



# Introduction

*Find Your Florida*



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September 30, 2014

## CITY MANAGER'S LETTER

I am honored to present to you the adopted budget of \$145,396,915 for Fiscal Year 2015, which furthers City Council's Strategic Action Plan mission statement, operating values, and goals. The adopted budget for Fiscal Year 2015 outlines the programs and projects that support the Strategic Action Plan and reflects a commitment to invest in infrastructure improvements to better serve the citizens of Palm Coast now and in the future. This letter highlights points of emphasis related to each goal of the Strategic Action Plan.

### CONTINUING IMPROVEMENT IN ECONOMY

In 2014, the economic conditions and trends in Palm Coast continued to improve. Here are a few examples:

-  **Growth** – A total of 325 single-family permits were issued in FY2014, 77 more than FY2013 representing a 31% increase. Palm Coast is projected to be the second fastest growing area over the next five years.
-  **Employment** – Palm Coast had 5,261 more people employed than low in January 2010.
-  **Taxable Sales** – Palm Coast's taxable sales grew 35 percent, or \$161 million, since 2007.
-  **Tourism** – Tourism has grown significantly with bed tax collections up 13% over FY2013.
-  **Capital Investment** – \$593 million has been invested in private construction in Palm Coast since 2009.
-  **Real Estate Values** – Palm Coast's median selling price is up 13.2 percent from FY2013.
-  **Economic Outlook** – Palm Coast was ranked by IHS Global Insight Economists as one of 21 U.S. metro areas to grow at a rate above 4% through 2020. In addition, Palm Coast was chosen as the Wall Street Journal's seventh-ranked Best Small Places for Business and Careers.

Due to the improvement in the local economy and prudent City Council fiscal policy, the City is able to maintain its aging infrastructure and invest in capital projects in order to pave the way for the future.

## STRATEGIC ACTION PLAN

Following the extensive effort to develop the Strategic Action Plan, this year the City Council reaffirmed the long-term vision and made minor adjustments. Maintaining this long-term vision will help ensure that the City is recognized as one of Florida's premier cities in which to live, work and play.

### City Council Mission Statement

*"To provide our residents, visitors, and business community with exceptional government services in order to improve the quality of life, grow the local economy, and protect the natural environment through a planned, integrative approach using available technology."*

The Strategic Action Plan is the guiding policy document for City Council and City staff. This budget is driven by the mission statement and goals contained within the Strategic Action Plan. Highlights of initiatives related to each of the City Council's goals are included below along with points of emphasis in this year's budget.

### Goal 1 Expansion

*To anticipate the need for additional services and infrastructure to provide opportunities for mixed use development with goods, services, and employment.*

In the upcoming fiscal year, we will not only to plan for tomorrow, but also for long-term infrastructure needs in order to accommodate anticipated growth. The City continues to experience an increase in population and we anticipate this growth to continue. The University of Florida Bureau of Economic and Business Research projects that by 2035, the City of Palm Coast will double in population, exceeding 168,000 people. During the past fiscal year, City Council made prudent financial decisions to ensure the City maintains a strong financial position in the future. By doing so, the City will be able to invest in infrastructure to keep up with growth and maintain aging infrastructure.

**Transportation Improvements** – The City has a significant number of transportation projects under construction, or design in the upcoming budget year, including Palm Coast Parkway Six-Laning and transportation projects in the Northeast Corridor. Through intergovernmental cooperation with Flagler County and the Florida Department of Transportation, the City was able to ensure that the necessary transportation projects to support the future I-95 Interchange at Matanzas Wood Parkway were planned, designed, and funded. These projects include the Palm Harbor Parkway Extension, Old Kings Road North Extension, and Old Kings Road Widening.

**City Hall** - This fiscal year was marked by a significant event, the groundbreaking for the City Hall Project. City Hall in Town Center will become a gathering place for residents and future generations, will be a one-stop shop for everything city-related. A modest 33,000 sq. ft. structure will be LEED certified as environmentally sustainable. Its durable construction will save taxpayers thousands of dollars in energy bills.



**Infrastructure Team** – A multi-departmental team of staff developed 5-year and 10-year Capital Improvement Programs to address existing and future infrastructure needs. The projects planned for Fiscal Year 2015 exemplify City Council’s focus to invest in the City’s infrastructure for the future.

**LIST OF MAJOR CAPITAL IMPROVEMENTS FOR FISCAL YEAR 2015**

*Capital Projects Fund*

City Hall Construction	\$6,210,353
Community Center Renovations	\$1,650,000
Holland Park Renovations	\$3,532,000
Seminole Woods Path	\$650,000

*Streets Improvements Fund*

Street Resurfacing	\$1,200,000
Palm Coast Parkway Six-Laning	\$5,106,000
Palm Harbor Parkway Extension	\$2,165,000
Old Kings Road N. Extension	\$6,289,495
Old Kings Road Widening Design	\$1,560,000
Royal Palms Pkwy Improvements	\$1,330,000

*Utility Capital Projects Fund*

WTP 2 - Well field Expansion	\$1,550,000
Old Kings Road Master Pump Station and Force Main	\$2,250,000
Reclaimed Water Mains (Seminole Blvd & Matanzas Woods Pkwy)	\$3,525,000

*Stormwater Management Capital Fund*

Swale Rehab & Pipe Replacements	\$2,268,082
Modeling Improvements (Sec. 34 & 37)	\$225,000
Weir Replacement (LO-1)	\$440,000
Major Crossing (Boulder Rock)	\$335,000



**Goal 2  
Economic**

*To develop and maintain a strong economy by supporting the growth and development of new and existing businesses while creating an environment to attract new companies that align with our values.*

In the upcoming fiscal year, the City will continue to implement programs and projects outlined in Prosperity 2021 to develop and maintain a strong economy. The improving local economy enables the City and its partners to maintain our neighborhoods, support existing businesses, and encourage investment by attracting residents, visitors and businesses.

**Prosperity 2021** – The City is now in the fourth year of implementing *Prosperity 2021: Plan for Growing our Local Economy*, which was integrated into the City’s Strategic Action Plan. The City and its partners are making great strides and realizing many successes, such as an increased number of visitors due to additional sports tournaments and business relocations to Palm Coast. The improvement in the local economy is now visible, but there is still more work to be done. City staff will continue to focus on projects and programs within Prosperity 2021 to help our local economy.

**Business Assistance Center** – The Palm Coast Business Assistance Center (BAC) was established in May 2011 to help our existing businesses grow through a unique partnership with the Florida Small Business Development Center at the University of Central Florida (FSBDC at UCF). Since its inception, the BAC has helped businesses maintain or create 174 jobs and invest approximately \$22.6 million in our local economy through capital investment, increased sales, and salaries. This year, City Council and the FSBDC at UCF affirmed its support of the BAC by renewing the grant contract.

**Sports Tournaments** – The City, in partnership with our local sports clubs and the Flagler County Tourist Development Council, continues to attract sports tournaments and the associated visitor spending to our local economy. This is apparent with the estimated 13-percent increase in bed tax collections over the last year. This past fiscal year, the City completed two additional fields at Indian Trails Middle School to attract larger tournaments.

