



Consideration for a 3% Lodging Tax Increase

- To continue to raise the bar – expand transportation capacity, bolster public safety, and enhance overall quality of life for residents and visitors
- The proposed 3% Lodging Tax increase is projected to **generate \$6.9 to \$7M** in 2022
- These new revenues, along with revenues from existing sources could **fully fund the estimated \$12.7M debt service** needed to implement the identified \$193M 10-year Capital Improvement Plan
- The proposed Lodging Tax increase will further **implement the City's Vision 2025 Plan**, which is directly aligned with the proposed FY 2022 budget's 10-year Capital Improvement Plan

Population Growth

Baldwin County:

- 2010 Population – 182,265
- 2020 Population – 231,767
- 27.2% Population Increase

Gulf Shores:

- 2010 Population – 9,741
- 2020 Population – 15,040
- 54.4% Population Increase

**Fastest growing city in Alabama*

YEAR	2010	2015	2020	2025	2030	2035	2040
POPULATION	9,741	12,390	15,040	17,690	20,340	22,990	25,640

Vision 2025

Plan to Diversify Our Economy, Increase Tourism Opportunities, and Revitalize Our City

It Worked!

- 6.1 Million Visitors in 2015
- 6.9 Million Visitors in 2019
- Increase of 800,000 or over 13% in just four years





Vision 2025 Accomplishments

1. Beach Area: "The Walking District"
2. Gulf State Park
3. Waterway Village
4. Medical Village
5. Education



1. BEACH AREA





Gulf Place Revitalization

- The City developed and implemented a \$14 million Master Plan to activate and revitalize this important community resource
- \$2 million land purchase for Phase 2 expansion
- Created a safe, accessible, family-friendly destination intended to serve as a catalyst for economic development



Beach Boulevard Improvements

Completed Fall of 2018

- Mast-arm Signals
- Raised Landscaped Medians
- Enhanced Pedestrian Crossings
- Wide Sidewalks and Bike Lanes
- Resurfaced from Gulf State Park to West Lagoon Avenue



2. GULF STATE PARK RESTORATION

Enhancement of Gulf State Park will foster a synergistic and sustainable relationship between the park and economy by promoting the equitable sharing and protecting of resources.

Action:

Reconstruction of the lodge and conference center stimulates and strengthens opportunities for a year-round, stable coastal economy by supporting local jobs and introducing a new market of conference attendees to our area.



The Lodge Est 1974

AT GULF STATE PARK

A Hilton Hotel

- 350 Rooms
- 20 Suites
- 4 On-site Restaurants
- 12,160 sf – Main Ballroom
- 32,835 sf – Meeting Space

3. WATERWAY VILLAGE





Waterway Village was created to...

- Enhance our community's resiliency and geographic diversification by providing a **new economic hub** in an area **away from the beach** that has proven to recover quickly after storms
- Connect the north and south sides of The Intracoastal Waterway and east and west sides of 59
- Provide a **lively destination** and unique "sense of place" where locals and visitors can gather to experience a different side of Gulf Shores

"Water taxis, shrimp boats, fresh seafood and produce markets, retail shops, restaurants, art galleries, music and entertainment will create a lively area to enjoy."



Before



After



Before



After

24th Av. Before and After

Streetscape Improvements including:

- Paver Sidewalks
- On-street Parking
- Lighting
- Furnishings
- Landscaping
- Signage

4. MEDICAL VILLAGE



HEALTHCARE

We have a responsibility to provide direct access to quality healthcare to our citizens and visitors. Encouraging quality public health serves the needs of our citizens and helps foster resident and visitor retention.

Action:

Enhance the quality and accessibility of medical services for residents and visitors.



Investing in the Future

- In 2018, the City bought the former Sacred Heart Medical Facility
- Goal to negotiate and secure tenants to operate expanded medical office space for specialists
- In 2020, the City bought the 32 acres that make up the bulk of the Medical Village District

MEDICAL VILLAGE

- Constructed New Medical Village Street Network
- New Intersection and Signalization at HWY 59
- Supports South Baldwin Regional Medical Center F.E.D.





SOUTH BALDWIN

REGIONAL MEDICAL CENTER

FREESTANDING EMERGENCY DEPARTMENT





Free Ambulance Transport

- In 2019, the City partnered with AirMedCare Network to provide ground and air ambulance transport coverage to all Gulf Shores residents
- Eliminates virtually all out-of-pocket expenses for ambulance transport for residents.

COASTAL ALABAMA CENTER FOR EDUCATION EXCELLENCE



5. EDUCATION

EDUCATION

Exposure to advanced levels of education and curriculum supports sustainable economic development by providing our community with a perpetual and attractive workforce.

Action:

Develop a superlative education system to support economic development by enhancing the education of our youth and developing a skilled workforce to propel our local economy

Academic Campus

The City Council assembled approximately 200 acres at the intersection of Coastal Gateway Boulevard and the Foley Beach Express for a public education facility recruitment and location.





