



# Emergency Preparedness Workshop

Horizon Council Business Issues Committee & EDO



# John T. Schultz

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## Chief of Emergency Management



# Agenda

- Small Business Development Center Presentation – Disaster Access Response and Access to Capital
- Emergency Operations Center – County and Municipality Disaster Preparedness and Response. How your business can assist in recovery
- Panel Discussion – Preparedness and Recovery in Banking, Property Management, and Commercial Insurance
- Business Continuity Planning Guide Review, Resources, and Implementation



# Florida Small Business Development Center at Florida Gulf Coast University



# FGCU-Lutgert College of Business



**Small Business Development Center**  
**10720 FGCU South Bridge Loop Road,**  
**Fort Myers, FL 33965**

**239-745-3700**

**[egoldbach@fgcu.edu](mailto:egoldbach@fgcu.edu)**

# Who We Are

- Federally funded
- Provide no-cost confidential technical assistance to businesses
- "Florida's Principal Provider of Business Assistance"
  - [ § 288.001, Fla. Stat.]
- Partnership of 9 regions



# Mission Statement

We are a customer driven organization of business professionals, dedicated to helping small businesses succeed, by enthusiastically providing creative solutions which exceed customer, employee, and stakeholders expectations.

# What We Do

- Consulting
- Training
- Outreach

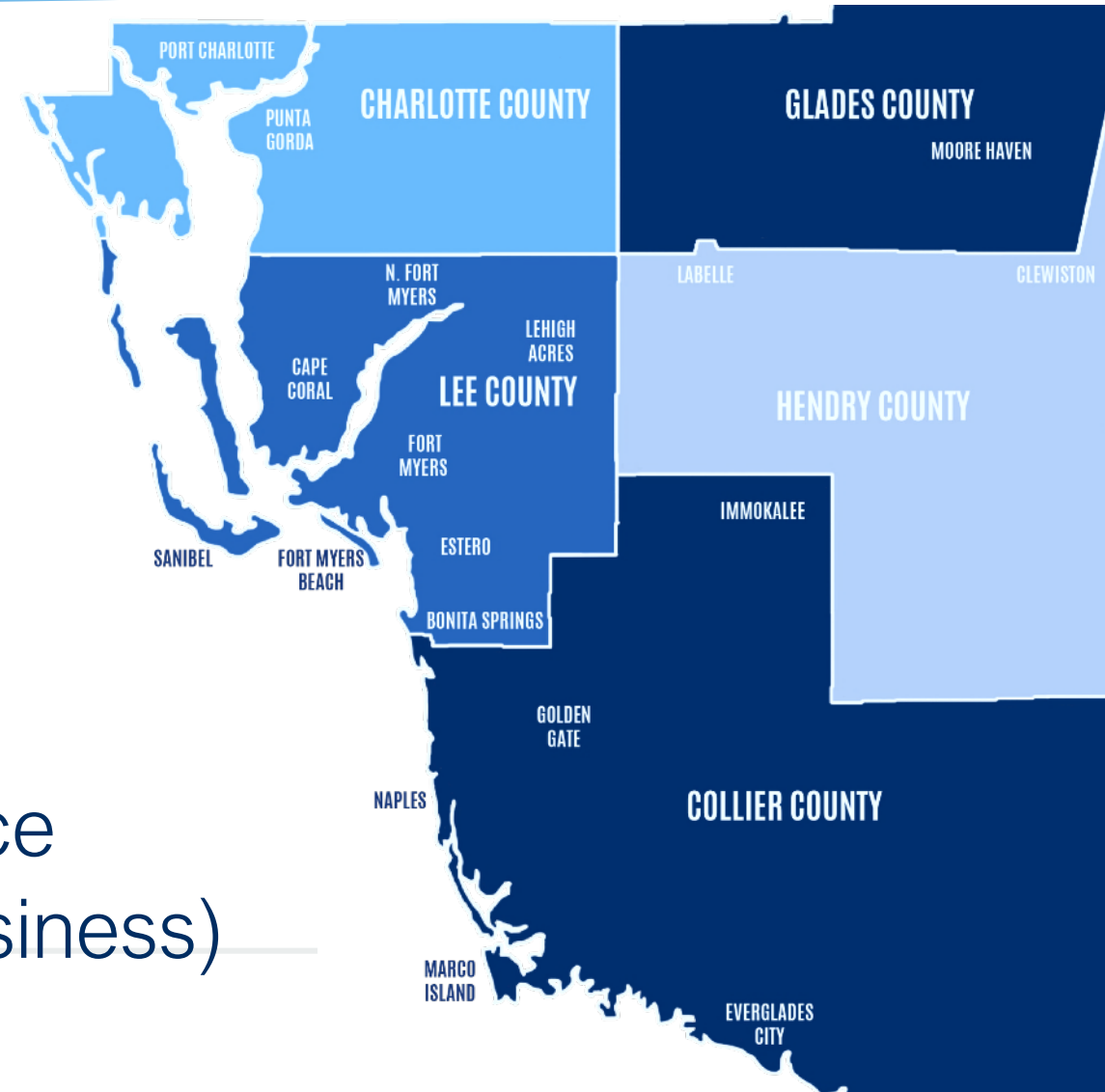


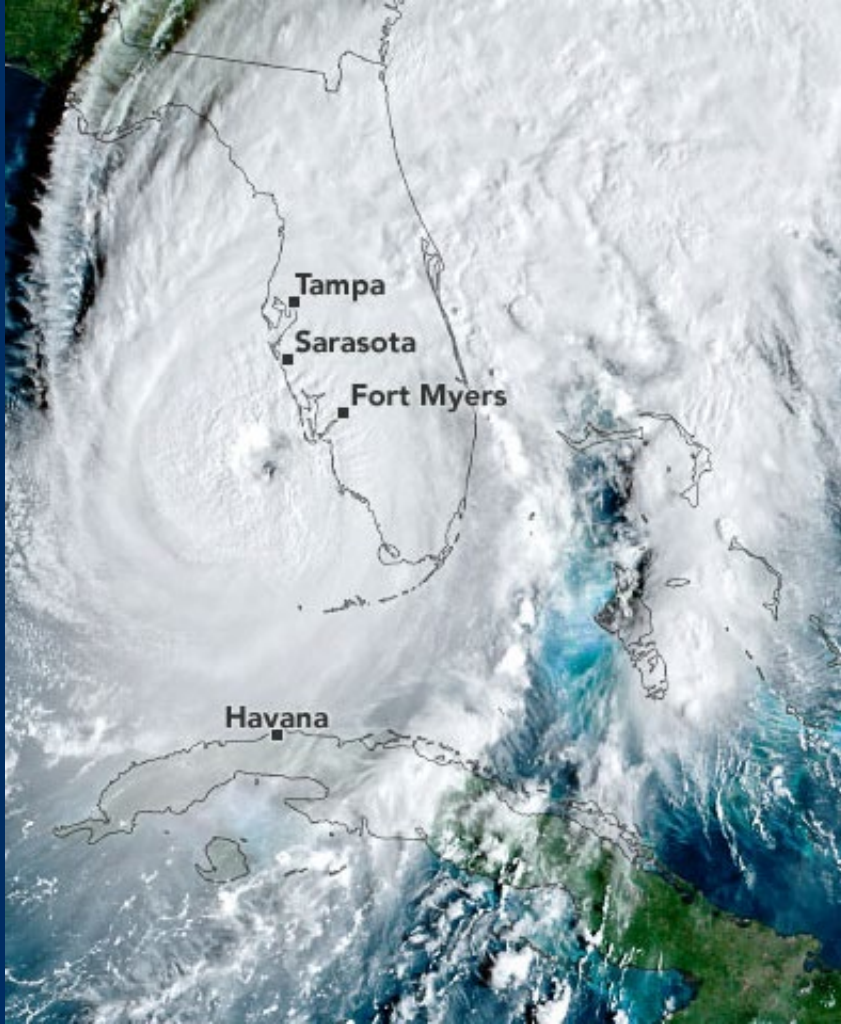
*The small business outreach arm of the university*



# Our Region

- Serve 5 counties in SWFL
- 15 business consultants
- 5 main offices
  - Punta Gorda
  - Cape Coral
  - Downtown Fort Myers
  - Naples Chamber of Commerce
  - FGCU (Lutgert College of Business)

