



2021 Crisis Communications Guidelines – Emergency Management Plan
 (WaterColor Inn | The Pearl Hotel | WaterSound Inn | Scratch Biscuit Kitchen | WC/WSB Store)

Resorts Marketing/Communications Department

This communications plan is intended to guide company messaging in dealing with a crisis on behalf of St. Joe Hospitality (SJH). It will be specifically utilized to communicate with media, guests, potential guests, clients, potential clients and other constituents, including but not limited to community partners. The plan is drafted to align with the 2019 Emergency Response Plan created by the Walton County Tourist Development Council (WCTDC) in cooperation with [Walton County Emergency Management](#) and is subject to change as needed, per company management.

While these guidelines are specific to Hurricane preparedness (the area's most common emergency), they will inform SJH's general communications approach during crisis situations. The Marketing & Communications team will develop situation-specific communications strategies on an as-needed basis for those emergencies for which we're unable to plan in advance, and will communicate those plans respectively to the Operations team in those instances.

RESORTS MARKETING & COMMUNICATIONS TEAM
--

- Nancy Stanley
 Director of Marketing
nancy.stanley@stjoecub.com
 850-582-4947 (mobile)

- Valeria Palmertree
 Communications & Content Strategist
valeria.palmertree@stjoecub.com
 786-553-8148 (mobile)

- Olivia Wells
 Marketing Manager
olivia.wells@stjoecub.com
 850-624-0642 (mobile)

OVERVIEW

- In the event of an emergency situation affecting WaterColor Inn, The Pearl Hotel and/or WaterSound Inn – including but not limited to a hurricane – SJH’s Resorts Marketing & Communications team will provide emergency messaging to company management and staff for dissemination to guests and clients, working cooperatively with the WCTDC and Walton County Emergency Management officials to ensure streamlined and timely information.
 - One of WCTDC's roles in the event of an emergency is to disseminate information to lodging partners and to the business community on behalf of the Walton County Emergency Operations Center (EOC). The EOC channels of communication are found below:
 - Facebook: www.Facebook.com/WaltonCountyEM
 - Twitter - www.Twitter.com/WaltonCountyEM
 - Shelter and Hotel Info: <http://FloridaEvacuates.com/>
 - Walton County Hurricane Tracking Chart: [Download](#)
 - Hurricane information can also be found on the Walton County Emergency Management website at www.WaltonCountyEM.org.
 - To register for NWS and emergency alerts, please visit www.AlertWalton.org.
- SJH’s Marketing & Communications team will be the lead party responsible for aligning all media messaging to that of the WCTDC’s in the aftermath of an emergency situation.
 - In all emergency instances, the WCTDC – in conjunction with the EOC and the County Public Information Office – will serve as the county’s lead agency for all media communication regarding the status of the local tourism/hospitality industry.
- Communication strategies have been developed for use in the event of a hurricane and are subject to management approval. The approaches outlined in this plan will apply to all possible emergency situations involving SJH.
- ALL media inquiries should be directed to the Marketing & Communications team; associates are not to discuss any issues with the media at any time.
- SJH Disaster Relief Hotlines will be managed by the Marketing & Communications team in order to update guests on the status of operations at each SJH property:
 - 1-866-417-7132 | WaterColor Inn & WaterSound Inn
 - 1-844-863-5627 | The Pearl Hotel
- Once there is a potential threat of a Hurricane under Code Blue (Tropical Storm Watch) & Code Yellow (Hurricane Caution), the Marketing & Communications team will begin arranging implementation of this plan. In addition, the team will place status of the

anticipated storm and any arrival/departure information as identified and directed by company management through web and social media.

CODE ORANGE: Pre-Hurricane (Hurricane Watch)

The following should be in place as soon as a Hurricane Watch for South Walton County is announced.

- The Marketing & Communications team will ensure that the following databases are up-to-date and printed, should information need to be disseminated while network files are unavailable.
 - Media List
 - Includes local, regional, national and trade outlets
 - Community Partners Contact List
 - Includes TDC, Chamber, FRLA and Visit Florida information
 - Marketing Partners and Vendors
 - Includes marketing-related contacts, such as ad reps and consultants
- The WCTDC will communicate evacuation guidelines and planning tips via broadcast emails. The Marketing & Communications team will adapt this messaging for use on all SJH websites and social media channels, as well as communicate them to the Operations team and to all department heads for dissemination to front-line staff.
- Press releases regarding the state of local beaches, attractions, etc., will be issued by the WCTDC and adapted by the Marketing & Communications team for use with key media contacts. If appropriate, a separate press release may be drafted specifically regarding status of SJH properties.
- The Marketing & Communications team will disseminate all messaging to SJH's interactive and marketing agencies to adapt for use in respective channels, as needed.
- The Operations team will be required to be in constant contact with the Marketing & Communications team to provide SJH-specific updates on procedures, status of operations, etc.
- The Marketing & Communications team will provide the Operations team with WCTDC updates pertaining to public relations/marketing messaging to adapt for employee and guest communications on an as-needed basis.

