REMEMBER
REBUILD ★ REJOICE

IEDC: Is Your Community Prepared For Disaster?
April 23, 2013
Disaster’s Do Happen

- May 22, 2011, 5:41 pm
- EF–5 tornado through Joplin and Duquesne
- Fourteen mile path; six miles at EF 4/5 through most heavily populated area
- Wind speeds of up to 300 mph
- The deadliest and most destructive single tornado in the U.S. in more than 60 years
More than 18,000 people immediately displaced; 9,000 for the long term. More than 1,000 injured; many critically. 161 Dead
More than 8,000 housing units destroyed or substantially damaged; 4,200+ beyond salvage

Half of the Joplin public schools facilities and Catholic schools buildings destroyed or damaged. More than 4,000 students without facilities
More than 530 employers demolished or substantially damaged; additional firms impacted by loss of utilities, loss of customers and/or injured employees.

More than 5,000 job positions impacted.
Recovery and Rebuild Priorities

- Require Immediate and Long-term Action

- Address the population-loss effect seen in other large-scale natural disasters

- Three-pronged approach/partnership
  - Citizens; clean-up, housing and support – City
  - Schools; retain children and families – School Org
  - Business; keep business, jobs and tax base – Chamber
The Response: Immediate

- Immediate (6:53 pm that night) posting on JACC Facebook page. First info on where to seek help.

- First day, contact with SBDC, SBA for joint business support center.

- Created “have-needs” boards to track resources.

- Initial GIS mapping of path
  Indicated 430 businesses / medical offices (Final 489)
  Plus churches, apartments, non-profits.
Response: Immediate

Second Day: Chamber staff out in the area finding business owners and managers. More than 400 contacted in person in first 2 ½ weeks.

- Lists, lists, lists.
- Available buildings
- Contractors, emergency resources, “Haves”.
- Listening, feedback. What did businesses need?
- Lots of hand-holding.
Response: Immediate

Fourth Day: Business Recovery Center opens at the Chamber campus. The quickest BRC opening for SBA.

SBA and SBTDC co-shared space with JACC, Secretary of State, local CPA’s and attorneys and others to services to impacted businesses.

Opened JACC Foundation for donations for “Business & Jobs Recovery Fund”.

Rebuilt website focused only on disaster resources, plus updates on status of businesses.
Response: Immediate

- Rebuilt website focused only on disaster resources, plus updates on status of businesses.

- Nine days after, called first leadership meeting for updates, next steps, what needed to be kept on “future” list. Group set weekly schedule.

- Three weeks after, all 1100 Chamber members and 200+ impacted non-members reached.
Response: Short-Term

Sixth Week: Business Recovery Expo

- Small Business Development Center
- Small Business Administration
- Internal Revenue Service
- University Extension
- Workforce Investment Board
- City staff
- State Insurance Commissioner
- Utility providers
- State Department of Economic Development
- Contractor’s and Homebuilder’s Associations
Response: Short-Term

- Two months: Joplin Tomorrow loan program for companies creating new jobs. Long-term, low interest. $1.5-million eventually raised.

- Began multi-media campaign to “Shop Joplin”. Additional campaign to drive firms to Biz Recovery Center. Continued tracking of businesses and other employer’s status and needs.

- On behalf of City, made contacts with businesses regarding debris removal / demolition timeframes.

- Celebrated every reopening with special events to add momentum
Response: Short to Mid-Term

- Rolled original community leadership group formed post-tornado into CART. (Citizens Advisory Recovery Team)

- Public input sessions late summer–fall. CART plan approved in January.

- CART plan led to new code/zoning overlays in impacted area approved by Council in March.

- Supported Master Developer concept approved and Developer hired by City Council in April, 12.
Response: Mid-Term

- Market Street “reset” study and recommendations; including need for on-going business counseling support.

