

SENECA COUNTY

SOLAR

ECLIPSE

OF THE HEART

LOVE YOUR TIME IN TOTALITY

Business Tool Kit

Making the most of the Total Solar Eclipse
in Seneca County for your business!



DESTINATION

SENECA COUNTY

Table of Contents

Background Information

- What to expect
- Business reminders from Eclipse Insights

Social Media

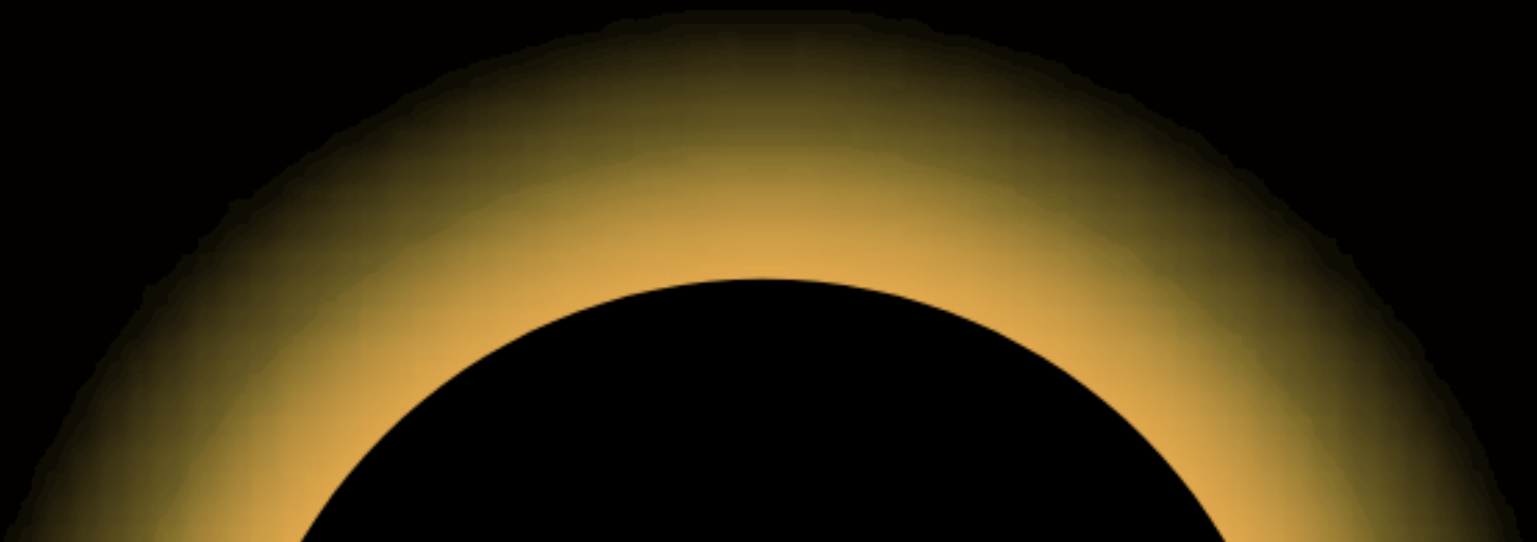
- Graphics and Images
- Posting and Sharing

Brick and Mortar

- Hours
- Customer Service

Support and Reminders

- Contact Info
- Community Calendar



What To Expect

Seneca County falls in the path of totality for the Total Solar Eclipse on April 8, 2024. You can expect an influx of people in the community starting as early as Friday, April 5th, and picking up throughout the weekend. Community organizations have been working together and planning for over a year for this event and want to ensure everyone has a safe, enjoyable, and memorable experience!

Business Reminders

Preperation & Scheduling

Factors to consider...

- Staffing
- Inventory and Ordering
- Deliveries
- Communication & Transactions

Employee Plans

Factors to consider...

- Child care
- Home utilities & prep
- Transportation
- Shifts and coverage

Recommendations

- Plan, plan, and plan some more!
- Use the influx of people to your advantage
- Be flexible and adaptable
- Ensure a high level of customer service
- Share what you're doing

**ECLIPSE
INSIGHTS**

Planning and Preparing for the Total
Solar Eclipse in Seneca County

See full
Eclipse Insights
presentation
[here.](#)

Social Media

Destination Seneca County has been active on social media, trying to promote Seneca County as the place to be for the total solar eclipse experience. We know that people are going to travel to communities in the path of totality, so we want to benefit from them choosing Seneca County! The more businesses, organizations, and people we have posting about the Seneca County Solar Eclipse of the Heart, the more people we can reach.

