



## **Economic Resilience Training for Community and Regional Leaders April 11, 2019**

### **Day 1**

9:00-9:30                    **Registration**

9:30-10:30 a.m.         **Welcome and Opening Remarks**

#### **Introduction to Community Economic Resilience (Leann Hackman-Carty)**

*Description:* Recent disasters demonstrate why economic resilience efforts matter now more than ever to your communities. Natural and manmade disasters pose specific challenges to economic development. This session will focus on some economic development basics, challenges that disasters bring to the local economy, as well as the role of local government and economic developers in promoting resiliency in the economy.

10:30–11:30 am         **Phases of a Disaster: In the context of economic recovery and development (Natalie Gibson)**

*Description:* Understand the four phases of the emergency management continuum in order to better organize and identify appropriate actions. This basic framework will help your community develop prevention and mitigation, preparedness, response and recovery plans and activities.

11:30-12:00 p.m.        **The Federal Government Response after a Disaster (Leann Hackman-Carty)**

*Description:* After any major crisis, federal assistance becomes a critical recovery resource for the community. Knowing how federal, provincial/territorial and local governments work together to maximize speed and efficiency of recovery efforts is key. This session provides an overview of Canada's Emergency Management Framework, information about how to declare a disaster, as well as the types of federal assistance available in Canada.

12:00–12:30 p.m.        Lunch (we can work through lunch if people wish to do so)

12:30–1:30 p.m.         **Creative Financing to Support Businesses (Natalie Gibson)**

*Description:* After a disaster, many businesses don't want to take on more debt even though they are desperately short of cash, potentially sacrificing their future. This module will explore the range of financial challenges for businesses post-disaster, information about federal and provincial government financial assistance programs, as well as other potential types of assistance like loans, grants and a growing list of innovative financing tools for business.

1:30 – 2:30 p.m.         **Crisis Communications (Leann Hackman-Carty)**

*Description:* Traditional channels of communication often fail during and after a crisis. The need to communicate effectively is critical. Leaders are called upon to deliver a unified response and dispel rumors that can crush the economy. This session will provide information on how you can create an effective communication plan, maintain open communication channels, provide timely information and dispel rumors, as well as some specific strategies to help support your local businesses and retain workers.

2:30 – 2:45 p.m.         Break

2:45– 3:45 p.m.         **Business Assistance Before and After a Crisis (Natalie Gibson)**

*Description:* One in four businesses does not reopen after a disaster. In resilient communities, leaders encourage small businesses to engage in preparedness, and leadership has a plan for post-disaster assistance, including a business re-entry plan and specific business retention and expansion activities. Together, these strategies get local firms up and running more quickly after a disaster and increase their ability to survive in the long-term.

3:45 - 4:15 p.m.         **Group Discussion & Wrap-up (Leann & Natalie)**  
Questions, Discussion, Sharing