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?

- Yes: 50.0%
- No: 41.7%
- Don't Know: 8.3%
Alabama’s Coastal Counties
The Fishing Industry in Alabama
Diversity of Businesses

- 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.

Hite, et. al., Auburn University, 2008
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.

www.gulfshores.com
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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