



**ST.PETE  
CLEARWATER**

**CONVENTION & VISITORS BUREAU  
CRISIS COMMUNICATIONS PLAN**

Updated: July 2020

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## **Overview**

The St. Petersburg/Clearwater Area Convention & Visitors Bureau (CVB) is a department of Pinellas County Government that serves as the tourism marketing arm for the County's number one industry. In crisis situations, the CVB will always defer to Pinellas County's authority as the lead on emergency operations procedures and in communications with media on crisis-related issues.

The CVB's main roles in a crisis are: 1) to communicate to industry relevant information received from Pinellas County; 2) to develop and deliver appropriate messaging in concert with our contracted firms (PR, advertising, web) to inform and/or counteract public perception issues; 3) and to restore tourism to the County as quickly as possible. While the County is the main source for information, industry and citizens are encouraged to follow the CVB on our regular consumer site, at VSPC.info, and via the CVB's social media outlets, all of which will be continuously updated with pertinent information.

Of equal importance is what the CVB will not be doing during a crisis. The CVB will not proactively speak to media on matters directly related to the crisis; that is the duty of the County's Public Information Officer (PIO). Additionally, the CVB will not broadcast any warning information of our own; rather we will forward appropriate updates from local, regional or federal authorities as needed.

Historically, the main cause for implementation of this plan has been the threat of a hurricane or tropical storm. However, the basics may be utilized during any disaster situation.

Three planning categories have been designated, each having its own importance:

1. Pre-event preparations
2. During the crisis
3. Post crisis

## **Functional Readiness**

The Crisis Communications Plan and the Employee Emergency Responsibilities Acknowledgement Form, including evacuation zone verification, will be reviewed, updated and distributed to staff around April of each year. The updated Plan will also be distributed to appropriate contracted/outsourced firms, select industry contacts, and others as listed in the Appendix.

For preparation purposes, the CVB will also perform the following on an annual basis:

1. Establish pre-season communications with Duke Energy, Chambers of Commerce and Pinellas County Economic Development.
2. Perform annual hotel inventory audit to determine new properties, closed properties, evacuation zones, pet friendly and other information (February).
3. Re-stock the Emergency Operations Center (EOC) Supply Container (see Appendix for supply list).
4. Review and update emergency contact information for the CVB's top 20 hotel properties.
5. Compile current contact lists for key meeting planners, travel agents/tour operators, and film and commercial producers.

## Emergency Management Team

1. **Crisis Manager:** functions as highest ranking on-site manager. The Crisis Manager is responsible for general coordination, decision-making and communication with top management and local officials and also serves as the prime media spokesperson on tourism related matters to local, national and international media.
2. **Assistant Crisis Manager:** assumes responsibilities of Crisis Manager if not available.
3. **Staff Disaster Assignments:**

<b>Crisis Management Team at EOC</b>	<b>Disaster Assignment</b>	<b>Shift Assignment</b>
Hayes, Steve	EOC	Crisis Manager
Bridges, Leroy	EOC	CVB Desk - EOC Lead/Local PR/Social Media
Comerer, Mackenzie	EOC	Remote – Local PR/Social Media
Leiser, Justin	EOC	Remote – Website Listings Management
<b>Department Essential/ County Essential Staff</b>	<b>Disaster Assignment</b>	<b>Post Responder Job Description:</b> Perform Outreach to customers and media; work with hotels and industry on damage assessments and create re-opening timelines.
Ramsberger, Tim	Post Responder	Assistant Crisis Manager
McCann, Liz	Post Responder	
Tuxhorn, Teri	EOC/Post Responder	EOC Alternate/Assistant Financial Liaison
Accounting - Hargrett, Maria	Post Responder	Primary Financial Liaison
Accounting staff are exempt		
Community & Brand Engagement - Campbell, Craig	Exempt	
Bolden, Brandee	Exempt	
Coryn, Kristin	Personnel Pool	
Murray, Kymberly	Personnel Pool	
Advertising - Bridges, Katie	Post Responder	
Oania, Marcus	EOC/Post Responder	EOC Alternate
Russ, Rick	Post Responder	
Russell, Kiki	Post Responder	
Digital & Communications – Bridges, Leroy	EOC	Alternate Crisis Manager
Fashner, Jimmy	Post Responder	
Fowler, Jeffery	Post Responder	
Nix, Tracey	Post Responder	
Presley, Ray	Personnel Pool	
Film – Armer, Tony	EOC/Post Responder	EOC Alternate
Dozois, Lisa	Post Responder	
Latin America – Gabel, Andrea	Exempt	
Negron, Janniel	CIC	
Ramirez, Jose	CIC	
Leisure Travel – Payne, Rosemarie	Post Responder	
Bogges, Darryl	CIC	
Poyet, Michelle	Post Responder	

Meetings & Conventions - Hackman, Suzanne	Post Responder	Alternate Crisis Manager
Berrien, Tina	Post Responder	
Brown, Jill	Post Responder	
Connolly, Tracy	Personnel Pool	
Freeman, Kayla	Post Responder	
Prine, Renee	Post Responder	
Silva, Monica	Post Responder	
Simmons, Hortensia	Post Responder	
Sports & Events – Craig Campbell	Exempt	
Bolfa, Julie	Post Responder	
Brunk, Katie	Post Responder	
John, Jeffrey	Post Responder	
Peterson, Caleb	CIC	
<b>Exemptions</b>	<b>Disaster Assignment</b>	<b>Exemption Description:</b> Exempt from emergency duty when County is closed. Should report to work when situation is resolved or County reopens.
Bolden, Brandee	Post Responder	
Campbell, Craig	Post Responder	
Gabel, Andrea	Post Responder	
Johnson, Octavia	Post Responder	Secondary Financial Liaison
Magelnicki, Melissa	Post Responder	Secondary Financial Liaison
Taft, Bob	Post Responder	
Yeager, Gail	Animal Services	

**Employee Disaster Assignment and Activities Based on Event and Time Frame**

Employee Assignments	Hurricane	Non-Hurricane
EOC	<ul style="list-style-type: none"> <li>• 1 shift needed</li> <li>• Early release to prepare home &amp; family</li> </ul>	<ul style="list-style-type: none"> <li>• 1 shift needed</li> </ul>
Department/ County Essential	<ul style="list-style-type: none"> <li>• 1 shift needed to relieve EOC post-storm</li> <li>• Prep Dept. for storm (pre-storm)</li> <li>• Report post-storm as assigned</li> </ul>	<ul style="list-style-type: none"> <li>• 1 shift needed to relieve EOC staff if 24 hr. operations implemented</li> <li>• Implement CVB Continuity plan if needed</li> </ul>
Exempt	<ul style="list-style-type: none"> <li>• Keep office open until County closes</li> <li>• Prep Dept. for storm (pre-storm)</li> <li>• Implement Dept. Continuity plan when needed post-storm</li> </ul>	<ul style="list-style-type: none"> <li>• Implement CVB Continuity Plan if needed</li> </ul>

## **Hurricane or Major Storm Advisory**

During advisory or monitoring status, the County Emergency Management has not yet declared an emergency, but there is a potential for one. The following activities will take place:

1. Pinellas County Emergency Management is responsible for tracking hurricanes and disseminating information to key county agencies by e-mail, text and/or conference call communications.
2. When received by the CVB, these communications will be reviewed by the CEO and COO as soon as possible. Staff should use whatever means necessary to contact them if they are not in the office.
3. Pinellas County Communications has a countywide television station to broadcast up to the minute important hurricane information. PCC-TV (Spectrum – 637/Frontier – 44/WOW! - 18) will broadcast this information until a power loss may force it off the air. If the County closed due to the emergency, this station will provide the official reopen notice.

