



2023 Lee County VCB Hurricane Workshop – Preparation & Recovery



Agenda

June 5th 2023

9:00am – 11:30am



- Welcome & Introductions
- National Weather Service Update
- VCB Planning & Recovery
- Hurricane Ian Discussion
- 2023 Hurricane Season Preparation
- Questions & Discussion



fort MYERS

LEE COUNTY VISITOR &
CONVENTION BUREAU

The VCB's Crisis/Hurricane Program began in 1989 – as Hurricane Hugo blew through Charleston, South Carolina...

1989 Hurricane Season



Hurricane Hugo was the catalyst that started the Crisis Program at the VCB

VCB DUTIES DURING AN ACTIVATION

- Visitor/Partner Support and Assistance
- Communication and Public Relations
 - Tourism Impact Assessment
- Economic Recovery Planning

EVENTS TAKING PLACE DURING ACTIVATION

Tourism Partners in Evacuation Zone A/B

- VCB staff member located at the EOC – activation mode
- Evacuation – pay attention to news media. Contact VCB if you need assistance or have questions with transportation, accommodations, or any shortfalls of information
- Assistance by VCB/Lee County to move visitors out of Zones A/B

Tourism Partners east of US 41

- Lodging Partners, experience Influx of those escaping the path of a storm
- Evacuation shelters open
- Prepare for no electricity – generator preparation if you have one

Notifications and Alerts



LeePrepares



AlertLee



www.LeeEOC.com

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Lee County CRM Partners

Email

Password

[Forgot Password?](#)

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ISLANDS, BEACHES
& NEIGHBORHOODS

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<https://ftmyers.extranet.simpleviewcrm.com/login/#/login>

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pbrown@leegov.com Logout

Lee County Visitor & Convention Bureau

HOME

PROFILE

COLLATERAL

OPPORTUNITIES

REPORTS

ADMINISTRATION

CLICK HERE FOR ASSISTANCE FROM THE VCB

Marketplace

All Promotion Types

2023 Hurricane Preparedness Response

2023 Hurricane Season. This year we have a totally different look from years past. You've seen how important it is to double check your SV Extranet account/contacts to be sure the VCB has your most up-to-date information. If we have a weather incident, recovery crews will be calling for room availability.

Registration: 05/03/2023 - 11/30/2023

LEARN MORE

Partner Bulletins

All Bulletins

May Industry Partner Newsletter (Read: 05/04/2023)

Click below to read the newsletter in your browser window.

View Full

Fort Myers Sun Saver Passport (Read: 02/24/2022)

Check-out a collection of mobile-exclusive discounts for visitors and locals to enjoy throughout the destination

View Full

Lee VCB Programs & Resources (Read: 09/29/2022)

Check out these resources to help improve and make your business even better.

View Full

TDC Meeting Schedule (Read: 05/04/2023)

View Full

Post Board

Lee County Visitor & Convention Bureau

Pam Brown

05/04/2023

Hey all! For those who have read the information on the Simpleview Extranet in the past, we're updating with up-to-the-minute information. Communication with everyone is so much more important than ever before. Please work with your manager or supervisor, to update the information requested in the 2023 Hurricane Preparedness Response section and catch up on your reading in the Partner Bulletins. As always, please feel free to post your thoughts, needs and coupons or offers to share with

Read More...

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SUBMIT

CANCEL

Sections:

Account Information

Emergency Property Contacts

Before & After a Weather Emergency

Update your disaster preparedness information we keep on File

2023 Hurricane Preparedness Response

Account Information

Account: Required

Lee County Visitor & Convention Bureau

Emergency Property Contacts

Preparing for an activation, please list your primary and secondary contacts, should a weather emergency happen.

Primary Contact:

Pam Brown

Primary's Cell Number:

(239) 410-6133

Secondary Contact:

Jenn Walla

Secondary's Cell Number:

(239) 691-3952

Before & After a Weather Emergency

During a Lee County Activation, who is your current Manager on Duty (MOD)? How long does their shift last? Please list the next 5 days of availability and rate for your property. This information will remain with the VCB, unpublished in the media.

