

WE'RE ON OUR WAY



2011 Annual Report

Palm Coast

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E'RE ON OUR WAY . . . TO PROSPERITY

It's still going to take some time.

But when all of the strategic planning and hard work begins to fall into place, Palm Coast will recognize that 2011 began to reverse the trend of our sluggish economy. The Mayor and City Council established Prosperity 2021, a comprehensive economic strategic plan focused on enhancing neighborhoods to encourage home ownership and reinvestment, helping local businesses to keep our local economy growing and bringing special events and sports tournaments to the City to expand tourism opportunities. The successes generated by Prosperity 2021 laid the foundation that will strengthen Palm Coast's sense of identity and viability as one of Florida's model progressive cities.

Attractive, well-maintained neighborhoods increase the value of homes in a City because people want to live and work in an area that reflects pride of ownership. In 2011, Palm Coast installed new coquina/granite gateway signs and upgraded landscaping in medians. Additionally, walkers and bike riders continue to enjoy new trails that meander through sections across the community, connecting residents with schools and parks.

The new Palm Coast Business Assistance Center opened its doors in June, 2011, providing local businesses with free personalized consulting services to help them grow. Created through an agreement between the City and the Small Business Development Center at the University of Central Florida, the BAC works closely with new and existing Palm Coast businesses to help them make more money. The Center is located adjacent

to City offices at 160 Cypress Point Pkwy., City Marketplace.

There's more joy and fun in Palm Coast than ever before as the City sponsored so many community events in 2011. The Rock N Rib and Seafood Festivals continued a second year of success, augmented by the inauguration of a brand new 15K/5K/Run/Walk Race Series throughout the year. Last year, residents also enjoyed free outdoor movies in Central Park, a free live concert in European Village, a holiday tree lighting ceremony, Holiday Parade, Easter Egg Hunt and several Halloween special events.

Palm Coast hosted a series of sports tournaments in 2011, bringing talented gymnastics, soccer and lacrosse teams together at Flagler Palm Coast High School and also at our newly re-designed multi-purpose Indian Trails Sports Complex. Four brand new fields were added to the original four to assure that our facility can now accommodate local, regional, state and national athletic organizations for larger, more diverse competition. The facility provides sports event organizers with the capacity to hold multi-day tournaments, potentially bringing thousands of visitors to Palm Coast who stay in hotels, make purchase at our shops



and have meals in our restaurants.

Voters went to the polls in 2011 to re-elect Mayor Jon Netts for a five-year term and select Bill McGuire as their new District #1 and Jason DeLorenzo as their new District #3 Council Members.

The city of Palm Coast is slowly but steadily pulling away from an economic downturn, working to fill vacant homes, bringing more customers to purchase local goods and services and supporting new and expanding business opportunities. Yes, it's going to take time, but it looks like we're truly on our way.

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ELCOMING NEW COUNCIL MEMBERS

Voters went to the polls in 2011 to cast ballots to elect a Palm Coast Mayor and two new City Council Members. In September, the Palm Coast Canvassing Board certified the Mayor's election results designating Jon Netts as our re-elected Mayor. In November, the Canvassing Board certified Bill McGuire as our new Council Member for District #1 and Jason DeLorenzo as our new Council Member for District #3.

Incorporating in 1999, the City of Palm Coast established a Council-Manager form of government, consisting of a Mayor and four Council Members who each represent one District in the City. Council is elected in non-partisan elections, generally serving staggered four-year terms. Their primary duties include reviewing and making ordinances, taking legislative action and passing a City budget. A City Manager is hired by Council to carry out their policies.

The Palm Coast City Council meets in regular session on the first Tuesday of each month at 6:30 p.m. and the third Tuesday of each month at 9:00 a.m. at the Palm Coast Community Center, 305 Palm Coast Pkwy. NE. Live television coverage may be viewed on Palm Coast's Municipal Access Television station,



Cable TV199. Meetings are also offered on demand via the City's website at www.palmcoastgov.com

In 2011, the City Council passed an Ordinance to revise boundaries of the City's four Council Districts in order to equalize the number of citizens residing in each District. This action is mandated by the City Charter, coinciding with the national census that takes place every ten years. Also in 2011, voters approved a charter amendment to change City election years to align with federal and state elections.



TOP PRIORITIES, 2011-2012

- Prosperity 2021, the City's plan to grow the local economy.
- Street Valley Gutters.
- Pipe Replacement Program.
- Water Reuse System Master Plan.
- Swales.
- Stormwater System Hydraulic Modeling.
- Street Resurfacing Program.
- Video Cameras/Emergency Phones for parks and paths.



Photos by the Palm Coast Observer

WILDFIRES CAUSE HAVOC

With over one hundred dangerous fires raging across Flagler County and several of them threatening Palm Coast homes, City firefighters fought ferociously on fire lines, protecting structures and lives in June of 2011. During a thirty day period, Palm Coast firemen joined teams from the County and State to hold off destruction from the powerful Espnola and White Eagle blazes, engulfing several thousand acres of property. In some cases, flames were stopped right at property lines and fences. In the end, no lives were lost or homes damaged during this alarming spring crisis – the most important accomplishment for any fire department.

