

2026 State of the City



CITY OF
ORANGE BEACH
ALABAMA

Mayor Tony Kennon

May 1, 2026

City Council

Tony Kennon, Mayor
Jack Robertson, Place One
Ginger Harrelson, Place Two
Jerry Johnson, Place Three /
Chairman Pro Tem
Jeff Silvers, Place Four
Robert Stuart, Place Five

(In the photo, from left, are Stuart, Harrelson,
Johnson, Kennon, Robertson and Silvers)



Financial Strength

\$120 Million Cash and Reserves

Assessed Property Value \$2.08B

Current debt is \$125 Million

\$300 million+ is capacity

Expenses continue to rise but revenue is flattening out. Need to maintain good level for quality of life. If not, hard to turn around.

Population - K Index

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
January	1.30	1.42	1.59	1.78	1.69	1.33	1.77	1.84	1.78	1.94	2.05
February	1.46	1.71	1.89	1.83	1.87	1.48	2.06	2.03	2.16	2.28	2.29
March	1.96	2.12	2.15	2.34	1.96	2.29	2.62	2.48	2.55	2.67	2.81
April	1.91	2.30	2.07	2.28	1.36	2.59	2.39	2.49	2.41	2.93	
May	2.24	2.18	2.40	2.54	2.70	2.93	2.84	2.70	3.26	3.36	
June	2.85	3.42	3.31	3.53	3.52	4.11	3.62	3.70	4.06	4.18	
July	3.45	3.71	3.77	3.63	3.76	4.29	4.03	3.97	4.65	4.85	
August	2.23	2.43	2.57	2.48	3.02	3.07	3.06	2.90	3.27	3.80	
September	2.09	2.29	2.32	2.20	2.38	2.77	2.68	2.62	3.26	3.36	
October	1.80	2.17	2.22	2.06	1.94	2.52	2.47	2.52	2.89	3.41	
November	1.33	1.90	1.81	1.59	1.69	1.84	1.85	1.84	2.23	2.13	
December	1.15	1.35	1.60	1.50	1.44	1.52	1.73	1.61	1.77	1.90	
				H. Sally	C-19						
Yearly Avg.	1.98	2.25	2.3	2.31	2.27	2.56	2.59	2.56	2.86	3.07	

Orange Beach population indicator, measured in millions of gallons of wastewater per day processed by the city. Records shown in tan. Record: July 2025 ~ 4.85 mgd.

Comprehensive Plan

Moratorium in place until Sept. 30

Goals - guide future growth

Capital costs, drainage improvements

Zoning updates: No residential in GB

Reduce density, maintain balanced growth; Orange Beach is unique

Mayor's Job - IMO

- Steward: Protect Quality of Life
- CEO - Running a business vs. politician-run city
- Easy to say “no more growth” but revenues are necessary

Growth or No Growth or Somewhere in the Middle?

- It *IS* all about the money
- How much money is enough
- Lots of stuff
- Lots of free stuff
- Ain't nothing free
- Low property taxes
- How much growth is too much?
- Legally what can we do?
- Balancing Tourism & Quality of Life
- Keeping Tourism & Community separate

Protecting Our Brand

- What have we done to promote and protect our brand - “Life is Better Here” - Clean, Safe and Protected
- Outstanding Police and Fire Department
- Outstanding employees across the board
- Pristine beaches kept pristine
- Serious stewards of our natural resources

Protecting Our Brand

FAMILY FRIENDLY, CLEAN & SAFE



- Vulgarity
 - Ordinance
- Limiting:**
- Body piercing/tattoo parlors
 - Title loan and check cashing
 - Palm readers and mystics
 - Pawn shops

Protecting Our Brand

- No MTV-style spring breaks
- No “Take-Overs”

Results of No Tolerance Policy

- No pour-outs
- No do-overs
- No mulligans



FAMILY-FRIENDLY SPRING BREAK

Arrest totals:

2026: 75	2019: 175
2025: 32	2018: 212
2024: 61	2017: 310
2023: 183	2016: 594
2022: 119	
2021: 208	
2020: 209	

We are a
Sanctuary City

For Families

Business of Tourism

- Tourism is unique
- Destinations become stale very easily
- Example: Disney World constantly updating and bringing in new attractions
- Innovative
- Creative
- Evolving
- Tourism revenue are our quality of life
- Easily affected by many factors

Moratorium

What standards must be considered for Council to establish a moratorium?

