

Managing Economic Recovery During Local Disasters



The Cycle of a Disaster



Pre-Disaster Steady State



Emergency Response



Relief and Stabilization



Long-Term Recovery



New Steady State

How Do Disasters Happen?

Manmade

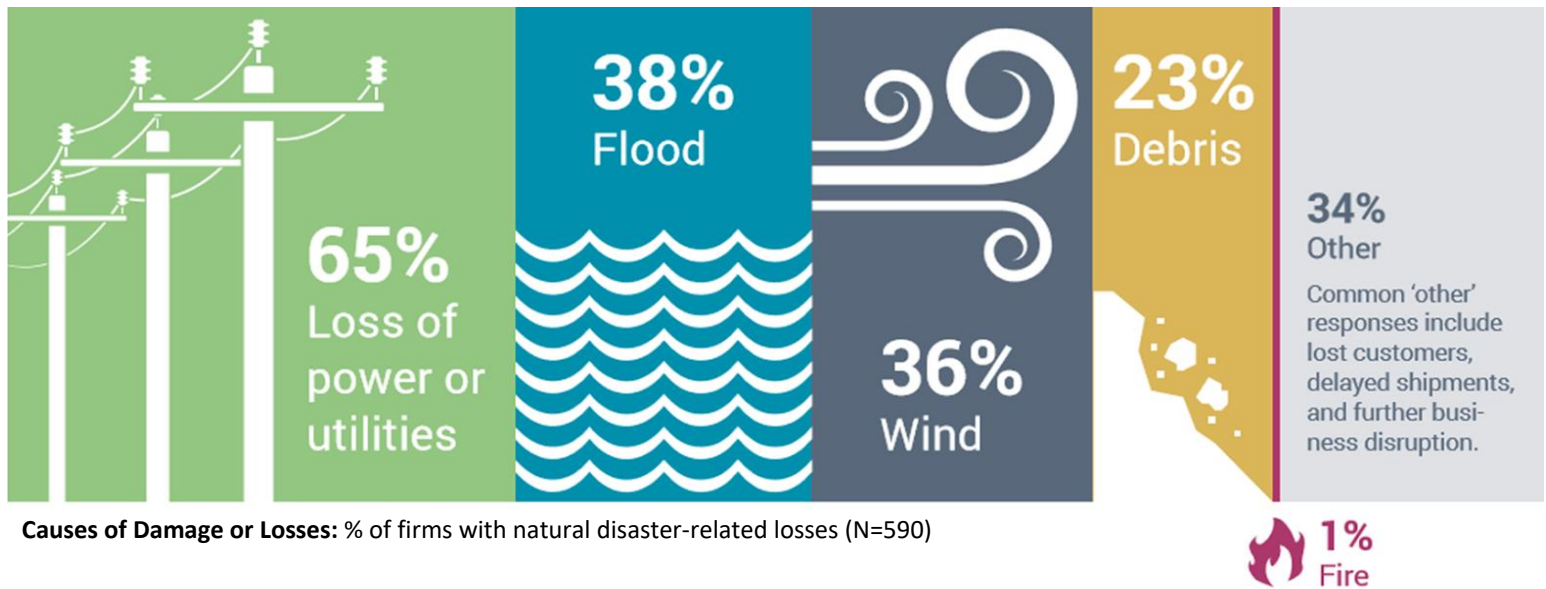
- Loss of industry
- Crime, terrorism, civil unrest
- Hazard spills

Technological

- Cyber attacks
- Fraud
- Theft

Natural Disasters

- Weather
- Pandemic



What Impact Can a Disaster Have?

- **Government:** Operations, organization
- **Individual:** Employment, housing, health, displacement
- **Business:** Inventory, property, equipment, customers, insurance
- **Infrastructure:** Transportation, energy, communication, water
- **Community:** School closings, homelessness, criminality
- **Environment:** Erosion, fire, flood, sea level rise

5 Ways to Help Businesses After a Crisis



• Let business back in

- Do you have a business reentry plan? Is it tiered?

• Identify who was impacted

- Who will oversee assessing the damage and those most in need?

• Conduct a business assessment

- Do you have a listing of your small business owners?
- Have you surveyed or interviewed businesses to learn of their needs and realities?

• Provide technical assistance

- Do you have plans to run re-training programs or provide businesses with financial or marketing help?

