

Appendix XVII: Emergency Support Function 18 – Business, Industry, and Economic Stabilization

Primary Agency	Florida Department of Commerce
Support Agencies	Florida Division of Emergency Management Florida Department of Agriculture and Consumer Services Florida Department of Business and Professional Regulation Florida Department of Financial Services Florida Department of Management Services Florida Department of Revenue
Primary Industry Organizations	Florida Restaurant & Lodging Association Florida Retail Federation VISIT FLORIDA
Supporting Industry Organizations	Associated Industries of Florida CareerSource Florida Florida Bankers Association Florida Chamber of Commerce Florida Economic Development Council Florida First Capital Finance Corporation Florida Housing Finance Corporation Florida Small Business Development Centers Network Florida Regional Councils Association FloridaMakes Space Florida Volunteer Florida

Section 1: Introduction

The purpose of Emergency Support Function (ESF) 18: Business, Industry and Economic Stabilization (ESF 18) is to support the private sector in preparing for, responding to, and recovering from disasters. Preparedness assistance may include assessing the financial, workforce, technical, and community resources that affect a community’s ability to restore business operations and to resume focus on short and long-term business strategies. ESF 18 will assist businesses during the response and recovery phases by providing for situational awareness and resource coordination. The systematic implementation of these activities increases the probability that private sector businesses will resume their operations in a more timely and effective manner.

Establishing Public-Private Partnerships (PPP) prior to a disaster enables ESF 18 to identify resources available from the private sector, by either donation or compensation, and the needs of the private sector to aid in the response and with recovery following a disaster. Participating agencies and organizations will determine the most efficient and effective ways to coordinate the delivery of needed services at the local, regional, state, and interstate levels.

ESF 18 will provide information to the private sector on short-term assistance for economic stabilization and to support initiatives that focus on long-term economic recovery of affected communities. Coordination of local, state, and federal business-related assistance is accomplished through networks of local and regional economic, tourism and workforce development partners, as well as other business support organizations.

This appendix provides a general overview of the ESF 18 operations. A detailed ESF 18 Standard Operating Guidelines (SOG) has been developed that more specifically identifies the roles and responsibilities of ESF 18 staff, establishes the critical actions that must be completed within each mission area of emergency management (prevention, protection, mitigation, response and recovery), and provides information on how the private sector and emergency management officials can best communicate and coordinate plans and activities. The SOG is intended to be a working document that can be adjusted to include new technology, requirements, needs or restrictions as identified through implementation. The SOG may be used by local and state emergency management agencies, business organizations, economic development associations, tourism boards, and members of the private sector with a role in emergency management. The SOG will be reviewed on an annual basis unless significant changes in the process are determined, which will dictate additional updates. The ESF 18 Emergency Coordinating Officer (ECO) shall be responsible for the dissemination and maintenance of this document, assisted by other ESF 18 agencies and partners.

1.1 Direction and Control

1.1.1 ESF 18 Policies

- a. Immediately implement requests or directives of State Emergency Response Team (SERT) leadership in an efficient and effective manner.
- b. Provide support, as required, to State Emergency Operations Center (SEOC) and Joint Field Office (JFO) operations.
- c. The ESF 18 Standard Operating Guidelines outlines the background, organizational structure, purpose, roles and responsibilities, and operational objectives for preparedness, response, recovery and mitigation. ESF 18 personnel will reference the Standard Operating Guide (SOG) for further guidance.

1.1.2 Decision-Making Authority

- a. The ESF 18 ECO has the authority to assign personnel, allocate resources, and expend funds to meet the responsibilities outlined for ESF 18 or to complete missions assigned to ESF 18.
- b. The ESF 18 ECO has the authority to designate ESF 18 section leaders and reassign ESF 18 personnel within the section as necessary.

1.1.3 Coordination

- a. ESF 18 response activities will be guided by and coordinated with the SERT Chief, mobilized Area Command or Incident Management Team representatives, and impacted county disaster officials.
- b. As operation activities expand outside of the SEOC, information will continue to be reported to the SEOC, with ESF 18 Information Section collecting and reporting the information.
- c. Simultaneous coordination of vital information and protective actions will be accomplished by conference calls and/or other communications systems.

- d. When possible, ESF 18 personnel will co-locate with Federal and local personnel to better coordinate and unify planning and reporting efforts. Even if physical co-location is not possible, the ESF 18 will work jointly with FEMA and local personnel deployed to the SEOC.

Section 2: Roles and Responsibilities

2.1 Organization

The ESF 18 team plays a critical role in responding to disasters and supporting the recovery of a community. Building a resilient business community starts with assisting the private sector in preparing for all types of disasters, providing linkages to resources during the response, and supplying tools to aid in the recovery. Establishing PPPs prior to a disaster will reduce the need of the government to provide assistance during the response.

