



**CONVENTION & VISITORS BUREAU  
CRISIS COMMUNICATIONS PLAN**

Updated: June 7, 2024

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## Overview

The St. Pete-Clearwater Area Convention & Visitors Bureau (CVB) is a department of Pinellas County Government (PCG) 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 relevant information received from Pinellas County to the tourism industry; 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) to support the County's emergency operations; and 4) to restore tourism to the County as quickly as possible. While the County is the main source for information, industry personnel and citizens are encouraged to follow the CVB on our regular consumer site 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 perform the following on an annual basis:

1. Review and update the Crisis Communications Plan.
2. Establish pre-season communications with Duke Energy, Chambers of Commerce and Pinellas County Economic Development.
3. Perform annual hotel inventory audit to determine new properties, closed properties, evacuation zones, pet friendly and other information (February).
4. Review and update emergency contact information for the CVB's top 20-25 hotel properties.
5. Staff who interact with meeting planners, sports, film, and travel buyers should download and keep a hard copy of key contact information including name, company, email, and phone numbers.
6. Mock implementation of website emergency procedures facilitated by digital vendor.
7. Test satellite phones and radios for readiness.

## 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>
Lowack, Brian	EOC	CVB Desk – CVB Crisis Manager/EOC Lead
Steve Grimes	EOC	CVB Desk Officer
Jason Latimer	EOC	EOC Desk Officer/CVB Asst. Crisis Manager
<b>Department Essential/ County Essential Staff</b>	<b>Disaster Assignment</b>	<b>Tourism Data Collector (TD):</b> Perform Outreach to customers and media; work with hotels and industry on damage assessments and create re-opening timelines.
Nix, Tracey	Tourism Data/CIC	
Advertising - Bridges, Katie	Tourism Data/CIC	
Chambers, Ken	EOC Logistics	
Morrow, Jessica	Tourism Data/CIC	
Russell, Kiki	EOC Admin Sppt/VRC	
Communications – Jason Latimer	EOC Desk Officer	
Delgado, Eddie	EOC PIO Support	
Community Relations / Brand Activations - Campbell, Craig	Tourism Data/CIC	Second Lead Tourism Data Team
Hermann, Jake	EOC Logistics Section	
Kugler, Oliver	Tourism Data/CIC	
Data & Digital – Eddie Kirsch	EOC Desk Officer	EOC Alt/Lead Tourism Data Team
Carlson, BaiLeigh	Tourism Data/CIC	
Fashner, Jimmy	Tourism Data/CIC	
Haggerty, Dede	Tourism Data/CIC	
Film Commission – Lisa Dozois	Tourism Data/CIC	
Chittenden, Quinn	Shelter Support Staff	
Finance & Admin – Teri Tuxhorn	EOC Desk Officer	EOC Alt/Financial Liaison
Hargrett, Maria	Tourism Data/CIC	Secondary Financial Liaison
Magelnicki, Melissa	EOC/CIC/VRC	
Overway, Patricia	EOC CIC	
Presley, Ray	Shelter Support Staff	
Global – Latam – Andrea Gabel	Shelter Support Staff	
McCann, Liz	EOC CIC	
Ramirez, Jose	EOC CIC	
Global - Leisure – Rosemarie Payne	Tourism Data/CIC	
Bogges, Darryl	EOC CIC	
Yeager, Gail	EOC CIC	
Meetings & Conferences – Hortensia Simmons	Shelter Manager	

Alexander-Priakos, Stephanie	EOC CIC	
Berrien, Tina	EOC Spec Needs/Health	
Freeman, Kayla	EOC CIC	
Hilterbrandt, Brian	EOC CIC	
Prine, Renee	EOC CIC	
Sports Commission – Caleb Peterson	EOC Desk Officer	
Bolfa, Julie	EOC CIC	
Brunk, Katie	Shelter Support Staff	
Kaylor, Mariah	EOC PIO Support	
<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 and for sunny day operations.
Arana, Sierra	N/A	
Bolden, Brandee	N/A	
DeMato, Christine	N/A	
Diaz, Kylie	Tourism Data Collector	
Johnson, Octavia	N/A	
Reagan, Kathryn	Tourism Data Collector	
Taft, Bob	EOC Admin Support	

**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>Report to emergency assignment when able to do so 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 Pinellas County Emergency Management (EM) has not yet declared an emergency, but there is a potential for one. The following activities will take place:

1. EM is responsible for tracking hurricanes and disseminating information to key county agencies by e-mail, text and/or conference call communications. EM will initiate conference calls with County departments starting at the 5-day cone.

