

# Business Retention & Expansion Disaster Recovery Session





# Session Overview



- ❧ **Leann Hackman-Carty:** *About Disasters*

- ❧ Leadership Roles
- ❧ Types of Disasters
- ❧ Case Studies
- ❧ Best Practices and Building Capacity

- ❧ **Angela Groeneveld:** *Business Retention & Expansion  
Disaster Recovery*

- ❧ Engagement
- ❧ Value
- ❧ Case Studies
- ❧ Lessons Learned

- ❧ **Questions**



# Business Retention & Expansion: About Disasters



Leann Hackman-Carty



# Presentation Overview



1. Who's on First?



2. Who Cares?





# Presentation Overview



3. I'm Unique.



4. What can I do?





# 1. Who's on First?



- ❧ Response- Clear
- ❧ Recovery- Not Clear
- ❧ Partners:
  - ❧ Government
  - ❧ Businesses
  - ❧ NGO's





# Is local government on first?



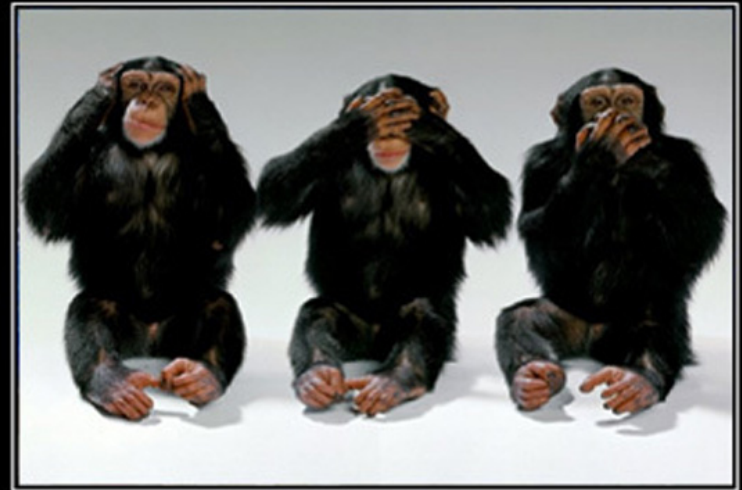
- ❧ Lead the restoration /rebuild process (eg. critical infrastructure, essential services, business retention)
- ❧ Secure provincial/federal financial assistance
- ❧ Develop/implement short/medium/long term recovery
- ❧ Establish evaluation metrics
- ❧ Communicate progress
- ❧ Engage various stakeholders



## 2. Who Cares?



- ❧ It won't happen to us!
- ❧ Really?
- ❧ It already has.



