

DISCOVER PALM COAST



2010 Annual Report

Discovering an Identity

2010 is the year that Palm Coast discovered a way to be remarkable. It's almost as if citizens have been carrying around a secret puzzle for decades and they've now just begun to put all the pieces together. They are sharing a beautiful paradise that connects miles of new trails extending through the splendid elegance of natural wildlife; they are a community pulling together to support cultural diversity among local clubs and organizations; they are valuing friendship, education and partnerships among government entities to advocate growth and prosperity.

In 2010, pieces of this intricate puzzle fit a bit unevenly because of a stalled economy. Like many cities across this nation, Palm Coast navigated through high unemployment, a stagnant business climate and an unsettling real estate market. To overcome these challenges, the Mayor and City Council partnered with the County and School Board to reduce duplication of services and find new cost effective ways to do business.

Regardless... several colorful pieces of the puzzle truly emerged in 2010.

As Palm Coast continues to fit together their puzzle to define their identity, one sustaining piece emerges. The City is a great place for families to enjoy the essence of life – the best discovery of all.



DEFINING ACHIEVEMENTS

- Emerging of spectacular new special events such as the Rock 'N Rib Fest, Holiday Fest and Parade, Seafood Festival, Holiday Joy Ride and Palm Coast's first ice skating rink brought residents to Central Park to celebrate life in Palm Coast
- Opening Waterfront Park and the Graham Swamp Trail strengthened the environmentally-sensitive eco-theme for citizens
- Stepping forward as a prominent green Florida City brought accolades to Palm Coast as a recipient of the Gold Level Designation for a Green Local Government, awarded by the Florida Green Building Coalition. Additional 2010 awards included the Outstanding Sustainability Initiative Award from the Florida Planning and Zoning Association and the Outstanding Project Award for our Educational Tree Nursery from the Florida Urban Forestry Council. The City also became a new home to several new businesses specializing in efficient energy usage
- Rising as a new youth sports destination for lacrosse, soccer, tennis and bicycling, athletic special events introduced Palm Coast as a new player in the national arena of sports
- Launching the City's high performance FiberNET high speed open access internet to local businesses helped to lower the cost of telecommunications for existing businesses and to attract new jobs to Palm Coast.
- Receiving over \$8 million in stimulus/grant money to extend Old Kings Road, construct multi-use bike paths and trails, resurface Palm Coast Parkway, reconstruct a bridge on Palm Harbor Parkway and purchase foreclosed homes to rehab and sell for a Neighborhood Stabilization Project to enhance quality of life

Defining Dynamic Direction

During ordinary times, a Mayor and City Council adopt ordinances, pass resolutions, take legislative action and adopt a City budget. During extraordinary times, a Mayor and City Council provide consistency, stability and direction for their community. In 2010, Palm Coast's leaders addressed residents' needs to maintain the signature quality of life that the City has come to know and expect. Sharing the pain of an unparalleled economic downturn, Palm Coast's Mayor and City Council dug in deep to help their citizens cope with an economy thrown off balance. Council approved a special assessment district giving the City power to clean up blighted properties and place liens on properties to collect the cost. They gave incentives to small innovative new green companies to bring their businesses to Palm Coast. They approved a lean 2010-2011 Annual Budget, taking unprecedented measures to save tax dollars.

The Mayor and four Council Members represent four city-wide districts and are elected in non-partisan elections to serve staggered four-year terms. Council hires a Manager to carry out the policies they establish each year.

The Palm Coast City Council meets in regular business session on the first



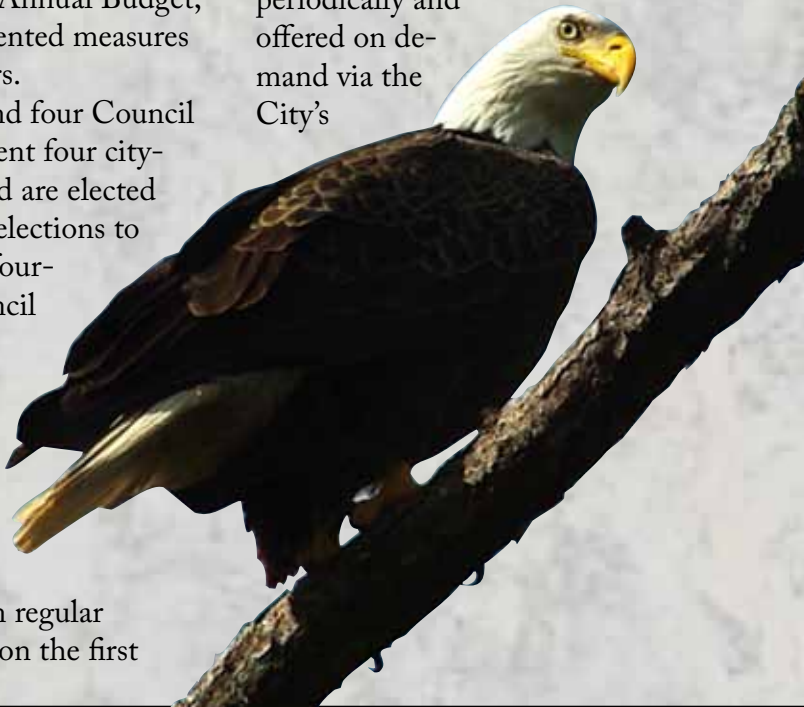
Tuesday of each month at 6:30pm and the third Tuesday of each month at 9:00am at the City's Community Center, 305 Palm Coast Parkway NE. The City provides live television coverage of these meetings on Palm Coast's Municipal Access Television station, Cable TV199. Meetings are also re-broadcast periodically and offered on demand via the City's

website, www.palmcoastgov.com

Council's primary vision for 2010 pledged that Palm Coast continues as a safe community with a hometown feeling that respects and protects the natural environment. Dynamic direction from our government officials ensured this vision will come true.

TOP PRIORITIES 2010-11

- Street Valley Gutter & Pipe Replacement Project
- Swales: 25 miles rehabbed and six months response to complaints
- Water Reuse System Master Plan
- CRA for Palm Coast's Northeast Section
- Stormwater System Hydraulic Modeling
- 50 Miles of Road Resurfacing
- Stormwater Utility Ordinance
- Neighborhood Signs & City Gateway Signs
- Community Center Concept Plan
- City Economic Development & Incentive Policy



Dispatching the Safest Possible Services

Superior fire protection and emergency medical services are indeed foremost in the minds of all Palm Coast citizens. Community firefighters and EMTs continue to be valued strongly because of their dependable professionalism and the quality of their services.

