



Chamber of Commerce
KNOX COUNTY

ECLIPSE BUSINESS **PREPARATION**

EXCELLENCE IN INNOVATION AWARD

Eclipse Business Preparation

Over the past year, the Knox County Chamber of Commerce team has forged partnerships with our city, county, Visitor's Bureau, and various organizations to ready our community for the Total Solar Eclipse. Recognizing the anticipated influx of 50,000 visitors and the staging of a three-day festival, "The Dark Side Bash," in our downtown area, the Chamber pivoted its focus. We identified the pressing necessity to transform into a vital resource for our local businesses and organizations, equipping them for this unparalleled event of a lifetime.

To fulfill this role, we initiated a series of meetings tailored for our local businesses and organizations. We launched targeted social media and email campaigns to disseminate vital information and resources. Additionally, we prioritized one-on-one sessions with our members, addressing their queries and apprehensions while providing steadfast assistance throughout every stage of the preparation process.

About The Strategy

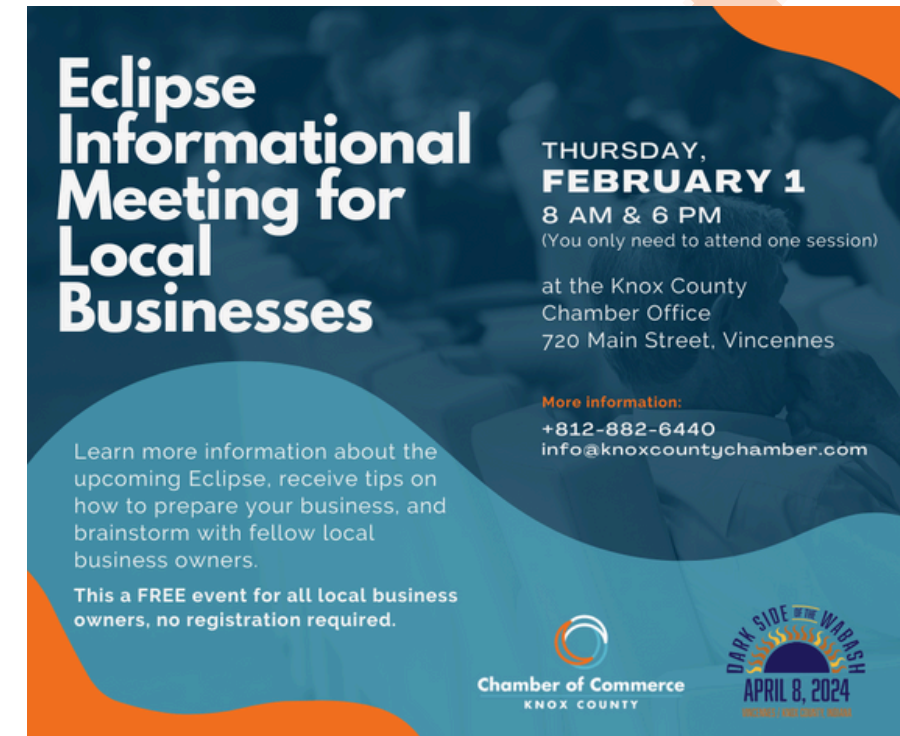


Eclipse Informational Meetings for Local Businesses and Organizations

As Eclipse weekend drew near, our priority was to ensure our members were well-prepared for the event. We organized meetings to facilitate discussions and visited other organizations regarding preparation strategies and to offer our support.

The turnout for these gatherings exceeded our expectations. With over 120 businesses in attendance, this allowed us to engage in meaningful conversations, address concerns, and demonstrate our commitment to assisting the entire business community during this pivotal time.

Informational Meetings



Eclipse Informational Meeting for Local Businesses

THURSDAY, **FEBRUARY 1**
8 AM & 6 PM
(You only need to attend one session)


at the Knox County Chamber Office
720 Main Street, Vincennes

More information:
+812-882-6440
info@knoxcountychamber.com

Learn more information about the upcoming Eclipse, receive tips on how to prepare your business, and brainstorm with fellow local business owners.

