



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 Continue to 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





Neighborhoods

Our Primary Focus

Keep Palm Coast Beautiful

Ongoing

- 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

New

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

Provide Quality Services

Ongoing

- 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

Ongoing	<ul style="list-style-type: none">Continue to Use as Venue for Public and Special EventsBulldog Drive ImprovementsAdditional Central Park Improvements
New	<ul style="list-style-type: none">Identify Alternative Options for Venues as Downtown DevelopsFuture Trolley/Transit LinksCRA Funds to Incentivize Job Growth/Entertainments Uses

Commercial Districts

		Parkway West	Old Kings Road	Parkway East	Matanzas
Ongoing	<ul style="list-style-type: none">Reasonable Impact Fee MethodologyBrownfields ProgramContinue to Engage Property OwnersContinue FiberNet ExpansionContinue to Promote Trail NetworkContinue to Engage FAA CenterGolf Course Renovation and RenewalContinue to Maintain Tree CanopyContinue to Seek Funding for Matanzas Interchange		<ul style="list-style-type: none">....	<ul style="list-style-type: none">....	<ul style="list-style-type: none">.
New	<ul style="list-style-type: none">Engage Business/Property OwnersUtilize Pole Banners to Establish IdentityUpgrade Entrance at U.S. Highway 1Pedestrian ImprovementsRedevelopment PlanningOld Kings Road ProjectsEngage Daytona State College about Growth OpportunitiesForm Business Park Development Agreement/Special OverlayMarketing Assistance for Economic DevelopmentSpecial Area Master Plan	<ul style="list-style-type: none">.....	<ul style="list-style-type: none">...	<ul style="list-style-type: none">...	<ul style="list-style-type: none">..

Business Districts

		Hargrove Grade	Pine Lakes	Roberts Road	Airport Area
Ongoing	<ul style="list-style-type: none">Reasonable Impact Fee MethodologyBrownfields ProgramAssist with Wetland Mitigation PermittingDialogue with Property OwnersAirport Area Master Plan and Incentive Regulations	<ul style="list-style-type: none">..	<ul style="list-style-type: none">..	<ul style="list-style-type: none">..	<ul style="list-style-type: none">.
New	<ul style="list-style-type: none">Form Business Park Development Agreement/Special OverlayPursue Heavy Industrial Zoning of Additional AreasPursue Creation of Master Drainage FacilitiesPursue Community Development Block Grants for InfrastructureMarketing Assistance for Economic DevelopmentExtend FiberNetSpecial Area Master Plan	<ul style="list-style-type: none">......	<ul style="list-style-type: none">......	<ul style="list-style-type: none">......	<ul style="list-style-type: none">......



City and Region

Make Our City Attractive and Competitive

<i>Let the Secret Out</i>	
Ongoing	<ul style="list-style-type: none"> Coordinate and Promote Local Events Geocaching Program Pedestrian/Bicycle Master Plan Implementation Florida Agricultural Museum Support Designation of Great Florida Birding Trail
New	<ul style="list-style-type: none"> 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

<i>Celebrate our Diversity</i>	
Ongoing	<ul style="list-style-type: none"> Cultural Grants
New	<ul style="list-style-type: none"> Minority Business Assistance Annual Multi-Cultural Event for All Groups

<i>Invest in Capital Projects</i>	
Ongoing	<ul style="list-style-type: none"> Aggressively Pursue Grants Expand Fiber Optic Network Water Reuse System Expansion Coquina Coast Desalination Project Expand Transportation Network
New	<ul style="list-style-type: none"> Wireless Access Program Promote Natural Gas Availability

<i>Assist our Small Businesses</i>	
Ongoing	<ul style="list-style-type: none"> Support our Partners (SCORE and SBDC) Simplify and Streamline Business Tax Receipt/Home Occupation
New	<ul style="list-style-type: none"> Business Assistance Center Business Services Web Portal Business Spotlight

<i>Make Business Sense (Cents)</i>	
Ongoing	<ul style="list-style-type: none"> Simplify and Streamline Development Processes Flexible Impact Fee Payment Program Local Preference Purchasing Policy
New	<ul style="list-style-type: none"> Procurement Outreach and Assistance

<i>Encourage Job Creation</i>	
Ongoing	<ul style="list-style-type: none"> Comprehensive Incentive Program (Multiple Incentives) Airport Area Master Plan and Incentive Zoning Overlay Partnership with Enterprise Flagler Involvement with Regional EDOs (Cornerstone)
New	<ul style="list-style-type: none"> 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



- Create Branding, Marketing Strategy & Program
- Comprehensive Incentive Program
- 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