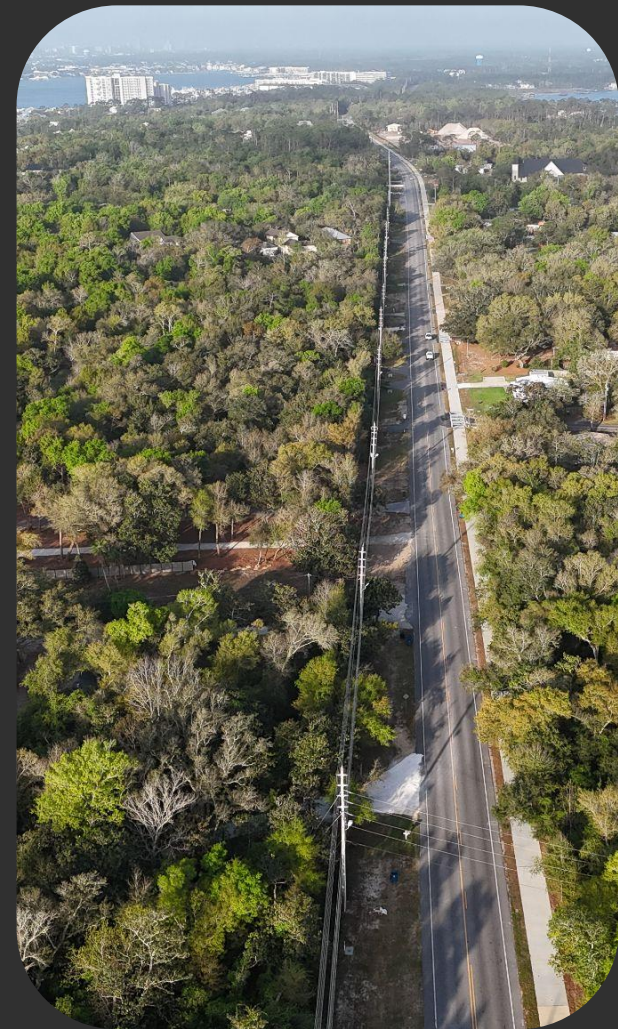
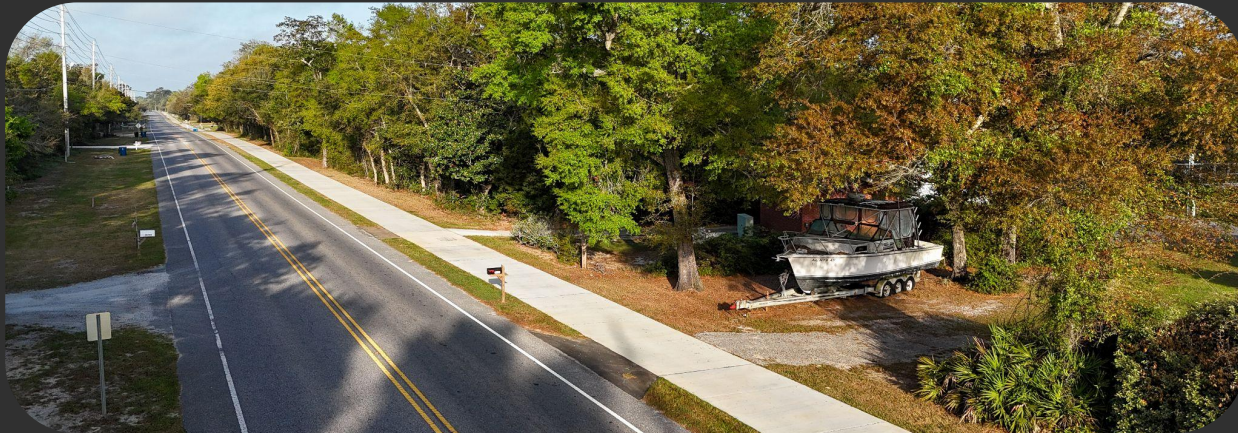
- The City must be acting to achieve a goal authorized under statutory authority that:
 -is for the public welfare
 -cannot be achieved without the moratorium
- There must be a specific, temporary timeframe for its enactment. (i.e. must contain an expiration date/terms under which the moratorium will end.)