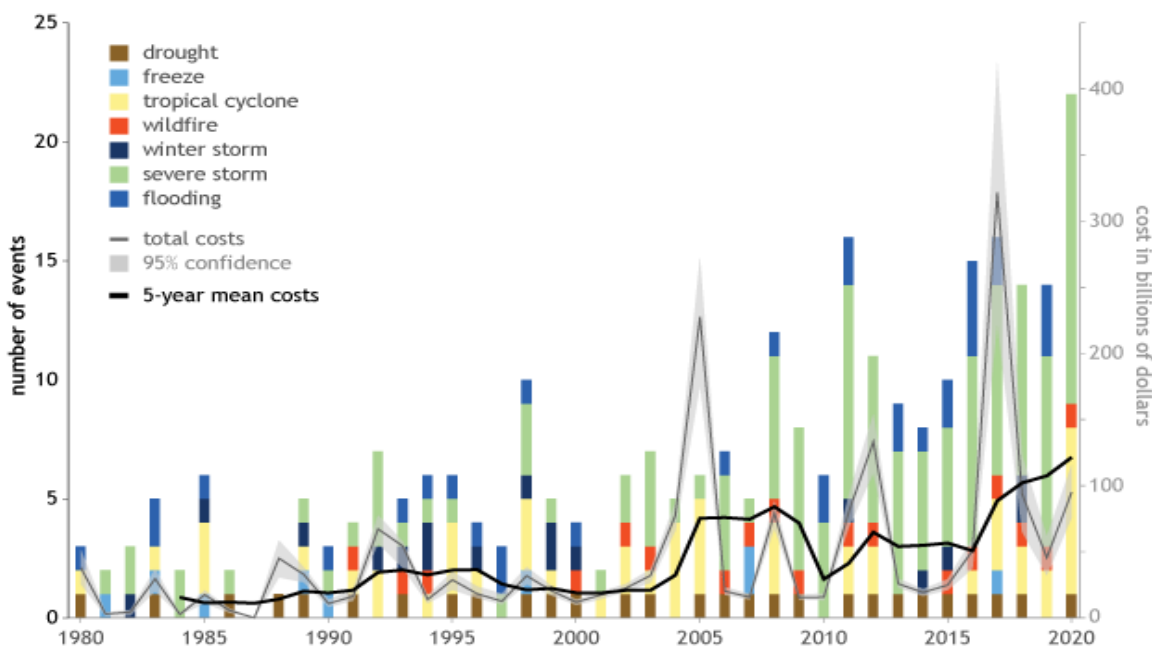
• Identify creative funding

- When you identify sources, how will you distribute the information?

Small Businesses Are Not Prepared

- Small business owners are your biggest employers.
- 60% don't have an emergency plan.
- Without a plan, 43% won't open after a crisis.
- 75% fail within 3 years.

United States Billion-Dollar Disasters and Their Costs, 1980-2020:



This graph shows the United States' history of billion-dollar disasters through event type (the color-coded bar graph and left-hand vertical axis) and cost (the line graph and right-hand vertical axis).

Source: NCEI Data

<https://www.climate.gov/disasters2020>

The Importance of Economic Resilience



Before a disaster hits, has your organization:

- Identified and addressed risks?
- Reduced obsolescence of infrastructure?
- Taken steps to mitigate hazards?
- Enhanced natural defenses against disaster?
- Organized a disaster response team?

After a disaster hits, how will your organization:

- Compare the impact of the disaster to the magnitude of the event?
- Determine how could losses have been prevented?
- Learn and prepare for the next disaster?

Have you developed or updated a Continuity of Operations Plan?

PEOPLE & COMMUNITIES

Airdrie Boys and Girls Club
Airdrie Mental Health
Airdrie Urgent Care
Alberta Health Services
Alberta NGO Council
Balzac Hall
Banded Peak School Council (Friends of Banded Peak Society)
Bearsaw Glendale Community Association
Bearsaw Lions (seniors)
Bearsaw School
Bow Valley College
Bow Valley Seniors
Boys and Girls Club of Cochrane
Bragg Creek Community Association
Bragg Creek Snowbirds Seniors Fellowship (seniors)
Chestermere & Area Mental Health Coalition
Chestermere Community Services FCS
Chestermere High School
Chestermere Regional Community Association
Cochrane and Area Humane Society
Cochrane Urgent Care
Delacour Community Club
Edge School
Elbow Valley Elementary School
Helping Hands Society of Cochrane and Area
Hutterites
Indus Curling Club
Indus School (K-9)
Indus School Council Society
Indus Seniors
Jumping Pound Community Hall Society
Kathryn School
Keoma Community Society (Hall)
KOAC Arts Centre
Langdon Community Association
Langdon Older Kids Seniors' Club
Langdon School
Langdon Seniors
Langdon Softball Association
Libraries, Faith Community
Mount Royal University
North Bow Community Facility Board
Calgary Rural PCN- Langdon
North Rocky View Community Links PCN (RVC/Cochrane)
Pioneer Acres Plowmen & Threshermen's Club of Alberta
Prairie Royal Estates Community Association
Prince of Peace Lutheran School
Rocky View Public School
RVS Community Learning Centre
SAIT
Sarah Thompson School
Seniors for Kids
Snowbirds
Springbank Community Association
Springbank Community High School
Springbank Heritage Club (seniors)
Springbank Middle School
Synergy Youth and Community Development Society
University of Calgary
Westbrook School
Western Rocky View Family and Community Resource Centre
Bearsaw Historical Society (seniors)

INFRASTRUCTURE & PLANNING

Alberta Motor Transport Association
Alberta Roadbuilders & Heavy Construction Assoc.
ATCO
Bragg Creek Improved Cell and Email Committee
Calgary Airport Authority
Calgary Radio Aero Modellers Society
CN Rail
CP Rail
Rogers Communications
Springbank Airport
Telus
Calgary Airport Authority
TransAlta
Waste/wastewater to commercial properties
Wintergreen Woods Water Utility Ltd
ATCO Structures & Logistics
Cochrane Society for Housing Options (CSHO)
Lott Creek Grove Condo Association
Wild Rose Homeowners Association

