



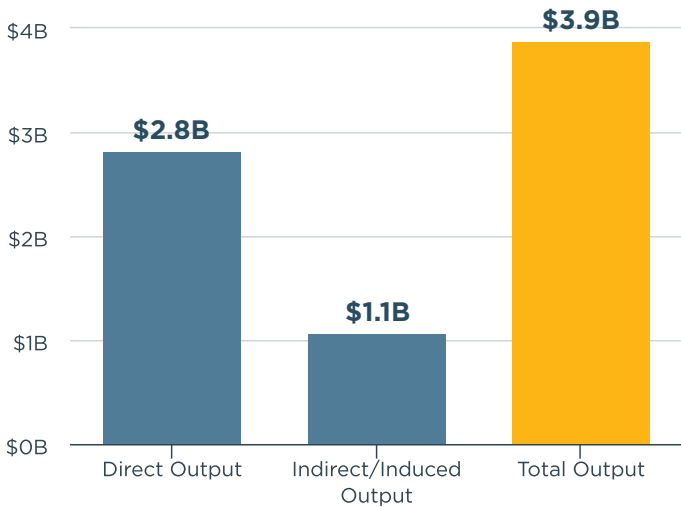
30-YEAR IMPACT REPORT

2024 | VOLUME 3



ECONOMIC IMPACT

ANNUAL ECONOMIC OUTPUT IMPACT



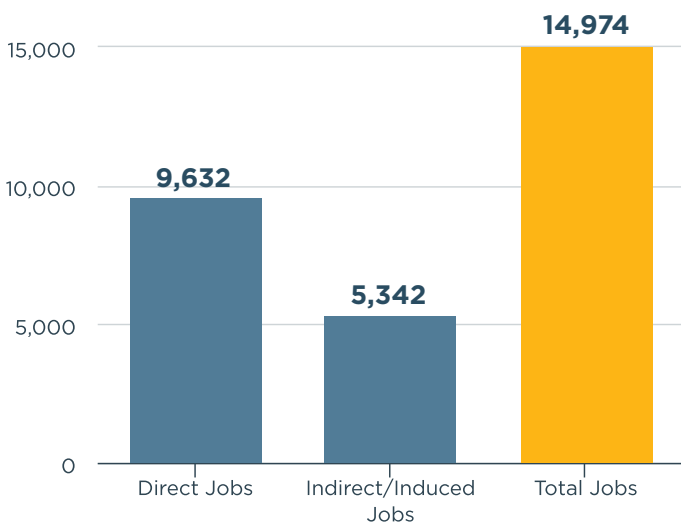
sources: Steadfast City Economic & Community Partners



BCEDA has contributed to nearly **15,000 jobs** and **\$8 billion in capital investment** in Baldwin County since 1994.

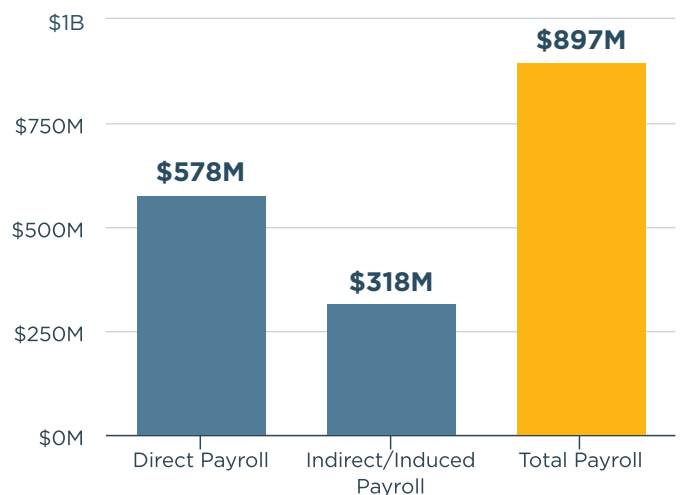
source: Steadfast City Economic & Community Partners

JOB CREATION IMPACT



sources: Steadfast City Economic & Community Partners

ANNUAL PAYROLL IMPACT



sources: Steadfast City Economic & Community Partners

INVESTOR IMPACT

★ **\$7,700,000,000** is the total capital investment generated from new and expanding projects through BCEDA over 30 years.

★ **\$257,000,000** is the average annual capital investment generated from new and expanding projects through BCEDA.

★ **\$22,949,500** is BCEDA's total investment and organizational budget over 30 years.

