

the Palm Coaster

David Alfin · Eddie Branquinho · Ed Danko · Victor Barbosa · Nick Klufas DEC./JAN. 2021-2022

Tis' the Season to... BE BUY LOCAL

There's no denying that each holiday season brings an influx of shopping to retailers, small and large, throughout our nation. The City of Palm Coast has partnered with several local businesses this season to offer special promotions featured in the 2021 Be Local Buy Local Holiday Gift Guide . This is a collective effort to help promote our local businesses - as well as encourage the importance of the Be Local Buy Local initiative and it's impact on our community!

The Be Local Buy Local Holiday Gift Guides are available at City facilities and online at **palmcoast.gov/belocalbuylocal**



When we shop within our community, our City is able to provide more amenities to our residents, local businesses thrive, and more jobs are created in Palm Coast. This is able to happen because every time a purchase is made within our City limits, a portion of the sales tax is returned to the City of Palm Coast to fund projects within our community such as parks and trails, the Community Center, resurfacing roadways, streetlight installations, and keeping our property taxes down.

Our community receives a portion of three different sales taxes collected when we purchase goods and services in Palm Coast.

Half-Cent Sales Tax - goes into the general fund to mitigate the need for property tax increases.

Local Option Fuel Tax - supports street improvements including resurfacing, street lights, and sidewalks.

Small County Surtax - helps fund capital projects such as renovations and new construction of public facilities.

Keep this in mind when you eat at restaurants, shop in stores, and buy your gas in Palm Coast. A portion of the sales tax collected is returned right back into your community.

EAT. SHOP. SPEND.

Be Local Buy Local in Palm Coast! Make an impact on our community by committing to EAT. SHOP. SPEND. as much as possible in Palm Coast.

Take the Pledge Today!

PLEDGE TO BE BUY LOCAL EAT. SHOP. SPEND.

Message from the Mayor



With 2021 coming to an end, we take the time to reflect on the many positive things that have occurred throughout the year – a year that was full of noteworthy achievements, milestones, growth and a continued focus on the safety of our residents as we continued to navigate the challenging times of the COVID-19 pandemic.

At a time that saw many municipalities struggling financially with the residual affects brought on by the pandemic, 2021 proved to be a year of tremendous business growth in Palm Coast with companies like Boston Whaler, Ground Up Inc. and Trustco Bank bringing their businesses and a large number of jobs to our area. Advent Health also broke ground on their second hospital in Palm Coast, which is slated to open in 2023.

This new hospital will not only provide the obvious healthcare benefits to our area, but will also bring a resounding 700 jobs to the city and will provide a seamless transition to employment for recent graduates from the Daytona State nursing program or the newly instated UNF/MedNexus and Jacksonville University healthcare programs, both of which started just this year.

2021 would also be a time of innovation within our city, as we strived to help residents be better served in their customer service needs through the launch of our online customer service portal in October. Through this service, residents are able to log in easily and report issues with their trash, swale, pep tank, and other common needs and get the answers and assurance needed to go about their day knowing that our customer service team is working on their issue, and designating the appropriate staff to resolve it.

This past year also brought a welcome return to live events throughout the city. From our fireworks celebration on July 3rd, to our Movies in the Park and Food Truck Tuesday series as well as recreational sports offerings from our Parks and Recreation Department, I was proud to see our residents once again being able to enjoy all facets of what the city has to offer through enrichment, engagement, and exercise.

Throughout these unprecedented times, our city has continued to grow and improve, and our efforts to focus on the bright future ahead, despite the challenges brought on by these times, are a testament to our perseverance and resilience as we open a new chapter and a new year. With this in mind, I am encouraging all of our local residents to start 2022 by participating in the Mayor's 30/30 Community Fitness Challenge. This 30 day challenge can be completed on your own, in a group, or through an entire series of events organized by the city to promote healthy living. These events include walks, sports, and other health-centric activities, many of which will include members of our local county and municipal governments. The event kicks off on Monday, January 3 and completes on Wednesday, February 2. Visit PalmCoast.gov or scan the QR code below to find our more information and join me in celebrating this new year with fun, fitness and focus on health.

