

City of Port St. Joe

Competitive Florida Asset Mapping Report

Division of Community Development
Florida Department of Economic Opportunity



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Acknowledgements

The Department of Economic Opportunity would like to thank Port St. Joe for serving as a pilot in our Competitive Florida Partnership Program. We would also like to thank all community members and state agency partners, coordinated through the Rural Economic Development Initiative for their enthusiastic participation in the community asset mapping exercise. For a complete list of all individuals who participated, see Appendix B.

Introduction

Port St. Joe is a pilot community in the Department of Economic Opportunity's Competitive Florida Partnership Program. Competitive Florida is an advanced technical assistance program that helps communities map their strengths and identify what makes them unique. Communities then target economic development opportunities and improvements that fit within their character. The recommendations included in this report were developed through an asset mapping exercise,



which is an integral part of the Competitive Florida Partnership Program. On April 23, 2014 a team of experts from state and regional agencies partnered with community leaders to visit the unique assets in Port St. Joe. In addition, the teams brainstormed potential opportunities to expand upon the assets in ways that may further economic and community development in the community. Building on the assets already present within the county is a strategy to minimize the amount of outside resources needed to achieve the community's goals, while also embracing and staying true to those characteristics that make the community unique.

Economic development can generally be defined as long-term actions of policy makers and communities that promote a high and rising standard of living and economic health of a specific area. These are the actions that a community can take to incrementally improve itself, which can lead to the attraction of residents and increase demand for new businesses and jobs. A report by the North Carolina Rural Economic Development Center states that in small towns, community development is economic development. It goes on to say, "Capacity-building and other strategies typically associated with community development are analogous with actions designed to promote economic outcomes in rural areas." The recommendations in this report are centered on the fifteen principles outlined in the Competitive Florida Partnership Program to make communities more competitive.

PLEASE NOTE:

Many of the observations and recommendations were developed by agency and regional representatives that may have limited insight into the community and may lack the local knowledge of past projects and future plans. These recommendations are meant to provide a snapshot of the community from individuals with an outside perspective. Those that know Port St. Joe best may find some recommendations more feasible or appropriate for the community than others, but the hope is to provide thoughts to help guide those closest to the community in the creation of a local economic development action plan.

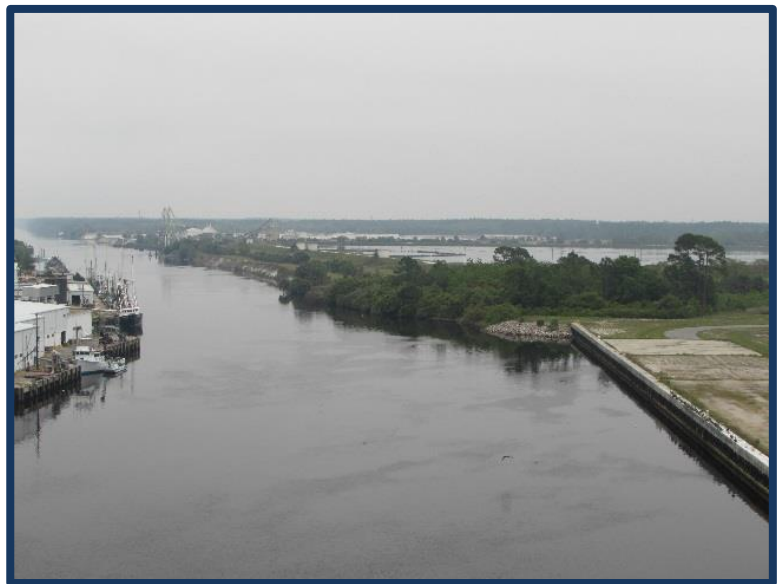
Top Assets Identified

Assets are existing local resources that the community can build upon to strengthen the local economy. The asset mapping teams pointed to the following list of places, sites, groups, and institutions as the top assets in the community. These are not listed in any particular order.

The Port of Port St. Joe and Associated Industrial Development Opportunities

One of the City's top assets is its state-designated deepwater port which lies adjacent to more than 5,000 acres of undeveloped land. With the expansion of the Panama Canal and inception of Panamax shipping, the Port is expecting some smaller scale freight handling operations as larger Florida seaports shift to smaller ports, especially those with shorter ship-to-market routes. The Port's vast area and adjacent waterways offers unique accommodations for maritime-related and spin-off businesses that are not typically available at land-constrained ports.

Several industrial properties are available for purchase or lease within the 300-acre Port of Port St. Joe planning area, most of which have direct access to either St. Joseph Bay or the Gulf County Canal and are already provided with water, wastewater, gas and electricity service and capacities. All sites have easy highway access and several are served by the Apalachicola Northern railway, which is currently being rehabilitated to accommodate freight train traffic. A total of 2,800



linear feet of bulkhead is currently available along the turning basin and Gulf County Canal, and another 3,600 linear-foot expansion is possible along the Bay.

Reid Avenue: An Historic District with a Bright Future

The City of Port St. Joe continues to embrace and protect the legendary beauty first recognized when it became incorporated in 1913. The City has designated its downtown east and west of Highway 98 as its Historic and Waterfront Districts, respectively. The City is able to preserve its legacy by carefully planning amenities while ensuring a sense of luxury and allure of the water is not lost as it pursues a stronger economy. Those participating in the City's asset mapping exercise



no doubt enjoyed this co-existence while strolling along the Bay Walk, admiring the retail shops and other assets along Reid Avenue and later brainstorming at the Chamber of Commerce while overlooking the Port St. Joe Marina.

There may be opportunities to showcase the uniqueness and proximity of the City's natural and recreation-based waterfront to its Historic Reid

Avenue shopping district and improve the accessibility to the City's downtown for pedestrians. This also represents variations of concepts included in the 2009 Port St. Joe Redevelopment Plan.

Port St. Joe Waterfront, Trails, and Parks – Recreational Assets

Port St. Joe's emphasis on its history, accessible waterfront and recreational opportunities is evident through its network of multi-use trails and walkways, parks, marina and docks, and protected historic assets. Informational signage along Bay Walk identifies native trees and City history and annual events are highlighted at kiosks at various points along the Port City Trail. Support facilities are also provided to boaters, fisherman and others at the



public boat launch at Frank Pate Park. Playgrounds and gazebos are provided for recreation and relaxation along the waterfront as well.



Bay Walk extends 0.7 miles between the gazebo at the southern tip of Jetty Park near the Port St. Joe Marina, through George Core and Shipyard Cove Parks, to its connection with the Port City Trail east of Frank Pate Park. The four-mile Port City Trail consists of seven interestingly-named segments or loops, essentially

providing an alternative for inland travel, recreation and touring between Bay Walk, the

Constitutional Museum State Park, the Historic Cemetery, numerous residential areas, Port St. Joe Elementary and High Schools, and the Gulf Coast State College at Highway 98.

Historic Port St. Joe/Historic Resources

Probably the most obvious of physical assets in the City are its historic sites and structures. Efforts are currently in progress to relocate the Cape San Blas Lighthouse to Shipyard Cove Public Park, which will help to accentuate the City's longtime presence as a bustling seaport. Many stories are told of the Community of St. Joseph (the city's predecessor) being Florida's largest city, its role in the state's first constitution, its booming times, and the hardships it endured. The asset mapping exercise revealed a few ideas that might help the City to offer yet more opportunities to protect and highlight its heritage and more successful times.



Sacred Heart Hospital

The Sacred Heart Hospital is a significant community and regional asset, providing many jobs and helping to maintain the area's high quality of life. Since Sacred Heart's initial opening in 2010 the facility expanded to include specialty physicians, dialysis services, a women's center, physical, occupational and speech therapy, and heart rehabilitation. The hospital also provides quality healthcare for tourists or retirees that may be staying in Port St. Joe for an extended period of time, particular in the winter months.

