

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

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

**SUPPORTING AGENCIES:** Florida Division of Emergency Management  
Florida Department of Agriculture and Consumer Services  
Florida Department of Business and Professional Regulation  
Florida Department of Financial Services  
Florida Department of Management Services  
Florida Department of Revenue

**PRIMARY INDUSTRY ORGANIZATIONS:**  
Florida Restaurant & Lodging Association  
Florida Retail Federation  
VISIT FLORIDA

**SUPPORTING INDUSTRY ORGANIZATIONS:**  
Associated Industries of Florida  
Career Source Florida  
Enterprise Florida  
Florida Bankers Association  
Florida Chamber of Commerce  
Florida Chapters of the Association of Contingency Planners  
Florida Economic Development Council  
Florida First Capital Finance Corporation  
Florida Housing Finance Corporation  
Florida Small Business Development Centers Network  
Florida Regional Councils Association  
Manufacturers Association of Florida  
National Federation of Independent Businesses  
The Florida Council of 100  
Volunteer Florida

### **I. INTRODUCTION**

The purpose of ESF 18 is to support the private sector in preparing for, responding to, and recovering from disasters. Preparedness assistance may include assessing the financial, workforce, technical, and community resources that affect a community's ability to restore business operations and to resume focus on long-term business strategies. ESF 18 will assist businesses during the response and recovery phases by providing for situational awareness, resource sharing, incident action planning and resource coordination. The systematic implementation of these activities allows private sector businesses to resume its operation in a more timely and effective manner.

Establishing Public-Private Partnerships (PPP) prior to a disaster enables ESF 18 to identify resources available from the private sector, by either donation or compensation, and the needs of the private sector to aid in the response and with recovery following a disaster. Participating agencies and organizations will determine the most efficient and effective ways to coordinate the delivery of needed services at the local, regional, and state levels.

ESF 18 will provide information to the private sector on short-term assistance for economic stabilization and to support initiatives that focus on long-term economic recovery of affected communities. Coordination of local, state, and federal business related assistance is accomplished through networks of local and regional economic, tourism and workforce development partners, as well as other business support organizations.

This appendix provides a general overview of the ESF 18 operations. A detailed ESF 18 Standard Operating Guidelines (SOG) has been developed that more specifically identifies the roles and responsibilities of ESF 18 staff, the critical actions that must be completed within each phase of emergency management, and sets expectations on how the private sector and emergency management officials will communicate. The SOG is intended to be a working document that can be adjusted to include new technology, requirements, needs or restrictions as identified through implementation. The SOG may be used by local and state emergency management agencies, business organizations, economic development associations, tourism boards, and members of the private sector with a role in emergency management. The SOG will be reviewed on an annual basis unless significant changes in the process are determined, which will dictate additional updates. The ESF-18 Lead shall be responsible for the dissemination and maintenance of this document.

## **II. CONCEPT OF OPERATIONS**

### **A. ORGANIZATION**

The ESF 18 Business, Industry and Economic Stabilization (ESF 18) team plays a critical role in responding to disasters and supporting the recovery of a community. Building a resilient business community starts with preparing the private sector for all types of disasters, providing resources during the response, and tools to aid in the recovery. Establishing PPPs prior to a disaster will reduce the need of the government to provide assistance during the response.

The Florida Department of Economic Opportunity (FDEO) is the primary agency for ESF 18 and will designate the ECO for ESF-18. The Florida Division of Emergency Management (FDEM) is a supporting agency for ESF 18 and will designate the alternate ECO for ESF-18.

The ESF 18 team includes members of workforce development boards, tourism and convention boards, industry associations, designated business support organizations, and private sector partners that will support local and state emergency operations centers, will provides information sharing to the private sector, and will collect information on economic impacts during and after a disaster.

**B. NOTIFICATION**

The State Watch Office will notify ESF 18 ECO of an activation of the SEOC. ESF 18 ECO will notify ESF 18 staff of all activations requiring the involvement of ESF 18.

**C. OPERATIONAL OBJECTIVES**

Establishing operational objectives for ESF 18 based on the phases of emergency management will create a consistent operating picture for those agencies and industry organizations that support the operation. Operational objectives will be assigned by the ESF 18 Lead based on supporting agency mission and expertise as related to the task. Operational objectives will be maintained in the ESF 18 SOG and assigned using the ESF 18 Event Checklist.

Businesses that prepare are more likely to reopen to the community after a disaster. Preparedness campaigns developed for the private sector aid in business continuity planning and information sharing to employees on personal preparedness. FDEM will be the lead coordinating agency on private sector preparedness objectives that include building PPPs between the business community and emergency management during steady state by engaging in outreach, developing business preparedness campaigns, promoting family and individual preparedness, supporting ESF 18 at the local level, as well as, and representing FDEM and ESF 18 at private sector events.

A coordinated response to a disaster will provide resources to support the private sector and will allow the private sector to support the response by emergency management. Operational objectives will be determined for specific types of disasters. Florida agencies and industry support organizations will be identified to support the disaster.

