



**BALDWIN
COUNTY**

**ECONOMIC
DEVELOPMENT
ALLIANCE**

**YEAR IN REVIEW
2020**

THE ALLIANCE

Founded in 1994 by Baldwin County private and public sector leaders and at the recommendation of the Alabama Department of Commerce, the Baldwin County Economic Development Alliance is a 501(c)(6) private nonprofit dedicated to growing and diversifying the county's economy and providing opportunities for businesses to succeed. We focus on business development endeavors that will ultimately create jobs, generate capital investment and increase the quality of life within the Baldwin County community.

As a partnership of local public and private professionals, leaders and officials, we are funded and supported by the county government, 14 municipalities, five Chambers of Commerce, eight Industrial Development Boards and more than 100 privately owned businesses. The Alliance is governed by a 19-member board of directors, consisting of 15 private sector leaders appointed by the five Baldwin County Chambers of Commerce, two chamber presidents and two ex-officio members, including a rotating mayor and county commissioner each year.

Uncertainty led the way for a good portion of 2020—the uncertainty of our neighbors' jobs, the uncertainty of our health, and the uncertainty of our local and global economy. While the uncertainties and the events of 2020 were largely out of our control, one thing that we continue to control is our response to these circumstances. Despite the challenges at hand, Baldwin County's response to the events of 2020 has been one of collective resilience.

Although Baldwin County was initially named one of the top 10 metro areas most susceptible to the economic effects of COVID-19, we responded by filling our beaches with record numbers of tourists over the summer. Although our unemployment outlook was once trending in the direction of a 20+% unemployment rate, we currently sit at just 5.5% unemployment. These examples are just the tip of the iceberg.

This summer, we were happy to announce the location of ALDI's new regional corporate headquarters and distribution facility in the Town of Loxley. This \$100 million investment is one of the largest in Baldwin County's history and will create approximately 200 jobs for our workforce.

Construction of a 1 million-square-foot building pad and an on-site rail bed is nearing completion at the South Alabama Mega Site, as our \$7 million site enhancement project wraps up. Thanks to the support of Alabama Power, CSX Transportation, the Alabama Department of

Commerce and the Baldwin County Commission, we have created an industrial mega site that truly re-defines the term "shovel-ready," providing speed-to-market for prospective companies.

The best news of all is our future continues to look even brighter, with our project pipeline filling up quickly at year end. Baldwin County continues to be a magnet for business investment across numerous industry sectors, and the Alliance, in partnership with our investors and elected leaders, continues to make major strides toward further diversifying our already strong economy.

Thank you for your continued support of the Alliance and your support of Baldwin County.



Lee Lawson

Lee Lawson
President and CEO
Baldwin County Economic
Development Alliance

ALDI U.S.

In July, leading grocery retailer ALDI U.S. announced plans to construct a new regional corporate headquarters and distribution center in the Town of Loxley, purchasing 160 acres in Loxley's industrial and warehousing district, north of I-10 exit 44. The new 564,000-square-foot facility will bring approximately \$100 million in capital investment to Loxley and Baldwin County, creating 200 jobs.

Known for its value-driven approach to grocery shopping, ALDI currently operates 30 stores across Alabama. As part of the company's plan to become the third largest U.S. grocer by store count in 2022, the new regional headquarters and distribution center will serve a number of new ALDI stores in southern Alabama, Louisiana, and throughout the Florida panhandle.

The Alliance worked for almost three years to secure ALDI's invest for the Town of Loxley and Baldwin County in an effort to cement Baldwin County's I-10 corridor as a growth hub for future warehousing and distribution operations. Because of ALDI's commitment to Baldwin County, a number of additional warehousing and distribution projects are currently considering an investment in Baldwin County, a trend that we expect to continue into 2021 and beyond.

Construction of the new ALDI facility is scheduled to begin in early 2021.



SOUTH ALABAMA MEGA SITE CONSTRUCTION

The 3,000-acre South Alabama Mega Site received \$7 million in site enhancements over the past year, further improving the site's marketability to large-scale manufacturing operations. The investment, made by Alabama Power and CSX Transportation, was used to create an on-site rail bed, grade 200 acres of the site and create a 1 million-square-foot building pad on the site.

The Alliance continues to market the South Alabama Mega Site to manufacturers seeking a location for their next operation, and with these enhancements, the site truly stands in its own category for speed-to-market and preparedness. Company representatives and site selection consultants on active projects throughout 2020 have remarked that the South Alabama Mega Site had re-defined what is typically viewed as a "shovel-ready" property.

