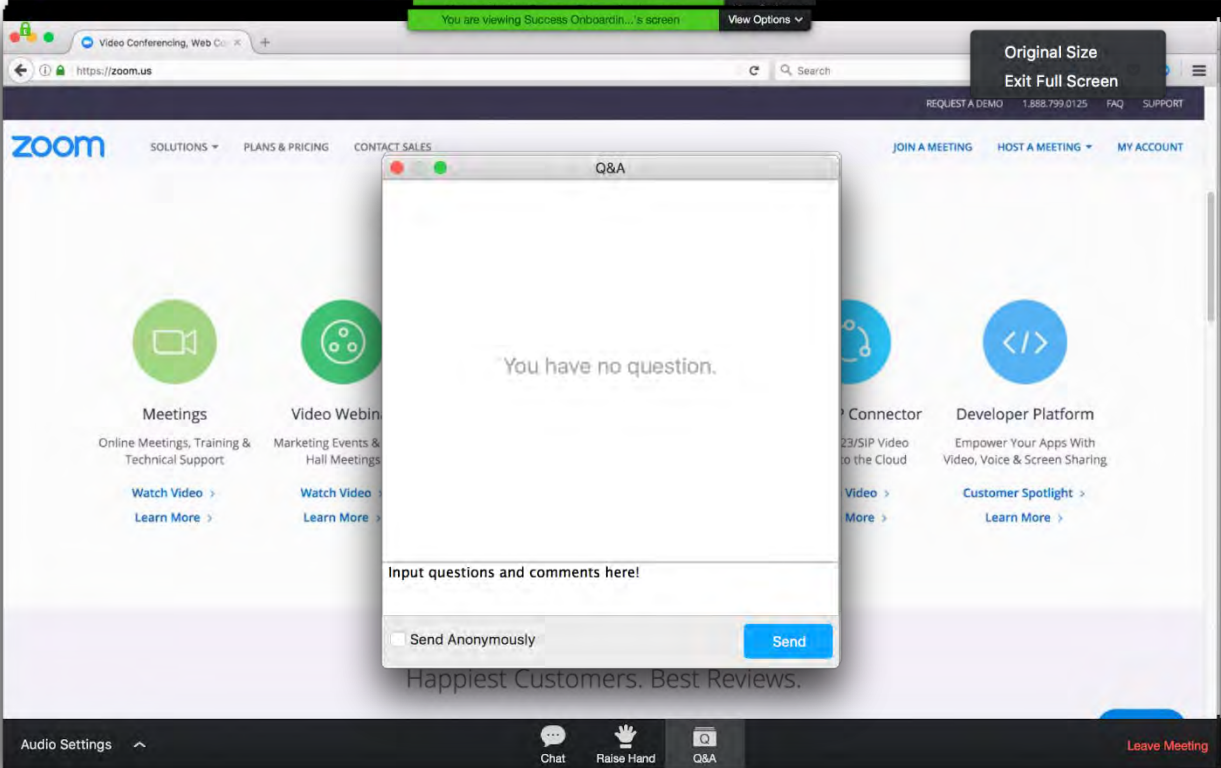


VISIT FLORIDA

2019 Crisis Management

Tropical Storms & Hurricanes

HOUSEKEEPING: Zoom Participation and Interaction



Agenda

- I. Welcome
- II. VISIT FLORIDA & Florida Now
- III. Expedia
- IV. Florida Division of Emergency Management
- V. Florida Department of Economic Opportunity
- VI. Industry Action Items



VISIT FLORIDA & Florida Now

VISIT FLORIDA's Role:






Florida Now is a dedicated landing page on VISITFLORIDA.com and serves as the communication platform to enable potential visitors to make their Florida vacation plans based on messages from official resources and real time information from local sources.


Messaging:

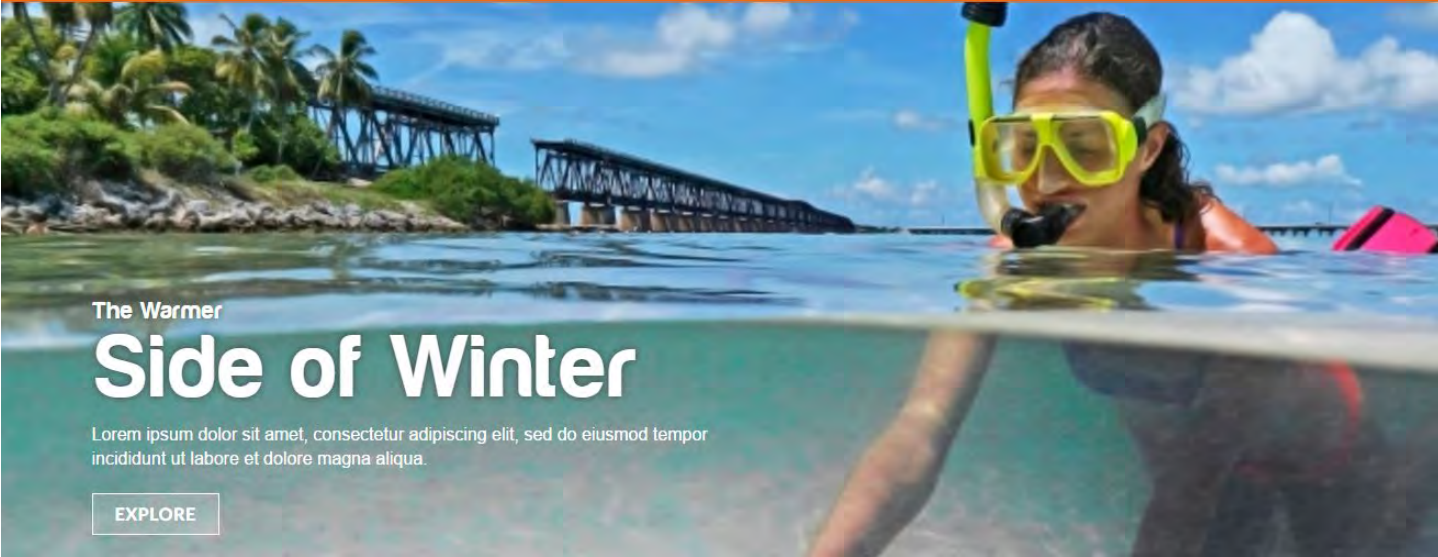
Florida Now includes Travel Advisory messages with detailed information on the latest weather conditions, including links to the official sources such as NOAA and NHC, as well as aggregated DMO Twitter feeds for real-time local destination messaging.



VISITFLORIDA.com Home Page Ribbon

VISITFLORIDA Beaches Cities Map Things to Do Deals Events More     

As of 3:52AM Monday morning, the east coast of Florida is under a tropical storm watch. [Read More! News](#) 



The Warmer
Side of Winter

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[EXPLORE](#)



Florida Now: Travel Advisory Section

Weather Alert

01:42 PM, May 23, 2017 EST

As of 3:52AM Monday morning, the east coast of Florida is under a tropical storm watch.

As the Sunshine State's official source for travel planning, the health and safety of our visitors is VISIT FLORIDA's highest priority. Hurricane Arlene has dissipated completely and is no longer a threat to Florida. However, there continues to be some flooding, road closures and power outages in the most heavily impacted coastal areas of eastern Central and North Florida.

While VISIT FLORIDA updates this page regularly, please be aware that information could change hourly. Below are links to official sources that will allow you to keep up with the latest changes.

