



kerigan
MARKETING ASSOCIATES

Hurricane Preparedness

Business Continuity Plan

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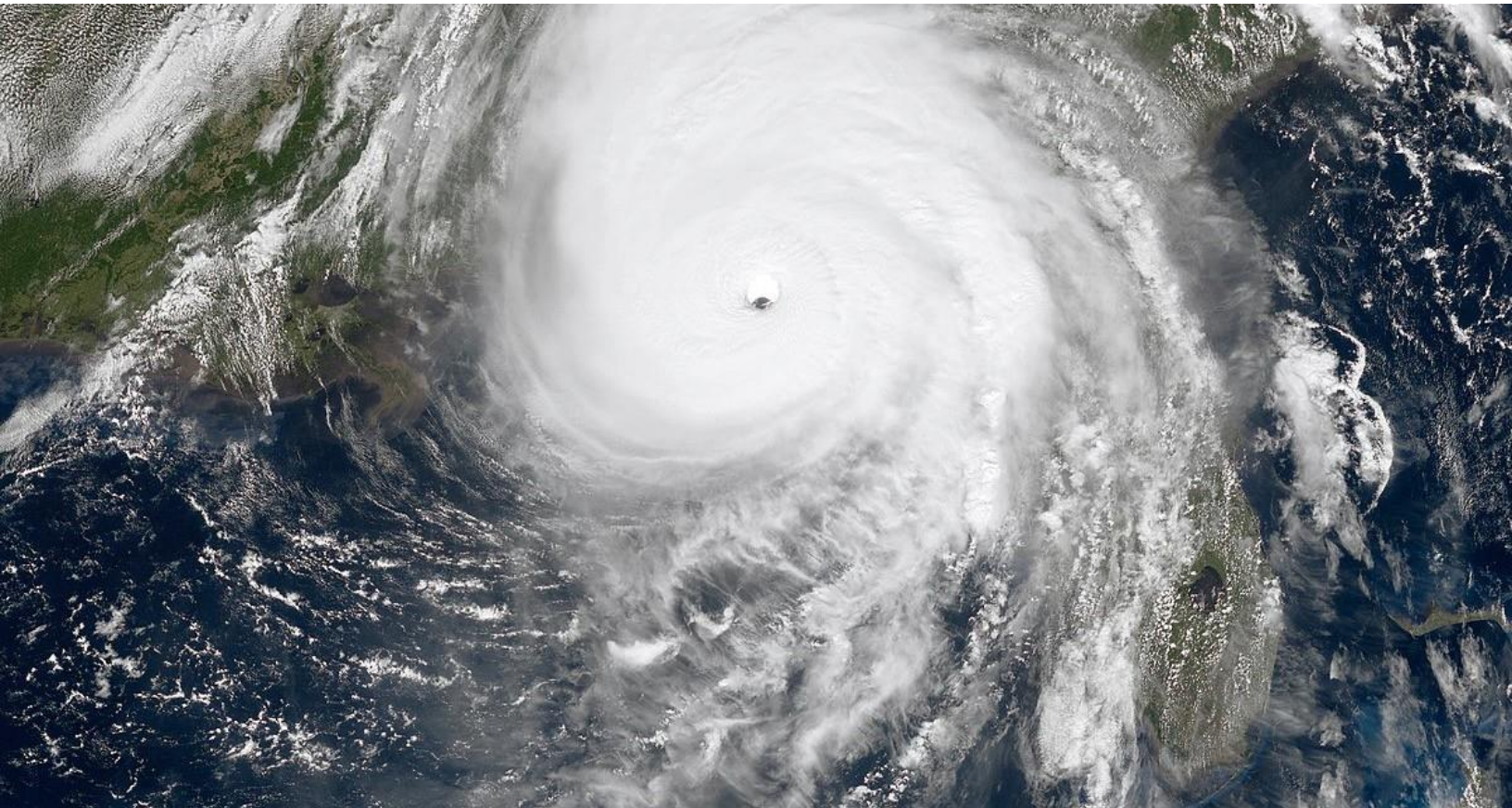
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SERIOUS CREATIVITY

