

City of Orange Beach

STATE OF THE CITY

May 4, 2018



“Welcome to Orange Beach, Alabama”

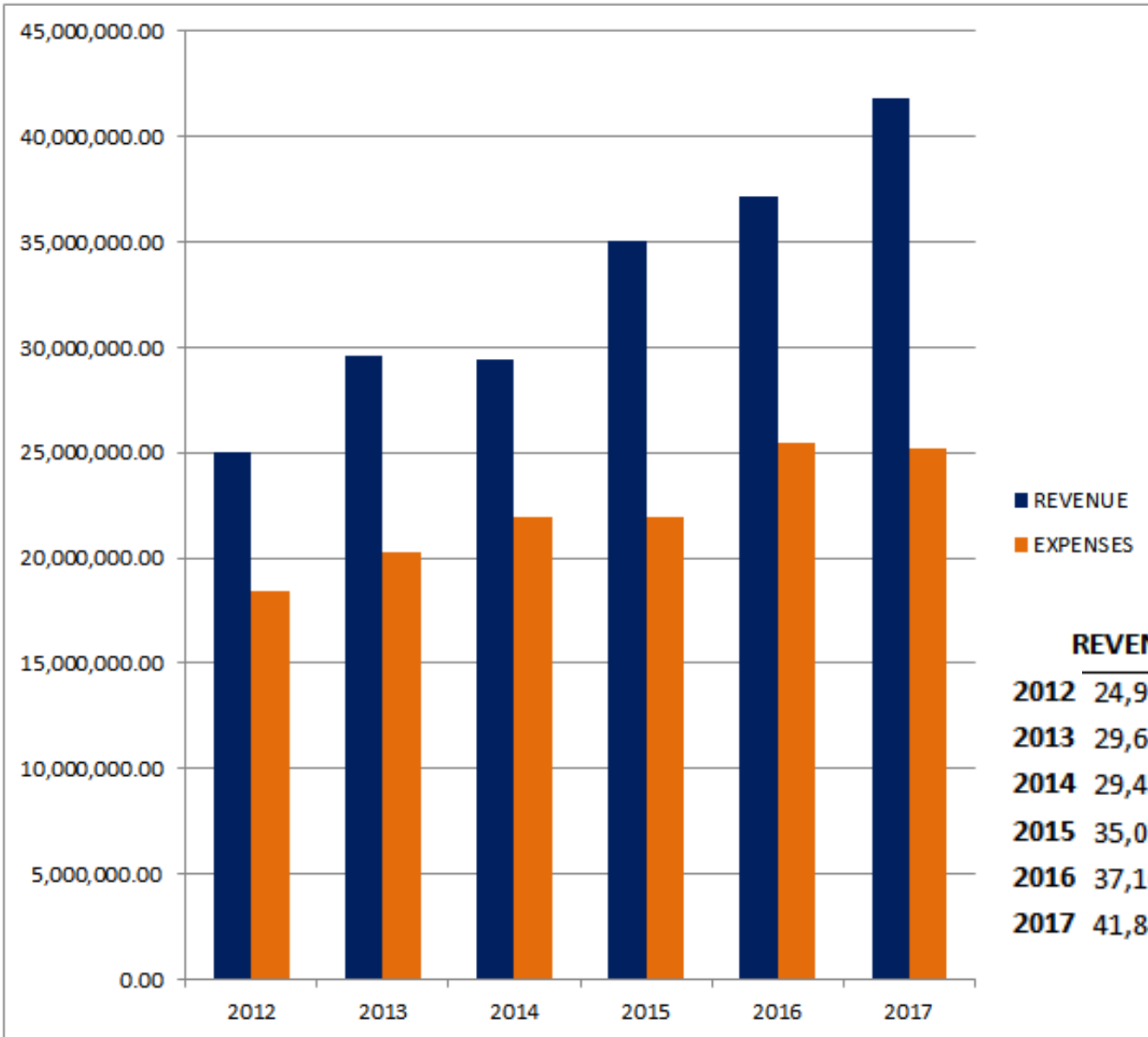


MAYOR TONY KENNON

**City Council: Jerry Johnson, Joni Blalock-Costo,
Annette Mitchell, Jeff Boyd, Jeff Silvers**



CITY OF ORANGE BEACH REVENUE/ EXPENDITURE COMPARISON



	REVENUE	EXPENSES
2012	24,999,044.00	18,463,983.00
2013	29,627,254.00	20,283,750.00
2014	29,451,356.00	21,955,312.00
2015	35,012,798.00	21,930,476.00
2016	37,168,613.00	25,472,137.00
2017	41,842,212.00	25,197,400.00

*** Does Not Include Capital or Debt Service**

Strength of Orange Beach

- AA1 Bond Rating (Recent UPGRADE BY MOODY'S)
 - Revenues Trending Up 2012 – 2018
 - Reserves of \$51 Million (liquid assets)

- Assessed Property Value \$973 million +_{up 6.8% over 2016}



- “Family Friendly” Focus
- Safe / Clean Community
- Preservation of Quality of Life
- Protection of Residential “Neighborhoods”
 - 321 full-time staff

What's Driving Revenues?