In recognition of the City's high quality fire protection, the National Insurance Services Office (ISO) awarded Palm Coast a Class 4 rating based on their distribution and number of fire engine companies, training procedures, firefighter response to emergencies, maintenance and testing of fire equipment, alarm dispatch services, sufficient water supply for fire suppression and rate of flow provided by water mains. Improving this rating in 2010, from a Class 5 to a Class 4 may have a positive effect on residential and commercial insurance premiums in the City. Generally, the lower the ISO rating on a scale from 1 to 10, the better the insurance rates.

Two new replacement pieces of equipment were delivered last year for use by firefighters. A 100-ft. mid-mount aerial



ladder truck, equipped with in-house training tools, is permanently housed on the east side of I-95. The second truck, also a replacement and purchased through the Florida Fire Chiefs Association Purchasing Program, is a Level II custom pumper, manufactured by Pierce Manufacturing, Inc. It will replace our existing Engine #25 which is being retired. Both trucks were purchased in accordance with the 2009-10 Department Fleet Replacement Program.



DEFINING ACHIEVEMENTS

- Responded to 211 calls for fire assistance
- Responded to 5,402 calls for EMS and Rescue
- Responded to 1,414 miscellaneous emergencies
- Received 100% (no deficiencies noted) in a random ALS inspection by the State of Florida Department of Health Emergency Medical Services visit.

Detailed, Accountable Finances

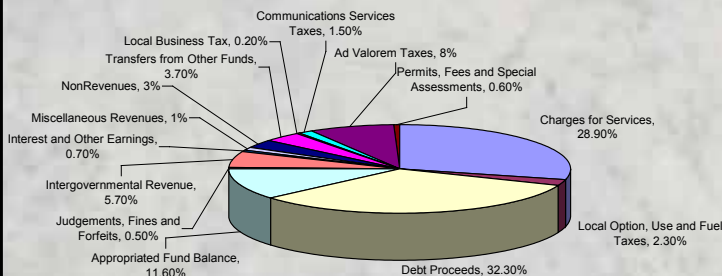
The Finance Department continues to plan and direct the fiscal operations of Palm Coast's government. It keeps administration informed of the financial picture relating to revenues, investments and expenditures. Department responsibilities include Accounts Receivable and Payable, Budget, Annual Audited Financial Report, Payroll and Local Business Tax Receipts.

Managing Palm Coast's fiscal operations in 2010 was probably the most challenging in the City's history. Due to the difficult economic climate, the approved 2010-2011 Budget focused for the first time on reduced staff levels for services in a variety of areas while

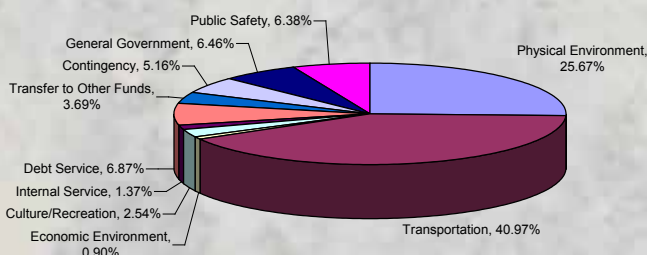
increasing staff levels for swale maintenance.

The Finance Department received its ninth consecutive Certificate of Achievement for Excellence in Financial Reporting and its seventh consecutive Distinguished Budget Presentation Award in 2010, both from the Government Finance Officers Association.

CITY-WIDE REVENUES BY SOURCE FISCAL YEAR 2011



CITY-WIDE EXPENDITURES BY FUNCTION FISCAL YEAR 2011



GENERAL FUND REVENUES BY SOURCE FISCAL YEAR 2011

SOURCE	Proposed FY 11
Ad Valorem Taxes	\$ 15,048,300
Local Option, Use and Fuel Taxes	335,000
Communications Services Taxes	2,854,500
Local Business Tax	389,300
Permits, Fees and Special Assessments	804,500
Intergovernmental Revenue	1,912,900
Charges for Services	3,251,561
Judgments, Fines & Forfeits	583,200
Interest and Other Earnings	306,100
Miscellaneous Revenues	34,500
Transfers from Other Funds	876,828
Appropriated Fund Balance	-
TOTAL	\$ 26,396,689

GENERAL FUND EXPENDITURES BY DEPARTMENT FISCAL YEAR 2011

DEPARTMENT	Proposed FY 11
General Fund	
City Council	\$ 88,377
City Manager	352,569
Community Relations	229,476
Purchasing and Contracts Management	290,724
Economic Development	330,081
City Clerk	165,586
Human Resources	283,789
Law Enforcement	2,599,863
City Attorney	341,077
Financial Services	763,068
Community Development	3,785,959
Fire	7,536,341
Public Works	6,946,383
Engineering	548,150
Recreation and Parks	1,270,123
Non-Departmental	865,123
Total General Fund	\$ 26,396,689

Demonstrating Responsible Planning and Growth Management

Uniting their Planning, Building, Zoning, Code Enforcement, and Green Team Divisions, the Palm Coast Community Development Department is dedicated to provide a full range of services to residents, builders and contractors to ensure a high quality of life through a balanced approach to development. Their primary objective is to protect the City's aesthetics, health, safety, welfare and natural resources with responsible planning and growth management.

This dynamic Department tackled numerous exciting projects in 2010. The Building Division reduced costs associated with permitting and inspecting through the simplification, streamlining and reorganization of the site development review process. This fee reduction will translate into savings for customers and contractors and provide an incentive to stimulate development and construction activities by reducing the costs associated with City permitting and inspection.

This year, Community Development managed the construction of Waterfront Park and over 16 miles of new multi-purpose trails. These improvements add to the variety of recreational opportunities available in Palm Coast. The City has secured over \$4 million of federal and state funding to design and construct the next set of multi-use paths. These projects continue to implement the Council's goal to provide residents with a safe, accessible link to schools, parks, and businesses.

