

2019

ECONOMIC DEVELOPMENT YEAR-IN-REVIEW



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ECONOMIC DEVELOPMENT
YEAR-IN-REVIEW

1. FEATURED PROJECTS

2. COMMUNITY STATS

3. CONSTRUCTION ACTIVITY

4. LOCAL ECONOMY

FEATURED PROJECTS



FEATURED PROJECTS

FREESTANDING EMERGENCY DEPARTMENT APPROVED



FEATURED PROJECTS



GULF SHORES CITY SCHOOLS



FEATURED PROJECTS

**AIR TRAFFIC
CONTROL
TOWER
APPROVED
AT JKA**



FEATURED PROJECTS

COMMERCE DRIVE EXTENSION COMPLETED

to serve 40+ acres
in the Business &
Aviation Park



FEATURED PROJECTS

**\$14.4 M FEDERAL BUILD
GRANT AWARDED FOR
TRANSPORTATION
IMPROVEMENTS**



COMMUNITY STATS



COMMUNITY STATS

POPULATION

Key Demographics

	2010	2019
Total Population	9,741	12,757
Median Household Income	\$45,801	\$53,978
Per Capita Income	\$28,522	\$36,603



Source: U.S. Census Bureau

Fastest-Growing Cities in Alabama

(Since 2010)



Rank	City	County	% Growth
1	Pike Road	Montgomery	88%
2	Fairhope	Baldwin	48%
3	Foley	Baldwin	39%
4	Chelsea	Shelby	39%
5	Gulf Shores	Baldwin	31%
6	Calera	Shelby	27%
7	Athens	Limestone	25%
8	Daphne	Baldwin	25%
9	Auburn	Lee	24%
10	Madison	Madison	20%

Population Segmentation

(based on entire 36542 zip code)

	Population	%
Generation Alpha (Born 2017 or Later)	374	2.9%
Generation Z (Born 1999-2016)	2,264	17.7%
Generation Y/Millennial (Born 1981-1998)	3,008	23.6%
Generation X (Born 1965-1980)	2,400	18.8%
Baby Boomer (Born 1946-1964)	3,470	27.2%
Silent & Greatest (Born 1945 or Earlier)	1,241	9.7%