New Investment / New Construction / New Inventory / New Restaurants
Continued Exposure / International Media / Internet Marketing
Clean / Safe Destination – Leave Only Footprints
“Family Friendly Stance “– Spring Break Improving
Repeat Visitors / Positive Experiences
Events – Traditional & New
Sports Events / Travel Teams / Tournaments

Sales Tax Collection

2017- \$11,598,228

Up 5.2% over 2016

Lodging Tax Collection

2017- \$13,507,053

Up 5.8% over 2016

Beautiful Natural Resources – Perdido Pass from Bird Island

Orange Beach Building / Construction

BUILDING PERMIT REVENUE

	2013	2014	2015	2016	2017
TOTAL YTD	\$ 541,710.18	592,403.16	1,603,006.25	1,704,582.73	1,070,826.54
Number of permit issued:	1129	1283	1419	1599	2125



Phoenix Orange Beach II

32.8%
INCREASE IN
PERMITS ISSUED
2017 vs 2016



Orange Beach Population Indicators

Beach Express Toll Bridge – American Roads



<u>Year</u>	<u>Vehicle Count</u>	<u>Annual Growth</u>
2014	2,815,645.00	
2015	3,247,020.00	15.32%
2016	3,620,406.00	11.49%
2017	3,952,575.00	9.17%
3 Yr Growth	1,136,930.00	40.37%

2017 Bridge Volume

3,952,575 vehicles

9.17% increase over 2016

40.37% Growth 2014-2017

Orange Beach Population Indicators

Sewer Flow Data

		2012	2013	2014	2015	2016	2017	2018
Jan	mgd	1.18	1.24	1.33	1.24	1.3	1.42	1.59
Feb	mgd	1.47	1.55	1.43	1.44	1.46	1.71	1.89
March	mgd	1.84	1.83	1.99	1.8	1.96	2.12	2.15
April	mgd	1.88	1.77	2.05	2.02	1.91	2.3	
May	mgd	1.91	2.16	2.31	2.25	2.24	2.18	
June	mgd	3.09	2.82	2.87	3.07	2.85	3.42	
July	mgd	3.35	3.3	3.33	3.39	3.45	3.71	
August	mgd	2.22	2.49	2.31	2.37	2.23	2.43	
September	mgd	1.83	1.87	1.79	1.89	2.09	2.29	
October	mgd	1.52	1.62	1.71	1.72	1.8	2.17	
November	mgd	1.21	1.27	1.22	1.33	1.33	1.9	
December	mgd	1.03	1.08	1.04	1.07	1.15	1.35	
12 Month Avg		1.88	1.92	1.95	1.97	1.98	2.25	
<i>*mgd=million gallons per day</i>								
<i>New plant on line April 2011</i>				Avg Daily Flow in Millions of Gallons				

Strength of Orange Beach

- Strengthening Property Values

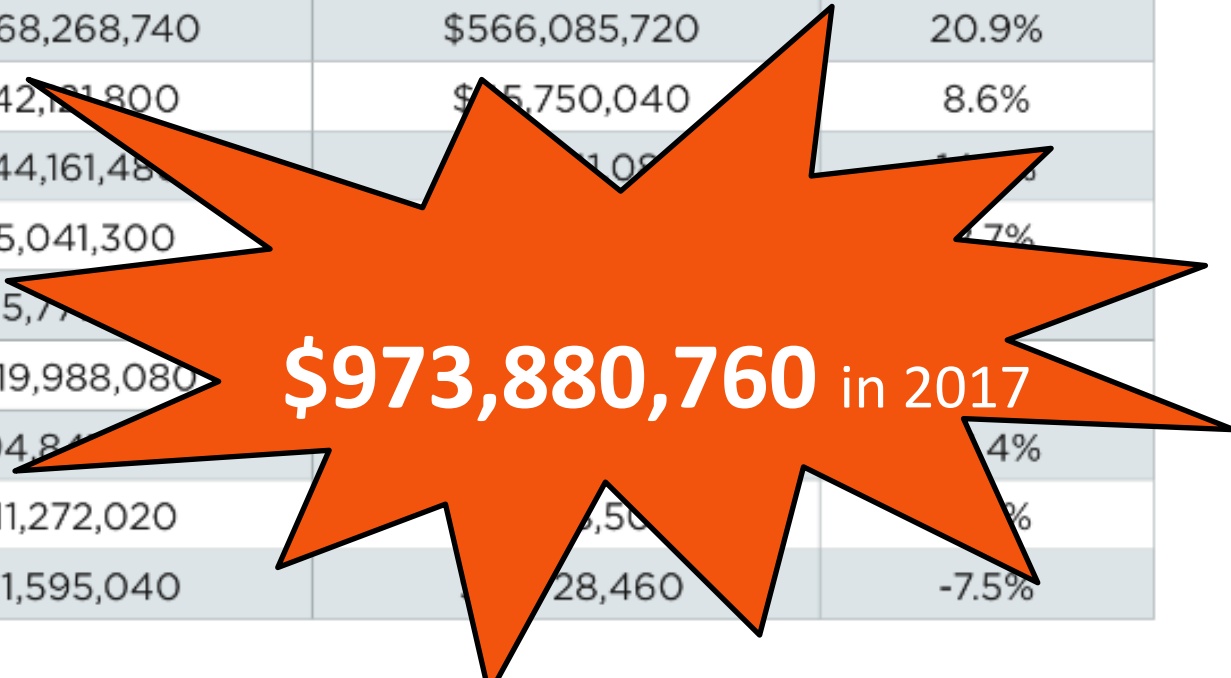
MUNICIPALITY	ASSESSED VALUE OF PROPERTY - 2012	ASSESSED VALUE OF PROPERTY - 2016	GROWTH (%)
Bay Minette	\$67,805,920	\$65,188,120	-3.9%
Daphne	\$295,670,780	\$346,850,360	17.3%
Elberta	\$14,810,240	\$18,143,240	22.5%
Fairhope	\$268,864,020	\$326,834,200	21.6%
Foley	\$202,454,740	\$251,753,120	24.4%
Gulf Shores	\$468,268,740	\$566,085,720	20.9%
Loxley	\$42,121,800	\$45,750,040	8.6%
Robertsdale	\$44,161,480	\$50,441,080	14.2%
Silverhill	\$5,041,300	\$5,683,540	12.7%
Summerdale	\$15,777,200	\$18,539,380	17.5%
Orange Beach	\$719,988,080	\$907,197,140	26.0%
Spanish Fort	\$94,847,500	\$116,994,700	23.4%
Magnolia Springs	\$11,272,020	\$12,618,500	11.9%
Perdido Beach	\$11,595,040	\$10,728,460	-7.5%



