

# What Keeps a Business Owner Up at Night

- CUSTOMERS
- EMPLOYEES
- COMPETITION
- COST OF DOING BUSINESS
- INCREASING REGULATION
- CYBER SECURITY, CRIME, TERRORISM
- SEXUAL HARRASSMENT, BULLYING, SUBSTANCE ABUSE
- WEATHER / NEGATIVE P.R.



# How We Grow Resilient Businesses

- Build resilient infrastructure
  - wastewater, transit, broadband & energy systems
- Change zoning for density (enables all the above)
- Increase access to capital & recovery funds (not **just** for residents)
- Technical assistance & education on resiliency planning
- Reflect resiliency in insurance pricing
- Incentives to relocate business site into resiliency zones
- Incentives to renovate resiliently



# Three Things to Think About

- Make risk assessment an ongoing task
- Think “when” not “if”
- Don’t go it alone