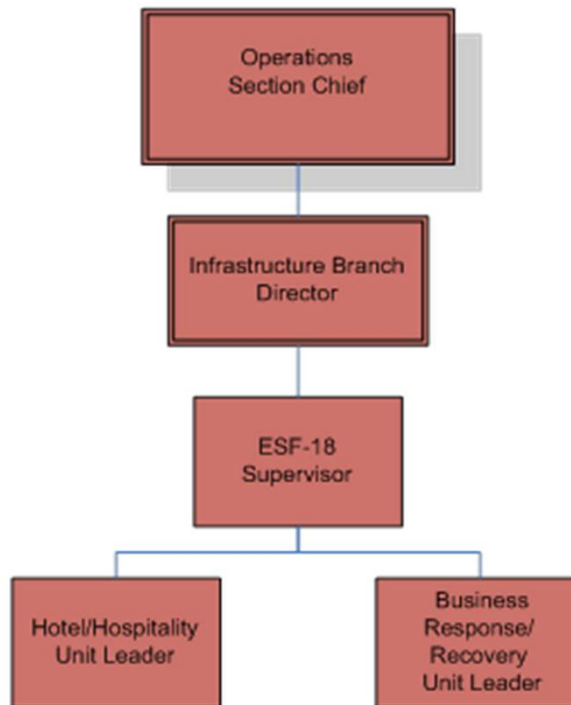


**Pre and Post-Storm
Business Communications
Sandy-Michael McDonald, Director
May 17, 2018**

Emergency Support Function #18

ESF #18 Business and Industry







Pre-Disaster (Business)

- Business Resiliency Workshops
- Business Continuity Trainings
- Manage the County's Business Recovery Centers
- Disseminate Business Flash Reports
- Verify openings and closings with County supermarket chains, gas stations, home improvement centers and big box stores.

Business Flash Report

		Broward County Emergency Operations Center BUSINESS FLASH REPORT #01		CONTACT INFORMATION: Standard hours phone: 954.831.3900 Non-standard hours: 954.831.3911 FAX: 954.382.5805 ESF5@broward.org	
1. INCIDENT NAME <i>Hurricane Irma</i>		2. DATE September 5, 2017		3. TIME 1130 hours	
4. BROWARD EOC ACTIVATION LEVEL Level 3 - monitoring		5. LOCAL STATE OF EMERGENCY DECLARED? None.		6. PREPARED BY Duty Officer	
7. SUMMARY OF CURRENT SITUATION AND ACTIONS					
<p>As of 11:00am Hurricane Irma is a Category 5 with sustained winds of 180 mph. Some fluctuations in strength are possible, but the storm is not expected to weaken significantly. Broward County is expected to experience impacts from this dangerous hurricane. Tropical storm force winds may be possible as early as Friday night 8:00pm to Saturday morning. Broward County may experience major hurricane force winds depending on the eventual track of the storm.</p> <p>Broward EOC will go to a level 2 activation beginning at 3:00pm today September 5th, 2017, to include ESF-5 (Planning), ESF-6 (Mass Care), ESF-8 (Health & Medical), and ESF-14 (Public Information). Tomorrow the activation will expand to include the following ESF's: ESF-1 (Transportation), ESF-4 (Fire), ESF-7 (Resource Management Branch), ESF-11 (Food & Water), ESF-16 (Law Enforcement), ESF-17 (Veterinary Concerns), and all Branch Directors. Broward County EOC anticipates going to Full level 1 activation beginning Thursday, September 7th at 7:00am. The County anticipates the emergency hotline (311) will go to 24/7 operations beginning at 8:00am Wednesday, September 6th.</p> <p>A new incident has been created in WebEOC called Hurricane Irma 2017.</p> <p>Broward County Emergency Management Division wants to emphasize that Hurricane Irma is an extremely dangerous storm, everyone is encouraged to take protective measures as soon as possible.</p>					
8. INCIDENT GRAPHICS AND/OR DESCRIPTION					
 <p>Note: The cone contains the probable path of the storm center but does not show the size of the storm. Hazardous conditions can occur outside of the cone.</p>			<p>At 1100 AM AST (1500 UTC), the eye of Hurricane Irma was located near latitude 16.8 North, longitude 58.4 West. Irma is moving toward the west near 14 mph (22 km/h), and this general motion is expected to continue today, followed by a turn toward the west-northwest tonight. On the forecast track, the extremely dangerous core of Irma is forecast to move over portions of the northern Leeward Islands tonight and early Wednesday.</p> <p>Reports from an Air Force Hurricane Hunter aircraft indicate that the maximum sustained winds are near 180 mph (285 km/h) with higher gusts. Irma is an extremely dangerous category 5 hurricane on the Saffir-Simpson Hurricane Wind Scale. Some fluctuations in intensity are likely during the next day or two, but Irma is forecast to remain a powerful category 4 or 5 hurricane during the next couple of days.</p> <p>Hurricane-force winds extend outward up to 60 miles (95 km) from the center and tropical-storm-force winds extend outward up to 160 miles (260 km). The latest minimum central pressure reported by reconnaissance aircraft is 931 mb (27.50 inches).</p>		
Hurricane Irma Tuesday September 05, 2017 11 AM AST Advisory 20 NWS National Hurricane Center		Current information: x Center location 16.8 N 58.4 W Maximum sustained wind 180 mph Movement W at 14 mph		Forecast positions: Tropical Cyclone: ● Sustained winds: ○ < 39 mph S 39-73 mph H 74-110 mph M > 110 mph	
Potential track area: Day 1-3: [Cone] Day 4-5: [Cone]		Warnings: Hurricane: [Red] Tropical Storm: [Blue]		Current wind extent: Hurricane: [Red] Tropical Storm: [Blue]	
9. APPROVED BY Miguel Ascarrunz		10. TITLE Director, BEMD		11. DATE/TIME September 5, 2017/ 11:30 hours	

