



Visit Annapolis & Anne Arundel County Destination Marketing Organization

EMERGENCY ACTION PLAN

VERSION 1.4

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For Public Distribution

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PURPOSE & OVERVIEW

ADOPTION STATEMENT

The mission of the Visit Annapolis & Anne Arundel County Destination Marketing Organization (DMO) is to plan, produce and promote programs designed to increase the volume of leisure and business visitors to Annapolis and Anne Arundel County, while preserving the community and managing the travel and tourism industry. To accomplish this mission, the DMO must ensure its emergency preparedness and response operations are performed appropriately during an emergency. This document provides planning and program guidance for implementing the Visit Annapolis Emergency Action Plan and programs to ensure the organization is capable of conducting its essential missions and functions under all threats and conditions.

Procedures listed in this plan serve as guidance but are not intended to replace the best judgment of those who are directly handling a specific incident. The VAAAC must use discretion in every situation to determine the best course of action.

PURPOSE & OVERVIEW

Organizational Purpose- Visit Annapolis & Anne Arundel County is the primary organization responsible for promoting Anne Arundel County (AAC) as a travel and tourism destination.

In the event of an emergency, disaster, or crisis affecting the Annapolis or Anne Arundel County area, the DMO's main responsibilities will be to coordinate and disseminate accurate information as provided by the Annapolis Offices of Emergency Management (OEM) to: the media; domestic and international travel

and tourism clients; visitors; members and partners. In addition, the DMO will serve as liaison with Annapolis and Anne Arundel County Offices of Emergency Management.

