



Ready Set Eclipse

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Preparing for the Eclipse

**A PRESENTATION FOR  
RETAILERS, RESTAURANTS,  
CONVENIENCE STORES,  
GROCERS, AND EMPLOYEES**

# CONTENT

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- 1. TOTAL ECLIPSE FACTS**
  - 2. DATE AND TIMES**
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  - 5. INVENTORY MANAGEMENT**
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# Total Eclipse Facts

- A total eclipse occurs somewhere on Earth once every 18 months.
- The Moon's dark inner shadow intersects Earth along a thin track known as the path of totality.
- Totality is awe-inspiring, beautiful, eerie, and emotional.
- Many people are so moved by the experience they become "eclipse chasers".
- Only in the path of totality is it safe to view totality without solar filters because all direct light from the Sun is blocked by the Moon.
- If you are located within the path of totality, you will experience nature's most amazing spectacle-Total Eclipse of the Sun.

Kate. (2022, March 17). Out Now - 2nd edition of White Paper on Community Eclipse Planning. Being in the Shadow. Retrieved May 7, 2023, from <https://beingintheshadow.com/2022/03/17/white-paper/>

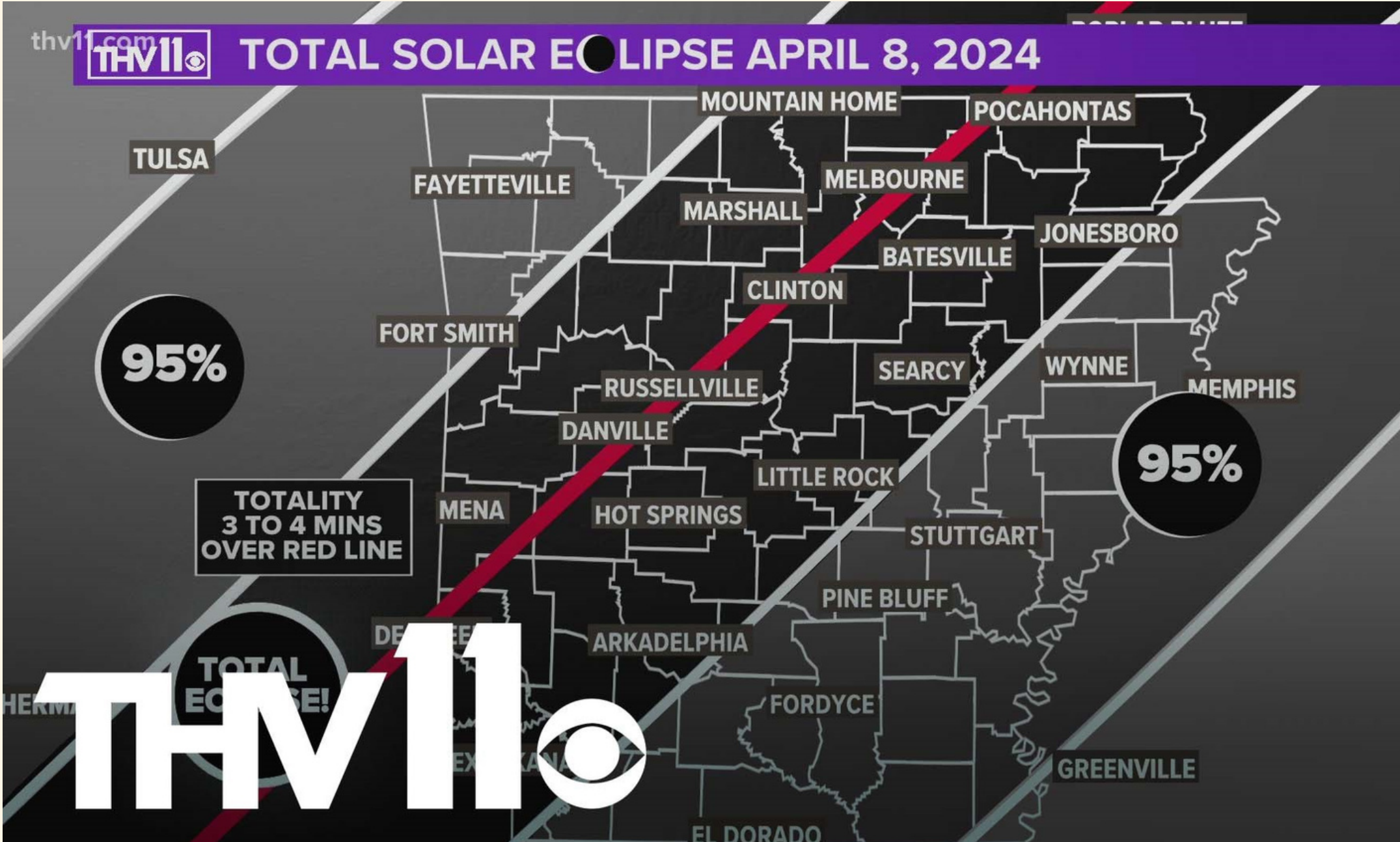
# Who Will Come

- Local Population
- Friends and Family of Locals
- Eclipse Chasers
- Visitors Living Outside the Path
- Eclipse Tour Groups
- Scientists and Astronomers