This a FREE event for all local business owners, no registration required.

Chamber of Commerce KNOX COUNTY



Eclipse Informational Meeting for Local Businesses

MONDAY, **FEBRUARY 12**
9 AM EST

at the Knox County Chamber Office
720 Main Street, Vincennes

More information:
+812-882-6440
info@knoxcountychamber.com

Learn more information about the upcoming Eclipse, receive tips on how to prepare your business, and brainstorm with fellow local business owners.

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Chamber of Commerce KNOX COUNTY



Presentation for the Meetings for Local Businesses and Organizations

Preparing for the Eclipse

Information for Local Business Owners



CONTENT

- DATE & TIMES
- WHAT TO EXPECT
- MENU PLANNING & OPERATIONS
- INVENTORY MANAGEMENT
- MARKETING & PROMOTION
- THEFT/SAFETY
- RESOURCES

WHO WILL COME:

- LOCAL POPULATION
- FRIENDS AND FAMILIES OF LOCALS
- ECLIPSE CHASERS
- VISITORS LIVING OUTSIDE OF THE PATH
- ECLIPSE TOUR GROUPS
- SCIENTISTS AND ASTRONOMERS

THE PATH OF TOTALITY

The sun's corona is only visible at 100% totality. 99% is not the same!

MONDAY, APRIL 8TH
3:04 PM EST

STARTING TIME
1:46 PM

ENDING TIME
4:20 PM



WHAT TO EXPECT

- EXPECT MORE VISITORS
 - REVENUE OPPORTUNITY
 - THE OCCASION TO SHOWCASE YOUR BUSINESSES AND TOWN
- PREPARE FOR CASH TRANSACTIONS
- TALK TO SUPPLIERS
- DISPLAY ANY SAFETY INFO. RELATED TO YOUR BUSINESS OR AREA
 - CONSIDER THE SAFETY OF STAFF & VISITORS
 - OFFER ECLIPSE VIEWING GLASSES
- COLLABORATE WITH OTHER BUSINESSES

2024 ECLIPSE VISITORS EXPECTED



- PLAN FOR CROWDS
- OFFER LIMITED MENU
 - HELP STREAMLINE SERVICE
- SHOWCASE LOCAL FLAVORS OF THE AREA
 - EXAMPLE - WATERMELON
- CREATE SPECIALS RELATED TO ECLIPSE THEME
- OFFER PORTABLE OPTIONS
 - SANDWICHES, WRAPS, OR SALADS THAT CAN BE EASILY TAKEN TO GO
- OFFER PACKAGE DEALS
 - OFFER A MEAL & VIEWING SPOT
- CONSIDER DIETARY RESTRICTIONS
 - VEGETARIAN, GLUTEN-FREE, DAIRY-FREE

OPERATIONS - RESTAURANTS

- PLAN AHEAD
 - START PLANNING WITH STAFF NOW
 - COMMUNICATE WITH STAFF & EXPLAIN INCREASE IN BUSINESS
 - CREATE A DAY-OFF REQUEST POLICY
 - SCHEDULE MORE STAFF
 - SCHEDULE LONGER SHIFTS
 - CONSIDER ASKING FOR VOLUNTEERS TO ASSIST
- BE FLEXIBLE
- PLAN FOR BREAKS FOR EVERYONE ON STAFF
 - INCLUDING YOURSELF!
- HAVE ECLIPSE GLASSES
 - FOR SALE FOR GUESTS (NOT ORDERING)
 - INCLUDE GLASSES FOR GUESTS EATING IN
- PRIORITIZE GUEST SERVICE
- PARTNER WITH OTHER RESTAURANTS, CAFES
 - REFRIGERATED SPACE
 - MARKETING



