

GUIDE FOR BUSINESSES & DESTINATIONS

Henry County's 2024 Total Solar Eclipse

Monday,
April 8, 2024



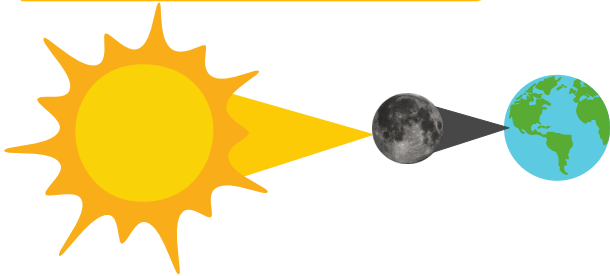
HoopsInHenry.com/Eclipse

SOLAR ECLIPSE FACT FILE



Henry County, IN, is in the path of totality for the 2024 total solar eclipse. Here are facts to help you get ready for this historic event on April 8, 2024.

What is a total solar eclipse?



According to The Great American Eclipse, "A total solar eclipse happens when the Moon passes between the Sun and Earth, completely blocking the face of the Sun. **The sky will darken as if it were dawn or dusk.**"

- Total solar eclipses happen in any given location in the world roughly once every 375 years.
- Partial solar eclipses happen, on average, twice a year.

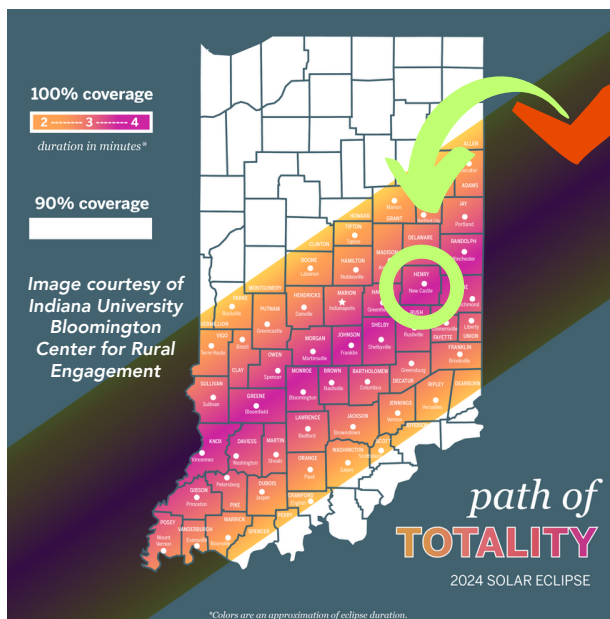
How often do eclipses happen?



This total solar eclipse will be the last in the contiguous United States until 2044.

What's the big deal?

- Henry County is in the center of the "path of totality, with around 4 minutes of total darkness.
- There is an active community of people who follow eclipses internationally.
- Henry County anticipates welcoming up to five times its population during the eclipse.
- The traffic influx will likely impact travel, food supplies, gas availability, and public restrooms.



Did you know? A total solar eclipse is considered "the biggest of all astronomy events." The last time our region was in the path of totality was 819 years ago and the next time it will be 2153.

ECLIPSE PLANNING LIST

NOW

- Determine if your business will be open. If you are, line up additional staff for the weekend prior to the eclipse and the eclipse day. If you are not, communicate that clearly on your social media and website.
- If you are hosting an event connected with the eclipse, complete the simple form at hoopsinhenry.com/eclipse.
- Order supplies that you will need for April 5-8.
- Purchase eclipse sunglasses for your family and staff.
- Join forces with other organizations and businesses who are already planning activities.
- A primary goal is to provide a positive guest experience to encourage return visits.

FEB.

- Local schools will be closed the day of the eclipse (and spring break spans the two weeks prior). Consider how to involve students and families with school-aged children.
- Decide how you will minimize your "light pollution" during the eclipse. The fewer lights that are on during the event, the more powerful it will be for the eclipse experience.
- Begin or continue promoting specials and opportunities for guests to support your business.
- If you have a large parking area, consider that people may unexpectedly congregate there and plan accordingly.
- Establish a communications plan with your staff for April 5-8.
- Talk with your insurance company to see if you need temporary event insurance and if you plan to sell food, apply for a temporary permit with the Henry County Health Department.

MARCH

- Prepare for cleanup efforts after the eclipse.
- Re-check supplies to ensure you have plenty on hand to manage expected crowds.
- Post regularly on social media and your Google My Business/Google maps page to garner attention from visitors.
- Consider adding signage and banners to your business to attract attention.
- Join with other event organizers in sharing eye safety tips to observe during the eclipse.

WEEK BEFORE

- Watch the weather forecast closely. Clouds and rain will diminish viewing opportunities, but the darkness will still come. Be aware that if, for example, Dayton is cloudy and Henry County is not, there may be thousands of additional visitors that arrive. If it is cloudy here, visitors may spend more time inside.
- Make sure your automobiles are fully fueled.
- Stock your personal food and toiletry items at home so you can avoid any crowds during the weekend leading up to the eclipse.

HoopsInHenry.com/Eclipse