The Florida Department of Commerce (DOC) is the primary agency for ESF 18 and will designate the ECO and Alternate ECO for ESF 18.

The ESF 18 team includes members of workforce development boards, tourism and convention boards, industry associations, designated business support organizations, and private sector partners that will support local and state emergency operations centers, provide information sharing to the private sector, and collect information on economic impacts during and after a disaster.

2.2 Responsibilities

2.2.1 Primary Agency – Florida Department of Commerce

2.2.2 Support Agencies

Agency	Responsibilities
<p>Department of Commerce</p>	<ul style="list-style-type: none"> a. Designate an ECO and Alternate to oversee ESF 18 operations at the SEOC and JFO. b. Provide staff support for ESF 18 at the SEOC and JFO. c. Ensure all WebEOC missions are assigned and completed. d. Ensure disaster information is updated in a timely manner and communicated to the public. e. Execute contract(s) with administrative entity(s). f. Coordinate with partners to identify the needs of the private sector. g. Facilitate conference calls with ESF 18 partners and private sector. h. Provide labor market information and census data. i. Mobilize one-stop mobile units. j. Initiate the Disaster Unemployment Assistance program, if deemed appropriate. k. Initiate contract and budget amendment preparation for the Florida Small Business Emergency Bridge Loan Program implementation if needed. l. Operate the National Dislocated Worker Grant program, if deemed appropriate.

	<ul style="list-style-type: none"> m. Assist in labor exchange activities – matching workers with employers. n. Participate in post disaster economic recovery workshops. o. Coordinate the delivery of intermediate and long term economic impact assessment (subject to resource availability). p. Coordinate, in conjunction with CareerSource Florida, the Rapid Response Training Program and the Incumbent Worker Training Program.
Division of Emergency Management	<ul style="list-style-type: none"> a. Manage preparedness activities for the private sector during steady state including public education and outreach campaigns, business continuity planning tools, and information sharing. b. Provide staff support for ESF 18 at the SEOC and JFO. c. Coordinate with the Primary Industry Organizations, State of Florida Agencies, and Industry Organizations to identify the needs of the private sector. d. Participate in conference calls with ESF 18 partners and private sector. e. Disseminate critical information to the private sector through established communication tools.
Department of Agriculture and Consumer Services	<ul style="list-style-type: none"> a. Provide economic updates on the agriculture industry. b. Provide staff support for ESF 18 at the SEOC and JFO based on identified need aligned with the knowledge and skills of the deployed staff commensurate with the task or mission assigned.
Department of Business and Professional Regulation	<ul style="list-style-type: none"> a. Provide assistance to the business community. b. Provide staff support for ESF 18 at the SEOC and JFO based on identified need aligned with the knowledge and skills of the deployed staff commensurate with the task or mission assigned.
Department of Financial Services	<ul style="list-style-type: none"> a. Provide economic updates on the financial and insurance industry. b. Provide staff support for ESF 18 at the SEOC and JFO based on identified need aligned with the knowledge and skills of the deployed staff commensurate with the task or mission assigned.
Department of Management Services	<ul style="list-style-type: none"> a. Identify registered suppliers and vendors for emergency goods and services; identify state-owned facilities and assets. b. Provide staff support for ESF 18 at the SEOC and JFO based on identified need aligned with the knowledge and skills of the deployed staff commensurate with the task or mission assigned.
Department of Revenue	<ul style="list-style-type: none"> a. Provide technical assistance related to property tax, general tax, and child support. b. Provide staff support for ESF 18 at the SEOC and JFO based on identified need aligned with the knowledge and skills of the deployed staff commensurate with the task or mission assigned.

2.2.3 Primary Industry Organizations

Organization	Responsibilities
Florida Restaurant & Lodging Association	<ul style="list-style-type: none"> a. The primary industry organizations will collect information on economic impact, provide updates to the ESF 18 operation, and provide updates to their membership on response actions by the SERT.

	<ul style="list-style-type: none"> b. Provide support staff to the ESF 18 operations for response and recovery. c. Collect information on the economic impact to the hospitality industry, provide updates to the ESF 18 operation, and communicate response/recovery updates to members.
Florida Retail Federation	<ul style="list-style-type: none"> a. The primary industry organizations will collect information on economic impact, provide updates to the ESF 18 operation, and provide updates to their membership on response actions by the SERT. b. Provide support staff to the ESF 18 operations for response and recovery. c. Collect information on the economic impact of the retail industry, provide updates to the ESF 18 operation, and communicate response/recovery updates to members.
VISIT FLORIDA	<ul style="list-style-type: none"> a. The primary industry organizations will collect information on economic impact, provide updates to the ESF 18 operation, and provide updates to their membership on response actions by the SERT. b. Provide support staff to the ESF 18 operations for response and recovery. c. Collect information on the economic impact to the tourism industry, provide updates to the ESF 18 operation, and communicate response/recovery updates to members.