Gulf Coast State College

The Gulf/Franklin Campus of the Gulf Coast State College (GCSC) provides opportunities for education, career advancement and skills training for targeted industries. GCSC provides workforce education programs, including practical nursing and certified nursing assistant and others, and training to meet the global market in manufacturing. GCSC Staff works closely with Career Source Gulf Coast to create curriculum and offer training that aligns with new businesses that may wish to locate in the area.



Intangible Assets

Not all assets present within the community can be represented by a picture or a site visit. The following assets were identified by conducting a broad analysis of Port St. Joe's basic demographics, education, crime statistics, health, housing, and economy. While statistics do not define a community, they may be helpful during the production of the local economic development strategy or for business recruitment. Due to limitations in data availability, some components required an analysis at the county level. The full data profile, including sources and basic methods, is available in Appendix E.

Education

High School Graduation Rate

Port St. Joe had a high school graduation rate of 85.7 percent for the 2012-2013 school year, 10.1 percent higher than the state average.

High School Degree or Higher

The percentage of the population with a high school degree or higher in Port St. Joe increased from 80.2 percent in 2000 to 88.3 percent in 2012, making it higher than the state average of 85.8 percent.

Port St. Joe High School

Port St. Joe High School has been an 'A' school every year since 2011.

Crime Statistics

Violent Crime

The amount of total violent crimes in Port St. Joe decreased 15 percent between 2005 and 2013, and the total violent crimes per capita decreased 14 percent during the same time period.

Health

Obesity

Gulf County has one of the lowest obesity rates in the state at 23.2 percent, making it better than the state average.

Housing

Vacant Housing

With a decline in population between 2000 and 2012 of 184, Port St. Joe has a relative abundance of vacant housing compared to the state as a whole.

Seasonal Housing

There is almost no vacant seasonal housing within the Port St. Joe city limits, which may suggest that there is significant latent potential for seasonal housing to be built or offered to the market.

Affordability

With the estimated median home value in Port St. Joe being 20 percent lower than the state average, this may indicate relative affordability.

Economy

Median Household Income

The median household income in Port St. Joe increased by more than 20 percent between 2000 and 2012.

Employment

The Retail Trade industry in Gulf County saw employment increase 23.5 percent between 2008 and 2013. Additionally, its share of the County's employment increased 3.4 percent during that time period.

The Health Care and Social Assistance industry in Gulf County saw employment increase 31.6 percent between 2008 and 2013. Its share of the County's employment grew by 4 percent during that time period.

Wages

Between 2008 and 2013, total wages earned through the first three quarters (January through September):

Increased by 41.1 percent in the Retail Trade industry;

Increased by 66.1 percent in the Real Estate and Rental and Leasing industry;

Increased by 76.5 percent in the Health Care and Social Assistance Industry.

Specific Areas for Improvement

Asset mapping teams were asked to identify critical issues and specific areas of improvement when visiting the top assets in the community. The following issues were observed and noted by the teams during their visit.

North Port St. Joe

The North Port St. Joe community doesn't seem to be very well integrated into the larger Port St. Joe community. The area also appears in need of infrastructure improvements or other revitalization efforts.

Agency Collaboration

The level of integration and collaboration between the various community support agencies and organizations (both governmental and non-governmental) could be improved, and we can see improvements starting to take place in the community through this asset mapping exercise.

Aquatic Preserve Signage

There is no informal signage indicating the location of the aquatic preserve at various points throughout the community. This makes it difficult to find and may reduce the number of visitors to the preserve.



Derelict Vessel

The sailboat located just offshore to the south of the marina is derelict and may be hazardous to other boaters or inhibit boating traffic in the future.

Service Road Buildings

Some rear faces of buildings appear dilapidated and would benefit from maintenance or repair. However, Port St. Joe's Commercial Façade Grant Program can be and is being applied to address this concern.





Industrial Sites

The blank slate nature of the port's industrial sites has pros and cons- the cons are that some have gone unmaintained and appear to be deserted or abandoned. The pros are that it is cleared and viewed open for potential business opportunities.

Dredging of the Shipping Channel

The dredging of the shipping canal remains a critical link in the development of the city's port.

Sidewalks

There are several cracks or uneven joints in the sidewalks in the downtown area. Several of them could be hazardous to pedestrians, and as a result the area is not as pedestrian-friendly as it could be.



Historical Resources

Many of the historical resources in Port St. Joe have been neglected and lack maintenance. This includes the Port Theatre and the Centennial Building.

Jetty Park Tables

The tables at Jetty Park have rusted-out bases making them a hazard to people who may still choose to use them. They may need to be refurbished or replaced to improve seating at the park.

Port City Trail Lighting

The Port City Trail is an excellent way to move locals and visitors alike through the city and connect them with local businesses and destinations. However, lighting could be improved along Bay Walk through George Core and Shipyard Cove. Additionally, the lights between 16th St. and 10th St. are not working currently. The lack of available lighting may be hazardous to users and inhibit potential usage of the trail system.

Recommendations

Recognizing the assets available within the community, the following recommendations look to capitalize on existing opportunities, create additional opportunities, and help to address, directly or indirectly, the critical issues identified within the community.

Establish pedestrian-oriented gateway plazas.

The City may find that establishing obvious and direct pedestrian-based gateway plazas between its Waterfront and Historic Districts could help boost business activity in its downtown by connecting it to other areas and making them more noticeable. While helping to frame and protect scenic views across Highway 98 toward the waterfront from Reid Avenue, gateway plazas would designate specific locations at which pedestrian access to downtown is encouraged. The plazas could emphasize pedestrian-oriented access from the waterfront, including parks and trails, and residential areas to the businesses primarily fronting Reid Avenue. Businesses most often benefit more from foot traffic than that generated by the auto-oriented, often single-occupancy vehicle.

Initial action might include designating a major east-west link between Bay Walk and Reid Avenue. For example, portions of the seemingly expansive asphalt pavement on both sides of Highway 98 at Third Street could be replaced with the red brick and wrought iron hardscape seen along Reid Avenue. In addition to enabling increased foot traffic to businesses, gateway plazas could help celebrate the City's recreation- and outdoor-friendliness. A gateway plaza incorporating an extension of the Port City Trail across Highway 71 just north of Woodward Avenue could also provide numerous residential areas south of Highway 71 with a more direct connection to downtown via Long Avenue and Third Street.

Improve conditions for pedestrians crossing Highway 98.

The City may consider investigating improvements along Highway 98 that enable a safer and more enjoyable crossing between the waterfront and Reid Avenue. For example, a center median with pedestrian refuge areas strategically placed along a segment of Highway 98 between Highway 71 and Marina Drive/First Street could enable greater pedestrian access at marked pedestrian crosswalks and traffic or pedestrian beacon signals if criteria/warrants are met. If landscaped with native oak and palm trees, the median would increase the amount of shaded areas provided downtown and improve aesthetics as well.

The City could consider an effort similar to its North Port St. Joe Gateway Landscape project, which was funded through a grant from the Florida Department of Transportation (FDOT),

combined with the hardscape components of the gateway plaza concept. The City might also consider reevaluating the strategies and recommendations made in its *2009 Redevelopment Plan* to determine whether the scopes of past plans and programs could be modified to help accomplish these or similar ideas.

Explore opportunities to connect to the Gulf Coast Parkway shared-use trail.

Given its current network of shared-use trails and parks, the City might consider a shared-use trail connection along Highway 98 to the trail planned as part of the Gulf Coast Parkway, which is currently planned to terminate approximately eight miles west of downtown at County Road 386. Other opportunities may exist as part of Segment Two of the proposed Gulf to Bay Highway. Coordinating with FDOT and the Florida Department of Environmental Protection (FDEP) Recreational Trails Program (RTP), the City might find connections to Windmark Beach and downtown as a unique way to attract fitness and outdoor recreation enthusiasts and related tourism.

Investigate funding opportunities for pedestrian and bicycle related projects.