2. When received by the CVB, these communications will be reviewed by Brian Lowack and Steve Grimes 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 – 622/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)**

Brian Lowack and Steve Grimes 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's pre-storm page. 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:
  - a. Calls for emergency information should be directed to:
    - Citizens Information Center: (727) 464-4333
    - Emergency Management website: <https://pinellas.gov/department/emergency-management/>
  - b. Citizens wanting to volunteer:
    - Should contact the CIC for assignment, or submit the online Volunteer Disaster Assignment Application at: <https://pinellas.gov/volunteers-in-pinellas-disaster-assignment-application-form>.
5. Brian Lowack/Steve Grimes will hold a staff meeting to go over the details of the CVB's emergency operations plan.

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

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

1. EM 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, and 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's progress.
6. Brian Lowack and Steve Grimes, or designee(s), will attend County briefings, as well as any meetings with the building landlord regarding the CVB's offices.

7. The CVB designee will attend airport(s) briefings.
8. Brian Lowack 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 website.
9. Staff assigned to work at the EOC should leave to prepare home and family, or work remotely, as directed.

### **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 and 800 MHz radios to assigned staff.

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

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

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 and charger
  - d. Laptop and charger
  - e. Hard copy of CVB Crisis Communication Plan, which includes staff and other contact info

Personal Items if required to bunk at the EOC:

- a. (1) piece of approved carry-on luggage no larger than 45 linear (total) inches
- b. Toiletries/personal items
- c. 3-5 days of versatile clothing that includes a sweater or light jacket
- d. Cell phone/tablets, etc., with chargers
- e. Earplugs/eye mask
- f. Magazines/books
- g. Shower Shoes

- h. Blanket/sheets, or sleeping bag
  - i. Pillow
  - j. Lowlight flashlight
  - k. Special dietary needs
  - l. Padlock for locker (if needed)
3. Non-EOC staff should take the following applicable items when leaving the office:
- a. County ID
  - b. County Driver's License
  - c. County cell phone and charger
  - d. Laptop and charger
  - e. Current Destination Magazine
  - f. Hard 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. EM may ask other EOC staff to work remotely 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.

WebEOC Login: <https://pinellascountyfl.webeocasp.com/eoc7/>

Staff Assigned to the EOC	
Brian Lowack	Onsite
Steve Grimes	Onsite
Jason Latimer	Onsite
Eddie Kirsch	EOC Alt. - Remote
Caleb Peterson	EOC Alt.- Onsite
Teri Tuxhorn	EOC Alt. - Onsite

**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 (Teri Tuxhorn) / 8816-2341-5512 (Brian Lowack)
5. The CVB has (2) 800MHz SmartZone Digital Radios, which are assigned to Brian Lowack and Teri Tuxhorn.

**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**

#### **Brian Lowack/Steve Grimes**

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 and marketing 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 has up-to-date information, both pre- and post-storm.
7. Coordinate with advertising agency to initiate emergency advertising plan if necessary.
8. Brian Lowack will utilize Pcard for authorized emergency procurements as 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 agencies regarding status and releases as appropriate.
4. Have appropriate information, images and/or video readily available on Media Website: <https://www.visitstpeteclearwater.com/media>.
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. EOC Crisis Team will email regular updates to employees and remind employees to keep their 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 the hotel pre and post storm accommodations information located on VSPC's website. 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 hotel information on VSPC's website.

6. Monitor and update hotel accommodations information pre and post storm, as appropriate through follow-up calls to hotel partners.
7. As new evacuation zones are announced, edit information posted on VSPC's website 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 location of hotel availability is known throughout the CIC, EOC, municipalities, agencies, and media outlets.
10. Monitor status of airports; communicate directly with PIE at the EOC.
11. Each EOC team member should note and relay any suggestions for improvements to Crisis Plan procedures.
12. If necessary, CVB PIO should contact Duke Energy 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, all employees should contact their supervisor for information and to report their status. CVB Tourism Data Collectors will assemble at the office, or work remotely as directed, to begin recovery operations. Employees assigned to County Essential positions should report to work as directed until released to normal duties. 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. Three priorities will be given equal emphasis:

- To restore CVB offices to normal operation.
- To restore the tourism industry as quickly as possible.
- To support the County's emergency operations.

