Disasters, Recovery and Resilience:
Sonoma County
Agenda

✓ 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
Response:

Immediate/Short-term
Immediate

- 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
Response:

*Medium-Term*
Open for Business Campaign

#GATHERINSONOMA

November 15, 2019
#GoSoCo Campaign Tool Kit

ALL YOU NEED IS LOCAL.

This season, shop local.
WORKSHOPS, TOWN HALLS, RESOURCE EVENTS, MAILINGS, SOCIAL MEDIA....

• Chambers
• Cities
• SBDC
• SCORE
Response:

*Longer-term*
Recovery and Resiliency Framework

- Preparedness and Infrastructure
- Housing
- Economy
- Safety Net Services
- Natural Resources
IN PROGRESS WHEN FIRES BEGAN

• Recovery
• Housing
• Workforce
• Sustainability
• Mobility/Transportation
Take-aways
Take-aways: Business Impacts

• 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

• SBA
  • Local Assistance Center
  • Disaster Loan Outreach Center

• Microloans
  • $5,000 - $50,000; 90 day deferral; lowered rate

• Various Small Grants from Private Orgs.
  • Exclusively for damaged/destroyed businesses in 2017
Take-aways: Utilization

• 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

• 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
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
• 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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