# Date, Times, and Locations



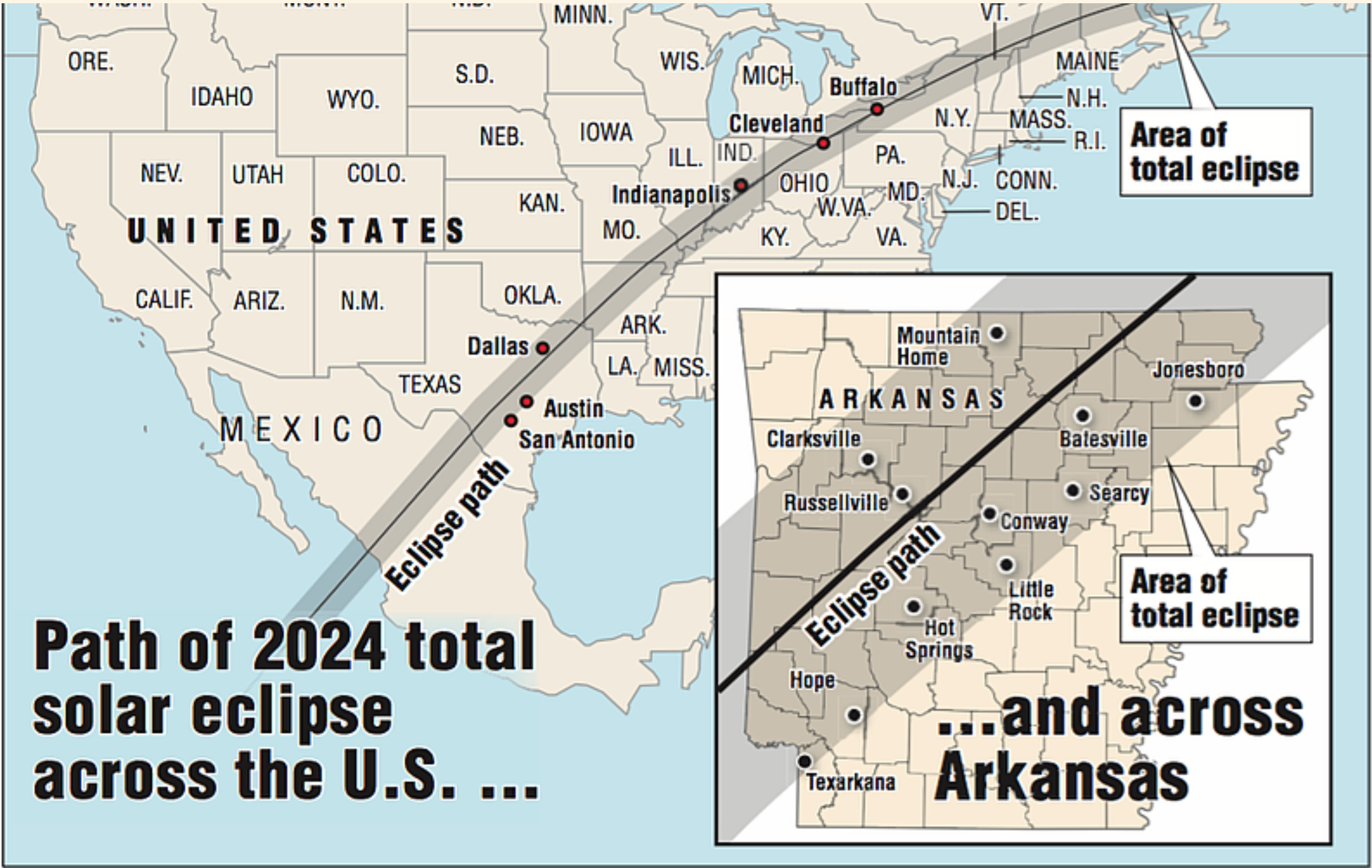
Source: THV 11

## Monday, April 8, 2024

Starting time 1:45 pm CDT and  
Ending 2pm CDT

- Red Line is Totality
- Danville-4m 13.5s
  - Russellville-4m 11.5s
  - Clinton-4m 15s
  - Fairfield Bay-4m 15s
  - Pocahontas-4m 3s

