

Disaster Preparedness & Post Disaster Economic Recovery

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March 30, 2010



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IEDC

- Non-profit professional association with over 4,500 members
- Mission: Provide leadership and excellence in economic development for our communities, members, and partners
- Expertise & Services
 - Conferences, networking
 - Professional development & certification program
 - Advisory Services and Research
 - Premiere publication - Economic Development Journal
 - Bi-monthly Economic Development Now e-newsletter
 - Legislative Affairs monitoring and engagement
 - Accredited Economic Development Organization program



IEDC's Economic Recovery Efforts

- Gulf Coast Economic Recovery Volunteer Program
 - Technical Assistance to New Orleans
- Workshops / Forums:
 - Gulf Coast Business Reinvestment Forum
 - Developed panels for various conferences
- Partnered with BCLC on providing Economic Recovery Technical Assistance:
 - Cedar Rapids, IA; San Diego Wildfires; Galveston, TX
- Economic Recovery Support for Gulf Coast & New Orleans
 - Capacity building support for long-term recovery



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Small Business Recovery Workshop:

Edward Lowe Foundation Leadership Center
Dec 15-17, 2009

- IEDC, NADO and BCLC convened a group of 27 economic recovery stakeholders to discuss the subject of post-disaster economic recovery
- Focused on small business recovery from catastrophic events occurring during the last 10 to 15 years.
- Discussed what chambers, EDO, and civic organizations do well and where there is room for improvement
- Discussed appropriate roles for the private and nonprofit sectors as well as all levels of government
- Identified a framework for pre-disaster economic recovery planning



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**PRE-DISASTER
PLANNING ACTIVITIES
FOR
ECONOMIC RECOVERY**



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Organization of Guidebook

- Business Community Engagement
- Capacity Building in Economic Recovery
- Financing
- Workforce Planning
- Redevelopment



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Background Issues

- Post-disaster, small businesses face limited: access to capital, workforce options, technical assistance resources, insurance options, customer base
- Assumption that there are significant federal resources to help with business recovery
- Burden on local level for different types of disasters (non-Presidential disaster declaration)
- Timely access to capital is extremely important for small business recovery
- Multiple benefits for performing pre-disaster planning efforts



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Business Community Engagement

Issue: Need to engage the business community in emergency management issues and disaster preparation activities

1. Build your economic recovery response team
 - Review comprehensive emergency management plan for business impacts
 - Develop post-disaster recovery strategy for businesses
2. Deliver education in Disaster Preparedness for Local Businesses
 - Local experts to explain current issues and risks
 - Information dissemination of business insurance (interruption insurance) and business continuity planning



Business Community Engagement

3. Develop incentives to engage more businesses
 - Work with insurance providers to provide discount on insurance for developing a business continuity plan
4. Identify issues for post-disaster business re-entry
5. Develop tiered system for business re-entry
 - Incorporate re-entry system into the community's emergency management plan
6. Identify contracting & procurement opportunities for economic recovery services
 - need to identify businesses that provide those services for subcontracting opportunities



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Capacity Building in Economic Recovery

Issue: Need to build capacity across the economic development support system

1. Focus on EDO/Chamber's organizational capacity building

- Establish two alternate/backup office locations for ED organizations
- Clearly delineate roles & responsibilities of each organization in economic recovery
- Establish strategy for Business Recovery Center



Capacity Building (cont.)

2. Develop a Communication Strategy

- Backup database of office files, list of service providers, cell phones , emails, etc.
- Identify spokesperson & plan for internal vs external communication

3. Involve Business Community in Emergency Management Support function

- Establish ED rep as community level EOC to get FEMA funds for business community preparation
- Need to duplicate this structure at state level (ESF 18)



Capacity Building (cont.)

4. Monitoring post-disaster impacts
 - Develop baseline in order to measure the impacts
 - Develop metrics for measuring impact as well as recovery efforts
5. Economic Recovery Plan for local community
 - Engage multitude of stakeholders
 - Establish roles & responsibilities
 - Establish process for regular review and improvements to the plan



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Case: Jefferson Parish, LA

- After Katrina, JEDCO (an EDO) developed two business recovery centers in Jefferson Parish:
 - Funded partially by DOL's National Emergency Grant (NEG)
 - Focused on issues: insurances, technical assistance, financing, etc.
 - Developed weekly forums, 'Jefferson Back to Business'
 - Developed disaster loan funds for businesses (EDA & CDBG)
- JEDCO's BRE program incorporated disaster issues:
 - Major effort to obtain business contacts' cell and email
 - Stories from BRE interviews were incorporated into Emergency Response Plan
- JEDCO prepared an organization plan to be up and running within 72 hours of future disaster events
 - Arranged for back-up offices
 - Arranged for a remote server in California for all computer files
 - Quick fact sheet for staff to deal with disaster issues



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Financing

Issue: Need to identify and organize financial resources to assist in both short and long-term economic recovery

1. Organize capital availability for businesses

- Identify all financial resources that can be brought to table
 - Identify local banks, CDFIs, alternative lenders, foundations, financial programs, state and federal programs, foundations and other private organizations
- Work with stakeholders to coordinate response strategy for local businesses (e.g. Galveston)



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Financing (cont.)

2. Identify local resources for technical assistance to businesses
3. Identify other sources of economic recovery resources & funds for operational financing
4. Advocate for preparations for reserve fund or insurance for local government



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Financing (cont.)

5. Develop strategy for securing economic recovery incentives
6. Explore designating portion of disaster recovery funds for economic recovery purposes



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Case: Galveston Economic Development Partnership (GEDP)

Pre-storm activities

- Developed a hurricane preparation manual for businesses before Hurricane Ike
- Met with local banks to organize a multi-million dollar fund to help local businesses with cleanup and emergency repairs

Post-storm activities:

- Distributed business recovery guide to businesses
- Developed a 501c3 to handle revolving loan fund for businesses
- Participated in Galveston's emergency management team
- Helped city in coordinating federal programs (e.g. CDBG)
 - helped with application & requirement levels for programs



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Workforce Planning

Issue: Need to deal with major issues around the availability and retention of local workforce for businesses

1. Involve private sector in solution for workforce housing
2. Work with WIB to develop disaster contingency plan with business needs in mind for workforce development
3. Develop workforce retention strategy
 - Provide grants for workforce retention on temporary basis (e.g. grant funds set aside to retain workers of small businesses in NYC after Sept. 11th)
4. Develop transportation strategy



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Redevelopment

Issue: Need to redevelop community in a way that is more resilient while considering business needs and interests

1. Considerations for redevelopment that should be discussed prior to the disaster
 - Land use and rebuilding in environmentally sensitive areas
 - Building codes, building materials for building more resilient communities
 - Availability and sources of capital for redevelopment



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Case: Polk County, Florida

- One of 5 pilot counties in Florida to develop post-disaster redevelopment plan before a disaster
- Goal of plan: Both restore community and make smarter decisions to improve community's economic base and increase disaster resiliency
- Plan divided by major topics: land use & environment; economic redevelopment; housing & historic preservation; infrastructure; health and human services; government operations
 - Recommends policies, operational strategies, and roles & responsibilities to guide decisions on long-term recovery
- Evaluate the county's clusters industries and how they relate to specific disaster possibilities



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Conclusion

- Engaging the business community means expanding the resources for emergency management & mitigation
- Each stakeholder's involvement in this effort will be different
 - business leaders have limited time - need to understand what they want to get out of their engagement to maintain commitment and motivation
- This preparation not only helps better prepare your community for a disaster but also helps strengthen your community's economic development efforts



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Thank You

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