Palm Coast's Fire & Rescue Department operates five stations in the City. 56 career firefighters serve Palm Coast with 29 receiving paramedic certification. 25 volunteer firefighters, 15 volunteer fire police and 20 volunteer associate members assist full time professional staff, valiantly providing superior service to keep all citizens safe.

WORTHWHILE ACHIEVEMENTS

- Responded to 290 fire-related calls, 5,303 EMS/Rescue calls and 2,365 miscellaneous calls for help.
- Accepted from a grateful community thousands of donations of bottled water, food, clean towels and eye care products during the June wildfires.

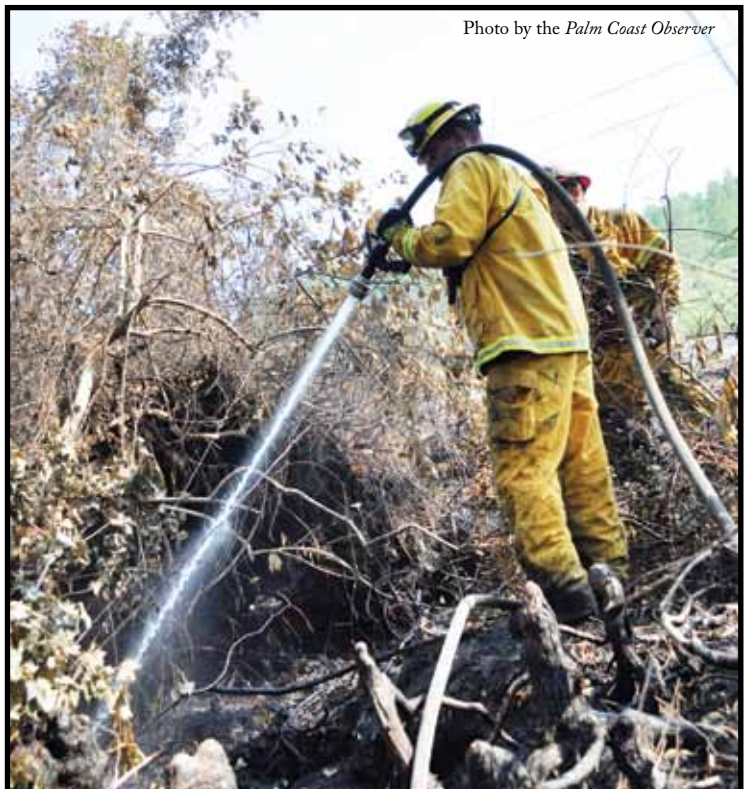


Photo by the *Palm Coast Observer*



Photo by the *Palm Coast Observer*

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ATCHING OVER FINANCIAL STABILITY

The City of Palm Coast Finance Department manages the fiscal operations and budgets for the City, following the City Council's conservative approach to fiscal matters while providing for the protection of the health, safety and welfare of the citizens. Each year, Council must make key financial decisions to achieve the best results in the planning and delivery of community services.

One of the Finance Department's primary duties is to prepare the Annual Budget and the Comprehensive Annual Financial Report for City Council's consideration and approval. The year 2011 marked the tenth consecutive year that the Department received



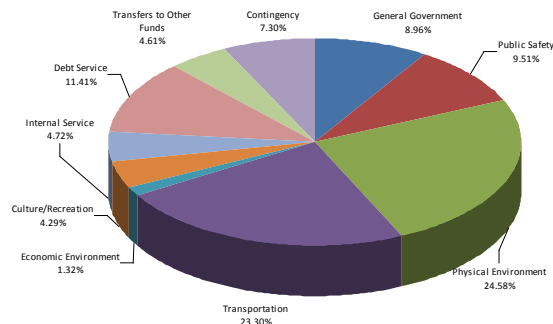
a Certificate of Achievement for Excellence in Financial Reporting and the eighth consecutive year they received a Distinguished Budget Presentation Award, both from the Government Finance Officers Association.

GENERAL FUND REVENUE

SOURCE	PROPOSED FY 12
Ad Valorem Taxes	\$13,314,600
Permits, Fees and Special Assessments	718,100
Local Business Tax	394,000
Communications Services Taxes	2,850,900
Interest and Other Earnings	344,200
Local Option, Use and Fuel Taxes	341,700
Judgments, Fines & Forfeits	516,000
Intergovernmental Revenue	2,023,300
Miscellaneous Revenues	21,000
Charges for Services	2,577,796
Transfers from Other Funds	2,660,404
	<u>\$25,762,000</u>

CITY-WIDE EXPENSES BY FUNCTION

FISCAL YEAR 2012

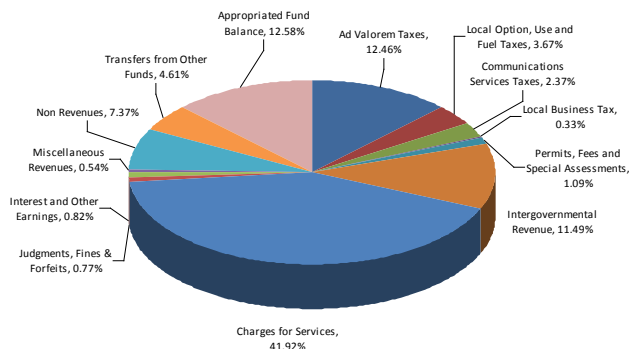


GENERAL FUND EXPENSE

DEPARTMENT	PROPOSED FY 12
General Fund	
City Council	\$95,502
City Manager	361,830
Community Relations	213,583
Purchasing and Contracts Management	297,078
Economic Development	313,641
City Clerk	146,789
Human Resources	293,435
Law Enforcement	2,599,863
City Attorney	383,248
Financial Services	759,914
Community Development	3,597,634
Fire	7,340,560
Public Works	5,821,636
Engineering	506,505
Recreation and Parks	2,353,520
Non-Departmental	<u>677,262</u>
Total General Fund	<u>\$25,762,000</u>