For every \$1,000 invested in BCEDA, Baldwin County's economy receives

\$335,000

in new capital investment

\$170,000

in new annual economic output

source: Steadfast City Economic & Community Partners

The Baldwin County Economic Development Alliance's (BCEDA) efforts to foster economic growth in Baldwin County have yielded significant results, including major site locations such as Novelis's manufacturing plant. **Since BCEDA was established in 1994, our organization has contributed to the creation of 9,632 direct jobs and 5,342 indirect and induced jobs in Baldwin County's current job market**, totaling almost 15,000 new jobs. Direct jobs include jobs created by new and expanding industries, indirect jobs include jobs created by companies supplying goods and services to the new and expanding industries, and induced jobs include jobs created by local businesses where new employees and suppliers' employees spend their wages.

Over the past 30 years, BCEDA has worked on projects for new and expanding industries in Baldwin County that have generated \$7.7 billion in capital investment.

A part of the total capital investment is factored into BCEDA's economic output. The organization has a direct economic output of \$2,800,000,000 to the Baldwin County economy annually. When the indirect and induced economic output is added, the total impact is \$3.9 billion annually. Economic impact consists of the jobs, sales, and compensation created from new and expanding industries, companies supplying goods and services to the new or expanding industries, and local businesses at which the employees and supplier's employees are spending money.

When analyzing BCEDA's total economic output and capital investment in the last 30 years, along with the organization's total budget from private and public investment, one can see the significant impact our dedicated partners are making on the local economy. **For every \$1,000 invested in the BCEDA, \$335,000 of new capital investment and \$170,000 of new annual economic output is generated in Baldwin County.**

There are many direct benefits for BCEDA's investors, such as access to exclusive community data, strategic collaborations, investor functions, project announcements, and more. However, the indirect benefit of investing in BCEDA is contributing to Baldwin County's overall economy and economic output. A more robust economy in Baldwin County means more business and economic opportunities for all employees and residents in the region.

In collaboration with Steadfast City Economic & Community Partners, BCEDA conducted this economic impact study in honor of our 30th anniversary. The study aimed to define BCEDA's output on the economy over the last three decades while calculating the sustainable impact of our efforts.



POPULATION GROWTH

POPULATION GROWTH BY CITY (1994-2024)

City	1994 Population	2004 Population	2014 Population	2024 Population Estimate	Percentage Growth
Bay Minette	7,787	7,819	8,880	8,318	6.8%
Daphne	14,497	18,115	24,169	31,179	115.1%
Elberta	511	576	1,608	2,314	352.8%
Fairhope	11,281	14,602	18,889	25,868	129.3%
Foley	6,955	10,421	16,889	26,179	276.4%
Gulf Shores	3,705	6,295	11,615	17,694	377.6%
Loxley	1,340	1,404	1,890	4,299	220.8%
Orange Beach	2,550	4,692	5,735	8,997	252.8%
Robertsdale	2,903	4,496	6,094	7,601	161.8%
Spanish Fort	3,139	5,611	9,691	11,077	252.9%
Summerdale	616	670	991	1,396	126.6%
Baldwin County	115,834	156,701	199,183	260,998	125.3%

source: JobsEQ

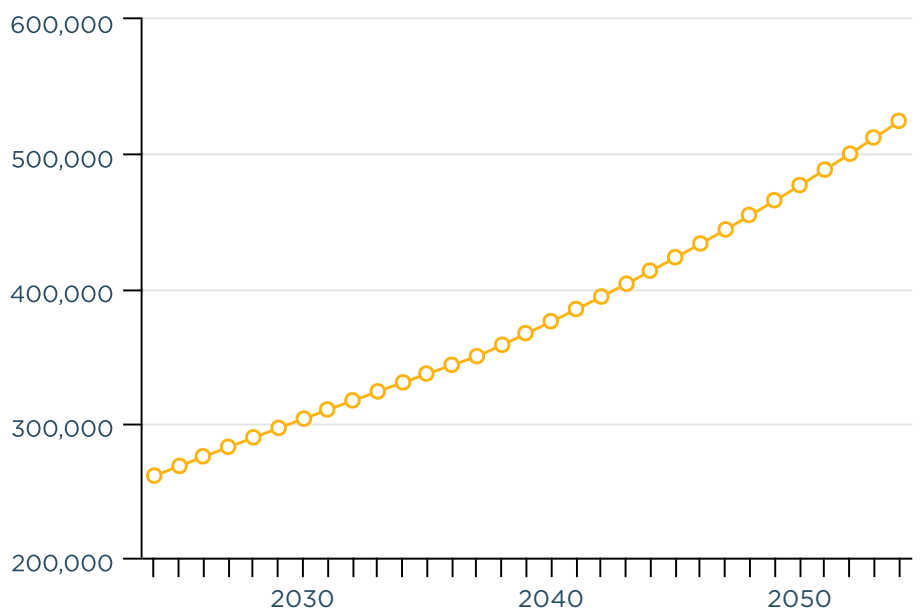


Baldwin County's population has grown **125.3%** in the last 30 years.

