



Baldwin
Alliance



YEAR IN REVIEW

2021

Letter from Lee Lawson

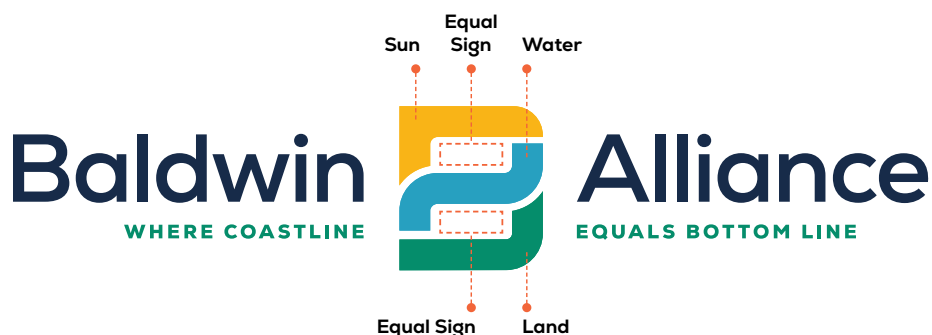
As you open this report, you'll notice something new. As we celebrate the accomplishments of 2025, this is also your first glimpse of our identity as Baldwin Alliance. Throughout last year, we undertook a thoughtful rebranding process to ensure our name and look accurately reflect who we are today: an organization rooted in partnership, connection, and the strength of Baldwin County's growing economy.

2025 was a year defined by progress. We advanced major projects, expanded our work in workforce development and entrepreneurship, strengthened regional partnerships, and continued to elevate Baldwin County on state, national, and international stages. These achievements not only reflect the hard work of our team and partners, but also the momentum shaping the year ahead.

We are proud to share this recap with you and grateful for the collaboration that makes this mission possible. The work highlighted here reflects a strong foundation and positions Baldwin Alliance for an impactful year to come.



Lee Lawson
President & CEO, Baldwin Alliance



About Our Work

We believe that Baldwin County's success is built on partnership. Every initiative we lead is designed to create jobs, attract new investment, and ensure our community continues to thrive for generations to come.



Business Attraction & Retention

Recruiting new industries and supporting existing businesses to grow and succeed in Baldwin County.



Workforce & Talent Development

Partnering with schools, colleges, and training providers to build a pipeline of skilled talent for tomorrow's industries.



Advocacy & Policy

Championing pro-growth policies at the local, state, and federal levels to strengthen Baldwin County's business climate.



Data-Driven Research

Providing businesses, consultants, and developers with the insights they need to make confident, strategic decisions.



Entrepreneurial Support

Connecting startups and innovators with resources, mentorship, and networks to bring new ideas to life.

Projects & Investment

3 projects won

\$76M in capital investment

210 new jobs

\$71.7K average salary
which is 47% higher than the current average in Baldwin County

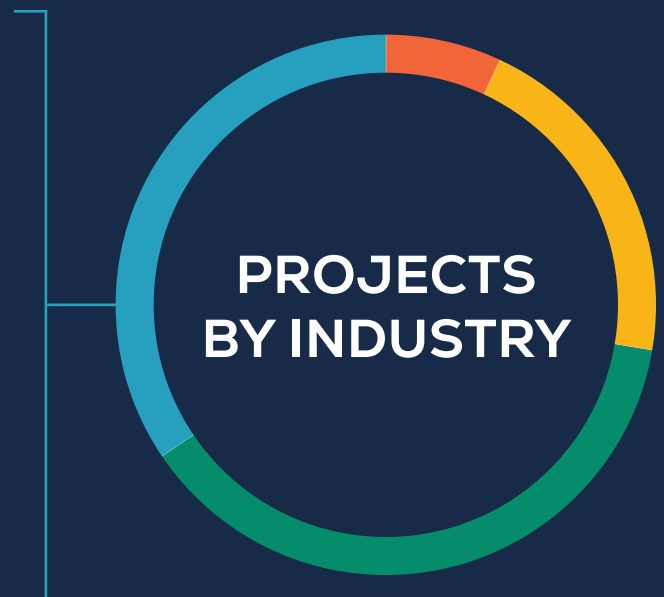
Total Project Opportunities

37.9% Advanced Manufacturing

34.4% Professional Services

20.7% Warehouse/Distribution

6.9% Aerospace & Aviation



29 total projects

\$491M in capital investment

4,115 new jobs

118 AC average site size

Company Locations & Expansions



Kaishan Compressor USA completed its \$11 million expansion in Loxley, doubling its size, increasing production, and creating 50+ jobs over the next five years.

