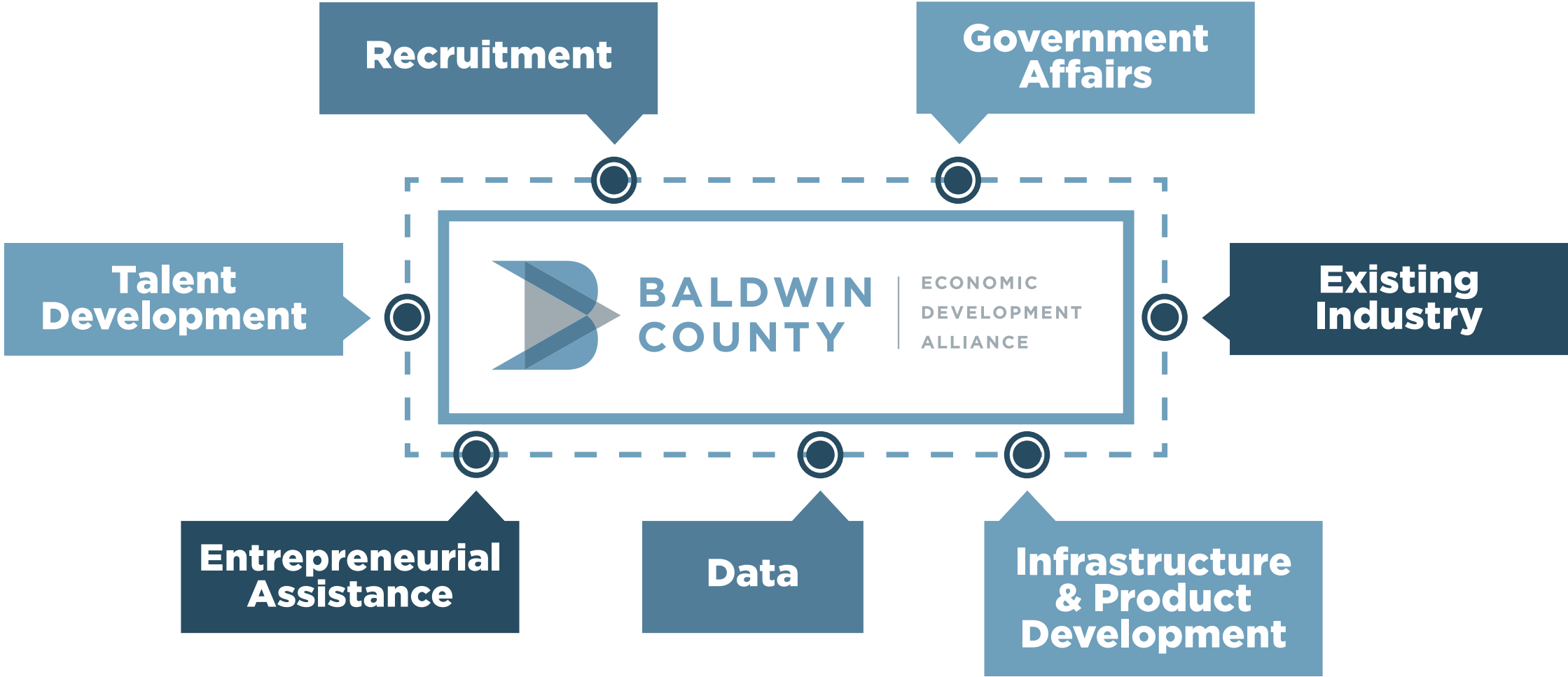




**BALDWIN
COUNTY**

**ECONOMIC
DEVELOPMENT
ALLIANCE**

STRATEGIC EFFORTS



7TH FASTEST-GROWING METRO AREA IN THE U.S.