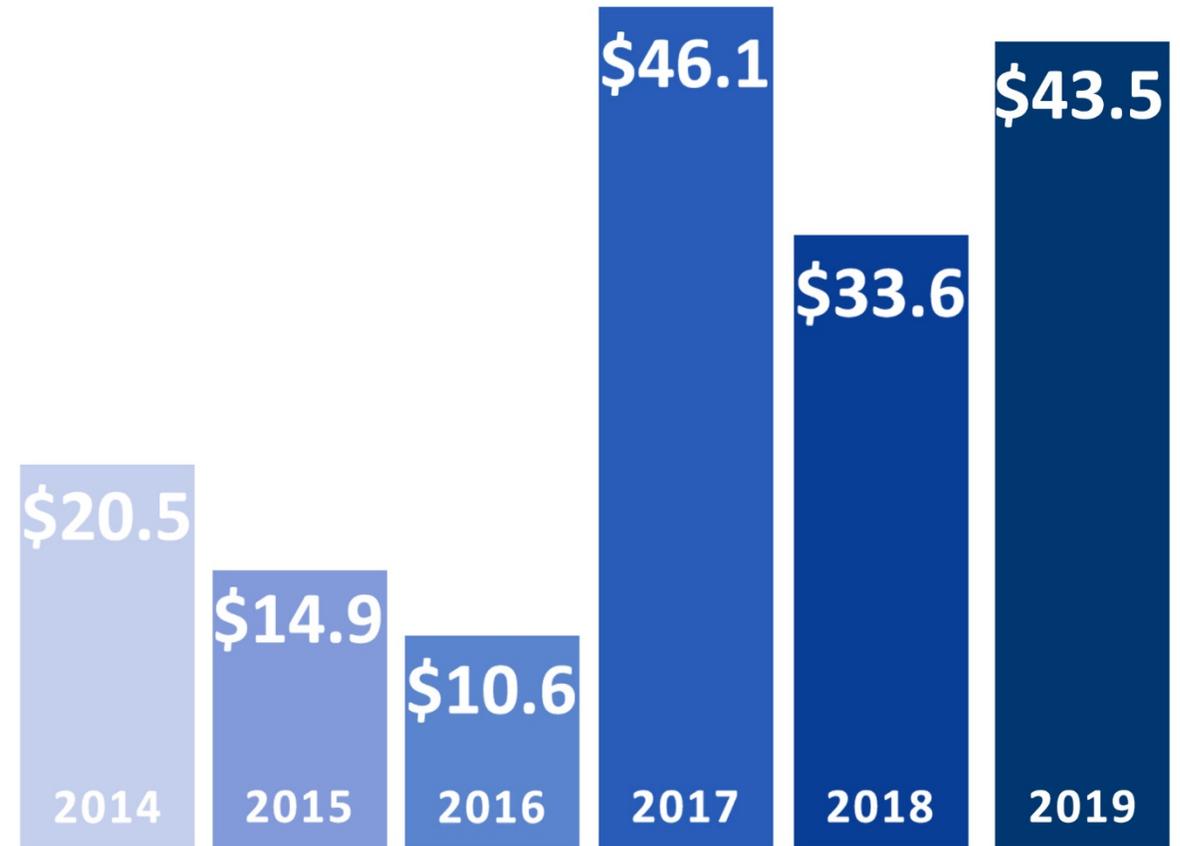
CONSTRUCTION ACTIVITY



CONSTRUCTION ACTIVITY

COMMERCIAL DEVELOPMENT

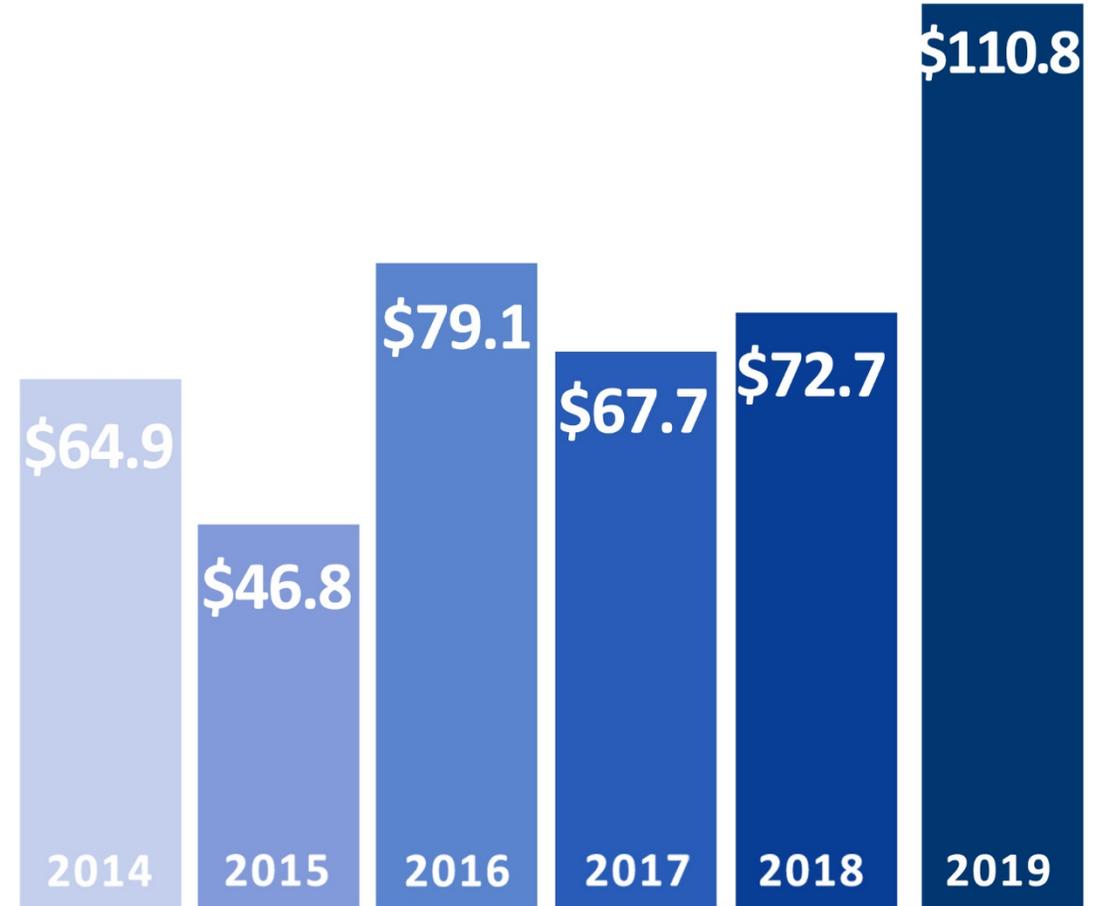
New Commercial Construction Investment (in Millions)