Business Resiliency Workshop

YOU'RE INVITED!

**BUSINESS RESILIENCY WORKSHOP
and Broward County Emergency Operations Center Tour**

**Wednesday, June 6, 2018
9AM to 11AM**

Broward County Emergency Operations Center (Broward County
EOC) 201 N.W. 84th Avenue, Room 332B
Plantation, FL 33324

PREPARE YOUR BUSINESS FOR THE UNEXPECTED

Join us to learn the first step to surviving a natural or man-made disaster by attending this FREE preparedness workshop for local business owners.

Attendees will learn about:

- Lessons learned from Hurricane Irma
- General practices of business continuity planning
- Broward County's disaster response system
- Disaster preparation programs for small businesses
- The Broward County EOC, through a guided facility tour

Speakers will include:

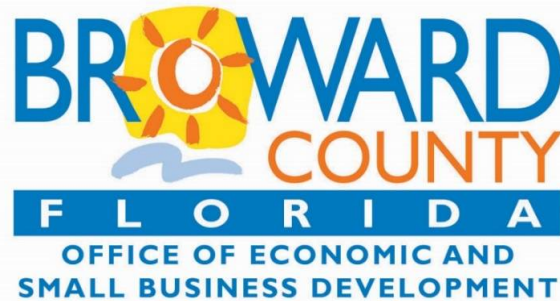
- Necole Holton, Broward County Emergency Management
- Herb Parlato, Broward County Office of Economic and Small Business Development
- Representatives from Florida Power and Light (FPL) and Lowe's



Registration is strongly encouraged; visit Eventbrite.com to register. For more information, call 954-357-6400. Attendees are required to sign-in upon entry and present a valid government issued Photo ID. Free Parking.