Manager on Duty:

Tamara Pigott

MOD Shift:

24/7

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Before & After a Weather Emergency

During a Lee County Activation, who is your current Manager on Duty (MOD)? How long does their shift last? Please list the next 5 days of availability and rate for your property. This information will remain with the VCB, unpublished in the media.

Manager on Duty:

Tamara Pigott

Who is your current MOD?

MOD Email:

Email for MOD

Today's Date:

Please list the beginning date for room information below.

Direct Cell/Phone #:

MOD Phone (land line) or Cell #

MOD Shift:

Please fill in the shift for current MOD: 8-5, 8 AM - 8 PM, 24 hours

Rate Schedule:

Drag and Drop File To Page
or use the "Browse" button below to find a file to add

BROWSE

If you would rather attach a PDF formatted schedule of room/rates available or staff schedule.

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BROWSE

If you would rather attach a PDF formatted schedule of room/rates available or staff schedule.

| | |
|--------------------------------|--------------------------------|
| # of Available Rooms - DAY 1: | DAY 1- RATE: |
| <input type="text" value="0"/> | <input type="text" value="0"/> |
| # of Available Rooms - DAY 2: | DAY 2 - RATE: |
| <input type="text" value="0"/> | <input type="text" value="0"/> |
| # of Available Rooms - DAY 3: | DAY 3 - RATE: |
| <input type="text" value="0"/> | <input type="text" value="0"/> |
| # of Available Rooms - DAY 4: | DAY 4 - RATE: |
| <input type="text" value="0"/> | <input type="text" value="0"/> |
| # of Available Rooms - DAY 5: | DAY 5 - RATE: |
| <input type="text" value="0"/> | <input type="text" value="0"/> |

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CANCEL

Sections:

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Contacts](#)

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Emergency](#)

[Update your disaster
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of Available Rooms - DAY 5:

0

DAY 5 - RATE:

0

Update your disaster preparedness information we keep on File

This information is used to assist those requesting accommodation information before and after a crisis.

Back Up Generator Onsite:

☒ YES

☐ NO

Do you have a generator for your property?

First Responder Lodging:

☐ YES

☒ NO

If undamaged, will your property be available to first responders/recovery crews, after the storm has passed?

Misc Comment:

If I have questions can I call anyone in the VCB?

Any comments or concerns that don't fit in the other fields.

Powered by Generator:

PHONE SYSTEM, ELEVATORS, LIGHTS ▾

What does your generator power? Please click all items that apply.

Guest Transportation:

☐ YES

☒ NO

Do you have guest airport/area transportation available at your property?

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Hurricane Preparedness Critical Information

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Hurricane Preparedness

Critical Information



Lee County is fortunate to have a very strong hospitality industry. We must all take a moment to insure that we as an industry are prepared to deal with a major storm or other emergencies that may interrupt our ability to do business. The Visitor and Convention Bureau has put together this **booklet** so that you can use it as a guide to develop your own disaster preparedness plan. This guide will enable your organization to get back to what we do best, providing a safe, relaxing environment for our guests. If you have any questions or need assistance, please contact Pam Brown (pbrown@leegov.com).

To locate your business for evacuation zones, routes, and public shelters, please download the attached document **Evacuation Routes/Information**. This is a public document and can be distributed to your guests and visitors.

We suggest that all hotel and attraction executive and management personnel complete the **Tourism Industry Contact Form**. This information is kept strictly confidential within the crisis staff of the VCB – used only during a time of emergency. This assists the VCB in obtaining information or relaying information to or from your property should a crisis occur.

Please visit Lee County Emergency Management <http://www.leeec.com/> and/or National Hurricane Center/NOAA <http://www.nhc.noaa.gov/> for more information on current weather updates and emergency information.