Baldwin County's population is projected to be **350,000 by 2038.**

source: JobsEQ

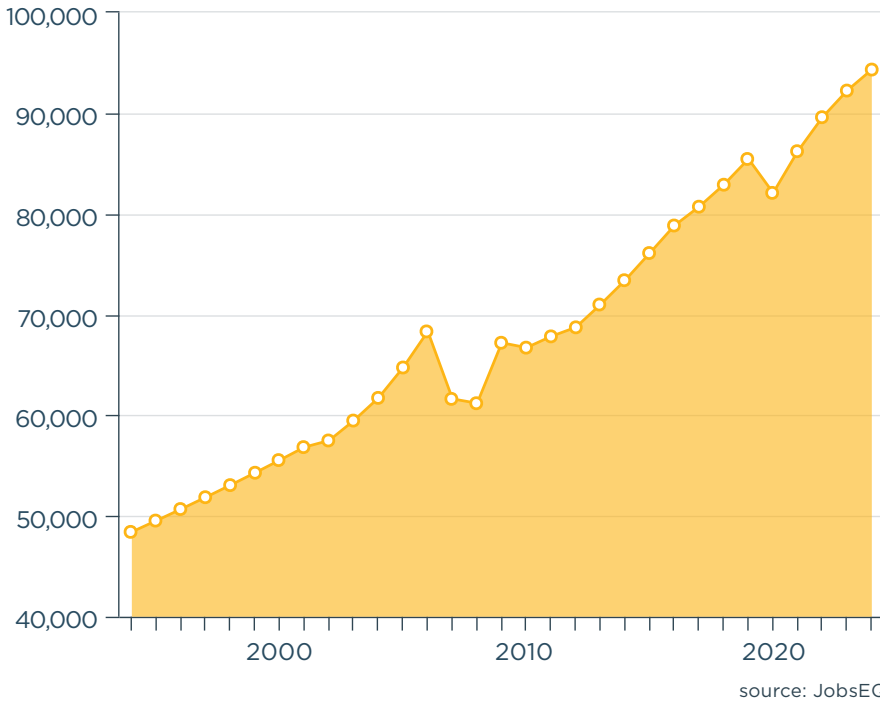
PROJECTED POPULATION GROWTH (2024-2054)



source: JobsEQ

JOB & WAGE GROWTH

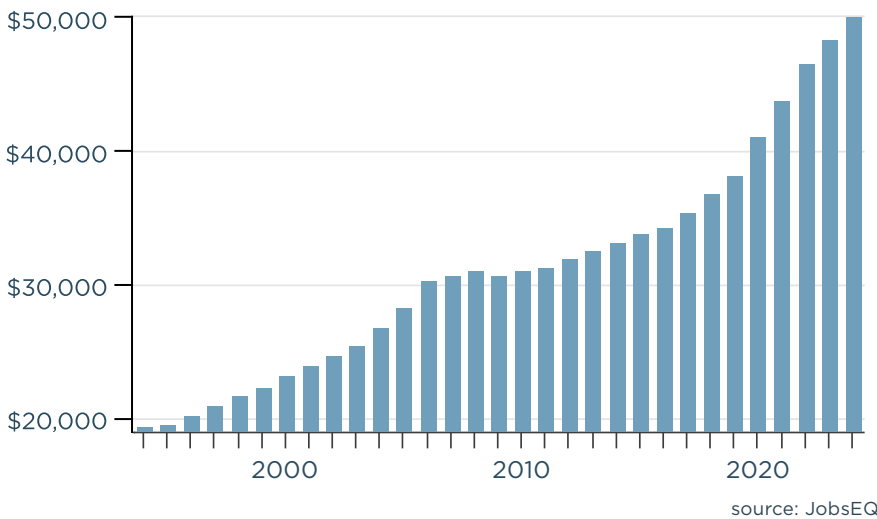
TOTAL EMPLOYMENT (1994-2024)



BCEDA in total contributed to **15,000 jobs** in the job market, which is **14.9%** of all Baldwin County jobs (sustained to 2027).

sources: JobsEQ, Steadfast City & Community Partners

AVERAGE WAGE FOR BALDWIN COUNTY JOBS (1994-2024)

