

Emergency Operations Plan

Emergency Support Function – 24

**Business and Industry**

**I. PURPOSE**

This Emergency Support Function (ESF) Annex describes expected mission execution for the preparedness and response phases and identifies the responsibilities assigned to its members. This Annex is utilized in conjunction with the Emergency Operations Plan which provides an overview of Horry County's approach to emergency operations and the emergency management organization. ESF-24 Annex describes the coordination of the business and industry community during emergencies, and to provide guidance on the emergency and recovery operations undertaken in the CEMP.

**II. MISSION**

To provide information on emergency assistance and recovery programs for businesses and their employees and to encourage the business and industry community to assist in response and recovery operations with resources.

**III. SITUATION AND ASSUMPTIONS**

Horry County is susceptible to a multitude of natural and man-made disasters. These disasters, depending on their magnitude, have the ability to damage structures and lifelines that will rapidly overwhelm the capacity of Horry County to assess the disaster and respond effectively to the basic and emergency human needs.

Horry County is one of the fastest growing areas on the East Coast. The local economy is based primarily on tourism and entertainment with employment being the highest in services and retail. Without the collaboration of the business and tourism industry, the economic engine of the county, a large scale disaster could paralyze the county and greatly lengthen recovery operations. In critical life and property saving situations, local, state and federal resources may be available as temporary augmentation. Therefore the cooperation of the local business and industry community may result in the local lifeline of resources to support response and recovery operations.

**IV. PARTICIPATING COUNTY DEPARTMENTS AND SUPPORT AGENCIES**

**A. Primary:** Horry County Human Resources – Risk Management

**B. Support:**

1. Area Recovery Council (ARC)
2. Chamber of Commerce and the Tourism Industry
  - a. Myrtle Beach Area Chamber of Commerce
  - b. Myrtle Beach Hospitality Association

3. Campground Industry
4. Insurance Industry
5. Local Business Representatives

## **V. NATIONAL INCIDENT MANAGEMENT SYSTEM (NIMS) REQUIREMENTS**

All ESF personnel will be trained on the principals of the National Incident Management System in accordance with current guidance from the Department of Homeland Security. Refer to the website <http://training.fema.gov/IS/crslist.asp> for more information. The minimum requirements are as follows:

- A. IS-100.a Introduction to the Incident Command System
- B. IS-200.a ICS for Single Resources and Initial Action Incidents
- C. IS-700.a An Introduction to NIMS
- D. IS-800.b An Introduction to the National Response Framework (NRF)

## **VI. CONCEPT OF OPERATIONS**

- A. When the EOC is activated, the Planning Section Liaison will confirm that the ESF-24 Coordinator position has been staffed.
- B. The ESF-24 Coordinator will establish and maintain lines of communication to facilitate coordination of activities and resources with all Horry County EOC ESFs, the South Carolina EOC and other agencies/representatives who may provide assistance during major response operations.
- C. Agencies and representatives assigned to ESF-24 will be alerted according to EOC Activation procedures as stated in the EOP.
- D. All ESF-24 personnel will report to their pre-designated locations unless otherwise directed by their supervisor at the time they are notified of the emergency. Pre-designation of duties and responsibilities will facilitate a reduction in response time.
- E. Disseminate information to the business community regarding emergency situations or disasters, emergency decisions, emergency assistance and recovery programs as it relates to them.
- F. Determine emergency needs of the business and industry community for inclusion in the county's damage assessment and community recovery.
- G. Liaison with the insurance industry and coordinate their re-entry with ESF-13.
- H. Monitor and communicate with the tourist based industries regarding occupancy levels and visitor evacuation response.
- I. Coordinate with ESF-7 regarding local contractor and private resources or professional services that could be available during post event recovery.
- J. Situation Reports (SITREP)

A Situation Report (SITREP) will be produced for each Operational Period. The initial SITREP will be completed within the first hour after activation. The Situation Analysis Unit Leader will coordinate with Section Liaisons and Branch Directors to receive timely SITREPs to coincide with the EOC briefings and the Executive Group Planning Meetings.

1. Each EOC position will complete their part of the ESF SITREP, providing a comprehensive and accurate report, and turn it into their respective ESF Coordinator for completion by 06:00 and 16:00. The ESF Coordinator will then provide the completed ESF SITREP to the Planning Section Liaison no later than 06:30 and 16:30.

2. The Planning Section Liaison will review the ESF SITREPs and complete the Planning Section SITREP by 7:30 and 17:30. The Section SITREP is then given to the Situation Analysis Unit Leader.
3. The Situation Analysis Unit Leader will generate the EOC SITREP and provide copies to the EOC Manager for approval at 08:30 and 18:30 in preparation of the Executive Group Planning Meetings.
4. Once the SITREP has been reviewed and approved by the EOC Manager or Assistant Manager, the Situation Unit Leader will send the SITREP to the State Emergency Operations Center (SEOC) by 09:00 and 19:00 each operational period.

**K. EOC Action Plan**

1. When the EOC is activated the Planning Section, while coordinating with other sections, will prepare a written action plan. The EOC Action Plan will set forth objectives, based on the Executive Groups recommendations and tasks to be completed during the next operational period.
2. Essential to the development of each operational period action plan are the section and ESF SITREPs. The future operational period objectives are derived from the previous operational period SITREPs.
3. All ESF Coordinators will attend the appropriate action planning meetings, according to the EOC Action Plan and EOC Briefings and Meetings SOP, in support of the EOC Action planning process.

