

Our City is Unique

Gulf Shores is a world-class all-seasons resort area on the white sandy beaches of the southern tip of Baldwin County, Alabama on the warm aqua waters of the Gulf of Mexico. Gulf Shores hosts the Hangout Music Festival and the Shrimp Festival annually drawing large crowds of attendees from all over the United States. National and Statewide sporting events are also held in Gulf Shores annually. Nature and bike trails are throughout Gulf Shores providing visitors and citizens opportunities to enjoy wildlife and bird-watching in natural habitats.

How the City Operates

The City of Gulf Shores affairs are conducted by a Mayor and a Council consisting of five members. The Council members and Mayor who serves in a leadership capacity, provide policy direction. The City Council appoints the city administrator, city attorney, city clerk, and city auditor. Collectively, the appointed officials are responsible for all administrative aspects of the government, with most of the administrative and operational functions falling under the purview of the city administrator.



Selected Demographics

	2009	2010
Population	9,035	9,741
Per Capita Income	\$28,283	\$28,542
Unemployment Rate	9.1%	8.9%
Percent of Total Workforce in Government	5.5%	5.2%
Number of City Employees	273	277



Table of Contents

<i>Strategic Objectives</i>	1
<i>How We Have Progressed</i>	2
<i>Our Finances</i>	3
<i>What's Next?</i>	4

Mission

The City of Gulf Shores is dedicated to protecting the qualities which have made us a great beachside community, while we continuously strive to become even better.

Vision

A clean, attractive, safe, friendly, family oriented, beachside community, with an excellent quality of life for all residents and visitors, with a protected environment and a year round sustainable economy.

How We Have Progressed

Fiscal Year 2011



2011 Accomplishments

- Final BP Oil Spill settlement negotiated.
- Government Finance Officers Association (GFOA) Certificate of Excellence in Financial Reporting for its Comprehensive Annual Financial Report for the year ending December 31, 2010 and GFOA Recognition for Budget Preparation for 2011 Budget Document received.
- Continuity of Operations Plan (COOP) prepared to ensure the execution of essential functions in an emergency.
- Maintain extremely low crime rate. Court increased on-time payments reduced the size of court dockets, reduced Alias warrants and Guilty/Waiver packets.
- Fire Station 3 completed. Community taught Cardio Pulmonary (CPR, Blood borne Pathogens and First Aid Classes increased by 50%.
- Branding and Wayfinding Initiative began. Code Enforcement completed near 100% licensing of short term rental units.
- City is fully compliant with the National Flood Insurance Program.
- Enhanced Entertainment Series. Library received four grants. National and State sports events hosted. Beach Parking Pay Stations fully operational.
- Improved worker efficiency. Assistance provided to major festivals on beach. Recycling expanded to all City facilities.

City of Gulf Shores Performance Measures

	2008 Actual	2009 Actual	2010 Actual	2011 Actual
Public Safety				
Police - Physical arrests	1,604	1,423	1,394	1,527
Police - Traffic Violations	1,858	1,268	1,484	1,641
Fire – Emergency Responses	2,108	2,280	2,307	2,790
Fire – Fires Extinguished	59	52	30	70
Fire – Inspections	413	335	467	920
Quality of Life				
Football/Track Stadium	1	1	1	1
Softball Fields	2	2	2	2
Baseball Fields	13	13	13	13
Parks	8	8	8	8
Tennis Courts	18	18	18	18
Gymnasium and Swimming Pool	1	1	1	1
Neighborhood Vitality				
Building inspections performed	1,763	1,065	1,016	1,263
Building permits issued	459	422	385	566
Business Licenses Issued	7,083	7,491	7,554	10,016
Financial Excellence, Sustainability & Planning				
Budget – GFOA Recognition for Preparation	0	0	0	1
Annual Budget Document Prepared	0	0	0	1
Comprehensive Annual Financial Report prepared	0	1	1	1
Certificate of Excellence for Financial Reporting (GFOA)	0	0	1	1
Streets & Traffic				
Street Resurfacing (Linear Feet)	12,491	0	19,380	0
Maintained Streets (Miles)	63	64	65.05	67.22

The measures reported on this page were included based on the input received from City Departments. What would you like to see reported on this page? Please let us know by contacting cking@gulfshoresal.gov

