




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
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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

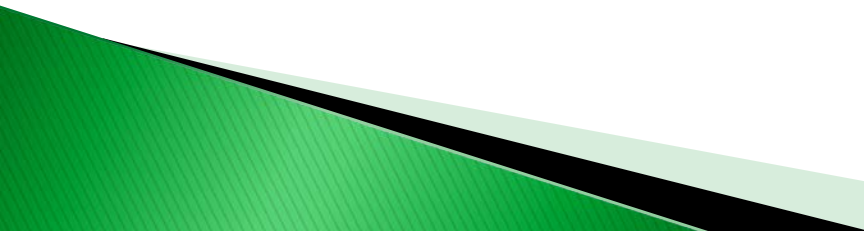


More than 530 employers demolished or substantially damaged; additional firms impacted by loss of utilities, loss of customers and/or injured employees.

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
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# 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.
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# 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

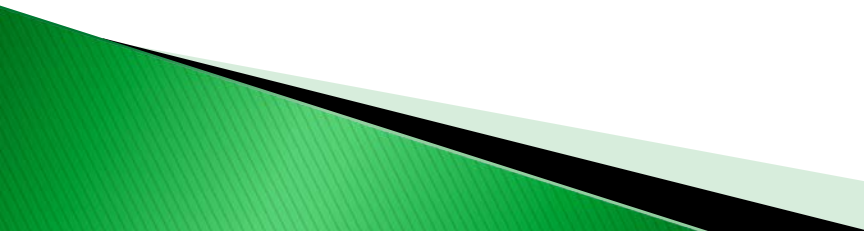
- ▶ Two months: Joplin Tomorrow loan program for companies creating new jobs. Long-term, low interest. \$1.5-million eventually raised.
- ▶ Began multi-media campaign to “Shop Joplin”. Additional campaign to drive firms to Biz Recovery Center. Continued tracking of businesses and other employer’s status 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.
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# 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)
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# 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
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# 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, 12. \$200,000; short-term working capital loans for companies still struggling.
  - ▶ Support Master Developer efforts, overall strategies for rebuilding.
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# Status Check

- ▶ Over 85% of housing stock rebuilt/permited
  - ▶ 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
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# 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.
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# 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
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# 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

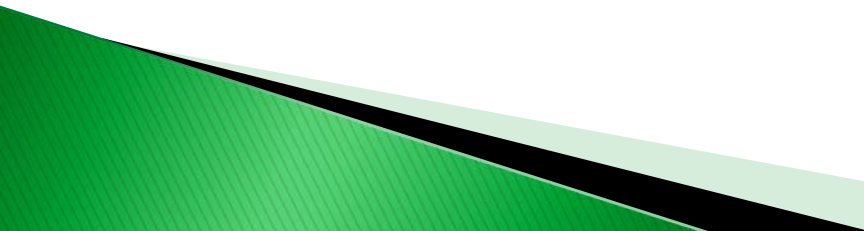
# Recommendations

- ▶ 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
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# 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
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# Recommendations


- ▶ 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
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# 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
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# 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.
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# Questions?

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