



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

Erie Eclipse 2024 Preparedness Checklist – RETAIL

This checklist is designed to assist area retail businesses in providing a safe and enjoyable experience for guests. We know that you are the experts in retail, 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.

Safety and Logistics

- 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](#).
- How do you plan to control entry and exit points to prevent overcrowding?
- Do you accept multiple payment methods to expedite transactions and reduce wait times?
- Are there designated waiting areas for customers?
- How will you manage lines or queues for customers, both inside and outside the store?
- Are there plans for providing shade or seating for those waiting in line?
- How will returns and exchanges be handled during and after the eclipse event?
- For individuals with mobility issues, is your business accessible?
- Consider increasing staffing levels to handle the larger number of customers.

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 eclipse merchandise, be sure to include the date and place on the item. 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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Store Layout, Displays, Promotions

- Consider creating eye-catching eclipse-related window and in-store displays.
- Perhaps set up a designated eclipse viewing area within or outside your store equipped with safe viewing options.
- Consider offering an eclipse-related keepsake to give out to those who stop in on eclipse day.
- Will you be offering any promotions, packages, special discounts, or coupons?
- Promote your gift cards to encourage return visits.
- Will you be providing any refreshments? Will they be complimentary?

Communication and Information

- If you are changing normal store 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.
- Be responsive to customer inquiries and feedback so they will want to return.
- Include VisitErie's official eclipse URL as a resource; 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!](#)