CONSTRUCTION ACTIVITY

RESIDENTIAL DEVELOPMENT

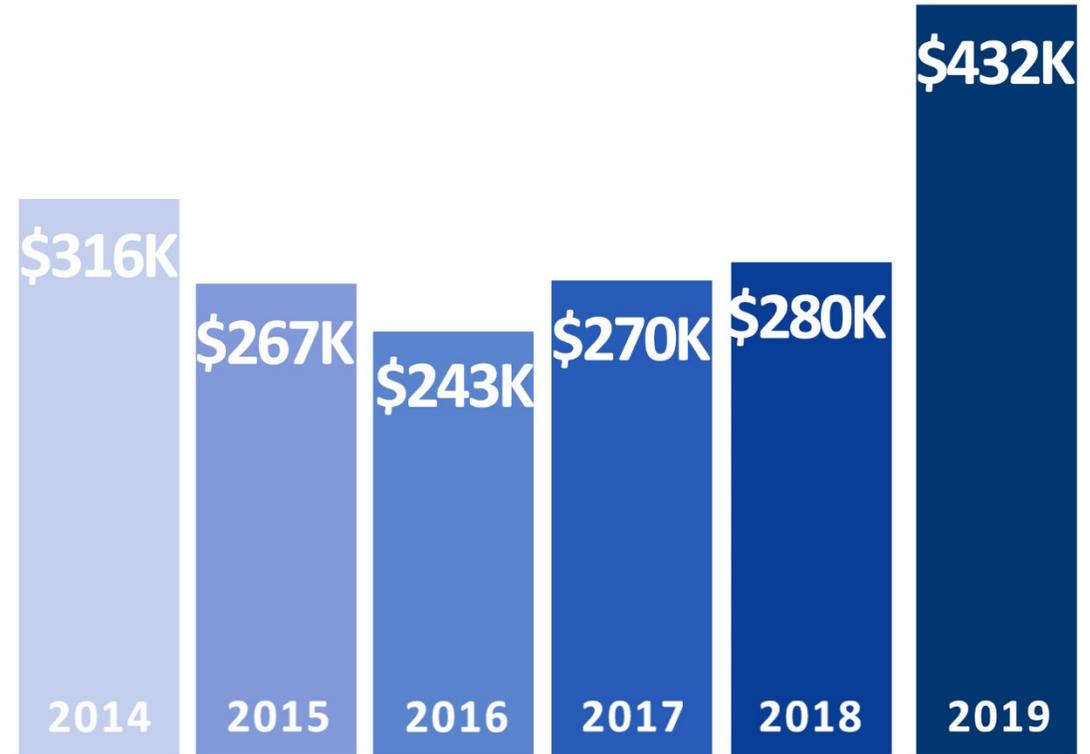
New Residential Construction Investment (in Millions)



