INTRODUCTORY SECTION

This section contains the following subsections:

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- Letter of Transmittal
- Certificate of Achievement for Excellence in Financial Reporting
- Organizational Chart
- List of Principal Officials



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COMPREHENSIVE ANNUAL FINANCIAL REPORT OF THE CITY OF PALM COAST, FLORIDA For The Year Ended September 30, 2014

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LETTER OF TRANSMITTAL



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CITY MANAGER'S OFFICE

January 30, 2015

To the Honorable Mayor, Members of the City Council, and Citizens of the City of Palm Coast:

This report consists of management representations concerning the finances of the City of Palm Coast (City). Consequently, management assumes full responsibility for the completeness and reliability of all the information presented in this report. As management, we assert that, to the best of our knowledge and belief, this financial report is complete and reliable in all material respects.

The City of Palm Coast's financial statements have been audited by James Moore & Co., P.L., a firm of licensed certified public accountants. The goal of the independent audit was to provide reasonable assurance that the financial statements of the City of Palm Coast for the fiscal year ended September 30, 2014, are free of material misstatement. The independent audit involved examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements; assessing the accounting principles used and significant estimates made by management; and evaluating the overall financial statement presentation. The independent auditor's report is presented as the first component of the financial section of the report.

The independent audit of the financial statements of the City was part of a broader federally mandated Single Audit designed to meet the special needs of federal grantor agencies. The standards governing Single Audit engagements require the independent auditor to report not only on the fair presentation of the financial statements, but also on the City's internal controls and compliance with legal requirements, with special emphasis on internal controls and legal requirements involving the administration of federal awards. These reports are in the compliance section of this report.

Generally accepted accounting principles (GAAP) require that management provide a narrative introduction, overview, and analysis to accompany the basic financial statements in the form of Management's Discussion and Analysis (MD&A). This letter of transmittal is designed to complement MD&A and should be read in conjunction with it. The City of Palm Coast's MD&A can be found immediately following the report of the independent auditors.

Profile of the Government

Palm Coast is situated in the eastern portion of Flagler County. The City was developed in 1969 on 68,000 acres formerly owned by the ITT Corporation. The original ITT development plan encompassed 48,000 home sites on approximately 42,000 acres (65.62 square miles). Paved streets and central water and sewer serve all lots developed within the City. An extensive water management system was designed to replenish the area's water table, which includes 26 miles of freshwater canals and 23 miles of saltwater canals.

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In 1975, the Flagler County Board of County Commissioners established the Palm Coast Service District, consisting of almost 40,000 acres. Funds for the district were derived primarily from ad valorem taxes and were utilized to provide fire services, fire hydrants, street maintenance and lighting, animal control and emergency services.

In September 1999, the citizenry of Palm Coast voted overwhelmingly by a margin of two to one to incorporate as a council/manager form of government. On December 31, 1999, the City of Palm Coast was officially incorporated. On October 1, 2000, all services were officially transferred from the former Service District to the City of Palm Coast. The five-member City Council is elected at large and serves staggered four-year terms. One member is elected as Mayor. The promulgation and adoption of policy are the responsibility of the Council and the execution of such policy is the responsibility of the Council appointed city manager. The City hired its first city manager on April 17, 2000.

The City of Palm Coast currently has a population of 78,046 residents and covers an area of approximately 81 square miles. For fiscal year 2015, property within the City has a taxable value of \$3,892,358,641. This was an increase of approximately five percent from 2014. The City's property tax rate for fiscal year 2014 is set at \$4.2450 per \$1,000 of taxable value. Approximately two percent of the property taxes levied have been committed to capital projects for fiscal year 2015.

The City provides a wide range of services including development services, fire services, street construction and maintenance, a water and wastewater utility, stormwater management, parks, and recreational activities. Palm Coast contracts with the Flagler County Sheriff for law enforcement services.

