



**BALDWIN  
COUNTY**

ECONOMIC  
DEVELOPMENT  
ALLIANCE

# 2021

YEAR IN REVIEW



# 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.



As you look across Baldwin County and see growth and development around every corner, there is no denying that 2021 has been a strong year for our local economy and our residents. There is also no denying that the trajectory of our county's growth continues to rapidly accelerate in a positive direction, pushing our community to new heights.

Baldwin County's 2020 Census ranking as the 7th fastest-growing metro in the United States validates the growth that we have seen over the past 10 to 20 years, but we know that our community is ready to enter a new phase of growth as we continue our climb to the top. The Alliance has begun to see a record number of opportunities from outside investors who are looking to Baldwin County as a dependable location for long-term growth and return.

In 2021, the Alliance saw a large increase in project opportunities, with total projects up 54% from the pre-pandemic totals of 2019. The \$12.5 million investment in site preparation at the South Alabama Mega Site is paying dividends, with a major increase in new project opportunities at the site this year. These projects—many of which remain active opportunities for investment—represent over 35,000 new job creation opportunities and over \$24 billion in capital expenditure opportunities for Baldwin County.

While we continue to look toward the future and the potential of our county and region, our positive outlook is anchored in our past successes. In 2021, Governor Ivey helped us break ground on two exciting projects in Loxley—the new ALDI regional headquarters and distribution center and the new Imperial Dade logistics hub. These projects have created numerous conversations around the future of Baldwin County as a logistics hub, and we expect those conversations to accelerate as the companies open their new facilities in 2022.

The projects and opportunities mentioned here are just the tip of the iceberg that is Baldwin County's growth and economic development. Our community's growth presents us with an exciting yet challenging future, and thanks to the support of our local elected officials, business leaders, and community stakeholders, I know that Baldwin County will continue to be one of the nation's top places to live and do business for many years to come.

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

A handwritten signature in black ink that reads "Lee Lawson". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Lee Lawson  
President and CEO  
Baldwin County Economic Development Alliance



# IMPERIAL DADE

In the second quarter of 2021, Imperial Dade, a leading independently owned and operated distributor of food service packaging and janitorial supplies, broke ground on their new Baldwin County logistics hub. The 220,000-square-foot building is currently under construction along County Road 49 in Loxley, and will support the company's expanding customer base along the Gulf Coast. Construction of the facility is set to bring more than \$20 million in total investment to Baldwin County, with plans to create 55 new jobs.

Developed and owned by I-10 Gulf Coast Logistics Center LLC, Imperial Dade's new logistics hub will be the first Class-A industrial facility constructed in Baldwin County.

I-10 Gulf Coast Logistics Center LLC also has plans to construct a phase two of the new development, offering a total of another 250,000 square feet in two additional buildings.





# ALDI US

In the first quarter of 2021, ALDI, one of America's fastest-growing retailers, officially broke ground on its new regional headquarters and distribution center in Loxley. The project is set to bring approximately \$100 million in capital investment to Baldwin County and create more than 200 new, local jobs.

The new 564,000-square-foot office and warehouse complex is currently under construction and will support ALDI's growth throughout the Gulf Coast, which includes multiple new store locations here in Baldwin County. The Loxley facility will serve new ALDI stores in southern Alabama, Louisiana and throughout the Florida Panhandle.

Look for the grand opening of ALDI's regional headquarters and distribution center in 2022.





# SOUTH ALABAMA MEGA SITE

In the third quarter of 2021, the Alliance was awarded a third round of funding from the Growing Alabama Tax Credit Program thanks to the support of CSX Transportation and Regions Bank. The additional \$5.5 million in funding brings the total private investment in the site to \$12.5 million—the largest ever awarded from the site program.

The most recent investment will allow construction to continue, with a focus on completing the construction of the on-site rail spur on the existing rail bed and construction of the wye, connecting the on-site rail spur to the CSX mainline. Prior investments were used to develop a 200-acre building pad on-site and construct the on-site rail bed, which provides the base needed for the newest investment phase.

The South Alabama Mega Site already stands in a league of its own, being primed and ready for development. Shortened construction timelines and enhanced on-site infrastructure offers companies the opportunity for unprecedented speed-to-market.

These site enhancements are proving critical for prospective companies, as project activity continues to grow at the site.



# MAJOR HEALTH CARE INVESTMENT



## Infirmary Health Opens New Daphne Office Building

Infirmary Health celebrated the opening of their new, \$26 million medical office building in Daphne, which will make health care more accessible to residents of Baldwin County. The 79,000-square-foot, state-of-the-art facility is located on U.S. Highway 90, near the new Thomas Hospital Emergency facility.



