



2024 Town Hall

August 6, 2024

Welcome to Orange Beach, Alabama



Mayor Tony Kennon

City Council:

Jeff Boyd (Pro-Tem)

Annette Mitchell

Jerry Johnson

Jeff Silvers

Joni Blalock

HAPPY BIRTHDAY, ORANGE BEACH

40TH ANNIVERSARY OF INCORPORATION



**Limited Edition
commemorative
keychains
available after
Town Hall, along
with some
special sweet
treats.**

Keychain based on new wayfinding signs that will be installed around city.

NEW WAYFINDING AND WELCOME SIGNS

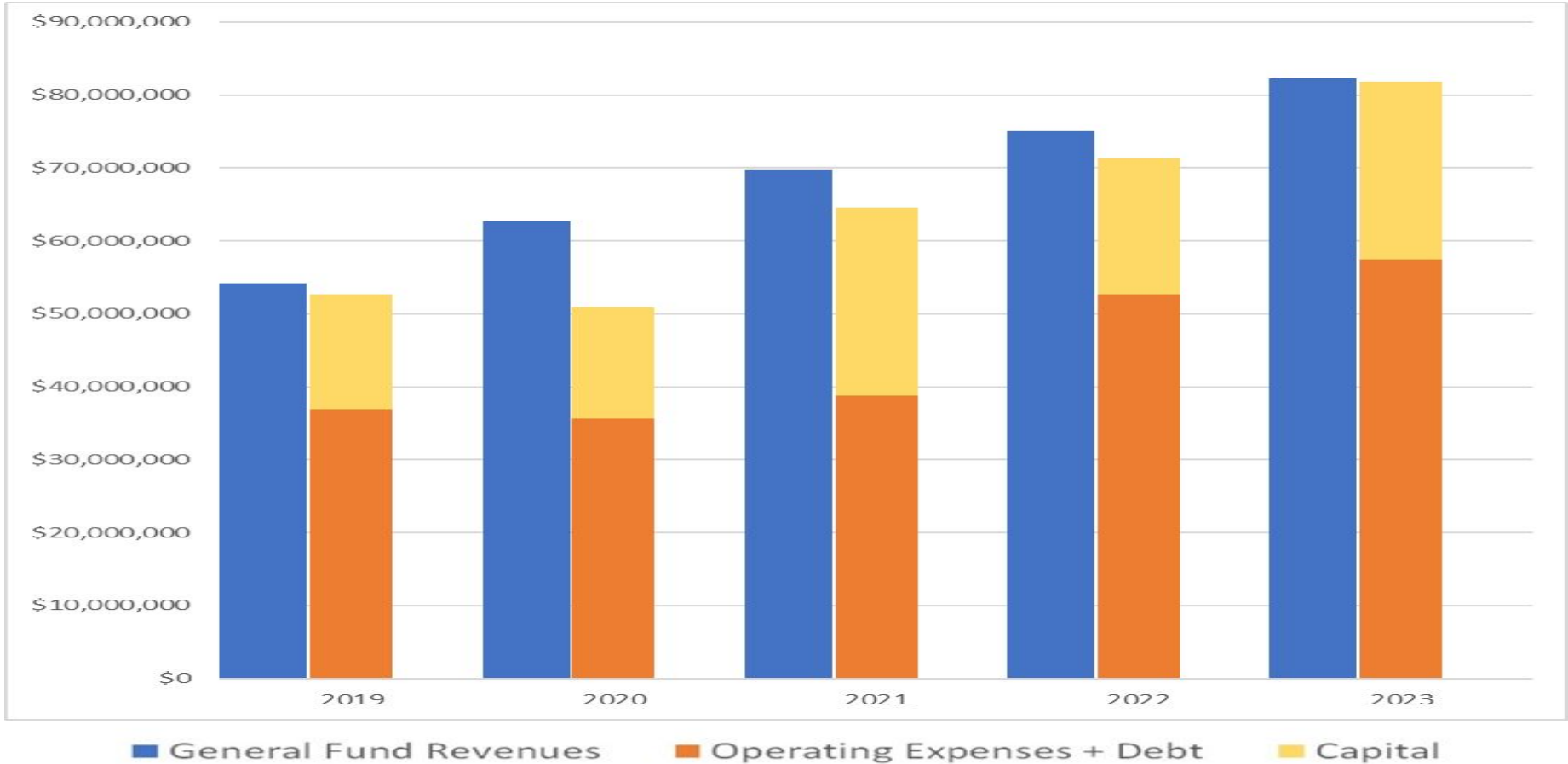


First wayfinding sign installed at City Hall this week.

Financial Stability



Revenue & Expenses 2019-2023



Financial Strength

- **\$120 Million Cash and Reserves**
- **Assessed Property Value \$1.88B**

Financial Strength

- **City debt capacity is \$300 Million+**
- **No additional debt after 2010 BP oil spill until 2021**
- **Essentially debt free in 2021**
- **Current debt is \$125 Million...including schools**

Financial Strength

DEBT-FREE PLAN

- Managed expenses
- Paid cash for all capital upgrades and repairs/replacements
- Managed and protected our brand to increase revenues

The Hartley Index

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
January	1.24	1.3	1.42	1.59	1.78	1.69	1.33	1.77	1.84	1.78
February	1.44	1.46	1.71	1.89	1.83	1.87	1.48	2.06	2.03	2.16
March	1.8	1.96	2.12	2.15	2.34	1.96	2.29	2.62	2.48	2.55
April	2.02	1.91	2.3	2.07	2.28	1.36	2.59	2.39	2.49	2.41
May	2.25	2.24	2.18	2.4	2.54	2.7	2.93	2.84	2.7	3.26
June	3.07	2.85	3.42	3.31	3.53	3.52	4.11	3.62	3.7	4.06
July	3.39	3.45	3.71	3.77	3.63	3.76	4.29	4.03	3.97	4.65
August	2.37	2.23	2.43	2.57	2.48	3.02	3.07	3.06	2.9	
September	1.89	2.09	2.29	2.32	2.2	2.38	2.77	2.68	2.62	
October	1.72	1.8	2.17	2.22	2.06	1.94	2.52	2.47	2.52	
November	1.33	1.33	1.9	1.81	1.59	1.69	1.84	1.85	1.84	
December	1.07	1.15	1.35	1.6	1.5	1.44	1.52	1.73	1.61	
Million gallons per day					sally	C-19				
<i>Yearly Average</i>	1.96	1.98	2.25	2.3	2.31	2.27	2.56	2.59	2.55	

Sewer Flow Data

Flows up this summer with a record-breaking July.