Hurricane Preparedness Critical Information



[About](#) [TDC](#) [Funding Programs](#) [Sales & Marketing](#) [Statistics](#) [News](#) [Events](#) [Resources](#)



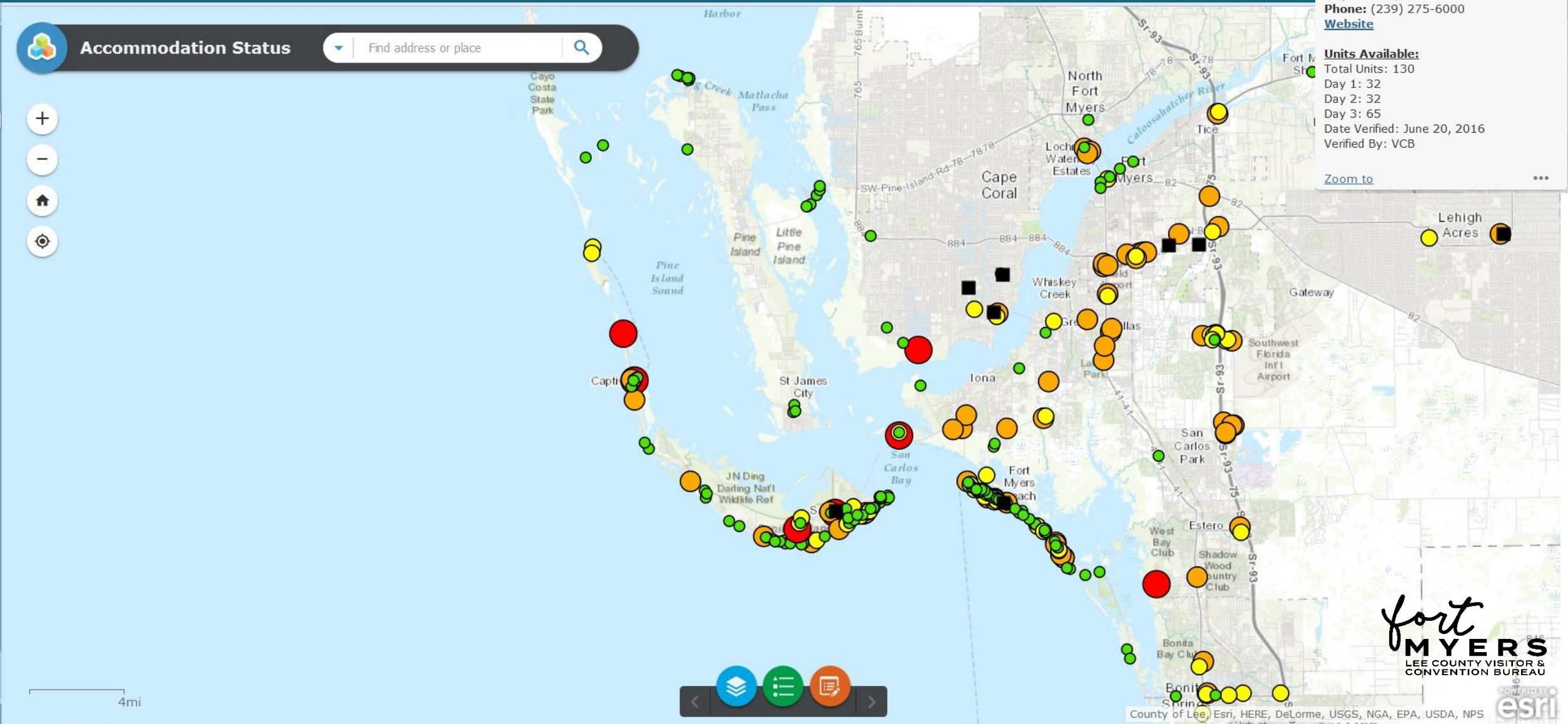
Lee County Crisis Management

Another way the VCB serves as an industry advocate is by spearheading communications efforts for the industry in the event of a crisis. We strive to manage communications to ensure accuracy of information and to minimize damage to the destination's reputation. Our efforts include visitor assistance/outreach, communications regarding hurricane preparedness, and participation in Lee County's emergency response team.

- **Critical Information, Social Media Links, and Useful Links.** If what you are seeking is not listed here, please contact Pam Brown at PBrown@leegov.com
- **Generators** - please [click here](#) to respond about generator(s) on your property.
- **Contact Form** - please [click here](#) to complete requested points of contact. This additional information will assist the VCB when response and recovery crews need housing, or when your phone systems are not functioning.