The Department continues to work to protect and improve residential neighborhoods through the acquisition and rehabilitation of foreclosed homes. Homes are made available for private ownership under a National Neighborhood Stabilization Program. Additional homes are expected to be acquired in the coming year, implementing the Council's vision of Palm Coast as "A Great Place to Live!"

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DEFINING ACHIEVEMENTS

- Completed project management for plans, construction and Grand Opening for Waterfront Park on the Intracoastal Waterway
- Completed project management for Graham Swamp Trail and various Multi-Use Paths (Easthampton Blvd., Ravenwood Dr., Whiteview Pkwy., Royal Palms Pkwy., Belle Terre Pkwy.)
- Completed road improvement projects on Old Kings Road and Belle Terre Parkway North
- Acquired and rehabilitated twenty homes through the Neighborhood Stabilization Program

DEVELOPMENT ORDERS APPROVED

- Palm Coast Landing, Town Center
- AutoZone, Palm Coast Pkwy.
- CVS Pharmacy, Palm Coast Pkwy.
- Beach Village at Palm Coast Apartments
- Tuscany Village Infrastructure Improvement
- Palm Coast Fibernet Co-location Facility
- Epic Movie Theater, Town Center
- Palm Harbor Golf Course
- Christ the King Lutheran Church
- Utility Drive Fueling Depot
- Memorial Hospital Flagler – 2-story addition
- Palm Coast Days Inn
- U-Haul Rental / Leasing
- ABC Fine Wine & Spirits
- Dark Hawk Enterprises (exotic automobile and bike dealer and showroom)
- Dunkin Donuts / Pizza Hut Retail Shopping Plaza
- Olive Garden / Red Lobster Restaurants
- Belle Terre Parkway Multi-use Path
- Easthampton Boulevard Multi-use Path
- Kings Point Medical Offices
- Retail Development / 85 Cypress Point Parkway
- Sunshine Food Mart
- Infrastructure for Memorial Hospital – Flagler Phase 1 (utility & stormwater improvements, parking lot and site pads for 2 future buildings)
- Primera Iglesia Bautista Hispana de Palm Coast Phase II

OCCUPANCY PERMITS ISSUED TO NEWS BUSINESSES

- Mariotti's Laundry & Cleaners Center
- Paradise of Palm Coast (day spa)
- Beltone Northern Florida – Hearing Aids
- Diamond Point Hair Studio
- Ygeia Health Center
- Americare Home Therapy / Home Health Agency
- LifeCoast Church Office
- Geppner & Associates
- Canario's Place (convenience store)
- Arthur Brooks Produce Store
- Davis and Sons Upholstery
- Palm Coast Medical Equipment
- Johnny's Italian and Mediterranean Restaurant
- Serge's Landscaping
- Flagler Hospital Orthopedics
- Cardiology Physicians
- Observer Advertising Publishing
- Herrera Real Estate Service
- Upholstery & Lawn Maintenance
- Sylvester Handmade Items/Antiques
- Panache Shoes
- A1A Computer Sales and Service
- Jo's Flea Market Sports Merchandise, Linens
- Red Sphere Restaurant
- Wireless Phone Sales
- Internet Motorcycle Sales
- Ronda Barron (retail sales)
- Silver City Smoked Salmon (smoked foods)
- Club Ted (golf club repair)
- Select Realty
- Palm Coast Gold Buyers
- BR Interviewing Inc. (market research)
- Pro-Green Lawn & Home Care
- Turtle Apps, LLC (computer development)
- Café Fuel
- Dental Specialist of North Florida
- Solar Fit
- Urgent Care
- McHenry's Raw Bar Expansion
- Big Picture Marketing
- Ginger Root Market
- Gostoso Bakery
- Suncrest Home Health
- My Pet (on-call grooming salon)
- Art for U (web design service)
- Mis Amore Restaurant
- Garage Sale / Merchandise Store
- War Tires (military surplus tires)
- Neurology and Pain Relief
- R. Jones Enterprises (tax office)
- Palm Coast Injury Law Office
- Lux Communication/Telecommunications
- Axiom Realty Group, LLC
- Dock Restoration
- Rob's Carpet and Cleaning Service
- Oriental Garden Restaurant
- Cyber Café
- Great Florida Insurance, JMS Estate Plan-

- ning & SCIFO Financial Services, Inc.
- Lucky Day Sweepstakes
- Florhab (physical therapy)
- Morning Breeze Lawn Care
- Darkhawk International (auto sales broker)
- Atlantic Vibe Performance Academy
- Ductless HVAC Supply
- Mental Health Therapy
- A & R Motors (automotive repair)
- Office for Dr. Epitropoulos
- Zibko Real Estate
- Brite Decks, Inc.
- Innovative Financial Solutions
- Marketing 2 Go / Social Media Marketing
- Jane Bernard Real Estate
- Flagstaff Realty Corporation
- Palm Coast Math and Reading Center
- Gold Buyers of Palm Coast
- Security Agency Office
- Roger Theriot (light manufacturing)
- Computer Pro (computer repairs)
- Retail Thrift Store
- The Red Door Hair Studio
- Property Management
- Alliance Financial Partners
- Accounting and Tax Service
- Curves
- Conser Insurance
- Movies by Gutierrez (DVD store)
- Automotive Dealer
- Cakes Across America
- Doctor's Offices on Memorial Medical Parkway
- Holland Insurance Sales & Financial Advising
- Palm Coast Hydroponics – Lawn & Garden Supplies
- Powersports (motorcycle repair)
- Ronald Hertel, P.A.
- Balaberry Media LLC / Online Media Co.
- Robert Cuff, P.A.
- Medical Office on Office Park Drive
- Speech Works Pediatric Therapy
- Internet Café
- Chaudice L. Aviles (clothing store)
- Stacy Savage Counseling



- Palm Coast Real Estate
- Jecebu J. Ceballos, MD
- America's Choice Title Company
- Bamboo Gifts / Retail Sales
- Flea Market
- Home Haven, LLC
- Flagler Financial Office
- Market Research
- Faith Auto Fix (auto detail, buff, tint)
- Deborah O'Neil (counseling/consulting)
- Pro Style Pool Service, Inc.
- Mitchell Noel, Inc. (insurance)
- EREV, Inc. (office/warehouse auto sales – no outside sales)
- Blinds Fabrications, Inc.
- Fundamentals Child Care
- Richards Food Emporium (retail health foods)
- Palm Coast Auto Repair
- Auto Body and Sales
- Safe Ship of Palm Coast
- McHenry's Pub
- Office / Warehouse
- Staging Secrets (retail sales)
- Blue Horizon Cremation Center
- Surprise 2010, LLC (internet café)
- Home Health Agency
- Germano Insurance Agency
- A1A Burrito Works

Developing a Comprehensive Plan for our Economy

City leaders, along with our newly formed Economic Development Team and our partners (local government entities and Enterprise Flagler) continued to make significant strides to further economic development in our community. The Team released a draft of 'Prosperity 2021', a comprehensive long-term strategic plan to grow our local economy. The plan not only focuses on traditional economic development tools, but also addresses the health of our neighborhoods and commercial districts.

