

COLIN BAENZIGER  ASSOCIATES  
EXECUTIVE RECRUITING

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*Section 19*

*Beau M. Falgout*

*Gainesville City Manager  
Candidate Report*

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*Cover Letter and Resume*

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# Beau Falgout

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42 Port Royal Drive, Palm Coast, FL 32164 | 386-585-5721 | bfalgout13@gmail.com

**July 31, 2019**

Mayor and Commission  
City of Gainesville  
200 E University Avenue  
Gainesville, FL 32601

**Dear Mayor and Commission:**

I am writing to express my interest and to apply for the City Manager position. I am excited about working in a City that is not only a great place to live, work, and play, but also one that is focused on the future with citizens at the center and its employees empowered to make a positive difference. I look forward to working with the dedicated team of elected officials, stakeholders, partners, and staff at the City of Gainesville to move important priorities and projects forward.

The job candidate profile indicates that you are seeking a candidate that is a dynamic and an experienced leader who will partner with the City Commission, charter officers, community stakeholders, citizens, and city staff to reach the citizen centered vision the community has embraced. For the past 12 years, I have gained a broad variety of experience in many aspects of city government at one of the fastest growing cities in the United States, the City of Palm Coast. During that time, I have been recognized as a creative and effective leader garnering multiple promotions. Most recently, I served as the Interim City Manager and continue to serve as the Assistant City Manager after the new City Manager began employment. I am proud to lead a premier municipal organization comprised of 9 departments, with 450 full-time, 4 part-time, and 70 seasonal/temporary employees with a budget of \$143.7 million. Most importantly, I live every day to serve others and expect the same for my team members. I believe my experience at the City of Palm Coast is transferrable and can help the City of Gainesville to help achieve their strategic objectives.

I have managed a wide variety of teams and projects over my career, from leading the \$10 million City Hall project to leading various process improvements to gain efficiency in our interactions with stakeholders and citizens, such as transitioning to 100% paperless bidding and contracts. I managed the State Road 100 Corridor Community Redevelopment Agency while managing the City's multiple housing programs. I served as the Deputy Incident Commander in two major Hurricanes in one year (Hurricane Matthew and Hurricane Irma) and was fully involved in the response and recovery. I played a lead role in developing our employee recruitment, retention, and developments programs, including an internship program in cooperation with our local school district, which was recognized as a best practice by ICMA. I believe these examples and my resume show the breadth of my governmental experience that could benefit Gainesville.

I understand that the City Manager will be a high-profile position that will interact regularly with elected officials, stakeholders, employees, citizens, and media on important initiatives and held to a high ethical standard. I believe my qualifications, experience, and personality make me a perfect candidate for this opportunity. Thank you for your time and consideration and I look forward to the next steps in the recruitment process.

Sincerely,

Beau Falgout

# Beau Falgout

42 Port Royal Drive  
Palm Coast, FL 32164

[bfalgout13@gmail.com](mailto:bfalgout13@gmail.com)  
[www.linkedin.com/in/bfalgout](http://www.linkedin.com/in/bfalgout)

Cell: 386-585-5721

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**Recognized as a creative and effective leader** in multifaceted public sector environments with a variety of stakeholders and challenges. Consistently recognized for an ability to manage teams and complex projects in a team environment and meet or exceed expectations.

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## Areas of Expertise

*Public Administration*  
*Project Management*  
*Community Development*

*Business Assistance*  
*Employee Development*  
*Housing Programs and Policy*

*Policy Development & Analysis*  
*Media Relations*  
*Legislative Affairs*

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## Professional Experience

### CITY OF PALM COAST — Palm Coast, FL

**2/2007 to Present**

Palm Coast is a city with a population of 86,516 covering approximately 95 square miles. It is located in Northeast Florida on the Intracoastal Waterway between St. Augustine and Daytona Beach. Palm Coast is a full service City with annual budget of \$156 million. Of note, the City was the fastest growing metropolitan area in the United States from 2000-2010.

**Assistant City Manager, 2/2018 - Present**

**Interim City Manager, 9/2018 – 4/2019**

**Interim Information Technology Director, 7/2018 – 9/2018**

**Administrative Services & Economic Development Director, 5/2016 – Present**

**City Administration Coordinator, 3/2014 to 5/2016**

**Senior Economic Development Planner, 7/2010 to 3/2014**

**Senior Planner, 7/2007 to 7/2010**

**Planner, 2/2007-7/2007**

### Selected Contributions:

- As Assistant City Manager, acted as the City Manager in their absence to ensure appropriate coverage of important administrative functions. Manage and coordinate complex administrative projects that cross departmental functional responsibilities and/or issues that involve other governmental entities in conjunction with the City Manager and the City Attorney.
- Lead and manage the Administrative Services & Economic Development Department with the functional divisions of the City Clerk, Communications & Marketing, Central Services (Budget, Purchasing, Contract Management), and Innovation and Economic Growth. Department has staffing of 12 full-time employees, an annual operating budget of \$1.9 million, with total budget responsibility of \$13.8 million. Led improvements to the City's purchasing and contract management processes that included transition to 100% paperless bidding and contract execution.
- Named Interim City Manager after the termination of the previous City Manager. Lead a premier City organization comprised of 9 departments, with 450 full-time, 4 part-time, and 70 seasonal/temporary employees with a budget of \$143.7 million.
- Reorganized the City's various stormwater functions under one department to ensure better coordination and efficiency in maintaining the City's aging stormwater infrastructure.
- Served as the Deputy Incident Commander in emergency events. Assisted in managing the City's response and recovery to two major Hurricanes in one year (Hurricane Matthew and Hurricane Irma).
- Consistent presenter to City Council of major policy and project initiatives, especially those involving multiple City departments or other governmental agencies. Developed and guided over 170 agenda items for City Council consideration.
- Created and presented to City Council the plan to build City Hall in the City's new downtown using existing funding sources. In addition, while the City Hall was under construction, negotiated a lease extension with the current landlord by outlining and exploring alternative solutions.
- Led a cross-departmental Economic Development Team to develop a City strategic economic development plan, entitled "Prosperity 2021," and implement identified projects. Since development, the local economy's

unemployment rate has dropped from 15.7% in 2010 to 6.1% in 2015. In addition, taxable sales in Palm Coast have risen 28% and bed tax collections have risen 45% during that same period.

- Served as the point person for all economic development projects within the City, including negotiation and management of all economic incentive agreements. Championed the estimated \$40 million Island Walk Redevelopment project and negotiated incentives to ensure this important project moved forward.
- Led the negotiations for the annexation and master planning for over 12,000 acres, consisting of two major projects: Neoga Lakes and Old Brick Township.
- Spearheaded the creation of Airport Area Master Plan, an award winning multi-jurisdictional plan to foster economic development in and around the Flagler Executive Airport.
- Established the City's Business Assistance Center (BAC) through a partnership with the Small Business Development Center at the University of Central Florida to assist existing businesses. Since the BAC was established, the BAC has generated over \$26 million in economic impact to the local economy.
- Advocated for relocating and expanding businesses engaged in the City's various regulatory processes.
- Led a cross-departmental team to develop and launch a new employee development and training program. Through an annual survey, employees express a 76% satisfaction rate with employee development and training.
- Managed the SR 100 Community Redevelopment Agency, led a consultant team to update the Master Redevelopment Plan, helped to secure \$4 million in bond financing, implemented the annual work plan with a budget of \$5.4 million, and acquired numerous private properties for future redevelopment.
- Promoted City interests to both state and federal legislative delegations and lobbyists. Facilitated departments in applying for grants in excess of \$40 million with over \$7 million being awarded.
- Established the City's housing programs, including the Neighborhood Stabilization Program 1 and 3, a Small Cities Community Development Block Grant (CDBG), and the Entitlement CDBG Program. The total grant funding for these programs exceeds \$5 million.
- Frequent and professional interaction with media including television, radio, and newspaper on high profile policy and project initiatives.

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### **ST. JOHNS RIVER WATER MANAGEMENT DISTRICT — Palatka, FL      2/2004 to 1/2007**

**Independent Planning Consultant**, 12/2005 to 1/2007

**Policy Analyst Intern**, 2/2004 to 12/2005

Selected as an outside self-employed consultant in order to provide technical assistance to local governments after working as an intern. Created technical assistance documents for local governments to use in complying with the updated legislative requirements for linking land use and water supply planning. Completed comprehensive plan and development of regional impact reviews and drafted comment letters.

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### **Education and Training**

UNIVERSITY OF FLORIDA — Gainesville, FL

**Master of Urban and Regional Planning**, all completed except thesis

**Bachelor of Science in Business Administration**, degree awarded 7/2003

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### **Professional Associations and Continuing Education**

American Planning Association Member, member since 2007

Federal Emergency Management Agency

**National Incident Management Systems**, ICS-100, ICS-200, IS-700

Florida Planning Association, member since 2007

International Economic Development Council, member since 2015

**Economic Development Marketing & Attraction Course**, 6/2013

**Business Retention & Expansion Course**, 11/2012

**Economic Development Credit Analysis Course**, 7/2011

**Real Estate Development & Reuse Course**, 11/2010

**Basic Economic Development Course**, 11/2009

International City/County Management Association, member since 2015

**Published in PM Magazine**, September 2018, *Change the Perception of Local Government*

Florida City/County Management Association, member since 2018

**Member**, 3/2018 to Present

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*Candidate Introduction*

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**BEAU FALGOUT**

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**EDUCATION**

Master of Arts in Urban & Regional Planning (all completed except thesis),  
University of Florida, Gainesville, FL  
Bachelor of Science in Business Administration, Decision Information Science,  
University of Florida, Gainesville, FL

**EXPERIENCE**

Assistant City Manager, City of Palm Coast, FL	2019 – present
Interim City Manager, City of Palm Coast, FL	2018 – 2019
Assistant City Manager, City of Palm Coast, FL	2018 – 2019
Interim Information Technology Director, City of Palm Coast, FL	2018
Administrative Services & Economic Development Director, City of Palm Coast, FL	2016 – 2018
City Administration Coordinator (Assistant to the City Manager), City of Palm Coast, FL	2014 – 2016
Senior Economic Development Planner, City of Palm Coast, FL	2010 – 2014
Senior Planner, City of Palm Coast, FL	2007 – 2010
Planner, City of Palm Coast, FL	2007

**BACKGROUND**

The City of Palm Coast is one of the largest municipalities in northeast Florida with a population of 86,516 covering approximately 95 square miles. It is located in Northeast Florida off of I-95 along the Intracoastal Waterway between St. Augustine and Daytona Beach.

Grand opening of Palm Coast occurred on October 29, 1970 as a master planned development by the ITT Corporation. Until ITT withdrew in 1995, the corporation provided most of the services and leadership in Palm Coast. As ITT withdrew from Palm Coast, the void left by its departure was increasingly felt in the community, and the process of incorporation began. On December 31, 1999, residents of Palm Coast incorporated into a new city. The City experienced steady growth with a boom occurring between 2000 and 2010, as the City was noted as the fastest the fastest growing metropolitan area in the United States.

The City of Palm Coast’s General Fund budget comprised \$37.4 million and the total budget was \$143.8 million (less interfund transfers) in 2019. The City has over 450 employees with 12 departments that report directly to the City Manager. As the Interim City Manager, I had direct oversight over the 12 department heads and the City Manager’s Administrative Offices, including the City Clerk’s Office, Communications & Marketing, Central Services (Budget, Contracts, & Purchasing), and Innovation & Economic Growth, which included 4 additional direct reports. As

**BEAU FALGOUT**

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Assistant City Manager, I act as the City Manager in his absence, including his supervisory responsibility.

The three most significant issues facing the City are:

- **Economic Diversification.** The City of Palm Coast started as a retirement community and remains primarily a bedroom community. In order to ensure resiliency through the next economic downturn, the City is working to diversify its economic base by attracting capital investment, entrepreneurs, and innovation.
- **Smart City Advancements.** The City is working to improve municipal services and deploy smart city technologies. Of course, resources are limited to deploy and keep up with the latest technologies.
- **Funding for Major Initiatives.** The City is one of the few communities without typical non-ad valorem funding sources to fund major initiatives, such as utility taxes and franchise fees. Without these alternative funding sources, the ability of the City to fund major initiatives is difficult without raising ad valorem taxes.

**GENERAL, MANAGEMENT STYLE AND EXPERIENCE**

I am interested in the Gainesville City Manager position for several reasons. First, I am excited about working in a City that is not only a great place to live, work, and play, but also one that is focused on the future with citizens at the center and its employees empowered to make a positive difference. I spent time in Gainesville when I attended the University of Florida and I truly believe Gainesville is both a unique and great American city. The vision of the City Commission and the groundwork completed by the Blue Ribbon Task Force to become the most-citizen centric City in the world is both exciting and inspiring. I live every day to serve others, make a positive difference, and expect and empower my team members to do the same. Second, some may see the number of charter officers, community stakeholders, stakeholders, and citizens as a challenge to accomplish the vision and goals of the City Commission. I have always believed that the more people you bring to the table and encourage open dialogue, the better public policy is created, and the citizens see better results from their government. I am excited about working with the City Commission and community to try new ideas, innovate how we deliver service, and partner to develop solutions to the problems facing the City of Gainesville.

I have a leadership style, not necessarily a management style. While I have direct reports or subordinates, I believe ultimately I serve them, not the other way around. If they fail in delivering or not meeting expectations, I have failed as well. I believe my job as a servant leader is to invest, inspire, and empower others to make a positive difference in the lives of citizens each and every day. In order to make that happen, I have to invest in them and make a positive difference in their days as well.

**BEAU FALGOUT**

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Employees would describe me as a strong communicator who is clear about expectations, holds myself and others accountable for their actions and performance, and is constantly focused on how we deliver value to citizens. Usually conflict arises because there is a misunderstanding about expectations. I feel my job as leader is to ensure I clearly communicate and develop shared expectations. In addition, I must take responsibility for my actions, admit mistakes, and hold others accountable as well. I believe public service especially at the local level is one of the few jobs where you can honestly make a positive difference in someone's day each and every day. I believe my staff is inspiring and empowered to make a positive difference in someone's day each and every day they come to work.