OPERATIONS - RETAILERS

- PLAN FOR CROWDS
 - MORE FOOT TRAFFIC
 - LONGER LINES
- CROSS TRAIN EMPLOYEES
- START PLANNING FOR STAFF NOW
 - COMMUNICATE TO STAFF & EXPLAIN INCREASE IN BUSINESS
 - CREATE A DAY OFF POLICY
 - SCHEDULE MORE STAFF
 - SCHEDULE LONGER SHIFTS
 - CONSIDER ASKING VOLUNTEERS TO ASSIST
- PRIORITIZE SAFETY
 - MAKE SURE AISLES ARE CLEAR
 - VISITORS KNOW ENTRY, EXITS
- HAVE A BATHROOM POLICY



Presentation for the Meetings for Local Businesses

Informational Meetings

OPERATIONS - RETAILERS

- **CREATE AN ECLIPSE THEMED DISPLAY**
 - SELL MERCHANDISE RELATED TO THE ECLIPSE
 - OFFER PACKAGES THAT INCLUDE GLASSES, WATER, SNACK, ETC.
- **RETAILERS**
 - OFFER ECLIPSE RELATED MERCH
 - DATE / BUSINESS / CITY / SLOGAN
 - PARTNER WITH OTHER RETAILERS
 - JOINT PROMOTION
 - COLLABORATION
- **CONVENIENCE STORES / GROCERY STORES**
 - SIMPLIFY YOUR INVENTORY
 - STOCK UP
 - NON-PERISHABLES
 - PERISHABLES (CLOSER TO APRIL 8)
- **TALK TO SUPPLIERS ABOUT DELIVERIES**



INVENTORY MANAGEMENT

- MONITOR SALES DATA
- SIMPLIFY INVENTORY BUT STOCK PLENTY
 - STOCK ESSENTIALS & HIGH-DEMAND ITEMS
 - GRAB AND GO ITEMS
- ORDER NON-ESSENTIALS IN ADVANCE
- CONSIDER STORAGE
 - COLLABORATE WITH OTHER BUSINESSES
 - ASK SUPPLIER ABOUT REFRIGERATED TRAILER OR STORAGE



MARKETING & PROMOTION

- **OPPORTUNITY** TO SHOWCASE TOWN AND BUSINESS
- **POST SIGNAGE**
 - FOR CITIZENS TO BE PREPARING
 - FOR VISITORS: KNOW HOURS OF OPERATION / EVENTS / SCHEDULE
- **PARTNER WITH OTHERS**
 - SPONSORSHIPS
 - CROSS PROMOTION
 - COST SAVINGS
- UTILIZE THE **MARKETING PLATFORM** THAT WORKS FOR YOUR BUSINESS
 - I.E. RADIO, NEWSPAPER, SOCIAL MEDIA

MARKETING & PROMOTION

EXAMPLES:



VISITORS COULD RECEIVE:

- 1 CUP
- BAG (RECYCLABLE)
- ECLIPSE GLASSES
- A WATER

STAFFING

- 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 CONTINGENCIES

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 THE ECLIPSE PROPERLY
- SCHEDULE BREAKS
- PLAN TO BE BUSY
- PROVIDE FOOD AND WATER

RESOURCES

VINCENNES/KNOX COUNTY
ECLIPSE WEBSITE

[HTTPS://WWW.VINCENNESECLIPSE.COM](https://www.vincennesclipse.com)

SCAN HERE





Chamber of Commerce
KNOX COUNTY

Preparation & Planning

From encouraging our members to run promotions/offers, to handling scheduling, offering training to their staff, and implementing unique safety protocols, the focus of this email was to emphasize the importance of planning and preparation.

Open Rate
41.3%

[View the Email Here.](#)



Eclipse Tips Email Campaigns

Chamber of Commerce KNOX COUNTY MARCH 2024

Prepare Your Business ECLIPSE TIPS

Preparation & Planning

The countdown is on! The upcoming total solar eclipse event is now only 27 days away. As the Knox County Chamber of Commerce, we see this as an incredible opportunity for our community and businesses to shine.

With thousands of visitors expected to flock to our area to witness this rare celestial event, it's essential for local businesses to be well-prepared to make the most out of this occasion.

