

Emergency Support Function (ESF) 19 Business and Industry

Lead Coordinating Agency: Pensacola Area Chamber of Commerce

Support Agencies: Escambia County Department of Public Safety, Division of
Emergency Management
Perdido Key Chamber of Commerce
Gulf Coast African American Chamber of Commerce
Century Chamber of Commerce
Small Business Development Center
University of West Florida Whitman Center
Downtown Improvement Board

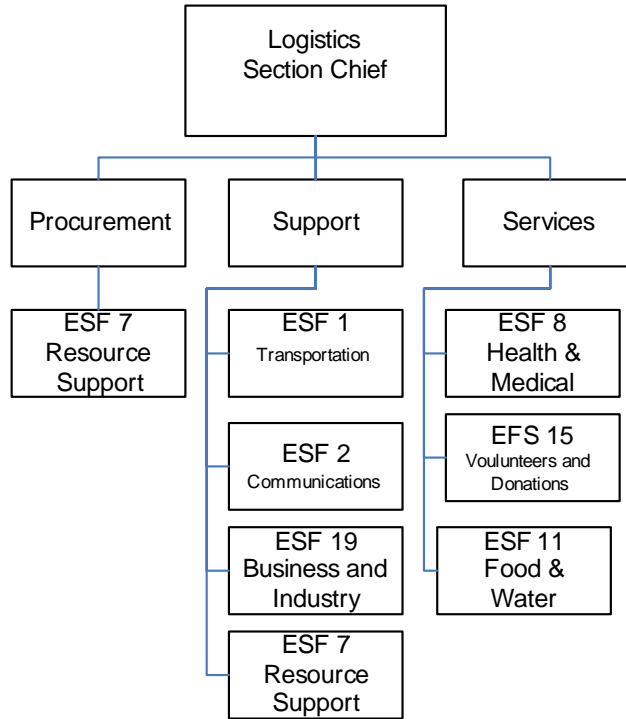
Purpose

The purpose of ESF 19 is to provide guidance and coordinate issues with Escambia County's business community in all phases of emergency management – preparedness, response, recovery and mitigation – in a sustained effort to reduce the vulnerability of this key sector to the effects of disasters, to more economically and efficiently utilize local resources, and to expedite response and recovery when a major disaster does occur.

Concept of Operations

GENERAL

1. The Pensacola Area Chamber of Commerce will act as lead agency and point of contact for the business/industrial community in Escambia County. Business preparedness programs, planning and training activities will be coordinated with other chambers of commerce in Escambia County: Perdido Key Chamber of Commerce, Town of Century Chamber of Commerce, and the Gulf Coast African American Chamber of Commerce.
3. Up-to-date resource databases will be available to provide established contacts and lists of local businesses and related organizations.
4. The business and industry function will coordinate with all elements of the Emergency Operations Center (EOC) to ensure that information disseminated in the field is timely and consistent.



Incident Command System Structure: ESF 19 – Business and Industry

ORGANIZATION

1. COUNTY

- a. ESF 19 will be coordinated by the Lead Coordinating Agency representing and coordinating activities for the business community utilizing a NIMS compliant operational system under the ICS utilized in the EOC.
- b. ESF 19 will work within the EOC ICS structure under the Logistics Section Chief coordinating activities and information to and from the community to the EOC through ESF 19.
- c. The lead agency will represent all business community interests and not just membership interests.

ALERTS/NOTIFICATIONS

- 1. Upon activation of the CEMP, the Department of Public Safety will notify the point of contact for Emergency Support Function 19 through multiple methods.
- 2. The Lead ESF 19 Coordinating Agency representative or designee will coordinate all activities of Emergency Support Function 19.
- 3. Upon instructions to activate Emergency Support Function 19, The Lead Coordinating Agency will implement procedures to notify and mobilize all personnel, facilities, and physical resources likely to be needed, based on the emergency circumstance.

