

Memorandum
Office of Jenine Windeshausen
Treasurer-Tax Collector



TO: Board of Supervisors
FROM: Jenine Windeshausen Treasurer-Tax Collector 
SUBJECT: Business Resiliency Initiative insertion into Placer County Business License Renewals

DATE: March 8, 2016

ACTION REQUESTED

Approve a request by Valley Vision to insert the Business Resiliency Initiative flyer into Placer County business licenses renewals.

BACKGROUND

Valley Vision, a non-profit business advocacy organization, initially approached Supervisor Montgomery, to inquire about possible opportunities to provide information to Placer County businesses, and subsequently the Treasurer-Tax Collector. Valley Vision asked if Placer County would include information on disasters and recovery preparedness for small businesses in the County business license renewals. Established 20 years ago, Valley Vision focuses upon business, community needs and the environment and how the intersection these three sectors can stimulate economic growth from a regional perspective.

In the wake of disasters California has faced from the Loma Prieta earthquake to the drought to the most recent devastating fires, Valley Vision developed a program to help businesses create capacity to withstand disasters or other adverse events that may befall them – whether they are specific to one business, such as a building fire, or widespread such as a wildfire or flood.

The Business Resiliency Initiative provides a toolkit of actions and resources to support small businesses in increasing their own resiliency. The toolkit is online at www.resilientbusiness.org, and consolidates existing best practices and online resources into an actionable, accessible, clear, and robust set of steps that small business can use, on their own time and according to their own needs, to create preparedness plans and increase their ability to withstand disaster.

Small businesses are among the most vulnerable and often the least prepared for disaster. They also play a significant role in the health and strength of our region's economy – 80% of businesses in the region have fewer than 20 employees – and the critical need to improve small business resiliency is clear.

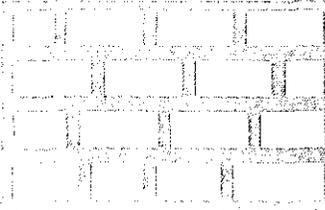
By including information about the importance of business resiliency in its business license renewal mailings, Placer County directly helps raise awareness of resiliency and preparedness, and will lay the groundwork for business owners to take advantage of business

resiliency workshops. In addition, through the mPOWER program, the information is being shared with the Placer County Contractors Association and contractors who work with the program in an ongoing effort to build strong relationships with the business community while supporting a key sector of any rebuilding effort – the contractors themselves. The ultimate result will be a more resilient and self-reliant small business sector in Placer County.

FISCAL IMPACT

There is no charge to the County for this insert. No additional staff time or postal costs are expected.

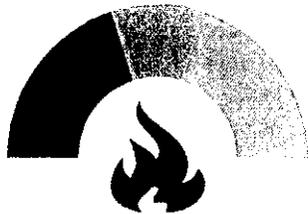
Attachments: Valley Vision Business Resiliency Initiative Insert



Capital Region Business Resiliency Initiative

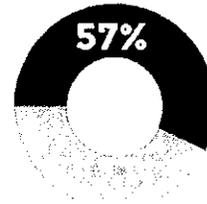
The Risk:

Small Businesses Lost to Disaster



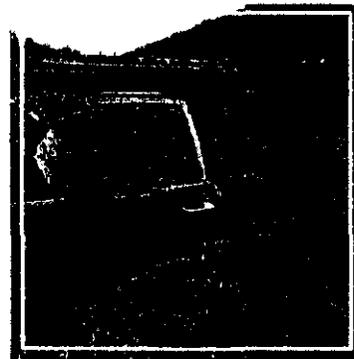
40% to 60% of small businesses never reopen after a major disaster

...and 57% of businesses have no disaster recovery plan.



The ongoing drought caused \$2.7 billion in economic impact in 2015 alone.

In 2015, California suffered from 6,227 drought-fueled wildfires that destroyed 2,800 structures and killed 7 people.



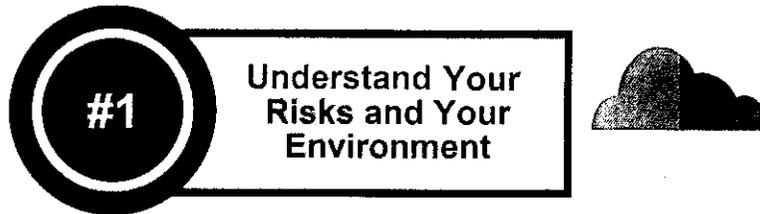
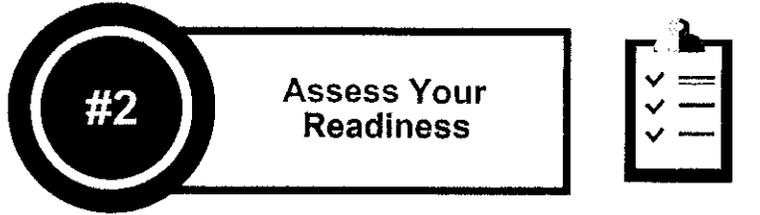
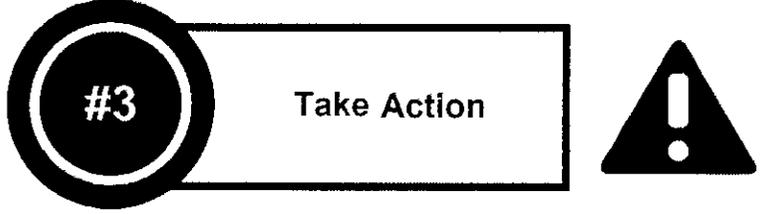
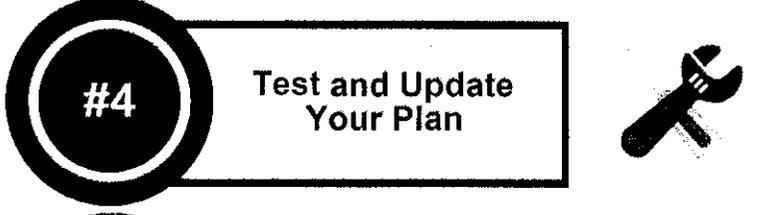
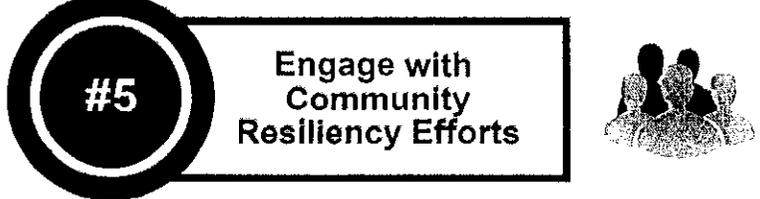
The Goal:

Resilient businesses across the region that are prepared to weather any storm.



Take Action:

Use the Capital Region Business Resiliency Initiative's easy-to-use toolkit to ensure that your business is prepared for any disaster.

-  **#1** Understand Your Risks and Your Environment 
-  **#2** Assess Your Readiness 
-  **#3** Take Action 
-  **#4** Test and Update Your Plan 
-  **#5** Engage with Community Resiliency Efforts 

The toolkit is online at:
resilientbusiness.org
or call or email us at (916) 325-1630 and
resilientbusiness@valleyvision.org

The Capital Region Business Resiliency Initiative is a project of Valley Vision

