

# GEODC

Greater Eastern Oregon Development Corporation

Proudly serving Gilliam, Grant, Harney, Malheur, Morrow, Umatilla and Wheeler counties

## WE'RE ALL IN THIS TOGETHER

### WHAT IS THIS?

Hi, my name is Bree and I am here to assist you for the next 8 months! I am a [RARE Volunteer with GEODC](#), your economic development district. I would like to help you by providing resources, better understanding your needs (so we can work towards solutions), and to help you prepare for future economic disruptions.

I will email you every 1-2 weeks with:

- Up to date resources
- 1 small thing you can do to prepare your business for economic disruptions
- Other information that may be of interest to you

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### RESOURCE HUB

I have compiled an array of resources in regards to COVID-19 at the federal, state and local level.

[Click Here!](#)

### ONE SMALL THING A WEEK

Join in on the series by [disastersafety.org](https://disastersafety.org). I will attach one PDF worksheet weekly that you can fill out to build a business disaster plan; this will help you to prepare, respond, and recover for any disruption (could be fire, flood, electrical outage)...

Better safe than sorry!

### YOU WEAR SO MANY HATS!

Small business owners always amaze me; you take on so many roles! Another role to add to the list:

**Resiliency Planner**

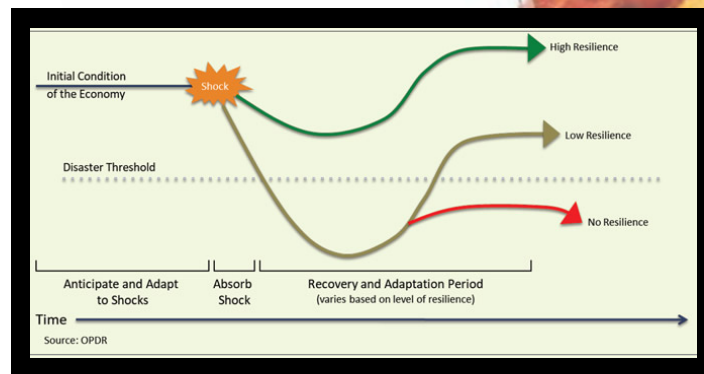
Scroll down for more info



# Why Economic Resiliency?

Small businesses make up 99% of all businesses and account for more than half of sales and jobs in the United States. Their share of the nation's employment and economy are among several reasons that small businesses are at particular risk to economic disruptions.<sup>1</sup>

In the midst of all of this uncertainty, it is easy to get lost and feel helpless. It is important that we all remember that there will be a time when this is over. The world will get through this, and it will begin functioning once again.<sup>2</sup> **But most importantly, what can we learn from this experience and how can we be better prepared for the next unknowns?**



According to the Federal Emergency Management Agency (FEMA), over 40% of businesses that close their doors due to a crisis never reopen. Of those businesses that do reopen, only 29% are able to survive the following two years.

## Take one step towards Resiliency

This is a 10 part series of worksheets that will help your small business take the steps needed to keep functioning in the event of a major disaster or a smaller disruption. The goal is to continue to perform your most critical operations, which will help reduce short- and long-term losses to your bottom line. The first step is:

### 1. Know Your Risks:

You can't plan for disruptions if you don't know the risks your business faces. Consider the greatest risks/threats specific to your business operations.



| THREATS   | PROBABILITY<br>(0-5)  | SEVERITY<br>(0-5)  | TOTAL<br>(0-25)  |
|---|---|--|--|
| Determine which threats could affect your business functions and processes. Add additional threats not listed in the bottom rows under "Other." | Assign each threat with a number 0 to 5 to indicate the likelihood it will occur. | Assign each threat with a number 0 to 5 to indicate the amount of damage it could cause your business. (Consider duration, magnitude, and extent of reach—e.g., one floor, the entire building, a neighborhood, the entire region, etc.) | Multiply Probability with Severity and enter the Total. Plan for the highest-ranking threats (17-25) as soon as possible. Assume these threats will strike your business and determine what controls you have in place or could implement to minimize your risk. |

| THREATS                              | PROBABILITY<br>(0-5) | SEVERITY<br>(0-5) | TOTAL |
|--------------------------------------|----------------------|-------------------|-------|
| <b>Natural</b>                       |                      |                   |       |
| Earthquake                           |                      |                   |       |
| High Wind / Convective Storms / Hail |                      |                   |       |
| Hurricane                            |                      |                   |       |
| Severe Winter Weather                |                      |                   |       |
| Tornado                              |                      |                   |       |
| Wildfire                             |                      |                   |       |
| <b>Loss Of</b>                       |                      |                   |       |
| Communications                       |                      |                   |       |
| Critical Equipment                   |                      |                   |       |
| Power (electricity, gas, steam)      |                      |                   |       |
| Premises                             |                      |                   |       |

[Click here for PDF Worksheet](#)



bree.cubrilovic@geodc.net  
541-276-6745

## I want to hear from you!

How can I better assist you?  
[Write your response here](#)

Shoot me an email or call!  
I would love to chat with you  
and help you through resiliency planning.

**SUBSCRIBE**  
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1. "Small Business Profile." United States Small Business Economic Profile, United States Small Business Economic Profile, 2016, [www.sba.gov/sites/default/files/advocacy/United\\_States.pdf](http://www.sba.gov/sites/default/files/advocacy/United_States.pdf)  
2. Fairchild, Gregory B., et al. "Keys to Small Business Resilience in Uncertain Times." Darden Ideas to Action, 2 June 2020, [ideas.darden.virginia.edu/keys-to-small-business-resilience-uncertain](https://ideas.darden.virginia.edu/keys-to-small-business-resilience-uncertain)