

COVID -19 PANDEMIC: CITY OF  
CORAL GABLES BUSINESS  
RECOVERY TASK FORCE  
REOPENING OF THE LOCAL  
ECONOMY PRESENTATION



City of Coral Gables  
Commission Meeting

MARCH 23, 2021

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# Business Recovery Task Force Report

- **Comprehensive Plan** – Best Management Practices (BMPs), Update to Existing Plan and Guidelines
- **Strategic and Methodical** – Incorporates the City’s Adopted Strategic Crisis Management Recovery Model and Recovery Goals to guide the Reopening of the Local Economy
- **Historical Document** - Establishes the basic foundation to plan for unforeseen health crisis or natural disasters

# BMPs/Measures for BRTF

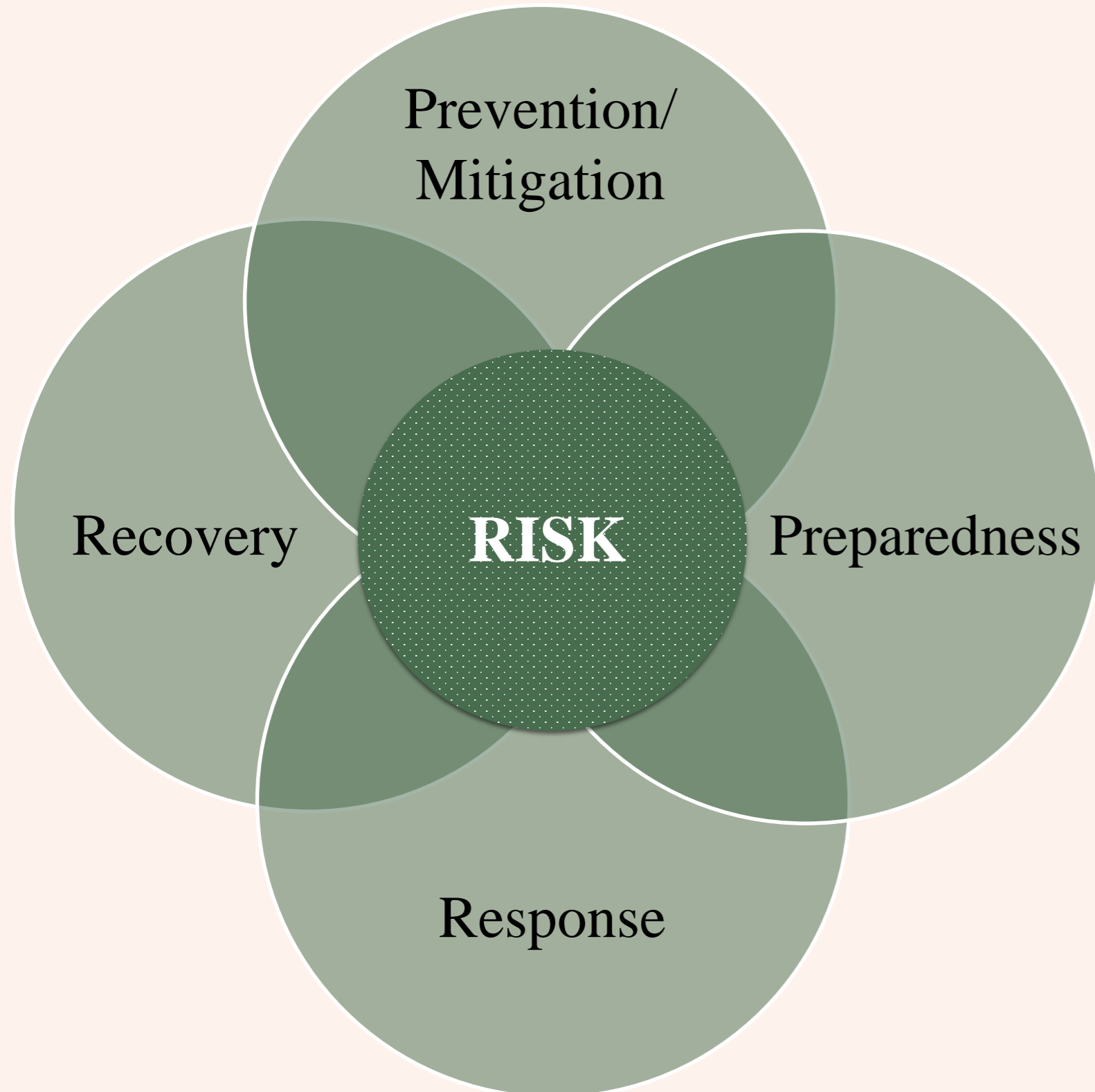
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- **Health and Safety** – The development and adoption of the health and safety measures will identify activities that will protect the community from significant resurgence of COVID-19 during the reopening of the local economy. Public safety measures will be enacted to proactively protect the safety and welfare of the community.
- **Business Operations** – Development and adoption of the business operational measures will provide for the safety and welfare of both business owners, employees and patrons, and minimize risks of exposure to COVID-19.
- **Regulatory** – The development and implementation of the regulatory measures will allow for the evaluation of the feasibility of temporarily waiving the application of regulations to foster business activity without compromising the health, safety and welfare of the community.