I believe elected officials would characterize me as a servant leader with the key attributes of integrity, focus, and humility. As Assistant City Manager and my time as Interim City Manager, I am constantly tuning out the noise and focusing myself and my team on the elected official's strategic goals and objectives. This is exactly why every Monday my team huddles to evaluate progress made towards those strategic goals and objectives, identify any obstacles, allocate resources, and most importantly celebrate successes.

Any City is greater than any one person, including the City Manager. I am humble to know that there is very little I truly control and it takes a great team to manage the day to day operations and continue to push the envelope to innovate and move a City forward. Finally, elected officials would say my integrity is untarnished even through tough situations, changes in City management, and emotional charged public policy debates.

I believe in setting shared goals with staff that are aimed at delivering value to the City Commission and the community. I generally involve staff by asking them to develop goals first with delivering value in mind. Then we meet to discuss the proposed goals. During this discussion, I challenge the norm and look at the goals through the lens of either the citizen or the internal customer. How would they react to the goal? If we achieved the goal, would citizens or internal customers care? If not, we may not be measuring the right thing.

Once we set those shared goals, we develop performance standards that are tracked and reported regularly. In addition, during each annual evaluation, staff members report on their accomplishments and shortfalls towards meeting those goals and we discuss the coming year shared goals. Beyond routine performance standards, staff members are also involved in priorities set by the City Commission. Each Monday, we discuss those City Commission priorities to ensure we are on track to deliver results for the elected official's priorities.

I am most proud of being a part of the creation of the City of Palm Coast Internship Program and seeing the impact the program has not only on young people, but also the City organization. In summer 2016, I hired two interns to design a formal internship program for city departments, since previously our staff struggled to develop a successful program. These initial interns developed the program and marketing process for recruiting college students to work within the city. The program's objective was to offer paid, college-level internships and to provide

### **BEAU FALGOUT**

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opportunities for these interns to take initiative for their own projects, network with professionals, work hands-on in their career fields, and make a difference in the Palm Coast community. The program development, design, and implementation were completed during summer 2016, and recruitment for the 2017 formal internship program began in December 2016. With more than 300 applicants for the 16 available internship positions, Palm Coast received a great response to its new program. In May 2017, the city welcomed talented students from a variety of colleges, both within and outside the state of Florida. An each subsequent year, the program has only grown both in numbers and benefits to young people and the City. Each year, interns work individually on specific projects within their assigned departments and collaboratively with other interns on a variety of interdepartmental projects. Interns also had opportunities to network with city employees along with elected officials and to experience, firsthand, how local governments serve the community.

The difference interns make will not only provide an immediate impact on our community but also a substantial impact on the collective future. Hopefully, these experiences will continue to inspire young people to continue in that endeavor of public service. In addition, each time I interact with interns I learn just as much as they do. I will always look back and be very proud of the work I contributed to creating the City's internship program. In addition, one of the City's first interns and myself co-wrote an articles that was published in ICMA's monthly magazine, which is available here: <https://icma.org/keywords/next-generation-leadership>.

The biggest mistake of my career was during a special assignment to develop the strategy and plan to build our first City Hall in our new downtown. This project was highly visible and controversial, especially since the voters had previously voted down a referendum to bond the project. Initially, our team focused on how to pay for the project using a variety of funding sources without needed debt or voter approval. The strategy and plan was solid, but unfortunately our team didn't spend enough time thinking about the public messaging.

Initially, we delivered a presentation to the community and City Council that was disjointed and confusing. In the end, City Council did not support the plan. Through this process, I learned that we need to spend more time upfront thinking about how we explain complicated projects and funding to citizens. We need to really look at local government through the lens of a citizen. Our team regrouped and recast the City Hall discussion with a narrative that citizens could connect with, "better to build than to rent." Most parents always tell their kids as their starting their careers to stop throwing away money renting and buy something. Our team refocused our presentation around that narrative instead of the many different sources we needed to cobble together to pay for the project. On our second attempt, City Council voted 5-0 to move forward with the project with the support of the community.

Unfortunately, I have had to ask employees to resign from key positions or transition out of the organization. I say unfortunately, as I do not have those conversations lightly and I always remember I am dealing with a human being with loved ones that the decision can affect. In the end, the organization's needs come before any individual needs. For the most part, these

**BEAU FALGOUT**

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conversations revolve around how the employee is not meeting the organization's needs and it's time to transition from the organization. This conversation was not the first, or second conversation about the employee's performance, but needless to say it's never an easy or enjoyable conversation. I keep these conversations short and to the point.

I believe the challenges facing the person who takes job will be the building the number of relationships necessary to move key City Commission goals and priorities forward as quickly as possible. This will be a challenge at the beginning to balance the internal focus of getting up to speed on internal operations and building relationships with employees while building those necessary external relationships. By investing and building those relationships early on, I believe the dividends will be worthwhile over the longer term.

During the first six months my efforts will involve:

- Review City Commission goals and priorities and adopted budget
- Review other key policy documents (e.g. Purchasing Policy, Personnel Policy, Comprehensive Plan, Land Development Code)
- Build relationships with City Commission to better understand City accomplishments and/or shortfalls
- Listen to outside stakeholders and citizens to understand and assess City operations and/or concerns
- Engage City employees from frontline to management team to assess priorities, resources, and City operations
- Develop plan and tasks in coordination with City Commission, stakeholders, citizens, and City staff to address City Commission goals and priorities as well as move the Blue Ribbon Task Force report forward
- Assess the City's financial resources available to move key goals and priorities forward
- Develop metrics to track and report on efforts to move key goals and priorities forward

I have had frequent and professional interaction with media including television, radio, and newspaper on high profile project and program initiatives. I am open and honest with the media while ensuring sensitive matters, such as employee separations, are dealt with appropriately. I defer to the Mayor and City Commission on important public policy issues and/or other matters as they prefer. I would only use the LinkedIn social media platform to personally communicate and share information about the City of Gainesville. I would defer, support, and encourage the use of the City's social media accounts to communicate with residents about important City matters.

I do not anticipate anyone contacting the City with negative contacts about me.

In my spare time, I enjoy traveling and spending time with my family, watching the Florida Gators, and the occasional round of golf.

**BEAU FALGOUT**

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**SIX ADJECTIVES OR PHRASES I WOULD USE TO DESCRIBE MYSELF**

- Servant
- Leader
- Integrity
- Humility
- Focus
- Listener

**REASON FOR DEPARTING CURRENT POSITION**

I am still currently employed with the City of Palm Coast. While I have enjoyed my time and the opportunities afforded to grow and develop in Palm Coast, the City of Gainesville offers an exciting challenge in a wonderful community. Since I attended the University of Florida, the City of Gainesville has a special place in my heart and I feel my background, experience, and personality could help the City achieve its strategic goals.

**CURRENT / MOST RECENT SALARY**

My compensation at Interim City Manager for the City of Palm Coast was \$140,000, excluding vehicle allowance and other benefits. My current compensation as Assistant City Manager for the City of Palm Coast is \$117,000.

## **Section 19**

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*CB&A Background Checks*

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**Background Check Summary for  
BEAU M. FALGOUT**

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**Criminal Records Checks:**

Nationwide Criminal Records Search	No Records Found
County	
Flagler County, FL	No Records Found
Putnam County, FL	No Records Found
State	
Florida	No Records Found

**Civil Records Checks:**

County	
Flagler County, FL	No Records Found
Putnam County, FL	Results Pending
Federal	
Florida	No Records Found

**Motor Vehicle**

Florida	No Records Found
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**Credit**

Results Pending

**Bankruptcy**

No Records Found

**Education**

Confirmed

**Employment**

Confirmed

Under the Fair Credit Reporting Act, 15 U.S.C. 1681-1681Y, credit and bankruptcy information are very sensitive and should not be used in the consideration of hiring. The information is included for each candidate because we do not want you to be surprised if third parties raise what they consider to be a concern.

**Background Check Summary for  
BEAU M. FALGOUT  
Personal Disclosure**

Personal Disclosure Questionnaire

Name of Applicant: Beau Falgout

The following questions are designed so that we will be able to make full disclosure to our client concerning your background. Please answer them honestly. Cutting corners or misrepresenting your past will result in you being eliminated from all further searches conducted by this firm. We understand that frivolous charges are sometimes made and that charges do not mean you were guilty. We also understand that you may have been wronged and needed to seek compensation. The bottom line is that we want to be certain that our client is fully informed. If you have any questions, please contact us for clarification.

Please explain any yes answers on a separate sheet of paper.

- 1. Have you ever been charged or convicted of a felony?  
Yes  No
- 2. Have you ever been accused of or have been involved in a domestic violence or abuse incident?  
Yes  No
- 3. Have you ever declared bankruptcy or been an owner in a business that did so?  
Yes  No
- 4. Have you ever been the subject of a civil rights violation complaint that was investigated or resulted in a lawsuit?  
Yes  No
- 5. Have you ever been the subject of a sexual harassment complaint that was investigated or resulted in a lawsuit?  
Yes  No
- 6. Have you ever been convicted of driving while intoxicated?  
Yes  No
- 7. Have you ever sued a current or former employer?  
Yes  No
- 8. Do you have a personal My Space, Face Book or other type of Web Page?  
 Yes      No      Facebook and LinkedIn Account
- 9. Do you have a personal Twitter Account?  
 Yes      No      Yes, I have a twitter account, I do not post
- 10. Is there anything else in your background that, if made public, would cause you, our client or our firm embarrassment if it came to light through the press or any other mechanism?  
Yes  No
- 11. Please provide a list of any lawsuits in which you are or have been a party either as plaintiff or defendant.  
N/A

Attested to: Beau Falgout  
Signature of Applicant

Please email this form via PDF DOCUMENT to [Lynelle@cb-asso.com](mailto:Lynelle@cb-asso.com) or via fax to (888) 539-6531 **no later than 5:00 PM PST 09/09/19.**  
(Note: Please be sure to sign the form with your actual signature if you are sending Fax or PDF Document)



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*CB&A Reference Notes*

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**Reference Notes  
Beau Falgout**

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**Jim Landon – former City Manager, City of Palm Coast, FL 386-931-1792**

Mr. Landon and Mr. Falgout started their tenures at Palm Coast in 2007 at around the same time. Mr. Falgout showed a great deal of talent and was promoted from a planner to the economic development coordinator role. Later he was promoted to director of administrative services which included procurement, purchasing, and other areas in the city manager suite. In 2018 Mr. Falgout was promoted to the assistant city manager position.

Mr. Falgout is a bright star. His performance is outstanding and he understands the politics. He is younger than Mr. Landon but offered a great perspective on what was politically acceptable and what the fallout would be on certain decisions. He never procrastinates, he gets the job done.

When Mr. Falgout was over purchasing, safety, the clerk's office, and communications he made some hires and Mr. Landon was always impressed with his choices. Some decisions were difficult because some applicants were popular with the troops, personality wise, but they were not the best qualified. He hired the best candidate rather than hiring the most popular one. He put together a good team. His decisions in general are excellent.

During the time that Mr. Falgout was in charge of economic development he was well respected in the business community. He led the department after the great recession and felt much pressure to create jobs in the community. Their focus was small business because Palm Coast could not recruit the big manufacturing jobs. He worked with the local business owners and was highly regarded.

They had a relationship of trust and Mr. Falgout knew when he needed to bring a matter to his supervisor. They were never blindsided by anything during his watch. In addition, they did not have to look over his shoulder, he managed his responsibilities well.

Mr. Falgout is a leader and a significant asset to the community. He led the process to upgrade their procurement method. He put it out to bid and automated the system. He was also in charge of their training team and put together a whole training package that was automated. He created a more organizational focused training. His economic development team put together a Prosperity 2021 strategic plan during the recession using a team approach that included city staff and people from the private sector. When any issue occurred, Mr. Falgout was the person Mr. Landon turned to. Mr. Falgout was his proverbial utility infielder.

Because Mr. Falgout is politically astute on what will work and what will not, he gives good customer service. The relationships he has with the business community are an asset. He is always on target with budgeting, not just putting it together but staying within it. He participated in most of the budget meetings from around 2017 on. He is always a calming factor in stressful situations and never embarrassed the organization or caused them any problems.

## Reference Notes Beau Falgout

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Mr. Landon hired Mr. Falgout once and would do so again in a heartbeat. He will be an excellent manager when given the opportunity. He will do right for a community and be a team builder within the organization.

### **Words or phrases used to describe Beau Falgout:**

- Driven,
- Goal oriented,
- Leader,
- Team player,
- Took the initiative, and
- Extremely reliable.

**Strengths:** Taking initiative, working with elected officials, thinks outside the box, creative, team player who worked well in groups to find solutions and accomplish the work, gets along with others.

**Weaknesses:** If he has one, it is that he does not have much patience with procrastinators. He wants a decision to move forward.

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### **Gerard Forte - Fire Chief, City of Palm Coast, FL 386-986-2301**

Mr. Forte has known Mr. Falgout since 2007. Mr. Falgout began in the planning division and then moved into more administrative work. He was a liaison to the County and then became the assistant city manager. One of his main focuses was block grants and he also worked with the community in building up their town center area.

Mr. Falgout can see many sides of the same project or challenge, and different avenues on how to resolve it. He sees everything for what it is and can pick through the noise. During challenges like personnel issues, he cuts through the issue to see the root of the problem and then fixes what needs to be fixed. His personality is very straight forward and open at the same time. He listens intently and hears every opinion. He allows them to have the conversation because he believes in a team concept and then keeps the organization moving the idea down the road.

During hurricanes Matthew and Irma Mr. Falgout took a deputy commander role. During Dorian he was the co-commander of the operation center. He has a great grasp of how emergency operations have to operate and breaks down the silos so that the outcome is beneficial to all. He picked up emergency management quickly and instinctively knew what would work. They had challenges in recording downed trees and so he participated in the creation of a tracking system. Because he has integrated responsibilities in the city, he knows much of what is going on and has a good grasp on all operations. He has experience in utility, waste water, fire, and all the different components in a municipality.