- Leveraged Chamber Business Recovery Fund & staffing resources to help SBDC obtain additional two-year, $600,000 SBA funding.
  - Funding provided additional staff housed at Innovation Center (still continuing)
Response: Mid-Term

- Worked with Joplin R–8 on evaluating and focusing Career Pathway learning and facility needs
- Added National Career Readiness Certification, embraced by School
- Need to expand High School and Tech School, combined into single larger facility to accommodate Career Pathway learning
- Part of $62–million bond approved in April, 12
Response: Long-Term

- Continual tracking of businesses and directing to available resources.

- One-stop business resource center with SBTDC at Innovation Center.

- Implemented Business Stabilization Fund in April, 2012. $200,000; short-term working capital loans for companies still struggling.

- Support Master Developer efforts, overall strategies for rebuilding.
Over 85% of housing stock rebuilt/permittted

Schools in temp. facilities with 97% of enrollment
  ◦ New schools begin coming on-line Fall, 13

More than 449 employers back: 85%
  ◦ Over 95% of jobs base retained

Nearly 100 new companies, plus expansions

Employment in Joplin Metro area at pre-recession 2007–8 levels
Recommendations

- Create / strengthen partnerships BEFORE disaster comes. (City/Chamber since 1984. Chamber/Schools since 1990).

- Engage social service, faith-based in emergency planning efforts.

- Regionalize contacts with EDO’s, chambers, city/county government, schools.
Recommendations – Internal

- Disaster Plan. (IEDC, ACCE, USCC, others)

- Communication is critical
  - Key numbers in cell phones, laptops, tablets
  - Team members, key vendors and membership
  - Minimal utilities including communications
  - Texts will still go through;
  - Have Social media site, Internet accessible
Recommendations

- Keep data backed-up, SECURE, available
  - Membership / employer information, backed up and off-site.
    - Cloud-based with hard copy available
    - Addresses; potential to geo-map
    - Added cell phone numbers
    - Added business license information

- All computer data, including supplier contacts, contracts, monthly financials backed-up in real time and off-site
  - Tape backups may fail or be corrupted at any time.
  - Back-ups kept in office, car, house may be destroyed
Recommendations

- Have laptop, tablet units, enabled for wireless, including cell phone connectivity
  - Wireless capacity in building

- Redundant internet service, if possible
  - Cable lost; had ATT T-1 backup
  - If not at office, where can you connect

- Real, live old-fashioned phones and jacks

- Backup power and/or alternative location
Recommendations

- Business will have immediate resource needs
  - Lists:
    - General contractors, home contractors (associations)
    - Heavy equipment, generators, disposal bins
    - Have–Need coordination
    - Available buildings / spaces
    - Office equipment, supplies
  - Financial support:
    - List of banks with phone numbers (their contacts gone)
    - Small Business Development Center, contacts for counseling on financials, business and marketing plans
Recommendations

- Get outside help to staff office
  - Neighboring chambers / EDOs, key volunteers, other associations, family, friends
  - Use to answer phones, address walk-ins, update lists, distribute information to staff

- Get out in area quickly; communication is uncertain, face to face is better.

- Reach out to all businesses. Businesses outside the disaster area may also have been impacted, negatively or positively
Set-up system to track employers continuously.

- Have a 501–c–3 Foundation of your own. Drive donations to that organization. Also consider peer to peer donations directly to your organizations.

- Have above resources for the long-term needs, not just immediate.
  - Your organization AND your businesses will have issues/opportunities for months
Recommendations

- Keep close communication with City, county, schools and Fed agencies
  - Media and public will call all to get the story; consistency and **credibility** of information is critical
  - Have **your** designated spokesperson

- Disaster is not the time to form partnerships
  - Work together on community development / betterment initiatives on an ongoing basis
  - Have clearly defined roles in normal times; makes it easier to focus in disaster
Final Thoughts

- Be prepared to be busier than you ever dreamed possible.

- Businesses & community will look to you and your organization to be responding to needs and be credible in providing information.

- Make the best decisions you can, without second-guessing. If you’re wrong, fix-it; if you’re right, move on. Flexibility and Forgiveness.

- Be KIND: to yourself, your team, your family and everyone with whom you are working.
Questions?

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