

Introduction to the Understanding of Economic Resilience

Mark Goodman, CEcD



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Getting Started...

- ▶ Welcome!
- ▶ Housekeeping
- ▶ Program Launch
- ▶ Your Packets
- ▶ The Agenda
- ▶ Evaluations
- ▶ Certificates
- ▶ Who's Here?





Introduction to Economic Resilience

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Outline

- Economic development basics
- The impact of disasters
- Challenges
- Role of local government and economic developers



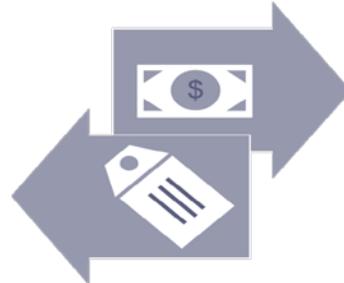
An economically healthy community...



**Has a
sustainable
tax base.**



**Meets needs
with income.**



**Exports
goods &
services &
imports cash.**



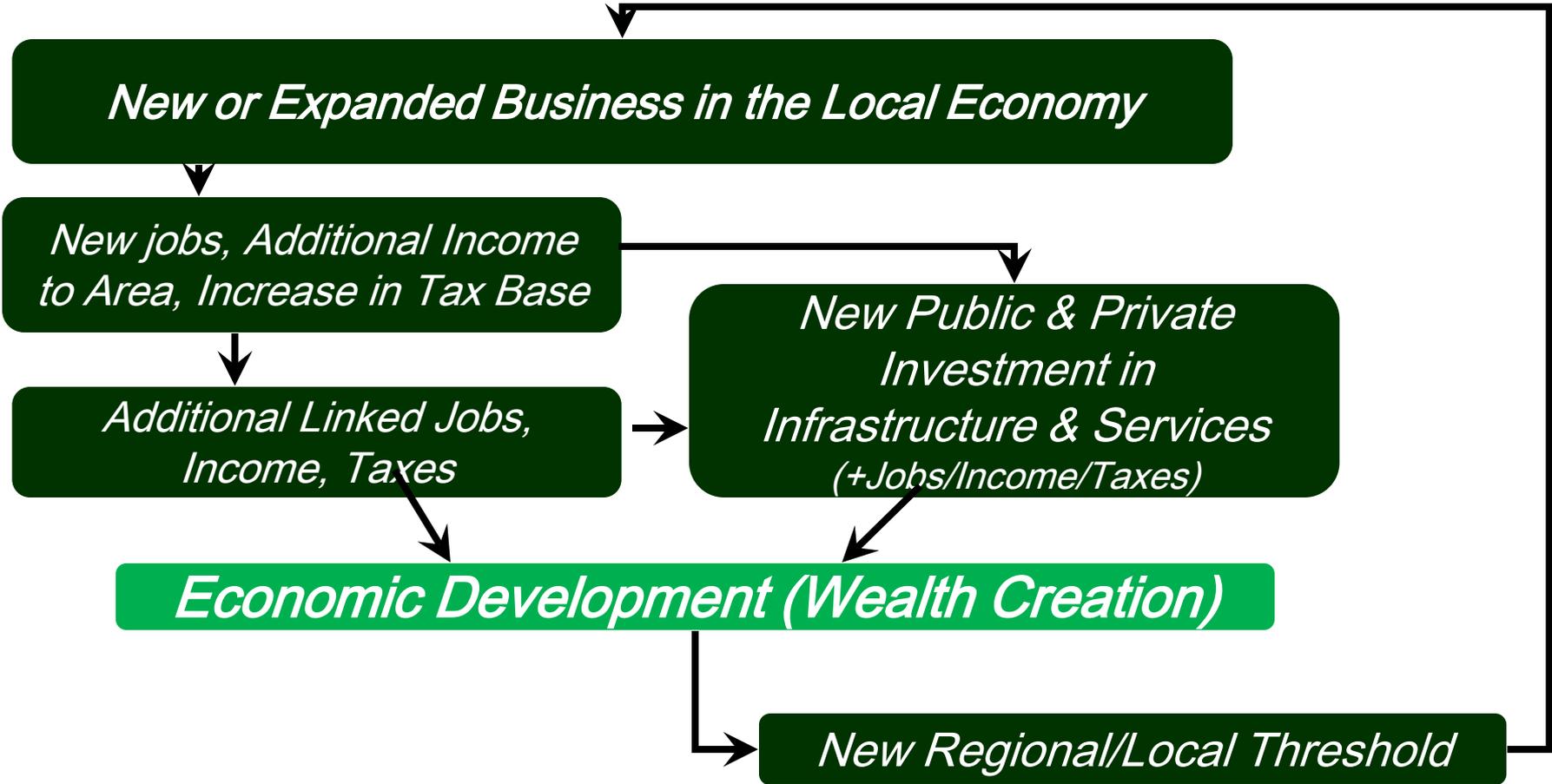
**Provides
opportunities
for personal
growth.**



