



ANNEX F: Economic Restoration

ESF #18

Business and Industry

Introduction

Economic and Community Recovery requires the capability to implement short- and long-term business and economic recovery and mitigation processes after an incident. This includes identifying the extent of physical and economic damage to a community impacted by an incident, conducting thorough post-event assessments and determining and providing the support needed to recover, economic redevelopment and restoration activities and to minimize future loss from a similar event.

Hurricanes, floods, severe weather, hazardous material accidents, and other emergencies may cause extensive damage to private facilities, which are critical to the recovery of the community following a disaster. These facilities, which include major communications, transportation, utility, retail, banking, insurance and similar interests, are vital to the recovery effort and return to economic viability, yet it may be beyond the ability of the local government to respond to all their immediate needs. Therefore, it is important that these businesses have the ability to access their facilities and perform basic recovery activities such as damage assessment and securing property, as well as commencing their own recovery operations.

The purpose of Emergency Support Function (ESF) 18 is to coordinate local, state and federal agency actions that will provide immediate and short-term assistance for the needs of business, industry and economic stabilization. Preparedness and response assistance may include accessing the financial, workforce, technical, and community resources that may affect a community's ability to restore business operations as quickly as possible and resume focus on long-term business strategies. Coordination of local, state and federal business assistance is done primarily through networks of local and regional economic, workforce and tourism development partners, as well as business support organizations who determine the most efficient and effective ways to manage the access to these services at the local and regional level. ESF 18 will support the State Emergency Response Team's (SERT's) efforts via identification and solicitation of resources to meet identified needs. ESF 18 will also support SERT efforts by facilitating and coordinating the delivery intermediate and long term economic impact statements.

In the event of a Category C hurricane, it is projected that Industrial and commercial structures will fare even worse from wind damage than will residential structures. Of the projected 87,000 industrial and commercial structures that sustain wind damage, 80 percent will be either severely damaged or destroyed. This represents 63 percent of all industrial and commercial structures in the nine-county region.



Basic Economic Restoration Functions and Responsibilities

The coordination of state agencies and organizations involved in assisting local economic development, workforce, tourism and other business support agencies and organizations includes the performance of tasks related to preparedness, response, recovery and mitigation where local resources are not sufficient and local government requests state assistance. Included among ESF 18 tasks are the following:

- Provide information and training on implementing support to the business community.
- Provide economic damage assessments to SERT.
- Provide business recovery assistance to businesses of all sizes in all industry sectors through the networks of state, regional and local partners.
- Coordinate with regional and local economic and workforce development and business organizations to refer volunteer personnel to the affected county(ies); coordinate efforts to provide immediate assistance to the employers and employees in a requesting county.
- Coordinate with the SERT Plans Section to ensure that information is provided on the assessment of overall physical and economic damage to the business communities and business preparedness, response and recovery matters, before, during and after the disaster.
- Coordinate and facilitate communication between Florida retailers and the SERT Logistics Section.
- Facilitate communication of specific business and industry sector status or ability to return to normal operation post event. This information will be used to provide appropriate and timely logistical support to affected counties.
- Coordinate with the SERT External Affairs to support public education efforts, press releases, media interviews, and distribution of printed materials that describes the available resources and business assistance initiatives, including small business assistance centers and workshops, that are being activated in each impacted community.
- Coordinate with all ESFs as deemed appropriate based on the disaster event type.
- Coordinate and facilitate the delivery of a comprehensive economic impact statement as appropriate based on the disaster event type.
- Serve as a member of the State of Florida's Intergovernmental Team to deliver accurate information regarding the economic impact of the disaster on the local communities and industry sectors.
- Coordinate with local economic development organizations and other source of business damage impact information to determine general business needs and to determine the desire and need of the community to request activation of the Florida Small Business Emergency Bridge Loan Program and/or small business assistance centers and workshops.



- Coordinate with ESF 15 Volunteers and Donations to locate and arrange for distribution of emergency and longer term relief supplies that can be sourced from Florida-based companies.
- Coordinate and facilitate pre and post event workshops for educating and training businesses in disaster preparation, business continuity planning and recovery.
- Support the development of and training for an enhanced pool of qualified Florida businesses that can respond to public and private resource needs (products and services).

