

City of Orange Beach TOWN HALL 2019



**Tony Kennon – Mayor
& Orange Beach City Council**

“Welcome to Orange Beach, Alabama”



MAYOR TONY KENNON

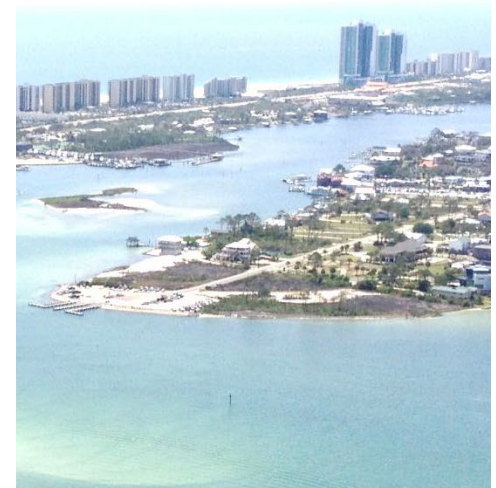
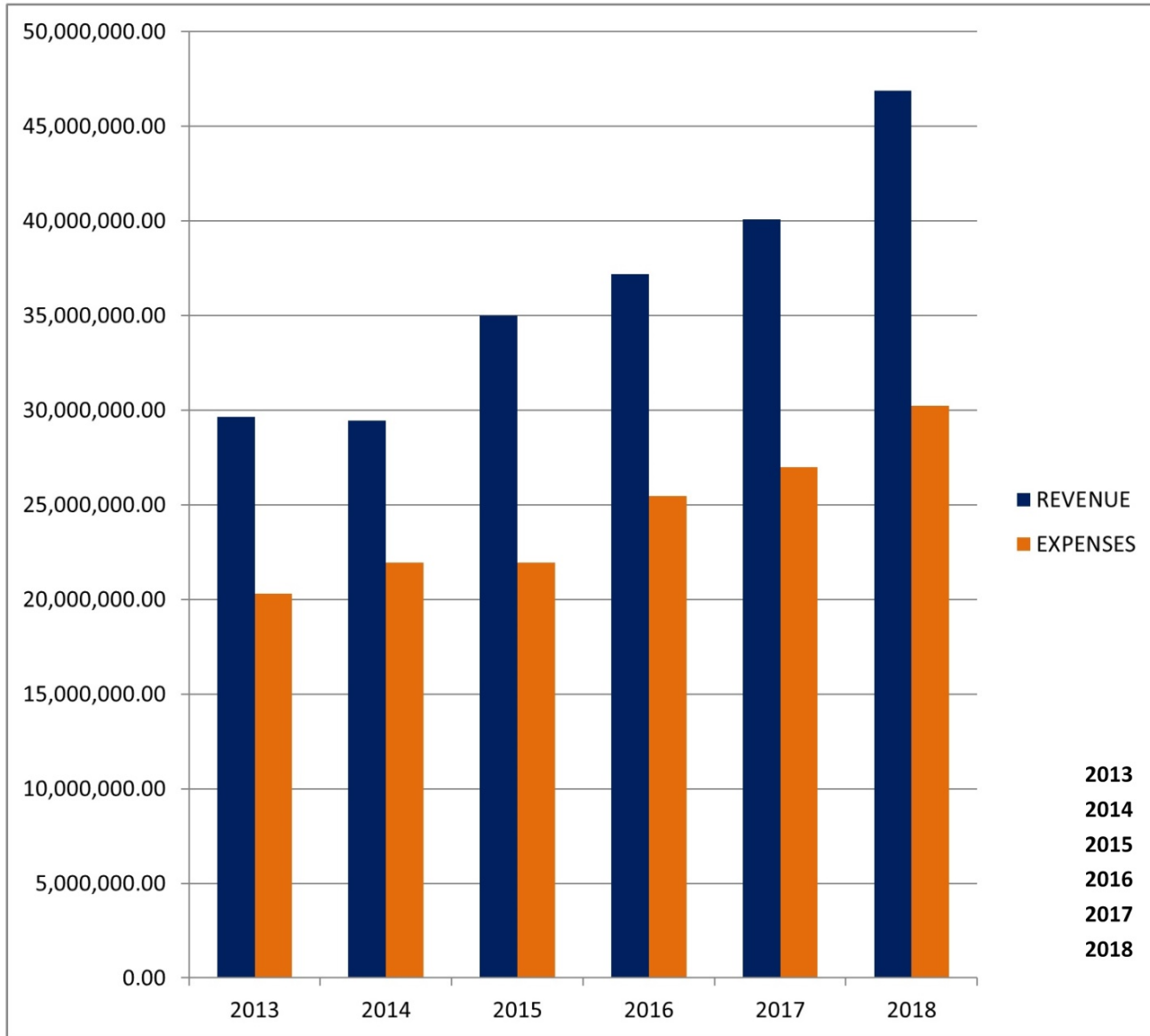
**City Council: Jerry Johnson, Joni Blalock-Costo,
Annette Mitchell, Jeff Boyd, Jeff Silvers**



fakebook

Questions? Call me: 251-747-8282

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)
- \$30 Million reserves, \$25 Million operating
- Assessed Property Value Over \$1 BILLION

City Infrastructure / Public Safety Investments

- New Fire Stations 1 & 5, Ono Station – Station 1 to have Fire College and intern dormitory.
- Justice Center – new courtroom and police station expansion
- City Hall upgrades/renovations
- City-wide security measures
- Relocation of Public Works
- New Coastal Resources office and Auburn University Engineering & Research facility on Terry Cove property
- Additional ambulance – building on success of first two ambulances
- Working with Gulf Shores and South Baldwin Regional Medical Center to open a free-standing ER.

Orange Beach Quality of Life Investments

- Additional Rec Center gymnasium – underway
- New, separate adult gym – designs being finalized
- Studying bubble enclosure for pool
- Tennis Court improvements
- Fiber to homes
- \$100,000 Orange Beach Public Library grant
- New Kids' Park playground equipment & upgrades
- Future goal of having city splash pad
- New shooting range (pistols and rifles)
- More dredging at Perdido Pass to start this fall
- Wildlife Rehab facility
- ... *and on and on and on.*

Orange Beach Quality of Life Investments



New in 2019:
2 new fire engines –
\$1.2 million + equipment



2 new ambulances -
\$850,000 equipped
9 new paramedics -
\$393,000
Future: Additional
ambulance



Free-standing ER



City Infrastructure / Public Safety Investments

- New Fire Stations 1 & 5 – Station 1 to have Fire College and intern dormitory



Fire Station No. 1



Dorm room



Fire Station No. 5

City Infrastructure / Public Safety Investments

- Justice Center – studying new courtroom, allowing police station expansion



City Infrastructure / Public Safety Investments

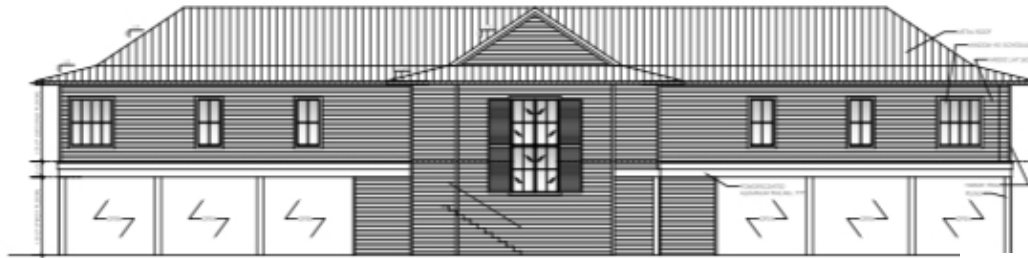
- Relocation of Public Works



Public Works building design

City Infrastructure / Public Safety Investments

- New Coastal Resources office, and Auburn University Engineering & Research facility on Terry Cove property

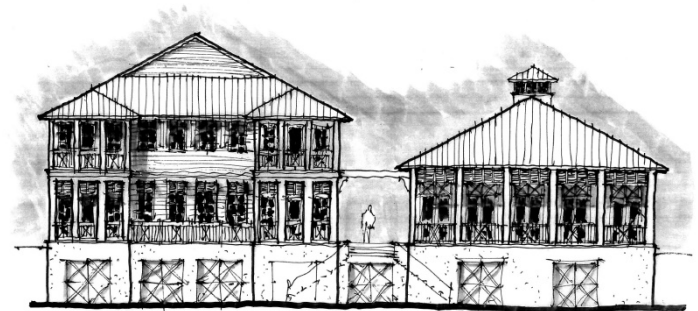


FRONT-EAST ELEVATION



RIGHT-SOUTH ELEVATION

Rendering of Coastal Resources building



Concept South Elevation

Rendering of potential
AU Research Center
Administration building

Orange Beach Quality of Life Investments

Coastal Arts Center of Orange Beach with 10,000-square-foot fine art gallery, Hot Shop and Clay Studio. It has grown into a truly special wedding destination.



