

# City of Orange Beach STATE OF THE CITY

May 6, 2022

Mayor Tony Kennon



# “Welcome to Orange Beach, Alabama”



MAYOR TONY KENNON  
City Council: , Jeff Boyd (Pro Tem), Jeff Silvers,  
Annette Mitchell, Joni Blalock, Jerry Johnson

“Who We Are ...”

**God. Family.  
Country.**

**ORANGE BEACH**



A L A B A M A

[WWW.ORANGEBEACHAL.GOV](http://WWW.ORANGEBEACHAL.GOV)



Where's the common sense?

There is a Backstory to every  
decision being made ...

A serene sunset scene over a calm ocean. The sun is a bright, glowing orb on the horizon, casting a warm orange and yellow light across the sky and reflecting on the water. A single bird is captured in flight, silhouetted against the bright sky. The overall mood is peaceful and contemplative.

# Resilience

“After going through the BP oil spill  
everything else is a piece of cake . . .”

Hurricanes

Pandemic

Hailstorm

Swarms of Locust

# City of Orange Beach Population by Census

|      |              |
|------|--------------|
| 1984 | Incorporated |
| 1990 | 2,253        |
| 2000 | 3,856        |
| 2010 | 5,441        |
| 2020 | 8,095 *      |

*\*Ranks 85<sup>th</sup> of 586 Cities in Alabama*  
*48% increase over 10 year period*

# Orange Beach Population Rank in Alabama

Peak Summer Season: ~120,000\*

Rank in Alabama

#5 June July

Year-round average: ~50,000\*

#10 Mar Apr May Aug Sept Oct

Winter Season: ~35,000\*

#15 Nov Dec Jan Feb

U.S. Census 2020: 8,095

#85 by census data

\*All population estimates (-) by season include permanent residents, tourist, workforce, service & support employees, day-trippers, etc

# Orange Beach Population Indicators

## Sewer Flow Data



## ORANGE BEACH WASTEWATER PLANT FLOWS

|                      | 2009  | 2010                 | 2011    | 2012  | 2013  | 2014  | 2015  | 2016  | 2017 | 2018  | 2019  | 2020  | 2021  |
|----------------------|-------|----------------------|---------|-------|-------|-------|-------|-------|------|-------|-------|-------|-------|
| Jan                  | 1.26  | 1.26                 | 1.26    | 1.26  | 1.24  | 1.33  | 1.24  | 1.3   | 1.42 | 1.59  | 1.78  | 1.69  | 1.33  |
| Feb                  | 1.47  | 1.51                 | 1.31    | 1.47  | 1.55  | 1.43  | 1.44  | 1.46  | 1.71 | 1.89  | 1.83  | 1.87  | 1.48  |
| March                | 1.66  | 1.66                 | 1.46    | 1.84  | 1.83  | 1.99  | 1.8   | 1.96  | 2.12 | 2.15  | 2.34  | 1.96  | 2.29  |
| April                | 1.92  | 1.77                 | 1.59 NP | 1.88  | 1.77  | 2.05  | 2.02  | 1.91  | 2.3  | 2.07  | 2.28  | 1.36  | 2.59  |
| May                  | 1.94  | 1.87                 | 1.95    | 1.91  | 2.16  | 2.31  | 2.25  | 2.24  | 2.18 | 2.4   | 2.54  | 2.7   | 2.93  |
| June                 | 2.61  | 2.24                 | 2.72    | 3.09  | 2.82  | 2.87  | 3.07  | 2.85  | 3.42 | 3.31  | 3.53  | 3.52  | 4.11  |
| July                 | 2.88  | 2.27                 | 3.18    | 3.35  | 3.3   | 3.33  | 3.39  | 3.45  | 3.71 | 3.77  | 3.63  | 3.76  | 4.29  |
| August               | 2.12  | 1.86                 | 2.29    | 2.22  | 2.49  | 2.31  | 2.37  | 2.23  | 2.43 | 2.57  | 2.48  | 3.02  | 3.07  |
| September            | 1.8   | 1.55                 | 1.83    | 1.83  | 1.87  | 1.79  | 1.89  | 2.09  | 2.29 | 2.32  | 2.2   | 2.38  | 2.77  |
| October              | 1.48  | 1.43                 | 1.56    | 1.52  | 1.62  | 1.71  | 1.72  | 1.8   | 2.17 | 2.22  | 2.06  | 1.94  | 2.52  |
| November             | 1.33  | 1.27                 | 1.22    | 1.21  | 1.27  | 1.22  | 1.33  | 1.33  | 1.9  | 1.81  | 1.59  | 1.69  | 1.84  |
| December             | 1.18  | 1.1                  | 1.06    | 1.03  | 1.08  | 1.04  | 1.07  | 1.15  | 1.35 | 1.6   | 1.5   | 1.44  | 1.52  |
|                      |       | BP                   | FIRE    |       |       | Flood |       |       |      |       |       | Sally |       |
| Yearly Average       | 1.804 | 1.649                | 1.804   | 1.884 | 1.917 | 1.948 | 1.966 | 1.981 | 2.25 | 2.308 | 2.313 | 2.28  | 2.562 |
|                      |       | new plant April 2011 |         |       |       |       |       |       |      |       |       |       |       |
| Monthly based on MGD |       |                      |         |       |       |       |       |       |      |       |       |       |       |

“Sewer Flows Don’t Lie”

“Sewer Flows Don’t Lie”

A nighttime photograph of a festive street scene in Orange Beach. In the center, a large, brightly lit Christmas tree stands on a raised platform, flanked by two large, illuminated fish sculptures. To the right, a tall palm tree is wrapped in green lights. In the background, a Ferris wheel is visible against the dark sky. The street is filled with people, and buildings with warm lights line the sides. The overall atmosphere is celebratory and well-maintained.