FDOT, District Three and FDEP Office of Greenways and Trails staff are helpful in determining the availability of funding sources and other assistance for projects to increase bicycle and pedestrian mobility and shared-use trail connectivity. For example, some potential funding sources include FDOT’s Local Agency Program (LAP), which administers the Federal Highway Administration (FHWA) Transportation Alternatives Program (TAP). TAP focuses on

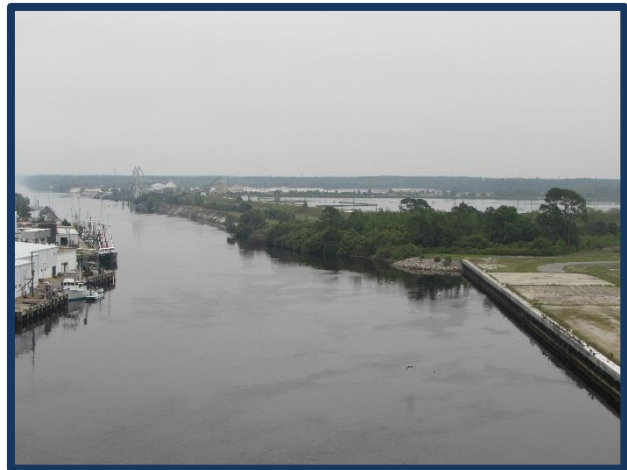


improvements that create alternatives to transportation for the non-motorized user and other enhancements. TAP projects are defined as *“federally-funded community-based projects that expand travel choices and improve the transportation experience by improving the cultural, historic, and environmental aspects of our transportation infrastructure.”* Eligible activities under TAP include 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. TAP is a cost reimbursement program, not a grant program.

FDEP's Recreational Trails Program could provide another funding source that may be coordinated/combined with FHWA funding resources. The RTP competitive grant program provides financial assistance to agencies of city, county, state and others for the development of recreational trails, trailheads and trailside facilities. Though all grant awards must be matched, the match ranges between 50:50 and 80:20 for a maximum of \$200,000 for non-motorized projects.

Better advertise and communicate the potential of the Port and associated industrial development opportunities.

During the asset mapping exercise, questions arose as to whether the availability of the port's industrial properties was being marketed to maximize the sites' full potential. It was also expressed that minor maintenance may make the properties more appealing to potential businesses. The tremendous potential that the port and associated industrial properties offer remain waiting to be tapped. To respond to this opportunity, it is recommended that economic development partners coordinate their efforts to better market the City's industrial sites and other industrial properties for sale or lease. This could begin by ensuring that all available facilities within the Port Planning Area are listed in the Enterprise Florida, Inc. (EFI) building and sites database and by designating one primary point of contact for related economic development authorities, such as Florida's Great Northwest or Opportunity Florida.



EFI focuses its economic development efforts on a wide range of industry sectors, among them are marine, clean energy, and manufacturing. EFI is also the State's primary entity for trade and export development. The City's ongoing coordination with EFI's partners, including the Gulf County Economic Development Alliance, which targets key industries such as port services, green products and clean energy, fisheries and aquaculture, life/health sciences, and hospitality, will help to ensure these potential businesses are well aware of Port St. Joe's assets.

This recommendation is consistent with Policy 1.5.7 in the City's Economic Development Element of its Comprehensive Plan, which calls for enhancing relationships with EFI project managers and others to ensure they are aware of available assets.

Develop a standard location map and listing of all available buildings and sites.

The City's economic development singular point of contact may be responsible for maintaining the map and inventory, which would be available for use as a guide during tours with prospective business clients and entrepreneurs. The site descriptions could include details on the various aspects of the properties, such as distinguishing whether publicly and privately owned or controlled sites and property are for sale or lease.

Shovel-readiness of the sites may also be indicated in the list in terms of available and planned infrastructure capacity and utility services. This may include site certification, a process in which site readiness for use or development is confirmed as a method to attract capital investments. Information available on sites and buildings can assist potential businesses in forecasting site and building development costs, avoiding unforeseen constraints and expenses.

Policies 1.1.2 and 1.1.3 of the City's Economic Development Element call for developing a complete list of assets, including shovel ready sites for development and existing vacancies of suitable commercial/industrial properties and including this information along with an array of possible incentives on the City's website.

Improve the appearance of vacant industrial properties.

Improve the curb appeal of industrial properties by requiring that fences be mended, grass to be mowed and any dilapidated facilities to be repaired, removed or screened. This would 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".

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. Some buildings have been modified to create a secondary public entry along

Highway 98, in addition to the one facing Reid Avenue. Combined with the improvements discussed as part of a pedestrian-oriented gateway plaza, this type of revitalization would generally improve the appearance of this portion of the Highway 98 corridor while helping to increase the visibility and accessibility of the businesses primarily accessed from Reid Avenue to those traveling along Highway 98 and approaching from the Waterfront District to the west.

Help visitors find businesses and key destinations through better wayfinding signage.

The businesses along Reid Avenue are neither visible to travelers on Highway 98 nor well-advertised. The same is true for many of the City’s prize parks and recreation facilities. To improve awareness of these destinations the City could utilize wayfinding signage directing travelers to the businesses along Reid Avenue and to its various parks and recreation facilities. Directional signage could be located along the main gateway corridors entering into Port St. Joe, including Highways 71 and 98.

Improve mobility for bicyclists and pedestrians in the Downtown.

Downtown areas could be made more accommodating to bicyclists and pedestrians by providing greater accommodations for alternative modes of travel. Reevaluating its Master Parking Study conducted in 2009, the City might determine that replacing between four and eight automobile parking spaces at the area near the Highway 98 and Third Street intersection with the red brick and wrought iron hardscape and landscape materials used along Reid Avenue, for example, would be a worthwhile trade-off to better accommodate pedestrian mobility between the central waterfront and Reid Avenue. These improvements enable a greater presence of pedestrian and bicycle activity while offering an alternative means to access the waterfront and Downtown.



Expand usage of alternative modes of transit.

The City could work with vendors, such as bicycle shop owners, to provide bicycles for rent, a fun and active way for visitors and tourists to enjoy the City. To assist in accommodating bicyclists, Reid Avenue and nearby City parks could be retrofitted to provide bicycle parking, a relatively

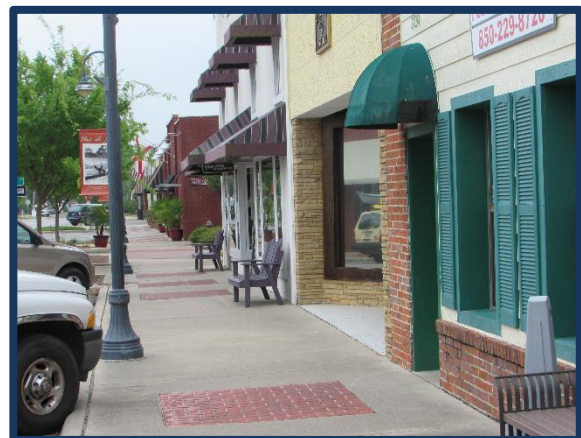
inexpensive improvement. During peak usage, the City could also consider establishing a shuttle service via eight-passenger or more golf cart trams between satellite parking locations and select locations, like the *Billy Joe Rish Memorial Parking Lot* and various destinations in the Waterfront and Historic Districts. This would reduce car traffic in the Waterfront and Historic Districts during events, such as festivals, providing convenience while maintaining a pedestrian friendly environment and a relaxed atmosphere.

Create enticing *cool spaces* 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. If these *cool spaces* were visible and accessible at focal points like at a *gateway plaza* they could attract people along the waterfront to visit Reid Avenue for shopping, dining, socializing, and entertainment. The *cool spaces* concept might also be incorporated as a standard component of the City’s parks and shared-use trail system and combined with thematic signage celebrating the City’s plentiful supply of water resources.

Apply to be designated a *Florida Main Street Community*.

