

## **BALDWIN COUNTY HAS BECOME THE FOCAL POINT OF THE GULF COAST**

Baldwin County is located within the Mobile, AL MSA along the Gulf Coast and the Eastern Shore of Mobile Bay. **Baldwin County is the second largest and fastest growing county in Alabama.**

**Baldwin County generated more tourism revenue than any other county along the north Gulf Coast in both 2001 and 2002.**

According to figures released by the Alabama Bureau of Tourism & Travel, **Baldwin County contributes more than any other to the state's \$417 billion tourism industry.**

Baldwin County and its 12 municipalities have vibrant business climates and with thriving economies such as **Fairhope, Daphne, Foley, Gulf Shores and Orange Beach**, the county has become one of the strongest economic engines in Alabama.

**Business growth in Baldwin has increased over 170% in six years**, and many companies with multiple branch operations have found their Baldwin County facilities here to be the most profitable, productive, and efficient.

**The EASI Quality of Life Index for Baldwin County is 178, high above the U.S. National Average of 100.** Even with an extremely high Quality of Life, the cost of living remains extremely modest.

- ***Baldwin County is the fastest growing county in Alabama.***
- ***Forbes Magazine and Cognetics rated the Baldwin County area as one of the top 50 small metro areas to start and grow a business.***
- ***In 2002 Baldwin County produced 26% of Alabama's total lodging tax, far greater than any other county.***
- ***The city of Foley has the strongest economy per capita through retail sales generation of any city in the State of Alabama.***



## PHENOMENAL GROWTH

As illustrated in the chart below, **Baldwin County has some of the strongest population growth trends in the Southeast**, with the county as a whole growing a staggering 49% from 1990 to 2003.

The Average Household Income in Baldwin County and in most of the municipalities is also among the higher averages in the Southeast.

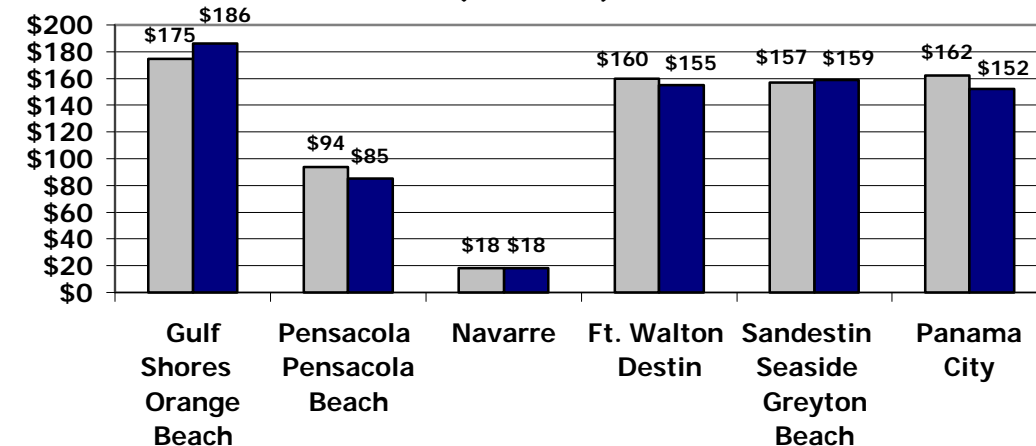
- **Orange Beach's population grew an astounding 82% from 1990 to 2003**
- **Gulf Shores was equally impressive with 63% population growth during the same period**
- **Baldwin County has a total annual population of 4.6 million**

Baldwin County Population Growth 1990 - 2003					
	Population 2003	Growth 1990 - 2003	Projected Population 2008	Projected Growth 2003 - 2008	Avg. HH Income
<b>Baldwin County, AL</b>	<b>153,991</b>	<b>49.10%</b>	<b>177,069</b>	<b>14.99%</b>	<b>\$57,616</b>
Foley, AL	8,286	49.30%	9,620	16.10%	\$52,745
Fairhope, AL	12,456	23.22%	13,866	11.32%	\$60,744
Daphne, AL	17,463	38.50%	19,761	13.16%	\$69,886
Gulf Shores, AL	5,963	63.31%	7,196	20.68%	\$55,299
Orange Beach, AL	4,370	82.89%	5,224	19.54%	\$67,181

Source: PC Census 2003

Even counties containing tourism powerhouses such as Ft. Walton, Destin, Pensacola and Panama City did not generate the impressive revenues gained by the Alabama Gulf Coast.

**Lodging Sales - North Gulf Coast  
(in Millions)**



■ 2001 ■ 2002

Source: Alabama Gulf Coast Convention and Visitors Bureau



Cunningham & Foley, Inc  
 PO Box 942  
 Foley, AL 36536  
 (251) 943-5989  
[www.cunninghamandfoley.com](http://www.cunninghamandfoley.com)