Instructions: Customize this letter as appropriate to let local businesses know about the April 2024 total solar eclipse and how to connect with the local/regional/state eclipse-planning task force. Accompany this letter with the fact sheet “Eclipse 2024: Getting Your Business Ready.”

— *AAS Solar Eclipse Task Force*

[Date]

Dear [Chamber Member]:

It is with great enthusiasm that we inform you of a very special event coming to our [city/town/community]. A total solar eclipse will occur here on Monday, April 8, 2024, potentially bringing thousands of visitors with it. Totality — when the Moon completely hides the Sun’s bright face, the sky suddenly darkens, and the magnificent solar corona bursts into view — will begin at [local time of 2nd contact] and last [local duration of totality], but it is preceded and followed by partial phases that last more than an hour as the Moon slowly covers, then uncovers, the Sun. Moreover, visitors from outside the path of totality will likely start arriving a day or two in advance to find a good observing site and finalize their preparations. Of course, the largest influx of visitors is expected on eclipse day itself.

This celestial happening provides unique opportunities for our [city/town/community], chief among them an economic boon for local businesses. **April 8, 2024,** **will not be a normal Monday!** The hospitality industry will experience the largest impact. Hotels and motels, other lodgings, restaurants, gas stations, and convenience stores can expect to see a considerable increase in customers.

Our [city/town/community] leaders are doing their part to help prevent any potential problems with traffic congestion, emergency services, and police and fire protection. The suggestions in the accompanying fact sheet will facilitate local businesses and officials working together to provide the best possible eclipse experience for residents, employees at local workplaces, and visitors. Please share this info with local businesses. This short-lived boost in tourism will be significant, and everyone who lives in, works in, or visits our [city/town/community] for the April 8, 2024, total solar eclipse will remember it, and us, for the rest of their lives.

If you have questions or would like more information about how to plan for the coming eclipse, please contact me at the email address or phone number below.

Kindest regards,

[Name of writer]

[Name of eclipse task force]

[Email address & daytime phone number]