

How to Gather & Share Data About Local Business Needs



Community Futures British Columbia

Rural Resiliency Initiative

communityfutures.ca

Repetition, repetition, repetition.

Your community will be better prepared for an economic emergency if businesses are used to thinking about hazards and aware of the resources at hand, and if local emergency managers are kept in the loop about the needs of local businesses.



Source & Compile “Lessons Learned”

Ask your partners what they learned about local economic emergency management. Contact: Economic development organizations, Chambers of Commerce, tourism promotion groups and industry advocacy groups, e.g. Association of Supply Chain Managers.



Check in With Businesses Regularly

Create a process to record business profiles, their responses and your activities. Be ready to categorize needs by frequency and severity. Send surveys, make calls, visit in-person or host/co-host a discussion (e.g. by sector, by area in town). Determine as best you can the needs of businesses before, during and after a disaster. Contact the RRI for templates.

BONUS: This work primes your CF to conduct economic impact analysis during and after a disaster.



Share What You Learned

Share “lessons learned” and business needs with your emergency management or disaster recovery team. Record any existing resolutions for businesses, and any issues that need attention for new resolutions.



Promote Resolutions

Use newsletters, social media, events etc. to show businesses your team has heard their needs and can assist. Promote success and good news stories.