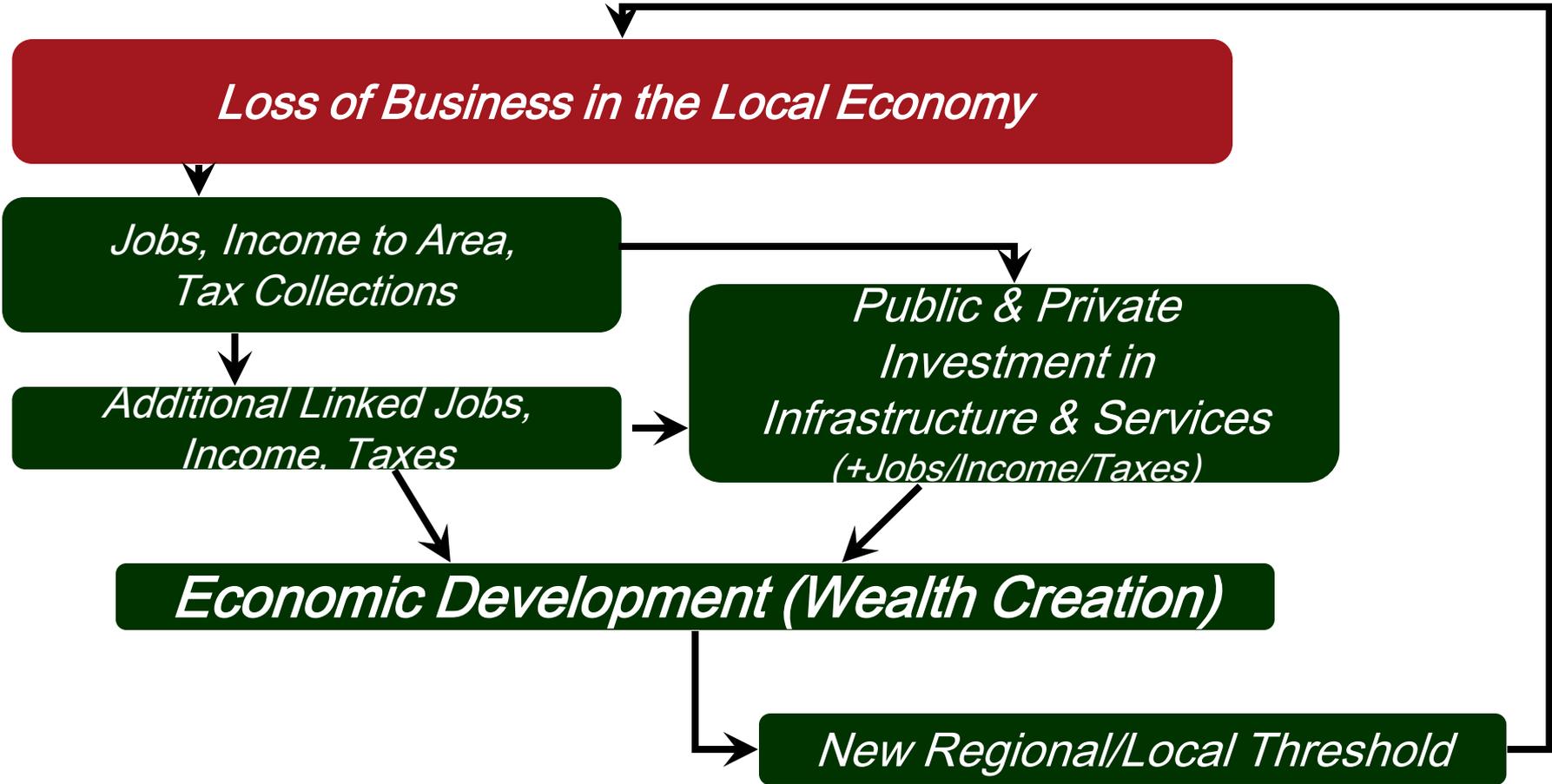
What is Economic Development?

