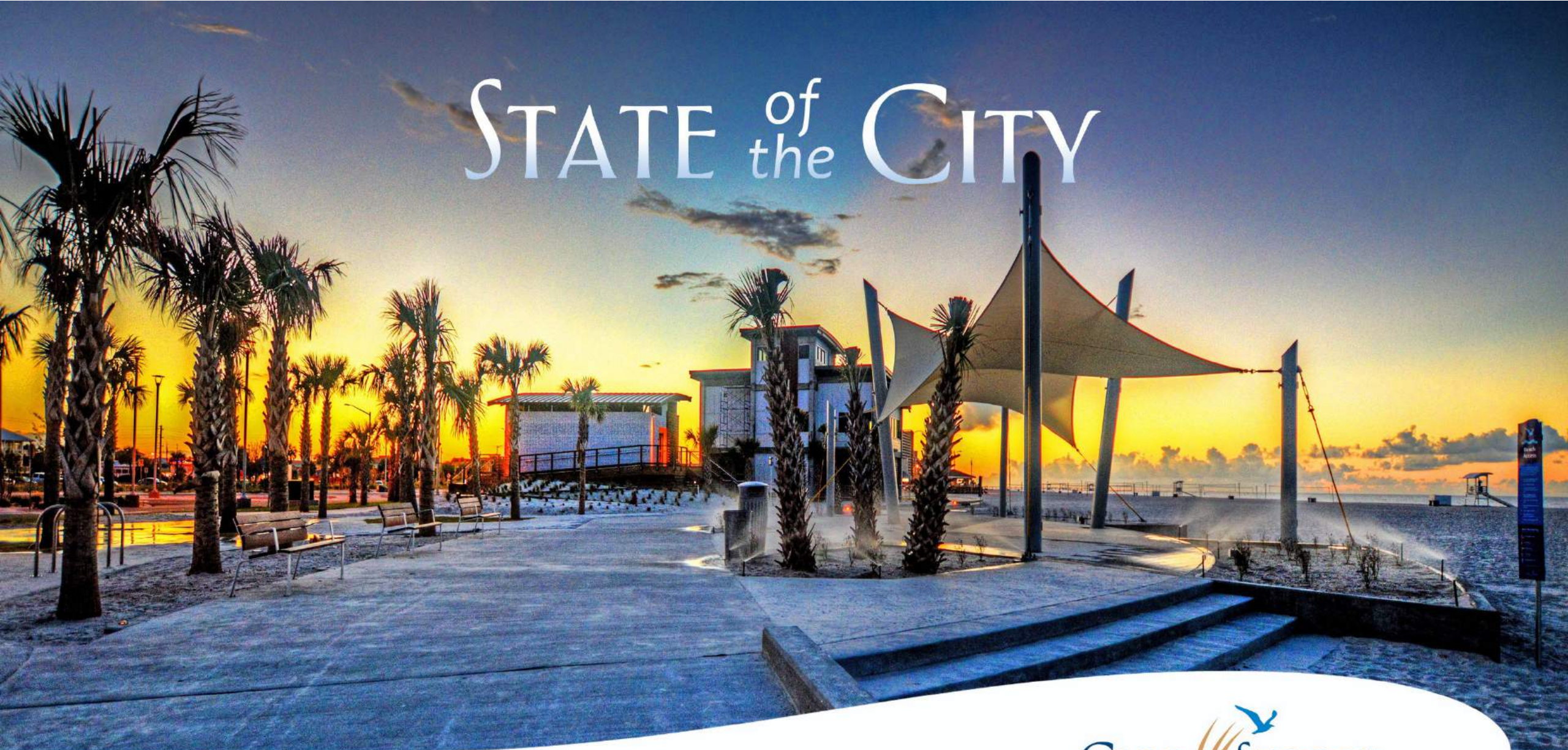


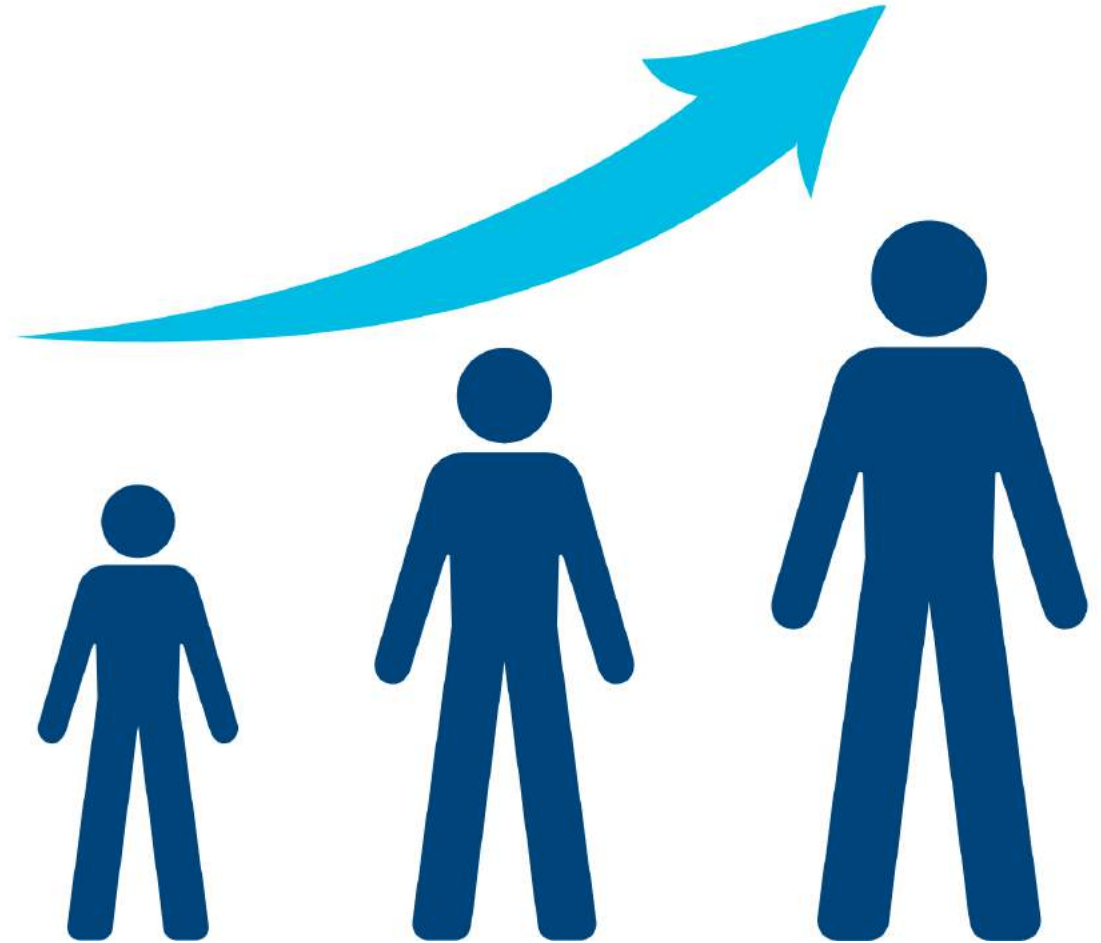
STATE *of* the CITY



GULF SHORES™
SMALL TOWN, BIG BEACH

COMMUNITY GROWTH

- **Population has Increased 61.5% Since 2010**
 - 9,741 in 2010
 - 15,736 in 2021
- **Fastest Growing City in Alabama**
According to the 2020 Census
- **504 Single Family Home Building Permits Issued in 2022** – *Typically doesn't surpass 300*
- **1008 New Business Licenses**
Issued since 2018



FINANCIAL OVERVIEW

GENERAL FUND BUDGET

2022: \$63.9M | 2023: \$65.9M

CASH RESERVES

\$63.6M (Maintained 96%)