## **Hurricane Alert (Response level 4)**

The CEO and COO will refocus their attention to the potential storm situation and take the following actions:

1. Contact all CVB staff and appropriate outsourced firms (PR/Advertising/Web hosting) and advise of storm or other activity; keep in close communication.
2. Monitor weather and Emergency Management communications.
3. Signal activation of VSPC Accommodations Emergency Website pre-storm page (VSPC.Info). This information can be viewed by all, including the public.

If the crisis is occurring in a different part of the state, the CVB will be the primary housing agency for people seeking accommodations in the area. If the crisis threatens Pinellas County, the CVB will work with other tourism offices to assist displaced visitors and residents in finding accommodations in non-evacuation zones and, if necessary, other parts of the state.

4. Direct staff to refer incoming calls for emergency information to:
  - Citizens Information Center: (727) 464-4333
  - Emergency Management website: [pinellascounty.org/emergency](http://pinellascounty.org/emergency)
5. CEO/COO will hold a staff meeting to go over the details of the emergency operations plan.

## **Pre-Event (Hurricane) Preparations**

### **Hurricane Watch (Response level 3): 48 hours before the storm**

1. The Department of Emergency Management (DEM) will determine whether to partially, or fully activate the EOC.
2. The CVB's Crisis Communications Plan will be activated.
3. CVB vehicles should be checked for fuel levels and topped off if necessary.
4. All hotels, motels, condo management companies will be advised to monitor news/weather reports for additional information.
5. CVB phone, mail, website and international offices should be updated to monitor weather and news bulletins closely for storm progress.
6. The CEO and COO, or designee(s) will attend County briefings, as well as any meetings with the landlord regarding the CVB's offices.
7. The CVB designee will attend airport(s) briefings.

8. The CEO or designee will make pre-event staff assignments for securing the office and contacting industry.
  - a. Send industry update to hotels and include a link to the Accommodations Survey form to collect availability information.
  - b. Staff will contact hotels that are located outside of the current evacuation zone who have not responded to the survey to determine upcoming room availability.
  - c. Room inventory updates will be continually posted to the pre-storm VSPC.Info grid.
9. Staff assigned to the EOC should collect the EOC Supply container from the Server Room and leave to prepare home and family.

### **Evacuation Order/Hurricane Warning (Response level 2): 36 hours before the storm**

1. All internal preparedness plans must be completed as soon as possible.
2. Staff who live in declared evacuation zones or mobile homes will be released to prepare their families for evacuation.
3. Notification of CVB office closure will be sent to industry through all technology mediums.
4. CRM Manager should distribute satellite phones to CEO and COO and 800 MHz radios to the VP of Digital & Communications and CEO or designee.
5. Accounting Manager should remove the emergency use P-Card from the department safe and give it to the Crisis Manager (CEO).

### **Pre-Event Staff Assignments**

#### **Prepare and Secure the Office**

Please note, VSPC's office is located in Evacuation Zone D.

1. Notify supervisor of any telephone or address updates to the Crisis Plan and relay evacuation site information, if applicable.
2. Move all objects away from windows and clear desktops.
3. Keep an inventory of Destination Magazines for future reference and inquiries during and after the crisis.
4. Activate appropriate voice messaging on the main phone line directing callers to the website for destination information, or to the CIC for emergency information.
5. Ensure website is updated with relevant information for media, visitors and residents.

#### **Leaving the Office**

1. Take any personal items with you.
2. All staff assigned to the EOC should take the following applicable items when leaving the office:
  - a. County ID
  - b. County Driver's License
  - c. County cell phone with charger
  - d. Laptop/iPad with chargers
  - e. Masks
  - f. Paper copy of CVB Crisis Plan, which includes staff and other contact info
  - g. Emergency Supply Container

Personal Items if required to bunk at the EOC, or at a nearby facility:

- a. (1) piece of approved carry-on luggage no larger than 45 linear (total) inches
- b. Toiletries/personal items

- c. Masks (hand sanitizer and wipes will be available at EOC)
  - d. 3-5 days of versatile clothing that includes a sweater or light jacket
  - e. Cell phone/tablets, etc., with chargers
  - f. Earplugs/eye mask
  - g. Magazines/books
  - h. Shower Shoes
  - i. Blanket/sheets, or sleeping bag
  - j. Pillow
  - k. Lowlight flashlight
  - l. Special dietary needs
  - m. Padlock for locker (if needed)
3. All other staff should take the following applicable items when leaving the office:
- a. County ID
  - b. County Driver's License
  - c. County cell phone with charger
  - d. Laptop/iPad with chargers
  - e. Destination Magazine
  - f. Paper copy of CVB Crisis Plan, which includes staff and other contact info

**Relocation to the Emergency Operations Center (EOC)**

After home and family preparations are complete the EOC Lead will determine who should report for duty at the County's Public Safety Complex at 10750 Ulmerton Rd. 2<sup>nd</sup> Floor, Largo. DEM may ask other EOC staff to work remote or to report to nearby facilities. The Public Safety Complex is rated to sustain a Category 5 hurricane and comes equipped with facilities, supplies and communications systems required to safely ride out a major event.

Staff Assigned to the EOC	
Steve Hayes	Onsite
Leroy Bridges	Onsite
Mackenzie Comerer	Remote
Justin Leiser	Remote
Tony Armer (Alt)	
Marcus Oania (Alt)	
Teri Tuxhorn (Alt)	

**Contacting the CVB**

1. CVB employees must communicate daily status and location to their supervisor.
2. Contract employees should stay in daily contact with the contracted agency for updates.
3. Call the CVB at the EOC: 464-5254 / 464-5248 / 727-316-5423 (Satellite desk phone)
4. The CVB has two satellite phones for emergency use:  
8816-3144-2452 (COO) / 8816-2341-5512 (CEO)
5. The CVB has (2) 800MHz radios, which will be assigned to the VP of Digital & Communications and the CEO or designee.