Infrastructure Improvements



No more toll bridge



Friday, June 14, 2024



Wednesday, July 31, 2024



2023 Bridge Volume: 5,670,102 vehicles
Foley Beach Express Bridge became toll-free in late May.

Canal Road East

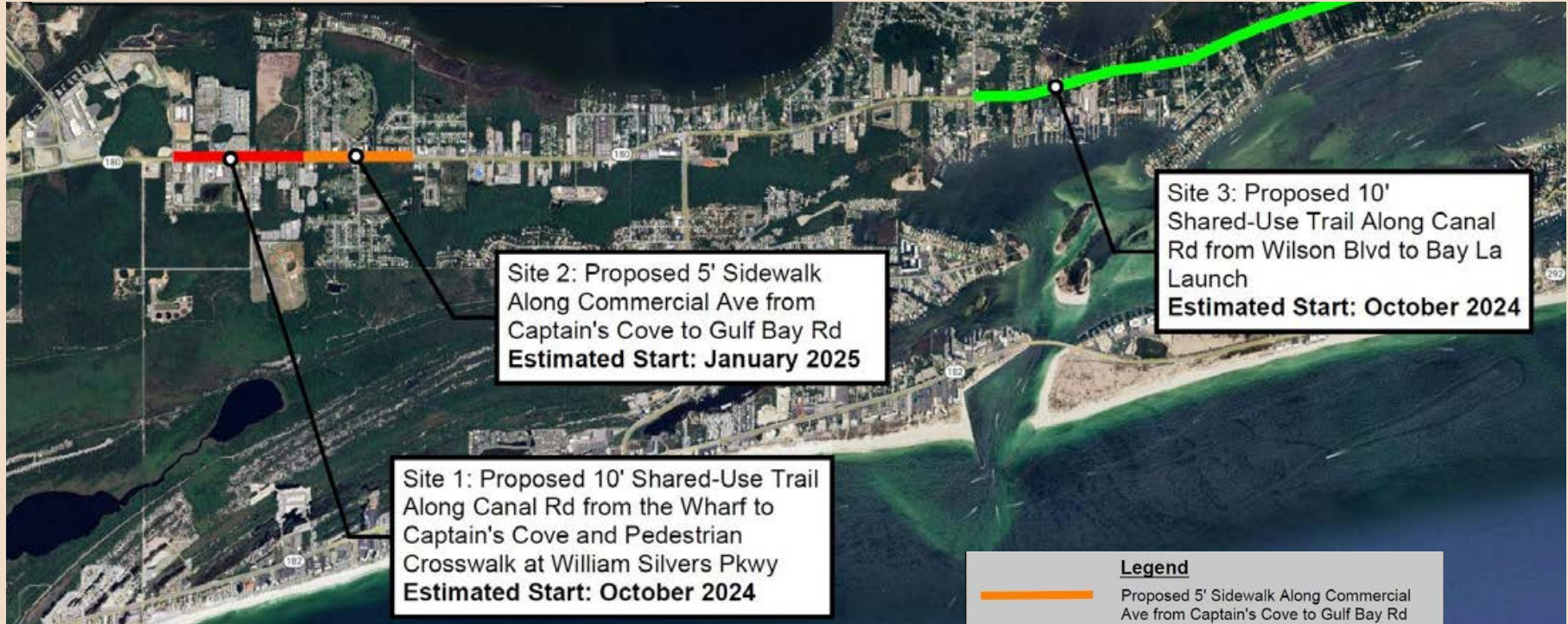


- **Controlled Access** – expanded to 3 lanes with middle turn lane to Wilson Blvd.
- **10-foot multimodal path** on the north side of road
- **Cost \$7.5M Total (\$6M RESTORE Act)**

Canal Road East

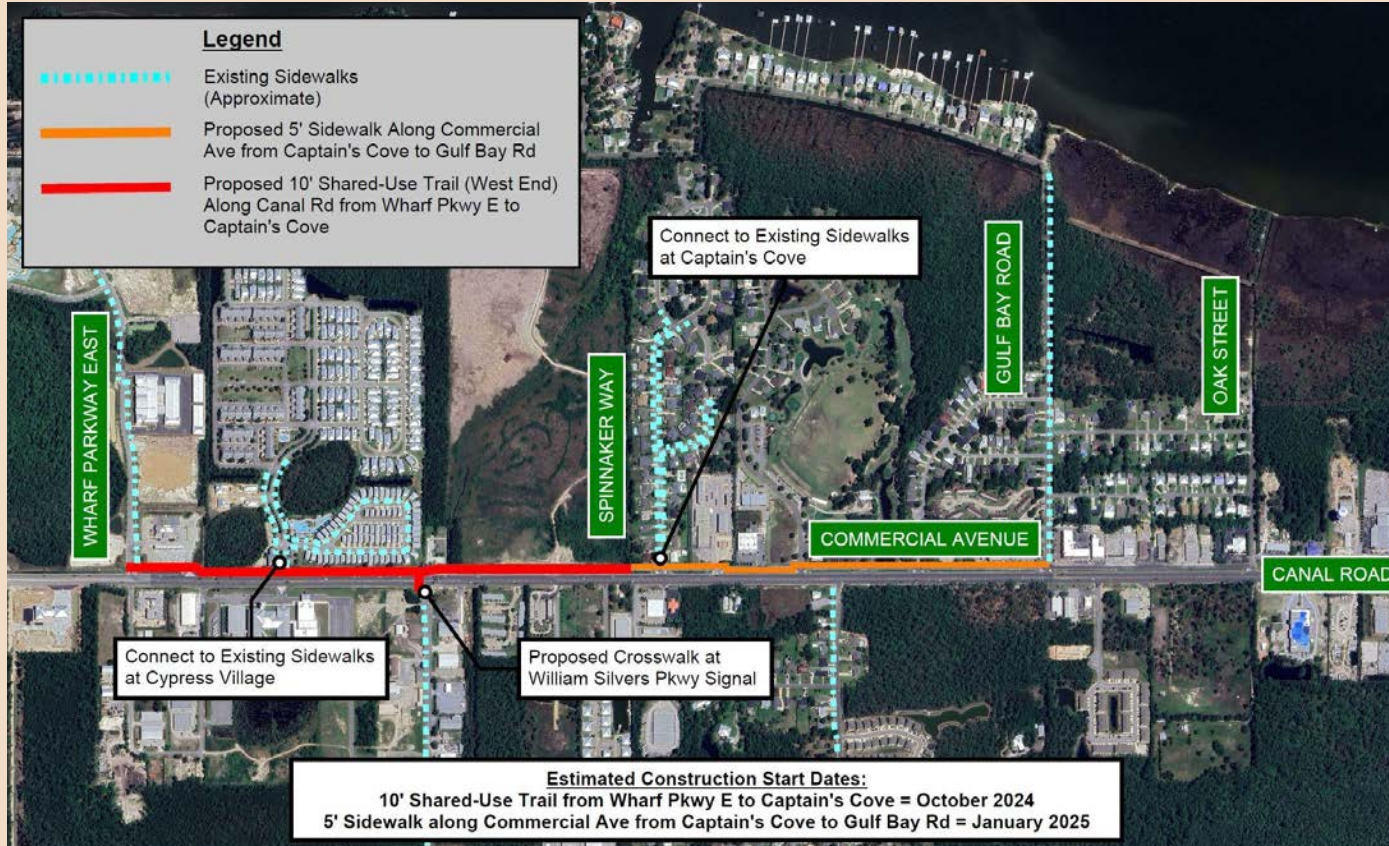


Shared-use trails, sidewalks



Canal Road Shared-Use Trail and Sidewalk improvements. **Expected to start in October.**

