

Business Prep & Survival Guide for Solar Eclipse

When: April 8, 2024 between 12 noon and 3 pm, Total Eclipse will be a little over 4 minutes in duration, estimated an additional 90-1200,000 visitors will be in Russellville for the eclipse through the weekend and likely through the day after

Russellville Information: <https://eclipserussellville.com>

Book idea: [Field Guide to the 2023 and 2024 Solar Eclipses — Great American Eclipse](#)

PDF of planning resources: [Solar Eclipses: Planning Resources \(hhs.gov\)](#)

Business Considerations:

- General Considerations
 - Do not plan to do any routine maintenance or visits during that week (wellness visits, oil changes, etc.) because Wi-Fi/cell service towers might be overloaded due to the additional visitors to town the week leading up to the eclipse, apps like Venmo or cash app may not work
- Store Merchandise
 - Perishables-week leading up to eclipse and week after-have boxed lunches and food to sell
 - Non-perishable items and necessities
- Special Event Merchandise
 - Glasses for solar eclipse [Suppliers of Safe Solar Filters & Viewers | Solar Eclipse Across America \(aas.org\)](#)
 - T-shirts, portable cell chargers, water bottles, snacks, and promotional items
 - Local Maps, downtown maps, event maps
- Bathroom
 - Toilet paper
 - Cleaning supplies
 - Paper towels
 - Open to public or private?
 - signage
- Cash & Gas
 - Credit card tape
 - Extra cash
 - Be sure to fill up vehicles and gas cans before the event
 - If your POS system needs Wi-Fi it may not work, or will be very slow. Maybe offer incentives for people using cash rather than cards
 - If you deliver - delivery times will be increased - make sure customers know (pizza, door dash, etc.)
- Emergency contacts
 - Landline numbers for emergencies

- Cell tower boosters
- Wi-Fi hotspot generators
- Remote work
 - If not a direct merchandise or food store, consider closing or employees working remote on Monday and perhaps Tuesday as visitors will still be leaving the area
- Parking
 - Might need to cone/mark off parking spots for employees or customers
- Event Parties
 - Consider hosting event parties if you have a large parking or green space area or roof access

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Citizens Survival Guide for the Eclipse

- General Considerations
 - Do not plan to do any routine maintenance or visits during that week (wellness visits, oil changes, etc.) because Wi-Fi/cell service towers might be overloaded due to the additional visitors to town the week leading up to the eclipse, apps like Venmo or cash app may not work
- Pantry
 - Grocery stores may be out of or low on essential items so stock up reasonably before the event. Visitors to town that are camping for the eclipse may be also shopping for supplies at our local stores.
 - Pet food, infant care items, and medications & refills, general staples, toiletries, etc.
- Special Items
 - Glasses for solar eclipse [Suppliers of Safe Solar Filters & Viewers | Solar Eclipse Across America \(aas.org\)](#)
- Cash & Gas
 - Extra cash on hand in case credit/debt card machines go down due to volume of transactions
 - Be sure to fill up vehicles and gas cans before the event weekend
- Emergency contacts
 - Landline numbers for emergencies

- Cell tower boosters
 - Wi-Fi hotspot generators
 - It may be difficult for emergency or repair vehicles to assist in a timely manner so be prepared
- Parking
 - Might need to cone/mark off parking spots or driveway access if in town
- Event Parties
 - Consider hosting event parties if you have a large parking or green space area or roof access
 - Contact Russellville Tourism if you have a room, air bnb, or parking/field area to rent out for the event as we are estimating 90,000 to 120,000 people coming into Russellville for event
- Good Neighbor
 - Be a good neighbor and help spread the word and help each other prepare especially for those who are homebound, elderly, or disabled citizens