

## APPENDIX XVIII: EMERGENCY SUPPORT FUNCTION 18 – BUSINESS, INDUSTRY, AND ECONOMIC STABILIZATION

**PRIMARY AGENCY:** Governor’s Office of Tourism, Trade, and Economic Development (OTTED)

**SUPPORTING AGENCY:** Florida Department of Revenue (DOR)

**PARTICIPATING STATE AGENCIES AND ORGANIZATIONS:**

The Agency for Workforce Innovation  
Department of Agriculture and Consumer Services  
Department of Business and Professional Regulation  
Florida Department of Financial Services  
Department of Management Services  
Enterprise Florida, Inc.  
Small Business Development Centers Network  
Visit Florida, Inc.  
Volunteer Florida, Inc.  
Workforce Florida, Inc.

**Participating Business Support Organizations**

*Associated Industries of Florida*  
*Florida Chamber*  
*Florida Council of 100*  
Florida Restaurant & Lodging Association  
Florida Retail Federation  
National Federation of Independent Businesses

### I. INTRODUCTION

The purpose of Emergency Support Function (ESF) 18 is to coordinate local, state and federal agency actions that will provide immediate and short-term assistance for the needs of business, industry and economic stabilization. Preparedness and response assistance may include accessing the financial, workforce, technical, and community resources that may affect a community’s ability to restore business operations as quickly as possible and resume focus on long-term business strategies. Coordination of local, state and federal business assistance is done primarily through networks of local and regional economic, workforce and tourism development partners, as well as business support organizations who determine the most efficient and effective ways to manage the access to these services at the local and regional level. ESF 18 will support the State Emergency Response Team’s (SERT’s) efforts via identification and solicitation of resources to meet identified needs. ESF 18 will also support SERT efforts by facilitating and coordinating the delivery intermediate and long term economic impact statements.

### II. CONCEPT OF OPERATIONS

#### A. GENERAL

The coordination of state agencies and organizations involved in assisting local economic development, workforce, tourism and other business support agencies and organizations includes the performance of tasks related to preparedness,

response, recovery and mitigation where local resources are not sufficient and local government requests state assistance. Included among ESF 18 tasks are the following:

1. Provide information and training on implementing support to the business community.
2. Provide economic damage assessments to SERT.
3. Provide business recovery assistance to businesses of all sizes in all industry sectors through the networks of state, regional and local partners.
4. Coordinate with regional and local economic and workforce development and business organizations to refer volunteer personnel to the affected county(ies); coordinate efforts to provide immediate assistance to the employers and employees in a requesting county.
5. Coordinate with the SERT Plans Section to ensure that information is provided on the assessment of overall physical and economic damage to the business communities and business preparedness, response and recovery matters, before, during and after the disaster.
6. Coordinate and facilitate communication between Florida retailers and the SERT Logistics Section.
7. Facilitate communication of specific business and industry sector status or ability to return to normal operation post event. This information will be used to provide appropriate and timely logistical support to affected counties.
8. Coordinate with the SERT External Affairs to support public education efforts, press releases, media interviews, and distribution of printed materials that describes the available resources and business assistance initiatives, including small business assistance centers and workshops, that are being activated in each impacted community.
9. Coordinate with all ESFs as deemed appropriate based on the disaster event type.
10. Coordinate and facilitate the delivery of a comprehensive economic impact statement as appropriate based on the disaster event type.
11. Serve as a member of the State of Florida's Intergovernmental Team to deliver accurate information regarding the economic impact of the disaster on the local communities and industry sectors.
12. Coordinate with local economic development organizations and other sources of business damage impact information to determine general business needs and to determine the desire and need of the community

to request activation of the Florida Small Business Emergency Bridge Loan Program and/or small business assistance centers and workshops.

11. Coordinate with ESF 15 Volunteers and Donations to locate and arrange for distribution of emergency and longer term relief supplies that can be sourced from Florida-based companies.
12. Coordinate and facilitate pre and post event workshops for educating and training businesses in disaster preparation, business continuity planning and recovery.
13. Support the development of and training for an enhanced pool of qualified Florida businesses that can respond to public and private resource needs (products and services).

