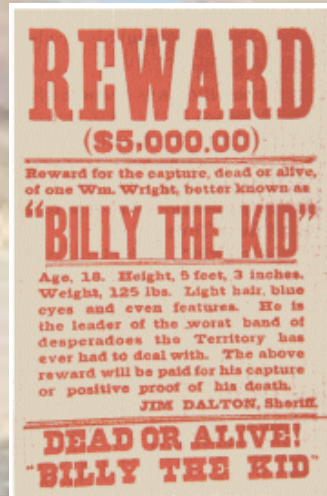


A photograph of a ghost town, likely Palm Springs, California. The scene is dominated by a large, weathered wooden church with a prominent steeple. The church is situated on a sandy, arid landscape. In the foreground, a wooden wagon is overturned on its side. The sky is a clear, pale blue. The overall atmosphere is one of desolation and historical significance.

**Looking for “Better Days”?**

**You can find them in Palm Coast.**

In the Old Days, if you wanted to bring somebody back to town, you'd hire a posse, and go get'em.



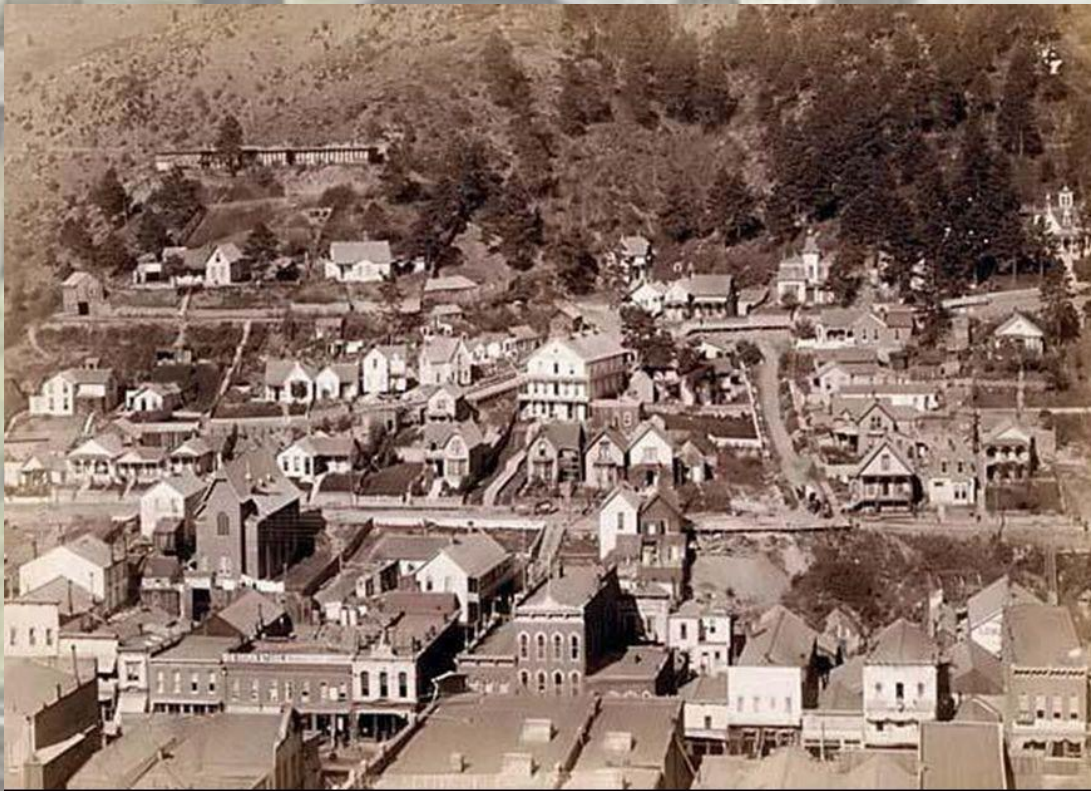
And to keep the interest of the posse, you'd offer a reward.