### **EOC Team**

1. Provide updates to County PIO, Emergency Management Director and other officials as needed.
2. Collect and assess information from partners for updates to post storm hotel grid. Survey should contain fields for room availability on certain dates, damages/power outages, dates when they will open for business, distressed storm rates, if they allow pets, etc.
3. In coordination with Economic Development, Contact Chambers of Commerce to push accommodations 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, EOC Lead will activate EOC Alternates to relieve staff at the EOC.
7. EOC Lead to determine availability of Tourism Data Collector 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 / Tourism Data Collectors**

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. Tourism Data Collectors continue to perform outreach to hotel partners for updates to accommodations on VSPC's website. This information will be needed for relief and recovery worker housing and for displaced residents.
3. Create social content of the 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 EOC Team.
6. Report any property damages to the CVB's Financial Liaison who will inform Risk Management, schedule site inspections and work on repairs/replacements.
7. As determined, EOC alternates should report to the EOC or work remotely to relieve EOC staff. When not working as an EOC Alternate, these employees will fulfill tourism data collector duties.

**CVB Staff assigned to 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 CVB's 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 on 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 and upload to SharePoint: documentation of costs, contracts, invoices, photos, correspondence, etc.

### **CVB Department Directors**

1. Send updates to key meeting planners, travel agents, 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 EOC Crisis Management Team.
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 Brian Lowack or designee.

### **Demobilization**

Brian Lowack and Steve Grimes will develop a demobilization plan that accounts for activities in process and ongoing recovery operations.

## **Appendix**

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### 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>	Kathleen Peters - Chair Pinellas County Board of County Commissioners 315 Court Street Clearwater, FL 33756 <a href="mailto:KPeters@PinellasCounty.org">KPeters@PinellasCounty.org</a> PH: 464-3365 728-656-3821 (cell)	<i>Hotel/Motel</i>	Clyde Smith Bilmar Beach Resort 10650 Gulf Blvd. Treasure Island, FL 33706 <a href="mailto:gm@bilmarbeachresort.com">gm@bilmarbeachresort.com</a> PH: 360-5531 647-4118 (cell)
<i>Elected Official</i>	Copley Gerdes, Council Member City of St. Petersburg P.O. Box 2842 St. Petersburg, FL 33731-2842 <a href="mailto:Copley.Gerdes@stpete.org">Copley.Gerdes@stpete.org</a> PH: 551-3528 480-1113 (cell)	<i>Hotel/Motel</i>	Chuck Prather The Birchwood 340 Beach Drive N.E. St. Petersburg, FL 33701 <a href="mailto:chuck@thebirchwood.com">chuck@thebirchwood.com</a> PH: 896-1080 244-8878 (cell)
<i>Elected Official</i>	Bruce Rector, Mayor Office of the Mayor Offices of the City Council P.O. Box 4748 Clearwater, FL 33758 <a href="mailto:Bruce.Rector@MyClearwater.com">Bruce.Rector@MyClearwater.com</a> PH: 562-4050 580-7860 (cell)	<i>Tourism Related</i>	Phil M. Henderson, Jr., Starlite Cruises 25 Causeway Blvd., Slip #58 Clearwater, FL 33767 <a href="mailto:Phil@StarLiteCruises.com">Phil@StarLiteCruises.com</a> PH: 462-2628 410-8420 (cell)
<i>Elected Official</i>	Big C – Beaches Nomination Dave Gattis, Mayor City of Belleair Beach 444 Causeway Blvd. Belleair Beach, FL 33786 <a href="mailto:Dave.Gattis@CityOfBelleAirBeach.com">Dave.Gattis@CityOfBelleAirBeach.com</a> PH: 595-4646 218-8358 (cell)	<i>Tourism Related</i>	Trisha Rodriguez Clearwater Ferry 615 Pinellas St., Ste. 2 Clearwater, Florida 33756 <a href="mailto:trisha@clearwaterferry.com">trisha@clearwaterferry.com</a> PH: 755-0297 262-620-3866 (cell)
<i>Elected Official</i>	Brian Scott (non-voting member) Pinellas County Board of County Commissioners 315 Court St. Clearwater, FL 33756 <a href="mailto:BRScott@Pinellas.gov">BRScott@Pinellas.gov</a> PH: 360-5531 647-4118 (cell)	<i>Hotel/Motel</i>	Michael Williams Innisbrook Golf Resort 36750 U.S. Hwy 19 N. Palm Harbor, FL 34684 <a href="mailto:mwilliams@innisbrookresort.com">mwilliams@innisbrookresort.com</a> PH: 942-5880 310-871-5339 (cell)
<i>Hotel/Motel</i>	Russ Kimball, Vice-Chairman Sheraton Sand Key Resort 1160 Gulf Boulevard Clearwater Beach, FL 33767 <a href="mailto:rkimball@sheratonsandkey.com">rkimball@sheratonsandkey.com</a> PH: 595-1611 403-6663 (cell)	<i>County Attorney:</i>	Amanda Coffey, Assistant County Attorney Pinellas County Attorney's Office 315 Court Street Clearwater, FL 33756 <a href="mailto:ACoffey@Pinellas.gov">ACoffey@Pinellas.gov</a> PH: 464-3354
<i>Tourism Related</i>	Doreen Moore Travel Resort Services, Inc. 13030 Gulf Blvd. Madeira Beach, FL 33708 <a href="mailto:doreenm@trsinc.com">doreenm@trsinc.com</a> PH: 393-2534 638-2340 (cell)	<i>CVB Staff</i>	Brian Lowack, President & CEO Visit St. Pete-Clearwater 8200 Bryan Dairy Road, Suite 200 Clearwater, FL 33777 <a href="mailto:BLowack@VisitSPC.com">BLowack@VisitSPC.com</a> PH: 464-7213 480-5228 (cell)



