



Hurricane Sandy Disaster Relief Program
Aggregate Report | 2013 - 2015



Hurricane Sandy Disaster Relief Program
Aggregate Report | 2013 - 2015

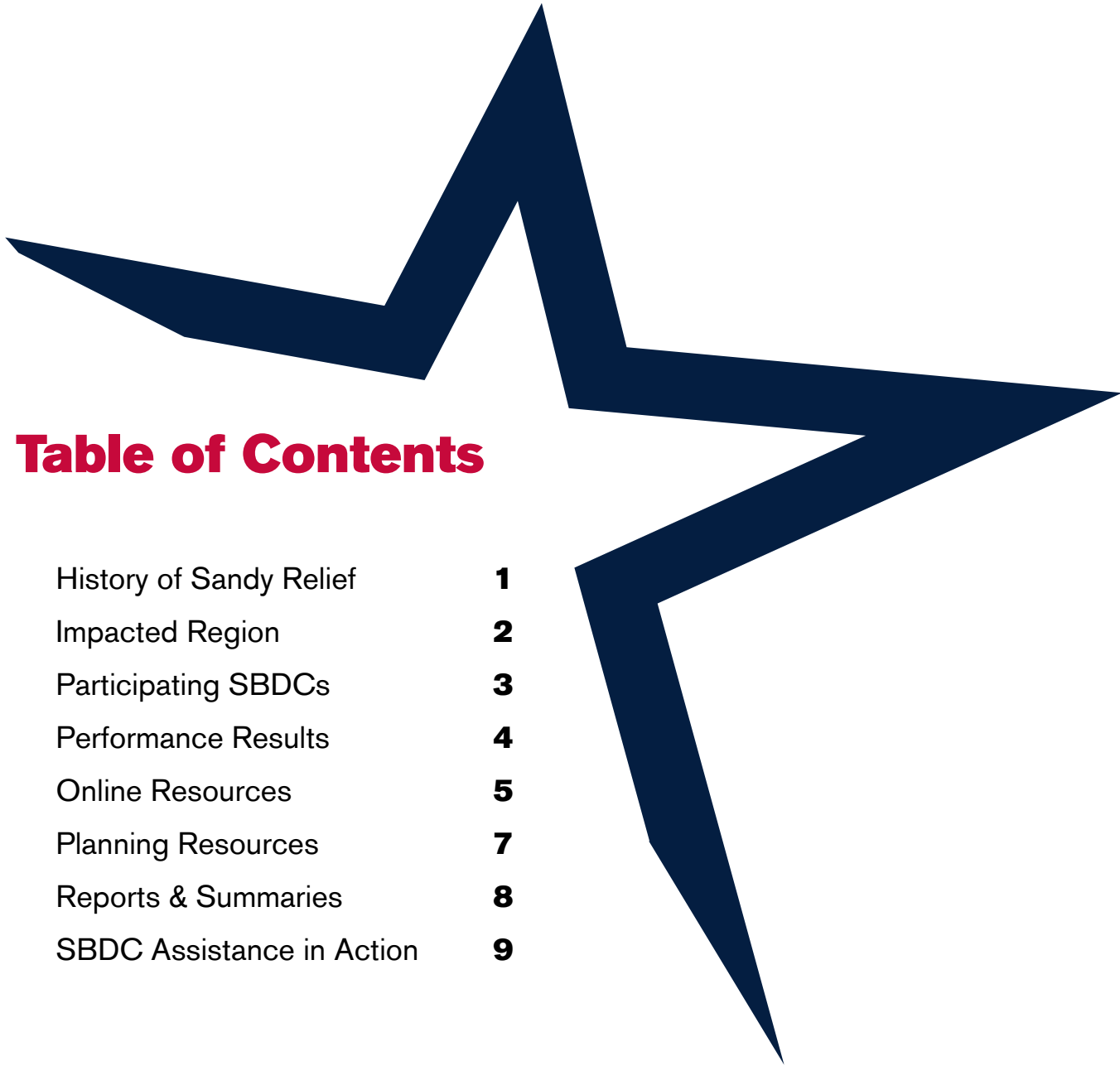


Table of Contents

History of Sandy Relief	1
Impacted Region	2
Participating SBDCs	3
Performance Results	4
Online Resources	5
Planning Resources	7
Reports & Summaries	8
SBDC Assistance in Action	9



History of Sandy Relief

On January 28, 2013 Congress passed the Disaster Relief Appropriations Act and Sandy Recovery Improvement Act of 2013 which was signed by President Barack Obama on January 29, 2013. This authorized immediate support to the victims and communities impacted by Hurricane Sandy.

