

2024

YEAR IN REVIEW



**BALDWIN
COUNTY**

**ECONOMIC
DEVELOPMENT
ALLIANCE**

THE ALLIANCE

The Baldwin County Economic Development Alliance is a coalition of local public and private professionals, leaders, and officials dedicated to fostering economic growth and prosperity in Baldwin County. We are committed to creating a thriving business environment that attracts and retains businesses, fostering a vibrant economic ecosystem. **Our mission is to promote Baldwin County as a premier location in the U.S. for investment and continue to raise the quality of life in the community.**



BCEDA Staff

Business Attraction & Retention



Workforce & Talent Development



Advocacy & Policy



Data-Driven Research



Entrepreneurial Support



MARKET OVERVIEW

22M SF
of Industrial
Space in the
South Alabama
Market



60M SF
of Industrial
Space Needed

Source:
The Kemmsies Group



I-10 GULF COAST LOGISTICS CENTER

▶ **482K SF** of Class-A speculative industrial space

▶ **100%** Pre-leased before Phase 2 construction completion

▶ **FIRST** speculative industrial space developed of scale in Baldwin County since 2008

PORT ALABAMA

Baldwin County has been a proven hub for distribution and warehousing operations, as well as regional office headquarters. Within the last few years, **Loxley's industrial corridor has added 350 new direct jobs and over \$150 million of investment** and has filled over 500,000 square feet of new industrial space. In 2024, Port Alabama Industrial Center, Baldwin County's newest industrial development, broke ground on Phase 1 of the 12 million-square-foot site. This project helps Baldwin County and the region accommodate the increasing demand for industrial product in the Gulf Coast market as the population and infrastructure grow.



12M Total SF

2M SF in Phase 1

900 Acre Site

Scan To View
PortAlabama.com



BALDWIN PREP



First dedicated career-tech high school in the state of Alabama

771
Students
Enrolled

\$100M
Facility

\$6M+
Industry Partner
Funding



The Baldwin County Public School System opened Baldwin Prep, Alabama's first stand-alone technical high school, for the 2024-2025 school year, where **771 students are trained using industry-specific curriculum.** The Alliance has worked closely with the school system to develop partnerships between education and industry to build a strong pipeline of talent for the future. **In total, Baldwin Prep's industry partners have committed over \$6 million of continued investment to support the future of our regional workforce.**

BELONG IN BALDWIN



Belong in
BALDWIN

Belong in Baldwin is a talent attraction and development strategy the Alliance launched in 2024 to enhance workforce pipelines for existing and future businesses in Baldwin County to help mitigate the population decline in the 18-24 age group. Since its launch, **Belong in Baldwin has reached over 520,000 people.**



520K
Total Reach



11
Events & Speaking
Engagements



**Best Print Brochure by International
Economic Development Council for Belong
in Baldwin's Future of Workforce Report**



PROJECTS WON



9
PROJECTS
WON



\$1.8B
IN CAPITAL
INVESTMENT



153
NEW DIRECT
JOBS

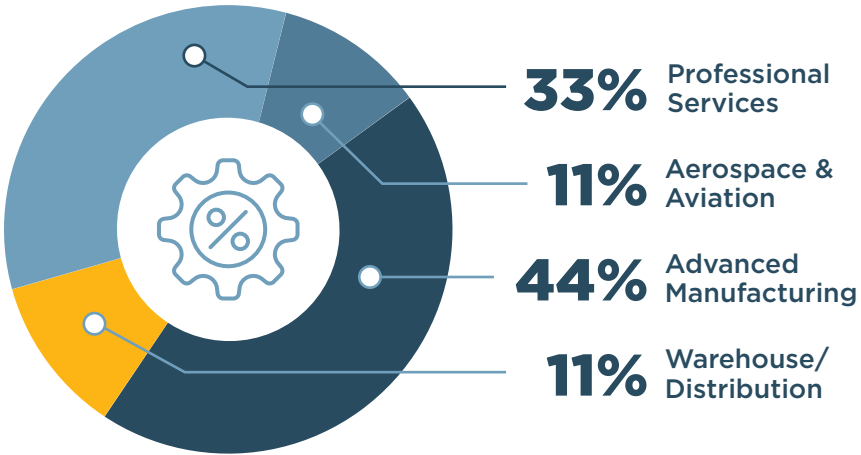


Kaishan Compressor USA Expansion, Loxley, AL

\$73,466

AVERAGE ANNUAL WAGE, WHICH
IS **50%** HIGHER THAN THE CURRENT
AVERAGE IN BALDWIN COUNTY

PROJECTS BY INDUSTRY



TOTAL PROJECT OPPORTUNITIES



5,383
New Direct
Jobs



\$2.2B
In Capital
Investment



\$71,648
Average annual wage, which is 48% higher
than the current average in Baldwin County

HATCH FAIRHOPE



Cynthia Crutchfield, Innovate Alabama CEO

Hatch Fairhope, Baldwin County's premier technology and entrepreneurial hub, **completed its first cohort-based accelerator program in 2024**. The eight participating startups received specialized mentorship from technology experts, preparing them to bring their innovations to market. Design plans for Hatch Fairhope's new home at the former Fairhope K-1 Center in downtown Fairhope are underway, with construction beginning in 2025 and operational in 2026.

INVESTORS

600+
Investors, Partners,
and Former
Stakeholders attended
BCEDA events

33
New Investors



Jennifer Fletcher, Deloitte Consulting Sr. Manager



Lieutenant Governor Will Ainsworth

THE ALLIANCE AWARDS



BEST
Aerospace
Development in
the Southeast
The Business Concept



BEST Print
Brochure
*International Economic
Development Council*



INNOVATORS
for Economic
Development
in the U.S.
The Business Concept

COMMUNITY RANKINGS



#1 for Incoming
Investment in
Alabama and top
3% in the U.S.
Smart Asset



#14 Lowest
Property
Tax Rate in
the U.S.
Construction Coverage



#10 Fastest
Growing Metro
in the U.S.
*Business Facilities
Magazine*



#6 Prime
Workforce in
the South
Area Development



#6 Leading
Metro in
the South
Area Development



#1 Tourist
Destination
in Alabama
*Alabama Department
of Tourism*



**BALDWIN
COUNTY**

**ECONOMIC
DEVELOPMENT
ALLIANCE**



Mailing address

P.O. Box 2243
Fairhope, AL 36533

Fairhope office

1100 Fairhope Avenue
Fairhope, AL 36532

Bay Minette office

113 Courthouse Square
Bay Minette, AL 36507

baldwineda.com | 251.970.4081