Disaster Recovery

Short term recovery plan

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INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

JEDCO
Jefferson Parish Economic Development Commission

AEDO
Accredited Economic Development Organization

2005 Louisiana Hurricane Impact Analysis

LOUISIANA DIASPORA

The number of people displaced by Hurricane Katrina is staggering. Using information collected by the Federal Emergency Management Agency, the map below depicts the evacuated location (by ZIP code) of approximately 800,000 Louisiana citizens requesting federal assistance as of September 20, 2005 (FEMA, 2005).

Figure 12: Hurricane Diaspora: Location of 800,000 Displaced Louisiana Residents Requesting Federal Assistance (FEMA, 2005).

Immediate Response

Retreat

- 50 to 60 businesses and community leaders identified problems and formulated a strategy
- Identified critical issues, strategies and actions
- Assigned responsibilities for each action taken to address issues
- Had government body adopt short-term recovery plan

In many cases, a combination of organizations and agencies will need to collaborate.

Communication

Communication is paramount

- Compile Recovery Resource Guide
  - Changes on a daily basis
- Open business recovery centers
  - Partnership with SBA, SBDC and Economic Development
- Direct mailings to businesses
  - Make companies aware of resources
- Organize task force of business and political leadership to reach out
- Create campaign and websites to encourage businesses to return

Communication

- Communicate with companies operating out of other cities
  - Newspaper ads in major newspapers
  - Market new tax incentives
  - Have team of business and political leadership willing to meet with displaced businesses to encourage their return

JEDCO
back TO business

Housing

Businesses need employees

- Lobby for an increase in the number of adjusters and inspectors deployed in region
- Expedite partial cash disbursements for necessary and essential repairs to mitigate further damage
- Encourage expedited delivery of temporary housing for employees of essential businesses in area

Financing

- Assist local businesses to prepare SBA Disaster Assistance Loans through direct counseling
- Lobby SBA to extend the filing deadline for disaster assistance loans
- Lobby the state to create and fund a bridge loan program to provide immediate cash infusions of up to $25,000 for small local businesses
- Work with state to utilize CDBG funds for the development of an attractive revolving loan fund

Infrastructure

- Initiate a public awareness campaign to publicize improvements and corrective actions being taken
  - Restores public confidence

- Lobby for region's fair share of federal funds and infrastructure grants

Business Redevelopment and Recovery

- Encourage use of locally-based businesses, workers, and suppliers in the rebuilding process
- Facilitate one-on-one contacts with FEMA prime contractors and other agencies for area's businesses
- Provide forums for regional subcontractors and suppliers
  - Negotiate business opportunities with prime contractors
- Sponsor seminars and workshops
- Continue to survey employers about workforce needs
- Resume normal schedule
  - Garbage collection
  - Transit
  - Government Operations

Regional Redevelopment

- Assist other communities in their recovery and redevelopment
- Work with regional organizations
  - Provide venues to host business outreach and recovery efforts for displaced regional businesses
  - Support regional effort to retain federal employment presence

Recap

- Come up with a plan
  - Identify problem areas and strategies to move forward
- Spread the word
  - Once you're taking action, make sure the business community knows it
- It takes a community
  - Elected officials, economic developers, business leaders all have roles to play
- Reach out to others
  - Help your regional neighbors