City of Orange Beach
TOWN HALL
Tuesday 2-22-2022
Mayor Tony Kennon
“Welcome to Orange Beach, Alabama”

MAYOR TONY KENNON
City Council: Jeff Boyd (Pro Tem), Jeff Silvers, Annette Mitchell, Joni Blalock, Jerry Johnson
Text Questions to 251-747-4386 during the Town Hall Meeting
“Many of you have seen many of these slides, but remember we have lots of new families moving in who are not familiar with all that is happening in our city.”
“I live here and drive these roads more than most ever would.... So I know the pressures and problems during peak tourist season, but to some degree year round.”
“We have grown and are growing... and people have found our coastal lifestyle that all Orange Beach provides.”
“We know they are coming, so the council puts high priority on quality of life investments in local amenities as we mitigate and manage the effects of rapid growth in tourism.”
“We will do everything we can to protect our brand as a family-friendly destination.”
“Some of you have suggested we blow the bridges up. We are studying that possibility.”
“Who We Are …”


ORANGE BEACH
WWW.ORANGEBEACHALABAMA.GOV
Where’s the common sense?

There is a Backstory to every decision being made ...
Orange Beach has to develop unique relationships with federal and state agencies.

We have a fantastic lobbying team and staff connections with all.
Money goes where the votes are:
Only 3,000 votes in OB...
No leverage in Montgomery, “gotta have relationships”
Resilience

“After going through the BP oil spill everything else is a piece of cake . . .”

Hurricanes
Pandemic
Hailstorm
Swarms of Locust
RECENT CHALLENGES
Recent Challenges

COVID-19 PANDEMIC
• March 2020 Closed Beaches
• Mask Mandates
• Social Distancing

HURRICANE SALLY
– SEPT. 16, 2020

103mph WINDS
30” of RAIN
Recent Challenges

Hailstorm April 10, 2021
3-4” size hailstones
Roofs / Vehicles

Construction Materials Cost Increases
Supply Chain Delays
Workforce Shortage
Workforce Shortage

“Having an appropriate workforce to fill all the service-oriented positions in Orange Beach makes quality of life for all of us better.”
Workforce Shortage

“If you are on unemployment, after a week in this job market... you should be prosecuted for fraud. Everyone is hiring!
Workforce Shortage

“Please be patient with our local businesses and their employees as they do their best to serve.”
FISCAL
MANAGEMENT
Revenue & Expenses 2018-2021

- General Fund Revenues
- Operating Expenses + Debt
- Capital

- Revenue

- Operating Expenses + Debt

- Capital

Revenue & Expenses 2018-2021

- $0

- $10,000,000

- $20,000,000

- $30,000,000

- $40,000,000

- $50,000,000

- $60,000,000

- $70,000,000

- $80,000,000

2018 2019 2020 2021
Strength of Orange Beach

$40 Million Operating
$36 Million Reserves
$25 Million Bond Proceeds
AA1 Bond Rating (Moody’s)
AA-Plus Bond Rating (S&P)
Assessed Property Value $1.25B
# Capital Projects

## In Construction Process

<table>
<thead>
<tr>
<th>Project</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire Station No. 3</td>
<td>$4,500,000</td>
</tr>
<tr>
<td>City Beach infrastructure</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>Orange Beach High School Turnout Lane</td>
<td>$50,000</td>
</tr>
<tr>
<td>Shooting Range</td>
<td>$500,000</td>
</tr>
<tr>
<td>City Hall Roof Replacement (Hailstorm)</td>
<td>$450,000</td>
</tr>
<tr>
<td>Recreation Center Interior Renovation</td>
<td>$220,000</td>
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</table>

## In Construction Bid Process

<table>
<thead>
<tr>
<th>Project</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterfront Park Pier – Hurricane Sally</td>
<td>$700,000</td>
</tr>
<tr>
<td>Trail Maintenance Shop &amp; Wildlife Center</td>
<td>$300,000</td>
</tr>
</tbody>
</table>
## Capital Projects