- Began in 2019 as the first independent city school system in Baldwin County
- City completed over \$8 million in renovations to enhance safety, security, vehicle and pedestrian circulation and the overall learning environment
- \$4.6M Steam Lab
- \$5.1M Gym and Locker Rooms
- This investment in education will:
 - spur residential growth,
 - stimulate business investment, and
 - propel Gulf Shores toward a more diverse year-round economy





GULF SHORES
CITY SCHOOLS



HWY 180 School Zone Improvements

→ Elementary
School
Central
Education





TRANSPORTATION/INFRASTRUCTURE
(to support Vision 2025 Key Focus Areas)



2% Lodging Tax Increase (2018)

- Transportation Infrastructure is the “glue” that ties these exciting projects together
- The City increased lodging tax in 2018 to provide funding for improvements to:
 - Beach Boulevard,
 - Coastal Gateway Boulevard,
 - County Road 6/HWY 59 intersection,
 - West Lagoon Avenue,
 - Commerce Drive, and
 - Medical Village street network

Coastal Gateway Boulevard

\$10,800,000 project provides significant improvement to traffic flow and creates pedestrian/bicycle connectivity in one of the fastest growing areas in the City

- Widened Coastal Gateway Boulevard from 2 to 4 Lanes from Highway 59 to the Foley Beach Express
- Installed Signalized Intersection at Foley Beach Express
- Relocated Utilities
- Enclosed Drainage Systems
- Added Turn Lanes
- Installed Landscape Medians, Street Lights, Bike Lanes and Sidewalks





County Road 6/HWY 59 Intersection

\$709,000 project to improve traffic congestion at one of the City's busiest intersections

- Installed New Mast-arm Signal
- Widened Pavement Width
- Constructed New Turn-lanes



West Lagoon Avenue

\$1.6M project to construct multi-use path and resurface

- Widened Existing Roadway to add 5ft bike lanes
- Constructed 10ft Detached Multi-use Trail on North Side
- Pedestrians and Cyclists can travel west from Highway 59 to Little Lagoon Pass Park



Commerce Drive

- In 2019, the City began \$350,000 construction project on the final phase of the Commerce Drive loop within the Business and Aviation Park.
- This roadway and utility expansion will provide access to over 80 acres of industrial property bordering Jack Edwards National Airport.

2018-2021
Infrastructure
Needs Outpaced
Funding

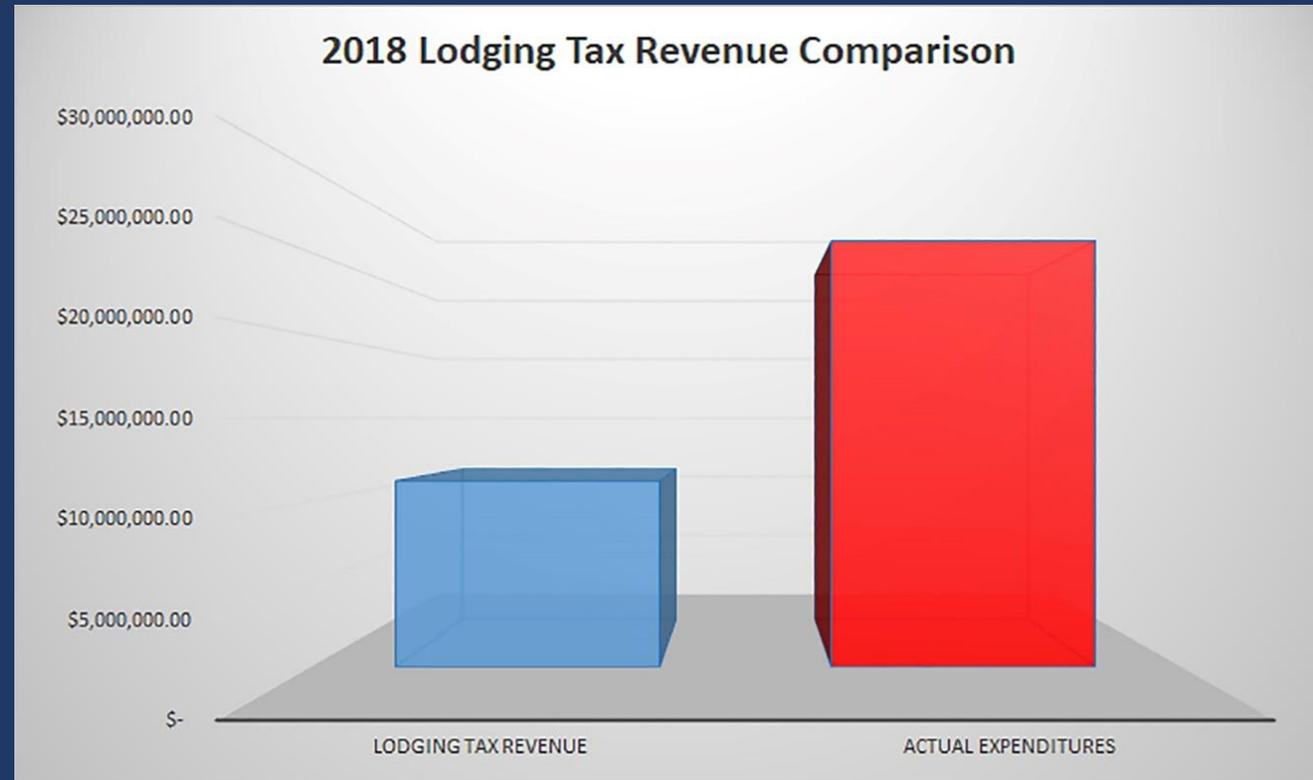
Infrastructure
Funding Deficit:
\$14,461,605

Capital outlay for these and other
associated transportation
improvements since 2018:

\$25,673,654

Funding generated by 2% Lodging
Tax Increase since it was
implemented in 2018:

