



# Indiana Office of Community and Rural Affairs

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**Mary Shaw**  
Indiana Main Street

# Are You Ready?

## Disaster Planning for Main Street Organizations



New Albany, Indiana - 1937 Flood



# The Basics

- Prepare and update a Property Inventory List for downtown
- Videotape your downtown under normal conditions
- Take photos and video after a disaster
- Get involved with your community's overall disaster readiness planning
- Encourage property and business owners to regularly assess and maintain properties
- Encourage businesses to review their insurance coverage
- Develop a list of resources
- Create an organization phone tree to mobilize volunteers
- Back up all your organization's important documents to the Cloud
- Create a "what to do if disaster strikes" pamphlet for your downtown businesses
- Be the "go to resource" for information on disaster recovery efforts in the downtown
- Keep the community informed that downtown is still open for business after a disaster

# Help Your Downtown Businesses Be Prepared

## Why Your Downtown Businesses Need to Have a Plan

- Up to 40% of businesses affected by a natural or human-caused disaster never reopen. (*source: Insurance Information Institute*)
- Customers expect delivery of products or services on time. If there is a significant delay, customers may go to a competitor.
- Insurance is only a partial solution. It does not cover all losses and it will not replace customers.
- News travels fast and perceptions often differ from reality. Businesses need to reach out to customers and other stakeholders quickly.
- A recent survey reported that nearly two-thirds (62%) of respondents do not have an emergency plan in place for their business.

Source: [www.fema.gov/media-library/resources-documents/collections/357](http://www.fema.gov/media-library/resources-documents/collections/357)

# Downtown Property Inventory

## Update Your Business Inventory Lists Annually

### BASIC INFORMATION SHOULD INCLUDE:

Current Owner Information with email address and phone number

Type of business (Use the NAICS Code)

Number of Employees

Square Footage of building used by business

Building Information

Parcel ID Number

Land Value and Improvements

General Condition of Building details

*Excellent, Good, Fair, Poor*

Is Building on the National Register?

National Register #

Photos of building (date photos)

Interior and Exterior

<b>Business and Building Inventory</b>	
<i>Business Information</i>	
Business Name	_____
Local Contact	_____
Street Address	_____
P O Box	_____
City, State Zip	_____
Business Owner (if different from Local Contact) _____	
Mailing Address	_____
City, State, Zip	_____

# Historic Properties

## Historic Preservation

National Park Service  
U.S. Department of the Interior



Cultural Resources, Partnerships, and Science



# DISASTER

**PREPARING YOUR HISTORIC RESOURCES FOR DISASTER**

5.50 x 11.00 in Natural and manmade disasters cause devastating impacts to communities and lives nationwide.

This great checklist can be found at:

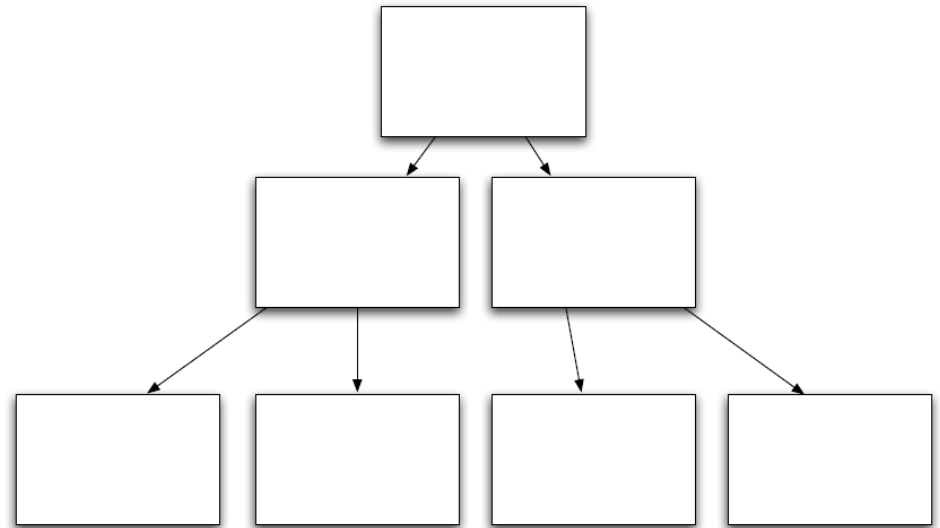
<http://ohp.parks.ca.gov/pages/1054/files/DisasterChecklist2015.pdf>

