

Eclipse 2024 Prep: Lights Out or Business as Usual?



◆ FAQ's, Recommendations, and Ideas

Overview

As the sun prepares to take that *albeit brief* retreat, we hope our local businesses are equally poised for this momentous occasion. With the "Event of the Lifetime" on April 8, 2024, just a nebula's toss away, it's time to align for what's sure to be an astronomical business event – quite literally! Planning is the name and we've got some celestial insight to light your way forward.

EVENT: Solar Eclipse of the Sun | Monday, April 8, 2024

- 2:14 pm: Partial eclipse begins
- 3:26 pm: Total eclipse will darken Waterbury's daytime sky, lasting about 2 minutes and 30 seconds
- 4:37 pm: Partial eclipse ends

ACTIVITIES: Festivities begin Saturday, April 6, 2024

- Overnight stays are equivalent to the best foliage weekend (hotels, inns, short term rentals)
- Stays range from Friday, April 5 – Tuesday, April 9
- 10,000 people projected to be in town
- Majority of visitors will be here Sunday and Monday
- Schools closing early on April 8 with a dismissal at 12pm for students
- Traffic after eclipse expected to be significant

Join the Galaxy of Prepared

In light of the eclipse – pun very intended – how should business owners navigate the dark (literally)? Our community is abuzz with plans to make this a win-win. Now is the time to seize the moment and position your business among the stars—quite literally.

We are here to help members of the local business community make the most of the upcoming eclipse. Let's sync our strategies, interlock our destinies, and shine brighter than a full moon! Why face the darkness alone?

Notes

- Town is working on a public safety plan.
- Town is coordinating public parking locations and will provide that information closer to the date.
- Town will have 20 port-a-potties around town, available for public use.
- Town will have 5,000 glasses which will be distributed for free.
- There will be a designated hashtag to help promote the eclipse in Waterbury.
- Town's Eclipse Website - [WaterburyVtEclipse2024.com](https://www.waterburyvt.com/eclipse2024) - will contain visitor information.
- Town will provide DAY OF INFO SHEET which will allow you to answer questions from visitors and will include emergency contacts.

Tips & Ideas to Eclipse Your Competition

Task	Status	Deadline
<p>Impact for your employees.</p> <ul style="list-style-type: none"> ● Where will they park? ● How will they get in or leave? ● If possible, have employees work remotely for the day. <ul style="list-style-type: none"> ○ <i>Remote work could be the very black hole that saves us from the traffic jam supernova.</i> 	<input type="checkbox"/> Done <input type="checkbox"/> Ongoing <input type="checkbox"/> Paused	_____
<p>Plan an event or special activity.</p> <p><i>Why not spawn events that spotlight our community's spirit? Everyone loves a party, especially when the stars align!</i></p> <ul style="list-style-type: none"> ● Put events on the Discover Waterbury calendar ● Make sure to include important details 	<input type="checkbox"/> Done <input type="checkbox"/> Ongoing <input type="checkbox"/> Paused	_____
<p>Retail and Dining.</p> <p><i>First meteorite tip!</i></p> <ul style="list-style-type: none"> ● Swing your doors open on Sunday and Monday! <ul style="list-style-type: none"> ○ <i>Whether it's a cozy breakfast, a leisurely lunch, or you become the dinner destination, business during the eclipse pays back moon-folds.</i> ● Enact a 'purchase to pee' policy to ensure that patrons value their time under your radiancy, or simply cordon off the restrooms. ● Order additional inventory <ul style="list-style-type: none"> ○ <i>Do not underestimate the foot traffic! Our projections show that those in the zone will double with potential customers seeking mementos.</i> 	<input type="checkbox"/> Done <input type="checkbox"/> Ongoing <input type="checkbox"/> Paused	_____
<p>Parking considerations.</p> <ul style="list-style-type: none"> ● Sell parking spots or close off parking lots associated with your business ● Town will have a website where these parking spots can be listed. 	<input type="checkbox"/> Done <input type="checkbox"/> Ongoing <input type="checkbox"/> Paused	_____

The eclipse is a few Earth rotations away, but the countdown to business bliss has already begun. Reach out with questions or suggestions to Karen at karen@revitalizingwaterbury.org or Katarina at klisaius@waterburyvt.com who are here to ensure a clear path for takeoff.