Orange Beach Quality of Life Investments



Bay boardwalk
open at Coastal
Arts Center on
Wolf Bay



Orange Beach Quality of Life Investments

- Additional Rec Center gymnasium – underway.
Exterior painting of Rec Center to match new addition.



Rendering of additional gymnasium at Rec Center

Orange Beach Quality of Life Investments

- New, separate adult 24/7 fitness center
– designs being finalized

Anticipated start date January 2020.



Orange Beach Quality of Life Investments

- Adult 24/7 fitness center interior.



Orange Beach Quality of Life Investments

- Adult 24/7 fitness center interior.



Group fitness classrooms

Orange Beach Quality of Life Investments

- Adult 24/7 fitness center interior.



DEBT Elimination Plan

REMAINING GENERAL FUND DEBT
TO BE PAID OFF
\$4,598,428

Once city is
debt-free, \$4M
surplus to
discretionary
funds for
Quality-of-Life
and Public Safety
improvements



City could borrow
around \$195 million
based on our assessed
value.

What's Driving Revenues?

Sales Tax Collection
2018 - \$12,420,889

Lodging Tax Collection
2018 - \$19,091,685

Year-round occupancy rates continue to increase year over year.

Tax sunset proposal

Tax sunset proposal

- **1 cent sales tax increase in 2005 for beach renourishment, establish reserve fund and drainage improvements**
- **Renewed 1 cent sales tax in 2015 to continue the Leave Only Footprints initiative/beach cleanup and continue drainage upgrades**
- **County 1 cent school sales tax / total 10%**

Tax sunset proposal

- **2025 sun-setting of 1% sales tax, which will be up for renewal**
- **Evaluating sun-setting a portion of property tax**
- **5-year capital plan and remain debt free**

THE HARTLEY INDEX



Sewer Flow Data



		2012	2015	2018
Jan	mgd	1.18	1.24	1.59
Feb	mgd	1.47	1.44	1.89
March	mgd	1.84	1.8	2.15
April	mgd	1.88	2.02	2.07
May	mgd	1.91	2.25	2.4
June	mgd	3.09	3.07	3.31
July	mgd	3.35	3.39	3.77
August	mgd	2.22	2.37	2.57
September	mgd	1.83	1.89	2.32
October	mgd	1.52	1.72	2.22
November	mgd	1.21	1.33	1.81
December	mgd	1.03	1.07	1.6
<i>yearly average</i>		<i>1.87mgd</i>	<i>1.96mgd</i>	<i>2.30mgd</i>

**mgd=million gallons per day*

New plant on line April 2011

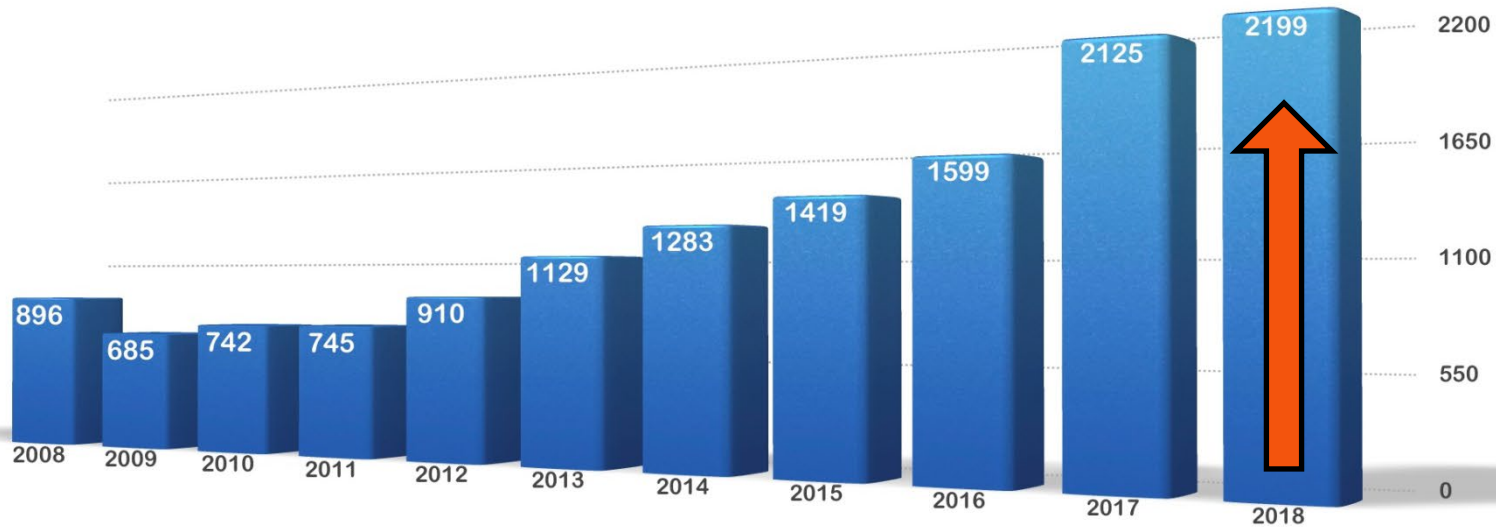
Avg Daily Flow in Millions of Gallons

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



Majority is single-family residential construction

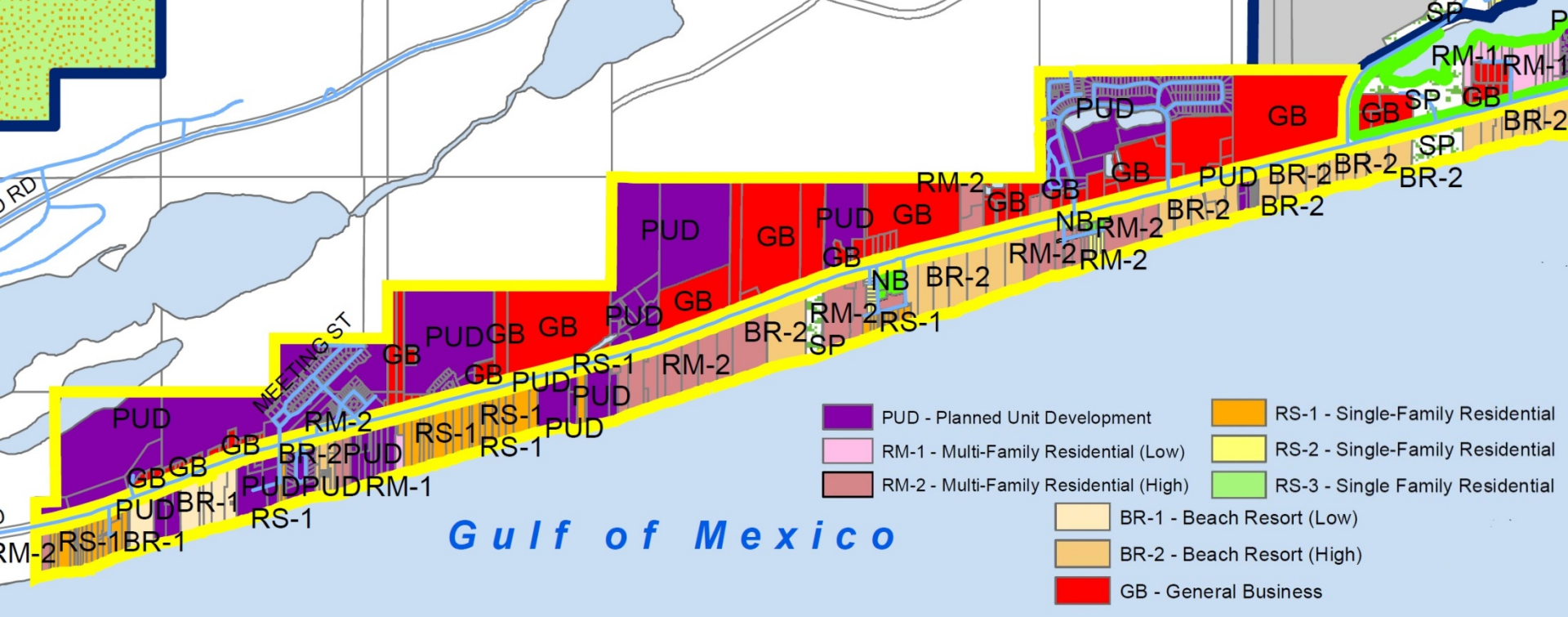
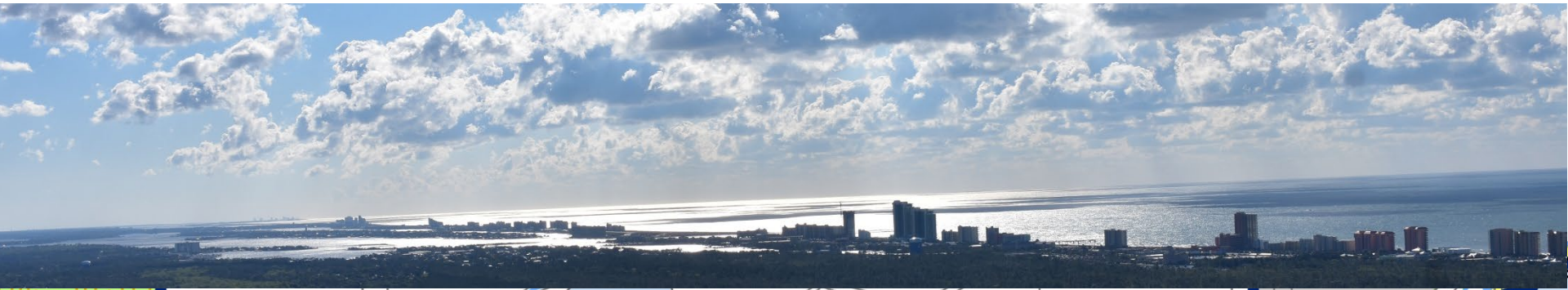
Condominium/Hotel Projects



