

City of Orange Beach

STATE OF THE CITY 2019



Tony Kennon - Mayor

“Welcome to Orange Beach, Alabama”

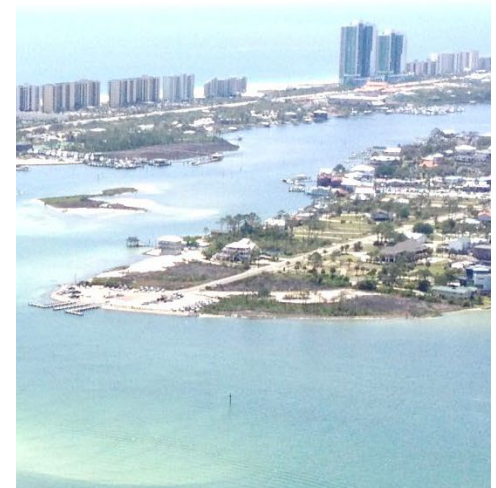
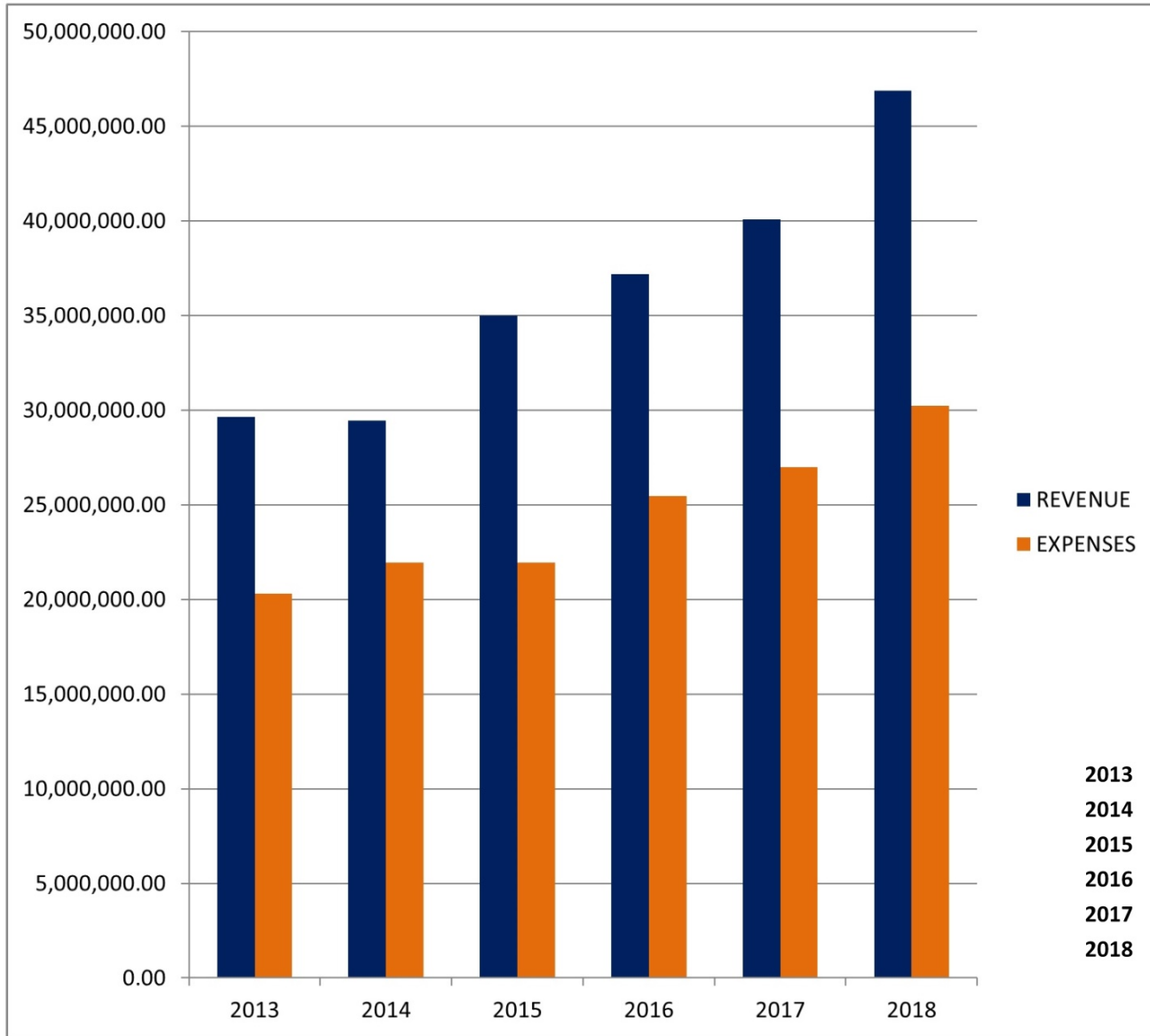


MAYOR TONY KENNON

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



CITY OF ORANGE BEACH REVENUE/ EXPENDITURE COMPARISON



	REVENUE	EXPENSES
2013	29,627,254	20,283,750
2014	29,451,356	21,955,312
2015	35,012,798	21,930,476
2016	37,168,613	25,472,137
2017	40,065,956	27,000,558
2018	46,874,445	30,240,058

*** Does Not Include Capital, debt service or enterprise funds**

Strength of Orange Beach

- **AA1** Bond Rating (Recent UPGRADE BY MOODY'S)
 - **AA-Plus** Bond Rating (Standard & Poor's)
 - Reserves of \$56.4 Million (liquid assets)
 - Assessed Property Value Over \$1 BILLION

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	\$47,101,000	6.7%
Silverhill	\$5,041,300	\$5,311,000	5.3%
Summerdale	\$15,771,000	\$16,500,000	4.6%
Orange Beach	\$719,988,080	\$1,035,696,740	43.2%
Spanish Fort	\$94,811,000	\$99,000,000	4.4%
Magnolia Springs	\$11,272,020	\$11,800,000	4.7%
Perdido Beach	\$11,595,040	\$10,600,000	-7.5%

\$1,035,696,740 in 2018

What's Driving Revenues?