## Reference Notes Beau Falgout

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One facet to hiring in Palm Coast is looking at character in addition to skillset. Mr. Falgout has been involved in many hiring practices and can tell when applicants are true and honest. He understands which personalities will work best in which roles. He has been spot on, not only in hiring but also in understanding where employees best fit into the organization. His decisions in general are very good.

Palm Coast believes that the seven deadliest words in any company are ‘we have always done it this way’. Mr. Falgout is flexible and adaptable. When he was the acting city manager, he had to make some difficult changes. He might have stayed awake at night thinking about his options, but he made the right decisions in the end. He wants to break down silos and bring people together. He wants departments to communicate how they work to benefit other departments, and so they can easily see when something needs to be changed.

Mr. Falgout is visible in the community, he attends meet and greets. He works very well with the public. He gets in front of the media to present the story before people can draw conclusions that may not be accurate.

They have a Monday meeting to go over the agenda for the Council meeting on Tuesday night. The executive team meets again on Wednesday to review the meeting, programs, and plans. They discuss anything that intersects at least two departments. He also communicates with Directors on a daily basis as needed.

When a city manager leaves suddenly, as was the case in Palm Coast, the environment is abrupt and nerve wracking. It is not uncommon for Directors in this situation to go in different directions. Within two hours of Mr. Landon’s departure, Mr. Falgout was placed in charge and he immediately assembled the executive team. He brought them together and explained that it is a change but they have to get down to business. He kept everyone focused and the organization did not miss a beat. The environment was calm and the lower level employees did not even realize there was a change in management. He showed his abilities as a leader in this transition.

Mr. Falgout has good financial skills. Mr. Forte was the interim public works director and during that time Mr. Falgout was integral in the management of the department. They were understaffed and worked together to restructure the organization, including a plan to improve operations over time. They found a way to fund the tree crew with only a modest income. Mr. Falgout can put together a budget with whatever parameters he is given.

During stressful times Mr. Falgout remains calm because he recognizes that employees often mirror the emotions of the leadership. He handles stress well.

Mr. Falgout has not been involved in anything personally or professionally controversial. He is fair and even keeled across the board so he has not made any enemies. Even when some have not liked his decisions, they felt the decisions were fair and clear.

## Reference Notes Beau Falgout

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Mr. Forte would hire Mr. Falgout and does not want him to leave Palm Coast. He is a good person. He brings a new perspective to the table and thinks outside the box. He believes that everything can be improved and he is not afraid to try new ways of working.

**Words or phrases used to describe Beau Falgout:**

- Dependable,
- Accountable,
- Attentive,
- Integrity,
- Open minded, and
- Family oriented.

**Strengths:** Sees the root of the problem in challenges, emergency management, picks up things quickly, breaks down silos, sees everyone for their talents, knows instinctively what will work and what will not, good grasp on all facets of city government.

**Weaknesses:** Sometimes he is quiet and might seem standoffish if you do not know him. When he becomes quiet, he is not shutting down, he is just analyzing the situation and taking all the information in.

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**Bill Reischmann – external City Attorney, City of Palm Coast, FL 407-425-9566**

Mr. Reischmann has known Mr. Falgout since 2008. Mr. Falgout was the chief planner when they met and has been promoted several times since.

Mr. Falgout's job performance is excellent. He does not have the final say in hiring, but the staff at city hall is excellent so he seems to have good judgement. His decisions in general are good, Mr. Reischmann had hoped the Council would select Mr. Falgout to become the Manager when the position was open.

Mr. Falgout is good at building a team. He can be what the elected officials want him to be, whether that means innovation, change, or maintaining the organization. His customers are primarily the elected officials and city staff, though he is customer friendly with citizens when he interacts with them. He is excellent with the elected officials.

During the time that Mr. Falgout was the interim city manager, he received high reviews from those in the public he dealt with. He works as a good partner to Mr. Reischmann and always kept him informed.

## Reference Notes Beau Falgout

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Mr. Falgout was the previous manager's right hand man. One issue he addressed was the golf course that was not performing. He successfully transitioned the management of the course from an outside consultant to the city staff and it is operating much better now.

Tasks given to Mr. Falgout are always completed on time. He is good at prioritizing and strategic in knowing which task to complete first. He is very energetic. Stress does not bother him. He may not like it, but it does not bother him.

The situation was difficult when the former manager left. Mr. Falgout was caught between loyalty to the manager and to the city. Stepping in, given his loyalty, was most likely not easy but he picked up the pieces after the manager's departure. His conduct is appropriate at all times. All of the elected officials speak highly of him.

Mr. Reischmann would definitely hire Mr. Falgout and highly recommends him. Mr. Reischmann would hate to lose him in Palm Coast. Mr. Falgout did well as the interim manager for Palm Coast and would serve any community well.

### **Words or phrases used to describe Beau Falgout:**

- Skilled,
- Experienced,
- Strategic,
- Level headed,
- Stable, and
- Hard worker.

**Strengths:** Excellent people skills, employees trust him and are loyal to him, strategic, always thinking ahead, very hard worker.

**Weaknesses:** Some might have the perception that he is not old enough to be a manager, but he is qualified and it is only their perception.

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### **Jon Netts – former Mayor, City of Palm Coast, FL 386-931-2758**

Mr. Netts worked with Mr. Falgout from 2007 until he was term limited out in 2016 or 2017. Mr. Falgout is outstanding and Mr. Netts was more than satisfied with all that he accomplished.

While Mr. Falgout is analytical, he is also very personable. His decisions are extremely good. Organizations cannot exist without change, and if they are not growing they are regressing. Mr. Falgout recognizes strengths and maximizes them.

## Reference Notes Beau Falgout

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Though not his primary role, when Mr. Falgout worked with the public he was very effective, personable, and open. Mr. Netts came to city hall every Monday to meet with the manager and then he met with Mr. Falgout. Mr. Falgout is good at keeping others informed without being pushy or intrusive. He asked for others' opinions and has good communication skills.

When the former manager was let go, Mr. Falgout stepped into the role on a temporary basis. The city continued to function in a very responsible fashion. He is a team organizer and captain, he does not go out on his own. He recognizes that everyone has something to offer and worked with employees as a team to resolve issues.

Mr. Falgout is always timely in completing his work. He is responsive and responsible. While stress is the nature of the beast in government, he never seemed to be impacted by it.

Controversy always exists in local government. Mr. Falgout does not let it bog him down but proceeds in doing the best job he knows how to do. He seeks guidance from elected officials and input from staff. He then makes balanced judgements and proceeds to move forward. He is not side tracked by the occasional criticism. His background and conduct are such that they would not embarrass an employer.

Mr. Netts would hire Mr. Falgout in a heartbeat. He was the manager on an interim basis and did a great job. He is mature and has worked effectively with a diverse set of elected officials. Mr. Netts gives him a rating of 99 out of 100.

### **Words or phrases used to describe Beau Falgout:**

- Warm,
- Open,
- Intelligent,
- Articulate,
- Personable, and
- Responsible.

**Strengths:** Understands the issues, very much a people person, good communication skills, does not jump to conclusions but waits until evidence is in before making decisions, understands the issues, analytical, works well with a variety of personalities.

**Weaknesses:** None identified.

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### **Virginia Smith – City Clerk, City of Palm Coast, FL 386-986-3713**

Ms. Smith has worked with Mr. Falgout since 2008. Mr. Falgout started out as a planner and is now the assistant manager. He was also the interim manager for a time.

## Reference Notes Beau Falgout

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Mr. Falgout is extremely attentive to detail and he is very good at what he does. He has a great rapport with staff and is very respectful of everyone. He listens and he pays attention. He hires good personnel and the decisions he makes are for the betterment of the organization. He is innovative and he maintains operations at a high level.

Mr. Falgout is a good negotiator who brought the city and county through some trying times. He negotiated interlocal agreements on utility and road projects that were controversial between the city and county.

When Mr. Falgout became the interim manager, the transition was seamless because of the open line of communication that he had with the executive staff. He leads the organization and rallies employees around the vision of the elected body.

During the building of city hall Mr. Falgout was part of the team. He was proactive in finding avenues to fund the project and move it forward. He has worked closely with the city manager on the budget and also reorganized their purchasing policies.

Mr. Falgout meets deadlines. He is always calm and positive, and tries to uplift those around him. One of his first objectives was to boost morale and he brought positivity into the organization. He manages many of the day to day operations at the city.

Ms. Smith is not aware of anything embarrassing or controversial that is related to Mr. Falgout. He is well rounded, knowledgeable, personable, and is well liked by everyone.

Ms. Smith would hire Mr. Falgout. He will be an asset to whatever organization he works for, and his departure will be a tremendous loss to Palm Coast.

### **Words or phrases used to describe Beau Falgout:**

- Knowledgeable,
- Personable,
- Attentive
- Well liked, and
- Accurate.

**Strengths:** Very knowledgeable in all facets of city government.

**Weaknesses:** None identified.

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Reference Notes  
Beau Falgout

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**Debbie Streichsbier – Human Resource Director, City of Palm Coast, FL 386-986-3725**

Ms. Streichsbier has worked with Mr. Falgout since 2014. They worked next door to each other for 3 ½ years. Now that he is the assistant manager, he works upstairs but he is still the person that she goes to when she needs something.

Mr. Falgout is wonderful to work with. He is so knowledgeable and can talk an employee down when they are overwhelmed because he puts things into perspective. He hires quality staff, the other departments always try to take his employees from him. He really puts thought into decisions, which is an asset, but he is still timely in making decisions.

Mr. Falgout is innovative but he maintains the organization at a high level. He was visible in the community as the interim manager, but may not have much responsibility for community events as the assistant manager. The citizens love him. They know him by name and they go to him when they want something done.

Mr. Falgout has great communication skills. He is a leader, not a manager. Employees follow him to complete the goals of the elected body. Palm Coast works in teams. The teams work together to find solutions and then bring the information to Mr. Falgout for the final answer.

Mr. Falgout manages the budget well and keeps the departments in line. He is timely in completing his work. He never seems to show stress but finds a way to work through it.

Everything is controversial in government, but Mr. Falgout has not been involved in anything controversial. Ms. Streichsbier does not know of anyone who would disagree with the comments in this reference.

Ms. Streichsbier would absolutely hire Mr. Falgout. His departure will be a significant loss to Palm Coast but he will be an asset wherever he ends up.

**Words or phrases used to describe Beau Falgout:**

- Innovative,
- Leader,
- Considerate,
- Highly motivated,
- Knowledgeable, and
- Inspiring / motivational.

**Strengths:** Knowledge and organizational skills.

**Weaknesses:** None identified.

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**Reference Notes  
Beau Falgout**

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**Doug Akins – Information Technology Director, City of Palm Coast, FL 386-986-477 7  
386-597-3931**

Mr. Akins has worked with Mr. Falgout since 2007. Mr. Falgout has been outstanding. Mr. Akins is very impressed with all that Mr. Falgout accomplished and what he has learned.

Mr. Falgout makes excellent decisions when hiring staff and in general. He maintains his areas of responsibilities at a high level.

In the past Mr. Falgout has been responsible for community outreach and he was received very well by the public. He keeps others informed. He is a leader who rallies employees around the vision of the elected officials.

Mr. Falgout was the interim information technology director for a time. When he began working as the director the department had no hierarchy, all employees reported to the director. He put managers in place and restructured processes to help the department run more efficiently.

In terms of customer service Mr. Falgout does well. He also has good financial skills. He meets deadlines and lets stress roll off his back. He maintains a good attitude during stressful times.

Mr. Akins cannot recall any controversies involving Mr. Falgout, nor does he have any concerns about Mr. Falgout's conduct. He is a great leader and works well with everyone.

Mr. Akins would definitely hire Mr. Falgout, he is fantastic and would do well as a manager.

**Words or phrases used to describe Beau Falgout:**

- Ethical,
- Leader,
- Diligent,
- Fair,
- Honest, and
- Creative.

**Strengths:** Very fair, assesses situations to come up with an ethical and fair solution, creative, very knowledgeable.

**Weaknesses:** None identified.

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**Prepared by:** Lynelle Klein  
Colin Baenziger & Associates

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*CB&A Internet Research*

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**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal, The: Web Edition Articles (FL)

June 13, 2019

**Several Palm Coast department heads call it quits**

Author: Shaun Ryan

PALM COAST — Key changes have hit Palm Coast city government this week with the departures of four ranking staff members. Though characterized as resignations, the employees who left this week signed separation agreements that included severance pay for four pay periods, suggesting the departures may have come at the city's behest. The agreements largely shield the city from future legal action by the former employees.

Human resources director Wendy Cullen resigned Tuesday, and communications and marketing manager Cindi Lane submitted her resignation Wednesday. Parks and recreation director Alex Boyer and information technology director Chuck Burkhardt departed June 6. In addition, public works manager Renee Shevlin announced her retirement in May and her last day was June 7.

Of those leaving their positions, only Lane submitted a letter of resignation and that was addressed to Assistant City Manager **Beau Falgout** rather than new City Manager Matthew Morton. "You have been an exceptional boss and leader, and I want to thank you for investing in my growth and for being a good friend," Lane wrote in her letter to **Falgout**.

Morton did not seem surprised by the turnover and said during a telephone interview Thursday that he understands the potential impact on morale that the recent spate of departures might have on some city employees. "We have, what, 450-something employees? I've been making the rounds to encourage employees, trying as hard as I can to be sensitive to their feelings," he said. Severance pay for the four staff members departing this week was \$15,405 for Boyer; \$16,903 for Burkhardt; \$15,945 for Cullen; and \$12,045 for Lane.

The departures come on the heels of Morton's "60 Day Report," a draft outline of Morton's philosophy toward the city government's culture and goals to be met. Morton completed his second month in the job Saturday. The report, addressed to Mayor Milissa Holland and members of the City Council, emphasizes employee accountability, random sampling to ensure the city is "getting it right" and public access to managers. Toward this end, the document supports all employees wearing name tags — Morton included — so that members of the public know who is accountable. "I don't just expect people to do what I say; I want them to see I follow my own words," Morton said Thursday.

