



COVID-19 RECOVERY & RESILIENCY WORKSHOP SERIES

# Cape Cod Business Resilience Workshops

---

ACCOMMODATIONS  
BUSINESSES



More information at  
[capecodcommission.org/business](https://capecodcommission.org/business)



CAPE COD  
COMMISSION

---

# BUSINESS RECOVERY & RESILIENCY PLANNING

INDUSTRY  
WORKSHOPS



BUSINESS  
TOOLKITS



ECONOMIC  
RESILIENCY  
PLAN





# Business Resilience for Accommodations Businesses

Second of our two-part business resilience workshop series

## Business Recovery & Resilience Planning Toolkit

Prepared and presented by:

Michael Aparicio, Principal Consultant

Estefania Lopez, Consultant

REVBVY

# Covid-19 impact on the industry



One of the first industries affected by the pandemic after travel restrictions in early 2020.



Social distancing requirements and enhanced sanitary protocols meant restrictions on indoor gatherings; hoteliers pivoted to new guest experiences.



Enhanced cleaning and hygiene practices became a top priority for guests, according to the American Hotel and Lodging Association.

“The impact of Covid-19 on the travel industry up to 2021 has been **nine times that of the September 11 attacks.**”

-The American Hotel and Lodging Association (AHLA)

# Why Resilience Matters?

## Covid-19

- The pandemic produced a dual threat to lives and livelihoods across the globe.
- The effects were amplified among community-based and seasonal businesses that traditionally rely on in-person commerce. Even more so among those without recovery and resilience plans.

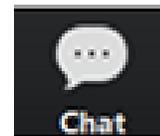
## Future Threats

- The Covid-19 pandemic proved that a disaster can strike at any time, unexpectedly, and can disrupt an entire business model.
- Businesses need to have a solid business resilience plan to be prepared for future interruptions

Question  
#1

What does business  
resilience mean to you?

Use the **Chat** to share your answer





# What is Resilience?

"The ability of an organization to anticipate, prepare for, respond to, and adapt to both incremental changes and sudden disruptions"

- Axelos

# Toolkit Purpose Statement

- To help Cape Cod small businesses build resilience amid the Covid-19 pandemic
- Provide research-based frameworks, tools, and checklists designed to support efforts by Cape Cod business owners and their teams to recover and to utilize the Covid-19 experience as a catalyst to prepare and respond to future business interruptions.



# Toolkit Overview



## “Assess, Plan, and Test”

Assess:

- **Business Interruption Risk Matrix**
- **Business Operations Resilience Assessment**

Plan:

- **Business Operations Planning Checklist**
- **Business Continuity Plan Template**

Test

- **Test & Evaluation Checklist**



## Business Model Pivot Exercise

## Digital Strategy Checklist

**Resources:**

- Accommodations Specific
- General Resources

## Additional Term Definitions

**Risk Matrix:** A table to visualize risks against various factors. This toolkit provides a risk matrix to assess potential business interruption events against factors that heighten risk of business impact and factors that may mitigate business impact.

**Business Operations:** Day-to-day and strategic level components that go into running a viable business that earns money and provides value.

**Business Continuity Plan:** A formal, documented plan with information and procedures on how a business or organization can continue to operate at some level during a significant, unplanned disruption.

