Addressing Coastal Business Needs: Business Resilience Indices

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Community Resilience Index

- A simple, inexpensive method for community leaders to perform a self-assessment of their community’s resilience to coastal hazards

- Identify weaknesses a community may want to address prior to the next hazard event; highlights strengths a community possesses
Format

- 7 sections
  - Critical Infrastructure and Facilities
  - Transportation Issues
  - Community Plans and Agreements
  - Mitigation Measures
  - Business Plans
  - Social Systems
- High, Medium, Low in each section
- No overall “score”
CRI Evaluation

Do you feel that other topics should be covered in the CRI?

- Yes: 50%
- No: 42%
- Don't Know: 8%
Alabama’s Coastal Counties

Mobile
The Fishing Industry in Alabama
Diversity of Businesses

- Commercial Fishing: Shellfish (shrimp, oyster, blue crab)
- Charter
- Processing
- Marinas
- Associated business
Anchored By Small Business

- In south Mobile County, AL
  - 73% have less than 20 employees.
  - The average years in business is 25.02. Four business had more than 100 years as a response.

Hite, et. al., Auburn University, 2008
Tourism

Photos: Gulf Shores/Orange Beach Tourism
In 2013

- Approximately 5.5 million people visited the area and left behind $3.2 billion in travel-related expenditures.
- Approximately 45,000 people were employed in travel-related jobs and collected about $1.1 billion in wages.
- Baldwin County generated the largest portion (30%) of the state of Alabama’s lodging revenues with more than $16.3 million in lodging tax collections.
Fisheries, Tourism & Ports Resilience Indices

- Follows CRI model
  - Yes/no
  - No overall score
  - Create discussion among business divisions
Topics

- Business and Operation Plans
- Disaster Preparedness Plans
- Marketing
- Workforce
- Federal, State, and Local Resources
- Resource Access and Knowledge
- Ports
  - Tenant and External Stakeholder Communications
  - Critical Records and Finance
Pilot Exercises

- Facilitator + business representative(s)
- Feedback on tool
- Early successes
Franklin County, FL

Goal: Identify critical businesses, develop appropriate educational materials and, through an on-site visit, assist in the development of a draft disaster plan. Assist the private sector in planning for a disaster and understand how to take advantage of the recovery resources available after a disaster has occurred.

1) Provided 25 businesses with hazard maps depicting storm surge, 100-year floodplain, hazardous materials, and evacuation zones.
2) Provided businesses a guidance document for creating disaster plans and worked on these between the private and public sectors.
3) Businesses learned about the re-entry procedures and the re-entry pass system implemented by the local EMA.

Inland Waterway, Franklin County

Photo by Steve Bergsman
Questions

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