The City might consider applying to become a designated Florida Main Street community. Florida Main Street is a technical assistance program that encourages traditional historic commercial corridors administered by the Bureau of Historic Preservation, Division of Historic Resources, within the Department of State. This program focuses on four main points: 1) Organization, 2) Promotion, 3) Design, and 4) Economic Restructuring and all communities that participate in this program have developed strategies that address these four points. The City of Port St. Joe Redevelopment Agency’s efforts to revitalize the Reid Avenue Corridor in the community are very much in line with this program. By joining this program, the community will get targeted technical assistance in these areas. In addition, they will be able to tap into a network of other communities around the state and even nation focused on the same goals. This program holds quarterly meetings where ideas and information are exchanged that are centered on revitalizing commercial corridors in historic places.



Should the City choose to seek the Florida Main Street designation, it's recommended that they pursue the soon-to-be open cycle in July. Recognizing the value of addressing the four points approach, the City might choose to focus on "Organization" and "Promotion" first, with an understanding that the Main Street Board will continue to work with the CRA on "Design" and "Economic Restructuring," through the existing Redevelopment Plan. As part of forming their organization for this effort, the City might consider inviting past volunteer CRA board members to serve as the board for Port St. Joe Main Street. The City could explore options for creating a 501(c)3 organization that is financially supported through the City (as well as other mechanisms) to carry out the mission of the PSJ Main Street. This may allow the City to be eligible for new resources and grants that they currently cannot access. The Main Street Committee/Board could be charged with the promotion of the downtown area through frequent events such as concert series and other evening activities that would draw people into the downtown area to take advantage of the shops that are available as well as provide in an advisory capacity of redevelopment activities specifically in this area.

Reactivate the Port St. Joe Waterfronts Committee.

The City might consider reactivating their Waterfronts Florida Committee using a similar approach, with an advisory board focused on the Waterfront District that helps to steer activities associated with the CRA. This board may or may not be structured as a 501(c)3. This would allow the CRA to continue to formally access a network of volunteers to support their efforts in this area.

Improve the usability and awareness of Port St. Joe Waterfront, Trails, and Parks through better signage and lighting.



The City should consider implementing standardized wayfinding signage and lighting along its shared-use trails and walkways. Signage indicating the distance and walking time between destinations combined with low-intensity lighting could help ensure a predictable and safe route between the sunsets enjoyed from the gazebos at Jetty and Frank Pate Parks to dining, shopping, and entertainment along Historic Reid

Avenue. Wayfinding signage could indicate the location of amenities based on a highly visible trailside mile marker system to better enable trip planning and to provide a sense of continuity toward other destinations.

Informational signage of a standardized thematic design could refer to the location of associated informational kiosks providing stories and background on all parks and historic sites. An overall map and corresponding list of amenities could be developed as a guide to illustrate the entire trails and parks network based on mile marker posts and/or pavement markings. This standardized signage and lighting would apply to future trail extensions, connectors and pedestrian crosswalks as well, like those contemplated in the Waterfront Partnership Master Plan, which would extend southerly between the waterfront and Constitution Drive.

Revitalize Port St. Joe Jetty Park.

The City could better utilize this significant resource in line with the opportunities the City has targeted for future water-based businesses, like boutique cruise ships and sunset cruises. The City might first conduct a feasibility study to determine the requirements for dockage and other facilities to support these potential



business opportunities and to assess other related improvements needed to ready this site for these additional uses. DEO's rural infrastructure grant could be a source of funding for the study. In addition, the city might consider replacing corroded picnic tables with non-corrosive materials and providing adequate restroom facilities to accommodate expanded operations.

Wayfinding signage could also make walkable connections along Bay Walk to and from Jetty Park to destinations Downtown and points south along the waterfront more readily discernable for these tourists and recreationists.

This recommendation is consistent with Policy 1.4.6 of the Economic Development Element which requires coordination with the Small Vessel Initiative to provide tourist amenities such as the Bay Park Conceptual Plan to promote the City as a Port of Call for boutique cruise lines and research vessels.

Acquire the historic Port Theatre through a historic preservation grant from the Florida Department of State.

This could occur as part of Reid Avenue being designated a *Florida Main Street* under the Florida Department of State, Bureau of Historic Preservation, Division of Historical Resources. The Bureau conducts statewide programs aimed at identifying, evaluating, and preserving Florida's historic resources. *Main Street*, with its emphasis on preservation, is an effective strategy in achieving these goals in Florida's historic retail districts. Other alternative funding sources, including corporate donors and other private philanthropic organizations, could be sought either in conjunction with *Main Street* funding or in its place if necessary. These funds could be used to assist with the renovation of the Port Theatre.



The City should specifically target “Special Category Grants” under the Florida Department of State, Division of Historic Resources to pursue acquisition of the Port Theatre. The application period for FY14-15 will open on September 1, 2014 and close October 31, 2014. The community could be awarded up to \$350,000 and as a Rural Economic Development Initiative Community (community designated as rural under Section 288.0656 and 288.06561), the City of Port St. Joe is eligible for a match reduction of up to 10% of the requested amount.

Establish a tour of historic sites and the original downtown Port St. Joe.

A guided tour of the City’s many historic sites and destinations could be provided via commercial vendor and/or as a self-guided automobile, bike, or pedestrian tour. The tour could be created through extension of other currently-offered tours of the Constitutional Museum State Park and Historic Cemetery. During appropriate seasons, the community might offer this as a “ghost tour.” This may be appropriate for summer evenings (as an activity offered after hours when it’s not as hot) as well as during the fall close to Halloween. This strategy is consistent with Objective 1.6 of the Economic Development Element that calls for celebrating 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.

Sacred Heart Hospital– investigate Critical Access Hospital (CAH) designation.

CAH designation could increase revenue through cost-based reimbursement from Medicare and offer grant funding opportunities. From its initial creation as part of the Balance Budget Act of 1997, the American Hospital Association (AHA) has been a champion of the development and subsequent improvements and enhancements of the CAH program. The AHA has represented many types of hospitals, health care networks, and their patients and communities with respect to the CAH program.

The City, in partnership with Sacred Heart might investigate assistance provided by AHA to determine what type of statistics and documentation may be needed to secure this designation for the region and demonstrate Sacred Heart to be the preferred hospital in the region. The continuing success of Sacred Heart, especially through future expansion, could provide increased opportunity for the employment of Gulf Coast State College (GCSC) graduates as well.

Increase advertisement of access to higher and continuing education.

Gulf Coast State College already represents an exceptionally active and effective asset in the community. Building from this, there may be opportunities in the future to expand offerings. Potential areas for new and expanded training and education programs may include: nature guiding, outdoor enthusiast and ecotourism related business development, additional health/medical opportunities, fisheries and aquaculture, entrepreneurship, and the technical and management expertise needed for cargo handling and deep water port operations.



The Port St. Joe Redevelopment Agency Plan had recommended in the past that the City partner with GCSC to evaluate current service programs, facilities, and delivery mechanisms, examining opportunities such as the small business incubation facility established at the Washington High School Community Center and other facilities. Further assessment might reveal the possibility of GCSC-sponsored pilot projects.

In addition GCSC may consider targeting outreach programs for at-risk youth, minority populations, and those that complete their General Education Degrees as an available next step. While the opportunity is open to these individuals in the area, it was noted that many might not see this as a viable option due to actual and perceived barriers. This might include visiting partnering with afterschool care programs and other educational program available through

Career Source Gulf Coast to get the word out about this opportunity and making information on finance options available.

Another barrier for this community may be transportation. A shuttle to and from select locations nearer to downtown areas like North Port St. Joe and Apalachicola would be of benefit to day- and night-time students and those that either don't have the means or can't afford to travel to the GCSC campus and other places of learning without assistance. In many cases, these individuals may qualify for grants and scholarships that may cover their costs and remove some of the perceived barriers to this opportunity.

This strategy is also consistent with Objective 1.3 of the City's Economic Development Element calls for quality education at all levels and responsive workforce training, including that required for skilled manufacturing, business management, and entrepreneurship.

Expand skills training, after school activities, and summer youth programs to reach all segments of the community.

