

Weathering the Storm: Building Economic Resilience through Regional Partnerships & Local Business Continuity



A Peer Exchange & Training Workshop
August 5 – 6, 2015
Nashville, TN

NADO
NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS
RESEARCH FOUNDATION



Event Information & Agenda

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Welcome

Thank you for joining us in Nashville for *Weathering the Storm* – we're glad you're here!

Across the country, many communities that have been impacted by natural disasters in recent years are looking for ways to strengthen their local and regional economies through innovative partnerships and robust small business support. The ability of businesses to withstand natural disasters is essential for the recovery and resilience of communities and regional economies as a whole. When businesses get back up and running quickly after severe weather events, residents are able to work and obtain access to the goods and services they need, making them more likely to return to their homes. The ripple effects of business closures on interdependent businesses within a supply chain can also be avoided. Moreover, strong business resilience can mitigate the longer-term economic impacts of disasters, such as increased unemployment, reduced tax revenues, disinvestment, and recession. Creative public-private partnerships, collaboration, and innovative programming can make local businesses, and the economy as a whole, better prepared to withstand and bounce back from future disruptions.

This workshop convenes participants from throughout the Southeastern United States to share their experiences in the wake of recent natural disasters and other economic disruptions, discuss lessons learned in recovering from those disasters, and identify strategies to become better prepared for future events. The workshop will include training sessions highlighting tools to identify regional vulnerabilities and to engage local businesses in continuity planning and opportunities to network with peers and strengthen regional partnerships. Participants will also learn from the experiences of our host city through a mobile learning opportunity showcasing local business and community recovery efforts. Nashville, and the surrounding region, was severely impacted by the 2010 flooding of the Cumberland River.

Presentations and other materials from this peer exchange, as well as reports, case studies, and additional resources related to planning, economic and workforce development, transportation, and disaster resilience can be accessed at www.NADO.org.

Sponsors & Special Thank You

This event was organized by the NADO Research Foundation as part of our disaster recovery and economic resilience program supported by grants awarded by the U.S. Economic Development Administration's Atlanta Regional Office (04-79-06700, 04-06-06694). Any opinions, findings, conclusions, or recommendations expressed at this event do not necessarily reflect the views of EDA.



A special thank you to all of our presenters, South Central Tennessee Development District for their planning assistance, Nashville Area Chamber of Commerce for coordinating our tour of downtown Nashville and accompanying lunch, and to the law offices of Butler Snow for donating our lunch meeting space.



About NADO and the NADO Research Foundation



The National Association of Development Organizations (NADO) is a national membership organization for the nation's 500+ regional planning and development organizations focused on strengthening local governments, communities, and economies. Regional planning and development organizations—known locally as regional planning commissions, councils of governments, area development districts, or similar names—play a key role in regional and community economic development, business development finance, technology and telecommunications, transportation planning, workforce development, GIS analysis, disaster preparedness, and a variety of other types of services and support for member local governments.

Founded in 1988, the NADO Research Foundation is the nonprofit research affiliate of NADO. The NADO Research Foundation identifies, studies, and promotes regional solutions and approaches to improving local prosperity and services through the nationwide network of regional planning and development organizations. The Research Foundation shares best practices and offers professional development training, analyzes the impact of federal policies and programs on RDOs, and examines the latest developments and trends in small metropolitan and rural America. Most importantly, the Research Foundation is helping bridge the communication gap among practitioners, researchers, and policymakers.

LOGISTICS

Hotel & Venue: Millennium Maxwell House
2025 Rosa L Parks Blvd
Nashville, TN 37228