Sales Tax Collection

2018 - \$12,420,889

Up 7% over 2017

Lodging Tax Collection

2018 - \$19,091,685*

Up 41% over 2017

***\$4,530,541 increase due to 2% lodging
starting May 2018**

**Without 2% increase, growth up 7% over
2017**



DEBT Elimination Plan

Remaining GENERAL FUND DEBT TO BE
PAID OFF 2019-22

\$8,219,809



Orange Beach Population Indicators

Sewer Flow Data



ORANGE BEACH WASTEWATER PLANT FLOWS

		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	2.07
May	mgd	1.91	2.16	2.31	2.25	2.24	2.18	2.4
June	mgd	3.09	2.82	2.87	3.07	2.85	3.42	3.31
July	mgd	3.35	3.3	3.33	3.39	3.45	3.71	3.77
August	mgd	2.22	2.49	2.31	2.37	2.23	2.43	2.57
September	mgd	1.83	1.87	1.79	1.89	2.09	2.29	2.32
October	mgd	1.52	1.62	1.71	1.72	1.8	2.17	2.22
November	mgd	1.21	1.27	1.22	1.33	1.33	1.9	1.81
December	mgd	1.03	1.08	1.04	1.07	1.15	1.35	1.57
<i>yearly average</i>		<i>1.87mgd</i>	<i>1.92mgd</i>	<i>1.95mgd</i>	<i>1.96mgd</i>	<i>1.98mgd</i>	<i>2.25mgd</i>	<i>2.30mgd</i>

**mgd=million gallons per day*

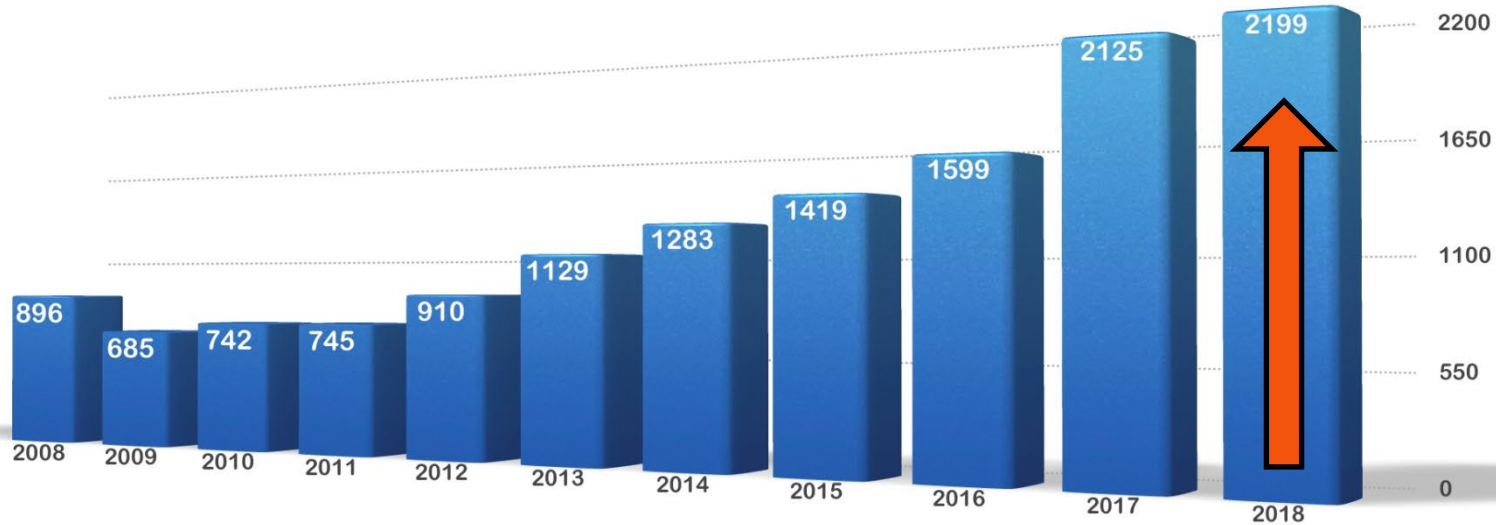
New plant on line April 2011

Orange Beach Building / Construction

GROWTH IN BUILDING PERMITS - CITY OF ORANGE BEACH - 2008-2018

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Permits	896	685	742	745	910	1129	1283	1419	1599	2125	2199

■ Permits



3% INCREASE IN PERMITS ISSUED 2018 vs 2017 – **37.5%** INCREASE 2018 vs 2016

New Housing: Single-Family & Townhouse Projects

- **Single-Family 2017-2018**

- Sunset Park – 60 units
- Beach Village – 69 units
- Hammock Dunes – 11 units
- Cypress Village, Lot 2 – 13 units
- Cypress Village, Phase 3 – 73 units
- Harbor Ridge – 22 units
- Broken Sound – 40 units

Total of 288 units

- **Townhouse**

- Spyglass – 88 units
- Gulf Stream – 64 units

Total of 152 units

- **Permits issued in 2018**

- 156 new single-family dwellings and 1 new multi-family development.