# Date, Times, and Locations



SOURCES: GreatAmericanEclipse.com, xjubier.free.fr

Arkansas Democrat-Gazette/KIRK MONTGOMERY

## Monday, April 8, 2024

Starting time 1:45 pm CDT and  
Ending 2pm CDT

Cities in Totality Fulton County

Ash Flat- 4m 12.6s

Cherokee Village- 4m 12.1 s

Horseshoe Bend- 4m 9.3s

Mammoth Spring - 4m 2.2s

Salem - 3m 57.6 s

Viola - 3m 43.9s



# Date, Times, and Locations



**Monday, April 8, 2024**

**Starting time 1:45 pm CDT and  
Ending 2pm CDT**

**Cities in Totality Izard County**

**Calico Rock- 4m 1.2 s**

**Franklin-4m 11.3s**

**Guion- 4m 14.2 s**

**Mount Olive-4m 10s**

**Mount Pleasant- 4m 13.5s**

**Pineville- 3m 59.3 s**

**Violet Hill - 4m 10.4s**

# Date, Times, and Locations



**Monday, April 8, 2024**

**Starting time 1:45 pm CDT and  
Ending 2pm CDT**

**Cities in Totality Sharp County**

**Ash Flat- 4m 12.6s**

**Evening Shade- 4m 13.4s**

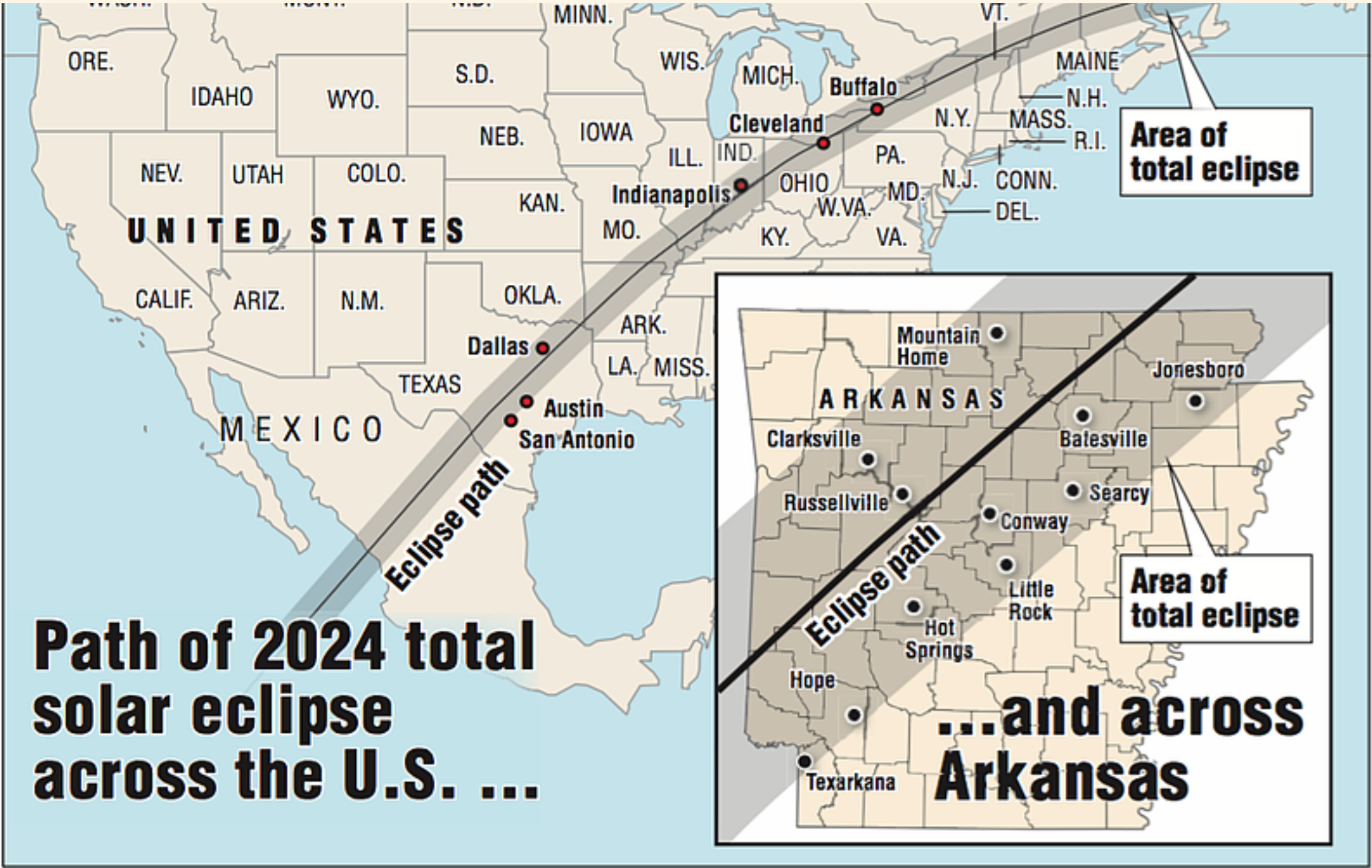
**Highland 4m 12.5s**

**Sidney - 4m 12.9s**

**Williford - 4m 12.9s**



# Date, Times, and Locations



SOURCES: GreatAmericanEclipse.com, xjubier.free.fr

Arkansas Democrat-Gazette/KIRK MONTGOMERY

# Monday, April 8, 2024

Starting time 1:45 pm CDT and  
Ending 2pm CDT