Florida Emergency Information 24-hour Hotline: 800-342-3557

Text "FLPrepares" to 888777 to receive AlertFlorida notifications

Accommodations Information: www.Expedia.com/Florida

**Real-Time
Traffic
Information**

**Division of
Emergency
Management**

**National
Hurricane
Center**

**Current
Travel Safety
Information**



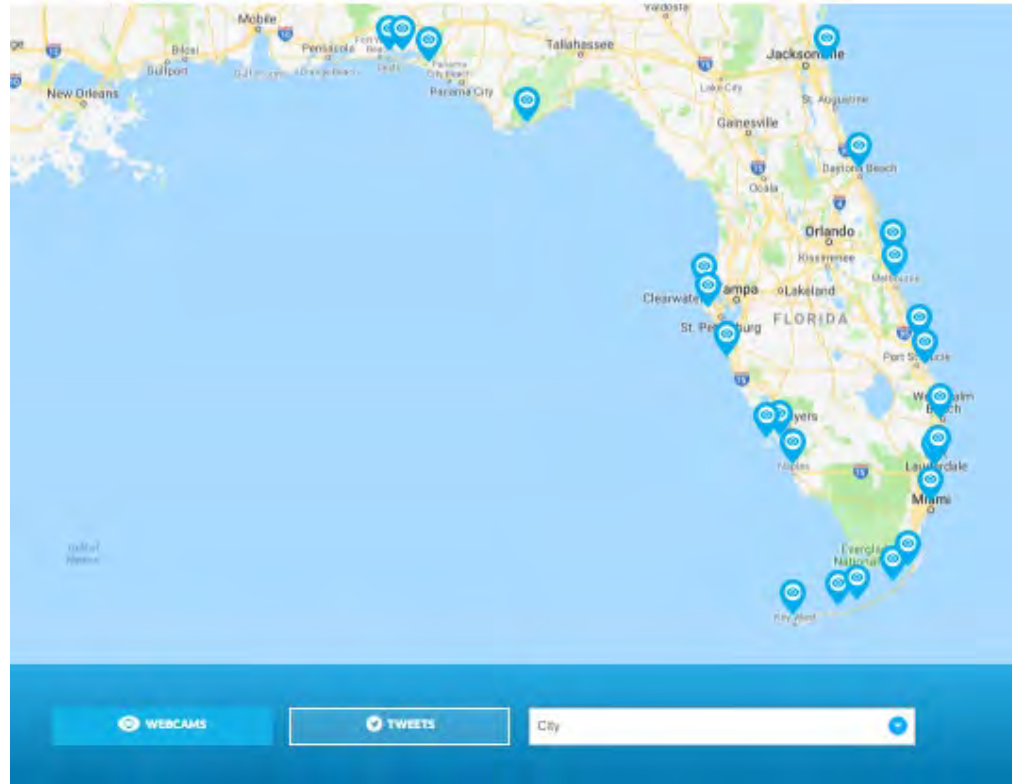
Florida Now: Map Section

The screenshot displays a map of Florida with numerous blue location pins indicating active tweets. A tweet overlay is visible for Winter Haven, @VisitCentralFL, dated Tue Apr 22 2014. The tweet text reads: "Yesterday was #EarthDay, but @LEGISLANDFL is committed to shrinking its carbon footprint 365 days a year! Read... <http://t.co/kaQ3ry5lW>".

At the bottom of the map interface, there are three buttons: "WEBCAMS", "TWEETS", and a search bar containing "Winter Haven".



Florida Now: Map Section (continued)



VISIT FLORIDA & Expedia Group Crisis Management Plan

Linda Zimmerman, Sr. Business
Development Manager
Expedia Group Media Solutions



Expedia Group™ Media Solutions Global Brand Network

With a global audience of
qualified travel consumers



200

Sites



75

Countries



35

Languages



Expedia Group Brings Travelers to Florida

Total Travelers to Florida : **23.6M**

April 2018 – March 2019

Top 10 Air Markets by Air Ticket Sales:

New York

Washington

Newark

Los Angeles

Chicago

Detroit

Boston

Atlanta

Philadelphia

Minneapolis



2019 Crisis Management Support

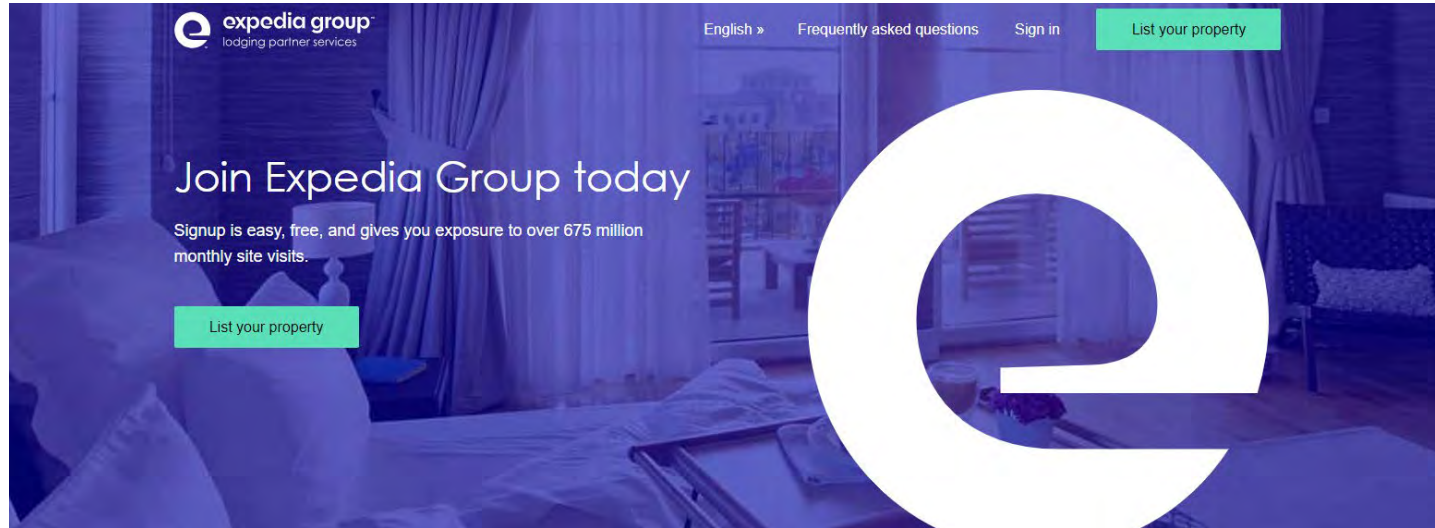
- Expedia will partner with VISIT FLORIDA to support any crisis that should arise
- Expedia will update the dedicated landing page: **www.Expedia.com/Florida**.
- Expedia will alert internal teams such as lodging, client support, and customer operations.
- Expedia lodging team will work with lodging partners to monitor availability and help maintain and promote fair market pricing.
- Expedia will remain in continuous contact with VISIT FLORIDA, and update internal teams as well as the landing page accordingly.
- When a crisis is over, Expedia will remove listings from landing page, usual Expedia listings will remain active at all times.

