



# Message From The Mayor

*Jon Nettis*



If you've spent any time around local, county or state government, you've surely heard the term "Economic Development." Exactly what is economic development? Simply put, it's a series of strategies designed to promote investment in the local economy. Palm Coast has implemented a variety of strategies through our Prosperity 2021 plan (Business Assistance Center and sports tourism), and we are currently evaluating additional strategies for commercial attraction such as downtown and workforce development with our partners. But the strategies that seem to get the most attention and grab the most headlines are 'incentives'. So, how do incentives work?

One option is "up front" incentives. Hypothetically, if you'll build your factory in my community we'll give you \$4 million dollars\* toward the construction costs (**all starred items are determined on a case-to-case basis**). Or, we'll give you five\* acres of land, or we'll build a \$2 million dollar\* "spec" building so you can move in more quickly. Obviously, incentives like these are very attractive to a business owner, but they are not without risks. What if, after five years or so, the company decides to relocate or, even worse, what if the business fails?

Another option is "performance based" incentives. If your business creates ten\* new jobs, each paying at least \$50,000\*, we'll forgive \*all or some\* of your property taxes for the next five\* years. The advantage of this type of incentive is that you're not spending dollars out-of-pocket; you're simply postponing the collection of new revenue. Or, if you build a corporate headquarters here that's worth at least \$3 million\*, we'll waive your impact fees. So, why not waive all impact fees for all new businesses? New businesses put more cars on our streets, more kids in our schools and more demands on our water and sewer utilities. If development doesn't pay for itself, the rest of us pick up the tab. It's important that each proposed economic incentive be evaluated on an individual basis to see if there is a real "return on investment."

Still another incentive is the community itself. If you have an attractive community, with good housing choices, quality schools, a variety of shopping opportunities, and an assortment of environmental, recreational and cultural amenities, the corporate CEO might just say: "This is where I want to live."

However, incentives are worthless unless the business decision-maker knows about them. This is why economic development must have an outreach component. Someone has to visit the trade shows to meet face-to-face with entrepreneurs, business owners and CEOs who are considering relocation. Someone has to work with site selectors (businesses that assist in corporate relocations) to be sure we are on their list of options. It's a complex undertaking.

Which brings me to my final point. As you read this, you may know of someone looking to open a business, to relocate a business or expand an existing one. If so, don't hesitate to contact the economic development team at the City or the County. We'd be proud to have you on our team!



# CITY DESK

## About the Palm Coast & Flagler Beaches Senior Games:

Sept. 12-19 will be Senior Games week in Palm Coast – eight days of exciting golf, tennis, volleyball, horseshoes, softball, powerlifting, 5K run, croquet, pickleball, ballroom dancing, archery, cycling, table tennis and basketball for adults, 50+. Register to compete in these sports at [www.palmcoastgov.com/seniorgames](http://www.palmcoastgov.com/seniorgames) or call 386-986-2323.



## About City Construction:

**6-laning of Palm Coast Pkwy.** is moving forward swiftly and on time, with completion still scheduled by the end of this year. **The Island Walk Shopping Center** submitted applications to adorn the existing shops on the west side of the site with a new exterior façade to align the existing building with the architectural designs for the new sections. NY Pizza, Salsa's, Anthony's Pizza and Hallmark have submitted permit applications to occupy space as future tenants. Completion of the new Publix is scheduled sometime in November.

**The Matanzas Woods Pkwy. extension** construction for Old Kings Road North and Palm Harbor Pkwy. will begin soon to connect the two roads to the new I-95 interchange.

## About the Annual Intracoastal Waterway Cleanup:

Help remove trash from areas across Palm Coast's precious waterways and paths on Saturday, Sept. 5, 8 am to 1pm. With grant funding from the Florida Inland Navigation District, the City will provide everything a volunteer may need to assist. Event headquarters will open at Palm Coast Community Center, 305 Palm Coast Pkwy. NE at 7:30am. Refreshments will be provided after the cleanup, at noon. Registration is required. More info: 386-986-2458 or visit [www.palmcoastgov.com/icwc](http://www.palmcoastgov.com/icwc).