CITY-WIDE REVENUE BY SOURCE

FISCAL YEAR 2012



WORKING TO BALANCE GROWTH, DEVELOPMENT AND PLANNING

Utilizing a full range of services to residents, builders and contractors, Palm Coast's Community Development Department assures and maintains the City's aesthetics, health, safety, welfare and protection of our natural resources. The Planning Division implements the Comprehensive Plan and Land Development Code to ensure a high quality of life in the City through a balanced approach through development review and analysis. The Building/Permitting Division ensures all physical structures are constructed in compliance with applicable codes and the Code Enforcement Division oversees enforcement of the City's Code of Ordinances, animal control, tree removal regulations and enforcement of fire mitigation.

An Economic Development Team also works under the auspices of Community Development. Comprised of planners, accountants, information technology professionals, public relations and City management, the Team helps to implement the City's Prosperity 2021 plan to grow the local economy. In 2011, they focused on enhancing city neighborhoods and business districts to put people to work and to strengthen pride for our beautiful residential streets.

Stabilizing neighborhoods remained a top priority in 2011 as the Neighborhood Stabilization Program (NSP) successfully purchased and resold \$4.1 million in real estate. The City used federal funds to purchase and rehab foreclosed and distressed



homes to sell to qualified buyers wishing to purchase the home of their dreams. NSP helped to remove homes from local foreclosure lists, returned them to private ownership and increased home and neighborhood values. Last year, the City purchased 23 foreclosed homes, 15 of which were resold to new homeowners. In addition, \$538,000 was paid for local contractor/realtor/title agent services, putting people back to work.

Community Development staff managed the completion of several important projects in 2011. Four full sized multi-purpose sports fields were added to the existing four at the Indian Trails Sports Complex in order to bring more robust tournament business to Palm Coast. A new

irrigation system and special sports turf were added to the 475,000 square foot field area.

New concrete walking/biking paths were built on the east side of Belle Terre Pkwy (Pritchard to Parkview, Pine Grove to Royal Palms and Pine Lakes to Cypress Point). These segments bring connectivity to the existing trails, encouraging residents to spend time outdoors together and providing access to schools and parks. Structural deficiencies were corrected on the Palm Harbor Parkway bridge and electrical upgrades, benches and trash/recycling receptacles were added to Central Park. Dollars from the Federal stimulus package provided most all of the funding for these projects.

OCCUPANCY PERMITS

- Palm Coast Auto Repair
- Mitchell Noel Insurance Office
- Pro-Style Pool Service Inc.
- EREV Inc. - Auto Sales
- U.S. Blinds Fabrications Inc.
- Fundamentals Child Care
- Richard's Foodporium / Feeling Good
- Safe Ship of Palm Coast
- McHenry's Pub LLC
- Hargrove Auto Body & Sales
- Staging Secrets - Retail Sales
- Blue Horizon Cremation Center
- Germano Insurance Agency LLC
- Home Health Agency
- Graphic Impression Printing
- Palm Coast Internet Café
- Agents Choice Title
- Green Tax Help - Tax Consulting
- Sandy's Seafood & Steak Restaurant
- Mr. Fix It of Palm Coast - vehicle repair
- Thai Korner Restaurant
- Visual Expressions - Cabinetry
- Lady Blue - tax and accounting services
- Ready to Ride - motorcycle service
- Dr. John Walsh
- Tony's Touch Auto Repair
- Palm Coast Farmers Market
- Neoga Lakes LLC - Real Estate
- Terrapointe LLC - Real Estate
- Coldwell Banker Premier Properties
- Atlas Behavioral Health
- All Counties Traffic School
- Bella Salon
- Flagler County Farm Bureau Insurance
- Noble Ventures - House of Worship
- Noble Ventures - Life Martial Arts
- ABC Children's Select Child Care
- Prime Media Consulting LLC - Financial consulting
- Rhizome Capital LLC - Advertising Investments
- Village Greenery Florist
- Small Engine Service
- M Louis & Co - salon
- Politis Law Firm
- Digital Express
- Solar Fit
- Ductless HVAC Supply
- Divine Treasures Retail Boutique
- Florida For Life Realty
- Judi's Closet
- My Proper Shopper - personal shopper
- Hertz Rental
- Carmella's Restaurant
- V & M Distributing
- Keller Williams Realty
- Fuel Station Nutrition Snack Bar
- Palm Coast OBGYN
- Florehab Center LLC/ physical therapy
- Staging Secrets - consignment
- Misti Cigar Company
- Nationwide PC Repairs
- Worldwide Internet Café
- Vale Professionals - logistics
- Sound Systems Engineering
- Wilson Gun
- Singhofen & Associates - Engineering
- Lighthouse Bible Church
- Cottage Hair and Spa
- Flagler Palm Coast Travel
- Neurology and Spine Disorders
- Palm Harbor BBQ Grill
- Trademark Realty Group
- Chardani Remodeling
- Bellaggio Custom Homes
- Proud 2 Be Kids - clothing retail
- M & M Farms Supermarket
- E Reservation Group - insurance
- Alternative Rehab
- Quality Experts Transportation
- Art and Soul Studio - pottery
- Paul Guntharp - attorney
- Pinnacle Pharmacy
- Artistic Designs - art gallery
- Hills Home Care
- ACME Trohpie's
- Stoughton Luxury Homes
- Kingdom Purpose Christian Center
- Palm Coast Kitchens
- Advanced Gastroenterology
- Arthur Murray Dance Studio
- European Massage by Svetlana
- Rider Performance Group - sales office
- Laba Dry Cleaners
- Associated Chemists Inc.
- ACTS42 - firearms store
- Inner Dynamics Counseling
- Kokabella Creations LLC - design photographic
- Ron Thompson - lender defense
- Community Partnership for Children
- Palm Coast Chiropractic
- A New Counseling LLC
- Smugglers Tobacco
- Salsas Mexican Restaurant
- Class A Graphics
- Miracle Ear
- Sill and Associates - eyeglass repair
- Kiosk Operations - retail wireless
- Flagler Mental Health Center
- Mullinax Auto Diesel
- Computer Pro