**Pinellas County Government Offices**  
(All area codes are 727 unless otherwise specified)

**Business**

Pinellas County Administrator, Barry A. Burton	464-3485 464-4431 TDD
Pinellas County Animal Services	582-2600, option 8
Board of County Commissioners	464-3377
County Commissioners	
Kathleen Peters, Chair	464-3568
Brian Scott, Vice Chair	464-3360
Janet C. Long	464-3365
Dave Eggers	464-3276
Christopher Latvala	464-3278
Rene Robinson-Flowers	464-3614
Charlie Justice	464-3363
Pinellas County Fleet Management Administration	582-3000
After Hours Emergency	420-9125
Road Service	582-3024
Florida Department of Health – Pinellas County	824-6900 (24/7 Main Number)
Pinellas County Media Line (OnCallPIO@pinellascounty.gov)	580-1525
Pinellas County School Board ( <a href="https://www.pcsb.org/">https://www.pcsb.org/</a> )	588-6300
Pinellas County Public Works / Utilities	464-8900 / 464-4000

## CVB Contract Agencies

Harrod Properties Raquel Meade	<a href="mailto:rmeade@harrodproperties.com">rmeade@harrodproperties.com</a>	813-229-1500 (office) 813-229--5044 (Direct dial) 813-842-5254 (after hours cell)
BVK (Birdsall, Voss & Associates, Inc.) Carmen Boyce	<a href="mailto:carmen.boyce@bvk.com">carmen.boyce@bvk.com</a>	813-716-1312
Rooster Creative Limited - UK Sales & PR Jayne Brooke	<a href="mailto:jayne.brooke@rooster.co.uk">jayne.brooke@rooster.co.uk</a> <a href="mailto:TeamVSPC@rooster.co.uk">TeamVSPC@rooster.co.uk</a>	011 44 203 440 8930 (office) 011 44 203 440 8933 (direct) 011 44 788 774 5707 (cell)
Kaus Media – Central Europe Sales & PR Axel Kaus	<a href="mailto:AKaus@kaus.net">AKaus@kaus.net</a> <a href="mailto:TeamVSPC@kaus.eu">TeamVSPC@kaus.eu</a>	011 49 511 899890 (office) 011 49 177 3501585 (cell)
Future Partners Taylor Trowbridge	<a href="mailto:taylor@futurepartners.com">taylor@futurepartners.com</a>	415-890-6087 (office) 323-578-5326 (cell)
Miles Partnership Scott Bacon Brittany Knox Jamie Fiedler	<a href="mailto:scott.bacon@milespartnership.com">scott.bacon@milespartnership.com</a> <a href="mailto:brittany.knox@milespartnership.com">brittany.knox@milespartnership.com</a> <a href="mailto:jamie.fiedler@milespartnership.com">jamie.fiedler@milespartnership.com</a>	727-244-5710 (cell) 303-867-8277 (direct) 941-342-2438 (direct)
MMGY NJF Maggie LaCasse	<a href="mailto:mlacasse@mmgy.com">mlacasse@mmgy.com</a>	646-442-6768 (direct) 917-838-2825 (cell)
Simpleview - <a href="http://www.simpleviewinc.com">www.simpleviewinc.com</a> 520-575-1171 (f) Christina Day Director of Growth	<a href="mailto:christina.day@simpleviewinc.com">christina.day@simpleviewinc.com</a>	520-382-0536 (main) 520-870-2012 (direct)
Luke Johnson Director of CX Operations	<a href="mailto:luke.johnson@simpleviewinc.com">luke.johnson@simpleviewinc.com</a>	520-506-3186 (direct)