**Other Important Numbers**

- CIC: 464-4333 / TDD 464-3075
- Emergency Management: 464-3800, fax 464-4024, TDD 464-4431
- Pinellas County's Employee Emergency Information Hotline: 453-3637



## **During a Crisis**

### **CVB Emergency Operations**

#### **CVB CEO/COO**

1. Maintain contact with County Emergency Officials for updates. Coordinate with the EOC and County Communications Department so that all media outlets will carry the CVB's housing information.
2. Get Coast Guard official updates through County EOC.
3. Maintain communications with international offices, Visit Florida, and advertising agency to update and inform.
4. Coordinate media messaging with County Communications and the CVB's national and international PR firms, especially following a hurricane.
5. Contact TDC Board Members for updates and to get approval on initiating emergency advertising campaign when appropriate.
6. Maintain contact with EOC Lead to ensure CVB's Accommodations website at VSPC.Info has up-to-date information both pre and post storm.
7. Coordinate with advertising agency to initiate emergency advertising plan if necessary.

#### **Digital & Communications**

1. In coordination with EOC Lead, prepare press releases and social media messaging as needed.
2. Coordinate messaging with Economic Development as needed.
3. Communicate with outsourced PR agencies regarding status and releases as appropriate.
4. Have appropriate information, images and/or video readily available on Media Website: [media.visitstpeteclearwater.com](http://media.visitstpeteclearwater.com).
5. Maintain contact with CRM Administrator and website vendor to regularly update CVB website with the appropriate messaging.
6. In the event a major storm occurs, immediately transition to hurricane notification main website page.

#### **Communications to Employees**

1. Crisis Team at the EOC will email regular updates to employees and remind employees to keep supervisor informed of their daily status and location, pre and post storm.
2. Supervisors will follow-up with employees who have not reported their daily status and report all employee status information to the EOC Lead, pre and post storm.

#### **Ongoing Communications**

1. Continue to make calls to properties as needed for updates to VSPC.Info pre and post storm grid. This information will be needed for visitors, residents and emergency workers.
2. Continue communications with EOC.
3. Advise airports to email reports and status.

#### **EOC Team**

1. Call each employee who lives in a mandatory evacuation zone to ensure they have evacuated to safety.
2. Monitor employee status through communications with supervisors.
3. Provide updates to County PIO, Emergency Management Director and other officials, as needed.
4. Monitor social media channels and respond to citizens needing information and assistance.
5. Email Industry Updates and include a link to the accommodations survey for updates to VSPC.Info.
6. Monitor and update VSPC.Info pre and post storm grid as appropriate through follow-up calls to hotel partners.

7. As new evacuation zones are announced, edit information posted on VSPC.Info to only display hotels located in non-evacuation zones.
8. Continue to follow-up with hotels on room availability and notify them when new evacuation zones are implemented.
9. Ensure VSPC.Info is known throughout the CIC and EOC agencies and municipalities, as well as media outlets.
10. Monitor status of airports; communicate directly with PIE at the EOC.
11. Each EOC team member should keep a log of daily activities. Journal entries should include name, date, activities, and any suggestions for improvements to Crisis Plan procedures.
12. If necessary, CVB PIO should make contact with Duke Energy and Theresa Crane to secure housing for workers.
13. As appropriate, EOC Lead will adjust CVB staffing at EOC on a temporary, or permanent basis during the event to allow EOC employees to further secure homes/property and/or to adjust EOC desk staffing levels.
14. As needed, perform research and report information to the Emergency Management Director. May need to coordinate or communicate with EOC FEMA staff.

### **Post Crisis (Hurricane) Events**

As soon as the storm has passed, CVB Post Responders will assemble at the office , or work remotely as directed, to begin recovery operations. If the office is not accessible due to roadways being closed or the office being damaged, then staff should call their supervisor for information and to report their status. If staff cannot get through to their supervisor or to any of the CVB's contact numbers listed on the Employee Emergency Call List, they should go to the nearest public agency (fire or police station) and have officials at the site report the employee's availability to the EOC.

Together with the EOC, the CVB emergency staff will develop a continuation of operations plan based on the prevailing conditions. Two priorities will be given equal emphasis:

1. To restore CVB offices to normal operation.
2. To restore the tourism industry as quickly as possible.

### **EOC Team**

1. Provide updates to County PIO, Emergency Management Director and other officials as needed.
2. Assess damage caused by storm. Collect information from partners for updates to the post storm grid. Survey should contain fields for room availability on certain dates, damages/power outages, dates when they will open for business and distressed storm rates, if they allow pets, etc.
3. In coordination with Economic Development, Contact Chambers of Commerce to push survey to their partners.
4. Follow-up with hotel partners via direct phone calls.
5. Liaise with Airports on re-opening timelines.
6. If needed, activate CVB's EOC Alternates to relieve staff at the EOC.
7. EOC Lead to determine availability of Post Responder staff and distribute work assignments as necessary.
8. Upon release from the EOC and before returning to work at the CVB, a minimum rest period of 8 hours must be taken.

### **CVB Staff assigned as Department Essential / Post Responders**

1. CVB employees who have not returned to work directly after the storm, either at the office or remotely, must continue to report daily status and location to their Supervisor, until normal operations are resumed.
2. Post Responders continue to perform outreach to hotel partners for updates to VSPC.Info. This information will be needed for relief and recovery worker housing and for displaced residents.
3. Create social content of destination to show that Pinellas County is still home to America's Best Beaches.
4. Assess damage in VSPC's media markets to determine if advertising message needs to change.
5. Communicate post storm status and CVB's recovery plan with industry and international offices. In the event the CVB office is evacuated, these functions will be handled by the CVB Crisis Management Team in the EOC.
6. Report any damages to the Administrative Director who will inform Risk Management, schedule site inspections and work with the CVB's Financial Liaison on repairs/replacements.
7. As determined, EOC alternates should report to the EOC or work remotely to relieve EOC staff.

**CVB Staff assigned to other County Essential positions should report for duty as instructed by the County department.**

### **CVB Financial Liaison**

1. Serve as the liaison between OMB and department staff regarding any damages to equipment or property, which may include project status updates, financial updates, relaying correspondence, etc.
2. Communicate project and task numbers for tracking.
3. Document all costs and work with the Administrative Director on a cost estimate for repairs (i.e., description of damages, before and after photos, etc.).
4. Notify OMB of any changes to the scope of work for the repairs so that a change may be requested from FEMA and the State.
5. Maintain documentation of costs, contracts, invoices, photos, correspondence, etc. and upload to SharePoint.

### **CVB Department Directors**

1. Send updates to key meeting planner, travel agent and tour operator contacts, sports promoters, and film and commercial producers as they are produced.
2. In the event the CVB office is evacuated, these functions will be handled by the CVB's Crisis Management Team in the EOC.
3. Maintain contact with CVB Crisis Management Team on issues raised by the key industry contacts.

### **Note:**

A four-wheel drive vehicle can be obtained from Fleet Maintenance with authorization of the CVB CEO or

### **Demobilization**

The CEO and COO will develop a demobilization plan that accounts for activities in process and ongoing recovery operations.