How does an Economy Grow?

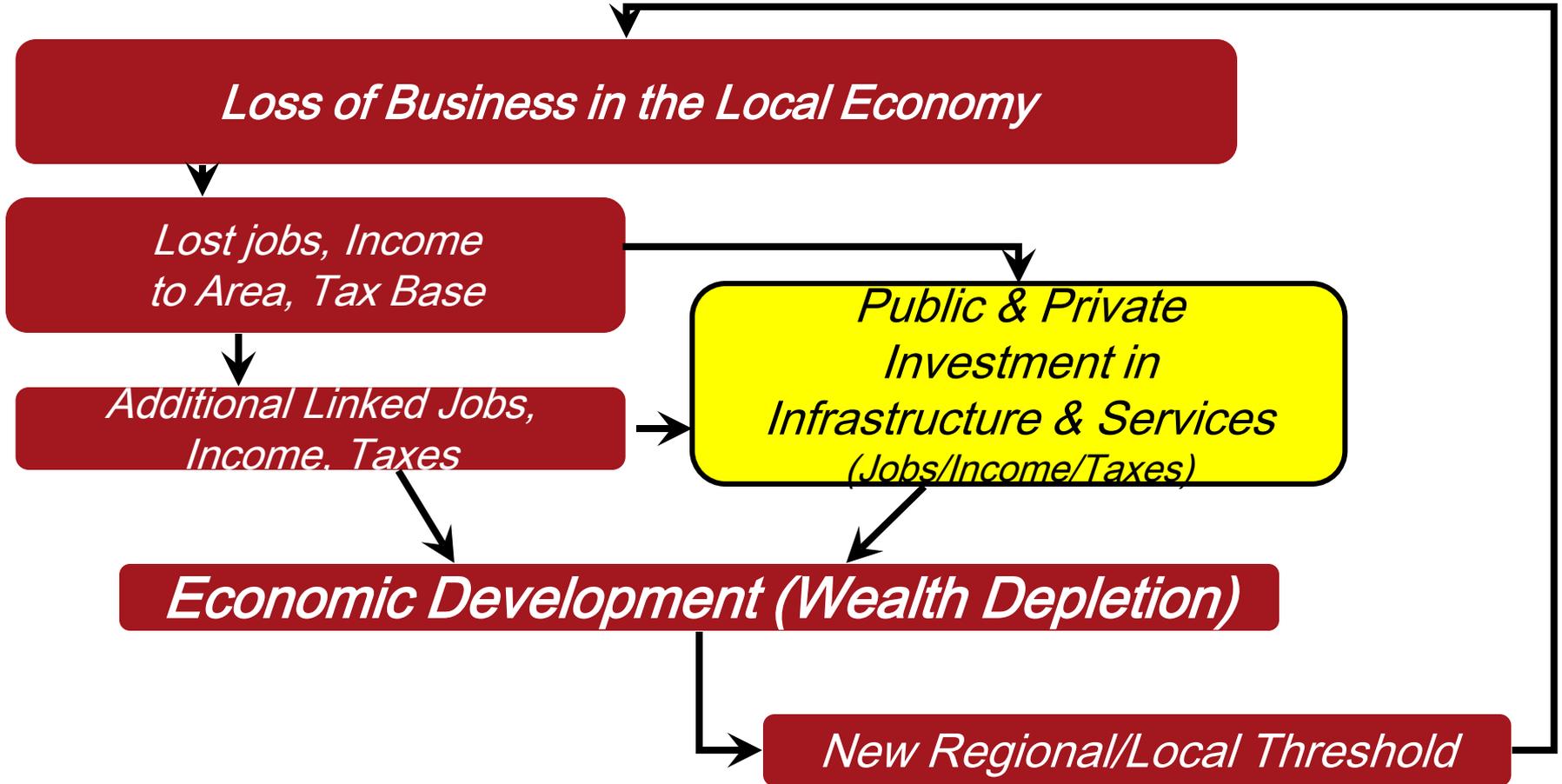
THE PROCESS OF ECONOMIC DEVELOPMENT



THE PROCESS OF ECONOMIC DEVELOPMENT



THE PROCESS OF ECONOMIC DEVELOPMENT



THE PRACTICE OF ECONOMIC DEVELOPMENT



What is a disaster?

Crises and disasters can suddenly damage your economy and scare businesses away. It can take years to recover...