How you can help – current Expedia partners

- Update rates and availability: Expedia Partner Central or Channel Manager
- If you need urgent assistance, contact your Expedia account manager, their team alias or Hotel Help:
 - Orlando: TeamOrlando@expediagroup.com
 - Miami & Fort Lauderdale: TeamMiami@expediagroup.com
 - AreaWestFL@expediagroup.com: Ft. Myers, Crestview-Mariana, Gainesville, Lake City, Leesburg, Melbourne, Naples, North Orlando (Mt. Dora, Lake Mary, Leesburg-The Villages), Palm Beach, Port Charlotte, Sebring, South Orlando Suburbs (Haines City, Lakeland), Tallahassee, Tampa, Treasure Coast
 - Hotel Help for all destinations: hotelhelp@expediagroup.com

Not a partner with Expedia?

Visit JoinExpedia.com to sign-up



Please Note: Expedia will not be able to onboard during time of Crisis

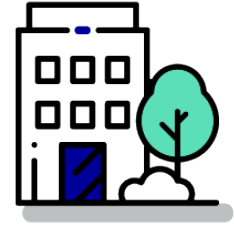
Key Takeaways



**Strategic
Partnership**



**Communicate
with Expedia**



**Manage Rates
& Availability**

Division of Emergency Management

How to Find and Share Information During a Disaster

Jason Mahon
Press Secretary



FloridaDisaster.org/info

Emergency Info

[Residents Should Obtain Required Permits Before Rebuilding](#)

[DR-4399-FL Public Notice](#)

Power Outages

[State of Florida Power Outage Dashboard Map Showing the Current Situation](#)

[Power Outage Information by County](#)

[Archive](#)

[Individual Company Restoration](#)

See below for a list of power providers and links to report outages and/or view more details.

Financial Assistance Resources



[Disaster Dislocated Worker Program](#) - Dislocated worker grants are awarded for temporary employment to workers affected by major dislocations, including natural disasters.

Info from Other Agencies



Social Media

Twitter: @FLSERT

Facebook: www.facebook.com/FloridaSERT

FL Division of Emergency Management
@FLSERT

The FL Division of Emergency Management is the lead consequence management agency for the State Emergency Response Team (SERT). For local emergency, call 911.

Florida
floridadisaster.org
Joined September 2009

In times of crisis, this account helps share critical information with Twitter Alerts. Be prepared.

1,434 Photos and videos

Severe Thunderstorm Warning
Valid until 2:45 PM EDT Sunday May 5, 2019

Threat Information
WIND Up to 60 MPH
HAIL Pony sized possible

Potential Exposure
Population: 243,928
Schools: 61
Hospitals: 4

Tweets 10.6K | Following 835 | Followers 31.1K | Likes 1,204 | Lists 11 | Moments 0

Florida Division of Emergency Management
@FloridaSERT

Home | About | Photos | Videos | Notes | Posts | Events

Like | Follow | Share

Create Post | Live | Event | Offer | Job

Write a post...