He said the city needs to make people its priority. "Our citizens are the purpose of our work, and we need to remove obstacles for our citizens," Morton said. He said he is putting "governance" above "government" into motion throughout the city's "E team," which he said stands for "executive team."

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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In doing so, he enjoys the support of at least some members of the council. "When we brought on a new city manager, we had made it abundantly clear what our expectations were as a council," Holland wrote Thursday in an email. "Some of the recent changes Mr. Morton has initiated were not a surprise as he communicates regularly with us and wants to ensure that our goals are accomplished and met with the enthusiasm that he is trying to institute within the walls of City Hall. I support his approach and value his insistence on providing best-of-class services that our residents deserve."

Councilman Jack Howell said he backs Morton "150 percent." "Typically, you would expect when a new guy or lady comes in, a new manager is going to put his own team together," he said. Councilman Robert Cuff shared similar thoughts. "I was a bit surprised, but you have a certain amount of staff turnover when you replace a city manager who's been there for years," he said.

Morton was hired to replace former City Manager James Landon, who served in that position for 11 years until he was fired in September. Cuff said he likes Morton's enthusiasm. "He's been going above and beyond to get up to speed," he said.

Morton indicated Thursday that he intends to name a new community development officer and director of public works soon. Last week, he named Donald Kewley to the new position of chief innovation officer. Kewley will start in that position on July 1.

IT analyst Doug Akins was named IT director. Jason Giraulo will replace Lane. Former compensation analyst Debbie Streichsbier has been tapped to become the interim human resources director. And recreation specialist Lauren Johnson has been named interim parks and recreation director.

Also, former utility development manager Steve Flanagan, who was promoted to community development director in 2015, will return to the utilities department, Morton said. Other moves are expected in the weeks and months ahead. Morton expressed confidence that those filling the vacancies on an interim basis are up to the task. He said the best managers create teams that function well even when the manager is not there.

**Internet – Newspaper Archives Searches  
Beau Falgout**

*(Articles are in reverse chronological order)*

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Palm Coast Observer, The (FL)  
February 14, 2019

**End search now and hire Falgout as Palm Coast city manager**

Author: JACK HOWELL

As a member of the Palm Coast City Council, it is incumbent upon me to assist my fellow council members in the selection of the new city manager. Unfortunately, I was ill during the first cut of applicants for the position. However, I have read all of the resumes, watched all candidate video presentations and noticed that **Beau Falgout** was the only applicant that was rated the highest by the four voting council members on Jan. 22.

The purpose of this correspondence is to highlight why I firmly believe that **Beau Falgout** should be made our next city manager. In my previous career as a Marine Corps officer, I was taught from day one to know my subordinates and observe and assist them in developing their leadership traits and skills, thus helping these Marines advance in their careers. Trust me: As a Marine Corps colonel, I know leadership both on and off the field of battle! It is with this experience that I bring to my position on the City Council that I see **Beau Falgout** as the natural choice for our next city manager. A standout!

What I have observed about **Beau** is that he is a skillful communicator, bright, ambitious, academically qualified and has served in various positions within the city government to know the “heart and soul” of how things work and don’t work in the accomplishment of the city’s mission.

He is well-liked and respected by city staff. Most importantly, he is not a “mini-me” of the former city manager, has significant growth potential, and he listens to the city staff and our citizens! The bottom line, in my opinion, is that his time has come.

I am proposing that we terminate the search for the next city manager and hire **Beau** for this position. I believe that in our heart of hearts, my fellow council members know that **Beau** is the best choice. I want to save the city of Palm Coast money by canceling our contract with the search firm SGR. Let’s not waste taxpayer dollars by bringing them to Palm Coast for interviews. Our jewel is already here and functioning as our interim city manager.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Palm Coast Observer, The (FL)  
February 7, 2019

**How Falgout’s style would differ from Landon’s**

Author: BRIAN MCMILLAN

Twelve years ago, **Beau Falgout** was hired as a planner by the city of Palm Coast, and, within a week, his director was fired. In September 2018, another boss, Jim Landon, was fired, and this time **Falgout** was appointed interim city manager to lead the staff. Now **Falgout** wants the job permanently, and his application received top marks from the City Council. I met with **Falgout** on Feb. 1 to learn his approach to management. I also learned of his love of golf and especially of soccer (he was a referee for several years to help pay for college).

Q: You were a successful referee for several years, and you even got to officiate a Major League Soccer game once. Do you see any connection between being a referee and being a city manager?

A: I learned more about communication and dealing with people on a soccer field than I did in school, to be honest. You’re faced with competing sides, and there’s a lot of conflict. In a City Council setting, there are going to be multiple sides to an issue, and you’re not going to make everybody happy, but hopefully at the end of the day, everyone respects how you handled it.

Q: What are good things you learned from Jim Landon?

A: One thing I admire was how he was able to manage a pretty big recession and maintain a pretty positive organizational culture even though we had layoffs. His ability to communicate and focus on the future was impressive. Then, of course, the way he built a team environment, and that’s something I believe in as well.

Q: Do you see yourself as a Landon protege? How would you be different?

A: It’s a pretty simple view of the world to think that if you work with someone you’re a clone of someone. I’m a completely different person. I’m 38 years old; I have a young family. Did I admire and pick up some leadership traits from Mr. Landon? Of course, but I’m a different person, come from a different part of the country, have a whole different set of experiences. How am I different? That’s for others to judge. I can just say what I am. City Council made a change for a reason. I am definitely open to engaging people on a personal level. I’m OK with conflict, as long as we can manage it and be respectful, and I’m really focused on the future of where this community is going, because I have a young family myself. Part of the difference in my style is that I want to put the staff forward to answer questions because they are the experts in that area.

Q: As city manager, what happens if you disagree with a decision made by City Council?

A: If they hire me, it’s to give my professional opinion, and as long as they’re open to hearing that opinion, I would move forward with their decision. I feel like my job is to help them have all the facts, make sure to include the public in their decision-making process, and give them options. If it’s something morally or ethically illegal, that’s a different case. It’s still their

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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decision, but I may not be here very long. Not to say that I've felt any of that, but with any supervisor/manager/ director, if you're not willing to hear out people's facts, you're probably not in the right role. I have to do the same with my staff — I haven't to listen to them. And hear them out. It's not to say that everyone will be happy — just like on a soccer field — but if you're not open to hearing people, it's not a good thing.

**Internet – Newspaper Archives Searches  
Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal, The (FL)  
October 4, 2018

**PALM COAST — Beau Falgout, Palm Coast’s interim city manager**

Author: Matt Bruce

PALM COAST — **Beau Falgout**, Palm Coast’s interim city manager, got a raise Tuesday night as City Council members unanimously approved a contract that will increase his annual pay to \$140,000. **Falgout**, who had been making \$110,000, was temporarily appointed as Palm Coast’s chief of staff immediately after the council abruptly fired former city manager Jim Landon at the end of a Sept. 18 meeting.

Landon, at the time, was being paid \$177,000 a year plus a monthly car allowance of \$552. On top of that, the city must pay Landon an estimated \$240,000 in severance for his termination, per his contract. **Falgout** on Tuesday asked for the \$140,000 salary and a monthly auto allowance of \$200. He will also get to keep all benefits he had as Palm Coast’s assistant city manager. **Falgout** did not ask for a severance or any “executive level” benefits. It wasn’t a hard sell. In fact, Councilman Robert Cuff admitted he thought **Falgout** “underbid himself.”

When asked if it would be fair to ask him to take less, Mayor Milissa Holland spoke on **Falgout’s** behalf. “I don’t think it’s fair when someone has two roles they’re taking on and finding a new technology director and we’re in a transitional state,” she said. “I am fine with the compensation he’s asking. He’s asking for less than what Jim Landon was making, no severance pay and he’s asking for not the other compensation that was attached to it.”

Palm Coast hired **Falgout** in 2007. In March, city officials announced that he’d been named assistant city manager, becoming Landon’s second-in-command. Now that he’s assumed the interim role, the city will be without an assistant city manager for several months. **Falgout’s** contract stipulates that he will go back to being assistant city manager, and return to his old salary, once council members select a permanent city manager.

Palm Coast hired the executive search firm Strategic Governmental Resources, SRG, for \$28,000 on June 5 to conduct a nationwide hunt. Last week, council members seemed intent on waiting until Nov. 20, after two new council members are seated, to engage with the executive search firm. Holland said she spoke with SGR Vice President Doug Thomas and he suggested staging a community meeting where residents can tell officials what they’d like to see from the next city manager. Council members seemed agreeable to that prospect Tuesday night and Holland said the city will try to schedule such a meeting in the coming weeks.

In firing Landon, who served 11 years as city manager, council members said he was not advancing the priorities and policy initiatives they adopted earlier this year. Now that he’s gone, council members said they don’t intend for **Falgout** to be a “placeholder” and they expect him to aggressively pursue their goals over the next few months. One of those will be to find and hire a new manager for the city’s IT department.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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That will mean an increased workload and longer hours for **Falgout**, whose wife is pregnant with the couple's second child. He told council members he should be fairly compensated because his added duties will mean more time away from his family. "Prior to City Council action two weeks ago, there were two people sort of in charge of operating the city day-to-day and answering to council: that was the city manager and the assistant city manager," **Falgout** said. "As we sit here today, there is one person — that's myself — doing both those duties and those jobs."

Councilman Vincent Lyon met with **Falgout** to negotiate the important terms of a contract he drafted after a Sept. 25 council workshop. He recommended **Falgout's** pay raise, but left it open for the council to discuss an exact dollar amount. "Prior to dismissing Mr. Landon, we were paying two people a total of \$287,000 to do a job we're asking **Beau** to do now," Lyon said.

**Internet – Newspaper Archives Searches**  
**Beau Falgout**  
*(Articles are in reverse chronological order)*

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Palm Coast Observer, The (FL)  
September 27, 2018

**Interim manager promises council more timely data**

Author: JONATHAN SIMMONS

Agreeing to change one of the practices that led City Council members to call for his former supervisor's firing, newly appointed Interim City Manager **Beau Falgout** told the City Council Sept. 25 that he will not continue Jim Landon's practice of releasing the backup documentation and presentations for City Council workshops only shortly before those workshops begin. The last-minute release of workshop backup materials had been one of Mayor Milissa Holland's stated reasons for asking the council at last week's meeting to fire Landon. Weeks before, Holland had asked Landon to release the documents earlier, so that council members could read them before workshops began. Often, the documents were released the morning of the 9 a.m. workshops. But even though other council members had echoed Holland's concerns, Landon resisted, and continued releasing the materials shortly before the Tuesday workshops were due to start. **Falgout** — who had been Landon's assistant city manager and whom the council appointed as interim manager when it decided to oust Landon last week — said he will aim to get backup materials to the council members on the Fridays preceding the workshops.

**A NEW CONTRACT FOR FALGOUT?**

**Falgout** is currently working without a new contract that reflects his expanded responsibilities. "The role is different. I'm going to be quite frank with you: My schedule has been extended," he said at the Sept. 25 workshop when Holland asked him how things were going. **Falgout** thought it important that the city develop a contract for his interim city manager role, and provide clear expectations on, for instance, whether he should be proactive about pursuing the council's priorities, or simply keep the city running until the council finds a new manager. "I would like to have the ability to return to my position [after a new manager is found]. ... and then, fair compensation for the additional responsibility for this position," he said.

Holland said it was important to her that the City Council's priorities for the city aren't held up by the manager search. She asked the city attorney to draft a contract for **Falgout** that the council can vote on at its upcoming business meeting on Oct. 2.

**COUNCIL TO DECIDE TIMELINE FOR SEARCH**

With Landon gone after the City Council dismissed him last week, Palm Coast is preparing to search for a replacement — but perhaps not just yet. The council may wait until after the upcoming November elections to discuss the search for Landon's successor with the search firm tasked with finding the right person. "These [City Council] candidates that will be seated on our council will have a four-year term to begin with, and will be working with our city manager," Holland said, proposing to the council at its Sept. 25 workshop that it wait until after the winning candidates

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal, The (FL)  
March 11, 2018

**Palm Coast has new assistant city manager  
Promotion nets \$15K raise for Beau Falgout**

Author: Matt Bruce

PALM COAST — **Beau Falgout**, a top city administrator, has been promoted to assistant city manager, it was announced this week. **Falgout** has been Palm Coast's director of administrative services and economic development department since May 2016. He will continue in that role but now will also act as chief of staff whenever City Manager Jim Landon is absent. Palm Coast city officials say the position adds depth to the city's administrative hierarchy. "I'm definitely excited about this opportunity to continue serving," **Falgout** said Wednesday. "I've made my life here, I have a house here. So I'd like to continue to grow and serve."

The promotion will bump **Falgout's** annual salary from \$94,784 to \$110,000, according to a city spokesperson. Landon, who's been Palm Coast's city manager since 2007, is slated to retire in the mid-2019 and the city is in the process of hiring a consultant firm that will lead the nationwide search for his replacement. His job came under fire last summer when multiple council members expressed desires to replace Landon and usher in a new agenda to help grow the city both economically and technologically.

Council held a special workshop in August and determined it would take at least 15 months to find a replacement for Landon, in step with his outlined timeframe for retirement. The board voted 3-2 to keep him on board until July or August 2019, while they search for a new city manager. **Falgout**, pronounced Fal-GOO, was selected from among nine department heads in the city's administration. Landon announced the move during Tuesday's City Council meeting, saying the promotion was more of a technicality. "We've actually kind of used him that way up in my office," Landon said. "It's really more of a formality, in my opinion, because that's how I've always used him for the last few years."

"**Beau** has demonstrated strong leadership and management skills, and I believe he will continue to be successful in his new role," he stated. "Our city and organization are growing, and this change establishes a clear chain of command that provides another layer of depth in the upper administration." The need for a designated replacement to lead the city's day-to-day operations in Landon's absence emerged during an informal review of Palm Coast's charter when Marilyn Crotty, a consultant hired to facilitate a series of public discussions about the charter, recommended that the city designate an assistant city manager.