- Natural disasters
- Man-made
 - Civil unrest, terrorism, power disruptions, hazardous materials, plant closures
- Technological
 - Cyber attacks, fraud and theft





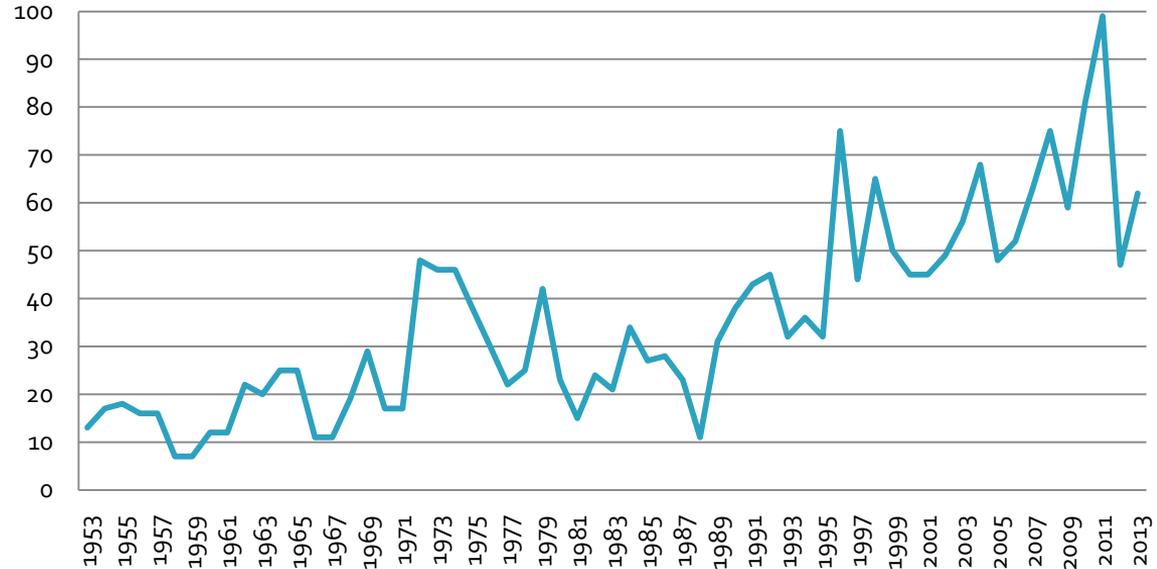
What
happened
on these
dates?

- September 8, 1900
- December 7, 1941
- Summer of 1980
- September 11, 2001
- May 22, 2011
- January 9, 2014