# Clean and Safe...

In Orange Beach, we can truly say  
we can provide this to our residents,  
businesses and guests.

We invest in cleanliness and safety...  
and Orange Beach sees a return on that  
investment.

# EDUCATION



# Orange Beach City Schools Formed Spring 2022



# Why a City School System?

## GOALS IN ALL OF OUR ENDEAVORS:

- Excellence
- Best in state
- National recognition
- YOUNG MEN AND WOMEN OF  
CHARACTER PREPARED FOR A LIFE  
IN THE REAL WORLD

# Orange Beach City Schools Board of Education



LtoR: Randy McKinney, Shannon Robinson, Chairman Robert Stuart, Dr. Robbie Smith, Int Supt., Tracie Stark, Nelson Bauer



# Orange Beach Middle / High School Officially opened in August 2020



# Orange Beach Elementary receives National Blue Ribbon School Designation

1 of 5 in Alabama  
and 325 Nationwide!



2021

*National Blue Ribbon School*

ORANGE BEACH  
ELEMENTARY SCHOOL

WE DID IT!

# Education – Highlights for OBMS/HS

Out of 435 middle schools in Alabama, Orange Beach Middle School's 7<sup>th</sup> grade ranked #1 in math.

OBMS 8th grade math scores were #8 out of 435 middle schools in Alabama.

High School Juniors who took the ACT:  
Out of 565 high schools in Alabama, OBHS ranked 27<sup>th</sup> in Math, 22<sup>nd</sup> in English and 13<sup>th</sup> in Science.

...in only 3 years!

# Orange Beach High School Softball Team Wins 2A State Title



# Orange Beach High School Volleyball Team -2A State Runner Up



# Orange Beach High School Conservatory of Fine Arts Excels at State Competition

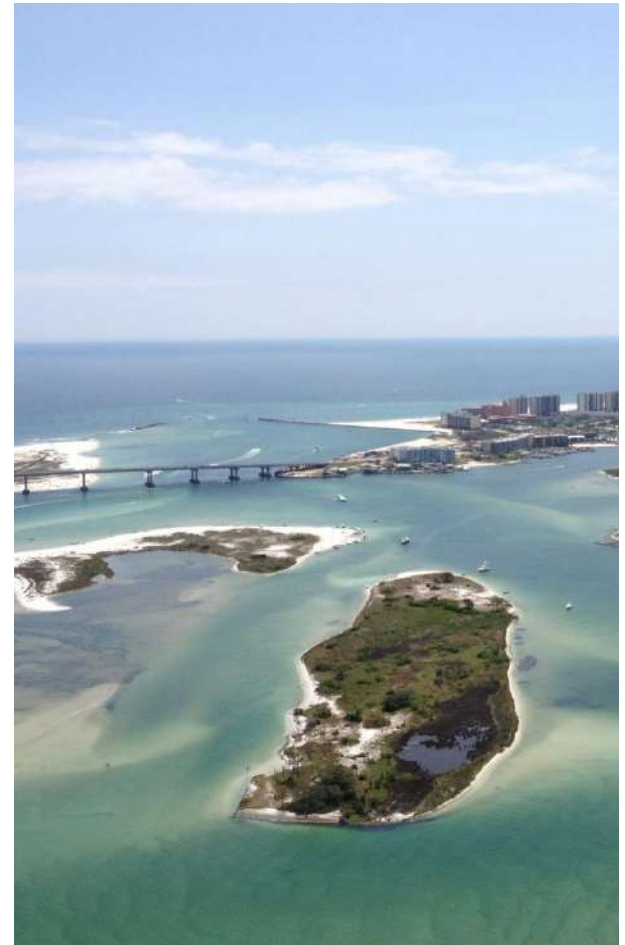
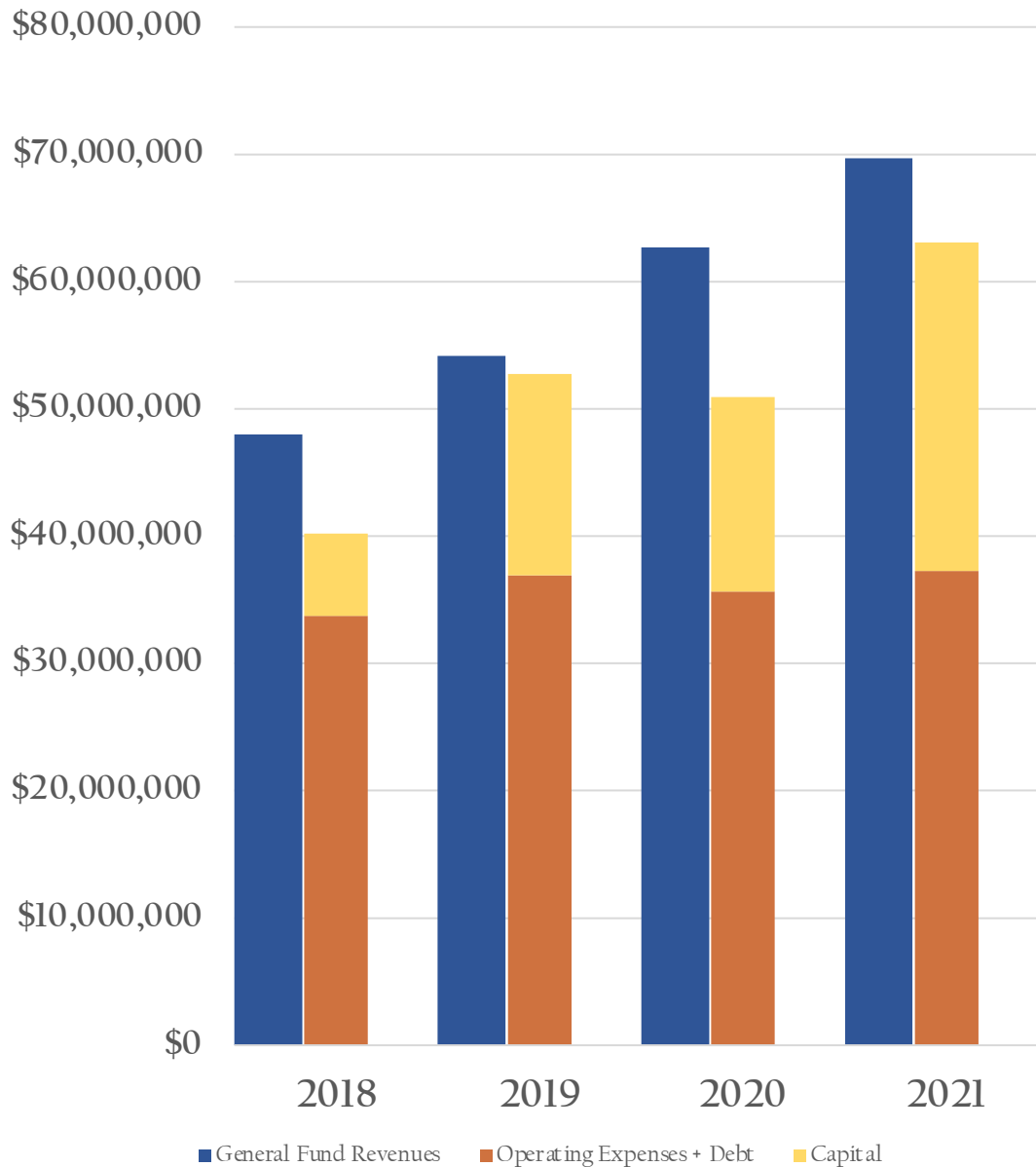
State competition: OBHS students received 16 superior ratings, 2 excellent ratings, 2 third place, 1 second place and 1 first place at 2021 Walter Trumbauer Theatre Festival.