Office of Economic and Small Business Development
115 S. Andrews Ave., Room A680
Fort Lauderdale, FL 33301
954-357-6400 • Broward.org/EconDev



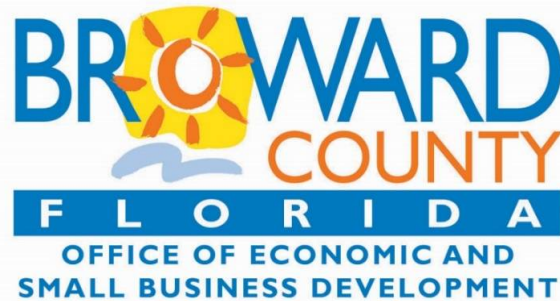
Pre-Disaster (Hospitality)

- Assess closing of convention center and provide updates to meeting planners currently hosting meetings at the facility.
- Create hotel page with list of hotels west of the evacuation zone (update with availability if needed).
- Change housing phone message to Hurricane Hotel Hotline (877) 664-4774.
- Contact BICEP (Barrier Island Committee Emergency Preparedness) and prepare satellite radio for damage assessment to the beach area.



Pre-Disaster (Hospitality)

- Liaison with PR contacts in Miami/Dade, Palm Beach, The Florida Keys, Naples and Orlando regarding hotel availability, evacuees, etc.
- Verify occupancy and availability of Broward County East/West hotels in the event an evacuation is necessary.
- Provide hotel availability updates to PR team to be uploaded to Sunny.org; also provide to Visit Florida and the welcome centers.



Post-Disaster (Business)

- Ensure that businesses have access into an affected area in order to perform damage assessment and business continuity activities.
- Continue to liaison with private sector to verify openings and supply levels and distribute findings to the public.
- Work with the State to disseminate a business damage assessment survey.



Post-Disaster (Business)

- Activate the County's Business Recovery Centers (if necessary).
- Work with partner business groups to facilitate informational workshops on available business disaster programs.
 - State of Florida Small Business Bridge Loan Program
- Ensure that businesses have access to timely information post disaster through email, social media, and other advertisement mediums.



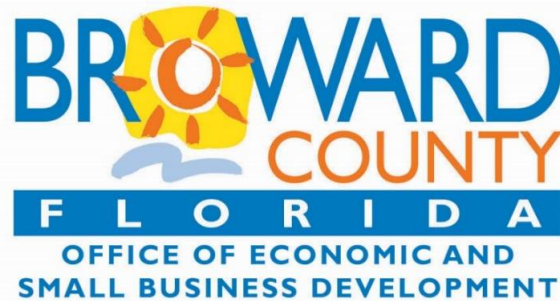
Post-Disaster (Hospitality)

- Obtain and distribute information about beach area conditions.
- Broadcast email and fax to hoteliers to ascertain any damage or closings.
- Contact hotels to check availability and access damages to provide updates for website hotel list.
- Broadcast email and fax to hospitality industry with airport, seaport, and infrastructure openings/closings/status.



Post-Disaster (Hospitality)

- Broadcast email to consumers, travel agents and meeting planners with status, including post-hurricane photos, plus links to live beach.
- Update GFL CVB blog with latest news.
- Continue to field calls for hotel availability for evacuees from neighboring counties, FPL, FEMA, State Farm, etc.
- Continue to have housing 877 number active for Hurricane Hotel Hotline.



After-Action Activities

- Coordinated an internal debriefing with staff to identify key issues that arose during pre/during/post activation.
- Coordinated a discussion with the County's economic development partners to gain information and updates on recovery efforts.
- Facilitated a meeting with the business operations that had direct contact with staff during activation.
- Incorporated changes into ESF #18 Standard Operating Procedures.



Moving Forward...

- Create a more streamlined reporting process on levels of inventory in retail establishments.
- Increase communication with hoteliers on the Barrier Island.
- Increase business community participation in future Business Resiliency Workshops
- Encourage business groups to provide business continuity trainings to memberships.
- Expand the County's Business Recovery Center network.



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