It is anticipated that the City's population may become far more diverse in the years ahead. To ensure that there are enough employees to support the construction trades and blue-collar jobs necessary for port operations and related industries, it's important that the city embrace its current population diversity. It's recommended that skills training as well as youth and education programs enable outreach to all segments of the community, ensuring opportunities for socioeconomic advancement and cultivation of skills at early stages of learning. The location of the current afterschool care program makes participation from individuals in the North Port St. Joe difficult. The community might consider a more central location in the future, accessible to all members of the community or offering a second program in the North Port St. Joe neighborhood.



Facilitate continued improvements to the Downtown by providing additional financial assistance to the Community Redevelopment Area (CRA).

The CRA has been instrumental in the continuing success of the businesses along Reid Avenue. It's recommended that they continue their successful endeavors to improve the economic development potential of affected Downtown areas. Although it is directly funded through tax revenues, it would benefit

from additional support from the City of Port St. Joe and Gulf County, possibly in the form of financial assistance or joint partnership on endeavors beneficial to all parties.

Concentrate more revitalization efforts in the North Port St. Joe Community.

The North Port St. Joe Community has a rich history in the area with a close-knit community of people who depend on one another to address needs. The City of Port St. Joe should consider investing in the infrastructure of this community. This area is in need of façade improvements and neighborhood clean-up efforts to both raise the standard of living for residents as well as upgrade this corridor that is located close to other star assets and areas targeted for economic opportunities. The City could consider Community Development Block Grant funding to improve streets and sidewalks as well as explore funding opportunities to improve housing conditions and refurbish old commercial buildings located in the area.

Invest in the people of North Port St. Joe.

In addition to investments in infrastructure, it is recommended that the City of Port St. Joe invest in the people of this area as well. Members of the North Port St. Joe Community might be invited to participate in community boards and other organizations. The City may benefit from their voice being integrated throughout community visions and conversations. The City might also consider improvements to the gymnasium and playground equipment located at the gymnasium currently utilized by the youth of this area. The gymnasium functions as a community center and residents expressed a desire for it to be open more often. It is an important place that provides structured activities such as free afterschool tutoring and sports. Page 27 of the Port St. Joe Redevelopment Agency Plan contains past ideas and input gathered from the residents of the North Port St. Joe Community. This list was last updated five years ago and may need to be revisited to determine which projects have already been accomplished since original outreach efforts nine years ago and which ones might be prioritized in the near future. The City should partner with Career Source Florida and the Capitol Area Community Action Agency, which may have resources to assist with these efforts.

Encourage the use of volunteers through the CRA Program.

In small communities, like the City of Port St. Joe, where staff can be limited, tasks such as grant writing and other matters are often spearheaded by volunteers. It's important that the city value and utilize these volunteers to support their targeted redevelopment efforts. The city may consider some sort of formal recognition for the services of these volunteers through official titles or maybe yearly service awards or other forms of appreciation. Building a thriving network

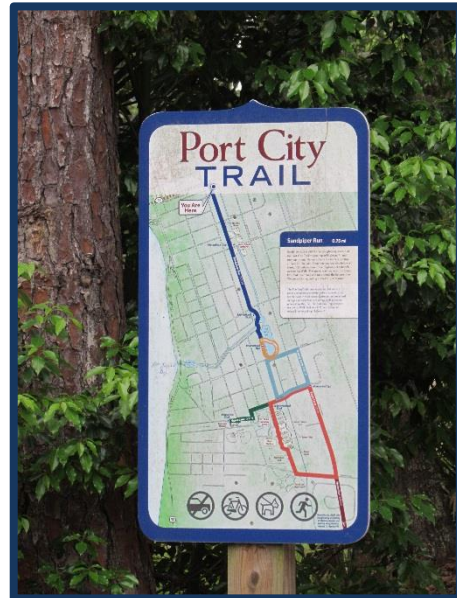
of volunteers can save the city money and help foster community spirit where individuals take pride and ownership in their contributions to the city.

Foster “Leadership” and Volunteerism through a Leadership Gulf or Leadership Port St. Joe Program.

In addition to assistance with redevelopment, communities that sponsor programs that develop their next generation of leaders can help draw new high-skilled and influential members into community service. These programs often take place over a series of weeks and involve field trips to various community assets to understand the importance they plan in overall economic development and community well-being. In addition, they sometimes involve a “class” community service project such as the beautification of a certain area, targeted recommendations for specific improvements, etc.

Capitalize on Port St. Joe as a recreation/fitness destination.

Port St. Joe attracts numerous tourists who enjoy its natural resources and various outdoor sports and activities. The community might consider sponsoring a regional marathon or triathlon, in partnership with a local running/triathlon association. This is a way to bring in additional visitors to your community for an event and perhaps return in the future. In addition, the community might consider looking at opportunities for retirees who may visit the area, in partnership with local businesses. This could include early morning bike rides, nature hikes, yoga, tai chi, and other offerings for active seniors should the region become an attraction for retirees in the future. Highlighting dive trips to the northern tip of St. Joseph Peninsula and nature and fitness excursions along the Gulf County Canal to the Intracoastal Waterway, Lake Wimico, and Apalachicola as a regional destination, may also be appealing.



Use websites to disseminate information on all community resources.

The City’s website could be expanded to provide information about potential port and industrial development opportunities, educational opportunities at Gulf Coast State College, the Sacred Heart Hospital, the Reid Avenue Historic Shopping District, and the many recreational

opportunities the City offers. Ideally, all aspects of the City and the opportunities available to potential businesses and tourists therein might be provided or at least accessed from one site. The City might find its website could include “Economic Development” as an additional item in the menu bar, which would provide links to the Gulf County Chamber of Commerce, Tourist Development Council, and Economic Development Alliance, and other economic development partners, including Florida’s Great Northwest and Opportunity Florida. In addition, the City may consider coordinating with other public agencies, such as VISITFLORIDA, to share information about the City’s recreational and historical resources.

Work with Gulf County to prioritize education in the county.

While the schools within the City of Port St. Joe have received fairly high rankings over the past several years, the district (county) as a whole has been declining since 2011. For the period of 2009 – 2011, Gulf County received an “A” grade, which dropped to “B” in 2012 and a “C” in 2013. School system rankings play a large role in attracting potential high-skilled employers to an area that places value on the education system for both their own children as well as the children of the employees they wish to attract. The City might consider touting the high ratings of the schools within their own jurisdiction while expressing to the county that the declining overall district grade is a concern for the community’s overall economic and job growth.

Encourage public participation through meeting design and room arrangement.

Port St. Joe is encouraged to continue to seek public involvement in planning, redevelopment and economic development activities. In the future, the city might consider alternative venues or room layouts for workshops. An open format, where chairs are arranged in a round or horseshoe fashion and elected officials are seated among community members, might encourage more open participation. The City might consider using the nearby Fire Department or a school cafeteria, if chairs cannot be rearranged in the Commission Chambers. If the City is seeking input on a specific neighborhood, it may be useful to hold the community meeting in an area central to that neighborhood such as a gymnasium or local church. The City might also consider exercises that allow folks to provide input without requiring them to speak in front of a group. Methods such as small group discussions with flipcharts, using dots to “vote” on priorities and post-it notes to capture individual ideas, may be useful in these meetings.

Conclusion

Working with the Port St. Joe staff and community members was an energizing experience for all regional and state partners involved in the effort. The city has a wealth of both natural and built assets in the community and is on the cusp of what seems to be the next potential boom. It is exciting to see the community moving forward with such a strong commitment to



attracting new businesses and creating jobs through the development of its port and other ventures. It's also encouraging to see the transformation of the waterfront and downtown area that has occurred over the past ten years with forward momentum to continue the revitalization of this charming and unique area that really gives the community a sense of place.

The close relationship the community has established with Gulf Coast Career Source and Gulf Coast State College will no doubt continue to provide a solid foundation for the development of a competitive workforce that can rise to opportunities that may come in the future. With beautiful views of the Gulf and close access to the Apalachicola River and other unique natural treasures, it's no wonder that people fall in love with the City of Port St. Joe. However, it really is the combination of all of these things – the natural beauty, availability of jobs and opportunities for children to advance – that will continue to make the City of Port St. Joe a place that people will seek out to first visit and then call home. The DEO staff and the Rural Economic Development Initiative partners that worked with Port St. Joe appreciate the relationships formed and the knowledge that was gained from working the members of the community and spending time in the alluring City of Port St. Joe.

