

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

**PRIMARY AGENCY:** Florida Department of Economic Opportunity

**SUPPORTING AGENCY:** Florida Division of Emergency Management

**PARTICIPATING PRIMARY STATE AGENCIES:**

Florida Department of Agriculture and Consumer Services  
Florida Department of Business and Professional Regulation  
Florida Department of Financial Services  
Florida Department of Revenue  
Florida Department of Management Services  
Enterprise Florida, Inc.  
Florida Small Business Development Centers Network  
Visit Florida, Inc.  
Volunteer Florida, Inc.  
Career Source Florida, Inc.

**PARTICIPATING PRIMARY INDUSTRY ORGANIZATIONS:**

Florida Restaurant & Lodging Association  
Florida Retail Federation

**PARTICIPATING INDUSTRY SUPPORT ORGANIZATIONS:**

Associated Industries of Florida  
Florida Chamber of Commerce  
The Florida Council of 100  
Florida First Capital Finance Corporation  
Florida Housing Finance Corporation  
Florida Regional Councils Association  
Florida Economic Development Council  
Florida Chapters of the Association of Contingency Planners  
Manufacturers Association of Florida  
National Federation of Independent Businesses

### **I. INTRODUCTION**

The purpose of Emergency Support Function (ESF) 18 is to coordinate local, state and federal agencies and organizations 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 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 which include 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 the results of economic damage assessments to SERT.
3. Provide recovery assistance to businesses of all sizes and all industry sectors through the networks of state, regional, and local partners.
4. Coordinate regionally and locally with economic, workforce development, and business organizations to refer volunteer personnel to the affected county(ies); as well as coordinating the efforts to provide immediate assistance to both employers and employees in a requesting county(ies).
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. Also provide information relative to 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 sectors regarding their ability to return to normal operation post event. This information will provide appropriate and timely logistical support to affected counties.
8. Coordinate with the SERT External Affairs Section 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 the affected the community.
9. Coordinate with all ESFs as appropriately based on the type and magnitude of the disaster.

10. Coordinate and facilitate the delivery of a comprehensive economic impact statement as appropriate based on the type of disaster.
11. Provide a representative to serve as a member of the State of Florida's Intergovernmental Team to deliver accurate information regarding the economic impact on local communities and industry sectors.
12. Coordinate with local economic development organizations and other business groups regarding damage incurred to businesses. Information will be collected to help determine general business needs and to request activation of various economic recovery programs including the Florida Small Business Emergency Bridge Loan Program and/or small business assistance centers and workshops.
13. 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.
14. Coordinate and facilitate pre and post event workshops for educating and training businesses in disaster preparation, business continuity planning and recovery.
15. 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**

ESF 18 personnel will be managers, skilled professionals with subject knowledge, and operations personnel qualified to expedite decisions. In coordination with Florida Department of Economic Opportunity (FDEO) and the Florida Division of Emergency Management (FDEM) participating agencies and organizations will be encouraged to develop plans and procedures that support their ESF assignments.

## **C. OPERATIONAL OBJECTIVES**

1. Preparedness Objectives:
  - a. Provide emergency management related education and training to the business community, local and regional organizations, and staff.
  - b. Encourage and coordinate local agencies and 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 such as brochures.
  - d. Develop and maintain a database of all county and local primary economic, tourism, workforce development and other designated business support organizations' 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 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 participating agency and organization.
  - 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 local primary economic, tourism, workforce development organizations and other business support organizations before, during, and after the disaster.
  - b. Maintain a roster of support agencies and organizations' emergency coordinators.
  - c. Coordinate with ESF 14, Public Information 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 and organizations.
  - e. Provide support as needed to other ESFs in assisting businesses' participation in emergency response activities.

3. Recovery Objectives
  - a. 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 development, and other business support agencies and organizations.
  - b. Coordinate with state, regional and local agencies and organizations, to compile estimates of physical damage to local business communities necessary to determine the need to request activation of various economic recovery programs including 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 organizations to establish Business Assistance and Resource Centers and 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, workforce development and other business support agencies and organizations.
  - f. Coordinate the development and delivery of comprehensive intermediate and long term economic impact statements.
  - g. Contact and maintain communications with the public and private sectors, local and statewide economic development, tourism, workforce development and other business support organizations and state agencies to foster participation in ESF 18 activities.
  - h. Participate in short and long-term economic recovery planning activities involving state and federal agencies. Facilitate and coordinate the involvement and participation of local and regional economic development partners, tourism, workforce development and other business support organizations in such efforts at the local level.
4. Mitigation Objectives
  - a. Facilitate the identification and access to sources of infrastructure financing that augment existing state and community resources to 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). FDEO and FDEM will coordinate with participating agencies and organizations to ensure adequate staff is available at the SEOC to carry out ESF 18 assignments.
- 2. Counties' designated ESF 18 lead agency coordinator will be the State's ESF 18 contact at the local level for coordination.