Economic Outlook

The City's economy is recovering from the collapse of the housing market and the national recession that occurred in 2008. All economic indicators are pointing in a positive direction. Real estate values continued to rise in 2014 and are expected to appreciate in 2015. Single-family permits are at the highest level since 2007, with 339 permits issued in 2014. Population projections are positioning Palm Coast to be the second fastest growing area over the next five years and the labor market continues to recover as well. Even with this improvement and the creation of approximately 5,200 jobs in the local economy since the recession, the unemployment rate as of September 30, 2014 was still 8.4%.

A particular bright spot has been taxable sales within the City. We have seen over a 35% increase in taxable sales since 2007. This is mainly due to the addition of several shopping centers since 2007 and increases in tourists and related spending. Previously vacant commercial plazas, such as City Marketplace and European Village, have seen renewed activity with many new businesses opening.

Long-term Financial Planning

The City Council continues to focus on carrying out its Strategic Action Plan and the related goals, projects, and programs. Economic development is guided by the City's Prosperity 2021 plan, which is integrated within the Strategic Action Plan. This plan takes an inside out approach, by strengthening our existing neighborhoods and commercial areas. This past fiscal year, the City's taxable value appreciated 5%. As all major economic indicators are now trending in a positive direction, we expect the local economy to continue to improve and have a positive impact on City revenue sources.

This past fiscal year, City Council evaluated the City's Recreation Impact Fee, making changes to the methodology, and ultimately lowering the fee after reducing future capital needs in the Park Master Plan. The City's Recreation Impact Fee will ensure that new development contributes to future capital needs to develop parks and provide recreational opportunities to the citizens.

The City continued water and sewer rate increases that were enacted due to the recent rate study, which will provide funding for infrastructure expansion and replacements. With the increase in building permits and associated growth, City staff is evaluating the timing of the next Wastewater Treatment Plant. The Wastewater Treatment Plant represents a major capital funding need in the future as the City continues to grow.

Future Projects and Programs

The need for infrastructure projects continues to grow as existing infrastructure ages, new development occurs, and the population continues to increase. During the upcoming year, the City will invest in infrastructure improvements necessary to support both the existing and future population. In 2015, the City will undertake the following major projects: City Hall & Central Park Wing, Seminole Woods Path, Holland Park Renovation, Street Resurfacing, Palm Coast Parkway Six-Lane, Palm Harbor Parkway Extension, Old Kings Road North Extension, Royal Palms Parkway Improvements, WTP 2 – Wellfield Expansion, Old Kings Road Master Pump Station and Force Main, Reclaimed Water Mains, Swale Rehab & Pipe Replacement, Modeling Improvements, Major Crossing Rehabilitation, and Weir Replacement.

The Palm Coast Business Assistance Center, or BAC, was established in May 2011 to help our existing business grow through a unique partnership with the Small Business Development Center at the University of Central Florida (SBDC at UCF). Since its inception, the BAC has helped businesses maintain or create 174 jobs and invest approximately \$22.5 million in our local economy through capital investment, increased sales, and salaries. In the upcoming year, the BAC will continue to expand its services to serve local businesses and grow the economy "one job at a time."

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 (13% increase in bed tax collections over last year) to our local economy. This past year, through a TDC grant and partnership with the Flagler County School District, the City was able to add two additional fields at Indian Trails Sports Complex, which will assist in attracting bigger and better tournaments.

Awards

The Government Finance Officers Association of the United States and Canada (GFOA) awarded a Certificate of Achievement for Excellence in Financial Reporting to the City of Palm Coast for its comprehensive annual financial report for the fiscal year ended September 30, 2013. This is the thirteenth year that Palm Coast has achieved this prestigious award. In order to be awarded a Certificate of Achievement, a government must publish an easily readable and efficiently organized comprehensive annual financial report. This report must satisfy both generally accepted accounting principles and applicable legal requirements.

A Certificate of Achievement is valid for a period of one year only. We believe that our current comprehensive annual financial report continues to meet the Certificate of Achievement Program's requirements and we are submitting it to the GFOA to determine its eligibility for another certificate.

