



CITY COUNCIL AGENDA ITEM

SUBJECT: MOU The Lodge at the Gulf State Park, Valor Hospitality

STAFF CONTACT: Melvin Shepard, Chief of Staff

COUNCIL MEETING CYCLE: March 2, 2026, COW

RECOMMENDED COUNCIL ACTION:

Staff's recommendation is to approve the MOU for Lifeguard Services between the City of Gulf Shores and The Lodge at the Gulf State Park.

BACKGROUND/SUMMARY:

- Since 2018 the City of Gulf Shores has provided (1) lifeguard tower and (1) lifeguard at The Lodge.
- The Lodge reimburses the city up to \$20,000.00 for this service.
- Without the staffed lifeguard tower in this area, there is a large section of beach that would be unguarded except for a patrol unit. This area is busy due to the Gulf State Park Fishing Pier, The Lodge, and nearby condos.
- This helps ensure the safety of visitors here on vacation and residents of the city by providing trained lifeguards in areas that people are known to swim.
- Lifeguards in Tower 3 made 5 rescues in this area and Beach 4 made 10 rescues in 2025. In addition to 15 rescues, there were numerous medical calls, missing people, and preventative actions within the area.

RELATED ISSUES:

MOU with the Gulf State Park for lifeguard services at the Saltwater Pavilion.

PREVIOUS COUNCIL ACTIONS:

This MOU has been approved for the past seven years.



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FINANCIAL IMPACT:

Total financial impact – Total Cost for Tower 3 Lifeguard \$18,000.00, Half of the cost for Beach 4 is \$13,000.00. All funds are budgeted and no additional funds are needed.

Account Number for Expense of funds: 01-535- 51030

KEY DATES:

Lifeguards will patrol this area from March 9 – Oct 1, 2026.

ATTACHMENTS:

The MOU for Lifeguard Services at The Lodge at the Gulf State Park.