Shared-use trails, sidewalks

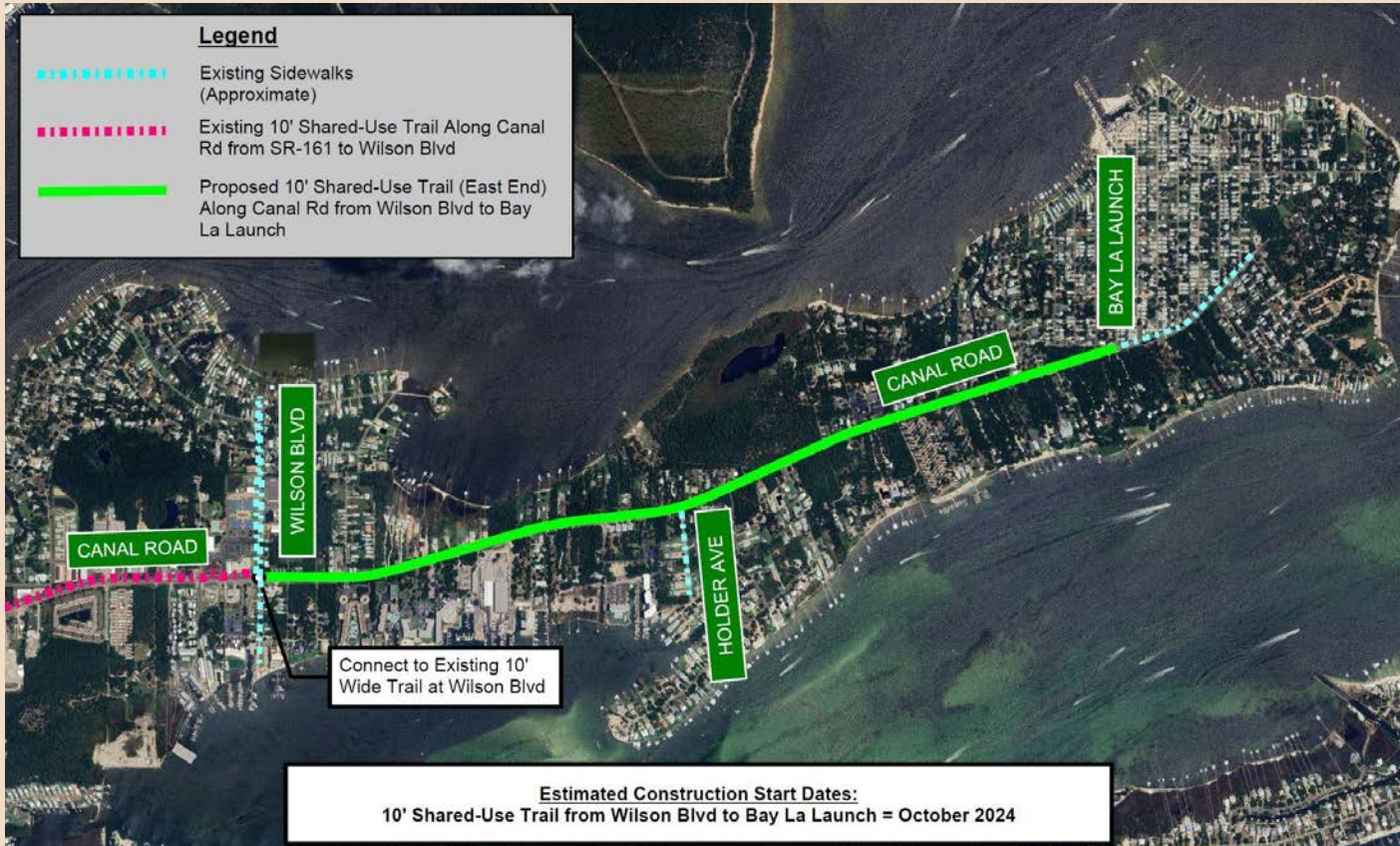


Canal Road Shared-Use Trail and Sidewalks from Wharf Parkway East to Gulf Bay Road.

~October 2024: Wharf Pkwy E. to Captain's Cove.

~January 2025: Sidewalk along Commercial Ave.

Shared-use trails, sidewalks



Canal Road
Shared-Use
Trail from
Wilson
Boulevard to
Bay La Launch
Avenue

**Estimated
construction
start:
October 2024**

Canal Road East



Uplit palms added in January;
**looking to add palms on beach
road.**

Canal Road Bypass



CONCEPTUAL DESIGN – SUBJECT TO CHANGE

Beach Renourishment

647,314 cubic yards of sand (approx. 32,365 dump trucks' worth) added to Orange Beach's Gulf front!



The renourishment project is finished in May with sea oat planting.

Project: \$11 million covered by City of Orange Beach

Finance at City Hall



New wing opened in June 2024

Finance at City Hall



New wing matches seamlessly with building.

Veterans Memorial



Veterans Memorial planned for Orange Beach Municipal Complex.

Veterans Memorial



Construction expected to start before the end of the year.

Upcoming projects

JUSTICE CENTER: new roof with a facelift and building repainted. Modular is being remodeled for use as offices for the police department

FIRE STATION NO. 2: Exterior being repainted to match the new look of the Recreation Center

SENIOR CENTER AND LIBRARY: new roof with exterior facelift to match rest of City's buildings with Coastal Branding.

SPORTSPLEX: Restrooms to be added to visitor side of the football/soccer field

GOLF CENTER: Remodel nearly complete with golf simulators being added to old meeting room.

COASTAL ARTS CENTER: Concrete slab being added next to facility for tents to be set up for weddings and other events instead of on lawn.