612% Increase since 2010

*\$20M in Advanced Debt Payments
Over the Last Two Years*

FY 2022 REVENUES

\$72.7M **+15%** over 2021

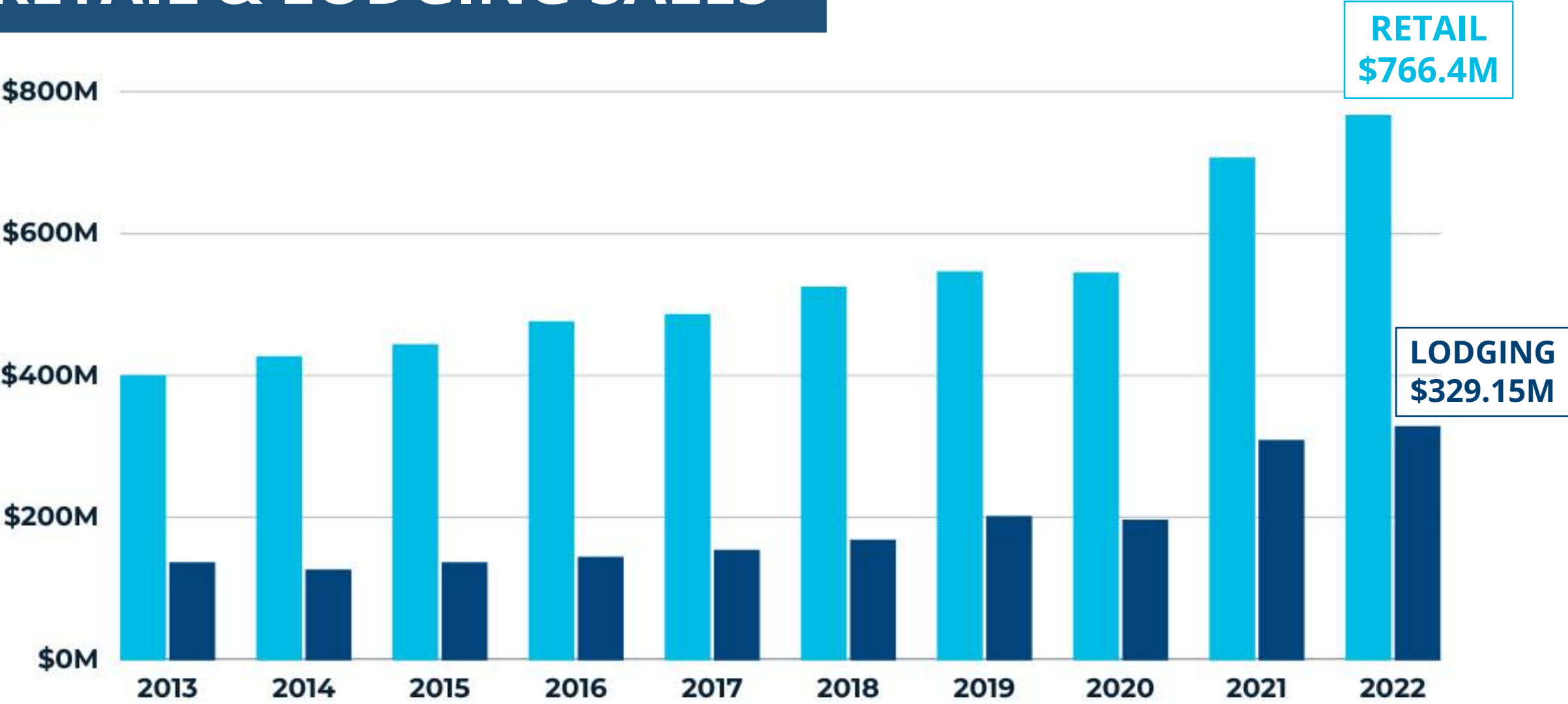
- *Sales Tax* **↑9%**
- *Lodging Tax* **↑11%**



2023 Q1 UPDATE

**Actual Revenues + \$4.5MM
Over Budgeted Revenues**

RETAIL & LODGING SALES



SURPASSED \$1 BILLION IN RETAIL & LODGING SALES IN 2022

VISION 2025

In 2012, our community was facing several challenges:

Down Economy due to BP Oil Spill

Inadequate Schools

Insufficient Access to Health Care

Lacking State Park Facility

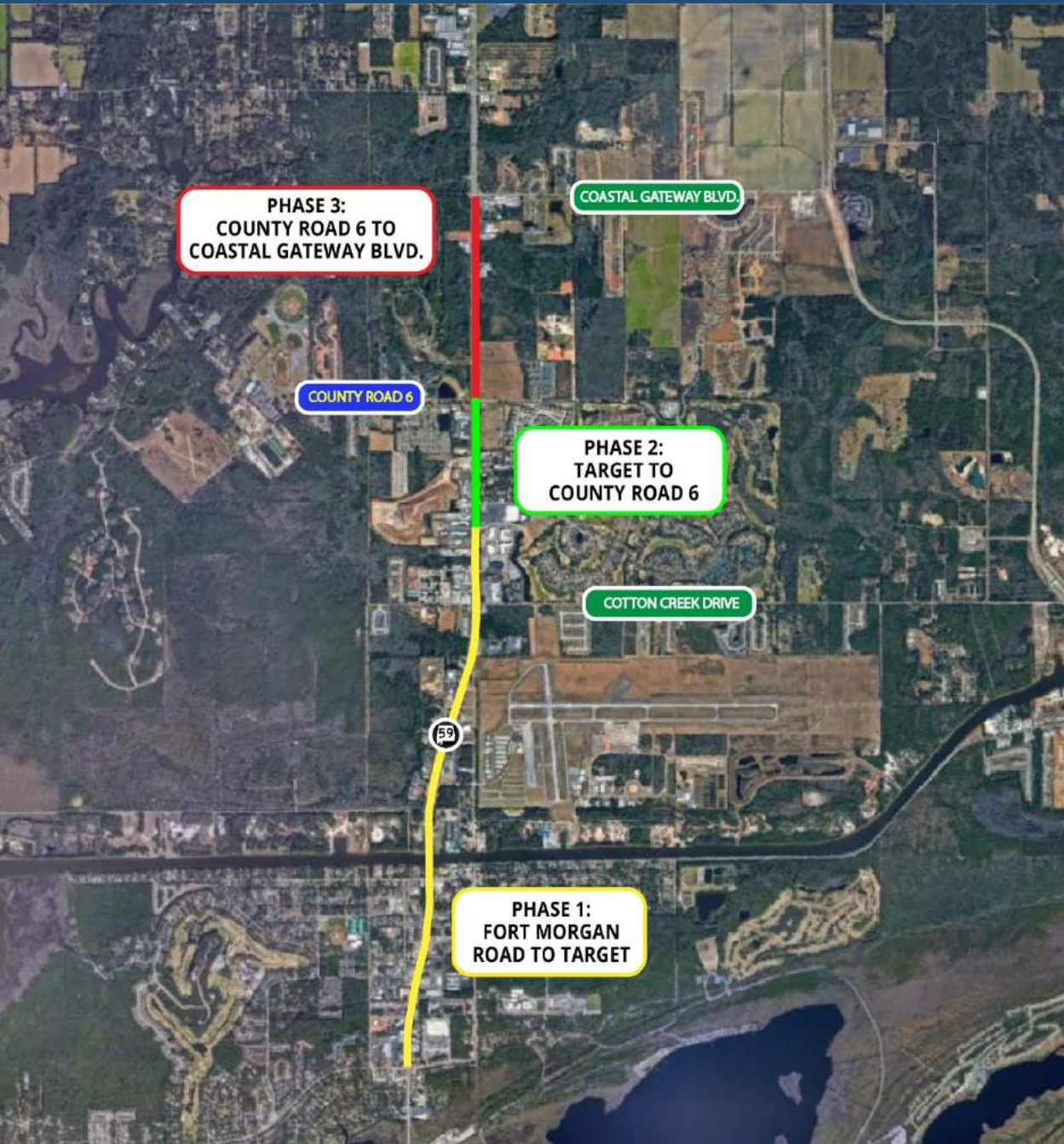
Insufficient Beach District

We came together and created Vision 2025.

We needed a better quality of life.

WELL-ORGANIZED INFRASTRUCTURE

HWY 59 EXPANSION



PEDESTRIAN BRIDGE





GULF SHORES

INTERNATIONAL AIRPORT
— JACK EDWARDS FIELD —

- **Planning to go out for bid on a new design contract for a permanent terminal facility**
- **Permanent terminal will provide the ability to have commercial airlines service our destination**
- **Industry challenges**
- **Three letters of interest from commercial airlines**



WATERWAY DISTRICT

WATERWAY DISTRICT



POSSIBLE
CONNECTOR ROAD

Cotton Creek Dr.

Cotton Creek Dr.