# FISCAL MANAGEMENT



# Revenue & Expenses 2018-2021



# Strength of Orange Beach

\$47 Million Operating

\$43 Million Reserves

\$18 Million Bond Proceeds

AA1 Bond Rating (Moody's)

AA-Plus Bond Rating (S&P)

Assessed Property Value \$1.25B

An aerial photograph of a coastal area. In the foreground, a large ship is moving through the water, leaving a white wake. To the left, a smaller boat is also moving, leaving a white wake. In the background, a long bridge spans the water. On the left side of the bridge, there are several buildings and a beach. On the right side, there are more buildings and a beach. The sky is blue with some white clouds.

Estimated Future Capital projects:  
\$65,000,000+

# Capital Projects

- Fire Station No. 3
- City Beach / Infrastructure
- Orange Beach HS Turnout Lane
- Shooting Range
- City Hall Roof Replacement
- Recreation Center Interior Renovation
- Waterfront Park Pier ReBuild
- Trail Maintenance Shop & Wildlife Ctr
- East Canal Road Multimodal Path
- Medical Arts Renovation & Roof
- Finance Building Reno & Roof
- W Canal Road Multimodal Path
- Safe Room
- EcoVillage Cabins
- Post Office Roof
- Fire Admin Roof
- Performing Arts Center Lobby & Sign
- Field House / Athletic Training
- Fire Station 1 & Admin Offices
- Justice Center Renovation/Expansion
- City Hall Interior Reno & Expansion
- East Canal Road Widening
- Powerline & WWT Road Improvement
- Event Center Roof
- Sportsplex Stadium – West Side of Soccer Field
- City Storage Facilities
- Museum Relocation & Rebuild
- Sportsplex Shade Structure replacement
- Logistics Building conversion
- Fire Tower Refurbishment
- *School System Related:*
- OBES Expansion
- OBHS / MS Gym
- Athletic Training Center