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Robertsdale	\$44,161,480	\$47,108,100	6.7%
Silverhill	\$5,041,300	\$5,308,100	5.3%
Summerdale	\$15,770,000	\$16,500,000	4.6%
Orange Beach	\$719,988,080	\$973,880,760	35.3%
Spanish Fort	\$94,840,000	\$99,500,000	4.9%
Magnolia Springs	\$11,272,020	\$11,950,000	6.0%
Perdido Beach	\$11,595,040	\$10,728,460	-7.5%



DEBT Elimination Plan

Remaining GENERAL FUND DEBT TO BE
PAID OFF

\$14,129,815



“Protecting Our Brand”



Encouraging and Guiding Coastal Style and Look for New Development - Creating the Image of Orange Beach

Protecting Residential “Neighborhoods”
- Creation of Vacation Rental License <14 days



“Protecting Our Brand”

We are the Stewards of Alabama’s
Beaches and Natural Resources

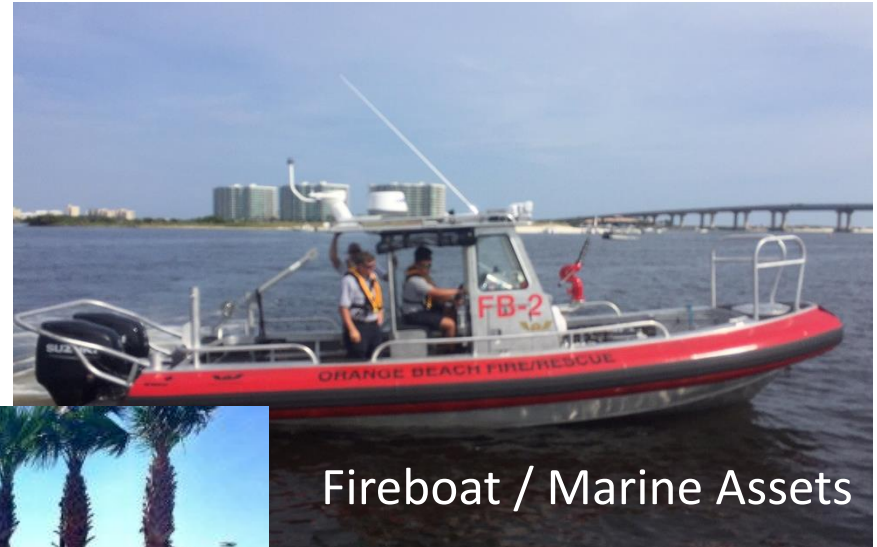
Attracting Family
Oriented Events



Orange Beach Quality of Life Investments



Fire Ladder



Fireboat / Marine Assets



Police Units



Sportsplex Field Renovations / Shade

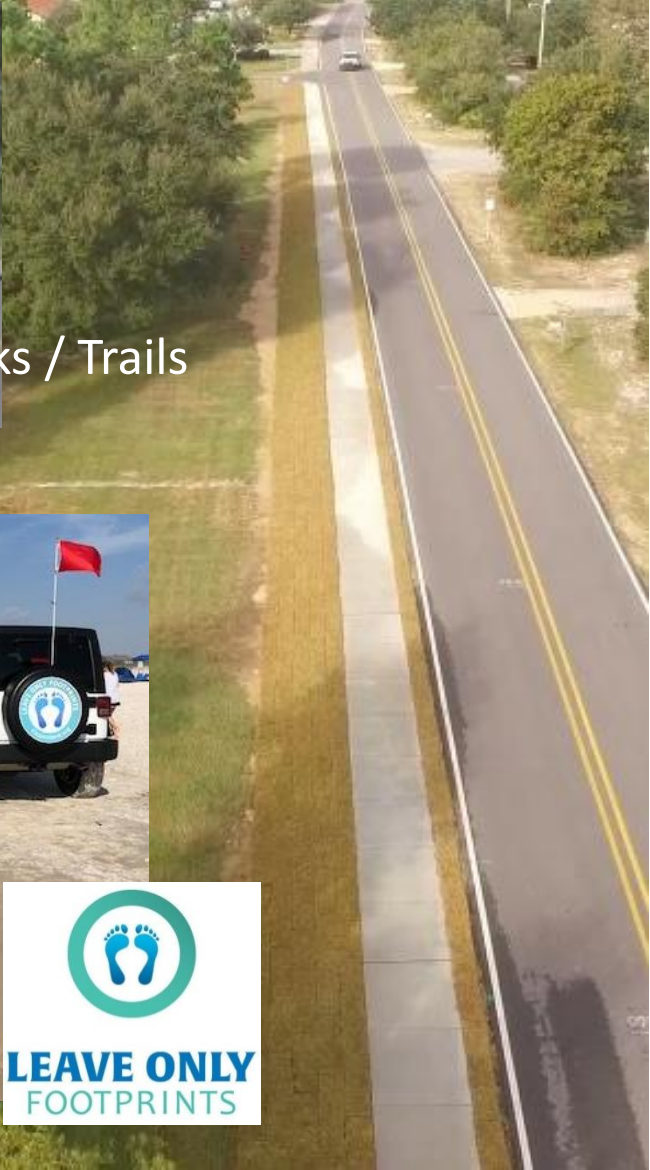


Sand Volleyball

Orange Beach Quality of Life Investments



Sidewalks / Trails



Wildlife Rehab



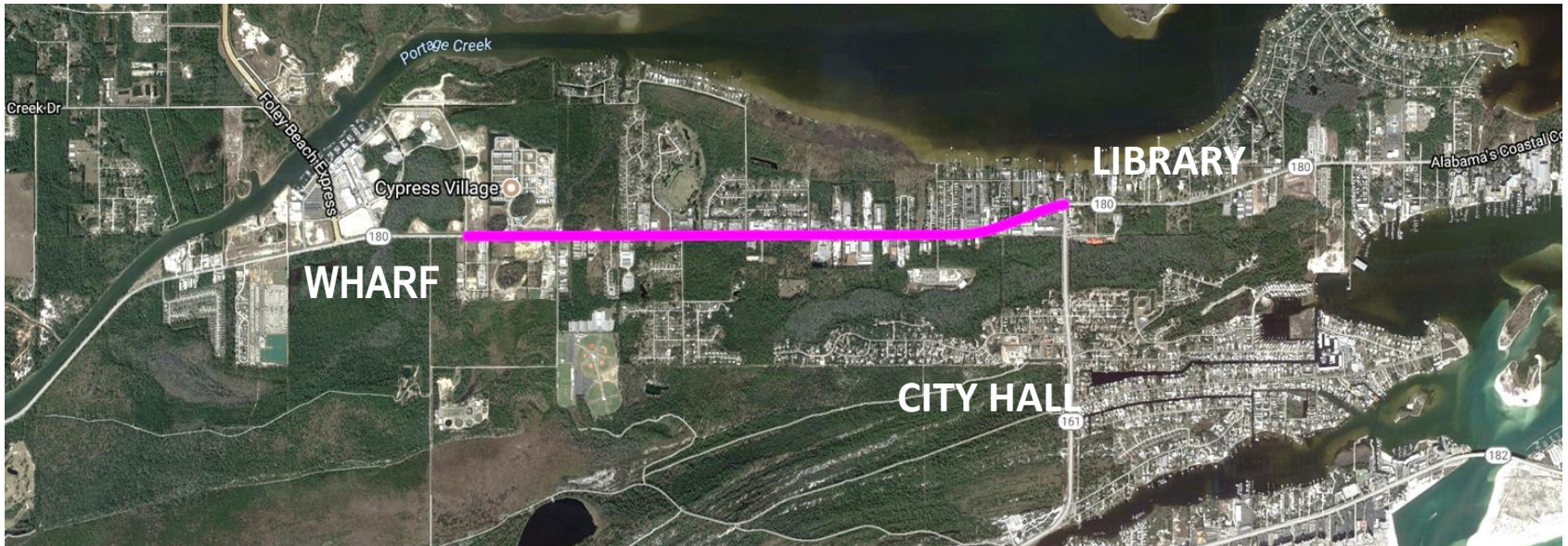
ORANGE BEACH TRANSPORTATION IMPROVEMENTS

“PARDON OUR PROGRESS”