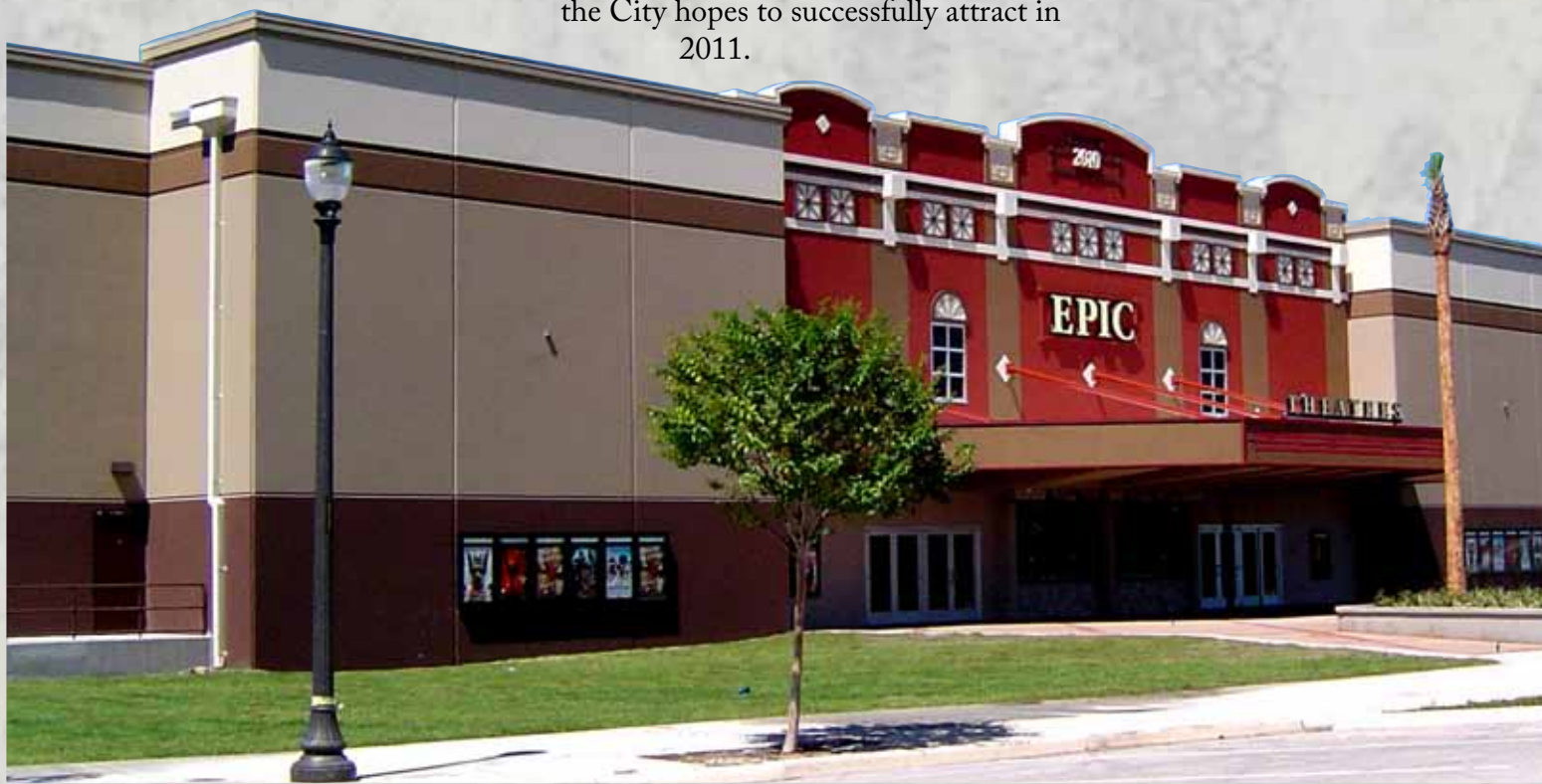
In 2010, the City utilized Federal economic stimulus funding to purchase and rehab twenty foreclosed homes and disbursed over \$200,000 to local realtors and contractors. It will be finalized in 2011 and quickly be put into action. To market Palm Coast as an attractive place to live and work, staff continued to

promote hiking/biking trails, open green space and new musical concerts, food festivals and marathons. These efforts result in visitors and residents spending money in our business districts, benefiting local hotels, restaurants and retail shops.

The collapse of the housing sector continued to have negative effects on our local economy and further exemplified our need to diversify. To this end, Palm Coast continued to assist local companies, with the aid of Enterprise Flagler and local government partners. Palm Coast Data, Galtronics Telemetry, Inc and MH Operations are a few examples of businesses that have either been retained or attracted to open their doors in Palm Coast. These recent successes have spurred additional interest from other 'green' technology companies, which the City hopes to successfully attract in 2011.

DEFINING ACHIEVEMENTS

- Received \$8.3 million dollars of grant funding for housing and transportation projects with local businesses
- Welcomed the grand opening of Epic Theaters, a 14-screen, state-of-the-art movie theater in Town Center
- Embraced the rehabilitation of our former City Hall by Palm Coast Data, completing their consolidation of headquarters in Palm Coast
- Continued assisting with re-investment by the private sector in one of the original shopping areas of the City, located near the corner of Palm Coast Parkway and Old Kings Road



Determined to Preserve a Sustainable Stormwater System

The Engineering & Stormwater Department addresses the City's entire drainage system, consisting of 54 miles of freshwater canals (the equivalent of 950 football fields) and 26 miles of saltwater canals. The system also includes 1,200 miles of roadside swales, 150 miles of drainage ditches, 19 major water control structures (weirs) and 11 watersheds (basins).