Coastal Branding



Coastal Branding



**Orange Beach City Hall: Before and After
Interior renovations complete as well**

Coastal Branding



City Schools Central Office: Before and After

Coastal Branding



Community Development: Before and After

Coastal Branding



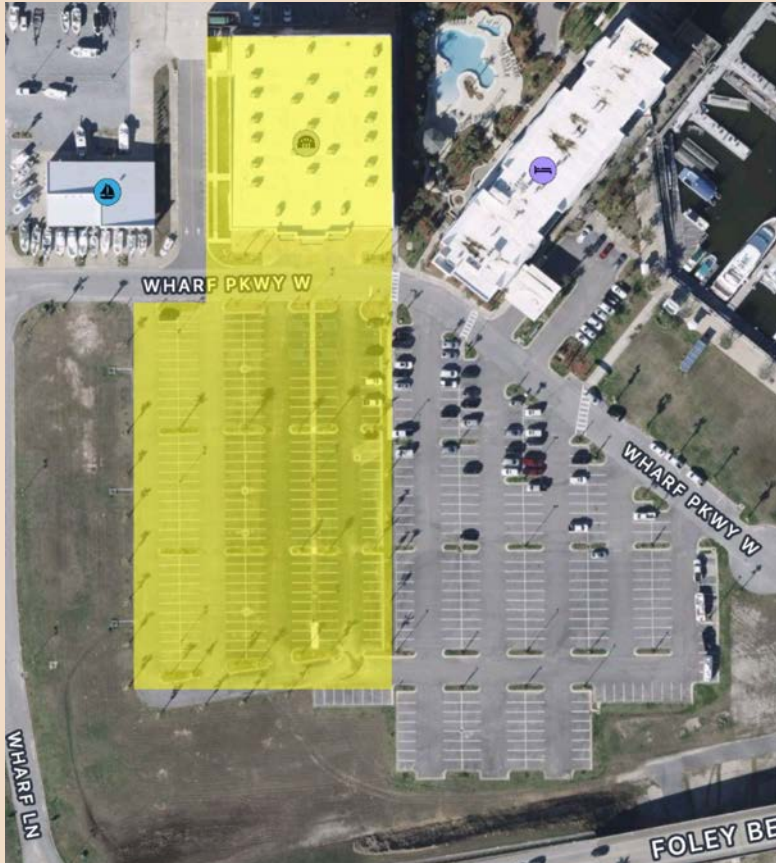
Medical Arts building: Before and After

Property Acquisition



All of the following appraised property values are from Baldwin County records for the 2024 tax year.

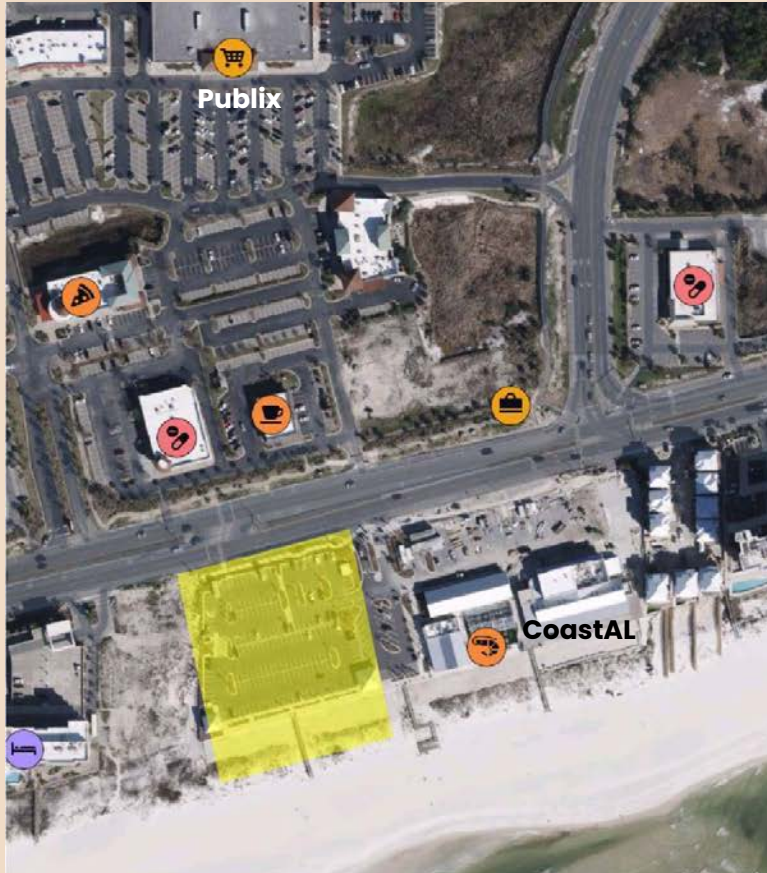
Orange Beach Event Center



Acquired in April 2011
Appraised Value: \$5,569,300



City Beach property



4.22 acres acquired in June 2021
Appraised Value: \$24,177,900

Shooting Range property



81 acres acquired in April 2019

Appraised Value: \$366,200

Orange Beach Shooting Range open
every other Saturday to Public.

**Trap & Skeet and Rifle Range
opening in late 2024**

Public Works property



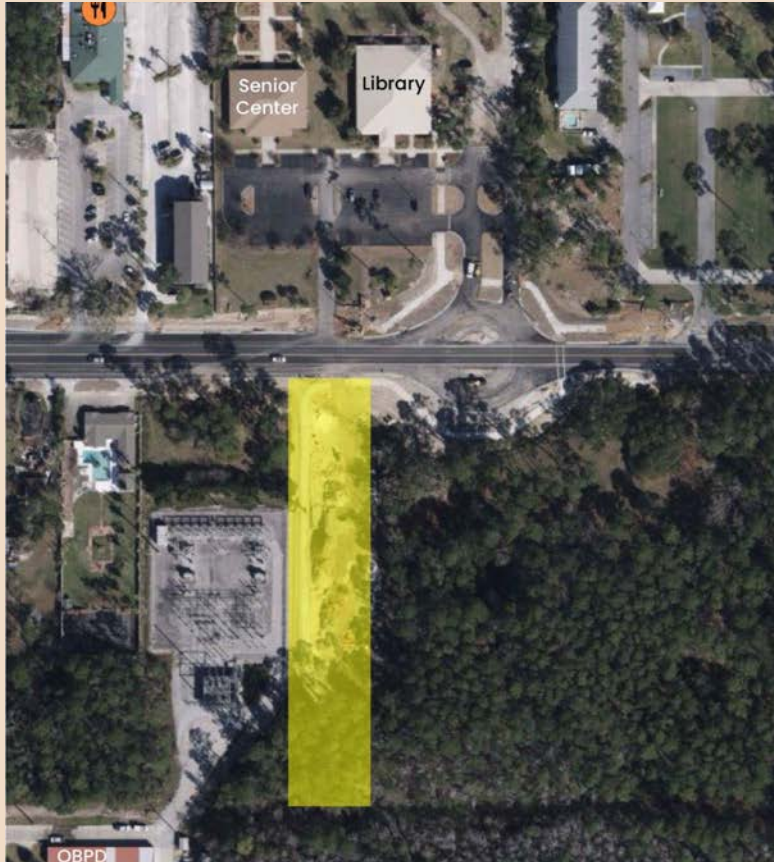
19 acres acquired in July 2019
Appraised Value: \$4,483,800
Public Works opened March 2021