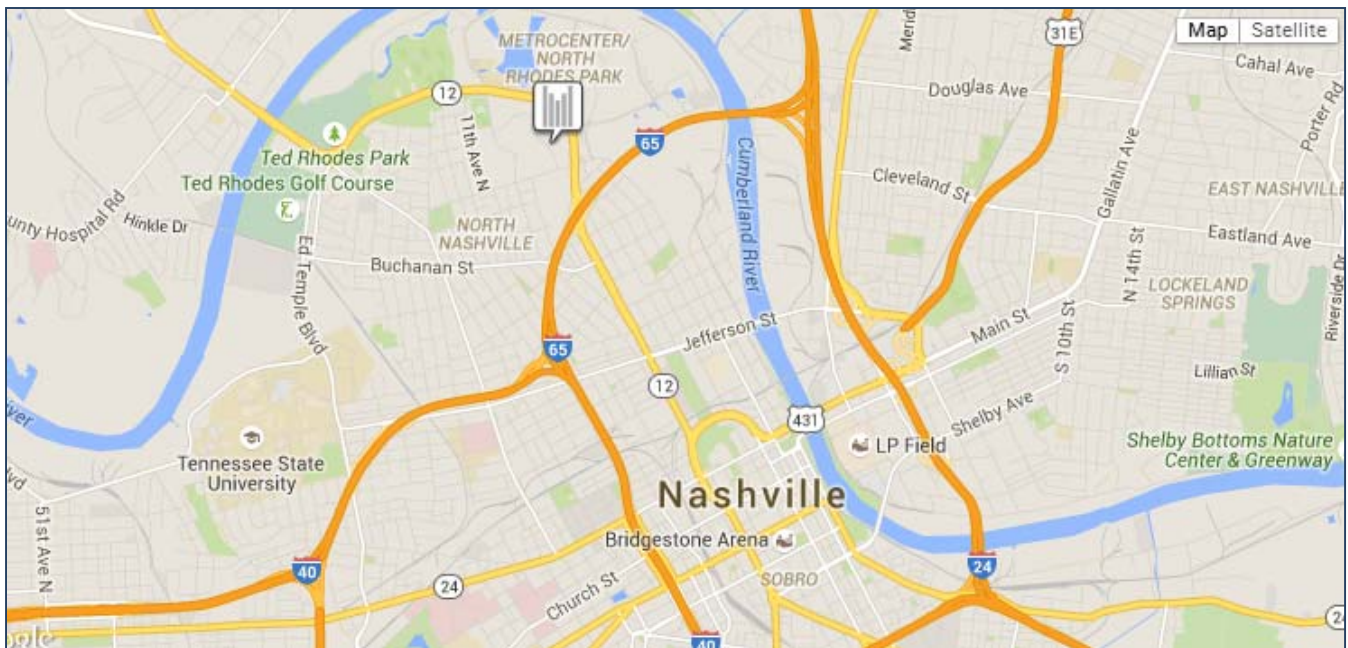
Meeting Space: Crown Ballroom (10th Floor)

Meeting Attire: Business Casual (consider comfortable shoes for the tour)

Driving Directions:

- Travel I-40 (West) through downtown Nashville to exit #208 which is 65 North.
- Take 65 North, exit #85, Rosa L. Parks Boulevard.
- Turn left, and at the second stoplight turn left again.

Complimentary on-site parking is available at the hotel.



Courtesy Shuttle Service to Downtown Nashville:

Millennium Maxwell House Hotel's shuttle service is a great way to explore the Music City. Guests can use this convenient service to access downtown Nashville's many music venues and attractions. The shuttle service is available on a first come, first serve basis and is subject to availability.

Weathering the Storm:

Building Economic Resilience through Regional Partnerships & Local Business Continuity

Millennium Maxwell House, Crown Ballroom (10th Floor)

Wednesday, August 5

12:30 p.m. Registration Opens

1:00 p.m. Welcome & Introductions

Sara James, Program Manager, NADO Research Foundation

David Purkey, Deputy Commissioner, Tennessee Emergency Management Agency

1:30 p.m. 5 x 5 Presentations: Preparing Your Region

A sampling of participants will give a five minute, five slide overview of how they are building resilience to natural disasters and other economic shocks in their communities.

Denise Imbler, Director, Emergency Planning Program, Apalachee Regional Planning Council (Tallahassee, FL)

Mike Ciriello, Planning Director, Person County (Roxboro, NC)

Sam Perren, Government Services Specialist, Middle Georgia Regional Commission (Macon, GA)

Miriam Belblidia, Co-Founder and Chief Executive Officer, Water Works LA (New Orleans, LA)

Donna Fathke, Principal Planner, East Alabama Regional Planning & Development Commission (Anniston, AL)

2:30 p.m. Networking Break

2:45 p.m. Identifying and Assessing Hazards In Your Community: What You Need to Know to Build Resilience

Attendees will learn how to identify risks and vulnerabilities in their region, assess their impact on the regional economy, and learn where to find further information, data, and tools to strengthen resilience-building initiatives. This session will also include a discussion of opportunities for aligning hazard mitigation and economic development priorities.

