

APPENDIX 9-A: ECONOMIC RESTORATION

ECONOMIC RESTORATION

ISSUE E1: BUSINESS RESUMPTION AND RETENTION – Following a disaster, business resumption and retention is a major issue. Business interruption is a major impediment to community economic recovery. In order to mitigate the impact on both small and large businesses, the County has a detailed plan to assist businesses with opening their doors. This includes an outreach program, business continuity planning assistance, as well as strategies to provide assistance immediately following the event.

Strategy E1.1: Pre-Disaster outreach to businesses to include assistance in development of Business Continuity Plans, communication networks (emergency notification system), and knowledge of county emergency response/recovery plans, etc.

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p>Action E1.1.1: Develop and expand the communications list of businesses in Pinellas County. <i>Note: A comprehensive list of Pinellas businesses does not exist. There is a self-reported Networking Directory and a purchased list from InfoUSA (no emails) that has an estimated error rate of about 10%+. Businesses may sign up for emergency communications at http://www.pced.org/subscribe.</i></p>	Pre-disaster (ongoing)	<ul style="list-style-type: none"> Pinellas County Emergency Management Pinellas County Economic Development 	<ul style="list-style-type: none"> Pinellas County Communications; Partners: Chambers of Commerce, Regional Planning Council (RPC), Tampa Bay Partnership, Small Business Administration (SBA), Association of Contingency Planners (ACP) 	<ul style="list-style-type: none"> Newsletters, Email connections, Economic Development Organizations (EDOs)
<p>Action E1.1.2: Use the Emergency notification system (Ready Alert/Text system) or County Email blast to alert businesses and keep them informed of available recovery assistance and opportunities.</p>	Post-Disaster D+5 days – D+1 year	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas County Emergency Management 	<ul style="list-style-type: none"> Pinellas County Communications Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> Emergency Support Function (ESF) 18 Partners (Business and Industry) Federal Guidance and Support

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.1.3: Maintain and expand communications capability of the County to the private sector to provide information and training regarding alerts, business continuity planning, preparedness.	Pre-Disaster (on-going)	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas County Emergency Management 	<ul style="list-style-type: none"> Pinellas County Communications; Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP 	<ul style="list-style-type: none"> Continuity of Operations (COOP) Training and Technical Assistance
Action E1.1.4: Maintain and update the County Business Recovery Plan to support local businesses in restoration efforts.	Pre-Disaster (on-going)	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas County Emergency Management 	<ul style="list-style-type: none"> Pinellas County Communications; Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP 	<ul style="list-style-type: none"> Emergency Support Function (ESF) 18 Partners (Business and Industry) Federal Guidance and Support
Strategy E1.2: Establish Business Recovery Centers to include physical and virtual business assistance centers.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.2.1: Identify potential sites for setting up one or more Business Assistance Centers to assist businesses short-term and long-term business recovery operations. <i>* Sites cannot be finalized until after disaster.</i>	Pre-Disaster (on-going)	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas County Emergency Management 	<ul style="list-style-type: none"> Pinellas County Communications Partners: Chambers of Commerce, RPC, SBA, TB Partnership, ACP Municipalities County Attorney 	<ul style="list-style-type: none"> Emergency Support Function (ESF) 18 Partners (Business and Industry) Federal Guidance and Support
Action E1.2.2: Work with the SBA and COAD to identify those willing to volunteer to assist in the SBA application process in the business recovery centers.	2011-2012	<ul style="list-style-type: none"> Small Business Development Center (SBDC) at Pinellas County Economic Development (PCED) 	<ul style="list-style-type: none"> Pinellas County Emergency Management Pinellas County Communications Pinellas County VIP Volunteer Program PHP COAD¹ SBDC at USF 	<ul style="list-style-type: none"> Emergency Support Function (ESF) 18 Partners (Business and Industry) Federal Guidance and Support