### In Design Process

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Canal Road Multimodal Path</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Medical Arts Renovation &amp; Roof (Hailstorm)</td>
<td>$950,000</td>
</tr>
<tr>
<td>Finance Building Reno &amp; Roof (Hailstorm)</td>
<td>$950,000</td>
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<tr>
<td>W Canal Road Multimodal Path (TAP funded)</td>
<td>$600,000</td>
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<tr>
<td>Safe Room</td>
<td>$500,000</td>
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<tr>
<td>Rosemary Trail Cabins</td>
<td>$450,000</td>
</tr>
<tr>
<td>Post Office Roof (Hailstorm)</td>
<td>$400,000</td>
</tr>
<tr>
<td>Fire Admin Roof (Hailstorm)</td>
<td>$350,000</td>
</tr>
<tr>
<td>Performing Arts Center Lobby &amp; Sign</td>
<td>$195,000</td>
</tr>
</tbody>
</table>
# Capital Projects

## Waiting to be Bid/Conceptual Discussion

- **Field House / Athletic Training**  $12,000,000
- **Fire Station 1 & Admin Offices**  $12,000,000
- **Justice Center Renovation/Expansion**  $4,000,000
- **City Hall Interior Reno & Possible Expansion**  $3,000,000
- **East Canal Road Widening**  $2,000,000
- **Powerline and WWT Road Improvement**  $1,000,000
- **Event Center Roof (Hailstorm)**  $400,000
- **Sportsplex Stadium – West Side of Soccer Field**  $300,000
- **City Storage Facility**  $250,000
- **Museum Relocation & Rebuild (Partial Hailstorm)**  $200,000
- **Sportsplex Shade Structure Replacement**  $175,000
- **Logistics Building conversion to use by OBPD**  $100,000
- **Fire Tower Refurbishment**  $80,000
Total cost of projected Capital projects:

$52,620,000
## City of Orange Beach
### Population by Census

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984</td>
<td>Incorporated</td>
</tr>
<tr>
<td>1990</td>
<td>2,253</td>
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<tr>
<td>2000</td>
<td>3,856</td>
</tr>
<tr>
<td>2010</td>
<td>5,441</td>
</tr>
<tr>
<td>2020</td>
<td>8,095 *</td>
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</tbody>
</table>

*Ranks 85th of 586 Cities in Alabama
48% increase over 10 year period*
**Orange Beach Population**

**Rank in Alabama**

<table>
<thead>
<tr>
<th>Season</th>
<th>Population</th>
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</thead>
<tbody>
<tr>
<td>Peak Summer Season</td>
<td>~120,000*</td>
</tr>
<tr>
<td>Year-round average</td>
<td>~50,000*</td>
</tr>
<tr>
<td>Winter Season</td>
<td>~35,000*</td>
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</tbody>
</table>

- **U.S. Census 2020:** 8,095
- **Rank in Alabama**
  - #5 June July
  - #10 Mar Apr May Aug Sept Oct
  - #15 Nov Dec Jan Feb
  - #85 by census data

*All population estimates (~) by season include permanent residents, tourists, workforce, service & support employees, day-trippers, etc.*
We move Iron Bowl Traffic Every Day in Summer

"We are a small town with big city demands."
### Orange Beach Population Indicators