# PUBLIC SAFETY & HEALTHCARE

# Public Safety Investments



NEW Fire Platform Ladder Truck  
Arriving Summer 2022



# New Fire Station No. 3



ORANGE BEACH FIRE STATION NO. 3



# Ono Island Fire Station No. 4



# Ono Island Fire Station No. 4



# New Police Vehicle Markings



# New OBPD Vessel



38 ft Port Security Grant 80% / City OB 20%

In Service May 2022

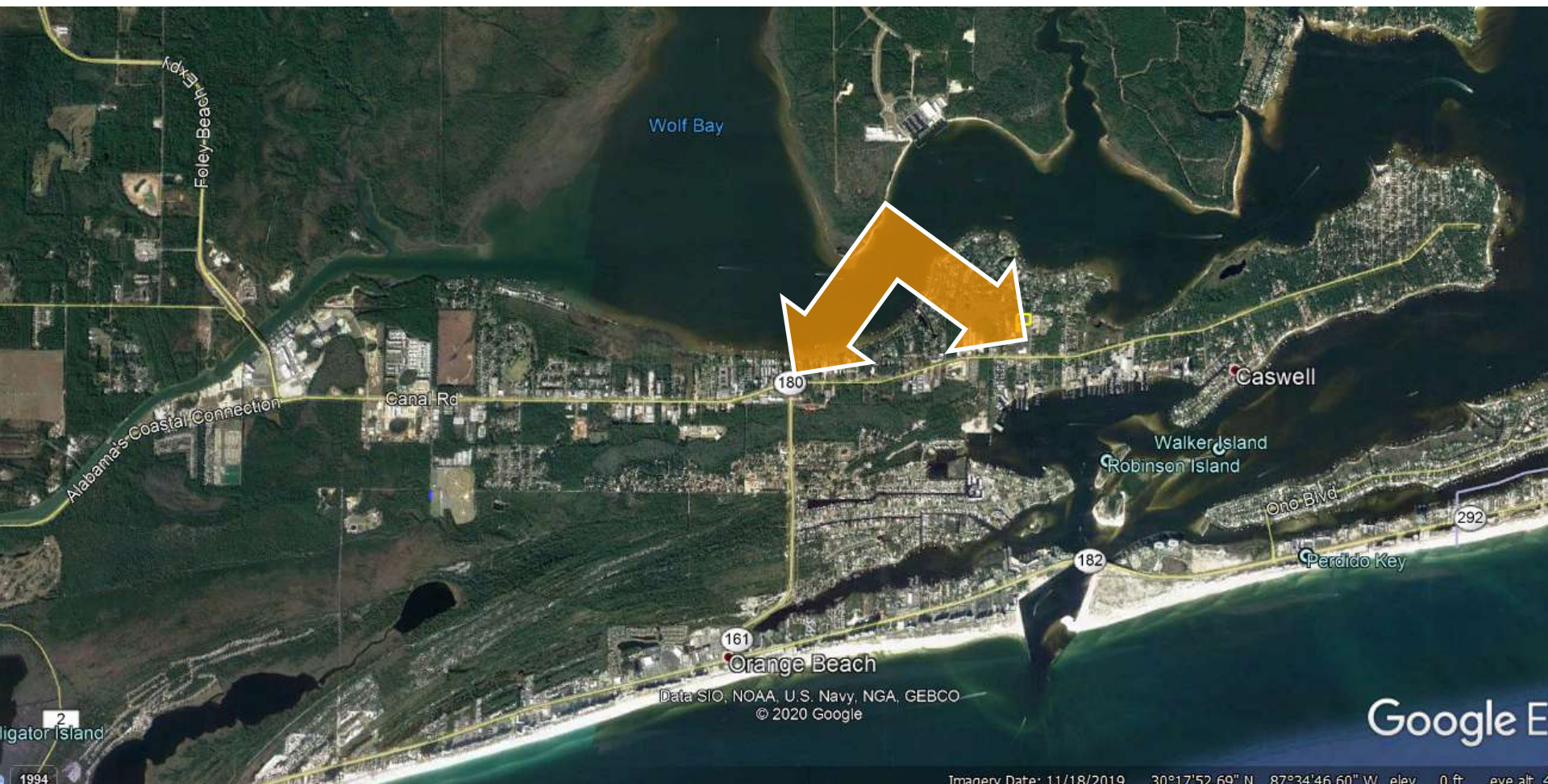
# TRANSPORTATION & INFRASTRUCTURE



# West Canal Road Widening



# East Canal Road Widening



- The project is expected to start in Summer 2022
- Construction anticipated to take a year and a half.

# East Canal Road



## City of Orange Beach Proposed Canal Rd E Improvements

OB Senior Center  
and Public Library

OB Coastal  
Arts Center

SR-161

- Controlled Access - expansion to 3 lanes with middle turn lane
- Start date – Summer 2022
- No lane closures for the most part
- Common sense?
- RESTORE Act funds (\$3.8M)