Condominium/Hotel Projects



- **Phoenix Orange Beach II**
 - 120 units
- **Phoenix Orange Beach (Open)**
 - 112 units
- **Sky Condominium**
 - 35 units
- **LaDolce Vita Condominium**
 - 140 units
- **Positano Condominium**
 - 35 units
- **Phoenix Gulf Towers**
 - 192 units
- **Orange Beach Hotel**
 - 192 rooms

Total units: 826

Sharing our message across the state – *“These are Alabama’s beaches. ... We are the stewards”*



Steve Shannon morning show



Tuscaloosa News

TUSCALOOSA



The Crimson White



Sharing our message across the state – *“These are Alabama’s beaches. ... We are the stewards”*

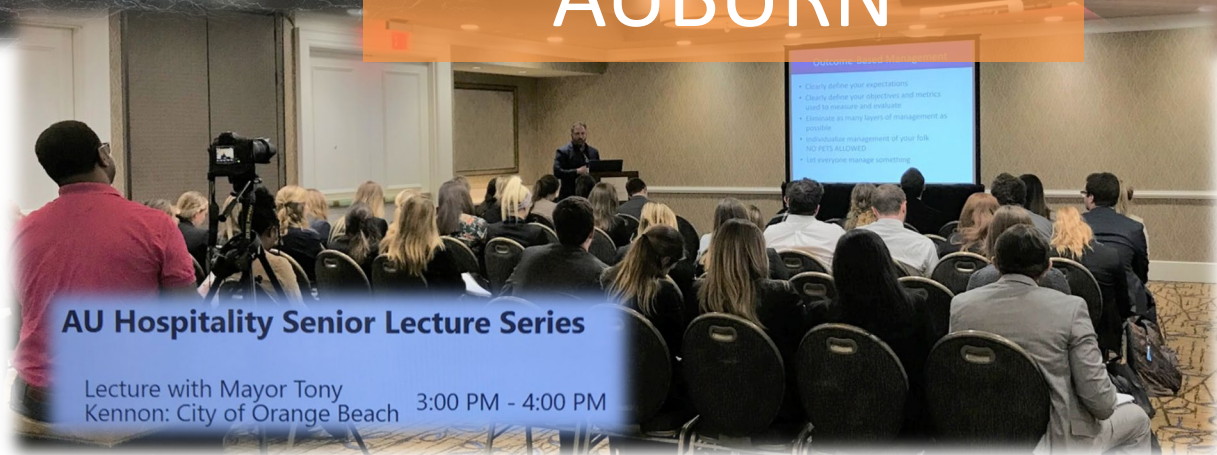


WGZZ Wings 94.3



The Auburn Plainsman

AUBURN



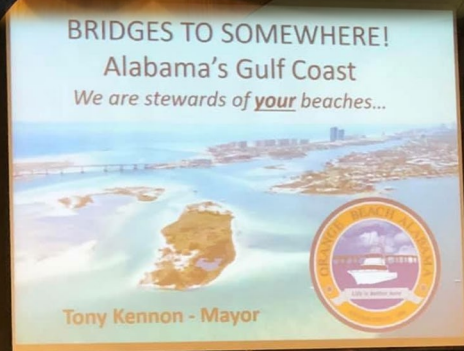
AU Hospitality Senior Lecture Series

Lecture with Mayor Tony Kennon: City of Orange Beach 3:00 PM - 4:00 PM

Sharing our message across the state –
*“These are Alabama’s beaches. ...
We are the stewards”*



BIRMINGHAM



Rotary Club



Talk 99.5 Birmingham

Orange Beach Population Rank in Alabama:

- **Peak Summer Season**
~110,000* – Rank #5
- **Year-round average**
~50,000* – Rank #10
 - **Winter Season**
~35,000* – Rank #15
 - **U.S. Census**
6,029 – Rank #101

Alabama Cities by Population Rank	City	Population 2017
1	Birmingham	210,710
2	Montgomery	199,518
3	Huntsville	194,585
4	Mobile	190,265
5	Tuscaloosa	100,287
6	Hoover	84,920
7	Dothan	68,202
8	Auburn	63,973
9	Decatur	54,405
10	Madison	48,861
11	Florence	39,852
12	Phenix City	36,219
13	Prattville	35,498
14	Gadsden	35,409
15	Vestavia Hills	34,291
16	Alabaster	33,202
17	Opelika	30,240
18	Enterprise	28,247
19	Bessemer	26,386
20	Daphne	25,960
21	Athens	25,616
22	Homewood	25,476
23	Northport	25,094
24	Pelham	23,493
25	Trussville	21,827
101	Orange Beach	6,029



Orange Beach Peak Summer Season Population* 110,000 est.

Orange Beach Year Round Average Population* 50,000 est.

Orange Beach Winter Season Population* 35,000 est.

Orange Beach Census (2017) Population 6,029

ORANGE BEACH POPULATION RANK IN ALABAMA

#5
June July

#10
Mar Apr May Aug
Sept Oct

#15
Nov Dec Jan Feb

#101

* all population estimates by season include permanent residents, tourists, workforce, service and support employees, day trippers, etc.

*All population estimates (~) by season include permanent residents, tourists, workforce, service & support employees, day-trippers, etc.

“Protecting Our Brand”



Approved design



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

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



“Protecting Our Brand”



