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

Causes of Damage or Losses: % of firms with natural disaster-related losses (N=590)

65% Loss of power or utilities  38% Flood  23% Debris  36% Wind  34% Other

Common ‘other’ responses include lost customers, delayed shipments, and further business disruption.

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

For more information or to watch our Economic Resiliency Webinar Series, go to hudsonvalleyregionalcouncil.org/regional-initiatives/economic-development/#special-cares-project
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?

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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.

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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


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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?

People & Communities

Infrastructure & Planning

Business & Economy

Environment & Agriculture

Emergency Management & Leadership

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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.

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