- **Green Health Laboratories** announced a new, state-of-the-art cannabis and hemp testing facility in Foley. This facility is creating up to 50 high-paying jobs over the next three years and represents approximately \$3.4 million in capital investment.



Butting USA, global stainless steel pipe manufacturer, broke ground on North American Headquarters & first U.S. facility with \$61 million investment and up to 100 jobs in Loxley.

- **Maximus Meats** is constructing a meat processing and retail facility in Summerdale, creating 60+ jobs and investing \$11+ million.

Workforce Development



The state's first standalone career-technical high school, **Baldwin Preparatory Academy**, completed its inaugural school year and achieved major milestones. Students gained valuable workforce credentials, including industry certifications, college credits, awards, and internships.

The school's innovative integration with local industry has earned it multiple awards and international recognition. Through a strategic partnership between Baldwin Alliance and the Baldwin County Public School System, relationships with local employers have been strengthened, creating generational opportunities for both the regional economy and the future workforce.

\$6.3M+

Industry Partner
Funding

45

Healthcare
Internships

12

Teacher Cadet
Committals

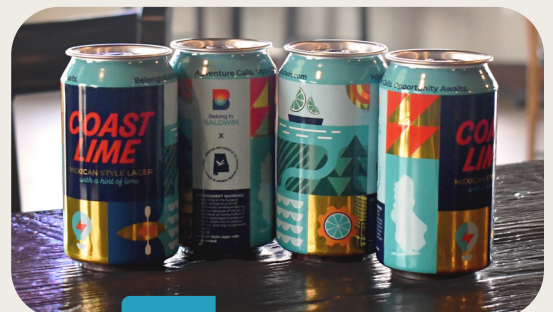
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FAME
Internships

The Federation of Advanced Manufacturing Education's local chapter, **FAME - Built By Baldwin**, welcomed its inaugural cohort of 12 students this summer. The work-based learning program connects Coastal Alabama Community College students with local manufacturers, providing them with work experience alongside their college education and other credentials essential to the field.



Belong in Baldwin solidified its role as a **unifying community brand** by highlighting young professionals who choose to build a life and career in Baldwin County, expanding its merchandise line, and bringing together initiatives like FAME - Built By Baldwin. The brand's impact reached new heights with the launch of its own beer, CoastLime, at Fairhope Brewing Company, further celebrating the spirit of belonging in the region.



Innovation & Entrepreneurship



In 2025, Hatch Fairhope continued to strengthen Baldwin County's entrepreneurial and innovation ecosystem through expanded programming, growing participation, and major progress toward its future home at the Fairhope K-1 Center. The year marked an important milestone with a construction kickoff event, building momentum toward the facility's opening in Q4 2026. Through consistent, high-impact programming, **Hatch convened an average of 90 entrepreneurs, creatives, and technology builders each month**, establishing a reliable hub for collaboration, talent development, and startup growth.



Hatch also launched and expanded several first-of-their-kind accelerator programs for the region, driving measurable economic impact. Hatchathon emerged as a signature AI innovation program, with technologies developed through the program already adopted by industry partners. The **Hatch Mixed by 119Collective music technology accelerator supported 11 independent artists**, while Baldwin County's first **Biotech & HealthTech Accelerator enrolled 7 startups**, creating a new pathway for life sciences innovation. In addition to sector-specific accelerators, Hatch provided ongoing mentorship, capital access, and ecosystem support for its coworking and incubation community, **contributing to the relocation of 3 out-of-state startups** and reinforcing Baldwin County's growing reputation as a destination for entrepreneurship and innovation.



2.5K+

people attended Hatch programming in 2025





**Where
vision meets
opportunity.**

**Baldwin County
offers a thriving
business environment,
supported by
infrastructure that
positions companies
to locate, grow, and
expand.**





Commercial & Industrial Development Progress

Commercial Progress in Bay Minette

In 2025, Bay Minette made strong progress in commercial development as new hospitality and dining projects advanced alongside the momentum created by Novelis, which is set to open its aluminum manufacturing facility in Q4 2026. These investments reflect growing demand for lodging and amenities in North Baldwin and position Bay Minette for long-term vitality as industrial growth continues to drive commercial activity.