¹ Pasco Hillsborough Pinellas Community Organizations Active in Disasters

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Action E1.2.3: Identify other roles for volunteers and government workers to assist at business recovery centers.	2011-2012	<ul style="list-style-type: none"> Pinellas County VIP Volunteer Program Pinellas County Economic Development 	<ul style="list-style-type: none"> Volunteer Pinellas Pinellas County Emergency Management Pinellas County Communications Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP 	<ul style="list-style-type: none"> ESF 18 Partners Federal Guidance and Support
Strategy E1.3: Identify and help to facilitate acquisition of temporary space for businesses, if necessary.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.3.1: Provide links to companies that specialize in providing business recovery services.	2011-2012	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Association of Contingency Planners (ACP) PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> Staff resources
Action E1.3.2: Work with local businesses and emergency management to identify set-up (needs and supplies) for small company restoration at temporary or permanent facilities.	Post-Disaster D+7 days – D+30 days	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Association of Contingency Planners (ACP) PDRP Economic Restoration Work Group Chambers of Commerce 	<ul style="list-style-type: none"> Staff resources ESF 18 Partners

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p>Action E1.3.3: Encourage companies helping companies (network/rent)</p>	<p>Post-disaster D+3 days – D+5 years</p>	<ul style="list-style-type: none"> • Pinellas County Economic Development 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Pinellas County Communications • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP • PDRP Infrastructure Work Group 	
<p>Action E1.3.4: Encourage the establishment of an independent Business Emergency Operations Center to coordinate with the ESF 18 position.</p>	<p>Post-disaster D+3 days – D+5 years</p>	<ul style="list-style-type: none"> • Pinellas County Economic Development • Pinellas County Emergency Management 	<ul style="list-style-type: none"> • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP • PDRP Infrastructure Work Group 	<p>ESF 18 Partners</p>
<p>Action E1.3.5: Prepare an emergency ordinance(s) to allow temporary business use in non-traditional locations (e.g. hotel meeting space, community calendars, performing arts centers, etc.)</p>	<p>Pre-Disaster 2011-2012 Post Disaster Implementation D+15 days – D+90 days</p>	<ul style="list-style-type: none"> • Pinellas County Economic Development 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Visit St. Pete/Clearwater/CVB • Pinellas County Communications • Pinellas County Planning Dept. • PC Real Estate Mgmt. • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP • PDRP Economic Restoration Work Group • PDRP Infrastructure Work Group 	

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p>Action E1.3.6: Coordinate with the Pinellas County real estate community to identify available commercial/business space to provide ongoing assessment/operational status.</p>	<p>Post Disaster D+5 days – D+ 5 years</p>	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Pinellas County Emergency Management Pinellas County Communications Pinellas County Planning Dept. Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group 	
<p>Action E1.3.7: Partner with local chambers of commerce and libraries to assist small businesses with locating temporary space and connections to assistance.</p>	<p>Post-disaster D-15 days – D+90 days</p>	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Pinellas County Emergency Management Pinellas County Communications Pinellas County Real Estate Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> ESF 18 Partners Federal Guidance and Support

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Strategy E1.4: Assist businesses in obtaining access to financial assistance programs.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.4.1: Inform small businesses during the 1 st , 2 nd , or 3 rd week after the disaster about the Florida Small Business Emergency Bridge Loan program (if authorized). Identify designated phone numbers, application centers, and websites where information on the program and applications will be available.	Post-disaster D+7 days – D+30 days	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Pinellas County Emergency Management Pinellas County Communications Banks/Lenders/Financial Institutions 	<ul style="list-style-type: none"> ESF 18 Partners Federal Guidance and Support
Action E1.4.2: Provide information/outreach to assist the public in understanding the financial assistance process and what financial assistance is available.	Post-disaster D+7 days – D+90 days	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Pinellas County Emergency Management Pinellas County Communications Banks/Lenders/Financial Institutions SBA Florida’s State Emergency Response Team (SERT) 	<ul style="list-style-type: none"> ESF 18 Partners Federal Guidance and Support

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p>Action E1.4.3: If necessary, work with insurance companies to facilitate adjustors, their access to damaged areas, establishment of “insurance villages,” etc.</p>	<p>Post-disaster D+7 days – D+120 days</p>	<ul style="list-style-type: none"> • Pinellas County Economic Development 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Pinellas County Communications • Insurance Industry • Banks/Lenders/Financial Institutions • SBA • State of Florida State Emergency Response Team (SERT) 	<ul style="list-style-type: none"> • ESF 18 Partners • Federal Guidance and Support
<p>Action E1.4.4: Work with the SBA in the Disaster Recovery Centers (DRCs) and provide additional assistance to businesses applying for SBA loans.</p>	<p>Post-disaster D+7 days – D+120 days</p>	<ul style="list-style-type: none"> • Pinellas County Economic Development • SBDC at PCED 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Pinellas County Communications • Insurance Industry • Banks/Lenders/Financial Institutions • SBA • SBDC at USF • Florida SERT 	<ul style="list-style-type: none"> • ESF 18 Partners • Federal Guidance and Support