\$11,212,049





The Next 10 Years

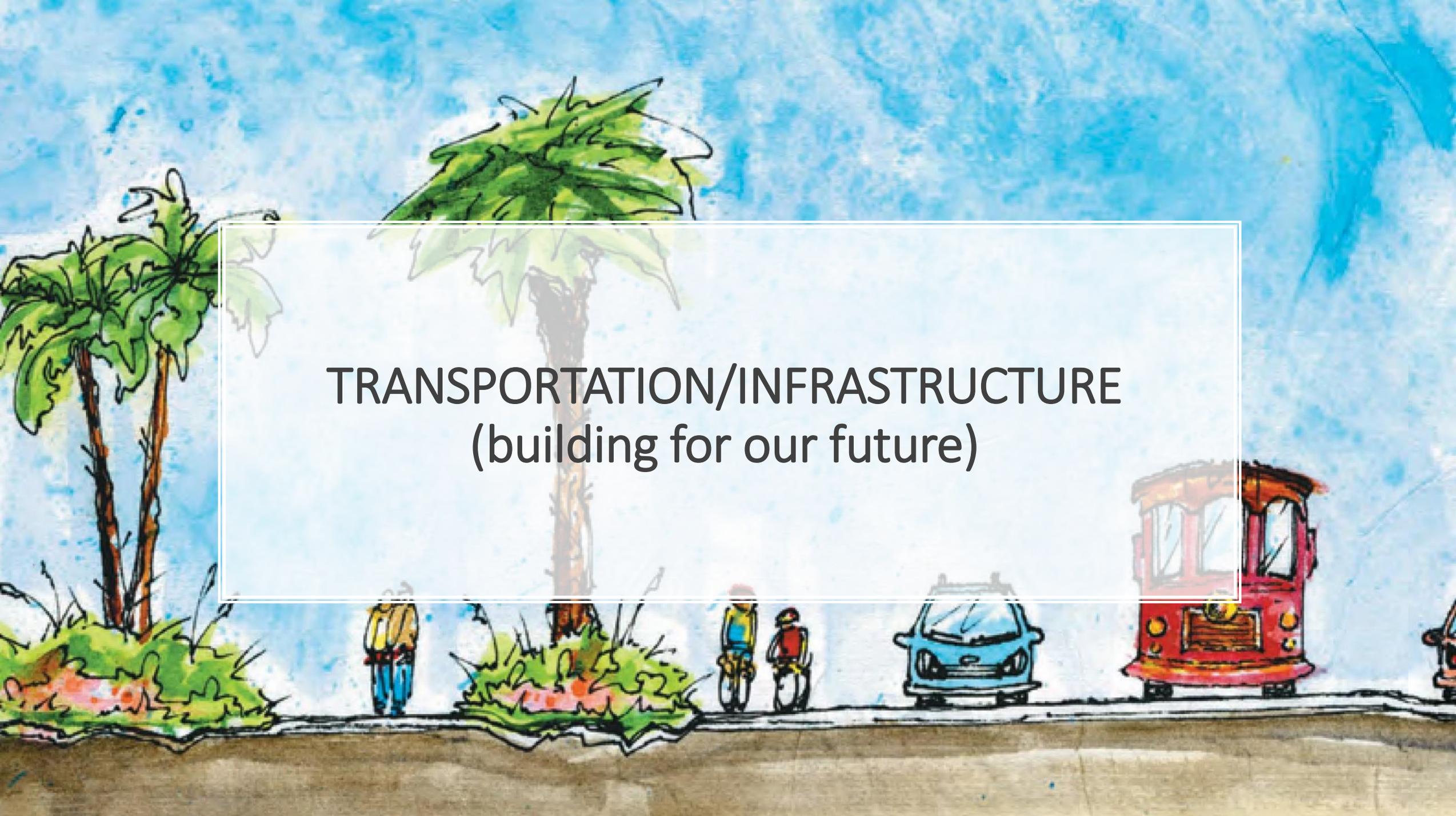
Rapid growth has placed significant strain on the City's transportation network and public safety resources, but...

It is time to reinvest in the future of Gulf Shores!

- We have opportunities today like we have never seen before:
 - \$38,740,000 In State and Federal Grants
 - \$38 million general City funded

We must complete the **projects identified in the 2025 Vision Plan**, but in addition, Council has identified capital improvement projects to:

- **Expand Transportation Capacity/Connectivity,**
- **Bolster Public Safety, and**
- **Enhance the Overall Quality of Life for Residents and Visitors**