Key announcements included a 54-room Mainstreet by Cobblestone Hotel and the arrival of Big Mike's Steakhouse in downtown Bay Minette, bringing new jobs, visitors, and energy to the city's core. The city also moved forward with a mixed-use redevelopment that will include a Hilton-brand hotel and additional restaurant offerings.

Industrial Development in Loxley

As more businesses choose Baldwin County for its strategic location, skilled workforce, and exceptional quality of life, the region's industrial sector continues to gain momentum. Growth has been especially strong in Loxley's industrial and distribution corridor, where significant development has occurred over the past several years, with additional industrial space on the way.

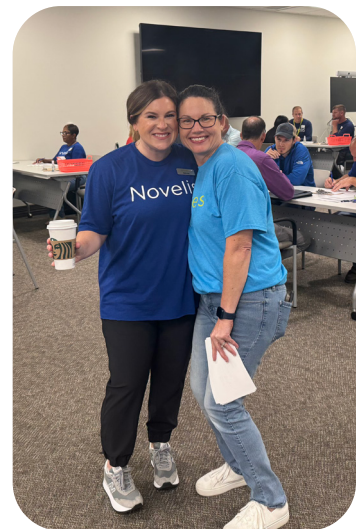
Gulf Alabama Industrial Center is currently pre-leasing Phase 1 of the 11M SF planned development. Loxley Logistics Center is also in the pre-leasing process, following the groundbreaking held last fall for the 3M SF master-planned industrial park.



Outreach & Global Engagement

1,200+

Attendees at Baldwin Alliance events, connecting our stakeholders to the latest opportunities and celebrating our region's amazing successes.



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Immersive trips, hosting our partners across the globe to inspire and increase economic development in our community, including visits to Novelis' largest plant in Düsseldorf, Germany; to the International Paris Air Show in Paris, France; and to a Leadership Exchange in Greenville, South Carolina.

Awards & Recognition

Best Local Aerospace Industry Development



from Corporate Vision's Logistics, Warehouse, and Supply Chain Awards

Excellence in Talent Development & Retention and Promotional Awards



from the International Economic Development Council for Baldwin Preparatory Academy and Baldwin Alliance marketing collateral

Project With a Purpose Award

from the Site Selectors Guild for Baldwin Preparatory Academy



6th Fastest-Growing Metro in the United States

from the U.S. Census Bureau



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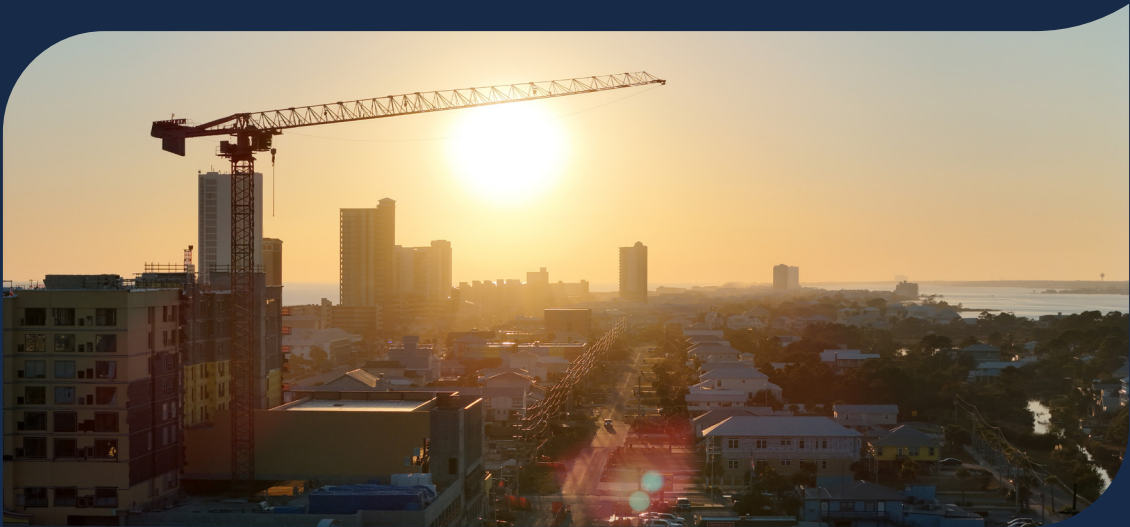
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**Built on Partnership.
Growing with Purpose.**



Scan the QR code to check out our new website, BaldwinAlliance.com!

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