And finally, I'd like you to know that the staff serving you at the City of Palm Coast are a remarkable group of caring professionals who go to work every day to keep Palm Coast the best place to live, work, and play. These individuals are your neighbors and they are dedicated to maintaining the wonderful community that we call home. They have persevered through a pandemic and have emerged even stronger than before, and for that I say thank you.



MAYOR'S 30/30 CHALLENGE

palmcoast.gov/mayors-challenge

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Customer Service
(386) 986-2360

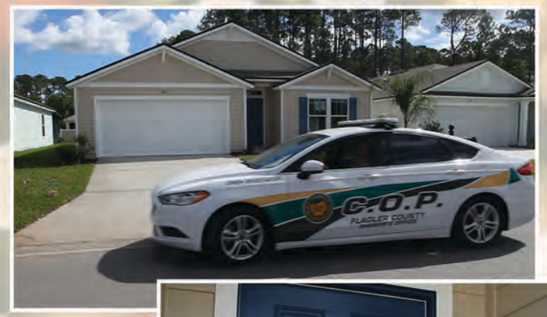
Utility billing, garbage pick-up, streets, maintenance for city signs, street lights, sidewalks, pothole, swales and drainage, driveways/culverts, resurfacing, Code Enforcement, mowing, vehicle parking, trash on private property, irrigation ordinance, noise/pet issues.

Community Development
Planning (386) 986-3736
Building Permits (386) 986-3780

Fire (386) 986-2300
Parks & Rec (386) 986-2323
Finance/Budget (386) 986-3723
City Clerk (386) 986-3713
Communications (386) 986-2564

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Resources Available Through C.O.P. Vacation Watch





With the holiday season upon us, the city has collaborated with the Flagler County Sheriff's Office (FCSO) to promote the Vacation Watch program offered by the Citizens on Patrol (COP) Division of the FCSO. The Vacation Watch program is free to Palm Coast and Flagler County residents. By simply filling out a form online or visiting the Sheriff's Office and providing some information, a COP volunteer will keep watch over your house while you are away on a trip. This added sense of security will help you relax on your well-deserved vacation.

The safety of our citizens is always of upmost importance, and this partnership is just another way to spread the holiday cheer and gift our residents with the peace of mind that they need during the holiday season.

To take advantage of this useful service, visit flaglersheriff.com and click on the COP Vacation Watch quick link. You can also visit the FCSO Palm Coast District Office at 14 Palm Harbor Village Way in Palm Coast or the Flagler County Courthouse at 1769 E. Moody Blvd in Bunnell to sign up in person.

*The Vacation Watch program is a preventative measure and does not guarantee the safety of your dwelling from potential damage in your absence.

Class is in session for Jacksonville University Palm Coast Campus

After celebrating an exciting inaugural semester in Fall 2021 at its new campus in Palm Coast, Jacksonville University will see an expansion of programs starting with the Spring 2022 semester as it continues to grow to meet the needs of the local community and students seeking graduate-level education in the areas of healthcare. Initially starting with an accelerated undergraduate level nursing program and two graduate-level programs that included Speech Language Pathology and Clinical Mental Health Counseling this past Fall, the Spring 2022 semester will see additional graduate-level programs in Clinical Mental Health Counseling as well as four specialized graduate-level tracks for Nursing. Subsequently, the Summer of 2022 will see the addition of a Doctorate Nursing program.





The hit-the-ground-running approach to the new campus may seem bold, but for the University it's all part of a strategic plan to meet the needs of our local area where there is already shortage of specialized healthcare professionals. Census projections show a 29% increase in population locally (Flagler and Volusia county), and job growth rates of 12% for Speech Language Pathology, 16% Clinical Mental Health Counseling, and 28% for graduate-level nursing jobs respectively.