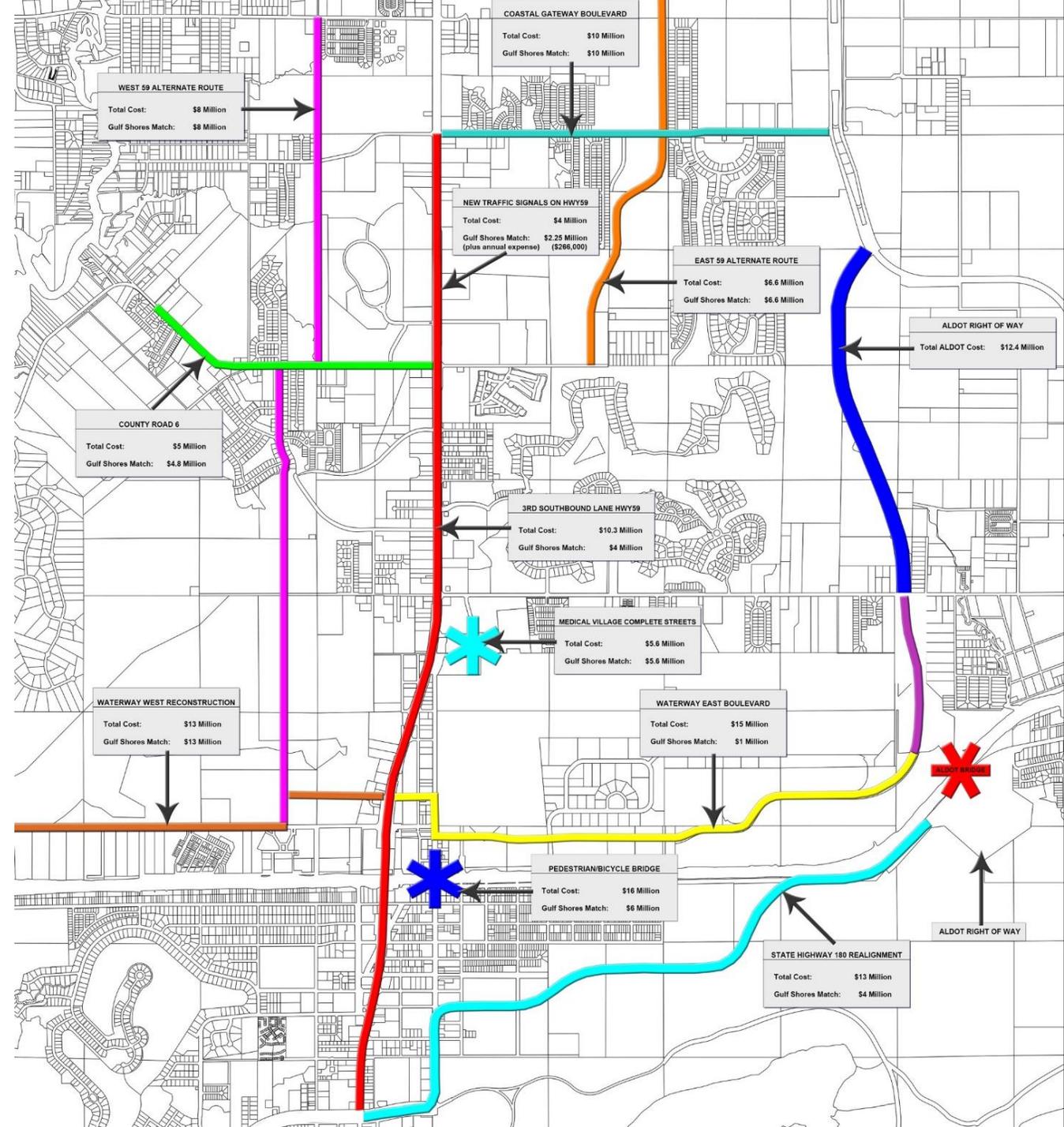


TRANSPORTATION/INFRASTRUCTURE
(building for our future)

New Transportation Projects

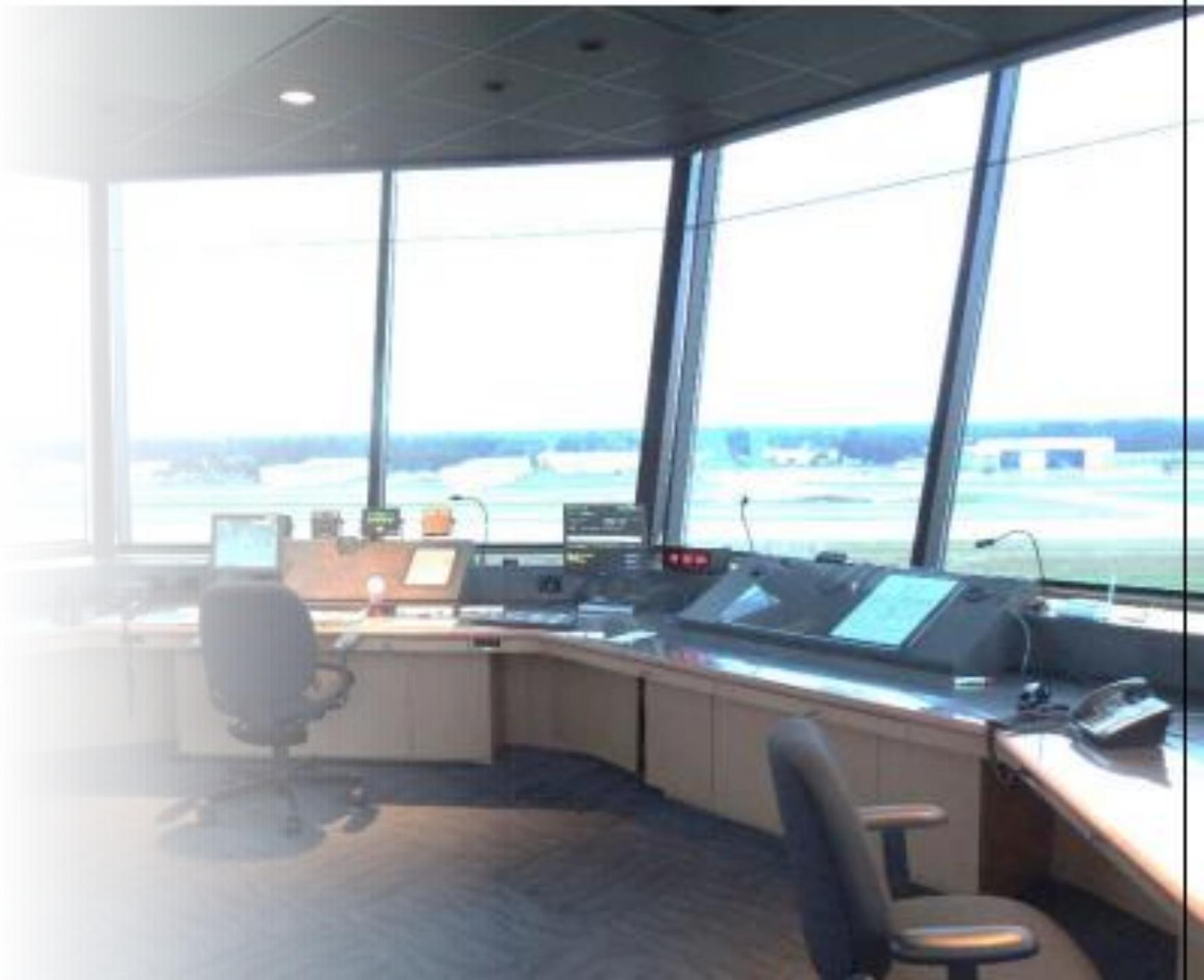
\$76,740,000 dedicated to transportation improvements city-wide