## Chambers of Commerce

CHAMBER	PRESIDENT	ADDRESS	PHONE/E-MAIL
Amplify Clearwater	Amanda Payne President/CEO  Camille Hebtng Executive Vice President	1346 S. Fort Harrison Ave. Clearwater, FL 33756	(727) 461-0011, x222 <a href="mailto:amanda@amplifclearwater.com">amanda@amplifclearwater.com</a>  <a href="mailto:camille@amplifclearwater.com">camille@amplifclearwater.com</a> (727) 461-0011, x223
Central Pinellas Chamber of Commerce	Tom Morrisette President	801 West Bay Drive Suite 602 Largo, FL 33770	(727) 584-2321 <a href="mailto:tom@CentralChamber.biz">tom@CentralChamber.biz</a>
Dunedin Chamber of Commerce	Julie Ward-Bujalski President	301 Main Street Dunedin, FL 34698	(727) 733-3197 <a href="mailto:president@dunedinfl.com">president@dunedinfl.com</a>
Greater Palm Harbor Area Chamber of Commerce	Matt Mennenga President	1151 Nebraska Avenue Palm Harbor, FL 34683	(727) 784-4287 <a href="mailto:matt@palmharborchamber.com">matt@palmharborchamber.com</a>
Greater Seminole Area Chamber of Commerce	Randi Nash-Ortiz Executive Director	9200 113 <sup>th</sup> St., SC Building, Seminole, FL 33772	(727) 392-3245 <a href="mailto:randi@myseminolechamber.com">randi@myseminolechamber.com</a>
Gulfport Merchants Chamber	Aimee Kosta Executive Director	5317 Gulfport Blvd., S., Gulfport, FL 33707	(727) 344-3711 <a href="mailto:info@visitgulfportflorida.com">info@visitgulfportflorida.com</a>
Pinellas Park/Gateway Chamber of Commerce	Alisha Kelly President Heather Davidson Executive Director	5851 Park Boulevard Pinellas Park, FL 33781	(727) 544-4777 <a href="mailto:Alisha@TrichomHealthCenter.com">Alisha@TrichomHealthCenter.com</a>  <a href="mailto:heather@pinellasparkchamber.com">heather@pinellasparkchamber.com</a>
Safety Harbor Chamber of Commerce	Cammie Lumpkin President/CEO	200 Main Street Safety Harbor, FL 34695	(727) 726-2890 <a href="mailto:cammie@safetyharborchamber.com">cammie@safetyharborchamber.com</a>
St. Petersburg Area Chamber of Commerce	Chris Steinocher President/CEO Rachel Neumann Controller	100 2 <sup>nd</sup> Avenue N Suite 150, St. Petersburg, FL 33701	(727) 821-4069 <a href="mailto:csteinocher@stpete.com">csteinocher@stpete.com</a>  <a href="mailto:rneumann@stpete.com">rneumann@stpete.com</a>
Tampa Bay Beaches Chamber of Commerce	Robin Miller CEO	6990 Gulf Boulevard St. Pete Beach, FL 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, FL 34689	(727) 937-6109 <a href="mailto:president@tarponspringschamber.org">president@tarponspringschamber.org</a>
Treasure Island & Madeira Beach Chamber of Commerce	Barry Rubin President	12601 Gulf Blvd Treasure Island, FL 33706	(727) 360-4121 <a href="mailto:president@TIMBchamber.org">president@TIMBchamber.org</a>
Upper Tampa Bay Regional Chamber of Commerce	Mark Howe President/CEO	101 State Street W. Oldsmar, FL 34677	(813) 855-4233 <a href="mailto:mhowe@utbchamber.com">mhowe@utbchamber.com</a>