CONSTRUCTION ACTIVITY

RESIDENTIAL DEVELOPMENT

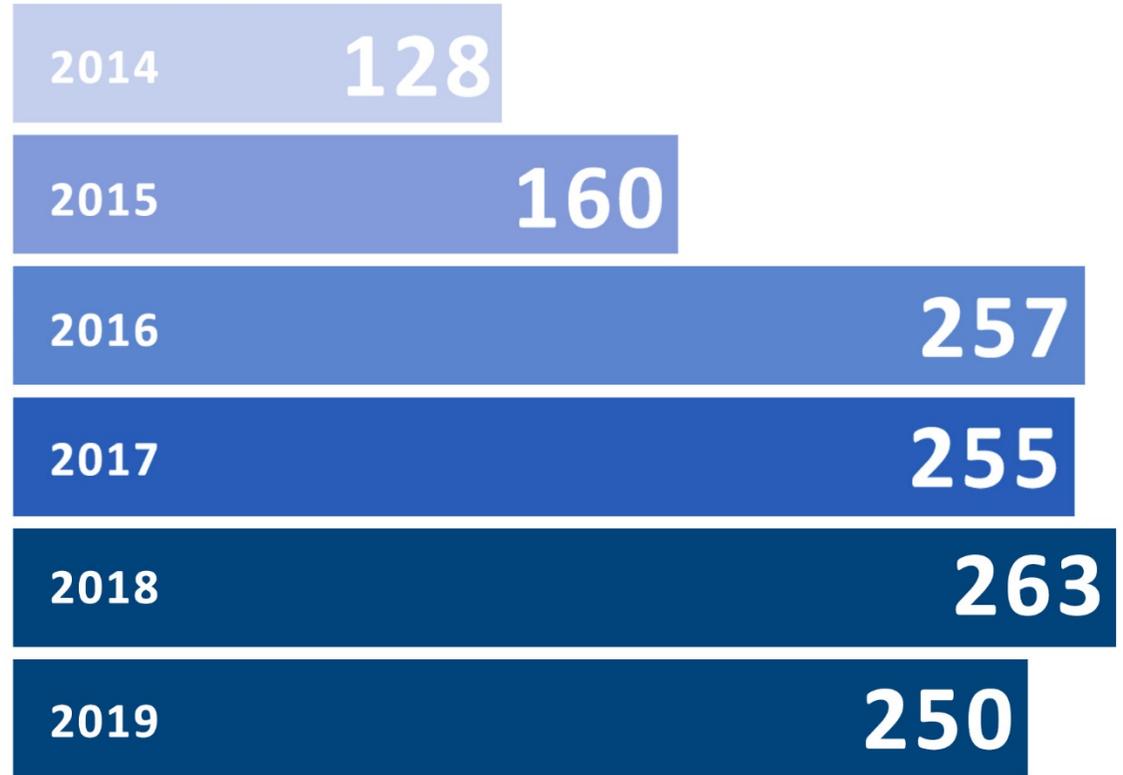
Average New Home Value (based on building permit valuation)