Russian Road property



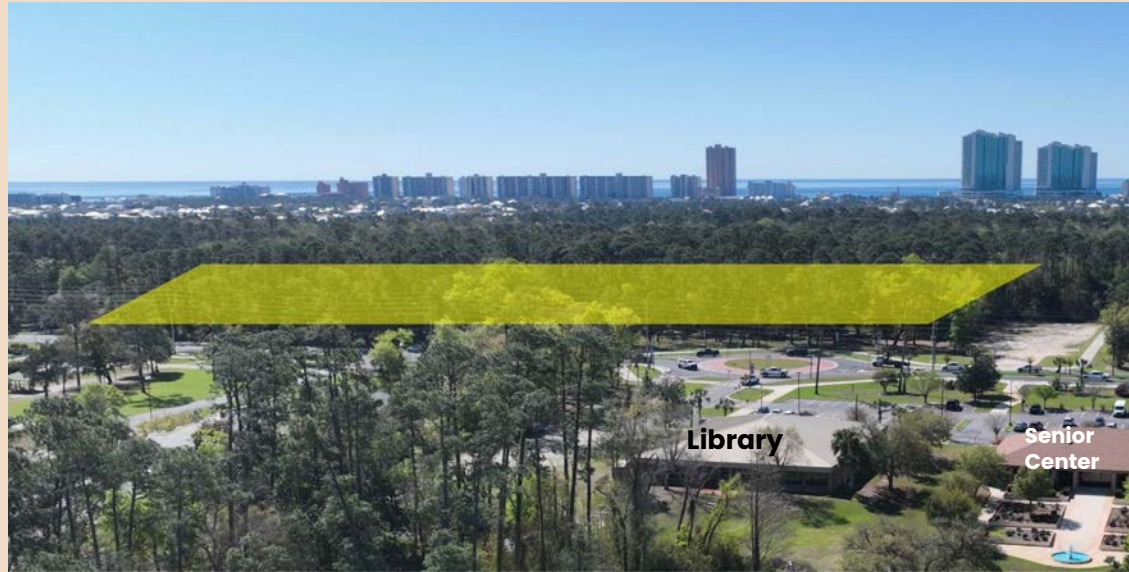
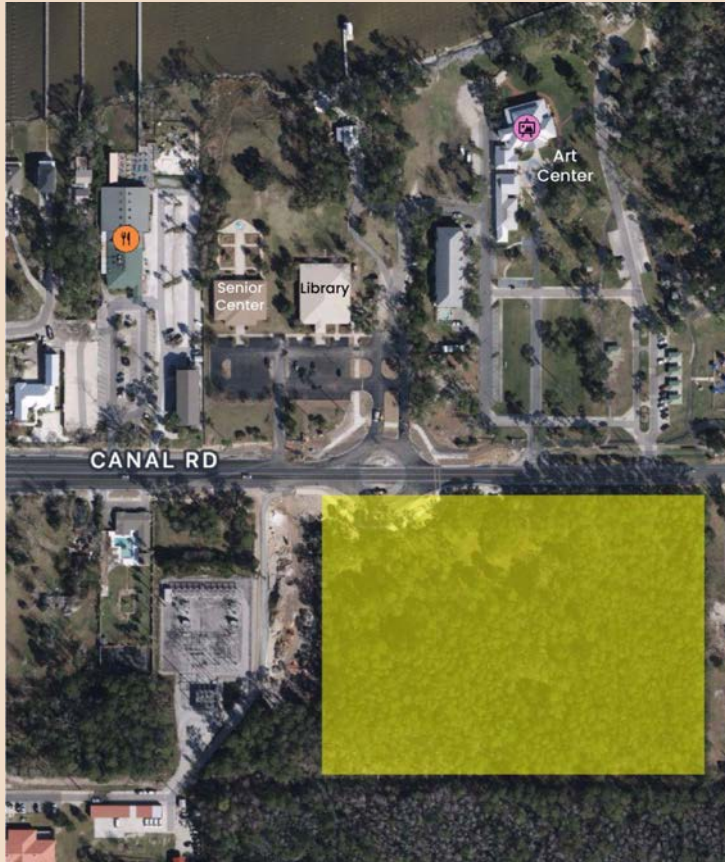
18 acres acquired in July 2021
Appraised Value: \$414,000

East Canal Road property



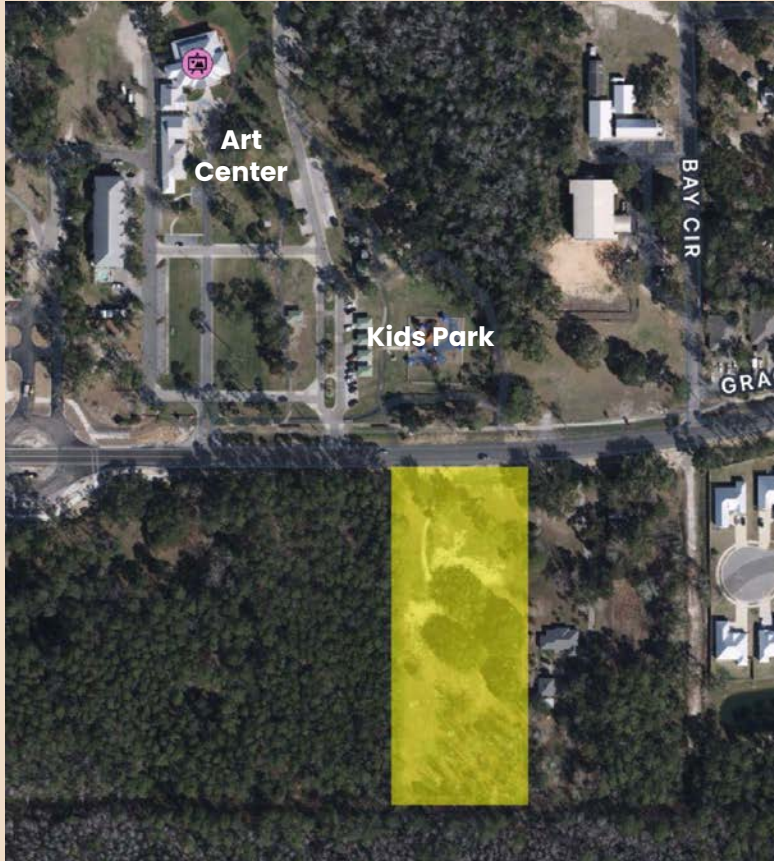
1.42 acres acquired in Oct. 2019
Appraised Value: \$216,900