PLEASE NOTE: The information in this report, along with the ideas shared during the asset mapping exercise are intended to be used as a brainstorming tool for the county when creating their economic development action plan. Many of the recommendations contained in this report are the result of a snapshot observation from individuals with limited perspective. The county and community as a whole will ultimately carry the vision and decide what steps to outline in the Port St. Joe Economic Development Action Plan to realize this vision.

Appendices

Appendix A: All Assets Visited During Exercise

1. Gulf Coast State College
2. Sacred Heart Hospital
3. Gulf County Health Department
4. Sundance Rehabilitation/
Bay St. Joseph Care & Rehab Center
5. St. Joe Bay Aquatic Preserve
6. George Washington Elementary/
High School
7. School Site
8. Buck Griffin Lake
9. James “Mr. Benny” Roberts
Sports Park
10. Port St. Joe Community
Resource Center
11. Lamar Faisin Park
12. Port St. Joe Marina
13. Jetty Park
14. Gulf County Canal
15. Port of Port St. Joe
16. MTI Site
17. JOE Industrial Site
18. Polarmatic Building
19. Port Industrial
20. Shipbuilder Site
21. Former Arizona Chemical Site
22. Port St. Joe PA Bulkhead Site
23. Former Emerson Building
24. County Road 382 (Industrial Road)
25. Commerce Park- Phase I
26. Premier Chemical Site
27. May Building
28. Downtown Building
29. Bay Walk Park
30. Maddox Park at Shipyard Cover/Maddox House
31. Frank Pate Park
32. Fifth Street Boat Ramp

33. George Core Park
34. Forrest Park
35. Town Centre- North
36. St. Joseph's Bay Country Club
37. Proposed Gulf Coast Parkway
38. State Road 71
39. County Road 384
40. Chateau (Now Tapper Building)
41. Port Inn
42. Reid Avenue
43. Centennial Building
44. St. Joseph Catholic Mission Church
45. Port Theatre
46. Old St. Joseph Historic Cemetary
47. Lighthouse
48. Constitution Convention Museum State Park/The Monument
49. Centennial Park
50. State Road 30 (U.S. Highway 98)
51. Port City Trail
52. Windmark Beaches

Appendix B: Team Members

1. Kim Bodine, Career Source Gulf County
2. Mel Magidson, City of Port St. Joe
3. Gail Alsobrook, Port St. Joe Redevelopment Agency
4. Tan Smiley, Gulf County Commissioner
5. Kelli Jackson, Gulf County TDC
6. Towan Kopinsky, Gulf County EDC
7. Gloria Salinard, Realtor Association
8. Jim Anderson, City of Port St. Joe
9. Paula Pickett, Chamber of Commerce
10. Christy McElroy, Citizen
11. Tom Gibson, City of Port St. Joe
12. Leonard Costin, Port Authority- Chairman
13. Loretta Costin, Gulf Coast State College
14. Marina Pennington, Planning Consultant, Port St. Joe
15. Bob Farley, Town of White Springs
16. Patrick Jones, NAI Talcor
17. Tim Center, Capital Area Community Action Agency
18. Bruce Ballister, Apalachee Regional Planning Council
19. Heather Mason, Florida Department of Environmental Protection
20. Julie Conn, Florida Department of Transportation/CDM Smith
21. Chad Steward, Florida Department of Transportation District 3

22. Melissa Roberts, Enterprise Florida Inc.
23. Jim Brook, Opportunity Florida
24. Olen Pettis, Florida Department of Transportation
25. Virgie Bowen, Florida Department of Transportation
26. Alissa Lotaine, Florida Department of State- Historic Preservation
27. Mark Yelland, DEO
28. Adam Antony Biblo, DEO
29. Sherri Martin, DEO
30. Julie Dennis, DEO

Appendix C: Pictures



Figure 1. Jetty Park at Port St. Joe Marina



Figure 4. Jetty Park fishing pier



Figure 2. Bay Walk trail through George Core Park



Figure 5. Former Arizona Chemical site at Kenny Mill Road



Figure 3. Port City Trail (Sandpiper Run), looking toward Buck Griffin Lake



Figure 6. Port St. Joe Commerce Park, at County Road 382 and Premier Drive (adjacent to Gulf Freshwater Canal)

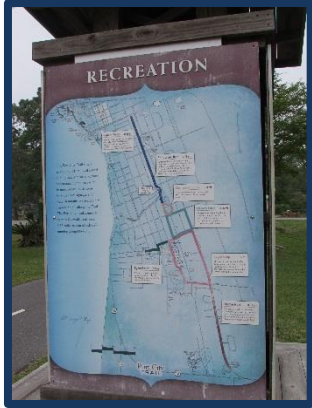


Figure 7. Information kiosk along Port City Trail



Figure 10. Windmark Beach Town Center



Figure 8. Reid Avenue facades, including Port Theatre



Figure 11. Reid Avenue streetscape



Figure 9. Windmark Beach Town Center streetscape



Figure 12. Wooden pedestrian walkway to waterfront at Windmark Beach



Figure 13. Reid Avenue streetscape



Figure 16. Reid Avenue Streetscape, as seen from the No Name Cafe



Figure 14. Picnic gazebo along Bay Walk trail, between Port St. Joe Marina and George Core Park



Figure 17. Constitution Convention Museum State Park, as seen from Constitution Drive/Highway 98



Figure 15. Maddox House at Shipyard Cove/Maddox Park



Figure 18. Public boat launch at Frank Pate Park



Figure 19. Gulf County Health Department



Figure 22. Captains Cove Marina from northbound Highway 98 over the Gulf County Canal



Figure 20. Storefront/available space on Reid Avenue



Figure 23. Overlooking Port Parcel A from southbound Highway 98 over the Gulf County Canal



Figure 21. Dockside Cafe at Port St. Joe Marina



Figure 24. Port St. Joe Marina from Jetty Park



Figure 25. Closed gas station/store along Highway 98 at Marlin Street near Highland View



Figure 28. Holly Hill Cemetery



Figure 26. Gulf Coast State College, Building B - Administration



Figure 29. Gulf County Health Department



Figure 27. Williams Avenue, across from Fire Station



Figure 30. Dilapidated bulkhead between Jetty Park and Port property (former paper mill site)



Figure 31. Infrastructure at Premier Chemical site



Figure 34. Reid Avenue streetscape, looking toward Waterfront District

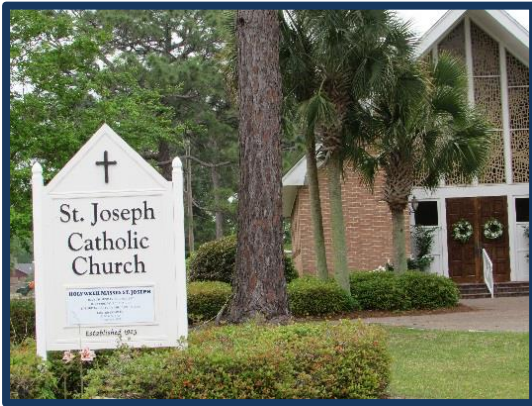


Figure 32. St. Joseph Catholic Mission Church



Figure 35. Centennial Building Plaque, across Allen Memorial Way from Constitution Museum

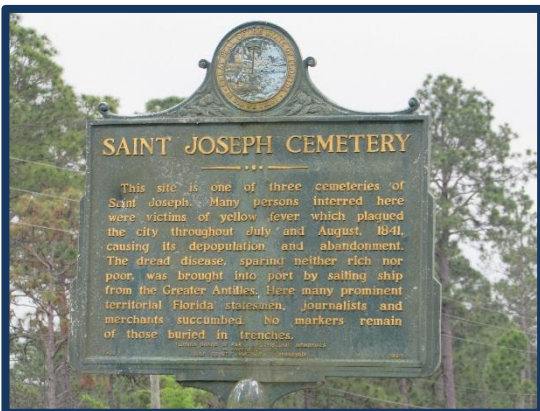


Figure 33. Old Saint Joseph Historic Cemetery



Figure 36. Infrastructure at former MTI site, between Gulf County Canal and County Road 382