OB Justice Center



# Canal Road Bypass

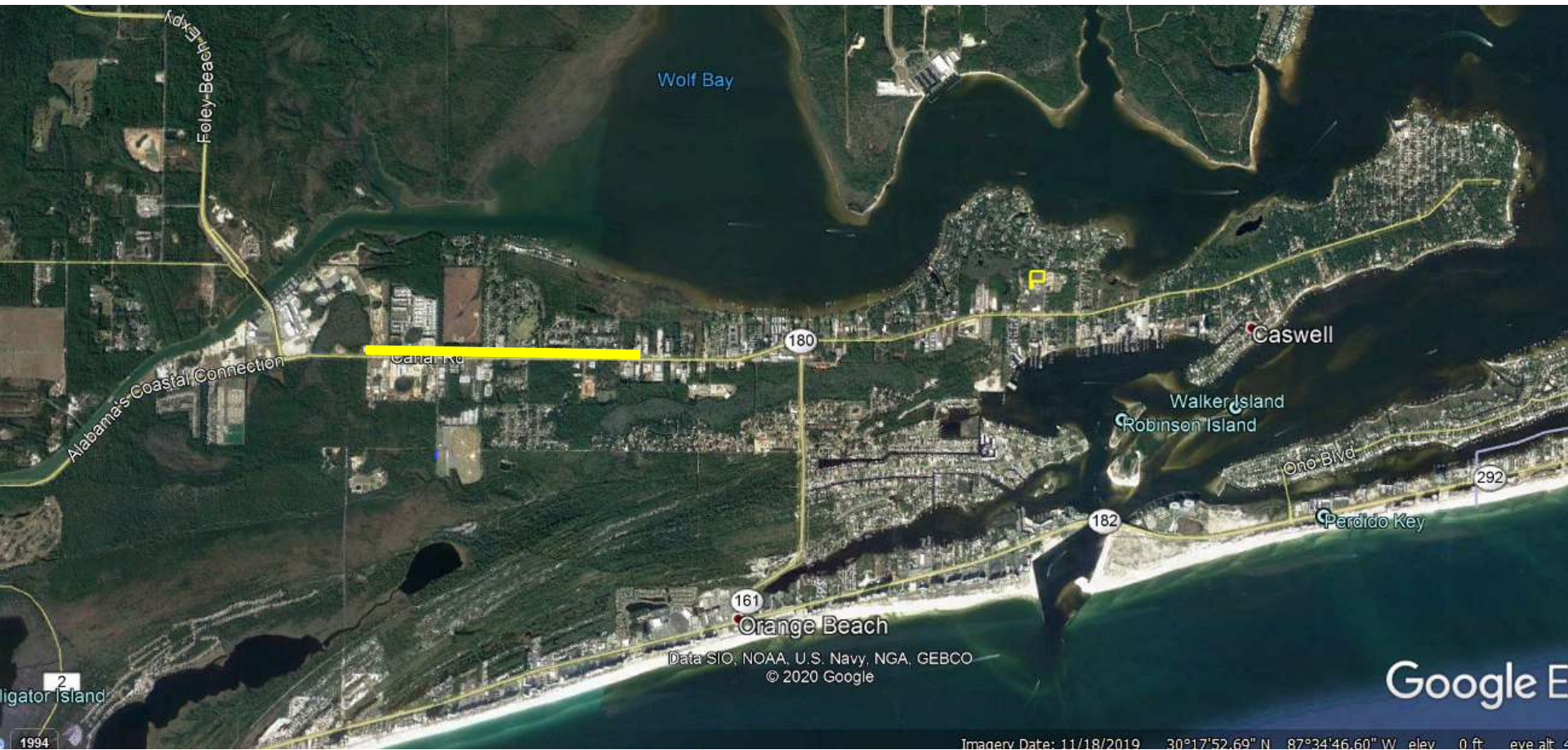


Completed by next election.

CONCEPTUAL DESIGN – SUBJECT TO CHANGE.

# West Canal Road Multimodal Path

Oak Street to East Wharf Parkway (TAP Grant)



# Fiber To The Home Investment

Only possible because of City initial investment as a partner with Island Fiber (Point Broadband)

No other entity came forward with a viable plan

Now multiple other companies want to cherry-pick neighborhoods without providing citywide coverage



An aerial photograph of a coastal region. In the foreground, there is a large, dark green, forested area with a small pond. To the right, a city skyline is visible along a coastline, with several tall buildings. The middle ground shows a large body of water with several small islands and peninsulas. The background is a bright blue sky with scattered white clouds.

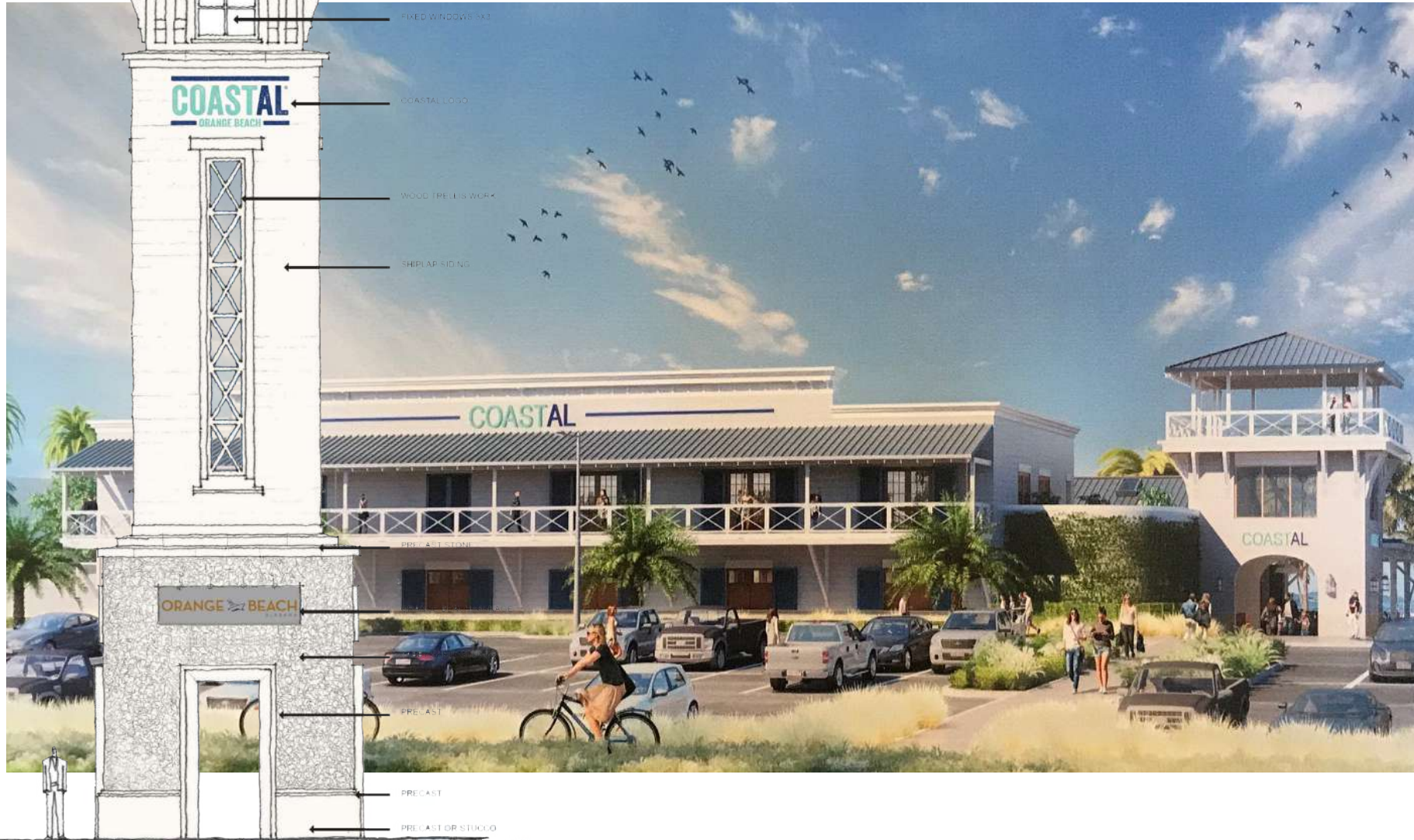
# UNIQUE ORANGE BEACH PROJECTS

# Citizen Beach Access / CoastAL Restaurant



- A prime 8.7-acre beachfront lot once slated for two condo towers at heights of 37 and 36 stories and previously approved 276 units
- City purchased 4.3 acres w/ 400ft with use of 800ft beachfront

# Citizen Beach Access / CoastAL Restaurant



# Citizen Beach Access / CoastAL Restaurant



Progress as of May 2022

# New Public Works Facility



Completed  
January 2021



- This new public works facility brings all aspects of the department under one roof for the first time since the city was incorporated.