# Business Interruption Risk Matrix

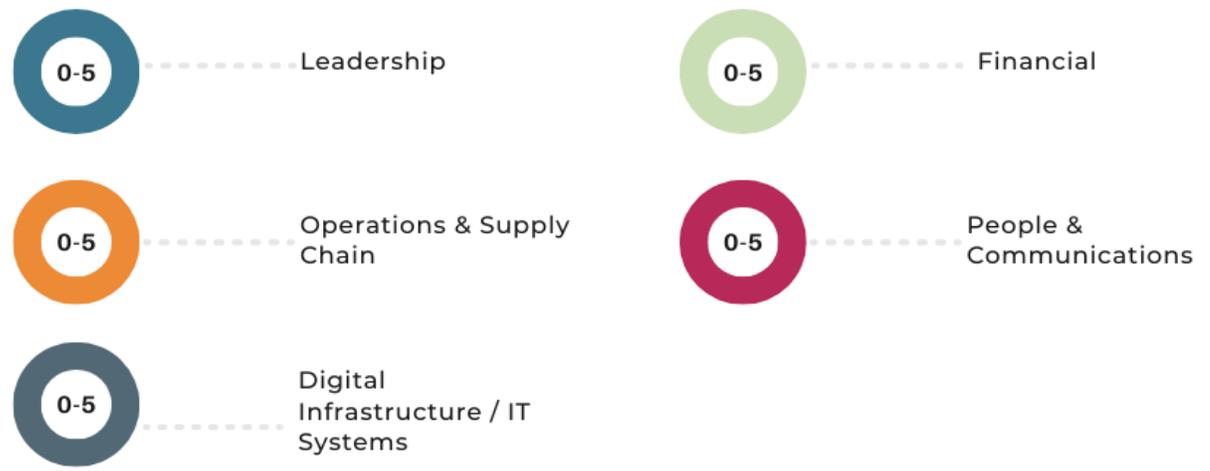
- Review interruption events; identify higher risk events
- Evaluate factors that create risk in your business
- Assess practices you have in place that may risk exposure
- Use open space to list other factors and practices

Business Interruption	High-Risk Factors	Risk Mitigation Practices in Place
Pandemic and Other Health Hazards	In-person interaction is a core part of business operations	<ul style="list-style-type: none"> <li>• Enhanced cleaning and sanitization measures and vendors in place; Stock of PPE supplies for employees and guests</li> </ul>
	Facilities may not allow for adequate social distancing	<ul style="list-style-type: none"> <li>• Limited access or capacity plans</li> <li>• Online and contactless systems</li> <li>• Outdoor space contingency plan</li> </ul>
	(open space to fill in)	(open space to fill in)
Fire	Building(s) occupied by people 24 hours a day	<ul style="list-style-type: none"> <li>• Fire safety training and quarterly fire drills with staff</li> <li>• Alarms, fire extinguishers, and sprinkler systems in place</li> <li>• Established fire route and evacuation strategy</li> <li>• Adequate staffing <u>at all times</u></li> </ul>
	Facilities include multiple floors and/or multiple buildings	<ul style="list-style-type: none"> <li>• Intercom system for remote communication</li> <li>• Clear evacuation route signage throughout premises</li> <li>• Adequate staffing for size of premises</li> </ul>
	(open space to fill in)	(open space to fill in)
Flood / Hurricane / Natural Disasters	Facilities are in a flood zone or adjacent to a water source	<ul style="list-style-type: none"> <li>• Rehearsed procedures to secure equipment and valuable assets to safer locations</li> <li>• Access to flood protection materials, such as sandbags, is established</li> </ul>
	Business facilities susceptible to natural disaster damage	<ul style="list-style-type: none"> <li>• Regular building inspection schedule</li> <li>• Insurance policies in place</li> <li>• Evacuation route planned</li> </ul>
	(open space to fill in)	(open space to fill in)
Safety and Security Threat	Frequent use of equipment that have higher risk of injury	<ul style="list-style-type: none"> <li>• Regular inspection of facilities and equipment to assess damage and risk of injury</li> <li>• Maintenance schedule in place</li> <li>• First aid / AED equipment on site and accessible</li> </ul>

# Business Operations Assessment

- Worksheet to assess resilience in each core operations area
- Sampling of higher resilience indicators listed under each category
- Note your score next to each item

## BUSINESS OPERATIONS Assess your business's operational resilience



Leadership	Score	
	Yes=1	No=0
Are you familiar with at least one organizational change model? (e.g., Lewin's change model). See Figure 1.		
Do you have a reliable support system and a trusted network in your industry?		
Are you able to accept change, effectively lead through change, and adapt to a new environment?		
Do you have a daily practice to release work-related stress? (e.g., meditation, journaling, etc.)		
Are you physically active, get at least 7 hours of sleep regularly, and eat a balanced diet daily?		



