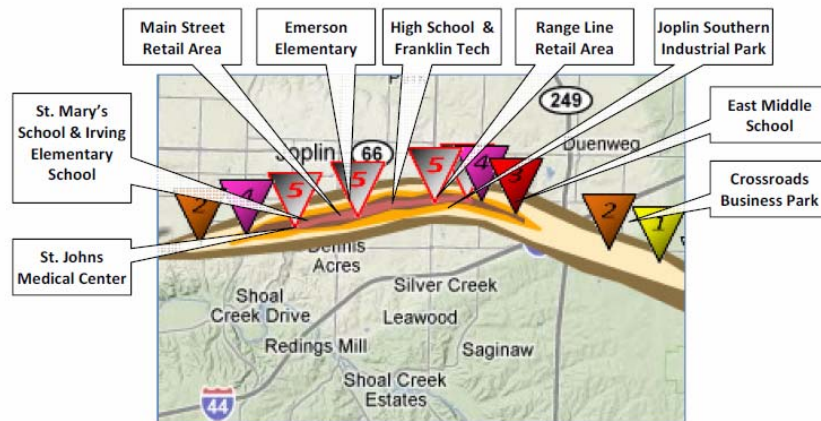




The Storm

- ▶ May 22, 2011, 5:41 pm
- ▶ EF-5 tornado through Joplin and Duquesne
- ▶ Wind speeds of up to 300 mph
- ▶ The deadliest and most destructive single tornado in the U.S. in more than 60 years

From west to east, $\frac{3}{4}$ of a mile wide, through six miles of Joplin and Duquesne at EF-4/5. Total path through Joplin and Duquesne: 10 miles



Nearly 560 employers demolished or substantially damaged; additional 400+ impacted by loss of utilities, loss of customers and/or injured employees.

More than 5,000 job positions impacted.



Response: Immediate

- ▶ Immediate (6:53 pm that night) posting on JACC facebook page. First info on where to seek help.
- ▶ First day, contact with SBTDC, SBA for business support center.
- ▶ Created “have-needs” boards to track resources
- ▶ Initial GIS mapping of path, for members and DB for non-members. Indicated 430 businesses / medical offices (Final 489)



Response: Immediate

By Tuesday, Chamber staff out in the area finding business owners and managers. More than 400 contacted in person in first 2 ½ weeks.



Response: Immediate

- ▶ Lists, lists, lists.
- ▶ Contractors, available buildings, emergency resources, “Haves”
- ▶ Listening, feedback. What did business need?
- ▶ Lots of hand-holding

Response: Immediate



Fourth Day: Business Recovery Center opens at the Chamber campus; quickest BRC opening for SBA. SBA and SBTDC co-shared space with JACC and others to give services to impacted businesses.



Response: Immediate

- ▶ Fourth day, rebuilt website focused only on disaster resources, plus updates on status of businesses
- ▶ Tuesday, nine days after, called first leadership meeting for updates, next steps, what needed to be kept on “future” list.
- ▶ Three weeks after, all 1100 Chamber members and 200+ impacted non-members reached.

Response: Into Summer

Sixth Week: Business Recovery Expo



Response: Into Summer

Business Expo – Holiday Inn

► Resources for Businesses

- Small Business Technology and Development Center
- Internal Revenue Service
- University of Missouri Extension
- Workforce Investment Board
- City of Joplin
- US Chamber of Commerce
- Missouri Insurance Commissioner
- Utility providers
- Missouri Department of Economic Development
- State of Missouri Resource and Recovery Center

Response: Into Summer

- Two months, opened Joplin Tomorrow, loan program for companies creating new jobs.
- Helped schools with space at Mall and shell building, so they could open on time, Aug 17.
- Began campaign to “Shop Joplin”. And additional campaign to drive firms to Biz Recovery Center

Response: Into Summer

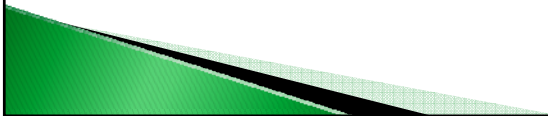
Helped Businesses reopened as quickly as possible in new or temporary locations. And celebrated!




Response: Sales Tax Campaign

- ▶ Quarter Center Parks & Stormwater Sales Tax
- ▶ 10 Yr. renewal; on ballot for August 2
- ▶ Too late to remove from ballot
- ▶ Implemented continuing committee; raised approx \$20,000
- ▶ Measure passed with 82% YES!