# Utilities / Sewer Department

Upcoming project will be the installation of a new sewer main from Canal Road to County Road 12 using \$5.3 million of Restore Act funding.



# Sportsplex Upgrades



The baseball field will seat nearly 500 fans and the softball field seats over 400. Come watch our MAKOS!

# Shooting Range

OPENED APRIL 2022



CITY WILL SCHEDULE PUBLIC RANGE TIMES,  
FIREARMS CLASSES AND MORE ...

# Orange Beach Waterfront Park Pier ReBuild Is Underway

Target  
Completion  
Fall 2022



# Waterways & Shoreline Cleanup Facts

38 miles of shoreline cleaned regularly

8 miles of beaches cleaned daily

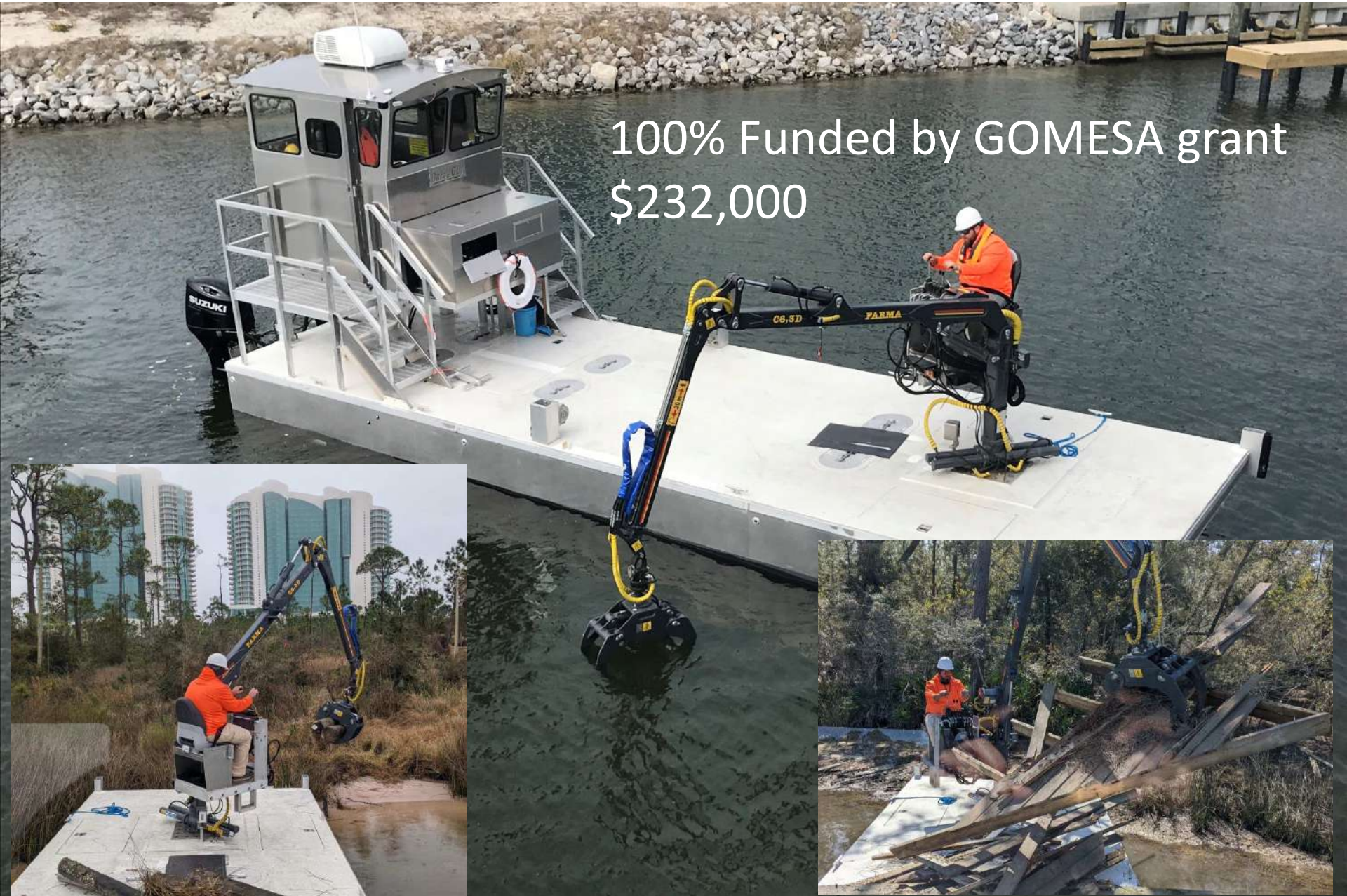
467,865 pounds of trash, debris, & recyclables  
collected from the beach in 2021