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Strategy E1.5: Develop strategies to keep companies local after a disaster.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.5.1: Work with Pinellas County Communications to develop and distribute an outreach/PR campaign to keep the local, regional and national communities up-to-date on recovery and opportunities for investment.	Post-disaster D+1 – D+365 days	<ul style="list-style-type: none"> • Pinellas County Economic Development • Pinellas Convention & Visitors Bureau (CVB) 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Pinellas County Communications • Pinellas County Planning Dept. • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP 	<ul style="list-style-type: none"> • ESF 18 Partners • Federal Guidance and Support
Action E1.5.2: Promotional Campaign to implement “buy local” to support local vendors for all supplies. This will dovetail with CVB’s “staycations” and discounts to encourage local use of lodging and restaurants until the recovery is complete and tourists return.	Post-disaster D+3 days – D+365 days	<ul style="list-style-type: none"> • Pinellas County Economic Development • Pinellas CVB 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Pinellas County Communications • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP • PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> • ESF 18 Partners • Federal Guidance and Support

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p>Action E1.5.3: Work with local companies to develop a printed coupon book to encourage recovery of local vendors and businesses by offering special discounts.</p>	<p>Post-disaster D+3 days – D+365 days</p>	<ul style="list-style-type: none"> • Pinellas CVB • Pinellas County Economic Development 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Pinellas County Communications • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP • PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> • ESF 18 Partners • Federal Guidance and Support
<p>Action E1.5.4: Create/activate a Business Call Center, if appropriate, to provide local businesses with information on where to obtain recovery assistance, support, supplies, etc.</p>	<p>Post-disaster D+3 days – D+120 days</p>	<ul style="list-style-type: none"> • Pinellas County Economic Development • Pinellas CVB 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Pinellas County Communications • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP • PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> • ESF 18 Partners • Federal Guidance and Support
<p>Action E1.5.5: Institute a policy to prioritize the use of local businesses' products and services by public agencies in disaster recovery efforts.</p>	<p>Post-disaster D+3 days – D+90 days</p>	<ul style="list-style-type: none"> • Pinellas County Purchasing Dept. 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Pinellas County Economic Development • Municipalities • PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> • ESF 18 Partners • Federal Guidance and Support

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.5.6 Pinellas “Groupon Program” would encourage the recovery of local companies by offering group discounts online and in real time. Program would partner with or be modeled on Groupon.com	Post-disaster D+15 days – D+365 days	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas CVB 	<ul style="list-style-type: none"> Pinellas County Communications Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> ESF 18 Partners Federal Guidance and Support
Strategy E1.6: Clarify and expedite permitting issues and processes; i.e. repairs and rebuilds, temporary sign permits, health inspections, temporary use, etc.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.6.1: The Pinellas Economic Development Council will provide recommendations regarding emergency permitting issues, temporary signage, and temporary uses with input from the business community.	2011-2012	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Pinellas County Planning Pinellas County Building & Development Review Services (BDRS) Municipalities PDRP Economic Restoration Work Group PDRP Construction and Permitting Work Group 	<ul style="list-style-type: none"> Temporary Permitting Procedures Temporary Sign Ordinance Temporary Use Ordinance Health Inspection Emergency Procedures

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Strategy E1.7: Assist businesses transition from short to long-term recovery.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.7.1 Provide ongoing communication with the business community to determine and track recovery progress.	Post-disaster D+30 days – D+5 years	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> SBA Pinellas County Communications Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> ESF 18 Partners (local, State) Federal Guidance and Support Outreach/ Communications Linkages
Action E1.7.2: Think about long-term economic redevelopment in terms of vulnerability, future resiliency and vision.	Post-disaster D+30 days – D+5 years	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Pinellas County Emergency Management Pinellas County Communications Pinellas County Planning Dept. Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group, PDRP Infrastructure Work Group 	<ul style="list-style-type: none"> ESF 18 Partners Federal Guidance and Support from ESF 14 (Long Term Recovery)

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Strategy E1.8: Promote and prioritize use of local businesses and workers in disaster recovery, including public relations campaigns to support local businesses.