# Coral Gables Recovery Phasing Plan

- Federal, State, County and City's Reopening Plans mark the transition from the Emergency or Crisis Management to a Recovery Phase
- Marks the beginning to returning to a new normal under protective guidelines
- Will require monitoring to prevent resurgence of the virus
- Emergency Management will take the role of sentinel as the City evolves to a more open society

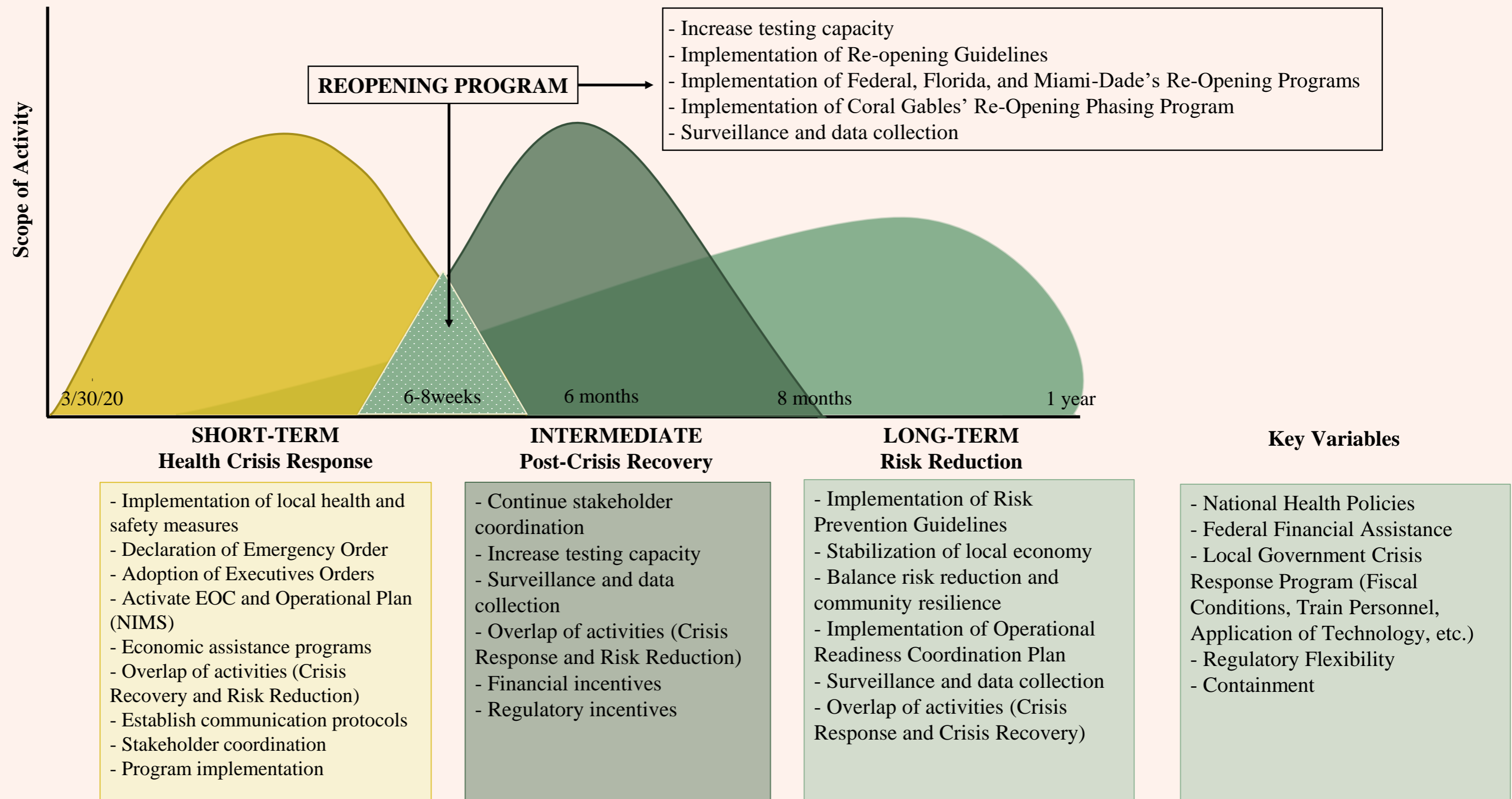