# Hurricane Types, Hazards, Damage Potential and Vulnerability

## GENERAL

This guide is based on information from the Pinellas County Comprehensive Emergency Management Plan-vol1 (CEMP) and the Tampa Bay Region Hurricane Evacuation Study (update 2020). This study uses the newest SLOSH technology to calculate maximum surge heights resulting from simulated hurricanes of various categories.

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. Flooding. There is no way to predict the rate/distribution of the expected six to twelve inches of rainfall that normally parallels the arrival of tropical storm force winds. Pinellas County is highly susceptible to inland and coastal flooding.
- 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: 39 - 73 MPH SURGE: 3 - 4 Ft  
DAMAGE: Trees/foliage, 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. Power outages could last a few days to several days.

**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. Power outages could last from several days to weeks.

**CATEGORY 3:** WINDS: 111 - 129 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. Electricity and water will be unavailable for several days to weeks after the storm.

**CATEGORY 4:** WINDS: 130 - 156 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. Most of the area will be uninhabitable for weeks or months.

**CATEGORY 5:** WINDS: 157+ 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. Most of the area will be uninhabitable for weeks or months.

**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 table is provided by Pinellas County Emergency Management.

**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)

Level	Designated	Shadow	Total
MH*	76,781	-	76,781
A	171,145	2,131	173,276
B	87,550	1,869	89,419
C	105,044	1,554	106,598
D	126,497	1,174	127,671
E	54,992	1,009	56,001
Non	336,386	1,009	337,395
Total	958,395		

Pinellas County Emergency Management

**Note:**

Although there are 280+ mobile home communities comprised of 44,402+ individual units that are located throughout all evacuation levels, residents in mobile homes are directed to evacuate with all A-level evacuations.

Mobile Homes are known to have lower occupancy during summer months.

## **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 (EM) 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 emailed throughout the threat period and recovery period by EM, 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 ESF (Emergency Support Functions) 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 Pinellas County Government (PCG) 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 PCG 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: Powered by Everbridge, Alert Pinellas messages and situational reports will be sent as appropriate starting when the NHC begins issuing advisories that may impact Pinellas County. Alert Pinellas provides messages to pagers, email addresses, cell phones, and faxes that accept text messaging.
- 2) Emails: EM will send email notifications using the appropriate lists maintained in Microsoft Outlook.
- 3) Digital Paging: Pinellas County Safety and Emergency Services (PCSES) sends notifications to emergency service agencies and some County departments including the Airport Emergency Notification System via text messages or messages to wireless pagers.
- 4) 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) PCG EM conference calls will be hosted virtually to provide information to the various municipalities and organizations that support evacuation and sheltering and to receive status information from these groups.
- 4) The Executive Policy Group (EPG) and Response Operations Coordination Group (ROC) will primarily meet through virtual conference call systems such as GoToMeeting®, Microsoft Teams®, and Zoom® to exchange status reports and determine limiting factors that may affect evacuation and sheltering.

- b. General Public

- 1) Media (TV/Radio) – EM will coordinate media contact and information with County Marketing and 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.