## About the Autumn Trails Run:

This Running Series event takes runners of all ages through Linear Park for a 5K competition on Sat., Sept. 12. Race headquarters opens at 6:30am at the Palm Coast Community Center, 305 Palm Coast Pkwy NE. Awards will be given for overall men/women and for first/second/third place men/women in various age group categories. A Kids Fun Run will also be held. Register at [www.palmcoastgov.com/autumntrails5k](http://www.palmcoastgov.com/autumntrails5k). More info: 386-986-2323.



## 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 Sept. 21 through Oct. 19, 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 the 9/11 Memorial Service:

Join your fellow community members to pay tribute to the men and women who lost their lives in the worst terrorist attack ever committed on American soil on Sept. 11, 2001. Our event will be held this year on Fri., Sept. 11, 8am at Heroes Park, 2860 Palm Coast Pkwy. In case of rain, the event will move to the City's Fire Station #21, located down the block from Heroes Park. More info: 386-986-2323.



## About LED Lights:

Palm Coast's first residential LED street light was recently installed at the corner of White Star Drive and White Place. City Council is taking a conservative approach to LED street lighting, evaluating the cost and energy savings to determine if it is a good long-term fit for our neighborhoods. The City maintains a balanced philosophy for street lighting – a combination of street lighting for safety, but also limited street lighting in residential areas to prevent light pollution and maintain a more natural setting.



## Please Drive Safely on Florida Park Drive

If you happen to be driving on Florida Park Drive, please remember that this street is a busy roadway that runs through a residential neighborhood with many pedestrians, bicyclists and children at play. The speed limit is 30 mph and is closely monitored and strictly enforced.

The City has been studying traffic on Florida Park Drive and plans to further evaluate cars and trucks on the roadway in the future, after the Matanzas Interchange and related road improve-

ments are completed, the Island Walk shopping center reopens, and Holland Park reconstruction is completed.

In the meantime, please be considerate of residents in our neighborhoods and whenever possible, drive main roadways rather than residential streets to get to your destination. For Florida Park Drive, good alternatives might be Palm Harbor Parkway and Old Kings Road.



Contact Information

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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

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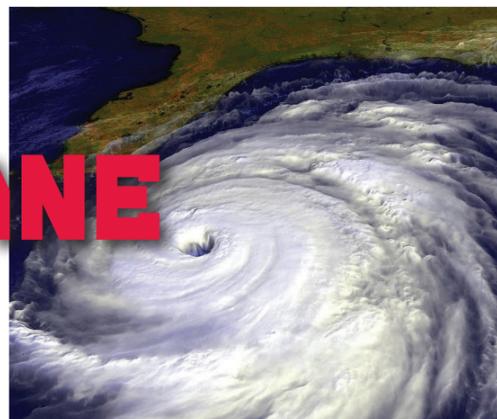


Take HURRICANE Season SERIOUSLY

Knowledge and preparation will keep your family and your home safe during the 2015 hurricane season. The time for planning is RIGHT NOW:

Decide now where you'd go if you have to leave Palm Coast and plan to bring important personal documents with you, including insurance, bank account numbers, medication, emergency phone numbers.

If you stay in Palm Coast, make sure you have these emergency supplies in your home: weather alert radio, flashlight, batteries,