Table of Contents

Introduction	_____	3
Identify Your Risk	_____	4
Assess Your Readiness for a Storm	_____	5-6
Develop Your Business Continuity Plan	_____	7



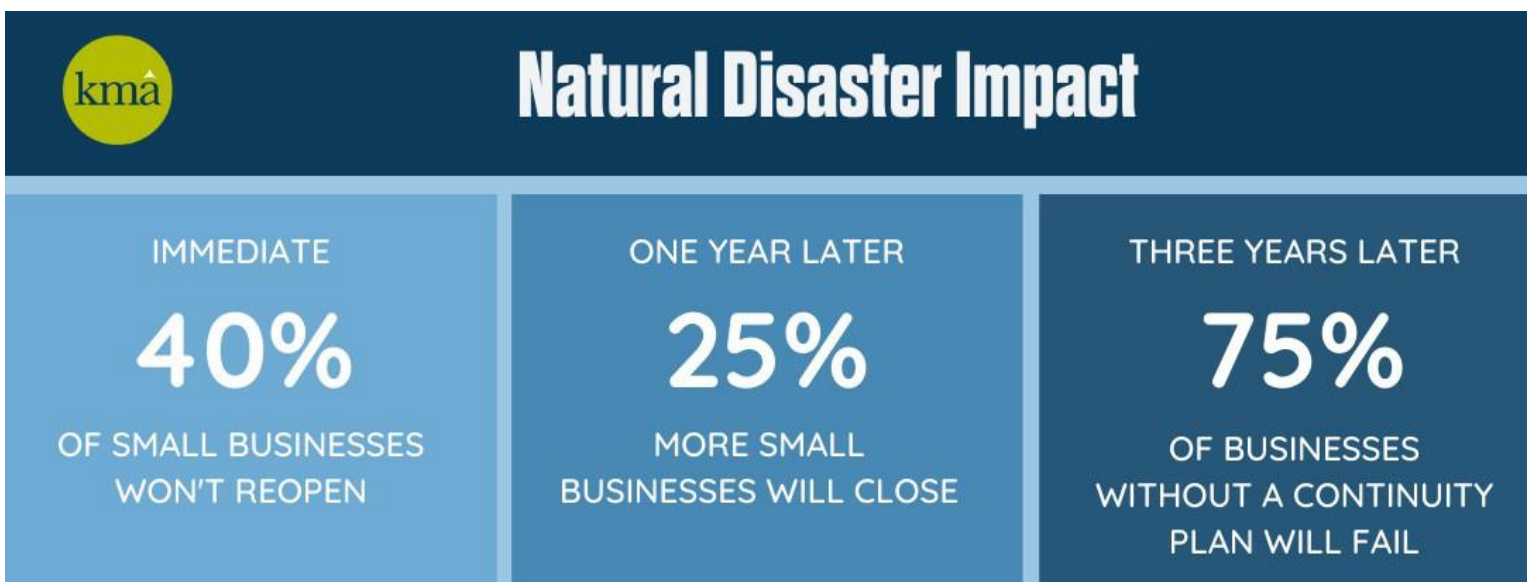
Introduction

Should your business be concerned about tropical storms and hurricanes? If you're located near the coast, likely yes. The National Hurricane Center reports that the greatest threat to life and property along the coasts are storm surge and large waves caused by hurricanes. Additionally, heavy rainfall can result in flooding that damages property.

<https://keriganmarketing.com/2023-hurricane-season-free-download-to-prepare-your-business/>

Economic Impact of Hurricanes

The economic impact of a natural disaster event can be substantial. Effective preparation and planning can mitigate the effects on your employees, business, and customers. Utilize this plan to improve your hurricane preparedness and develop a Business Continuity Plan.



Identifying Your Business' Risk

The potential risk to your business caused by a natural event is a culmination of several factors, including your proximity to the storm and the hurricane severity.

Hurricane Rating Scale

The National Hurricane Center rates hurricanes using The Saffir-Simpson Hurricane Wind Scale from 1-5. The higher the winds, the greater risk to your business.



Category 1 (74- to 95-m.p.h. sustain winds)
This category will cause some damage to trees, mobile homes and other unanchored structures.