- 3) PCG Website - BTS and Communications will work with EM to maintain the Pinellas County website with evacuation and sheltering information.
  - 4) Integrated Public Alert and Warning System (IPAWS) – created by FEMA, IPAWS allows for critical public alerts and warnings such as AMBER Alerts, tornado warnings, evacuation orders and other emergency alerts.
  - 5) Roadway Dynamic Message Signs managed by Pinellas County Public Works and located on major roads throughout the county can be used for emergency messages.
  - 6) Billboard Emergency Alert System (BEAS) is a voluntary public-private partnership that allows emergency information to be displayed on electronic billboards throughout the County.
  - 7) Social Media Networking - This technology will be used by County departments to reach those residents who have signed up for X (Twitter), Meta (Facebook), and YouTube.
  - 8) Alert Pinellas powered by Everbridge is a web-based mass notification system to quickly relay information via email, text, fax, pager, and phone calls - free subscription service to residents - PCG Communications will post text messages to the cell phones of subscribers to this service.
  - 9) Ready Pinellas mobile application disseminates emergency information through push notifications.
  - 10) E-LERT is PCG’s Communications monthly hurricane and safety news for the public - Individuals can sign up to receive the monthly newsletters and additional messages from the County when there are hurricane updates. Sign up to receive these notifications at <https://pinellas.gov/pinellas-county-e-news>.
  - 11) Street Outreach Teams are used to maintain contact with homeless individuals during hurricane season to ensure they are aware of impending storms and available transportation to public shelters. Information is also shared at meal sites, day programs and similar service locations.
  - 12) Low Power Radio Frequency Modulation (FM) Transmitter – EM uses FM transmitters at emergency locations such as distribution points to broadcast prerecorded messages. Residents can then tune in on their vehicle’s radio and listen to the messages.
- 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) Landline telephones – This is the primary method of communications between fixed locations.
  - 2) Mobile Satellite (MSAT) – MSATs ensure resilient and redundant communications capabilities among EM, County departments and government agencies.
  - 3) Telecommunications Service Priority - This service ensures critical personnel can get through open lines to complete calls using WPS (Wireless Priority Service)/GETS (Government Emergency Telecommunications Service).
  - 4) 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.
  - 5) 800 MHz SmartZone Digital Radios – There are desk phones in the EOC and all EOC staff have 800 MHz radios.
  - 6) Amateur Radio - The Auxiliary Communications Service group (ACS) 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.
  - 7) Conference Call Systems – The County may use GoToMeeting®, Microsoft Teams®, Zoom®, and SUNCOM for interagency coordination.

- 8) Deployable Wireless Communication System Units – The County uses PodRunner® units to provide wireless internet access, satellite communications, radio communication and other options for rapid deployment to incident locations.
- 9) NWSChat – Used for sharing critical warning and other types of significant weather information between the NWS, emergency managers, and the media.
- 10) Telecommunications Service Priority WPS/GETS is used to ensure authorized callers can get to open lines.

## Pinellas County Evacuation Shelters



North County Shelters		Address	City	Type
1.	Carwise Middle School	3301 Bentley Dr.	Palm Harbor	
2.	Palm Harbor Middle School	1800 Tampa Rd.	Palm Harbor	
3.	Palm Harbor University H.S.	1900 Omaha St.	Palm Harbor	
4.	Palm Harbor University High- Bldg 19	1900 Omaha St.	Palm Harbor	
5.	Dunedin Elementary	900 Union St.	Dunedin	
6.	Dunedin Highland Middle School	70 Patricia Ave.	Dunedin	
7.	McMullen Booth Elementary School	3025 Union St.	Clearwater	
8.	Clearwater Fundamental Middle School	1660 Palmetto St.	Clearwater	
9.	Skycrest Elementary School	10 N. Corona Ave.	Clearwater	
10.	Belleair Elementary School	1156 Lakeview Rd.	Clearwater	
11.	Ross Norton Recreation Center	1426 S. MLK Jr. Ave.	Clearwater	
12.	Largo High School	410 Missouri Ave N.	Largo	
13.	Mildred Helms Elementary School	561 Clearwater-Largo Rd S	Largo	
South County Shelters		Address	City	
14.	Lealman Exchange	5175 45 <sup>th</sup> St. N.	Lealman	
15.	Lealman Innovation Academy	4900 28 <sup>th</sup> St. N.	Lealman	
16.	Melrose Elementary School	1752 13 <sup>th</sup> Ave. S.	St. Petersburg	
17.	Sexton Elementary School	1997 54th Ave. N.	St. Petersburg	
18.	New Heights Elementary School	3901 37th St. N.	St. Petersburg	
19.	Fairmount Park Elementary	575 41st St. S.	St. Petersburg	
20.	Gibbs High School	850 34th St. S.	St. Petersburg	
21.	John Hopkins Middle School	701 16th St. S.	St. Petersburg	
22.	Campbell Park Elementary School	1051 7th Ave. S.	St. Petersburg	
23.	Jamerson Elementary	1200 37th St. S.	St. Petersburg	
24.	Sanderlin K-8 School	2350 22nd Ave. S.	St. Petersburg	

**PET FRIENDLY (dogs and cats only):**

Plan to bring your own pet food and dishes, pet supplies, and crate to house each pet. Find information on pet preparation, basic pet supplies, evacuating with pets, pet-friendly shelters, and service animals by visiting <https://pinellas.gov/preparing-pets-for-emergencies/>.