Photo/Video | Feeling/Activ... | Check in

Learn More

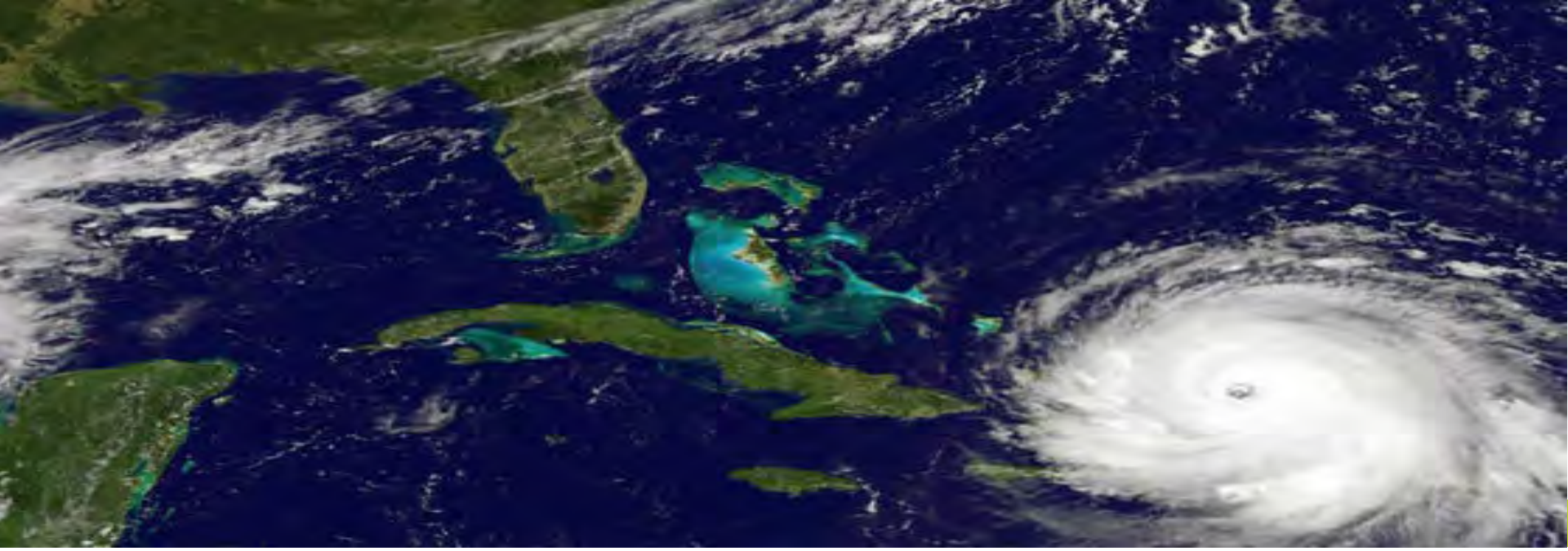
ABOUT FLORIDA DIVISION OF EMERGENCY MANAGEMENT

Important Contacts

- 1- www.FloridaDisaster.org/counties
- 2- www.FloridaDisaster.org/business
- 3- www.FloridaDisaster.biz
- 4- **ESF 18**

Private Sector Hotline: (850) 815-4925
ESF18@EM.myFlorida.com





DEO and Disaster Response- ESF 18

Beverly Byerts, *Private Sector Disaster Coordinator*



Emergency Support Function 18



Business, Industry and Economic Stabilization

State level support for businesses and the private sector in disaster preparedness, response and recovery

Partnerships



ESF 18 as Public Private Partnership

- Support function members present at the Emergency Operations Center include Florida Retail Federation, Florida Restaurant and Lodging Association, VISIT FLORIDA, Florida Chamber of Commerce, Florida Small Business Development Center Network.

Information Sharing



Situational updates

- Information about state actions, weather updates, major road closures, evacuations orders, etc.
- ESF18 continually communicates with stakeholders in a variety of ways. These include through our online platforms, regular coordination calls, distribution lists and other stakeholder calls and meetings.

Resource Sharing



Available Resources and Needs Identified

- Government, nonprofits and even other businesses can identify needed resources, and the private sector can provide assistance based on availability.

Business Status Updates



Damage Assessment and Open/Closed Status Surveys

- Helps to identify the status of major retailers and other community businesses, identify the challenges to reopening and what government can do to help.
- Identifies resources for businesses to jump start recovery, or plan for long-term recovery.

ESF 18 Responsibilities

ESF 18 Communication

- “Business Hotline” - (850) 815-4925
- ESF 18 Inbox – esf18@em.myflorida.com
- Only active when ESF 18 is staffed
- Frequently asked questions include information about:
 - Recovery Resources
 - Contracting with the state
 - Evacuation and re-entry for businesses with essential commodities

FloridaDisaster.Biz

The screenshot shows the FloridaDisaster.Biz website homepage. At the top, there is a navigation bar with the logo on the left and links for PREPARE, RESPOND, RECOVER, and CONTACT on the right. Below the navigation bar is a large dark blue banner with the text "Welcome to FloridaDisaster.biz" and "Helping Florida businesses prepare, respond and recover from hurricanes and other disasters." To the left of the banner is a registration form with fields for "Enter User Email to" and "Enter Password", a "Save Online ID" checkbox, and a "SIGN IN" button. Below the banner are four featured content blocks: "SMALL BUSINESS DISASTER LOANS" (with an image of a blue van), "BUSINESS PREPAREDNESS TOOLKIT" (with an image of people holding an "OPEN" sign), "BUSINESS DAMAGE SURVEYS" (with an image of a man in a blue shirt talking to others), and "RE-ENTRY AFTER A DISASTER" (with an image of a flooded street). To the right of these blocks is a "Tweets" section with three tweets from @FL511_state. At the bottom of the page is a footer with copyright information and links for Privacy, Legal, Site Map, and Contact Us.

