

The Amherst Leader

A Publication of the Town of Amherst



Great American Solar Eclipse Presents Once In A Life Time Opportunity

Recently, the Town of Amherst and the Village of Williamsville hosted an information meeting for business owners and managers regarding the upcoming solar eclipse. Together, we are committed to creating opportunities for success with comprehensive and forward-looking strategies. Estimates call for upwards of one million tourists to visit WNY and the surrounding area the weekend of April 6-8,2024. Businesses should plan for the opportunity. (A recording of the meeting can be found [here](#).)

Mike Humphery, president of the Buffalo Astronomical Association gave an informative solar eclipse presentation at the January 29th meeting. While Mr. Humphrey spoke about what to expect in the sky, John Szalasny from the local Sierra Group spoke about what to expect on the ground during and after the eclipse.

The Director of Emergency Services for the Town of Amherst, Jim Zymanek gave insight into the work the state, county, and town are doing to plan for the influx of visitors and the possible need for emergency services. He also reminded business owners that permit protocols will not change. Permit applications must be received by Wed. March 27, 2024.

A reminder to "start now" was the main "take-away" from Village Trustee Eileen Torre and Town Communication Specialist, Annette Herrman.



With only 69 days until the event, as of the meeting date, tourists are scouring the internet now, making their decisions about where to go and what to see while in WNY. Web pages are 24-hour/day sales staff! Offer excitement and let prospects know your offers are unique and worthwhile.

There are no official events for the Town planned at this time. Check with the WBA for Village updates.

Marketing



Communications

A Shared Positive Experience

Many will want to commemorate the occasion with memorabilia. Items with the date and location to remind people of where they were when the Eclipse occurred will be in high demand.

Themed products, events, and services can extend the fun throughout the weekend. Get creative with menus, store displays, sale items, and salon offers. The "Path of Totality" of the Solar Eclipse in 2017 affected Nashville, TN, Columbia, SC, and dozens of other municipalities. If you need inspiration, go online and learn from their experience. Sell or give away Eclipse glasses starting now to make the most of the time left to promote Williamsville and the Town of Amherst.

Official Information Page amherst.ny.us/eclipse

The Town has a page on its website for official information about the eclipse.

The page has a countdown to the eclipse, links to information about the science and history of solar eclipses, helpful links to groups and organizations, and links to events in Amherst and Williamsville.

To have your event posted on this page, or if you have any questions, please contact the Town of Amherst Small Business Liaison, Ben Ansell.

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