[See Lee v. Houser, 148 So. 3d 406, 416 (Ala. 2013); Mobile City Planning Comm'n v. Stanley, 775 So.2d 226 (Ala.Civ.App.2000)]

Infrastructure +

4.5 MILES OF NEW CANAL ROAD PATHS

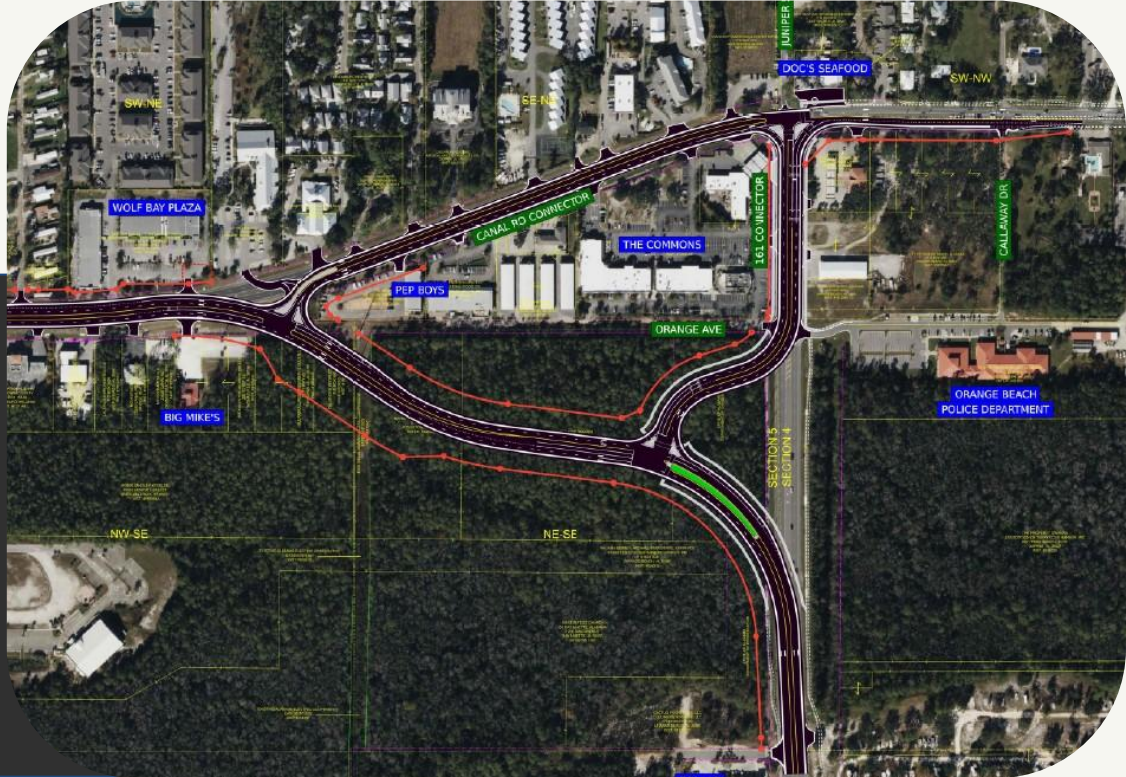
- **Complete:** Canal Road Shared-Use, 10-foot Path from roughly Doc's to Wilson Boulevard (~1.23 miles) and Wilson to Bay La Launch Avenue (~2.15 miles).
- Also, Wharf Parkway East to Gulf Bay Road - 10-foot path, and sidewalks on Commercial Drive (~1.1 miles).



Infrastructure +

Canal Road Bypass - Not an Urban Myth!

Alternative analysis study is complete and ALDOT is currently working with Fish & Wildlife and U.S. Army Corps of Engineers for final approval. Final design work will begin once approval is received.



Infrastructure +

New Intracoastal
Waterway
Bridge/Alabama
Beaches Parkway
opening this month.



Possible future span
at The Wharf to
allow two-way flow.