Funding from the Act to the Small Business Administration was used to assist small businesses affected by Hurricane Sandy with disaster recovery and response problems, and preparedness planning.

As a key resource partner, Small Business Development Centers (SBDC) were asked to develop services to build longer-term community-based small business recovery and resiliency in officially declared counties impacted by Hurricane Sandy.

Nine SBDC networks participated in the relief efforts which spanned over the years of 2013 to 2015. Phase one of the project was a short-term initiative for immediate needs, providing funding for the SBDCs and its partners to ramp up existing business education and advisement services. Phase two of the project deployed funding for strategies to spur long-term economic small business recovery and resiliency through collaborative technical assistance provided by SBDCs and their state and local partners.



Impacted Region

Sandy disaster declared counties included:

Connecticut: Fairfield, Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham

Delaware: New Castle, Sussex

Massachusetts: Bristol

Maryland: Dorchester, Somerset, Wicomico, Worcester

North Carolina: Currituck, Dare, Hyde, Tyrrell

New Jersey: Atlantic, Bergen, Burlington, Camden, Cape May, Cumberland, Essex, Gloucester, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Salem, Somerset, Sussex, Union, Warren

New York: Bronx, Columbia, Delaware, Dutchess, Greene, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Ulster, Westchester

Pennsylvania: Bucks, Delaware, Monroe, Northampton, Philadelphia, Pike, Wayne

Puerto Rico: Adjuntas, Guayanilla, Penuelas, Yauco

Rhode Island: Kent, Newport, Washington

Virginia: Accomack

West Virginia: Braxton, Clay, Fayette, Greenbrier, Kanawha, Nicholas, Webster

Participating SBDCs

This report summarizes the results attained by nine Small Business Development Center (SBDC) networks that were awarded funding under the Hurricane Sandy Disaster Relief Program between 2013 and 2015.

Connecticut SBDC

University of Connecticut
2100 Hillside Road
Storrs, CT 06269
www.ctsbdc.com

Delaware SBDC

University of Delaware
1 Innovation Way, Suite 301
Newark, DE 19711
www.delawaresbdc.org

Maryland SBDC

University of Maryland
7100 Baltimore Avenue, Suite 401
College Park, MD 20740
www.marylandsbdc.org

New York SBDC

State University of New York
10 North Pearl Street
Albany, NY 12246
www.nyssbdc.org

New Jersey SBDC

Rutgers Business School
1 Washington Park, Suite 1301
Newark, NJ 07102
www.njsbdc.com

Pennsylvania SBDC

University of Pennsylvania
The Wharton School
3819-33 Chestnut Street, Suite 325
Philadelphia, PA 19104
www.pasbc.org

Puerto Rico SBTDC

Intramerican University of Puerto Rico
Union Plaza
416 Ponce de León Ave., Suite 912
Hato Rey, PR 00918
www.prsbtfdc.org

Virginia SBDC

George Mason University
Mason Enterprise Center
4031 University Drive, Suite 100
Fairfax, VA 22030
www.virginiasbdc.org

West Virginia SBDC

State Capitol Complex Bldg. 6, Rm. 652
1900 Kanawha Blvd E.
Charleston, WV 25305
www.wvsbdc.org



Performance Results

Below are the aggregate performance results of the Hurricane Sandy Disaster Relief Program between 2013 and 2015 as reported by each SBDC network. These results are in addition to the programmatic outcomes listed subsequently in this report.

Capital Acquired	\$143,632,509
Jobs Impacted	7,091
Business Starts	248
Sales Increased	\$40,601,887
Clients Consulted	6,134
Consulting Hours	71,677
Educational Programs Held	223
Educational Program Participants	3,371

(Jobs Impacted = Jobs Saved + Jobs Created)

Online Resources

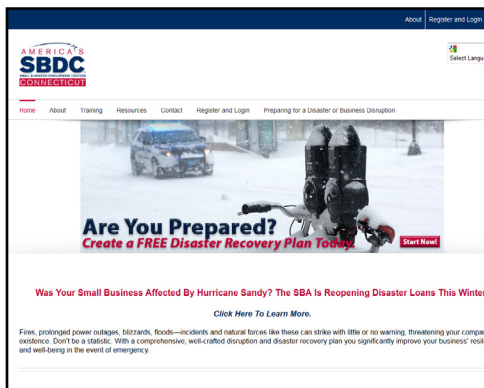
Many online resources were developed during this project to assist small business owners with tools and advice. Topics ranged from business continuity planning and recovery, to cyber security. All of the following guides and educational programs will be lasting resources to help businesses thrive even though this project has concluded.