## Appendix

### Work Assignments: Pre-Hurricane

Date	Assignment	Name	Comments
	Securing the Office		
	Work with Tourism Industry/Respond to Calls		

### Work Assignments: During Crisis (Hurricane)

Status	Item	Name	Comments

**Work Assignments: Post Crisis (Hurricane)**

Name	Assignment	Status	Hours

**Tourist Development Council**  
(All area codes are 727 unless otherwise specified)

<i>Elected Official</i>	Pat Gerard - Chair Pinellas County Board of County Commissioners 315 Court Street Clearwater, FL 33756 pgerard@pinellascounty.org PH: 464-3360	<i>Hotel/Motel</i>	Tony Satterfield Alden Suites 5900 Gulf Blvd. St. Pete Beach, FL 33706 satterfielda@aldenbeachresort.com PH: 360-7081
<i>Elected Official</i>	Rick Kriseman, Mayor City of St. Petersburg P.O. Box 2842 St. Petersburg, FL 33731-2842 mayor@stpete.org PH: 893-7201	<i>Hotel/Motel</i>	Chuck Prather The Birchwood 340 Beach Drive N.E. St. Petersburg, FL 33701 chuck@thebirchwood.com PH: 896-1080
<i>Elected Official</i>	Frank Hibbard, Mayor City of Clearwater P.O. Box 4748 Clearwater, FL 33758 frank.hibbard@myclearwater.com PH: 562-4042	<i>Tourism Related</i>	Phil M. Henderson, Jr. Starlite Cruises 25 Causeway Blvd., Slip #58 Clearwater, FL 33767 phil@starlitecruises.com PH: 462-2628
<i>Elected Official</i>	Joanne "Cookie" Kennedy, Commissioner City of Indian Rocks Beach 1507 Bay Palm Beach Indian Rocks Beach, FL 33785 ckennedy@ircbity.com PH: 595-2517	<i>Tourism Related</i>	Trisha Rodriguez Clearwater Ferry 615 Pinellas St., Ste. 2 Clearwater, Florida 33756 trisha@clearwaterferry.com PH: 755-0297
<i>Elected Official</i>	Julie Ward Bujalski, Mayor City of Dunedin 542 Main St. Dunedin, FL 34698 JBujalski@dunedinfl.net PH: 298-3006	<i>Hotel/Motel</i>	Michael Williams Innisbrook Golf Resort 36750 U.S. Hwy 19 N. Palm Harbor, FL 34684 mwilliams@innisbrookresort.com PH: 942-5880
<i>Hotel/Motel</i>	Russ Kimball, Vice-Chairman Sheraton Sand Key Resort 1160 Gulf Boulevard Clearwater Beach, FL 33767 rkimball@sheratonsandkey.com PH: 595-1611	<i>County Attorney:</i>	Michael A Zas, Assistant County Attorney Pinellas County Attorney's Office 315 Court Street Clearwater, FL 33756 mzas@pinellascounty.org PH: 464-3354
<i>Tourism Related</i>	Doreen Moore Travel Resort Services, Inc. 13030 Gulf Blvd. Madeira Beach, FL 33708 doreen@trsinc.com PH: 393-2534	<i>CVB Staff</i>	Steve Hayes, President & CEO Visit St. Pete Clearwater 8200 Bryan Dairy Road., Suite 200 Clearwater, FL 33777 Steve@visitspc.com PH: 464-7213
		<i>CVB Staff</i>	Tim Ramsberger, Chief Operating Officer Visit St. Pete Clearwater 8200 Bryan Dairy Road, Suite 200 Largo, FL 33777 PH: 464-7220 / tim@visitspc.com



## County Government Offices

(All area codes are 727 unless otherwise specified)

### Business

Pinellas County Administrator, Barry A. Burton	453-3089 464-4431 TDD
Pinellas County Animal Services	582-2600, option B
Board of County Commissioners	464-3377
County Commissioners	
Pat Gerard, Chair	464-3360
Dave Eggers, Vice-Chair	464-3276
Charlie Justice	464-3363
Janet C. Long	464-3365
Karen Williams Seel	464-3278
Kathleen Peters	464-3568
Kenneth T. Welch, Chair	464-3614
Pinellas County Fleet Management	582-3000
After Hours Emergency	420-9125
Road Service	582-3024 582-3061 (f)
Florida Department of Health – Pinellas County	824-6900 (24/7 Main Number)
Pinellas County Media Line (OnCallPIO@pinellascounty.org)	580-1525
Pinellas County School Board (board@pcsb.org)	588-6300
Pinellas County Public Works / Utilities	464-8900 / 464-4000

## CVB Contract Agencies

### BVK

Carmen Boyce      carmen.boyce@bvk.com      813-716-1312

### U.K. Office - Marketing

Venessa Alexander      va@visitspc.com      011 44 208 3396 121  
011 44 208 3396 001 (f)

### Central European Office - Marketing

Marion Wolf      marion@visitspc.de      011 49 - 6172 - 38 80 94 80  
011 49 - 6172 - 38 80 94 81 (f)

### Rooster Creative Limited - UK PR Office

James Brooke      james.brooke@rooster.co.uk      011 44 (0)20 3440 8930 (office)  
011 44 (0)20 3440 8933 (direct)  
011 44 (0) 7747 600162 (cell)

### Destination Analysts

415-655-1877

Kimberly Vince Cruz      kimberly@destinationanalysts.com

### Miles Partnership

Nate Huff      nate.huff@milespartnership.com      941-342-2300

### NJFPR

Courtney Long      clong@njfpr.com      212-673-9330  
Veronica Delia      VDelia@njfpr.com      646-589-0171

### Simpleview - www.simpleviewinc.com

Kelly Engle      Kengle@simpleviewinc.com      520-382-0536 (main)/ 520-575-1171 (f)  
520-382-0535  
Account Manager      520-331-2976 (c)

Tim Thurein      tthurein@simpleviewinc.com      520-907-8410  
Director of Account Services