Cities in Totality Sevier County

Ben Lomond- 3m 53.6s

De Queen- 4m 17.3s

Gillham- 4m 18.7s

Horatio - 4m 14.6s

Lockesburg - 4m 8.2s

# Date, Times, and Locations



**Monday, April 8, 2024**

**Starting time 1:45 pm CDT and  
Ending 2pm CDT**

**Cities in Totality Little River  
County**

**Alleene- 3m 58.2s**

**Ashdown- 3m 34.3s**

**Foreman- 4m 3.4s s**

**Ogden- 3m 4.9s**

**Wilton- 3m 45.4s**

**Winthrop - 4m 8.8s s**

**Yarborough Landing - 3m 25.4s**



# Date, Times, and Locations



**Monday, April 8, 2024**

**Starting time 1:45 pm CDT and  
Ending 2pm CDT**

**Cities in Totality Howard County**

**Center Point- 4m 0.1s**

**Dierks- 4m 110.2s**

**Mineral Springs- 3m 39.1s**

**Nashville- 3m 41.7s**

**Saratoga - 3m 17.5 s**

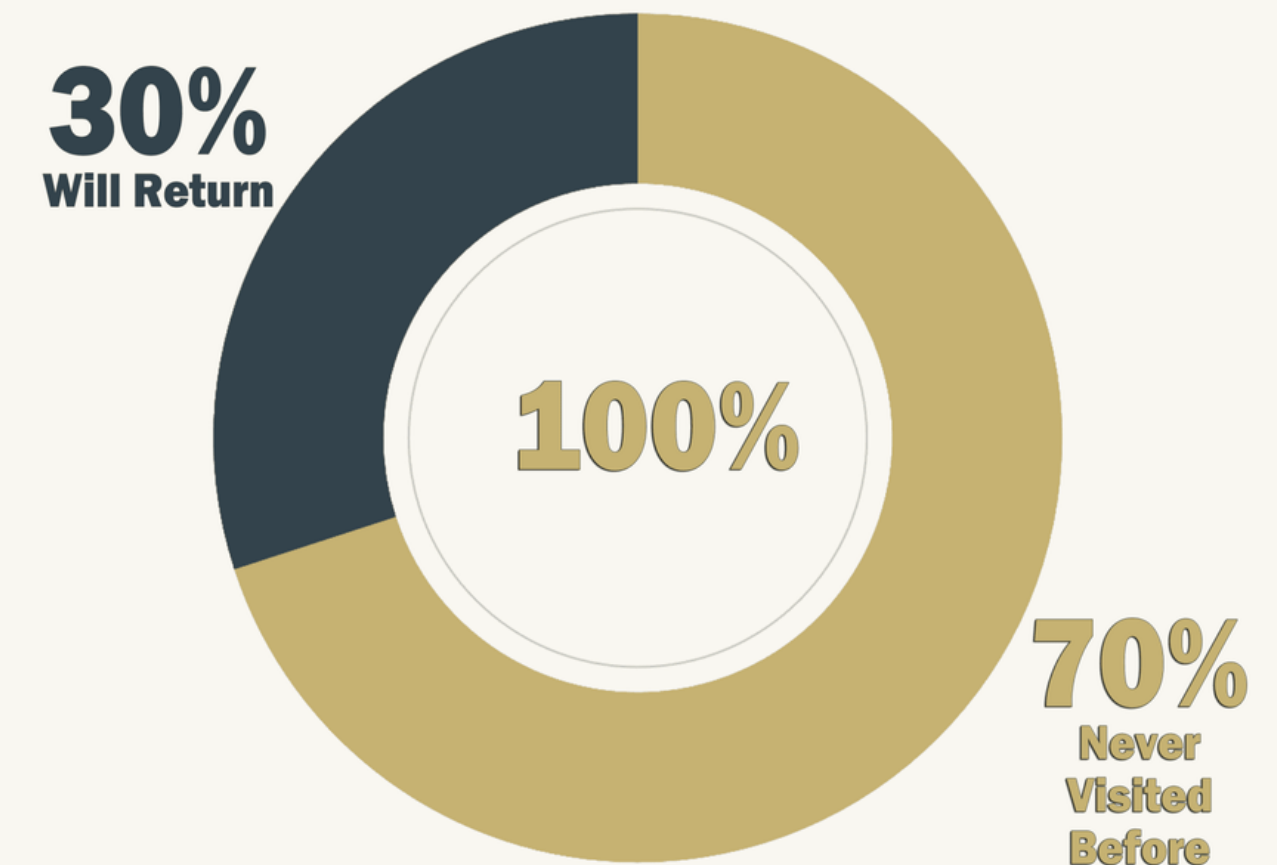
**Tollette - 3m 28.4s**

# WHAT TO EXPECT

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- Expect More Visitors
  - Revenue opportunity
  - The occasion to showcase your businesses/town
- Prepare for Cash Transactions
- Talk to Suppliers
- Display any Safety Information related to your business or area
  - Consider the Safety of Staff and Visitors
  - Offer Eclipse Viewing Glasses
- Collaborate with other businesses