Canal Road Widening

William Silvers Pkwy to Orange Beach Blvd

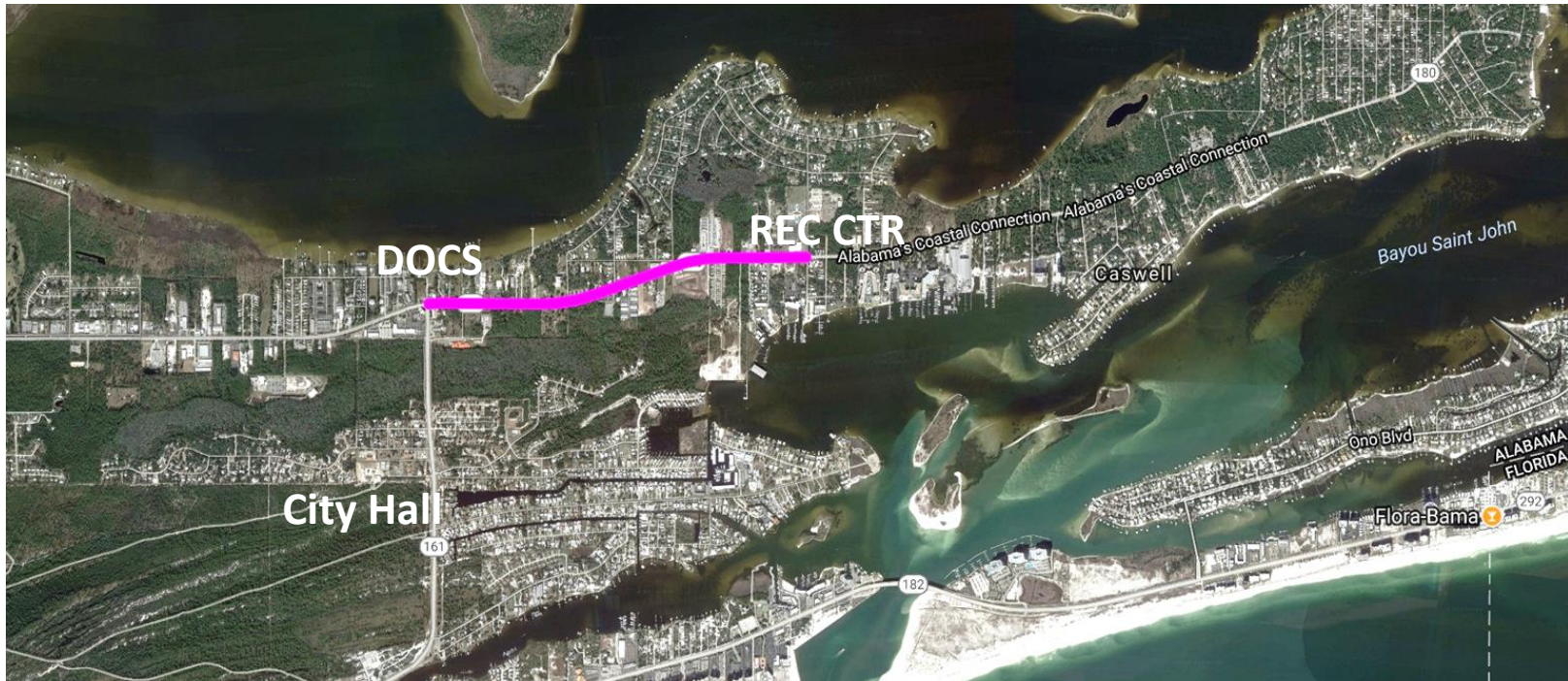


Alabama Department of Transportation to begin additional Canal Road eastbound lane construction in 2018. Anticipated project completion spring of 2020.

“PARDON OUR PROGRESS”