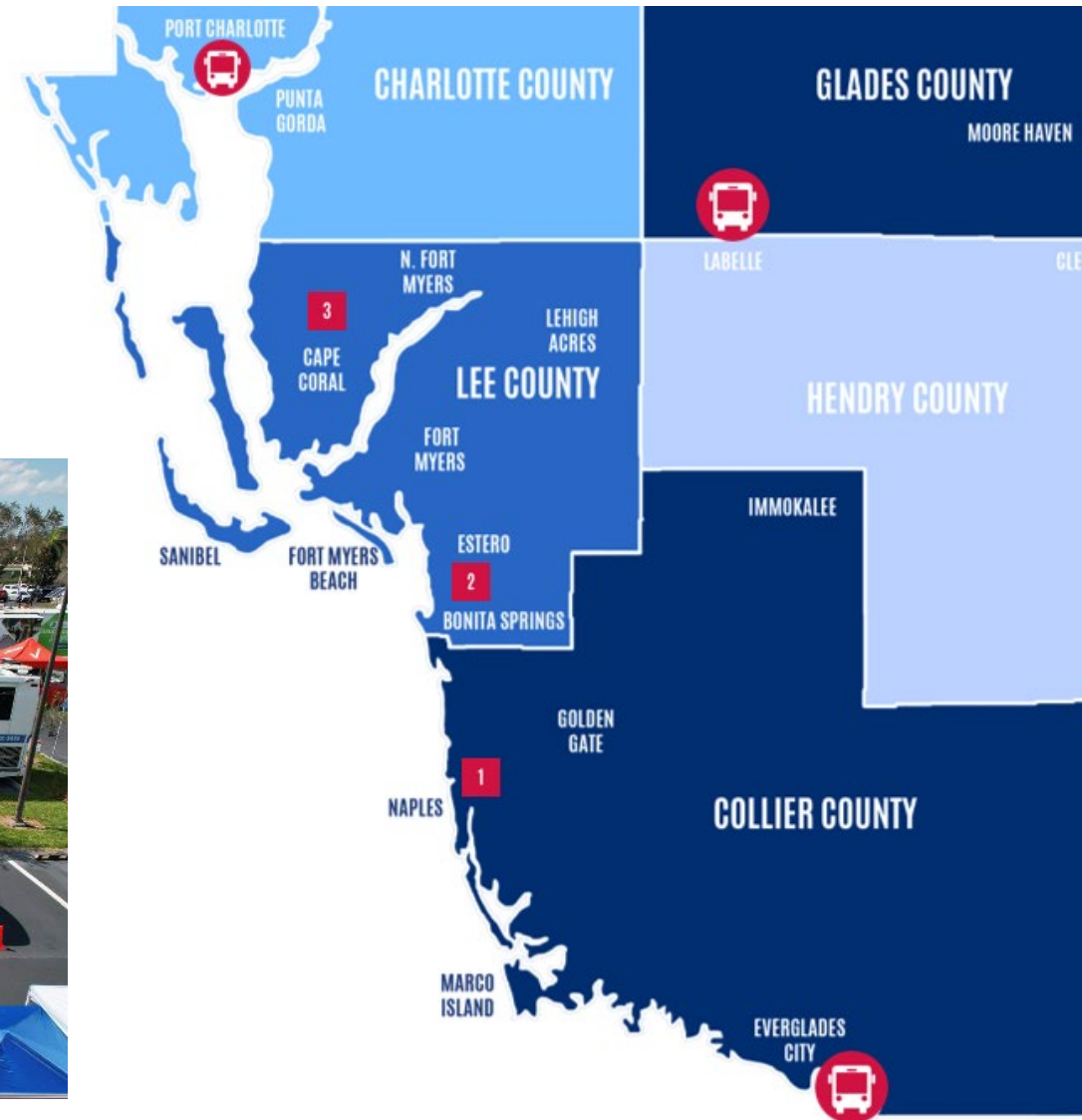




# Network Partnerships

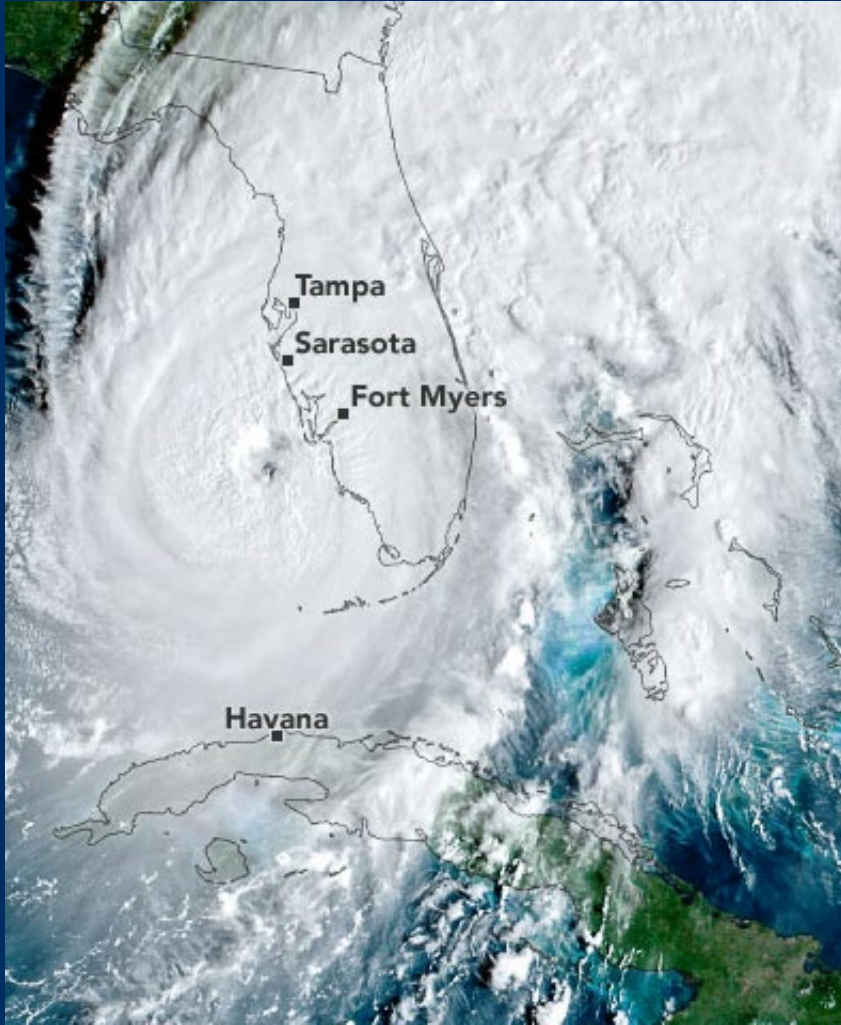
- Assistance as first responders to provide orientation for Small Businesses that are Disaster Loan applicants in conjunction with the SBA

# Disaster Recovery





# Assistance from the SBDC



- Prepare business continuity plans
- Technical assistance to navigate Emergency Bridge Loan Application and SBA Disaster Loans
- Workshops

Questions





# Thank you!



Elizabeth Goldbach – Business Consultant  
**FSBDC at FGCU**

Email - [egoldbach@fgcu.edu](mailto:egoldbach@fgcu.edu)  
Website: [www.fsbdcswfl.org](http://www.fsbdcswfl.org)

Find a Florida SBDC near you → [FloridaSBDC.org/Locations](http://FloridaSBDC.org/Locations)

**State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]**

The Florida SBDC Network is a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Department of Defense, State of Florida, and other private and public partners, with the University of West Florida serving as the network's headquarters. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for individuals with limited English proficiency.



# Lee County Emergency Management

Serving the Community



# Emergency Management

- Lead county agency for planning for and responding to large-scale disasters.
- Authorized by BoCC, Florida Statutes, Administrative Codes, and Plans.
- Work from the Emergency Operations Center (EOC) using Incident Command System (ICS)
- All disasters are local.

Robust &  
Well-tested

Civil Defense  
to Andrew to  
Ian

All Hazards  
Natural  
Human-Caused  
Technological

Flexible &  
Adaptive

Project  
Managers



# Conducting Disaster Response Activities

- What we do.
  - Prevention – blue sky