**LEAVE ONLY
FOOTPRINTS**

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

Attracting Family
Oriented Events



Bama Coast Cruise

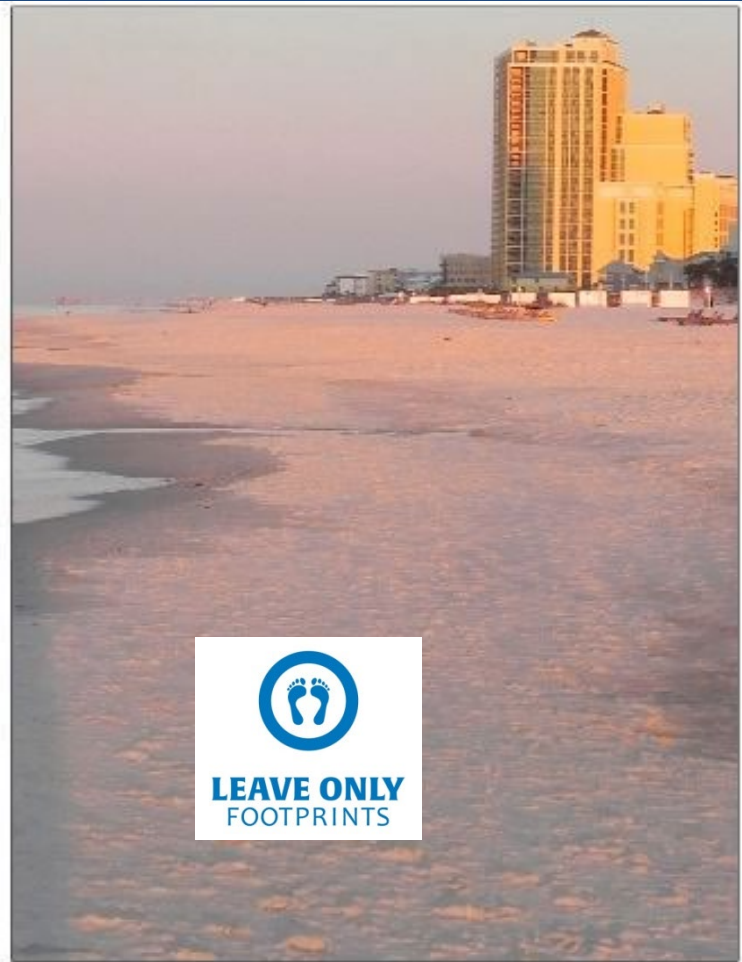
“If You Vacation Out of State...
Give Us a Look!”



Wolf Bay Sunset

Leave Only Footprints

BEFORE AND AFTER



“DISNEY EFFECT”



“YOUTH SPORTS CAPITAL OF THE SOUTH”



10th Safest City in Alabama

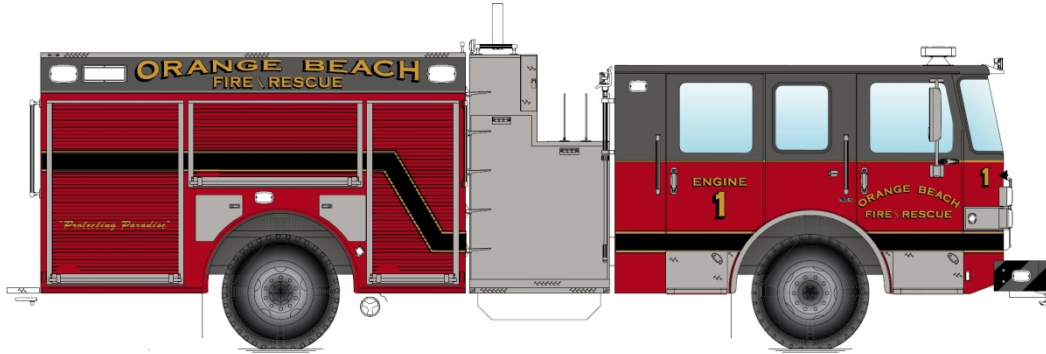
Based on 2017 FBI statistics reported by The Home Security Advisor



“Protecting Our Brand” – SPRING BREAK rules



Orange Beach Quality of Life Investments



Approved in 2019 Budget:
--2 new fire engines - \$1.2 million



Police vehicles

--2 new ambulances - \$850,000 equipped
--9 new paramedics - \$393,000



Sportsplex Field Renovations / Shade



Sand Volleyball

"Orange Beach Day"





**God. Family.
Country.**

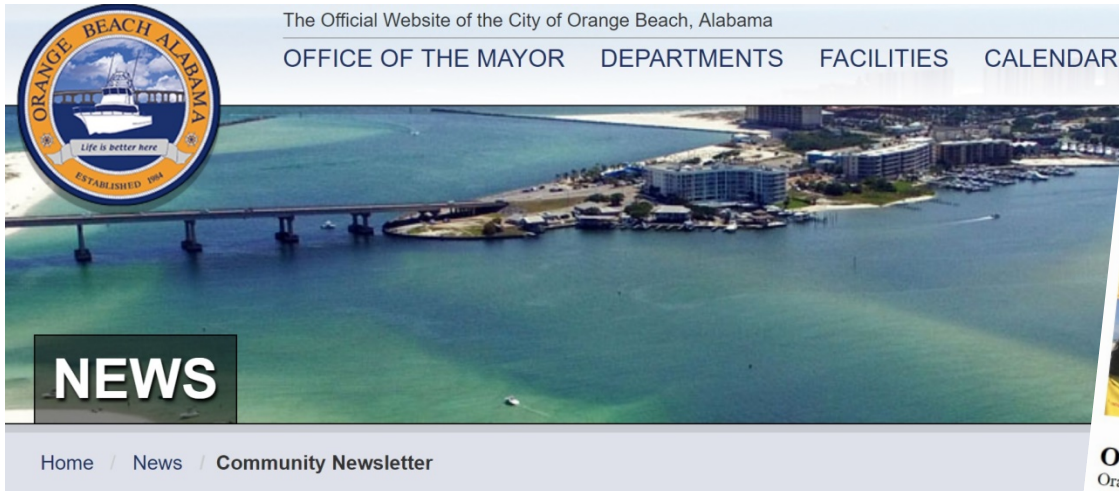
ORANGE  **BEACH**

A L A B A M A

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Sign up at www.orangebeachal.gov/community-newsletter



Community Newsletter

City of Orange Beach Community Newsletter

The City of Orange Beach publishes the Community Newsletter each week to keep residents - and anyone interested - informed. Sign up for the newsletter [here](#).