76,022 pounds of marine debris collected from the  
waterways in 2021

*We are conservationists more than environmentalists.*

# Coastal Resources Work Barge

100% Funded by GOMESA grant  
\$232,000



# Leave Only Footprints

BEFORE AND AFTER



**LEAVE ONLY**  
FOOTPRINTS

# QUALITY OF LIFE



# New 24/7 Adult Fitness Center

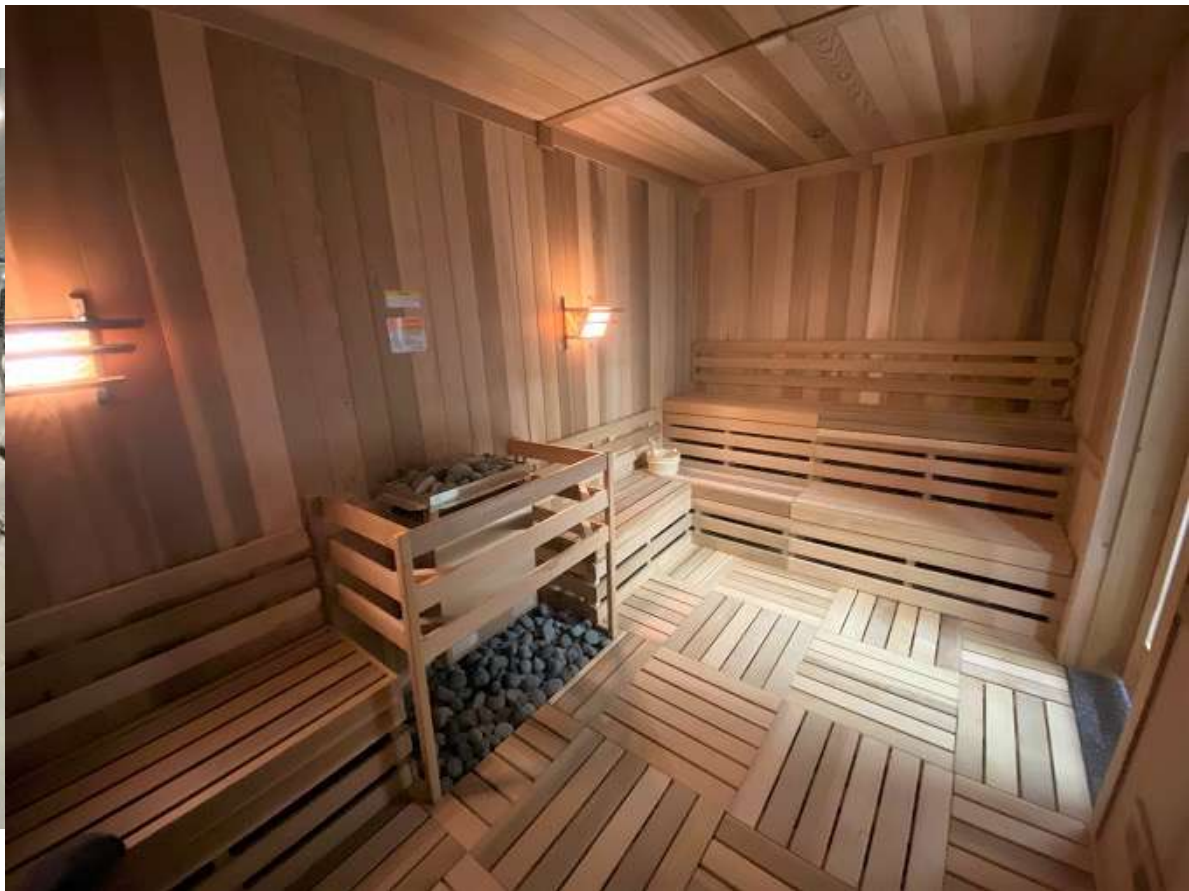


# New 24/7 Adult Fitness Center



# New 24/7 Adult Fitness Center

A 17,400-square-foot state-of-the-art fitness facility.



# Kids Park Reopens



# New Small Gym Completion



# Tennis Center Renovations



The Orange Beach Tennis Center reopened in November 2020 after a complete renovation of all eight hard courts - \$1.48 million.

# Coastal Arts Center of Orange Beach

The award winning facility with a 10,000-square-foot fine art gallery, Hot Shop and Clay Studio. It has grown into a truly special wedding destination, meeting and reception venue.



# Orange Beach Performing Arts Center



# Orange Beach Performing Arts Center

Completed September 2021



- Partnership between the City of Orange Beach and the Baldwin County Board of Education. While the school is benefitting from the center, it is a facility for the entire community.
- The 35,000-square-foot center includes a 710-seat main theatre, and a black box theatre that can seat up to 200 for intimate shows.

# Orange Beach Performing Arts



# Orange Beach Performing Arts



# Orange Beach Performing Arts



# Orange Beach Performing Arts





CITY OF ORANGE BEACH

# Expect Excellence

Academics, Arts, Athletics

331 kids registered in after-school program K-6



# Continuing Excellence

Enrichment, Arts & Athletics For Adults

Find classes and registration information  
at [www.orangebeachal.gov](http://www.orangebeachal.gov)

# Golf Carts in Orange Beach

OBPD has had  
excellent  
participation and  
support through  
neighborhood  
registration  
sessions in all  
types of weather.





# Golf Carts

1,075 carts  
registered as of  
5-4-22

Ordinance  
effective  
March 1, 2022



Considering Golf Cart Events / Parade annually

# CREATING A COASTAL BRAND



# “Creating Our Coastal Brand”



Approved design



Encouraging and Guiding  
Coastal Style and Design  
for New Development -  
Creating the Image of  
Orange Beach



Proposed design

Dollar General  
and Tom Thumb  
are examples.