CODE RED: Storm Approaching (Hurricane Warning)

The following should be in place once a Hurricane Warning for South Walton County has been issued (24-48 hours before a hurricane's forecasted landfall).

- The WCTDC will issue a county-wide message as soon as an Emergency Status has been determined and will issue a statement for storm inquiries to all partners to be distributed to staff.

- The Marketing & Communications team will adapt this statement for SJH-wide use in communicating with employees and guests as needed.
- Broadcast emails will be shared as new information becomes available.
- All updates from the EOC will be shared directly with the WCTDC and disseminated to all partners. The Marketing & Communications team will utilize these updates to develop new public relations/marketing messages as needed.
- The Operations team will supply the Marketing & Communications team with a detailed outline of the hotel's plans in midst of the storm's approach. These will be adapted into guest/client communications within 24 hours and updated, as needed, per updates provided by the Operations team.

Post-Hurricane

The following should be in place within 24 hours after the storm's landfall.

- The Operations team should update the Marketing & Communications team on the procedures, damage and operations of SJH in a timely, ongoing manner, as they become available – preferably within the first 24 hours following the storm.
 - Pending receipt of these updates, the Marketing & Communications team will revise messaging for use with guests/clients and employees, as well as for addressing media inquiries, within 24 hours.
 - ALL media inquiries should be directed to the Marketing & Communications team.
- The Marketing & Communications team will put together an assessment template to be updated by the Operations team on an ongoing basis, as new information becomes available. This assessment will be utilized to create messaging tailored to address key groups (e.g., leisure guests, business guests, media and potential guests/clients) accordingly.
- The Marketing & Communications team will be in close contact with the WCTDC to provide timely updates on behalf of SJH.
- Additionally, the WCTDC will be in contact with lodging partners to relay countywide messaging. In the event that the WCTDC does not have the capability to contact partners, its public relations agency (Turner Public Relations, Inc.) will send the post-storm assessment form to all bed-tax collectors to assess the damage and status of their respective property.
 - This assessment should be completed by SJH's Hotel Operations team. The Marketing & Communications team should receive a copy of this form promptly to determine the appropriate messaging for each hotel respectively.
 - Through its agencies, the WCTDC will put together a county-wide assessment report to respond to the media inquiries they receive.
 - The Marketing & Communications team will utilize this report to further develop SJH-specific messaging to be used with media, employees and

guests as needed. This SJH-specific messaging will also be shared with the WCTDC.

- The WCTDC will develop media messaging for top stations in the following key markets:
 - Birmingham, AL
 - Nashville, TN
 - Atlanta, GA
 - Dallas, TX
 - Houston, TX
 - New Orleans, LA
 - St. Louis, MO
 - Cincinnati, OH
 - Knoxville, TN
 - Chattanooga, TN
 - Memphis, TN
 - Chicago, IL
 - Columbus, OH
 - Indianapolis, IN
- Web and social media updates for WaterColor Inn, The Pearl Hotel and the WaterSound Inn will be led by the Marketing & Communications team. The team will maintain ongoing engagement with the WCTDC and will mirror county-wide messaging, as appropriate.
- SJH Marketing & Communications team will distribute recovery updates to our press networks depending on the severity of the storm.
- SJH guests and employees should be encouraged to visit the following sites for updates:
 - **St. Joe Hospitality***
 - <https://www.stjoehospitality.com>
 - <https://www.facebook.com/stjoehospitality>
 - **WaterColor Inn**
 - <https://www.watercolorresort.com/>
 - <https://www.facebook.com/WaterColorInn/>
 - <https://www.instagram.com/watercolorinn/>
 - **FOOW**
 - <https://www.foow30a.com/>
 - <https://www.facebook.com/FOOW30a/>
 - <https://www.instagram.com/foow30a/>
 - **Scratch Biscuit Kitchen**
 - <https://www.scratchbk.com/>
 - <https://www.facebook.com/scratchbiscuitkitchen/>
 - <https://www.instagram.com/scratchbiscuitkitchen/>
 - **The Pearl Hotel**
 - <https://www.thepearlrb.com/>
 - <https://www.facebook.com/ThePearlRB/>

- <https://www.facebook.com/havanabeachbarandgrill>
- <https://www.instagram.com/pearlrb/>
- **WaterSound Inn**
 - <https://www.watersoundinn.com/>
 - <https://www.facebook.com/WaterSoundInn/>
 - <https://www.instagram.com/watersoundinn/>
- **WC/WSB Store***
 - <https://www.shopwatercolor.com>
 - <https://www.facebook.com/WaterColorStore/>
 - <https://www.instagram.com/shopwatercolor/>
 - <https://watersoundbeachstore.com/>

**SJH's Resorts Marketing & Communications Team will provide messaging for pages managed by other departments in the company.*