

OverFlo: Hurricane Florence Preparation, Recovery & Resilience:

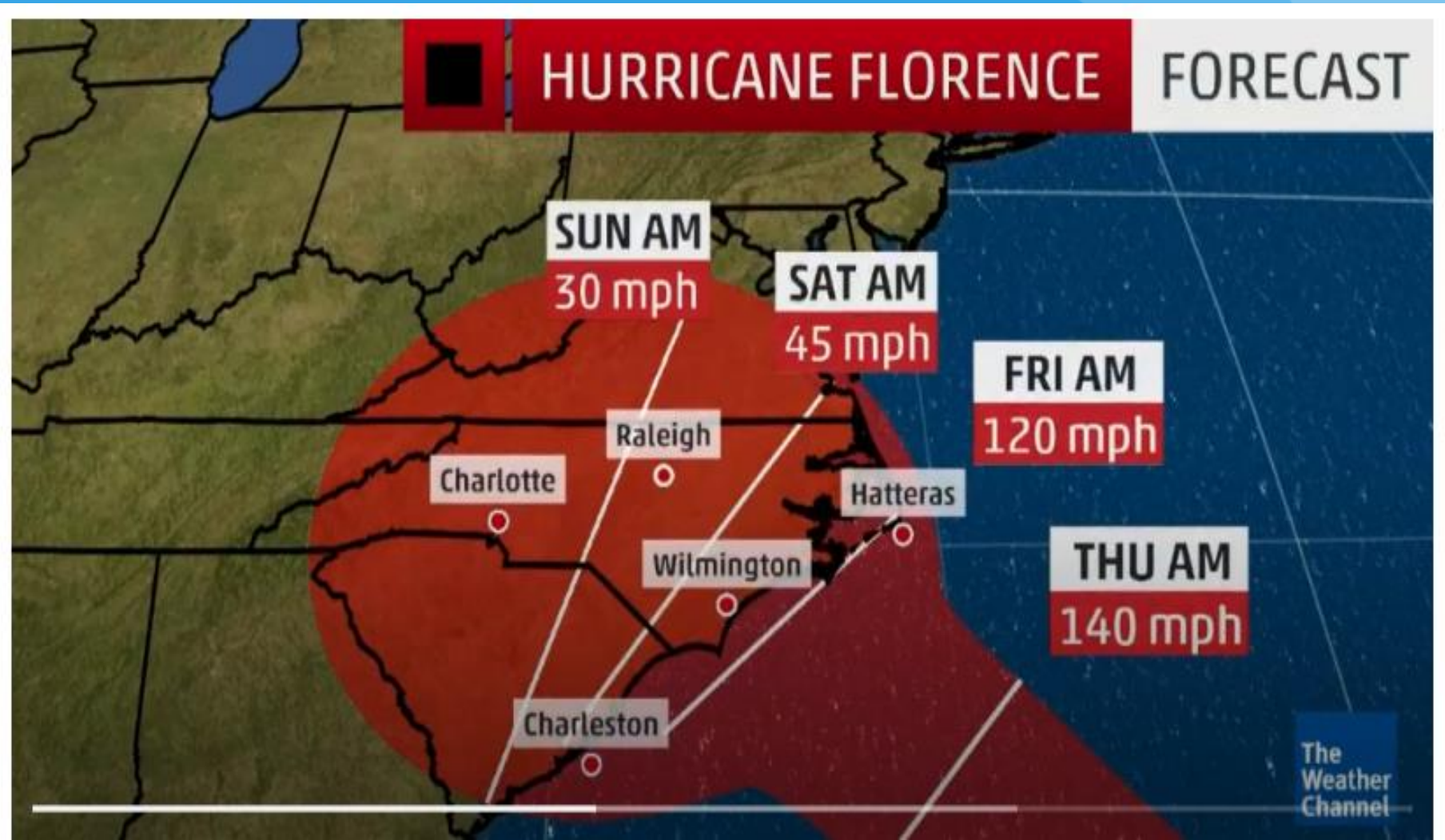
Wilmington Downtown Incorporated
Leadership and Management Category



#OVERFLO

Wilmington, NC

Hurricane Florence Menaced Wilmington for a Week....



Innovation: Storm Preparation

- Removed BID street banners
- Removed BID hanging flower baskets
- Obtained mobile phone numbers from 75+ business and property owners
- Reviewed local emergency management protocols and contact information
- Obtained FEMA information and application process
- Pre-wrote merchant outreach email to help expedite FEMA applications post storm



Replication: Leadership & Commitment

- Board suspends work program to focus on recovery (not organization):
 - Cancelled Commercial Property Showcase (economic recruitment tool)
 - Cancelled PARKing Day (one day placemaking event)
 - Cancelled Fall Economic Series (education event that raises \$7,500)
- Staff opted against voluntary evacuation orders
- Staff and volunteers assessed damage during the storm
- Staff and volunteers focus on clean-up and recovery