2.2.4 Supporting Industry Organizations

Organization	Responsibilities
Associated Industries of Florida	<ul style="list-style-type: none"> a. Facilitate public-private sector exchange of information regarding needs and capabilities. b. Support the ability of the state and local governments to recover from disasters by connecting them with appropriate business affiliates. c. Assist state and local officials in identifying where private sector support is available or needed to restore business operations in affected areas. d. Engage affiliated organizations and businesses who can bring resources, capabilities, and expertise during the disaster response and recovery period. e. Improve situational awareness with the private sector across the affected area. f. Provide staffing support as needed and as is available to the SEOC and JFO.
Career Source Florida	
Florida Bankers Association	
Florida Chamber of Commerce	
FloridaMakes	
Florida Economic Development Council	
Florida First Capital Finance Corporation	
Florida Housing Finance Corporation	
Florida Small Business Development Center Network	
Florida Regional Councils Association	
Manufactures Association of Florida	
National Federation of Independent Businesses	
Space Florida	

Volunteer Florida	
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Section 3: Concept of Operations

3.1 Notification

The State Watch Office will notify the ESF 18 ECO of an activation of the SEOC. The ESF 18 ECO will notify ESF 18 staff of all activations requiring the involvement of ESF 18 agencies and partners.

3.2 Operational Objectives

Establishing operational objectives for ESF 18 based on the mission areas of emergency management will create a consistent operating picture for those agencies and industry organizations that support the operation. Operational objectives will be assigned by the ESF 18 ECO or Alternate based on supporting agency mission and expertise as related to the task. Operational objectives will be maintained in the ESF 18 SOG and assigned using the ESF 18 Event Checklist.

Businesses that prepare are more likely to reopen to the community after a disaster. Preparedness campaigns developed for the private sector aid in business continuity planning and information sharing to employees on personal preparedness. Florida Division of Emergency Management (FDEM) will be the lead coordinating agency on private sector preparedness objectives that include building PPPs between the business community and emergency management during steady state by engaging in outreach, developing business preparedness campaigns, promoting family and individual preparedness, supporting ESF 18 at the local level, and representing FDEM and ESF 18 at private sector events.

A coordinated response to a disaster will provide resources to support the private sector and will allow the private sector to support the response by emergency management. Operational objectives will be determined for specific types of disasters. Florida agencies and industry support organizations will be identified to support the disaster.

The recovery objectives will begin once the initial response phase concludes at the direction of the State Coordinating Officer (SCO) or when command and control is transferred to the Joint Field Office (JFO). In the event Florida receives a Major Disaster Declaration, the recovery operation is transferred to the JFO and will include local, state, and federal support.

3.2.1 Preparedness

Pre-disaster, ESF 18’s primary objectives are to build public-private partnerships, identify resources available to the emergency management community, identify needs of the private sector, and provide business continuity information and preparedness information for the business community to share with employees, stakeholders, and customers.

3.2.2 Response

In the event a disaster occurs, ESF 18’s primary objectives are to provide pertinent and timely information to the State Emergency Response Team and private sector through established communication tools, connect to those with resources available from the private sector either through donation or compensation, connect the private sector to resources to aid in the response to the disaster, and coordinate staffing within the State Emergency Operations Center in support of the private sector. Objectives established by the State Coordinating Officer or other Command Staff may take precedence over ESF 18 objectives.

3.2.3 Recovery

After a disaster occurs, ESF 18's primary objectives are to conduct economic assessments of impacted communities, provide pertinent and timely information to the State Emergency Response Team and private sector on the recovery process, connect those with resources available from the private sector either through donation or compensation to those that need the available resources, connect the private sector to resources to aid in the recovery of the community, and coordinate staffing at the JFO in support of the private sector. Objectives established by the State Disaster Recovery Coordinator or other Command Staff may take precedence over ESF 18 objectives.

3.2.4 Mitigation

After a disaster occurs, ESF 18's objective is to support the recovery of a community through resilience and mitigation programs. As a community recovers from a disaster, it is important to identify steps that can be taken to mitigate future economic and physical impacts. ESF 18 will work with the private sector and emergency management to provide information about programs that may assist the affected community.

Section 4: Finance and Administration

4.1 Financial Management

- A. ESF18 will coordinate approval of all expenditures with the SERT Chief and the Finance and Administration Section.
- B. Staff will maintain employee time logs to reflect hours worked. The ESF 18 ECO will maintain staffing scheduling documentation.
- C. Each agency – primary and supporting – will be responsible for tracking its own costs.
- D. All missions conducted will be entered into an approved management information system for documentation and tracking purposes.

4.2 Authorities and References

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