FLORIDA DISASTER.BIZ

PREPARE RESPOND RECOVER CONTACT

REGISTER YOUR BUSINESS

Enter User Email to

Enter Password

Save Online ID

SIGN IN

Forgot Online ID | Forgot Password

Welcome to FloridaDisaster.biz

Helping Florida businesses prepare, respond and recover from hurricanes and other disasters.

SMALL BUSINESS DISASTER LOANS

BUSINESS PREPAREDNESS TOOLKIT

BUSINESS DAMAGE SURVEYS

RE-ENTRY AFTER A DISASTER

Tweets

FL511 Statewide (@FL511_state)
Updated: Planned construction in Orange on I-4 east ramp from Exit 75A Universal Blvd, on-ramp closed. Last...[f1511.com/EventDetails/D...](#)

FL511 Statewide (@FL511_state)
Cleared: Crash in Pinellas on I-275 south before Exit 25 38th Ave N, left lane blocked. Last updated at 02:46:36PM.

FL511 Statewide (@FL511_state)
Updated: Emergency vehicles in Charlotte on US-41 south beyond Tuckers Grade. all lanes

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FloridaDisaster.Biz

ADMIN PREPARE RESPOND RECOVER CONTACT

Essential Elements of Information

Copy Excel CSV PDF Print

Search:

County	Region	EOC Activation	Evacuation Orders	Local Emergency Declaration	Shelters	Special Needs Shelters	Government Closures	School Closures	Executive Order	Bridge Loan Active	Individual Assistance Declared	Public Assistance Declared
Bay County	Region 1	Partial Activation	Declared	Evacuation Lifted	Closed	Closed	Reopened	Some Closures	Declared	Declared	Declared	Declared

Showing 1 to 1 of 1 entries

Previous 1 Next

Situation Report No. 66

Training
 The Florida State Emergency Response Team
 State Emergency Operations Center Activation Level: 1
 Reporting Period: 8/30/2017 1500/hrs - (8/31/2017 1500 hrs
 Information Current as of 1430 hrs

Current Situation

As of 11am EDT, Irma was a tropical storm with maximum sustained winds of 65 northwest at 18 mph. The tornado watch has been cancelled as the tornado threat

Weather Summary

Only isolated showers remain in the Peninsula and the Northeast Florida, with a concerns continue as river levels rise. Many rivers in Northeast Florida hit record

Consequences

Tropical Storm Warnings remain in place from the Volusia/Brevard County line n along the Gulf Coast. This includes inland counties in these areas. Storm Surge FLGA border southward to the Flagler/Volusia County line, and Tampa Bay.

State Actions

- SEOC is activated to a Level 1 with 24-Hour Operations

State Office Closures

State Offices in all 67 counties are closed.

ADMIN PREPARE RESPOND RECOVER CONTACT

Traffic - Florida Highway Patrol Traffic Incidents - FL511 Traffic Events

Find address or place

Traffic Summary

- FHP - Closures 1
- FHP - Crashes 20
- FL511 - Crashes 1
- FL511 - Congestion 7
- FHP - All Other Incidents 13
- FL511 - Other Incidents 11
- FL511 - Planned Construction 13
- FHP - Brush Fires 0
- FL511 - Traffic Cameras
- FL511 - Traffic Counters
- Traffic Camera - Leon County

Closures State - Florida

road_status	Closed
providetail	0
roadid	State - Florida
roadname	Shoreline Drive
cross_street_1	Bay Drive
cross_street_2	Medium
road_geometry	10/12/2016 4:54 PM
status_changed	12/31/2016 4:54 PM
est_start_open	May 219 and Highway 95
suggested_delay	
additional_details	
contact	Randall Taylor
agency	FL511

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Business Damage Assessment FORM (* is required)

Providing information in the fields below submits a survey to determine damage related to disaster impacts in Florida, and does NOT serve as an application for resources, including the Small Business Emergency Bridge Loan. Please click [HERE](#) to apply for the bridge loan. After filling out the survey, federal, state or local agencies may reach out to you through the contact information provided if you indicate your interest.

Surveys are public record and must be made available to the public and media upon request.