BUSINESS & ECONOMY

Airdrie and District Agricultural Society
Alberta Economic Development, Trade & Tourism
Alberta Energy Regulator
Alberta SDG Network
Amazon Fulfillment Centre
ATB Financial
ATCO Group of Companies
Balzac Chamber of Commerce
Beiseker and District Agricultural Society
Beiseker Chamber of Commerce
Bow Valley Agricultural Society
Bragg Creek Chamber of Commerce
Bragg Creek Hamlet Revitalization Committee
Bragg Creek Real Estate
Bragg Creek tourism
Calgary Airport Authority
Calgary Sports and Entertainment
Canadian Association of Petroleum Producers (CAPP)
Canadian Chamber of Commerce
Canadian Energy Pipeline Association
Canadian Energy Research Institute
Canadian Hemp Industry Trade Alliance
Cattle wranglers
Century Downs Racetrack and Casino
Chestermere Agricultural Society
Cochrane and District Agricultural Society
Cochrane Research Institute
Community Futures Centre West
Community Futures Wild Rose
Crossfield Chamber of Commerce
CrossIron Mills
Dalroy U.F.A. Association
Days Inn in Balzac
Delacour Agricultural Society and Community Club
Eastlink
Evelyn Kenny Kennel and Obedience Club
Irricana and District Agricultural Society
Langdon Chamber of Commerce
Langdon Community Garden
Langdon Condo Association
Local Chambers of Commerce
Madden and District Agricultural Society
Mountain View Credit Union
Pet Resorts in the area
Realtors
Southland Transportation
Student First Bus Lines
Vet clinics

ENVIRONMENT & AGRICULTURE

Alberta Institute for Wildlife Conservation
Big Hill Creek Preservation Society
Bragg Creek and Greater Area Historical Society
Calgary Corn Maze & Fun Farm
Charles Butler Park Community Association
Chestermere Whitecoppers Association
Extreme Cowboy Alberta

Girletz Rodeo Ranch
Greater Bragg Creek Trails Association
Mountain View Cowpoke Junior Rodeo Club
Our Lady Queen of Peace Ranch
Sharp Hill Preservation Society
Spray Lake Sawmills Recreation Park Society

Springbank Equestrian Society
Springbank Park for All Seasons
Springbank Trails and Pathways Association
Weedon Pioneer Hall
Western Irrigation District
Wintergreen Golf Course
Yamaska Wolfdog Sanctuary

EMERGENCY MANAGEMENT & LEADERSHIP

AEMA
Airdrie and District Victim Services
Alberta Association of Immigrant Servicing Agencies
Alberta Sheriffs
Calgary Foundation
Calgary Police Service
Canada Task Force 2
Canadian Red Cross
CEMA
City of Chestermere
Cochrane and Area Victim Services Society
Cochrane Foothills Protective Association
Cochrane RCMP
Fire Smart Committee

Langdon Citizens on Patrol Society
Mennonite Disaster Services
Military
Mutual Aid Alberta
Public Safety Canada
RCMP
Redwood Emergency Services
Salvation Army
Samaritans Purse
St. John Ambulance
Team Rubicon
Town of Cochrane
Town of Crossfield
Town of Irricana
Tsut'ina Nation
Village of Beiseker
911

ROCKY VIEW COUNTY STAKEHOLDER MAP

Communications in a Disaster



Why is communication essential to recovery?

- Rumors can lead to a slower recovery.
- Businesses may delay opening or move.
- Businesses may contact you looking for information.
- Your communication or lack thereof can have a big impact.

Crisis Communication Check List

Emergency Business Contacts

- Do you have a list of licensed contractors?
- Have you made a stakeholder map and contacts?
- How do you plan to build relationships?

Uniform, Credible Response

- Who will be the spokespersons when a crisis hits?
- Are you ensuring spokespersons are on message?

Prepare

- Have you thought through worst case scenarios?
- How have you practiced answering tough questions or developed “must-air” talking points?

Social Media & Internet Access

- Can you reach constituents through social media?
- Do constituents have easily accessible internet?

Emergency Operations Center

- Do you have or are you connected with your county/state emergency operations center?
- Are your local economic development and business organizations connected with your EOC?

Control the Message

- Are you sharing how your local economy is being impacted and what you are doing to help?
- Are you tracking success stories to publicize them: recovery successes, businesses returning?

Consider Essential Needs of Constituents

- Do you have evacuation plans?
- Have available accommodations been shared?
- What measures can you take for the most vulnerable in your community?

What Is the Role of...

State Government

- Decide if federal response is needed.
- Activate state crisis team.
- Identify activities for rapid response.
- Help local governments recover.

Local Government

- First level of response in an emergency.
- Activate Emergency Operation Center.
- Serve as grant applicant for state and federal assistance.

Economic Developers

- Identify support resources.
- Represent business interests.
- Document economic impacts.
- Foster collaboration between local, regional, and state organizations.