**III. RESPONSIBILITIES**

**A. PRIMARY AGENCY – FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY AND SUPPORTING AGENCY-FLORIDA DIVISION OF EMERGENCY MANAGEMENT**

- 1. Maintain a roster of personnel from ESF 18 participating and support organizations 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 PRIMARY STATE AGENCIES AND INDUSTRY 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>Department of Economic Opportunity</b>	<ul style="list-style-type: none"> <li>1. Coordinate and manage ESF 18 staffing at the SEOC.</li> <li>2. Initiate contact pre- event with all DEO Partners to ensure correct identification of projected needs for response.</li> <li>3. Participate in ESF 18 staffing and operations.</li> <li>4. Execute contract(s) with administrative entity(ies).</li> <li>5. Coordinate Office- and partner- specific media releases.</li> <li>6. Coordinate assistance to businesses regarding permitting and regulatory</li> </ul>

	<p>issues through Economic Development Liaisons.</p> <ol style="list-style-type: none"> <li>7. Facilitate and participate in partner agencies and organizations conference calls pre- and post event.</li> <li>8. Provide labor market information and census data.</li> <li>9. Mobilize One-Stop Mobile Units.</li> <li>10. Initiate the disaster unemployment assistance program, if deemed appropriate.</li> <li>11. If need is indicated initiate contract and budget amendment preparation for the Florida Small Business Emergency Bridge Loan Program implementation.</li> <li>12. Operate the national emergency grants jobs program, if deemed appropriate.</li> <li>13. Assist in labor exchange activities – matching workers with employers.</li> <li>14. Participate in post disaster economic recovery workshops.</li> <li>15. Coordinate the delivery of intermediate and long term economic impact statements <i>(subject to resource availability)</i>.</li> </ol>
<p><b>Division of Emergency Management</b></p>	<ol style="list-style-type: none"> <li>1. Coordinate with partner agencies and organizations to assist the private sector before, during and after events.</li> <li>2. Assist in ESF 18 operations and recovery activities.</li> <li>3. Disseminate critical information to the private sector in coordination with ESF 14.</li> <li>4. Participate in ESF 18 staffing and operations</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 programs that will aide Florida's agricultural sector.</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. Participate in ESF 18 staffing and</li> </ol>

	<p>operations in the SEOC when applicable for agriculture.</p> <p>8. Participate in the development of intermediate and long term economic impact statements.</p>
<p><b>Department of Business and Professional Regulation</b></p>	<p>1. Participate in public forums to provide information and assistance to businesses and professionals.</p> <p>2. After an event assist with the economic disaster assessment process.</p> <p>3. Provide outreach to professions and businesses before, during and after an event using all available means of dissemination.</p> <p>4. Participate in ESF 18 staffing and operations.</p> <p>5. Assist with dispute resolution related to licensed businesses and professions.</p>
<p><b>Department of Financial Services</b></p>	<p>1. Provide education on insurance and financial issues (Preparedness).</p> <p>2. Provide assistance with insurance contacts (Short term recovery).</p> <p>3. Monitor the insurance and banking industries response in providing services.</p> <p>4. Assist with financial disputes resolution relating to banking or insurance issues.</p> <p>5. Provide information to the business community on insurance companies, adjustors, and agent information.</p> <p>6. Identify fraud and insurance trade/claim practice violations.</p> <p>7. Continue outreach with the business community.</p> <p>8. Participate in post disaster economic recovery workshops and business recovery centers.</p> <p>9. Provide outreach to agency stakeholders.</p> <p>10. Participate in the development of intermediate and long term economic impact statements.</p>
<p><b>Department Of Revenue</b></p>	<p>1. Coordinate the development of intermediate and long term economic impact statements.</p> <p>2. Coordinate post disaster economic recovery workshops, business recovery centers, etc.</p> <p>3. Participate in ESF 18 staffing and operations.</p>