Event/Incident: *	<input type="text" value="-----Select Event-----"/>
Business Name: *	<input type="text"/>
Business Location:	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City:	<input type="text"/>
County: *	<input type="text" value="-----Select County-----"/>
State:	<input type="text" value="-----Select State-----"/>
Zip Code:	<input type="text"/>
Contact Details	
First Name: *	<input type="text"/>
Last Name: *	<input type="text"/>
Email: *	<input type="text"/>
Phone:	<input type="text"/>
Business Type:	<input type="text" value="-----Select Category-----"/>
Currently Open for Business? *	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Open in Alternate location
Did your Business Location Suffer Damages?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure
Type of Damage?	<input type="checkbox"/> Physical <input type="checkbox"/> Economic
If your business is not usable, what type of space do you require?	<input type="text" value="-----Select Space Type-----"/>
Square Feet Needed:	<input type="text"/>
Estimated length of time needed: (Approx Days)	<input type="text"/>
Did you or will you lose business due to this emergency/disaster?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure
What were your business revenues during the period?	<input type="text"/>
What were your business revenues during the same period of the prior year?	<input type="text"/>
Do you have business interruption insurance?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure
Please estimate the total cost to your business due to this emergency/disaster:	<input type="text"/>



PREPARE

RESPOND

RECOVER

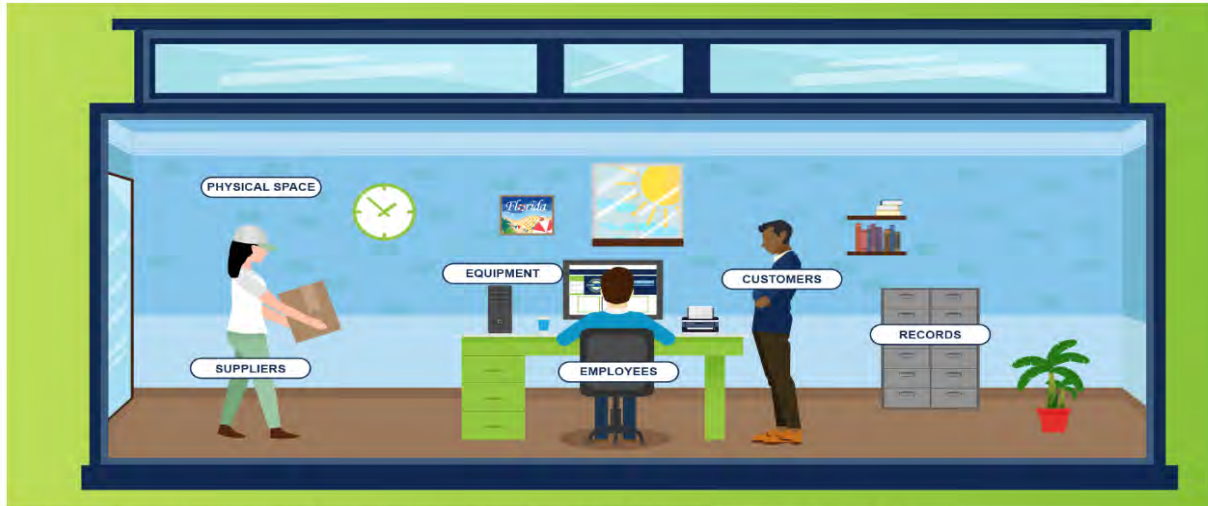
CONTACT

Select Language | A A Public Records

Disaster Planning Toolkit

Complete your Business Disaster Plan by clicking the buttons below and answering the questions. Once you have completed all sections, the "My Business Disaster Plan" link will appear. [Log In](#) now to save to your profile.

[REGISTER AND SAVE TO YOUR PROFILE](#)



*Each topic must be completed to generate your plan. Once you have completed a section, you will not be able to edit your answers until all sections are completed.