Ditch and swale maintenance for the City's Stormwater system was brought as an in-house function in 2010, creating the re-structure of Palm Coast's Engineering & Stormwater Department. Additional 2010 priorities for the Department included:

- Re-writing the current Stormwater Utility Ordinance
- Modeling the existing Stormwater system
- Establishing engineering technical standards
- Reviewing non-residential construction plans for adherence to technical standards and the Land Development Code
- Providing engineering support to all City Departments



DEFINING ACHIEVEMENTS

- Replaced headwall on the west side of Crandell Cove
- Replaced headwall at the end of Rippling Waterway
- Harvested 650 acres of freshwater aquatic weeds
- Replaced BA-1 water control structure off Beachway Drive
- Sprayed 2,448 acres of freshwater canals with aquatic herbicide
- Replaced major roadway pipe crossings at Rae and Riviera Drives
- Replaced major roadway pipe crossing at Florida Park Drive
- Constructed turn lane at Belle Terre Pkwy. and US1

Doing Lots of Fun Things Together



2010 Events

- Rock 'N Rib Fest
- Seafood Festival
- Holiday Starlight Parade
- Arbor Day Celebration



Dedicated to Excellence in Building, Permitting and Code Enforcement

Operating within Palm Coast's Community Development Department, the City's Building/Permitting and Code Enforcement Divisions perform a variety of vital tasks for City residents. The Building Division processes building permit applications, verifies contractor qualifications, reviews plans, issues permits, performs inspections and issues Certificates of Occupancy in order to protect the life-safety and welfare of all citizens. In 2010, the Division implemented electronic plan reviews for all permit types to provide simultaneous departmental plan review of building permits. Additionally, one stop application submittal, stormwa-

ter, engineering, fire inspections and plans reviews have become part of the Division's daily activities.

Code Enforcement ensures compliance with the City's Code of Ordinances by processing code complaints, investigating, documenting, reporting, responding, preparing and presenting cases to the Code Board. Duties also encompass Animal Control duties, responding to calls for lost, abused or abandoned cats and dogs, as well as animal licensing. This year, 5,400 applications were sent to Palm Coast animal owners, advising them of the importance of licensing their pets for identification in case they are lost.



Building Permit Statistics

▪ Total Permits Issued (fences, sheds, windows, doors, additions, swimming pools, etc.)	5,472
▪ Total Single Family	112
▪ Total Multi-Family	106 units
▪ Total Commercial	24
▪ Commercial Square Footage	72,087
▪ Occupancy Permits (new business)	142

Code Enforcement Violations

▪ Irrigation	168
▪ Construction Sites	20
▪ Signs in Right-of-Way	8,714
▪ Cases Brought to Code Board	411
▪ Notices of Remedy	2,885
▪ Animal Control Cases	1,173
▪ Uninhabitable Structures Demolished	5

Deep Green

It began a few years ago as a sincere effort to do the right thing by raising environmental awareness among City employees. It evolved into a prideful, relentless quest to work with the entire community to delve deeper into becoming an award-winning green environment for Palm Coast residents to live and work. The results have been absolutely stunning. Palm Coast has taken a leadership role in Florida as an environmental steward of the land, making other cities green with envy.

Green turned to gold for Palm Coast in 2010. In February, the City was awarded the prestigious Gold Level Designation for a Green Local Government by the Florida Green Building Coalition. Palm Coast was acknowledged for its extraordinary sustainable practices and environmental stewardship throughout city departments and across the community. The City is one of only thirteen to achieve

this designation in the entire State of Florida.

Two additional distinct green awards were added to the City's showcase in 2010. The Florida Urban Forestry Council recognized Palm Coast with their Outstanding Project Award, acknowledging the City's Educational Tree Nursery program. This year, Flagler Palm Coast High School students learned about environmental landscape/tree nursery professions, taking a major role in planting, fertilizing, pruning and growing various tree species. Students are nurturing approximately 200 trees for transplant in City right-of-ways, parks, medians and school property locations. The program is co-sponsored by the Flagler County School District and the U.S. Forestry Service.

The Florida Planning and Zoning Association Surfcoast Chapter honored the City with its 2010 Outstand-

ing Sustainability Initiative Award for energy use and efficiency, green infrastructure, resource conservation, compact development, and diversity and revitalization as they relate to how local projects are planned, designed, built, used and maintained.

2010 will always be remembered as the 'year of the trails' in Palm Coast. Sixteen miles of new hiking/biking paths were constructed, bringing the total to 100 new trail miles installed. The glorious new Graham Swamp Trail was completed last year, making the historic swamplands accessible to the community. "Trek It Out", a comprehensive trail/parks map was created and distributed to the public at the close of the year. The new trail system continues to complement the peace and natural environment that makes Palm Coast such a special place in which to live.

The Mayor and City Council adopted a Green Development Incentive Program Ordinance, offering incentives to builders who adopt green, energy efficient practices. Their action guided staff to implement a Green Fleet Management Plan & Policy, Fire Department Water Conservation Policy, Green Orientation for newly hired employees, Public Battery Recycling Program, Water Bottle Plastic Reduction Strategy and a recognition program that acknowledges residential property beautification and structural green building.

With funding from the St. John's River Water Management District, the City designed and erected a water conservation exhibit at the entrance to the Utility Division. Demonstrations for the public highlight efficient irrigation options, ground cover options, sugges-





tions for drought-tolerant shrubs, permeable pavement and a sustainable rain garden.

Introduced to the community in 2010, ‘Geocaching’ is a new trend for people seeking an unusual outdoor adventure. Utilizing a GPS device, people hunt for small treasures hidden in cache boxes which are hidden in outdoor venues across the City. This experience encourages residents and tourists to enjoy the beauty of Palm Coast.

How green is our future? Watch us grow.



Diverse Maintenance Duties

Where did you see your City's Streets & Drainage crews working most often in the field last year? Was it the mowing, digging and planting at various City properties? Or was it excavating and grading of City swales? Or might it have been the hard work and support at all of the City's new special events in 2010? If you've noticed their diligent efforts each day in the field, you've also appreciated the diversified duties of the City's Streets & Drainage Division of the Public Works Department. Staff employees continued to assume responsibilities for a variety of special Palm Coast projects. Traditional tasks accomplished in 2010 addressed maintenance of hundreds of miles of paved roads and swales, park landscape and trails, street signs, bridges, sidewalks and infrastructure damage replacement.