Category 2 (96- to 110-m.p.h. sustain winds)
This category will damage roofs, doors, windows and large trees with light coastal flooding.



Category 3 (111- to 130-m.p.h. sustain winds)
This category will destroy mobile homes, roofs, and all trees with flooding both on shore and inland.



Category 4 (131- to 155-m.p.h. sustain winds)
This category causes extensive damage to buildings and trees including further flooding inland.



Category 5 (More than 155-m.p.h. sustain winds)
This category is the most destructive and will flatten many buildings and completely flood the lower floor.

Identify Your Risk

Use the checklist on the following page to evaluate your business' unique risk to hurricane damage and identify key areas for improvement.

Assess Your Readiness for a Storm

IMPACTS ON YOUR ORGANIZATION	ASSESSMENT	HOW TO PREPARE
SYSTEMS/STRUCTURE		
Can your organization operate without any of the following: computers, fax machine, files, inventory, or special equipment?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If NO, Now what? Plan for remote access to these materials in safe evacuation areas.
Can your organization operate without the following: gas, power, water, internet, or phone?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Supply yourself and your team with access to these resources in safe evacuation areas.
Can you still operate without access to your building?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Prepare your building for protection from damage as much as possible and develop new strategies for remote work.
STAFF/CUSTOMERS/VENDORS		
Can you meet payroll if your business income is interrupted?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Estimate how long payroll can continue and plan accordingly.
Would all employees be able to commute to work in case of a storm?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Create a plan for employees who would not be able to access the building in case of an event.
Do you have a plan in place to communicate with your staff if phone and internet services are down?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Create a plan well in advance and distribute a physical copy to each team member.
Do you have a reliable method to communicate with customers?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Start social media pages and be sure you know how to update your website to update your customers.

Assess Your Readiness for a Storm

IMPACTS ON YOUR ORGANIZATION	ASSESSMENT	HOW TO PREPARE
OPERATIONS		
How long could your business sustain without incoming product or supplies?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If NO, Now what? Plan for alternative sources of supply.
Would you be able to ship products to customers?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Have a way to notify customers of delay or halt orders if needed.
Will your customer base change after a disaster?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Anticipate changes in demand for particular products/services.
BUSINESS CONTINUITY		
Could your business survive losses if it is closed or inaccessible for 3 to 7 days?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Develop methods to continue business or create savings.
Are your records and data stored in a cloud software safe from water/wind damage?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Begin migrating important paper documents and physical hard drives to a cloud-based storage program.
Can your business remain functional if employees are forced to relocate due to home damage?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Develop a plan for remote work or alternative staffing, as well as support for team members who may lose their homes.
Is your website hosted in a secure location?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Consider changing hosting partners to an agency with virtual private servers (VPS).

Evaluate the number of "No" to determine which areas you can improve your businesses' hurricane preparedness. Develop a strategic plan on page 7.

Business Continuity Plan

PREPAREDNESS ACTION	INDIVIDUAL ASSIGNED TO	DATE COMPLETED	RESOURCES
Develop Business Continuity and Crisis Communication Plans			<u>Ready Business Continuity Plan Guide</u>
Create an Employee Handbook with Hurricane Protocols			<u>Prepare Your Organization for a Hurricane Playbook</u>
Develop Employee Sheltering / Evacuation Plan			
Create Emergency Supply Kit			<u>Emergency Supply Guidelines</u>
Hold an Employee Training Session			
Review Insurance Coverage			<u>Insurance Coverage Discussion Guide</u>
Create an Inventory and Photo Log of all Office Equipment and Contents			<u>Easily store photos and content log on an app</u>
Reinforce at-risk Building Structures			<u>FEMA Guide to Floodproofing Non-Residential Structures</u>
Purchase Protection Supplies (i.e. window boarding materials)			<u>FEMA Guide to Floodproofing Non-Residential Structures</u>
Safeguard electrical, gas, water, and digital communication systems	Contact a professional in your area for a risk-assessment and advisement for procedures		
Develop Customer/Client Communication System			<u>Get Professional Help with Customer Communication</u>



The KMA Team is here to support your business in times of stormy seas and smooth sailing. Reach out if you'd like help safeguarding your website through our private servers and hosting services.

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