www.gulfshoresal.gov

Our Finances

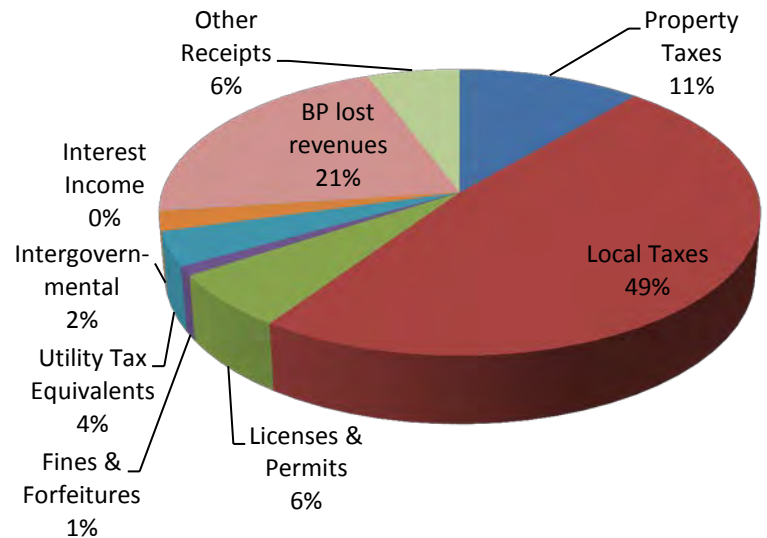
Revenues and Expenses

What are the costs for servicing the citizens and how are those costs paid?

The General Fund is the primary operating fund of the City. It exists to account for the resources used to pay for the services traditionally associated with local government. Included are police and fire protection, parks and recreation, planning and economic development, general administration of the City and any other activity for which a special fund has not been created.

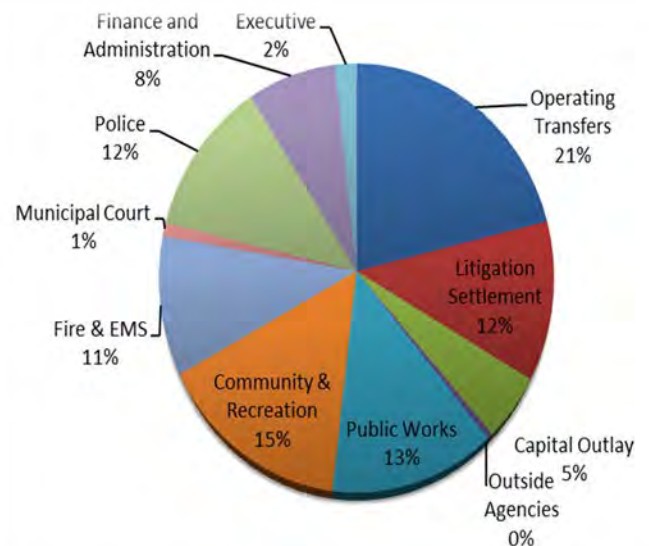
Revenue by Source

	2010	2011
Property Taxes	\$2,874,848	\$3,397,284
Local Taxes	14,090,126	14,556,475
Licenses and Permits	1,793,733	1,885,421
Fines and Forfeitures	287,012	309,520
Utility Tax Equivalents	1,135,118	1,172,815
Intergovernmental	1,354,240	682,780
Interest Income	300,394	26,062
BP Lost Revenues	4,831,704	6,402,323
Other Receipts	1,959,471	1,722,665
Total primary government revenues	\$28,626,656	\$30,155,345



Expenditures by Service Area

	2010	2011
Executive	\$554,378	\$571,685
Finance and Administration	2,481,751	2,353,925
Police & Municipal Court	3,912,589	4,137,862
Fire & EMS	2,833,957	3,311,662
Community & Recreation	4,283,240	4,810,513
Public Works	3,999,924	4,143,517
Outside Agencies	57,000	137,974
Capital Outlay Transfers	8,822,992	8,291,484
Litigation Settlement	0	3,800,455
Total primary government revenues	\$26,945,831	\$31,559,077



Independent Audit

Independent audits of the City's finances were conducted, resulting in clean opinions. Complete financial information can be found at www.gulfshoresal.gov.

What's Next?

Key Initiatives



We want to hear from you.

Do you like this report?

Would you like to see other information?

Please let us know by contacting Cindy King at cking@gulfshoresal.gov. For more information on our services, visit our website at www.gulfshoresal.gov

City Administrator's Office

Gulf Shores

P.O. Box 299

Gulf Shores, AL 36547

251.968.2205

251.968.1470 fax

www.gulfshoresal.gov

Branding Initiative

Promote quality growth and development in the community by completing branding and begin installation of Phase I of the Wayfinding Signage Program.

Mobility

Facilitate an environment for sustained economic growth by providing transportation choices in order to manage congestion and assure the free-flow of people and goods on city streets

Contribute to the health of neighborhoods by implementing the revised Pedestrian and Bicycle Master Plan.

Help travelers reach their destinations in a timely manner by installing mast arm signals at key locations and synchronizing signals with traffic flow.

Safety

Provide quality services that meet the need of residents and visitors by:

- Completing Fire Station 1
- Continue efforts to have 700 Megahertz radio system completely on line
- Continue discussion regarding Criminal Justice Center
- Finalize court online payment system and credit card usage system to facilitate defendant's payments, increase collection and therefore decrease court dockets.

Environmental Stewardship

Continue to engage employees, residents and businesses in sustainable practices through our recycle program.

Build on Our City's reputation as an environmental innovator and leader

Long-range Financial Planning

Identify major trends and other factors that will influence service and capital needs through the year 2017.

Facilitate policy discussions of future operating and capital investment priorities.