## 2024 Eclipse Visitors Expected





# MENU PLANNING

- Plan for Crowds
- Offer Limited Menu
  - Help Streamline Service
- Showcase Local Flavors of the Area
  - For Example-Strawberries
- Create Specials Related to Eclipse Theme
- Offer Portable Options
  - Sandwiches, Wraps, or Salads that can easily be taken to go
- Offer Package Deals
  - Offer a Meal and Viewing Spot
- Consider Dietary Restrictions
  - Vegetarian, Gluten-Free, and Dairy-Free



# OPERATIONS-RESTAURANTS

- Plan Ahead
  - Start Planning for Staffing Now
  - Communicate to Staff and Explain Increase in Business
  - Create a Day Off Request Policy
  - Schedule More Staff
    - Schedule Longer Shifts for Regular Staff
    - You May Consider Asking for Volunteers to Assist
- Partner with other Restaurants/Cafes
  - Refrigerated Space
  - Marketing
- Prioritize Guest Service
- Have Eclipse Glasses
  - For Sale for Guests not Ordering
  - Include Glasses for Guests Eating at the Restaurant
- Plan for Breaks for Everyone on Staff-Even Yourself
- Be Flexible
  - May Need to Adjust Staffing Days Leading Up to Eclipse



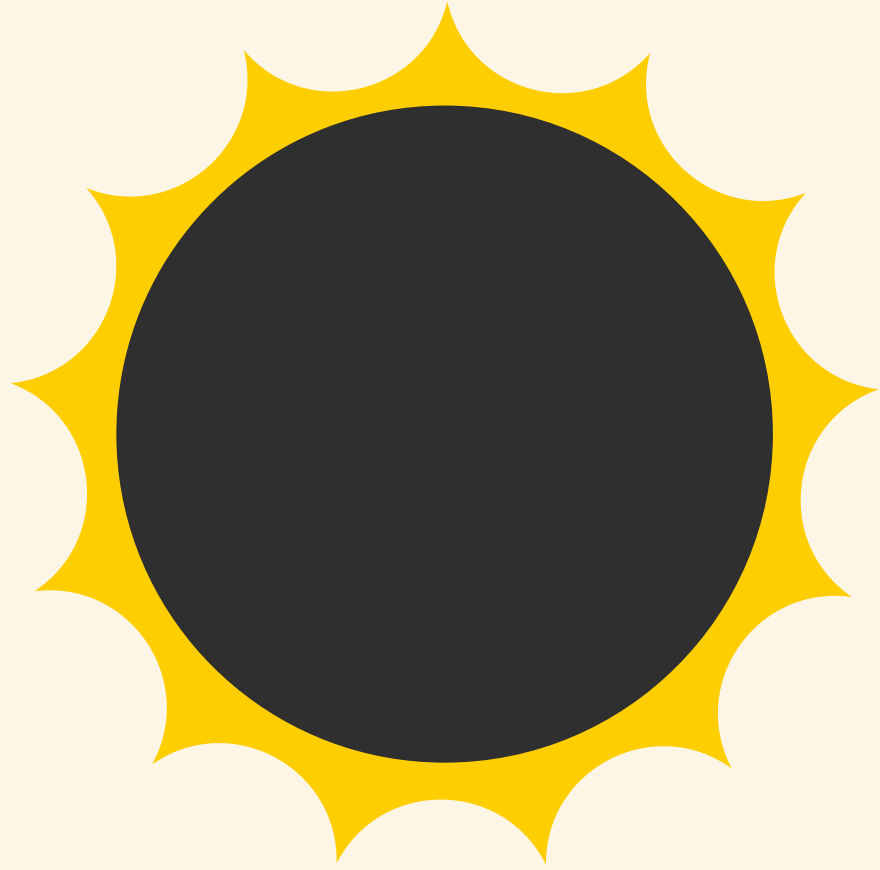


# OPERATIONS-CONVENIENCE/GROCERY STORE/RETAILERS

- Plan For Crowds
  - More Foot Traffic
  - Longer Lines
- Cross Train Employees
- Start Planning for Staffing Now
  - Communicate to Staff and Explain the Increase in Business
  - Create a Day Off Request Policy
  - Schedule More Staff
  - Schedule Longer Shifts for Regular Staff
  - You May Consider Asking for Volunteers to Assist
- Prioritize Safety
  - Make Sure Aisles are Clear
  - Visitors know Entry/Exits
- Have a Bathroom Policy



# OPERATIONS-CONVENIENCE/GROCERY STORE/RETAILERS



- Talk to Purveyor/Supplier about Deliveries
- Create an Eclipse Themed Display
  - Sell Merchandise Related to Eclipse
  - Sell ISO Eclipse Glasses
  - Offer Packages that include Glasses, Water, Snacks etc.