Mayor Milissa Holland said the move will help ensure the city's day-to-day functions run smoothly in Landon's absence. "I've known **Beau** for many years — even before I became mayor — and I've watched him grow in his role with the city," Holland said. "He's gotten an additional level of responsibilities throughout his time with the city and I think he's grown in a manner that he's able to take on additional responsibilities." **Falgout**, 37, a Louisiana native,

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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grew up in Mulberry and graduated from the University of Florida. He began his career with the city as a planner in 2007 and worked his way up to an administration coordinator position, essentially serving as Landon’s assistant for nearly 3½ years.

As administrative services and economic development director, **Falgout** oversees the city clerk, communications and marketing, economic development, and central services. City Council members shifted their focus this year to technology and economic development and added a new position, dubbed head of innovation and economic growth. **Falgout** is expected to recruit and manage the person hired to fill that role. As assistant city manager, **Falgout** said he’ll help carry out some of City Council’s other initiatives, such as developing downtown and smart city technology.

Asked if he’d consider seeking the top job when Landon retires in 2019, he said that will be for council members to decide. “Over the years, I’ve kind of moved around throughout the city, had different opportunities to grow and learn,” he said. “And so I’m just looking at this as another opportunity. What tomorrow holds is really kind of unknown.”

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal, The: Web Edition Articles (FL)  
December 6, 2017

**SPARE CHANGE: Palm Coast looking for 'disruption' in economic development**

Author: Aaron London

"Thinking outside the box" has become a mantra in the world of business and economic development. But Palm Coast officials are getting rid of the box entirely when it comes to growing the local economy. Among the various job postings on the city's website is a listing for "Head of Innovation and Economic Growth." The job comes with a salary range of \$58,839 to \$66,369 annually and some serious marching orders. "We wanted to take a kind of different look at economic development and combine it with innovation," said **Beau Falgout**, administrative services and economic development director for the city. "We don't want to do the same thing others have done."

The position would fall under **Falgout's** purview and build on the city's ongoing economic development efforts. "Here in the city we focus on small business with our Business Assistance Center and sports tourism and really maintaining our neighborhoods," **Falgout** said.

That strategy helped pull Palm Coast out of the depths of the Great Recession, and with residential and commercial construction on the upswing and unemployment declining, the move toward a more innovative approach to traditional economic development is a departure for the city. "We want to let people know it is kind of a new area we want to focus on," **Falgout** said. "I looked at other communities and they use information technology and economic development, but we're trying to find a unique combination and a unique individual."

**Falgout** said downtown development and attracting high tech businesses to Palm Coast are at the top of the list for the position. In a brochure produced by the city announcing the job posting, the Head of Innovation and Economic Growth is responsible for "marketing the City of Palm Coast as a preferred destination for innovation, entrepreneurship and economic growth." That is a tall order, but there is a certain logic to the idea.

As the city recovered from the bursting of the housing bubble and the recession that followed, finding a way to move beyond residential home construction and population growth as the main engines of economic development became a priority. Looking to diversify the city's economic base, the focus on small business through the partnership with the Florida Small Business Development Center at the University of Central Florida has led to healthy commercial development, especially along the State Road 100 corridor and on Palm Coast Parkway.

But it isn't a level playing field out there in the world of economic development. Larger, wealthier communities can fund economic development efforts at a higher level and offer bigger incentive packages. Surrounded by larger metropolitan areas such as Jacksonville, Daytona Beach and Orlando, Palm Coast is decidedly a small fish in a very big pond.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Taking a cue from the start-up culture that spawned Google, Uber and countless other big-name firms, the city is looking to be "disruptive." Not by shouting down opposing ideas or displaying a severe lack of decorum, but in the entrepreneurial sense of taking an industry — in this case economic development — and standing it on its ear. It is modern shorthand for taking an established idea or product or service and finding a completely new and profitable way to deliver or sell it.

And when it comes down to it, economic development is, at its heart, selling a community, its residents and workforce — amenities and shortcomings and everything else — to a company looking to invest in expansion or relocation projects. It remains to be seen if this strategy works. But the city is taking care to find the right candidate. "We really are looking for someone who is going to be a trailblazer, not a traditional economic development person," **Falgout** said. "It's going to be a challenge for the right person."

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal, The (FL)  
September 20, 2017

**Storm chasers: Flagler gets back to business after Hurricane Irma**

Author: Aaron London

Flagler County business owners are picking themselves up and drying out and while some residents waited for power to be restored and began the process of clearing out damage, business owners faced double duty with homes and business locations. For Christina and Mark Hutsell, owners of Kokomo's Cafe in Flagler Beach, being able to reopen Friday after preparing for and then cleaning up after Hurricane Irma was a big moment.

The couple close up the cozy restaurant on South Central Avenue, across the street from Flagler Beach City Hall, on Sept. 7 as the storm approached and the eight days of lost business took a heavy toll. Christina Hutsell said with lost revenue, food that had to be thrown out, and other costs associated with preparing the business for Irma, they are looking at a \$12,000 loss. "That's absolutely huge, especially when you're talking about a mom-and-pop," she said. "We were lucky enough that we've been here long enough that we know the business is going to come back. We'll be OK, but it hurts."

In comparison to Hurricane Matthew in October 2016, Hutsell said the damage from Irma was less severe. Matthew blew by Flagler Beach, destroying a nearly 2-mile section of State Road A1A and causing serious erosion problems along the county's beaches. "We probably started preparing sooner this time than last time," Hutsell said. "We closed earlier, we boarded earlier and we made phone calls earlier to make sure our employees were OK," she said. "And we made sure they were all paid before the storm in case things did not turn out well."

Flagler County Chamber of Commerce president Jorge Gutierrez said he thinks damage from Irma will be less severe than what the county endured last year with Hurricane Matthew. "I'm just not getting the same vibe," he said. "I think we're a lot more prepared this time around. I think we responded very well and that made the biggest difference."

Gutierrez also said cooperation and communication between the Chamber and local governments helped keep the public and business community informed about the situation in Flagler County. "I think the collaboration was huge," he said. "These are all lessons for us." The business organization has been reaching out members to find out how they are faring. "Our focus has been how the Chamber can help," Gutierrez said. Overall, Gutierrez said lack of electricity is the biggest problem businesses are reporting. "The main thing is the power," he said.

Power also was on the mind of Palm Coast resident Mercedes Mahaffey, who works for Advanced Medical in Port Orange and telecommutes two days a week. The lack of electricity left her with few options. But those options expanded when Office Divvy, a Palm Coast-based co-working and business accelerator company in West Pointe Plaza, stepped in to offer Wi-Fi

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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service to business owners and entrepreneurs in need. "I live in the W section and we have no power," Mahaffey said Thursday. "I usually work from home on Tuesdays and Thursdays."

Mahaffey said if the option to use office space and wifi at Office Divvy wasn't available, she would be out looking for a restaurant or some other public place with available wifi connections. "It's a comfortable environment here," she said of the work space at Office Divvy. "It's been a good experience and I am getting work done." Office Divvy co-founder Ky Ekinci said making space available for displaced entrepreneurs has been part of the company's disaster recovery plan since Hurricane Matthew ravaged Flagler County last year. "It occurred to us on Oct. 10, 2016," he said. "We had the emergency plan in place."

Barbara Revels, owner of Coquina Real Estate and Construction in Flagler Beach and a former county commissioner, is trying to figure out how the storm will affect local construction projects. She said she has one remodeling client and the house they just gutted now has a foot of water in it. "Now they have to rethink what to do," she said.

Looking ahead, Revels said even though Flagler County did not suffer a lot of wind damage from Hurricane Irma, properties in south Florida and on the gulf coast are likely to strain the supply of building materials. "What's going to be interesting is to see what happens with lumber, such as plywood," she said. "They're going to drain a lot of materials and any time there is a shortage, then there is a price hike."

As far as how Irma will affect residential construction overall, Revels said only time will tell. "It's all yet to be determined," she said. **Beau Falgout**, Palm Coast Palm Coast director of administrative services and economic development, said there are two sides to the economic impact of a storm like Hurricane Irma. "Hurricane Irma obviously has an economic impact to our local residents and businesses," he said. "The longer both residents and businesses are not in operation due to hurricane damages or power outages causes a negative economic impact"

**Falgout** said while he doesn't anticipate any long-term negative impacts to the local economy, the recovery process could provide a boost to the economy. "The recovery efforts can be have positive impacts to the local economy, i.e. increased construction efforts," he said.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal, The (FL)  
January 4, 2017

**Flagler County poised for continued growth in 2017**

Author: Aaron London

While many residents are working hard on keeping their new year's resolutions, economic development agencies and business groups in Flagler County are hoping to build on a year of growth. Flagler County Chamber of Commerce President Rebecca DeLorenzo said evidence of a strong local economy is abundant.

"Signs of growth are all around us - almost literally in the Chamber's case - with a new RaceTrac gas station that recently opened on State Road 100, a new retail neighbor Tractor Supply opening later this month and plans for additional commercial development nearby that will include another gas station and possibly a stand-alone Starbucks and Wawa Food Market," she said. "All of this development is good for Flagler County, particularly as our population and demand for residential real estate grows."

DeLorenzo said the Chamber of Commerce is also poised for growth in 2017, following some changes last year that included the sale of the business organization's headquarters building. "From an organizational standpoint, our Chamber went through some important transitions during 2016 that make us stronger and allow us to dedicate more time to focusing on what matters most - the member businesses we serve," she said. "This is one of the primary reasons we sold our building last fall to focus on our core mission and reduce challenges we faced as a property manager and landlord."

The optimism about growth is also evident at Palm Coast City Hall, where officials are confident the positive trends will continue. "In 2016, I believe the city built upon the positive momentum of previous years," said **Beau Falgout**, administrative services and economic development director. "Our neighborhoods continued to thrive, commercial development accelerated and we continued to see investment in our economy by our small businesses."

**Falgout** said on the residential development front, the city posted a 52 percent increase in single-family building permits in 2016 over 2015, with 538 permits issued. "For 2017, I believe the city will continue to have the opportunity of growth and expansion with more people looking to invest in Palm Coast and our future," he said. "The main challenge I think our community faces is meeting the demand for housing and housing options, as more and more people discover Palm Coast."

The view from the Flagler County Government Services Building is also generally positive, especially on the job creation front, according to Flagler County Department of Economic Opportunity Executive Director Helga van Eckert. "There's no doubt 2016 had its share of challenges, but Flagler County has continued its steady economic growth," she said. "For

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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example, our employment growth shows a marked improvement at 3.1 percent year-over-year, very strong versus the national rate of 1.7 percent.

Van Eckert said in addition to working with new companies interested in coming to Flagler County, the economic development office is working with companies like Gioia Sails that had previously been recruited to the county in expanding their physical presence and enlarging their workforce.

Even with the successes of 2016, Van Eckert said challenges remain for the county's economic development efforts, not the least of which is increased competition from other communities. "It will be very important in 2017 that Flagler County find a way to separate itself from the competition," she said. "We need to be seen by decision-makers, stand apart from the competition and be prepared to respond to business needs quickly and efficiently."

Van Eckert said Flagler County has several positives, including double-digit growth among Millennial and GenZ populations. "Our commercial and industrial business reports are positive and new businesses and entertainment opportunities, as well as shopping options, are becoming available regularly," she said. The increase in new business development is something DeLorenzo said the Chamber is well aware of, and plans call for continued efforts to recognize and encourage local growth. "As one example, 'Meet a Business Wednesday' will continue as we build upon the 60-plus ribbon cuttings we helped coordinate in 2016," she said. "In fact, these milestone celebrations for our members are being booked months in advance."

**Falgout** said he expects the pace of development to increase this year. "It is an exciting time as more development projects are being discussed and/or contemplated than I can remember in the past," he said. "I do believe we will see even stronger growth in the coming year."

**Internet – Newspaper Archives Searches**  
**Beau Falgout**  
*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal, The (FL)  
November 29, 2016

**Palm Coast council tours public works site**

Author: Jennifer Edwards-Park

PALM COAST - City Council members heard extensive updates Tuesday about everything from debris removal to anticipated plans to bring a high-end gas station, restaurant, and other retail to parcels across from Flagler Palm Coast High School.

During a non-voting workshop, city staff told council members that the public works facility on 1 Wellfield Grade hasn't been updated or significantly improved since Flagler County turned it over in 1999, after the city incorporated. Board members toured the facility shortly before the meeting. "You all represent the community very well, because most folks don't know where public works is," City Manager Jim Landon joked with the council. "It's an old, old facility and we've grown a lot since it was built." The council is expected to vote as early as next week on whether to pay Bergman and Associates about \$100,000 to create a master plan for the facility. Right now, officials would prefer to work with what they've got.

If approved, staffers hope the master plan would include: more fleet work bays; an updated oil and chemical recovery storeroom; updated receiving and fabrication area; work to relieve worker and equipment congestion; a multipurpose training and emergency shelter; and more employee parking, according to city documents. Also at Tuesday's meeting, council members heard about hopes and plans to bring a Wawa outlet, a "casual American restaurant" such as Smokey Bones, as well as several retailers, to two parcels across from Flagler Palm Coast High School.

The Wawa and restaurant would come first, and be located at the parcel at the northeast corner of the State Road 100 and Bulldog Way intersection. The retail space would be constructed on an adjacent parcel provided Orlando-based developer Unicorp. can purchase land currently in private hands. "We've gotten lots of calls about parcel 1," **Beau Falgout**, the city's administrative services and economic development director, told the council. "But this is a developer ...; that's even dealt with the final holdouts."

**THIS AND THAT**

-Landon told the council that storm debris removal was to conclude Tuesday afternoon and Waste Pro would resume normal pickup Wednesday.

