

November

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-  
2019

2019 SVEDA Conference | Santa Cruz, CA

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PARTNER



# *Disasters, Recovery and Resilience:*

Sonoma County



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# Agenda

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- ✓ **BACKGROUND/FRAMING**
  - Immediate situation on the ground*
  - Initial steps taken*
  
- ✓ **RESPONSE & RECOVERY**
  - Immediate/short term*
  - Medium-term*
  - Longer-term*
  
- ✓ **SONOMA COUNTY TAKE-AWAYS**
  - Business utilization of resources; outcomes*
  
- ✓ **WRAP-UP**
  - Lessons learned; outcomes*

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Response:

*Immediate/Short-term*



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# Immediate

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- **Business Recovery Resource Guide—  
20,000 hits**
- **\$10m disaster loan fund with California  
IBank**
- **“Rapid Response” team in partnership  
with City of Santa Rosa and Santa Rosa  
Metro Chamber**
- **Economic recovery plan**

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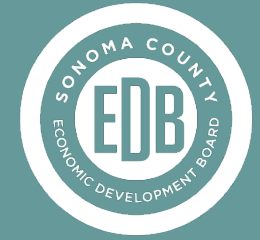


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# Response:

## *Medium-Term*



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# Open for Business Campaign

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#GATHERINSONOMA



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# #GoSoCo Campaign

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## #GoSoCo Campaign Tool Kit

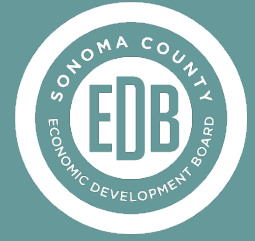


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# Information/Resource Campaign

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**WORKSHOPS, TOWN HALLS, RESOURCE EVENTS, MAILINGS,  
SOCIAL MEDIA....**

- **Chambers**
- **Cities**
- **SBDC**
- **SCORE**



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# Response: *Longer-term*



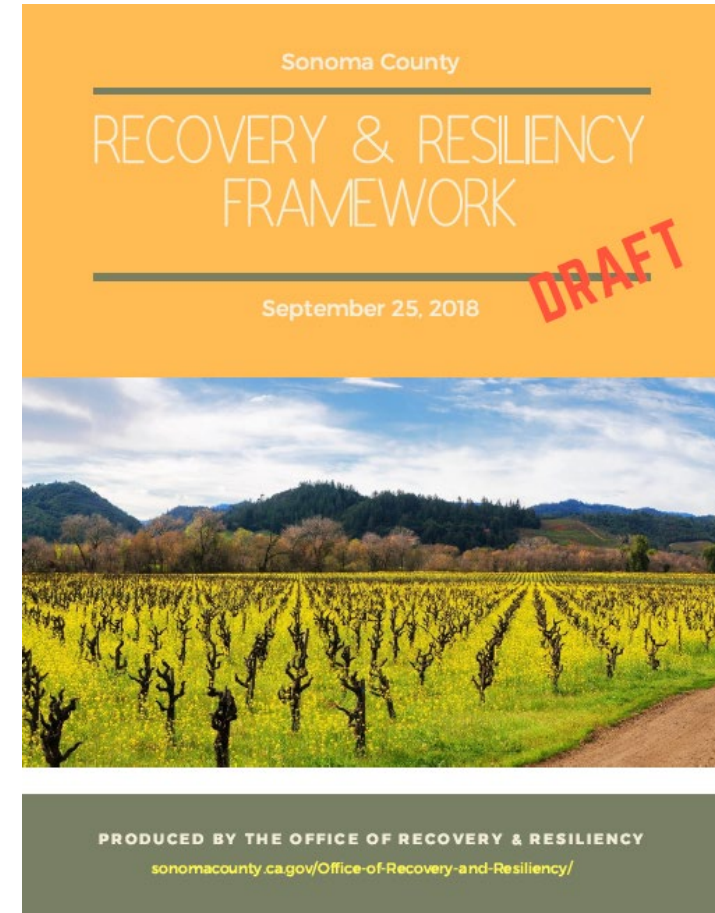
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# Recovery and Resiliency Framework

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- Preparedness and Infrastructure
- Housing
- Economy
- Safety Net Services
- Natural Resources



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# Strategic Sonoma

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## IN PROGRESS WHEN FIRES BEGAN

- Recovery
- Housing
- Workforce
- Sustainability
- Mobility/Transportation



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# Take-aways



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# Take-aways: Business Impacts

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- **Most experience significant downtime/disruption**
  - Employee evacuation
  - Road closures
  - Power outages and PSPS
- **Some retool during incidents**
  - Hotels and restaurants catered to evacuees and survivors – often for free or deeply discounted rates
- **FEMA: 40% of small businesses never reopen after disaster**

# Take-aways: Resources Available

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- **SBA**
  - Local Assistance Center
  - Disaster Loan Outreach Center
- **Microloans**
  - \$5,000 - \$50,000; 90 day deferral; lowered rate
- **Various Small Grants form Private Orgs.**
  - Exclusively for damaged/destroyed businesses in 2017

# Take-aways: Utilization

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- **Business owners hesitant...**
  - Additional debt in uncertain conditions
  - “I’m not doing as bad as some others”
- **Physical Damage difficult to quantify, Economic Injury is prolonged**
  - Timelines are constrained (roughly 2 months for physical; 9 for EIDL)

# Take-aways: Utilization

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- **SBA Approval rates**
  - Roughly 30% of 487 applications approved after 2017 fires
  - Declined - cited unacceptable credit, lack of ability to repay
- **Business owners declined**
  - Did not develop updated plan, financials, and assumptions
  - Asked for more than total loss
- **Opportunity: Leverage key local partnerships and resources**
  - Include SBDC/SCORE (and others) at the LAC or DLOC
  - Track applicants with a “case management” model



# Take-aways: Recommendation

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- **Establish a plan with community partners.**
  - Economic development
  - SBDC
  - Chambers
  - Lenders
  - Non-profits
  - Others?
- **Include FEMA, CalOES, SBA, GoBiz, and others**
  - Familiarize with process; people
  - Understand nature of a wide scope of disasters
- **Develop response framework**
  - Protocol
  - Resources

# Wrap-up

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- **New normal for CA?**
  - Now have valuable experience with cross jurisdictional/agency/sector collaboration – new and stronger relationships
  - Now understand the nature of an emergency, immediate needs, what to leave for later.
- **Businesses ARE closing**
  - Smaller businesses have limited resources; are easily taxed
  - For some, it is the only choice left
- **Positive notes**
  - Many local businesses recovered relatively quickly
  - Some received a bump in recovery-related spending
  - “visitor” economy bolstered by high occupancy rates
  - Tourism recovering, though still sensitive to fires new events/disasters



# Questions?

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