“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)
- Reserves of $56.4 Million (liquid assets)
- Assessed Property Value Over $1 BILLION
Strength of Orange Beach
• Strengthening Property Values

<table>
<thead>
<tr>
<th>MUNICIPALITY</th>
<th>ASSESSED VALUE OF PROPERTY - 2012</th>
<th>ASSESSED VALUE OF PROPERTY - 2016</th>
<th>GROWTH (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay Minette</td>
<td>$67,805,920</td>
<td>$65,188,120</td>
<td>-3.9%</td>
</tr>
<tr>
<td>Daphne</td>
<td>$295,670,780</td>
<td>$346,850,360</td>
<td>17.3%</td>
</tr>
<tr>
<td>Elberta</td>
<td>$14,810,240</td>
<td>$18,143,240</td>
<td>22.5%</td>
</tr>
<tr>
<td>Fairhope</td>
<td>$268,864,020</td>
<td>$326,834,200</td>
<td>21.6%</td>
</tr>
<tr>
<td>Foley</td>
<td>$202,454,740</td>
<td>$251,753,120</td>
<td>24.4%</td>
</tr>
<tr>
<td>Gulf Shores</td>
<td>$468,268,740</td>
<td>$566,085,720</td>
<td>20.9%</td>
</tr>
<tr>
<td>Loxley</td>
<td>$42,161,800</td>
<td>$55,750,040</td>
<td>8.6%</td>
</tr>
<tr>
<td>Robertsdale</td>
<td>$44,161,480</td>
<td>$68,108,040</td>
<td>54.8%</td>
</tr>
<tr>
<td>Silverhill</td>
<td>$5,041,300</td>
<td>$5,041,300</td>
<td>0.0%</td>
</tr>
<tr>
<td>Summerdale</td>
<td>$15,779,800</td>
<td>$15,779,800</td>
<td>0.0%</td>
</tr>
<tr>
<td>Orange Beach</td>
<td>$719,988,080</td>
<td>$85,560,040</td>
<td>17.2%</td>
</tr>
<tr>
<td>Spanish Fort</td>
<td>$94,888,000</td>
<td>$94,888,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>Magnolia Springs</td>
<td>$11,272,020</td>
<td>$13,582,020</td>
<td>20.1%</td>
</tr>
<tr>
<td>Perdido Beach</td>
<td>$11,595,040</td>
<td>$28,460</td>
<td>-7.5%</td>
</tr>
</tbody>
</table>

$1,035,696,740 in 2018
What’s Driving Revenues?

<table>
<thead>
<tr>
<th>Sales Tax Collection</th>
<th>Lodging Tax Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2018</strong> - $12,420,889</td>
<td><strong>2018</strong> - $19,091,685*</td>
</tr>
<tr>
<td>Up 7% over 2017</td>
<td>Up 41% over 2017</td>
</tr>
</tbody>
</table>

*$4,530,541 increase due to 2% lodging starting May 2018
Without 2% increase, growth up 7% over 2017
DEBT Elimination Plan

Remaining GENERAL FUND DEBT TO BE PAID OFF 2019-22

$8,219,809
## Orange Beach Population Indicators

### Sewer Flow Data

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>1.18</td>
<td>1.24</td>
<td>1.33</td>
<td>1.24</td>
<td>1.3</td>
<td>1.42</td>
<td>1.59</td>
</tr>
<tr>
<td>Feb</td>
<td>1.47</td>
<td>1.55</td>
<td>1.43</td>
<td>1.44</td>
<td>1.46</td>
<td>1.71</td>
<td>1.89</td>
</tr>
<tr>
<td>March</td>
<td>1.84</td>
<td>1.83</td>
<td>1.99</td>
<td>1.8</td>
<td>1.96</td>
<td>2.12</td>
<td>2.15</td>
</tr>
<tr>
<td>April</td>
<td>1.88</td>
<td>1.77</td>
<td>2.05</td>
<td>2.02</td>
<td>1.91</td>
<td>2.3</td>
<td>2.07</td>
</tr>
<tr>
<td>May</td>
<td>1.91</td>
<td>2.16</td>
<td>2.31</td>
<td>2.25</td>
<td>2.24</td>
<td>2.18</td>
<td>2.4</td>
</tr>
<tr>
<td>June</td>
<td>3.09</td>
<td>2.82</td>
<td>2.87</td>
<td>3.07</td>
<td>2.85</td>
<td>3.42</td>
<td>3.31</td>
</tr>
<tr>
<td>July</td>
<td>3.35</td>
<td>3.3</td>
<td>3.33</td>
<td>3.39</td>
<td>3.45</td>
<td>3.71</td>
<td>3.77</td>
</tr>
<tr>
<td>August</td>
<td>2.22</td>
<td>2.49</td>
<td>2.31</td>
<td>2.37</td>
<td>2.23</td>
<td>2.43</td>
<td>2.57</td>
</tr>
<tr>
<td>September</td>
<td>1.83</td>
<td>1.87</td>
<td>1.79</td>
<td>1.89</td>
<td>2.09</td>
<td>2.29</td>
<td>2.32</td>
</tr>
<tr>
<td>October</td>
<td>1.52</td>
<td>1.62</td>
<td>1.71</td>
<td>1.72</td>
<td>1.8</td>
<td>2.17</td>
<td>2.22</td>
</tr>
<tr>
<td>November</td>
<td>1.21</td>
<td>1.27</td>
<td>1.22</td>
<td>1.33</td>
<td>1.33</td>
<td>1.9</td>
<td>1.81</td>
</tr>
<tr>
<td>December</td>
<td>1.03</td>
<td>1.08</td>
<td>1.04</td>
<td>1.07</td>
<td>1.15</td>
<td>1.35</td>
<td>1.57</td>
</tr>
</tbody>
</table>