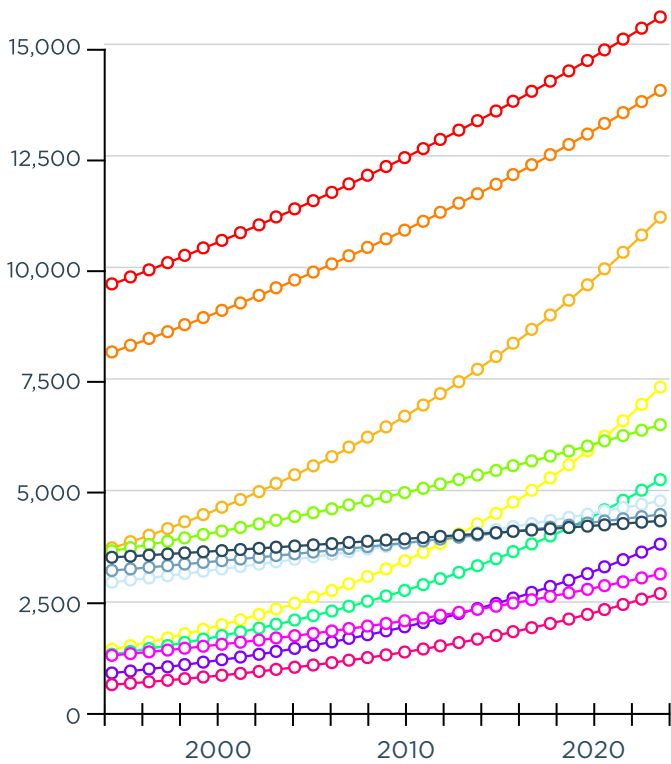


BCEDA contributed to **\$900 million** in annual total payroll, which is **16.2%** of Baldwin County's total wages (sustained to 2027).

sources: JobsEQ, Steadfast City & Community Partners

JOB & INDUSTRY GROWTH

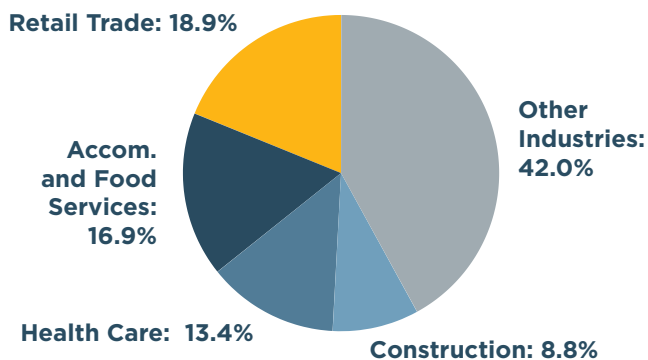
TOP INDUSTRIES BY EMPLOYMENT (1994-2024)



	Industry	1994	2004	2014	2024
1	Retail Trade	9,613	11,295	13,272	15,595
2	Accommodation and Food Services	8,089	9,701	11,633	13,950
3	Health Care and Social Assistance	3,698	5,336	7,699	11,108
4	Construction	1,425	2,457	4,235	7,300
5	Educational Services	3,631	4,399	5,329	6,456
6	Administrative and Support and Waste Management and Remediation Services	1,313	2,080	3,296	5,224
7	Other Services (except Public Administration)	2,927	3,440	4,042	4,749
8	Public Administration	3,190	3,563	3,980	4,445
9	Manufacturing	3,485	3,738	4,010	4,302
10	Professional, Scientific, and Technical Services	8,92	1,443	2,336	3,780
11	Real Estate and Rental and Leasing	1,288	1,728	2,319	3,113
12	Transportation and Warehousing	631	1,021	1,652	2,673

source: JobsEQ

EMPLOYMENT BY INDUSTRY SECTOR (2024)