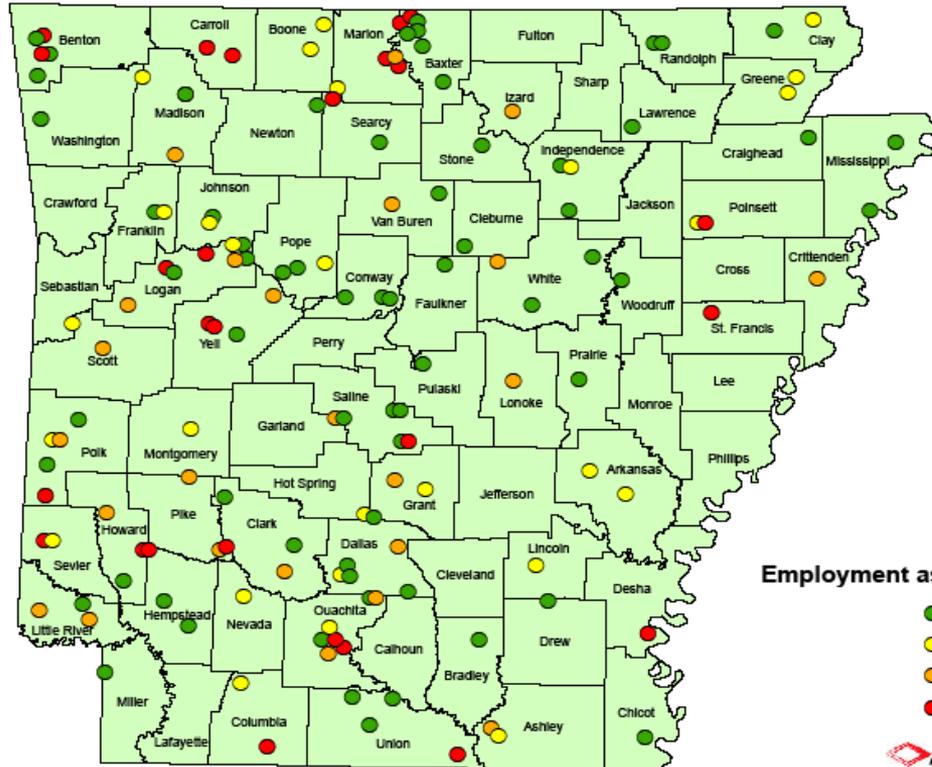


Disasters

Number of Presidential Disaster Declarations by Year, 1953-2013 - FEMA



Target: Critical Impact



Employment as a Percent of Population

- 5% - 9.99%
- 10% - 14.99%
- 15% - 24.99%
- 25% - 112%



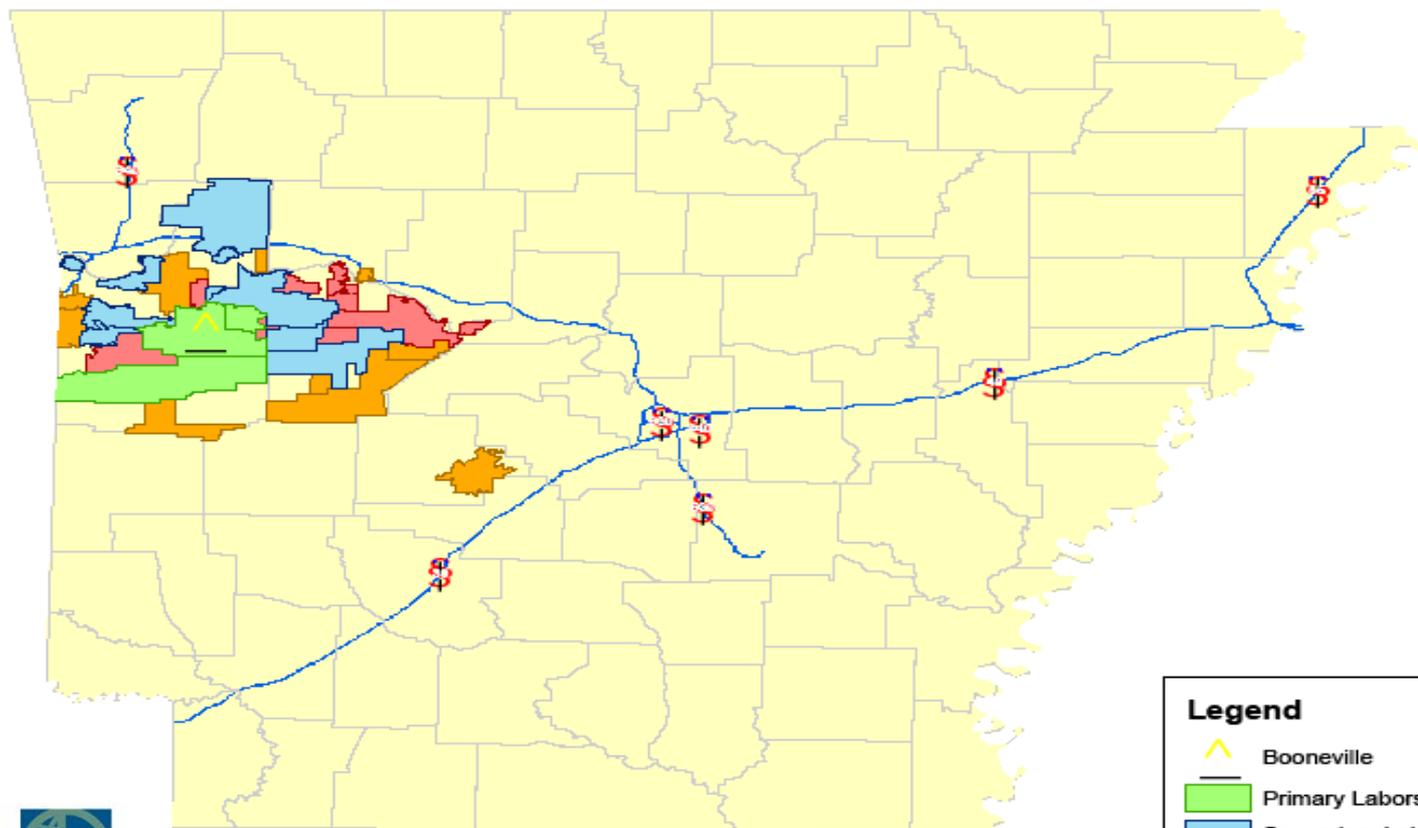
April 16, 2008



Economic Disasters are Regional

