



HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

MEMORANDUM

DATE: July 13, 2020

TO: HBCRA Board of Directors

FROM: Jeremy Earle, Ph.D., AICP, Executive Director/ Assistant City Manager

SUBJECT: City of Hallandale Beach Business Disaster Guide

Over the past ten (10) months the Hallandale Beach Community Redevelopment Agency (HBCRA) has worked on developing a disaster and continuity of operations guide for our local businesses to be able to utilize when an incident or event such as a hurricane was to occur. Due to the advent of the COVID-19 pandemic that has swept the globe and negatively impacted communities nationally and locally, the HBCRA has chosen to update its disaster guide with additional incidents such as pandemics, acts of terrorism, man-made disasters such as chemical spills, and cyber-attacks, as a way to provide our businesses with as much information as possible.

The HBCRA's goal is to ensure that our businesses are as resilient as possible before, during and after a disaster by making the process of navigating a disaster much easier and more manageable.

For new and existing ventures, the information in the guide will help business owners navigate through the process of planning for a disaster, finding the right sources of funding and much more.

The Business Disaster Guide is organized in the following four (4) sections:

- 1. Introduction** – This section provides key information about the City and provides items entrepreneurs to consider when planning for disasters.
- 2. Before a Disaster** – The key issues to consider when planning or preparing for a disaster are outlined in this section. The section highlights the most common types of disasters in the region, while alluding to less frequent issues such as pandemics. For business operators that are unaware of the costs associated with preparing for a disaster, this section provides estimated costs, as well as free resources that are available for disaster preparedness.

The section provides weblinks for both a “Disaster Impact Assessment” and a “Disaster Readiness Assessments,” which are both available from various organizations. Additionally, contact information for relevant agencies and organizations are included, which is important for business owners during a crisis.

Continuity planning is also a major point that is stressed in this section. Continuity planning emphasizes the need for a business to consider strategies for moving forward successfully during and after a disaster. This information plays an integral role in how a business recovers after a disaster.

- 3. During a Disaster** – In this section, businesses are informed regarding numerous issues that may arise during a disaster. Various issues are addressed based on the type of disaster and recommendations are charted accordingly.
- 4. After a Disaster** – A thorough explanation of varying hazards that might be present after a disaster and measures to mitigate the effects as a result are included in this section. Contact information for respective organizations that manage clean-up and or disaster recovery services are also outlined.

As many businesses face financial hardship after a disaster, the guide points to resources such as SBA, FEMA and others, to name a few. Specific requirement for each sources of funding are detailed as well. Permitting instructions are alluded to, as businesses may need to rebuild structures if the disaster has affected buildings.

The Business Disaster Guide is a compilation of resources that are available to all businesses within the City. The HBCRA is committed to growing economic development opportunities within the City of Hallandale Beach, by helping our existing businesses to cope during and after a disaster, while at the same time laying the founding for attracting new businesses to the City.

The Business Disaster Guide will be available on both the City's and the Community Redevelopment Agency's website. An electronic of the guide will also be provided to each business owner upon obtaining a Business Tax Receipt (BTR).