

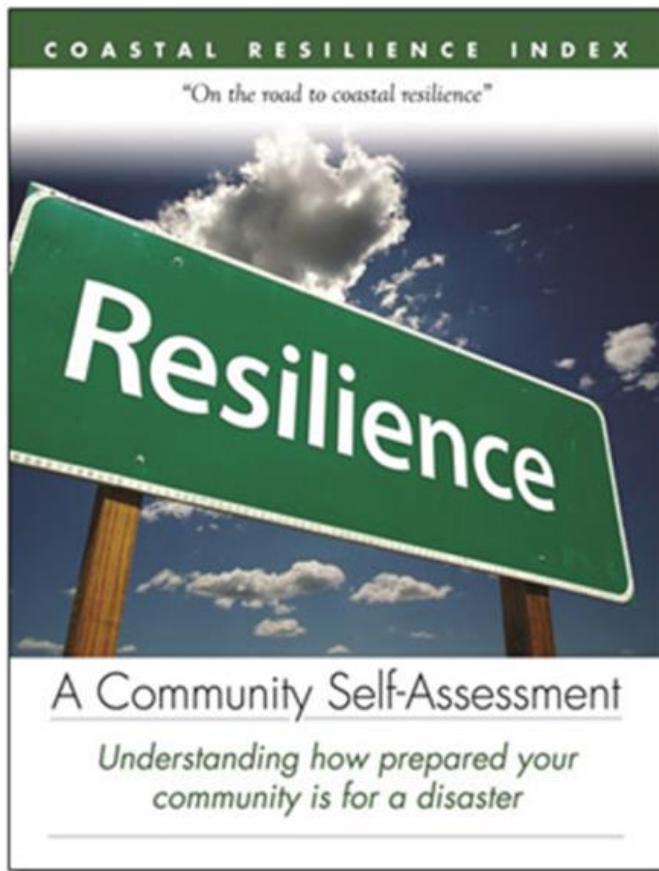


Addressing Coastal Business Needs: Business Resilience Indices

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Community Resilience Index



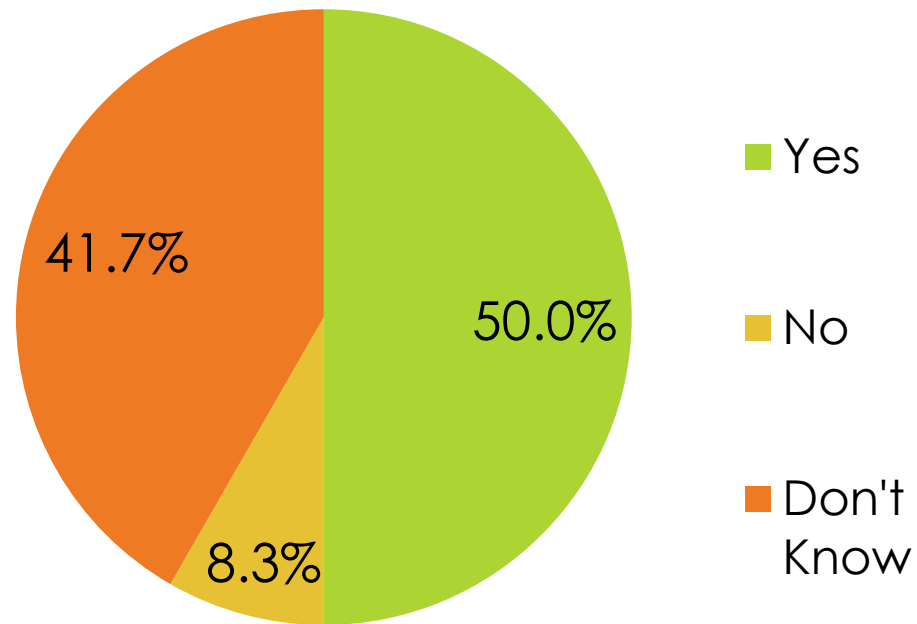
- ▶ A simple, inexpensive method for community leaders to perform a self-assessment of their community's resilience to coastal hazards
- ▶ Identify weaknesses a community may want to address prior to the next hazard event; highlights strengths a community possesses