East Canal Road property



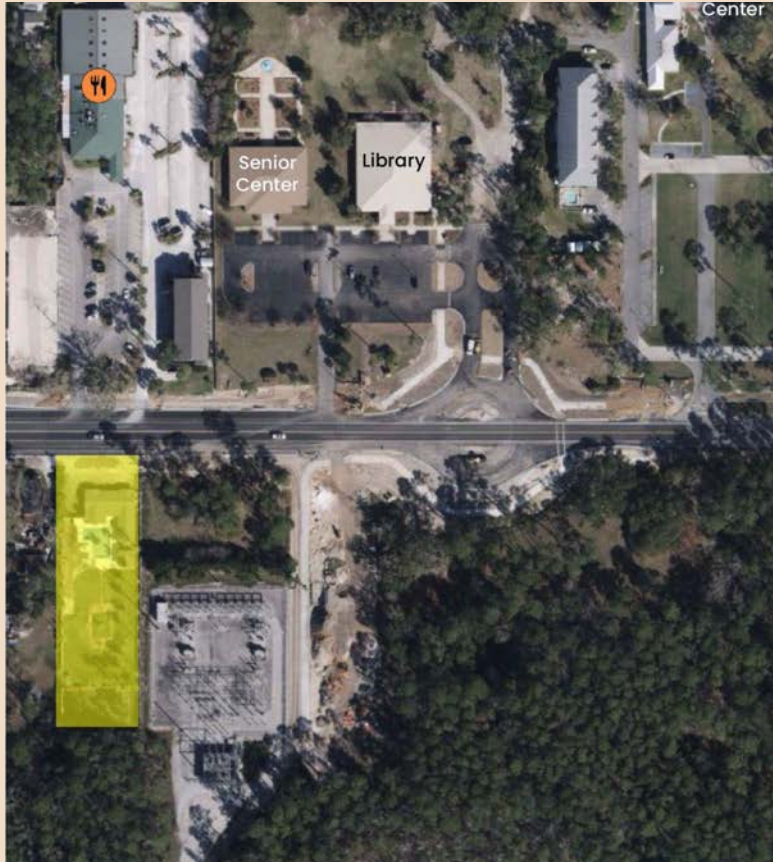
10.35 acres acquired in June 2013
Appraised Value: \$1,332,400

East Canal Road property



2.75 acres acquired in June 2022
Appraised Value: \$609,500

East Canal Road property



.91 acres acquired in Sept. 2023
Appraised Value: \$774,500

East Canal Road property



6.31 acres acquired in Dec. 2017
Appraised Value: \$3,611,300

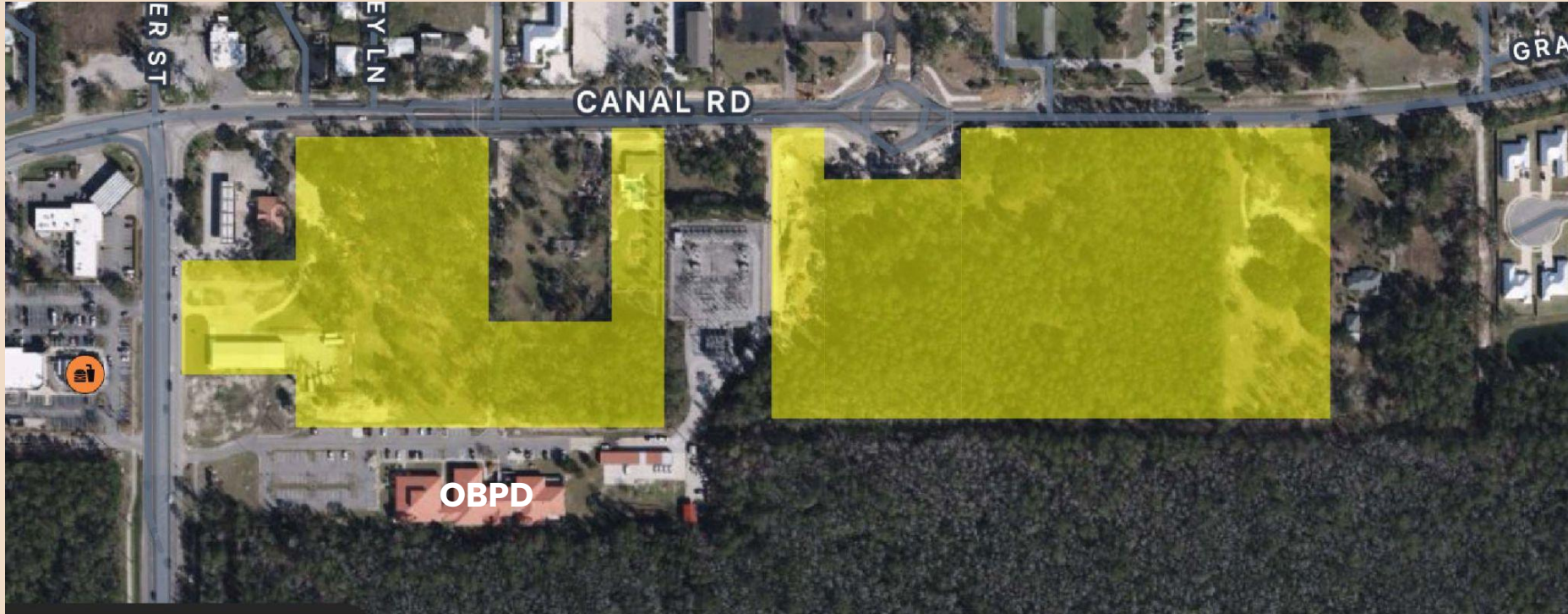
East Canal Road property



1.47 acres acquired in July 2018

Appraised Value: \$130,100

East Canal Road property



**Total city-purchased acreage south of East Canal Road
23.21 acres**

Total Appraised Value by Baldwin County: \$6,674,700

Nancy Lane properties



4611 Nancy Lane, .25 acres, acquired March 2017
Appraised Value: \$105,900

4613 Nancy Lane, .23 acres, acquired July 2019
Appraised Value: \$95,300

26319 Nancy Lane, .84 acres, acquired Dec. 2019
Appraised Value: \$1,143,500

Rec Center campus properties



4823 Walker Lane, .24 acres, acquired Feb. 2019
Appraised Value: \$90,200

Community Center, acquired July 2022
Appraised Value with parking lot: \$1,912,900

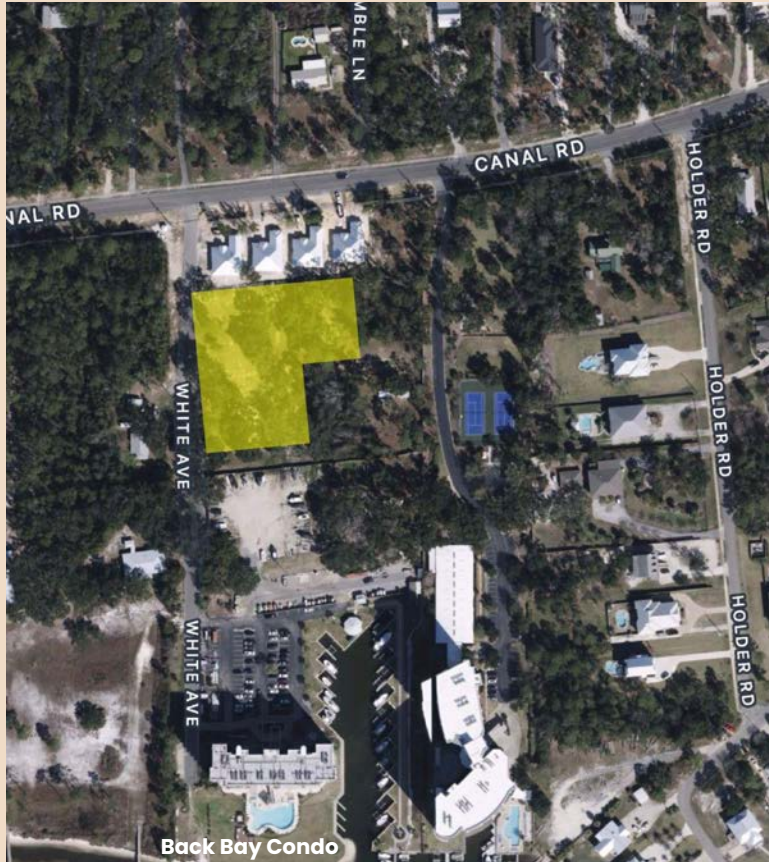
Contorno property, 14.06 acres, acquired July 2024