# Business Operations

## Assessment

- Worksheet to assess resilience in each core operations area
- Sampling of higher resilience indicators listed under each category
- Note your score next to each item
- **Use scoring system to identify areas that need attention**

Financial	Score Yes=1 No=0
Do you have your financial statements (cash flow, balance sheet, income statement) accessible and up to date?	

Operations & Supply chain	Score Yes=1 No=0
Do you have a diverse set of offerings/revenue streams?	

People and communications	Score Yes=1 No=0
Do you have a career development, leadership, and cross-training program in place for employees?	

IT & Digital infrastructure	Score Yes=1 No=0
Do you have a robust digital marketing strategy that includes your website, social media, POS or CRM systems, and other digital channels?	



# Business Operations

## Plan Checklist

Financial	✓
Maintain current financial statements (monthly and yearly basis) that can be accessed at any time.	

People & Communications	✓
Implement ongoing training programs for employees. Identify, prepare, and cross-train a possible skeleton crew (backup personnel for essential business operations).	

Leadership	✓
Research and learn business organizational change models to adapt to your environment.	
Build a trusted network of industry peers to share best practices and a network of business professionals with expertise outside of your core capabilities that can serve as part of your extended team.	
Conduct leadership and change management training with managers and other employees.	
Maintain perspective and build a personal resilient mindset.	
Maintain a healthy lifestyle and self-care routine so you may be your best self in stressful situations.	

Operations & Supply chain	✓
Create multiple sources of revenue (e.g., multiple services, experiences, and audience/customer segments; in-person and online)	

Digital Infrastructure / IT Systems	✓
Implement cloud data solutions, so customer and business data are accessible anywhere. Include data backup protocols for computer equipment and on-premise servers.	



# Business Continuity Plan (BCP) Template

- Simplified template that may be adapted for most Accommodations small businesses and can be further customized as needed.
- **Note:** You may extract your completed BCP template and save it as a shared file, digitally and in print, accessible to everyone on your team.

## A. Types of Significant Business Disruptions & Risk Mitigation Matrix

Use this table to outline risk mitigation strategies your business has in place to prepare for various business interruption events with corresponding response plans to be activated should an event occur.

Significant Business Disruption	Risk Mitigation and Safety Measures (Action before a disruption)	Response Plan (Action during a disorder)
Pandemic and Other Health Hazards		
Fire		
Flood / Natural Disasters		
Security Threat		
Cyberattack		
Power / Internet outage		

# Business Continuity Plan (BCP) Template

- Simplified template that may be adapted for most Accommodations small businesses and can be further customized as needed.
- **Note:** You may extract your completed BCP template and save it as a shared file, digitally and in print, accessible to everyone on your team.

## B. Emergency Contacts and Mission Critical Roles

Identify the people with decision-making authority who should be alerted of an unexpected business interruption.

## D. Crisis Communications Plan

A clear and established crisis communication plan is critical as part of a business continuity plan. The following table assigns people responsible for communication to key stakeholder audiences and identifies the appropriate primary and alternate communication channels.

### Company Contact

## H. Testing and Evaluation

Use this space to outline your quarterly or annual schedule to test your Business Continuity Plan for areas to improve or update. (hint: proceed to the next section of this toolkit for guidance on creating your test plan)

## C. Le

Use the fo  
business's

Industry Contacts

# Test & Evaluation

Regular practice of testing your plans also helps to **instill resilience as a matter of process and culture**, not just a one-off activity