#### **B. ORGANIZATION**

1. ESF 18 personnel will be managers, skilled professionals with subject knowledge, and operations personnel qualified to expedite decisions. In coordination with the Governor's Office of Tourism, Trade, and Economic Development (OTTED) and the Florida Department of Revenue (DOR) participating agencies will be required to develop plans and procedures that support their ESF assignments.

#### **C. OPERATIONAL OBJECTIVES**

1. Preparedness Objectives:
  - a. Education and training of business community, local and regional organizations and staff.
  - b. Encourage and coordinate local agencies/organizations and resource organizations participation in disaster exercises. Work with the state coordinating officer to encourage local economic development organizations to become emergency operations partners and build local teams and networks.
  - c. Assist in releasing information annually on disaster planning and safety for businesses through news releases, electronic advisories, or printed materials/brochures.
  - d. Develop and maintain a database of all county/local primary economic, tourism, and workforce development organizations and other designated business support organization emergency coordinators.
  - e. Assist local primary economic development organizations and their support organizations in identifying financial or other resources that may be employed to assist in immediate and long-term business recovery.

- f. Develop and maintain a database of agencies and private associations that will provide additional support to conduct emergency support for business recovery in any impacted community. This will include information on the type of services being offered, number of volunteers, resources available, and contact person with telephone numbers and logistical abilities of each agency.
  - g. Coordinate and maintain data networks and capacity to facilitate expeditious delivery of comprehensive economic impact statements as necessary.
2. Response Objectives:
- a. Track the business and economic preparation and recovery activities of all local primary economic and tourism development organizations as well as other business support organizations before, during, and after the disaster.
  - b. Maintain a roster of support agencies/organizations emergency coordinators.
  - c. Coordinate with ESF 2 and the Plans Section to both provide and disseminate information pertinent to assisting in emergency response and recovery to impacted businesses and communities.
  - d. Coordinate initial assessment of general business impact (in terms of employment, lost revenues, lost customers, etc.) through coordination of locally based economic development and business support agencies/organizations.
3. Recovery Objectives
- a. Continue to coordinate assessments of general business impact (in terms of physical damage, employment, lost revenues, lost customers, etc.) working with locally based economic development, tourism, workforce, and business support agencies/organizations.
  - b. Coordinate with state, regional and local agencies/organizations, to compile estimates of physical damage to local business communities necessary to determine the need to request activation of the Florida Small Business Emergency Bridge Loan.
  - c. Coordinate with local economic development emergency coordinators to identify and train local bank officers to participate on loan committees and schedule loan committee meetings in the affected communities if the State's Emergency Bridge Loan program is activated.

- d. Coordinate with federal, State, regional and county agencies and other business support resources to establish Business Assistance/Resource Centers and Business Resource Workshops in impacted communities
  - e. Coordinate the compilation of longer-term economic impact assessment of general business impact (in terms of employment, lost revenues, lost customers, etc.) through locally based economic, tourism development and business support agencies/organizations.
  - f. Coordinate the development and delivery of comprehensive intermediate and long term economic impact statements.
  - g. Contact and maintain communications with the private sector, local and statewide economic development, tourism, workforce and business support organizations and state agencies to foster participation in ESF 18 activities.
  - h. Participate in long-term recovery activities involving state and federal agencies. Facilitate and coordinate the involvement and participation of local and regional economic development, tourism, workforce and business support organizations in such efforts at the local level.
4. Mitigation Objectives
- a. Facilitate the identification of and access to sources of infrastructure financing that augment existing state and community resources that enhance mitigation efforts.
  - b. Coordinate participation of local partners on Hazard Mitigation Assessment Teams.

#### **D. Direction and Control**

1. The activities of ESF 18 initially will be coordinated through the State Emergency Operations Center (SEOC). OTTED and DOR will ensure adequate staff is provided at the SEOC as requested by the State Emergency Response Team Plans Section Chief.
2. ESF 18 participating agencies and organizations, state, district and county coordinators will be the contact at the local level for coordination.

### **III. RESPONSIBILITIES**

#### **A. PRIMARY AGENCY - GOVERNOR'S OFFICE OF TOURISM, TRADE, AND ECONOMIC DEVELOPMENT AND SUPPORTING AGENCY**

1. Maintain a roster of personnel to staff the ESF 18 desk and ensure appropriate assignment of staff as long as the SEOC is operational.
2. Coordinate overall preparedness, response, recovery, and mitigation activities for ESF 18.