## **Convenience Stores/Grocery Store**

- Simplify Your Inventory-Essentials and Grab and Go
  - Stock Up
  - Non-Perishables
  - Perishable Items (Closer to April 8, 2024)

## **Retailers**

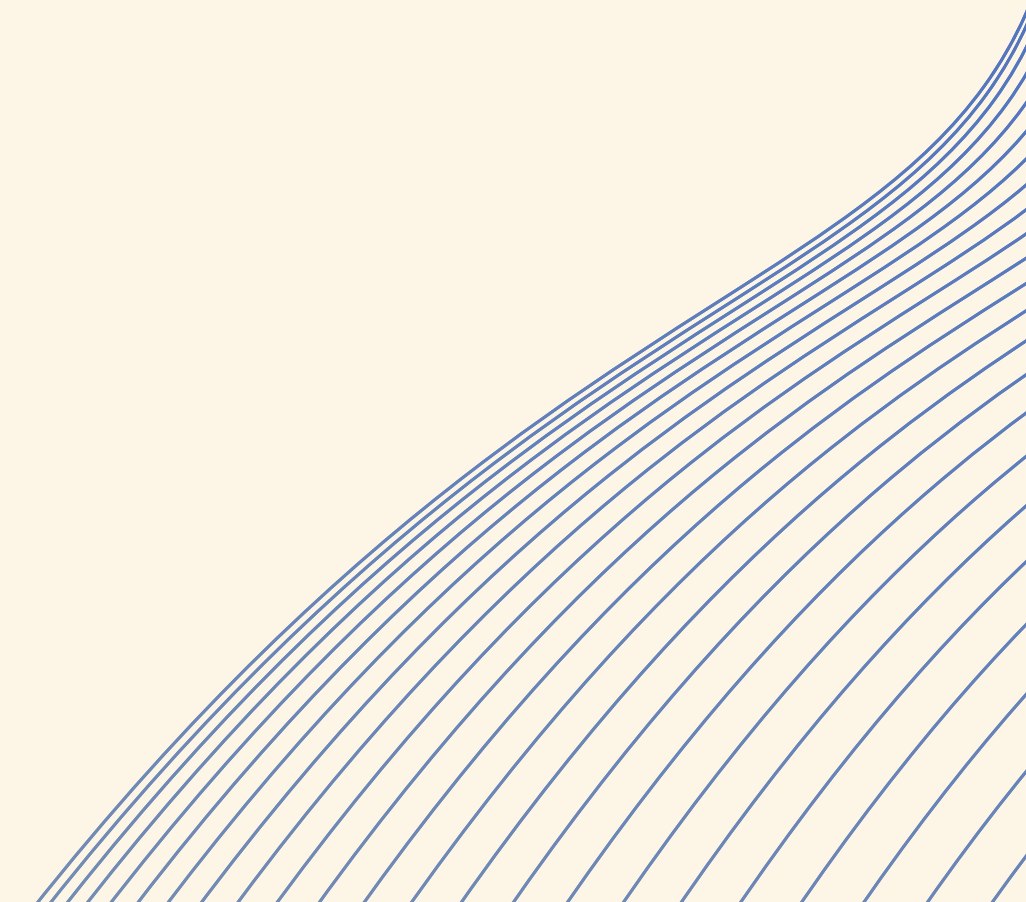
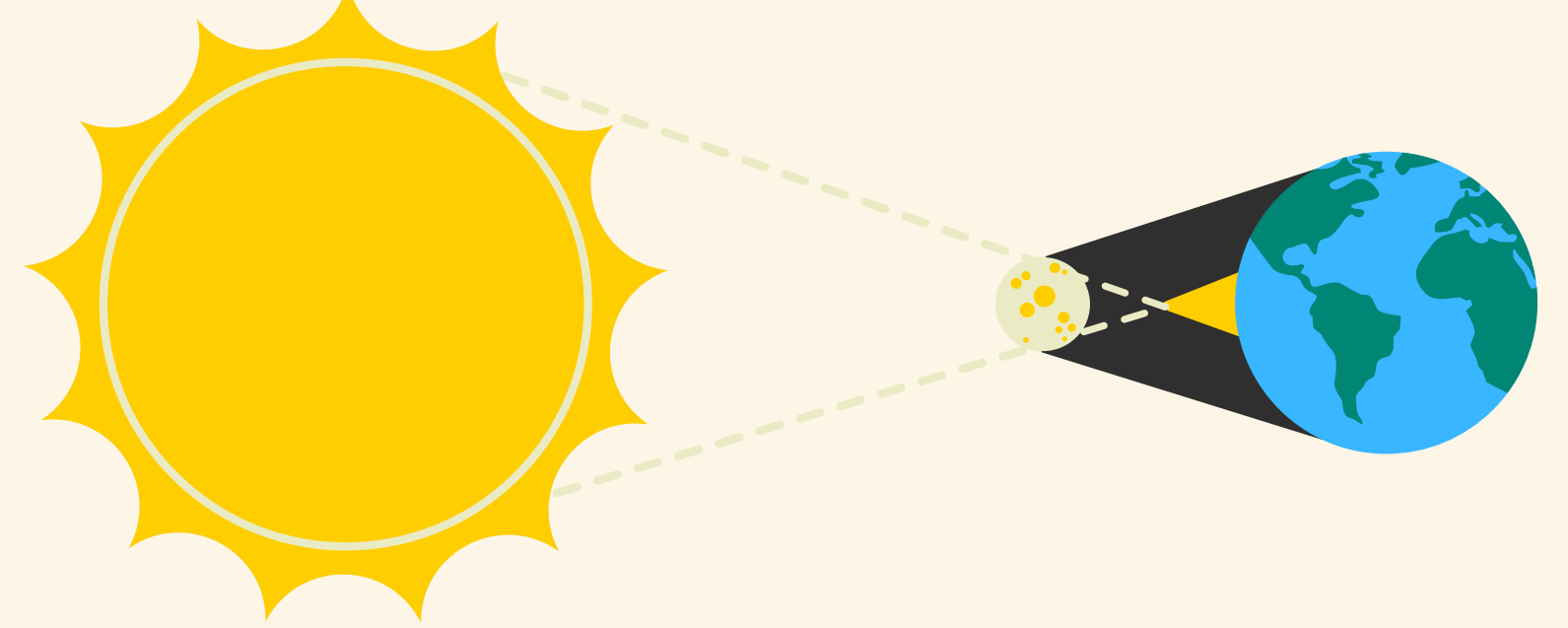
- Offer Eclipse Related Merch
  - Date/Business Name/City/Slogan
- Partner with other Retailers
  - Joint Promotion
  - Collaboration