Here are some tips and recommendations to help you leverage the solar eclipse event for the benefit of your business/organization.

Staffing & Operations

BEING SCHEDULING AND DISCUSSING WITH STAFF NOW

Anticipate higher-than-usual demand during the eclipse weekend and ensure you have adequate staffing levels to handle increased customer traffic.

Provide training to your staff on how to handle the additional crowds, specific promotions/offers, safety protocols, etc.

Plan Ahead

PREPARE YOURSELF AND YOUR TEAM

Start planning NOW to capitalize on the influx of visitors. Consider what special events, promotions, or offers you can provide to attract customers.

Logistics

ENSURE LOGISTICAL PREPAREDNESS

Ensure that your business is prepared for any logistical challenges that may arise due to increased traffic or crowds during the eclipse weekend.

Safety Protocols

STAY SAFE AND EFFICIENT

Maintain safety protocols to ensure the well-being of both customers and employees, especially if you're hosting an event or expecting larger crowds.

Ex.; a restroom policy, parking policy, etc.

Marketing & Promotion

In this email, we emphasized the importance of online presence, collaborating with other businesses, hosting events, creating specials, sponsoring/supporting local eclipse initiatives, and extending their business hours. We wanted to provide effective marketing and promotion techniques as a resource.

Open Rate
43.2%

[View the Email Here.](#)



Eclipse Tips Email Campaigns



Collaborate with Other Businesses

FOCUS ON JOINT MARKETING

Join forces with fellow chamber members and local businesses to amplify your marketing efforts.

Collaborative campaigns can expand your reach and attract a broader audience. Consider cross-promotions, joint events, or bundled deals to offer unique experiences and drive traffic to your businesses collectively.

Sponsor & Support

LOCAL ECLIPSE INITIATIVES

Take advantage of the excitement surrounding the eclipse by actively engaging with the local community.

Participate in community events, collaborate with other businesses, and support local initiatives to foster a sense of unity and celebration leading up to the eclipse.

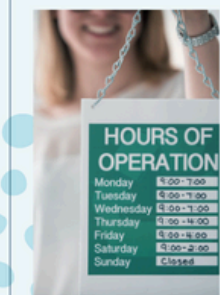


Extend Business Hours

ADJUST TYPICAL OPERATING HOURS

Visitors are expected to arrive Friday/Saturday and stay until Monday afternoon.

Adjust your business hours accordingly, and make sure they are updated on all social media platforms and websites.



To Learn More About the Total Solar Eclipse:



VISIT THE ECLIPSE WEBSITE:
[HTTPS://WWW.VINCENNESECLIPSE.COM](https://www.vincennesecclipse.com)

Prepare Your Business ECLIPSE TIPS

Marketing & Promotion

As we gear up for the much-anticipated total solar eclipse, we are excited to provide you with valuable insights and strategies to elevate your business and organization.

With thousands of visitors expected to descend upon our area, now is the time to capitalize on this extraordinary opportunity to showcase what our community has to offer.

Let's delve into effective marketing and promotion techniques, helping you attract new customers, boost sales, and solidify your place as a key player in Knox County's eclipse experience.



Online Presence

UTILIZE ONLINE PRESENCE FOR PROMOTION

In today's digital age, your online presence is more critical than ever. Leverage your website, social media platforms, and email newsletters to create buzz around your business.



Host Events

DURING ECLIPSE WEEKEND

Elevate the experience by hosting events at your location!

Whether it's a themed dinner or live music, creating a memorable event will draw crowds and leave a lasting impression on attendees.



Create Specials

RELATED TO THE ECLIPSE

Although it may be too late to order merchandise, there are other ways to get involved!

Create specials offers (eclipse-themed meal, discounts, etc.), to tie into eclipse weekend.

Share Your Eclipse Specials

Commitment and participation in the eclipse was essential for our members to reap the benefits. We encouraged them to get involved in community events, strengthen ties with their peers, and to support our local eclipse initiatives.