#### Sewer Flow Data

**ORANGE BEACH WASTEWATER PLANT FLOWS**

```
<table>
<thead>
<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
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<td>1.26</td>
<td>1.47</td>
<td>1.66</td>
<td>1.92</td>
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<td>2.61</td>
<td>2.88</td>
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<td>1.33</td>
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<td>1.51</td>
<td>1.66</td>
<td>1.77</td>
<td>1.87</td>
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**Yearly Average**

- 2009: 1.804
- 2010: 1.649
- 2011: 1.804
- 2012: 1.884
- 2013: 1.917
- 2014: 1.948
- 2015: 1.966
- 2016: 1.981
- 2017: 2.25
- 2018: 2.308
- 2019: 2.313
- 2020: 2.28
- 2021: 2.562
- 2022: 0

Monthly based on MGD

**“Sewer Flows Don’t Lie”**
Orange Beach Population Indicators

Beach Express Toll Bridge

2021 Bridge Volume

5,446,898 vehicles

26.4% increase over 2020 (Sally)
12.8% increase over 2019
PUBLIC SAFETY & HEALTHCARE
Public Safety Investments

NEW Fire Platform Ladder Truck
Arriving Summer 2022
New Fire Station No. 3

ORANGE BEACH FIRE STATION NO. 3
Ono Island Fire Station No. 4
New Police Vehicle Markings
New Police Vessel

Arriving March 2022

38 ft  Port Security Grant 80%
Fire Station No. 1 Campus
Justice Center / Police Expansion
Freestanding Emergency Department

- South Baldwin Regional Medical Center’s new Freestanding Emergency Department, located at 3590 Gulf Shores Parkway, is a 14,400 square-foot facility with nine private patient rooms, including radiology and lab services on-site. Also a helipad.
TRANSPORTATION & INFRASTRUCTURE
West Canal Road Widening

DONE!
Toll Bridge Expansion Update
East Canal Road Widening

- The project is expected to start in April 2022
- Construction anticipated to take a year and a half.
East Canal Road

- Controlled Access - expansion to 3 lanes with middle turn lane
- Start date – early April 2022
- No lane closures for the most part
- Common sense?
- RESTORE Act funds ($3.8M)
Roundabout
Canal Road Bypass

Completed by next election.

CONCEPTUAL DESIGN – SUBJECT TO CHANGE.
West Canal Road Multimodal Path

Oak Street to East Wharf Parkway (TAP Grant)
CrossWalks / Speed Bumps

“Every neighborhood wants one.”

“We can move traffic or we can move pedestrians.”

Traffic has to move and signalized crosswalks take extensive time in stopping all flow.

Traffic and Crosswalks Cannot Co-exist

Speed bumps cause more problems, slow emergency responses and create sound pollution.
Fiber To The Home Investment

Only possible because of City initial investment as a partner with Island Fiber

No other entity came forward with a viable plan

Now multiple other companies want to cherrypick neighborhoods without providing citywide coverage
Infrastructure

UNDERGROUND ELECTRICITY

“Typical overhead electric”

Existing Streetlights

“Underground electric”

New Acorn style Streetlight
Air Traffic Control Tower at “Orange Beach International Airport West”
New Public Works Facility
New Public Works Facility

Completed
January 2021

• This new public works facility brings all aspects of the department under one roof for the first time since the city was incorporated.
New Utilities (Sewer) Facilities
New Utilities Office & Warehouse

- With the city’s donation of the 40 acres for the new school, the city’s utilities (sewer) department also had to move out of its office building and warehouse.
- The new buildings are at the sewer plant site, which is located southwest of the Sportsplex.
Utilities / Sewer Department

Upcoming project will be the installation of a new sewer main from Canal Road to County Road 12 using $5.3 million of Restore Act funding.