COMMERCIAL PERMITS

- Nikzad Plaza - retail/medical
- Sunshine Food Mart
- Imagine Charter School
- AT&T Building
- A1A Burrito Works
- Palm Coast Petro/BP Station
- Nora's Golden Scissors
- Family Dentistry
- Clymer Funeral Home
- Craig Flagler Palms Crematory
- Dr. Vincent Verdetlor - medical office
- God's Family Bible Church

- Palm Coast Pet Clinic
- Bella Academy of Dance
- Noah's Market - bakery
- Leah's Jewelry and Pawn
- Pizza Hut
- Kawa Sushi Restaurant
- Baxter Technologies
- Remax Select Realty
- Fancy Sushi Restaurant
- Florida Urology
- Kings Great Wall Restaurant
- Aarons Rental
- Dr. Gay - medical office
- Modern Wireless
- Nature Foods
- Metropolitan Health Partners Clinic
- Kingdom Purpose Christian Center
- Real Estate Service of PC
- Styles Salon
- 3 N Motion Dance Studio

WORTHWHILE ACHIEVEMENTS

- Received the Outstanding Development Award from the Florida Planning & Zoning Association for the Florida Water Star Demonstration Exhibit at the Utility of-fices; the Tree City USA and the Tree City USA Growth Award, both from the National Arbor Day Foundation.
- Completed the Cobblestone Village Phase Two Master Plan, approving a mix of commercial development off of Cypress Edge. Currently, a medical office plaza and potential restaurant/retail office complex are being planned.
- Developed a conceptual plan for neighborhood and regional community centers.
- Completed the City's 2035 Comprehensive Plan and Northeast Corridor Overlay Area.
- Created prototype designs for the Country Club Cove Neighborhood Sign.
- Completed parkway beautification landscaping along the median on Belle Terre Pkwy, between Pritchard and Whiteview Drives.

DEVELOPMENT ORDERS

- Cobblestone Village – Florida Hospital Flagler Master Plan
- Sunshine Food Mart
- Imagine Charter School, Ph 2
- SunTrust Bank
- Palm Coast Town Center Multi Family Apartments
- Christ the King Church
- Palm Coast Park Sidewalk
- Palm Coast United Methodist Church Park
- Belle Terre Pkwy Median Landscape Improvements
- Belle Terre Multi Use Path, Ph 3 North Segment
- Primera Iglesia Bautista Hispana Addition
- Cobblestone Village PH 2 Lot 1/ Hospital
- Belle Terre Multi Use Path Ph 3 North Segment Modification
- AT&T at Palm Coast Landing
- Panera Bread

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INNING SHADES OF GREEN

We are all winners in Palm Coast's quest for environmental sustainability. Our City's Green Team guided members of the community this year to participate in many green projects that continue to establish Palm Coast as prominent stewards of the land and innovators who lead others by example. The Team, comprised of the City's Landscape Architect, Urban Forester, Environmental Planner and other professionals, assist with preserving and enhancing the City's natural and structural aesthetic land use. How many shades of green did we paint this year?

Residents deposited over 12,000 pounds of paint, solvents, pool chemicals, pesticides, coolants, fertilizer, light bulbs and oil at two 2011 Household Hazardous Waste Drop-Off events. The City partnered with Flagler County to give residents an opportunity to keep hazardous waste out of our environment.

In 2011, the Florida Planning & Zoning Association Surfcoast Chapter recognized Palm Coast's Water Star Exhibit with its Outstanding Development Award. The demonstration exhibit, created as a partnership with the St. Johns River Water Management District, was constructed at the front entrance of the City's Utility Office. Informative kiosks educate residents on irrigation



and landscaping conservation. The City also received its sixth Tree City USA designation in 2011 and its fifth Tree City Growth Award.