- **Phoenix Orange Beach II**
 - 120 units
- **Phoenix Orange Beach (Open)**
 - 112 units
- **Phoenix Gulf Towers**
 - 192 units
- **Orange Beach Hotel**
 - 192 rooms
- **La Dolce Vita**
 - 140 units

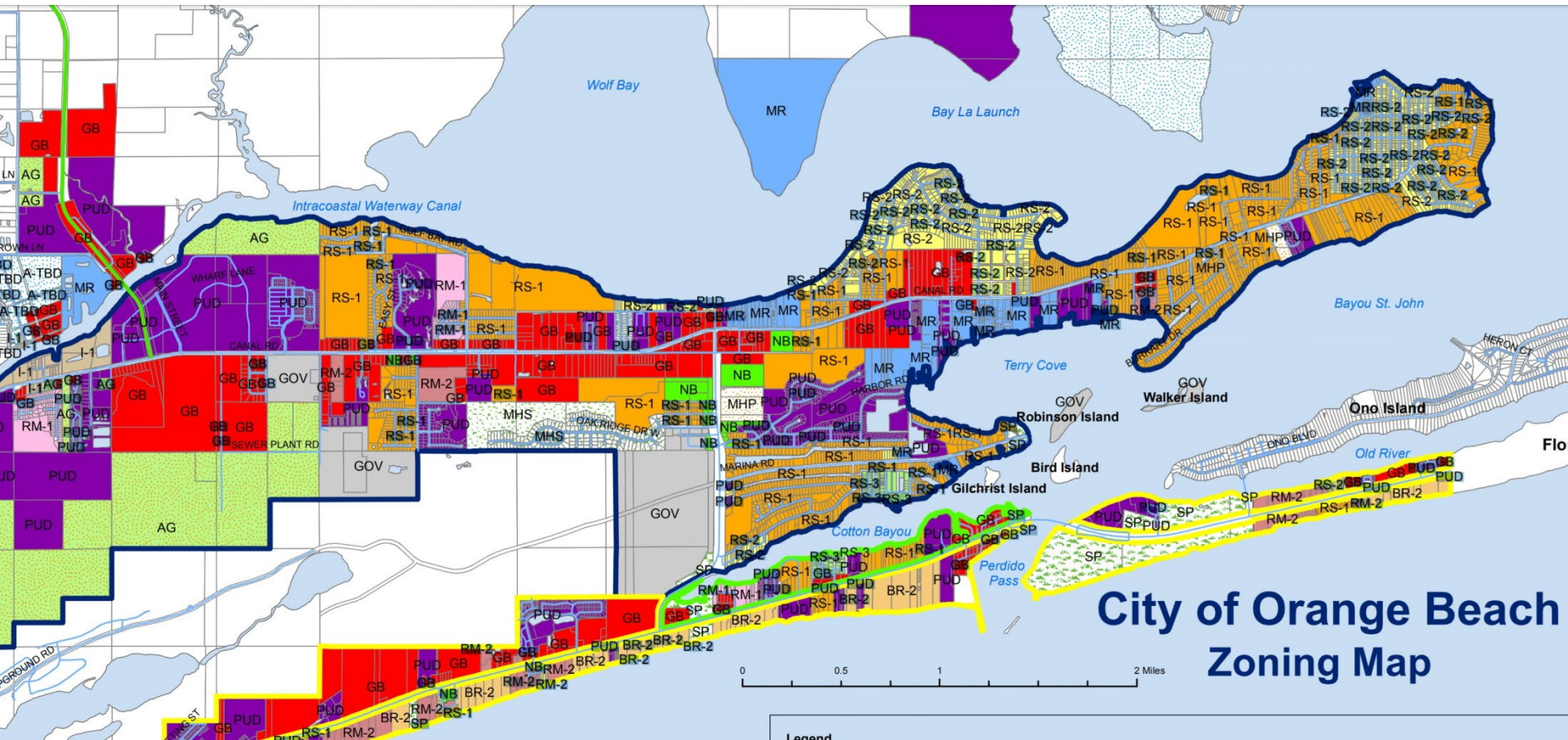
Total units: 756

Growth Management: No Upzoning



Committed to not upzoning property. PUDs reduce density.

Growth Management: Potential Zoning Amendments



GB in red and **MR in light blue**

Elimination of residential land use in General Business (GB) zoning districts and elimination of multi-family land use in Marine Resort (MR) zoning districts.

**Money goes where the votes are:
Only 3,000 votes in OB...**

No leverage in Montgomery,
“gotta have relationships”

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”*

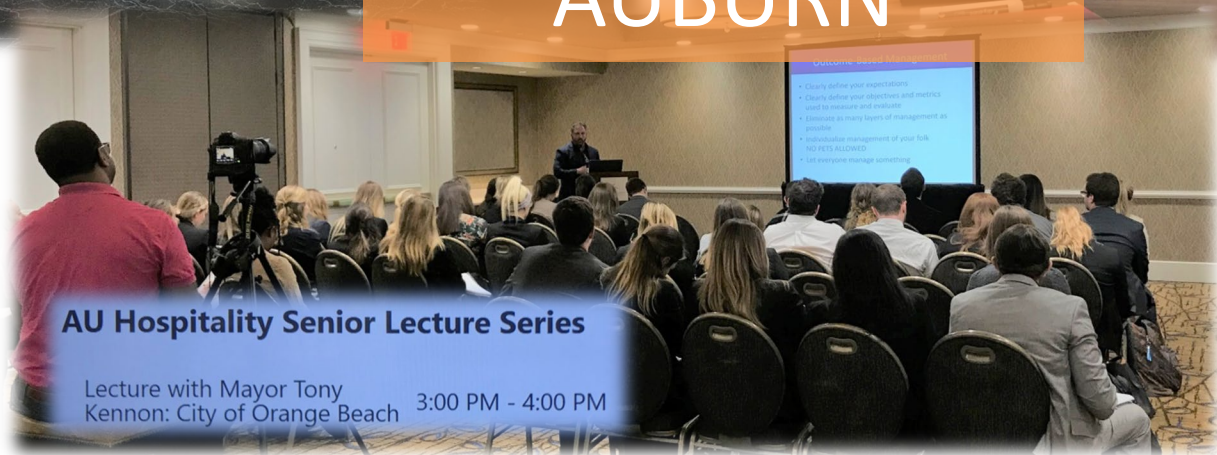


WGZZ Wings 94.3



The Auburn Plainsman

AUBURN



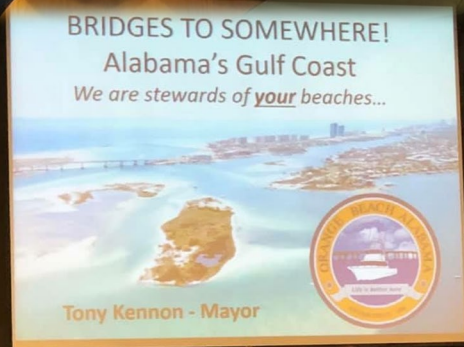
AU Hospitality Senior Lecture Series

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 Day"



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.