-Council members learned that Flagler Beach is asking the city to maintain its road signals in exchange for becoming the direct recipient of state funds for the service. The deal would include the service of three traffic lights along State Road 100.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal, The (FL)  
October 26, 2016

**Local Spin: Modest growth still better than no growth**

Author: Aaron London

Sixth District business contacts described economic conditions as improving at a modest pace from mid-August through September. The outlook among firms remains optimistic with the majority of contacts expecting growth to be sustained at or slightly above current levels for the remainder of the year. With a presidential election as well as a crowded local ballot, along with the lingering impact from Hurricane Matthew, Flagler County residents are faced with a variety of issues that could combine to keep economic growth at a slower pace as well. At the same time, residential construction activity is picking up steam and several commercial projects are underway. For a look at how the overall economic picture is coming together, **Beau Falgout**, Palm Coast administrative services and economic development director, offers the local spin. How much does the still sluggish recovery affect local economic growth?

Obviously, the national sluggish recovery has some affects locally, especially when national companies are making expansion decisions. Palm Coast has recovered rather quickly, considering the extent of the economic downturn we experienced here locally. Do you expect Hurricane Matthew to have any impact on residential and commercial growth in the city? Besides the temporary delay in construction due to the hurricane, I don't expect any long-term impacts to growth in Palm Coast.

What are the weaknesses in the local economy and what are the strengths? Palm Coast continues to have a lot to offer to future residents, visitors, and companies looking to expand or relocate. While we have only a few large employers, our small-business climate is excellent and many small businesses are growing.

What is your outlook for economic development heading into 2017? I still expect growth and economic activity to accelerate in 2017 as the economy continues to improve.

**Internet – Newspaper Archives Searches**  
**Beau Falgout**  
*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal, The (FL)  
May 10, 2016

**2 Palm Coast city employees promoted to director positions**

Author: Staff Report

PALM COAST — The City of Palm Coast's human resource manager is being promoted to human resources director and the administration coordinator is being promoted to director of administrative services and economic development.

The changes were made following an administrative review of the city's pay plan, according to a media release from city spokeswoman Cindy Lane. During that process, City Manager Jim Landon decided to create a separate human resources department, to rename the existing administration department, and to promote Wendy Cullen and **Beau Falgout** to lead those departments. Landon previously managed the administration department, which includes the functions of the city clerk, communications & marketing, contracts, economic development, purchasing, and risk management.

Cullen's current salary is \$74,152.04; her new salary will with a range of \$78,257 to \$115,332. She will supervise three in a department of five, according to Lane. **Falgout's** current salary is \$70,414.21; his new salary will have a range of \$78,257 to \$115,332. He will supervise four in a department of 10. "This reflects how our operation has evolved, and will not be a major change," Landon said in the release. "But it will provide depth in our organization's administration. Both Wendy and **Beau** have demonstrated strong leadership and management skills in their current roles, and I believe they will be valuable additions to our executive team." The new salaries have not been finalized but are slated to take effect June 5, Lane said.

City administrators also are proposing changes for other employees, especially in positions at the lower end of the city's pay scales, providing staff in designated positions with the opportunity to attain licenses that qualify them for advancement, the release states. In addition, adjustments are being suggested for a handful of positions where administration officials feel the city is not competitive with the market.

Over the past six months, city administrators have reviewed the pay plan to make sure salaries are competitive and reflect the skill level increases in its workforce. It has been about 10 years since a full-scale review was undertaken, the release states. "We are notifying affected employees now and anticipate that all the changes to our pay plan and this exciting advancement program will be implemented in early June," Landon said. "We expect workforce talent to remain an important issue for the next few years and believe this will make us stronger as a competitive employer and organization."

Cullen has been the city's human resource manager since March 2008. She has more than 25 years of experience overseeing the human resource function in both public and private sectors.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Cullen has expertise in managing employee relations, organizational development and benefits administration, according to the release.

**Falgout** started his career with the city nearly 10 years ago as a planner. Since then, he has led multiple teams, handled numerous special projects, and taken on additional duties to further the city's goals and objectives, the release states. **Falgout** will continue his role in implementing the city's strategic economic development plan, "Prosperity 2021," while providing "leadership and depth" in Administrative Services, the release states.

Originally from a small town outside New Orleans, **Falgout** grew up in Mulberry, Florida, and attended the University of Florida. He was an Anderson Scholar, earned an undergraduate degree in business administration and completed graduate work in urban and regional planning. **Falgout** and his wife, Jessica, recently purchased a home in Palm Coast and are starting their family here, with their first son on the way.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)  
January 1, 2016

**Flagler County poised for growth spurt**

Author: Aaron London

Construction a common theme for 2016

With plans for a new runway at the Flagler County Airport, work on a new interchange at Interstate 95 and Matanzas Woods Parkway, and continued growth in residential development, construction will be a major theme in Flagler County for 2016.

Construction is underway on the long-planned interchange and County Administrator Craig Coffey said the project has the potential to open new retail opportunities. "That's going to open the whole northern side of Palm Coast," Coffey said.

The new year also brings increased attention to recreational facilities in the county, Coffey said. "For years during the downturn we have not been able to do as many park improvements," he said. "There's a whole slate of cool things on the drawing board."

Projects include a radio-controlled plane, car and boat facility at the old county landfill on Old Kings Road; new bathrooms, parking and a playground at Wadsworth Park; work on the Island House conference center in the Princess Place Preserve and the beginning of a county plan to build rental cottages there.

In Palm Coast, city administration coordinator **Beau Falgout** said development along the commercial corridors will fuel growth in 2016. "I see high growth areas as the State Road 100 commercial corridor and the few remaining parcels available along Palm Coast Parkway," **Falgout** said. "There is still a lot of demand in Palm Coast for additional shopping and restaurants."

Residential home construction is also expected to grow this year, according to Jason DeLorenzo, government affairs director at the Flagler Home Builders Association. "Locally, we have some new subdivisions coming online that went dark during the recession," he said. "Builder confidence is moderate and rising for a stronger 2016."

**Internet – Newspaper Archives Searches**  
**Beau Falgout**  
*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)  
November 28, 2015

**Palm Coast Citizens Academy graduates 35th class**

Author: Staff Report

Fifteen Palm Coast residents graduated this fall from the Palm Coast Citizens Academy, a comprehensive program designed to educate interested residents about the operation and workings of city government, according to a city media release.

The graduating class – the 35th in the program's history – spent five weeks learning about city departments and visiting city offices, the Palm Coast Community Center, Main Fire Station 25 and Water Treatment Plant No. 3. The class also attended a Palm Coast City Council meeting together.

Palm Coast Mayor Jon Netts kicked off the Citizens Academy with an overview session titled, "Governing the City," providing background on Palm Coast's incorporation, City Charter, the council-manager form of government and a general overview of the city. City Manager Jim Landon and City Administration Coordinator **Beau Falgout** provided an update on economic development trends, current projects and the mission of the Palm Coast Business Assistance Center. Citizens Academy participants received an overview on every city department and met City Council members, department directors and many other city employees, the release states. This fall's graduates are: Leo Booth, Larry Coletti, Bennett Gates, Alan and Linda Goldman, Rosalie Hermanns, Bernie Kershner, Gary and Maria Maffe, Sue Miller, P.M. and Podduturu-Vijaya Reddy, Marge and Thomas Sisti, and Bill Sweetnam.

The Citizens Academy meets once a week, usually on Monday evenings, for five straight weeks. The course is free and registration is limited to approximately 30 Palm Coast citizens per session. The academy is held three times a year – fall, winter and spring. Three sessions are planned in the coming year, beginning in February. To register, go to [PalmCoastGov.com](http://PalmCoastGov.com) and search for "Citizens Academy."

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)  
September 8, 2015

**Rift remains between officials in Palm Coast, Flagler County**

Author: Tony Holt

PALM COAST — Palm Coast Mayor Jon Netts said there is unfinished business with Flagler County and the two sides need to come to a better understanding on how to work together on issues — namely, providing emergency medical services within city limits. Meanwhile, County Commission Chairman Frank Meeker and County Administrator Craig Coffey thought a group meeting last month between city and county officials had settled everything, county spokeswoman Julie Murphy said Tuesday. "They thought (both sides) had cleared everything that needed to be cleared," she said of the recent meeting.

In a letter dated Friday, Netts said he wants his council to have a joint meeting with county commissioners. He mentioned the letter he wrote to Meeker during a public workshop Tuesday with other council members. In his letter, Netts worded it as though the original idea for a joint sit-down didn't come from him. He stated he was "writing to acknowledge" Meeker's request for the meeting. "City Council is always willing to meet with Commissioners to discuss topics of common interest,"

Netts wrote in the letter, a copy of which was obtained Tuesday by The News-Journal. "As I indicated during our telephone conversation regarding such a meeting, we do request that you provide us with a list of topics that may be incorporated into an agenda so that our discussions are organized and productive." In the next paragraph, Netts stated that he and council members had indicated they would like to discuss "better, more efficient ways to provide EMS services within the City of Palm Coast." Both the county and city have fire rescue services that provide EMS.

Murphy said that last month's meeting included Netts, Administration Coordinator **Beau Falgout** and City Manager Jim Landon from the city, and Meeker, Coffey and Deputy County Administrator Sally Sherman from the county.

Murphy added that Netts' letter would probably be discussed during Wednesday's County Commission meeting, but based on comments from Coffey and Meeker, there appears to be little or no interest on the county's part for another meeting.

**Internet – Newspaper Archives Searches**  
**Beau Falgout**  
*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)  
May 20, 2015

**Palm Coast’s population tops 80K**

Author: Aaron London

PALM COAST — While Palm Coast is a relatively young city at 16 years old, its population is rapidly approaching maturity.

Facts

By the numbers

Palm Coast 5-year population growth:

2014: 80,600  
2013: 78,654  
2012: 77,508  
2011: 76,554  
2010: 75,180

Daytona Beach 5-year population growth:

2014: 63,011  
2013: 62,389  
2012: 61,799  
2011: 61,202  
2010: 61,005

Deltona 5-year population growth:

2014: 86,890  
2013: 86,099  
2012: 85,482  
2011: 85,138  
2010: 86,182

Source: U.S. Census Bureau

According to the latest figures from the U.S. Census Bureau, the city’s population now sits at 80,600. The report follows news earlier this year from the Census Bureau that Flagler County’s population has crossed the 100,000 mark.

Reacting to the news, Palm Coast Mayor Jon Netts was succinct. “Wow!” he said. Despite his reaction, Netts said reaching the 80,000 mark is not really a watershed moment for the city. “It’s not so much of a milestone as it is a trend,” he said. “We’ve seen continual growth, even during the recession. Now that we’re recovering from the recession, it’s confirmation that what we’re doing is the right kind of thing.”

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Netts said the population statistic is “very satisfying” for the city. “If our population is increasing, people are moving here from somewhere else and that is a conscious choice,” he said.

Flagler County’s four other municipalities also posted population increases, according to Census Bureau estimates released today. Flagler Beach came in at 4,747, followed by Bunnell at 2,778 and Beverly Beach at 347. Marineland’s population remained steady at 16, according to the Census Bureau report. Volusia County’s two largest cities also saw population increases. Daytona Beach’s population stands at 63,011 and Deltona’s rose to 86,8890, according to the Census Bureau.

**Beau Falgout**, city administration coordinator, said the latest population figures mark the largest growth the city has seen in five years. “I think it is encouraging that our population continues to grow,” he said. “The change in population represents an increase of 2.36 percent and the highest percentage change in population since the 2010 census.”

**Falgout** said the attention that population growth brings to the city is good for economic development efforts. “With each new milestone, hopefully it brings more attention from prospective residents, visitors, and businesses,” he said. “More people are moving to Palm Coast and investing in our community, which is a very good thing.”

The growth in population also brought an increase in housing units, according to a separate Census Bureau release. The agency reported the number of housing units in the city increased from 49,077 in 2013 to 49,562 in 2014.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)  
October 14, 2014

**Palm Coast City Hall construction would cost \$6.6 million**

Author: Tony Holt

PALM COAST — The vote on a maximum price for City Hall construction is less than a week away and judging from the discussions during a public workshop Tuesday, interest is high for the City Council to get it done. City Administration Coordinator **Beau Falgout** gave a presentation to council members during Tuesday’s workshop and showed how little had changed from the original design first presented to the City Council last March. There were only a few tweaks to the interior designs on the first and second floors, he said. If the issue passes during the Oct. 21 City Council meeting, a groundbreaking will take place Oct. 29 and Palm Coast will have its own standalone, 32,000-square-foot, two-story City Hall building by October 2015 if the pre-determined schedule is followed.

The city currently houses its headquarters at the City Market Place, a retail center along Cypress Point Parkway. “There won’t be sad faces,” said **Falgout**, referring to the future move from City Market Place to City Hall. In a late-quarter attempt to keep its anchor tenant at City Market Place, the landlord of the retail center offered two proposals last month to Palm Coast. The offer was to extend the lease for another 15 to 20 years with the option of purchasing a portion of the center for \$1 at the end of the lease.

John Clark Bills, president of the company that owns City Market Place, said his proposal could save the city \$10 million in the long run. **Falgout** said last week that prolonging a lease would actually be more expensive and added that staffers were prepared to recommend to the City Council to move forward with the new construction.

Mayor Jon Netts joked about the City Market Place set-up and how the city uses office space on the first floor, but to access the rest of the city-occupied space one has to take the elevator up and skip a floor. “What do we put on the floor in between?” he rhetorically asked when the new building’s interior design was shown during the PowerPoint presentation. Those in the audience, many of whom work at City Market Place, laughed at Netts’ quip. The majority of the \$7.4 million, about \$5.8 million, will be covered by a loan repayment by the Town Center redevelopment area (CRA). Roughly \$1.1 million from the city’s building reserves fund will also be used toward the cost. The remaining \$546,000 will come from CRA funds that will be collected during the current fiscal year, according to **Falgout’s** presentation Tuesday.

In addition to the 32,000-square-foot building, the construction also will include underground infrastructure that will make future expansions easier. **Falgout** said once the CRA funds start rolling in, years down the road, future expansions at the site would take place. “We’ve said all along ... that we would rather have less and do it right than have more and have a problem,” City Manager Jim Landon said of the decision to break down the construction into manageable phases.

