

# Chamber Restart and Recovery Task Force

## A Framework for Local Leadership

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Uniting Business for Good

**Restarting and Reopening the 17<sup>th</sup> largest economy in the world will require local business and government leaders to work together, in a common framework, with hard “health” metrics, in adherence to federal and state guidelines.**

**To help unify Florida’s business and government leaders, we’ve developed an open-sourced “local framework” for local success that will help lead to a successful restart and eventual recovery of Florida’s economy.**



Mark Wilson  
President & CEO,  
Florida Chamber of  
Commerce

# What Does Restart and Recovery Mean?

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Restarting the 17<sup>th</sup> largest economy in the world\* requires uniting the business community like never before. By local leaders collaborating via a common framework, each region can customize the safest and smartest reopening possible.

This presentation provides an open-source framework for local chambers and economic developers to use as they work together on their restart and recovery efforts. While there is no one-size-fits-all plan, sharing of best practices, being inclusive and not duplicating efforts is essential.

The Florida Chamber and the Florida Chamber Foundation are committed to helping you restart and recover, one region at a time.

\*if Florida was a nation

# Florida is Unique, Re-Starting Will Be, Too

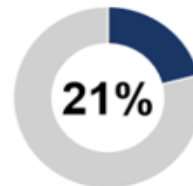
**Reopening in Florida will be more complicated compared to other states for 4 reasons**



Share of tax receipts coming from **Tourism** (accommodation, food services, and recreation)



Share of general revenues coming from **Sales and Use Taxes**



of Florida's population is **aged 65 or older**



**6/1**

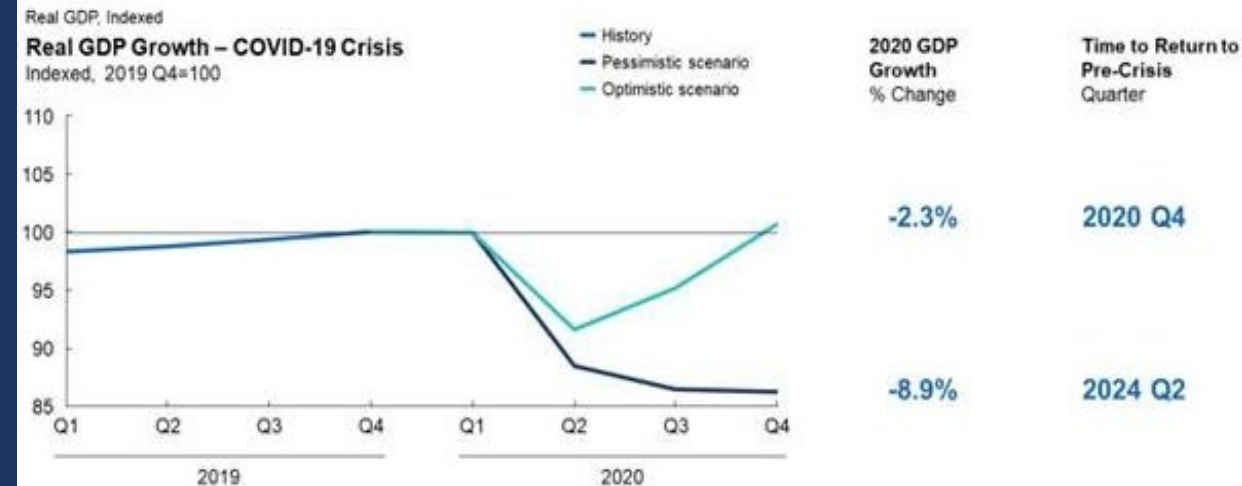
the beginning of the **hurricane** season in Florida

# Pre and Post Covid-19: Florida at a Glance

- The 3<sup>rd</sup> most populous state growing by 900 people every day, 810 from other states and countries.
- If Florida was a nation, it would be the world's 17<sup>th</sup> largest economy
  - Florida created 1 in every 11 U.S. jobs since 2015
- Unemployment was at 2.8% with 340,800 unfulfilled jobs
  - 20<sup>th</sup> most diversified economy in the U.S.
- Nearly 130 million annual visitors, 14 million of them from other countries.