The 2011 Arbor Day event branched out to include two new components: A 5K Root Run/One Mile Flutter Fun Run brought hundreds of runners and walkers to Central Park to enjoy exercise and competition prior to the traditional Arbor Day event. A unique Feed a Mouth/Get a Tree/ Grow a Community Partnership encouraged folks to donate a canned good item in exchange for a free three-gallon tree. The Grace Community Food Bank and Flagler



County Youth Center joined City staff for a canned goods/pet food/non-perishable item donation. The community swapped a grand total of 1,800 pounds of food in exchange for receiving 1,000 Arbor Day trees.

Our Mayor and City Council remain committed to advocate conservation of our precious land, preservation of our natural ecosystems and increased recycling participation as chief priorities in Palm Coast. Every year our efforts multiply, giving our City many shades of green for others to envy.



WORTHWHILE ACHIEVEMENTS

- Hosted the Fourth Annual Intracoastal Waterway Cleanup where 468 volunteers removed 2,772 pounds of debris along waterways and canals in the City.
- Increased community recycling participation with 2,453 more tons of recycled materials collected in 2011, for a grand total of 309,466 tons; as recycling tonnage increases, the total amount of trash we collect decreases.
- Recycled 3,513 pounds of portable consumer batteries, deposited by the public in bins located at City facilities.
- Recycled 147 trees and 2,160 pounds of electronic equipment, dropped off by residents at the 2011 January Christmas Tree Recycling Event.
- Expanded the CHIRP (Children Helping in Resource Protection) program from having students learn about ecosystems and wildlife at Long's Landing and Linear Park to include ecostation studies at the City's Waterfront Park. 783 students participated in 2011 CHIRP programs.



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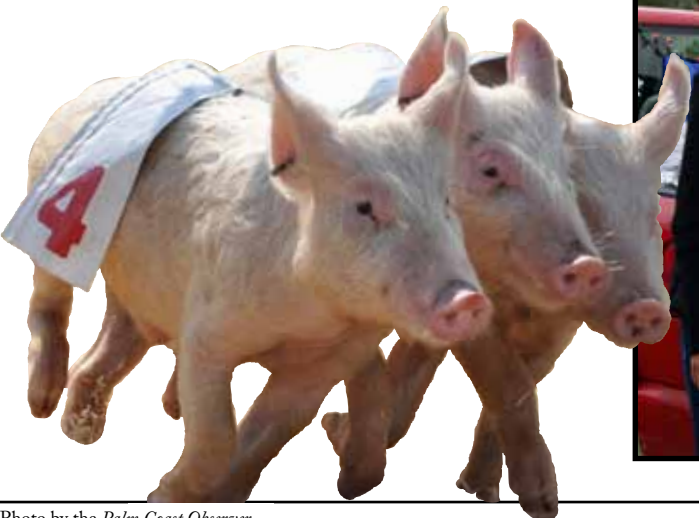
OW! WE HAD THE TIME OF OUR LIVES!

Did you feast on shrimp at the Palm Coast Seafood Festival and rock to the sounds of Starship at the Rock N Rib Fest? Did you take home a free tree at our Arbor Day event, greet Santa at our First Christmas Tree Lighting ceremony or finish the 5K in the Pink Army Run? 2011 will most definitely be remembered as the year Palm Coast emerged as a premiere spot for dynamic special events. Local families and out-of-town visitors sang, ate, danced and spent money at exhibitor booths and even took Santa photos inside a snow globe. Events helped fuel the engine that brought money to our local economy and 2012 promises to be even more promising with a new bicycle event, International Festival and nine runs in the Palm Coast Running Series. Join us!



Photo by the Palm Coast Observer





WELCOMING NEW RECREATION OPPORTUNITIES

The City's Parks & Recreation Department will mark 2011 as the year Palm Coast became an authentic sports tournament destination. Armed with a \$150,000 Tourist Development Council Grant and Joint Use Agreement with the Flagler County Schools, the Department administered construction of four brand new multi-purpose sports fields at our Indian Trails Sports Complex. 475,000 square feet with a re-designed configuration debuted in October, 2011, opening to thousands of soccer and lacrosse youth players and their families from across Florida and the Southeast region. The Complex accommodates local, regional, state and national athletic organizations with a viable venue for larger, more diverse competition. Its re-construction from four to eight fields became a turning point last year in helping to stimulate our local economy, inviting visitors to stay in our hotels, make purchases at our shopping centers and have meals in our restaurants.

As Palm Coast continued to recognize that creating partnerships with local sports organizations would be critical to the success of growing recreation opportunities and attracting regional sporting events, Parks & Recreation inaugurated a new Palm Coast Sports Alliance. Inviting representatives from local sports associations to participate, the Alliance will work together to focus on marketing and sponsoring events and creating opportunities to promote and expand sports, recreation and leisure programs for Palm Coast citizens.

The Palm Harbor Golf Club and



Photo by the *Palm Coast Observer*

Palm Coast Tennis Center continued as popular hometown venues for championship tournaments. Palm Harbor, again voted the Best Golf Course in Flagler County by our residents, was the host site for the Second City Mens/Senior/Ladies/Junior Golf Championship, as well as two tremendous High School District/Regional competitions. The Tennis Center welcomed one hundred international United States Tennis Association players, for the second year in a row, to compete in the nationally sanctioned Men's Futures Tournament.