#5

June July



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

#10

Mar Apr May Aug
Sept Oct



Orange Beach Winter Season Population* 35,000 est.

#15

Nov Dec Jan Feb



Orange Beach Census (2017) Population 6,029

#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.

IRON BOWL EVERY DAY IN SUMMER



“Protecting Our Brand”

**God. Family.
Country.**

ORANGE  **BEACH**

A L A B A M A

WWW.ORANGEBEACHAL.GOV

“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



Leave Only Footprints

BEFORE AND AFTER



**LEAVE ONLY
FOOTPRINTS**

“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



“Protecting Our Brand”

Gaudy Christmas lights



White lights vs. color lights

Orange Beach Population Indicators

Beach Express Toll Bridge



2018 Bridge Volume

4,476,041 vehicles

13% increase over 2017

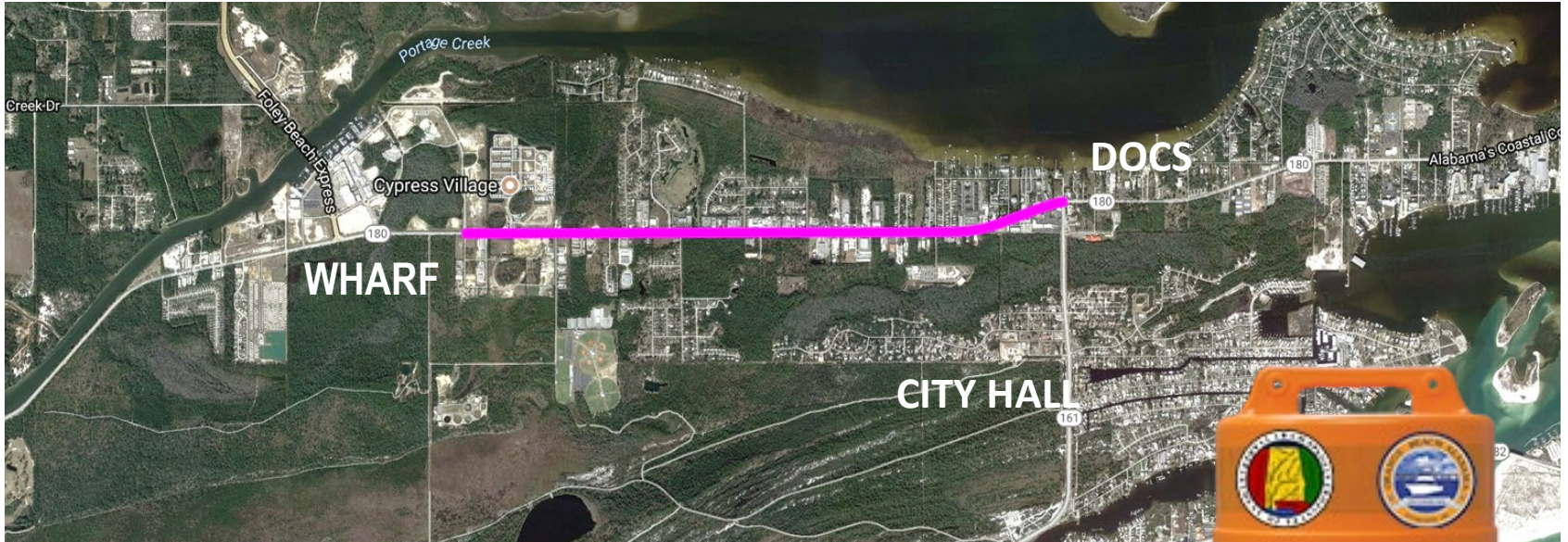


ORANGE BEACH TRANSPORTATION IMPROVEMENTS



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 December 2020.



Canal Road East – CITY STREET

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 start in January 2020. Restore Act funding

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 start is January 2020.



12,000 Undeveloped Acres (2 Landowners)



LIBRARY

DOCS

AI Hwy 180 (Canal Rd)

McDonalds

AI Hwy 161

Conceptual design; subject to change

Wolf Bay Bridge

Wolf Bay Bridge chatter ... here are the facts

1. Continue to pursue permits (10 years)
2. Save a year and a half on construction time.
3. Shovel ready if a national infrastructure bill is passed.
4. All that we paid for will be good for years.

“It has to be a good deal for the city.”

ALDOT Gulf Intracoastal Waterway Bridge

WHARF

180

ALDOT PROJECT



CANAL ROAD BYPASS

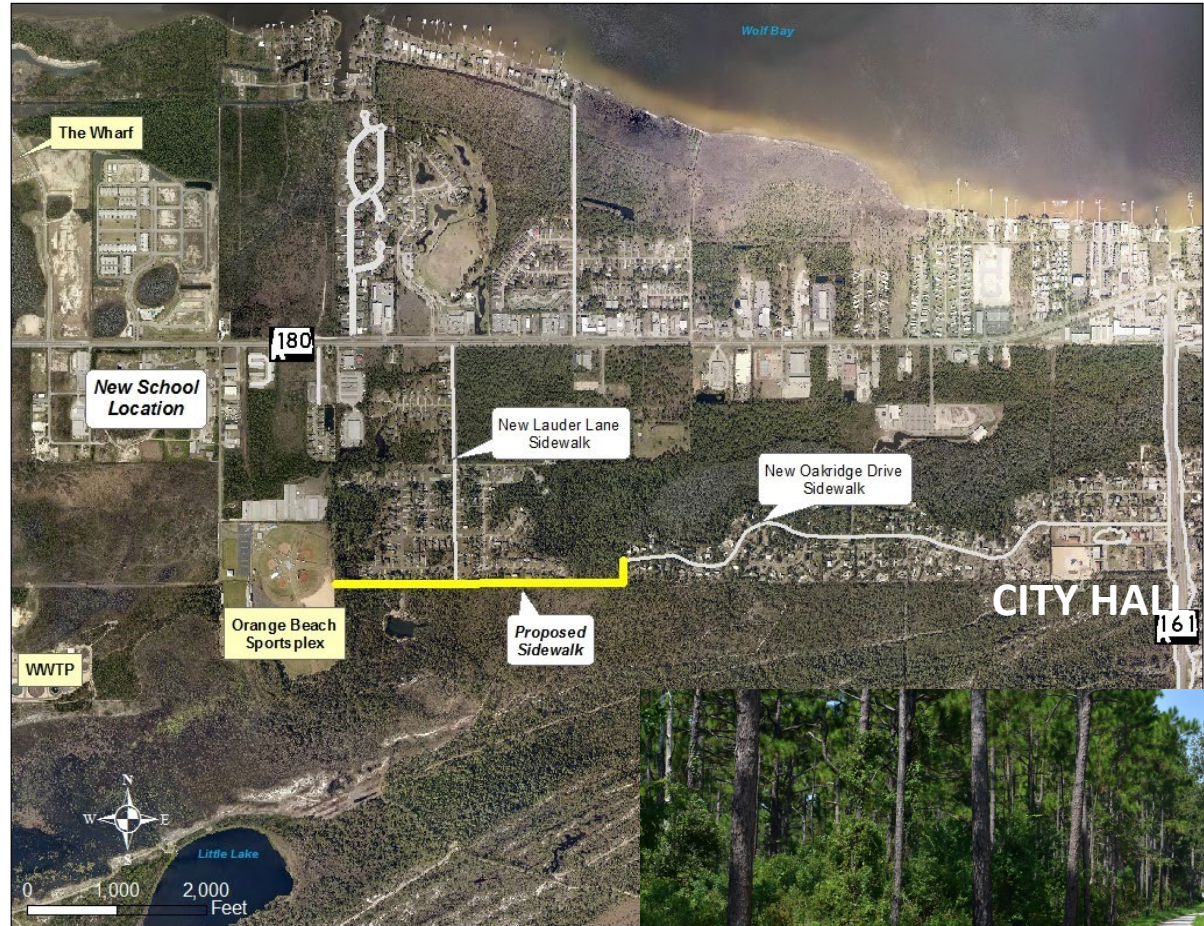


Canal Road bypass to Orange Beach Boulevard.
Anticipated completion in 2022.
CONCEPTUAL DESIGN – SUBJECT TO CHANGE.