New Coastal Resources Office
COASTAL RESOURCES FACILITY
GULF STATE PARK PAID PARKING AT ALL BEACH ACCESS POINTS

- Parking Pay Stations (Kiosks) are in place at the Gulf State Park Fishing Pier and the Beach Pavilion in Gulf Shores and at the public beach accesses in Orange Beach - Romar Beach, Cotton Bayou, Alabama Point and Shell Beach.
New Beach Development / Access
Citizen Beach Access / CoastAL Restaurant

- A prime 8.7-acre beachfront lot once slated for two condo towers at heights of 37 and 36 stories and previously approved 276 units
- City purchased 4.3 acres w/ 400ft with use of 800ft beachfront
Citizen Beach Access / CoastAL Restaurant
Citizen Beach Access / CoastAL Restaurant
Text Questions to 251-747-4386 during the Town Hall Meeting
“Creating Our Coastal Brand”

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

Dollar General and Tom Thumb are examples.
Coastal Look … City Facility Refresh
Exterior Renovations

Medical Arts
Finance Department
Community Development
City Hall
Recreation Center Campus & Community Center
Senior Center & Library
Fire Administration and Fire Station 1
Post Office
Justice Center
“Creating Our Coastal Brand”
“Creating Our Coastal Brand”
“Creating Our Coastal Brand”
“Creating Our Coastal Brand”
“Creating Our Coastal Brand”
Growth Management: No Upzoning

Committed to not upzoning property. PUDs reduce density.
Orange Beach Waterfront Park Pier damaged by Hurricane Sally

Bids Opened: Feb 17, 2022

Target Completion: August 2022
Seawall Park at Alabama Point

1. Repair Surface Damage from “Sally”
2. Construct new Phase 3 under bridge
   *Bids to Open Spring 2022*
3. Permanent Repair to seawall 2022/2023
   *Target Completion Summer 2023*
Waterways & Shoreline Cleanup Facts

38 miles of shoreline cleaned regularly
8 miles of beaches cleaned daily
467,865 pounds of trash, debris, & recyclables collected from the beach in 2021
76,022 pounds of marine debris collected from the waterways in 2021

We are conservationists more than environmentalists.
Leave Only Footprints

BEFORE AND AFTER
Coastal Resources Work Barge

100% Funded by GOMESA grant
$232,000
Shooting Range

TARGET OPENING
LATE MARCH 2022

CITY WILL SCHEDULE PUBLIC RANGE TIMES, FIREARMS CLASSES AND MORE ...
EDUCATION
Orange Beach Middle / High School
Officially opened in August 2020

MAKOS
Education – Highlights for OBMS/HS

Out of 435 middle schools in Alabama, Orange Beach Middle School’s 7th grade ranked #1 in math.

OBMS 8th grade math scores were #8 out of 435 middle schools in Alabama.

High School Juniors who took the ACT:
Out of 565 high schools in Alabama, OBHS ranked 27th in Math, 22nd in English and 13th in Science.

...in only 3 years!
Currently offer 9 AP classes at the high school. Enrollment in AP classes jumped from 19 students in 20/21 to 56 in 21/22.

79% of Senior Class / 2022 is college bound-either 2 yr or 4 yr. 3 Seniors are going into the military. 2 are going to a Vocational School for job training.
Orange Beach High School Softball Team Wins 2A State Title
Orange Beach High School Volleyball Team - 2A State Runner Up
Orange Beach High School Conservatory of Fine Arts Excels at State Competition

State competition: OBHS students received 16 superior ratings, 2 excellent ratings, 2 third place, 1 second place and 1 first place at 2021 Walter Trumbauer Theatre Festival.
Orange Beach Sportsplex Upgrades
Sportsplex Upgrades

The baseball field will seat nearly 500 fans and the softball field seats over 400. Come watch our MAKOS!
Text Questions to 251-747-4386 during the Town Hall Meeting
QUALITY OF LIFE