Archive:

Volume 2

[Volume 2, Issue 16, April 19-25, 2019](#)

[Volume 2, Issue 15, April 12-18, 2019](#)

[Volume 2, Issue 14, April 5-11, 2019](#)



"Life is better here"

Welcome to the City of Orange Beach's community newsletter.

Vol. 1, Issue 33



On Wednesday, August 15th the City of Orange Beach joined cities and towns across Alabama and the U.S. on social media, snapping photos for #CityHallSelfie Day. The annual initiative is an opportunity to show pride in public service.



City departments across Orange Beach stepped up to the plate and it was a good reminder of how far the city's reaches extends, from the end of a fire truck ladder to lifeguard patrols on the Gulf ... to City Hall and the Expect Excellence program at the Rec Center ... and everything in between. To see photos, visit the city's Facebook page at www.facebook.com/orangebeach.

Pardon Our Progress

Pardon our progress and be aware that work associated with the widening of Canal Road, between William Silvers Parkway and Highway 161, is underway. Lane closures will begin soon due to the relocation of underground utilities, which will be ongoing through Spring of 2019.

Latest News



ORANGE BEACH TRANSPORTATION IMPROVEMENTS



Orange Beach Population Indicators

Beach Express Toll Bridge



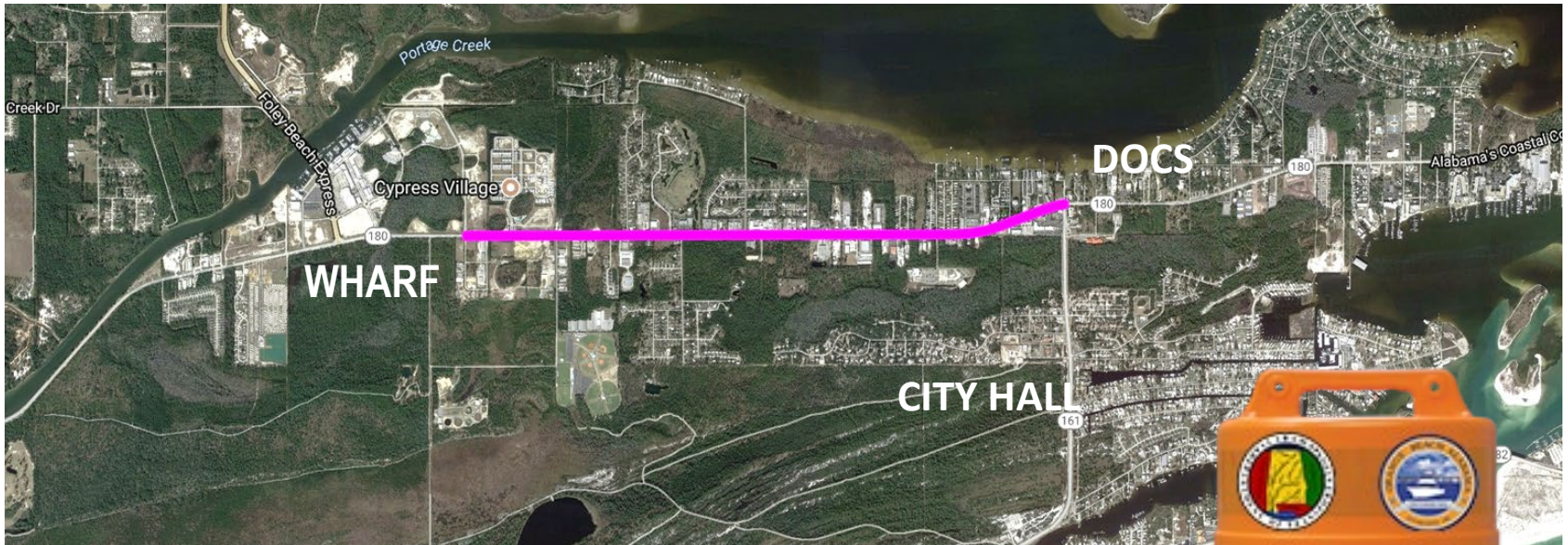
2018 Bridge Volume

4,476,041 vehicles

13% increase over 2017

Canal Road Widening

William Silvers Pkwy to Orange Beach Blvd



Alabama Department of Transportation began additional Canal Road eastbound lane construction (underground utility relocation) in 2018. Anticipated project completion in September 2020.



Canal Road East – Acquisition from ALDOT Orange Beach Blvd (Hwy 161) to Perdido Gate



Canal Road East became a City street. ALDOT paid to city \$650,000 to cover future maintenance. Approved by Council in September 2018.