Online Cyber Security Training

Content: Cyber Security Readiness for Small Businesses

Partners: NJ SBDC and Kean University



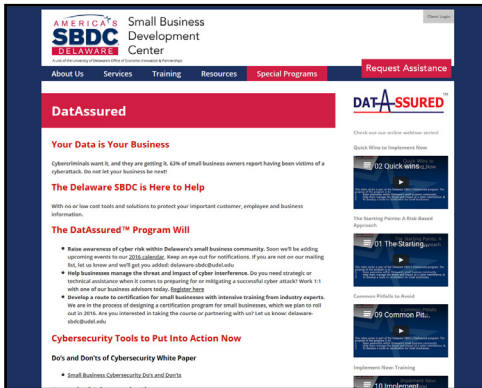
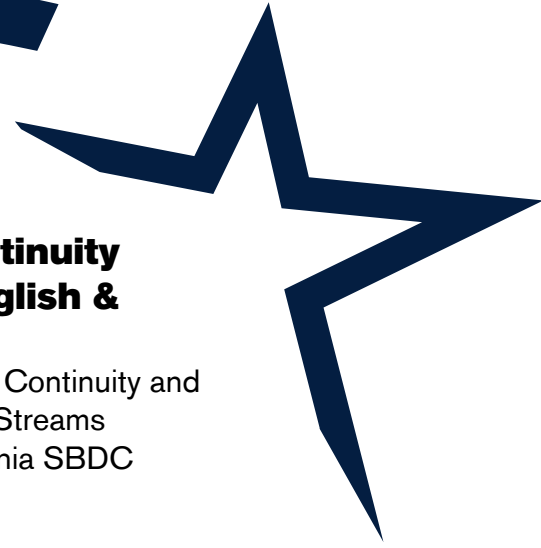
PrepareCT.com Website

Content: Disaster Preparedness & Recovery Resources and Training
Partners: CT SBDC, CT SCORE, Women's Business Development Council, CONNSTEP, Greater New England Minority Supplier Development Council, Spanish American Merchants Assoc., CT Society of CPAs



Business Continuity Webinars (English & Spanish)

Content: Business Continuity and Diversifying Sales Streams
Partner: Pennsylvania SBDC



DatAssured Online Webinars

Content: Cyber Security for Small Businesses
Partners: Delaware SBDC, University of Delaware, and State of Delaware



Delaware Business Resiliency Initiative

Content: Business Continuity Planning and Cyber Security
Partners: Delaware SBDC, University of Delaware, and State of Delaware



Planning Resources

Planning resources such as toolkits, checklists, and guides were developed by all of the participating SBDCs to help businesses take the next steps to prepare their company for future business interruptions. All of these resources, including supplemental materials from government agencies and community partners were used to advise business owners on resiliency strategies.

- Disaster Protection and Recovery Planning Toolkit for Small Business [\[PDF\]](#)
- Guide for Community Economic Resilience, to promote Small Business Recognition among State and Local Emergency Planners and First Responders [\[Link\]](#)
- 50,000-plus Database of Small Businesses in Connecticut for Future Disaster Notifications/Alerts
- Continuity Survey for SBDC Clients [\[English PDF\]](#) [\[Spanish PDF\]](#)
- Disaster Recovery: A Planning Guide [\[PDF\]](#)
- Online Course to Prepare Disaster Plan [\[Link\]](#)
- Workbook to Prepare Draft Contingency Plan in Spanish [\[PDF\]](#)
- Eastern Shore of Maryland: Hometown Emergency Preparedness Handbook [\[PDF\]](#)

Reports & Summaries

Two reports below illustrate the findings of the Hurricane Sandy project as learned from direct interaction with small businesses that were affected. When complete, these reports will be shared with stakeholders and public officials as ways to help inform and plan for the future, and serve as guides for subsequent consulting, outreach, and educational programming by SBDCs.