Approved design

# Coastal Look ... City Facility Refresh Exterior Renovations

Medical Arts

Finance Department

Community Development

City Hall

Recreation Center Campus & Community Center

Senior Center & Library

Fire Administration and Fire Station 1

Post Office

Justice Center

# “Creating Our Coastal Brand”



# “Creating Our Coastal Brand”



Coastal Resources Office – Walker Avenue

# UPCOMING EVENT



2ND ANNUAL  
**ORANGE BEACH  
FREEDOM FEST**



**CARS ★ COMMUNITY ★ CONCERTS ★ CRAFTS**

**CELEBRATING AMERICA IN ORANGE BEACH, AL**

**WWW.ORANGEBEACHFREEDOMFEST.COM**

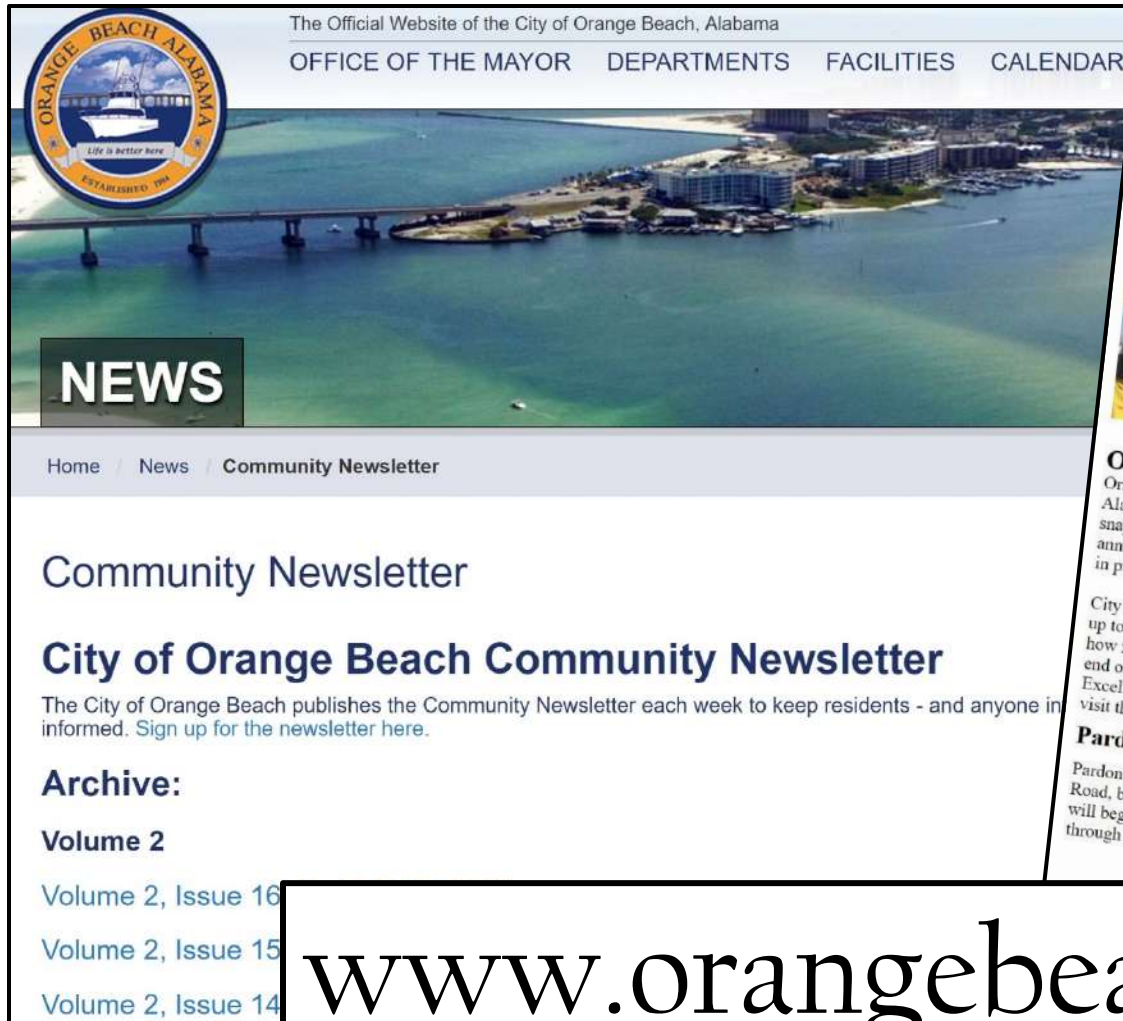


# STAY INFORMED



# Newsletter & Website

Sign up at [www.orangebeachal.gov/community-newsletter](http://www.orangebeachal.gov/community-newsletter)



[www.orangebeachal.gov](http://www.orangebeachal.gov)

# OTHER WAYS TO STAY CONNECTED

## INFO LINES

CITY INFORMATION LINE: 251-980-INFO (4636)

DAILY SURF/BEACH CONDITION INFO LINE: 251-981-SURF (7873)

CITY HALL: 251-981-6979

## SIGN UP FOR TEXT ALERTS

Sign up to receive important updates from the city via text message and/or email by texting OBALERTS to 888777 or visit the city's emergency management page at [www.orangebeachal.gov/departments/emergency-management/city-alerts-sign](http://www.orangebeachal.gov/departments/emergency-management/city-alerts-sign).

## SOCIAL MEDIA CHANNELS

TO RECEIVE DAILY BEACH WARNING FLAG STATUS UPDATES VIA TEXT MESSAGES, TEXT ALBEACHES TO 888777.

## CITY COUNCIL MEETINGS

The City Council meets regularly on the first and third Tuesday of each month at 5:00 p.m. in the Council Chambers of Orange Beach City Hall. The regularly scheduled Council meeting begins at 5:00 p.m. and is immediately followed by the Committee of the Whole (work session) that sets the agenda for the next regular Council meeting.

Public comment and input is always welcome.

# fakebook

Questions? Call me: 251-747-8282

“Life is Better Here”...



City Hall: 251-981-6979

[www.orangebeachal.gov](http://www.orangebeachal.gov)