Open Rate
40.6%

[View the Email Here.](#)



Eclipse Tips Email Campaigns


MARCH 2024



Prepare Your Business
ECLIPSE TIPS



Community Engagement

The total solar eclipse presents a unique opportunity to showcase the best of what Vincennes and Knox County have to offer.

By planning ahead and taking advantage of this event, your business can attract new customers, boost sales, and contribute to the overall success of our community during this exciting time.

Your commitment and participation will ensure our visitors (and locals) will enjoy this special weekend, and return in the future!



Strengthen Ties

All business owners will be preparing for this weekend, so don't go through it alone.

Reach out to your peers and neighbors, foster collaborations, and work together to ensure that operations can run smoothly.

Get Involved
IN COMMUNITY EVENTS

There is a LOT of amazing events going on in our community during the eclipse weekend.

There are a variety of opportunities to attend, volunteer, sponsor, and more!



Support Local Initiatives

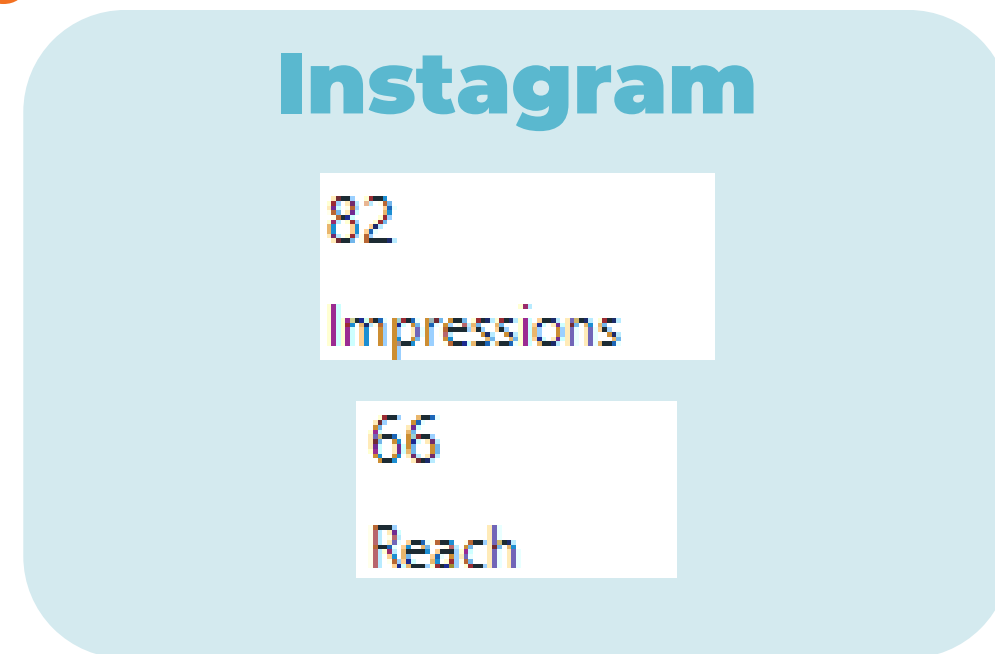
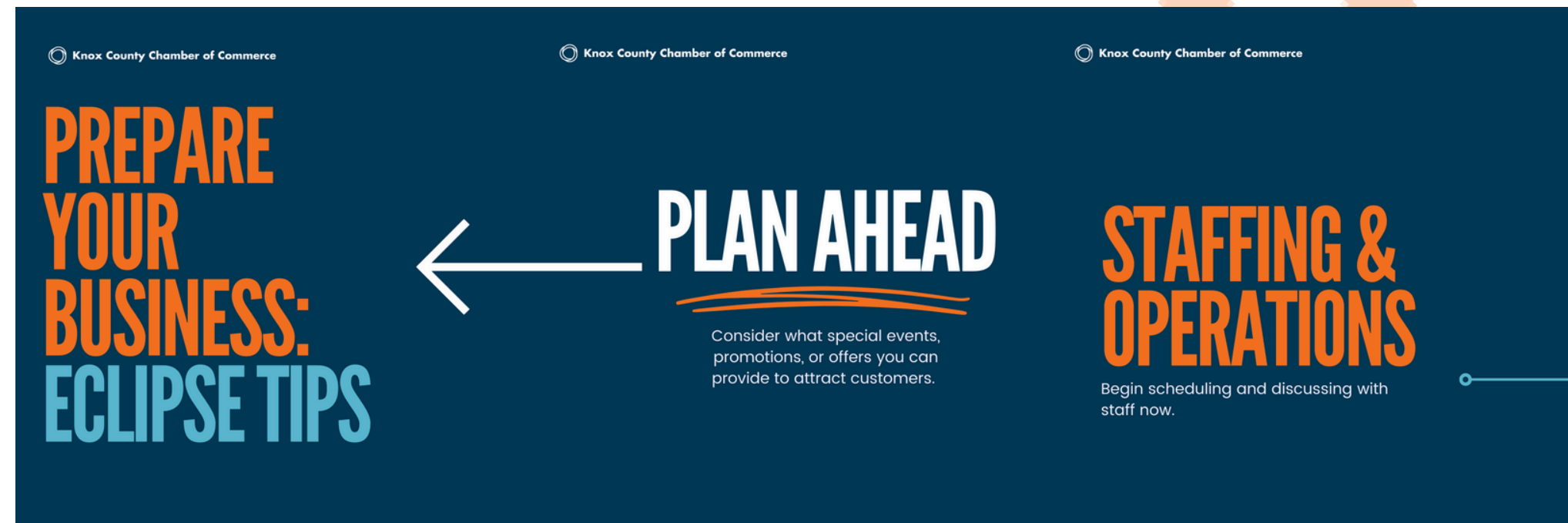
Participate in the local eclipse-related activities! This can be creating an eclipse-themed window display, having your employees don eclipse t-shirts, handing out eclipse glasses, and much more.