GULF SHORES
INTERNATIONAL AIRPORT
The to Adventure's Beaches

FUTURE TERMINAL
LOCATION

NEW ALDOT
BRIDGE

WATERWAY WEST
IMPROVEMENTS

59

NEW AIRPORT
ENTRANCE

EAST
MARINA

SUMMERDANCE

WATERWAY
VILLAGE

WATERWAY EAST
EXPANSION

WEST
MARINA

CENTRAL
MARINA

LEGENDARY MARINA
& YACHT CLUB

PEDESTRIAN
BRIDGE

WATERWAY
VILLAGE

BEACH DISTRICT

BEACH WALKING DISTRICT



EMBASSY SUITES



NEW DEVELOPMENT



ENVIRONMENTAL STEWARDSHIP

BEACH RESTORATION



2013.01.24 17:53

GULF COAST ECOCENTER



PARKS

NEW COMMUNITY PARK

- **128-Acre New Community Park to Serve the Fastest-Growing Area in Gulf Shores**
- **Includes New North-South Connection from Coastal Gateway Boulevard to CR6**
- **Developing Master Plan**
Community Input Meeting this Summer to Reveal Master Plan



LAGUNA COVE

Little Lagoon



PUBLIC SAFETY

JUSTICE CENTER



GULF SHORES POLICE DEPARTMENT

- Gulf Shores Police Department has begun the process for National Accreditation through the Commission on Accreditation for Law Enforcement Agencies (CALEA)
- **Only about 5 percent of all local, state and federal agencies in the United States have achieved the CALEA mark of distinction**
- Help GSPD by submitting comments on the Accreditation Public Comment Portal available at www.gulfshoresal.gov/police



GULF SHORES FIRE RESCUE

- **25% of the Department are Certified Smoke Divers**
 - *One of the highest percentages in the state*
 - *Less than 1% of firefighters are certified*
- **ISO 1 Classification - Highest Rating Possible**
- **67% of department are nationally registered paramedics and it will be 85% by the end of the year**
- **6 full-time and 30+ seasonal lifeguards all certified at the highest level of USLA**
 - **137 Total Rescues 2022**
 - **100 Rescues in so far 2023**
- **New Training Facility will provide opportunities to maintain standards of excellence**



Example Training Facility



GULF SHORES
CITY SCHOOLS

2022-2023 SUCCESSES



U.S. Dept of Education

2023 NATIONAL GREEN RIBBON SCHOOL DISTRICT

1 OF 11 SCHOOL
DISTRICTS IN THE U.S.





Gulf Shores City Schools earned a 92 grade on its first-ever state report card



GULF SHORES
CITY SCHOOLS

2022 Alabama State Department of Education Report Card

State Rank		2022 Grade
1	Mountain Brook City	98
2	Vestavia Hills City	96
3	Trussville City	95
T-4	Piedmont City	94
T-4	Saraland City	94
T-6	Auburn City	93
T-6	Homewood City	93
T-6	Hoover City	93
T-6	Madison City	93
T-10	GULF SHORES CITY	92
T-10	Arab City	92
T-10	Hartselle City	92
T-10	Winfield City	92



ACADEMICS

- **154 Dual Enrollment Courses Completed**
(**\$180,180 in Tuition Saved**)
 - Auburn University
 - South Alabama
 - University of Alabama
 - Coastal Alabama Community College
- **30 Students Scored Over 30 on ACT**
- **National Merit Scholar Finalist**
- **\$5.4 M in Scholarships so far in 2023**
- **100% of class of 2023 earned a College/Career Readiness Credential**
(Advanced Placement/Technical/Vocational, etc.)



GS ATHLETICS

- **2 State Champions**
Lily Zlab (High Jump), Lydia Reno (Shotput)
- **2 State Records Set**
Boys Swimming (200 medley relay, 200 free relay)
- **1 State Runner-Up**
Boys Swimming
- **4 Final Four Appearances**
Girls Bowling, Girls Swimming, Girls Volleyball,
Boys Wrestling
- **10 Teams Won Area or Sectional Championships**
- **100% Girls teams qualified for State playoffs**
- **85% Boys teams qualified for State playoffs**
- **500+ Student-Athletes competed State playoffs**





CAPITAL IMPROVEMENTS



GSES STEAM COLLABORATIVE LEARNING CENTER





GSES 200/300 BUILDING RENOVATIONS



8-CLASSROOM ADDITION AT GSES



NEW HIGH SCHOOL



PLANNING FOR OUR FUTURE

VISION 2035

In the year 2035, Gulf Shores will...