**B. PARTICIPATING AGENCIES AND ORGANIZATIONS**

1. ESF 18 representatives need to be aware of their organization’s capability to provide services and support for business and economic recovery in impacted communities and ensure availability of those services and support as needed for response and recovery.
2. Support agencies shall provide the indicated support to the SEOC effort under this plan as follows:

<b>Agency</b>	<b>Responsibilities</b>
<b>OTTED</b>	<ol style="list-style-type: none"> <li>1. Coordinate and control staffing the EOC.</li> <li>2. Initiate contact pre- event with all OTTED partners to ensure correct identification of projected needs for response.</li> <li>3. If need is indicated initiate contract and budget amendment preparation for Loan Program implementation.</li> <li>4. Execute contract(s) with administrative entity(ies).</li> <li>5. Coordinate Office- and partner- specific media releases.</li> <li>6. Conduct local training for participants implementing the loan program.</li> <li>7. Initiate loan committee meetings.</li> <li>8. Schedule staff and partner chairs of loan committee meetings.</li> <li>9. Generate appropriate reports on loan activity.</li> <li>10. Coordinate assistance to businesses regarding permitting and regulatory issues through Economic Development Liaisons.</li> <li>11. Assist in staffing the ESF-18.</li> <li>12. Participate in Participating Agency Network conference calls pre- and post-event.</li> </ol>
<b>Visit Florida</b>	<ol style="list-style-type: none"> <li>1. Coordinate and communicate with partners to obtain current status and need of businesses in the area of impact.</li> <li>2. Provide information on availability of hotels in impacted and non-impacted areas.</li> </ol>
<b>DOR</b>	<ol style="list-style-type: none"> <li>1. Coordinate and control staffing the</li> </ol>

	<p>SEOC.</p> <ol style="list-style-type: none"> <li>2. Coordinate the development of intermediate and long term economic impact statements.</li> <li>3. Coordinate post disaster economic recovery workshops, business recovery centers, etc.</li> </ol>
<p><b>Agency for Workforce Innovation</b></p>	<ol style="list-style-type: none"> <li>1. Provide labor market information and census data.</li> <li>2. Mobilize One-Stop Mobile Units.</li> <li>3. Initiate the disaster unemployment assistance program, if deemed appropriate.</li> <li>4. Operate the national emergency grants jobs program, if deemed appropriate.</li> <li>5. Assist in labor exchange – matching workers with employers.</li> <li>6. Assist in staffing the ESF 18.</li> <li>7. Participate in post disaster economic recovery workshops.</li> <li>8. Coordinate the delivery of intermediate and long term economic impact statements (<i>subject to resource availability</i>).</li> </ol>
<p><b>Department of Agriculture and Consumer Services</b></p>	<ol style="list-style-type: none"> <li>1. Provide applicable information about agricultural sectors.</li> <li>2. Assist in coordinating with agricultural associations.</li> <li>3. Assist in the development of any recovery program guidelines relating to agricultural producers.</li> <li>4. Identify applicable program that will aide Florida's agricultural sectors.</li> <li>5. Participate in business assistance workshops and business assistance centers, as needed.</li> <li>6. Provide outreach to agency stakeholders.</li> <li>7. Assist in staffing the SEOC.</li> <li>8. Participate in the development of intermediate and long term economic impact statements.</li> </ol>
<p><b>Department of Business and Professional Regulation (DBPR)</b></p>	<ol style="list-style-type: none"> <li>1. Participate in public forums to provide information and assistance to businesses and professionals.</li> <li>2. After an event assist with the economic disaster assessment process.</li> <li>3. Provide outreach to professions and businesses before, during and after an event using all available means of dissemination.</li> </ol>