Infrastructure +

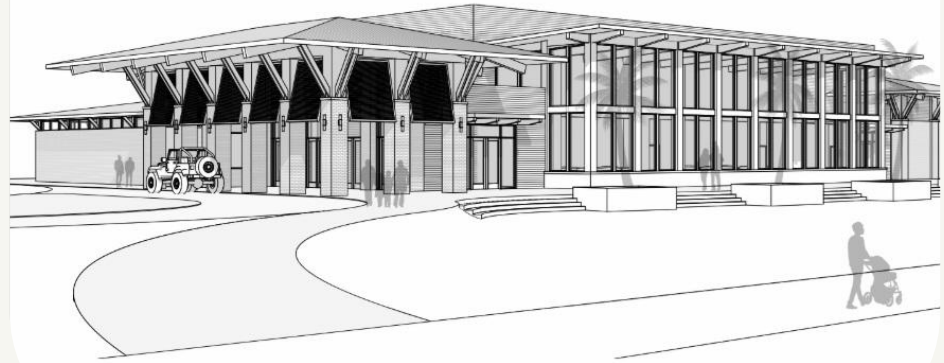
Selling Event Center



Building New Civic Center



A NEW CIVIC CENTER
FOR THE CITY OF ORANGE BEACH
CONCEPTUAL PERSPECTIVE



Infrastructure +

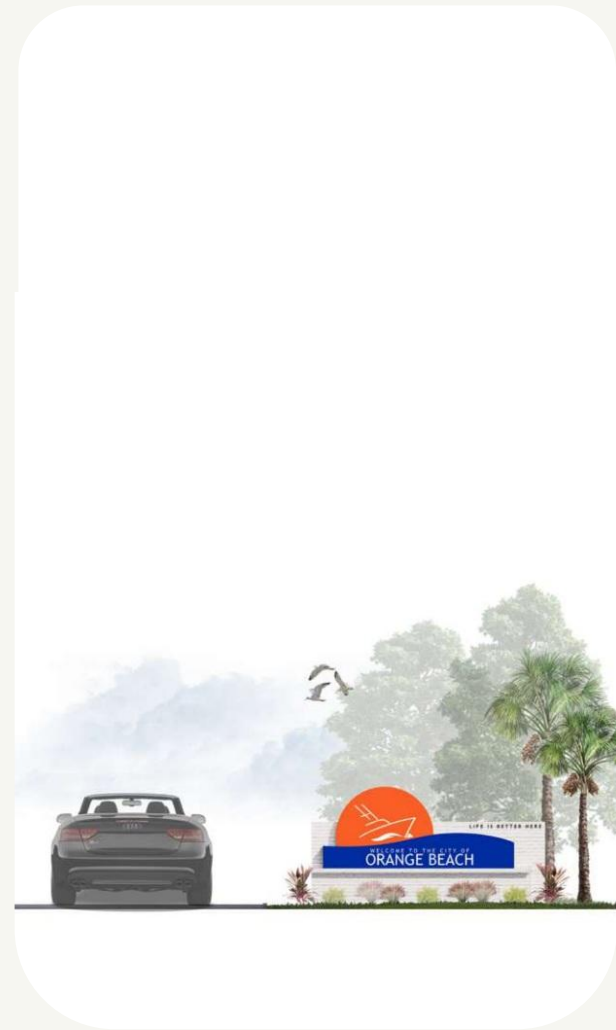
Improved pedestrian safety on Perdido Beach Boulevard with medians from Cotton Bayou to Perdido Pass Bridge



Infrastructure +

NEW WELCOME SIGNS

New welcome signs will be install on Perdido Beach Boulevard and Canal Road.



Clean & Safe



**LEAVE ONLY
FOOTPRINTS**

Before Leave Only
Footprints

Clean & Safe

Waterways & Shoreline
Enhancement Program removed 48
tons of marine debris in 2025.