Test & Evaluation Checklist	✓
<b>Schedule:</b> Establish a quarterly or at least annual program to test each element of your resilience and business continuity plan	
<b>Meet:</b> Include in your testing plan an all-staff meeting to create scenarios, scrutinize feasibility, and evaluate methods for effectiveness and data accuracy	
<b>Scenario Drill:</b> Create practice scenarios for different event types and test components of your resilience and continuity plans.	
<b>Evaluate:</b> Analyze the results of your drills, including how effective alternates did in their roles, how long it took to gain control, communicate internally and externally, and how your resources/partners responded. It may also include the evaluation of performance at temporary locations.	
<b>Update:</b> Have a procedure in place to modify your plans as: <ul style="list-style-type: none"> <li>○ business models change</li> <li>○ employees change</li> <li>○ your suppliers change</li> <li>○ your customers change</li> <li>○ technologies change</li> <li>○ risks change</li> </ul>	



A woman with long brown hair, wearing glasses and a dark blue blazer, is holding a tablet. She is looking back over her shoulder towards the camera with a slight smile. The background is a blurred office or business setting.

"Even before COVID-19 hit,  
92% of companies thought their  
business models would need to  
change given digitization."

- McKinsey & Company



**Contactless technologies** such as mobile check-ins gained popularity due to their **capacity to reduce guest's interaction with staff and commonly touched surfaces**. This trend is likely to become even more popular as technology advances.



**Automation** is another trend that captured further attention during the COVID-19 pandemic. Besides the use of AI-powered chatbots to assist guests in the booking process, some hotels used this function to **automatically respond to common COVID-19 related questions**. Automation can also leverage many other areas such as customer relationships, segmentation, and profiling.



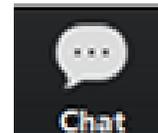
**Response to a boom of local trips** was observed throughout the country **as travelers changed their long-distance destinations to local options** due to health safety concerns. Creating loyalty could be key for businesses to protect themselves against competition from more distant destinations once traveling starts to return to pre-pandemic levels.

# Trends observed during Covid-19

# Question #2

What business model  
pivot decisions were  
critical for your business?

Use the **chat** to share your feedback



# Business Model Pivot Exercise

"Business model resilience is often missing from traditional business continuity plans. Organizations plan for disruptions to resources and processes, but don't recognize that business models can be just as big a threat to the continuity of operations."  
- Gartner

Use this checklist as a tool to guide a brainstorming exercise among business leaders and the entire team.

<b>Business Model Pivot Checklist</b>	✓
Take inventory of core capabilities, resources, and network	
Consider where your customers are, how their needs have changed, and what new customer segment opportunities there may be in a changing environment	
Identify new ways to deliver value	
Line up the right staff, resources, and funding to execute	



# Business Model Pivot Exercise - Example

## Build Internal & External Awareness

### 1. Core Capabilities & Resources

- ✓ Customers know the brand for its experiences around food, atmosphere, and assistance with local experiences
- ✓ Comprehensive customer data
- ✓ Modern reservation system already in place
- ✓ Well-trained staff who can adapt to changing circumstances and constraints; customer-experience minded.

### 2. Understanding Customer's Needs

- ✓ Local customers are looking for opportunities to have safe, socially distant experiences; a break from home
- ✓ Out-of-town customers may not be able to visit; can only engage through digital channels
- ✓ Many customers are based across the country/world and are unable to take vacations to their favorite destinations

## Plan & Implement

### 3. New Service / New Value

- ✓ Shift staff priorities to creating content (stories, blogs, video, and/or livestreaming) that is focused on food and quintessential Cape Cod experiences.
- ✓ Create an engagement plan, segmented between local customers and seasonal, out-of-town customers
- ✓ Repackage/re-brand reservation offerings that meet changed needs (e.g., work-from-hotel, bubble group experiences)

### 4. Resources to Implement Plan

- ✓ Obtain disaster-relief funding (e.g., PPP, etc.) to support payroll and other eligible expenses
- ✓ Reposition existing staff to focus on creating online content and creative guest engagement videos.
- ✓ Hire a person to manage website, email, video content, and social media