# INVENTORY MANAGEMENT

- Monitor Sales Data
- Simplify Inventory but Stock Plenty
  - Stock Essentials and High-Demand Items
  - Grab and Go Items
- Order Non-Essentials in Advance
- Consider Storage
  - Collaborate with Other Businesses
  - Ask Food Purveyor about Refrigerated Trailer or Storage



# MARKETING & PROMOTION

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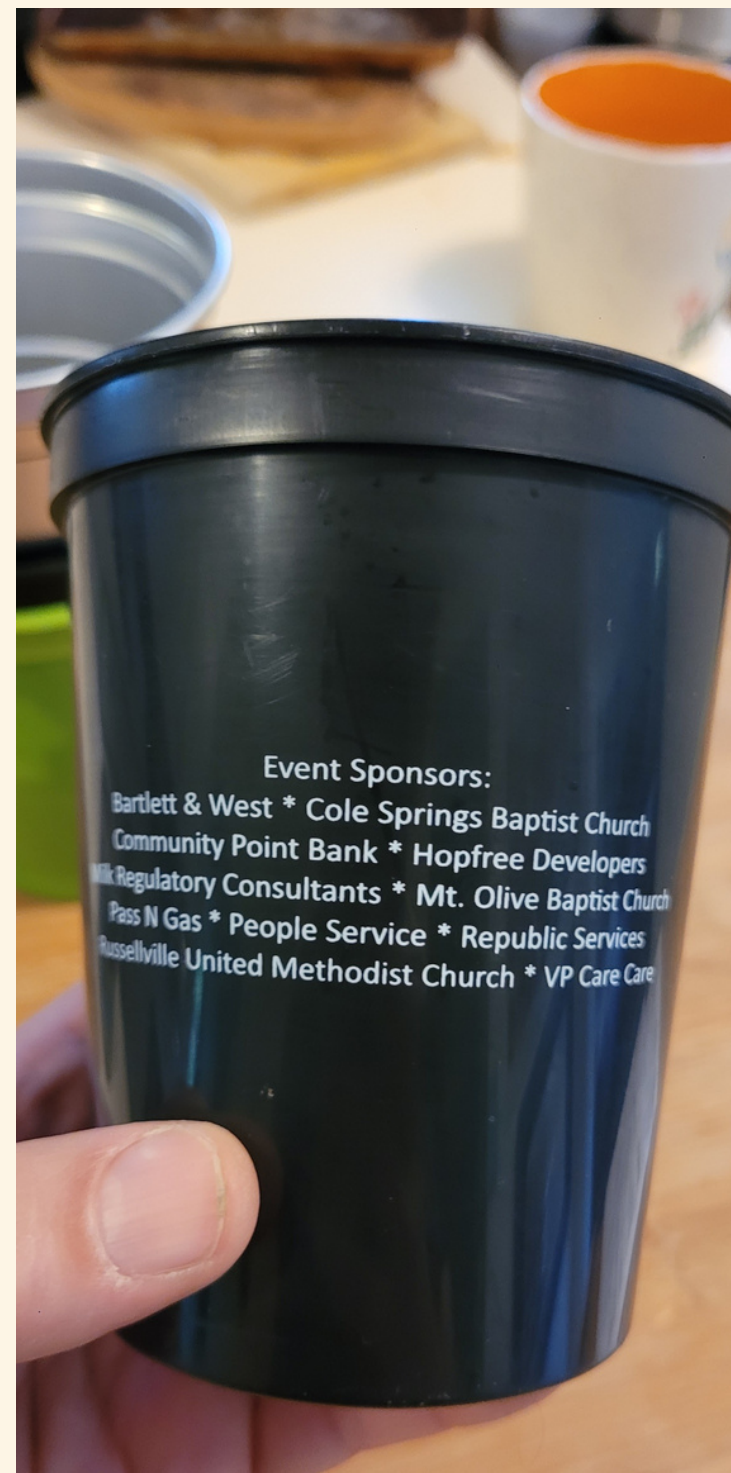
- Opportunity to Showcase Town and Business
- Post Signage
  - For Citizens to be Preparing
  - For Visitors – Know Hours of Operation/Events/Specials
- Partner with others
  - Sponsorships–i.e. Radio Sponsorship
  - Cross Promotion
  - Cost Savings
- Utilize the Marketing Platform that Works for Your Town
  - i.e. Radio, Newspaper, Social Media