**L. Information Display and Management**

1. During the Horry County EOC activation, all agencies, departments and representatives will use WebEOC for systematic information sharing and documentation efforts. Reference the WebEOC User's Guide from more information on proper program operation.
2. To maintain documentation redundancy, hardcopy documents for all forms utilized in the perspective ESFs will be located in a file box or binder at each ESF position.
3. The successful development of the Action Plan will strongly depend on how involved and effective each agency/representative is in the planning process.
4. A local list of available infrastructure resources, to include assets and personnel, should be maintained in the EOC.
5. Coordination between business and industry agencies/representatives is necessary to ensure emergency operational readiness. Each department, agency and/or representative responsible should develop standard operational procedures, instructions and resource listings to support this plan.

**M.** Existing mutual aid agreements may be able to augment and satisfy a temporary increase in local needs. If local capabilities are exceeded, support may be available from state and federal resources. These requests should be channeled through the Horry County EOC, ESF-7 Resource Support.

**VII. ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES**

**A. Primary**

1. Horry County Human Resources – Risk Management
  - a. Serving in the primary role in ESF-24, the Horry County Human Resources, Risk Management Department representative will function as the ESF-24 Coordinator and has the following responsibilities:

- i. Exercise overall responsibility for the coordination of ESF-24 activities.
  - ii. Serve as the ESF-24 Coordinator in all EOC briefings and meetings.
  - iii. Coordinate and complete the ESF-24 SITREP and give to the Planning Section Liaison.
- b. The county employee(s) representing Risk Management in the ESF-24 will maintain the Risk Management Coordinator Position. Specific tasks are included in the associated SOP.
- c. Review all county policies annually and before an approaching hurricane.
- d. Ensure that good risk management practices are applied throughout the EOC and that every ESF contributes to the management of risk.
- e. Prepare a safety message for each EOC Action Plan
- f. Provide advice on safety issues and has the authority to halt or modify any and all unsafe operations within or outside the scope of the EOC Action Plan, notifying the EOC Manager of actions taken.
- g. Coordinate with business and insurance industry representatives for the re-entry process.

## **B. Support**

### **1. Area Recovery Council (ARC)**

- a. The ARC plays a major role in disseminating information on the status of the Grand Strand, particularly as it applies to the recovery of the business and tourism community. The ARC made up of local business community leaders, PIOs, Myrtle Beach Area Chamber of Commerce, and the local governments. As the county has a tremendous interest in the recovery of the economic community, sharing of information allows all organizations to benefit.
- b. Coordinate information with the EOC PIO to ensure everyone has the same data and releasing the same message.
- c. Coordinate the sharing of information with ESF-23 and ESF-5.

### **2. Chamber of Commerce and the Tourism Industry**

- a. Notify businesses of emergency reporting procedures.
- b. Ensure accurate information is being released thru public relations and media to businesses and travelers.
- c. Verify tourist's occupancy levels with the accommodations industry.
- d. Coordinate with ESF-1 for possible evacuations.
- e. Communicate with local business leaders of evacuation, shelter locations and logistics.
- f. Monitor visitor evacuation response, communicating ESF-6 and ESF-1.
- g. As requested monitor, coordinate, and communicate accommodations vacancies.

- h. Coordinate with ESF-7 regarding local contractor and private resources or professional services that could be available during post event recovery.
  - i. Identify the business community's post-storm immediate needs and issues.
  - j. Refer to the MCACC Hurricane/Emergency Response Plan for specific tasks.
3. Campground Industry
- a. Provide evacuation information to visitors and full-time residents.
  - b. Coordinate evacuation information with other ESF-24 agencies.
  - c. Coordinate non-evacuee information with ESF-13.
  - d. Coordinate re-entry through the ESF-24 Coordinator and ESF-13.
4. Insurance Industry
- a. Coordinate the activities of private sector insurance disaster specialists working within the county.
  - b. Coordinate re-entry and assessments through the ESF-24 Coordinator and ESF-13.
5. Local Business Representatives
- a. Provide information regarding business closings, evacuation, and resources that are available for response and recovery operations.
  - b. Coordinate re-entry and assessments through the ESF-24 Coordinator and ESF-13.

## **VIII. ANNEX MAINTENANCE**

The Planning Section Liaison has the responsibility for coordinating, developing, and maintaining their section ESF Annexes with the associate Branch Directors and designated ESF Primary Departments. The Annex is updated in conjunction with the Response – EOP as stated in Section 6, Plan Development and Maintenance.

## **Emergency Support Function (ESF)-24 Business and Industry**

### **General ESF Actions**

Horry County Emergency Management takes a comprehensive approach to emergency planning; therefore, ESF actions for recovery and mitigation are included in those specific plans.

#### **Primary:**

- Horry County Human Resources Department– Risk Management

#### **Support:**

- Area Recovery Council (ARC)
- Chamber of Commerce and the Tourism Industry
  - Myrtle Beach Area Chamber of Commerce
  - Myrtle Beach Hospitality Association
  - Coastal Cooperative Network
- Campground Industry
- Insurance Industry
- Local Businesses

*\*Please refer to the EOP, IV, B, 8 for general preparedness and response actions.*

#### **Preparedness**

- Review all plans and policies annually.
- Update all business and industry contact information.
- In cooperation with HCEMD encourage local business and industry to:
  - Purchase applicable insurance.
  - Develop business interruption plans.
  - Develop site-specific emergency plans.
  - Develop mitigation programs.
  - Develop mutual aid agreements.

#### **Response**

- Encourage the business and industry community to monitor warnings, emergency information, etc.
- Coordinate emergency requests for assistance from business owners.
- Determine emergency needs of business and industry for inclusion in the county's damage assessment and community recovery.
- Provide emergency instructions.
- Encourage the business and industry community to participate in the damage assessment process and community recovery.
- Provide information on emergency assistance programs for businesses and their employees.
- Provide information on recovery programs for businesses and industry.
- Provided necessary information to the PIO.