As the premier industrial mega site in Alabama and in the southeast, the South Alabama Mega Site continues to be competitive for any large-scale manufacturing operation, seeking a home in our state or region.



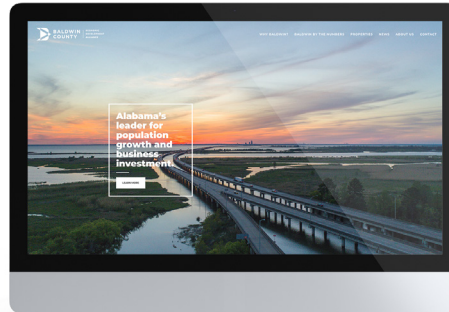
SOUTH ALABAMA
MEGA SITE

shovel ready in baldwin county

STRATEGIC MARKETING

As the entire world shifted from in-person to digital engagement in 2020, the economic development process followed the world online. In response to these changes, the Alliance quickly pivoted away from traditional travel and in-person recruitment opportunities toward more remote presentations to prospective companies and the development of a more digital-friendly brand. Our team worked quickly to develop a model for virtual site tours, using videography of our individual properties and community assets to give companies and site selection consultants a remote glimpse of Baldwin County. The Alliance also launched a brand-new website that serves as the first stop for anyone looking for information on the Baldwin County market.

In this ever-changing environment, our team continues to bring an innovative and forward-thinking approach to economic development, as we work toward the goal to create a diverse and dynamic Baldwin County economy.



2020 PROJECT ACTIVITY



15 NEW PROJECT OPPORTUNITIES in the final quarter of 2020



MORE THAN 7,000 NEW JOB OPPORTUNITIES from 2020 projects



MORE THAN \$2 BILLION IN NEW CAPITAL EXPENDITURE OPPORTUNITIES IN ADVANCED MANUFACTURING AND AEROSPACE SECTORS



NINE ACTIVE PROJECTS in the Warehousing & Distribution sector at year end



MULTIPLE PROJECT OPPORTUNITIES FOR EACH REGION of Baldwin County



88% OF PROJECT OPPORTUNITIES developed in-house by the Alliance

ACCOLADES



- The U.S. Census Bureau ranks Baldwin County as the **11th FASTEST-GROWING METROPOLITAN AREA IN THE UNITED STATES** since 2010.
- Since 2010, Baldwin County ranks as Alabama's leader for **INCOMING MIGRATION, WITH OVER 100 PEOPLE MOVING TO THE COUNTY EACH WEEK** according to PARCA.
- **SEVEN BALDWIN COUNTY COMPANIES EARNED A SPOT ON THE 2020 INC. 5000 LIST.**
- Area Development ranked Baldwin County as one of the **TOP 10 FASTEST-GROWING MID-SIZE MARKETS.**
- The Bureau of Economic Analysis ranked **BALDWIN COUNTY AS ALABAMA'S LEADER FOR GDP GROWTH, RANKING 33RD IN THE U.S.**
- Area Development recognized **BALDWIN COUNTY PUBLIC SCHOOLS AS A LEADER IN THEIR FORWARD-THINKING APPROACH TO VIRTUAL LEARNING.**

ACCOLADES



- EMSI ranked Baldwin County as **ALABAMA'S LEADER FOR NUMBER OF REMOTE WORKERS PER CAPITA** prior to COVID-19.



- IBM ranked Alabama as the **U.S. LEADER FOR JOB CREATION FROM FOREIGN INVESTMENT.**



- Site Selection ranked **ALABAMA'S "BUSINESS CLIMATE" 7TH AMONG ALL STATES.**



- Alabama ranked 6th among Area Development's **TOP STATES FOR DOING BUSINESS.**



- Alabama was ranked among Global Trade's top states for **SITE SELECTION INCENTIVES.**



- Business Facilities ranked Alabama among the top states for **WORKFORCE DEVELOPMENT, BUSINESS CLIMATE** and more.

BY THE NUMBERS

REAL ESTATE GROWTH



RESIDENTIAL HOME SALES

2020	6,759 (Oct. YTD)
2019	6,936
2018	6,688
2017	6,517
2016	5,695
2015	5,326

OVER 2,000 NEW HOUSING PERMITS EACH YEAR

Source: Baldwin REALTORS®

Baldwin County ranks as the **11th FASTEST GROWING METRO AREA IN THE COUNTRY** since 2010.