# MARKETING & PROMOTION

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## Examples:



## Visitors received:

- 1 Stadium Cup
- Recyclable Grocery Bag
- Eclipse Glasses
- Water

<https://www.4allpromos.com/category/stadium-cups>

<https://bit.ly/42mSx1z>

# STAFFING

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SHARE DATE NOW

PLAN AHEAD

CREATE STAFFING  
POLICY FOR ECLIPSE

SCHEDULE  
STRATEGICALLY

LOOK AT TEMP WORKERS  
ASK FOR VOLUNTEERS

ORGANIZE A WATCH  
PARTY

TRAIN STAFF ON HANDLING  
LARGER CROWDS

PLAN FOR CONTIGENCIES





# THEFT

STAFF PRESENCE

TRAIN STAFF

LOCK HIGH PRICED/  
HIGH END ITEMS

MONITOR AREAS NOT SO  
VISIBLE

CONSIDER INSTALLING  
CAMERAS

PROVIDE  
EXCELLENT SERVICE

## SAFETY FOR EMPLOYEES

TELL THEM HOW TO VIEW  
ECLIPSE PROPERLY

SCHEDULE BREAKS

PROVIDE FOOD AND WATER

PLAN TO BE BUSY



# RESOURCES

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## **ARKANSAS TOURISM**

[HTTPS://WWW.ARKANSAS.COM/THINGS-TO-DO/OUTDOORS/SKYGAZING/2024-ECLIPSE?  
SEARCH=ECLIPSE](https://www.arkansas.com/things-to-do/outdoors/skygazing/2024-eclipse?search=eclipse)

## **ARKANSAS HOSPITALITY ASSOCIATION**

[HTTPS://WWW.ARHOSPITALITY.ORG/](https://www.arhospitality.org/)

## **YOUR LOCAL CHAMBER**



# SOURCES

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**2024 ARKANSAS OZARK GATEWAY REGION SOLAR ECLIPSE PLANNING. OZARK GATEWAY . (N.D.). RETRIEVED MAY 7, 2023, FROM [HTTPS://OZARKGATEWAY.COM/2024-ARKANSAS-SOLAR-ECLIPSE/](https://ozarkgateway.com/2024-arkansas-solar-eclipse/)**

**ARKANSAS CITIES IN THE PATH OF TOTALITY FOR THE 2024 ECLIPSE. ARKANSAS CITIES IN THE PATH OF TOTALITY FOR THE GREAT NORTH AMERICAN ECLIPSE OF APRIL 8, 2024. (N.D.). RETRIEVED MAY 7, 2023, FROM [HTTPS://ECLIPSE2024.ORG/ECLIPSE\\_CITIES/TOTAL/AR](https://eclipse2024.org/eclipse_cities/total/ar)**

**ARKANSAS SKIES WILL DARKEN IN 2 YEARS DUE TO TOTAL SOLAR ECLIPSE. THV11.COM. (2022, APRIL 8). RETRIEVED MAY 7, 2023, FROM [HTTPS://WWW.THV11.COM/VIDEO/WEATHER/ARKANSAS-SKIES-WILL-DARKEN-IN-2-YEARS-DUE-TO-TOTAL-SOLAR-ECLIPSE/91-CE8E6DCA-3100-4FCC-9EE1-3FE70D9C5079](https://www.thv11.com/video/weather/arkansas-skies-will-darken-in-2-years-due-to-total-solar-eclipse/91-ce8e6dca-3100-4fcc-9ee1-3fe70d9c5079)**

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**KATE. (2022, MARCH 17). OUT NOW - 2ND EDITION OF WHITE PAPER ON COMMUNITY ECLIPSE PLANNING. BEING IN THE SHADOW. RETRIEVED MAY 7, 2023, FROM [HTTPS://BEINGINTHESHADOW.COM/2022/03/17/WHITE-PAPER/](https://beingintheshadow.com/2022/03/17/white-paper/)**



# THANK YOU!



Questions?

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