**Goal 3  
Finance**

*To leverage our financial strengths while ensuring the City remains committed to fiscal responsibility in delivering value-added services to residents and businesses.*

During the budget process, the City Council was able to sustain existing levels of service, while also maintaining the current level of property tax collections. In the upcoming year, City staff will explore even more ways to strengthen our financial position while delivering value to our citizens.

**Reduced Millage Rate Adopted** – During the budget process, the City Council reduced the City millage rate slightly to 4.2450 from 4.2705, which will result in an additional \$800,000 of property taxes collected over the previous year due to rising property values. This allowed the City to maintain the same level of service to the

citizens of Palm Coast and continue to invest in capital projects, while maintaining the third lowest millage rate for cities our size (population between 60,000-90,000) in Florida.

**Fund Balance Reserve Policy** – Also this past year, the City was able to improve its combined fund reserve balance (general fund and utility fund) to \$14.6 million and maintain compliance with the individual fund balance reserve requirements. The improvement of fund balance reserves, in addition to the \$2.2 million in the disaster reserve fund, will help to provide the City with financial stability and a fund reserve to use if unexpected emergencies arise in the future. Even though the City responded to a natural disaster this past year (Starlight Tornado), the City was able to use existing financial resources within department budgets to pay for those disaster expenses without tapping into the disaster reserve fund.

**Reclassified Tennis & Golf Enterprise Funds** – This past fiscal year, the Tennis and Golf Enterprise Funds were reclassified from individual enterprise funds to the parks recreation budget in the general fund. This reclassification was initiated to be consistent with other parks and recreation facilities and how they are handled from a budgetary standpoint. The tennis and golf facilities will continue to be tracked as separate cost centers to evaluate management of these facilities.

**Goal 4  
Environmental**

*To blend our residential and commercial properties with our “City of Parks and Trails” image to create a sustainable framework of visual appeal while caring for our land, water, air, and wildlife.*

The City’s commitment to environmental sustainability has been recognized by our designation as a Gold Level Green City by the Florida Green Building Coalition and numerous other awards and recognitions. In this upcoming fiscal year, City staff will look for even more opportunities to conserve natural resources and become more efficient with the resources currently in use.

**ZLD Project** – During this past fiscal year, the City completed the majority of construction of the Zero Liquid Discharge (ZLD) project at Water Treatment Plant No. 2. The ZLD project will eliminate the need to discharge concentrate to water bodies, will increase plant efficiency, and make better use of our water resources. Overall, this project will have a positive impact on our environment.

**Long’s Creek** – During this past fiscal year, the first phase of the Long Creek Nature Preserve opened to the public and included construction of a path and boardwalk to new canoe/kayak launches, installation of shoreline stabilization, construction of a fishing pier with floating dock for boat mooring, and an entrance to the site with a parking area. Located between neighborhoods that border natural corridors, the new nature preserve provides access to the City’s saltwater canal system, and eventually facilitate access to the Pellicer Creek Aquatic Preserve and other regional attractions. Its natural beauty will be a living laboratory for environmental education programs.

**Reuse Improvements** – Use of lower quality water sources for irrigation, such as reuse water, continues to be a focus of the City in order to make better use of all available water resources. During this past fiscal year, the City extended reuse lines to Holland Park in advance of the proposed improvements to Holland Park. In the



upcoming fiscal year, the City with the assistance of St. Johns River Water Management District cost-share funding will install reclaimed water mains along Seminole Woods Parkway and Matanzas Woods Parkway to provide additional opportunities for customers to use reuse water instead of potable water.

**Goal 5**  
**Quality of Life**

*To enhance the quality of life for our citizens  
by providing safe, affordable, and enjoyable options for cultural,  
educational, recreational, and leisure-time events.*

The City's numerous parks, trails, events and activities make our community truly a special place. In the upcoming year, City staff will continue to maintain and improve these facilities, in addition to looking for ways to help residents and visitors "Find *their* Florida" here in Palm Coast.

**Holland Park** – As the City's original and oldest park, renovations and upgrades to Holland Park have been in the plans for several years with the first master plan completed in 2007. This upcoming fiscal year, construction of the 1<sup>st</sup> phase of improvements will begin, bringing new life to this important community asset that provides recreational opportunities for residents.

**Community Center** – The Palm Coast Community Center was original built from 1975-1977 by ITT and has served as the community's only public gathering space. Currently, the facility has several deficiencies, yet during 2014 had over 780 room reservations. During this past fiscal year, City Council approved design and construction management contracts to begin the design phase for the renovation and expansion project.

**Seminole Woods Multi-Use Path** – City staff developed the Pedestrian/Bicycle Master Plan with the project priorities set by City Council over five years ago. City staff aggressively pursued grants to accomplish many of the projects, and I am proud to report the City now has approximately 125 miles of trails and bicycle paths/lanes for residents to enjoy. In the upcoming fiscal year, City staff will continue work on one of the few remaining sections – Seminole Woods Parkway – with the assistance of Community Development Block Grant funding.

**Goal 6**  
**Workforce**  
**Talent**

*To develop and implement a comprehensive plan to improve City  
employee skills and performance through education and training;  
performance management; and personal development opportunities.*

The Strategic Action Plan adopted by City Council included a goal specifically focused on employee development, which represents a strong commitment to have a dedicated and skilled workforce. In the upcoming fiscal year, City staff will work toward this goal by continuing to develop our workforce, so that our employees are knowledgeable and equipped to provide excellent service to our citizens.



**In-House Talent** – The City Council’s philosophy of using in-house talent began several years ago when our annual operating budgets decreased, but our residents continued to have high expectations for quality city beautification and services. By doing projects in-house, we are able to reinvest the savings and do additional improvements that otherwise would have to wait, all while maintaining our low property taxes. This past year, in-house talent was able to construct the first phase of Seminole Woods Multi-Use Path, install gateway landscaping and signage at US1/Palm Coast Parkway, construct two new fields at Indian Trails Middle School, and assist with Bulldog Drive Improvements.

**Performance Measures** – In order to track progress of the Strategic Action Plan, the Performance Measurement Team coordinated with individual departments to develop performance measurements and a system to track and report on those measurements. Looking forward, the performance measurement system will be incorporated into employee evaluations to emphasize the importance of the Strategic Action Plan to every City employee in the organization.

**Palm Coast U** – This past fiscal year, Palm Coast U was created, which is the new City Employee Training and Development Program. Through the Palm Coast U online portal, employees and supervisors will be able track employee training, sign up for City facilitated training courses, and participate in online training courses. In addition, this upcoming fiscal year, the Employee Academy will be fully implemented and specialized training will be offered in cooperation with Daytona State College. Palm Coast U and these efforts are all aimed at meeting the City Council goal focused on workforce talent.

### MAKING OUR FUTURE

I am encouraged and excited about the future of Palm Coast. This past fiscal year, City staff met the challenge of delivering quality services and value to our residents. And with motivated City employees, I am optimistic we will continue to meet new challenges while maintaining high citizen satisfaction with City programs and services.

The City will have the ability to invest this fiscal year in needed infrastructure projects due to our strong financial position and prudent City Council fiscal policy. Major projects contained in this year’s budget include: City Hall Construction, Palm Coast Parkway Six-Laning, Northeast Corridor Transportation Projects, Holland Park Renovations, Seminole Woods Path, and various Utility and Stormwater Projects.