# Business Model Pivot Exercise

## Get Inspired by Innovation Categories Observed during the Covid-19 pandemic

**Social initiative:** Opportunities and activities that tap into societal altruism

**Delivery:** Innovative ways to physically deliver products, such as contactless or remote delivery

**Physical distancing:** Safe, social distancing protocols that retain your brand experience

**Remote presence:** Innovative ways to deliver services and experiences virtually

**Entertainment:** Activities to counteract boredom or offer distraction from a crisis

**Health and well-being:** Shift of brand experience or resources to a focus on mindfulness and stress reduction

**Professional consultation:** Pivot of a traditional product or service into expert guidance and resources for self-service / at-home experiences

**Social connection:** Innovations that tap into humans' need for social interaction and social value

**Education:** Opportunities for interactive, distance learning, and knowledge development



# Digital Strategy Checklist

Digital / eCommerce strategy is critical to today's operations as business switching online. Business must incorporate and maintain robust digital strategy.

- Email Marketing / Customer Data Strategy
  - ❑ Maintain a customer contact list with email, name, phone number, and address for marketing purposes. Consider implementing a loyalty program to incentivize customers to provide their information.
- Website / eCommerce / Online presence
  - ❑ Ensure all website pages and navigation experience work well on a mobile device.
- Social Media
  - ❑ Consider a social media content management platform to save time managing multiple social media accounts and posting schedules (e.g., Hootsuite, Buffer)
- Hardware / Point of Sale (POS) Systems / Software
  - ❑ Consider POS systems that integrate well with other apps and websites that you use in your business.



# Digital Strategy Checklist

Checklist with corresponding Google Search Queries may be used as a tool to build your business digital resilience and guide decision making on your business technology and software.

## Website / eCommerce / Online presence

- Establish a relationship with a website development professional for ongoing assistance.
- Maintain a company-branded website rather than relying solely on third-party sites, so you have a direct channel for content, messaging, and engagement.
- Optimize local marketing channels such as Google My Business, Yelp, etc.
- Ensure your website is SEO optimized for discoverability on Google and other search engines.
- Ensure all website pages and navigation are accessible on a mobile device.

Sample Google Queries  
for Further Research



## Hardware / Point of Sale (POS) Systems / Software

- Consider POS systems that integrate well with other apps and websites that you use in your business.
- Implement an antivirus solution for company computer hardware
- Create a policy to manage user access, password protection, and confidentiality of company and customer sensitive information
- Conduct regular maintenance and software updates
- Utilize cloud storage solutions ensuring that files are not just on-site

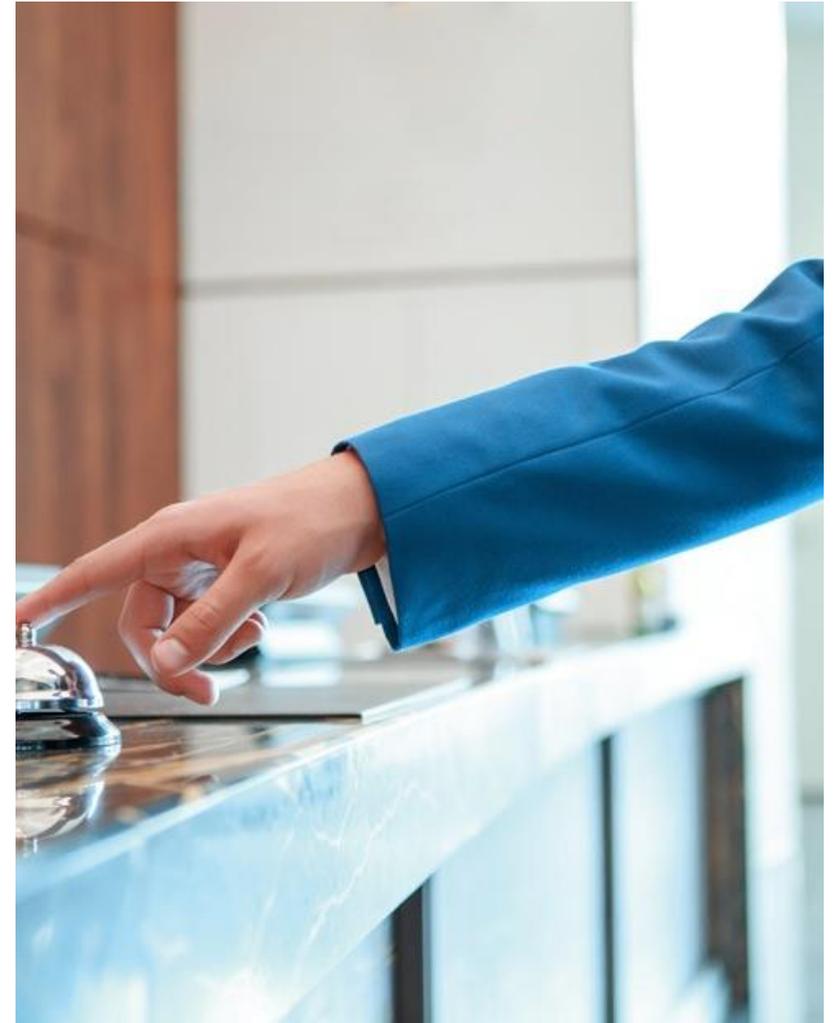
Sample Google Queries  
for Further Research