POPULATION GROWTH 2010-2020	PERCENTAGE
The Villages, FL Metro Area	38.9%
Austin-Round Rock-Georgetown, TX Metro Area	33.0%
St. George, UT Metro Area	30.5%
Greeley, CO Metro Area	30.1%
Myrtle Beach-Conway-North Myrtle Beach, SC-NC	29.5%
Provo-Orem, UT Metro Area	27.4%
Daphne-Fairhope-Foley, AL Metro Area	27.2%
Bend, OR Metro Area	25.7%
Orlando-Kissimmee-Sanford, FL Metro Area	25.3%
Raleigh-Cary, NC Metro Area	25.1%

Source: U.S. Census Bureau

239,294

BALDWIN COUNTY
POPULATION IN 2021

300,000

PROJECTED
POPULATION BY 2035

70% GROWTH

IN POPULATION SINCE 2000

EQUIVALENT POPULATION

+ 240,000

BALDWIN COUNTY 2021 POPULATION

100,000

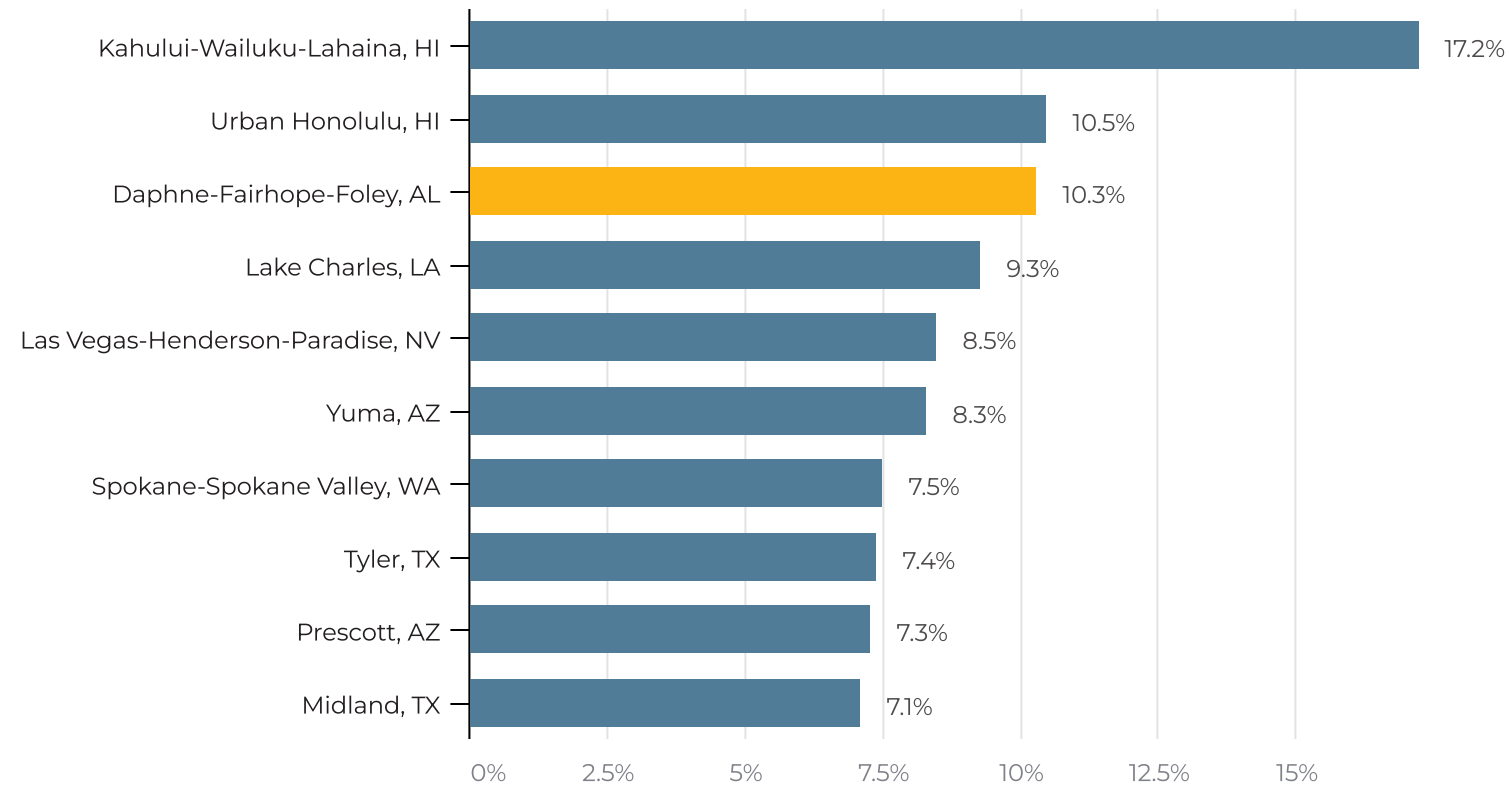
EQUIVALENT POPULATION
OF VISITORS

= 340,000

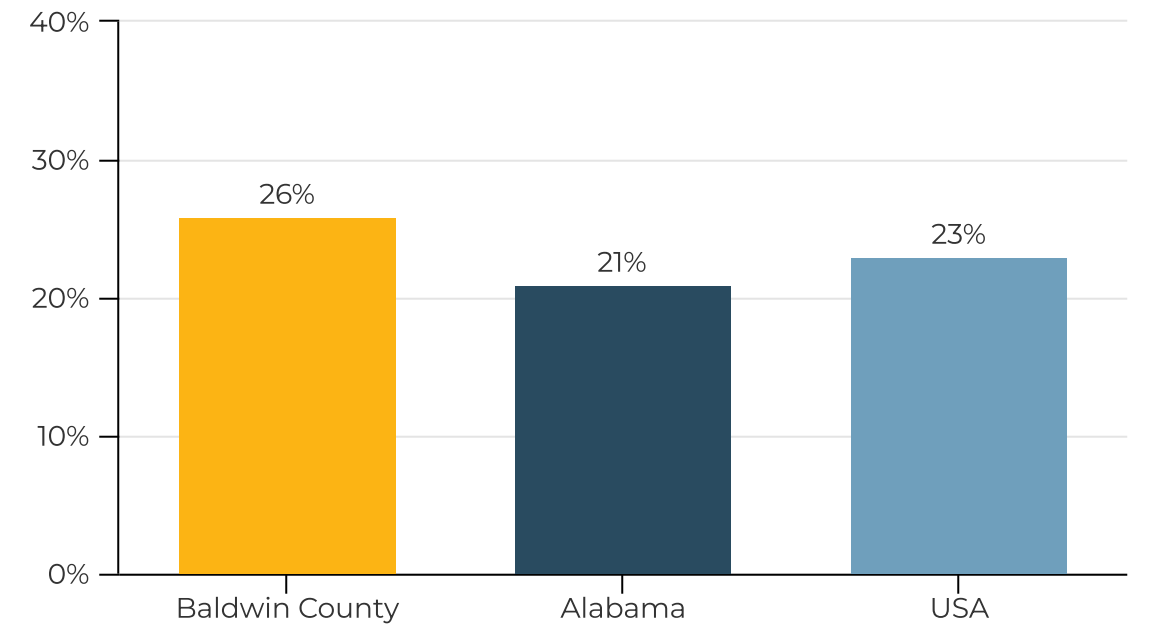
POPULATION'S ECONOMIC ACTIVITY

*considering expenditures,
consumption and buying power.*

Top Metro Areas For Job Growth (2020 to 2021)