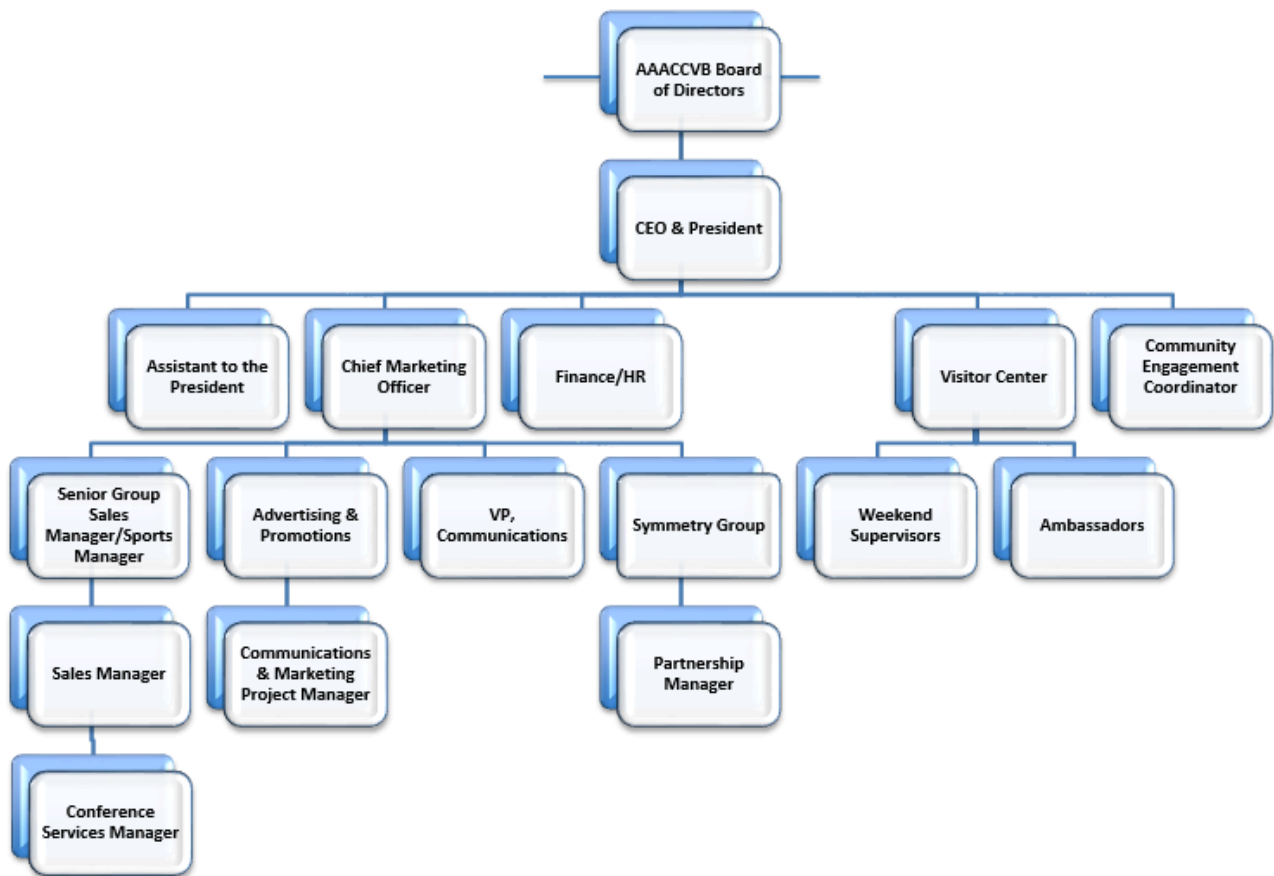
PURPOSE & OVERVIEW

OBJECTIVES – PREPAREDNESS

- The CEO will have internal staff available to OEM for occasional trainings in the form of drills or tabletop exercises
- The VAAAC staff will participate in annual citywide preparedness exercises as advised by the OEM
- The VAAAC staff will be directed to take the Incident Command System (ICS) online course ICS-100 to understand disaster response

ORGANIZATIONAL CHARTS

VAAAC ORGANIZATIONAL CHART



RESPONSE TEAMS & RESPONSIBILITIES

RESPONSE TEAM

In the case of a disruptive event that causes a significant impact to the local community, information will be conveyed to the President & CEO either via a Code Red alert, Prepare Me Annapolis notification, or direct communication from the OEM. The President will then contact Response Team #1 via email, text, or phone, as stated below.

In the case of a disruptive event to or within the 26 West Street facility, the staff will follow evacuation procedures as outlined on pages 28-32 of this document.

RESPONSE TEAM #1:

President & CEO – The CEO will represent the VAAAC at the offices of the OEM if requested by them. The CEO is the primary contact.

Responsibilities:

- Contact the CMO and assess directive(s) from OEM
- Contact Senior Administrative Staff including CFO, Visitors Center Mgr., Assistant to the President & CEO to provide direction from the OEM and to implement Emergency Action Plan (EAP). In addition, the CEO will be kept informed about the safety of staff members via the Assistant, and volunteers and visitors via the VC Mgr.
- Contact the Chairman of the Board/VAAAC Board of Directors

Chief Marketing Officer (CMO)

Responsibilities:

Contact Sales, Communications and Social/Web master to be on stand by for information as supplied by emergency management team.

- Sales will pass along any critical information to any travel groups located in the County during the emergency and will act as their point of contact as information is available. They will also assist hotels throughout county of any updated information as required by the local and county government agencies.

- Social/Web will begin posting any updates supplied by the emergency management team on all social channels we have available, along with updated info on Bureau websites and apps.
- Communications will be on standby if additional communication resources are required by the local and county governments. Communication responsibility will be more appropriate during the aftermath of the emergency.
- Emergency contact representing the organization and updating the media as needed.
- Contact any advertising placements during the emergency period and remove them ASAP. Negotiate a reschedule period based on current activity, or hold the placement until further notice.

[If any emergency occurs outside of normal business hours, providing the emergency is not affecting Baltimore City, the VAAAC will have the additional resource of our CMO being located in Baltimore. If required, or at the request of the OEM, and if possible, he can position himself at a BWI Based Hotel.]

RESPONSE TEAM #2

VP, Communications – If needed, the VP will relieve the CEO at OEM headquarters.

In addition, Communications will be on standby if additional communication resources are required by the local and county governments. Communication responsibility will be more appropriate during the aftermath of the emergency representing the organization and updating the media as needed.

Advertising & Promotions Mgr. – If needed, this Mgr. will relieve the CMO.

In addition, Social/Web will begin posting any updates supplied by the emergency management team on all social channels we have available, along with updated info on VAAAC websites and apps.

Because the VAAAC staff consists of merely 14 FT employees, it may be necessary for all available to service essential functions during and following an emergency, disaster, or crisis.