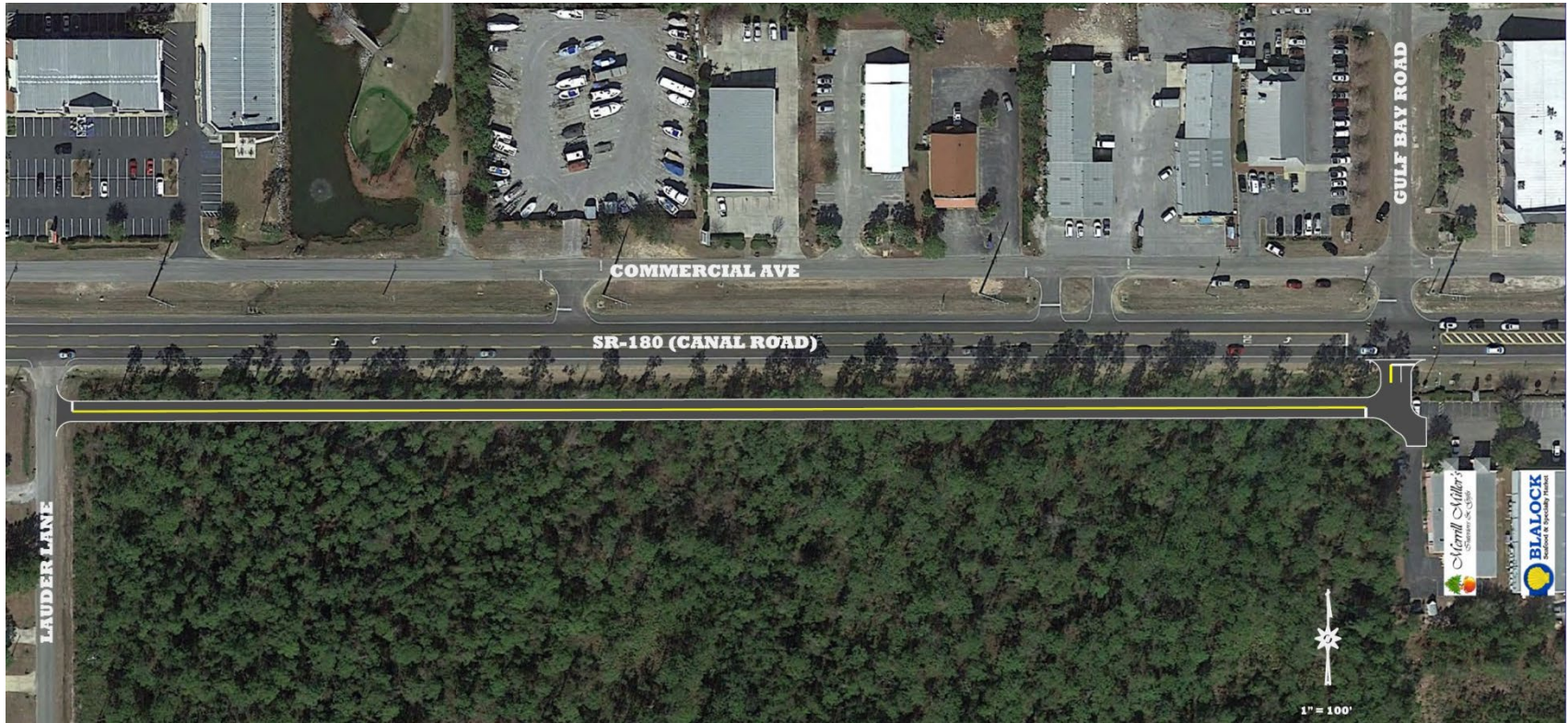
Oakridge Sidewalk Connection to OB Sportsplex and School Campus

Sidewalk connectivity provided from Orange Beach Boulevard to the Sportsplex and new school campus. Project connects Oakridge sidewalk to the new school, sportsplex and the Lauder Lane sidewalk.

Complete.