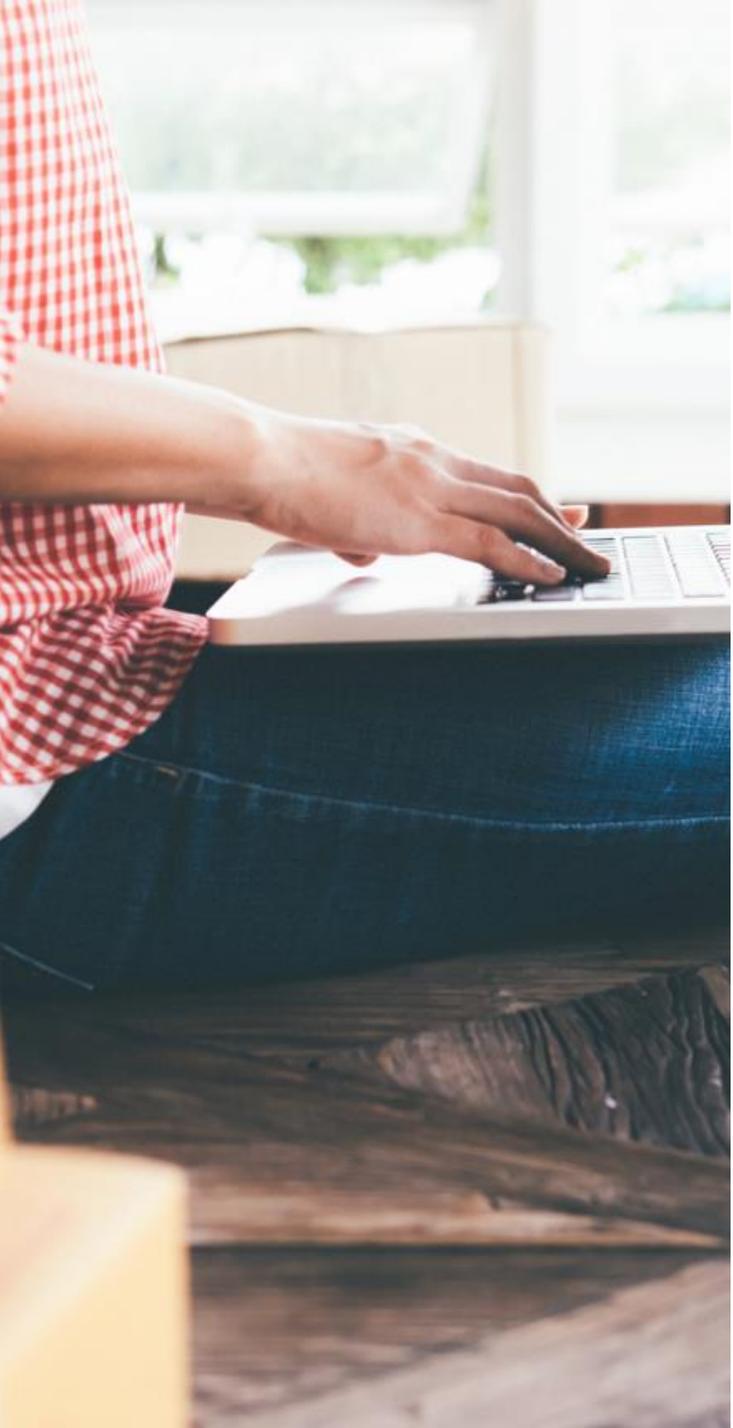


# Toolkit Summary

- Assess risks for various business interruption events, including a pandemic
- Build resilience across leadership and business operations
- Plan and execute business continuity before and during a crisis
- Pivot a business model
- Engage a digital strategy
- Connect with general and industry-specific resources for further learning and network building

Toolkits will be available in Mid-May 2021 on the Cape Cod Commission website. <http://capecodcommission.org/>  
All webinar attendees will be notified.





# Pandemic-related Funding

## Paycheck Protection Program (PPP)

- **Deadline:** May 31, 2021