New Community Garden site



2 acres acquired November 2017
Site of new Community Garden
Appraised Value: \$819,000

White Avenue property



2.09 acres acquired July 2019
Appraised Value: \$241,300

Hwy. 161 properties



Old Whitney Bank building acquired May 2014
Served as Finance Building until move this year
Appraised Value: \$1,103,200 (.98 acres)

Adjacent parcel, .92 acres, acquired January 2020
Appraised Value: \$651,600

25930 Bonito Ave., .25 acres, acquired Nov. 2021
Appraised Value: \$80,600

Youngs Hideaway Glamping Site



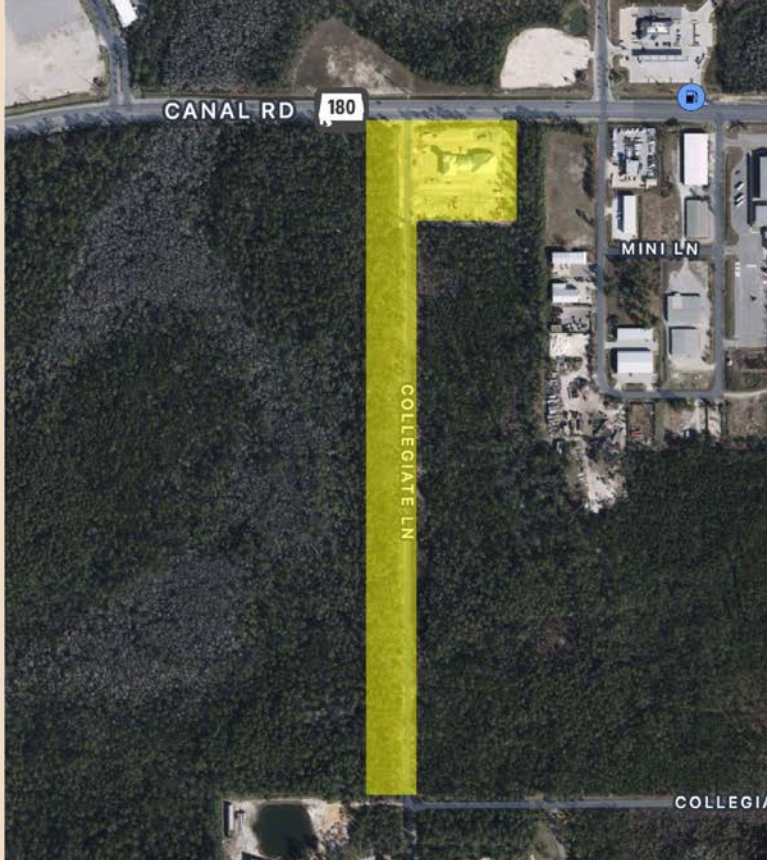
15.15 acres acquired May 2014
Appraised Value: \$1,964,100
10 glamping sites now booking
through Timberline Glamping

Mini Warehouses by OBMHS



**Romar Beach Mini Warehouses
acquired Feb. 2023 (2 acres)
Appraised Value: \$1,444,800**

Fire Station 3 and Collegiate Lane

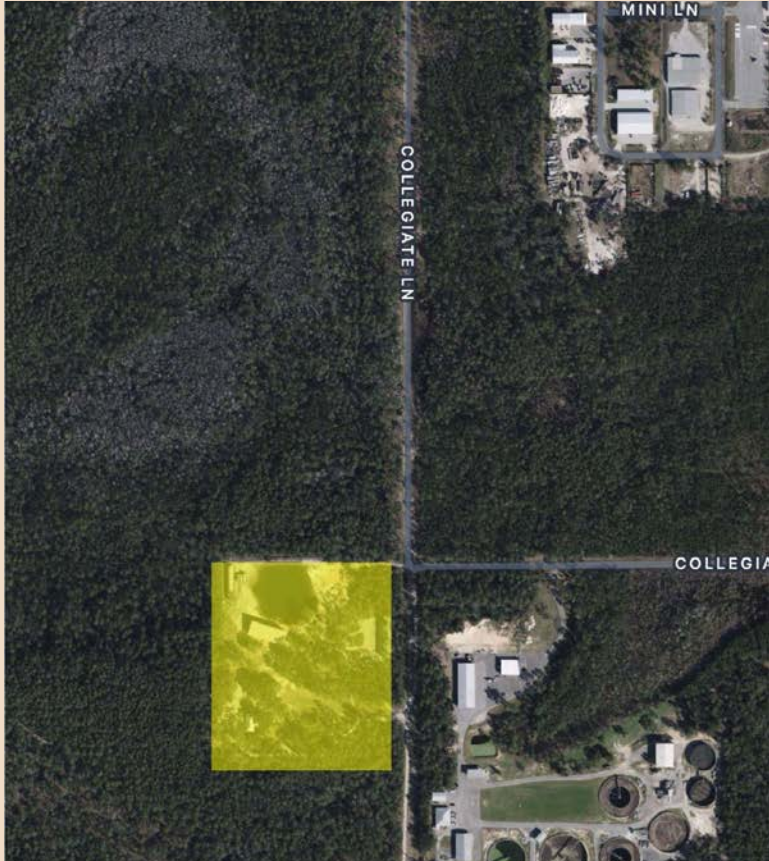


15 acres acquired in Dec. 2022

Appraised Value: \$3,384,900

Fire Station No. 3 opened in
October 2023

Wade Property



10 acres acquired in June 2015
Appraised Value: \$1,756,400
**New home of Orange Beach
Wildlife Center this year**

Public Safety



Proactive Messaging



NEWS

Orange Beach issues spring break warning: 'You will go to jail'

Published: Feb. 26, 2018, 3:28 p.m.



Orange Beach Police Department

Feb 27 · 🌐

It is that time of year again, when the beach opens for Spring Break. The Orange Beach Police Department wants everyone to come down and have a great time at the beach, enjoy themselves and be safe.