5 Year Wage Growth (2016-2021)



SOURCE: JobsEQ

AVERAGE WAGE IS **21%**
lower than the state average

AVERAGE WAGE IS **24%**
lower than Mobile, AL

TOURISM AS ECONOMIC DEVELOPMENT



EQUIVALENT POPULATION

240,000

BALDWIN COUNTY 2021 POPULATION

+ 100,000


EQUIVALENT POPULATION
OF VISITORS

= 340,000

POPULATION'S ECONOMIC ACTIVITY

*considering expenditures,
consumption and buying power.*



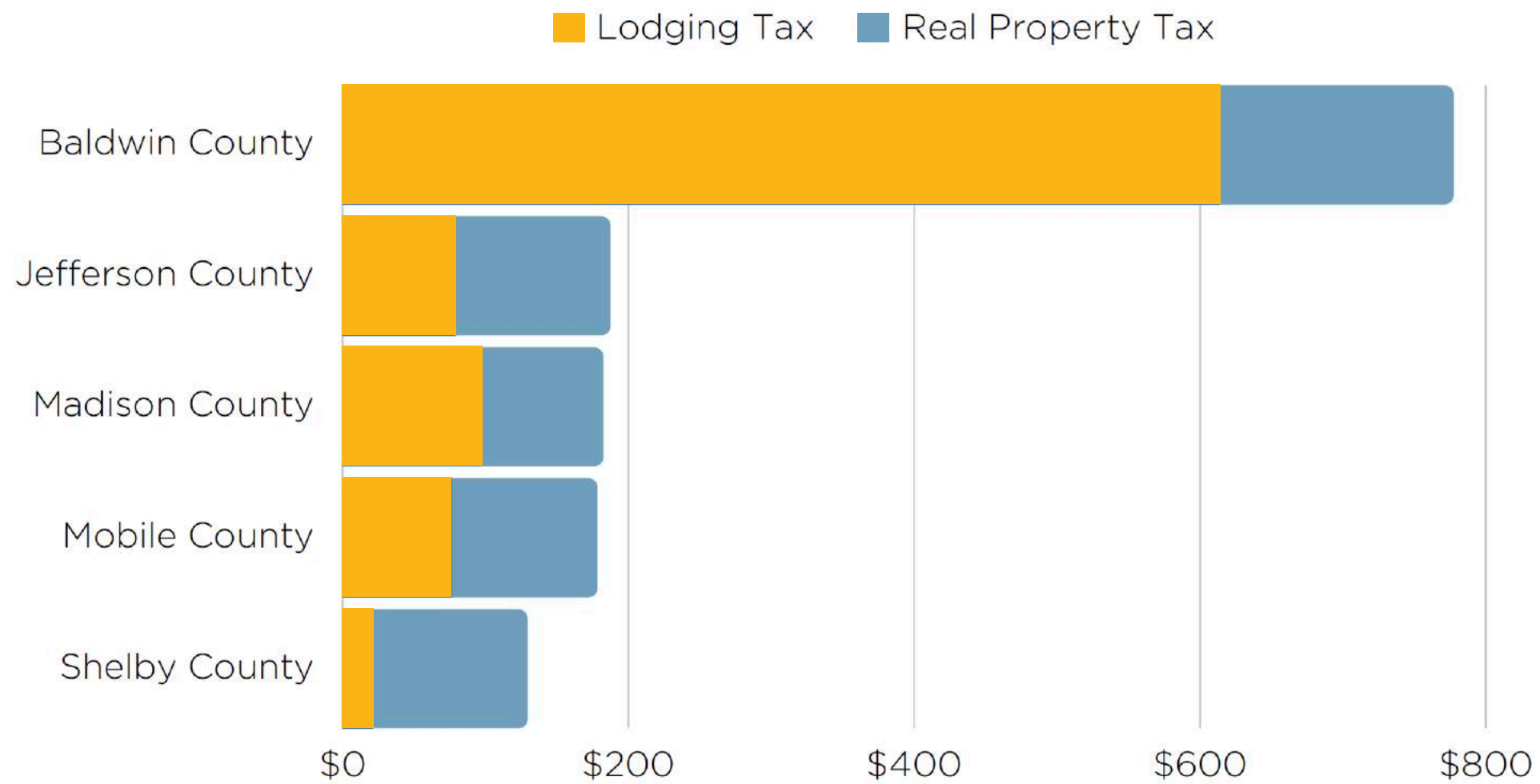


Due to Baldwin County's continued growth in **TOURISM**, the county ranks as **ALABAMA'S LEADER IN PER CAPITA TAX REVENUE.**

55%

**HIGHER THAN THE
NEXT CLOSEST COUNTY**

PER CAPITA TAX REVENUE (2021)