- \$38,740,000 in State and Federal grant funds
- \$38 Million in City funds to improve connectivity throughout the City



Gulf Shores International Airport

- New Control Tower Operational Fall 2021
- Future Terminal and Commuter Service
 - Sun Country
 - Elite Airways

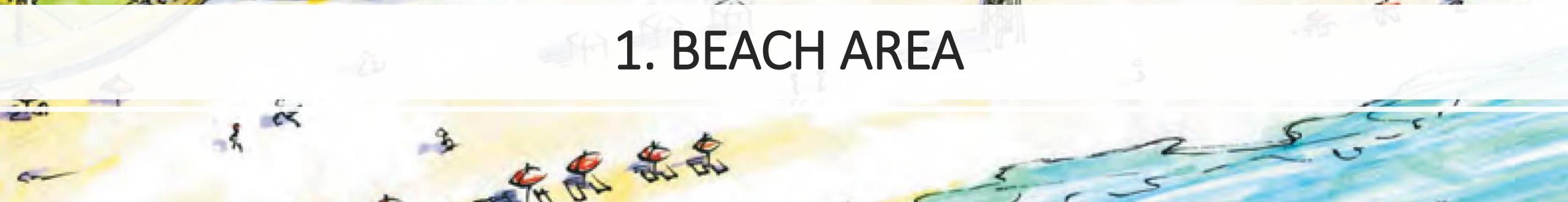


New Airport Terminal





1. BEACH AREA



WALKING DISTRICT STREETS (construction underway)

Goal: *Create a Sense of Place and Maximize the Right-of-way for the Greatest Public Benefit*

Components of the Master Plan:

- Stormwater Management Upgrades
- Defined Vehicular Travel Lanes
- Increased and Enhanced On-street Parking
- Landscaping and Streetscaping
- Wider Sidewalks

Intended Outcome: *Incentivize Redevelopment*





The City Cafe

4886-647

Gulf State Park

“Old HWY 59” Improvements
from Canal Road reroute to Ft.
Morgan Road

Improved Entrance at State Park
Entrance:

- Roundabout or
- Signalized Intersection

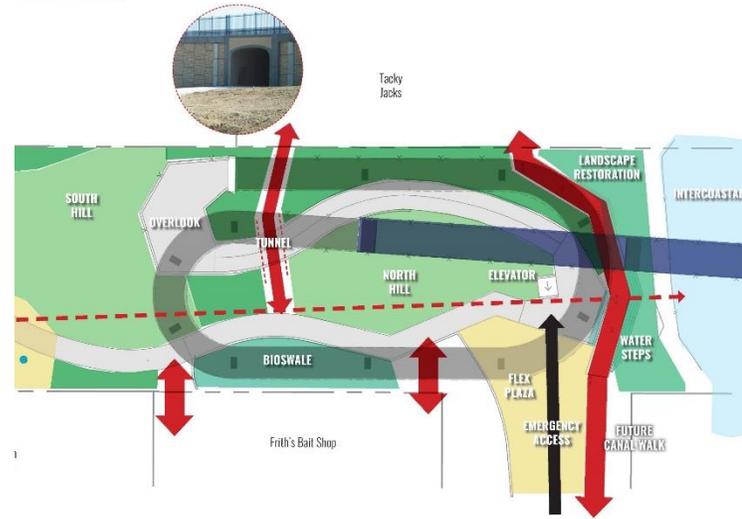


3. WATERWAY VILLAGE

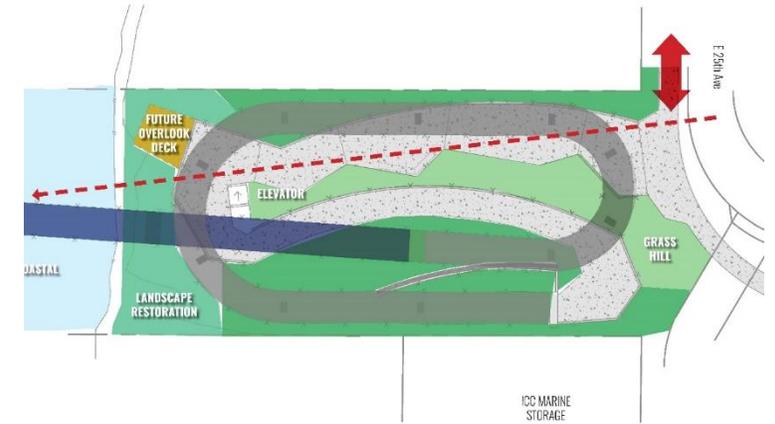




SOUTH



AN - NORTH



Waterway Village Pedestrian Bridge

SOUTH SIDE BRIDGE ENTRY



Tacky Jacks

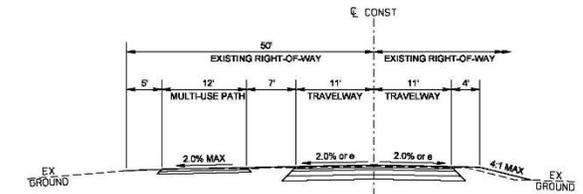
Frith's Bait Shop

Big Beach Brewing

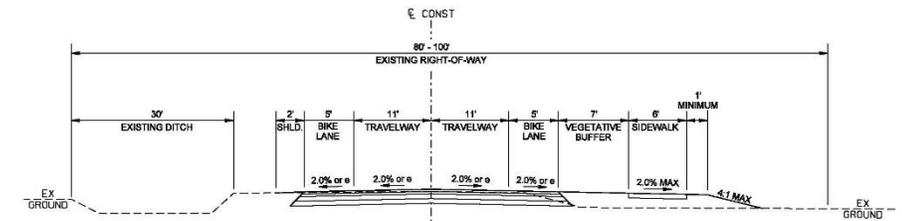
Waterway West Improvements



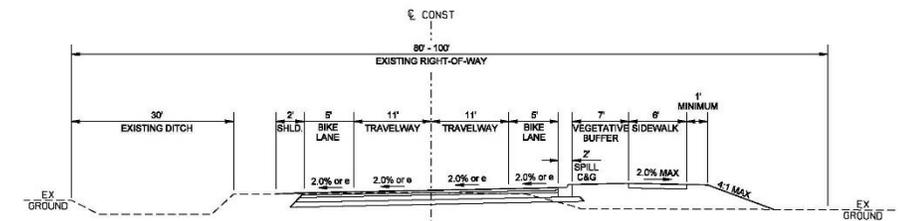
Eastern Segment Re-route



WEST 1ST STREET
FROM WATERWAY WEST BOULEVARD TO SR 59



WATERWAY WEST BOULEVARD - OPTION 1
BIENVILLE AVE TO WEST 1ST STREET
NOTE: ADDITIONAL ROW WILL BE REQUIRED AT PARCELS 14 AND 14.001



WATERWAY WEST BOULEVARD - OPTION 2
BIENVILLE AVE TO WEST 1ST STREET
NOTE: ADDITIONAL ROW WILL BE REQUIRED AT PARCELS 14 AND 14.001

Cross-section Options

East 2nd Street Improvements (Old HWY 59)



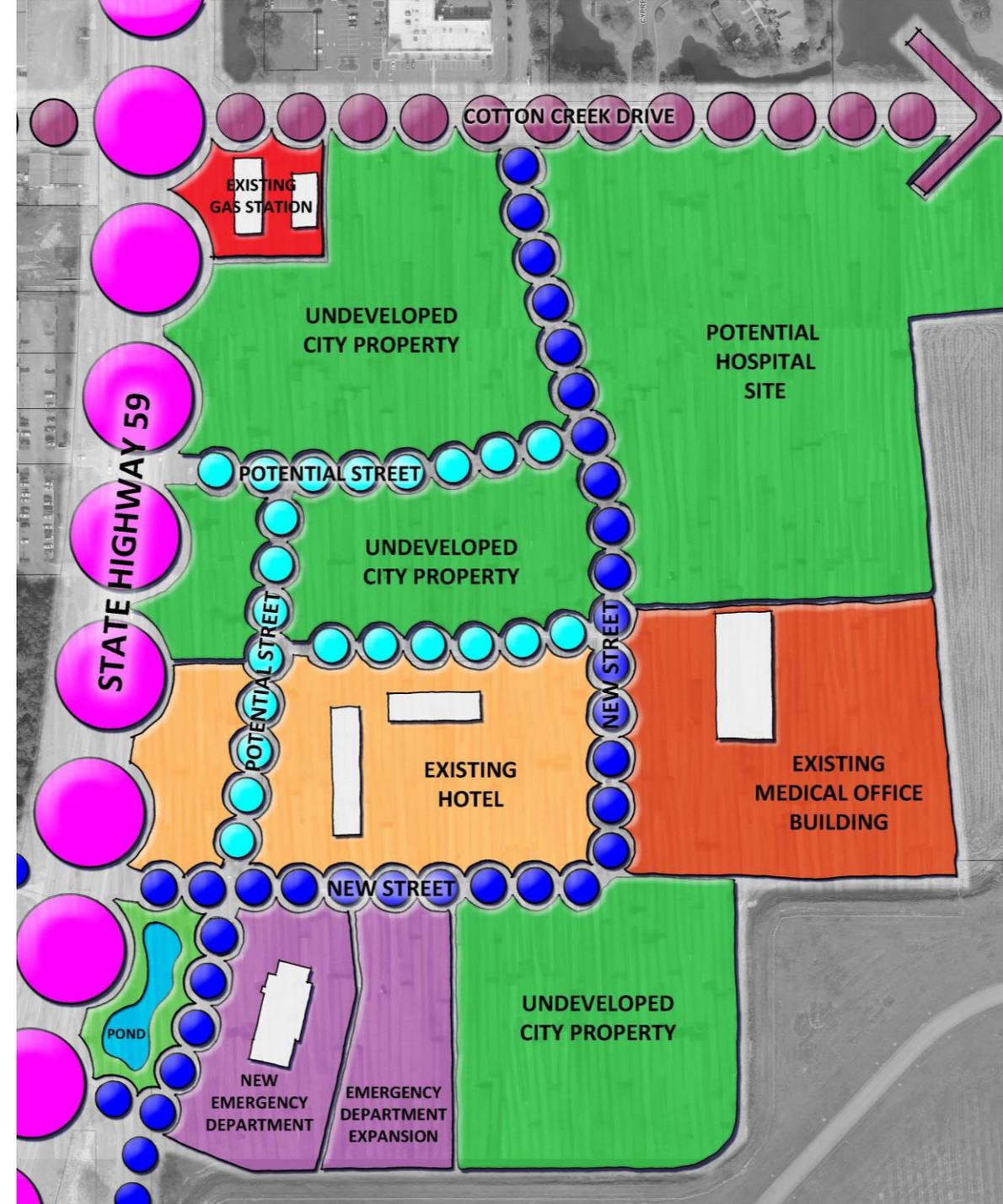
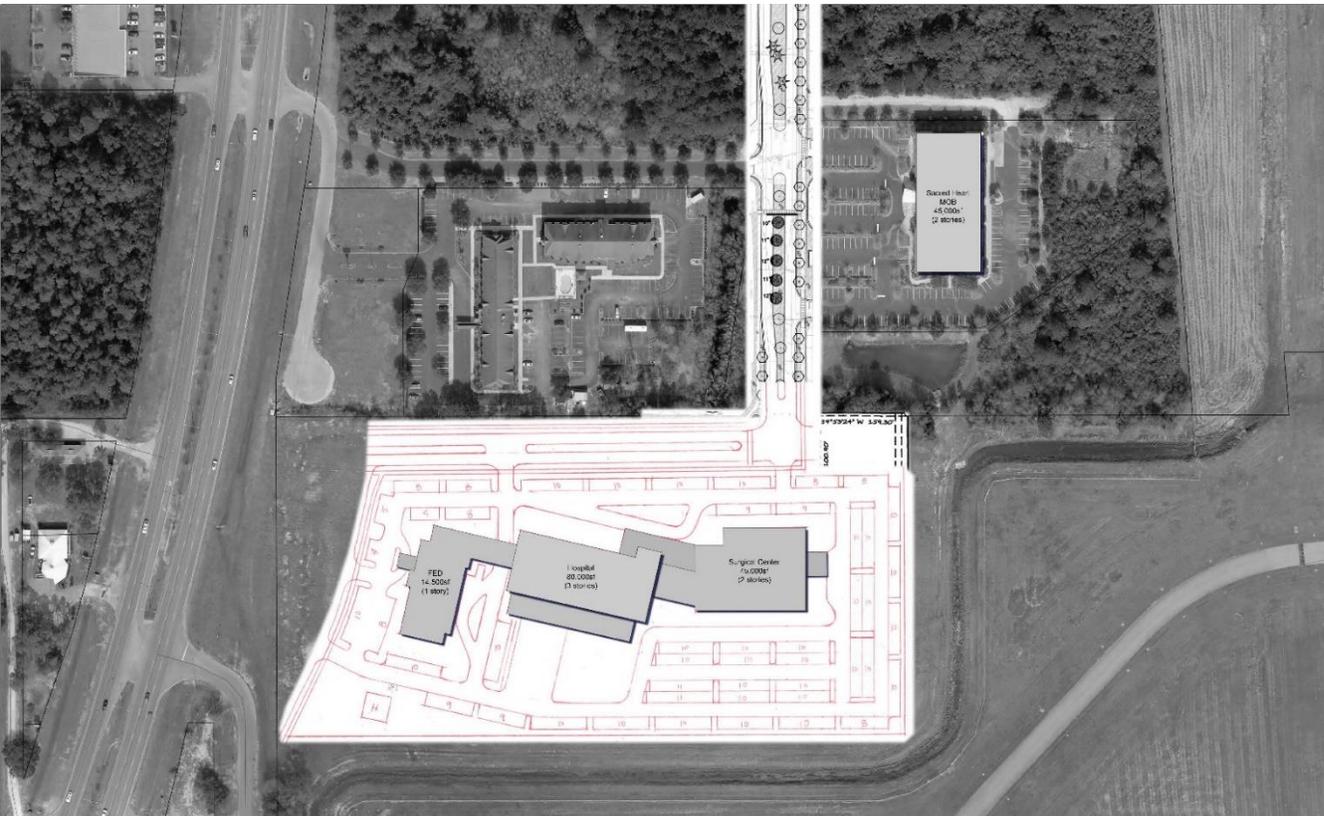
4. MEDICAL VILLAGE