ONGOING RESPONSIBILITIES OF THE RESPONSE TEAMS

- Ensuring the EAP is updated as needed
- Visit Annapolis staff will participate in annual training sessions as determined by both the OEM and VAAAC President
- Preparing disaster related documents prior to June 31 each year
- Gathering pertinent data and distributing tourism related information
- Disseminating communications and updates to appropriate departments, clients, industry partners, and staff

The Annapolis Office of Emergency Management provides critical emergency messages to the public across several different media platforms. In the event of a emergency, disaster, or crisis in the City of Annapolis, the Office of Emergency Management may activate the Annapolis Call Center, a non-emergency phone line where callers may receive information about the event. This non-emergency phone number is 410-260-2211. During business hours, the Office of Emergency Management can always be reached at 410-216-9167. In case of emergency, dial 911.

INFORMATION PROCESS

As information becomes available through the Information In-Flow channels, the Response Team with certain staff will outline and coordinate the necessary actions to ensure proper handling. This includes but is not limited to daily polling of affected parties, handling potential conference and meeting cancellations or postponements, determining impact on room block and meeting attendance, etc.

INFORMATION OUT-FLOW MEDIA

The primary spokesperson on behalf of the city of Annapolis is the Mayor of Annapolis or the Mayor's designated appointee.

The President & CEO (additionally the Chairman if appropriate) is the official spokesperson for VAAAC and if the President & CEO is not available, the Chief Marketing Officer becomes the secondary spokesperson. Unless otherwise directed, all interviews will be conducted with the VAAAC President & CEO with

information and support provided by the City of Annapolis Office of Emergency Management.

- All visitors and customers
- National and international tourism industry agencies including: USTA, DMAI, PCMA, MPI, etc.
- Local, national and international media
- VAAAC members, partners, and employees

INFORMATION IN-FLOW

- VAAAC Board of Directors
- Members/Partners
- Employees
- Meeting/sports organizations currently in the city and those planning to be
- Tourism industry partners, i.e. MD OTD, MHLA, MD RA

EMERGENCY INFORMATION RESOURCES

Hospitals, Radio, TV Stations, BWI, Amtrak....all linked www.VisitAnnapolis.org page(s)

PHONE TREE, CONTACTS & VITAL RECORDS

VAAAC STAFF DIRECTORY

EXECUTIVE AND ADMINISTRATIVE

Connie Del Signore
President & CEO
410-280-0445 x300
cdelsignore@visitannapolis.org

Dani Bottcher
Chief Financial Officer
410-280-0445 x302
dbottcher@visitannapolis.org

Ronnee Zilonis
Assistant to the President
410-280-0445 x301
rzilonis@visitannapolis.org

MARKETING

Frank DiVenti
Chief Marketing Officer
410-280-0445 x305
fdiventi@visitannapolis.org

Carol Vilardo
Advertising & Promotions Manager
410-280-0445 x315
cvilardo@visitannapolis.org

Sabrina Shupe
Partnership Manager
410-280-0445 x304
sshupe@visitannapolis.org

VISITOR SERVICES

Sue McKenzie
Director, Visitor Services
410-280-0445 x308
smckenzie@visitannapolis.org

Holly West-Owen & Veronica Gambel
Weekend Supervisors
410-280-0445 x309
supervisor@visitannapolis.org