Palm Coast residents continue to value their leisure time and City government is committed to providing the highest caliber recreational opportunities at safe, comfortable and clean facilities.





WORTHWHILE ACHIEVEMENTS

- Welcomed 34,504 guests to the Palm Coast Community Center and 27,250 guests to the Frieda Zamba Swimming Pool.
- Increased facility reservations by 25% compared to 2010.
- Partnered with the National Christian Collegiate Athletic Association to provide free soccer, golf and baseball clinics to local youngsters. Clinics were taught by professional coaches and collegiate athletes.
- Assisted 24 families with the purchase and installation of memorial pavers at the Children's Memorial Garden.
- Facilitated hundreds of parents/children to enjoy a Snow Globe Live experience and take photos with Santa at the Annual Holiday Parade event.
- Initiated the City's first free Friday Night Live Concert at European Village.



Photo by the *Palm Coast Observer*

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H° SAFEGUARDS OUR CODES, BUILDING & PERMITTING?

A dutiful group of managers, inspectors and officers protect our City's neighborhoods and businesses via Palm Coast's Building/Permitting and Code Enforcement Divisions. Functioning within the City's Community Development Department, Building/Permitting processes building permit applications, verifies contractor qualifications, reviews plans, issues permits and performs inspections to help turn a proposed project into a completed, habitable structure. In 2011, the Division issued 5,110 permits and oversaw total construction valued at over \$63 million, saving applicants over \$566,000 as a result of the City's 90% permitting fee reduction. The Division also entered into an interlocal agreement with Flagler Beach to provide on-call plan review and inspection services to their officials.

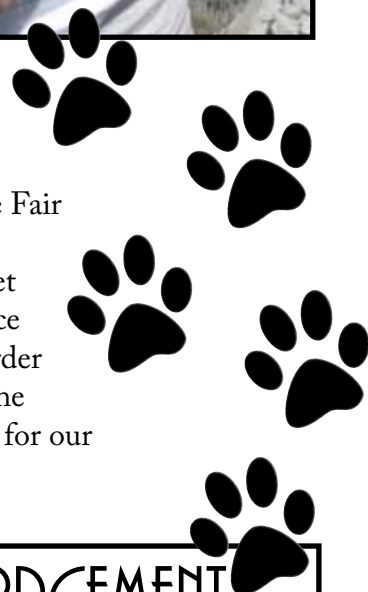
The Code Enforcement Division proactively investi-

gates, documents, reports, responds and presents cases to Palm Coast's Code Board to safeguard compliance with the City's Code of Ordinances. Examples include noise complaints, abandoned properties, overgrown conditions, parking on the lawn and enforcement of wildfire mitigation. The Division also manages Animal Control, with officers responding to calls for lost, abused or abandoned dogs and cats. This year, 4,575 animals were licensed for identification in Palm Coast to ensure that heartbroken owners who've lost their pets can be reunited with them more rapidly.

In September, 2011, Code



Enforcement held their first Cause for Paws event in Central Park. A huge success, the Fair brought pet owners, local veterinarians, retail pet establishments and service companies together in order to educate residents on the best ways we can all care for our lovable little friends.



BUILDING DIVISION STATISTICS

▪ Total Permits Issued (fences, sheds, windows, doors, additions, swimming pools, etc.)	5,431
▪ Total Single Family	94
▪ Total Commercial	11
▪ Total Commerical Square Feet	25,159
▪ Commercial Alterations	71
▪ Occupancy Permits	118
▪ Total Value of Construction	\$68,836,162.00
▪ Total Value of Commercial Construction	\$4,241,500.00

CODE ENFORCEMENT VIOLATIONS

▪ Irrigation	45
▪ Signs in Right-of-Way	6,345
▪ Cases Brought to Code Board	300
▪ Notices of Remedy	7,325
▪ Animal Control Cases	2,059

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ORKABLE DRAINAGE INFRASTRUCTURE PROJECTS

2011 was a year for surveying and designing intricate infrastructure replacement projects at Palm Coast's Engineering & Stormwater Department, with the ultimate five-year goal to maintain and manage the safest community drainage system. The system includes 1150+ miles of roadside swales, 154 miles of drainage ditches, 58 miles of freshwater and 26 miles of saltwater canals, 72 major roadway crossing culverts, 1,555 minor culverts, 145 culverts leading into saltwater canals, 369 valley gutters crossing roadways, 19 major canal control structures and 12 minor canal control structures and 11 watersheds (basins).

Engineering & Stormwater addressed three main goals in 2011. A technical analysis study was performed and a methodology established for revising the Stormwater Utility Fee Ordinance. The Fee is an enterprise fund that ensures funding for the operation and maintenance of the City's Master Stormwater Drainage System. It provides funding for capital projects that are critical for addressing flooding issues to meet the required level of service for the City.

In 2011, the Department continued the phased development of a city-wide stormwater model and management Master Plan. Sections 31 & 37 were completed to bring the total to four out of 44 sections completed. Stormwater modeling assists City staff with determining areas within Palm Coast that may be more susceptible to high water elevation.