Last year, skilled pipe crews established and met a goal of inspecting and evaluating every pipe throughout the entire City, instituting a replacement schedule to be accomplished by fiscal 2011. Bringing this pipe project in-house will save the City approximately \$1 million.

In 2010, Streets & Drainage acquired maintenance duties previously assigned to the Stormwater Department. Crews completed swale



rehabilitation of the 800+ properties list and re-graded over 49 miles of swales. The Division also initiated new policies to include revisiting each section of the City twice a year to address any drainage issues and scheduling all swale rehabilitation work within six months of the initial complaint.



DEFINING ACHIEVEMENTS

- Recycled 32,140 cubic yards of dirt to and from various locations throughout the City
- Created and installed paths, benches, rock and the headstone for the Children's Memorial Garden, located along the St. Joe Walkway at the Intracoastal Waterway
- Completed a number of multi-use pathway projects, including connection of the new Old Kings Road sidewalks to the Lehigh Trail, completion of the Whiteview Parkway path/Phase I and installation of the Ravenwood Drive path.
- Maintained 34.67 miles of existing City sidewalks and pathways and replaced 5,185 linear feet of damaged trails.
- Installed a magnificent bronze panther statue at the east entrance to Linear Park, an exquisite piece of artwork donated to the City by the Gargiulo Foundation.

Discharging Efficient Structure for Utilities

Functioning within Palm Coast's Public Works Department, the Utility Division is responsible for providing high quality safe drinking water, fire flow capacity and environmentally responsible wastewater service to residents and businesses. It is a critical component of the Division's goals to also maintain compliance with all rules and regulations set forth in the operating permits issued by various regulatory authorities.

In 2010, the City consolidated its customer service activities by adding stormwater and sanitation to Utility Customer Service, thereby providing residents with a 'one-stop' shop for all of their City service needs.

A variety of substantial utility projects were completed in 2010, encompassing upgrades and retro-fitting of equipment, maintenance inspections and structural repairs.

The Wastewater Division staff continued an aggressive program to reduce inflow and infiltration in the central sewer system that will reduce operating costs by eliminating the need to treat excess rain water at the Wastewater Treatment Plant. Staff inspected and cleaned thirty-one miles of gravity sewer, leading to the repair of 200 sewer lines and the replacement of 850 clean-out caps.

The Water Distribution Division staff continued its ef-

orts to migrate meter reading service from manual-read to radio-read by equipping commercial meters on SR100 as well as twenty-two other City routes with new meters and electronic devices.

Also in 2010, Palm Coast partnered with the St. John's River Water Management District to create a unique hands-on conservation demonstration at the entrance to the Utility Division. This Florida Water Star exhibit displays interactive kiosks for the community to learn more about water efficiency in landscaping and irrigation.



DEFINING ACHIEVEMENTS

- Continued as the lead agency for the Coquina Coast Seawater Desalination Project to determine the most feasible, cost effective approach to converting ocean water to drinking water as an alternative future water supply
- Won a sixth consecutive State TOP OPS Title while placing third in the National competition
- Acquired twelve new well sites and began the project to equip and pipe the wells which will provide up to an additional 1.5 million gallons per day of supply to Water Treatment Plant #3
- Completed upgrades to the Ravenwood Master Pump Station, providing increased capacity to the wastewater collection system in the 'R' section
- Improved several wastewater pump stations, upgrading pumps, installing fencing and landscaping, adding odor control to four stations and standby generators to three stations

Designated to Create Memories

So many heartwarming family memories were created across the Palm Coast community in 2010, thoughtful recollections of ice skating with dad, jumping in a bounce house with friends, munching on shrimp and chewing on ribs while jammin' to Creedence Clearwater. And everyone was walking, biking and running on the magnificent new trails that are connecting residents to parks, schools, businesses, each other.

2010 was most definitely the year of exciting new special events in Palm Coast. The Rock 'N Rib Fest's rock music and delicious bar-b-que.....the Seafood Festival's tasty shrimp, crab racing and Frisbee Dogs...the ice rink's twirling and swirling of sparkling skates...the Holiday Parade's pomp and circumstance....Events brought residents together in Central Park to enjoy the quality of life and friendship in our community.

The Parks & Recreation Department was energized in 2010, not only with invigorated new leadership and staff, but also with the City's new identity as a symbol of ecotourism in Florida. Hiking and biking trails lead people through miles of graceful pathways, lined with historic oaks, towering pines and indigenous vegetation. One



hundred miles of trails now cross Palm Coast's most majestic scenery, promising delightful exploration and cherished memories for all to enjoy.

Two significant recreation landmarks debuted in 2010: Waterfront Park, located on the Intracoastal Waterway about one mile south of Palm Coast Parkway NE, offers visitors a place to fish, picnic, hike, bike and enjoy the beautiful outdoors. The Graham Swamp Trail invites folks to cross 2.18 miles through breathtaking wildlife and ecosystems, linking Old

Kings Road through Graham Swamp, the Wild Oaks and Woodlands subdivisions to Waterfront Park. It also adds a natural connection to other City and County trails.

Golf and tennis continued to thrive in Palm Coast in 2010. In its first year of operation, the Palm Harbor Golf Club was voted the 'Best Golf Course in Flagler County' by the readers of the Daytona News Journal. High school teams and community organizations held several tournaments and events at Palm Harbor, making the course the most popular spot to play.