Format

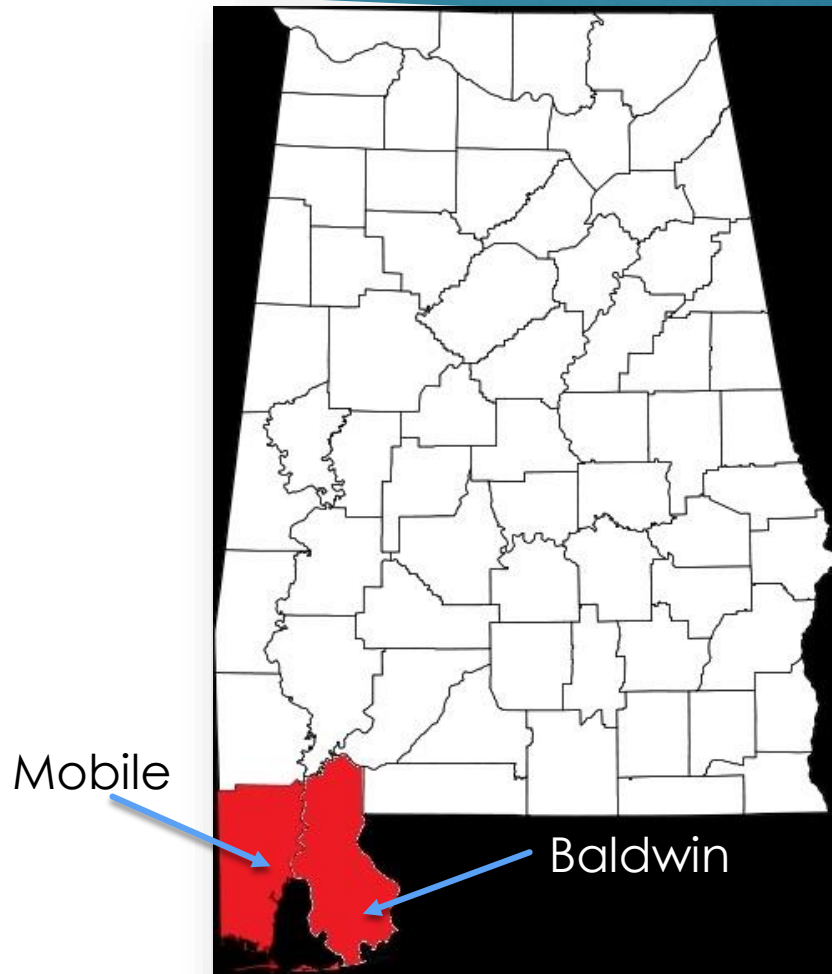
- ▶ 7 sections
 - ▶ Critical Infrastructure and Facilities
 - ▶ Transportation Issues
 - ▶ Community Plans and Agreements
 - ▶ Mitigation Measures
 - ▶ Business Plans
 - ▶ Social Systems
- ▶ High, Medium, Low in each section
- ▶ No overall “score”

CRI Evaluation

Do you feel that other topics should be covered in the CRI?



Alabama's Coastal Counties



The Fishing Industry in Alabama



Diversity of Businesses



Gulf Shores/Orange Beach

- ▶ Commercial Fishing: Shellfish (shrimp, oyster, blue crab)
- ▶ Charter
- ▶ Processing
- ▶ Marinas
- ▶ Associated business

Anchored By Small Business

- ▶ In south Mobile County, AL
 - ▶ 73% have less than 20 employees.
 - ▶ The average years in business is 25.02. Four business had more than 100 years as a response.

Tourism



Photos: Gulf Shores/Orange Beach Tourism

Economic Impacts

- ▶ In 2013
 - ▶ Approximately 5.5 million people visited the area and left behind \$3.2 billion in travel-related expenditures.
 - ▶ Approximately 45,000 people were employed in travel-related jobs and collected about \$1.1 billion in wages.
 - ▶ Baldwin County generated the largest portion (30%) of the state of Alabama's lodging revenues with more than \$16.3 million in lodging tax collections.

Fisheries



Tourism



Partners



Fisheries & Tourism Resilience Indices

- ▶ Follows CRI model
 - ▶ Yes/no
 - ▶ No overall score
 - ▶ Create discussion among business divisions

Topics

- ▶ Business and Operation Plans
- ▶ Disaster Preparedness Plans
- ▶ Marketing
- ▶ Workforce
- ▶ Federal, State, and Local Resources
- ▶ Resource Access and Knowledge

Pilot Exercises

- ▶ Facilitator + business representative(s)
- ▶ Feedback on tool
- ▶ Early successes

Questions

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