Unable to attend this year's Tourism Industry Hurricane Meeting? Not to worry! If you are an accommodations business, please contact **Pam Brown** (aka Hurricane Goddess) or call 239/338-3500 and set an appointment for her to come to your property and meet with your management team and front desk supervisors/managers. This is an opportunity to learn how the Visitor & Convention Bureau plans and responds to a weather crisis as well as how you can obtain recovery crew business for your property.

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2023 Evacuation Zones and Public Shelters

EMERGENCY PUBLIC SHELTERS

Cape Coral

1. Island Coast High School – 2125 DeNavarra Pkwy

Estero

2. Estero Recreation Center – 9200 Corkscrew Palm Blvd
3. Hertz Arena – 11000 Everblades Pkwy

Fort Myers

4. Dunbar High School – 3800 Edison Ave
5. Gateway High School - 13820 Griffin Dr
6. South Fort Myers High School – 14020 Plantation Blvd
7. Treeline Elementary School - 10900 Treeline Ave

Lehigh Acres

8. East Lee County High School – 715 Thomas-Sherwin Ave
9. Harns Marsh Elementary School – 1800 Unice Ave N
10. Harns Marsh Middle School – 1820 Unice Ave N
11. Mirror Lakes Elementary School – 525 Charwood Ave
12. Tortuga Preserve Elementary School - 1711 Gunnery Rd
13. Varsity Lakes Middle School – 801 Gunnery Rd
14. Veterans Park Recreation Center – 49 Homestead Rd

North Fort Myers

15. North Fort Myers Academy of the Arts – 1856 Arts Way
16. North Fort Myers Recreation Center – 2000 N Recreation Park Way

San Carlos

17. Alico Arena – 12181 FGCU Lake Pkwy

Tice

18. Manatee Elementary School - 5301 Tice St
19. Oak Hammock Middle School – 5321 Tice St

****Be Advised:** **NOT** all shelters will be open for every event. The opening of shelters is dependent upon the nature of each specific event.

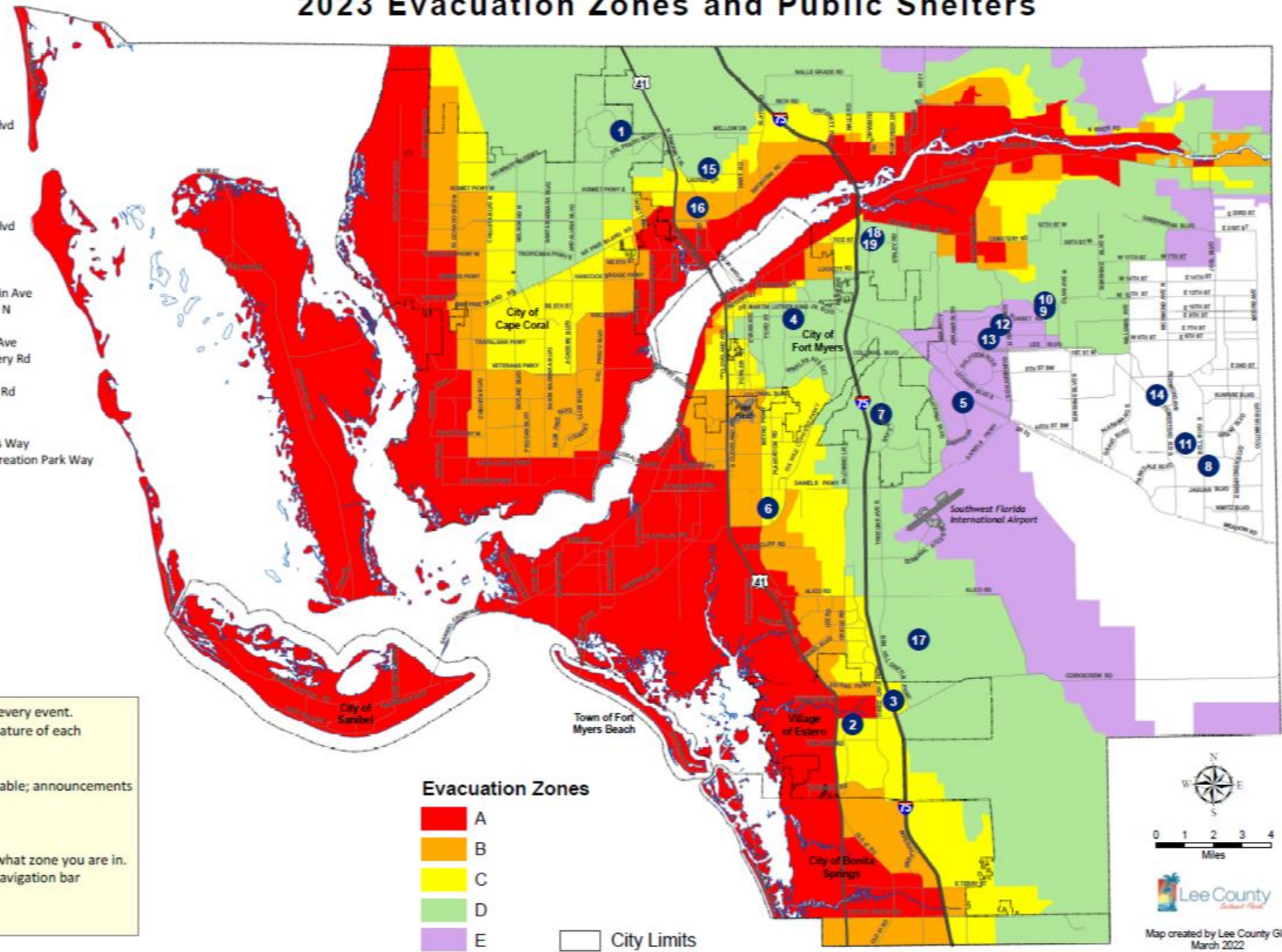
Please Note: Pet-friendly sheltering will be available; announcements will be made at the time.

