



# Message From The Mayor

Jon Netts



### Attracting new residents and businesses:

Sports tourism began to roar in Palm Coast as we reached out to hundreds of regional families offering our Indian Trails Sports Complex for soccer, lacrosse, Quidditch and flag football competitive tournaments. Parents and children slept, ate and spent money in our community.

**How have things improved?** We're coming full circle. We don't want to be known as the nation's fastest growing community like we were in 2006: we now want to remain as one of the steadiest. As I write this article in mid-2015, our focus on Prosperity 2021 has resulted in more jobs, higher home values, a robust real estate market and new businesses opening doors in Palm Coast. We're seeing exciting new retail opportunities (the new Island Walk Center will open next year). We're widening roads, renovating parks, building a new City Hall and adding miles to existing trails. Every month, Palm Coast is gaining momentum and realizing economic prosperity.

As we observe our 15th year as a City, we must ponder what may come tomorrow. Our journey continues as we make our future together. Stay tuned.

Do you remember how things were around here five years ago? Palm Coast was the poster child for Florida's economic meltdown. For too many months, Palm Coast, as well as our state and our nation, experienced a deep recession with record unemployment and home foreclosures, a stagnant business climate and diminishing home values. Despite the uncertainty of those economic times, our City Council was challenged to search for sustainability. In 2011, Council adopted our "Prosperity 2021" economic development plan to grow our local economy. The plan focused on three priorities and urged staff to press forward with implementation of these three components:

#### Keeping our neighborhoods beautiful:

Staff increased rehabilitation efforts to include hundreds of miles of stormwater swales and rebuilt weirs to ensure proper street drainage. They constructed miles of trails to connect neighborhoods to schools, businesses, recreational amenities. They planted trees and shrubs in common areas.

#### Helping existing business grow and profit:

Palm Coast partnered with the Small Business Development Center of the University of Central Florida as a key hub for free personalized counseling service for our local businesses. Palm Coast's first-of-its-kind Business Assistance Center opened, providing a one-stop location for business planning, accounting and marketing training, along with assistance navigating regulatory requirements.

	Change from 2010 to 2015
Employed	+12,300
Unemployment Rate	Down 9%
New Commercial Investment	\$684 Million
Business Sales	+28%
Median Home Price	+26%
New Home Starts	+200%
Hotel Stays	+104%

# City Desk

News From City Departments

- ENGINEERING & STORMWATER
- PUBLIC WORKS & UTILITIES
- COMMUNITY DEVELOPMENT
- FIRE DEPARTMENT
- INFORMATION TECHNOLOGY
- RECREATION & PARKS
- FINANCE



### About Temporary Modification of Water Disinfection Treatment Procedures:

In order to maintain reliability of our water distribution system, the City of Palm Coast Utility Department will temporarily change the disinfection process for our potable (drinking water) supply. From June 1-July 6, we will disinfect the water with free chlorine rather than combined chlorine/ammonia (chloramines). This helps to ensure the quality of the drinking water in the distribution system. During this period, customers may experience a slight increase in the taste and odor of chlorine. Customers on dialysis who use a proportioning machine to prepare dialysate are advised to contact their physician to obtain the appropriate steps to accommodate the change in water disinfection. Customers who have fish tanks or aquatic species are advised to contact a professional aquarist to avoid any problems associated with chlorine. Call the Department's Customer Service number, 386-986-2360, with any questions.



**About Independence Day Events:** Celebrate the July 4th holiday at two free Palm Coast events this year: Fireworks in the Park will be held in Central Park on Fri. night, July 3. Bring an outdoor picnic, blanket and lawn chairs and prepare for a spectacular fireworks display at 9pm. On Sat., July 4, join your community to pay tribute to our stars and stripes at the Annual 'By the Dawn's Early Light' ceremony in Heroes Park. Flag raising begins at 8am.



**About Parks & Recreation Month:** A full month of fun family events will be held in July to celebrate Parks & Recreation Month in Palm Coast. You can attend two family swimming pool events on July 11 and 24; an Ice Cream Social in our new Long Creek Nature Preserve on July 24; a Tour de Palm Coast bike ride through Linear Park/St. Joe Walkway/Waterfront Park on July 25.



**About City Construction:** 6-laning of Palm Coast Pkwy is about 80% complete and moving towards the end of construction in December. The **Palm Coast City Hall** is almost half finished and will open to the public around Thanksgiving. The **Island Walk Shopping Center** is focusing on completion of the new Publix, scheduled for this fall. Amenities at **Holland Park** are being transformed for a 2016 grand opening. **The Matanzas Woods Pkwy Project will commence this summer to construct a brand new interchange at I-95 and Matanzas Woods Pkwy. To begin the project, the Matanzas Woods Pkwy Bridge extending over I-95 will be closed to traffic all summer. Please make alternate travel plans.** Road extensions for Old Kings Rd. North and Palm Harbor Pkwy. will also begin this summer to eventually connect to the new I-95 interchange.