In 2025, Coastal Resources beach crews
picked up 51,064 lbs of recycle, 18,107
lbs of trash & 5,923 lbs of Marine Debris



Quality of Life

PARKS & RECREATION

FESTIVALS

- Seafood Festival
- Freedom Fest

COMMUNITY EVENTS

- Farmer's Markets
- Live! at Waterfront
- Fido Fest
- Summer Soirée
- Pop Up Park & Block Party
- Summer Send Off
- Parks & Rec Scavenger Hunt
- Tennis Open House

HOLIDAYS

- Christmas Tree Lighting + Drone Show

- Bingo By the Bay (Thanksgiving)
- Adult Egg Dash (Easter)
- Mardi Gras Parade

COMMUNITY PROGRAMS

- Coastal Table
- Orange Beach History Tour
- Mahjong Society

FITNESS PROGRAMS

- Spring Wellness Challenge
- 3 Miles Strong Walking Challenge
- State Park Trail Challenge
- Water Activities Challenge
- Community Bike Rides
- Namaste By the Bay



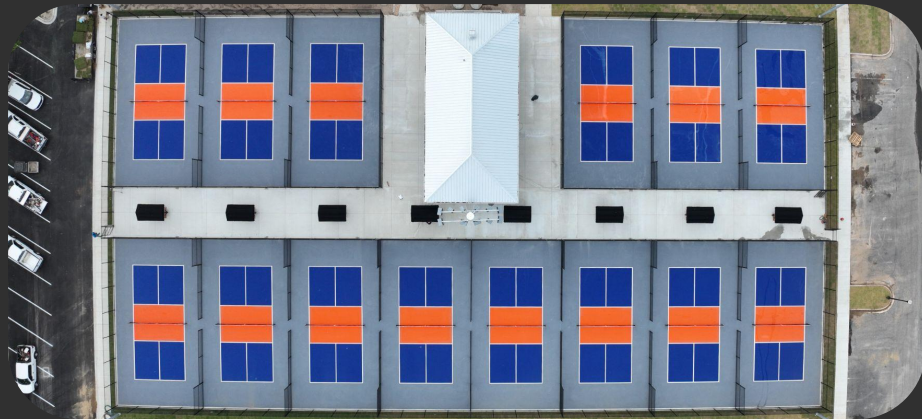
UPCOMING

- Veterans Memorial Ribbon Cutting - 9 a.m. May 25th
- Pickleball Complex Ribbon Cutting - 10 a.m. May 7th

Quality of Life

PICKLEBALL COMPLEX

- Grand opening and ribbon-cutting ceremony: 10 a.m. Thursday, May 7th.
- Location: Rec Center Campus, 4869 Wilson Blvd.
- 14 lighted courts, shade cabanas, restrooms, and a pavilion



Quality of Life

AQUATICS UPGRADES



REC CAMPUS PLAN



Quality of Life

CONTORNO PARK

Contorno Park continues to take shape as a peaceful, passive park space located next to the Rec Campus. An existing home on site now serves as administrative offices for Parks & Recreation.

OPENING: Late summer or early fall.



Quality of Life

EXPECT EXCELLENCE

Free after-school childcare

Summer Camp

Athletics (MAAD)

Theatre and Music

458 children in after-school,
avg. 200 in summer camp,
107 in MAAD in 2025-26.



Quality of Life

ORANGE BEACH SHOOTING COMPLEX

Trap & Skeet Open



Rifle Range under
construction

Target open: Fall 2026

Quality of Life

Auburn Univ. Gulf Coast Engineering
Research Station - Fall 2026 opening



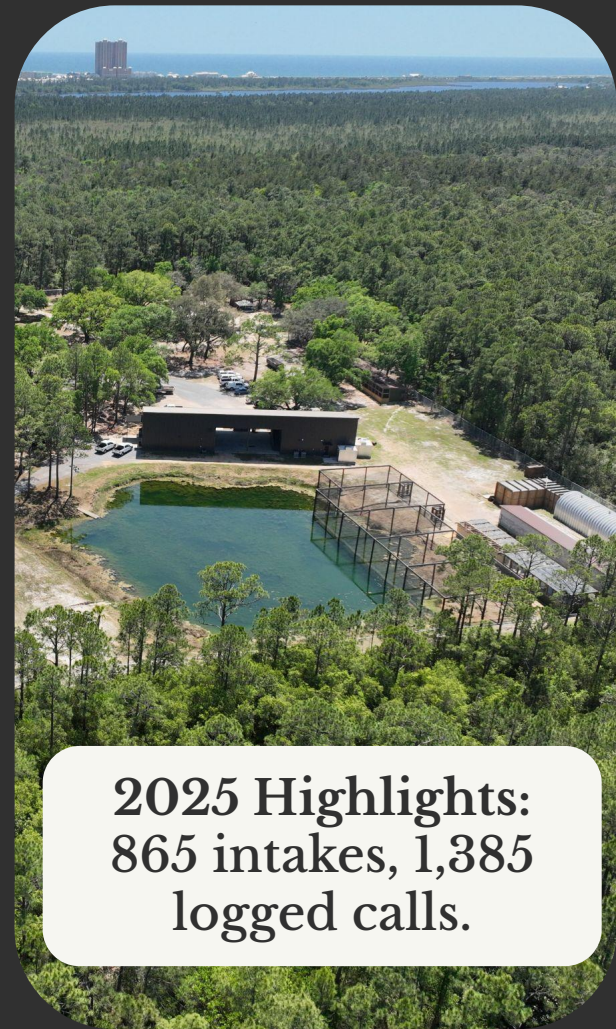
Sea Turtle Triage -
Mid-July 2026 opening