- **Forgive-able loan** to help **cover payroll and certain other eligible expenses** over an 8 to 24 week period
- For small businesses **open as of February 15, 2020** (including sole proprietors, self-employed and non-profits)
- Apply with an SBA-approved lender

## Economic Injury Disaster Loan (EIDL)

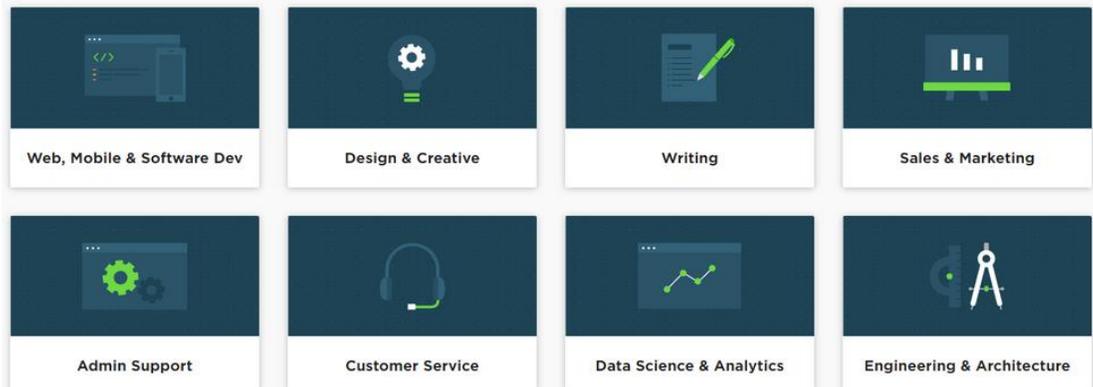
- **Deadline:** December 31, 2021
- **3.75% for businesses** (fixed) 2.75% for nonprofits (fixed)
- Term: 30 years
- Payments deferred one year; interest still accrues
- No pre-payment penalty or fees
- **For small businesses with 500 or fewer employees** (including sole proprietors, self-employed and non-profits)