# So, apply the concept to “Economic Deveolopment”

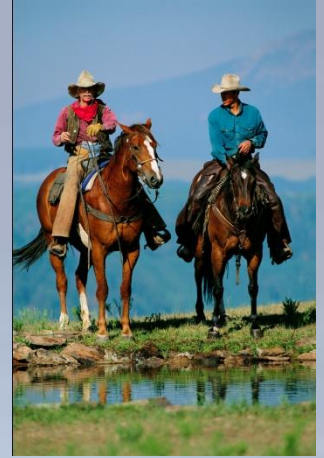
Using strong performance based objectives, we create a posse of residents, 75,000 strong (when I last checked), and offer a bounty or “reward” to them when they help relocate an existing business to Palm Coast. The reward will be based on the number of employees at Day 0 through Day 1000, spread out over accomplished milestones for the next 3 years.

Key concepts, the business must already have an established track record in another town, the number of employees who come to town must stay the same or increase, it’s a three year deal, and the business must relocate within the city limits of Palm Coast.

**The Long Term Goal is to increase the number of commercial and industrial businesses in Palm Coast to prevent the city from going the way of Deadwood (as seen below).**



# So how does it work?



Well, the devil is in the details, but in general:

1) Somebody locates a prospective business and encourages them to re-locate to Palm Coast

2) Representing the new business, they enter into a contract with the city. The city offer a bounty of \$1000 per employee when the business lasts three years in the city. The money is paid out at various milestones, for example:

a) \$200 per employee the day the relocated business opens up their doors (and has a business tax receipt, a lease of 12 months on a building or a building of their own, and a validated number of employees).

b) at the end of the first year, a \$300 per employee bounty is paid if they are still in business.

c) at the end of three years, if they are still in business, the bounty is paid off at \$500 per employee.

# Here's an example.



**We create a posse of 75,000 interested citizens by offering a financial incentive to go and seek out individuals interested in moving their businesses to Palm Coast. They scatter to the four winds in the hopes they will be one of the lucky ones to find a willing prospect that meets the city's strict, but as yet undefined requirements.**

# Watch how this “go getter” does it.

Mr. Canfield here is a retired executive kind of guy who has a lot of contacts with small businesses in the north east and a lot of time on his bored hands. He takes the most rapid form of transportation available, goes up to meet the owners, and convinces them Better Days will reside in Palm Coast with lower taxes and a better style of living than exists where they are. They agree, and Mr. Canfield enters into a contract with the City.



**Mr. Canfield knows we're not interested in guys like Butch Cassidy, The Sundance Kid and the Wild Bunch**



**We're looking for honest, hard working business people like those already living in Palm Coast. Entrepreneurs and the like with a positive attitude and a strong work ethic.**



We want people with new ideas and the will to succeed. People like, well,...these guys who invented a better,...cannon.



**On the day they open up their business, providing program guidelines and other contractual specifics are met, Mr. Canfield received a check represented by the total number of employees relocating to the town times \$200. In this case, Mr. Canfield would receive a check for \$2000.**



**Mr. Canfield**



**Day 0**

**10 employees times \$200 per employee**

At the end of the first year, if the business is still going and the number employees is equal to or greater than the starting number, Mr. Canfield receives another check for \$3000 ( $\$300 \times 10$  employees)



Day 365



If after three years, the company is still local, and still in business, and the number of employees is the same or greater than where we started, Mr. Canfield receives his last and final check, for \$5000 and probably goes out and buys a new horse.

Day 1095



Mr. Canfield is happy, he loves his new horse, we've helped lower local unemployment, increased the tax base, filled up an empty store front, and started to address the lopsided ratio of residential to commercial/industrial we keep talking about.



**And if nobody takes us up on the deal,  
we haven't spent any money!**

**We get some kind of Presidential Award for fixing our own problems without using federal stimulus money!**



I would also propose the first year  
budget be set at no more than  
**\$250,000**



From there, we move onto the next great idea.





# Questions or Comments?

**WANTED  
ALIVE!**

**People looking for Better Days!**



REPLACE ME WITH YOUR PHOTO

**New Existing Businesses  
REWARD**

Up to \$1000 per employee

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