

# **Disaster Preparedness & Post Disaster Economic Recovery**

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# IEDC

- Non-profit professional association with over 4,500 members
- Mission: Provide leadership and excellence in economic development for our communities, members, and partners
- Expertise & Services
  - Conferences, networking
  - Professional development & certification program
  - Advisory Services and Research
  - Premiere publication - Economic Development Journal
  - Bi-monthly Economic Development Now e-newsletter
  - Legislative Affairs monitoring and engagement
  - Accredited Economic Development Organization program



# Role of ED Practitioner

	Traditional Role	Post Disaster Role
Analyst	<ul style="list-style-type: none"> <li>• Understand community's strengths &amp; weaknesses, comparative advantage of local economy</li> <li>• Provide qualitative / quantitative info to decision makers</li> </ul>	<ul style="list-style-type: none"> <li>• Understand current conditions &amp; damage to critical infrastructure, property, and anchor businesses</li> <li>• How these impacts with affect long-term viability of businesses/industries</li> </ul>
Catalyst	<ul style="list-style-type: none"> <li>• Promote community assets to prospects</li> <li>• Provide incentives to leverage investment / involvement of actors</li> <li>• Invoke enthusiasm for support of ED initiatives</li> <li>• Design programs that work</li> </ul>	<ul style="list-style-type: none"> <li>• Establish Business Recovery Task Force:               <ul style="list-style-type: none"> <li>- short term, immediate needs</li> <li>- long-term recovery efforts</li> </ul> </li> <li>• Garner input &amp; support for critical economic recovery initiatives</li> <li>• Update strategic plans to match current realities</li> </ul>
Advocate	<ul style="list-style-type: none"> <li>• Speak out for well being of community</li> <li>• Protect interests of existing businesses</li> <li>• Move the strategic planning process along by supporting visions and mission</li> </ul>	<ul style="list-style-type: none"> <li>• Seek funding opportunities for recovery purposes &amp; initiatives</li> <li>• Communicate priorities &amp; need for policy changes to state leaders</li> <li>• Advocate for mitigation &amp; preparedness efforts (tiered re-entry, business continuity) in event of next disaster</li> </ul>

# Role of ED Practitioner

	Traditional Role	Post Disaster Role
Educator	<ul style="list-style-type: none"> <li>• Teach general public about costs and benefits of economic development initiatives</li> <li>• Promotes community's assets to businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Critical communication role to facilitate the flow of correct info to businesses</li> <li>• Communication – “Open for business” &amp; “We need help &amp; resources” messages</li> <li>• Provide cost/benefit understanding of recovery projects</li> <li>• Develop &amp; distribute a disaster recovery guide</li> </ul>
Gap Filler	<ul style="list-style-type: none"> <li>• Provide assistance where the markets and institutions cannot (financial, mgmt., technical)</li> <li>• Recognize when private sector resources should be used</li> </ul>	<ul style="list-style-type: none"> <li>• Concerted BRE outreach to reconnect with businesses &amp; identify at risk companies</li> <li>• Provide business recovery assistance &amp; services for short term</li> <li>• Bridge financing till SBA loan approved</li> <li>• Develop critical programs and initiatives to support long-term growth &amp; recovery</li> </ul>
Visionary	<ul style="list-style-type: none"> <li>• Able to peer over economic horizon to see what is likely or could happen in a community</li> <li>• Understand if the community's spirit and resources are directed at catalyst projects</li> <li>• Entails some degree of risk taking for change to occur</li> </ul>	<ul style="list-style-type: none"> <li>• Sees how the community can build back stronger, more resilient with resources from private and public sector</li> </ul>

# Small Business Recovery Workshop:

Edward Lowe Foundation Leadership Center  
Dec 15-17, 2009

- IEDC, NADO and BCLC convened a group of 27 economic recovery stakeholders to discuss the subject of post-disaster economic recovery
- Focused on small business recovery from catastrophic events occurring during the last 10 to 15 years.
- Discussed what chambers, EDO, and civic organizations do well and where there is room for improvement
- Discussed appropriate roles for the private and nonprofit sectors as well as all levels of government
- Identified a framework for pre-disaster economic recovery planning



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PLANNING ACTIVITIES  
FOR  
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# Background Issues

- Post-disaster, small businesses face limited: access to capital, workforce options, technical assistance resources, insurance options, customer base
- Assumption that there are significant federal resources to help with business recovery
- Burden on local level for different types of disasters (non-Presidential disaster declaration)
- Timely access to capital is extremely important for small business recovery
- Multiple benefits for performing pre-disaster planning efforts



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# Business Community Engagement

- Build your economic recovery response team
  - Review comprehensive emergency management plan for business impacts
  - Develop post-disaster recovery strategy for businesses
- Education in Disaster Preparedness for Local Businesses
  - Local experts to explain current issues and risks
  - Information dissemination of business insurance (interruption ins.) and business continuity planning
- Develop incentives to engage more businesses



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# Business Community Engagement

- Identify issues for post-disaster business re-entry
- Develop tiered system for business re-entry
  - Incorporate re-entry system into the community's emergency management plan
- Contracting & procurement opportunities for economic recovery services
  - need to identify businesses that provide those services for subcontracting opportunities



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# Capacity Building in Economic Recovery

- *Issue:* Need to build capacity across the economic development support system
- Organizational capacity building
  - Establish two alternate/backup office locations for ED organizations
  - Clearly delineate roles & responsibilities of each organization in economic recovery
  - Establish strategy for Business Recovery Center



# Capacity Building cont.

- **Involve Business Community in Emergency Management Support function**
  - Establish ED rep as community level EOC to get FEMA funds for business community preparation
  - Need to duplicate this structure at state level (ESF 18)
- **Communication Strategy**
  - Backup database of office files, list of service providers, cell phones
  - Identify spokesperson & plan for internal vs external communication



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# Capacity Building (contd.)

- Monitoring port-disaster impacts
  - Develop baseline in order to measure the impacts
  - Develop metrics for measuring impact as well as recovery efforts
- Economic Recovery Plan for local community
  - Engage multitude of stakeholders
  - Establish roles & responsibilities
  - Establish process for regular review and improvements to the plan



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# Financing

- Capital availability for businesses
  - Identify all financial resources that can be brought to table
    - Identify local banks, CDFIs, alternative lenders, foundations, financial programs
  - Work with stakeholders to coordinate response strategy for local businesses (e.g. Galveston)



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# Financing (contd.)

- Identify resources for technical assistance
- Identify other sources of economic recovery resources & funds (state and federal level)
- Advocate for preparations for reserve fund or insurance for local government



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# Financing (contd.)

- Economic Recovery Incentives
  - Explore options for dedicating a portion of tax revenues for redevelopment
- Other Resources & Funds
  - Identify local, regional, state and federal funds for economic recovery
  - Consider setting up reserve fund or insurance at local level
  - Explore designating portion of disaster recovery funds for economic recovery purposes



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# Workforce Planning

- Involve private sector in solution for workforce housing
- WIB develops disaster contingency plan with business needs in mind for workforce Development
- Develop workforce retention strategy for temporary basis
- Develop transportation strategy on temporary basis



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# Redevelopment Strategy

- Considerations for redevelopment that should be discussed prior to the disaster
  - Land use and rebuilding in environmentally sensitive areas
  - Building codes, building materials for building more resilient communities
  - Availability and sources of capital for redevelopment



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**Thank You**

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