



VISIONFIRST ADVISORS
STRATEGY | ACTION | RESULTS
A SUBSIDIARY OF BUTLER SNOW LLP

Restore, Reinvent, Renaissance: What Can We Learn From Past Disasters?

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MEET OUR TEAM



Strategy starts
with a vision first.

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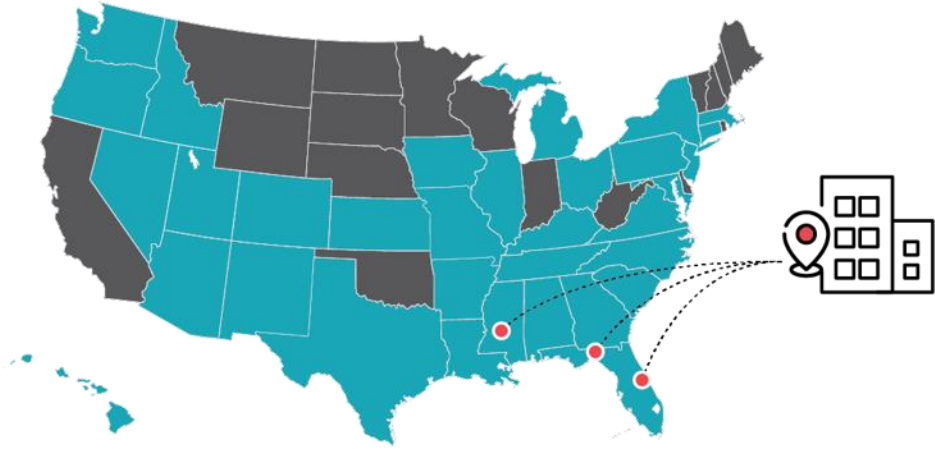
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Areas of Expertise

- Location Advisory & Site Selection
- Asset Value Optimization
- Stakeholder & Board Management
- Business Recruitment, Retention & Expansion
- Foreign Direct Investment & Trade
- Strategic & Crisis Communications
- Workforce & Demographic Research
- Community Strategy
- Public Records & Transparency Policies
- Strategic Planning
- Benchmarking & Best Practices
- Collaborative Management
- Graphic Design, Branding & Marketing
- Research & Analysis
- Community Campaign Strategy
- GIS-Mapping & 3-D Modeling
- Public Finance
- Incentives Negotiation & Compliance
- Public/Private Partnerships
- Government Relations



30+

STATES REPRESENTED
IN OUR CLIENT BASE

5

FORTUNE 500
COMPANIES REPRESENTED

3

OFFICE
LOCATIONS

100+

COLLECTIVE YEARS
IN THE FIELD

WHAT WE DO

We maximize your competitiveness.



**Economic Development
Strategy**



Location Advisory



Strategic Solutions



**Incentives
Negotiation**



**Objective-Driven
Marketing & Comm**



Compliance



**Reviewing,
Analyzing
& Reporting**

**LABOR MARKETS
COMMUNITY COMPETITIVE ASSETS
FACILITATED SESSIONS**

DISASTER RECOVERY

Four components:

- Restore (Days, Months, Years)
- Resiliency
- Renewal
- Transformation



RESTORE ECONOMY

When there is no economy you have to create it.

- Delicate balance between health and economic issues
- Federal resources
- State led resources
- Implemented locally
- Set a vision
- Communicate
- Mission focused

RESILIENCY

- Dangers in just going back like before
- Mitigate future risk
- Public policy
- Infrastructure



RENEWAL & TRANSFORMATION

A close-up photograph of a butterfly with orange and black wings perched on a branch with green and yellowing leaves. A semi-transparent dark grey text box is overlaid on the top left, and a yellow semi-transparent shape is on the bottom left.

- Opportunity for perpetual challenged communities
- Onshoring
- Telehealth and telemedicine
- Remote working
- Catalyst projects

WE ARE IN THE SAME STORM, NOT IN THE SAME BOAT

A dramatic sunset or storm scene with a sailboat on the water and a lightning bolt in the sky. The sky is filled with dark, heavy clouds, and a bright orange and yellow glow from the sun is visible on the horizon. A single sailboat is silhouetted against the bright light, and its reflection is visible in the calm water below. A lightning bolt strikes down from the dark clouds on the left side of the image.

- **Total transparency**
- **Be a trusted source** for all audiences – not just media and not everyone but media
- **What** are you doing? **When** are you doing it? **Who** are you doing it for? **How** much is it costing?
- **Address the rumors...**quickly
- **Admit mistakes**
- **Share the good news**
- **Be consistent**

A lightbox sign on a desk with a laptop, displaying the text "YOU GOT THIS". The sign is illuminated and has three rows of text. The laptop is open and partially visible in the foreground. The background shows a window with a view of trees and a lamp.

6 PRINCIPLES OF EFFECTIVE CRISIS & RISK COMM

01 BE FIRST

Crises are time-sensitive. Communicating information quickly is almost always important. For members of the public, the first source of information often becomes the preferred source.

02 BE RIGHT

Accuracy establishes credibility. Information can include what is known, what is not known, and what is being done to fill in the gaps.

03 BE CREDIBLE

Honesty and truthfulness should not be compromised during crises.

A photograph of a desk setup. In the foreground, a laptop is open. To its left is a lightbox with the words 'YOU GOT THIS' displayed in large, bold, black letters on three separate horizontal panels. The background is softly blurred, showing a window with light coming through and a patterned curtain.

6 PRINCIPLES OF EFFECTIVE CRISIS & RISK COMM

04 EXPRESS EMPATHY

Crises create harm, and the suffering should be acknowledged in words. Addressing what people are feeling, and the challenges they face, builds trust and rapport.

05 PROMOTE ACTION

Giving people meaningful things to do calms anxiety, helps restore order, and promotes a restored sense of control.

06 SHOW RESPECT

Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport.



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**THANK
YOU!**

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