# Strategic Crisis Management Recovery



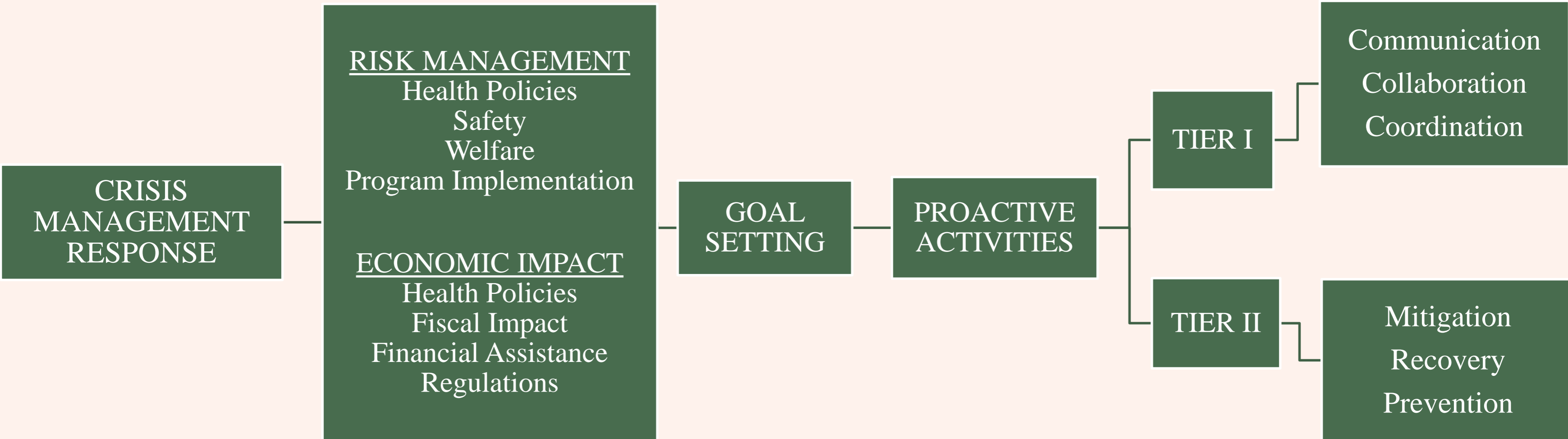
## Overarching Priorities

- Protection of residents and visitors with special emphasis placed on our most vulnerable population
- Protection of our workforce
- Guidance and information to our business community
- Communication Plan of Public Protective Actions

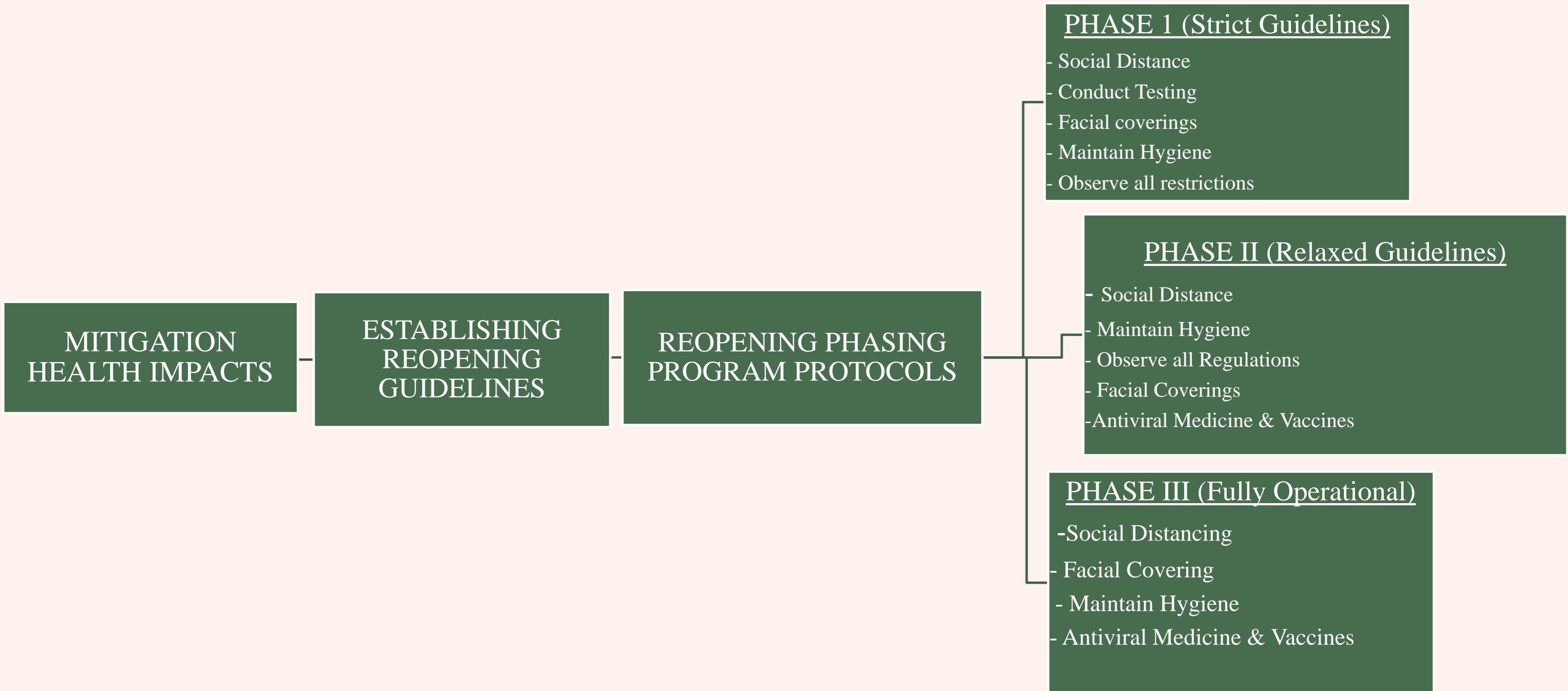
# Coral Gables Strategic Crisis Management Recovery