Canal Road Widening

Orange Beach Blvd (Hwy 161) to Wilson Blvd

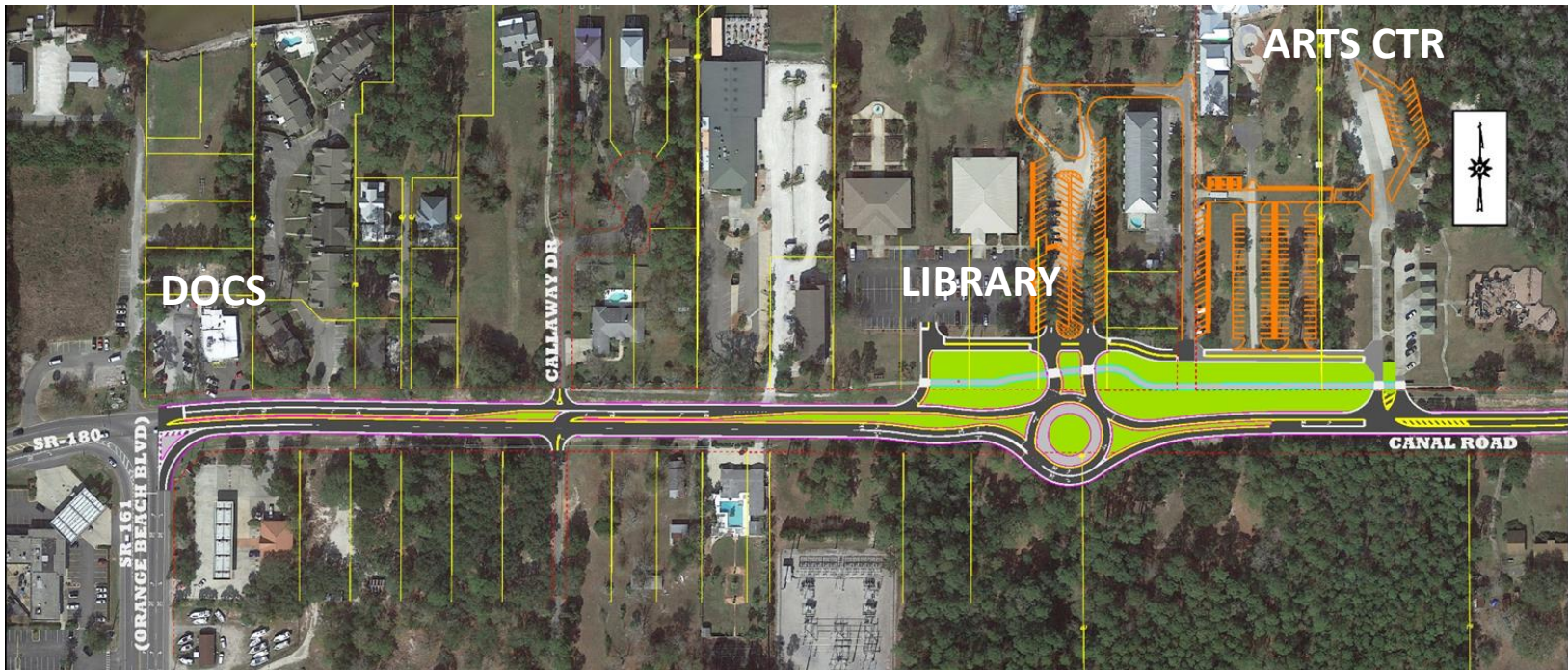


Canal Road to be widened to 3 lanes from Orange Beach Boulevard to Wilson Boulevard. Anticipated completion possibly in year 2019 but could be 2020.

“PARDON OUR PROGRESS”

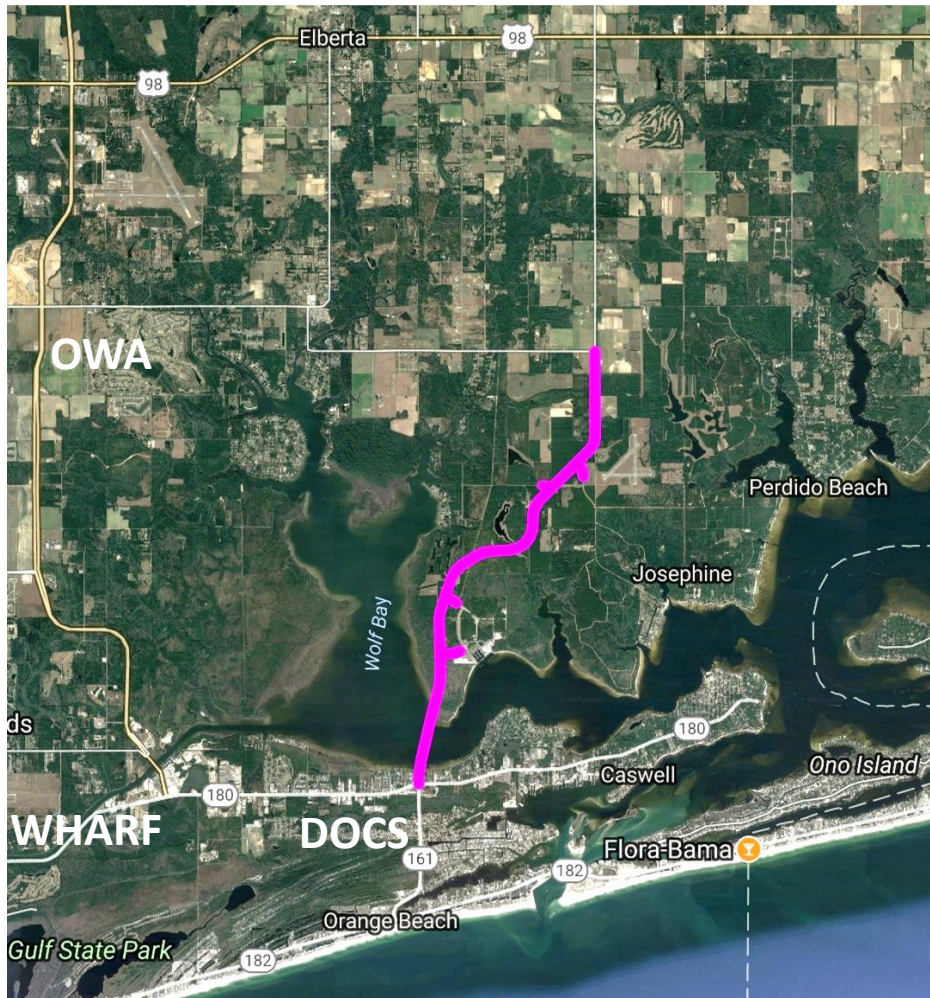
Canal Road Access Management

Full access to be limited on Canal Road, east of Orange Beach Blvd, and a roundabout constructed at the Art Center to facilitate traffic movement. Anticipated completion possibly in year 2019 or 2020.