## Chambers of Commerce

CHAMBER	PRESIDENT	ADDRESS	PHONE/E-MAIL
Amplify Clearwater	Amanda Payne, Pres/CEO Kristina Alspaw VP of Tourism	600 Cleveland Street Suite - 200 Clearwater 33755	(727) 461-0011, x239 <a href="mailto:amanda@amplifyclearwater.com">amanda@amplifyclearwater.com</a> <a href="mailto:kalspaw@clearwaterflorida.org">kalspaw@clearwaterflorida.org</a>
Central Pinellas Chamber of Commerce	Tom Morrisette President	801 –West Bay Drive Suite 602 Largo 33770	(727) 584-2321 tom@CentralChamber.biz
Dunedin Chamber of Commerce	Pam Pravetz President Matt Johnson General Manager	301 Main Street Dunedin 34698	(727) 733-3197 <a href="mailto:pam@dunedinfl.com">pam@dunedinfl.com</a> <a href="mailto:matt@dunedinfl.com">matt@dunedinfl.com</a>
Greater Palm Harbor Area Chamber of Commerce	President - Vacant Joyce DiDonato	1151 Nebraska Avenue Palm Harbor 34683	(727) 784-4287 <a href="mailto:joyce@palmharborcc.org">joyce@palmharborcc.org</a>
Greater Seminole Area Chamber of Commerce	Tarah Nichols, President	9200 113 <sup>th</sup> St., SC Building Seminole 33772	(727) 392-3245 <a href="mailto:tnichols@myseminolechamber.com">tnichols@myseminolechamber.com</a>
Gulfport Merchants Chamber	Barbara Banno, Pres. Barry Rubin, VSPC POC	3101 Beach Blvd. S Suite 1 Gulfport 33707	(727) 344-3711 (Chamber) (727) 898-8463 (Barry) <a href="mailto:barry@floridatimesystems.com">barry@floridatimesystems.com</a>
Pinellas Park/Gateway Chamber of Commerce	Dr. Daniel Strauss, President Holly McWeeney	5851 Park Boulevard Pinellas Park 33781	(727) 544-4777 (Chamber) <a href="mailto:HollyM@pinellasparkchamber.com">HollyM@pinellasparkchamber.com</a> Dr. Strauss : <a href="mailto:office@pinellasparkchamber.org">office@pinellasparkchamber.org</a>
Safety Harbor Chamber of Commerce	Susan Petersen Executive Director	200 Main Street Safety Harbor 34695	(727) 726-2890 <a href="mailto:Susan@safetyharborchamber.com">Susan@safetyharborchamber.com</a>
St. Petersburg Area Chamber of Commerce	Chris Steinocher President/CEO  Shelli Hemens Visitor Center Manager	100 2 <sup>nd</sup> Avenue N Suite 150 St. Petersburg 33701	(727) 821-4069 <a href="mailto:csteinocher@stpete.com">csteinocher@stpete.com</a> <a href="mailto:shemens@stpete.com">shemens@stpete.com</a>
Tampa Bay Beaches Chamber of Commerce	Robin Miller CEO	6990 Gulf Boulevard St. Pete Beach 33706	(727) 360-6957 <a href="mailto:robin@tampabaybeaches.com">robin@tampabaybeaches.com</a>
Tarpon Springs Chamber of Commerce	Jean Hungville President	1 N. Pinellas Avenue Suite B Tarpon Springs 34689	(727) 937-6109 <a href="mailto:president@tarponspringschamber.org">president@tarponspringschamber.org</a>
Treasure Island & Madeira Beach Chamber of Commerce	Missy Hahn President	12601 Gulf Blvd Treasure Island, FL 33706	(727) 360-4121 <a href="mailto:missy@islandneighborchamber.org">missy@islandneighborchamber.org</a>
Upper Tampa Bay Regional Chamber of Commerce	Jerry Peruzzi President/CEO	101 State Street W. Oldsmar 34677	(813) 855-4233 <a href="mailto:jperuzzi@utbchamber.com">jperuzzi@utbchamber.com</a>

# Hurricane Types, Hazards, Damage Potential and Vulnerability

## GENERAL

This guide is based on information from the Pinellas County Evacuation Implementation Guide (PCEIG, 2017), which derives its data from the most current Tampa Bay Region Hurricane Evacuation Study (update 2010). This study uses the newest SLOSH technology to calculate maximum surge heights resulting from simulated hurricanes of various categories. Another source of information is the Pinellas County Comprehensive Emergency Management Plan (CEMP).

The SLOSH calculations were consolidated for each category of storm in order to portray worst case values. These values, overlaid on Light Detection and Ranging (LIDAR) elevation data, establish the worst-case surge vulnerable areas for each category of storm. These surge vulnerable areas are then established as evacuation zones.

### 1. HURRICANE TYPES:

- a. Land falling. A storm moving from water to land and continuing inland. I.e. a storm striking the west coast of Florida from the Gulf of Mexico.
- b. Paralleling. A storm moving approximately parallel to the coastline i.e. a storm moving northwest along the west coast of the Florida peninsula.
- c. Exiting. A storm returning to open water after traversing a land mass, i.e. a storm making landfall on the east coast of Florida and exiting on the west.

### 2. HURRICANE HAZARDS:

- a. Storm Surge. The most dangerous hazard. It is wind driven water that crosses the coastline just ahead of and to the right of the eye. Due to shallow water and gradual bottom slope offshore, surge values will be higher for the county than indicated in the *Saffir/Simpson Hurricane Scale*.
- b. High Winds. Most damaging to mobile homes/manufactured housing. High winds arrive at the coastline several hours before the eye of the storm and cause wind-borne debris. Additionally, tornadoes develop as hurricanes move onshore.
- c. Rainfall. There is no way to predict the rate/distribution of the expected six to twelve inches of rainfall. Rainfall normally parallels the arrival of tropical storm force winds.
- d. Tornados. It is impossible to predict where tornados will strike. They are often spawned by hurricane rain bands and may occur far from the eye of the hurricane.

**3. HURRICANE DAMAGE POTENTIAL:** The National Weather Service uses the Saffir/Simpson Hurricane Scale to categorize potential wind/storm surge damage from hurricanes:

**TROPICAL STORM:** WINDS: 40 - 73 MPH SURGE: 3 - 4 Ft  
DAMAGE: Trees/foilage, unanchored mobile homes, signs, flooding on barrier islands / coastal roads, minor pier damage, small craft torn from moorings.

**CATEGORY 1:** WINDS: 74- 95 MPH SURGE: 4 - 8 Ft  
DAMAGE: To foliage/ trees signs, unanchored mobile homes, minimal damage to other structures, flooding of barrier islands/coastal roads, minor pier damage and small crafts torn from moorings.

**CATEGORY 2:** WINDS: 96 - 110 MPH SURGE: 8 - 14 Ft  
 DAMAGE: Considerable damage to foliage/ trees, major damage to mobile homes, building roofs, windows, doors, considerable damage to piers, marinas, small craft, and flooding.

**CATEGORY 3:** WINDS: 111 - 130 MPH SURGE: 14 - 19 Ft  
 DAMAGE: Large trees and signs blown down, some damage to roofing materials, windows and doors, small buildings, mobile homes destroyed, serious flooding along barrier islands/coast, and large and small structures destroyed by waves/floating debris.

**CATEGORY 4:** WINDS: 131 - 155 MPH SURGE: 19 - 26 Ft  
 DAMAGE: Trees and signs blown down, extensive damage to roofing materials, windows and doors, complete destruction of mobile homes, major damage to lower floors of structures near the coastal barrier islands due to flooding, waves/floating debris.

**CATEGORY 5:** WINDS: 155+ MPH SURGE: 26 - 29 Ft  
 DAMAGE: Trees blown down, extensive damage to roofs, all signs down, building failures, complete destruction of mobile homes, major damage to lower floors of structures less than 15 feet above sea level in storm surge zones.

**4. HURRICANE VULNERABILITY:** Evacuation Zones. Pinellas County has been divided into five Evacuation Zones, which are based on hurricanes hazards. The delineation of zones allows:

- a. Identification of areas that are predicted to receive a common level of storm surge.
- b. Residents to identify their vulnerability and pre-plan appropriate evacuation response.

**5. TROPICAL STORM VULNERABILITY:** Although a lesser threat than hurricanes the potential for property damage / loss of life exists. The vulnerability of low-lying areas, mobile home populations, and electrically-dependent citizens require a planned, coordinated response.

