

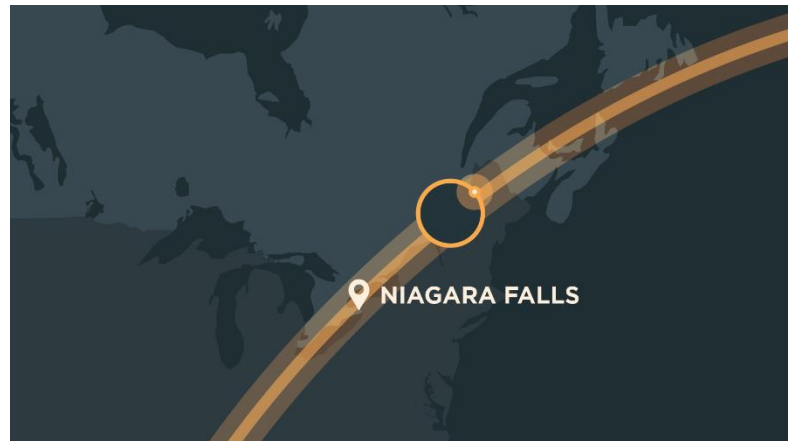
APRIL 8TH SOLAR ECLIPSE IN NIAGARA FALLS

What is the Solar Eclipse?

On April 8, 2024 we will be witnessing a spectacular natural phenomenon, a Total Solar Eclipse directly over one of nature's wonders of the world, Niagara Falls.

In this total solar eclipse event, the moon will be perfectly aligned between the Earth and the sun, blocking out the sun's rays entirely.

The solar eclipse experience is expected to start at 2:04 p.m. and last for about two and a half hours. The sun will be fully eclipsed at approximately 3:18 p.m. EDT (Eastern Daylight Time) and last for approximately three minutes.



Niagara Falls will be in the Path of Totality, meaning that we will be directly in the moon's shadow when it passes in front of the sun, blocking its rays entirely. While most of North America will see a partial eclipse, only the areas along the thin Path of Totality will experience a total one. While a total solar eclipse happens somewhere on Earth roughly every 18 months, it is extremely rare for a total eclipse to occur in any particular place (only occurring every few hundred years), and we are fortunate to be along this path.

What's the Big Deal?

Niagara Falls will be one of only a handful of Canadian cities along the Path of Totality on April 8th. Combine this with the natural wonder of the Falls, and it is understandable that the eclipse is ranked #11 on National Geographic's "Best of the World" list for travel adventures.

As a result, **we expect up to a million visitors** to drive into Niagara Falls to observe this phenomenon, by far, the largest crowd we've ever experienced. For comparison, the Nik Wallenda walk across the falls drew crowds of approximately 150,000.

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Getting your Business Ready

We've gathered key information for your place of business to consider so that you're prepared for the influx of visitors on/around April 8, 2024:

Traffic & Road Closures

Due to the influx of visitors to the area, be prepared for heavy traffic and/or road closures before and after the eclipse, especially on the 420 and QEW, and increased traffic on ancillary roads.

Increased traffic congestion in and around the Niagara region is expected to begin on Friday, April 5 and build throughout the weekend.

Even if you don't plan to do anything special that day, the eclipse may still affect your business. Increased traffic, confusion, and delays along major highways and access routes may cause delays in deliveries and other services.

Where possible:

- Reschedule any pickups or deliveries for later in the week.
- Schedule errands and deliveries for your business several days ahead of the eclipse or after the eclipse.
- Consider adjusting business hours or hybrid/virtual work, where possible, to keep employees off the road.

Planned or unexpected eclipse-related road closures or major traffic delays will be posted on niagarafalls.ca

Parking

Parking will be at a premium on April 8th, with many people seeking a free spot. Ensure you have designated parking for customers and employees.

City parking lots and on-street paid parking can be viewed at niagarafalls.ca

Restrooms

Expect customers who may be primarily interested in using the restrooms in your business. Public portable washrooms will be available but are limited.

Weather and Your Business

If conditions are foggy, visitors with hotel reservations will most likely not change their plans, but the "day trippers" may move to more optimal viewing; there is no way to predict this but monitoring the weather the week to 10 days prior to April 8th could be very useful for your business forecasting.

Cellular Service

As with any large event that brings high levels of visitation into a concentrated area, it is possible that cell signal may be compromised.

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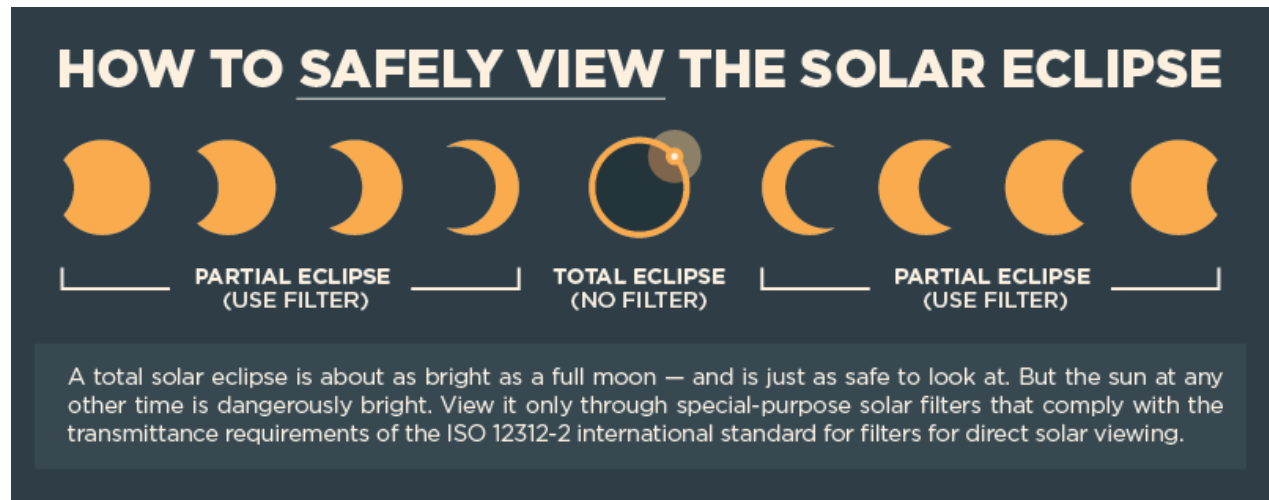