ACTIONS

Actions carried out by Emergency Support Function 19 are grouped into phases of emergency management: preparedness, response, recovery and mitigation.

1. PREPAREDNESS ACTIONS

- a. Assist the development and testing of methods for communicating emergency information to businesses at risk from a disaster.
- b. Coordinate with the Emergency Management Division to identify, collect, review and disseminate appropriate disaster preparedness guides that can be tailored to the unique needs, priorities and capabilities of small businesses in Escambia County.
- c. Support and coordinate the education of member companies in the chambers of commerce on disaster mitigation and disaster assistance programs that are available through the Small Business Administration, FEMA and other agencies.
- d. Participate in all hazards exercises involving Emergency Support Function 19.
- e. Plan and coordinate activities to be implemented in the EOC with support agencies.
- f. Develop relationships with other Chambers and business interests to allow increased access to local resources to assist in the recovery phase of disasters.
- g. Develop relationships with other Chambers and business interests to allow for better access to the EOC and disaster response and recovery resources to assist with getting our community back to normal as quickly as possible.
- h. Maintain a list of Emergency Support Function 19 member companies, and jointly held assets that that can be deployed during an emergency.

2. RESPONSE ACTIONS

- a. Work with the Logistics section to coordinate resources from the community to meet unmet needs for supplies and services where appropriate.
- b. Assess local business needs in the aftermath of a disaster event to better coordinate and target response activities.
- c. The Business and Industry coordinator will work closely with all area chambers of commerce and EM to identify business and community leaders to assist in the rapid dissemination of information, identify unmet needs, establish an ongoing dialogue and information exchange, and facilitate collaborative Federal, State, and local planning and mutual support for disaster recovery.

3. RECOVERY ACTIONS

- a. Continue to provide information and support as required to impacted businesses until response activities are concluded or until they can be managed and staffed by the primary incident agency or jurisdictions.

4. MITIGATION ACTIONS

- a. Provide business owners with the appropriate expertise to participate in activities designed to reduce or minimize the impacts to businesses from future disasters.
- b. Assist in the identification of sources of funding.
- c. Assist with getting out the concept of mitigation to allow businesses to be better mitigated against future events to minimize loss due to damage and loss of income.

DIRECTION AND CONTROL

- a. ESF 19 will operate under the ICS structure in the EOC and will coordinate liaison staffing as needed and required to represent the business community in the EOC.
- a. EESF 19 will coordinate all activities with the support agencies and work under the Logistics Section Chief.

RESPONSIBILITIES

1. PRIMARY AGENCY – PENSACOLA BAY AREA CHAMBER OF COMMERCE

- a. Serve as the designated point of contact for Escambia County Emergency Support Function 19, representing the business community in the Emergency Operations Center during a disaster or emergency.
- b. Serve as a clearinghouse and repository of business preparedness guidance that is provided by the Escambia County Emergency Management Division and other sources.
- c. Coordinate the dissemination of information to member and non-member businesses following a disaster, including supporting agencies.
- d. Coordinate the receipt of assessment information from the community through to the EOC and appropriate Sections for decision-making processes.
- e. Provide status information to the Planning Section for inclusion into EOC briefings and Incident Action Plans.

2. SUPPORT AGENCIES

- a. Participate in business preparedness seminars, awareness programs, disaster preparedness training, and exercises.
- b. Assist in the dissemination of recovery information and guidance to member businesses following a disaster.
- c. Support ESF 19 in providing resource support in meet mission needs and requirements.
- d. Assist in the compilation of assessment information and data for decision making use and reporting information in the EOC and provide through ESF 19 to the Logistics and Planning Section for inclusion into Incident Action Plans.

FINANCIAL MANAGEMENT

During a response, each business is responsible for recording and tracking its own expenditures and seeking reimbursement from the appropriate resource after the event

REFERENCES AND AUTHORITIES

- State Emergency Support Function 19 Annex
- Florida Statutes 1993, Emergency Management, chap. 252 (252.31- 52.61)