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.8.1: Feature local companies in ad campaigns, particularly businesses helping each other.	Post-disaster D+3 days – D+365	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> SBA Pinellas County Communications Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> ESF 18 Partners (local, State and Federal) Federal Guidance and Support Outreach/ Communications Linkages

Strategy E1.9: Recognize the importance of effective communication and maintain a consistent message.

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E1.9.1 Coordinate outreach efforts with the Pinellas County Communications / Public Information Officers (PIO) Group to ensure effective and consistent messaging.	Ongoing	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas CVB 	<ul style="list-style-type: none"> Pinellas County Communications PIO Group Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> Outreach tools: newsletters, email blast, media, social media, Business Recovery Center.

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ISSUE E2: WORKFORCE RETENTION AND ASSISTANCE – During recovery, it will be necessary to support the workforce in order to ensure they are able to assist in the community reconstruction and restoration. It is assumed that for employees to remain in the area, there must be a job to return to, the assurance of care for family, food and clean water, safe housing, transportation, opportunity and the ability to envision the reconstitution of the community.

Strategy E2.1: Expanded provision of childcare and assistance to School Administration in re-opening of schools.

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E2.1.1: Coordinate, and assign appropriate staff to work with the Disaster Recovery Leadership Network (DRLN) in the identification of strategies to expand provision of childcare and facilitate the reopening of schools.	Post-disaster D+3 days – D+90	<ul style="list-style-type: none"> Health and Human Services Coordinating Council (HHSCC) Disaster Recovery Leadership Network (DRLN) 	<ul style="list-style-type: none"> Pinellas Recovery Organizations United in Disasters (PROUD) Pinellas County Economic Development PC School District Coordinated Child Care of Pinellas 	<ul style="list-style-type: none"> Care givers Facilities Volunteers
Action E2.1.2: Coordinate with the School District to identify how the County can help facilitate the re-opening of public schools.	Post-disaster D+7 days – D+90 days	<ul style="list-style-type: none"> Pinellas County Emergency Management 	<ul style="list-style-type: none"> PC School District PC Economic Development PHP COAD Volunteers PC Environment and Infrastructure 	<ul style="list-style-type: none"> Federal and State Partners and programs

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Strategy E2.2: Support the County Disaster Housing Program and, if appropriate, encourage on-site temporary workforce housing.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E2.2.1: Coordinate and assign appropriate staff to work with the PDRP Land Use and Housing workgroup in the identification of criteria for locating temporary disaster housing.	Pre-Disaster 2011-2012	<ul style="list-style-type: none"> Pinellas County Planning Dept. 	<ul style="list-style-type: none"> Pinellas County Disaster Housing Task Force Pinellas County Economic Development PDRP Steering Committee 	<ul style="list-style-type: none"> State and Federal disaster housing partners Training
Action E2.2.2: Establish procedures (including opportunities to expedite or pre-permit where possible) for the placement of temporary housing units on commercial property for onsite employee housing.	Pre-Disaster 2011-2012	<ul style="list-style-type: none"> Pinellas County Planning Dept. BDRS 	<ul style="list-style-type: none"> Pinellas County Disaster Housing Task Force Pinellas County Economic Development Pinellas County Business Technical Support (BTS) 	<ul style="list-style-type: none"> State and Federal disaster housing partners Training
Strategy E2.3: Establish a central depository for employment announcements distributed throughout the county through multi-media outlets as well as the Disaster Recovery Centers (DRCs), county offices, chambers of commerce and social media.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E2.3.1: Set up a network to distribute employment announcements through Worknet Pinellas.	Ongoing	<ul style="list-style-type: none"> Worknet Pinellas 	<ul style="list-style-type: none"> Pinellas County Economic Development, Pinellas County Communications, Chambers of Commerce Municipal and Regional EDOs 	<ul style="list-style-type: none"> Communications Connectivity Social Media
Action E2.3.2: Set up partnerships with online recruitment websites to make Pinellas job seekers aware of employment opportunities and to make employers aware of qualified staff.	Ongoing	<ul style="list-style-type: none"> Worknet Pinellas 	<ul style="list-style-type: none"> Pinellas County Economic Development, Pinellas County Communications, Municipal and Regional EDOs 	<ul style="list-style-type: none"> Communications Connectivity Social Media