Preparation & Planning

This carousel created a visually appealing yet informative post, with a brief overview of tips on how to prepare and plan. Included in the caption was the link to the original email.

Social Media Campaigns

Analytics

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PREPARE YOUR BUSINESS: ECLIPSE TIPS

← **PLAN AHEAD**

Consider what special events, promotions, or offers you can provide to attract customers.

STAFFING & OPERATIONS

Begin scheduling and discussing with staff now.



© Knox County Chamber of Commerce

LOGISTICS

Ensure logistical preparedness

SAFETY PROTOCOLS

STAY SAFE & EFFICIENT

© Knox County Chamber of Commerce

Marketing & Promotion

We created another carousel, full of exclusive tips and tricks for marketing and promotion. Included in the caption was the link to the original email.

Social Media Campaigns

Analytics

Facebook

1K Impressions	961 Reach
7 Reactions/Likes, comme..	

Instagram

88 Impressions
74 Reach



Knox County Chamber of Commerce

Prepare Your Business

Eclipse Tips

Marketing & Promotion

- 1 Online Presence**
In today's digital age, your online presence is more critical than ever. Leverage your website, social media platforms, and email newsletters to create buzz around your business.
- 2 Collaborate with Other Businesses**
Focus on **joint marketing!** Join forces with other Chamber members and local businesses to amplify your marketing efforts.
- 3 Host Events**
Elevate the experience by hosting events at your location! Whether it's a themed dinner or live music, creating a memorable event will draw crowds and leave a lasting impression on attendees.
- 4 Create Specials**
Although it may be too late to order merchandise, there are other ways to get involved! Create special offers (eclipse themed meal, discounts, etc.), to tie into the eclipse weekend.
- 5 Sponsor & Support**
Take advantage of the excitement surrounding the eclipse by actively engaging with the local community!
- 6 Extend Business Hours**
Adjust your business hours accordingly, and make sure they are updated on all social media platforms and websites.

Share Your Eclipse Specials

This post was to encourage our members to share what they had created for the eclipse weekend. If they tagged our social media accounts or commented on this post, we then shared their eclipse specials on our social media channels.