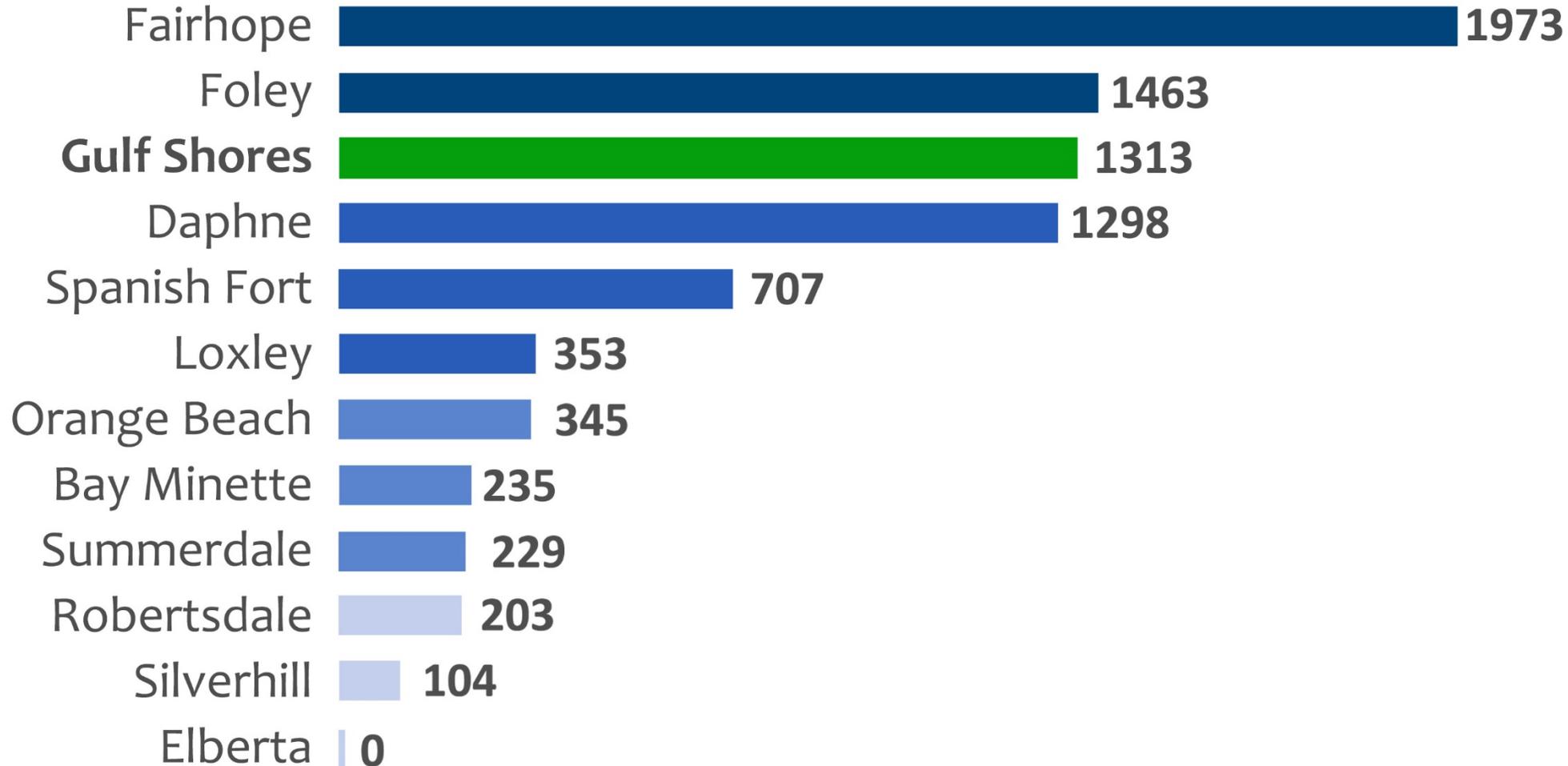
CONSTRUCTION ACTIVITY

RESIDENTIAL DEVELOPMENT

New Housing Starts in Gulf Shores



New Housing Starts in Baldwin County since Vision 2025



LOCAL BUSINESS GROWTH



BUSINESS GROWTH

New Business Licenses issued in 2019

- Businesses with physical locations in Gulf Shores
- Excludes all vacation rental licenses



Source: City of Gulf Shores Revenue Department

Rank	Business Sector	# Licenses
1	Construction	24
2	Other Services	18
3	Accommodations & Food Service	17
T-4	Administrative Support & Waste Management Services	16
T-4	Real Estate & Rental/Leasing	16
6	Retail Trade	12
7	Professional Services	10
8	Educational Services	7
T-9	Arts, Entertainment & Recreation	6
T-9	Transportation & Warehousing	6
11	Wholesale Trade	5
12	Health Care and Social Assistance	2
T-13	Management of Companies	1
T-13	Information	1
	TOTAL	141