VISION 2025

FALL 2012

*Internal Planning
Began*

2013-2014

*Multiple Community
Input Meetings,
Workshops and
Plan Revisions*

JUNE 9, 2014

*Vision 2025
Plan Adopted*

FALL 2022

*Internal Planning
In Process*

2023-2024

*Objective Committees,
Input meetings,
Workshops and
Plan Revisions*

SUMMER 2024

*Vision 2035 Plan
to be Adopted*

VISION 2035

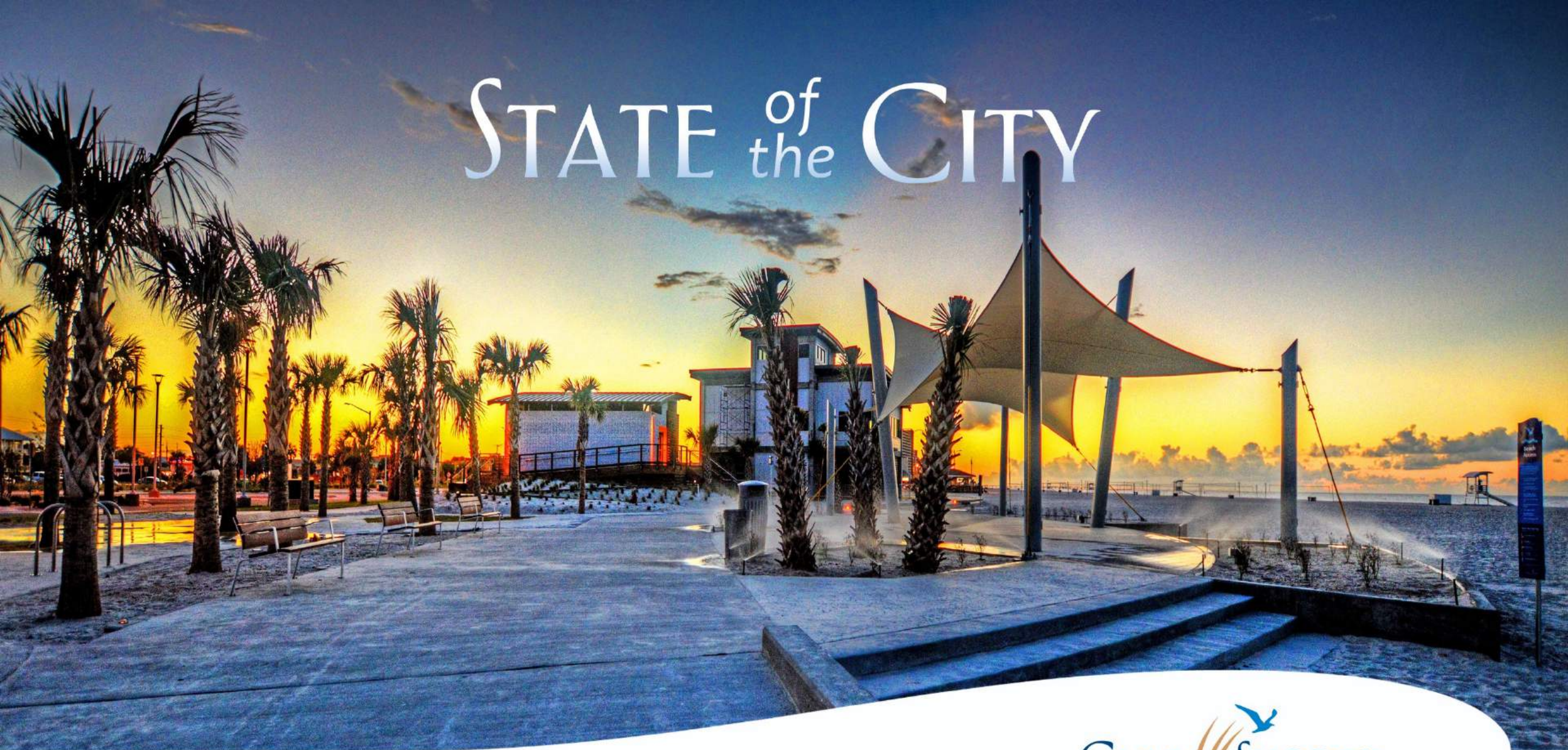


2023 NATIONAL COLLEGIATE
BEACH VOLLEYBALL
CHAMPIONSHIP
GULF SHORES, AL



May 5-7, 2023
Gulf Place

STATE *of the* CITY



GULF SHORES™
SMALL TOWN, BIG BEACH