Source: U.S. Census Bureau



Since 2010, **OVER 95%** of Baldwin County's population growth is a result of **INTERNATIONAL AND DOMESTIC MIGRATION.**

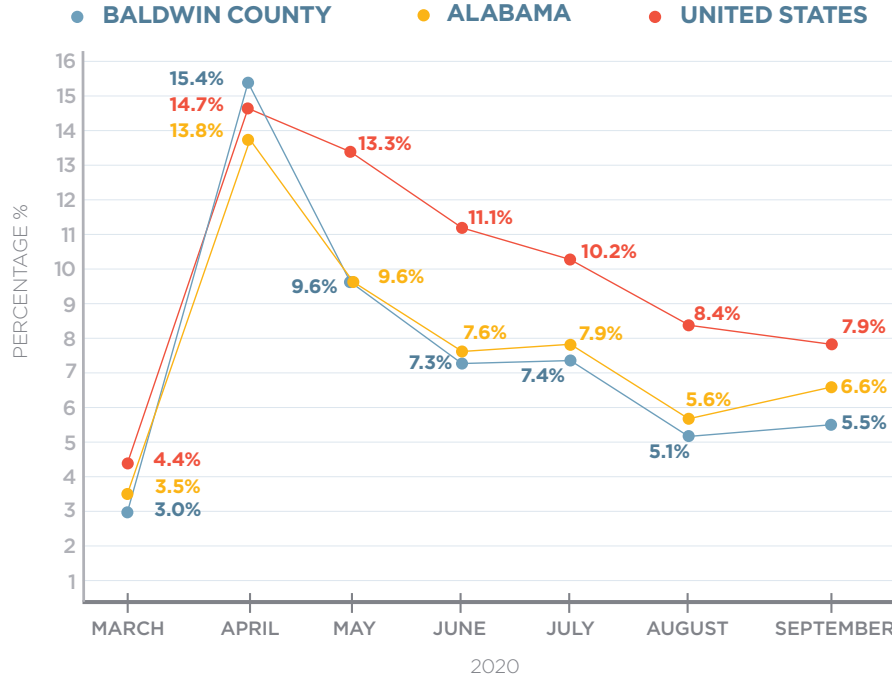
Source: PARCA

Since 2010, Baldwin County had **37,537 NET DOMESTIC (U.S.) RESIDENTS** migrate into the county—**ALMOST 15,000** more than the next Alabama county.

Source: PARCA

UNEMPLOYMENT RATE

Source: U.S. Department of Labor and Alabama Department of Labor



15.4% TOTAL JOB GROWTH from 2015 to 2020



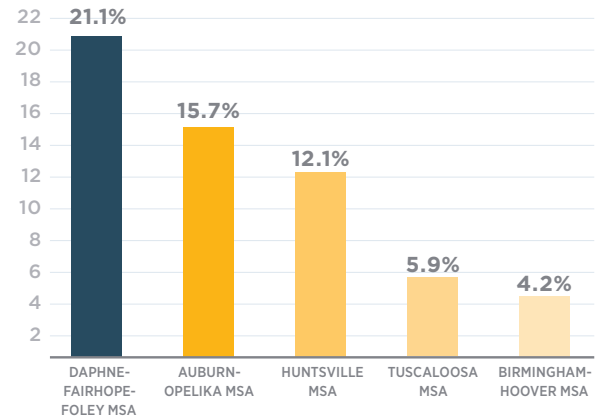
58% POPULATION GROWTH since 2000

Source: U.S. Census Bureau

Baldwin County's 24,051 net new residents since 2014 are equivalent to **39% OF ALABAMA'S TOTAL NET POPULATION GROWTH.**

Source: U.S. Census Bureau

PROJECTED PERCENTAGE GROWTH BY METRO AREA 2020-2030



Source: JobsEQ

INVESTORS

DIAMOND LEVEL

Alabama Power Company
Baldwin County Commission
Baldwin County Public Schools
Baldwin EMC
City of Fairhope
Coastal Alabama Community College
CSX Transportation
Riviera Utilities
Thomas Hospital

GOLD LEVEL

BBVA
Betbeze Realty Co., Inc.
North Baldwin Utilities

SILVER LEVEL

68 Ventures
AAC Realty
Austal USA
Baldwin County Sewer Service
Baldwin REALTORS®
CIEDA/Poarch Band of Creek Indians
City of Bay Minette
City of Daphne
City of Foley
City of Gulf Shores
City of Orange Beach
City of Robertsdale
City of Spanish Fort
Collins Aerospace
Cunningham Delaney
D.R. Horton
Daphne Utilities

Ecoveery
Goodwyn, Mills & Cawood, Inc.
Mingledorff's
Regions Bank
Roy Anderson Corp Contractors
Saad Development
South Baldwin Regional Medical Center
Standard Furniture
Stewart Lodges at Steelwood
Stuart Construction LLC
Terry Thompson Chevrolet
The Lodge at Gulf State Park
Thompson Engineering
United Bank
USA Health System
Volkert, Inc.