**Internet – Newspaper Archives Searches**  
**Beau Falgout**  
*(Articles are in reverse chronological order)*

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Palm Coast Observer, The (FL)  
October 3, 2013

**A new home: City OKs extra financing for home rehab**  
**City Council approved an additional \$39,639.50 to demolish and rebuild a Palm Harbor home.**

Dorothy Zirkelbach's home in the Palm Harbor section of Palm Coast will soon be demolished. Then it will be rebuilt. And she likely won't be paying a penny.

Zirkelbach's C-section home will be the latest project in the Housing Rehabilitation Program as part of the city's Community Development Block Grant. The city received \$750,000 for the rehab program, which is designed to provide financial assistance to low-income homeowners who need to address code and housing quality problems.

"If the homeowner's insurance provides any payment under the claim, it will be applied to the rebuild," **Beau Falgout**, senior economic planner for the city, wrote in an email. "Our program does not require a buyer contribution, since the applicants are low income. A lien will be placed on the property for 15 years and if at any time the home is no longer the homeowner's primary residence, then the lien must be repaid in full."

In May 2011, the City Council approved the Housing Assistance Plan, which outlines how city staff should manage the grant program. The maximum allowable expenditure of the CDBG funds under the approved guidelines is \$87,500 for a three-bedroom replacement home.

However, Zirkelbach's home has major structural issues and needs to be demolished and rebuilt, rather than the typical rehabilitation. And because the city's Land Development Code stipulates minimum home size, garage, landscape and architectural requirements, the lowest bid for the demolition and replacement of the home came in at \$127,139.50. The City Council unanimously approved the increase at Tuesday's regular meeting.

Assistance provided is secured through a deferred payment loan to meet long-term affordability requirements. The grant, according to city documents, requires a minimum of 10 housing units to be assisted through the program. To date, the city has completed rehab on nine housing units and will begin rehab on three more soon, according to **Falgout**. "Hopefully an abandonment of blight will help with that neighborhood as a whole," he said.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Palm Coast Observer, The (FL)  
April 24, 2013

**Unemployment drops to five-year low: 9.5%**  
**Coastal Cloud, Designs for Health are Two of the Newest Companies Hiring**

The good news for Palm Coast and Flagler County continues. Flagler County's unemployment rate dropped to 9.5% for March, the first time the rate has slipped down to double-digits since June 2008, according to numbers released Friday by the Florida Department of Economic Opportunity. The Palm Coast metropolitan statistical area now has 4,116 more people employed than it did at the low point in January 2010. City officials say the improved unemployment figures and positive economic indicators are the result of a communitywide, diversified economic development strategy. **Beau Falgout**, senior economic development planner for the city, said officials took the lead in diversifying the economic development efforts to help grow the economy. "And, of course, credit must be given to our business owners and entrepreneurs who are working so hard to grow their businesses and further lower the unemployment rate by hiring more people," **Fal-gout** said.

City officials said the economy is growing one job at a time, thanks in part to the Business Assistance Center. Other major initiatives include maintaining the quality of the neighborhoods, helping existing businesses and attracting new investment by offering events and attracting sports tournaments. The drop is also because of existing businesses adding employees, officials said. Tim Hale, managing partner of Coastal Cloud, said Tuesday that they have hired six employees over the last several weeks. Another 20 potential employees are enrolled in Coastal Cloud's training and certification program. All six new employees, as well as the 20 going through the training, are local, Hale said. "We're hiring because we're getting good market demand for our technology consulting services, particularly around sales-force.com," he added. The end goal, Hale reiterated, is to hire 100 employees over the next 36 months. "We're making progress," he said. "Realistically, I'm not sure (how much) of an impact we're making (on the local economy). What I hope is we are making more of an impact going forward. I'm just happy to be a part of the whole turnaround." Designs for Health, a Flagler-based nutritional supplements distributor, opened in March 2012 with three employees. Now they are at 14 employees with plans to hire three to six more this year, said Frank Rizzo, vice president of operations of the company. All of those employees, except for Rizzo, are local. Palm Coast Mayor Jon Netts said the new numbers released continue to be good news. "These numbers show a sustained positive trend that, along with other indicators (rising taxable sales, decreasing foreclosures and an increase in housing starts) point to a bright future in Palm Coast," he said. "Our local economy is moving in the right direction." While the news is promising, officials said work still needs to be done. Flagler County continues to have the second highest unemployment in the state (Hendry County was at 10% for March). The good unemployment news came at the state level, too. The unemployment rate for March stood at 7.5% - 0.3% drop from February, and Florida's lowest rate since October 2008, when it was 7.4%. Florida has produced positive annual job growth for 32 consecutive months, according to a statewide release, and the state unemployment rate has declined year-over-year for 29 consecutive months.

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)  
December 31, 2012

**OUTLOOK 2013: Flagler officials optimistic about economy**

Author: Aaron London

Despite preoccupation with the dark clouds of the fiscal cliff and the partisan wrangling of policymakers in Washington, Flagler officials are forecasting sunnier economic skies in the coming year. While the county's unemployment rate remained at or near the top of the list in the Sunshine State throughout 2012, the jobless rate fell from 13.4 percent in January to 11.4 percent in November. "This past year we finally saw more positive trends," said **Beau Falgout**, Palm Coast senior economic development planner. "We're very hopeful where our local economy is going in the next year."

**Falgout** said the refocusing of economic development efforts — from the city's Prosperity 2021 plan released in 2011 to the creation of the Flagler County Department of Economic Opportunity — has energized the local economy. "What happened after Enterprise Flagler is we all kind of took on a different role in economic development and I think that was a good thing," **Falgout** said, referring to the now-defunct public/private economic development agency that was defunded in late 2011.

"The city focuses on existing businesses with our Business Assistance Center, Small Business Saturday and the Business Expo," he said. "The county has done a good job with the Economic Opportunity Advisory Council and the Tourist Development Council is leading the effort with tourism. "We all kind of focus on our strengths and hopefully are making a difference and seeing better and better signs that the economy is coming back," he said.

From her post as executive director of the county's economic development department, Helga van Eckert is also seeing those positive signs. "I think we've made some great strides in preparing the county to be competitive in 2013," she said. "I feel confident that we're going to see continued improvement on the economic development front."

Van Eckert said work accomplished by the county's Economic Opportunity Advisory Council during an all-day retreat in the spring and progress on redesigning the county's economic development website are also positive signs for the future, but more work needs to be done. "We're still working on our foundation and we're going to continue to do that," she said.

In 2012, new companies announced plans to locate operations in Flagler County, including the first two companies recruited by the Department of Economic Opportunity. In June, Designs for Health, a Suffield, Conn.-based maker of nutritional supplements, opened an office in the Palm Coast Industrial Park on Hargrove Grade. The company was the first to expand or relocate in Flagler County since the formation of the county economic development department.

**Internet – Newspaper Archives Searches****Beau Falgout**

*(Articles are in reverse chronological order)*

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At the time of the announcement, company officials said they expected to expand to 15 or 20 employees from the initial eight employees at the facility.

A second company, South Carolina-based W.P. Rawl, announced plans to bring part of its greens and vegetable processing operation to Flagler County. The company is building a 34,000-square foot facility on County Road 105 and will enhance the county's agricultural base, which accounts for \$35 million annually in sales, according to the most recent U.S. Department of Agriculture census.

The year just ending also saw more national chains coming to the county, with the opening of Panera Bread and Carrabba's Italian Grill. One of the brightest spots for Flagler County in 2012 came in tourist development.

Tourism officials unveiled a new three-year strategic plan, hired additional staff and crafted a new logo and moniker for marketing Flagler County to tourists. The "Palm Coast & the Flagler Beaches" logo was unveiled at the Palm Coast Seafood Festival with a 25-ton sand sculpture.

Georgia Turner, vice president for tourism development at the Chamber, said the tourism effort has paid off with the county seeing solid growth. "We reached \$1.5 million in bed tax collections and that's really major for us," she said. In addition to reaching that milestone, Flagler County's bed tax collections have increased for 21 consecutive months through September. "It was a great year all around," Turner said of the tourism development effort. "We're getting ready to launch a new Hospitality Alliance and that will start in January."

Also in January the TDC will get its first look at a yearlong tourist survey report being compiled by a consultant. Turner said the information will add to the momentum from 2012 and keep tourism development efforts moving forward. At the Palm Coast Business Assistance Center, area manager Joe Roy already sees things moving in the right direction. "I do think small businesses are getting a little stronger," Roy said. "There are more people still coming in wanting to open a business."

Roy said while there are no precise statistics, he figures that every new small business that opens creates "probably at least two jobs" which helps grow the local economy. To help small-business owners, the assistance center launched a Small Business Saturday program in August and Roy said the effort will continue in 2013, with the first event scheduled for Saturday. "I think in general terms the economy is looking better," he said. "Maybe that will bring consumers back into the market which is going to create some additional jobs."

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**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)  
December 19, 2011

**Palm Coast takes business-ready approach**

Palm Coast government is taking a positive, proactive step toward economic development. City officials recently announced they might spend \$25,000 for the promotion and even the pre-permitting of some land suitable for new businesses. City Manager Jim Landon said the city could even help shave as many as 300 days off the building process, because pre-permitting could allow construction in as few as 30 days. That's a lot of time saved. The plan, the "Business Ready Program," is a laudable "micro" approach to economic development. Instead of waiting for the national and state economies to lift the Palm Coast tide, city officials are taking simple steps to promote development. The money would pay for signs, joint marketing and pre-permitting. City officials are going to wait to proceed, expecting landowners to show they have some "skin in the game." One prudent step would be an agreement that if the various targeted sites are sold by the private landowners, Palm Coast would recoup some cash.

Owners of several parcels have already expressed interest in the program. There are many sites that could be involved in the Palm Coast promotion. One is a lot at Town Center, which has 18.5 acres, with water and sewer connections. Palm Coast officials are aiming high for that one. "It would be great for a corporate headquarters," said **Beau Falgout**, Palm Coast's economic-development director. Let's hope the aim is true, because officials thought that Town Center would be a bit busier than it is now. Fields of green remain at the center, and the widening of Bulldog Drive was delayed because of the economic downturn. The city also hopes to combat rumors that Palm Coast is not business friendly, **Falgout** said. That's an important goal, because an area's reputation for dealing with businesses does play an important role in economic development. Palm Coast and Flagler County officials have not always seen eye-to-eye on economic development, but it would be a stretch to say Palm Coast is hostile to business.

Yet, there have been rough patches of late. The county and Palm Coast dissolved Enterprise Flagler, the 10-year-old, economic-development agency, earlier this year. The move to dismantle the public-private partnership left a bitter taste in the mouths of some business leaders in the county. A county Department of Economic Opportunity will replace Enterprise Flagler. Its board, the Economic Opportunity Advisory Council, has begun looking for its first director. We hope the new agency and Palm Coast unite to recruit new businesses and bring jobs to the area. Flagler County was hit especially hard by the recession. The county was one of the fastest-growing counties in the United States during the 2000s, but when the housing bubble popped, unemployment soared. There are signs the fallout from the Great Recession is subsiding in Flagler County. In October, county unemployment fell to 14 percent, down from 14.7 percent in September - a 31-month low. But make no mistake, 14 percent unemployment is still an economic crisis. Palm Coast can't take any employer, prospective employer or business for granted. Fortunately, city leaders are acting on that knowledge and moving forward with proactive measures such as the joint marketing plan.

**Internet – Newspaper Archives Searches  
Beau Falgout**

*(Articles are in reverse chronological order)*

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Palm Coast Observer, The (FL)  
October 13, 2011

**Expo provides local businesses exposure**

**More than 60 companies set up booths Friday, Oct. 7, for Palm Coast's first Business Assistance Expo.**

Author: Mike Cavaliere

Husband and wife Steve and Nancy Calcavecchia stood behind a display table lined with business cards and brochures Friday, Oct. 7, at Palm Coast's first Business Assistance Expo, at the Hammock Beach Resort. They, like 64 other attending business owners who reserved booths at the event, hoped to attract attention to their Flagler-based company. After working 30 years in construction out of state, the couple moved to Flagler in 2010 to start their own business, Distinctive Architectural Woodworking LLC. They visited SCORE for consultation, joined leads and networking groups, as well as the Flagler County Chamber of Commerce & Affiliates. Still, building a name in a new city proved harder than expected. Through their attendance at the expo, though, Business Assistance Center Area Manager Joe Roy believes the couple is on the right track. "It gives everybody that's here credibility," Roy said of the expo. "(Business owners) will receive more recognition in eight hours here than they would in four months on their own."

Palm Coast Senior Economic Development Planner **Beau Falgout** estimated an attendance of 135 business owners at the event, based on the number of floor and luncheon passes sold. "It's about showcasing," Roy said, pointing to elected officials milling up and the down the aisles, talking with entrepreneurs. "You don't have to go outside of Flagler County to find quality companies." There are currently about 4,000 small businesses operating in Flagler County, Roy said, adding that for every \$100 spent locally, \$65 stays in local circulation. If each company could be strengthened, he added, and hire just one extra employee each, imagine the economic impact. The convention hall was filled with marketing and technology companies, radio stations, established firms and startups, each jockeying for position in the local business community.

While larger companies such as Palm Coast Data and Lohman Funeral Homes attended in an effort to push their brands, companies such as Garry Peterson & Associates LLC were in a position similar to the Calcavecchias. Although Peterson has been in the consulting game for more than a decade, his Palm Coast-based company was only two weeks old. "All I'm trying to do is establish my reputation," he said. "It's all I have." Peterson is now working with the BAC as a strategic planner. "I'm in survival mode," admitted School Board member Andy Dance, who won a free booth from Office Divvy, for his landscaping service. He, like husband and wife Ed and Carole Hartunian, of Leisure Time Outdoor Products LLC, believes that success is all about exposure. Grilling sausage and pineapple in a booth toward the back of the hall, the Hartunians have been in business since 1998. But they've only been Palm Coast residents a year. "We want people to buy local, and keep the business here," Carole Hartunian said. "There's a lot of opportunity out there. It's just getting in that's the hard part."