New 24/7 Adult Fitness Center
New 24/7 Adult Fitness Center
New 24/7 Adult Fitness Center
New 24/7 Adult Fitness Center

A 17,400-square-foot state-of-the-art fitness facility.
New Small Gym Completion
The Orange Beach Tennis Center reopened in November 2020 after a complete renovation of all eight hard courts - $1.48 million.
Orange Beach Performing Arts Center

Completed September 2021

- Partnership between the City of Orange Beach and the Baldwin County Board of Education. While the school is benefitting from the center, it is a facility for the entire community.
- The 35,000-square-foot center includes a 710-seat main theatre, and a black box theatre that can seat up to 200 for intimate shows.
Orange Beach Performing Arts
Orange Beach Performing Arts
Coastal Arts Center of Orange Beach

The award winning facility with a 10,000-square-foot fine art gallery, Hot Shop and Clay Studio. It has grown into a truly special wedding destination, meeting and reception venue.
331 kids registered in after-school program K-6
Find classes and registration information at www.orangebeachal.gov
Spring 2022 Classes

**Beginner Portuguese**  
Instructor: Uilma Meehan  
Mondays 10 a.m. - 11 a.m. Rec Center MPR2

**Ballet, Tap & Jazz**  
Instructor: Rio Cordy  
Mondays 11 a.m. - 12 p.m. Tennis Center

**Samba Dance**  
Instructor: Uilma Meehan  
Mondays 12 p.m. - 1 p.m. Rec Center MPR1

**Beginner French**  
Instructor: Erin Jackson  
Mondays 6 p.m. - 7 p.m. Rec Center MPR2

**Virtual Spanish**  
Instructor: Ivan Correa  
Tuesdays 1:30 p.m. - 2:30 p.m. Virtual

**Seashell Decoupage**  
Instructor: Andrea Black  
Tuesdays 6 p.m. - 7 p.m. Golf Center Meeting Room

**Sewing**  
Instructor: Shannon Gray  
Wednesdays 11 a.m. - 1 p.m. Rec Center Academic Room
Line Dance  
Instructor - Ivan Correa  
Wednesdays 1 p.m. - 2 p.m. Rec Center MPR1

Virtual French  
Instructor - Erin Jackson  
Wednesdays 6 p.m. - 7 p.m. Virtual

Virtual Portuguese  
Instructor - Uilma Meehan  
Thursdays 10 a.m. - 11 a.m. Virtual

Beginner Spanish  
Instructor - Ivan Correa  
Thursdays 11 a.m. - 12 p.m. Rec Center MPR2

Music Theory  
Instructor - Caleb Pittman  
Fridays - Jan. 7th & 14th, Feb. 18th & 25th 12 p.m. - 1 p.m. Expect Excellence Music Studio

Music Workshops  
Instructor - Hunter Britt  
Fridays - Jan. 7th & 14th, Feb. 18th & 25th 1 p.m. - 2 p.m. Expect Excellence Music Studio

BioBlitz  
Instructor - Brenda Barr  
Every 2nd Saturday 10 a.m - 12 p.m. Waterfront Park

All workshops are free!

Register at www.orangebeachal.gov/events  
Contact Jessica Langston, Creative Director at jjlangston@orangebeachal.gov
Waterfront Park: Kids Park & Pier
Kids Park Reopens

Completed October 2021
NEW COUNTY BOAT LAUNCH
NEW COUNTY BOAT LAUNCH

Target Opening
March 2022
Golf Carts in Orange Beach

OBPD has had excellent participation and support through neighborhood registration sessions in all types of weather.
Golf Carts

Over 650 carts registered as of 2-22-22

Ordinance effective March 1, 2022
Golf Carts
Next Inspection / Registration on Saturday, March 5 and March 19 from 10 a.m. to 1 p.m. in front lot of City Hall

“We expect close to 1,000 total golf carts to be registered.”

Considering Golf Cart Events / Parade annually
UPCOMING EVENTS
Events held in Orange Beach bolster the local economy by attracting attendees who spend locally, stay overnight, eat and shop. In a tourism economy, events add to the mix of why someone chooses to come here!
Mardi Gras 2022

Sat, February 26
Mon Feb 28
Fat Tuesday March 1

www.orangebeachal.gov/events
48th Annual
Orange Beach
Festival of Art
FINE ART • CULINARY ART • LIVE MUSIC • KIDS ART

MARCH 12-13