With a strong City Council vision, mission statement and goals as our guide, along with investments in needed infrastructure projects, I have no doubt that in 2015 our community is poised for continued economic growth and prosperity. On behalf of all City employees, we look forward to a prosperous and successful 2015, as we continue to make Palm Coast Florida’s premier City in which to live, work and play.

Sincerely,



Jim Landon  
City Manager



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discover us at [discoverpalmcoast.com](http://discoverpalmcoast.com) or [palmcoastgov.com](http://palmcoastgov.com)





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# *The Perfect Place to Live...*

Before 1969, land that would eventually become the City of Palm Coast was considered by some as nothing more than a “big pine-covered swamp.” But when the corporate eyes of ITT/Levitt looked upon the virtually uninhabited land, they saw 22,000 acres of golf courses, marinas, oceanfront motels, scenic drives, and house lots awaiting the arrival of sun-seeking “pioneers.” Marketing strategies targeting urban residents in the north and Midwest offered slices of land cut out of miles of forests, and soon a 500-mile infrastructure of roads, utilities, and sewer lines bound Palm Coast to a future that included becoming the largest planned unit development in Florida history.

International Telephone and Telegraph Corporation (ITT) began as an international communications firm in the 1930s. It grew to become a multinational corporation by 1968 with an income estimated over \$7 billion. From the outset ITT provided the financial muscle to purchase large tracts of land and pay the enormous cost of constructing an infrastructure to create a huge development in rural Flagler County, Florida. The man in charge of the Palm Coast development from its inception until 1975 was Levitt and Son's Dr. Norman Young whose marketing group planned and named this project.

In a February 1970 report to the Flagler Chamber, Dr. Young projected the completion of a sales/model center, a golf course, and homes for the residents by the end of the year. The first building erected, the Welcome Center, served as the hub for sales activities and was surrounded by pleasant walkways leading to a dozen model

homes. The 64-foot high observation tower provided panoramic views of the surrounding woods, lakes, streams, Intracoastal Waterway (ICW), and Atlantic Ocean. It presided over a golf course, model homes, canals, and early home construction that was to become the “core area” of Palm Coast.



At first there were no public roads. Earliest visitors came from Route A1A to a small dock on the east side of the ICW and proceeded by boat to the Welcome Center on the main canal. When the prospective buyers arrived, they were taken by elevator to the top of the tower. Much of the land was sold sight unseen from a platted map for as low as \$3,500 by the sales person, pointing away from the tower and saying, “It’s out there somewhere.”

The Welcome Center was the only public building in Palm Coast for almost two years after the earliest “pioneers” occupied their homes in January 1972. In later years the building, models, boat docks, and road access were updated. The center hosted a continuous stream of visitors and buyers who received their first look at an area being advertised as possibly “the perfect place to live.”

Much of the tremendous growth in Palm Coast through the early 1990s came from sales generated at the Welcome Center. It was sold after ITT left the community in 1995 and the building was torn down.

From their start in 1969 until ITT withdrew in 1995, the corporation essentially provided most of the services and leadership in Palm Coast. They had planned, built, and maintained a model environmental community. In a unique private/government relationship, ITT had financed Palm Coast's most necessary improvements. The interchange at I-95 and the Hammock Dunes bridge were funded at relatively unnoticeable cost to local taxpayers and the state. As ITT withdrew from the Palm Coast community in the years from 1994 to 1996, the void left by its departure was increasingly felt in the community.



The complicated and often contentious process of incorporation began. Flagler County

residents' opposition groups debated. The county authorized a feasibility study, the state legislative delegation sponsored incorporation, and the Florida state government approved the referendum.

On September 21, one week after Hurricane Floyd postponed the vote, more than 60% of the nearly 12,000 voters casting ballots in the referendum had opted to turn the unincorporated population center of Flagler County into a city. On December 31, 1999 residents of Palm Coast not only celebrated the end of a millennium and a century, but a new year and a new city.

The City of Palm Coast's population on January 1, 2000 is estimated at 29,360. The mayor, city council, and city manager all seemed to agree that this first year's emphasis should be on planning rather than forging ahead without giving sufficient thought to the complicated problems facing a new city.

Originally, city business was done in two-and-a-half rooms of the present Community Center. In March, newly chosen city manager Richard Kelton arranged to rent office space at the former ITT headquarters building at One Corporate Drive. By May, the Flagler County Commission turned over the former county library to be renovated and used by the city as its first "permanent" city hall. A public opening celebration was held on October 26, 2000.

In 2001, providing residents with essential government services and promoting the community's economic growth were two major goals. As a result of joint meetings of Palm Coast City Council and Flagler County Commissioners,

the county turned over many parcels of land to the city benefiting fire, public works, recreation and parks, and the locating of new schools by the board of education. At the same time, the city began studying the acquisition of its water sources.

In future years, Palm Coast purchased their own water company, relocated their city hall after selling their building to bring in a new business and annexed 5,800 acres in the north-west corner of Flagler County near the St. John's County line. Most significant to the city's future was the approval of a large site for Town Center which would provide the city with 1 million feet of office space, 2 million feet of retail/commercial space, 750,000 feet of institutional buildings, a 2,400-seat movie theater, and 240 nursing home beds. City Council passage started the process of seeking approval of the massive DRI by state agencies.



By 2004, Palm Coast residents numbered 50,000 and its designation as a micropolitan city was announced.

By the end of 2005, Palm Coast was officially designated as the "fastest growing

micropolitan area" in the country by the United States Census Bureau. The population had more than doubled to over 64,500 in the six years since incorporation

In 2006, Cobblestone Village started construction, Palm Coast was named "Tree City USA" by the National Arbor Day Foundation, and a room was provided on the side of city hall for the Palm Coast Historical Society. The city saw an increase in the amount of commercial construction activity in 2006, especially in the new Town Center where Walgreens and Publix, the first retail stores, opened on the west side of the site. Town Center is to be the "heart of Palm Coast."

Wal-Mart had opened in Palm Coast in 1987 and upgraded to a supercenter thereafter and now a newly constructed four-lane road is prepared to accommodate a future second store. The grand opening of the Target Superstore in July 2008 provided a great stimulus to the shops at Town Center. The city had reason to celebrate its "dynamic decade" at their 10th anniversary.

Palm Coast started the year 2013 with approximately 76,450 residents. Newspapers have reported a 2% drop in the unemployment rate and home sales are reported to be at a seven-year high. In a general spirit of recovery, Palm Coast seems well suited to continue its well-paced continued growth that is the mark of a well-planned community. There are reasonably priced home sites in all sections of the city and the northwestern part has a huge acreage with infrastructure in place to accommodate commerce, industry, and new residents to join us in enjoying our way of life.



## **Following is a time line of the most significant openings and events of ITT Corporation**

1970 – Welcome Center opens.

1971 – First new road in Palm Coast opens and home construction begins. Palm Coast Golf Club (now Palm Harbor) opens first nine holes.

1972 – First residents move into homes on Casper Drive. Palm Coast Yacht Club (now a Centex project) opens.

1973 – First small business (Handy Way Convenience Center) opens.

1974 – Sheraton Palm Coast Inn on the ocean opens (later it becomes the site of the Hammock Dunes clubhouse). Palm Coast Flagler County High School, on ICDC-donated land, is built.