RUTGERS

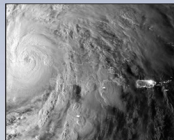
The Center for Urban Entrepreneurship
and Economic Development

Lessons Learned From Sandy

Rutgers Center for Urban
Entrepreneurship & Economic
Development (Report Release
Pending)

Diálogo con la Comunidad Empresarial

CONTINUIDAD DEL NEGOCIO
Programa Sandy



Presentado por el Centro de Desarrollo de Pequeñas Empresas y Tecnología para Puerto Rico en
Ponce (Ponce SBDC por sus siglas en inglés) y el Programa Sandy I y II: Oportunidad para la
Rehabilitación de la Pequeña Empresa.

Diálogo con la Comunidad Empresarial

Puerto Rico SBTDC

SBDC Assistance in Action

Below is a snapshot of some of the many businesses assisted by the SBDCs participating in the Hurricane Sandy Disaster Relief Program.

Sandy Hook Pilots Association (Staten Island, NY)

Problem: The Sandy Hook Pilots Association, established in 1694, has been a client of the Staten Island SBDC since December 2012, shortly after the onset of Super Storm Sandy. Their headquarters and adjacent bulkheads sustained severe damage in the storm. The project to rebuild at their current location cost \$5.7 million dollars including an entirely new headquarters to replace the reconstructed warehouse and install new state-of-the-art concrete bulkheads.

SBDC Assistance: The Staten Island SBDC director and business advisor expended a significant amount of time and effort to assist the Pilots in obtaining the funds to accomplish the rebuilding project. They accompanied Captain Thomas Walsh to the Office of Emergency Management to initiate the application process for emergency assistance.



Outcome: By keeping its headquarters in Staten Island, 75 member pilots and 130 employees retained their jobs in NY State. The construction project is responsible for 20 new jobs in the area. In addition, the activities of the Harbor Pilots support 279,000 jobs in the NY area resulting in \$12 billion in annual wages. Their activities in the Port Areas generate \$5 billion in annual tax revenues to state and local governments. The work of the Pilots ensures that the Port of New York remains an international hub

for cargo. The Pilots handle over 10,000 ships per year which, represent 95 percent of the cargo coming into the harbor.

The pilots received a \$3.4 million dollar loan from the New York State Job Development Authority for 20 years at a rate of 4.67 percent and a \$2 million dollar loan from the SBA for 30 years at a rate of 4 percent to continue operations.



World Action Sport (Yauco, PR)

Problem: Ivonne Medina Ramos is an avid cyclist, practicing the sport for many years. Turning her passion for the sport into a business, she opened a bike shop in 2013 in the Cuatro Calles Sector of the Yauco Municipality, which is a well known flood hazard area.

SBDC Assistance: Medina participated in the Sandy program seminars to begin gathering information and evaluating possible new locations for the store. The Puerto Rico SBTDC consultant assisted Medina with the preparation of a business continuity plan, and Medina was able to make an informed decision to relocate her business to a commercial property that was in a non-flooded hazard area.

Outcome: Medina received assistance with a proposal submitted to the Yauco Economic Development Office for \$1,700 to strengthen the business. Furthermore, the SBTDC consultant provided support with marketing strategies for the business, including the creation of promotional materials to distribute in the different sporting events where Medina participated. By the end of 2014 World Action Sport had increased sales by 30 percent from the previous year. During the first quarter of 2015, Medina moved to the new location and obtained a \$30,000 line of credit for working capital to continue growing the business.

Memphis Pig Out Restaurant (Atlantic Highlands, NJ)

Problem: This landmark restaurant sustained significant damages from Super Storm Sandy, both physical and economic. The lower level of the restaurant sustained 5 feet of water which destroyed equipment, food, and the exterior of the building. The insurance received from Sandy was only \$4,700 which only covered the cost of the lost food, as opposed to the more than \$53,000 loss from physical damages. After opening three weeks after the storm, business was down 30 percent.

SBDC Assistance: After meeting with a representative from the New Jersey SBDC at Brookdale Community College, owners Mark and Connie Strassburg found out about the available grants to help get her restaurant back on its feet. Eventually, the business owners were awarded a \$50,000 grant from EDA to help them recover.

Outcome: The SBDC continued to work with Connie and Mark on website development and extensive marketing consulting to increase the restaurant's visibility. The restaurant just celebrated its 30th anniversary in November of 2015.





America's SBDC represents America's nationwide network of Small Business Development Centers (SBDCs) – the most comprehensive small business assistance network in the United States and its territories.

The mission of America's nationwide network of SBDCs is to deliver high-quality, professional business advice, education, and information that generates meaningful results.