VAAAC STAFF DIRECTORY

SALES

Denise M. Bosmans

Senior Group Sales Manager/Sports Manager Conference Services Manager

410-280-0445 x306

410-280-0445 x310

dbosmans@visitannapolis.org

@visitannapolis.org

Christine McNichols

Sales Manager

410-280-0445 x314

cmcnichols@visitannapolis.org

COMMUNICATIONS

Susan Seifried

VP, Public Relations & Communications

410-280-0445 x303

sseifried@visitannapolis.org

Sarah Kachevas

Communications & Marketing Project
Manager

410-280-0445 x311

skachevas@visitannapolis.org

BUSINESS DEVELOPMENT

Symmetry Group

202-355-4016

www.symmetry.agency

info@symmetry.agency

Ben Isenberg

Co-Founder

bisenberg@symmetric.agency

VAAAC BOARD OF DIRECTORS PHONE TREE

2015/2016 Officers/Executive Committee	Title, Company, and Address	Phone
Erin McNaboe	President	443-482-9277
Chairman/Exec. Committee Chairman	Rams Head Group	
Email: emcnaboe@ramsheadgroup.com	40 West Street, Annapolis, MD 21401	
Carol Benson	Executive Director	410-222-1805
Vice Chairman	Four Rivers: The Heritage Area of Annapolis, London Town, & South County	
Email: heritage_area@aacounty.org	Arundel Center, 44 Calvert Street – MS 1106, Annapolis, MD 21401	Cell: 410-627-6018
Robert Clark	President & CEO	410-990-4708
Treasurer	Historic Annapolis Foundation-Shiplap House	
Email: robert.clark@annapolis.org	18 Pinkney Street , Annapolis, MD 21401	Cell: 443-716-5414
Eric Ruden	Deputy Athletic Director	410-293-8748
Secretary	Naval Academy Athletic Association	
Email: ruden@usna.edu	566 Brownson Road, Annapolis, MD 21402	Cell: 443-336-9024
Anthony Clarke	Owner/General Manager	410-263-8333
Immediate Past Chairman	Irish Restaurant Company	
Email: aclarke@irishrc.com	63 Maryland Avenue, Annapolis, MD 21401	Cell: 443-822-1606

HOTEL PHONE TREE

In Simpleview

PARTNERS/MEMBERS CONTACTS

In Simpleview

HOTELS

In Simpleview

RESTAURANTS

In Simpleview

OTHERS

In Simpleview

OEM CONTACTS

Kevin Simmons, Deputy Fire Chief of Planning, Director, Office of Emergency Management, 410.216.9167 (Office), 443.875.7640 (Cell), kjsimmons@annapolis.gov

David Mandell, Deputy Director, Office of Emergency Management, 410.216.9167 (Office), 410.320.2559 (Cell), dsmandell@annapolis.gov

Katie Shultz, Office Associate IV, Office of Emergency Management, 410.216.9167 (Office), 443.808.4038 (Cell), kms Schultz@annapolis.gov

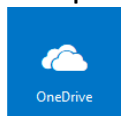
VITAL CONTACTS & RECORDS

(ALL CONTACTS, VITAL RECORDS AND FORMS ARE ACCESSIBLE THROUGH THE CLOUD)

COMPUTER SET-UP

Remote Access Data Files in the Cloud

Every user has 15GB of cloud storage using OneDrive. OneDrive should be listed as a file on your list of files and also can be reached online through your login to outlook.office365.com. Any files can be saved in your OneDrive. These files are automatically synced with computer based files so when access to office computers is not an option, all files stored in OneDrive can be accessed from any computer by clicking on the OneDrive icon.



In Case of Outage of Visit Annapolis In-House Server and Data Drives

Contact IT Services Company for Data Backup & Recovery Process. Backup procedure is run each day with two additional snapshots taken each day, so data recovery in case of a major outage should provide users with minimal data loss.

Connecting to Backup Server

IT Service Company will be contacted to manage and coordinate access to Backup Server. Different options will be discussed and a decision will need to be made depending on the level of service needed for a short-term or long-term recovery process.

Onsite:

- IT Service Company would create a site to site VPN from HQs using existing FW. Clients would be re-directed/pointed to the new site. No intervention is needed at user/device level.

Offsite:

- Without access to main office, there are a couple of options:
 - A client to site VPN to the data can be created to provide secure access
 - A Remote Desktop Server can be created as a VM in TierPoint data center on IT Company's Infrastructure. URL for access would be

provided at this time. Current network credentials would be used for access.

Replacement of damaged computer and server hardware and software

IT Service Company maintains lists of all installed hardware and software. Contact IT Service Company with a list of damaged equipment so orders can be placed for replacements and scheduling of installations.

HOSPITALS

Anne Arundel Medical Ctr.	University of MD-BaltimoreWashingtonMedicalCtr.
2001 Medical Parkway	301 Hospital Drive
Annapolis, MD 21401	Glen Burnie, MD 21061
443-481-1000	410-787-4000

AIRPORT

Baltimore Washington International Thurgood Marshall Airport
7050 Friendship Road
BWI Airport, MD 21240-0766
410-859-7111 or 800-435-9294

AMTRAK

Amtrak
BWI Airport
7 Amtrak Way
BWI Airport, MD 21240
800-872-7245

CONTINUITY PLANNING

OPERATIONS

CONTINUITY OF OPERATIONS (COOP)

Continuity requirements must be incorporated into the daily operations of the organization to ensure seamless and immediate continuation and execution of essential functions within the organization under all circumstances. This includes plans and procedures that delineate essential functions, specific succession to department and emergency delegation of authority, provide for safekeeping of vital records and databases, identify alternate operating strategies and provide for continuity communications.