**6. VULNERABLE POPULATION:** The following Vulnerable Population Table is from the PCEIG, Appendix II-5.

**PINELLAS COUNTY POPULATION-AT-RISK**  
 (Actual population residing in a given evacuation level)  
 Statewide Regional Evacuation Studies Program – Tampa Bay 2010

Level	Population
A	156,225
B	136,494
C	132,516
D	102,839
E	53,514
Total	581,588

**NOTE:** Figures include mobile home/seasonal residents, and hotel/motel occupants.

## EVACUATION POPULATION

(The population numbers predicted to evacuate from both the designated evacuation level and the shadow evacuees – those who evacuate even though they do not live in an evacuation zone)  
Statewide Regional Evacuation Studies Program – Tampa Bay 2010

Level	Population
A	229,103
B	291,526
C	433,726
D	539,737
E	656,884

\*\*Totals for each level are cumulative

### Note:

Although there are 289 Mobile Home communities throughout Pinellas County, located in all Evacuation Levels, they are directed to evacuate with all A-level evacuations.

The Mobile Homes have lower occupancy during summer months – of 48,622 units approximately 28,334 (58%) are occupied. *Based on 2009 EM Research.*

### GENERAL

The situations with the greatest potential for causing loss of life are:

- a. Official Evacuation Order not issued in time to allow evacuation.
- b. No capability to disseminate the Official Evacuation Order.

### WARNING

#### 1. WARNING SYSTEM:

The Warning System, comprised of the following agencies, disseminates data on approaching hurricanes:

- a. National Hurricane Center (NHC), Miami
- b. Tampa Area Office, National Weather Service (NWS), Ruskin
- c. Florida Division of Emergency Management (FOEM), Tallahassee (State EOC)
- d. Pinellas County Department of Emergency Management (PCEM/County EOC)
- e. Municipal Emergency Management Offices (Municipal Emergency Operations Centers)
- f. Broadcast Media (TV/Radio/Twitter/Facebook/Internet/Email Distribution/Community Notification System, Reverse 911/type system)
- g. Law Enforcement Departments and Fire Departments/Districts

#### 2. WARNING INFORMATION:

- a. The hurricane warning operations of the NWS begins when a storm is first detected. Advisories on potential hurricanes are issued by the NHC at six-hour intervals (5 A.M., 11 A.M., 5 P.M., and 11 P.M. EDT). When the storm intensifies to a tropical storm, it is given a name.
- b. When a hurricane or tropical storm approaches land, advisory information focuses on coastal inland effects.
- c. A Hurricane/Tropical Storm Watch is issued within 48 hours in advance of the onset of tropical-storm-force (39 mph) winds. This Watch covers specific areas and times that hurricane conditions are a possibility.

- d. A Hurricane/Tropical Storm Warning means the probability of hurricane conditions and sustained winds of at least 74 MPH, or tropical storm conditions (sustained winds of 39-73 mph) is expected within 36 hours. The Warning identifies coastal areas where these conditions are expected.
- e. When a storm is about 300 miles from landfall, Intermediate Advisories are issued every three hours. As the threat increases, advisories are issued every two hours and land based radar has a reliable center on the storm.
- f. When a hurricane threatens the Tampa Bay Region, the NWS-Ruskin will add local statements to each NHC advisory. Local statements recommend precautionary actions/completion times and existing conditions/ projected storm tides. Additionally, Pinellas County notifications will come from PCEM with updates continuing through the recovery period until there is no longer a threat.
- g. All Public Advisory information will be provided through the media (TV/Radio) by the NHC and local government.

**3. TROPICAL CYCLONE DISCUSSION:**

Tropical Cyclone Discussion, furnished by the NHC, assists governments in preparation and evacuation decision-making. This information is received on the National Warning System (NAWAS) and NWS-Weather Wire by the County Warning Point and/or the County Emergency Management.

**4. USE OF WARNING INFORMATION TO ESTABLISH RESPONSE LEVELS:**

To coordinate County/municipal government and county disaster organizations, warning/restricted information is used to establish the following:

**HURRICANE RESPONSE LEVEL 5** - Hurricane Season (June 1 - November 30).

**HURRICANE RESPONSE LEVEL 4** - Alert - Hurricane Advisory or restricted information indicating potential threat.

**HURRICANE RESPONSE LEVEL 3** - Hurricane Watch or approximately 48 hours to projected landfall.

**HURRICANE RESPONSE LEVEL 2** - Hurricane Warning or approximately 36 hours to projected landfall.

**HURRICANE RESPONSE LEVEL 1** - 12 hours or less to projected landfall.

**LANDFALL**

**RECOVERY** - Threat removed or Damage Assessment and Recovery.

The Director of Emergency Management establishes Response Levels based on information from the NHC. Upon activation of the County EOC, response levels are set by the Emergency Management Executive/Policy Group.

**5. NOTIFICATION:** Notification is done by Emergency Management beginning when a weather system becomes a possible threat to Pinellas County; updates continue through the recovery period or until there is no longer a threat.

- a. Internal Audiences - For the internal audiences, standardized situation and operations reports are sent throughout the threat period and recovery period by the Department of Emergency Management, or, when activated, the Pinellas County EOC. The internal audiences are:

- 1) Response Operations Coordination Group (ROC)
- 2) State EOC
- 3) Regional EM Departments
- 4) Municipal Emergency Management Coordinators
- 5) Key Officials
- 6) Fire Districts
- 7) Sheriff's Office
- 8) Disaster Organizations
- 9) Medical Facilities
- 10) County Departments and Agencies
- 11) Members of the Business and Industry Group
- 12) Other partner agencies
- 13) Organizations/agencies with interest (Marinas, Home Health Care Agencies, Oxygen Companies, etc.)

b. General Public - The general public is notified officially when there is a possibility of adverse effects by a weather system. Normally, radio and television weather reports will be constantly providing weather information. PCEM will provide information on county activities through PC Communications to the media, and through social networking tools, internet, email and public emergency notification systems. The general public needs notification of the following:

- 1) Possible severe weather approaching and the timing
- 2) Areas under recommended or mandatory evacuation orders and the timing
- 3) Shelters that are open and the timing
- 4) When it is safe to return to their homes
- 5) Recovery information if the county has sustained damage

6. **METHODS OF COMMUNICATION:** To ensure notification of threats and recommended or mandatory actions, the following systems are used.

a. Internal Audiences: The Pinellas County EM Duty Officer or, when activated, the PC EOC will provide regular updates via standardized situation reports (sitreps) to the above groups using the following methods of communication as appropriate:

Electronic:

- 1) Alert Pinellas: Alert Pinellas messages will be sent as appropriate starting when the NHC begins issuing advisories that may impact Pinellas County. Alert Pinellas provides messages to pagers, e-mail addresses and cell phones that accept text messaging.
- 2) Facsimile: RightFax is a county software program that allows mass facsimiles to lists of addressees. PCEM keeps lists of healthcare facilities and others that request messaging by fax. Any situation reports that are sent out by PCEM or the EOC will also be sent via RightFax to those on the appropriate lists.
- 3) E-Mails will also be sent out by PCEM using the appropriate lists maintained in Microsoft Outlook.
- 4) Telephones including cell phones, land lines. To ensure authorized callers can get to open lines WPS, GETS are used. See APPENDIX III-2.
- 5) Hospital Emergency Notification System (HENS) This system uses First Call to provide information from Dispatch or the Medical Director to hospital emergency rooms and emergency managers.

