

CITY OF PORT ST JOE

List of Projects/Activities to achieve Economic Development Objectives – June 2014

OBJECTIVE 1.1: Expand economic base by promoting a diversified economy that takes full advantage of the City’s strategic location, natural resources, public facilities and infrastructure.

Projects/Activities	Timeframe for completion	Potential Funding Sources	Responsible Entities
<ul style="list-style-type: none"> Incorporate a regular item on City Commission agenda to discuss economic development efforts –or hold a quarterly pre-commission meeting to specifically discuss economic development status/progress. Invite representative from Gulf County Economic Development Council to provide regular update to City Commission on ongoing activities, inquiries received, etc. Invite representatives from the development community to meetings for economic development and marketing. 	Ongoing activity	No additional funding required	City Manager
<ul style="list-style-type: none"> Support Port Authority’s efforts on redevelopment plans for port facilities. Better advertise and communicate the potential of the Port and associated industrial development opportunities. 	Ongoing activities	No additional funding required	City Commission, City Manager, Port Authority, St Joe Company
<ul style="list-style-type: none"> Support Community Redevelopment Area efforts 	Ongoing activities	No additional funding required	City Commission, City Manager
<ul style="list-style-type: none"> Continue to support the Tourism Development Council (TDC) activities to expand reach in Southern Region , and explore emerging markets in Midwest Corridor 	Ongoing activity	To be determined	City Commission, City Manager, TDC
<ul style="list-style-type: none"> Continue to support infrastructure improvements and businesses that promote tourism activities. Revitalize Port St. Joe Jetty Park. 	Ongoing activity	To be determined	TDC, City Manager, PSJRA, Chamber of Commerce
<ul style="list-style-type: none"> Update EDC lists of sites available for commercial/industrial development. Add other properties adjacent to the City to the list of sites. Research template of information of properties available at the Enterprise Florida, Florida Great Northwest and Opportunity Florida websites. Check FLUM designation and Zoning category of properties in the list and any other information that may be helpful to highlight the property. Provide updated list to these organizations to be placed in their websites as soon as possible. Develop a standard location map and listing of all available buildings and sites. 	June 30, 2014	Competitive Florida Partnership	EDC, City Manager, Planning Consultant
<ul style="list-style-type: none"> Encourage landowners to improve the appearance of vacant industrial properties to increase the appeal of several sites in the community for potential buyers or lessees as well as improve the City’s overall image as seen by citizens and visitors on a daily basis. The City might also consider posting attractive signs that celebrate the opportunity and future plans in this area. Ideas may include: “Future Site of Port of Port St. Joe”; “Shovel-Ready Industrial Site Available for Sale”; or “Future Home of Industry”. 	December 2014	No additional funding required	City Commission, City Manager, PSJRA
<ul style="list-style-type: none"> Post list of unique assets on the City’s website. Post incentives to attract new businesses and expand existing businesses on the City’s website (with links). In other words, as a project/activity, the responsible party(ies)/websites could be listed and who/what specific office will maintain 	June 30, 2014	City Funds	City Manager, EDC

those pages.

- Continue replacement of water distribution system and efforts to improve water quality.
- Explore opportunity for elected officials or staff to attend North Florida Economic Development Academy in Palatka, Florida
- Conduct Disaster Resilience Community Self Assessment (Capacity to reach and maintain an acceptable level of functioning after a disaster.
- Create Post Disaster Recovery Plan so that the community (government, business and residents) have a clear plan for recovery after a disaster occurs.
- Determine ways to capitalize on or market the fact that PSJ has been designated as a “Competitive Florida Partnership” pilot community.
- Coordinate with the Florida Chamber of Commerce and begin process to revise the City’s Economic Development Element to be aligned with the “Six Pillars 20 year Strategic Plan” and obtain designation as a “Six Pillars Community”.
- Conduct marketing study to identify identified the types of businesses that fit the needs and are desired by the community and target businesses that are most likely to locate in the community.
- Set up something in town that attracts the “open-to-new-ideas” oriented people who already live here. They need a comfortable place to network etc. Out of that we may get some start-up ideas going and then could approach local finance people for some venture capitol.
- Strengthen program to encourage and support existing businesses,. Seek assistance in preparatipn of formal business retention and expansion study. Research and provide information about financing opportunities for new business start-ups and expansions.
- Strengthen creditable business incubator in the community.
- Develop community-based leadership training program.