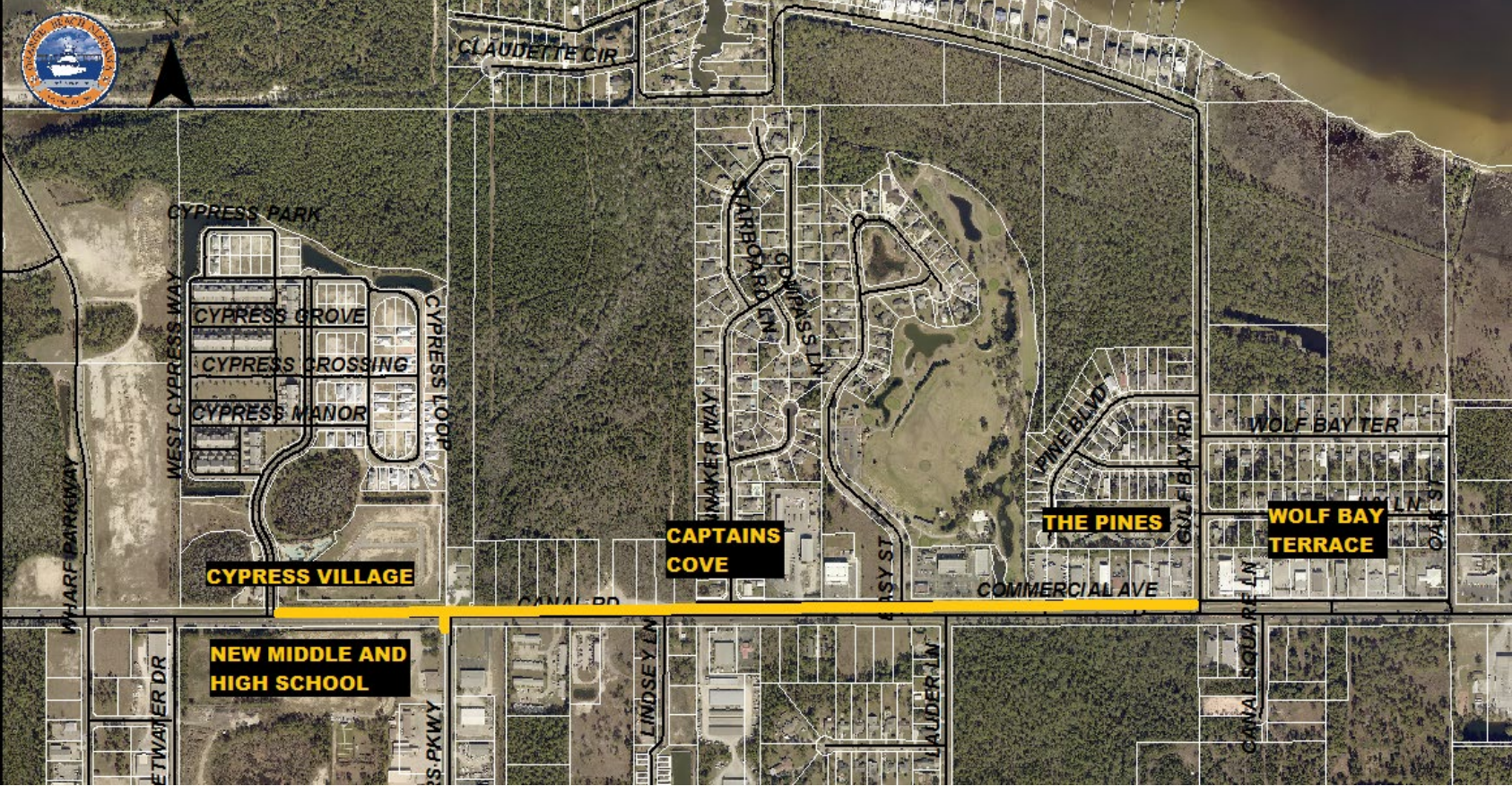


LAUDER LANE TURN LANE/TRAFFIC SIGNAL



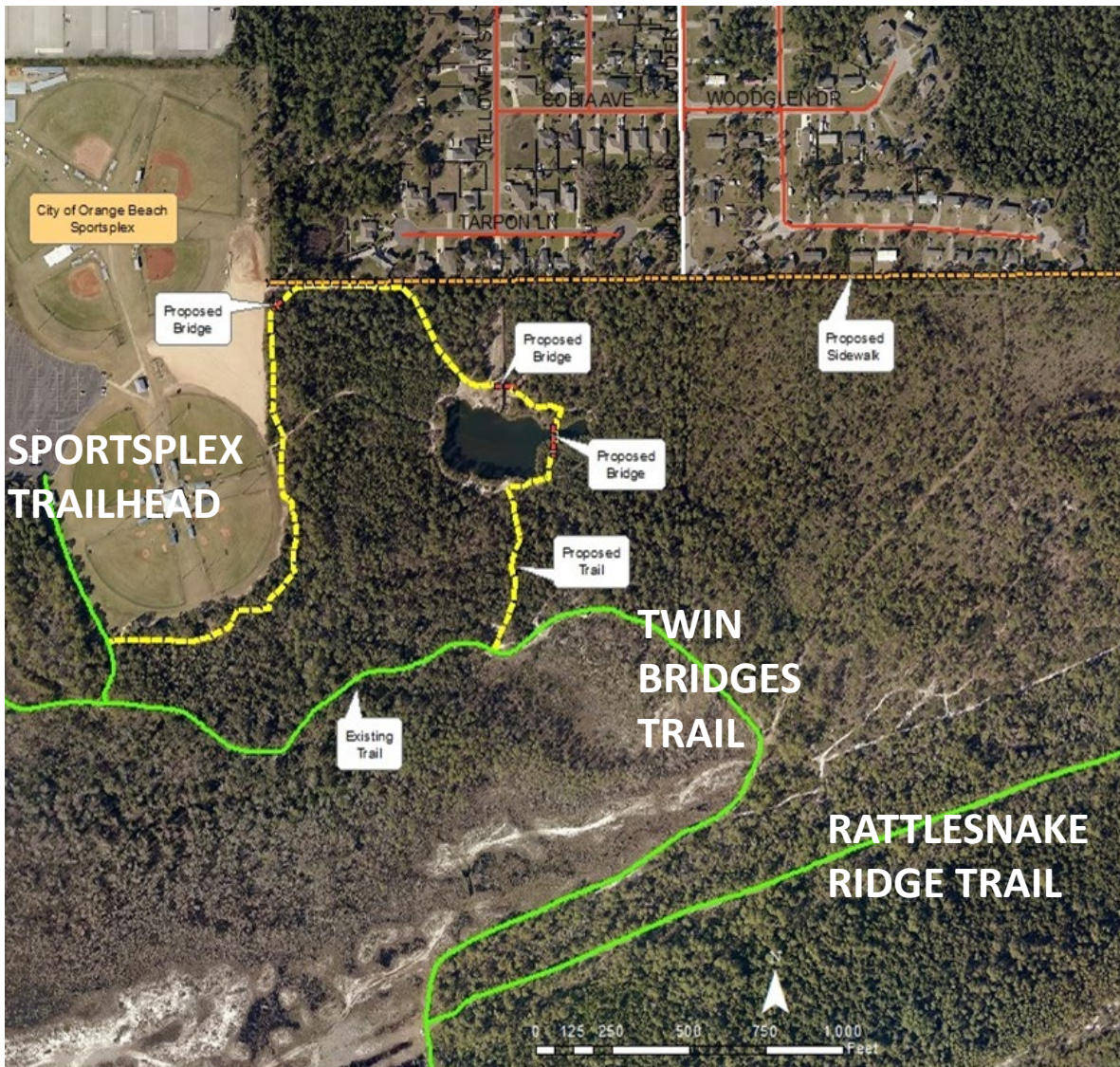
City is currently designing Lauder turn lane and evaluating potential Lauder Lane service road connection to Gulf Bay Road signal.

CANAL ROAD SIDEWALK



City is evaluating potential sidewalk from Cypress Village to Gulf Bay Road.

Hidden Lake Trail



Orange Beach expanded Backcountry Trail into city property to the east of the OB Sportsplex thanks to ADECA grant with city matching funds. City constructed $\frac{3}{4}$ mile of new trail, called Hidden Lake Trail, with a bridge over the east side of the lake.

Powerline Road



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



NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL



September 2019

NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL

Performing Arts Center
710 seats, State of the Art



City of Orange Beach

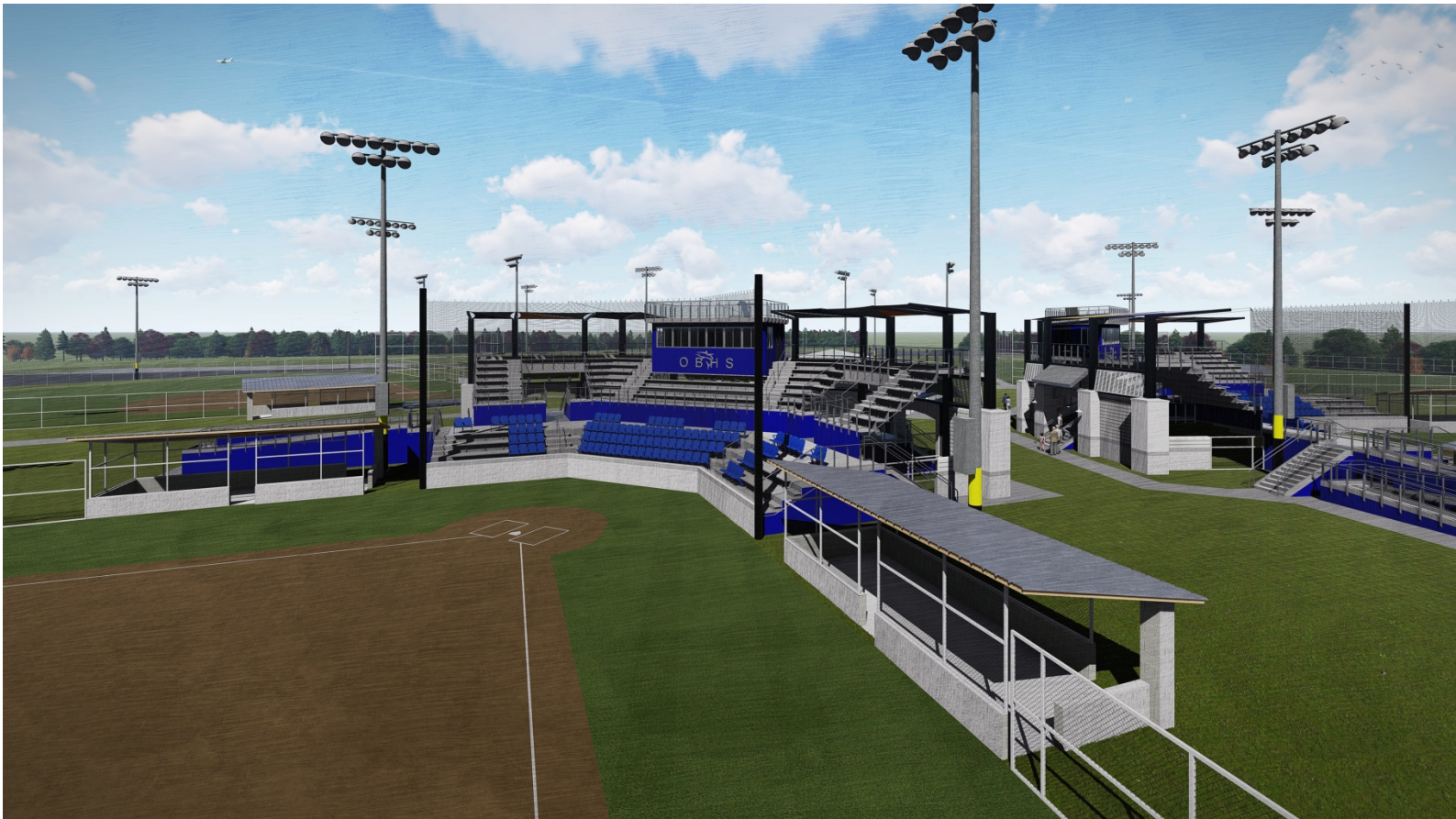
NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL

- Athletic Training Complex



NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL

- Expand baseball/softball fields & training facility



NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL

- Expand baseball/softball fields & training facility

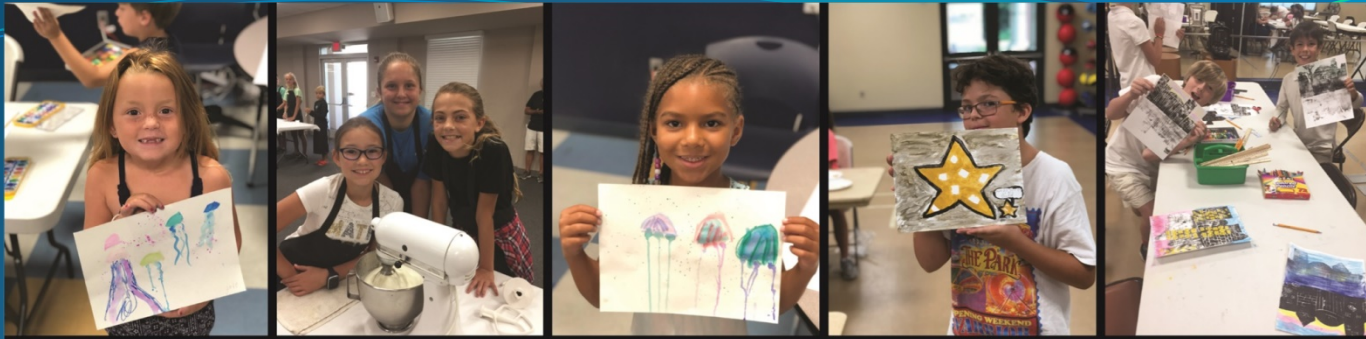


MAKO NATION

- Community sponsorships - \$400,000



THANK YOU TO THE COMMUNITY!



Expect Excellence

Academics, Arts, Athletics

Over 300 kids in after-school program.

The Program

ACADEMICS

- Homework Lab, Tutoring, Strategy Board Games, ACT Prep, Evening Tutoring for OB MS/HS Athletes

ATHLETICS

- Speed, Strength and Agility; Karate/Martial Arts, Baseball/Softball, Soccer, Volleyball, Basketball, Tennis and Fitness Games

ARTS AND ENRICHMENT

- Visual Art 1, Visual Art 2, Culinary Arts, Paint Art Live, Public Speaking, Brain Games, Science Lab, Robotics, Communication Skills, Behavior-Etiquette, Creative Writing/Book Club and Civics & Citizenship

THEATRE: Intro to Theatre, Acting 1, Playwriting, Costume/Makeup Design, Intermediate Theatre, Tech and Set Design and Theatre Improv Games

DANCE: Ballet, Jazz Dance and Hip Hop Dance

MUSIC: Intro to Percussion, Intro to Piano, Intro to Guitar, Stomp Percussion Group, Choir and Music Technology. *Individualized Music Classes:* Voice, Guitar, Piano, Drums and Weekly Workshops



Continuing Excellence

Enrichment, Arts & Athletics For Adults

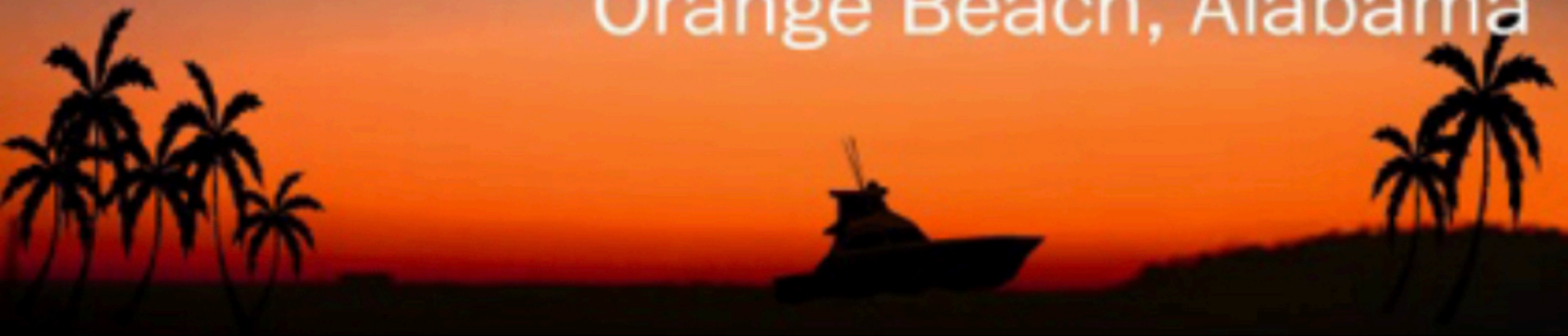
New adult fitness facility to be constructed.

Continuing Excellence

- Enrichment
- Computer Classes
- Arts
- Culinary
- Wellness Nutrition
- Written Arts
- Music
- Theatre
- Visual Arts
- Athletics
- Dance
- Poetry

Horizons 20/20

Orange Beach, Alabama



HORIZONS 2020

Majority of recommendations implemented 5 objectives “under further review”

- Add more publicly owned boat launches
- Cross-Island Connector
- Park and Ride System
- Beach Trolley
- Workforce housing

*See list of accomplishments - 2006 to 2019 - on the City Website
– www.orangebeachal.gov – under “Reports”.*

Traffic relief at the Flora-Bama?

PASS THE MIC





**PLEASE, DON'T
SHOOT THE
MESSENGER**

Golf Carts – Why Now?

- **Increase in calls to OBPD – reporting underage golf cart drivers**
- **Increase in tourists and weekenders bringing carts into town**
- **Several businesses applying for golf cart “rental” licenses**
- **Increase and additions to citywide sidewalk/trails/paths**

Golf Carts – Why Now?



Orange Beach Police

Orange Beach Intelligence Division
obintel@orangebeachal.gov
251-981-9777

September 30, 2019

GOLF CART INTERACTIONS

Year	Total Interactions	Interactions with Juveniles
2017	41	20
2018	68	23
2019	117	63

Golf Carts – Why Now?

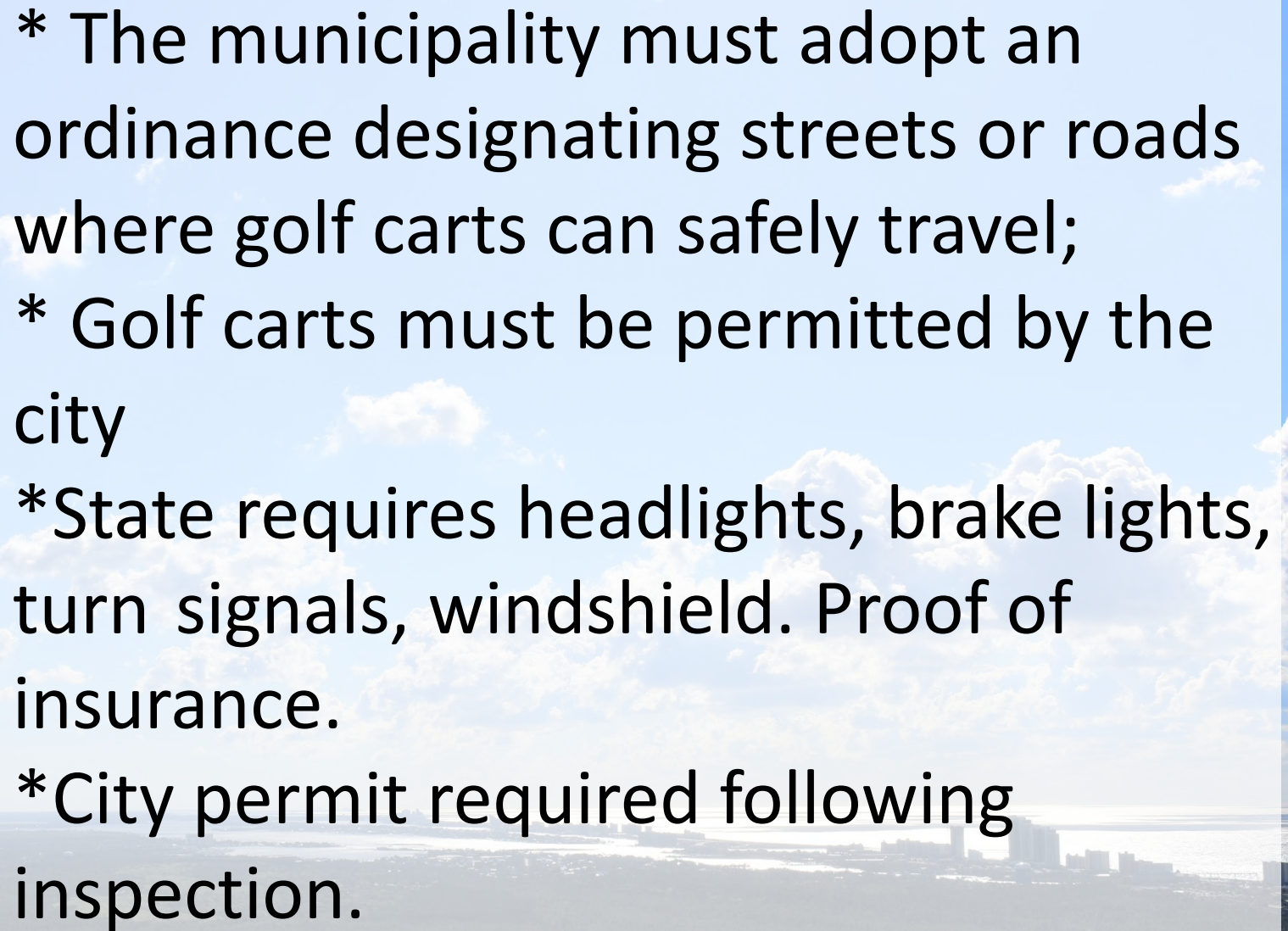
- **Police dispatch - golf carts are mobile and always on the move.**
- **Limited resources to track every cart**
- **We are one of the last tourist cities to address this and others are strict and heavy handed**
- **Willful disregard of enforcement may create a liability**