Conference Calls:

- 1) State DEM conference calls will be monitored for state-wide information
- 2) Regional EM conference calls will be monitored for regional coordination



- 3) PC EM conference calls will be hosted to provide information to the various municipalities and organizations that support evacuation and sheltering and to receive status information from these groups.

Face-to-Face Meetings:

The Response Operations Coordination Group will normally meet in person to exchange status reports and determine limiting factors that may affect evacuation and sheltering. Normally this will be done one time at the request of PCEM; subsequent meetings will be via conference calls.

b. General Public

























- 1) Media (TV/Radio) - Emergency Management will coordinate media contact and information with PC Communications who will ensure dissemination of information to the media outlets and monitor for changes or needed corrections.
- 2) Emergency Alert System (EAS) will be activated to disseminate official information and instructions concerning a potential or actual event when needed as an immediate notification or when the media outlets are not sufficient. When necessary, Pinellas County Emergency Management will use EMnet to send EAS messages. EAS messages will not provide actual weather information, which is provided by the National Weather Service. More information on EAS is at PCEIG, 2017, APPENDIX III-2.
- 3) PC Website - BTS and Communications will work with EM to maintain the Pinellas County website with evacuation and sheltering information.
- 4) Public Address Systems - Local Governments, the Sheriff's Office and Fire Districts will also plan on dissemination of the order to evacuate, using all appropriate means including mobile sirens, mobile public address systems, and individual contact (door to door) in vulnerable evacuation zones.
- 5) Roadway Signs - Dynamic Message Signs managed by Pinellas County Traffic and located on major roads throughout the county can be used for emergency messages. The State ESF 14 desk can also use digital billboards within Pinellas to display messages to the public – contact State ESF-14 to coordinate messaging. The board locations are listed in PCEIG, 2017, Appendix VI-3 (2).
- 6) Social Networking - This technology will be used by PC Communications to reach those residents who have signed up for Twitter, Facebook and YouTube.
- 7) Community Notification Service (CNS): Alert Pinellas free subscription service to residents - PC Communications will post text messages to the cell phones of subscribers to this service.
- 8) Reverse 911 type system - This system uses Alert Pinellas to change text messages to voice and deliver to landline telephones in the county.
- 9) E-LERT is PC Communications monthly hurricane and safety news for the public - Individuals can sign up to receive the monthly newsletters as well as additional messages when there are hurricane updates.















c. Internal Tactical Communications – In addition to notifications of threats and ensuing actions, there is a requirement for tactical communications among EOCs, shelters, and field responders. The following information covers these internal tactical communications.

- 1) Normal landline telephones – This is the primary method of communications between fixed locations. The EOC and other primary telephone numbers are listed in Appendix V-1.
- 2) Satellite Phones – The EOC has a 24 line capability for voice and internet connectivity. For telephone numbers see PCEIG, 2017, Appendix V-1.
- 3) Cell Phones - For contacting those in the field, cell phones are the primary method and may be a backup for fixed locations in the event of landline overload or loss.

- 4) 800 MHz Radios – There is a desk phone in the EOC and all staff have 800 MHz radios. The call frequencies available can be found at PCEIG, 2017, Appendix V-4. Zone A, EOC A is the hailing frequency for the EOC.
- 5) Pagers - Pagers can be used to contact individual in the county and fire rescue that carry pagers. Emergency Communications Dispatch can send pages to specific individuals.
- 6) ACS Radio - The Auxiliary Communications Service group provides 800 MHz, 220 MHz, Marine VHF, VHF/UHF and HF radio communications capabilities for the EOC with various outside agencies and locations. Many of our shelters have operators as well as municipal EOCs and hospitals. Capabilities also allow communications with the state and federal agencies, US Coast Guard, truckers delivering emergency goods and others. In addition to voice, the capabilities extend to data and e-mail.

## Pinellas County Evacuation Shelters

North County Shelters		Address	City	Type
1.	East Lake High School	1300 Silver Eagle Dr.	Tarpon Springs	
2.	East lake Middle School	1200 Silver Eagle Dr.	Tarpon Springs	
3.	Carwise Middle School	3301 Bentley Dr.	Palm Harbor	
4.	Palm Harbor University H.S.	1900 Omaha St.	Palm Harbor	
5.	Palm Harbor Middle School	1800 Tampa Rd.	Palm Harbor	
6.	Dunedin Community Center	1920 Pinehurst Rd.	Dunedin	
7.	Dunedin Highland Middle School	70 Patricia Ave.	Dunedin	
8.	McMullen Booth Elementary School	3025 Union St.	Clearwater	
9.	Clearwater Fundamental Middle School	1660 Palmetto St.	Clearwater	
10.	Skycrest Elementary School	10 N. Corona Ave.	Clearwater	
11.	Belleair Elementary School	1156 Lakeview Rd.	Clearwater	
12.	Ross Norton Recreation Center	1426 S. MLK Jr. Ave.	Clearwater	
13.	Oak Grove Middle School	1370 S. Belcher Rd.	Clearwater	
14.	Largo High School	410 Missouri Ave N.	Largo	
15.	Mildred Helms Elementary School	561 Clearwater-Largo Rd. S.	Largo	
16.	High Point Elementary School	5921 150 <sup>th</sup> Ave N.	Clearwater	
South County Shelters		Address	City	
17.	Bauder Elementary School	12755 86th Ave N.	Seminole	
18.	Lealman Exchange	5175 45 <sup>th</sup> St. N.	Lealman	
19.	Melrose Elementary School	1752 13 <sup>th</sup> Ave. S.	St. Petersburg	
20.	John Sexton Elementary School	1997 54th Ave. N.	St. Petersburg	
21.	Lealman Innovation Academy	4900 28th St. N.	St. Petersburg	
22.	New Heights Elementary School	3901 37th St. N.	St. Petersburg	
23.	Fairmount Park Elementary	575 41st St. S.	St. Petersburg	
24.	Boca Ciega High School	924 58th St. S.	Gulfport	
25.	Gibbs High School	850 34th St. S.	St. Petersburg	
26.	John Hopkins Middle School	701 16th St. S.	St. Petersburg	
27.	Campbell Park Elementary School	1051 7th Ave. S.	St. Petersburg	

