2007 California Wildfires Economic Recovery Recommendations

for the
San Diego Region Business Community and Chambers of Commerce

The International Economic Development Council

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Background & Experience

- **International Economic Development Council**
  - Association w/ 4,500 members
  - Economic Recovery Volunteer Program
  - Business Reinvestment Forum & Research

- **John Zakian**
  - Practitioner & disaster recovery volunteer
  - Gulf Coast Recovery Strategic Planning

- **Ines Pearce - Pearce Global Partners**
  - Community Legacy & disaster-resistant solutions
  - Business Continuity and Emergency Management
  - Public-Private Partnerships

- Team working with Chambers in the region
- Funded by the U.S. Chamber of Commerce through a grant from the Office Depot Foundation
Objectives

*Based on a tour of affected areas & meetings with key stakeholders, the IEDC Team sought to:*

- Perform an Assessment of Economic & Business Recovery
  - Evaluate the nature and scale of damage
  - Identify critical needs
  - Consult on next steps
- Bring an experienced outsider’s perspective to the role of local and federal government and the private sector in long-term economic recovery
- Identify recovery needs & opportunities to meet current challenges and prepare for the future
Situation Overview: San Diego County

- About $2.09 billion economic impact/losses¹
- 390,300 Acres Burned²
- 1,686 homes burned, 879 outbuildings burned²
- 250-500 high-value farms affected³
- No major infrastructure lost
- Economic Isolation – no movement of goods
- Loss of Tourism & perception issues

¹San Diego Institute for Policy & Research
²As of November 8, 2007, California Office of Emergency Services
³Farm Bureau Estimates
High-Level Findings

- See new role and opportunities for chambers of commerce
- Identifying lessons learned from previous disasters & implementing change
- Begin preparation for the next disaster
**Strengths**

- Partners working together to address current needs & prepare for next disaster
- Communication among levels of government (local, state, federal)
- Effectively applied past experiences – quick response
- Immediately addressing perception issue – “Open for Business”
- Creation of San Diego Region Chambers Disaster Coalition
  - Survey
  - Business Counseling - SCORE Network
  - Connection to other business organizations (Farm Bureau, EDCs, Better Business Bureau) & strengthening relationship w/ partners
  - Looking for funding opportunities (SD Foundation and EDA)
  - Linking Chamber Websites
Opportunities for Chambers & Business Support Organizations

- Identify new partners & communicate about resources
- Regional business resource & umbrella
- Mechanisms to measure & address impacts to:
  - Businesses, including home-based
  - Employment impact & dislocated workers
Opportunities for Chambers & Business Support Organizations

- Balancing recovery messages:
  - Internal support for recovery & preparedness
  - External messages to promote tourism & investment

- Advocate for a protocol to access facilities

- Self sufficiency and preparedness at the business level
Opportunities for Chambers & Business Support Organizations

- Seek and Develop Funds:
  - State & federal funds for business continuity training, business assistance volunteer coordination, and more
  - Create local resources to address delayed economic impacts
- Business assistance at the recovery centers
- Recovery Follow-up (now and in 6+ months)
Thank You

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