## South Baldwin Regional Medical Center Expanding

South Baldwin Regional Medical Center announced a \$186 million expansion of their Foley facility, which will include a 133,000-square-foot, four-story patient tower and increased on-site parking. South Baldwin Regional Medical Center also cut the ribbon on their new free standing emergency department in Gulf Shores—a 14,000-square-foot facility that will treat patients with emergency illnesses and injuries.



## USA Health Breaks Ground on Mapp Family Campus

USA Health broke ground on their new Mapp Family Campus, located at the southeast corner of highways 181 and 104, in Baldwin County. The campus will include a 50,000-square-foot physician office building and a 25,000-square-foot ambulatory surgery center, with construction investment totaling \$30 million.

# 2021 PROJECT ACTIVITY



## 50 NEW QUALIFIED PROJECT OPPORTUNITIES

including a significant increase in project activity at the South Alabama Mega Site



## OVER 30 ACTIVE PROJECT OPPORTUNITIES

at year end



**73% OF 2021 PROJECT OPPORTUNITIES** developed in-house by the Alliance



## OVER 35,000 NEW POTENTIAL JOB OPPORTUNITIES FROM 2021 PROJECTS

a 190% increase from 2019 projects



## OVER \$24 BILLION IN POTENTIAL CAPITAL EXPENDITURES FROM 2021 PROJECTS

a 225% increase from 2019 projects



## RECORD ACTIVITY FROM OUTSIDE INVESTMENT AND DEVELOPMENT GROUPS

looking to invest in Baldwin County



Hatch Fairhope continues to expand the Baldwin County entrepreneurial ecosystem by providing counseling, guidance, intellectual property support and financial introductions for technology-related startups. With the support of our partners at Coastal Alabama Community College and the City of Fairhope, Hatch has assisted companies who have created approximately 30 new full-time jobs, with companies projecting the creation of a total of 200 new technology-related jobs.

Hatch has also established working relationships with the Alabama Capital Network, the Bienville Capital Investment Fund and the New Orleans Angel Association, providing new sources of funding for Baldwin County's startups. Five Hatch tenants made presentations to these investment groups in 2021.

In the fall of 2021, the Alliance worked with the City of Fairhope to apply for an EDA grant that would allow for the renovation of the former K-1 elementary school in Fairhope for the purpose of housing Hatch's operations. A decision on the award is expected in the first quarter of 2022. The facility would provide Hatch's tenants with more access to flexible office and collaboration space, further enhancing the technology village environment created by Hatch Fairhope.





United States®  
**Census**  
**2020**

# 2020 CENSUS ACCOLADES

- Baldwin County ranks as the **7TH FASTEST-GROWING METROPOLITAN AREA IN THE UNITED STATES** since 2010
- **BALDWIN COUNTY LEADS THE STATE OF ALABAMA** in population growth since 2010
- Baldwin County is now the **4TH LARGEST COUNTY IN ALABAMA BY POPULATION**
- **BALDWIN COUNTY LEADS ALABAMA IN RESIDENT IN-MIGRATION**, netting 45,000 new incoming residents since 2010
- **BALDWIN COUNTY IS HOME TO 5 OF THE TOP 11 LARGE ALABAMA CITIES** for population growth (Gulf Shores, Spanish Fort, Fairhope, Foley, Daphne)
- **BALDWIN COUNTY PROJECTED TO GROW OVER 65% THROUGH 2040**, continuing to lead Alabama in population growth (University of Alabama CBER)

## ACCOLADES



- Milken Institute names Baldwin County as one of the 5 **BEST-PERFORMING SMALL METROS IN 2021**, ranking 2nd for wage growth and 5th for job growth
- Moody's Analytics named Baldwin County among the top 5 **METROS SET TO BENEFIT FROM THE REMOTE WORK TREND**
- SmartAsset ranks Baldwin County among Alabama's **TOP 5 COUNTIES FOR BUSINESS GROWTH, GDP GROWTH, NEW BUILDING PERMITS, AND BUSINESS INVESTMENT**
- Emsi ranks Baldwin County **SECOND AMONG ALL ALABAMA COUNTIES FOR WORKFORCE TALENT ATTRACTION**
- **EIGHT BALDWIN COUNTY COMPANIES** earned a spot on the 2021 Inc. 5000 list
- Site Selection Group ranked Alabama **4TH IN THEIR 2021 BEST STATES FOR MANUFACTURING LIST**
- Alabama ranked 6th among Area Development's **TOP STATES FOR DOING BUSINESS**



# BALDWIN BY THE NUMBERS WEBSITE

In the fall of 2021, the Alliance launched the all new Baldwin by the Numbers website, providing a new digital marketing tool to target prospective companies and a new information tool for local stakeholders. The new site provides easy access to the demographic, workforce, industry and economic data that the Alliance has been providing to you for years. The site will be consistently updated throughout the year as new data is made available.

