**FLOODING**

**NATURAL DISASTER IMPACT**
- **IMMEDIATELY**
  - 40% of small businesses won’t reopen
- **1 YEAR LATER**
  - 25% more small businesses will close
- **3 YEARS LATER**
  - 75% of businesses without a continuity plan will fail

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**WHY IS THIS IMPORTANT?**

- The average daily loss of a business that closes due to a disaster:
  - **$3,000** small business
  - **$23,000** medium sized business

- Small businesses account for 99% of all companies
- Small businesses employ 50% of all private sector employees

*Source: Bruce Blythe, CEO, Crisis Management International in Blindsided: A Manager’s Guide to Catastrophic Incidents in the Workplace By Bruce T. Blythe (Portfolio Hardcover, August 22, 2002), 2014 data from the Federal Emergency Management Agency (FEMA) and US Department of Labor*