Eighty-five drainage pipe crossings were replaced throughout the City this year, determined by the condition of the specific failing pipes and whether or not the road encircling the pipes needed to be resurfaced. Most of Palm Coast's pipes are over thirty years old and have reached the end of their useful life. One of City Council's top priorities has been to systematically replace all faulty pipes.



WORTHWHILE ACHIEVEMENTS

- Replaced the Wild Oaks Water Control Structure at Ditch 10, the Mosquito Ditch Structure and the Colbert Lane Structure.
- Replaced the Mulberry Creek Headwall.
- Created the design for the City's first solar powered pole light and monument lights at US1 and Old Kings Road North.
- Inventoried 2,959 City street lights and identified fifty redundant lights to be removed for a cost savings to residents.
- Completed inventory of the City's traffic signal equipment and 145 stormwater pipes leading to saltwater canals.
- Completed hydrographic surveys of 63% of the saltwater canals.
- Released 3,000 Triploid Grass Carp into freshwater canals to control submerged aquatic weeds.

WATCHFUL OF OUR WATER AND WASTEWATER

Providing quality drinking water that meets all the standards set forth by State and Federal requirements, along with compliant management of the community's wastewater, continues to be the primary mission for the City's Utility Division. The Division completed four major accomplishments in 2011, addressing the Water Reuse System Master Plan and the Gravity Sewer Smoke Testing Program, receiving a 20-year Consumptive Use Permit and adding alternative water source to the raw water supply.

Utility staff completed a City Council Top Priority Action item by creating and implementing the Water Reuse System Master Plan. This important project provides the details of how highly treated wastewater will be reclaimed and reused to benefit City residents and the environment. As the City and reuse system mature, more groundwater will be conserved for treatment of potable drinking water instead of irrigation use water.

During 2011, staff reduced operating costs through implementation of an in-house Gravity Sewer Smoke Testing Program, performing smoke tests on 555,549 feet of gravity sewer and manholes and replacing 1,140 clean out caps in the system. Smoke testing helps eliminate costly Inflow and Infiltration of undesirable groundwater, stormwater and debris into the gravity sewer system.

Following nearly six years of establishing need and developing appropriate groundwater models along with environmental impact

analysis, the City received a 20-year St. Johns River Water Management District Consumptive Use Permit to increase water allocation and number of wells.

Additionally in 2011, Utility staff instituted the conveyance of concentrate from Water Treatment Plant #3 as an alternative water source into the raw water collection manifold. This green initiative reduces the requirement for additional groundwater sources and is provided to Water Treatment Plant #1 for treatment and 100% recovery of concentrate.



WORTHWHILE ACHIEVEMENTS

- Partnered with the St. Johns River Water Management District to create a Water Star SM conservation center at the front door of the utility office to educate the community on irrigation and landscape conservation.
- Became the most successful TOP OPS (Water Plant Operator) Team in the history of the American Water Works Association competitions, winning a total of fourteen national and state victories over the past several years. TOP OPS competitions promote excellence and professionalism in all aspects of water operations.
- Assisted local engineers with completing the Advanced Wastewater Treatment Project design and the Florida Department of Environmental Protection permit process.
- Completed upgrades to plant equipment to reduce energy demand in the plant process.
- Upgraded several pump stations and installed a force main in the Whiteview Drive area.
- Completed an Interlocal Agreement and system interconnect to provide emergency potable water needs to the City of Bunnell.



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SAVING DATA THROUGHOUT THE COMMUNITY

The Information Technology and Communications Department at the City of Palm Coast carried forward its focus to expand the City FiberNET network in 2011 to make world-class data and communications services available to more local businesses. IT&C launched FiberNET in 2010, the first publicly owned open access fiber optic network in the state of Florida. The network provides local businesses high speed broadband data at highly competitive prices, sold via local independent service providers who purchase access and capacity from the City to sell to customers.

In 2011, Palm Coast was awarded a FiberNET connection contract with the Flagler County Schools, bringing fifteen school sites online in July. With the addition of these school sites, along with Florida Hospital Flagler's affiliated doctor's offices, the City now has nearly 50 individual revenue-generating sites connected to the fiber network, establishing a 300% increase in one year.

IT&C also deployed a new computer concept in 2011 for employees to work smarter and safer. 25% of City desktop computers were replaced with VDI – Virtual Desktop Infrastructure. A VDI is a simple computer with a capacity to connect only to a virtual server. The service provides the computing power and the hard disk space with programs for employees to complete their daily tasks. VDIs work well because they cost half of what a traditional PC might cost, their upgrades and installs can be made from a data center, they use less electricity than a standard PC and they provide better security because data cannot be stolen.



WORTHWHILE ACHIEVEMENTS

- Completed a 2.5 year interdepartmental (GIS and Land Rights Team) Land Rights Project that centralized a searchable easement database, streamlining future easement processes and projects.
- Received three Video Production Division Awards: Two Communicator Awards of Excellence in the Environmental Category for the '2010 Intracoastal Waterway Cleanup' and an Award of Distinction in the Environmental Category for the 'Green Ways Partners; one Telly Award for the City's Event Video of the 'Palm Coast Joy Ride'.