- GDP Estimates for 2020: -2.3% to -8.9%
- Time to Recovery Estimates: Q4 2020 to Q2 2024

## Potential GDP scenarios



# Governor DeSantis' Task Force to Reopen Florida: What Others Are Saying

## Tampa Bay Times

The 90-minute meeting Monday of the group led by Gov. Ron DeSantis and the **Florida Chamber of Commerce** focused on statistics about the state economy and business leaders thanking DeSantis for his "thoughtful," "decisive" and "proactive" leadership.

## THE BIRMINGHAM HERALD

Other task force members suggested businesses that could conduct activities while practicing social distancing within offices and work spaces could be the next to get the green light.

## FLAPOL

The state's reopening would require a "surgical" response, **Chamber President and CEO Mark Wilson** said,

## Pittsburgh Post-Gazette

**Chamber president and chief executive Mark Wilson** said the task force recommendations will have an impact beyond Florida.

## The Wichita Eagle

"We need to get the economy back in a safe way," DeSantis said, and "give people (the) confidence they're going to be able to participate in the economy."

## The Washington Post

**Chamber President and chief executive Mark Wilson** said the task force recommendations will have an impact beyond Florida.

"The whole world is watching us," Wilson said. "They're looking for your recommendations, and my hope is that other states and other nations will look to... Florida's restart as not only a national model, but as a global model."

## Miami Herald

**Chamber CEO Mark Wilson**, the first speaker after DeSantis, spent 10 minutes talking about Florida's pre-coronavirus economy and which jobs are most at risk during the shutdown. "If Florida was a nation, we would be the world's 17th-largest economy," Wilson said. "And our goal by 2030 is to be the 10th-largest economy, and we hope you'll keep that in mind as you think about your recommendations."

## News 4 JAX

**The chamber's chief economist** said an optimistic projection is that Florida's gross domestic product will take a 2.3% hit and should come back by the end of the year. His pessimistic projection is an 8.9% dip in GDP and it could take four years to recover.

## San Antonio Express-News

DeSantis, a Republican, on Monday announced a "Re-Open Florida Task Force"

"We're going to need a very surgical approach to reopening Florida," Wilson said.