BRONZE LEVEL

Adams and Reese LLP
Adams Stewart Architects, LLC
Baldwin County Homebuilders Association
BlueCross BlueShield
Daphne Utilities
Delaney Development
Empire Construction
Grand Hotel Marriott Resort
JJPR Agency
M&M Banks

Mobile Airport Authority
Oakworth Capital Bank
Robertson, Andreoli & Covington
Spectrum Beach Club Management
Spire Energy
Stirling Properties
Synovus Bank
Town of Loxley
Tractor and Equipment Company
White-Spinner Construction
Zarzour Companies

PARTNER LEVEL

4 Lane Development
Alabama State Port Authority
American Roads/Beach Express Bridge
Ashurst & Niemeyer Real Estate
AT&T Alabama
ATC Group Services
Baldwin Container LLC
Bancorp South
Bayshore Construction
BB&T Bank
Big Red Container
Brooksway Properties
Bryant Bank
Coca-Cola Bottling Company

CPSI
Dunn Building Co, Inc.
Ferrell Gas
Fulcrum Construction Group, LLC
Geotechnical Engineering
Gulf Shores & Orange Beach Tourism
Hancock Whitney
Hand Arendall, LLC
HPM
JESCO
Kaishan Compressor USA
Keyport Warehousing
Lad Drago State Farm
Long's Human Resource Services
Meyer Real Estate

NAI Mobile
Premiere Staffing Services
Resicum International, LLC
Segers Aero Corporation
Stone Crosby PC
The First of Baldwin County
The Highland Group
Trustmark
United Rentals
Warren Averett
WAS Design, Inc.
White-Spinner Realty

BCEDA STAFF

Lee Lawson
President & CEO

Tanner Jones
Research Analyst

Brad Dorsett
Project Manager

Karen Glover
Operations Manager

2021 BOARD OF DIRECTORS

OFFICERS

JASON PADGETT
Chairman

TRIPP WARD
Vice Chairman

WES YOUNG
Secretary/Treasurer

MARK INGRAM
Immediate Past Chairman

EXECUTIVE COMMITTEE

ASHLEY JONES-DAVIS

TONY MARZULLO

DANIEL MCKINNEY

ORMAND THOMPSON

SCOTT TRIPOLI

BOARD MEMBERS

JIM BIBBY

JAY DICKSON

BILL MITCHELL

BRAD PITT

GREG RAWLS

DONNA WATTS

DR. CRAIG POUNCEY

NICK WILMOTT

EX-OFFICIO

COMMISSIONER SKIP GRUBER

NEW OFFICE SPACE

This summer, the Alliance moved into a brand-new office space, located on the second floor of the Fairhope Satellite Courthouse. If you have not yet had the chance, stop by and visit the new space. We look forward to hosting more guests as soon as guidelines allow.



BALDWIN
— COUNTY, ALABAMA —
EST. 1809

Thank you to the Baldwin County Commission for the continued support of the Alliance and the new office space.

LOOKING AHEAD



The Daphne Innovation and Science Complex (DISC) continues to be one of Baldwin County's most unique assets, creating a lot of buzz in 2020. As one of our hottest properties, we expect big things for DISC in 2021 and beyond!



It is hard to believe Hatch Fairhope was launched just two years ago! In our first two years, Hatch has assisted dozens of entrepreneurs with various levels of experience and companies at countless stages of development. Be on the lookout for exciting news for Hatch throughout 2021.



The Alliance entered into a strategic partnership with the Baldwin County Public School System in 2020, paving the way for innovative workforce development partnerships. We look forward to locking arms with our county's largest employer and one of our most integral economic drivers in the years to come.

Baldwin County Economic Development Alliance

P.O. Box 2243

Fairhope, Alabama 36533

www.baldwineda.com | 251.970.4081