**DENIALISM**

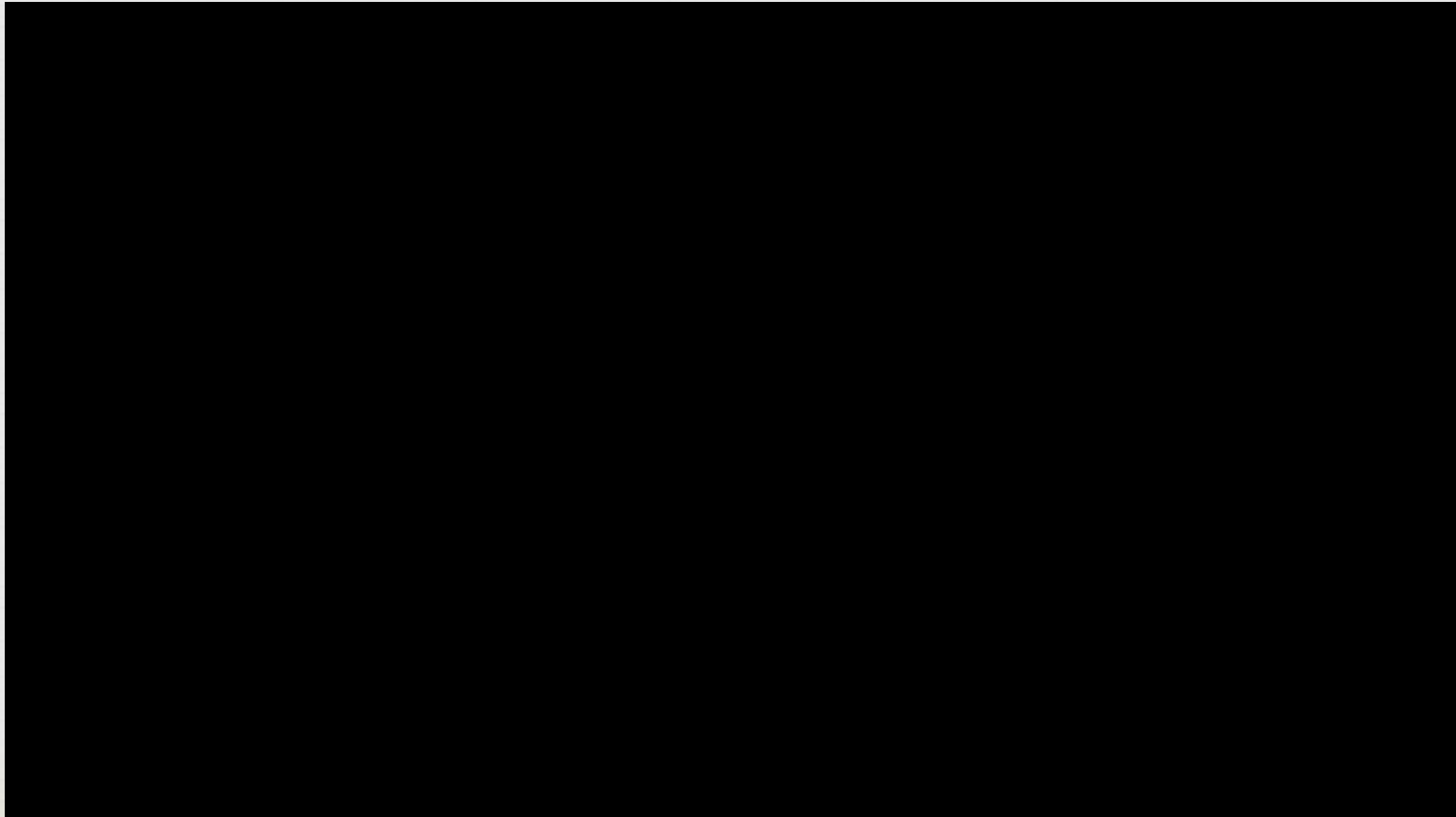
Denying reality, one fact at a time



# Alberta Story #1- Tornado



Edmonton- July 31, 1987

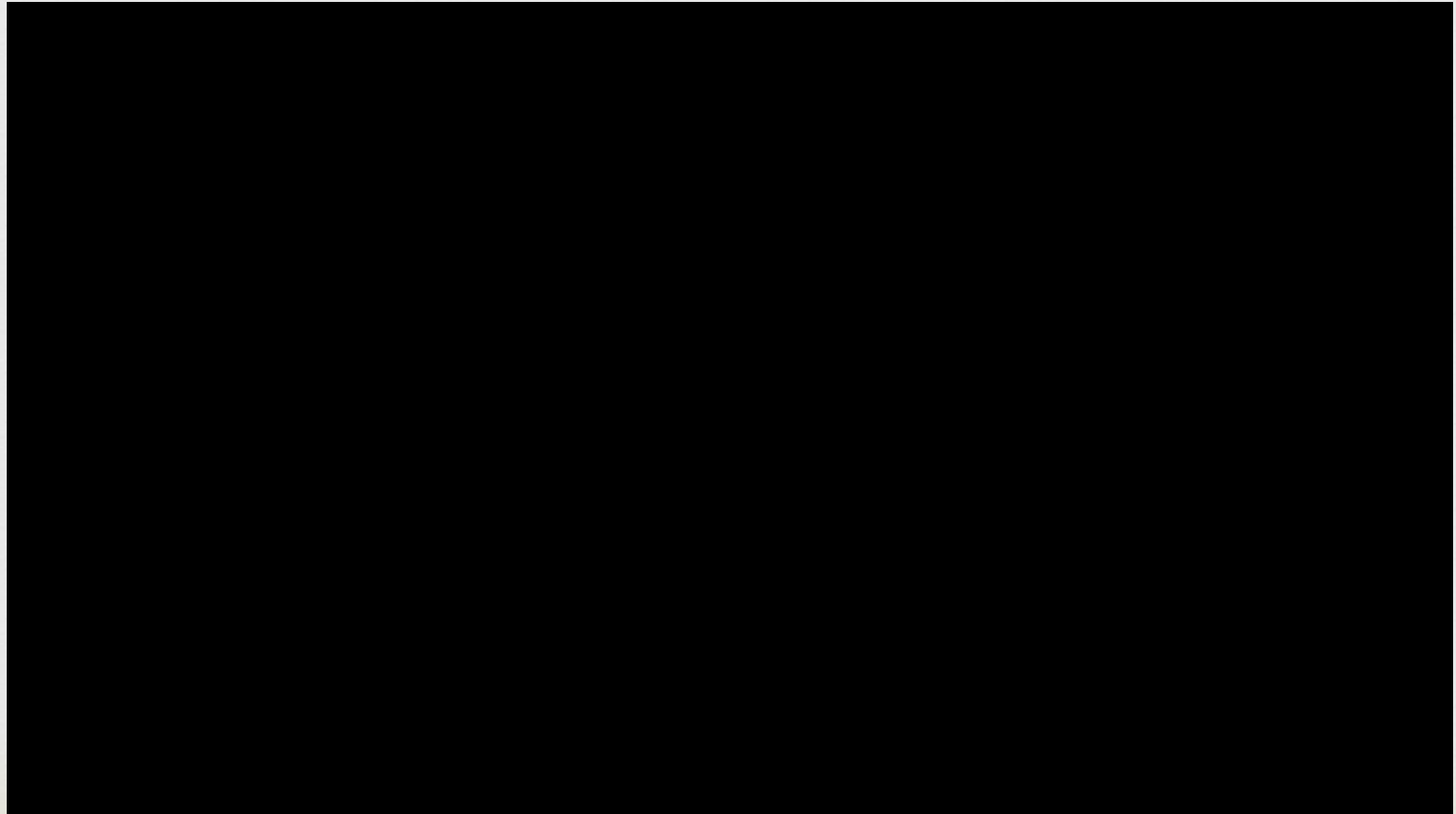




# Alberta Story #2- Wildfire



Wood Buffalo Region- May 2016





# 3. I'm Unique



Nobody has experienced a disaster like me.

❧ Types of disasters:

- ❧ **Natural disasters-** hurricanes and tropical storms, floods, tornados, earthquakes, drought, hail, landslides, ice storms, sinkholes
- ❧ **Man-made:** civil unrest, terrorism, power disruptions, hazardous materials, plant closures, nuclear blast, chemical threat, biological weapons
- ❧ **Technological:** cyber attacks, fraud and theft



### 3. I'm Unique.



- ❧ Don't reinvent the wheel
- ❧ Implement best practices





## 4. What's Next? Build Capacity



### Pre-disaster Planning Tips:

- ❧ Build an Economic Response/Recovery Team-roles, resources, re-entry plans, recovery strategies
- ❧ Encourage businesses to:
  - ❧ Identify critical business functions
  - ❧ Understand their insurance plan
  - ❧ Identify a backup office location/data system
  - ❧ Collect critical emergency contact information
  - ❧ Take business preparedness/continuity training