Complexity & Execution: Flood Threat

- Emergency Management feared catastrophic flood within a week of storm's departure
- Using IDA Network, WDI finds 600+ sandbags in Greenville NC and secures donation
- Despite roads cut off from mainland, WDI orchestrates delivery of sandbags
- With forklift help from a local brewery, unloads and distributes all the sandbags within 24 hours - a full 2 days before the river's expected crest



Sandbags arrive from Greenville

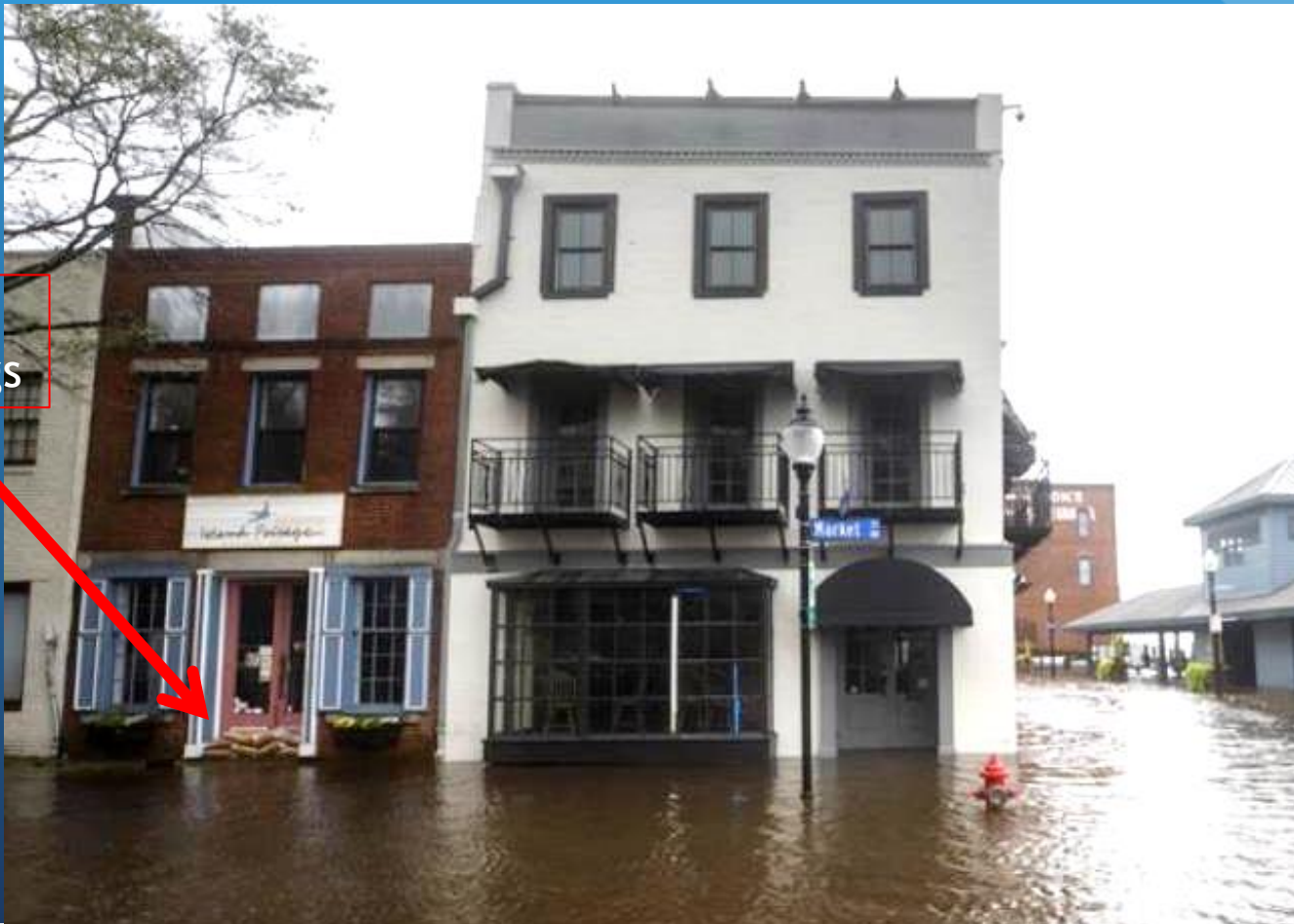


Sandbags gone within 24 hours

Complexity & Execution: Flood Threat

- Only minor flooding occurred
- WDI unwilling to gamble and took complex action

Our
Sandbags



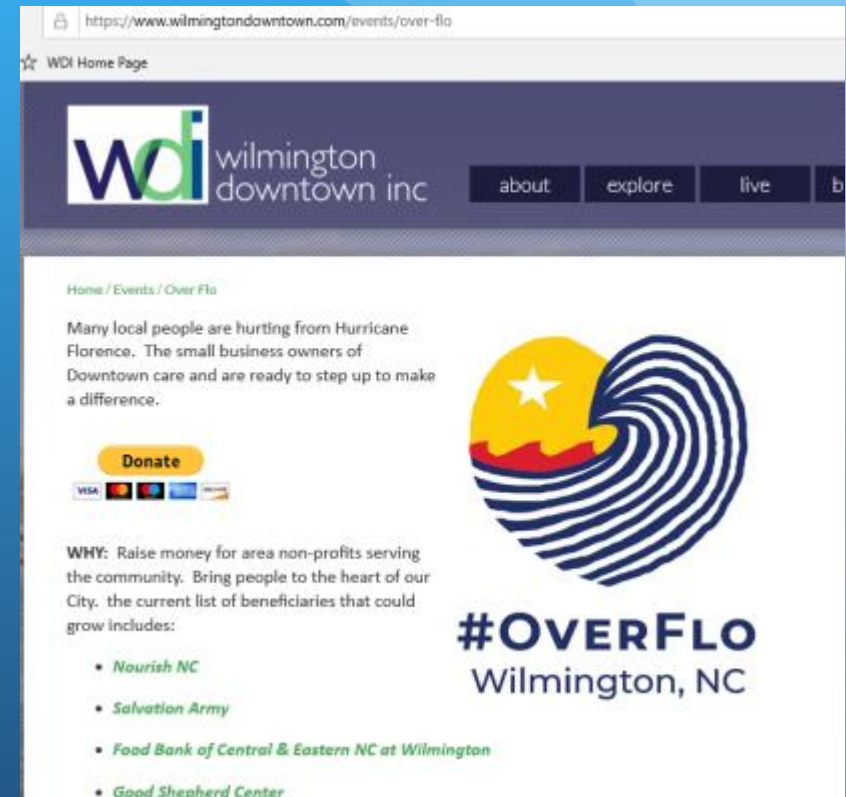
The Worst of the Downtown Flooding



Images stoke fear of catastrophic damage - sales plummet for Downtown businesses

Representation: OverFlo Conceived

- Multiple people approached WDI to host a benefit concert
- Formed new task force and lead holistic approach with goals of:
 - Raising money for area nonprofits
 - Communicating Downtown was “open for business”
- Planning session attracted 50+ people, more ideas
 - Graphic artist developed logo within 2 hours
 - Local media outlets agree to provide free ad space
 - 37 merchants develop specials with proceeds going back to fundraising drive



Campaign was created in 2 weeks; WDI developed web presence and executed a marketing plan. Four events co-hosted over next 30 days.

Simplicity & Complexity: Name & Image

- Name is mash up - get over Hurricane Florence
- Heart-shaped design illustrates “we care”
- Blue waves represent the ocean
- The yellow is a sun rising on a new day
- The star and red color pulls from the state flag
- Social media savvy
- Insert adjectives to tout Downtown economic drivers to further enhance messaging: Arts OverFlo, Music OverFlo, etc.
- Sold 300+tee-shirts, 50 hats and stickers



Outcome: Governor Visit Adeptly Repurposed to Meet Campaign Goals

[click here to see news story](#)