# Gather Resources

- Indiana Department of Homeland Security
- FEMA
- OSHA
- County Emergency Management Agency
- Local emergency contacts
- Local relief organizations
- Faith-Based Organizations
- Insurance companies
- Local hospitals & clinics
- Business owners contacts
- *Be sure to have a back-up of your information on the Cloud!!*

Create a phone tree to mobilize volunteers and resources if disaster strikes!

PHONE TREE  
FOR EACH BOX PLEASE ENTER THE FOLLOWING:  
NAME, TITLE AND PHONE NUMBER



# Community Engagement

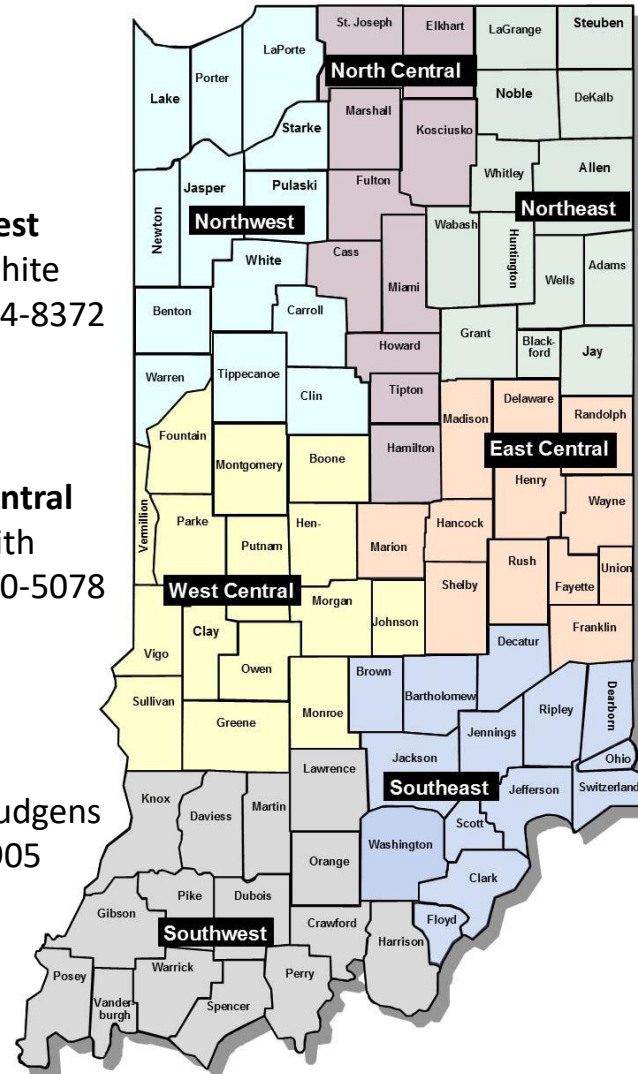
## WHAT MAIN STREETS CAN DO DURING DISASTER CLEAN UP

- Help coordinate donations
- Know which businesses can be used for shelters / command centers
- Be a resource for information on free assistance and services
- Be a resource on where to find salvage and construction companies
- Share your property inventory list with emergency management team to help prioritize clean up efforts
- Use your social media platforms to provide situational updates
- Keep community informed on store closings and openings

***Encourage community to continue to visit and shop downtown!***



# Community Liaisons



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**West Central**  
Paul Smith  
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**Southwest**  
Christmas Hudgens  
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Christmas Hudgens  
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