1975 – Palm Coast Service District is formed, the first step toward home rule. Alan Smolen replaces Dr. Norman Young as president of ICDC.

1976 – St. Mark by the Sea, the city's first church, opens. Palm Coast Fire District is created.

1977 – Decca Marine, the city's first industrial firm, opens.

1978 – A state-mandated Comprehensive Land Use Plan limits ITT to 42,000 acres of development and a maximum of 224,000 people.

1979 – Palm Harbor Shopping Center, anchored by Publix and Eckerd's, opens as does Belle Terre Swim and Racket Club.

1980 – Palm Coast Marina opens.

1981 – I-95 interchange opens.

1982 – Flagler County Humane Society opens animal shelter.

1983 – Flagler County Library opens in Palm Harbor Shopping Center; Daytona Beach Community College opens a branch campus on ICDC-donated land.

1984 – Hammock Dunes development approved.

1985 – Jim Gardner replaces Alan Smolen as ICDC president.

1986 – The Players Club, site of USTA-sponsored tennis tournaments, opens.

1987 – Remodeled Sheraton Resort replaces former Yacht Club. Wadsworth Elementary School opens.

1988 – Hammock Dunes toll bridge over ICW opens with big celebration.

1989 – ITT's Admiral Corporation builds Hammock Dunes and Island Estates.

1990 – Palm Coast population reaches 18,556.

1991 – Old King's Elementary School and Flagler Auditorium open.

1994 – ITT CEO states company is looking to sell off most of its Palm Coast assets.

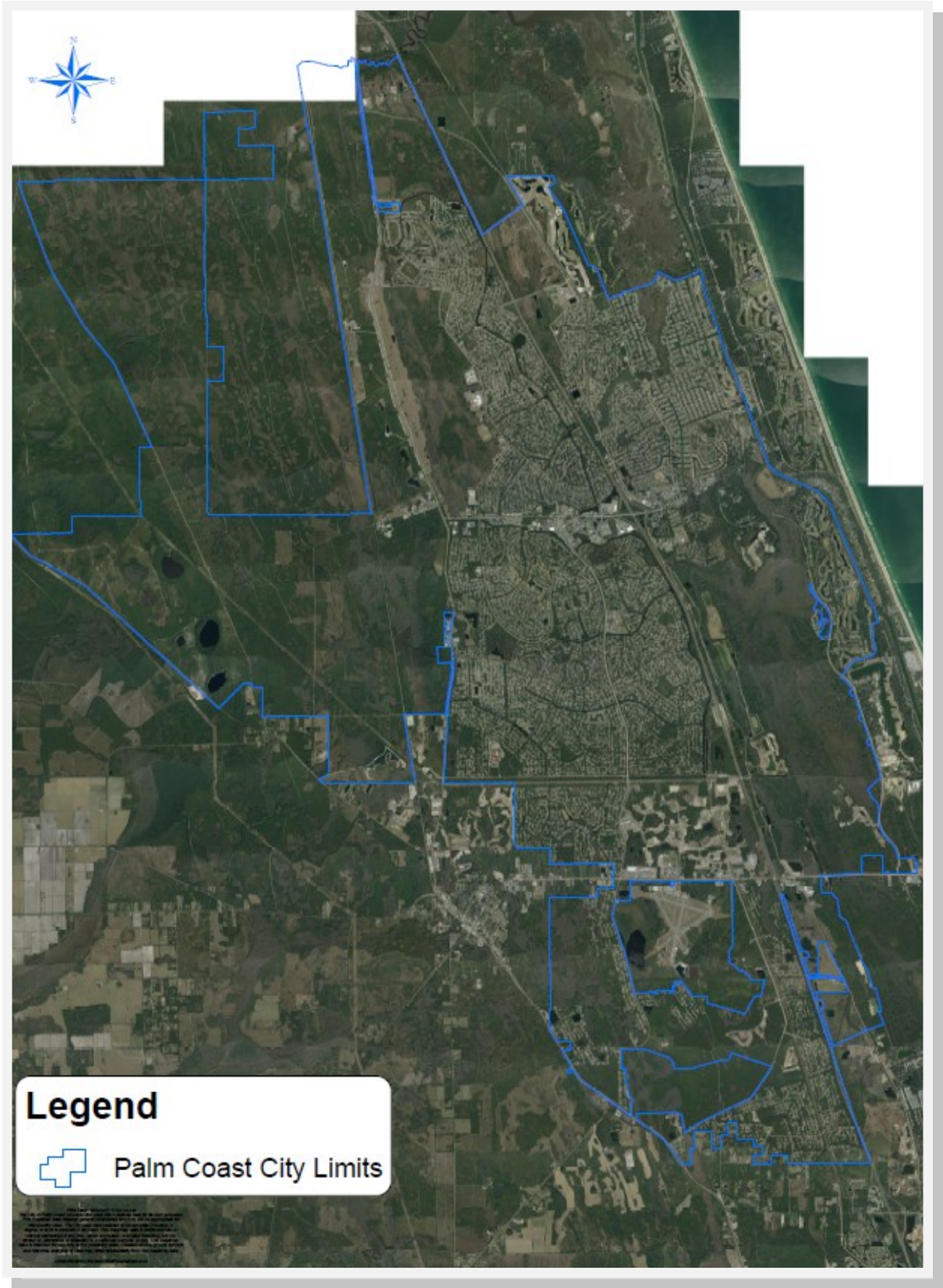
1995 – I-95 intersection gets four lanes. Major selling of assets continues. Grand Haven construction begins.

1997 – Palm Coast Civic Association and Flagler County Citizens League combine to foster incorporation of a city to fill the void left by ITT.

This short history represents the author's continuing love affair with the Palm Coast community. The people who pioneered Palm Coast formed a partnership with the developer, ITT, together overcoming frontier obstacles in a spirit of mutual respect, active participation and community cooperation. Each contributed to some phase of a rich full life in a beautiful environmental setting. This author believes that ITT was successful in its 25 years of building and managing a planned growth community. It is my hope that Palm Coast's present remarkable growth can be sustained and managed and that its people will continue their cooperative community spirit channeled toward an even richer fuller life in pursuit of "the perfect place to live."