BACKGROUND AND OBJECTIVE:

Continuity planning facilitates the performance of essential functions during an emergency situation that disrupts normal operations and/or the timely resumption of normal operations once the emergency has ended. The goal of continuity planning is to reduce the consequence of any disruptive event to a manageable level.

SUCCESSION CHART:

- President and Chief Executive Officer (CEO)
- Chief Marketing Officer (CMO)
- Chief Financial Officer (CFO)
- Vice President, Communications
- Director, Visitor Services
- Senior Group Sales Manager

IT DISASTER RECOVERY PLAN

Contact information for IT services company

- Primary Contact
- Secondary Contact

On-site Hardware & Software Inventory

- Determine what needs to be replaced if damaged or inaccessible

Process for Reporting Data and Equipment Recovery Process

Data Backup/Recovery Process

- Steps to recover data
- Time required for recovery process
- Possible data recovery issues

Staff Instructions

- How to connect/login to backup server
- How to access data files
- Software/hardware required on staff member's personal computers needed to continue to work remotely

Restoration of software and hardware to replicate existing configuration

Prioritization of software and hardware recovery

FOR THE OFFICE

EACH OFFICE

Flashlight and extra batteries
Whistle to signal for help
Bottle of water
Blanket

EACH FLOOR (INCLUDING BASEMENT)

Multi-purpose tool box
Duct tape to seal doors and vents from chemical seepage
Maps of area
First aid kit on each floor - Check and update your kit and family needs at least once a year

FOR THE HOME

TIPS FOR MAKING YOUR KIT

- Keep loose items in airtight plastic bags
- Gather the kit's items in easy-to-carry containers or duffle bags - put them within reach, near the exit you use most often
- Check and update your kit and family needs at least once a year

DISASTER KIT

You will need the kit's supplies if you are confined to your home. They are also valuable if you evacuate to a place other than a well-stocked shelter or if you're unsure of the shelter's supplies.

WATER AND FOOD

First aid supplies and medications
Clothing and bedding
Tools and emergency supplies

Important family documents

More Information

TIPS FOR FOOD AND WATER

- A normally active person needs to drink at least two quarts of water daily. Heat and intense activity can double this amount. Children, nursing mothers and those with special needs may require more.
- Food preparation and sanitation require another two quarts (minimum) per person daily.
- Purchased bottled water that has been sealed is best for storage. It meets FDA guidelines for food, is not as vulnerable to temperature changes as unsealed water and has no shelf life. (Some bottles do have expiration dates, but this is mainly for inventory control.) If for any reason you must disinfect water, use unscented bleach in the ratio of 8 drops per gallon, about ¼ teaspoon, and let the mixture sit 30 minutes before use.
- Choose compact, lightweight foods that do not require refrigeration, cooking or preparation and foods that use little or no water.
- Hand washing with soap and water is extremely important. However, in the event water for hand washing is unavailable, use alcohol-based sanitizer.

GO KIT ITEMS TO INCLUDE

For a list of items to include in your home go kit staff should go to

www.aacounty.org/OEM, + Be Prepared + Get a Kit.

Another source is www.redcross.org + Plan & Prepare + Prepare Your Home and Family + Get a Kit.

HELPFUL APPS AND TOOLS

CODE RED

Staff should register for CodeRED at www.Annapolis.gov/OEM, then follow the prompts. CodeRED is an emergency communications tool that allows Emergency personnel to quickly provide critical emergency information to the public via phone call, text message, and/or e-mails.

PREPARE ME ANNAPOLIS

Staff should download the Prepare Me Annapolis Mobile App free of charge from the Apple App store or the Google Play store. Prepare Me Annapolis provides notifications in the event of an emergency, lists government and school closings, and has live statewide traffic cameras, in addition to weather, preparedness, and other vital information.