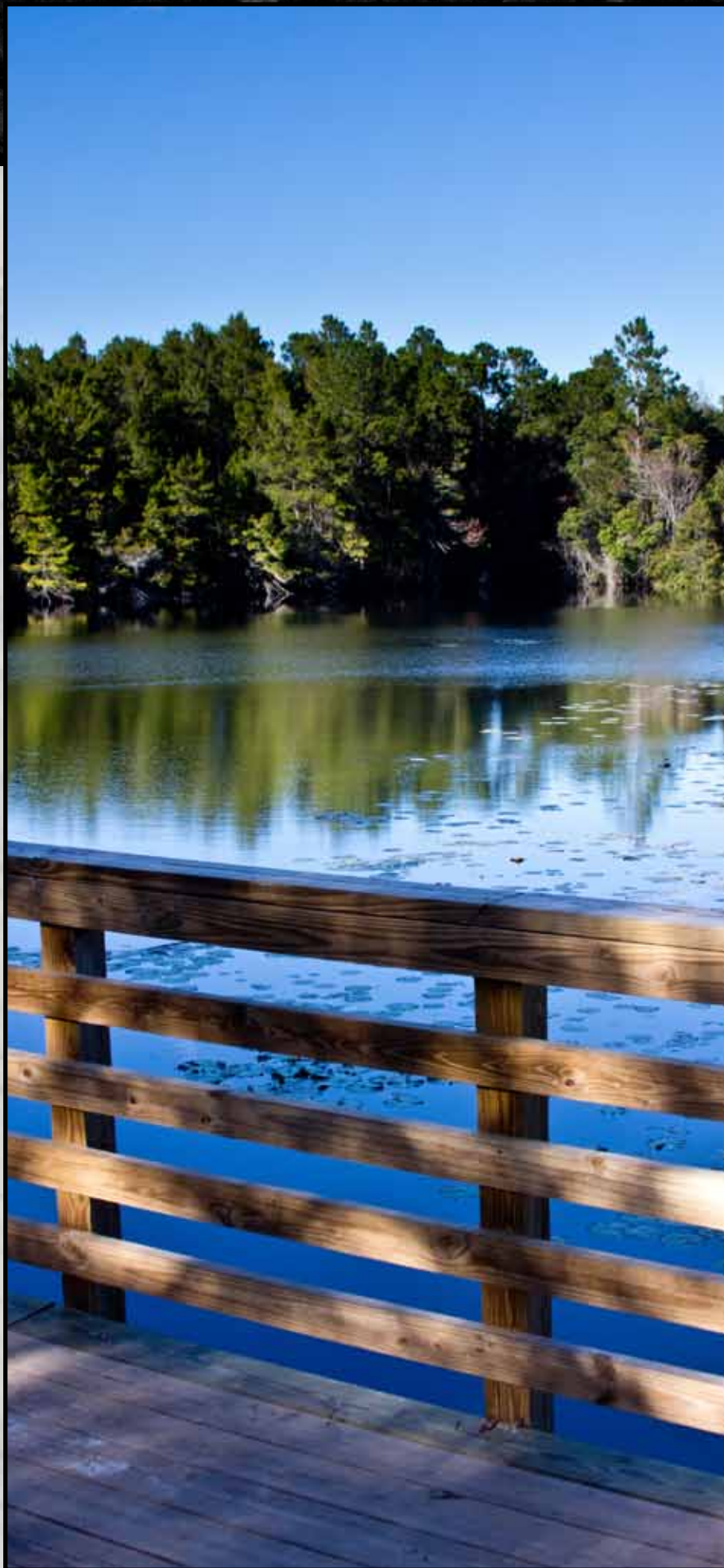
The Palm Coast Tennis Center was recognized by the United States Tennis Association as the 'Outstanding Small Public Facility' in the nation. The Center was also chosen by the USTA to host a National \$10,000 Men's Futures USTA Tournament in 2010. Players and fans enjoyed the event so much, they came back for round two in 2011.





DEFINING ACHIEVEMENTS

- Introducing our Children's Memorial Garden to the community, adjacent to Waterfront Park, dedicated to all residents whose children have pass on and to provide a spot for relaxation and restoration of inner peace
- Bringing Palm Coast's first ice skating rink to Central Park in Town Center, creating a fun family event that will endure each subsequent holiday season
- Welcoming a record 1,000 children and teens to brand new Fit 'n Fun and Teen Summer Camps
- Hosting Parks and Recreation Month in July, attracting thousands of residents to quality recreation facilities in Palm Coast
- Offering a comprehensive list of new active adult programs, including Discovery Trips to various entertainment venues in Florida; Talkin' Tuesday lecture series; Movie Mondays and Twistin' Thursdays
- Developing a partnership with the Flagler County School District to bring a free monthly Friday Night Movie to Central Park

