

"CLC really knew its business. They really cared about what they were doing and it showed. Someone was always there to answer the call, even at 2 a.m."

Michael Brackney
Manager of Client Service
Program Development
American Red Cross



Tim Leverett/American Red Cross

American Red Cross and the Federal Emergency Management Agency

The American Red Cross and the Federal Emergency Management Agency provide emergency services for victims of disasters and catastrophic events across the United States.

Challenge

Two devastating hurricanes hit the Gulf Coast in August and September of 2005. Hurricanes Katrina and Rita left hundreds of thousands of people stranded after fleeing their homes, with many residences completely destroyed. It also left ARC and FEMA searching for safe and comfortable temporary lodging for individuals and families after the shelters they provide during emergencies began overflowing.

Solution

Since 1998, ARC had turned to CLC Lodging to coordinate lodging for its staff and volunteers during other disasters including the Sept. 11, 2001, terrorist attacks in New York, Washington and Pennsylvania and four Florida hurricanes in 2004. Immediately following Hurricane Katrina, ARC made an urgent request to CLC to expand its scope of services to also find temporary lodging for hundreds of thousands of evacuees.

In just 44 hours, CLC staff assembled its network of hotels and fine-tuned its sophisticated customized software system to begin housing evacuees across the United States. CLC had several core strengths that allowed it to provide this service. Because prior to the hurricanes the company secured 7 million hotel room nights for its corporate clientele annually, it

already had established relationships with thousands of hotels across the country. Hotels could submit bills via the Internet or by fax, and CLC would make sure the right hotels were paid the right amount at the right time.

That October, the ARC Special Transient Accommodations program became the FEMA Short-Term Lodging program after FEMA assumed direct oversight of the program. Through CLC, the transition was seamless.

Results

With CLC administering the ARC Special Transient Accommodations program, ARC had a proven and reliable partner it could trust to ensure that evacuees were safe and comfortable and that hotels were accurately paid in a timely manner. CLC's negotiated room hotel rates – individually established with hotels by CLC's pool of negotiators – meant rates during the lodging program averaged one-third lower than the average U.S. room rate.

CLC processed over \$730 million for more than 700,000 evacuees placed in hotels nationwide.

KEY CLC STRENGTHS:

- High volume of hotel room purchases reduces hotel rates
- Experience developing custom lodging solutions
- Proprietary systems processing millions of transactions from thousands of hotels
- Rapid application development
- Respect within the hotel industry
- Seasoned negotiators able to rapidly add hotel capacity
- Integrated, 24 x 7 communications capability



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