

**CITY OF PORT ST JOE
ACTION PLAN**

GOAL 1: Create and retain jobs while maintaining and improving the quality of life in the community.

LEADING TEAM: City Manager, Tourism Development Council, Chamber of Commerce, PACE Foundation, Tim Nelson, Realtor Association of Franklin and Gulf County, Commissioner Buzzett, Christy Mcelroy, Port St Joe Redevelopment Agency

Objectives and Policies	Projects/Activities
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.	
Policy 1.4.1: Promote Tourism as a key component of the City's economic base.	<p>Continue to support events that promote tourism in the City and the County such as:</p> <ul style="list-style-type: none"> • Annual Florida Scallop and Music Festival • Plein Air Paint Out • <u>First Friday's Art & Music Series</u> • <u>SaltAir Farmers' Market</u> • <u>Breeze by the Bay 5K & 10K Run</u> • <u>July 4th Fireworks Show over St. Joseph Bay</u> <p>Continue to support infrastructure improvements and businesses that promote tourism activities.</p> <p>Continue to support the TDC activities to expand reach in Southern Geography, and explore emerging markets in Midwest Corridor.</p>
Policy 1.4.2: Conduct brand development exercise in the City to be aligned with Gulf County tourism.	<p>Coordinate with the Tourism Development Council and set up a date to conduct brand development exercise in the City</p>
Policy 1.4.3: Support the Gulf County Tourism Development Council's plans to promote tourism in the City and Gulf County and their yearly fiscal goals	<p>Continue to grow the Co-operative Partner Program to provide opportunities to partners that:</p> <ul style="list-style-type: none"> • Increase Visitation to Gulf County • Increase Visitor Spending in Gulf County • Deliver Qualified Leads to Partners • Acquire Long-time, Loyal Visitors • Support the Brand Ambassador Program

<p>Policy 1.4.4: Protect coastal and environmental resources that support businesses and attract tourist throughout the year.</p>	
<p>Policy 1.4.5: Explore opportunities to provide additional recreational access to St Joseph Bay.</p>	<p>Boat ramp improvements Boardwalk – public access to waterfront. Check previous plans Consider reactivating Waterfront Community Partnership Research legal status of previously constructed pier – Can City get ownership of land to build new pier? Consider moorings for transient boating</p>
<p>Policy 1.4.6: Coordinate with the Small Vessel Initiative to provide tourist amenities such as the BayPark Conceptual Plan to promote the City as a Port of Call for boutique cruise lines and research vessels.</p>	<p>Seek funding for “low docks” and Jetty Park improvements to support cruise ship proposal making Port St Joe and annual port-of-call</p>
<p>Policy 1.4.7: Maintain and enhance recreational facilities along the waterfront, including the City Pier, Port St Joe Marina, BayPark and the Shipyard Cove/Frank Pate Park as well as other small parcels acquired by the City for recreational purposes.</p>	<p>Consider waterfront development Consider “doggy park” area on the large strip of vacant land that runs between the walking trail and the canal Connect waterfront to downtown area through 3rd Street Work with FDOT to beautify US 98 and make it pedestrian friendly</p>
<p>Policy 1.4.8: Support the Port St. Joe Marina which provides recreational access to St Joseph Bay and the Gulf of Mexico.</p>	<p>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.</p>
<p>Policy 1.4.9: Seek public and/or private funding to develop the Field of Dreams Sports Complex in the City.</p>	
<p>Policy 1.4.10: Encourage cooperative efforts between local realtors, hotel/motel owners and restaurants, Tourism Development Council and Chamber of Commerce to market Port St Joe as a Waterfronts Florida tourism destination.</p>	