Response: Into Fall

- ▶ Market Street “reset” study and recommendations; including need for on-going business counseling support
 - ▶ Leveraged Chamber resources to help SBTDC obtain additional two-year, \$600,000 SBA funding
 - ▶ Funding provides additional staff housed at Innovation Center
- 

Response: CART

- ▶ Rolled original community leadership group formed post-tornado into CART.
 - ▶ Instrumental role on CART. CART plan approved by City of Joplin, Village of Duquesne, Joplin Schools, JACC Board in historic joint meeting mid-January.
 - ▶ CART plan led to new code/zoning overlays in impacted area approved by Council in March.
 - ▶ Supported Master developer concept that is now moving forward.
- 

Response: Career Pathways

- ▶ Worked with Joplin R-8 on evaluating and focusing Career Pathway learning and facility needs
- ▶ Added National Career Readiness Certification, embraced by School
- ▶ Need to expand High School and Tech School, combined into single larger facility to accommodate Career Pathway learning
- ▶ Part of \$62-million bond request in April

Response: Support the Bond

- ▶ Numerous meetings for Chamber members and teams
- ▶ Op-ed in Globe; promotion in newsletter
- ▶ Issue passed with 58% YES!

JOPLIN AREA
CHAMBER *of* COMMERCE

★ ★ ★ ★ ★
5-Star Businesses. 5-Star Eagles.

Recommendations from the JACC Experience

- ▶ Have a disaster plan.
 - JACC ; US Chamber of Commerce, ACCE
- ▶ Communication with team members, key vendors and membership
 - Minimal utilities; downed telephone lines; destroyed cell towers
 - Texts will still go through; key numbers in cell phone
 - Internet access will get to social media

Recommendations from the JACC Experiences

- ▶ Keep data backed-up, SECURE, available
 - Membership information, backed up and off-site.
 - Cloud-based with hard copy available
 - Addresses; potential to geo-map
 - Added cell phone numbers
 - All computer data, including supplier contacts, contracts, monthly financials backed-up in real time and off-site
 - Tape backups may fail or be corrupted at any time.
 - Back-ups kept in office, car, house may be destroyed
 - Attorney, CPA offices may be gone

Recommendations from JACC Experience

- ▶ Business will have immediate resource needs
 - Lists:
 - General contractors, home contractors (associations?)
 - Heavy equipment, generators, disposal bins
 - Have-Need coordination
 - Available buildings / spaces
 - Office equipment, supplies
 - Financial support:
 - List of banks with phone numbers (their contacts gone)
 - SBA, will co-locate with FEMA; open full business recovery center only in major disasters
 - Small Business & Technology Development Center, counseling for financials, business and marketing plan

Recommendations from JACC Experience

- ▶ Get outside help to staff office
 - Neighboring chambers, key volunteers, other associations, family, friends
 - Use to answer phones, address walk-ins, update lists, distribute information to staff
- ▶ Have laptop, tablet units, enabled for wireless, including cell phone connectivity
 - Wireless capacity in building
- ▶ Redundant internet service, if possible
 - Cable lost; had ATT T-1 backup
 - IF not at office, where can you connect

Recommendations from JACC Experience

- ▶ Have Facebook, other social media, page already established; update continuously
- ▶ Get out in area; communication is uncertain, face to face is better.
- ▶ Reach out to all businesses, not just members
Businesses outside the disaster area may also have been impacted, negatively or positively

Recommendations from JACC Experience

- ▶ Keep close communication with City, county, schools, and Fed agencies if engaged
 - Media and public will call all to get the story; consistency of information is critical
 - Have a designated spokesperson
- ▶ Disaster is not the time to form partnerships
 - Work together on community development / betterment initiatives on an ongoing basis
 - Have clearly defined roles in normal times; makes it easier to focus in disaster

Recommendations from JACC Experience

- ▶ Form a Foundation
 - Useful for funding support for Chamber
 - In place to receive donations in a disaster
- ▶ Be prepared to be busier than you ever dreamed possible
 - Members and community will look to Chamber to be credible source of information, response
 - Make best decisions you can; little time to reflect
 - Be KIND, to yourself, your team, your family
 - Flexibility and Forgiveness

Rejoicing and Success

- ▶ 85% of employers destroyed or significantly damaged open today (more than 470)
- ▶ 95% of impacted job positions in place; many held permanently through storm
- ▶ More than two dozen new employers in city
- ▶ JT Fund has done several projects; adding more than 20 new jobs
- ▶ Now opening Business Stabilization Fund

Rejoicing and Success:

And more than 200 children gave their impressions of the storm and recovery in a mural dedicated on a sunny Sunday in September, four months after the tornado. A project of the Chamber's Cultural Affairs Committee