City of
Orange Beach
Life is better here

Police Department



ATTENTION

The Orange Beach Police Department welcomes all guests to the City of Orange Beach for Spring Break. Orange Beach is a beautiful city which has experienced increases in underage drinking, traffic related events, fighting, trespassing and illegal drug use during Spring Break.

The Orange Beach Police Department will utilize all available resources to maintain the City of Orange Beach as a family friendly tourist destination.

If you are looking for a party town the City of Orange Beach is not it. Underage Drinking, Illegal Drug use, Disorderly Conduct or any other breach of the peace will not be tolerated and you will go to jail. There will be no warnings.



You and 406 others

41 comments 459 shares

Public Safety Investments



Ambulances,
Engines,
Ladders,
Vessels,
Fire Stations



Public Safety Investments



Public Safety Investments



Education



Orange Beach City Schools



Orange Beach City Schools

State report card scores are in!

**ORANGE BEACH
CITY SCHOOLS**

A

EST. 2022

Creating a Lasting Legacy

Orange Beach City Schools earned an "A" on its very first district report card. The system's academic achievement was the greatest in Baldwin County!

Orange Beach City Schools



ORANGE BEACH CITY SCHOOLS
**EARNs COGNIA
ACCREDITATION**

Orange Beach City Schools
earned Cognia
Accreditation in less than
two years!

The accreditation signifies
that OBCS meets or exceeds
rigorous standards of
educational quality and
effectiveness, which can
enhance the credibility of
the institution and the
academic preparation
of its students.

Softball National Champs!



Past National Champs from Alabama

FOOTBALL

1926 – Tuscaloosa

1929 – Tuscaloosa

1988 – Vigor (shared with Pine Forest
in Pensacola)

2013 – Hoover (Public School
National Champ only)

BASEBALL

1954 – Lanier

2005 – Russell County

SOFTBALL

2024 – Orange Beach

OBMHS Athletic Complex



Anticipated
completion:
May 2025

New Orange Beach High School Athletic Complex
City of Orange Beach
June 7th, 2023



DAVIS

ORANGE
BEACH
ALABAMA

Baseball and Softball Fields

Ongoing improvements at Orange Beach Sportsplex including fieldhouse/batting cages



Soccer/Football Field



Student Community Service



Quality of Life



Expect Excellence



***EXPECT EXCELLENCE
PROGRAM***

**195 rising 1st–7th graders participated in 2024 Summer Camp
and 558 students (PreK–6th) enrolled in 2023–2024
After–School Program**

Resident Beach Access



ADA Accessibility Mats

Cotton Bayou Beach



Backcountry Trail



**Voted #1 Best
Recreational Trail
in the NATION!
Two years in a row
2023 & 2024!!**

Golf Cart reinspections



Golf cart reinspections to begin in late October. Dates and locations to be announced soon. Part of three-year permit (2025-28) renewals.

'Hope' at Waterfront



After an 8-year absence
"Hope" returns to
Waterfront Park Pier.

Pass Fishing Park at Alabama Pt.



Work completed in
late February

Wildlife Center / Trail Shop



**Interior buildout
nearly complete**

Trap/Skeet Shooting Area



Sod installation ongoing; located next to PD range, off Russian Road

Community Garden



**New site near
Elementary School**

Maintaining Paradise



Bear Point Drainage Study



An overall drainage study to develop a hydraulic model of the area and to determine a list of projects to improve the overall drainage of the Bear Point area. Study to begin in October 2024 and conclude in April 2026.

Cotton Bayou Channel Markers



**Channel markers
added back to Cotton
Bayou in July.**

Maintaining Paradise



In 2023, the Waterways & Shoreline Cleanup crew removed 71,743 lbs. of marine debris.



Always on the
job on land and
water.

Leave Only Footprints



Before Leave
Only Footprints



LEAVE ONLY
FOOTPRINTS

Leave Only Footprints

After Leave Only
Footprints



Maintaining Paradise



PENSACOLA & PERDIDO BAYS
ESTUARY PROGRAM



- NOAA Grant Award
- \$12.8M for Perdido Watershed Initiative
- \$8M in Orange Beach
- Living Shoreline
- Robinson Island
- Gilchrist Island

Our Brand





**Family-friendly
Clean and Safe**

Our Motto:

“Life is Better Here”

Upcoming City Events



Best of the Vets Art Contest

Best of Show \$500
Prizes total \$2,500

BEST OF THE VETS GULF COAST ART CONTEST

Gallery Exhibit
of Winners
Nov. 2024



Coastal Arts Center
OF ORANGE BEACH



Open to all veterans in Baldwin Co. AL and Escambia Co. FL | CoastalArtsCenter.com

The "Best of the Vets" Gulf Coast Art Contest is now taking submissions. Visit the City Website for more information.



Freedom Festival



**& BAMA COAST CRUISIN' CAR SHOW
AT THE WHARF
OCTOBER 4-5, 2024**

**SAVE THE DATE: 4th
Annual Freedom Fest
and Bama Coast
Cruisin' Car Show
returns Oct. 4-5 at
The Wharf.**

**NEW: Firearms Show
at Event Center,
Oct. 5-6.**

Performing Arts Center



SAVE THE DATES:

**Alice in Wonderland, JR. –
Sept. 27–28**

—

**Visions of Christmas –
Nov. 21–23**

—

**Shrek the Musical – Jan.
30–Feb. 2**

Website & Newsletter

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

The screenshot shows the City of Orange Beach website homepage. At the top left is the city seal. A navigation bar contains links for CITY HALL, DEPARTMENTS, FACILITIES, BUSINESS, and CONTACT US. A search bar is located on the right. A yellow banner displays the BEACH STATUS - DAILY REPORT: Medium hazard, moderate surf and/or moderate currents. The main content area features a large aerial view of the beach with a central blue oval containing the text: "Welcome to the Official Website of the City of Orange Beach, Alabama. LIFE IS BETTER HERE". Below this is a row of eight service icons: Jobs, City Services, Agendas & Minutes, Visitors, Weather, Events, FAQs, and Stay Informed. At the bottom, a "NEWS & HIGHLIGHTS" section includes a "2023 HOLIDAY SCHEDULE" and a "CARING GIFTS PLANET DRIVE" graphic. A footer contains a welcome message from Mayor Terry Kenyon and a small accessibility icon.

The screenshot shows the City of Orange Beach community newsletter. It features the city seal at the top left and the headline "Life is better here". Below the headline is the text: "Welcome to the City of Orange Beach's community newsletter. Vol. 6, Issue 49". The main image is a night scene of a Christmas tree and fireworks. Below the image is the section "Christmastime at the Beach!" with the text: "With the Christmas tree all aglow on Main Street at The Wharf after Tuesday's annual tree lighting ceremony, the Christmas season is officially underway in Orange Beach! Watch a video of the tree lighting and the event's first-ever fireworks show on the City's Facebook page." At the bottom is a photo of a family celebrating.





“Life is Better Here” ...

Mayor Tony Kennon, 251.747.8282
www.orangebeachal.gov