Ongoing activity

CDBG, State Revolving Fund, Northwest Florida Water Management District

City Manager, Public Works

September 2014

Competitive Florida

City Manager

December 2014

Competitive Florida, FDEP, DEM

City Manager, Gulf County Emergency Management Director, Planning Consultant

December 2014

Competitive Florida, FDEP, DEM

City Manager, Gulf County Emergency Management Director, Planning Consultant

On going activity

No additional funding

City Manager, Planning Consultant, EDC, Chamber of Commerce

December 2014

City funding

City Manager, City Attorney, Planning Consultant

June 2015

To be determined

City manager, Gulf County EDC, Port Authority, Chamber of Commerce

Ongoing effort

No additional funding

Chamber of Commerce

Ongoing effort

No additional funding

Chamber of Commerce

Ongoing effort

No additional funding

PSJRA, Career Source

June 2015

No additional funding

Chamber of Commerce, EDC, Career Source, Gulf County State College

<ul style="list-style-type: none"> • Reactivate Waterfront Community Partnership Committee • Improve the aesthetics along Highway 98. Revitalize structures and hardscape along Highway 98 between Highway 71 and First Street to improve the appearance of structures, many of which are oriented with their rear sides toward Highway 98. • Apply to be designated a <i>Florida Main Street</i> Community. • Sacred Heart Hospital – investigate Critical Access Hospital (CAH) designation. 	Dec 2014	To be determined	City Commission, PSJRA
	December 2015	To be determined	City Commission, PSJRA
	July 2014	No additional funding required	City Commission, PSJRA
	Ongoing effort	No additional funding required	Sacred Heart Hospital

OBJECTIVE 1.2: Improve transportation network facilities in order to attract new businesses, create new jobs and increase tax base.

Projects/Activities	Timeframe for completion	Potential Funding Sources	Responsible Entities
<ul style="list-style-type: none"> • Set up workshop with Port Authority, City Commission, County Administrator, and other interested parties to get update on the port activities 	June 11, 2014	No additional funding required	City Manager, Port Authority, County Administrator
<ul style="list-style-type: none"> • Explore recent federal appropriations bill funding transportation improvements 	Ongoing effort	No additional funding required	City Manager, Port Authority, FDOT
<ul style="list-style-type: none"> • Continue to provide input on alignment of proposed Gulf Coast Parkway and explore opportunities to connect to the Gulf Coast Parkway shared-use trail.. 	June 30, 2014	No additional funding	City Commission, County Administrator, Port Authority
<ul style="list-style-type: none"> • Consider PACES Foundation Inc., proposed Gateway Boulevard Corridor to connect the proposed Gateway Project Site with SR 71 and Port facilities – Comprehensive Plan amendment needed to allow proposed Gateway Project. 	To be determined	No additional funding	City Commission
<ul style="list-style-type: none"> • Work on parking at Reid Avenue 	Ongoing activity	Main Street Program	City Commission, PSJRA
<ul style="list-style-type: none"> • Work on signage in the City's – signage for Reid street, the port and other community assets. Help visitors find businesses and key destinations through better wayfinding signage. 	Ongoing activity	Main Street program	City Commission, PSJRA

<ul style="list-style-type: none"> • Improve mobility for bicyclists and pedestrians in the Downtown. Establish pedestrian-oriented gateway plazas; i.e., include designating Third Avenue as a major east-west link between Bay Walk and Reid Avenue and a gateway plaza incorporating an extension of the Port City Trail across Highway 71 just north of Woodward Avenue • Improve conditions for pedestrians crossing Highway 98; i.e., a center median with pedestrian refuge areas strategically placed along a segment of Highway 98 between Highway 71 and Marina Drive/First Street • Expand usage of alternative modes of transit. • Investigate funding opportunities for pedestrian and bicycle related projects; i.e., Transportation Alternatives Program (TAP) which provides funding for planning, design and construction of on- and off-road facilities for bicyclists, pedestrians, and other forms of non-motorized transportation, including projects to provide safe routes for non-drivers and historic preservation and rehabilitation of historic transportation facilities. 	December 2015	Main Street Program	City Commission, PSJRA
	December 2015	Main Street Program	City Commission, PSJRA
	December 2015	FDOT	City Commission, PSJRA
	December 2014	FDOT	City Commission, PSJRA

OBJECTIVE 1.3: Provide quality education and responsive workforce training to support and attract new businesses.