Quality of Life

WILDLIFE CENTER

Outdoor classroom, office, triage room, surgery and treatment rooms, flight enclosures, rehab rooms, and storage.



2025 Highlights:
865 intakes, 1,385
logged calls.

Quality of Life

CHaRM Facility on Russian Road

Baldwin County partnering with City to open an Orange Beach Center for Hard to Recycle Materials (CHaRM) Facility at 22510 Russian Road.

Opening early Summer 2026.



Quality of Life



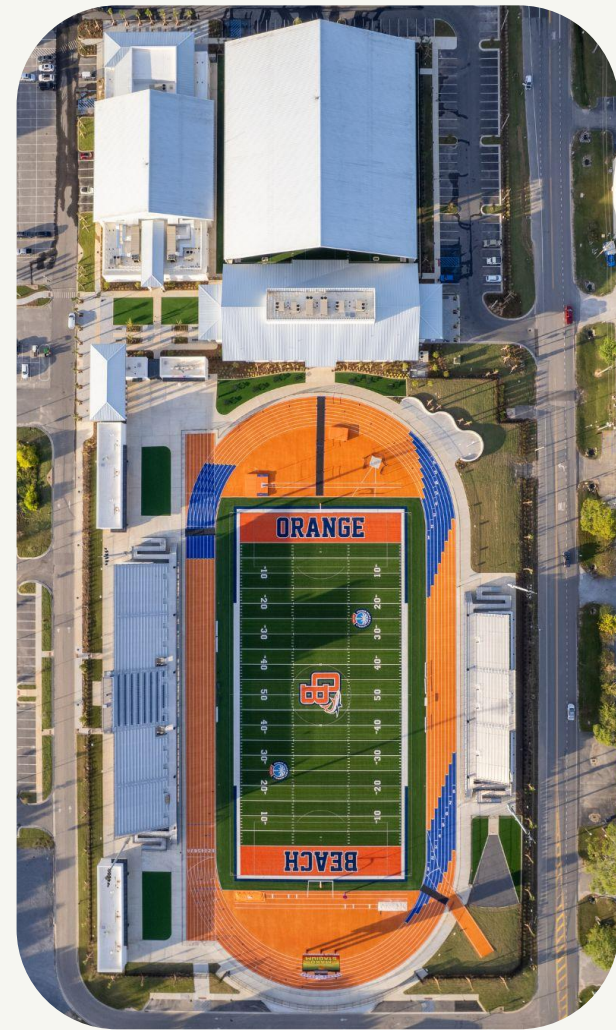
CITY SCHOOLS

In just under three years, Orange Beach City Schools has soared to the top of Alabama's academic rankings.

- OBES improved to a 99, up from 97.
- OBMHS improved to a 95, up from 94, while earning 100% of possible points in graduation rate.

Quality of Life

Orange Beach Athletic Complex



Town Hall - May 6



*MARK YOUR
CALENDARS*

The public is invited to a Town Hall meeting on Wednesday, May 6th, immediately following a 5 p.m. City Council meeting and work session at the Orange Beach Performing Arts Center.

Life is Better here...



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ORANGE BEACH**
ALABAMA

Mayor Tony Kennon
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www.orangebeachal.gov

