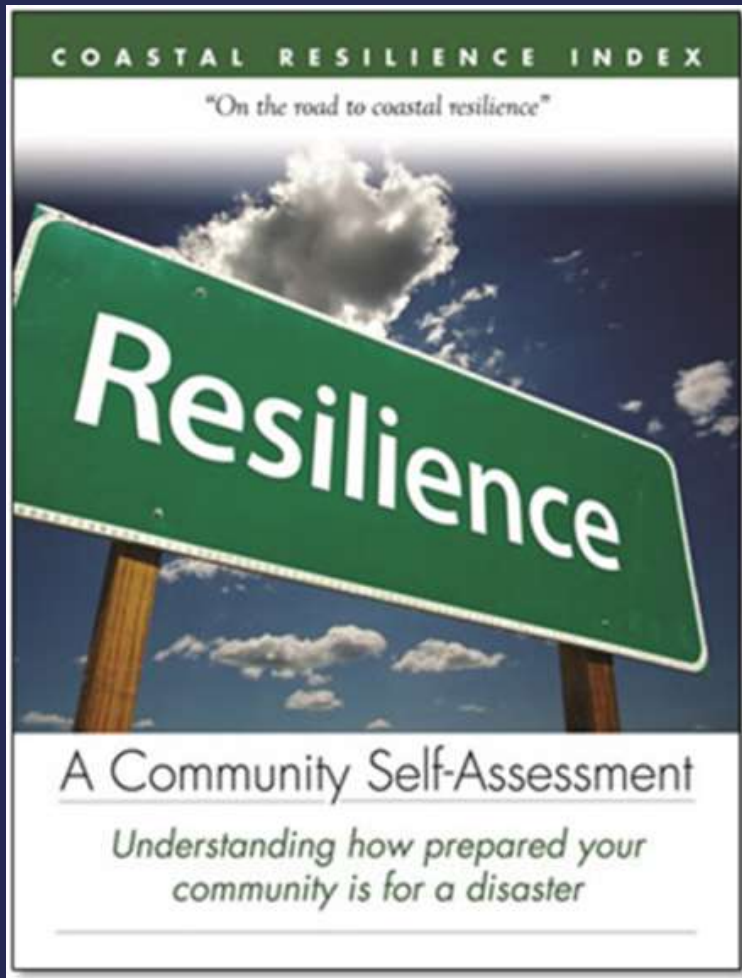


# Addressing Coastal Business Needs: Business Resilience Indices

Jody Thompson, Auburn University/MASGC

Tracie Sempier, Mississippi-Alabama Sea Grant Consortium

# Community Resilience Index



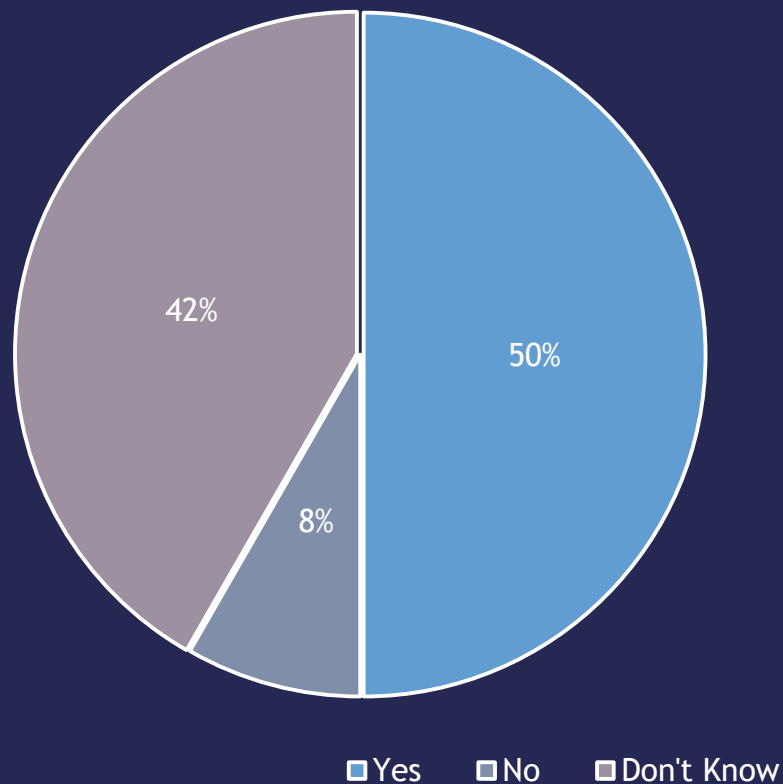
- ▶ A simple, inexpensive method for community leaders to perform a self-assessment of their community's resilience to coastal hazards
- ▶ Identify weaknesses a community may want to address prior to the next hazard event; highlights strengths a community possesses

# 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?



# Alabama's Coastal Counties



# The Fishing Industry in Alabama



# Diversity of Businesses



Gulf Shores/Orange Beach Tourism

- ▶ 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.