Projects/Activities	Timeframe for completion	Potential Funding Sources	Responsible Entities
<ul style="list-style-type: none"> • Support the local school district by providing opportunities for staff development for instructors. 	Ongoing efforts	No additional funding	Gulf Coast State College (GCSC)
<ul style="list-style-type: none"> • Support the local school district by providing resources (people, facilities) to promote student learning including dual enrollment activities. 	Ongoing efforts	No additional funding	GCSC
<ul style="list-style-type: none"> • Continue to partner with local organizations to respond quickly to workforce needs by providing customer service/ambassador training and green guide certification training during 2014-2015. Continue to partner with the Port Authority and the county economic development staff to meet with prospective businesses to determine their training needs and to provide the desired training. 	Ongoing efforts	No additional funding	GCSC, Career Source
<ul style="list-style-type: none"> • Contact North Florida Manufacturing Council (NFMC) to learn about the Council's objectives and become actively involved on their programs to promote and support manufacturing businesses in the region and the community. 	October 2014	No additional funding	Gulf County Chamber of Commerce, Economic Development Council, GCSC

<ul style="list-style-type: none"> • Develop several new training programs to be offered in Gulf County. These potential new programs include culinary, law enforcement and welding, electrical, plumbing, HVAC. Improve opportunities for people to get new skills and get jobs. • Work with the high schools to encourage students to enroll in technical programs offered by the college. GCSC annually hosts a Senior Day at the G/FC and is offering a new program “Jump Start College Success” for first time in college students this summer to encourage enrollment. • Develop program with high school students to visit businesses in the community. GCSC and the Chamber will partner to develop an internship program. • Develop program to attract residents who come back to start new businesses – • Expand after school program to offer additional educational opportunities to students in North Port St Joe. Expand summer camp opportunities in North Port ST Joe. • Coordinate with businesses to participate in the College/Career Fair and have the opportunity to solicit high school students into local workforce. • Continue to expand Science, Technology, Engineering and Mathematics (STEM) projects and certification en computer software • Increase advertisement of access to higher and continuing education. • Work with Gulf County to prioritize education in the county. 	June 2015	TBD	GCSC, Career Source
	Ongoing activity	No additional funding	GCSC
	June 2015	TBD	GCSC, Chamber of Commerce, Career Source
	June 2015	TBD	GCSC, Chamber of Commerce, Small Business Development Center, Career Source
	June 2015	TBD	Gulf County School District, Career Source
	September of each year	No additional funding required	School Board, Chamber of Commerce, Career Source
	Ongoing activity	No additional funding required	School Board, Career Source
	Ongoing activity	TBD	GCSC, Gulf County School District, Career Source
	Ongoing activity	No additional funding required	GCSC, Gulf County School District, Career Source

OBJECTIVE 1.4: Balance economic development while maintaining the quality of life that makes the City of Port St Joe a very unique place to live.

Projects/Activities	Timeframe for completion	Potential Funding Sources	Responsible Entities
<ul style="list-style-type: none"> Continue to support events that promote tourism in the City and the County such as: Annual Florida Scallop and Music Festival, Plein Air Paint Out, First Friday's Art & Music Series, SaltAir Farmers' Market, Breeze by the Bay 5K & 10K Run July 4th Fireworks Show over St. Joseph Bay 	Ongoing activity	Various sources, No additional City funding required	Gulf County Tourist Development Council (TDC) PSJRA
<ul style="list-style-type: none"> Continue to support infrastructure improvements and businesses that promote tourism activities. 	Ongoing activity	TBD	TDC, City Manager, Chamber of Commerce, PSJRA
<ul style="list-style-type: none"> Continue to support the TDC activities to expand reach in Southern Region , and explore emerging markets in Midwest Corridor. 	Ongoing activity	TBD	TDC
<ul style="list-style-type: none"> Create enticing <i>cool spaces</i> for pedestrians and trail users to congregate and interact. The City could establish a series of “cool space” areas where shade trees, benches, water features (such as splash pads and fountains), misting stations, and other relief is provided during the summer heat, at points easily seen or accessed in/from both the Waterfront and Historic Districts. 	June 2015	TBD	City Manager, Public Works, PSJRA
<ul style="list-style-type: none"> Coordinate with the Tourism Development Council and set up a date to conduct brand development exercise in the City 	August 2014	TBD	TDC
<ul style="list-style-type: none"> Continue to grow the Co-operative Partner Program to provide opportunities to partners that: increase Visitation to Gulf County, increase Visitor Spending in Gulf County , deliver Qualified Leads to Partners , acquire Long-time, Loyal Visitors and support the Brand Ambassador Program 	Ongoing activity	No additional City funding	TDC, PSJRA GCSC
<ul style="list-style-type: none"> Continue to support boat ramp and public access to waterfront improvements 	Ongoing activity	Fish Wildlife Commission	TDC
<ul style="list-style-type: none"> Complete trail around the City. 	December 2015	TBD	City Manager, PSJRA
<ul style="list-style-type: none"> Seek funding for “low docks” and Jetty Park improvements to support cruise ship proposal making Port St Joe and annual port-of-call 	Ongoing efforts	TBD	PSJRA