# Consider outsourcing through Freelancer / Contractor platforms such as Upwork.com

- Website / eCommerce setup
- Social Media
- Content creation / blog articles



Find quality talent or agencies



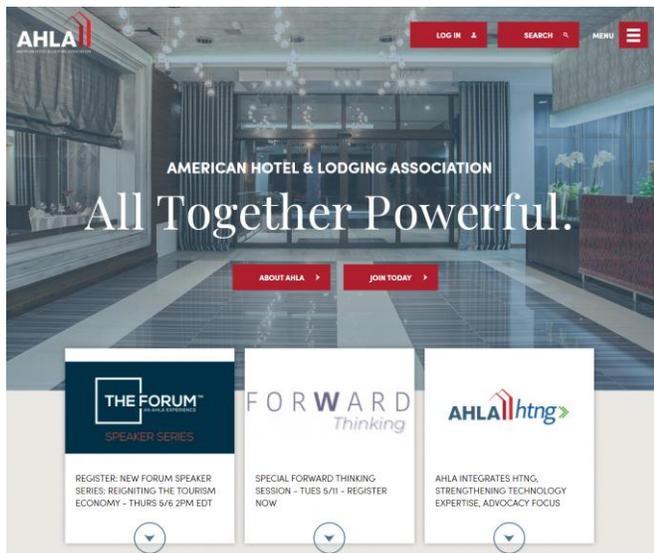
Ongoing  
Execution of  
your  
Business and  
Digital  
Strategy

# Additional Resources

A photograph of a breakfast tray on a bed. The tray is made of light-colored wood and holds a white coffee cup on a saucer, a glass of orange juice, a small white vase with a daisy, and a plate with a croissant and some fruit. The bed has white linens with green leaf patterns. In the background, there are pillows with the same pattern and a bedside table with a lamp and a vase of flowers.

# Accommodations Resources

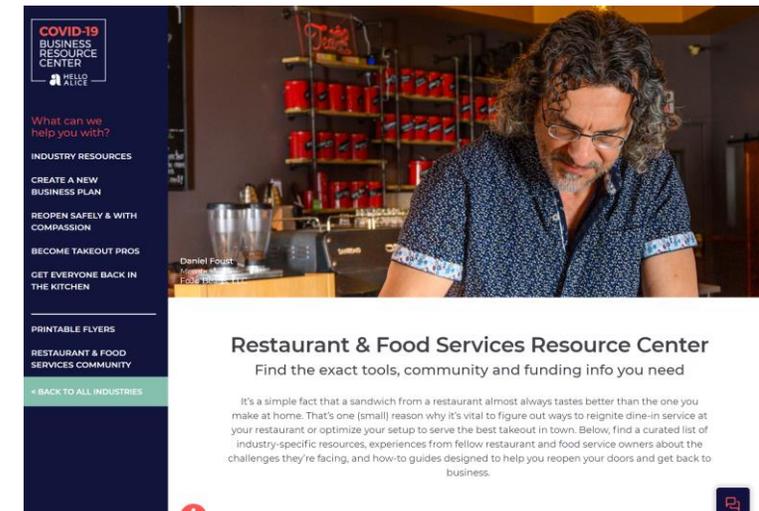
The American Hotel and Lodging Association



Massachusetts Lodging Association



Hello Alice: Restaurant & Food Services Resource Center



# General Resources



Cape Cod Commission  
Covid-19 Resources

<https://rb.gy/qnebeq>



Massachusetts Covid-19  
Resources and Guidance  
for Businesses

<https://rb.gy/pdfbjo>



Massachusetts  
Emergency Management  
Agency (MEMA)

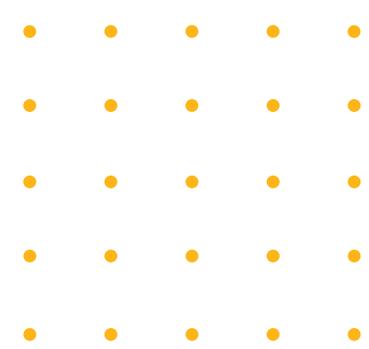
<https://rb.gy/ott3uj>



U.S. Chamber of  
Commerce Foundation:  
Resilience in a Box

<https://rb.gy/utw6v7>





# Q&A

THANK YOU!  
TIME FOR QUESTIONS

CONTACT:  
[businessrecovery@capecodcommission.org](mailto:businessrecovery@capecodcommission.org)

Prepared and presented by:

**REVBY**

 @revby

 @revbyCo

 [linkedin.com/company/revby/](https://www.linkedin.com/company/revby/)

