

WHY PREPARE?

You can't predict when a disaster will affect your business, but you can ensure that you are prepared for when it does. Getting back to business after a fire, power outage, snowstorm or other disaster depends on preparedness planning that can be done today. Small business owners invest a tremendous amount of time, money and resources to make their ventures successful. Take time now, **before a disaster**, to plan to protect your investment!

* Protect Your Bottom Line *

* Secure Key Assets *

* Reduce Liabilities *

* Increase Employee Safety & Confidence*

* Enable Customer Retention *

For more information on business continuity planning in Cambridge, please visit camb.ma/bizeprep or call the Cambridge Community Development Department at 617-349-4637.

Stay in the Know

Cambridge Alert Network

cambridgema.gov/AlertNetwork

Massachusetts Alerts

mass.gov/eopss/agencies/mema/massachusetts-alerts.html

Put Together a Disaster Supply Kit Today!

Be sure to plan for the number of employees who may need it.

- Flashlight with extra batteries
- Battery powered radio
- Nonperishable foods
- 1 gallon of water per person, per day
- First aid kit
- Blankets
- Disposable plates, cups and utensils
- Non-electric can opener
- Personal hygiene items
- Plastic garbage bags

BUSINESS CONTINUITY

GET READY NOW!

Emergency Preparedness Resources for Small Business Owners



Photo Courtesy of Catherine Bracy



What would happen if you had to shut down your business for several days?

What is Business Continuity?

Business continuity planning will help you keep making money, not only after a snowstorm or hurricane, but also in the event of smaller disruptions that businesses face from time to time. This planning will help you develop strategies and solutions to prepare for disruptive events and anticipate the things that could affect your business such as:

- ◆ Being unable to access your business premises
- ◆ Power outages
- ◆ Flooding
- ◆ Losing IT/communication systems
- ◆ Loss of critical staffers
- ◆ A key supplier not being able to provide you with essential goods or services

FINANCIAL PLANNING TIPS

- Financial preparation for an emergency should not happen during a disaster.
- Build good credit to establish a positive history.
- Loans are available either through the U.S. Small Business Administration or private lenders, each with varying timeframes and different offerings.
- If you already have a loan during a disaster situation there are different ways a bank can assist you (interest only payments, etc.).

5 No-Cost Steps to Get Started

1) Think about your greatest potential risks. Focus on the effects of these risks on your critical business functions – business interruption, employees unable to report to work, customers unable to reach your location, the interruption of critical supplies.

2) Calculate the cost of business interruptions for one week, one month and six months. Review your insurance coverage or build a cash reserve that will allow your company to function during the post-disaster recovery phase.

3) Develop a Business Continuity Plan and talk to your staff about it. Begin to build relationships with secondary suppliers.

4) Make sure your plan stays updated and is easy to access. Review your plan with key staff members and ensure all information is up-to-date.

5) Think about ways you can communicate with the community following a disaster to let them know you are back in business. Create a Facebook page, Twitter, or utilize local media outlets.

Is your insurance policy adequate for your needs?

Review your insurance coverage.

Contact your agent to find out if your policy is adequate for your needs.

For more information visit camb.ma/bizeprep.

Do you have coverage for flood? If you are located near a river, is “storm surge” classified as “flood” or as “windstorm”?

Do you have coverage for Business Interruption?

Do you have coverage for Service Interruption?

Do you have coverage for Civil Authority?

Are the limits under your policy sufficient?

What is the deductible under your policy?

If you have any key customers or suppliers, do you have Contingent Business Interruption coverage?

How long will it take to file a claim and then to receive payout?

Have a copy of your insurance policy stored in a safe area, as well as a digital copy that can be easily accessed on a cloud platform.

For small business owners, being prepared can mean staying in business following a disaster.