Art Dycke, City Historian (Volunteer), Kay Stafford, Editor, THE PALM COAST HISTORIAN

# Aerial Map



# Statistical Information

INITIAL INCORPORATION:

December 31, 1999

FORM OF GOVERNMENT:

Council / Manager

CITY POPULATION:

78,046

AREA: Square Miles

89

LEISURE SERVICE FACILITIES:

Community Centers

1

Swimming Pools

1

Baseball / Softball Fields

7

Basketball Courts

5

Bocce Ball Courts

3

Handball / Racquetball Courts

6

Shuffleboard Courts

2

Soccer/Lacrosse Fields

10

Tennis Courts

17

Volleyball Courts (Sand)

2

Playgrounds

8

PUBLIC SAFETY:

Fire Stations

5

Firefighters / Volunteers

51 / 25

Law Enforcement (Contract Service)

-

FACILITIES:

Miles of Paved Streets

551

Miles of Unpaved Streets

0.5

Miles of Sidewalks, Walkways, and Bikepaths

93

Number of Street Lights

2,942

Number of Traffic Signals

50

CITY UTILITIES:

Water Customers

38,080

Wastewater Customers

35,990

Solid Waste Customers

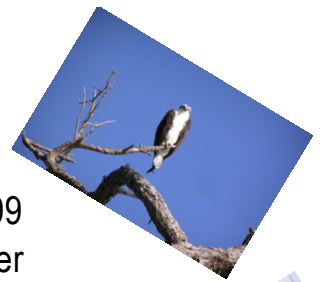
32,786

Stormwater Customers

49,831

SCHOOL ENROLLMENT: K-12

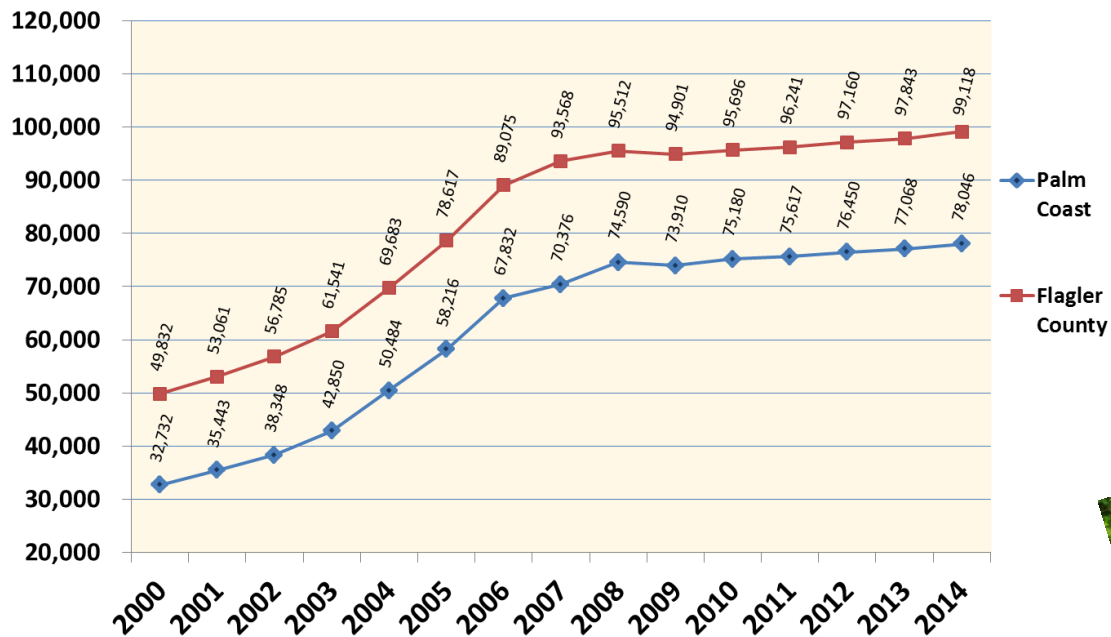
13,000





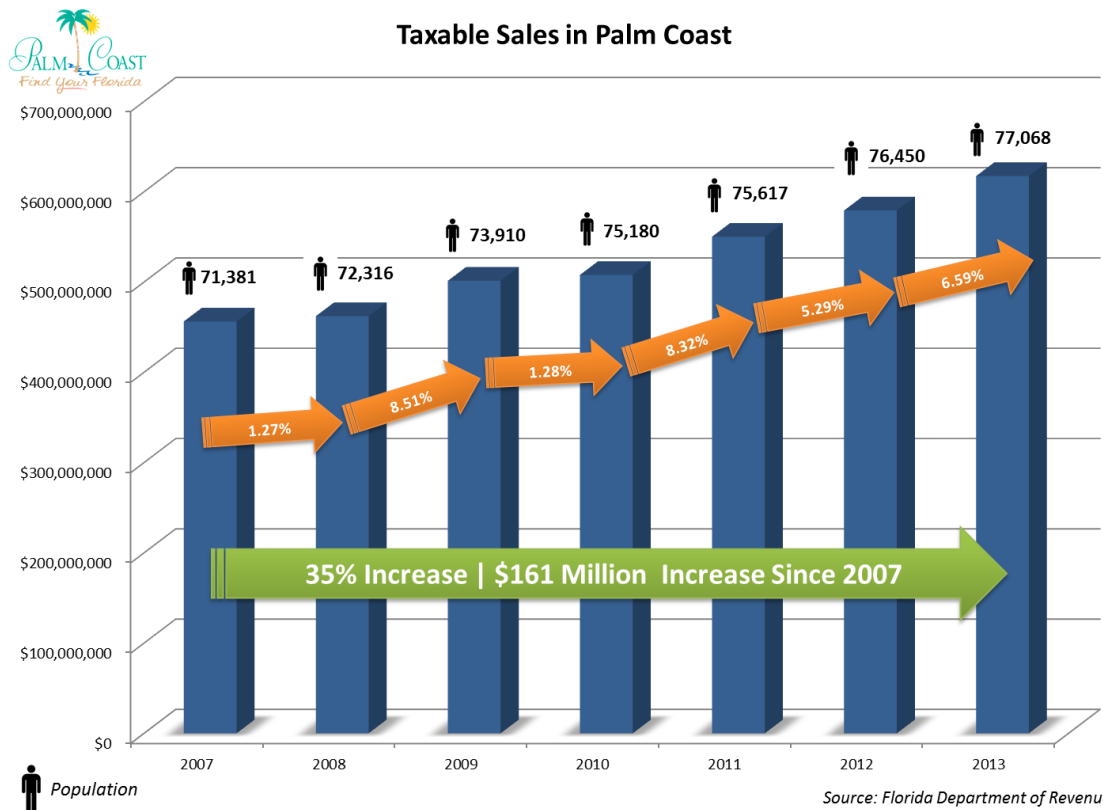
# Population

Population 2000 - 2014



# Taxable Sales

Taxable Sales in Palm Coast



Population

Source: Florida Department of Revenue



# How Do We Compare?

## Utility Rate Comparison

Jurisdiction	Water Charge	Rank (Low to High)	Wastewater Charge	Rank (Low to High)
	Residential (4,000 gallons)		Residential (4,000 gallons)	
Bunnell	\$43.33	5	\$49.89	6
Flagler Beach	\$36.46	4	\$28.98	3
Flagler County	\$55.04	6	\$33.30	5
Ormond Beach	\$18.44	1	\$24.65	1
<b>Palm Coast</b>	<b>\$32.68</b>	<b>3</b>	<b>\$31.39</b>	<b>4</b>
St. Augustine	\$24.36	2	\$28.08	2

Jurisdiction	Solid Waste	Rank (Low to High)	Stormwater	Rank (Low to High)
	Charge (Residential)		Charge (Residential)	
Bunnell	\$18.31	3	N/A	N/A
Flagler Beach	\$15.62	1	\$4.00	1
Flagler County	\$20.78	6	N/A	N/A
Ormond Beach	\$16.81	2	\$8.00	3
<b>Palm Coast</b>	<b>\$18.62</b>	<b>5</b>	<b>\$11.65</b>	<b>4</b>
St. Augustine	\$18.50	4	\$3.64 - \$5.95	2