Canal Road Widening

Orange Beach Blvd (Hwy 161) to Wilson Blvd

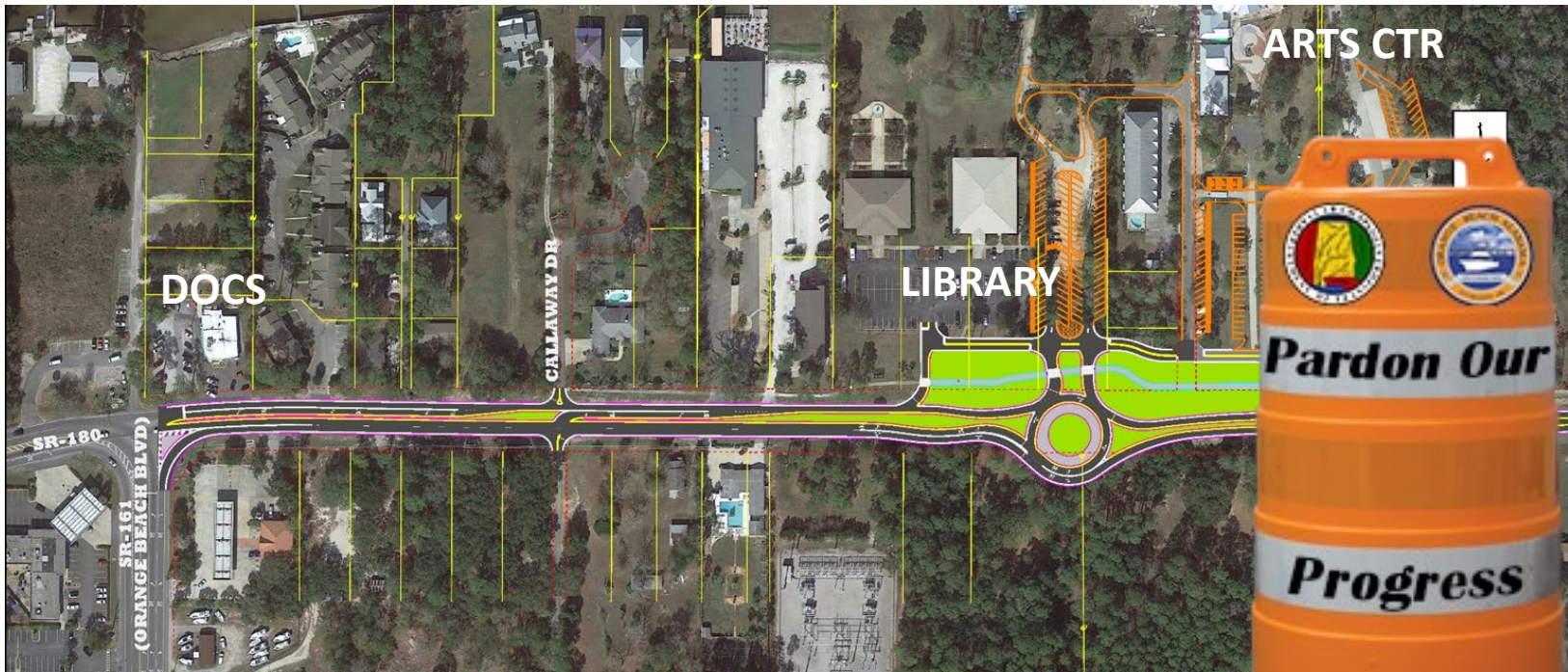


Canal Road to be widened to 3 lanes from Orange Beach Boulevard to Wilson Boulevard. Anticipated completion possibly in year 2020.

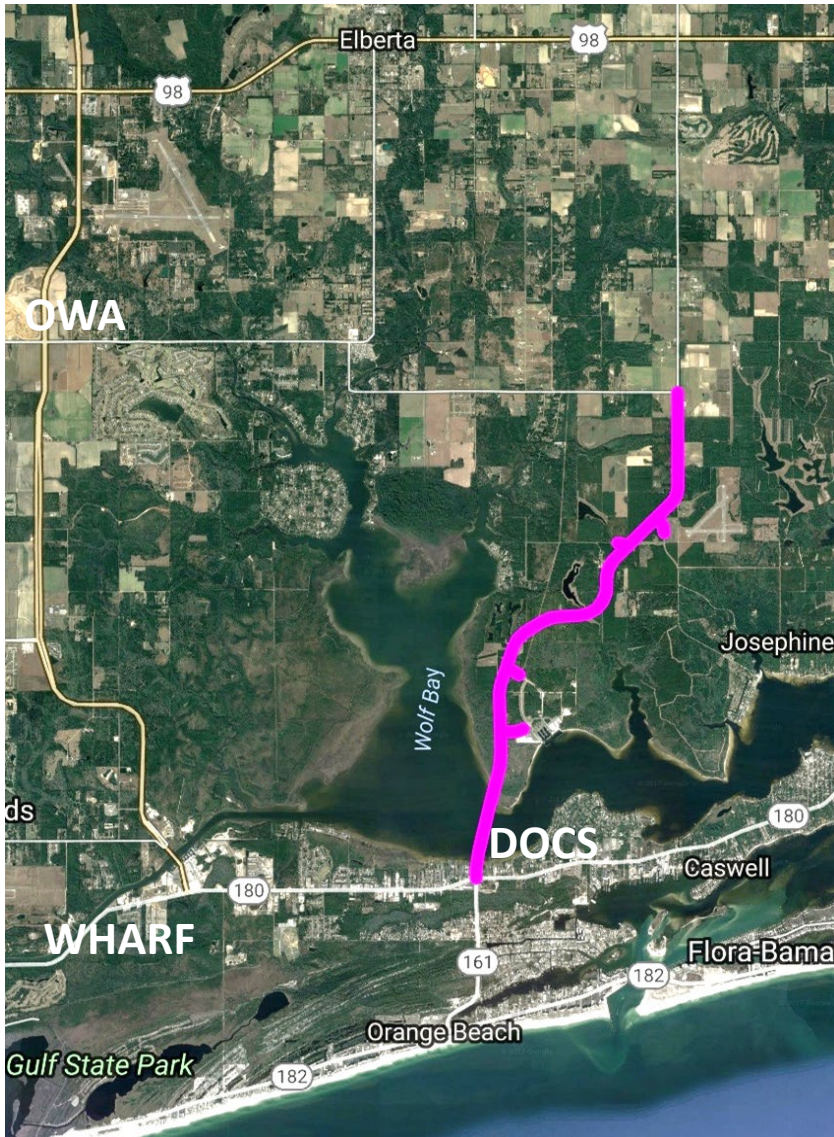


Canal Road Access Management

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 2020.



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 & conceptual design in late 2017.