Figure 37. Fifth Street at Frank Pate Park, looking east at Highways 71 and 98 intersection



Figure 40. Third Street at Reid Avenue, looking west toward Highway 98 and Waterfront District



Figure 38. Port Inn

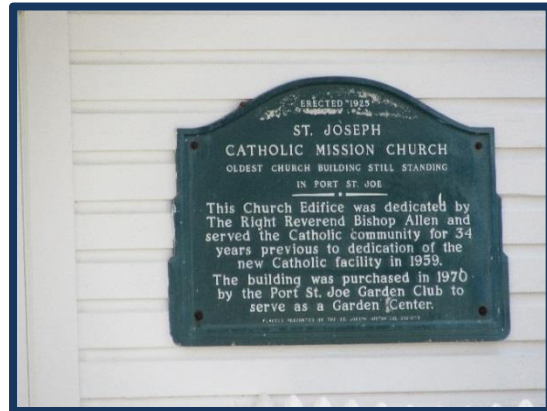


Figure 41. Historic plaque at St. Joseph Catholic Mission Church



Figure 39. St. Joseph Catholic Mission Church, now St. Joseph Garden Club Center



Figure 42. Information kiosk at Frank Pate Park public boat launch

Appendix D: Snapshot First Impressions

Asset mapping team members were asked to develop a concise sentence or slogan that represents a snapshot of their first impressions of the community. Below is a compilation of these phrases.

“It’s About Us”

“Relax with Us”

“True Old Florida”

“We Breath Water”

“Riches Await You”

“More Than a Port”

“At Home in Nature”

“Port of Opportunity”

“True Florida Lifestyle”

“Sandy Southern Charm”

“Small Town Old Florida”

“Fly, Drive or Float – Join Us”

“Coastal Community with a Big Heart “

“Old Florida with a New Point of View”

“Coastal Community Ready for Business”

“First City Hometown Natural Waterfront”

“Where People, Nature and Commerce Meet”

“Opportunity for Economic and Income Diversity”

“Where History, Nature and Opportunity Move You”

Appendix E. Full Data Profile

Basic Demographic

The basic demographic data is a comparison of statistics for Port St. Joe between the 2000 U.S. Census and the 2012 American Community Survey 5-year estimates.

Basic Demographic Comparison, 2000 vs. 2012						
	2000	2012	Change	Florida 2012	Comparison	Source
Population	3644	3462	-5.0%	18,885,152	-	2000 Census, 2012ACS
Median Age	41.9	48	6.1	40.8	7.2	2000 Census, 2012ACS
Percentage of Population 65+	21.5%	18.7%	-2.8%	18.1%	0.6%	2000 Census, 2012ACS
Race/Ethnicity Distribution						
White	68.5%	65.2%	-3.3%	57.8%	7.4%	2000 Census, 2012 ACS
Black	30.1%	31.5%	1.4%	15.2%	16.3%	2000 Census, 2012 ACS
Hispanic or Latino	0.5%	0.8%	0.3%	22.5%	-21.7%	2000 Census, 2012 ACS
Asian	0.2%	0.8%	0.6%	2.4%	-1.6%	2000 Census, 2012 ACS
Native American	0.2%	0.5%	0.3%	0.2%	0.3%	2000 Census, 2012 ACS
Two or More Races	0.9%	2.1%	1.2%	1.5%	0.6%	2000 Census, 2012 ACS

Education

The basic education data for Port St. Joe and the state of Florida is a comparison of statistics from the 2000 U.S. Census and the 2012 American Community Survey 5-year estimates, as well as data provided by the Florida Department of Education.

Education Comparison, 2000 vs. 2012						
	Port St. Joe, 2000	Port St. Joe, 2012	Change	Florida 2012	Comparison	Source
Percent of population with high school degree or higher, age 25 and over	80.2%	88.3%	8.1%	85.8%	3.5%	2000 Census, 2012 ACS
Percent of population with bachelor's degree or higher	14.6%	15.6%	1.0%	26.2%	-10.6%	2000 Census, 2012 ACS
Elementary School Grade	C (2004)	B (2013)				Fl. Dept. of Education
High School Grade	B (2004)	A (2013)	-	-	-	Fl. Dept. of Education
High School Graduation Rate	-	85.7%	-	75.6%	10.1%	Fl. Dept. of Education

Crime Statistics

All crime statistics for Gulf County and the State of Florida were obtained from the Florida Department of Law Enforcement.

Crime Statistics Comparison, 2006 vs. 2013					
	Gulf County			Florida	Comparisons, Gulf County vs. State of Florida
	2005	2013	% Change	2013	-
Total Index Offenses	342	444	30%	698,607	-
Total Violent	109	93	-15%	91,703	-
Violent Crimes Per Capita	0.0070	0.0060	-14%	0.0047	27.7%
Total Non-Violent	233	351	51%	606,904	-
Non-Violent Crimes Per Capita	0.0150	0.0220	47%	0.031	29.0%

Health

All health data was provided by the Florida Department of Health's Community Health Assessment Resource Tool Set (CHARTS). Due to data limitations, data specific to Port St. Joe was unavailable or insufficient. Therefore, the data was used to compare health statistics of Gulf County with health statistics of all other counties and the state as a whole.

Basic Health Indicators, Gulf County vs. State of Florida				
	Gulf County		State	Years
	Indicator	State Counties Quartile	Indicator	-
Licenses Florida Family Practice Physicians (FP- Family Practice) per 100,000	21.1	2 nd	23.8	2010-2012
Total Licensed Florida Dentists per 100,000	23.2	3 rd	53.9	2010-2012
All Causes Years of Potential Life Lost (Rate per 100,000 Population <75)	9060		7320	2010-2012
Total Infant Mortality Rate (per 1,000)	8.1	4 th	6.3	2010-2012
Adults who are overweight (percent)	43.2	4 th	37.8	2010
Adults who are obese (percent)	23.2	1 st	27.2	2010
Adults who could not see dentist in past year because of cost (percent)	26	4 th	19.2	2007
Criminal Homicide (per 100,000)	6.3	4 th	5.2	2010-2012
Chronic Disease Indicators				
Coronary Heart Disease age-adjusted hospitalization rate (per 100,000)	129.1	4 th	352.7	2010-2012
Stroke age-adjusted hospitalization rate (per 100,000)	361.6	4 th	266.2	2010-2012
Diabetes age-adjusted hospitalization rate (per 100,000)	2758.6	3 rd	2291.2	2010-2012
Adults with diagnosed diabetes (percent)	7.6	1 st	10.4	2010
Adults with diagnosed hypertension (percent)	32.5	1 st	34.3	2010
Adults who current have asthma (percent)	5.9	1 st	8.3	2010
Adults who are current smokers (percent)	29.5	4 th	17.1	2010

Housing

Analysis of data from the US Census Bureau's 2000 Census, 2005-2007 American Community Survey (ACS), 2010 Census, and 2008-2012 ACS was used to assess housing changes in Port St. Joe over time and to compare them with the state as a whole.