**About Long Creek Markers:** Those who paddle through the Long Creek Nature Preserve shouldn't lose their way if they follow the fifteen new markers placed along the beautiful setting. Signs will help guide canoers and kayakers to safely navigate through the peace of the wetlands. Five of the markers will include a quick-response bar code to direct smartphone users with maps and landmark locations.

## PE Students Having More Fun with Golf

Laughter and cheering filled the Wadsworth School gymnasium this spring when the Palm Harbor Golf Club staff led 900 students to experience some genuine fun playing golf.

Palm Harbor is proud to introduce Giant Leaps Forward as a brand new program to help kids discover a game they'd never before consider. "Children often think of golf as a long, boring game for parents," says Christian Bell, Golf Pro at the Palm Harbor Golf Club. "Giant Leaps Forward is designed to incorporate their ingenuity into more creative, entertaining ways to interpret the game. And usually, while they're running around playing, they're actually learning some of the basic golf skills."

Games such as 'Finders Keepers' and Spaghetti' provide a playfulness that reinforce all the fun and the laughter in

every class. Students utilize plastic golf clubs, balls and hole/cups that are lightweight to control. Once they participated in Giant Leaps Forward, they were given the opportunity to join an After School Golf Club at Wadsworth, with four instructional sessions on school grounds and a final class on the golf course.



To further promote golf for parents and their kids, Palm Harbor has also initiated weekend Playing the Loop for families to affordably play an accelerated four hole game and Nine N' Dine for kids and parents to play nine holes after school/work and share a bar-b-que dinner together.

"Ultimately, when young people learn to love this sport, they inspire their moms, dads and siblings to play with them as often as possible," Christian adds. "Nothing could be better for a family than having a life-long activity to share."

If your school or family would like to participate in the Giant Leaps Forward golf program, contact Christian Bell at cbell@kempersports.com or 386-986-GOLF (4653).

## Making Our Future Together

Please share with us what you love most about Palm Coast. We invite you to submit a short video about what makes you passionate about our city, what is unique about your family experience here or how you found Palm Coast. We plan to use your video for marketing purposes. More information is available at [www.palmcoastgov.com/future/tell-your-story](http://www.palmcoastgov.com/future/tell-your-story).





### Contact Information

Mayor Jon Netts  
jnetts@palmcoastgov.com

**Council Members**

Jason DeLorenzo  
jdelorenzo@palmcoastgov.com

Bill McGuire  
bmcguire@palmcoastgov.com

Heidi Shipley  
hshipley@palmcoastgov.com

Steve Nobile  
snobile@palmcoastgov.com

**City Manager's Office**  
386-986-3702

Jim Landon . . . . . City Manager  
jlandon@palmcoastgov.com

**Customer Service**  
386-986-2360

Utility billing, garbage pick-up, streets, maintenance for city signs, street lights, sidewalks, potholes; swales and drainage, driveways/culverts, resurfacing; Code Enforcement, mowing, tree/fire mitigation, property maintenance, vehicle parking, trash on private property, irrigation ordinance, noise/pet issues.

**Community Development**

Planning . . . . . 386-986-3736  
Building Permits . . 386-986-3780

Fire & Rescue . . . . . 386-986-2300

Parks & Recreation . 386-986-2323

Finance/Budget . . . . 386-986-3723

City Clerk . . . . . 386-986-3713

Communications/  
Newsletter . . . . . 386-986-3708

[www.palmcoastgov.com](http://www.palmcoastgov.com)

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# Summer Camp Memories Await Your Kids

**Junior Lifeguard Camp** – 11-14 year olds will learn step-by-step lifeguarding and first aid skills. An online \$5 registration discount is available. Mon-Fri, July 20-31, 8:30am-12:30pm, Frieda Zamba Swimming Pool.

**Golf Camp** – 8-15 year olds practice the golf skills, covering the short game, swing, putting, etiquette and sportsmanship. Lunch, snacks and drinks are included. Mon-Fri., June 15-19, July 6-10, Aug. 3-7, 9am-2pm, Palm Harbor Golf Course.

**Tennis Camp** – 6-13 year olds can learn how to play tennis, including stroke fundamentals, eye-hand coordination, footwork and match play. 8:30-11:30am or 9am-1pm options are available weekly throughout the summer at Belle Terre Park and the Palm Coast Tennis Center.

Early drop-off, after hours and afternoon Specialty Camp care is also available for all campers. You'll find that City camps are the most affordable around! Check it out at [palmcoastgov.com/register](http://palmcoastgov.com/register) or 386-986-2323. The online discount code is LIFECAMP15.

