

Waters Rising: A View from Our Backyard WHAT TO DO

Businesses can also be resilient!

- Learn how tourism businesses on the Virginia Beach Oceanfront are resilient. ODU Professor Lindsay Usher and her team conducted an assessment of the resilience of tourism organizations along the Virginia Beach Oceanfront and, based on these findings, developed a self-assessment tool for tourism businesses in coastal Virginia.
 - Read the report that summarizes the research (funded by the Commonwealth Center for Recurrent Flooding Resiliency).
<https://www.floodingresiliency.org/wp-content/uploads/2017/12/CCRFR-BrandedReport-Tourism-Report-FINAL.pdf>
 - Use the **Tourism Business Resilience Self-assessment** to identify how you can make your tourism business more resilient.
<https://sites.wp.odu.edu/businessresilienceselfassessment/>
- Are you a small business owner? ODU Professor Wie Yusuf developed **the Coastal Virginia Small Business Resilience Self-Assessment and Guide** to help small businesses assess their resilience and identify ways to enhance resilience.
 - Check out these resources here: <https://www.floodingresiliency.org/coastal-virginia-small-business-resilience-self-assessment-and-guide/>
 - Use the online Coastal Virginia Small Business Resilience Self-assessment and Guide to assess your business' resilience and how it can be improved.
<https://sites.wp.odu.edu/smallbizresilience/>