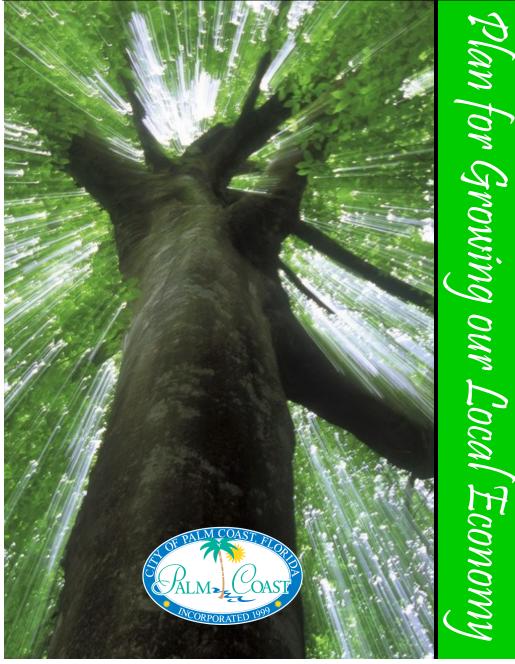


CITY OF PALM COAST PROSPERITY 2021

EXECUTIVE SUMMARY



Overview of the Plan

Purpose

- Serve as the City's Economic Development Plan
- Address City Council Goals and Priorities
- Outline the City's Role in Growing Our Local Economy
- Not Intended to Address Other Roles in Economic Development
- Outline Opportunities to Partner with both the Public and Private Sector

Background and History

- ITT/Levitt and Sons Developed Palm Coast as a Residential Retirement Community and our Economy is Heavily Dependent on the Residential Sector
- Our Local Economy is affected by External Factors that are Beyond our Control (real estate cycles, stock markets, national/state policies, etc.)
- Primary Dollars (including Primary Employers) Provide the Greatest Return on Investment and Should be Our Focus

Our Plan to Grow Our Local Economy

- Our Plan is Built upon the City Council Vision that Palm Coast <u>Continue to</u> be a Great Place to Live!
- Our Plan is Divided into Three (3) Sections
 - (1) **Neighborhoods:** *Our Primary Focus* How do we keep Palm Coast beautiful, encourage homeownership and reinvestment, and provide quality services?
 - (2) **Districts:** *Create Vibrant and Great Places* How can we encourage development of many districts and the economic vitality of those districts?
 - (3) **City and Region:** *Make our City Attractive and Competitive* How do we make Palm Coast attractive to new residents, businesses, and visitors?
- Accomplishing these Goals will require Partnering with other Public and Private Entities and Identifying Funding Sources
- At Least Annually, We Need to Measure Our Efforts to Affect Change in the Local Economy

For the Complete Plan, Visit the City's Website www.palmcoastgov.com



Keep Palm Coast Beautiful

ngoing

- Responsive Code Enforcement
- Rental Registration Program
- Foreclosed and Abandoned Properties Program
- Beautification Recognition Program

New

- Neighborhood Signs, Gateways, and Medians
- Neighborhoods Assessment and Plan

Encourage Home Ownership and Reinvestment

Ongoing

- Neighborhood Stabilization Program
- Building Permit Fee Discount Program

Vew

- Get a Neighbor, Get a Perk Program
- Welcome Home Program
- Community Development Block Grant Program

Provide Quality Services

guio

- Quality Water and Wastewater Utility Services
- Quality Fire, Police, and Emergency Medical Services
- Quality Schools
- Stormwater Services
- Road Resurfacing Program

New

• Renew 1/2 Cent Sales Tax for Road Resurfacing



Districts

Create Great and Vibrant Places

Downtown District

going

- Continue to Use as Venue for Public and Special Events
- Bulldog Drive Improvements
 - Additional Central Park Improvements

• Identify
• Future

- Identify Alternative Options for Venues as Downtown Develops
- Future Trolley/Transit Links
- CRA Funds to Incentivize Job Growth/Entertainments Uses

