



Partners in Prevention

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FEMA and FLASH Bring *Ready Business* to Tampa Bay

Hurricane Irma served as a strong reminder for businesses, communities, places of worship, schools, and other organizations to plan for disasters. That is one reason why nearly 60 attendees turned out for the free FEMA [Ready Business Hurricane & Inland Flooding Preparedness Workshop](#) on September 28 in Tampa Bay just weeks after Irma.

FLASH Founding and Legacy Partner USAA hosted the event at its new facility along with co-presenting partners from the City of Tampa, FEMA Region IV, Florida DEM, Hillsborough County, ICF International, and Legacy Partner Simpson Strong-Tie. The daylong program featured the new *Ready Business* [Hurricane](#) & [Inland](#) Flooding toolkits that focus on staff, space, structure, surroundings, systems, and community service steps for businesses and organizations.

The workshop opened with a roundtable discussion of lessons learned from Hurricane Irma. Some of the insights included:

- *Tampa floods and everyone needs flood insurance.*
- *Even if you live inland, you need to be prepared.*
- *I am not sure people understand who should evacuate.*
- *I wish I understood evacuation better and will in the future.*
- *Communication was key and we need to practice our plans more often.*

City of Tampa Emergency Manager Chauncia Willis gave an excellent presentation on local risk and how active engagement with Tampa-area businesses help meet unmet needs for residents when disaster strikes. "Strategic business partnerships are key to our strength," said Willis.

According to the attendee feedback forms, this was "excellent information! Great workbooks and toolkits." Another participant shared that, "This workshop and toolkit provided me with more resources to get the specific information I need."

Click [here](#) to learn more about Ready Business.