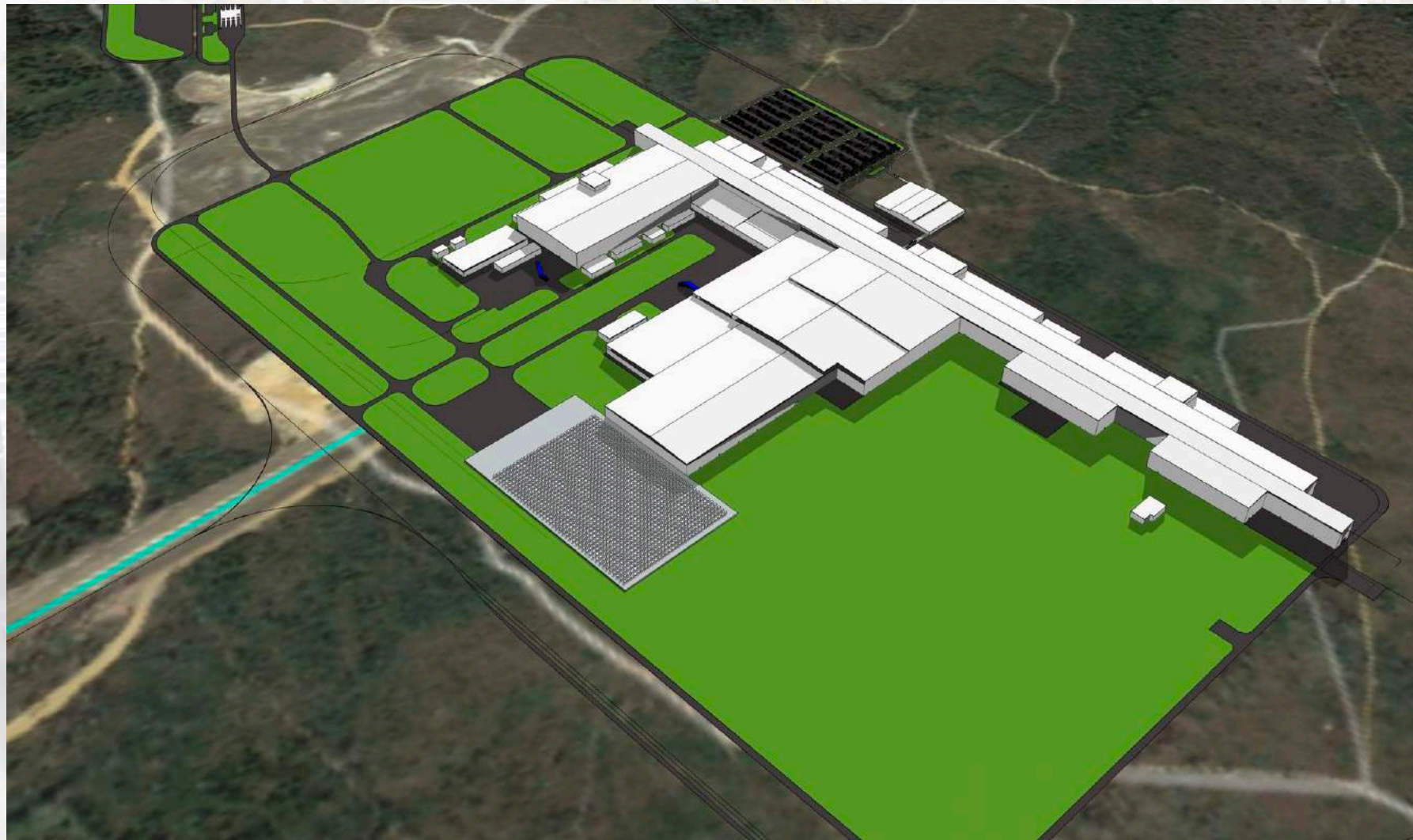
WHAT'S NEXT?