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E2.3.3: Use newspapers, including neighborhood papers, flyers, etc. for job seekers without access to electronic media.	Post-disaster D+3 days – D+365	<ul style="list-style-type: none"> • Worknet Pinellas 	<ul style="list-style-type: none"> • Pinellas County Economic Development • Pinellas County Communications, • Municipal and Regional EDOs 	<ul style="list-style-type: none"> • Print Media
Action E2.3.4: Deploy, if necessary, the Mobile 1-Stop Center at the Disaster Recovery Center(s) or Business Recovery Centers to co-locate employment counseling servicers with other forms of assistance.	Post-disaster D+3 days – D+365	<ul style="list-style-type: none"> • Worknet Pinellas 	<ul style="list-style-type: none"> • Pinellas County Economic Development 	<ul style="list-style-type: none"> • Federal and State Partners • Agency for Workforce Innovation (AWI) • Workforce Florida
Strategy E2.4: Continue and expand employment counseling services and make use of workforce training programs.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E2.4.1 Work with federal, state and local agencies, volunteers and private sector partners to expand employment counseling services to those unemployed.	Post-disaster D+7 days – D+5 years	<ul style="list-style-type: none"> • Worknet Pinellas 	<ul style="list-style-type: none"> • Pinellas County Communications • PIO Group • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP • PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> • ESF 14 Federal and ESF 18 State Partners • Federal Funding

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p>Action E2.4.2: Inventory existing training programs and determine whether there might be opportunities to enhance these programs with federal or state funds following a natural disaster.</p>	<p>Post-disaster D+7 days – D+90 days</p>	<ul style="list-style-type: none"> • Worknet Pinellas 	<ul style="list-style-type: none"> • Pinellas County Communications • PIO Group • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP) • PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> • ESF 14 Federal and ESF 18 State Partners • Federal Funding
<p>Action E2.4.3: Use national emergency grants to create temporary employment and training for displaced local residents</p>	<p>Post-disaster D+7 days – D+3 years</p>	<ul style="list-style-type: none"> • Worknet Pinellas 	<ul style="list-style-type: none"> • Pinellas County Communications • PIO Group • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP • PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> • ESF 14 Federal and ESF 18 State Partners • Federal Funding

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ISSUE E3: TOURISM RESUMPTION

As a key sector of the Pinellas County economy and employer of thousands of citizens, restoring Pinellas’ tourism industry will be crucial to the community’s recovery. Coordinating the resumption of tourism activities should coincide with the departure of recovery personnel utilizing lodging on a temporary basis.

Strategy E3.1: Prioritize the recovery of the hospitality industry and the reconstruction of tourist attractions and accommodations.

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p>Action E3.1.1: Conduct a physical assessment of all hospitality properties immediately after a disaster event.</p>	<p>Post-disaster D+3 days – D+7 days</p>	<ul style="list-style-type: none"> • Pinellas CVB 	<ul style="list-style-type: none"> • PDRP Economic Restoration Work Group • Damage Assessment Teams • Hospitality Industry • Pinellas County Communications • PIO Group • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP 	<ul style="list-style-type: none"> • Trained Staff

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Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p>Action E3.1.2: Maintain an ongoing post-disaster physical assessment and operational status of all hotel/motel properties</p>	<p>Post-disaster D+8 days – D+120 days</p>	<ul style="list-style-type: none"> • Pinellas CVB 	<ul style="list-style-type: none"> • PDRP Economic Restoration Work Group • Damage Assessment Teams • Hospitality Industry • Pinellas County Communications • PIO Group, • Partners: Chambers of Commerce, TB Partnership, RPC, SBA, 	<ul style="list-style-type: none"> • Trained Staff
<p>Action E3.1.3: Utilize the communications network between the CVB, local government and the hospitality industry to facilitate access to restored hotel/motel/rental units for temporary housing and emergency worker housing</p>	<p>Post-Disaster D+3 days – D+120 days</p>	<ul style="list-style-type: none"> • Pinellas CVB 	<ul style="list-style-type: none"> • Pinellas County Emergency Management • Pinellas County Disaster Housing Group • PDRP Economic Restoration Work Group • Damage Assessment Teams • Hospitality Industry • Pinellas County Communications • PIO Group 	<ul style="list-style-type: none"> • Trained Staff