# 4. What's Next? Build Capacity



## Post-disaster Recovery Tips:

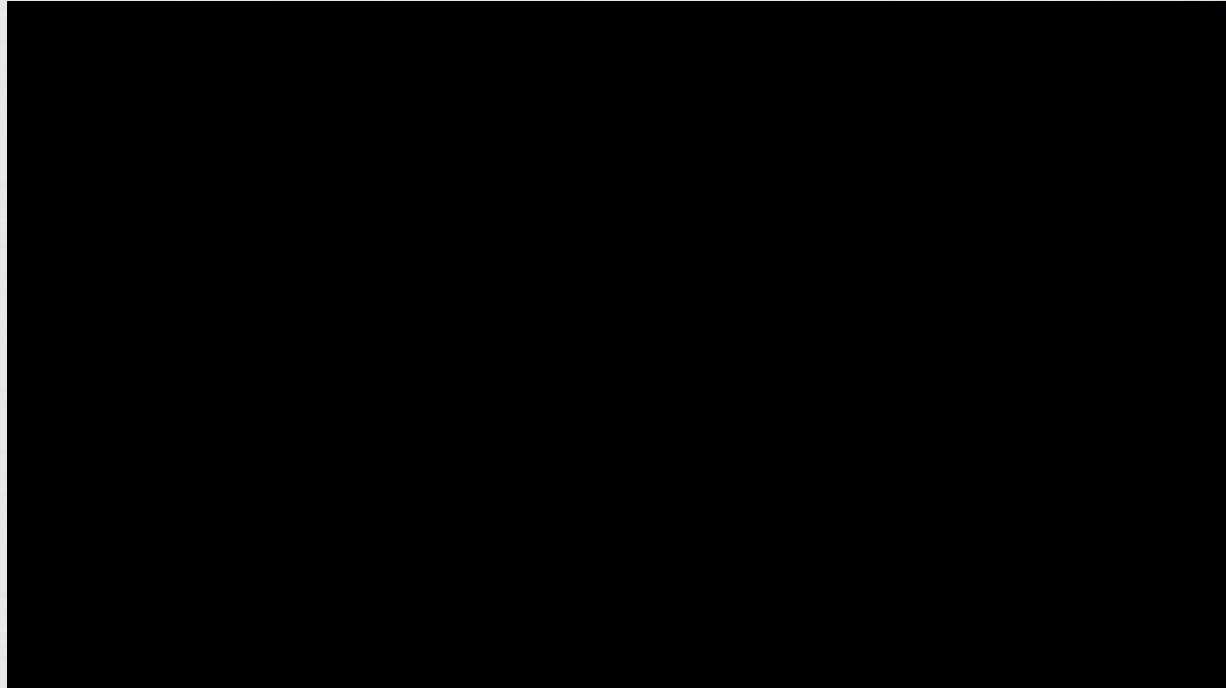
- ❧ Business Emergency Hotline- Registration, needs identification, surveys
- ❧ Business Recovery Centre-
  - ❧ Case Management Process (grants, resource matching, counseling, advocacy, staffing etc.)
  - ❧ Workshops
  - ❧ Financial/Technical Resource Inventory
- ❧ Plan regular communication to business community



# Conclusion



1. Know who's on first.
2. It can happen to you.
3. Don't reinvent the wheel.
4. The best time to get started is today.





# Business Retention & Expansion: Disaster Recovery



Angela Groeneveld



# Business Engagement

TUESDAY, NOVEMBER 5, 2013

HIGH RIVER TIMES

## Committee to give businesses a voice in rebuild



Jane Deacon High River Times

Members of High River's business community met on Wednesday, October 30, to discuss their current needs and ideas for the future.

**By Jane Deacon**  
ASSISTANT EDITOR

A new committee will give High River's business community direct input into the strategic plan to rebuild the town's economy.

A group of 50 local business owners met at the Highwood Golf and Country Club last week to begin that process by sharing their current needs and what they would like to see in the months and years ahead. Grouped by industry, they answered questions on their current needs, their ideas on what could draw more business to town and what they expect their needs will be in five years.

Selected leaders from local industries — including retail, arts and culture, trades, service, transportation and agriculture — will come together to form the Business Advisory Committee, which will continue this dialogue and help to create future policy.

Angela Groeneveld, High River's business renewal officer, will lead the committee, hold meetings and form the channel of communication between the business owners, High River's Renewal Office and town council.

"Our goal tonight is to get the business owners engaged in shaping their future," she said. "A lot of them have some great ideas and our goal is to learn those ideas and build that strategic plan so that we can try to draw in the customers for each industry and find out what their needs are."

Groeneveld explained that each industry is facing diverse challenges following the flood, whether it's finding new staff or coping with necessary layoffs. Last week's meeting and the ones the committee will hold in the future will keep the lines of communication open so that those developing policy are made aware of those challenges.

It will also allow Groeneveld to connect business owners with the resources available through the Business Recovery Task Force, including services through Bow Valley College, McBride Career Group and Community Futures.

The ideas shared last week will help shape the discussion with Alberta's Economic Development Authority, which will visit High River on November 17 to assess the town's business economy following the flood and provide input on how to sustain and improve it in the future.