Share! Share! Share!

The more you post and share about the eclipse, the more likely it is to be seen. Are you offering a swag item, running a special, or having special hours? We are encouraging you to share it with the masses! In the following pages, you will find versions of the Solar Eclipse of the Heart logo, welcome posts, and more options to share.

Tag, You're It!

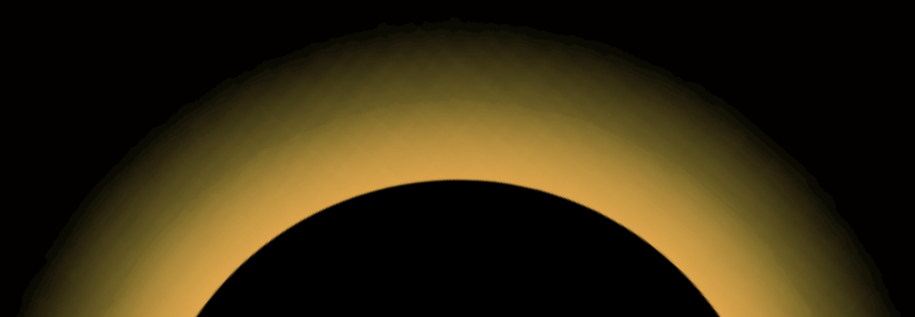
If you post about your offerings, open hours, or anything related to the eclipse, we would love for you to tag Destination Seneca County!



@DestinationSenecaCounty

Use Your Resources

We have worked hard to provide the community and visitors with as much information as possible in one convenient location. Visit SenecaCountySolarEclipse.com for more information and resources. This is also a great place to send anyone you may come in contact with who has questions!



Social Media

Right click the logo and
download to be able to use!

Logo #1



Logo #2



Social Media

Post Ideas

Welcome to Seneca County!

Your logo here

Eclipse Hours of Operation:
April 5: Your Hours
April 6: Your Hours
April 7: Your Hours
April 8: Your Hours

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Remember the Moment...

What you are offering special for the eclipse

Your logo here

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Happy Solar Eclipse of the Heart!

Your logo here

WE ARE OPEN!
Your Hours for April 8th

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These are just ideas, but feel free to use them for what suits you and your business best. We recommend that businesses post information that is easy to find when a visitor goes to look up their business on their social pages!

Brick & Mortar

Business Hours

We are collecting information to help share with residents and visitors about our Seneca County businesses. Please help us understand what your business plan is for the weekend leading up to and on the eclipse date. Scan the code below or click [here](#) to complete the quick survey about your business hours.



Make sure to update your hours for the Eclipse on your Google Business Page. See how to do so [here](#).

Customer Service

We hope everyone who passes through our community sees how awesome and wonderful it is, and then, in turn, we hope they come back! Something as simple as “Welcome Eclipse Viewers” on your storefront can go a long way to making someone feel welcome and make them step through your door. Please prepare yourselves and your employees for an influx of people, and please use customer service best practices! We know now that every interaction will be easy with visitors, but luckily Seneca County has the best people to help those who need it!



Support & Reminders

We are here to help you in any way we can to ensure a great Eclipse Experience! Please do not hesitate to reach out with any questions or concerns. Thank you for your cooperation and participation!

Contact Information Reminders

Destination Seneca County Office: 567-220-6387

Emails -

Bryce: briggs@senecaregionalchamber.com

Marisa: mstephens@senecaregionalchamber.com

Deb: dmartorana@senecaregionalchamber.com

Judy: jdezse@senecaregionalchamber.com

Community Calendar

Spread the word about any events you have going on through the Community Calendar. Events taking place during the Eclipse weekend will be tagged as such and auto-populate on the Seneca County Solar Eclipse page, as well as the normal community calendar that lives on the Destination Seneca County, Chamber, Downtown Tiffin, TSEP, and City of Tiffin webpages.

DestinationSenecaCounty.com/Calendar

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