# COVID-19 Flow Chart



# COVID-19 Flow Chart - Continued





# Goals for Reopening the Local Economy

- ✓ To re-open the local economy in a strategic and methodical manner.
- ✓ Development of a re-opening program that is inclusive, safe, responsible and smart.
- ✓ Design a re-opening program that is sensitive to the City of Coral Gables' vulnerable population.
- ✓ Adopt a re-opening program consistent with State of Florida and Miami-Dade County guidelines.
- ✓ Maximize the recovery re-opening efforts to provide new business tools and technological help to improve businesses' ability to communicate more efficiently with customers and suppliers.
- → Continue to develop health, safety and economic development Best Management Practices (BMPs) measures to ensure that the business community emerges from the recovery more resilient than pre-COVID-19.

✓ = **Accomplished**      → = **On-going Activity**

# Current Approach to Reopening the Local Economy

## Tier I

### ✓ *Tier I: Coordination, Communication, Collaboration (3Cs)*

- ✓ Information sharing and lessons learned discussions with cities and local economic development agencies outside Florida.
- ✓ Establishment of the City's Economic Development Group (Coral Gables Chamber of Commerce and Business Improvement District) to coordinate the business outreach efforts and the prompt dissemination of information.
- ✓ Release the Business Assessment Survey to the local community in cooperation with IT and the City's Business Partner Group.
- ✓ Prompt dissemination of readily available information on federal and state financial assistance programs.
- ✓ Coordination with the City's Federal Legislative Affairs Team to assist staff interpretation of federal legislative funding packages, as well, as identifying upcoming funding initiatives.
- ✓ Established knowledge sharing and cooperative relationship with the Greater Miami Chamber of Commerce, Beacon Council and Miami Commercial Association.
- ✓ Development of timeline model of the crisis for the economic recovery phase.
- ✓ Updated the City's COVID-19 webpage for easier access to emergency orders, preventive measures, messages from leadership and affected services, among others.

✓ = Accomplished      → = On-going Activity

# Current Approach to Reopening the Local Economy

## Tier II

### ✓ *Tier II: Mitigation, Recovery, Prevention (MRP)*

- ✓ Host a joint-participation series of small business recovery webinars with the Chamber and BID to guide retailers and restaurants through BMPs for their respective businesses to become more resilient during and after a crisis.
- ✓ Host a series of interactive joint-participation technology webinars with our local partners (Chamber, BID, Universities, and Beacon Council) to expand their use of technology to more efficiently communicate with customers and providers.
- ✓ Continue to work actively with the Chamber, BID and economic development agencies to identify potential financial assistance programs for the business community.
- ✓ Proactively encourage and incentivize residents to shop local.
- ✓ Ease curbside regulations by continuing the “Restaurant Carryout Parking Program” to provide restaurants with a free on-street carryout area for their customers.
- ✓ Development of communication protocols to leverage all of the City’s social media networks to promote community businesses.
- → The Department would work with Emergency Management/Communication/Administration to identify procedures to address the possibility of a resurgence of the virus and how the City would specifically address the need to curtail or restrict the re-opening of our economy.

✓ = **Accomplished**      → = **On-going Activity**



# Questions & Answers

THANK YOU

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