During their visit, they will do a town walk, then meet with a focus group of local business leaders.

The visit will be an integral part of developing a five-year economic recovery plan.

Along with supporting businesses currently in High River, a key part of the plan will be attracting new industry to town.

"With new businesses that are

going to be coming in and filling gaps that we have or just straight-on new industry that we need in High River, the support system has to be in place," said Mayor Craig Snodgrass, who was at last week's meeting.

During discussion on what business owners currently need, the most common response was money, whether it's for marketing, to replenish stock or to just keep the doors open. All of those in attendance said they had not yet received DRP payment for damages caused by the flood.

Many emphasized the need for High River residents to support local businesses to ensure they can sustain themselves during this recovery period.

Groeneveld noted that 85 per cent of businesses have now reopened.



# Serve/Recover your business community in the case of a man made or natural disaster





# Temporary Business Park





# Business Retention & Expansion Value



- BR&E projects bring all the plans together to execute overall recovery



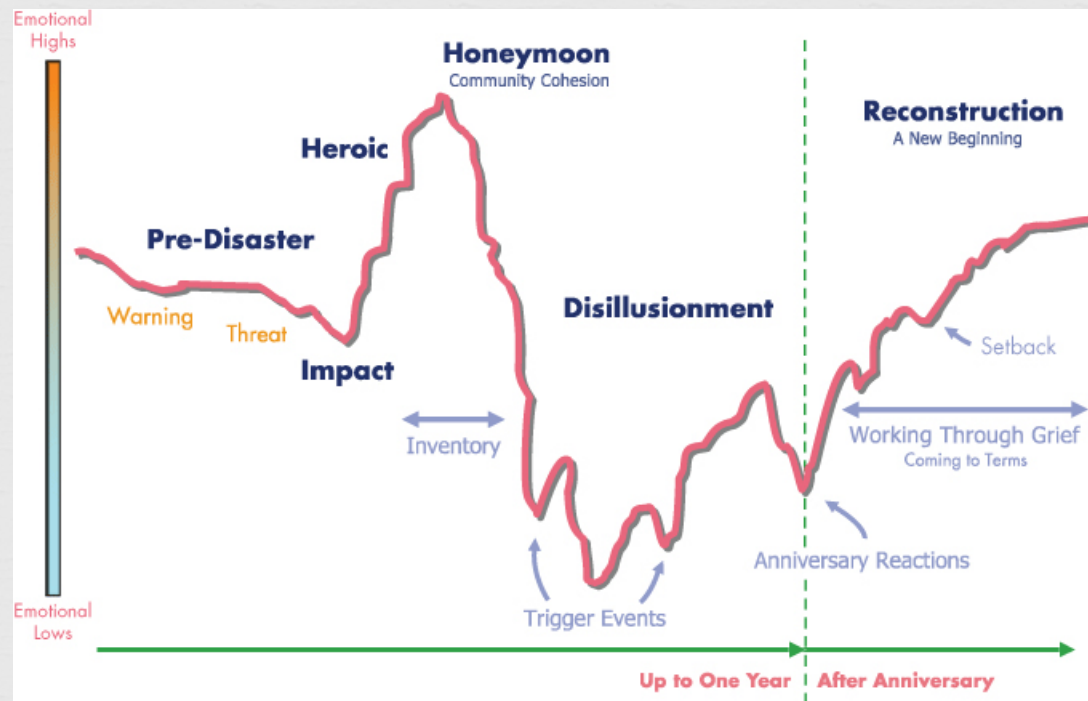


# Business Retention and Expansion Post Disaster





# False Economy





# Business Retention and Expansion





# Case Study 1: High River



[https://youtu.be/4\\_HqsYVbsck](https://youtu.be/4_HqsYVbsck)





# Case Study 2: Regional Municipality of Wood Buffalo



One business community on Fire



- Fort McMurray Airport one of the most important transportation business during the evacuation





# How to work with Emergency Operations center while in the State of Emergency





# BR&E lessons Learned



- Identify who should be at the table
- Local government representative
- Appoint Chair individual or organization
- MOU's
- GIS Mapping – who is in your business community
- Financial resources



# Lets get started





# Questions?





# Contact Information



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