“ECONOMIC DEVELOPMENT”



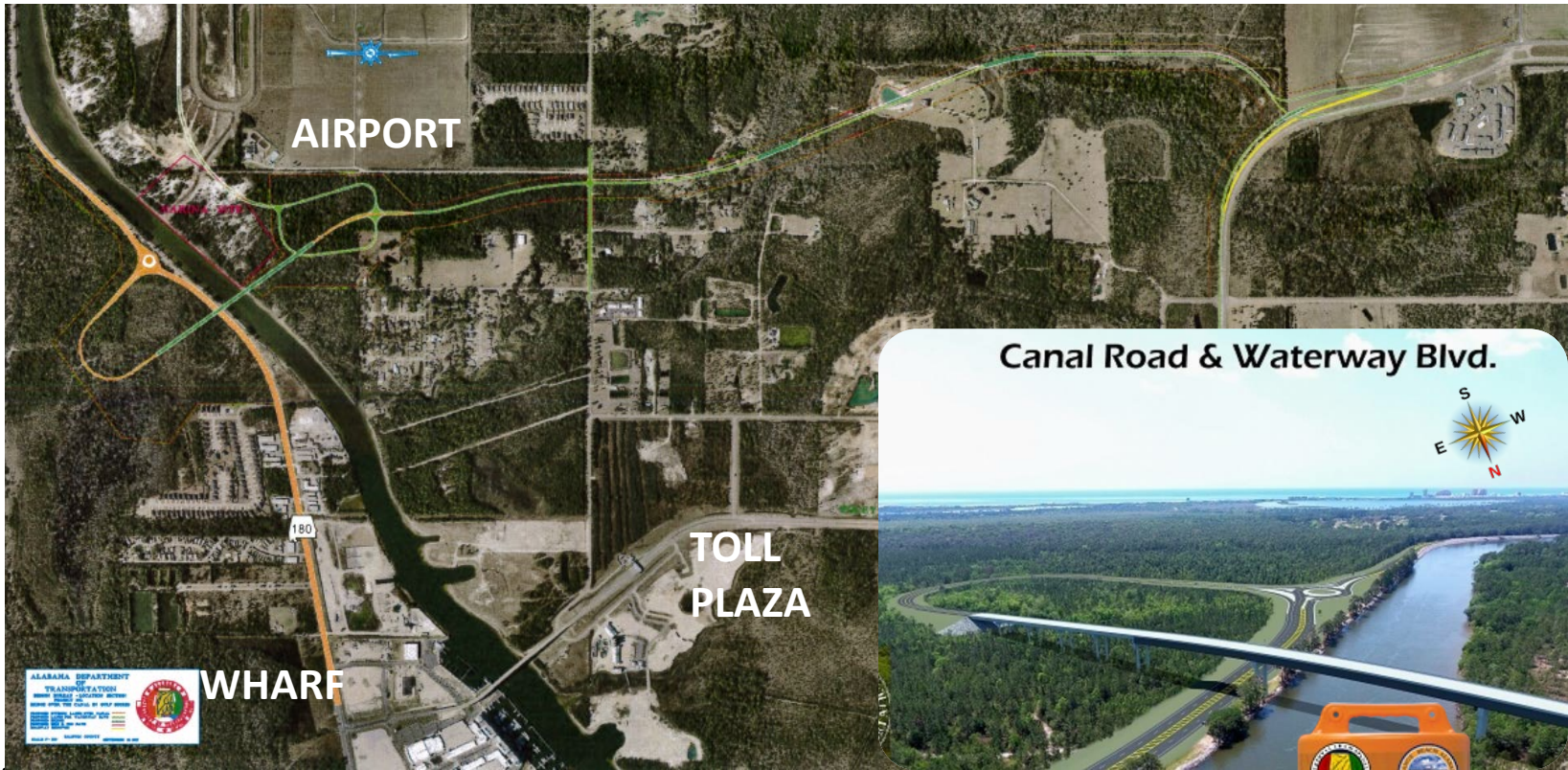
12,000 Undeveloped Acres (2 Landowners)



Wolf Bay Bridge



ALDOT Gulf Intracoastal Waterway Bridge



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



Perdido Beach Blvd Median Project



Perdido Beach Blvd Phase 1 and Phase 2 complete. ALDOT stopped Phase 3.