"PARDON OUR PROGRESS"

Wolf Bay Bridge



Orange Beach City Council passed 2% lodging tax increase to fund construction of the Wolf Bay Bridge and other infrastructure projects.

Began environmental studies, permitting and conceptual design in late 2017.

“PARDON OUR PROGRESS”



AI Hwy 180 (Canal Rd)

DOCS

LIBRARY

McDonalds

OB JUSTICE CENTER

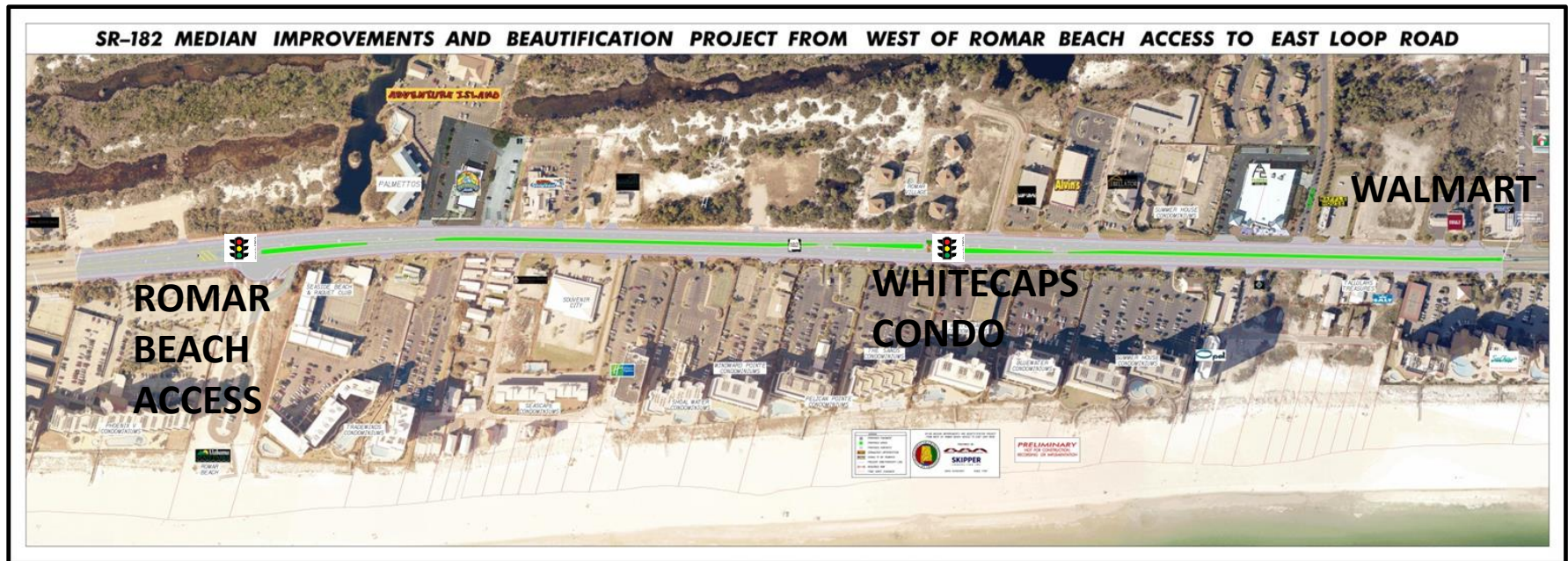
AI Hwy 161

"PARDON OUR PROGRESS"



Phase II Perdido Beach Blvd Median Project

Alabama Department of Transportation to construct Phase II of Perdido Beach Boulevard Median Enhancement Project from westerly Loop Road to the Romar Beach Access. Anticipated completion in year 2018.