Know Your Evacuation Zone:

Visit our website www.LeeEOC.com to find out what zone you are in.

1. Click on "Know My Evacuation Zone" in the navigation bar
2. Click the Find My Evacuation Zone link
3. Enter your address in the search bar

Source: Lee County Emergency Management





STORM SURGE

WHAT HURRICANE HAZARD HAS
THE GREATEST POTENTIAL FOR
LOSS OF LIFE AND PROPERTY?

- Flooding from Heavy Rain
- Hurricane Wind
- Storm Surge
- Tornadoes

WHERE WERE YOU?

Who was not a Florida resident during Hurricane Ian?

Who was a Florida resident but did not work in the Hospitality Industry during Hurricane Ian?



2022 Hurricane Ian

Communication from the VCB

- Pre-Storm E-Mail Blast from the VCB requesting availability or if you need assistance moving guests
- Post-Storm E-Mail Blast asking for damage assessment and availability
- Post-Storm requests for sleeping room reservations
- Post-Storm requests for property access

2022 Hurricane Ian Room Reservations from the VCB

Pam & Jenn – Process that took place

Hotel Partners who participated

What Worked?

What can be improved?

What really didn't work for you?

2022 Hurricane Ian Assistance from the VCB

Did you know you can call the VCB with questions?

Hurricane Outreach – uncovered issues in South Lee
County

Any needs that were not met?

2022 Hurricane Ian Assistance from the VCB

Communication methods during Ian: Text, Cell Phone,
Email, Business Phone

What method was the most effective

What method of communication would you like to see in
the future

2022 Hurricane Ian Assistance from the VCB

In your experience, were there positive situations with the VCB and other partners following the storm?

Preparing for 2023 Hurricane Season

How are you contacting your employees?

What information are you sharing with corporate?

How do you plan to document any damage to your property?

What are your business continuity plans?

Preparing for 2023 Hurricane Season

Does your business have a Hurricane/Crisis plan?

Where is it located?

Have you read it?

When was it last updated?

2023 Hurricane Season

What recovery actions are you still taking?

September 2023 – can you predict where you may be in the recovery process

What resources do you need currently?

Questions & Discussion

The VCB and Emergency Operations Center teams are available and ready to assist .