WHEN MAINTENANCE & INFRASTRUCTURE COUNT . . . BANK ON PUBLIC WORKS

The Streets and Drainage Division of the Palm Coast Public Works Department continued to be the 'go to' team in 2011, working hard to save money for taxpayers by completing a variety of in-house city infrastructure projects. The Division judiciously handles maintenance of the 550 miles of roads, 1,200 miles of swales, 100 miles of sidewalks and paths and 12 bridges and box culverts. Public Works crews repair potholes, replace valley gutters, create signs, restore pavements, maintain parkways and signals, remove litter and respond to clean-up issues during emergencies.

Specialized crews formed in the Streets & Drainage Division in 2011 – groups of conscientious individuals who sustain the solid foundation for Palm Coast. The first group, known as the "Streets & Sidewalk" crew, spent a great deal of time completing landscape/beautification/construction projects which included creating and installing the City neighborhood sign for Country Club Cove, upgrading landscaping and electrical systems in Town Center and the I-95 Interchange, excavating and constructing four new



Photo by the Palm Coast Observer

WORTHWHILE ACHIEVEMENTS

- Resurfaced 51.5 miles on our City roadways.
- Rehabilitated 65 miles of residential swales.
- Constructed the new Palm Coast Business Assistance Center at City offices.
- Repaired/maintained an estimated 723 vehicles and trucks, including backhoes, excavators, mowers, weed eaters and edgers.
- Excavated, graded, paved and constructed the new dog park at James Holland Park.
- Provided traffic safety and clean-up for over one hundred special events in our city parks.

multi-purpose sports fields at the Indian Trails Sports Complex and maintaining landscaping and irrigation systems for miles of medians across the City.

Members of the new 'Pipe & Ditch Crew' concentrated on underground pipe replacements across the City. Based on the budget and the order of urgent need, pipes that cross the roads in every City neighborhood are now being evaluated and/or replaced. Twenty-nine pipe crossings and nineteen valley gutters were

replaced in 2011. Additionally, this crew sprays and mows every drainage ditch in all of our neighborhoods two times per year.

With the reorganization of the City's Stormwater Department, a new 'Swale' crew responded to 885 customer swale drainage requests in 2011. This team ensures that swales drain properly to prevent flooding and provide re-charge to the aquifer. Crews will continue to survey swales in every City section twice a year to ensure the system is flowing.



WE'VE GOT YOUR BAC

In May, 2011, the City introduced the Palm Coast Business Assistance Center to the community, dedicated to help existing businesses grow and prosper. Through a unique partnership with the University of Central Florida's Small Business Development Center, the City created this free consulting service for all Flagler County businesses, providing assistance to new or existing companies with operating and managing in both the manufacturing and retail sectors. Since the Center opened mid-year, numerous clients have not only benefited from Business Assistance Center, but have also invested in our community to help grow one job at a time.

In 2011, the Business Assistance

Center provided two unique programs for their clients: the Small Business Loan Guarantee Assistance Program (GAP) will guarantee lines of credit from local banks to qualifying businesses. The loan guarantee may be used for expansion needs, working capital or establishing a further line of credit. The Health Care Access

Partnership offers discount coupons to business for local health care clinic services through a MediQuick Urgent Care alliance. This program extends access to vital health care for local uninsured employers to their uninsured employees – a benefit not always available for local small business owners.



WORTHWHILE ACHIEVEMENTS

- Provided 12 training events with 276 participants totaling 1740 training hours in Group Training Sessions.
- Provided 314 individual consulting sessions, or 522 consulting hours.
- Helped to open eight new businesses, created or retained 21 jobs, added \$695,000 to the payrolls, generated \$332,000 in capital formation and assisted local businesses in increasing sales revenues by \$46,000.
- Held the First Annual Flagler County Business-to-Business Expo, with many local businesses participating.
- Established the www.palmcoastBAC.com website with over 3,000 visitors in 2011.
- The Local Business Tax Receipt Department issued 3,174 Local Business Tax Receipts, 83 Special Event Vendor permits and 60 Solicitation Permits. The Department also investigated 173 complaints of untaxed businesses operating in the City, 18 cases of unlicensed contracting and presented 14 cases to the Flagler County Contractor Licensing Board resulting in approximately \$13,500 in fines and \$10,620.00 in orders of restitution.

CITY OF PALM COAST CONTACT INFORMATION



Mayor, City Council and Administration

Phone: 386-986-3702 Fax: 386-986-3703

Mayor – Jon Netts

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Council Member, District 4 – William A. Lewis

blewis@palmcoastgov.com

Council Member, District 1 – Bill McGuire

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City Manager – Jim Landon

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Council Member, District 2 – Frank Meeker

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CITY OFFICES AT CITY MARKET PLACE

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Council Member, District 3 – Jason DeLorenzo

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City Council Meetings are held on the first Tuesday evening of every month, 6:30pm, and the third Tuesday morning of the month, 9:00am at the Palm Coast Community Center, 305 Palm Coast Pkwy NE.

City Public Services and Departments

Fire & Rescue

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Public Works Department

Utility Division

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Streets & Drainage Division

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Palm Coast Precinct – Flagler County

Sheriff's Office

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Community Development Department

Planning/Zoning Division:

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Photo by the Palm Coast Observer