28.	Jamerson Elementary School	1200 37th St. S.	St. Petersburg				
29.	St. Pete College Midtown	1300 22nd St. S.	St. Petersburg				
30.	Gulfport Elementary School	2014 52nd St. S.	Gulfport				
31.	Thurgood Marshall Middle School	3901 22nd Ave. S.	St. Petersburg				
32.	James Sanderlin Elememtry School	2350 22nd Ave. S.	St. Petersburg				
				<table border="1"> <tr> <td> <b>General Shelters</b>   </td> <td> <b>Special Needs</b>   </td> <td> <b>Pet Friendly Shelters</b>   </td> </tr> </table>	<b>General Shelters</b> 	<b>Special Needs</b> 	<b>Pet Friendly Shelters</b> 
<b>General Shelters</b> 	<b>Special Needs</b> 	<b>Pet Friendly Shelters</b> 					

**SPECIAL NEEDS:**

During Regular Operations: Residents needing transportation assistance and/or sheltering at a Special Needs Shelter during times of emergency should pre-register by calling (727)464-3800 or by completing the Special Needs Form. Completing and sending in the form will register the resident for the Special Needs Program, which provides transportation assistance, if necessary, and determines the type of shelter that best fits their needs. The Special Needs Form and other information on special needs can be found at <http://www.pinellascounty.org/specialneeds.htm>.

During Emergency Operations: Residents needing transportation assistance to a Special Needs Shelter should call the Citizens Information Center (CIC) at 727-464-4333. The CIC operator will determine which shelter is best and arrange for transportation assistance. If transportation is not needed, residents should go directly to a Special Needs Shelter where they will complete an onsite registration process.

**SHELTER INFO:**

Shelter openings vary with each emergency. Do not go to a shelter until officials announce that it has been opened. For information on shelters during emergencies, please check [www.pinellascounty.org/emergency](http://www.pinellascounty.org/emergency) or call the Citizens Information Center at 727-464-4333 (TDD 464-3075).

\*If you are Covid-19 positive or pending test results you may have to shelter separately. Stay informed as the storm approaches

**What to take to an evacuation shelter (pack light, you may only have a space that measures 5 ft x 2 ft):**

- Medications and copies of prescriptions
- Pillow, blanket, air mattress
- Non-perishable snacks
- Special dietary non-perishable food
- Important papers and valid ID
- Cash and a phone list
- Personal hygiene items
- Infant or child necessities (diapers, wipes, bottles)
- Earplugs
- Eyeglasses
- Fan
- Quiet games, reading materials, toys
- Clothing
- Mask, hand sanitizer and wipes

**DO NOT BRING:** Pets, Firearms, Alcohol or Tobacco

## Rosen Hotel Program for Pinellas County Employees with Disaster Assignments

When an employee is called to serve during an emergency activation for tropical systems, they need to know that their families are safe so that they can concentrate on doing their important jobs. Emergency Management is pleased to announce a collaboration with Rosen Hotels to offer sheltering options for families of employees required to work during or immediately after a storm. This program will give families the option of staying at one of several Rosen Hotels & Resorts at a discounted rate, based on room availability. Located in the Orlando area, the Rosen program is available to the family of employees with disaster assignments during the Atlantic Hurricane Season.

### How it works

When Pinellas County has entered the 5-day cone, meaning the storm has a possibility of reaching the area within five days, employees who want their family sheltered out-of-town can call the Rosen Reservation Line to utilize the special rate to book a room. The Rosen Hotels & Resorts reservation line is 1-866-33-ROSEN. The employee should let the agent know that they are calling as an emergency employee for Pinellas County, and they should reference the Pinellas County Emergency Rate. The agent will know that this call can be booked at the special rate at Rosen Shingle Creek, Rosen Centre Hotel or Rosen Plaza Hotel.

### Please note

The Rosen program is being offered as an option to employees who are required to respond to tropical emergencies. Emergency Management worked with Rosen Hotels & Resorts to arrange for a discounted rate for employees' families who make the decision to evacuate their families there. Pinellas County in no way endorses any hotel, resort or lodging of any kind, nor is it responsible for any communications or transactions with any hotel, resort or lodging. For information on the properties go to [www.rosenhoteles.com](http://www.rosenhoteles.com).

### Rosen Hotels

<p><b>Rosen Inn International</b> 7600 International Drive, Orlando, FL 32819 <b>Tel:</b> 1.800.825.7600   <b>Fax:</b> 407.996.5328 <b>Reserv:</b> 407.996.1600</p>	<p><b>Rosen Inn</b> 6327 International Drive, Orlando, FL 32819 <b>Tel:</b> 1.800.999.6327   <b>Fax:</b> 407.996.5806 <b>Reserv:</b> 407.996.4444</p>
<p><b>Rosen Inn at Pointe Orlando</b> 9000 International Drive, Orlando, FL 32819 <b>Tel:</b> 1.800.999.8585   <b>Fax:</b> 407.996-6839 <b>Reserv:</b> 407.996.8585</p>	<p><b>Clarion Inn Lake Buena Vista</b> 8442 Palm Parkway, Lake Buena Vista, FL 32836 <b>Tel:</b> 1.800.999.7300   <b>Fax:</b> 407.996.7301 <b>Reserv:</b> 407.996.7343</p>
<p><b>Rosen Plaza Hotel</b> 9700 International Drive, Orlando, FL 32819 <b>Reserv:</b> 1.800.627.8258   <b>Fax:</b> 407.354.5774</p>	<p><b>Rosen Centre Hotel</b> 9840 International Drive, Orlando, FL 32819 <b>Reserv:</b> 1.800.204.7234   <b>Fax:</b> 407.996.2659</p>
<p><b>Rosen Shingle Creek</b> 9939 Universal Blvd, Orlando, FL 32819 <b>Tel:</b> 1.866.996.9939   <b>Fax:</b> 407.996.9935 <b>Reserv:</b> 1.866.996.6338</p>	<p><b>Midpointe Hotel</b> 9956 Hawaiian Court Orlando, Orlando, FL 32819 <b>Tel:</b> 1.833.527.4349 or 407.351.5100 <b>Reserv:</b> 407.351.5100</p>

## EOC Supply Container

### Items for staff to use while at the EOC:

1. Misc. office supplies - pencils, pens, stapler, tape, pads of paper, post-it notes, etc.
2. (4) Current CVB Destination Magazines
3. (4) Current Beach and Culture Maps
4. (1) Current Crisis Communications Plan
5. (4) Copies of the current staff directory
6. (4) Daily activity journals
7. (4) copies of instructions for using the for CVB's emergency website portal
8. (1) RavPower portable powercharger
9. (4) Current list of emergency contacts at top 20 hotel properties
10. (20) Masks

## **Crisis Communications Plan Distribution**

The following should possess all, or part of the Emergency Communications Plan. For the most current copy of the Plan, please contact Teri Tuxhorn (Teri@visitspc.com) at 727-464-7465.

1. All CVB Staff Members
2. All TDC Members
3. Barbara Hernandez, Director, Pinellas County Marketing and Communications Department
4. CVB's UK Office
5. CVB's Central European Office
6. NJFPR, New York
7. Rooster Creative Ltd.
8. BVK – Advertising Agency
9. Miles Partnership LLLP