BUSINESS GROWTH

Business Growth through Community Development

(Since public redevelopment investment)



WATERWAY VILLAGE

Local Revenue Growth

	Local Business Sales	City Revenues
FY 2011	\$4,900,000	\$147,000
FY 2019	\$17,609,000	\$528,000
\$ Growth	\$12,709,000	\$381,000

GULF BEACH DISTRICT

Local Revenue Growth

	Local Business Sales	City Revenues
FY 2017	\$171,639,425	\$6,191,948
FY 2019	\$210,752,814	\$9,500,123
\$ Growth	\$39,113,389	\$3,308,175

Source: City of Gulf Shores Revenue Department

LOCAL ECONOMY



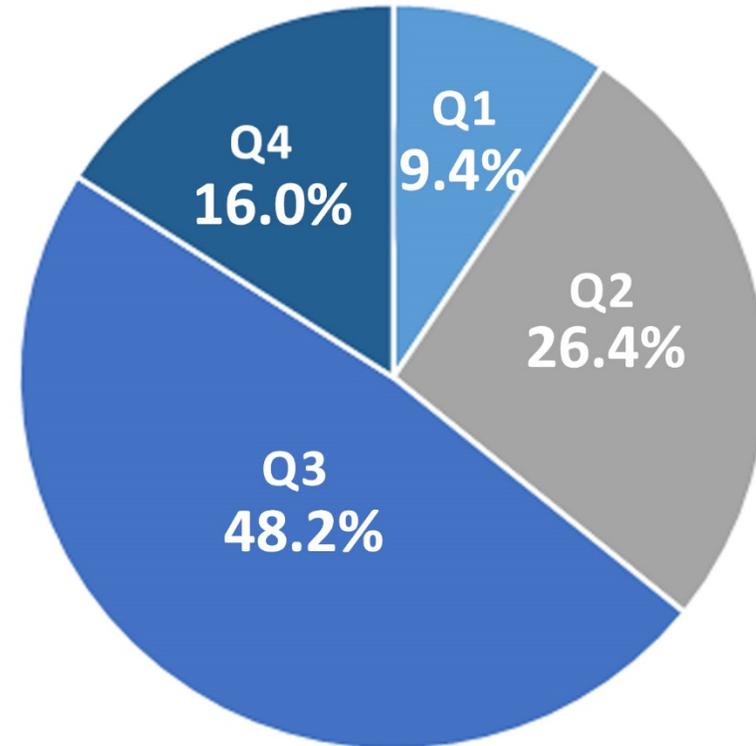
LOCAL ECONOMY

LODGING TAX

Lodging Tax Growth by Month (FY 2019 vs FY 2014)

Rank	Month	% Growth
1	December	180.8%
2	February	84.4%
3	November	82.7%
4	October	82.6%
T-5	March	76.2%
T-5	April	76.2%

