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CP Performance Chooses Flagler County

CP Performance, the online marine product super store, previously known by the Flagler County Department of Economic Opportunity as "Project Price is Right", has chosen to consolidate its operations in Flagler County.

The company will construct the new facility in the Hargrove Grade Industrial Park, Palm Coast.

"This is a perfect example of the collaborative business environment that exists in Flagler County. We learned of the possible relocation of the company through our partnership with Bruce Page, President and Senior V.P. Laura Gilvary, of Intracoastal Bank. Helga van Eckert, and her team, were able to work with Mr. Price and the city to ensure local economic growth," stated Donald O'Brien, Chair of the Flagler Economic Advisory Council.

CP Performance is the world's leading marine mail order superstore for performance boating needs. They manufacture and distribute over 3,000 OEM and after-market performance marine parts, cleaners, and safety equipment. With a proven record, the company has decades of experience manufacturing marine components and uses the latest techniques to offer customers a large library of technical support.

Currently located in Rohnert Park, California, the company will consolidate operations in Flagler County. *"We have business facilities on both coasts and have been considering consolidating operations in California. However, after working with Flagler County Dept. of Economic Opportunity and the City of Palm Coast, we've determined that it is in the best interest of the company to expand our operations in Flagler,"* stated Scott Price, Vice President of CP Performance.

CP Performance will create approximately twenty new jobs with an average wage of at least \$36,000 plus benefits, and will construct a minimum 20,000 square foot facility. The immediate capital investment is estimated to be \$2M. In addition to the new employment and capital investment, this project ensures that the existing jobs currently at the sister-company, Hardin Marine Performance Products, will also remain in Flagler County.

I'm excited to welcome CP Performance to our community. The company will provide new opportunities for our residents and increase the economic diversity and growth of our region," said Milissa Holland, City of Palm Coast Mayor, *"This is another indicator that we're moving in the right direction."*

On Monday, October 15, County officials approved plans for a \$90,000 new construction, performance-based incentive package with a ten-year payout. Comparatively, the estimated annual economic impact in the county is approximately \$1.26 million per year or \$12.6M over the same 10-year period. The final step in the process will occur at the City of Palm Coast workshop on October 30, where impact fees and a city right-of-way will be discussed.

"This project is exactly how we should partner on new opportunities. Performance-based incentives are the only way to go," stated Commission Chair Greg Hansen.