Magical summer camp activities stay in a child's hearts forever. If your kids want to create, play, learn and laugh, making memories begins at these City of Palm Coast camps:

**Fun in the Sun Camp** – K-8th graders enjoy fun-filled themed activities including crafts, games, swimming and nature hikes. Mon-Fri, June 8-Aug. 7, 9am-4:30pm at the Palm Coast Community Center

**CSI Camp** – 3rd-5th graders will team to investigate techniques used to identify and process clues of a crime, just like real CSI professionals. Mon-Fri, June 22-26, 8:30-11:30am, Frieda Zamba Pool classroom.

**Fire Fighter Kids Camp** – 3rd-5th graders will visit a fire station and learn about regulation equipment, first aid and safety. An online \$5 registration discount is available. Mon-Fri, July 13-17, 8:30-11:30am, Frieda Zamba Pool classroom.



## Jewel of a Pool

Swimming in a sparkling heated and lighted pool can be one of the greatest joys of living in Florida. Palm Coast's Frieda Zamba Swimming Pool at 339 Parkview Dr. will be the spot to enjoy several family events this summer. Are you ready for some fun?

**World's Largest Swim Lesson** - Thurs., June 18, 9:30am. Join thousands of swimmers worldwide to learn water safety.

**Pack the Pool Days** – Sat., June 13 (Social Media Day), Sun., June 21 (Father's Day), Sun., July 26 (Grandparents Day), Sun., Aug. 2 (Friendship Day). Various times/fees.

**Dive-In Movie** – Fridays, June 26 (Ghostbusters), July 31 (Planes). 8pm. \$1 to watch movies from inside the pool or on a lounge chair.

**Shark Weekend** – Sun., July 5, 1-4pm. Shark trivia, costumes and games.

**Splash 'n Dash** – Sat., July 11, 8:30-11am. An 'Aquathlon' competitive swim and fun run for kids, 7-15.

**Teen Water Night** – Fri., July 17, 8-10pm. Teen pool party with swimming, music, games.

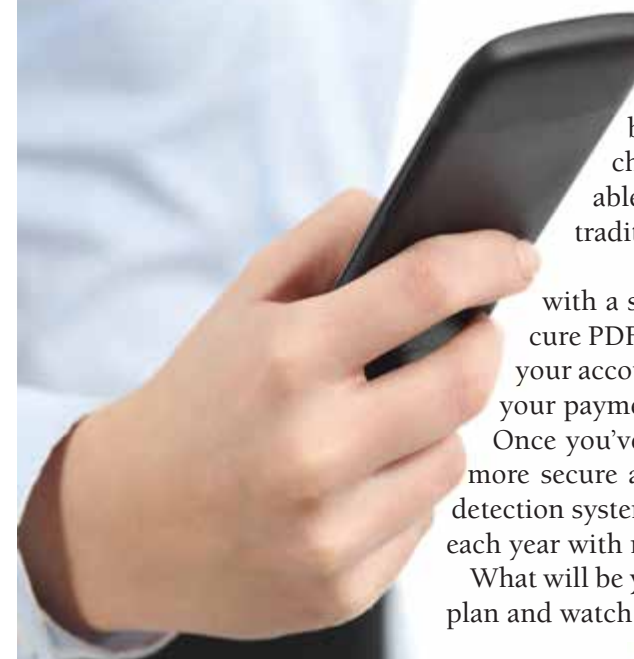
Create your own special event and rent the pool and pavilions for a private party! More information is available at [www.palmcoastgov.com](http://www.palmcoastgov.com).



Jon Netts - Mayor • Bill McGuire - Vice Mayor • Jason DeLorenzo • Heidi Shipley • Steve Nobile

Palm Coast, FL June/July 2015

## PAYING UTILITY BILLS *Your Way*



More adaptable mobile options, quicker real-time account updates: the City is getting ready to roll out a new billing system that will bring you the most convenient, flexible procedures to access and pay your utility bill than we've ever before offered. Beginning in July and August, you'll have choices to customize your approach to your personal utility account. You'll be able to pay your bill on a tablet, smart phone, on your home computer or through traditional mail. It will be completely up to you.

Are you inclined to text? Review balances and make payments to your account with a simple text message. Are you more likely to email? Pay directly from your secure PDF E-bill account without ever having to log in. Our new system will also update your account more promptly after payment so you can access a real-time record and view your payments immediately after posting.

Once you've determined to pay your bill via text, email or traditional mail, you'll have a more secure and stable payment environment, as the new system maintains an advanced detection system that raises the bar on payment security and handles millions of transactions each year with no outages.

What will be your own most convenient way to pay? It's time to begin creating your personal plan and watch soon for more information.

Did you know that every Palm Coast utility customer has an opportunity to **donate** dollars to assist other residents in need by helping to pay their utility bill? You can authorize the utility department to add a donation amount to your bill – any denomination, any month or months. Your contribution will be administered by the Flagler County Social Services, an independent outreach program. To help a neighbor, please call 386-986-2360.