## THE SACRAMENTO BEE

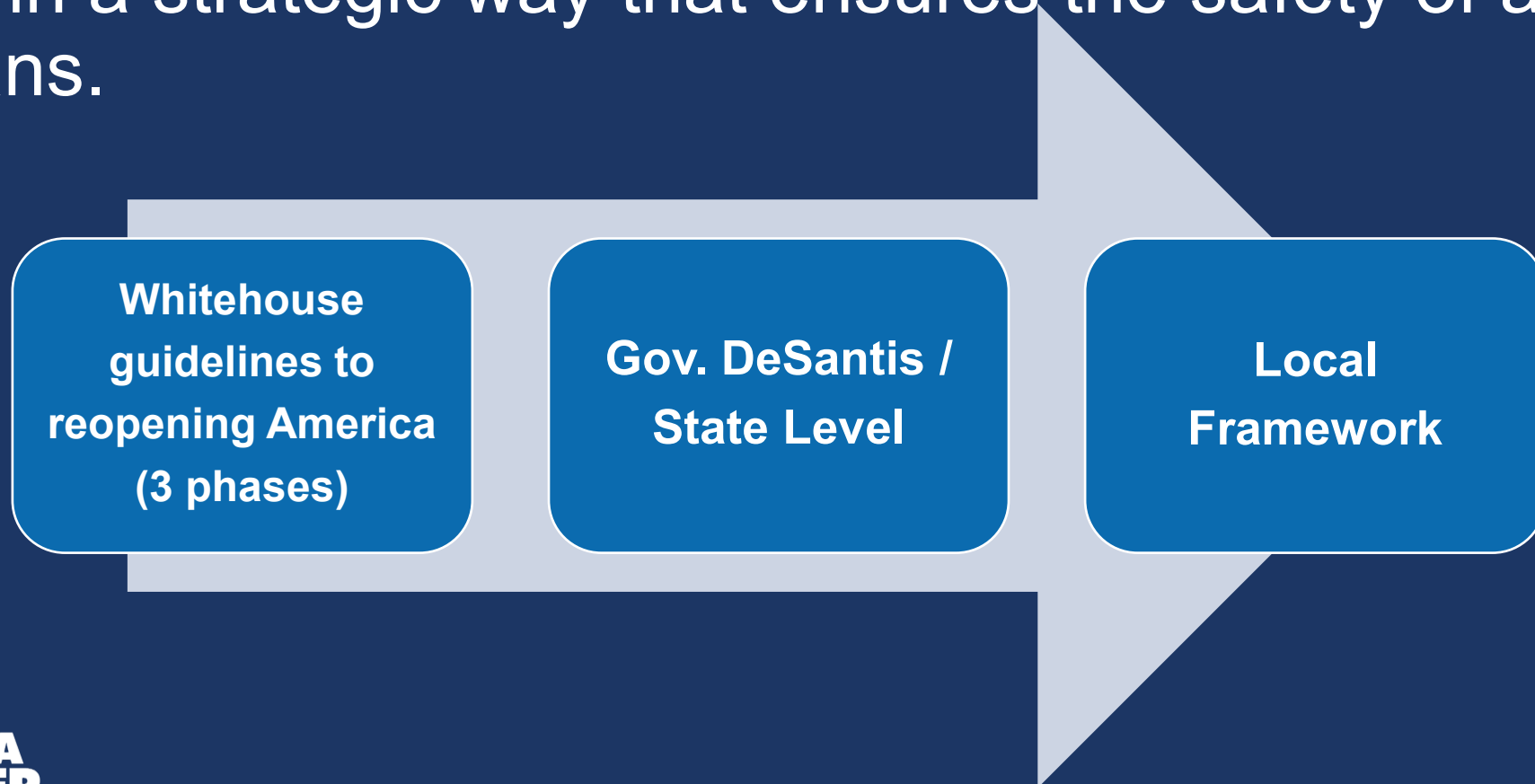
**FOX 13**  
**DeSantis task force looks for answers on reviving Florida's economy**

## 10 NEWS

Gov. DeSantis announced last week the creation of a Re-Open Florida Task Force. It's a group of politicians, medical professionals, business leaders and education experts whose goal is to strike a delicate balance between getting Floridians back to work and keeping them healthy.

# Aligning Implementation

Aligning local, state and national guidelines for reopening Florida in a strategic way that ensures the safety of all Floridians.



# Whitehouse Guidelines



OPENING UP AMERICA AGAIN

## Proposed State or Regional Gating Criteria

(Satisfy Before Proceeding to Phased Opening)

### SYMPTOMS

Downward trajectory of influenza-like illnesses (ILI) reported within a 14-day period

AND

Downward trajectory of covid-like syndromic cases reported within a 14-day period

### CASES

Downward trajectory of documented cases within a 14-day period

OR

Downward trajectory of positive tests as a percent of total tests within a 14-day period (flat or increasing volume of tests)

### HOSPITALS

Treat all patients without crisis care

AND

Robust testing program in place for at-risk healthcare workers, including emerging antibody testing

# Governor DeSantis' Themes for Reopening Florida's Economy

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- Florida's opening will be done in accordance with Federal Guidelines
- Reopening will be phased in and will include hard "health" metrics regarding when a safe reopen can occur
- Small Businesses will need special considerations
- Employers will need clear and unambiguous guidance that is widely disseminated regarding their obligations as it pertains to workplace and customer safety

# Why a Local Restart and Recovery Effort Matters

## A Framework for Local Leadership

### WHAT

The creation of multiple task forces led by **Chamber Restart and Recovery Task Force** with the over-arching goal of developing a plan to restart local economies the right way

- Local Chambers/EDC
- Cities/Mayors/Counties
- Business Community
- Healthcare Professionals

### WHY

Now is the time to look ahead to **how your region will restart, recover and reimagine** your future.

Local leaders are uniquely positioned to unite businesses and community leaders around common objectives.