**BALDWIN
COUNTY**

**ECONOMIC
DEVELOPMENT
ALLIANCE**

Novelis & BALDWIN COUNTY



ECONOMIC IMPACT



**MORE THAN
\$2.5 BILLION** in
capital investment
in Baldwin County

★ **AVERAGE ANNUAL
WAGES OF \$65,000
PER YEAR**

53% HIGHER than the
current average wage for
a Baldwin County worker



**1,000 NEW
DIRECT JOBS** in
Baldwin County



**900 NEW
PERMANENT
INDIRECT JOBS**
in the region

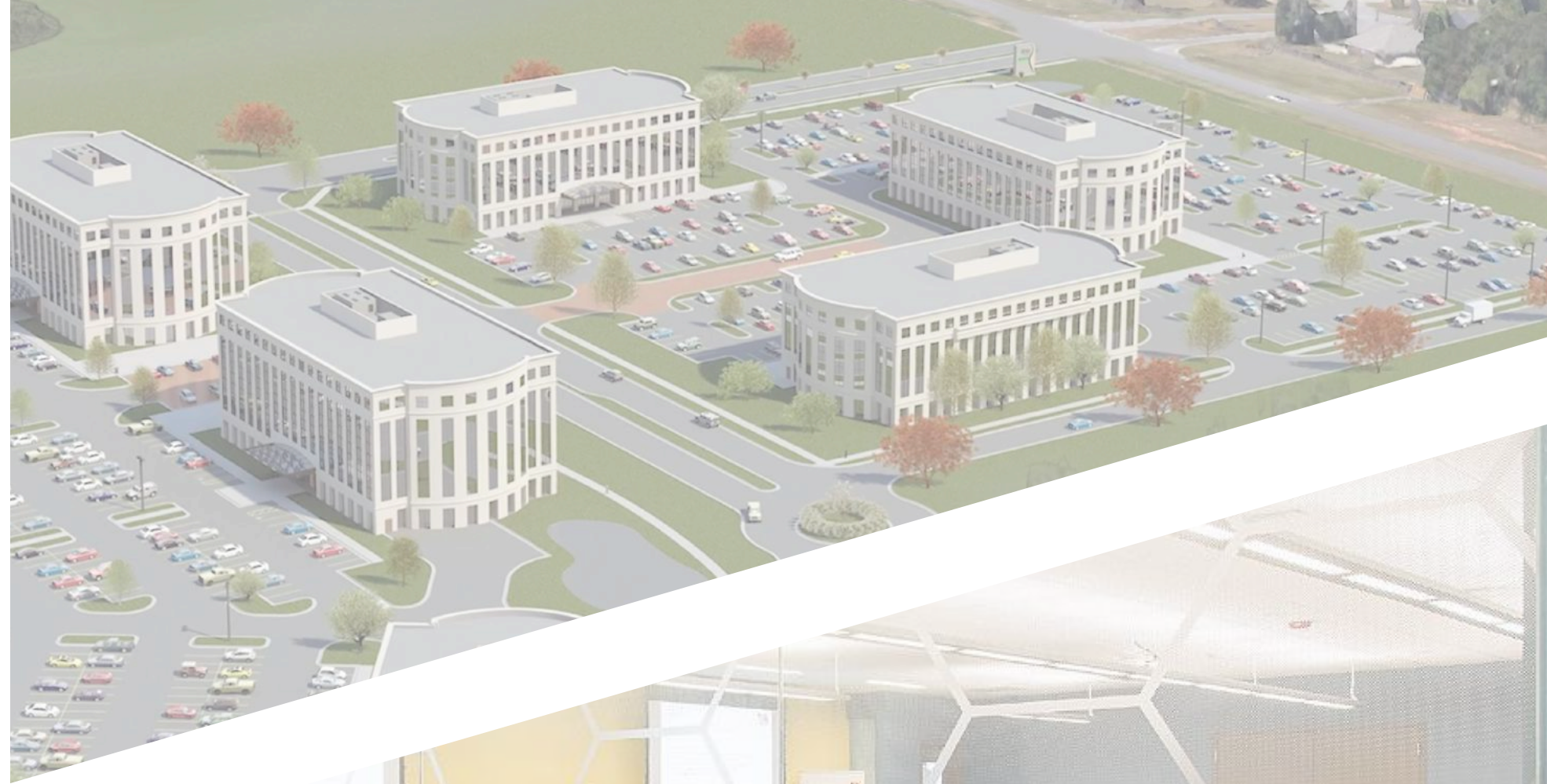


**SEVENTY-FIVE-ACRE
MASTER-PLANNED CAMPUS**

**CLASS A OFFICE AND
RESEARCH PARK**

Novelis

**70,000-SQUARE-FOOT
NOVELIS ADVANCED
MANUFACTURING
AND LEADERSHIP
TRAINING CENTER**



**\$2.5 MILLION EDA GRANT
FOR RENOVATIONS TO
K-1 CENTER IN FAIRHOPE**





BALDWIN
PREPARATORY ACADEMY

ALABAMA'S FIRST **CAREER-TECH HIGH SCHOOL**



CLASSES SET TO
START **FALL OF 2024**

A man and a woman in business attire are looking at a tablet together. The man is pointing at the screen while the woman looks on. The background is a bright, slightly blurred office setting.

TALENT ATTRACTION and WORKFORCE DEVELOPMENT



**BALDWIN
COUNTY**

**ECONOMIC
DEVELOPMENT
ALLIANCE**

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