## Millage Rate Comparison

Jurisdiction	2013 City Millage Rate	Taxes Levied	Rank (Low to High)	2014 City Millage Rate	Taxes Levied
Beverly Beach	2.3	106,191	1	2.3	103,764
Bunnell	6.9506	997,695	6	6.9506	981,406
Daytona Beach	6.5734	21,096,403	5	7.2357	23,655,425
Ormond Beach	4.0132	9,861,025	2	4.1181	10,292,255
St Augustine	7.5	8,047,627	8	7.5	8,372,202
Flagler Beach*	5.1244	2,325,341	4	5.335	2,447,385
Flagler County	7.08	43,577,029	7	7.9906	49,577,280
Marineland	9.3912	36,195	9	10	35,914
<b>Palm Coast</b>	<b>4.2958</b>	<b>15,663,011</b>	<b>3</b>	<b>4.2705</b>	<b>15,759,481</b>

\*Includes a portion of the city in Volusia County





# Employment

## Top 10 Employers

Employer Name	Number of Employees
FLAGLER COUNTY SCHOOL BOARD	1,069
MEMORIAL HOSPITAL	800
PUBLIX SUPERMARKETS	568
WALMART	463
REUNION CLUB	450
SEA RAY BOATS INC	440
CITY OF PALM COAST	303
DARDEN RESTAURANTS INC	290
FLAGLER BOARD COUNTY COMM	280
FLAGLER COUNTY SHERIFF	270

Source: InfoGroup Employer Database 2014 ed.2

Prepared by: Florida Department of Economic Opportunity (DEO), Bureau of Labor Market Statistics



## Employment Statistics

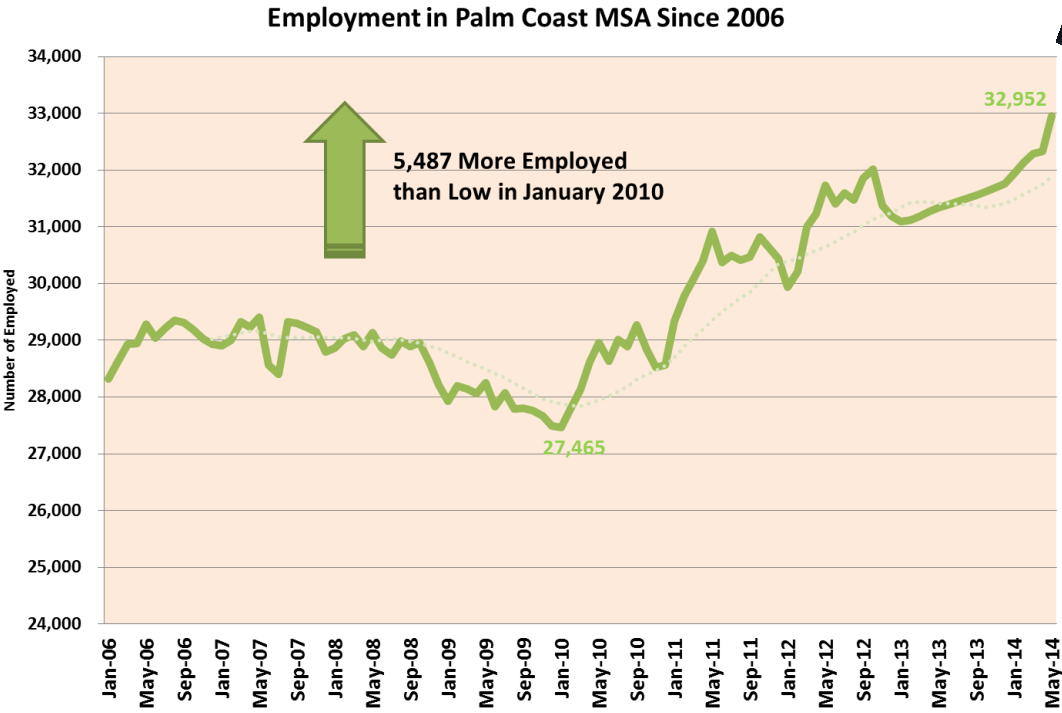
Year	Period	Labor Force	Employment	Unemployment	Unemployment Rate
2010	Annual	33,750	28,644	5,106	15.1
2011	Annual	35,110	30,334	4,776	13.6
2012	Annual	34,969	30,777	4,192	12
2013	Annual	34,993	31,419	3,574	10.2
2014	September (preliminary)	36,112	33,064	3,048	8.4

Source: Bureau of Labor Statistics

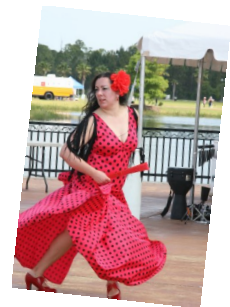
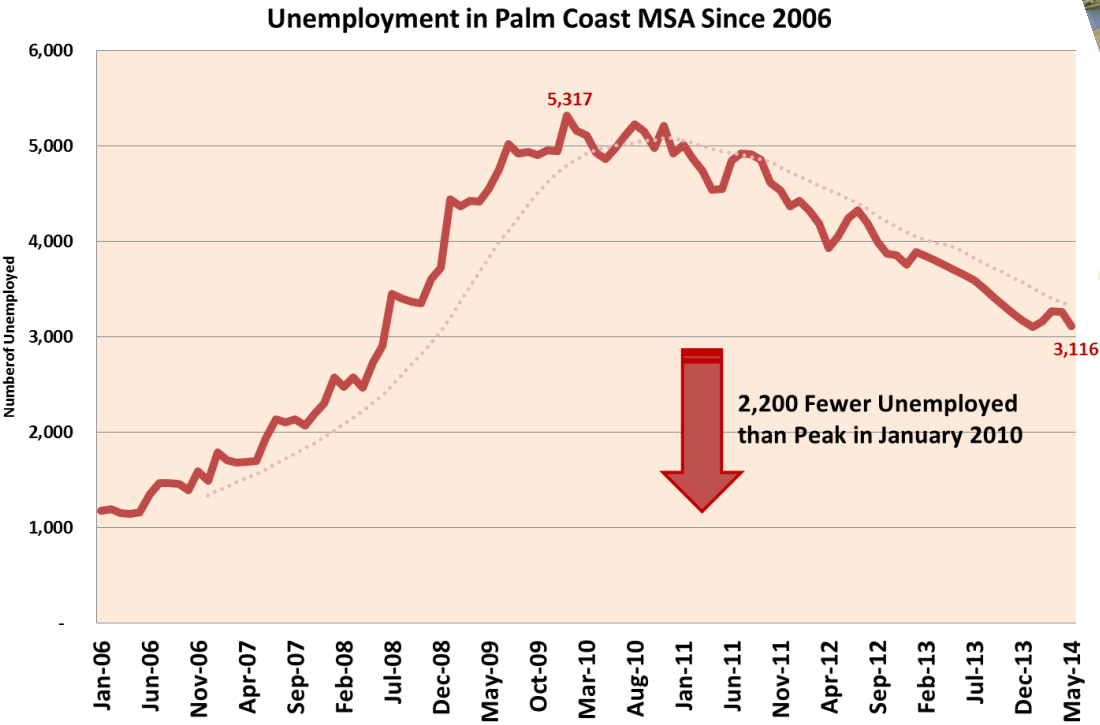
[http://www.bls.gov/eag/eag.fl\\_palmcoast\\_msa.htm](http://www.bls.gov/eag/eag.fl_palmcoast_msa.htm)