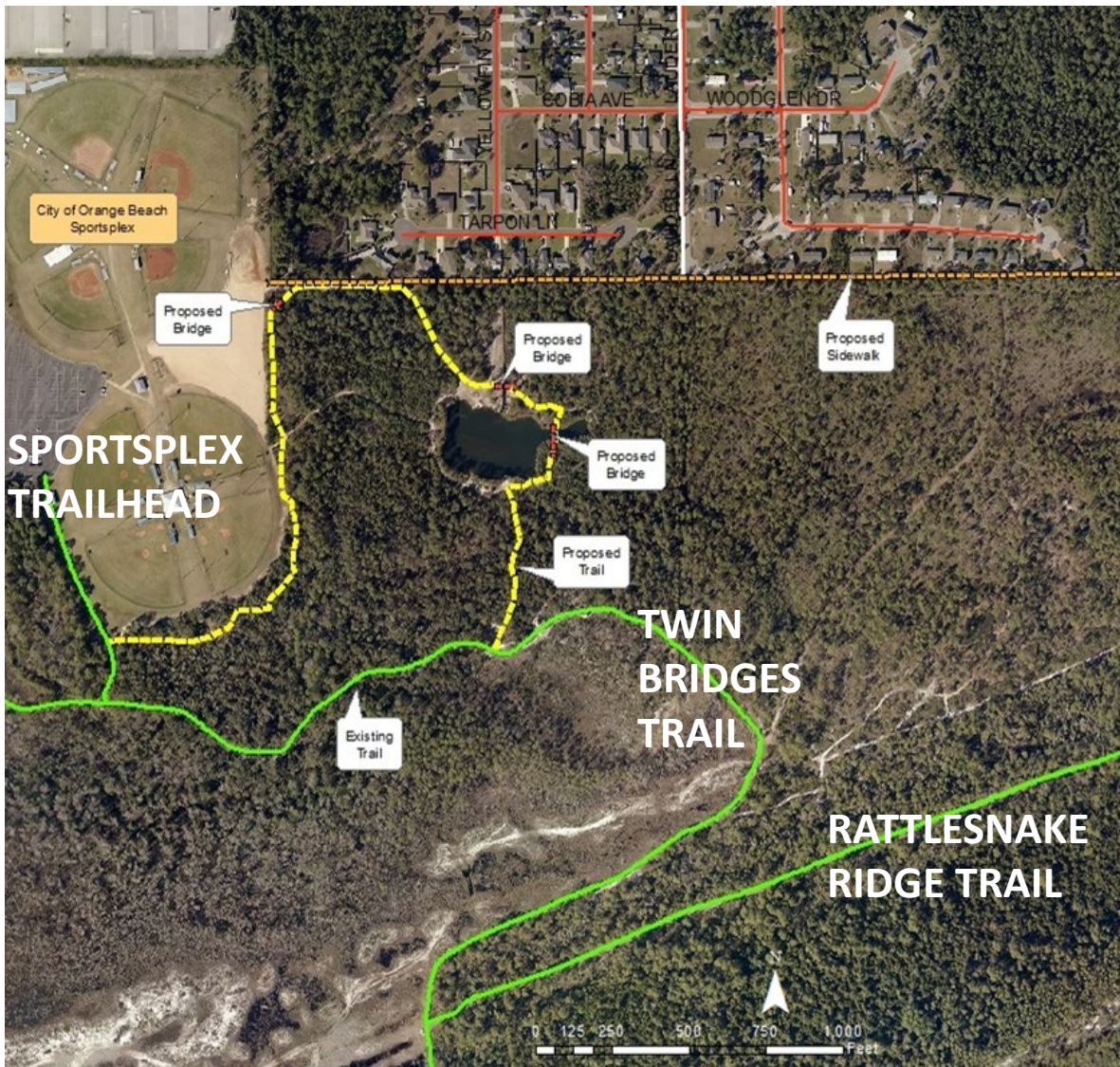
Oakridge Sidewalk Connection to OB Sportsplex and School Campus

Sidewalk connectivity to be provided from Orange Beach Boulevard to the Sportsplex and new school campus. Oakridge sidewalk component completed. Phase II will connect the Oakridge sidewalk to the new school, sportsplex and a Lauder Lane sidewalk.

Anticipated completion in year 2019.



Lauder Park Trail Improvements



Orange Beach to expand Backcountry Trail into city property to the east of the OB Sportsplex. City to construct $\frac{3}{4}$ mile of new trail with a bridge over the east side of the lake.

Anticipated completion in year 2019.

**NEW ORANGE BEACH
HIGH SCHOOL / MIDDLE SCHOOL**



NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL



NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL



April 2019



NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL

- \$26+ Million BCBE investment on city-donated land. (40 acres w/ estimated value of \$6M)
- Grades 7-12
- “Game Changer!”

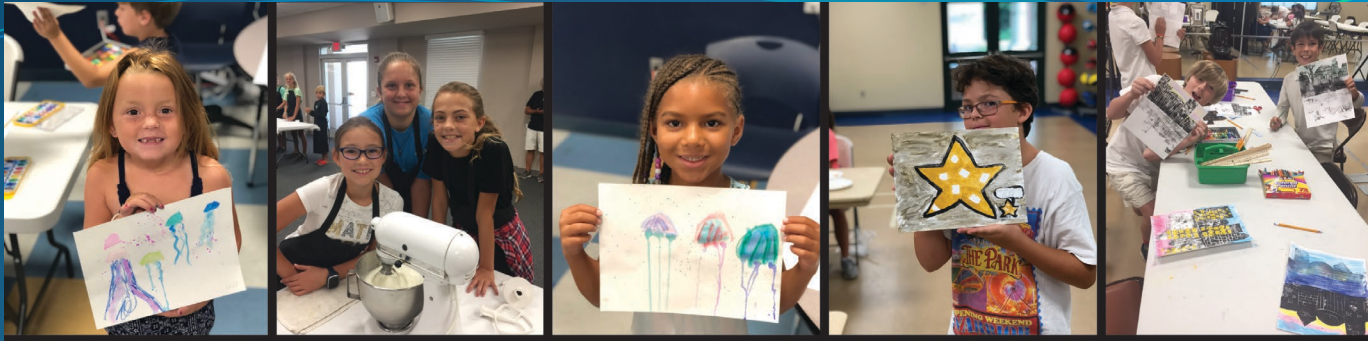


NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL

- State-of-the-Art, 710-seat Performing Arts Center (City contribution – \$7.3 million)



- High School INDOOR Athletic Complex (\$5 million)



Expect Excellence
Academics, Arts, Athletics



“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

Questions?
Mayor Tony Kennon
City of Orange Beach
251-747-8282

“Life Is Better Here”
www.orangebeachal.gov





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

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

City Attorney
 Wanda Cochran

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

- Treatment Plant
- Collection System

Finance
 Director Ford Handley

- Revenue
- Utility Billing
- Accounts Payable

Police
 Chief Joe Fierro

- Patrol
- Investigations
- Dispatch
- Intelligence
- Corrections

Fire Rescue
 Chief Justin Pearce

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

Community Dev.
 Director Kit Alexander

- Planning/Zoning
- Building
- Code Enforcement
- Engineering

Public Works
 Director Tim Tucker

- Streets
- Refuse
- Landscaping
- Turf Management

Coastal Resources
 Director Phillip West

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

Coastal Arts Center
 Director Desiree Blackwell

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

Municipal Court
 Director Renee Gardner