**SPECIAL NEEDS:**

During Regular Operations: Residents needing transportation assistance and/or sheltering at a Special Needs Shelter during times of emergency must 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 <https://pinellas.gov/special-needs/>.

During Emergency Operations: Residents needing transportation assistance will be picked up by the nearest Fire Department and taken to a Special Needs Shelter, but first need to register by completing the registration form located at the website listed above. If transportation is not needed, residents are still encouraged to pre-register through the website.

**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 <https://pinellas.gov/emergency-information/public-shelters/>, call the County Information Center at 727-464-4333 (TDD 464-3075), or use the County's Live Chat feature.

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

For additional information on shelters, visit <https://pinellas.gov/emergency-information/>.

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

- Medications and copies of prescriptions
- Pillow, blanket, one-person 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
- Eye mask
- Eyeglasses
- Fan
- Quiet games, reading materials, toys
- Clothing
- Masks, hand sanitizer and wipes

**DO NOT BRING:** Pets (unless a pet friendly shelter), firearms, alcohol, or tobacco.

For more information, visit <https://pinellas.gov/make-a-plan/build-your-emergency-kit/>.

## **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 the County responsible for any communications or transactions with any hotel, resort, or lodging. For information on the properties, visit [www.rosenhoteles.com](http://www.rosenhoteles.com).

### **Pinellas County Emergency Rates Available at the Following Rosen Properties:**

#### **Rosen Plaza Hotel**

9700 International Drive, Orlando, FL 32819  
**Reserv:** 1.800.627.8258 | **Fax:** 407.354.5774

#### **Rosen Centre Hotel**

9840 International Drive, Orlando, FL 32819  
**Reserv:** 1.800.204.7234 | **Fax:** 407.996.2659

#### **Rosen Shingle Creek**

9939 Universal Blvd, Orlando, FL 32819  
**Tel:** 1.866.996.9939 | **Fax:** 407.996.9935  
**Reserv:** 1.866.996.6338

**Additional emergency information for County employees is available on the County's intranet at:**  
**<https://pinellasgov.sharepoint.com/sites/BCC-EM>**

## Harrod Properties Hurricane Procedures

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As the storm approaches, each tenant will need to assess their own situation and determine how and when employees should leave the business environment and return home to their families.

Harrod Properties does not issue an evacuation notice. Local cities or the County will do so, and when the mandatory evacuation notice goes into effect, all occupants will be required to leave the premises.

The following is a list of action steps that you can do to prevent or reduce damage or loss of property:

1. Commence your company's Emergency Plan and meet your employees to discuss appropriate actions.
2. Move or remove any relocatable, exterior equipment to a safe and secure location.
3. Move or remove any exterior furniture or movable fixtures, such as tables, benches, chairs, etc. to a safe location or inside your unit.
4. Close all window blinds along the exterior. This will reduce damage caused by broken glass.
5. Close all doors to exterior offices. This can reduce damage if windows are broken.
6. Move any fragile or valuable items from exterior offices to the center of your unit or remove them from the building.
7. Back up all computers hard drives and protect your computers and files by relocating them to safer locations.
8. Clear all loose items from the top of your office furniture - flying objects can become missiles that can cause damage.

As soon as the storm passes, the region and state and local authorities will re-open roads. Harrod Properties and/or our landscape maintenance contractors will inspect the premises and begin the storm cleanup process.

## **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 email Teri Tuxhorn at [Teri@VisitSPC.com](mailto:Teri@VisitSPC.com) or call 727-464-7465.

1. All CVB Staff Members
2. All TDC Members
3. Barbara Hernandez, Director, Pinellas County Marketing and Communications Department
4. Jessica McCracken, Emergency Management Department (for inclusion in ESF-18)
5. CVB's UK Office – Rooster Creative
6. CVB's Central European Office – Kaus Media
7. MMGY NJF, New York
8. BVK – Advertising Agency
9. Miles Partnership LLLP