# Employment in Palm Coast



# Unemployment in Palm Coast



# Property Information



## Property Values, Millage Rates and Ad Valorem Receipts

Fiscal Year	Gross Taxable Valuations	Change from Previous Year	% Change	Millage Levy	Change from Previous Year	% Change	Ad Valorem Tax Revenues	Change from Previous Year
2015	\$ 3,892,358,641	\$ 202,045,784	5.48%	4.24500	-0.02550	-0.60%	\$ 16,013,477	\$ 759,844
2014	3,690,312,857	44,190,836	1.21%	4.27050	-0.02530	-0.59%	15,253,633	110,883
2013	3,646,122,021	(245,472,105)	-6.31%	4.29580	0.30580	7.66%	15,142,750	142,050
2012	3,891,594,126	(574,910,627)	-12.87%	3.99000	0.49000	14.00%	15,000,700	(47,600)
2011	4,466,504,753	(780,493,434)	-14.88%	3.50000	0.00000	0.00%	15,048,300	(2,952,500)
2010	5,246,998,187	(884,966,982)	-14.43%	3.50000	0.53770	18.15%	18,000,800	398,019
2009	6,131,965,169	(877,912,252)	-12.52%	2.96230	-0.00004	0.00%	17,602,781	(2,581,559)
2008	7,009,877,421	769,882,932	12.34%	2.96234	-0.28766	-8.85%	20,184,340	580,534
2007	6,239,994,489	1,795,139,561	40.39%	3.25000	-0.15000	-4.41%	19,603,806	4,971,510
2006	4,444,854,928	1,337,273,838	43.03%	3.40000	0.00000	0.00%	14,632,296	4,424,397
2005	3,107,581,090	703,341,979	29.25%	3.40000	0.00000	0.00%	10,207,899	2,352,376

## Property Value and Millage Rates

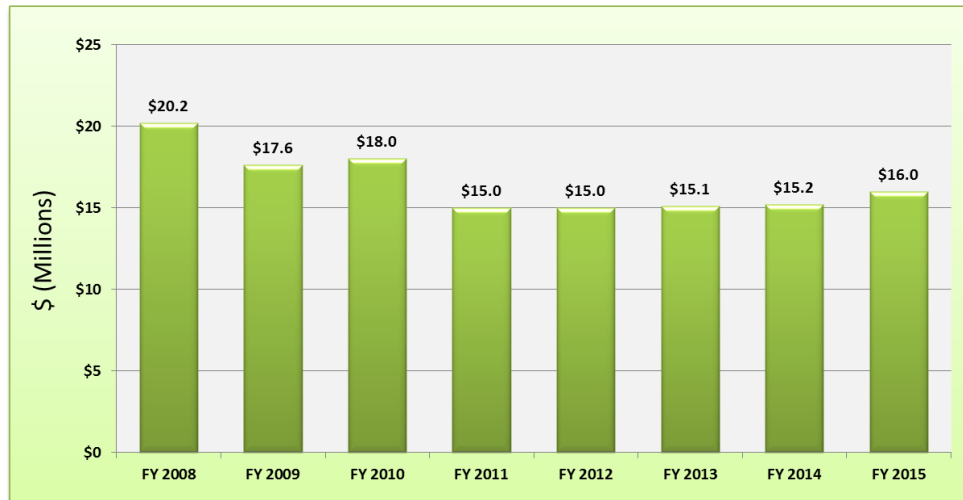
### Tax Roll Recapitulation July 1, 2014

Class of Property	# of Parcels	Just Value	Assessed Value	Exempt	Taxable	Taxable Value per Parcel
Residential Vacant Land	17,866	\$ 217,546,218	\$ 199,831,129	\$ 180,009	\$ 199,651,120	11,175
Residential Single Family	31,396	4,234,302,810	3,975,732,996	1,194,927,519	2,780,805,477	88,572
Residential Mobile Homes	2	34,948	34,948	18,351	16,597	8,299
Residential Other	2,662	330,296,146	309,712,576	29,727,849	279,984,727	105,178
Commercial Vacant Land	264	87,805,855	85,509,507	712,295	84,797,212	321,202
Commercial Other	835	326,125,180	324,575,957	12,211,487	312,364,470	374,089
Industrial Vacant Land	45	6,414,866	6,414,866	-	6,414,866	142,553
Industrial Other	43	30,869,381	29,850,181	474,840	29,375,341	683,147
Agriculture	126	69,110,414	5,092,658	64,000	5,028,658	39,910
Institutional	73	66,342,493	66,243,455	39,565,785	26,677,670	365,448
Government	892	294,523,422	291,311,709	291,237,565	74,144	83
Other Real Property	256	11,391,982	11,344,372	304,616	11,039,756	43,124
Personal Property	-	368,898,361	368,898,361	217,585,809	151,312,552	-
Centrally Assessed	-	5,683,479	5,025,933	209,882	4,816,051	-
<b>Total</b>	<b>54,461</b>	<b>\$ 6,049,345,555</b>	<b>\$ 5,679,578,648</b>	<b>\$ 1,787,220,007</b>	<b>\$ 3,892,358,641</b>	<b>\$ 71,471</b>

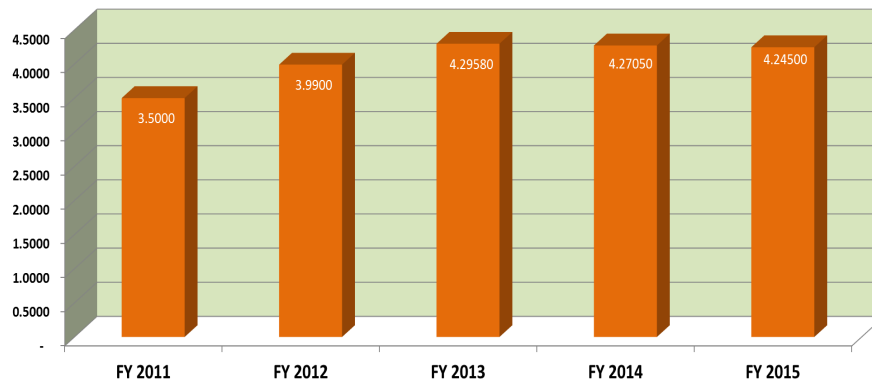
Property values have increased once again this year for the second year in a row. The increase in taxable value from fiscal year 2014 to fiscal year 2015 is estimated to be 5.57%.