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FloridaDisaster.Biz

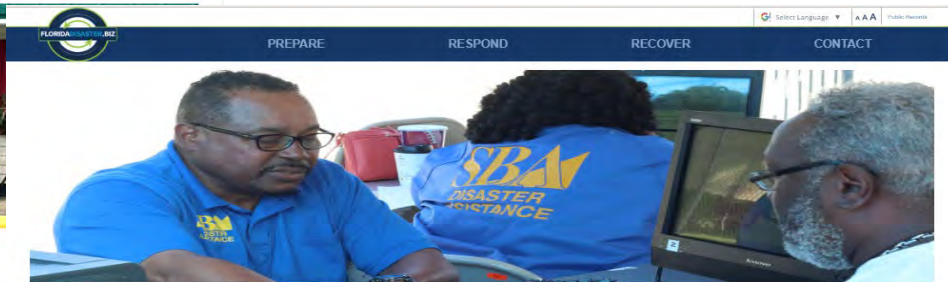


Small Business Emergency Bridge Loan

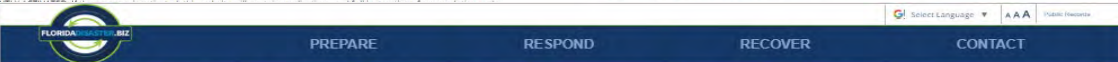
The Small Business Emergency Bridge Loan Program supports businesses impacted by disaster by providing short-term, interest-free loans to small businesses to cover economic damage during the storm. The program bridges the gap between the time a major catastrophe hits and when a business has secured longer-term recoup sufficient profits from a revived business, receipt of payments on insurance claims or federal disaster assistance.

Loan Details

THIS LOAN PROGRAM IS NOT CURRENTLY OPEN FOR APPLICATIONS. For more information, visit www.floridadisasterbiz.com.
Bridge Loan request as well as other disaster relief requests.
Amount: Between \$1,000 and \$50,000.
Term: 180 days.
Interest: Loans will be interest-free.
Payments: Payments are not required.
For more information, or to apply for



SBA Small Business Loans



Dislocated Worker Grant Program

National Dislocated Worker Grants are awarded for temporary employment to workers affected by major dislocations, including natural disasters. Disaster relief employment can be in the form of temporary jobs to address structural and humanitarian needs of residents of an area that has suffered a federally declared emergency or major disaster.

Disaster relief employment is restricted to projects that provide food, clothing, shelter and other humanitarian assistance for disaster victims and projects that involve demolition, cleaning, repair, renovation and reconstruction of damaged structures and facilities.

Individuals who qualify for disaster relief employment are people who are temporarily or permanently laid off as a consequence of the disaster, dislocated workers and individuals who are long-term unemployed.

For information regarding National Dislocated Worker Grants, visit your local CareerSource Center at www.careersourceflorida.com/your-local-team.

ins, homeowners and renters for physical and economic damage to real estate, personal property,

Questions & Contact



Beverly Byerts
DEO Private Sector Disaster Coordinator
Phone: 850-245-7112
Email: *Beverly.Byerts@deo.myflorida.com*

Industry Action Items – Key Takeaways

PRE

- Connect with your local emergency management centers (<https://floridadisaster.org/counties/>).
- Actively engage in social media listening and monitoring.
- Follow the lead of local DMO and ensure Twitter accounts are updated and active with timely messages for visitors and potential visitors.
- Monitor and share the *Florida Now* page to ensure the dissemination of up to date information.
- Be ready to communicate with Expedia team as they reach out

DURING

- Continue to align messaging with local DMO and VISIT FLORIDA throughout incident.
- Direct visitors to FloridaNow.com for the most up to date information.
- Continue to engage in social media listening; join the conversation at the right time.
- Coordinate with your local emergency management center to provide updates about your business.

POST

- Inform VISIT FLORIDA of local storm impact.
- Coordinate media relations with VISIT FLORIDA efforts where appropriate.
- Share any positive/unaffected content using #FloridaNow to keep your destination in a positive light.
- Coordinate with your local emergency management center to provide updates about your business.



Q & A

- ❖ Will I be updated regularly regarding VISIT FLORIDA's messaging?
 - Yes, VISIT FLORIDA Communications will issue regular messaging updates.
- ❖ With whom do I share my local updates and messaging?
 - Please send local updates and messaging to PR@VISITFLORIDA.org.
- ❖ With whom do I coordinate any local media inquiries?
 - If you receive any local media inquiries that have a statewide focus and require a state-level spokesperson, please contact the VISIT FLORIDA Corporate Communications team at media@VISITFLORIDA.org.
- ❖ Should I continue to use #LoveFL during a crisis situation?
 - No. During "Blue Sky" times, we use #LoveFL. During "Gray Sky" times, we switch over to #FloridaNow to show visitors what's happening in Florida in real time.
- ❖ Will VISIT FLORIDA share industry Facebook posts, Tweets, etc. on VISIT FLORIDA channels?
 - Yes, when deemed appropriate by our staff. Sharing will depend on areas affected. We will be looking for content tagged with #FloridaNow.



Contact Us

Industry Relations Team

Hotline: (877) 435-2872

Email: partner@VISITFLORIDA.org

Find your Regional Partnership Manager: <http://bit.ly/VisitFloridaRPMs>

Corporate Communications Team

Email: media@VISITFLORIDA.org

Stay Connected



[Facebook.com/FloridaTourism](https://www.facebook.com/FloridaTourism)



[Twitter.com/FloridaTourism](https://twitter.com/FloridaTourism)



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