Visitors may have urgent requests to use your landline business phone if cell service is limited; decide how you want to handle these requests and make sure employees know what to do. If it is a 911 emergency and you have a landline, be ready to help!

Safe Viewing of the Eclipse for Staff and Patrons

The temptation to take a look at the eclipse will be difficult to resist. Provide safety information for your staff and customers on eye safety, the eclipse timing, and to avoid looking directly at the eclipse without proper eye protection.

Provide ISO 12312-2 international safety standard-approved solar filter glasses for your staff and customers. If this is not possible, encourage staff and customers to purchase their glasses in advance to prepare them for the event and close the blinds.



Additional safe viewing tips can be viewed at niagarafalls.ca

Plan ahead and be flexible!

Supply-Chain Concerns

- Due to the influx of visitors, businesses that provide essential services such as fuel, groceries, etc. should stock up before the eclipse and order supplies that can be stored.
- Be aware of and plan to avoid potential supply-chain issues.

Food and Hospitality Establishments

- Hospitality providers should consider full staffing and bringing in extra help.
- Food/drink establishments should consider increasing supplies for the eclipse weekend to meet higher-than-usual demand.

Plan for Deliveries and Appointments

- Avoid scheduling appointments and meetings on April 8, as most, if not all, will be cancelled at the last minute due to enthusiasm for the eclipse and/or problems with traffic congestion.
- Schedule deliveries and shipments before April 6 or after April 8 to avoid eclipse-related delays.

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Cash/Financial Transactions

- Be prepared for more cash transactions; consider having extra tills set up to accommodate.
- You may have larger than average deposits over the eclipse weekend. Check now if your bank will be open on Monday, April 8th.
- If you use the internet/wireless service for business transactions, be prepared with a backup plan, as communications infrastructure may be at or over capacity and service could go down.

Hours and Days of Operation

- Many restaurants and businesses are typically closed on Mondays. We encourage you to consider opening on Monday, April 8th, and take advantage of the many visitors in Niagara Falls.
- The eclipse will begin at 2:04 pm and end at 4:31 pm, with totality occurring at 3:18 pm and lasting for approximately 3 minutes. For restaurants, lunch and early dinner specials are a good bet for that day.
- Think about when your shift changes occur, and if any of your staff will be driving to work or home during the eclipse. In addition to eye safety concerns, traffic may prevent your employees from getting to work on time.

Childcare

- Monday, April 8th is also a PD Day for Niagara school boards. Schools and many childcare providers will be closed. Be mindful that employees with children may struggle to find care for this day and could be unavailable to work.

The City of Niagara Falls is offering a range of PD Activities; details are available niagarafalls.ca

Contractors

- If your business involves offsite contractors, make sure that they are aware of eye safety requirements.
- It may be difficult for outdoor contractors to complete their work safely during the afternoon of the eclipse, so it may be best to only schedule work for the first half of the day.

Parking Enforcement

- Parking enforcement will actively be enforcing all on-street regulations including no overnight parking.
- Parking Enforcement does not enforce on private property unless otherwise established through signed agreement and authorized signs, nor do they tow vehicles off private property.
- To contact Parking Enforcement, call 905 356-7521 Ext. 4700 from 8:30 - 4:30 pm or 905-356-1355 from 4:30pm - 8:30am.

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Municipal Bylaw Enforcement

- If you have a non-emergency by-law related matter such as waste and debris, R/V left unattended in a park, aggressive peddling/panhandling or homeless related concern(s) then please contact Municipal Enforcement dispatch staff from 8:30 am through 9:30 pm at 905-356-7521 Ext. 4341 or Ext. 4253.
- Enforcement Dispatch Staff will be available to receive and dispatch your calls in real-time to Officers in the field.
- You can also email municipal-enforcement-services@niagarafalls.ca to log a by-law related complaint.

Emergencies

- Please call 9-1-1 for emergency Police assistance from Niagara Regional Police. An operator will answer your call and request which service is required.
- For all non-emergency calls or general information from police please do not call 9-1-1. Please call Police dispatch at 905-688-4111 in the Niagara Falls area.

Create an enhanced eclipse experience:

- Consider entertainment to attract patrons during the weekend leading up to the eclipse and to encourage them to stay for at least several hours after the eclipse.
- Create food & drink specials to attract eclipse customers and increase sales.
- Make eclipse-friendly signage on your property, for example, "Welcome Eclipse Visitors!"

For additional Niagara Falls Total Solar Eclipse information, visit niagarafalls.ca

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