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<p>Action E3.1.4: Ensure the Debris Management Plans sufficiently addresses the particular needs of hotels/motels and commercial structures</p>	<p>Pre-Disaster 2011-2012</p>	<ul style="list-style-type: none"> • Pinellas CVB 	<ul style="list-style-type: none"> • PDRP Economic Restoration Work Group • PDRP Infrastructure Work Group • Municipalities • Hospitality Industry • Florida Restaurant Lodging Assoc. • Chambers of Commerce 	<ul style="list-style-type: none"> • Debris Management Plan (s) • Trained Staff
<p>Action E3.1.5: Coordinate with the Construction/Permitting Work Group to address the challenges in getting licensed commercial contractors</p>	<p>Pre-Disaster 2011-2012</p> <p>Post-Disaster D+3 days – D+5 years</p>	<ul style="list-style-type: none"> • Pinellas County Contractor Licensing Board 	<ul style="list-style-type: none"> • PDRP Economic Restoration Work Group • PDRP Construction/Permitting Work Group • Hospitality Industry 	<ul style="list-style-type: none"> • Emergency Permitting Procedures • Licensed Commercial Contractors

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Strategy E3.2: Roll out marketing campaign(s) to promote tourism in stages as facilities/communities come back online.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E3.2.1: Develop strategic staged marketing and public relations campaigns to meet the needs of the tourism industry as recovery occurs.	Post-disaster D+30 days - D+180 days	<ul style="list-style-type: none"> Pinellas CVB 	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas County Communications Hospitality Industry 	<ul style="list-style-type: none"> Federal (ESF 14) State Partners (ESF 18) Federal Funding
Action E3.2.2: Promote and resume local annual events and festivals as part of community recovery.	Post-disaster D+60 days - D+180 days	<ul style="list-style-type: none"> Pinellas CVB 	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas County Communications Hospitality Industry PIO Group Chambers of Commerce Municipalities 	<ul style="list-style-type: none"> Federal Partners (ESF 14) State Partners (ESF 18) Visit Florida
Action E3.2.3: Establish outreach to the national and international tourism markets as recovery is accomplished.	Post-disaster D+180 days - D+365 days	<ul style="list-style-type: none"> Pinellas CVB 	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas County Communications Hospitality Industry Municipalities Chambers of Commerce 	<ul style="list-style-type: none"> Federal Partners (ESF 14) State Partners (ESF 18) Visit Florida
Action E3.2.4: Reach out to national and international organizations and businesses that hold large annual meetings to promote the Tampa Bay Area.	Post-disaster D+180 days - D+365 days	<ul style="list-style-type: none"> Pinellas CVB 	<ul style="list-style-type: none"> Pinellas County Economic Development Pinellas County Communications Hospitality Industry Chambers of Commerce 	<ul style="list-style-type: none"> Federal Partners (ESF 14) State Partners (ESF 18)

ECONOMIC RESTORATION

ISSUE E4: RESTORE ECONOMIC VITALITY AND RESPOND TO CHANGES IN THE MARKET - Private investment follows public dollars (EDA and recovery funds), so it will be important to solicit input from citizens and the business community when prioritizing the reconstruction of public spaces in order to maximize private sector funding. As a disaster may provide an opportunity to rebuild a more resilient built environment, it may also provide an opportunity to restore a more resilient economy.