Analytics

Facebook

1.9K

Impressions

1.9K

Reach

22

Reactions/Likes, comme..

Instagram

9

Impressions

9

Reach

Social Media Campaigns



Knox County Chamber of Commerce

Share Your Eclipse Specials!

- SPECIAL ITEMS & DEALS**
This includes sales, specially-made eclipse items, and more!
- BUSINESS HOURS**
Share your adjusted business hours for the eclipse!
- ANYTHING ELSE ECLIPSE RELATED!**
This can be anything special you are doing during the eclipse weekend!

COMMENT BELOW OR TAG US IN YOUR SOCIAL MEDIA POSTS, SO WE CAN SHARE ALL THE AMAZING THINGS GOING ON IN OUR LOCAL BUSINESSES!

Posts That Were Shared With Us

In response to our call for eclipse specials, our members shared an impressive array of offerings, showcasing the diverse talents and entrepreneurial spirit within our community. From eclipse merchandise to specialized items, our local businesses spared no effort in delighting the incoming crowd.

Additionally, some businesses adapted by adjusting their operating hours, ensuring that residents and visitors alike could fully experience the celestial event without missing out on any shopping opportunities. We were thrilled to spread the word and market these offerings, amplifying the voices of our local businesses and organizations as they embraced the eclipse frenzy with creativity and enthusiasm.

Social Media Campaigns

Posts That Were Shared With Us

Social Media Campaigns



Ice Design Studio
April 4 · 🌐
Your business is about to be BOOMING this weekend. Make sure you write down all the nice things Eclipse tourists will say about your shop, restaurant, or event! ... See more



Jenna's Bakehouse
Cupcake Shop
Call now

Jenna's Bakehouse
April 4 · 🌐
We welcome all visitors to Vincennes this weekend for the Eclipse! If you are looking for a sweet treat, we are the place for you to visit!
We will be open



Tri-State Printing & Embroidery LLC
April 3 · 🌐

We are going to be open Saturday, Sunday, Monday from 9 to 9 for the eclipse!!! Come see us and get your shirts today!!!



Ginger Ale's Vincennes
March 19 · 🌐
Our Dark Side of the Moon is OUT OF THIS WORLD!



Pea-Factions
Send message

Pea-Factions
April 2 · 🌐
Eclipse Menu



Attic Salt Boutique
April 2 · 🌐
Join us this Eclipse weekend for extended hours!! Stay tuned for a fun little sneak peek of a photo opportunity we will have set up in store. Hope you join us this weekend!!! 🌟🌟🌟🌟



Charlie's Caramel & Candy Shop
April 1 · 🌐
Sweet side of the Wabash 🍪
Charlie's will be open Saturday, Sunday (afternoon) and Monday of the eclipse weekend!
See you on the sweet side 🍪



Byron Bobe's Pizza House
April 1 · 🌐
It's ECLIPSE WEEK!! 🌟🌟🌟🌟
Here are our hours for next weekend!
Please share 🍕❤️



Knox County Recycling - SWMD
April 3 · 🌐
Don't throw away those eclipse glasses after the big event!
We've teamed up with Astronomers Without Borders and Vincennes Knox County Eclipse to collect and ... See more



Grasshopper Group
March 20 · 🌐
Click the link to purchase a water bottle or stop by our office! We will be selling them through the day of the Eclipse!

Eclipse Recap

The eclipse was a triumph for the Knox County Chamber and our vibrant business community. Not only did we witness a once in a lifetime event but we also reaped substantial gains. Welcoming approximately 50,000 visitors, our community showcased its warmth and hospitality, leaving an indelible impression.

Moreover, the eclipse served as a catalyst for bolstering relationships - forging new connections with government officials, local organizations, and businesses alike. The Chamber welcomed several new members into its fold, marking a testament to our collective strength and unity in fostering economic growth and prosperity.



Chamber of Commerce
KNOX COUNTY

THANK YOU FOR YOUR CONSIDERATION

Please contact me if you have any questions:

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KNOX COUNTY CHAMBER OF COMMERCE

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