# Property Tax History

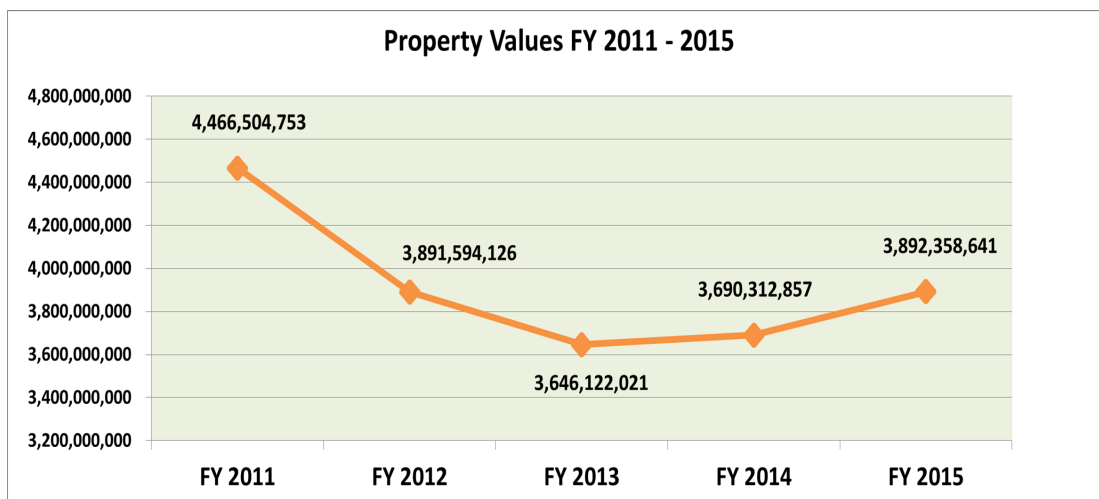
Fiscal Year 2008 through Fiscal Year 2015



## Millage Rate History



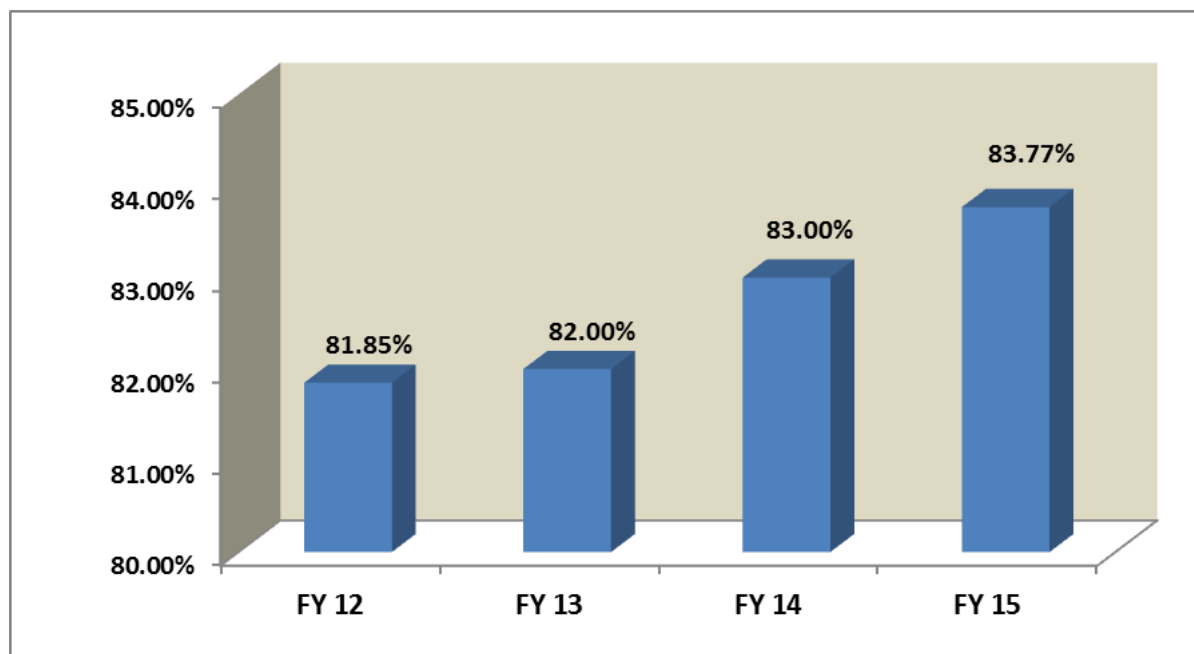
## Taxable Values



## *Property Value Per Capita*

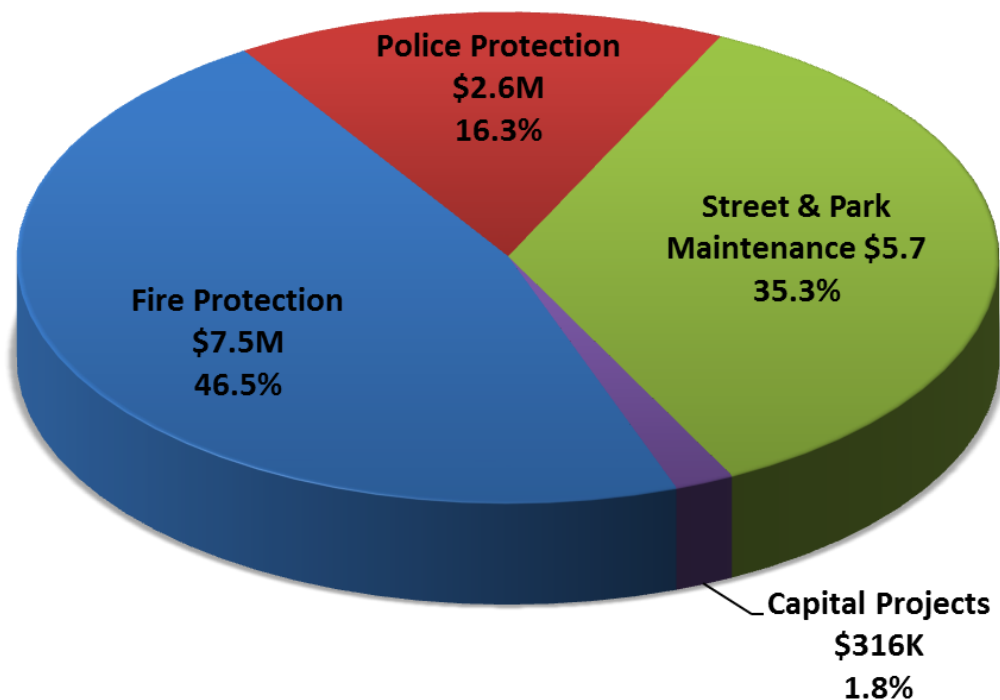
Fiscal Year	Property Value	Percent Change	Population	Percent Change	Property Value Per Resident	Percent Change
2015	3,892,358,641	5.48%	78,046	1.27%	49,873	4.15%
2014	3,690,312,857	1.21%	77,068	0.81%	47,884	0.40%
2013	3,646,122,021	-6.31%	76,450	1.10%	47,693	-7.33%
2012	3,891,594,126	-12.87%	75,617	0.58%	51,465	-13.37%

## *Residential Property as a % of all Property*





## Services Provided through Property Taxes



## Principal Property Tax Payers

Owner Name	Total Taxable Value
FLORIDA POWER & LIGHT COMPANY	\$ 64,485,522
INLAND DIVERSIFIED PALM COAST	19,687,589
FLORIDA LANDMARK COMMUNITIES	14,850,081
INTEGRA WOODS LLC	14,406,194
BELLSOUTH TELECOMMUNICATIONS I	13,403,497
BRIGHT HOUSE NETWORKS	11,684,924
PALM COAST MEDICAL SPECIALISTS	10,585,106
CELEBRITY RESORTS OF PALM	10,346,400
TARGET CORPORATION T-2364	10,190,158
WAL-MART STORES EAST LP	9,664,730