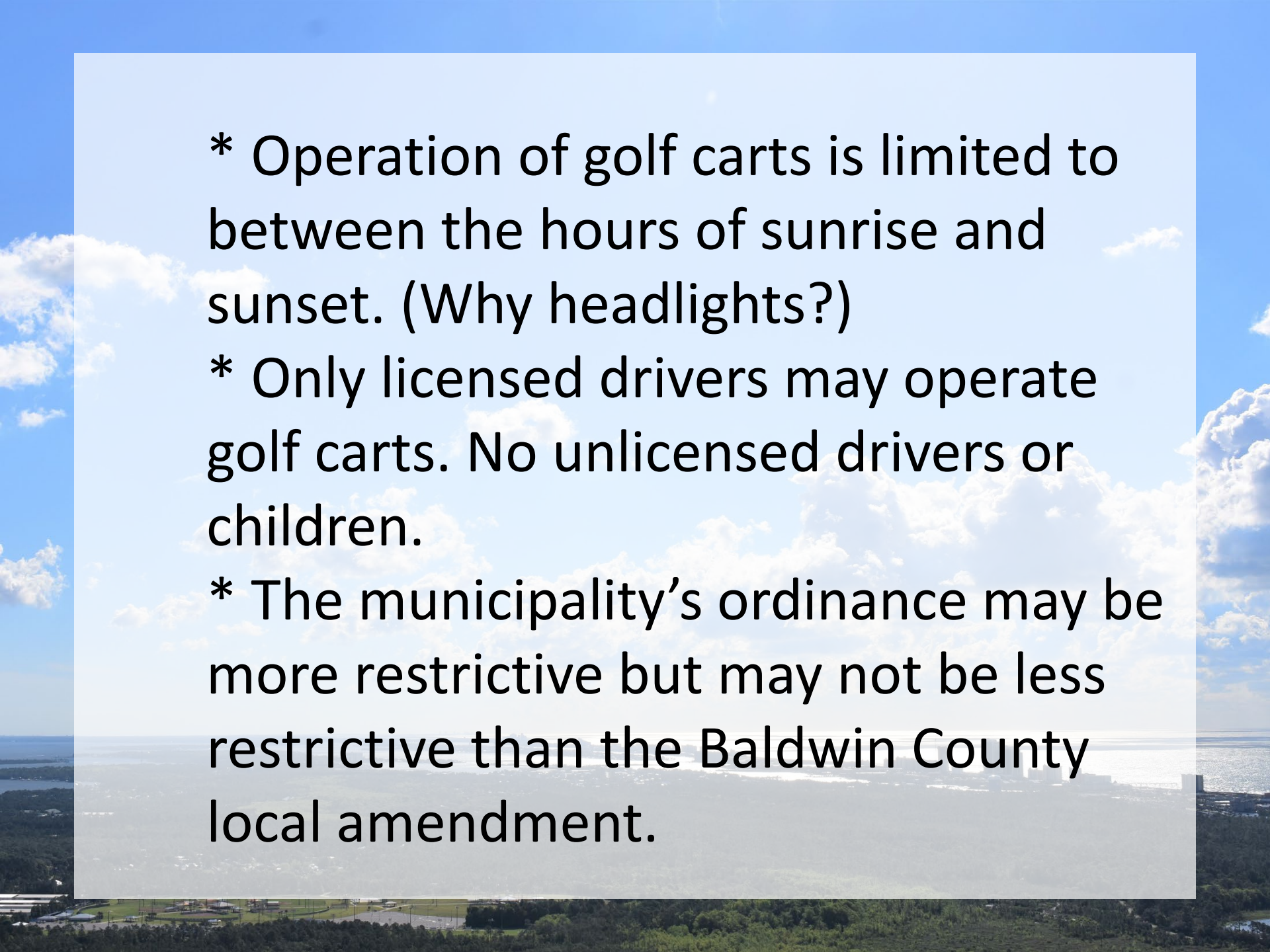
Golf Carts - Why Now?

- **Amendment to state law in 2016 brought attention to the issue**
- State law prohibits golf carts from operating on sidewalks, sidewalk areas, or public streets of a municipality. (Alabama Attorney General Opinion 2008-051, citing Ala. Code 32-1-1, et seq., 40-12-240, et seq.)

Golf Carts - Why Now?

- In 2016, Baldwin County voters voted to approve an amendment to state law that legalizes the limited recreational operation of golf carts in Baldwin County municipalities under the following conditions:
- No input requested of us.

- 
- * The municipality must adopt an ordinance designating streets or roads where golf carts can safely travel;
 - * Golf carts must be permitted by the city
 - * State requires headlights, brake lights, turn signals, windshield. Proof of insurance.
 - * City permit required following inspection.



* Operation of golf carts is limited to between the hours of sunrise and sunset. (Why headlights?)

* Only licensed drivers may operate golf carts. No unlicensed drivers or children.

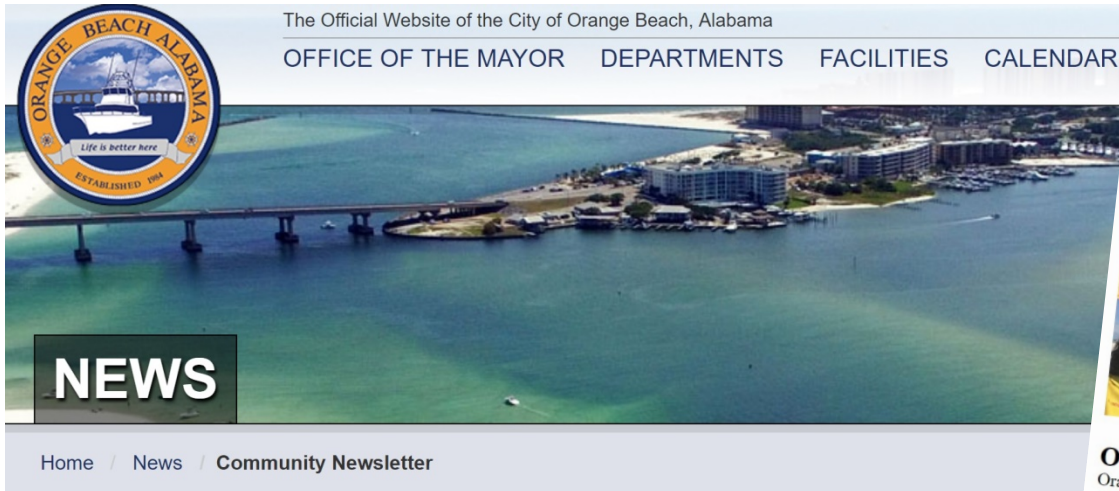
* The municipality's ordinance may be more restrictive but may not be less restrictive than the Baldwin County local amendment.

Golf Carts - Why Now?

- Gulf Shores recently passed an ordinance, which is more restrictive than the Baldwin County amendment.
- The City's legal department is developing an ordinance for the use of golf carts in Orange Beach.

Stay informed: Orange Beach Newsletter

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

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

“Life Is Better Here”
www.orangebeachal.gov