- Every region is unique
- One size does not fit all
- Not everywhere is a hot spot
- 67 counties; 412 cities

### OBJECTIVE

Creating a shared regional vision for **balancing the right health and safety outcomes with the right “re-start” is vital**. A thoughtful and deliberate strategy that restarts the economy with safety at its core, will be the key to success.

- Safety is paramount
- Mitigate risk of a virus relapse

# The Local Framework Must Expect a “New Normal”

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Until a vaccine and/or treatment becomes widely available, expect a number of social and economic changes

- Social distancing continues
- Remote work continues for many
- Employees are tested for fever before entering office
- E-Commerce expands
- Supply chains gradually shift to domestic
- Large gatherings of non-family groups will require health precautions

# Framework for Economic Recovery Plan

Moving Florida from Relief Phase to Restart Phase

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- **Relief:** Develop a near-term plan to protect individuals and businesses (aka CARES Act, Businesses helping others)
- **Restart:** Craft approach to reopen the economy
- **Recover:** Plan continued recovery to pre-crisis steady-state, stimulate demand and prevent future outbreaks
- **Reimagine:** Leverage Florida's strengths to forge expansion to a resilient future economy by advancing *Florida 2030 Blueprint*

Develop an integrated recovery plan to help Florida's economy navigate this crisis and emerge from it as an even stronger, diversified, and more resilient economy

# CHAMBER RESTART AND RECOVERY TASK FORCE

Proposed Sub-Committees for Local Success

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Rule #1: Partisan politics have NO role in Coronavirus response

- Public Health Delivery and Capacity Committee
- Safe Business Restart Committee
- Every Zip Code Matters Committee
- Regulatory and Policy Committee
- Workforce Retraining and Innovation Committee
- Reimagine Next (Community) Committee

# CHAMBER RESTART AND RECOVERY TASK FORCE

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### Safely Reopening Must:

- Be done with special emphasis and assistance for small businesses as a large percentage of jobs are in small businesses and they don't have the resources, etc.
- Account for differences in industry sectors and safety quotients of each job.
- Must ensure local adherence to hard “health” metrics so we don't go through a Singapore style reopen only to experience a second shutdown of business, schools, travel and non-family gatherings.

# CHAMBER RESTART AND RECOVERY TASK FORCE

## A Framework for Local Leadership

### Public Health Delivery and Capacity Committee

It is imperative that your community has a complete picture of all community assets and vulnerabilities. It's also important to take into account the community's ability to respond quickly to voluntary quarantines, rapid viral testing, vaccines and treatments as well as enforcement and compliance of certain health and safety measures. At-risk populations simply must be accounted for as a public health imperative.

### Sample Focus Areas:

- Adopting testing and tracing measures in adherence to federal and state guidelines yet customized to your region.
- Ensure ample supply of PPE equipment
- Evaluate community vulnerabilities such low income citizens, the unemployed and those with pre-existing health conditions
- Constantly evaluate hospital and clinic capacities

# CHAMBER RESTART AND RECOVERY TASK FORCE

## A Framework for Local Leadership

### Safe Business Restart Committee

Follow the data and the path will be clear. Companies and local governments must shift to operational imperatives focused on the health and safety of employees, customers, vendors and suppliers. This committee should focus on adhering to federal and state guidelines in ways that are customized to your region. Special emphasis should be placed on small business during the restart and recovery phases.

Find ways to keep your local businesses connected and informed of guidelines and ways to meet them.

long-term operational recommendations, emerging trends and policies that allow a return to work but prepares for future stoppages or pandemic emergencies.

### Sample Focus Areas:

- Adhere to CDC guidelines and those proposed by respective state agencies
- Special Focus on Small Business Assistance and Communication
- Practice social distancing
- Customize the reopen for your region/industry sector
  - The Florida Chamber Recommends Partnering with Your Industry Trade Association to Develop Best Practices for Each Sector
- Add hand sanitizer throughout offices
- Use teleworking to your advantage
- Ask your hometown newspaper, radio and digital billboard partners to constantly provide updates for local businesses.
- Develop a resource page with links to local SBDC offices and other agencies
- Allow your office to be used as an incubator space
- Launch “buy local” campaigns to highlight small businesses as suppliers

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## Every Zip Code Matters Committee

Children and families living in poverty and/or low income areas will be among the vulnerable populations in your region that will need coordinated resources available through your already established non-profit, faith and local government construct. Local leaders are uniquely positioned to create networks where businesses support one another as well as the non-profits on the front lines. Seniors and immunocompromised individuals will also need special attention from local leaders.

