“Welcome to Orange Beach, Alabama”

MAYOR TONY KENNON
City Council: Jerry Johnson, Joni Blalock-Costo, Annette Mitchell, Jeff Boyd, Jeff Silvers
* 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 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
City Infrastructure / Public Safety Investments

• Justice Center – studying new courtroom, allowing police station expansion
City Infrastructure / Public Safety Investments

• Relocation of Public Works
City Infrastructure / Public Safety Investments

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

Rendering of Coastal Resources building
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.
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.
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

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<th>2015</th>
<th>2018</th>
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**yearly average**

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<td>2018</td>
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*mgd=million gallons per day

*New plant online April 2011*
Orange Beach Building / Construction

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

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<td>1599</td>
<td>2125</td>
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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
Committed to not upzoning property. PUDs reduce density.
Growth Management: Potential Zoning Amendments

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”
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Sharing our message across the state –

“These are Alabama’s beaches....

We are the stewards”
“Orange Beach Day”
Alabama State House

MONTGOMERY
“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

*All population estimates (*~) by season include permanent residents, tourists, workforce, service and support employees, day-trippers, etc.*
IRON BOWL EVERY DAY IN SUMMER
“Protecting Our Brand”


ORANGE BEACH
ALABAMA
WWW.ORANGEBEACHAL.GOV
“Protecting Our Brand”

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
“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
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 became a City street. ALDOT paid to city $650,000 to cover future maintenance. Approved by Council in September 2018.
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.
Wolf Bay Bridge

12,000 Undeveloped Acres (2 Landowners)

Conceptual design; subject to change
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
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.
City is currently designing Lauder turn lane and evaluating potential Lauder Lane service road connection to Gulf Bay Road signal.
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 ¾ 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

MAKOS
NEW ORANGE BEACH
HIGH SCHOOL / MIDDLE SCHOOL

Performing Arts Center
710 seats, State of the Art
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!
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
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

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

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#### GOLF CART INTERACTIONS

<table>
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<th>Year</th>
<th>Total Interactions</th>
<th>Interactions with Juveniles</th>
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<td>20</td>
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<td>2018</td>
<td>68</td>
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<tr>
<td>2019</td>
<td>117</td>
<td>63</td>
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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.
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