

2017 Lincoln City Chamber of Commerce Business Planning Suggestions for the Eclipse

Sharpen your Entrepreneur skills. This is your opportunity to think outside the box. You have the ability to prosper in ways that you may not even be aware of. Analyze what services you offer and what you could add to that to make your customers experience even better. It's a great opportunity for businesses and non-profit groups to make money. Think about what services may not be readily available and go for it.

Have a plan for your business to first and foremost take care of your customers! Make sure all employees are aware of that plan, and be aware that there may be heightened frustration levels due to the influx of visitors. If you get long lines at your registers, what is your plan of action to alleviate the long lines? Do you need to rope off areas to accommodate the lines?

Cash handling procedures. Will you be forced to take only cash? Will your bank be open? If you are forced to take only take cash due to credit card machines being down and your bank is closed, what is your back-up plan for the large amounts of cash you may be left with? Do you have a secure safe?

Post your policies regarding public restrooms. If you are not offering public restrooms in your business, put up the sign to direct customers to where they are accessible. The City has made Restroom and Trash signs that can be printed out.

Be consistent. The last thing you want to do is discriminate and let one person use the restroom, but not the next. Make sure your employees are all on the same page.

Be educators! Our visitors need to know what to expect during the eclipse and how to safely watch the eclipse. Many businesses have eclipse viewing devices available. If you are a hotel, it would be a nice way to show your guests that we care about their eyesight, and want them to be able to safely watch the eclipse. Don't assume that visitors know they need to wear the glasses an hour before and an hour after the eclipse. Don't assume that they know the glasses cannot have a crack or pin hole to be safe for viewing the eclipse. Tell them.

Employees Attendance. How will you handle the influx if your employees cannot get to work on Monday? Better yet, have a plan to ensure that they will get to work. Many businesses are finding alternate housing for their employees to ensure they have the help they need. Do you need to be open? Non-essential business may not need to be open.

Essential Services. Walk through your daily activities and think about what may not be available on August 21 due to the influx of people. If you don't have internet, cell phone service, or even gas how well will your business continue?

Evacuation Routes. Be aware of your surroundings at home and at your business. Very high tides are expected the night before the eclipse. Know where your safety areas, and evacuation routes are in the event of flooding, and/or Tsunami.

We may never again see an event of this magnitude again, or for a very long time. We are privileged to have it in our back yard, but we need to enjoy it, but most of all be ready for it.