## Sample Focus Areas:

- The 10 root causes of poverty are the perfect framework for local alignment
- Work with your Health Committee to evaluate community vulnerabilities such low income citizens, the unemployed and those with pre-existing health conditions

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### Regulatory & Policy Committee

Eliminating as much unnecessary red tape as possible will be paramount to recovery efforts. This committee should explore all available opportunities to jump start construction and infrastructure opportunities, along with exploring housing and eliminating the 10 root causes of poverty.

Furthermore, this committee should work with local and state agencies to mitigate and deter frivolous lawsuits from attacking healthcare facilities, lenders and small businesses.

### Sample Focus Areas:

- Ensure partisan politics are not allowed
- Ensure local guidelines are aligned to Federal and Florida guidelines and gating criteria
- Encourage fast-tracking construction projects
- Waive fees and unnecessary ordinances
- Encourage tax holidays
- Work with your local tourism agency to attract visitors when safe to do so
- Follow CDC guidelines and implement city/county wide best practices around safety

# CHAMBER RESTART AND RECOVERY TASK FORCE

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### Workforce Retraining and Innovation Committee

Record unemployment creates a demand for connecting jobs with citizens, but it also means that many companies will simply not rehire to existing levels and instead, down size, right size, shift to automation, or some combination of all of this.

Prior to COVID-19, the US and most states had a “jobs without people problem” meaning potential employees didn’t have the skills to meet the demands of the jobs available. This crisis has created the perfect opportunity to solve this problem by creating alignment between education and workforce opportunities. Communities must shift quickly to facilitate immediate upskilling and retraining initiatives.

### Sample Focus Areas:

- Work with community colleges and other education institutions to offer quick certificate programs
- Implement more online and virtual learning opportunities
- Hold online job fairs
- Assist companies with right-sizing efforts
- Partner with your regional workforce board
- Open up local community information webinars (local chamber) to all residents who are working remotely.

# CHAMBER RESTART AND RECOVERY TASK FORCE

A Framework for Local Leadership

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## Reimagine (Community) Committee

Your community you should constantly Scan, Plan, Implement and Evaluate (SPIE) while moving through an ever-changing environment. Immediate adjustments should be made to provide for the long-term continuity and to build a better positioned for the future.

## Sample Focus Areas:

- While the other committees focus on the “here and now” of the restart, this committee should use this recovery time to dream big and focus on what’s “next” and what’s “possible” for your community and region.
- Use Florida Chamber Foundation’s Scorecard [www.thefloridascorecard.org](http://www.thefloridascorecard.org) and the 2030 Florida Blueprint to envision a post COVID-19 future.
- Seek local grants and in-kind offers to accelerate this vision for your community.

## A SPECIAL THANK YOU TO OUR COMMUNITY DEVELOPMENT PARTNERS



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For more information on how your company can be involved,  
contact Aaron Kinnon at [akinnon@flfoundation.org](mailto:akinnon@flfoundation.org)

# FLORIDACHAMBER.COM/GIVING BACK



A person wearing a white button-down shirt and a blue apron is holding a black tablet. The tablet screen displays the text "COVID-19 Resource Center" in a bold, dark blue, sans-serif font. The background is a blurred image of a cafe or restaurant interior with a barista working behind a counter.

**COVID-19  
Resource  
Center**

**FOLLOW FACTS, NOT FEAR AT [WWW.FLORIDACHAMBER.COM/CORONAVIRUS](http://WWW.FLORIDACHAMBER.COM/CORONAVIRUS)**



**Chamber Restart and  
Recovery Task Force**

Framework for Local Leadership