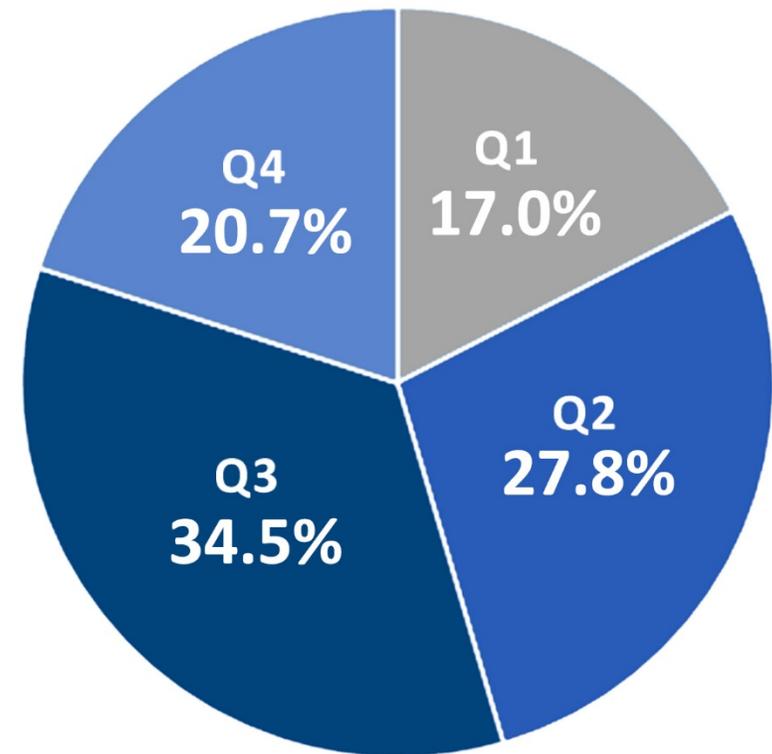
FY 2019 Lodging Tax Revenue by Quarter



Sales/Use Tax Growth by Month (FY 2019 vs FY 2014)

Rank	Month	% Growth
1	October	52.6%
2	June	44.4%
3	November	42.9%
4	January	42.7%
5	December	36.0%
6	March	34.7%
7	February	32.0%

FY 2019 Sales/Use Tax Revenue by Quarter



LOCAL ECONOMY

Total Revenue Growth since Vision 2025
(FY 2014 - FY 2019)

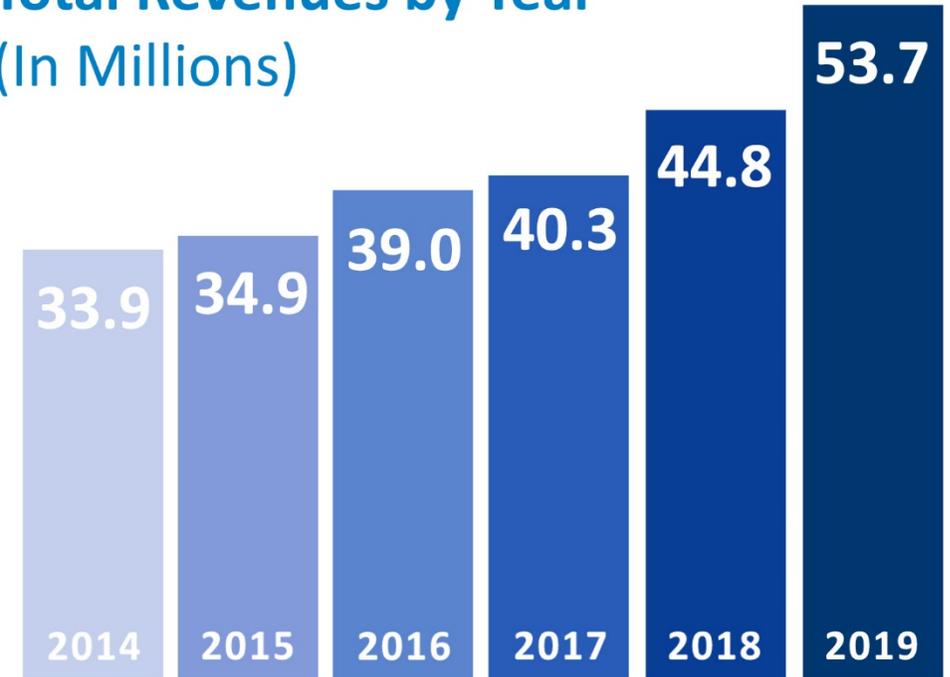
Major Revenue Sources

Revenue Source	\$ Growth	% Growth
Sales & Use*	\$4.52 M	34.6%
Lodging	\$7.82 M	122.5%
Property	\$940,934	39.2%
Business License	\$584,290	26.5%
Total Local Revenues	\$19.85 M	58.5%

**\$150.7 M in Gross Sales growth for local businesses*

TOTAL REVENUES

Total Revenues by Year
(In Millions)





**ECONOMIC
DEVELOPMENT**