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)

March 5, 2011

**DIGGING UP BUSINESS**

**Incentive deals could attract new development**

Author: AARON LONDON

For local government officials hoping to attract new business development, offering incentive packages has become almost a given. And with elected officials from across the county meeting to discuss a common economic development strategy, such incentives are certain to be part of the debate. But not every community can offer the same kind, or amount, of enticements for prospective businesses. "I think it plays a role - basically trying to make our location competitive with others," said **Beau Falgout**, senior economic planner for the city of Palm Coast. "Every state's different, (and) every community's different."

**Falgout** said Palm Coast sees incentives as a way to lower a company's upfront costs or operating expenses to expand or relocate in the city. But despite what some may think, incentive packages are a two-way street. "All of our incentives are performance based," **Falgout** said. "If they don't create the jobs or don't make the investment, they don't get it."

With limited resources for economic development, and with a dedicated funding source, local officials can find themselves at a disadvantage when competing with other areas. That works both ways, though, **Falgout** said, recalling advice he heard in a workshop. "Be careful how you attract companies or what you do to attract companies," he said.

**Falgout** said companies run by officials who are only concerned with their bottom lines are less likely to be good corporate neighbors. "All businesses look at the bottom line, but if that's the only thing they're looking at, what is the chance they will stay in the long term?" **Falgout** said. "What are the chances if another deal comes along they're not jumping ship the next day?"

**Falgout** said with tight credit markets making it more difficult for companies to obtain financing for expansion projects, incentives - especially cash incentives - are becoming more important. "The credit markets are tight, and companies are taking their time when making a decision," he said. "It's definitely a more competitive environment."

For Flagler County Administrator Craig Coffey, incentives are part of the cost of doing business but not always a primary concern for companies looking to expand or relocate. "Incentives are something that doesn't always come up in the conversation," he said. "What it is, generally, is the prospect has to feel comfortable with your community and meet all their other needs."

Coffey said from his perspective, incentives are often "the icing on the cake" when trying to lure new business development. He said there are different types of incentives as well, including programs that help with training or relocation costs as well as tax abatements. "Tax abatements

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**Beau Falgout**

*(Articles are in reverse chronological order)*

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are dollars the community would never see," he said. "You waive their taxes initially or give them a rebate. That is money you would never have seen."

Coffey said tax abatements can work for all parties because they give the business a benefit now while the community will benefit in the future. "That building will be around for another 30, 40 years and the public will receive the benefit," he said.

In 2003, county voters approved measures allowing the County Commission and the Palm Coast City Council to offer tax incentives to enhance business development efforts. Other incentives take the form of direct cash payments, something that can put smaller counties like Flagler at a disadvantage.

Coffey said the county recently lost out on a project because other finalists were able to offer significant cash payments to the prospective client. "That's one example of the kind of competition we're up against out there," he said. "Sometimes you have to decide at what level you want to play." Coffey said it's important to look at companies individually when it comes to incentive deals. "Each company comes to the table with slightly different needs," he said. "They all have different hurdles to overcome."

Being able to adapt to those different needs is something Mick Cuthbertson said can help a smaller community. "Everyone has an incentive package," said Cuthbertson, community development director for the city of Bunnell. "You cannot be the only one that does not, so we have to be in that arena."

Cuthbertson said for a city like Bunnell, which doesn't have millions of dollars to pour into economic development efforts, highlighting other strengths is key. "We have a number of different things to offer," he said. "The sheer, absolute volume of land, and land that is more affordable than some adjacent areas" is an advantage for the city. Cuthbertson said Bunnell also has a moratorium on impact fees and offers an expedited permitting process. "That's the norm in Bunnell," he said. "With a developer, time is money, and we save them time."

Regardless of the kind of incentives available, Coffey said a coherent strategy is a must. "If you're going to be serious about economic development, you've got to think seriously about what resources you apply to it and who you want to apply those resources towards," he said.

That means local governments need to make sure they work out all the details of an incentive strategy. "I think you have to have strong policies on incentives so you don't lose the public trust," he said. "They are a necessary evil in today's marketplace."

**Internet – Newspaper Archives Searches**  
**Beau Falgout**  
*(Articles are in reverse chronological order)*

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Palm Coast Observer, The (FL)  
December 2, 2010

**City: Prosperity Starts Here**  
**Palm Coast Proposes Prosperity 2021; A New Focus, 'Discover Palm Coast,' Will Be Launched**

Author: Brian Mcmillan

The city's new economic development plan, dubbed "Prosperity 2021," takes a three-pronged approach. Unveiled Tuesday, Nov. 30, at the City Council workshop, the plan aims to strengthen neighborhoods as a first priority. The second priority is to promote the economic health of the current businesses in the city - particularly the aging commercial districts. And third, the city plans to advertise the city elsewhere to help tourists, retirees and environmentally friendly businesses "Discover Palm Coast."

City Manager Jim Landon reminded City Council members, who were enthusiastic about the ideas presented, that the initiatives would require funding. But that discussion was purposely delayed. Landon said he wants to build consensus first.

In the meantime, Prosperity 2021 marks the city's effort to take the lead. "When it comes to economic development in Palm Coast, continuing to do what we've done in the past is not acceptable," Landon said. "There is an expectation that we will try to change how we attract businesses and how we support our existing businesses. "It's time for the city to take a lead for economic development in Palm Coast."

Landon added: "We can't do it by ourselves by any stretch." He said the city needs to work together with the other municipalities, but it also needs to recognize what makes Palm Coast different from, for example, Flagler Beach, or vice versa, and try to promote its own strengths.

Neighborhoods

Senior Planner **Beau Falgout** related various ideas for the three facets of the plan. To strengthen neighborhoods, the city could improve gateway signs and seek funding to help families move into the empty houses in the city. In addition, the city may consider gifts, such as free golfing, to residents who help attract friends or families to move to their neighborhoods.

Business districts

The help aging commercial areas, the city may reach out to owners of the shopping centers and find ways to help with marketing.

Regional promotion

**Internet – Newspaper Archives Searches**

**Beau Falgout**

*(Articles are in reverse chronological order)*

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To promote itself in the region and the nation and to attract individuals and businesses to visit and relocate, the city plans to eventually launch a website - Discover palmcoast.com - that will be more user-friendly and would help to brand the city as an outdoor-recreation hotspot.

Mayor's reaction

Mayor Jon Netts liked the direction of the plan so far - particularly in its attention to neighborhoods. The first priority should be to make the city an attractive place to live, he said. "This is the first time I've heard a discussion of economic development that goes beyond job retention, job creation and recruitment," he said. "Going back to the economic development referendum issue, what you heard was: 'What does that do for me? I don't need any more businesses. I don't need a commercial factory.' "I think this begins to answer that question: 'What's in it for me?'"

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**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)

November 25, 2009

**Federal stimulus: Cities get energy funds**

The American Recovery and Reinvestment Act is providing millions of federal dollars to Florida municipalities, including Deltona, to promote energy efficiency and conservation.

**SOLAR-FUELED FIRE STATION**

\*Deltona, which recently announced it's receiving \$730,200 in Energy Efficiency and Conservation Block Grant funding, is planning to construct a new, environment-friendly fire station on Howland Boulevard. More than one-third of the city's share of this grant will be used to install a photovoltaic solar electric power system and solar water heating system at the future Fire Station 65.

**GREEN STREET LIGHTS**

\*The city will also devote \$250,000 to use alternative energy for street, parks and city parking lot lighting. And \$230,200 will fund rebates for residents who install solar hot water heaters in their homes.

**GREEN JOBS GRANT SOUGHT**

\*The energy efficiency and conservation funds are different from a green-jobs grant that Deltona is also seeking, said Patrice Murphy, business development and grants manager for the city. "We're taking full advantage (of stimulus funds). . . The city is using every avenue that it can." Deltona needs to spend the energy-efficiency funds by November 2012."

**SIDEWALKS, SOLAR PANELS**

\*The U.S. Department of Energy has so far named three other area cities that will get similar grants. **Beau Falgout**, a senior planner in Palm Coast, said his city will use \$648,000 for three pedestrian paths to encourage more walking and biking. Ormond Beach's grants coordinator, Loretta Moisio, said that city will spend \$166,800 to hire a consultant and devise an energy and conservation strategy. And Port Orange, which received \$492,900, will be using new solar panels to power some of its water wells, install energy-efficient air-conditioning units at City Hall and new lighting at two fire stations. "We will see a 20 percent reduction in power costs over a five-year period," said Kent Donahue, special assistant to the Port Orange city manager.

- Mark Harper

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**Beau Falgout**  
*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)  
February 28, 2009

**Officials clear air on home program**  
**\$2.6 million federal grant designed to help buyers of foreclosures**  
Author: KARI COBHAM

PALM COAST - Not everything you hear is true.

It's the line officials took Wednesday at a public meeting to explain the federal Neighborhood Stabilization Program and what it would mean for Palm Coast. "We've heard all the rumors out there," said City Manager Jim Landon. Topping the rumor list was that the program was a low-income, public housing effort tied to President Barack Obama's stimulus package, which Landon was quick to squash. Palm Coast qualified this month for a \$2.6 million grant - part of the Housing and Economic Recovery Act of 2008 passed July 30 - to buy, renovate and resell or rent foreclosed homes. The city opted Tuesday to pursue \$2.17 million in grant money aimed at ownership rather than the additional \$486,923 to lease homes, since the city doesn't have a public housing program.

Potential owners must qualify for a traditional mortgage and have a minimum 660 credit score to get down-payment assistance, said senior planner **Beau Falgout**. An individual making less than \$46,700 annually, or family of four living on less than \$67,700 per year, could qualify. "We're looking to match buyers with homes as much as possible," **Falgout** said, adding that homes considered would likely be less than \$200,000 sold at a minimum 15 percent below market value.

**Falgout** said down-payment assistance was a "soft second mortgage" with no interest and 10-year forgiveness, aimed at preventing people from buying and quickly re-selling for profit. If an owner moved out before a certain period, they would have to repay the loan, he said. Private, public and non-profits would be contracted for services such as property development and environmental engineering to help implement the program. But some residents were concerned that it would only put people in about 20 to 30 homes, without helping owners now facing foreclosure.

Landon said the city was simply following federal rules for the specific program. Unclaimed grant dollars would be spent elsewhere in state, he said. "We're trying to address this program, but we didn't start the program," Landon said. Several residents said that getting families into 30 homes was better than no families and that vacancies could bring more investors and rentals to the area. "It's not just appraisals, it's other activities those vacant houses will bring into the neighborhood," Landon said.

The city plans to adopt by April an ordinance requiring foreclosure registration and maintenance, he said. Another concern raised was that local firms were given preference in the bidding process for contract services. Landon said it was a federal guideline, but that the city would host a pre-

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**Beau Falgout**

*(Articles are in reverse chronological order)*

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bidding workshop March 13 for local firms to review requirements. A citizens' advisory task force drawn from city and county planning boards will meet March 9 through 13 and is open to the public. Residents also can offer input March 14 through 30. The city must apply for the grant by the first week in April. Funds must be allotted within 18 months and program activities completed in four years.

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**Beau Falgout**

*(Articles are in reverse chronological order)*

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Daytona Beach News-Journal (FL)

June 9, 2007

**Council flattens plan for pizzeria**

**Members want Twenty Fingers land kept as greenbelt**

Author: KENYA WOODARD

PALM COAST - John Vandegrift and Mortimer Duggan wanted to put a pizzeria on property they own - through their Twenty Fingers partnership - on the city's northeast side near Old Kings Road. But any plans of opening a restaurant in that area were bid "arrivederci" Tuesday night after City Council members unanimously denied a request to change the future land use map designation of the 9-acre property from greenbelt to mixed use.

According to city documents, land to the north, east and west of the Twenty Fingers property is designated greenbelt or conservation. But land south of the Twenty Fingers property is designated mixed use. The change would have made the Twenty Fingers property compatible with those properties.

A mixed use designation allows several land uses that include commercial, office, institutional and residential. In exchange for initiating the map amendment, Twenty Fingers agreed to donate 73 square feet of right-of-way needed for the Old Kings Road realignment. That agreement was reached in April.

But City Council members and some residents said they didn't agree with the proposed change. A mixed use designation would give the owners too much license to develop the property however they wish, including high-density residential, Councilman Alan Peterson said. The owners haven't given a clear indication of what they intend to do with the property, he said. "We have no guarantees that the owner of the property is going to develop it for commercial use," he said. "It could be developed for a number of uses."

Councilwoman Mary DiStefano agreed. "I'm concerned this is going to be commercial property adjacent to homes," she said. City Planner **Beau Falgout** reminded council members that the request isn't to change the property's current zoning designation as estate. In addition, the owner would have to go before the planning board and get approval before any development could be done on the property, he said. "This allows the applicant to pursue additional zoning categories within mixed uses, but it doesn't entitle him to that," he said.

The Twenty Fingers property was meant to be part of the mixed use designation like the properties south of it, **Falgout** said. But Peterson disagreed. "It was meant to be left the way it was," he said. Bruce Horton, who owns land in Nottingham Equestrian Village in the same area, said he bought his property with the understanding that adjacent property - including the Twenty Fingers parcel - would follow deed restrictions that the property be used for a horse farm. Allowing any changes would violate that restriction, Horton said. "I'm a little upset about the whole thing," he said.

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The owners haven't shown that changing the designation would be a benefit to the city or residents, said Councilman Jon Netts. And putting a pizzeria in that area doesn't seem to fit the city's long-range plans for business development, he said. "That in my mind doesn't represent the kind of neighborhood commercial development that we're looking for in our comprehensive plan," he said.

Keeping it green

A green belt or greenbelt is a policy or land use designation used in land use planning to retain areas of largely undeveloped, wild, or agricultural land surrounding or neighboring urban areas. The objectives of the policy are to:

- \*Protect natural or semi-natural environments
- \*Improve air quality within urban areas
- \*Ensure that urban dwellers have access to countryside, with consequent educational and recreational opportunities
- \*Protect the unique character of rural communities which might otherwise be absorbed by expanding suburbs

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