  - Preparedness – blue sky into grey sky
  - Response – grey sky
  - Recovery – grey sky into blue sky
  - Mitigation – blue sky
- Activations
  - No notice events
  - Notice events
  - 105 seats
  - Approximately 50 agencies, departments, organizations, and municipalities.



# Some of Our Partners....



FEMA







9:57  
SEPTEMBER 28, 2025 WEDNESDAY

Large video wall displays including:

- Weather maps and forecasts.
- News broadcast with a male anchor.
- Text overlay: "SURGE & HIGHTIDE TODAY", "4:00 PM", "4:04 PM", "DON'T CATCH THIS EARLIER ON THIS MORNING, I WANT TO", "WINK", "THE WEATHER AUTHORITY".
- Florida state map with highlighted areas.
- Small inset screens showing various feeds.



# Recovery

- Community Coordination Teams
- Multi-Agency Resource Centers
- Family Assistance Centers
- Recovery Working Group
- Businesses connect through the Economic Development Office
  - Damage Assessments
  - Unmet needs
  - Resources available



# Bringing It All Together

## Resilience Planning

- Identify the threats and hazards for your company.
  - Varies based on locations.
- Determine what you can mitigate.
- Develop a comprehensive plan for identified threats/hazards.
- Develop a Business Continuity of Operations Plan.
  - Partnerships/Stakeholders
  - Locations
  - Technology
  - Personnel
- Engage with your local Economic Development Office.
  - What resources and support can your company provide?

# Preparedness and Recovery in Banking, Property Management, and Commercial Insurance

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## Panel Discussion

# Business Continuity Planning Guide Review, Resources, and Implementation

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Thank You!

