

## **ESF-18: BUSINESS AND INDUSTRY**

### **RESPONSIBLE AGENCIES**

**Lead Agency:** Collier County Tourism Division

Collier County Emergency Management  
Division

Greater Naples Chamber of Commerce

Naples, Marco Island, Everglades  
Convention and Visitors' Bureau

University of Florida IFAS Extension,

### **PURPOSE**

1. Coordinate business access for damage assessment activities, securing property, and recovery functions.
2. Maintain inventory of available lodging rooms within the County, prior to and after emergency event.
3. Assist in receiving or dispatching accommodations guests prior to and during an emergency event.
4. Assist in communicating with tourism attraction, restaurant and shopping and entertainment business to report damage, power issues and business closures during emergency situations.
5. Coordinate response to disaster emergencies related to agribusiness enterprises, agricultural land and crops and livestock property damage.

### **POLICIES**

In the immediate aftermath of an emergency event, local government officials will conduct Search and Rescue efforts. The first 24 hours after a major storm the only traffic allowed will be response vehicles. Business and agricultural landowners should coordinate access through ESF-18.

### **CONCEPT OF OPERATIONS**

1. Prior to a disaster event the Lead and Support Agency Representatives shall work with local agricultural, business groups and tourism industry districts to develop procedures for providing local businesses access to their facilities for damage assessment and business continuity activities. Due to increased possibility of damage to hazardous materials and damage to livestock, their structures and crop land, agency representatives will work with agribusinesses to develop damage assessment criteria, recovery and containment and possible decontamination procedures of materials and structures in case of a spill.
2. Area businesses, corporations and associations will be provided with established response and recovery operations information.
3. ESF staffing needs and identified personnel will be trained in ESF operations. Private damage

assessment and recovery teams will coordinate operations through specified EOC point of contact.

## **ORGANIZATION**

In the Incident Management System, ESF-18 is a function within the Human Services Branch and reports through the Operations Section, Response Unit.

## **RESPONSIBILITIES**

1. Coordinate ESF-18 activities with the Tourism Division to document census in area accommodations and to coordinate lodging availability for incoming evacuees.
2. Develop and maintain database of tourism and other area businesses, including listing of disaster response personnel, emergency contacts, and anticipated out-of-area assistance.
3. Work with the various animal related agencies to identify vulnerability areas within the agricultural sector of the county and coordinate response.
4. Encourage Businesses and Industry to register online with Florida Virtual Business Emergency Operations Center (<http://flvbeoc.org/>) in order to get current disaster resource listing, obtain disaster situation reports as it affects the business, coordinate directly with the State's Emergency Support Function that addresses issues dealing with business and industry.

## **ACTIONS**

### **Preparedness**

1. Encourage personnel, especially those with emergency responsibilities, to have a Personal Disaster Plan.
2. Assist in the shut down and evacuation of area industries and major corporations.
3. Secure tourism office or other ESF-18 support organizations buildings and implement other procedures in anticipation of leaving the area.
4. Identify other work areas with back up generator power in non-flood areas to continue business if the Tourism offices are not accessible.
5. If employees remain on-site, have them register with ESF-18.
6. Begin arrangements for recovery efforts, based on projected damage assessment data.

### **Response**

1. Re-enter area, prepared for checkpoint clearance: photo-identification, suitable clothing and gear (e.g., hardhats, heavy work shoes, and vest with company and disaster title).
2. Assist agribusiness and corporate damage assessment teams.
3. Compile damage assessment reports for preliminary and final damage assessment data.

4. Secure building and property. Utilizing damage assessment criteria implement recovery and containment and possible decontamination procedures on agribusiness property.
5. Maintain log of private restoration activities.
6. Begin recovery planning.

**INTERFACE**

ESF-16, Law Enforcement

ESF-14, Public Information

ESF-17, Animal Protection