Organization

ESF 18 personnel will be managers, skilled professionals with subject knowledge, and operations personnel qualified to expedite decisions. In coordination with the Governor's Office of Tourism, Trade, and Economic Development (OTTED) and the Florida Department of Revenue (DOR) participating agencies will be required to develop plans and procedures that support their ESF assignments.

Operational Objectives

Preparedness Objectives

- Education and training of business community, local and regional organizations and staff.
- Encourage and coordinate local agencies/organizations and resource organizations participation in disaster exercises.
- Work with the state coordinating officer to encourage local economic development organizations to become emergency operations partners and build local teams and networks.
- Assist in releasing information annually on disaster planning and safety for businesses through news releases, electronic advisories, or printed materials/brochures.
- Develop and maintain a database of all county/local primary economic, tourism, and workforce development organizations and other designated business support organization emergency coordinators.
- Assist local primary economic development organizations and their support organizations in identifying financial or other resources that may be employed to assist in immediate and long-term business recovery.
- Develop and maintain a database of agencies and private associations that will provide additional support to conduct emergency support for business recovery in any impacted community. This will include information on the type of services being offered, number of volunteers, resources available, and contact person with telephone numbers and logistical abilities of each agency.
- Coordinate and maintain data networks and capacity to facilitate expeditious delivery of comprehensive economic impact statements as necessary.



Response Objectives

- Track the business and economic preparation and recovery activities of all local primary economic and tourism development organizations as well as other business support organizations before, during, and after the disaster.
- Maintain a roster of support agencies/organizations emergency coordinators.
- Coordinate with ESF 2 and the Plans Section to both provide and disseminate information pertinent to assisting in emergency response and recovery to impacted businesses and communities.
- Coordinate initial assessment of general business impact (in terms of employment, lost revenues, lost customers, etc.) through coordination of locally based economic development and business support agencies/organizations.

Recovery Objectives

- Continue to coordinate assessments of general business impact (in terms of physical damage, employment, lost revenues, lost customers, etc.) working with locally based economic development, tourism, workforce, and business support agencies/organizations.
- Coordinate with state, regional and local agencies/organizations, to compile estimates of physical damage to local business communities necessary to determine the need to request activation of the Florida Small Business Emergency Bridge Loan.
- Coordinate with local economic development emergency coordinators to identify and train local bank officers to participate on loan committees and schedule loan committee meetings in the affected communities if the State's Emergency Bridge Loan program is activated.
- Coordinate with federal, State, regional and county agencies and other business support resources to establish Business Assistance/Resource Centers and Business Resource Workshops in impacted communities
- Coordinate the compilation of longer-term economic impact assessment of general business impact (in terms of employment, lost revenues, lost customers, etc.) through locally based economic, tourism development and business support agencies/organizations.
- Coordinate the development and delivery of comprehensive intermediate and long term economic impact statements.
- Contact and maintain communications with the private sector, local and statewide economic development, tourism, workforce and business support organizations and state agencies to foster participation in ESF 18 activities.



- Participate in long-term recovery activities involving state and federal agencies. Facilitate and coordinate the involvement and participation of local and regional economic development, tourism, workforce and business support organizations in such efforts at the local level.

Mitigation Objectives

- Facilitate the identification of and access to sources of infrastructure financing that augment existing state and community resources that enhance mitigation efforts.
- Coordinate participation of local partners on Hazard Mitigation Assessment Teams.

Direction and Control

- The activities of ESF 18 initially will be coordinated through the State Emergency Operations Center (SEOC). OTTED and DOR will ensure adequate staff is provided at the SEOC as requested by the State Emergency Response Team Plans Section Chief.
- ESF 18 participating agencies and organizations, state, district and county coordinators will be the contact at the local level for coordination.

Existing MOUs/MOAs

None identified. Counties are working on building teams within the region.

Suggested Support Partners:

None identified. Counties are working on building teams within the region.

Basic Planning Assumptions – Economic Restoration¹

1. The nature and scope of a catastrophic incident will immediately overwhelm State and Local response capabilities, this requires that counties understand and be able to clearly articulate their resource needs.
2. The assets outlined in response strategies may not be available at the time of a catastrophic event due to needs at their home institution, family requirements, etc.