Indicator	2000 Census		2005-2007 ACS				2010 Census		2008-2012 ACS			
	Port St. Joe	Florida	Port St. Joe	Florida	Port St. Joe	Florida	Port St. Joe	Florida	Port St. Joe	Florida	Port St. Joe	Florida
Occupancy Status:												
% of housing units occupied	89.2	86.8			83.2	±0.1%	75.2	82.5	73.7	±7.2%	79.6	±0.3%
% of housing units vacant	10.8	13.8			16.8	±0.1%	24.8	17.5	26.3	±7.2%	20.4	±0.3%
% of vacant housing units as units for seasonal, recreational, or occasional use	0.3	50					9	41.9				
Tenure:												
% Owner-Occupied Housing Units	76.5	70.1			70.3	±0.2%	72.5	67.4	66.2	±10.9%	68.1	±0.2%
% Renter-Occupied Housing Units	23.5	29.9			29.7	±0.2%	27.5	32.6	33.8	±10.9%	31.9	±0.2%
Value:												
Median Value \$, Owner Occupied Units					217,800	±637			135,500	±21,800	170,800	±406
% all Owner-Occupied housing units with a value less than \$50,000					6.2	±0.1 %			12.9	±6.3 %	8.6	±0.1%

Indicator	2000 Census		2005-2007 ACS				2010 Census		2008-2012 ACS			
	Port St. Joe	Florida	Port St. Joe	Florida	Port St. Joe	Florida	Port St. Joe	Florida	Port St. Joe	Florida	Port St. Joe	Florida
Structural Attributes:												
Year Structure Built as % of total housing units												
1980 or later									11.3	±4.4%	18.6	±0.1%
1970 to 1979									9.3	±4.8%	9.9	±0.1%
1960 to 1969									37.8	≥±6.9%	12.2	±0.1%
1959 or earlier					0.3	±0.4%			0	±2.9%	0.4	±0.1%
% of occupied households lacking complete plumbing									41.7	±7.1%	59.3	±0.1%
Housing Cost Burden:												
% of households with selected monthly owner costs as 35.0% or more of household income: households with mortgage					23.2	±0.2%			40.5	±9.2%	38.2	±0.2%
without a mortgage					4.9	±0.1%			14.4	±15.9%	14.7	±0.2%
% of renter-occupied units paying gross rent of 35.0% or more of household income					42.5	±0.4%			39.6	±20.3%	50	±0.3%
Crowding:												
% of occupied housing units with 1.01 occupants per room									0	≥±2.9%	2.6	±0.3%

Economy

The economic data is primarily an analysis of employment and wage earnings across the major employment sectors in Gulf County between 2008 and 2013. Gulf County was used as the base geography rather than Port St. Joe due to a lack of available data at the city level. The employment data comparison is only through the first three financial quarters of each respective year (January through September). This is because the source of the data is the Quarterly Census of Employment and Wages provided by the U.S. Bureau of Labor Statistics, and the most recent data is only through the first three quarters of 2013. Using a base year of 2008 and analyzing through the first three quarters gives a reflection of the local economy just prior to the financial crisis and a comparison of how the local economy is growing five years later. The data provided uses the North American Industry Classification System (NAICS). Through assessing the industries present in the county, the economic analysis was focused on those industries that are the overall largest employers in the county, or largest employers relative to state employment in that sector.

Median Household Income, Gulf County vs. State of Florida					
Port St. Joe 2000	Port St. Joe 2012	Change	Florida 2012	Comparison	Source
\$33,800	\$40,716	20.5%	\$47,309	-13.9%	2000 Census, 2012 ACS

Gulf County Total Monthly Employment, 2008 vs. 2013									
2008									
January	February	March	April	May	June	July	August	September	Average
3,811	3,865	3,874	3,904	3,904	3,810	3,894	4,015	4,146	3,914
2013									
January	February	March	April	May	June	July	August	September	Average
3,435	3,573	3,652	3,702	3,697	3,558	3,543	3,606	3,568	3,593

Major Sector Employment Data By Month, 2008 vs. 2013

2008

Sector	January	February	March	April	May	June	July	August	September	Average	Share
Construction	336	354	360	337	333	348	372	374	361	353	9.0%
Retail Trade	345	345	351	375	367	389	414	392	384	374	9.5%
Financial Activities	271	273	275	304	292	330	316	299	271	292	7.5%
Real Estate and Rental and Leasing	98	95	94	121	110	146	139	119	90	112	2.9%
Professional and Business Services	135	141	154	159	155	156	210	214	290	179	4.6%
Health Care and Social Assistance	363	375	361	368	370	352	350	362	377	364	9.3%
Leisure and Hospitality	347	359	374	384	402	407	457	423	449	400	10.2%
Accommodation and Food Services	303	314	330	339	359	364	414	379	402	356	9.1%
State Government	799	799	800	782	786	785	774	792	791	790	20.2%
Local Government	681	686	681	679	685	522	481	604	632	628	16.0%

2013

Sector	January	February	March	April	May	June	July	August	September	Average	Share
Construction	235	313	319	297	267	248	249	246	245	269	7.5%
Retail Trade	396	409	428	474	476	506	504	488	476	462	12.9%
Financial Activities	233	239	248	259	272	287	276	267	254	259	7.2%
Real Estate and Rental and Leasing	115	121	129	139	150	163	155	146	132	139	3.9%
Professional and Business Services	154	156	162	191	193	181	178	168	167	172	4.8%
Health Care and Social Assistance	467	482	480	493	492	469	481	471	472	479	13.3%
Leisure and Hospitality	344	349	398	363	375	387	423	396	368	378	10.5%
Accommodation and Food Services	311	316	365	330	343	355	391	362	334	345	9.6%
State Government	684	688	686	683	695	694	673	677	677	684	19.0%
Local Government	577	593	587	603	596	453	421	554	574	551	15.3%

Major Sector Wage Earnings, 2008 vs. 2013

	2008		2013		Gross Comparison, 2008 vs. 2013	Percent Comparison, 2008 vs. 2013
	Wages Earned Through First Three Quarters	Share of Total	Wages Earned Through First Three Quarters	Share of Total		
All Industries	\$94,756,990.50	-	\$87,225,869.00	-	-\$7,531,121.50	-7.9%
Per Employee	\$24,109.50	-	\$24,267.00	-	\$157.50	0.7%
Construction	\$9,147,881.25	9.7%	\$9,484,544.00	10.9%	\$336,662.75	3.7%
Retail Trade	\$5,700,838.50	6.0%	\$8,043,893.00	9.2%	\$2,343,054.50	41.1%
Financial Activities	\$7,374,544.50	7.8%	\$6,155,565.00	7.1%	-\$1,218,979.50	-16.5%
Real Estate and Rental and Leasing	\$1,731,952.50	1.8%	\$2,876,805.00	3.3%	\$1,144,852.50	66.1%
Professional and Business Services	\$6,053,268.00	6.4%	\$3,767,379.00	4.3%	-\$2,285,889.00	-37.8%
Health Care and Social Assistance	\$6,794,369.25	7.2%	\$11,993,680	13.8%	\$5,199,310.75	76.5%
Leisure and Hospitality	\$4,450,854.75	4.7%	\$4,450,854.80	5.1%	\$0.05	0.0%
Accommodation and Food Services	\$3,858,364.50	4.1%	\$3,858,364.54	4.4%	\$0.04	0.0%
State Government	\$20,081,310.00	21.2%	\$17,554,240.00	20.1%	-\$2,527,070.00	-12.6%
Local Government	\$15,060,982.50	15.9%	\$15,060,982.66	17.3%	\$0.16	0.0%

Employer Unit Comparison, 2008 vs. 2013

	2008		2013		Gross Comparison, 2008 vs. 2013	Percent Comparison, 2008 vs. 2013
	Reporting Number of Units	Share of Total	Reporting Number of Units	Share of Total		
All Industries	448	-	378	-	-70	-15.6%
Construction	107	23.9%	72	19.0%	-35	-32.7%
Retail Trade	54	12.1%	52	13.8%	-2	-3.7%
Financial Activities	39	8.7%	38	10.1%	-1	-2.6%
Real Estate and Rental and Leasing	23	5.1%	23	6.1%	0	0.0%
Professional and Business Services	75	16.7%	50	13.2%	-25	-33.3%
Health Care and Social Assistance	23	5.1%	24	6.3%	1	4.3%
Leisure and Hospitality	46	10.3%	43	11.4%	-3	-6.5%
Accommodation and Food Services	41	9.2%	39	10.3%	-2	-4.9%
State Government	18	4.0%	22	5.8%	4	22.2%
Local Government	9	2.0%	9	2.4%	0	0.0%



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