<ul style="list-style-type: none"> Consider “doggy park” area on the large strip of vacant land that runs between the walking trail and the canal 	June 2015	TBD	City Manager
<ul style="list-style-type: none"> Consider locating water fountains along trails and parks and main street 	Ongoing activities	TBD	City Manager, PSJRA
<ul style="list-style-type: none"> Promote de designation of the Port St Joe marina as a “clean marina” by the Florida Department of Environmental Protection’s Office of Sustainable Initiatives. 	June 2015	TBD	City Manager, St Joe Company
<ul style="list-style-type: none"> Beautify North Port St Joe and Port Gateway. 	Ongoing activity	TBD	City Manager, Public Works
<ul style="list-style-type: none"> Explore programs to provide affordable housing in the community. 	Ongoing activity	USDA and other funds TBD PACE Foundation, SHIP program	City Commission, PACE Foundation
<ul style="list-style-type: none"> Improve the usability and awareness of Port St. Joe Waterfront, Trails, and Parks through better signage and lighting. 	Ongoing activity	Main Street Program	City Commission, PSJRA, TDC

OBJECTIVE 1.5: Improve coordination and communication among local, regional and state economic development organizations to foster a more collaborative business environment and promote the assets of the City as part of the larger Northwest Florida region.

Projects/Activities	Timeframe for completion	Potential Funding Sources	Responsible Entities
<ul style="list-style-type: none"> Schedule quarterly meetings – Economic Development Council, Chamber of Commerce, Opportunity Florida, City, County Administrator, City of Wewahitchka, local agencies, Florida Great Northwest, ARPC, Port Authority. The Chamber will schedule meetings to be held at Gulf Coast State College. 	Ongoing activity	No additional funding required	City Manager, Chamber of Commerce, EDC
<ul style="list-style-type: none"> Use City phone messaging system to invite people to Community Workshops. 	Ongoing activity	No additional funding required	City Manager
<ul style="list-style-type: none"> Utilize Chamber of Commerce’s facebook page to disseminate information and improve communication 	Ongoing activity	No additional funding required	City Manager, Chamber of Commerce
<ul style="list-style-type: none"> Include City Manager, Gulf Coast State College, Chamber of Commerce on activities promoting the City as a tourist destination. 	On going activity	No additional funding required	Tourist Development Council, City Manager, Chamber of Commerce, EDC, PJSRA

<ul style="list-style-type: none"> • Hold Community Workshop in North Port St Joe to seek input and provide information about Projects and Activities to promote economic development in the community. • Use websites to disseminate information on all community resources. • Encourage public participation through meeting design and room arrangement. 	December 2014	No additional funding required	EDC, City Manager, Planning Consultant, PJSRA
	On going activity	No additional funding required	City Manager, Chamber of Commerce, EDC
	On going activity	No additional funding required	City Manager

OBJECTIVE 1.6: Celebrate the history and culture of the region through educational and cultural venues to attract a new demographic of visitor and increase local jobs for local residents.

Projects/Activities	Timeframe for completion	Potential Funding Sources	Responsible Entities
<ul style="list-style-type: none"> • Renovate Centennial Building – the Centennial Building master renovation plan outlined with suggestions & pictures by University of Florida group is located at City Hall. It may be more than the City can afford at present but provides a good starting point. Once roof problems get fixed, work will include painting inside, fix acoustics, repair and refinish floors, replace overhead lights, etc. Need to prepare detailed list of needed repairs and estimated cost, including work on the roof, improvements to acoustics, improvements to stage facility and kitchen. 	Ongoing activity	TBD	City Commission, City Manager
<ul style="list-style-type: none"> • Relocate and renovate Light House, Oil House and keeper's quarters 	Dec 2016	TBD	City Commission, City Manager
<ul style="list-style-type: none"> • Explore opportunities to acquire and renovate historic Port Theater through a historic preservation grant from the Florida Department of State. 	Dec 2017	Department of State, League of Historic American Theaters	City Commission, City Manager
<ul style="list-style-type: none"> • Establish a tour of historic sites and the original downtown Port St. Joe. 	December 2015	TBD	City Commission, PSJRA