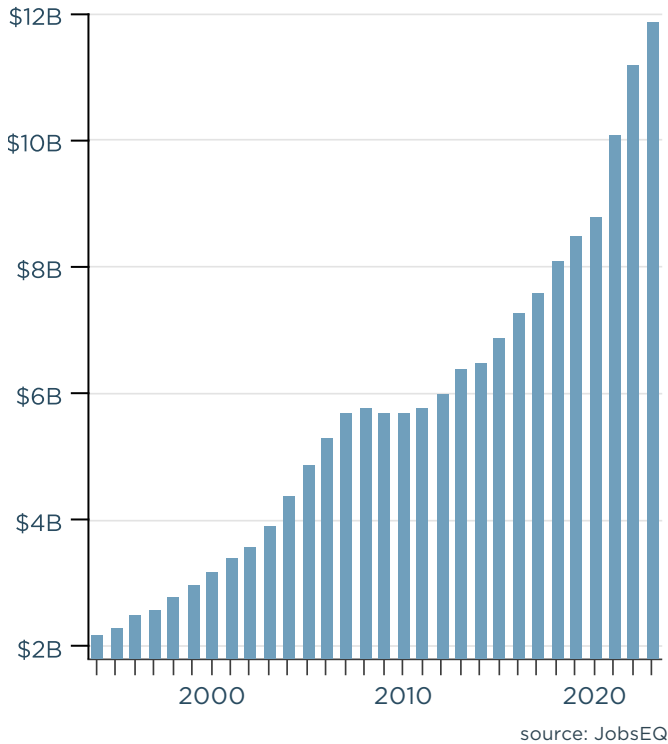


source: JobsEQ

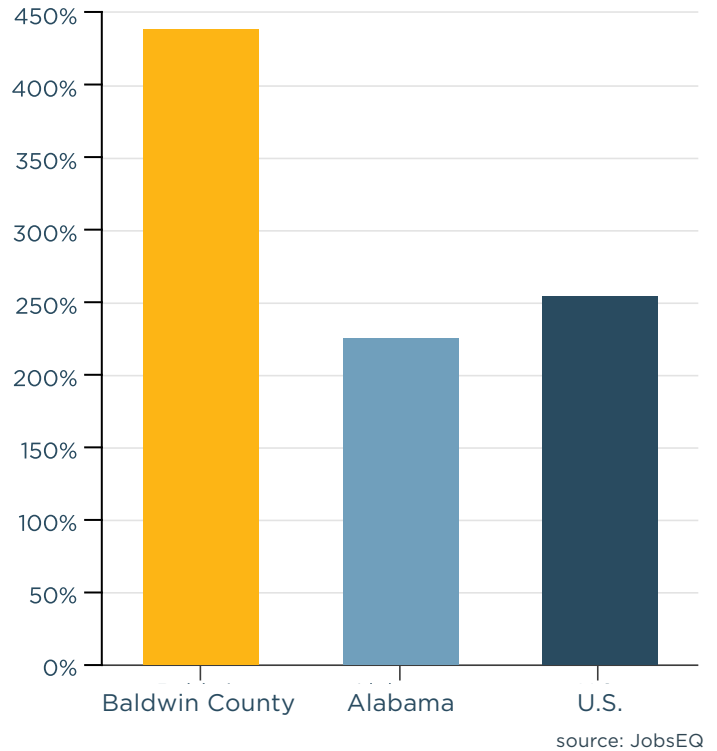

Baldwin County's largest industry sectors, retail trade, accommodation and food services, and health care, are responsible for 49.2% of jobs in the county. **Baldwin County's top industry sectors for Gross Domestic Product (GDP) are largely centered around the real estate, retail, health care, and construction sectors**, most of which are likely driven by the county's population growth and strong tourism economy. GDP is the total monetary or market value of all the finished goods and services produced within a region.

GDP GROWTH

GROSS DOMESTIC PRODUCT (1994-2023)



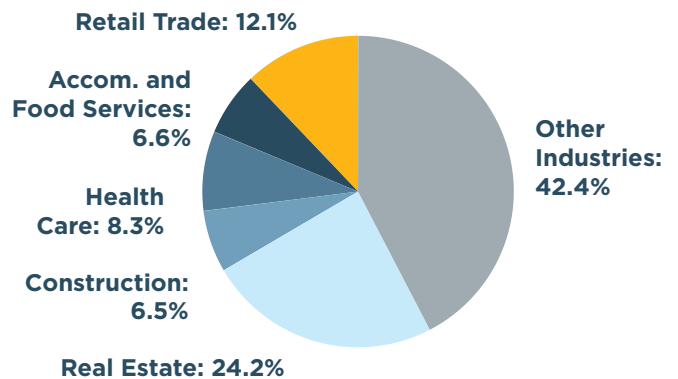
GROSS DOMESTIC PRODUCT GROWTH (1994-2023)

BCEDA contributes \$3.9 billion to the Baldwin County economy annually, which is 32.6% of the total gross domestic product in 2023.

sources: JobsEQ, Steadfast City & Community Partners

GROSS DOMESTIC PRODUCT BY INDUSTRY SECTOR (2023)



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**CELEBRATING 30 YEARS
OF ECONOMIC GROWTH.**