- **Approx. \$20 Mil. Payroll**
- **800 Direct Jobs Affected**
- **2,834 Indirect Jobs Affected**
- **730 Induced Jobs Affected**
- **4,364 Total Jobs Affected**



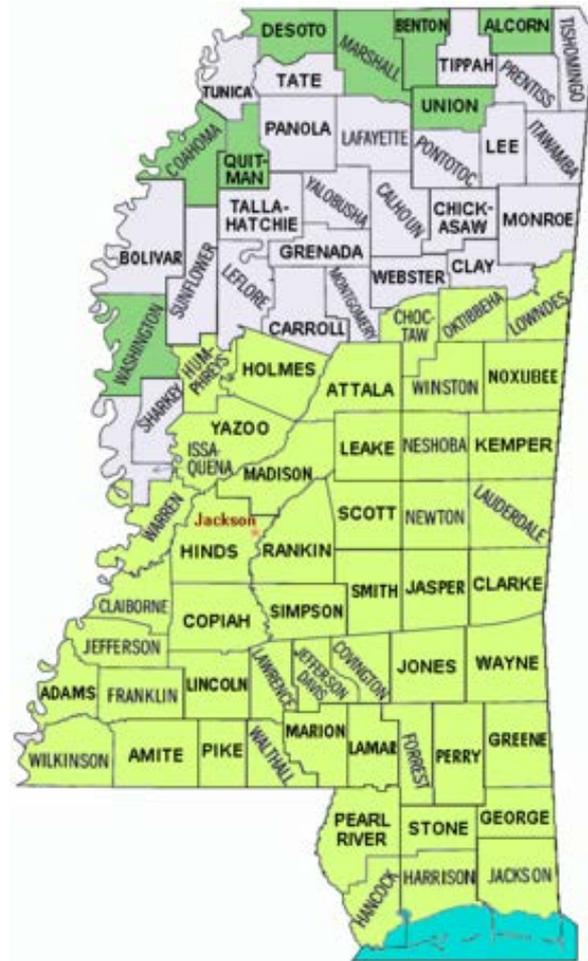


Legend

-  Booneville
-  Primary Laborshed
-  Secondary Laborshed
-  Tertiary Laborshed
-  Quaternary Laborshed