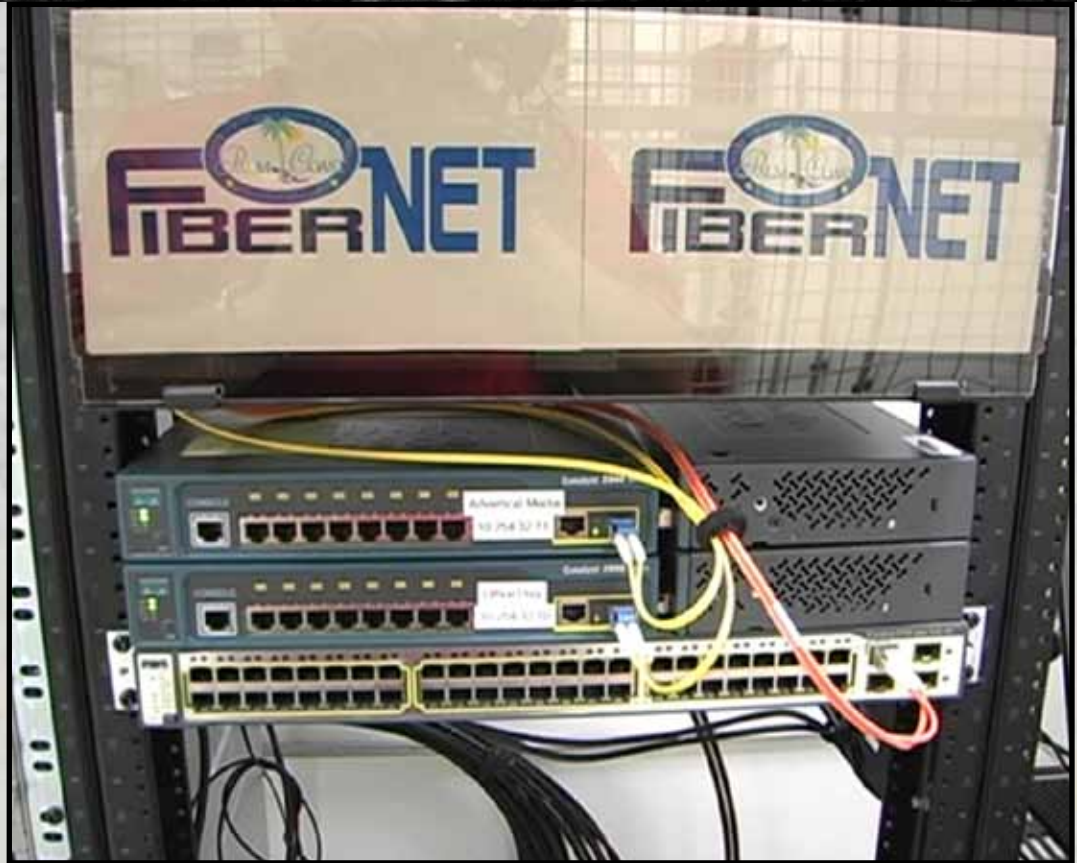


Direct High Speed Connection to the Community

In 2010, the Information Technology & Communications Department (IT&C) focused on the completion of the City-owned fiber optic network. In May, Palm Coast officially launched FiberNET, the first publicly owned open access fiber optic network in the state of Florida.

FiberNET leverages the City's existing investment in fiber optic to provide business class broadband data and voice services to the City's business community at highly competitive prices. Services are sold via local independent service providers (ISP) who purchase access and capacity from the City to sell to the customer. The City has established ISP agreements with local businesses such as Lux Communications, LLC and Palm Coast Internet and intends to develop additional relationships in the future.

The IT&C Department is also pursuing agreements with larger scale broadband partnerships. In October,



Florida Hospital Flagler began utilizing FiberNET to connect affiliate medical sites in Palm Coast. By the close of 2010, the system accommodated 21 City facilities, and began generating revenue from two Independent Service Providers with a continually growing customer base. While the initial major build-out phases of the fiber network have concluded, the City will continue to expand the network to enhance economic developments efforts and make world class data and communications service available to more and more local businesses.

DEFINING ACHIEVEMENTS

- Supported City green initiatives by replacing paper driven processes with technology and implementing paperless billing for the utility department to enhance productivity and improve customer service
- Completed installation of security cameras at Ralph Carter Park allowing for remote, real-time 24/7 monitoring and archival of video footage
- Deployed mobile EMS software in City fire trucks to keep vehicles connected to critical data and dispatch systems at all times
- Received three Honorable Mention awards for TV199 municipal access programming from the National Association of Telecommunications Officers and Advisors

Do You Follow Us On the City's Website and Facebook?

WEBSITE

No more complicated letters, dots and dashes in our City's website address **www.palmcoastgov.com**; it's easier to remember, easier to repeat....Palm Coast's new website address will give you all the information you need to know about your local government.

- Access online utility billing
- The City's new Facebook page
- Citizen tracking issues
- Up-to-the-minute community calendar
- Permit searches
- Recreation programming enrollment
- Road closures
- CodeRed registration
- Trash pick-up schedule
- Daily updates on city programs and events.

Palm Coast FiberNET *Business at Lightspeed*

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WELCOME HOME!

facebook.palmcoastgov.com

Calendar At A Glance

Meeting Calendar	More Info	Community Calendar	More Info
2/16/11 [Cancelled] Planning & Land Development Regulation Board		2/16/11 AARP Drivers Safety Class	
2/22/11 City Council Workshop		2/18/11 Parent's Night Out	
2/24/11 Beautification and Environmental Advisory Board		2/18/11 State Park Offer Full Moon Beach Hike	

TREE IT OUT TRAIL MAP & PARK GUIDE

PCMA TV 199 Now Showing... 2/15 - 9:43 PM

Localities: A Goal We All Can Live With

Video On Demand • Watch Live • View Schedule

Go Green! Sign up for... Paperless Billing Convenient. Easy. Efficient.

FACEBOOK

Simply log onto Facebook.com and type in 'City of Palm Coast' for instantaneous updated news about your City. Won't you please follow us on Facebook?

Find the very latest news regarding:

- Palm Coast's special events
- Recreation programs,
- Weather or traffic emergencies
- Recycling and green tips



City of Palm Coast Contact Information



Mayor, City Council and Administration

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

Mayor – Jon Netts

jnetts@palmcoastgov.com

Council Member, District 4 – William A. Lewis

blewis@palmcoastgov.com

Vice Mayor, District 2 – Frank Meeker

fmeeker@palmcoastgov.com

City Manager – Jim Landon

jlandon@palmcoastgov.com

Council Member, District 1 – Holsey Moorman

hmoorman@palmcoastgov.com

CITY OFFICES AT CITY MARKET PLACE

160 Cypress Point Parkway

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Palm Coast, FL 32164

386-986-3700 www.palmcoastgov.com

Council Member, District 3 – Mary DiStefano

mdistefano@palmcoastgov.com

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

1250 Belle Terre Pkwy., Palm Coast, FL 32164

Tel: 386-986-2300

Fax: 386-446-6752

mbeadle@palmcoastgov.com

radams@palmcoastgov.com

Palm Coast Precinct – Flagler County Sheriff's Office

Tel: 386-586-2621

rbritt@palmcoastgov.com

Information Technology & Communication

Tel: 386-986-3735/386-986-4792

jmajcen@palmcoastgov.com

Parks & Recreation

305 Palm Coast Pkwy NE, Palm Coast, FL 32137

Tel: 386-986-2323

Fax: 386-446-7611

lsantangelo@palmcoastgov.com

Community Development Department

Planning/Zoning Division: 386-986-3736 Fax: 386-986-3737

Building Division: 386-986-3780 Fax: 386-986-3781

Code Enforcement Division: 386-986-3764 Fax: 386-986-3781

Animal Control Tel: 386-986-2520

nabreu@palmcoastgov.com

Engineering/Stormwater

Tel: 386-986-4760/Fax: 386-986-4762

jmoden@palmcoastgov.com

Public Works Department

Utility Division

2 Utility Drive, Palm Coast, FL 32137

Customer Service: 386-986-2360

Customer Service Fax: 386-986-2390

Main Office Tel: 386-986-2350

Main Office Fax: 386-986-2391

Streets & Drainage Division

1 Wellfield Grade, Palm Coast, FL 32137

Tel: 386-986-2332

Fax: 386-986-6758

City Clerk

Tel: 386-986-3713/Fax: 386-986-3714

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Community Relations

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