# Tourism



Photos: Gulf Shores/Orange Beach Tourism

# Economic Impacts

## ▶ 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**

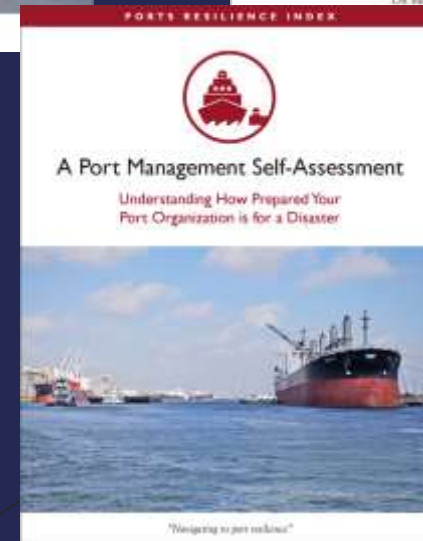
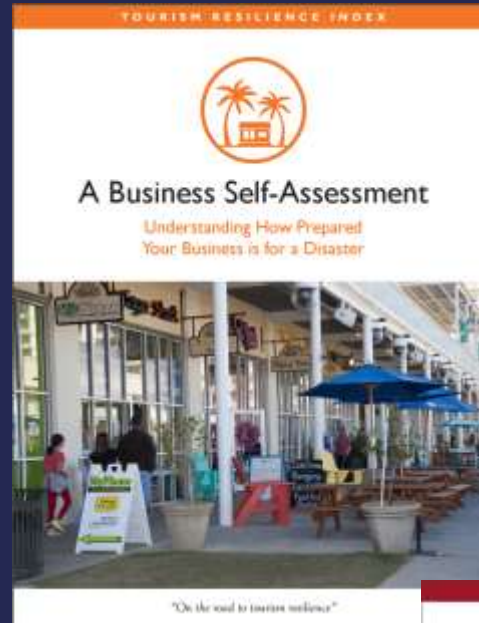


# Partners



# 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

## DISASTER PREPAREDNESS PLANS

2. Does your business have the following disaster preparedness plans in place? Check Yes or No.

Disaster Preparedness Plans	Yes	No
<i>Example: Emergency contact information for your employees</i>	✓	
Do you have a disaster preparedness plan for your employees for both large and small-scale disasters containing at least the following:		
Emergency contact information for your employees		
Evacuation, re-entry, or shelter-in-place plan		
Continuity of operations plan (essential personnel/services/equipment, alternate reporting locations, reopening, critical records storage)		
Agreements and contracts with suppliers and contractors for critical operations		
Mobile communications ready for use in the event of a disaster (satellite phones, two-way radios, Emergency Positioning Beacon (EPB), additional cell phone battery packs)		
Internal (employee) communications plan <sup>1</sup> (established phone numbers for staff to call for information, schedule for staff to return to work)		
Communications plan for media, customers, and the public (predetermined messages and messaging vehicles)?		
Do you have a testing, training, and tabletop exercise program (written plan and practice various scenarios)?		
Do you have employees who are cross-trained in tasks outside of their normal job duties to assist with recovery (employee responsible for external messaging to update customers on business status)?		
Do you have a designated employee trained to serve as a spokesperson to manage any questions from the general public and media?		
Do you have Memorandums of Understanding (MOUs) or contracts with service providers in place that you execute during and after disasters (generators, debris removal, and clean up services)?		
Do you have MOUs or contracts in place with local businesses that you execute during disasters (using an alternate marina or referring customers to a similar business)?		
Do you have at least three (3) months of emergency operating funds?		
Does your business have insurance that adequately covers the following events: flood, wind, theft, general liability, fire, catastrophic loss, loss of income, and product liability (local, equipment, liability, inventory loss, profit loss due to water damage)?		
Have key personnel in your business had first-hand experience with disaster recovery during the last 18 years?		
<b>Total number of Yes and No answers:</b>		

For assistance to improve your business in these areas, see the "Fisheries Resilience Resources" section.

### ADDITIONAL NOTES

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Fisheries Resilience Index: A Business Self-Assessment 7

# 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

Jody Thompson

[jody.thompson@auburn.edu](mailto:jody.thompson@auburn.edu)

Tracie Sempier

[Tracie.sempier@usm.edu](mailto:Tracie.sempier@usm.edu)

