

Planning for a Hurricane or Natural Disaster A Guide for Non-Profit Arts Organizations

Planning for a natural disaster seems like the biggest oxymoron in the world. How do you plan for a disaster? How can you anticipate a calamity? Isn't the reason a catastrophe is a catastrophe is that it is *unexpected*? Well managed organizations are prepared with an in-depth crisis plan ready and waiting for anything from a hurricane, flood or other disaster that impacts your community or closes your normal operations and business.

PRE-PLANNING

Where to begin? First, schedule an annual meeting of key department heads and your board executive committee. In a small organization set up a meeting with all management, board leaders and key artistic staff.

Have a Detailed Disaster Plan

Have a disaster plan in place. Outline who is responsible for each essential area. Have a clear chain of command for each item. For example, outline who will be responsible for canceling performances or events? Who will be responsible for putting up hurricane shutters and securing the office? Who will be in charge of visiting the site after the storm? Who will oversee human resource issues? Will hourly staff be paid while the office is closed? Decide payment and payroll plans and who will follow up with these important tasks.

Insurance: Once a year have a board or staff member go over insurance coverage for your organization. If you own your building or facility, make sure the policy covers real costs of repairing the building in case of large amounts of damage. Is there an additional deductible for hurricanes or other natural disasters? To save money, some groups accept high deductibles and cannot afford to rebuild. If you rent your office space check to see if your general liability policy covers replacement of your office contents (equipment, furniture) etc. Replacement coverage is best.

Computer files: There are several affordable file hosting services including Google Drive, Dropbox, and Microsoft OneDrive. In addition to storing your files these systems make it easy for your team to access their work from any computer or mobile device to work remotely while your office is closed during the emergency. Make sure to back up your all your computer files on a regular basis and store the back-up files off site. In an abundance of caution many companies back up their cloud stored files on a portable hard drive for extra protection.

Office Records and Contents: Make sure important files are in waterproof file cabinets. Take photos of your office equipment, furniture and contents and store the photo files away from the office. This information will be important if you sustain damage in a natural disaster.

Maintaining Contact: Make sure you have an updated cell phone list for key employees and board members so they can be reached in case of a disaster to help your group make important decisions. Set up a designated phone number that staff can call for a recorded message instructing them on the status of the organization. Set up a web communications account such as Zoom so your team can effectively work remotely and stay connected. Ask all your staff and board members to leave voice messages about their personal situations so you can arrange to help those that need it most.

AFTER THE STORM

1. Call your executives, key staff, and board to make sure everyone is alright and to make plans for the organization. If you have more than a few employees set up an emergency message on your voice mail instructing staff and board on the status of the organization. Tell all employees the number they will be calling for updates. Set up zoom team meetings for efficient remote working plans.
2. Assign a marketing point person to do regular updates on website and social media platforms to keep your patrons and audience informed.
3. If the office is safe, have the designated staff or board member visit your building or office to determine the extent of damage. If necessary or possible, remove salvageable equipment, files etc. If the office did not sustain significant damage lock up and leave. If the office was damaged determine, as much as possible the extent of damage. Take photos with your cell phone or digital camera.
4. Call your insurance agent with a list of damage and arrange a meeting. Be patient. This meeting may take a while as insurance agents will be in high demand. Do not to sign any final agreements with insurance until a board member or expert reviews the compensation offer. Do not accept any final payment until after electricity is on to confirm equipment works etc. Some damage may not be readily apparent – if your space was damaged have a licensed contractor look at it and give you an estimate of repair prior to accepting any settlement.
5. If you have significant damage learn about FEMA (Federal Emergency Management Association) and other federal, state, and local funds and agencies that will be set up to help.
6. Set up a timeline which will include decisions about when the office will re-open, when staff will begin working onsite or remotely and when performances and events will resume. These decisions will be affected by many factors including: is the area where your office is located safe, accessible, and with power; is your staff available and what is the mood of the community. If your office is not habitable or without phone or power for a long period, you may need to set up a temporary office. People and companies are very generous immediately following the storm. If you need a temporary office do not be afraid to ask some companies in unaffected for help.
7. Volunteer in the re-building efforts.
8. Make sure the arts have a voice in rebuilding efforts. Help us ensure arts executives and arts board members are on the rebuilding committee(s) to ensure the cultural community will be part of the solution and be in discussions to receive necessary funds and assistance.