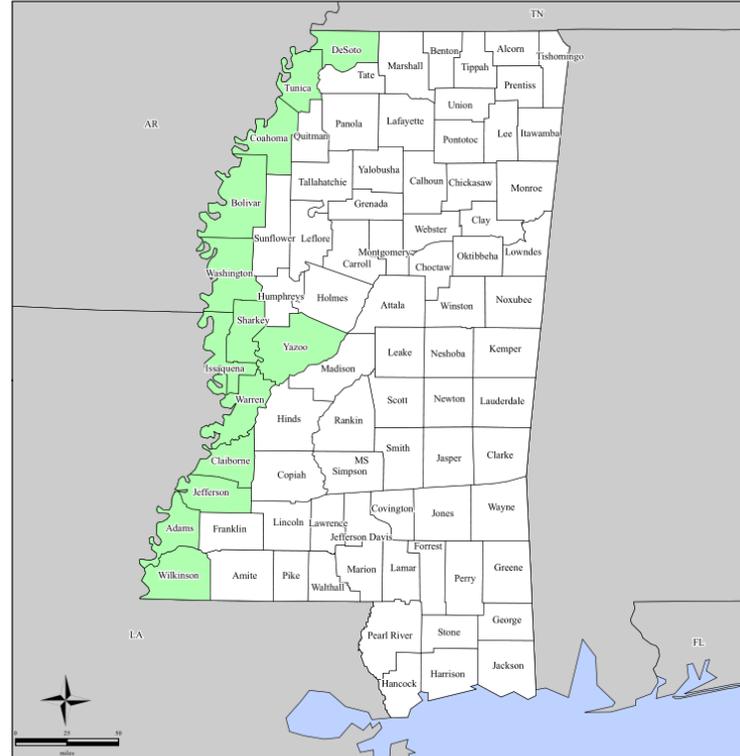
Disaster Declarations after Hurricane Katrina



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Disaster declaration after 2011 Flooding

FEMA-3320-EM, Mississippi Disaster Declaration as of 05/06/2011



Legend	
Designated Counties	
	Public Assistance (Category B)





Challenges



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Overwhelming Communication Challenges

Challenges





Challenges

- Trying to figure out what resources are available... and how to manage them...
- Determining the best course for business re-entry.
- Retaining your existing businesses.





Challenges

How to support small businesses
before they are overwhelmed by
losses

Are your small businesses
prepared?





Challenges

Understanding Federal systems and regulations...

What resources are available to help the local economy?





Dealing with long-term issues of vacancy, blight and redevelopment

Challenges





Challenges

- Lack of local knowledge, experience or capacity to manage complex recovery issues and projects





Challenges

How to manage volunteers
and put them to work on
economic -- as well as health
and safety -- issues



In Summary, there's a Myriad of Challenges

- Most communities find themselves in uncharted waters post-disaster
- You'll discover vulnerabilities you never knew you had
- Typically no one is looking out for businesses
- True assessment of the economic damage is complex



Roles and Responsibilities of Elected Leaders and Economic Developers



Possible local economy disruptions in this region

What is your role?



- Tornadoes
- Flooding
- Military base realignment & closure (BRAC)
- Business and plant closures
- Price of oil?





Group exercise

Possible economic disruptions in this region

What is your role?

- Table Discussion...





Roles

Your Leadership Roles After a Disaster

- Inspiration for recovery
- Spokesperson
- Analyst
- Visionary / catalyst
- Gap filler
- Advocate for local interests
- Appointment of capable people to manage recovery projects





Responsibility of Local Government

- Who coordinates immediate response efforts?
- Who is expected to remain knowledgeable about long-term recovery initiatives?
- Who is typically the grant applicant OR recipient for state and federal assistance?



What is economic resilience?

“Resilience” is not a 100% guarantee, but a prepared community has a greater chance of ensuring that...