	<ol style="list-style-type: none"> <li>4. Assist in staffing the ESF 18.</li> <li>5. Assist with dispute resolution related to our licensed businesses and professions.</li> </ol>
<p><b>Department of Financial Services</b></p>	<ol style="list-style-type: none"> <li>1. Provide education on insurance and financial issues (Preparedness).</li> <li>2. Provide assistance with insurance contacts (Short term recovery).</li> <li>3. Monitor the insurance and banking industries response in providing services.</li> <li>4. Assist with financial disputes resolution relating to banking or insurance issues.</li> <li>5. Provide information to the business community on insurance companies, adjustors and agent information.</li> <li>6. Identify fraud and insurance trade/claim practice violations.</li> <li>7. Continue outreach with the business community.</li> <li>8. Participate in post disaster economic recovery workshops, and business recovery centers.</li> <li>9. Provide outreach to agency stakeholders.</li> <li>10. Assist in staffing the ESF 18.</li> <li>11. Participate in the development of intermediate and long term economic impact statements.</li> </ol>
<p><b>Enterprise FL</b></p>	<ol style="list-style-type: none"> <li>1. Coordinate pre- and post- event conference calls with local economic development and business support partners to maximize input on damage assessment, need identification, and resource delivery.</li> <li>2. Coordinate business impact and damage assessment.</li> <li>3. Assist local economic development organizations compile information necessary to request implementation of Loan Program including Legislative letters of request, Business Recovery Surveys, and media releases.</li> <li>4. Coordinate resources for establishment of small business assistance centers and/or workshops.</li> <li>5. Assist in implementation of Loan Program.</li> <li>6. Identify and help coordinate assignment of volunteer staff from economic development partners to affected organizations.</li> <li>7. Locate sources of equipment needed by</li> </ol>

	<p>affected economic development organizations or business groups to assist recovery efforts.</p> <ol style="list-style-type: none"> <li>8. Assist local economic development organizations or major employers needing immediate assistance for displaced workers.</li> <li>9. Assist local economic development organization or major employers identify short- and long- term employment needs.</li> <li>10. Assist in staffing the ESF 18.</li> <li>11. Participate in the development of intermediate and long term economic impact statements.</li> </ol>
<p><b>Small Business Development Centers Network</b></p>	<ol style="list-style-type: none"> <li>1. Coordinate statewide pre- and post- event workshops for educating and training businesses in disaster preparation, continuity planning and recovery.</li> <li>2. Support development and training of a pool of able and qualified Florida businesses capable of responding to public and private sector needs (products and services) and contract solicitations.</li> <li>3. Work with the Department of Management Services in the enhancement of the pool of "certified" businesses listed on myfloridamarketplace.</li> <li>4. Deploy Mobile Assistance Centers and teams of Business Recovery SBDC analysts to affected communities.</li> <li>5. Provide technical assistance for economic business damage assessments.</li> <li>6. Provide technical assistance and communication linkages between SEOC and affected business communities through the Mobile Assistance Centers satellite communications capability.</li> <li>7. Provide assistance to affected businesses in the preparation of state and Small Business Administration loan applications.</li> </ol>
<p><b>Associated Industries of Florida</b></p>	<ol style="list-style-type: none"> <li>1. Coordinate and communicate with partners to obtain current status and need of businesses in the area of impact.</li> </ol>
<p><b>Florida Chamber</b></p>	<ol style="list-style-type: none"> <li>1. Coordinate and communicate with partners to obtain current status and need of businesses in the area of impact.</li> </ol>
<p><b>Florida Council of 100</b></p>	<ol style="list-style-type: none"> <li>1. Coordinate and communicate with partners to obtain current status and need of businesses in the area of impact.</li> </ol>

<p><b>Florida Restaurant &amp; Lodging Association</b></p>	<p>1. Coordinate and communicate with Association members to determine hotel and restaurant availability and needs in area of impact.</p>
<p><b>Florida Retail Federation</b></p>	<p>1. Provide assistance in staffing ESF 18.                  2. Provide outreach vial web site and member industry communications.                  3. Coordinate communication between Logistics Section and Florida retailers.                  4. Trouble-shoot for priority retailers of essential commodities.</p>

**IV. FINANCIAL MANAGEMENT**

Agencies shall document all expenses related to their disaster activities. Identify process for document expenditures for cost recovery subsequent to the incident period and the communication process used to notify agency budget/financial sections of expenditures.

**V. REFERENCES AND AUTHORITIES:**

1. Public Law 93-288, as amended, 42 U.S.C. 5121, et seq, the Robert T. Stafford Disaster Relief and emergency Assistance Act.
2. Public Law 106-390, Disaster Mitigation Act of 2000.
3. Powers of Political Subdivisions, Chapter 252.36, Florida Statutes, Emergency Management Powers of the Governor Chapter 288, Florida Statutes, Commercial Development and Capital Improvements.