Visit [baldwinbythenumbers.com](https://baldwinbythenumbers.com) to learn more!

# INVESTORS

## DIAMOND LEVEL

Alabama Power Company  
Baldwin County Commission  
Baldwin County Public Schools  
Baldwin EMC  
City of Fairhope  
Coastal Alabama Community  
College

CSX Transportation  
Imperial Dade  
Regions Bank  
Riviera Utilities  
Thomas Hospital

## GOLD LEVEL

Betbeze Realty Co., Inc.  
C Spire  
North Baldwin Utilities  
PNC Bank

## SILVER LEVEL

68 Ventures  
AAC Realty  
Airbus Americas  
ALDI  
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

Ecoverly  
Goodwyn, Mills & Cawood, Inc.  
Hill Brothers Inc.  
H.O. Weaver & Sons, Inc.  
JJPR Agency  
Mingledorff's  
Roy Anderson Corp Contractors  
Ryland's Underground  
Saad Development  
South Baldwin Regional Medical  
Center  
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  
Ammons & Blackmon Construction  
Baldwin County Homebuilders  
Association  
BlueCross BlueShield  
Daphne Utilities  
Distributed Ledger Inc  
Empire Construction  
Grand Hotel Marriott Resort  
M&M Bank

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  
Atlas Technical  
Baldwin Container  
Company  
Baldwin Transfer Co Inc.  
Bancorp South  
Bayshore Construction  
Big Red Container  
Brooksway Properties  
Bryant Bank  
Carolina Handling LLC  
Coca-Cola Bottling  
Company

CPSI  
CRE Mobile  
Dunn Building Co, Inc.  
Fulcrum Construction  
Group, LLC  
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  
Mediacom  
Milling Commercial Realty  
Inc.

Point Broadband  
Progress Bank  
Segers Aero Corporation  
ServisFirst  
Smartbank  
Stone Crosby PC  
The First of Baldwin  
County  
The Highland Group  
Thompson Tractor  
Truist  
Trustmark  
United Rentals  
Warren Averett  
WAS Design, Inc.  
White-Spinner Realty

# BCEDA STAFF

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## **Lee Lawson**

*President & CEO*

## **Lee Johnson**

*Executive Vice President of  
Economic Development*

## **Tanner Jones**

*Research Analyst*

## **Karen Glover**

*Operations Manager*

# 2022 BOARD OF DIRECTORS

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## **OFFICERS**

### **WES YOUNG**

*Chairman*

### **SCOTT TRIPOLI**

*Vice Chairman*

### **JIM BIBBY**

*Secretary/Treasurer*

### **JASON PADGETT**

*Immediate Past Chairman*

## **EXECUTIVE COMMITTEE**

**MARK INGRAM**

**BILL MITCHELL**

**ERIC ROACH**

**JOE STOUGH**

**DONNA WATTS**

## **BOARD MEMBERS**

**JAY DICKSON**

**GIA LONG**

**TONY MARZULLO**

**DR. CRAIG POUNCEY**

**GAIL QUEZADA**

**GREG RAWLS**

## **EX-OFFICIO**

**COMMISSIONER BILLIE JO  
UNDERWOOD**

# LOOKING AHEAD



In 2021, the Baldwin County Board of Education voted to fund a brand new, \$50 million Career Tech High School, which will serve as a full-time technical training high school available to all Baldwin County students. Look for more information in the coming months about this project which will create a new pipeline of workers for Baldwin County's business and industry.



After spending the last six years working with the Tennessee Valley Authority in Nashville, Lee Johnson has returned to the Alliance as the executive vice president of economic development. In this new role, Johnson will lead all economic development initiatives for the Alliance, as the organization continues to focus our efforts on strategic economic growth in Baldwin County.



Hatch Fairhope is set for a banner year in 2022, as the Alliance works to grow the physical space available to our local entrepreneurs and continues to boost funding opportunities for Hatch Fairhope and its tenants. Stay tuned for exciting announcements!



The next phase of site development and construction at the South Alabama Mega Site is set to begin in early 2022, continuing to reduce the construction timeline for future tenants. The number of active project opportunities at the site continues to grow, and we expect project activity to remain strong in early 2022.

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