The addition of the new campus and programming is the product of the Jacksonville University Palm Coast Campus initiative, a partnership with the city that supplies supplemental funding that includes a $1.5 million grant and a $1 million forgivable performance loan that is derived from the State Road 100 Community Redevelopment Agency. For City of Palm Coast Mayor David Alfin, having a campus like that of JU in our city is an incredible resource that will continue to show its value for years into the future.

"A partnership like this is an investment in our students, our job market, and the healthcare of our residents which, in turn, is an investment in our city's future" Alfin said. "Jacksonville University has a great reputation, and having those educational resources for such high-demand fields right here in Palm Coast is going to provide great positive outcomes for our students and our residents alike."

CITY DESK

NEWS FROM CITY DEPARTMENTS

Holiday Trash Schedule
Trash pickup schedules will be altered to accommodate the up-coming holidays. Waste Pro will collect trash one day later than normal during the holiday period and is closed on Christmas Day and New Year's Day.



Starlight Festival
Saturday, December 11th | 4 p.m. - 9 p.m. | Central Park
Celebrate the holiday season with your friends and neighbors at the City of Palm Coast's Starlight Festival in Central Park. The Starlight Festival will look a little different from previous years. Instead of a parade, the floats will park along Central Park; you can view the floats at your leisure while you merrily stroll. The new layout will only require one street to be closed and will give visitors the freedom to come for the fun and leave when they are done.

Floats will be judged by our City Council and prizes will be awarded in the following categories: Best Marching Unit, Best Decorated Vehicle, Best Decorated Float, Best School Pride, Best of Parade, Best Local Business, and Fan Favorite Float, sponsored by the Palm Coast Observer, where you can vote for your favorite float.
All live entertainment performances will be scheduled in front of the Christmas tree in Central Park. This gives proud friends and relatives a designated time to come and cheer for their entertainer. Food trucks will be on-site in order to allow visitors to purchase food and beverages. And have no fear, Santa will still be there - be sure to bring your camera for pictures with Santa!





Holiday Light Fight
Signup begins November 24th – Judging takes place on December 17th
We want you to break out all of your lights, garland, inflatable snowmen, and more to participate in our new Holiday Light Fight – don't be fragile with the festiveness! It encourages Palm Coasters to decorate their houses in fun and unique ways for the holiday season. Households can enter their property into the competition at palmcoast.gov/holiday-light-fight.

Judging will take place on December 17th and winners will be selected in multiple categories. Winners will receive lawn signs to mark their yards as major award winners. Parks & Recreation has also worked with the City's IT department to create a map that shows residents where they can go to see all of the light displays. To view the map, please visit palmcoast.gov/holiday-light-fight. The map is refreshed with new entries every Friday.



Jack Frostivities Holiday Break Camp
December 20 - 30 | 7:30 a.m. - 4:30 p.m. | Community Center
Join Parks & Recreation over winter break for games, activities, and fun! Campers must bring their own lunch and snack each day.

Mayor's 30/30 Community Fitness Challenge
Monday, January 3rd – Tuesday, February 1st
Get outdoors and get active – join us for the Mayor's 30/30 Community Fitness Challenge! The challenge is to move a mile a day for the 30 days between Jan. 3 to Feb. 1. Choose the activity you like best – walking, yoga, rollerblading, cleaning the garage – it all counts! Log in to your dashboard on Palm Coast Connect to log your miles throughout the month. Everyone who completes the challenge will receive a prize. Keep an eye out for our activities calendar closer to the challenge date!



15th Annual Christmas Tree Recycling
Saturday, January 8th 8 a.m. - 1 p.m. | Fuel Depot, 22 Utility Drive
Drop off your Christmas tree and receive a free 3-gallon evergreen tree to plant! Please remove all decorations, lights, tinsel, and ornaments prior to drop-off. Paper shredding services will also be provided. This will be a drive-up event and participants should remain in their vehicles. We are not able to accept televisions or microwaves.

Visit www.palmcoast.gov for more information