Strategy E4.1: Reassess the inventory of industries and businesses located in the County after a disaster

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
<p>Action E4.1.1: Determine what businesses remain in Pinellas County after a certain length of time following a disaster event.</p>	<p>Post-disaster D+60 days – D+365 days</p>	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Local, State, Regional EDO ED Partners: Chambers of Commerce, RPC, Tampa Bay Partnership SBDC at PCED PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> Federal Support (ESF 14) State Support (ESF 18)
<p>Action E4.1.2: If critical gaps occur in the availability of certain businesses, determine what steps can be taken to address these gaps.</p>	<p>Post-disaster D+60 days – D+365 days</p>	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Local, State, Regional EDO Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> Federal Support (ESF 14) State Support (ESF 18)

APPENDIX 9-A: ECONOMIC RESTORATION

Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E4.1.3: Identify incentives the public sector can provide to help re-establish critical businesses/industries following a disaster.	Post-disaster D+15 days – D+365 days	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Local, State, Regional EDO Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> Federal Support (ESF 14) State Support (ESF 18)
Action E4.1.4: Identify potential types of businesses that could benefit from established business incubators/entrepreneurial programs.	Post-disaster D+15 days – D+30 days	<ul style="list-style-type: none"> Pinellas County Economic Development 	<ul style="list-style-type: none"> Local, State, Regional EDO Partners: Chambers of Commerce, TB Partnership, RPC, SBA, ACP PDRP Economic Restoration Work Group Tampa Bay Innovation Center Gazelle Lab (USF/St. Pete) St. Petersburg College 	<ul style="list-style-type: none"> Federal Support (ESF 14) State Support (ESF 18)

APPENDIX 9-A: ECONOMIC RESTORATION

Strategy E4.2: Identify opportunities to further implement existing strategies to diversify the local and regional economies.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E4.2.1 If conditions warrant, establish a Long Term Economic Redevelopment Task Force to identify opportunities and to prioritize major projects to facilitate long-term resiliency in economic restoration.	Post-Disaster D+90 days	<ul style="list-style-type: none"> Pinellas County BCC 	<ul style="list-style-type: none"> Pinellas County Economic Development Regional and Local EDOS Pinellas CVB PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> Federal and State Partners Private Sector Partners
Action E4.2.2: Identify opportunities created by a disaster event to expedite economic diversification	D+90 days - D+5 years	<ul style="list-style-type: none"> Long Term Economic Redevelopment Task Force 	<ul style="list-style-type: none"> Pinellas County Economic Development PDRP Economic Restoration Work Group 	<ul style="list-style-type: none"> Federal and State Partners Private Sector Partners
Action E4.2.3: Seek opportunities and funding for land assembly.	D+90 days - D+5 years	<ul style="list-style-type: none"> Long Term Economic Redevelopment Task Force 	<ul style="list-style-type: none"> Pinellas County Real Estate Management Municipalities Pinellas County Economic Development Pinellas Industrial Development Authority PDRP Economic Restoration Work Group PDRP Infrastructure Work Group 	<ul style="list-style-type: none"> Federal and State Partners Private Sector Partners

APPENDIX 9-A: ECONOMIC RESTORATION

Strategy E4.2: Identify opportunities to further implement existing strategies to diversify the local and regional economies.				
Action	Timeframe	Responsible Agency	Required Collaboration	Resources Needed
Action E4.2.4: Identify necessary resiliency improvements and acquisitions in local capital improvements plans, comprehensive plans, the local mitigation strategy, etc.	Pre-Disaster (Ongoing)	<ul style="list-style-type: none"> Local Governments 	<ul style="list-style-type: none"> County-wide Local Mitigation Strategy Committee Planning Departments Infrastructure and economic development departments 	<ul style="list-style-type: none"> Local Comprehensive Plans, CIPs, LMS
Action E4.2.5: Leverage disaster assistance to implement resiliency improvement and acquisitions identified in local capital improvement plans, comprehensive plans, Local Mitigation Strategy, etc.	Post-Disaster D+90 days - D+5 years	<ul style="list-style-type: none"> Local Governments Long Term Economic Redevelopment Task Force 	<ul style="list-style-type: none"> Economic Development Organizations Municipalities PC Economic Development PC Dept. of Environment and Infrastructure PC Planning Department PDRP Economic Restoration Work Group PDRP Infrastructure Work Group Financial Institutions Insurance Industry 	<ul style="list-style-type: none"> Federal and State Partners Private Sector Partners Local Comprehensive Plans, CIPs, LMS