The City of Palm Coast also received the GFOA Award for Outstanding Achievement in Popular Annual Financial Reporting for its Fiscal Year 2013 Popular Annual Financial Report. This is the first year that Palm Coast has received this award.

The City of Palm Coast also received the GFOA Distinguished Budget Presentation Award for its Fiscal Year 2014 budget document. This is the eleventh consecutive year that Palm Coast has received this award.

The City of Palm Coast also received the ICMA Certificate of Distinction for its Fiscal Year 2014 performance measurement document. This is the first year that Palm Coast has received this award.

The City of Palm Coast also received the Association of Public Treasurers of the United States & Canada's Debt Policy Certificate of Excellence Award. This is the first time that Palm Coast has received this award.

Acknowledgements

The preparation of this report would not have been possible without the efficient and dedicated services of the entire Finance staff. We would like to express our appreciation to all members of the department who assisted and contributed to the preparation of this report. Credit must also be given to the Mayor and the City Council for their unfailing support for maintaining the highest standards of professionalism in the management of the City of Palm Coast's finances.

Respectfully submitted,

im Landon
City Manager

Christopher M. Quinn Finance Director



Government Finance Officers Association

Certificate of Achievement for Excellence in Financial Reporting

Presented to

City of Palm Coast Florida

For its Comprehensive Annual Financial Report for the Fiscal Year Ended

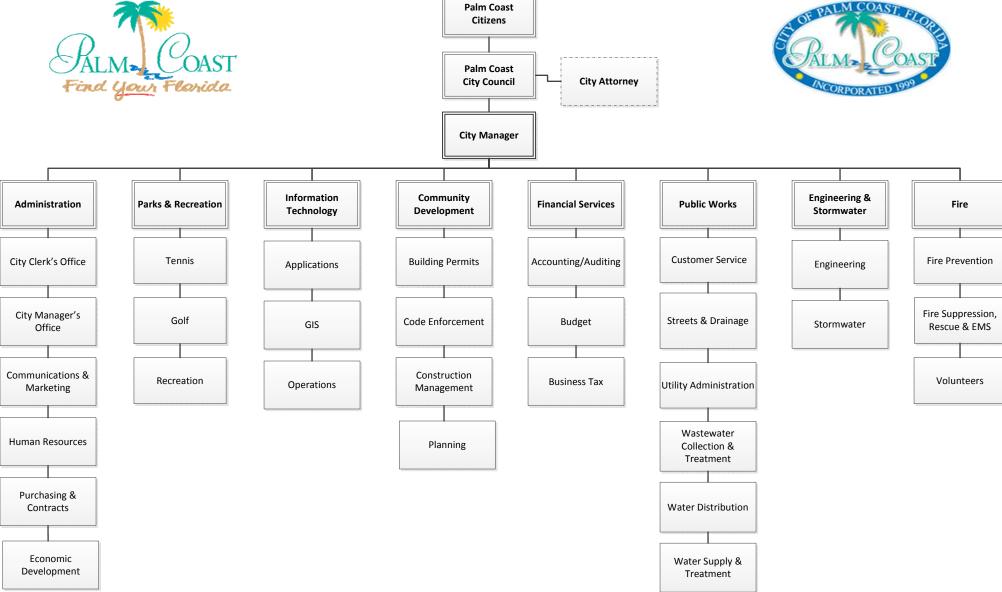
September 30, 2013

Executive Director/CEO



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LIST OF PRINCIPAL OFFICIALS

September 30, 2014

ELECTED OFFICIALS

Mayor Honorable Jon Netts

City Council Members: Jason Delorenzo

Bill McGuire Dave Ferguson William Lewis

CITY OFFICIALS

City Manager James S. Landon

City Attorney William Reischmann

City Auditor James Moore & Co., P.L.

Finance Director Christopher M. Quinn