¹ Catastrophic Incident Supplement to the National Response Plan (2005)



3. A catastrophic incident will present a dynamic response and recovery environment requiring that response plans and strategies be flexible enough to effectively address emerging or transforming needs and requirements.
4. Essential personnel outlined in response strategies may not be available at the time of a catastrophic event due to family requirements. Therefore, organizations should have mutual aid agreements with similar organizations outside of the region/state in place and prepared to deploy to assist when requested.
5. The Economic Response and Recovery Team (ESF 18 or other) has a seat at its local EOC and has established a communications and assistance link with ESF 18 (Business, Industry and Economic Stabilization) at the State EOC.
6. ESF 3 debris clearing operation sites: 30-40% damage to operations, 20% of the workforce is unaccounted;
7. Electric and gas utilities: 30- 75% damage to operations, 15% of the workforce is unaccounted for
8. Water and wastewater facility operations: 50-60% damage, 10% of the workforce is unaccounted
9. Telecom cell phone towers barely operational, phone service will be limited and remnants of the cell phone system are overloaded
10. Transportation: 40-75% damage to operation centers, 10% of the workforce is unaccounted;
11. Only 10 percent of 1,026 schools in the region are functional
12. Approximately 58 percent of the 3.3 million people in the region are impacted (222,000 seek temporary shelter)
13. Estimated \$250 billion in economic losses (physical structure and loss of use for commercial entities
14. Regional economic losses from damages to the Port of Tampa and Port Manatee not factored in economic losses, but with an annual economic impact of more than \$8 billion and directly and indirect employment of more than 100,000 assumed to have devastating impact on commercial supply chains and international trade in the regional cooperative alliance
15. Short and long-term impacts to the environment and, therefore, to tourism industry in the region not included in \$250 billion loss estimate.

Operations: Roles and Responsibilities

ESF #18 (Business and Industry)

Level	Primary Agency	Support Agencies
National (ESF 14)	DHS/FEMA, USDA, SBA, HUD	DOC, DOD, USACE, DOE, HHS, DOI, DOC, DOT, ARC, CNCS DRA NVOAD, Treasury Dept.
State	Florida Department of Revenue (DOR)	The Agency for Workforce Innovation Department of Agriculture and Consumer Services Department of Business and



Level	Primary Agency	Support Agencies
		Professional Regulation Florida Department of Financial Services Department of Management Services Enterprise Florida, Inc. Small Business Development Centers Network Visit Florida, Inc. Volunteer Florida, Inc. Workforce Florida, Inc. <i>Associated Industries of Florida</i> <i>Florida Chamber</i> <i>Florida Council of 100</i> Florida Restaurant & Lodging Association Florida Retail Federation National Federation of Independent Businesses
Regional		Tampa Bay Regional Planning Council / EDC Tampa Bay Partnership Chambers of Commerce
Citrus	Under development	Under development
Hardee	Hardee County Health Department Fire Rescue Building and Zoning CERT	Hardee County Sheriffs Office Hardee County Engineering Department Hardee County Public Works Department Hardee County Landfill Department Hardee County Property Appraiser Peace River Power Company Sprint Telephone Company Manatee County Red Cross Hardee County Amateur Radio Group Insurance Industry Representatives City of Wauchula City of Bowling Green Town of Zolfo Springs Chamber of Commerce
Hernando	Under development	Under development
Hillsborough	Hillsborough County Economic Development Department	Hillsborough County Emergency Management
Manatee	Economic Development Council, a division of the Manatee Chamber of Commerce	Manatee Chamber of Commerce Manatee County Neighborhood Services, Economic Development Division Suncoast Workforce Board Bradenton Area Convention & Visitors Bureau Enterprise Florida



Level	Primary Agency	Support Agencies
		Agency for Workforce Innovation (AWI) Workforce Florida Office of Tourist Trade and Economic Development (OTTED) Florida Small Business Centers Longboat Key Chamber of Commerce Anna Maria Island Chamber of Commerce Lakewood Ranch Business Alliance
Pasco (ESF 14)	Pasco County Permits and Development Information Department	Pasco County Growth Management Department Pasco County Community Services Department Pasco Economic Development Council Central Pasco Chamber of Commerce Greater Dade City Chamber of Commerce Wesley Chapel Chamber of Commerce West Pasco Chamber of Commerce Zephyrhills Chamber of Commerce American Red Cross-Tampa Bay Chapter Pasco County Facilities Management Department
Pinellas	Pinellas County Economic Development Agency	
Polk	Central Florida Visitors & Convention Bureau	Under development
Sumter	Under development	Under development