The recovery objectives will begin once the initial response phase concludes at the direction of the State Coordinating Officer (SCO) or when command and control is transferred to the Joint Field Office (JFO). In the event Florida receives a Major Disaster Declaration the recovery operation is transferred to the JFO and will include local, state and federal support.

1. Preparedness Objectives:

Pre-disaster ESF 18's primary objectives are to build public-private partnerships, identify resources available to the emergency management community, identify needs of the private sector, and provide business continuity information and preparedness information for the business community to share with employees, stakeholders, and customers.

2. Response Objectives:

In the event a disaster occurs, ESF 18's primary objectives are to provide pertinent and timely information to the private sector through established communication tools, manage resources available from the private sector either through donation or compensation, provide resources to the private sector to aid in the response to the disaster, and coordinate staffing within

local and state emergency operations centers in support of the private sector.

3. Recovery Objectives:

After a disaster occurs, ESF 18's primary objectives are to conduct economic assessments of impacted communities, provide pertinent and timely information to the private sector on the recovery process, manage resources available from the private sector either through donation or compensation, provide resources to the private sector to aid in the recovery of the community, and coordinate staffing at the JFO in support of the private sector.

4. Mitigation Objectives:

After a disaster occurs, one of ESF 18's objectives is to support the recovery of a community through mitigation programs. As a community recovers from a disaster, it is important to identify steps that can be taken to mitigate future impacts, either economic or physical. ESF 18 will work with the private sector and emergency management to provide information about programs that may assist the affected community.

#### **D. DIRECTION AND CONTROL**

1. ESF 18 Policies

- a. Immediately implement requests or directives of SERT leadership in an efficient and effective manner.
- b. Provide support, as required, to SEOC and JFO operations.
- c. The ESF 18 Standard Operating Guidelines outlines the background, organizational structure, purpose, roles and responsibilities, and operational objectives for preparedness, response, recovery and mitigation. ESF 18 personnel will reference the SOG for further guidance.

2. Decision-Making Authority

- a. The ESF 18 ECO has the authority to assign personnel, allocate resources, and expend funds to meet the responsibilities outlined for ESF 18 or to complete missions assigned to ESF 18.
- b. The ESF 18 ECO has the authority to designate ESF 18 section leaders and reassign ESF 18 personnel within the section as necessary.

3. Coordination

- a. ESF 18 response activities will be guided by and coordinated with the SERT Chief, mobilized Area Command or Incident Management Team representatives, and impacted county disaster officials.
- b. As operation activities expand outside of the SEOC information will continue to be reported to the SEOC, with ESF 18 Information Section collecting and reporting the information.
- c. Simultaneous coordination of vital information and protective actions will be accomplished by conference calls and/or other communications systems.
- d. When possible, ESF 18 personnel will co-locate with Federal and local personnel to better coordinate and unify planning and reporting efforts. Even if physical co-location is not possible, the ESF 18 will work jointly with FEMA and local personnel deployed to the SEOC.

### III. RESPONSIBILITIES

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

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

AGENCY	RESPONSIBILITIES
Department of Economic Opportunity	<ul style="list-style-type: none"> <li>a. Designate an Emergency Coordination Officer to oversee ESF 18 operations at the SEOC and JFO.</li> <li>b. Provide staff support for ESF 18 at the SEOC and JFO.</li> <li>c. Manage the ESF 18 Operations Section Chief to ensure all missions are assigned and completed.</li> <li>d. Manage the Information Section Chief to ensure information is updated in a timely manner and communicated to the public.</li> <li>e. Execute contract(s) with administrative entity(ies).</li> <li>f. Coordinate with the Primary Industry Organizations, State of Florida Agencies, and Industry Organizations to identify the needs of the private sector.</li> <li>g. Facilitate conference calls with ESF 18 partners and private sector.</li> <li>h. Provide labor market information and census data.</li> <li>i. Mobilize one-stop mobile units.</li> <li>j. Initiate the disaster unemployment assistance program, if deemed appropriate.</li> <li>k. Initiate contract and budget amendment preparation for the Florida Small Business Emergency Bridge Loan Program implementation if needed.</li> <li>l. Operate the National Dislocated Worker Grant program, if deemed appropriate.</li> <li>m. Assist in labor exchange activities – matching workers with employers.</li> <li>n. Participate in post disaster economic recovery workshops.</li> <li>o. Coordinate the delivery of intermediate and long term economic impact assessment (<i>subject to resource availability</i>).</li> <li>p. Coordinate in conjunction with Career Source Florida the Quick Response Training Program and the Incumbent Worker Training Program.</li> </ul>