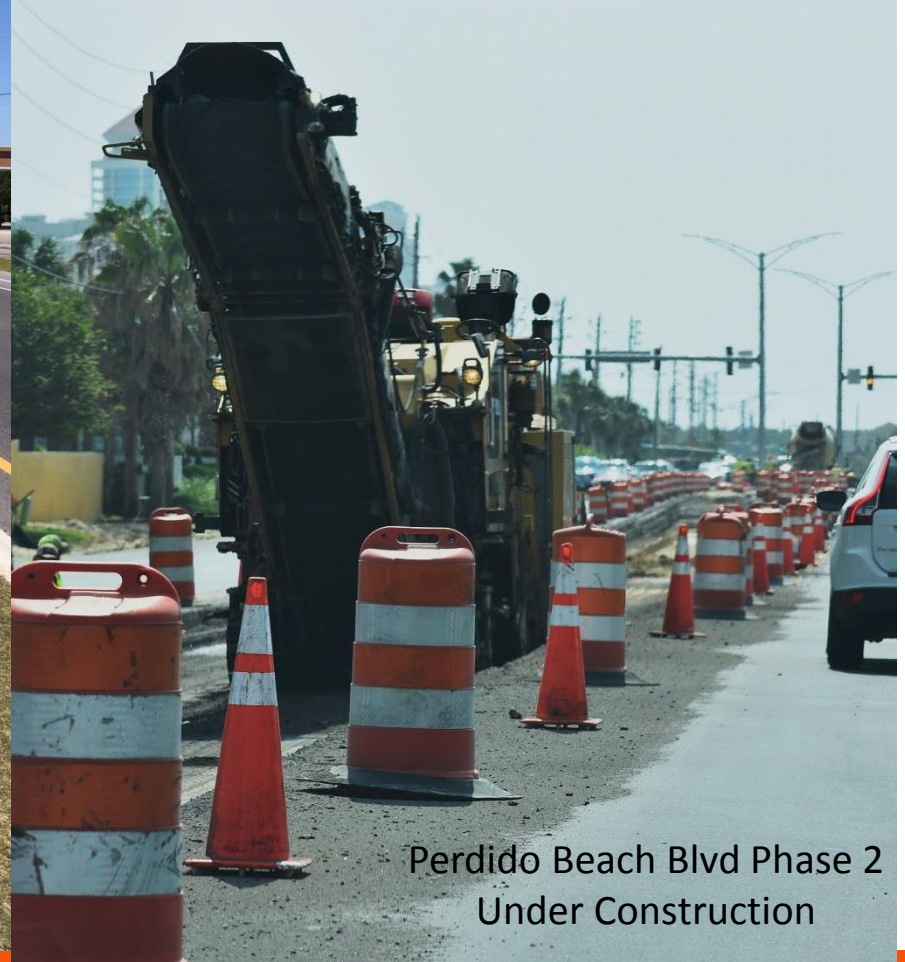


“PARDON OUR PROGRESS”

Phase II Perdido Beach Blvd Median Project



Perdido Beach Blvd Phase 1
Landscaping Underway



Perdido Beach Blvd Phase 2
Under Construction

“PARDON OUR PROGRESS”

ALDOT Gulf Intracoastal Waterway Bridge



Alabama Department of Transportation to construct a bridge over the Gulf Intracoastal Waterway, west of the Foley Beach Express. ALDOT anticipates completion in year 2020.

“PARDON OUR PROGRESS”

NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL

- \$15 Million BCBE investment on city-donated land. (40 acres w/ estimated value of \$6M)
- Grades 7-12
- “Game Changer!”
- State-of-the-Art Performing Arts Center (city)





“Building Young Men and Women of Character”

The Program

- Tutoring
- Audio Visual
- Brain Games
- Theater
- Voice Lessons
- Piano Lessons
- Softball
- Basketball
- Football
- Golf
- Robotics
- Chess
- Minecraft Guild
- Visual Arts
- Guitar Lessons
- Soccer
- Baseball
- Volleyball
- Speed, Strength and Agility
- Martial Arts / Karate



ORGANIZATIONAL CHART

CITIZENS

Mayor Tony Kennon
CITY COUNCIL
 Place 1: Annette Mitchell
 Place 2: Jeff Boyd
 Place 3: Jerry Johnson
 Place 4: Jeff Silvers
 Place 5: Joni Blalock-Costo

City Attorney
 Wanda Cochran

Boards
 Planning Commission
 Boards of Adjustment
 Business and Industrial Development
 Healthcare Authority
 Solid Waste Authority
 Floodplain Management Committee
 Downtown Redevelopment Authority

Public Library
 Director Steven Gillis

City Clerk
 Renee Eberly

Administration
 Ken Grimes

Parks & Recreation
 Ken Grimes

**City Administrator/
 Parks & Recreation Director**
 Ken Grimes

- Sportsplex
- Golf Center
- Tennis Center
- Camp Sunshine
- Recreation Center
- Aquatics Center
- Senior Center
- Museum

- Procurement
- Human Resources
- Logistics/Safety
- Community Center
- Communications
- Special Events
- Event Center
- Legal

Utilities (Sewer)
 Director Jeff Hartley

Finance
 Director Ford Handley

Police
 Chief Joe Fierro

Fire Rescue
 Chief Justin Pearce

Community Dev.
 Director Kit Alexander

Public Works
 Director Tim Tucker

Coastal Resources
 Director Phillip West

Coastal Arts Center
 Director Desiree Blackwell

Municipal Court
 Director Renee Gardner

- Treatment Plant
- Collection System

- Revenue
- Utility Billing
- Accounts Payable

- Patrol
- Investigations
- Dispatch
- Intelligence
- Corrections

- Operations
- Training
- Beach Safety
- Fire Suppression
- Fire Prevention

- Planning/Zoning
- Building
- Code Enforcement
- Engineering

- Streets
- Refuse
- Landscaping
- Turf Management

- Wildlife Refuge
- Wind & Water Center
- Leave Only Footprints
- Emergency Mgmt. Coord. Lammie Smith

- Hot Shop
- Clay Studio
- Gallery
- Children's Studio

Questions?

Mayor Tony Kennon
City of Orange Beach
2018 State of the City

www.orangebeachal.gov