Medical Village

Planning and Partnering

- Former Sacred Heart Building
- Micro-hospital
- Surgical Center
- Medical Office



COASTAL ALABAMA CENTER
FOR EDUCATION EXCELLENCE



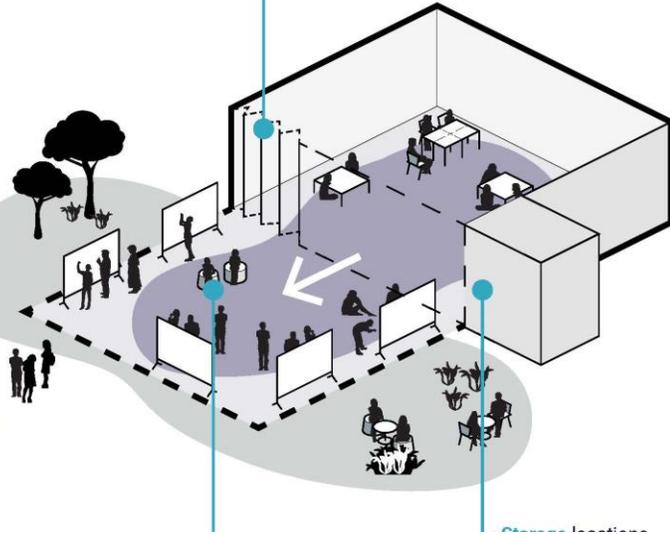
EDUCATION

FUTURE WANTS...