The screenshot shows a web browser window with the URL www.wect.com/2018/09/28/gov-cooper-visits-small-businesses-impacted-by-hurricane-florence/. The browser's address bar includes navigation icons and a search icon. Below the address bar, there are links for "Mapping America" and "WDI Home Page". The website's header features the "WECT NEWS 6" logo on the left and a navigation menu with items: "WATCH LIVE", "NEWS", "WEATHER", "INVESTIGATE", "HEALTH", "CAPE FEAR WEEKEND", and "ABOUT US". The main content area displays the article title "Gov. Cooper visits small businesses impacted by Hurricane Florence" above a video player. The video player shows a scene with several people in a shop, with a "WECT NEWS 6" logo and a timestamp of "12:00 | 81°" overlaid. The video progress bar shows "00:10" out of "03:18". To the right of the video player is a social media section titled "Stay connected with friends" with the text "See the latest status updates from friends and family" and a "VISIT SITE" button. Below this is a weather widget showing a map of the region, the current temperature "51°", and the text "Currently in Wilmington, NC" with a "FULL FORECAST" button.

Gov. Cooper visits small businesses impacted by Hurricane Florence

RECENT CONTENT

Outcome: Events Draw Attention, People and Money

- Webpage attracted 4,511 views
- Facebook page had 30,810 impressions and a reach of 18,635
- Executed weekly theme to highlight different economic drivers
- Over 1,000 attended free concert and raised \$23,000+
- Sold out 1,100 seat venue in less than a day for recording artist Lukas Nelson (yes, Willie's son) and made \$38,200 in sales



More Outcomes

- Raised \$128,000+ with funds going to:
 - Salvation Army
 - Food Bank
 - Nourish NC
 - Good Shephard Center
 - Cape Fearless Challenge
 - The Harrelson Center
- Announced on *Giving Tuesday*
- Attracted local and state-wide attention
- Engaged new group of leaders and donors
- Accomplished with a staff of only 2 members and board of 38 people