BIKE/GOLF CART PARKING ONSITE
SATELLITE PARKING AVAILABLE

Coastal Arts Center
of Orange Beach
26389 CANAL ROAD, 251-981-ARTS (2787) ORANGEBEACHARTSFESTIVAL.COM
2022
FRI, SEPTEMBER 30
SAT, OCTOBER 1
SUN, OCTOBER 2
AT THE WHARF
FREEDOM FEST
ORANGE BEACH, AL
FREEDOM FEST
THANK YOU 2021 SPONSORS & SUPPORTERS

- Gulf Shores & Orange Beach Tourism and Sports and Events – Beth Gendler, President
- FloraBama – John McInnis, Cam Price and Staff
- The Wharf – Art Favre, Jim Bibby and staff
- Zeke’s – Lynn Swofford
- Beachball Properties – Ginger and Hunter Harrelson
- Gulf Coast Rentals - Tater and Sarah Harris
- OB Family Dentistry – Dr. Lauren Lee
- Advanced Carpet Cleaning - Kevin Sullivan

- Kasey Harris-Brett/Robinson
- Coastal Alabama Insurance - Reggie Pulliam
- The Beach Moms - Angel Bennett
- Bailey Stitt-Merrill Lynch
- Steward Construction - Darrell Steward
- ATA Loss Consulting - Austin Tanner
- Go Time Travel - Skyla Tanner
- Republic Services - Roger Schultz
- Pepsi - Cynthia Bridges
- Jeanne Fitzgibbons/various city employees/departments
Clean and Safe...

In Orange Beach, we can truly say we can provide this to our residents, businesses and guests.

We invest in cleanliness and safety... and Orange Beach sees a return on that investment.
Glass Recycling behind City Hall

BOTTLES ONLY!
FUTURE PROJECTS
Orange Beach Wolf Bay Shoreline
City to invest in shoreline stabilization while creating connectivity from Waterfront Park Pier on the East to GTs Restaurant on the West. City Property on Wolf Bay includes Waterfront Park, Coastal Arts Center of Orange Beach, Wind and Water Learning Center (Sail Camp), Orange Beach Public Library and Orange Beach Adult Activity Center (Senior Center).

Total Connectivity of the Wolf Bay Shoreline is 1,100 linear feet for public enjoyment.
Orange Beach “EcoVillage”
Orange Beach “EcoVillage”

13.5 Acre City Owned Parcel (2.5 acres dry)

Rosemary Dunes Trailhead

Hotel Indigo
New Wildlife Center & Animal Rehab

RESTORE Project
New Sea Turtle Triage Facility

RESTORE Project
“I didn’t know anything about it!”
Newsletter & Website
Sign up at www.orangebeachal.gov/community-newsletter

The Official Website of the City of Orange Beach, Alabama
OFFICE OF THE MAYOR  DEPARTMENTS  FACILITIES  CALENDAR

NEWS

Home / News / 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
Volume 2, Issue 15
Volume 2, Issue 14

www.orangebeachal.gov
OTHER WAYS TO STAY CONNECTED

INFO LINES
CITY INFORMATION LINE: 251-980-INFO (4636)
DAILY SURF/BEACH CONDITION INFO LINE: 251-981-SURF (7873)
CITY HALL: 251-981-6979

SIGN UP FOR TEXT ALERTS
Sign up to receive important updates from the city via text message and/or email by texting OBALERTS to 888777 or visit the city’s emergency management page at www.orangebeachal.gov/departments/emergency-management/city-alerts-sign.

TO RECEIVE DAILY BEACH WARNING FLAG STATUS UPDATES VIA TEXT MESSAGES, TEXT ALBEACHES TO 888777.

CITY COUNCIL MEETINGS
The City Council meets regularly on the first and third Tuesday of each month at 5:00 p.m. in the Council Chambers of Orange Beach City Hall. The regularly scheduled Council meeting begins at 5:00 p.m. and is immediately followed by the Committee of the Whole (work session) that sets the agenda for the next regular Council meeting.
Public comment and input is always welcome.
Questions? Call me: 251-747-8282
TIME FOR QUESTIONS

Ground Rules

1. No question off limits
2. Keep questions / comments concise
3. Constructive criticism welcomed
4. Please be courteous and respectful
5. No cross talk
6. Professional NOT personal
“Life is Better Here”...

City Hall: 251-981-6979

www.orangebeachal.gov