**Yearly average:** 1.87 mgd 1.92 mgd 1.95 mgd 1.96 mgd 1.98 mgd 2.25 mgd 2.30 mgd

*mgd = million gallons per day

*New plant on line April 2011*
Orange Beach Building / Construction

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Permits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>896</td>
</tr>
<tr>
<td>2009</td>
<td>685</td>
</tr>
<tr>
<td>2010</td>
<td>742</td>
</tr>
<tr>
<td>2011</td>
<td>745</td>
</tr>
<tr>
<td>2012</td>
<td>910</td>
</tr>
<tr>
<td>2013</td>
<td>1129</td>
</tr>
<tr>
<td>2014</td>
<td>1283</td>
</tr>
<tr>
<td>2015</td>
<td>1419</td>
</tr>
<tr>
<td>2016</td>
<td>1599</td>
</tr>
<tr>
<td>2017</td>
<td>2125</td>
</tr>
<tr>
<td>2018</td>
<td>2199</td>
</tr>
</tbody>
</table>

3% INCREASE IN PERMITS ISSUED 2018 vs 2017 – 37.5% INCREASE 2018 vs 2016
New Housing: Single-Family & Townhouse Projects

• **Single-Family 2017-2018**
  – Sunset Park – 60 units
  – Beach Village – 69 units
  – Hammock Dunes – 11 units
  – Cypress Village, Lot 2 – 13 units
  – Cypress Village, Phase 3 – 73 units
  – Harbor Ridge – 22 units
  – Broken Sound – 40 units

  **Total of 288 units**

• **Townhouse**
  – Spyglass – 88 units
  – Gulf Stream – 64 units

  **Total of 152 units**

• **Permits issued in 2018**
  – 156 new single-family dwellings and 1 new multi-family development.
Condominium/Hotel Projects

- **Phoenix Orange Beach II**
  - 120 units
- **Phoenix Orange Beach (Open)**
  - 112 units
- **Sky Condominium**
  - 35 units
- **LaDolce Vita Condominium**
  - 140 units
- **Positano Condominium**
  - 35 units
- **Phoenix Gulf Towers**
  - 192 units
- **Orange Beach Hotel**
  - 192 rooms

Total units: 826
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 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.*
“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
“Protecting Our Brand”

We are the Stewards of Alabama’s Beaches and Natural Resources

Attracting Family Oriented Events

“If You Vacation Out of State… Give Us a Look!”

Bama Coast Cruise

Wolf Bay Sunset
Leave Only Footprints

BEFORE AND AFTER
“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
Orange Beach Quality of Life Investments

Budget:

- 2 new fire engines - $1.2 million

- 2 new ambulances - $850,000 equipped

- 9 new paramedics - $393,000

Sportsplex Field Renovations / Shade

Sand Volleyball
“Orange Beach Day”

ORANGE BEACH
ALABAMA

WWW.ORANGEBEACHAL.GOV
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
ORANGE BEACH TRANSPORTATION IMPROVEMENTS
Orange Beach Population Indicators

Beach Express Toll Bridge

2018 Bridge Volume

4,476,041 vehicles

13% increase over 2017
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 September 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 completion possibly in year 2020.
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 completion possibly in year 2020.
Orange Beach City Council passed 2% lodging tax increase to fund construction of the Wolf Bay Bridge and other infrastructure projects.

Began environmental studies, permitting & conceptual design in late 2017.

“ECONOMIC DEVELOPMENT”
12,000 Undeveloped Acres (2 Landowners)

Wolf Bay Bridge
Alabama Department of Transportation to construct a bridge over the Intracoastal Waterway, west of the Foley Beach Express. ALDOT anticipates completion in 2020.
ALDOT Gulf Intracoastal Waterway Bridge
Perdido Beach Blvd Median Project

Perdido Beach Blvd Phase 1 and Phase 2 complete. ALDOT stopped Phase 3.
Oakridge Sidewalk Connection to OB Sportsplex and School Campus

Sidewalk connectivity to be provided from Orange Beach Boulevard to the Sportsplex and new school campus. Oakridge sidewalk component completed. Phase II will connect the Oakridge sidewalk to the new school, sportsplex and a Lauder Lane sidewalk.

Anticipated completion in year 2019.
Lauder Park Trail Improvements

Orange Beach to expand Backcountry Trail into city property to the east of the OB Sportsplex. City to construct ¾ mile of new trail with a bridge over the east side of the lake.

Anticipated completion in year 2019.
NEW ORANGE BEACH HIGH SCHOOL / MIDDLE SCHOOL

MAKOS

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

- $26+ Million BCBE investment on city-donated land. (40 acres w/ estimated value of $6M)
- Grades 7-12
- “Game Changer!”
NEW ORANGE BEACH
HIGH SCHOOL / MIDDLE SCHOOL

- State-of-the-Art, 710-seat Performing Arts Center (City contribution – $7.3 million)
- High School INDOOR Athletic Complex ($5 million)
“Building Young Men and Women of Character”
The Program

- Tutoring
- Audio Visual
- Brain Games
- Theater
- Voice Lessons
- Piano Lessons
- Softball
- Basketball
- Football
- Golf

- Robotics
- Chess
- Minecraft Guild
- Visual Arts
- Guitar Lessons
- Soccer
- Baseball
- Volleyball
- Speed, Strength and Agility
- Martial Arts / Karate
Questions?

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

“Life Is Better Here”
www.orangebeachal.gov