VisitErie.com](http://www.VisitErie.com)

## Erie Eclipse 2024 Preparedness Checklist – ATTRACTIONS/BUSINESSES

This checklist is designed to assist Erie County attractions and businesses in providing a safe, enjoyable experience for everyone. We know you are the experts in your field, so this checklist serves as a gentle reminder rather than a list of mandatory actions. Should you have any questions or would like further assistance, contact Christine Temple, VisitErie Director of Communications, [cvb1@visiterie.com](mailto:cvb1@visiterie.com). *It's not a matter of "IF" people show up, but how many.*

### Safety and Logistics

- Be aware of the maximum capacity of your business and ensure you adhere to those safety guidelines.
- Do you have designated parking with clear instructions on where to park?
- Display signage with [eclipse safety guidelines](#) within your establishment.
- Consider providing approved solar eclipse glasses for your employees and customers. Glasses can be ordered [online](#).
- For individuals with mobility issues, is your business accessible?
- If you are normally pet-friendly, will that change on eclipse day?
- Have a backup plan in case the weather affects outdoor eclipse viewing and consider indoor viewing options.

### Staffing

- Consider increasing staffing levels to handle the larger number of customers and cross-train them in various roles to ensure smooth operations.

### Supplies and Inventory Management

- Ensure you have a sufficient stock of your merchandise as there may be increased demand.
- Try to avoid scheduling deliveries for Monday as they could be delayed due to traffic and demand.
- Have backup generators or contingency plans in place in case of power outages.
- Will you have any eclipse-themed merchandise?
- If you are planning to sell merchandise, be sure to include the date and place on the items. People want to remember where they were for the eclipse. Also consider ordering double the original amount of inventory. The majority of visitors will buy merch after the event.

### Outdoor Viewing

- If you are planning to set up a designated outdoor viewing area, consider cordoning off the space and setting up the day before. Make sure there is shelter and heating, if necessary, in the event of inclement weather.
- If your establishment has automatic lights – consider setting them so that they *don't* turn on automatically when the eclipse occurs. Let the sky be as dark as possible.



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### **Entertainment and Engagement**

- Will you offer entertainment before during and after the eclipse, such as a live band, or musician?
- Are you offering any promotions, discounts, or special services? Promote gift cards to encourage return visits.
- Will you be providing any complimentary refreshments?
- Will you have any interactive activities such as eclipse-themed crafts and games?

### **Communication and Information**

- If you are changing normal operations (hours, parking, etc.) make sure your information, including phone number and email address, is updated everywhere including social media platforms, website, email newsletters, and onsite signage at least two months prior.
- Be responsive to customer inquiries and feedback so they will want to return.
- Have a clear plan in place to address any potential crisis/emergencies and keep a list of emergency contacts, medical supplies, and communication devices readily available. Contact [VisitErie](http://VisitErie.com) if you would like to use a copy of our Crisis Communications Plan as a reference.
- Include VisitErie's official eclipse URL as a resource; [www.ErieEclipse2024.com](http://www.ErieEclipse2024.com). This website contains the latest up-to-date information about anything Erie Eclipse-related.
- Remember, if you are planning something special, [let us know!](#)