- You can better withstand economic shocks
- Recover quickly to preserve jobs and tax revenues
- Minimize economic losses



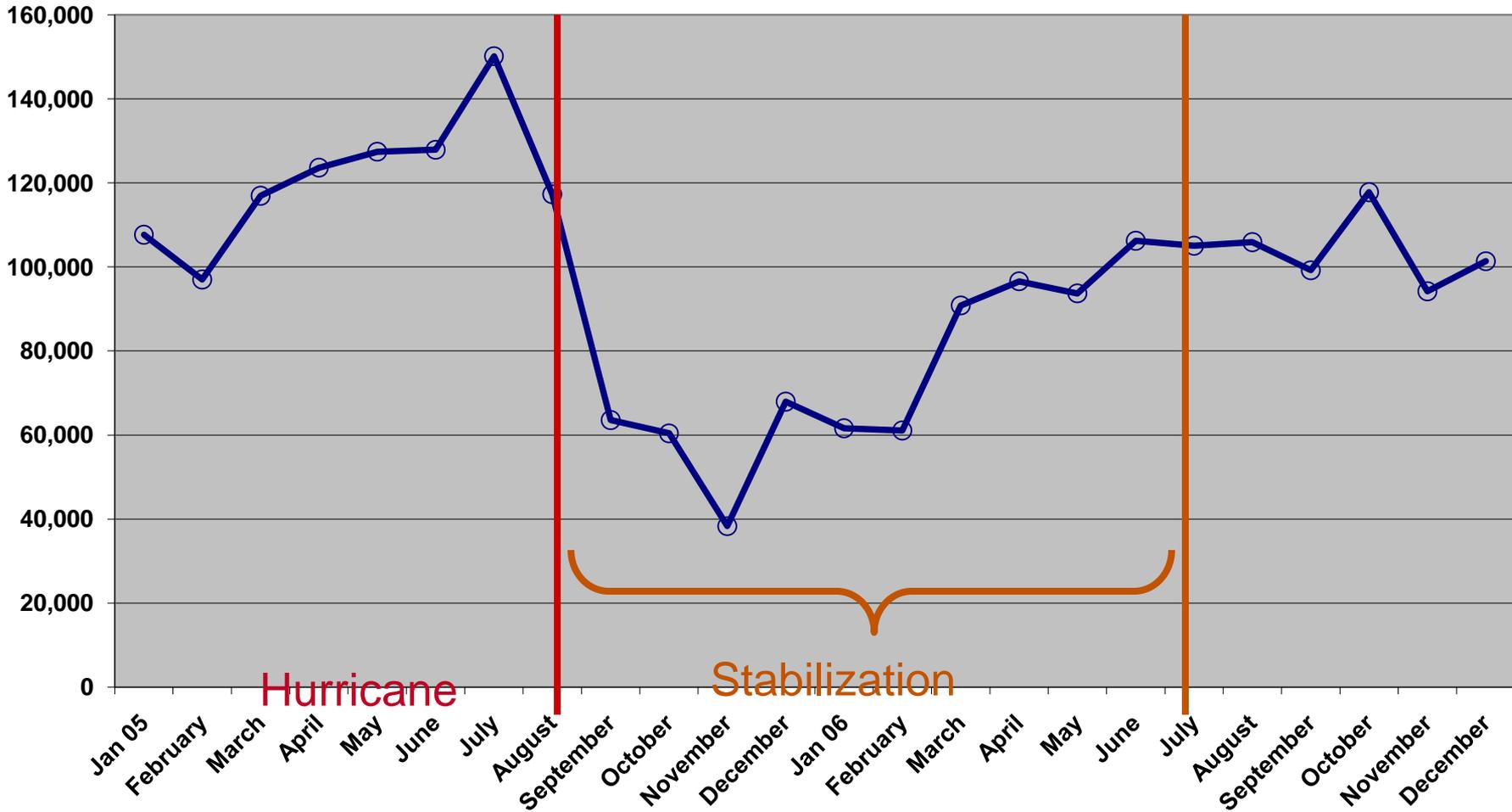


Why does economic resilience matter?

- Economic costs of disasters are high...
- Economic recovery can take years -- even decades to recover if a community is unprepared



Example: BAY ST. LOUIS





What we'll cover in this course

- Building capacity for economic resilience
- Business re-entry
- Crisis communications
- Diversifying your economy
- Retention of businesses over time
- Revitalization
- How to build back better with support from the state and federal government



**What do you hope to learn from
this program??**