- Video production lab
- Piano lab
- Special Education lab
- Black box theater
- Athletic facility
- Marine mechanics program

- Natural light
- Access control
- Climate control

HIGH SCHOOL



New and Improved
School Facilities

- Accommodate Continued Student Enrollment Growth
- Provide Collaborative Learning Environments
- Implement the “Next Wave” Master Plan

Environmental Protection Projects

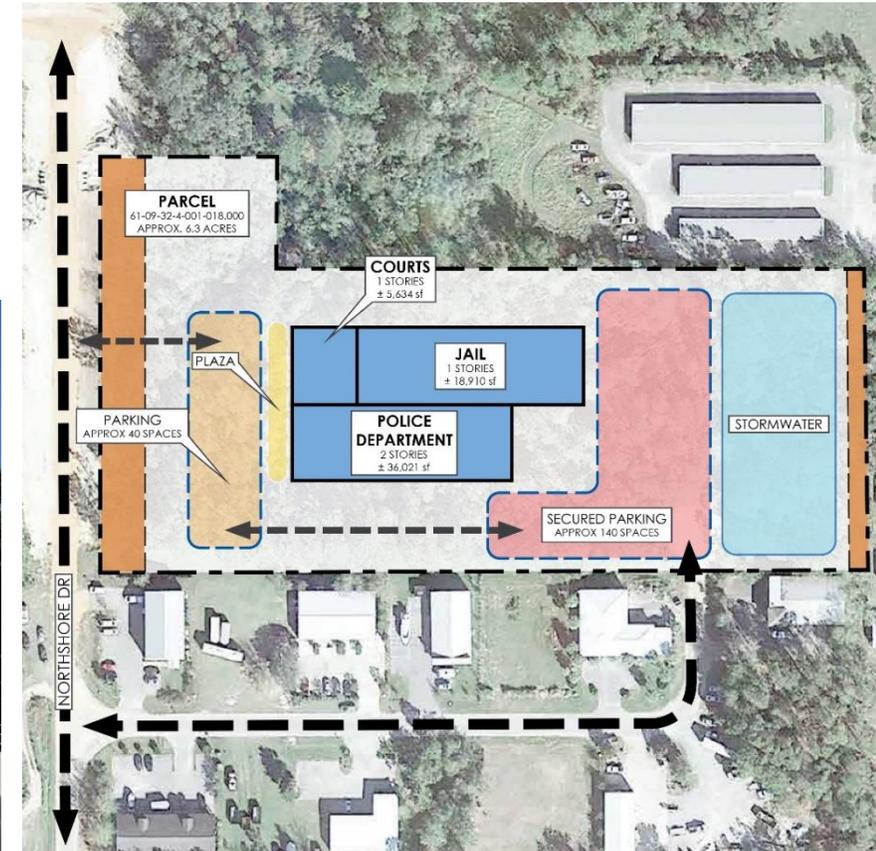


1. Gulf Coast Center for Ecotourism & Sustainability
 - Permanent Facility on City-owned Property
 - Ecotourism Activities and Environmental Educational Programs
 - Partnership with Jean-Michel Cousteau's Ocean Futures Society
2. Little Lagoon Habitat Restoration Project
 - Environmental Restoration Activities in Little Lagoon
 - Components include:
 - Septic-sewer Conversions,
 - Living Shorelines,
 - Marsh/Sea Grass Restoration, and
 - Shellfish Restoration
3. Stormwater Management
 - Public Works Full-time Drainage Maintenance and Improvements Division
4. Tree Protection
 - Full-time City Arborist within Community Development Department



Public Safety Projects

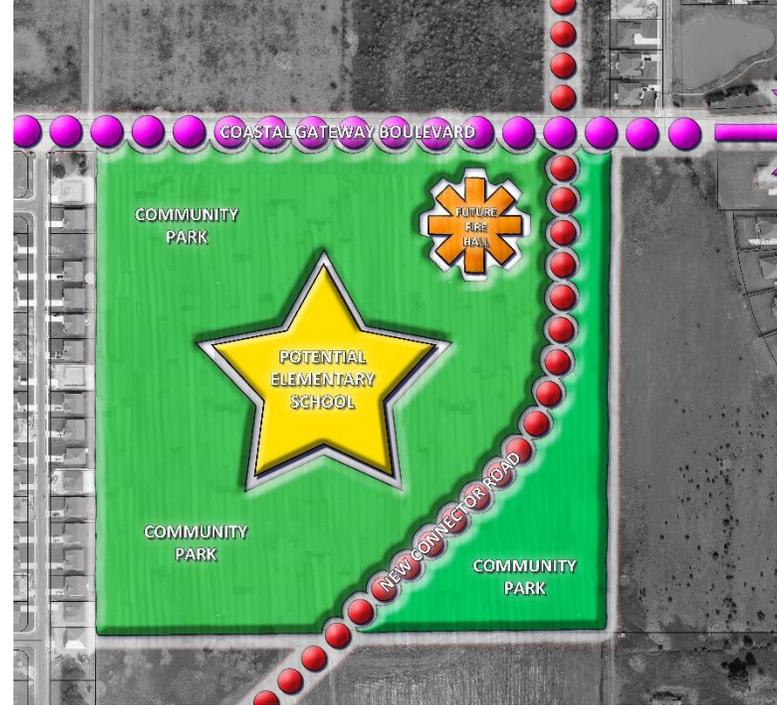
1. New Justice Center
 - Replace 38-year-old Facility
 - Correct Jail Deficiencies
 - Municipal Court
2. New Fire Station
 - Enhance Coverage in NE Quadrant of Community
 - Convenient Access to Airport
3. New Fire Training Tower and Teaching Facility
4. Remodel and Fortify Oyster Bay Fire Station
5. Full-time City Ambulance Crew
6. Full-time GSPD Traffic Enforcement Patrol



Parks and Recreation Projects

1. New Coastal Gateway Community Park

- Phased Project to include:
 - Walking Trails
 - Outdoor Pool
 - Recreation Center
 - Playground



2. Laguna Cove Natural Resource Protection Project

- Restoration of 53 acres on Little Lagoon
- Create Recreational Amenities and Public Access

3. Future Land Acquisitions

- Open Space
- Parklands
- Public Beach Access