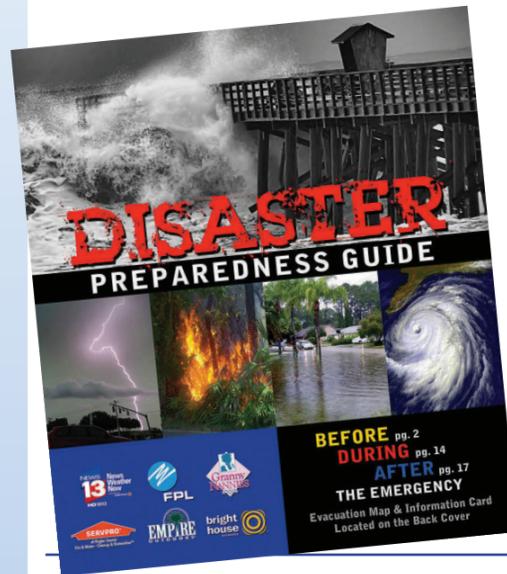
matches, filled medications, weather radio, pet care items, 3-7 days of non-perishable food, water (one gallon per day per person), non-electric can opener, standard plug-in telephone, sanitizing hand wipes, personal documents stored in waterproof plastic, first aid kit, mosquito repellent, cash, garbage bags. You can register for CodeRED to receive immediate emergency warnings and alerts at either of these websites:

EMERGENCY WEBSITES:
www.flaglremergency.com;
www.palmcoastgov.com/emergency

Emergency contact phone numbers:
386-986-2360; 386-313-4200.

NOAA Weather Alert Radio:
This radio is very important: tune to Flagler County frequencies 162.400 or 162.425. Our specific area message encoding is 012035. Call 386-313-4250 for assistance with programming.

The City of Palm Coast, Flagler County and the City of Flagler Beach compiled a Disaster Preparedness Guide that gives you vital information about hurricanes, tornadoes, floods and wildfires. Free copies are available at various locations listed at the above emergency websites.



Exceptional Fire Protection Can Mean Better Insurance Premiums for You

Be sure to mention 'ISO 2' to your insurance agent when it's time to renew your homeowner's policy. Palm Coast's ISO Public Protection Classification recently improved to a Class 2 ranking, based on criteria such as structural Fire Department fire suppression capabilities, number of engine companies, emergency communication, water supply, call response times, pump capacity and personnel training. Most US insurance companies use this rating information to establish the premiums they charge to customers. Generally, the lower the ISO number, the more reasonable the premium cost.

Palm Coast's ISO rankings put the City Fire Department in the top 1.1% statewide and the top 1.3% nationwide.



Jon Netts - Mayor • Bill McGuire - Vice Mayor • Jason DeLorenzo • Heidi Shipley • Steve Nobile Palm Coast, FL August/September 2015

Our Sixth House Is Finally Our Home

Much like a young family that keeps relocating in order to establish their final roots, City of Palm Coast staff has had to keep the moving boxes handy during our early years of incorporation, ready for the next eventual move. In just 15 years, Palm Coast has occupied five different buildings - always a house, never a home - a true challenge for a continually growing City, now serving over 80,000. Here's a bit of history:

When Palm Coast incorporated as a Florida municipality in December 1999, Council and staff moved into their first building: two rooms and a closet at the Palm Coast Community Center. Further growth prompted the City to lease space formerly utilized as the Flagler County Library at the Palm Harbor Shopping Center. While this location was being adapted, employees took up temporary residence at the former ITT headquarters on Corporate Drive.

By 2003, Palm Coast's population exploded, so government leaders approved the purchase of the Witteman office/warehouse building at 2 Commerce Blvd. Five years later, the City sold the warehouse to Palm Coast Data to keep their business in Palm Coast and in November 2008, moved offices to City Walk/Marketplace retail complex.

Finally in 2014, the City was able to put funds together to build a permanent home. The Mayor and City Council approved the construction of a 40,000-square-foot building using only existing funds. Your City Hall at 160 Lake Avenue in Town Center will be devoted to serving current and future residents, visitors and businesses. It will house a new Council Chamber and community meeting rooms for frequent engagement. Several City departments under one roof will provide services more efficiently and effectively. Construction is on schedule and moving forward at a swift pace. Check out the latest progress on the City's website - www.palmcoastgov.com/cityhall.

We welcome our citizens to join us in the coming months to celebrate this exciting milestone in our City's history. Make plans to join us for a November City Hall Grand Opening Gala Celebration. Our permanent home at City Hall will be a source of pride for our community from which we can continue making our future together.