Commercial Districts		Parkwa	Old Kin	Parkwa	Matanz
Ongoing	 Reasonable Impact Fee Methodology Brownfields Program Continue to Engage Property Owners Continue FiberNet Expansion Continue to Promote Trail Network Continue to Engage FAA Center Golf Course Renovation and Renewal Continue to Maintain Tree Canopy Continue to Seek Funding for Matanzas Interchange 		•	•	•
New	 Engage Business/Property Owners Utilize Pole Banners to Establish Identity Upgrade Entrance at U.S. Highway 1 Pedestrian Improvements Redevelopment Planning Old Kings Road Projects Engage Daytona State College about Growth Opportunities Form Business Park Development Agreement/Special Overlay Marketing Assistance for Economic Development Special Area Master Plan 	•	•	•	•

Business Districts		Hargrove Grad	Pine Lakes	Roberts Roa	Airport Area
Ongoing	 Reasonable Impact Fee Methodology Brownfields Program Assist with Wetland Mitigation Permitting Dialogue with Property Owners Airport Area Master Plan and Incentive Regulations 	•	•	•	•
New	 Form Business Park Development Agreement/Special Overlay Pursue Heavy Industrial Zoning of Additional Areas Pursue Creation of Master Drainage Facilities Pursue Community Development Block Grants for Infrastructure Marketing Assistance for Economic Development Extend FiberNet Special Area Master Plan 	•	•	•	•



City and Region Make Our City Attractive and Competitive

Let the Secret Out

Coordinate and Promote Local Events

- Geocaching Program
- Pedestrian/Bicycle Master Plan Implementation
- Florida Agricultural Museum Support
- Designation of Great Florida Birding Trail
- Non-Governmental Website w/Social Media
- Create Branding/Marketing Strategy & Program
- Secure Large Venue for Special Events
- Sporting Events Attraction/Marketing Trails Map and Guide
- Blueways Map and Guide
- Trail Wayfinding and Signage

Celebrate our Diversity



Cultural Grants

- Minority Business Assistance
- Annual Multi-Cultural Event for All Groups

Invest in Capital Projects

Aggressively Pursue Grants

- Expand Fiber Optic Network
- Water Reuse System Expansion
- Coquina Coast Desalination Project
- Expand Transportation Network

Wireless Access Program

Promote Natural Gas Availability

Assist our Small Businesses

- Support our Partners (SCORE and SBDC)
- Simplify and Streamline Business Tax Receipt/Home Occupation

- **Business Assistance Center**
- Business Services Web Portal
- **Business Spotlight**

Make Business Sense (Cents)

- Simplify and Streamline Development Processes
- Flexible Impact Fee Payment Program
- Local Preference Purchasing Policy

Procurement Outreach and Assistance

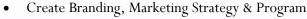
Encourage Job Creation

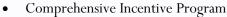
- Comprehensive Incentive Program (Multiple Incentives)
 - Airport Area Master Plan and Incentive Zoning Overlay
 - Partnership with Enterprise Flagler
- Involvement with Regional EDOs (Cornerstone)
- Impact Fee Deferral/Forgiveness Program Bounty for Business Program

- Economic Gardening "Incentivization"
- Form Development Agreement for Business Parks
- Business Park Partnership Program

Partnership Opportunities

Public-Private / Non-Governmental Partnerships





- Business Park Partnership Program
- Involvement with Regional EDOs
- Marketing Assistance to Property Owners
- Supporting our Partners (SCORE and SBDC)
- **Business Assistance Center**



- Coordinate and Promote Local Events
- Welcome Home Program
- Supporting our Partners (SCORE and SBDC)
- Procurement Outreach and Assistance



- Coordinate and Promote Local Events
- Sporting Events Attraction/Marketing
- Trails Map and Guide
- Annual Multi-Cultural Event for All Groups





- Get a Neighbor, Get a Perk Program
- Welcome Home Program



Florida Agricultural Museum Support

Local Government Partnerships



- Neighborhood Stabilization Program
- Community Development Block Grant Program
- Quality Fire, Police, and Emergency Medical Services
- Renew 1/2 Cent Sales Tax for Road Improvements
- Seek Funding for Matanzas Interchange
- Roberts Road District Special Area Master Plan
- Airport Area Master Plan Implementation





- Coquina Coast Desalination Project
- Expand Transportation Network



- Quality Schools
- Coordinate and Promote Local Events
- Sporting Events Attraction/Marketing
- Annual Multi-Cultural Event for All Groups