AGENCY	RESPONSIBILITIES
<b>Division of Emergency Management</b>	<ul style="list-style-type: none"> <li>a. Manage preparedness activities for the private sector during steady state including public education and outreach campaigns, business continuity planning tools, and information sharing.</li> <li>b. Provide staff support for ESF 18 at the SEOC and JFO.</li> <li>c. Coordinate with the Primary Industry Organizations, State of Florida Agencies, and Industry Organizations to identify the needs of the private sector.</li> <li>d. Participate in conference calls with ESF 18 partners and private sector.</li> <li>e. Disseminate critical information to the private sector through established communication tools.</li> </ul>
<b>Department of Agriculture and Consumer Services</b>	<ul style="list-style-type: none"> <li>a. Provide economic updates on the agriculture industry.</li> <li>b. Provide staff support for ESF 18 at the SEOC and JFO.</li> </ul>
<b>Department of Business and Professional Regulation</b>	<ul style="list-style-type: none"> <li>a. Provide assistance to the business community.</li> <li>b. Provide staff support for ESF 18 at the SEOC and JFO.</li> </ul>
<b>Department of Financial Services</b>	<ul style="list-style-type: none"> <li>a. Provide economic updates on the financial and insurance industry.</li> <li>b. Provide staff support for ESF 18 at the SEOC and JFO.</li> </ul>
<b>Department of Management Services</b>	<ul style="list-style-type: none"> <li>a. Identify registered suppliers and vendors for emergency goods and services; identify state-owned facilities and assets.</li> <li>b. Provide staff support for ESF 18 at the SEOC and JFO.</li> </ul>
<b>Department of Revenue</b>	<ul style="list-style-type: none"> <li>a. Provide technical assistance related to property tax, general tax, and child support.</li> <li>b. Provide staff support for ESF 18 at the SEOC and JFO.</li> </ul>

**PRIMARY INDUSTRY ORGANIZATIONS:**

<b>ORGANIZATION</b>	<b>RESPONSIBILITIES</b>
<b>Florida Restaurant &amp; Lodging Association</b>	<ul style="list-style-type: none"> <li>a. The primary industry organizations will collect information on economic impact, provide updates to the ESF 18 operation, and provide updates to their membership on response actions by the SERT.</li> <li>b. Provide support staff to the ESF 18 operations for response and recovery.</li> <li>c. Collect information on the economic impact to the hospitality industry, provide updates to the ESF 18 operation, and communicate response/recovery updates to members.</li> </ul>
<b>Florida Retail Federation</b>	<ul style="list-style-type: none"> <li>a. The primary industry organizations will collect information on economic impact, provide updates to the ESF 18 operation, and provide updates to their membership on response actions by the SERT.</li> <li>b. Provide support staff to the ESF 18 operations for response and recovery.</li> <li>c. Collect information on the economic impact of the retail industry, provide updates to the ESF 18 operation, and communicate response/recovery updates to members.</li> </ul>
<b>VISIT FLORIDA</b>	<ul style="list-style-type: none"> <li>a. The primary industry organizations will collect information on economic impact, provide updates to the ESF 18 operation, and provide updates to their membership on response actions by the SERT.</li> <li>b. Provide support staff to the ESF 18 operations for response and recovery.</li> <li>c. Collect information on the economic impact to the tourism industry, provide updates to the ESF 18 operation, and communicate response/recovery updates to members.</li> </ul>



**SUPPORTING INDUSTRY ORGANIZATIONS:**

<b>ORGANIZATION</b>	<b>RESPONSIBILITIES</b>
<b>Associated Industries of Florida</b>	<ul style="list-style-type: none"> <li>a. Facilitate public-private sector exchange of information regarding needs and capabilities.</li> <li>b. Support the ability of the state and local governments to recover from disasters by connecting them with appropriate business affiliates.</li> <li>c. Assist state and local officials in identifying where private sector support is available or needed to restore business operations in affected areas.</li> <li>d. Engage affiliated organizations and businesses who can bring resources, capabilities, and expertise during the disaster response and recovery period.</li> <li>e. Improve situational awareness with the private sector across the affected area.</li> <li>f. Provide staffing support as needed and as is available to the SEOC and JFO.</li> </ul>
<b>Career Source Florida</b>	
<b>Enterprise Florida</b>	
<b>Florida Bankers Association</b>	
<b>Florida Chamber of Commerce</b>	
<b>Florida Chapters of the Association of Contingency Planners</b>	
<b>Florida Economic Development Council</b>	
<b>Florida First Capital Finance Corporation</b>	
<b>Florida Housing Finance Corporation</b>	
<b>Florida Small Business Development Center Network</b>	
<b>Florida Regional Councils Association</b>	
<b>Manufactures Association of Florida</b>	
<b>National Federation of Independent Businesses</b>	
<b>The Florida Council of 100</b>	
<b>Volunteer Florida</b>	

**IV. FINANCIAL MANAGEMENT**

- A. ESF18 will coordinate approval of all expenditures with the SERT Chief and the Finance and Administration Section.
- B. Staff will maintain employee time logs to reflect hours worked. The ESF 18 ECO will maintain staffing scheduling documentation.
- C. Each agency – primary and supporting – will be responsible for tracking its own costs.
- D. All missions conducted will be entered into an approved management information system for documentation and tracking purposes.

**V. REFERENCES AND AUTHORITIES:**

- A. Public Law 93-288, as amended, 42 U.S.C. 5121, et seq, the Robert T. Stafford Disaster Relief and emergency Assistance Act.
- B. Public Law 106-390, Disaster Mitigation Act of 2000.
- C. Powers of Political Subdivisions, Chapter 252.36, Florida Statutes, Emergency Management Powers of the Governor Chapter 288, Florida Statutes, Commercial Development and Capital Improvements.