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Erie Eclipse 2024 Preparedness Checklist – FOOD & BEVERAGE

This checklist is designed to assist Erie County food and beverage establishments in providing a safe and enjoyable experience for guests. We know you are the experts in this 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. *It's not a matter of "IF" people show up, but how many.*

Reservations and Seating

- Are you only accepting reservations that day, or would you also welcome walk-ins? Make that information known well in advance to assist patrons in their plans.
- If you are adding outside eclipse viewing tables, consider making them reservation-only.
- If you have an online reservation or waitlist system, check to ensure it's functioning correctly and that any changes in reservation policies are updated.
- The eclipse takes place on a Monday. If you are normally closed, consider being open that day. If you are normally open, will your hours be the same or will they change?

Menu

- Consider creating a limited eclipse-themed menu or individual menu items, or drinks (alcoholic and non).
- Highlight house specialties and show off your best items.
- If you normally offer delivery and online ordering, will that be an option on eclipse day?

Staffing

- Increase staffing levels to handle the potentially large number of customers and possibly cross-train them in various roles, including hosting, serving, and kitchen duties to ensure smooth operations.

Supplies and Inventory

- Stock up on essential ingredients and supplies to keep up with 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.
- 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.



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Entertainment and Engagement

- Will you offer any live entertainment before, during, and after the eclipse, such as a live band, or musician?
- Are you offering any promotions or discounts? Maybe a discount for anyone who arrives wearing eclipse glasses. Share that information across social media channels, your website, and with on-site signage.
- Promote gift cards to encourage return visits.

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 for visitors with clear instructions on where to park? Accessible parking?
- Do you have enough restroom facilities, or will you need to rent portable ones? Accessible restrooms?
- Ensure all staff is trained on eclipse safety protocols, including eclipse glasses. 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](#).
- If you are normally pet-friendly, will that change on eclipse day?
- Provide sufficient waste disposal stations and recycling bins to maintain cleanliness.
- Have a plan in place to address any potential emergencies, evacuation, inclement weather, and medical issues.

Communications

- If you are changing normal operations (hours, parking, etc.), make sure this information is updated [everywhere](#) including social media platforms, Google listing, website, email newsletters, and onsite signage at least one to two months prior.
- Ensure that your contact information is up-to-date and easily accessible including menu, phone number, and email address across all platforms.
- Does your business have a plan in place in the event of a crisis? Contact [VisitErie](#) if you would like to use a copy of our Crisis Communications Plan as a reference.
- Be responsive to customer inquiries and feedback so they will want to return.
- Include VisitErie's official eclipse URL in any posted information; www.ErieEclipse2024.com. This website contains the latest up-to-date information about everything Erie Eclipse-related.
- Remember, if you are planning something special, whatever it is, [let us know!](#)