Josh Human, Senior Hazard Mitigation and Resilience Planner, Stantec

3:45 p.m. The Importance of Having a Plan: Business Continuity 101

Participants will be given an overview of how the practice of business continuity planning can ensure that businesses survive natural disasters and other disruptions. This session will also highlight the role that regional development districts, local governments, chambers of commerce, and other public and private entities can play in strengthening their communities by promoting and facilitating business continuity planning.

Gail Moraton, Business Resiliency Manager, Insurance Institute for Business & Home Safety

4:45 p.m. Closing Remarks, Overview of Day 2

5:00 p.m. Adjourn Day 1

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Thursday, August 6

Breakfast on Your Own

9:00 a.m. Meet in Hotel Lobby to Board Bus for Mobile Workshop

9:30 a.m. Recovering from the 2010 Flood: The Business Perspective

We will take the workshop on wheels with a driving tour of downtown Nashville to the banks of the Cumberland River where we will meet with representatives from medium-sized businesses that were severely impacted by the 2010 flood for a discussion of the unique recovery challenges each business faced.

The experiences of Stansell Electric, Ajax Turner, and Mid-South Wire Products will provide an impactful representation of mid-size businesses that often have the greatest difficulty post-disaster – they're not large enough to tap into reserves for the immediate injection of capital, and not small enough or nimble enough to quickly and easily move operations to a new location.

***Tour Facilitator:** Emily Boylan, Special Assistant to the President, Nashville Area Chamber of Commerce*

***Moderator:** Tim Roach, Deputy Executive Director for Research Planning & Development, Greater Nashville Regional Council*

11:30 a.m. Lunch & Lessons Learned... with a View!

A conversation over lunch in downtown Nashville with local officials, economic developers, business representatives, and other key stakeholders instrumental in assisting with flood recovery and rebuilding efforts in, and around, Nashville.

Matt Wiltshire, Director of Economic & Community Development, Nashville Mayor's Office

Ralph Schulz, President & CEO, Nashville Area Chamber of Commerce

Ellen Lehman, President, Community Foundation of Middle Tennessee

Daryl Phillips, Director of Economic & Community Development, Cheatham Connect

Location: Butler Snow, Pinnacle Building, 150 3rd Avenue S., 16th Floor, Nashville, TN

1:00 p.m. Return to Hotel, Networking Break

1:15 p.m. A Regional Approach to Business Continuity

South Central Tennessee Development District (SCTDD) will share a case study on their Disaster Preparedness and Business Resiliency Planning Program. Partnering with the University of Tennessee's Center for Industrial Services, SCTDD has developed business continuity plan templates for the businesses within their 13-county region and conducted localized business continuity training workshops.

Jerry Mansfield, Executive Director, South Central Tennessee Development District

Walt Wood, CECd, Consultant, South Central Tennessee Development District

Scott Johnson, Director, Bedford County Tennessee Emergency Management Agency

Albert Tieche, Consultant, University of Tennessee Center for Industrial Services

2:45 p.m. Networking Break

3:00 p.m. Bridging the Gaps: Opportunities for Collaboration

We will conclude the workshop with a panel-led discussion of how to further economic resilience through partnerships at the local, regional, and state level and how to think more innovatively and creatively about who to engage, collaborate, and partner with.

***Moderator:** Bridget Jones, Executive Director, Cumberland Region Tomorrow*

Phil Paradise, Regional Director, Economic Development Administration, Atlanta Regional Office

David Purkey, Deputy Commissioner, Tennessee Emergency Management Agency

Brooxie Carlton, Director of Community Programs, TN Department of Community & Economic Development

4:15 p.m. Closing Remarks & Conclusions

4:30 p.m. Adjourn Day 2

PARTICIPANT LIST

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