<p><b>Department of Management Services</b></p>	<ol style="list-style-type: none"> <li>1. Identify registered suppliers and vendors for emergency related goods and services.</li> <li>2. Identify available state-owned facilities and other assets needed for emergency related services.</li> <li>3. Participate in ESF 18 staffing and operations</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 organizations and business support partners to maximize input on damage assessment, need identification, and resource delivery.</li> <li>2. Coordinate the distribution of the business damage assessment surveys to local EDOs, who will in turn distribute to businesses in the county.</li> <li>3. Assist local economic development organizations with a pre-made EDO CEMP template with the necessary sample legislative letters, documents and checklists for an emergency plan to assist businesses in the county.</li> <li>4. Relay to ESF-18 any requests from local economic development organizations for equipment or resources to assist businesses in affected counties.</li> <li>5. Participate in ESF 18 staffing and operations (when EFI personnel are available).</li> </ol>
<p><b>Small Business Development Center 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 Small Business Development Center analysts to affected communities.</li> <li>5. Provide technical assistance for</li> </ol>

	<p>economic business damage assessments.</p> <ol style="list-style-type: none"> <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 federal small business loan applications.</li> <li>8. Conduct local training for participants implementing the loan program.</li> <li>9. Initiate Small Business Emergency Bridge Loan Program loan committee meetings.</li> <li>10. Schedule staff and partner chairs of loan committee meetings.</li> <li>11. Distribute appropriate reports on loan activity received from the Loan Administrator.</li> </ol>
<p><b>Visit 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> <li>2. Provide information on availability of hotels in impacted and non-impacted areas.</li> </ol>
<p><b>Volunteer Florida</b></p>	<ol style="list-style-type: none"> <li>1. Facilitate communications with the private sector regarding volunteers and donations.</li> <li>2. Administer the Florida Donations Portal and Volunteers and Donations Hotline, and ensure that donated goods, services and cash offered by the private sector through the Portal and Hotline are promptly reviewed and responded to, and appropriately recognized.</li> </ol>
<p><b>CareerSource Florida</b></p>	<ol style="list-style-type: none"> <li>1. Coordinate the Quick Response Training Program.</li> <li>2. Coordinate the Incumbent Worker Training Program.</li> <li>3. Coordinate Training Initiatives.</li> </ol>
<p><b>Florida Restaurant &amp; Lodging Association</b></p>	<ol style="list-style-type: none"> <li>1. Coordinate and communicate with Association members to determine hotel and restaurant availability and post disaster needs in area of impact.</li> <li>2. Coordinate communication and fulfillment of needs of SERT Plans and Logistics sections and the Florida hospitality industry.</li> </ol>

	<ol style="list-style-type: none"> <li>3. Conduct outreach, develops relevant communications, and coordinate information distribution to the Florida hospitality industry regarding emergency events using FRLA distribution channel and partnering with ESF 14. Conducts business continuity and disaster preparation education, outreach, and communication events and activities.</li> <li>4. Participate in ESF 18 staffing and operations.</li> </ol>
<p><b>Florida Retail Federation</b></p>	<ol style="list-style-type: none"> <li>1. Conduct outreach, develop relevant communications and coordinate information distribution to the Florida retail industry regarding emergency events using FRF distribution channel and partnering with ESF 14.</li> <li>2. Coordinate communications and fulfillment of needs of SERT Plans and Logistics sections and the Florida Retail industry.</li> <li>3. Assist in determining retail industry resource availability and post-disaster needs in areas of impact.</li> <li>4. Participate in ESF 18 staffing and operations.</li> </ol>

**C. PARTICIPATING INDUSTRY SUPPORT ORGANIZATIONS**

1. Facilitate public-private sector exchange of information regarding needs and capabilities.
2. Support the ability of the state and local governments to recover from disasters by connecting them with appropriate business affiliates.
3. Assist state and local officials in identifying where private sector support is available or needed to restore business operations in affected areas.
4. Engage affiliated organizations and businesses who can bring resources, capabilities, and expertise during the disaster response and recovery periods.
5. Improve situational awareness with private sector organizations across the affected area.
6. Provide staffing support as needed and as is available to the State Emergency Operations Center.

**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.