

Business Assistance Before & After a Crisis

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Outline



- Business Continuity
- Engaging Small Businesses in Preparedness
- Business Re-entry after the Disaster





Why this is so important to economic recovery

Small businesses – most vulnerable after a disaster

- 1 in 4 never re-open after a disaster, yet they are the backbone of many economies
- 75%+ don't have proper insurance
- Lose avg. \$3,000 per day if closed
 - Medium sized businesses lose avg. \$23,000 per day





They're not prepared



The scary statistics

- 60% of small businesses are not prepared with a plan
- Of those businesses without a plan, 43% won't reopen in the event after a crisis – 75% will fail within 3 years





Failure to
plan =
planning to
fail

Businesses fail to prepare for 2 reasons:

- They lack financial resources and knowledge
 - They underestimate the impact an incident will have or think it will never happen to them
-
- Business continuity planning is the process of considering how they will stay in operation in the event of a disaster





Business Continuity



Discussion

- Do you feel your businesses are prepared to withstand a disaster?
- Does your community offer business continuity training?



Business Continuity

Business Continuity Planning

- How to deal with interruptions in supply chains, production capacity and cash flows
- Alternatives and strategies for protecting operations, assets, and personnel
- Improves businesses ability to respond and recover from interruptions



Business Continuity



Education is key

- Outreach to business community
 - Short workshops and trainings on business continuity
 - Provide material and resources online and direct businesses there often
 - Provide blank electronic and paper business continuity templates



Business Continuity

Activities you can organize

- Have businesses involved in disaster planning
- Hold events to encourage yearly updating of business continuity plans
- Use existing services, like yearly fire inspections or business license renewals as a reminder for the need to update their plan



Business Continuity

A free resource

- Insurance Institute for Business and Home Safety - OFB-EZ (Open For Business-EZ)
 - Short page blank continuity plan
 - Educates businesses what to include and when to update
 - Online and mobile app available





Engaging Small Businesses in Preparedness



Engaging Small Businesses

- Appoint a “champion” to communicate and push messages
- Promote efforts in local marketing channels
- Target large local businesses whose supply chain is multiple local small businesses – Push them to prepare and ask to push down the chain



Engaging Small Businesses in Preparedness

- Integrate business continuity into your community's core activities
- Have an online and physical resource center
- Educate on available resources and best practices



Engaging Small Businesses in Preparedness



Resources

- www.Restoreyoureconomy.org
 - Webinars, guides, and case studies
- Insurance Institute for Business and Home Safety - OFB-EZ (Open For Business-EZ)
 - Free 20 page blank business continuity plan
- State and Federal government



Case Study: Charleston, South Carolina's Business Continuity Efforts



Case Study

Charleston Business Continuity

- Created a Business Continuity Planning Council to help encourage small businesses to make business continuity plans.
- Used chamber's network to bring in teams of local experts to speak



Charleston Metro
Chamber of Commerce 





Case Study



Charleston Metro Chamber's Business Continuity Efforts

- The resources needed were already in the community. The Charleston Metro Chamber simply brought them together.
- Workshops held every few months
- Each workshop focused on a specific topic in business continuity.





Business re-entry:
an essential, yet
often unplanned-
for activity



Business Re-Entry

Discussion questions:

- What are some businesses that would need to re-enter post-evacuation before others?
- How would you organize this?



Business Re-Entry

- Business owners not being allowed re-entry soon after disaster can do further economic damage
- In Galveston, TX after Hurricane Ike, business owners were not allowed to enter for 12 days
- Salty flood waters destroyed facilities and inventory



Business Re-Entry

- Best re-entry method is a tiered community re-entry system
- Purpose is to allow for safe, orderly return of community members and to facilitate a timely response to the disaster



Business Re-Entry

How it works

ID cards or passes are issued for individuals and businesses.

- Local law enforcement is trained to recognize these cards/passes and allow access when the appropriate “tier” is activated



Case Study



Jefferson Parish's Reentry Program

- Community west of New Orleans impacted by Katrina
- When the parish re-opened, highways were at a standstill
- The government developed "on-the-fly" reentry plan that consisted of a contractor issuing paper credentials



Case Study

Jefferson Parish's Reentry Program

- Later on, developed a codified re-entry plan with local economic development organizations and government
- Developed JumpStart Jefferson Reentry Application Process



[Email the Program Director](#)

Welcome to the Jefferson Parish Re-Entry Network!

The re-entry application process is where you register your business to apply for re-entry status and receive your credentials.

Business owners should register for re-entry ASAP to ensure they have their credentials prior to any type of evacuation.

Click Here To Get Started

Already Have An Account?



Case Study

Jefferson Parish's Reentry Program

- Developed an online system for registering and to apply for reentry status prior to any type of evacuation
- After registering, businesses are assigned a tier correlated to how important the business is to preparing the community for citizens.
- Authorization placard allowed vehicles to re-enter



Tier 1

- Primary infrastructure and major utility companies, pre-designated government staff and contractors, and the suppliers of emergency relief goods and equipment

Tier 2

- Humanitarian relief agencies and large businesses essential to the economy
- Those with unique circumstances such as fragile inventory or hazardous materials

Tier 3

- Return of business owners whose businesses are vital to the return of citizens and the parish's economy

• *Questions?*