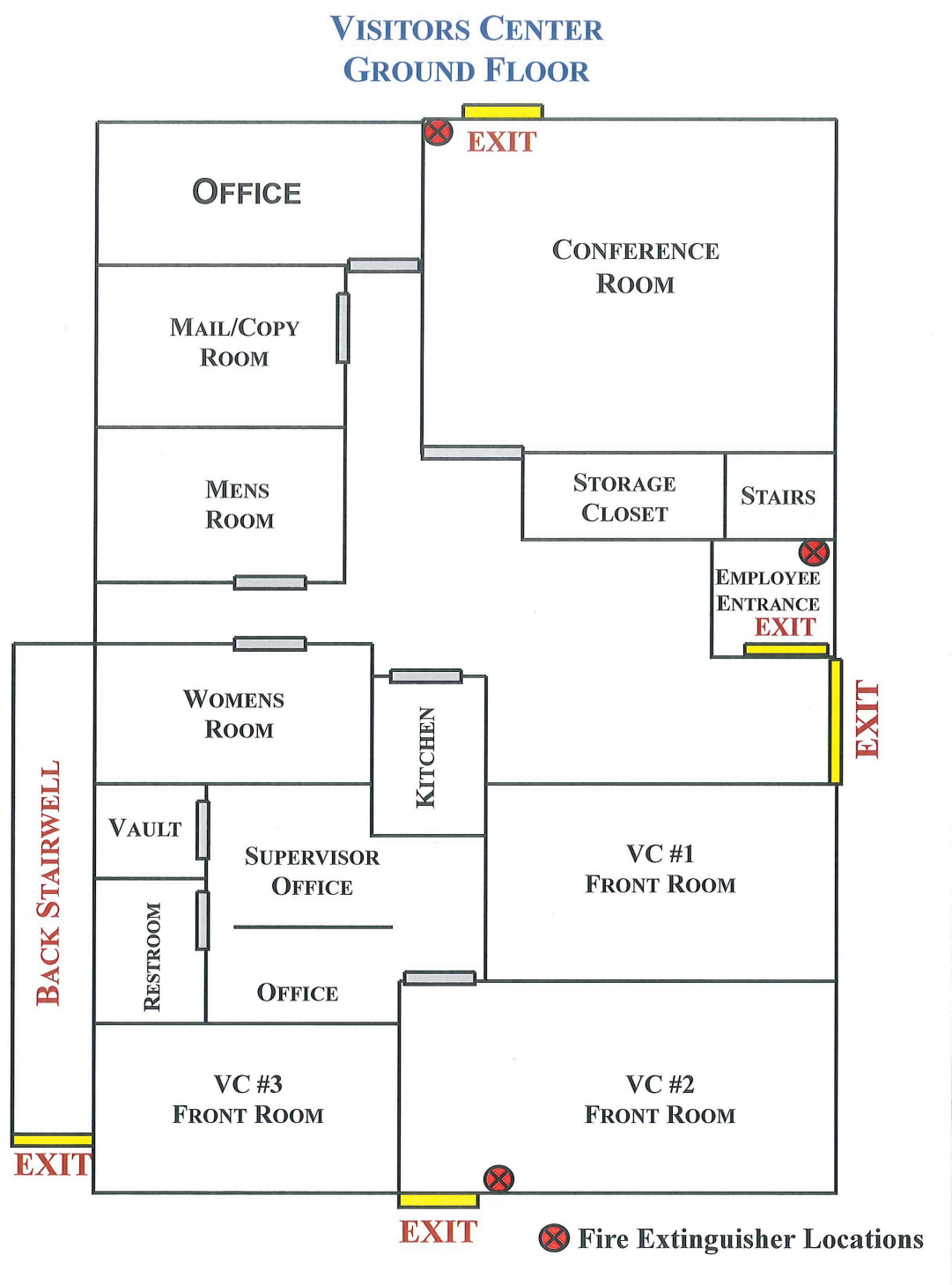
FACILITY EVACUATION PLANS

FOR THE OFFICE

EVACUATION PLAN: IN EVENT OF FIRE/EARTHQUAKE

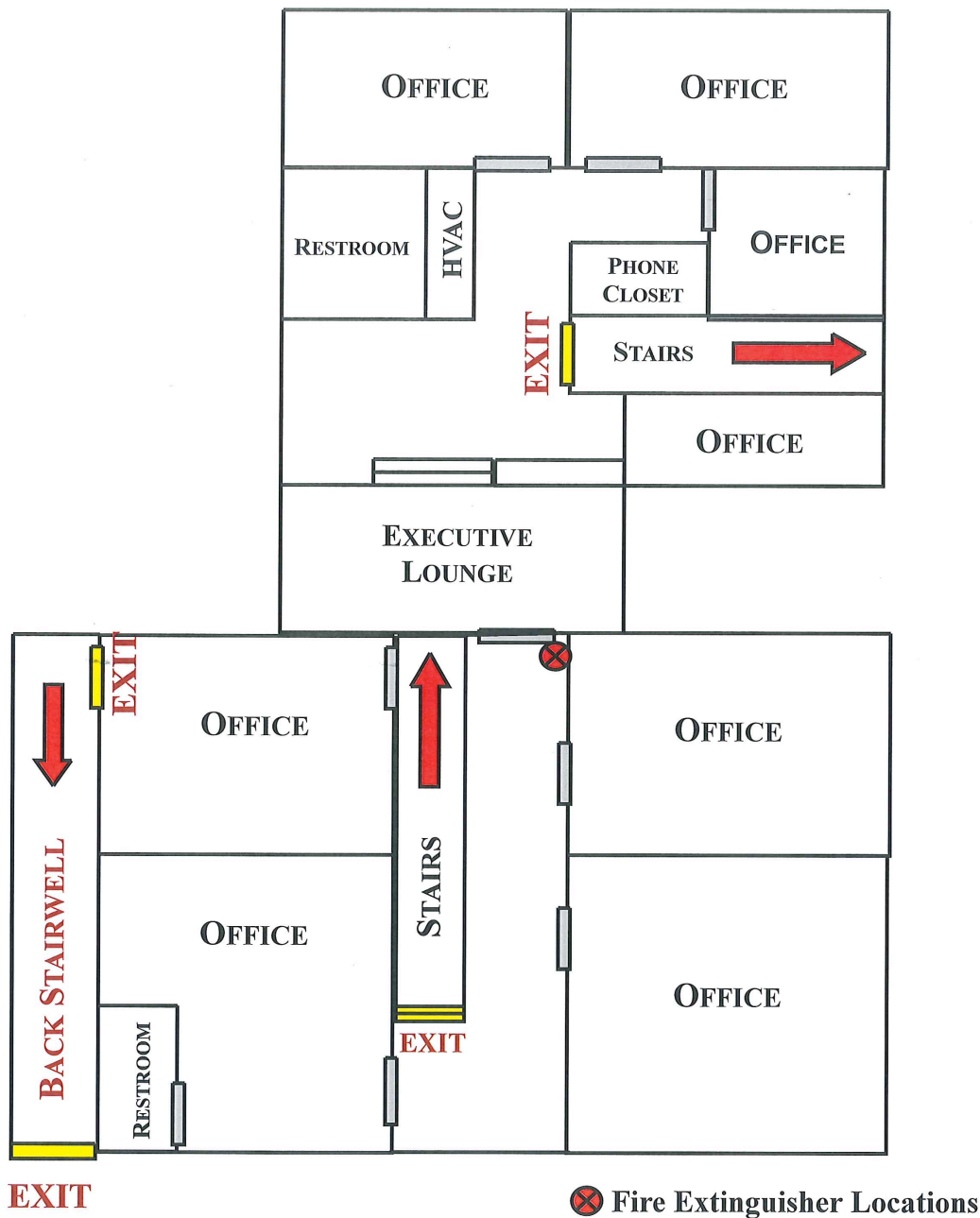
- Evacuation Floor Plans are located on the wall:
 - Second Floor –next to the back stairwell
 - Ground Floor –in the employee kitchen
- Emergency exits are clearly marked
- Emergency lighting will activate should the building lose power.

EVACUATION ROUTES OF THE BUILDING (MAPS)



EVACUATION ROUTES OF THE BUILDING (MAPS)

VISITORS CENTER
SECOND FLOOR



EVACUATION PROCEDURES

Connie Del Signore, CEO will assess the emergency situation and initiate the evacuation procedure.

An announcement will be made over the phone Intercom (Press Speed Dial 10 button)

Employees/Visitors will be instructed to proceed to the nearest available exit and move to the circular parking lot to await further instruction.

Visitor Services will be responsible for evacuating the building to include employees and visitors.

VS Supervisor on duty will need to check public and private areas of the building to confirm everyone has evacuated.

FIRE ALARM EVENT

No one is permitted to re-enter the building until the fire department has arrived and confirmed it is safe.

EARTHQUAKE

During an earthquake, get under a sturdy piece of furniture and hold on. Doorways are no stronger than any other part of a structure so don't rely on them. Stay away from windows to avoid shattering glass. Stay indoors until shaking stops and you are sure it is safe to exit.

ALTERNATIVE LOCATIONS

In the event of an emergency which requires the CVB to off premises for a longer period of time; the following locations have agreed provide a work area at their locations which is both computer and phone ready. If it is necessary to evacuate the alternate location, refer to the evacuation procedures posted throughout the facility.

The Westin Annapolis, 100 Westgate Circle, Annapolis, MD 21401
Contact: General Manager – Jim Piccoli

Direct Line: 410.972.4314

jpicolli@westinannapolis.com

DoubleTree Annapolis, 210 Holiday Court, Annapolis, MD

Contact: General Manager – Dhava Brahmhatt

Direct Line: 410.573.4849

dbrahmbhatt@spirehotels.com

EXTERNAL EVACUATION

Other external emergencies which require evacuation would be determined by the Annapolis Department of Emergency Management.

SHELTER IN PLACE

Shelter in place or on lower levels of the building instructions will be delivered over the intercom to all phones. (See Page All Intercom Instructions)

Page All Intercom

- Push Intercom Button on right side of pad
- Using soft keys press Page and dial 1 0
- Make Announcement

We are evacuating the building at this time. Please proceed immediately to the nearest exit and meet in the designated area of the rear circular parking lot.

SHELTER IN PLACE PROCEDURES

FOR THE OFFICE AND HOME

EARTHQUAKE

During an earthquake, get under a sturdy piece of furniture and hold on. Doorways are no stronger than any other part of a structure so don't rely on them. Stay away from windows to avoid shattering glass. Stay indoors until shaking stops and you are sure it is safe to exit.

FIRE

If a fire occurs, GET OUT, STAY OUT, and Call 911 for help. Crawl low under smoke. STOP, DROP, and ROLL if clothes should catch on fire. Have everyone meet in the circle parking lot to ensure everyone is safely out.

FLOOD

When a flood or flash flood warning is issued head for higher ground and stay there. Stay away from floodwaters. If you come upon a flowing stream where water is above your ankles, stop, turn around and go the other way. Do not drive through flooded roads. Water could be deeper than anticipated.

HURRICANE

Continue listening to a NOAA Weather Radio/Website or the local news for latest updates. VAAAC follows the closing and liberal leave policies of the Anne Arundel County Government. Refer to the VAAAC Employment Handbook for details. On days when weather conditions worsen as the day progresses, VAAAC may decide to close early. In such cases, a decision and a formal announcement will be made.

POWER OUTAGE

Call BGE 877.778.2222 to report the outage.

TERRORISM/SHOOTING IN THE BUILDING

Remain calm and be patient. The Office of Emergency Management will coordinate mandatory training for different scenarios. React accord to training. During an attack, lock your door and seek shelter. If possible, direct everyone in the building to the kitchen/vault area or basement and lock the doors. Stay low. Call 911 for help - do not use the telephone again unless it is a life-threatening emergency. Turn off cell phones - incoming calls could reveal your location. Follow the advice of local emergency officials.

TERRORISM/SHOOTING OUTSIDE THE BUILDING

Close and lock all exterior doors. Remain inside the building and stay calm. Direct everyone in the building to the basement and lock the door. Call 911 for help - do not use the telephone again unless it is a life-threatening emergency. Listen to the internet, or radio for news and instructions. Follow the advice of local emergency officials.

TORNADO

The safest place to be is the basement. A small windowless interior room (the vault or restroom) or hallway on the lowest level is the safest alternative.

WINTER STORM

Continue listening to a NOAA Weather Radio/Website or the local news for latest updates. VAAAC follows the closing and liberal leave policies of the Anne Arundel County Government. Refer to the VAAAC Employment Handbook for details. On days when weather conditions worsen as the day progresses, VAAAC may decide to close early. In such cases, a decision and a formal announcement will be made.