



SOUTH BALDWIN WORKFORCE TRAINING CAMPUS

AMERICAN RESCUE
PLAN FUNDS

**South Baldwin Workforce Campus
Foley Beach Express**

Opportunity Zone - 150 Acres

\$210.5 Million estimated (\$10 Million Site Prep)

Estimated land
costs for
proposed site:
\$7.5 Million

Transportation hub
providing fixed
routes by BRATS
Cost TBD

1,000 transient
housing units
\$174 Million

Education & Training Center
with Business and
Restaurant Incubator
\$16 Million

Extended-Hour
Child Care facility
with 200 openings
\$3 Million

2,000
peak-season
employees
added to the
workforce

Occupied by Coastal Alabama
Community College students,
sports tourism, J1 visas,
hospitality students across the
country, & seasonal workers

Coastal Alabama Community
College & Auburn University
Technical Assistance Center to
provide workforce training, with
other potential universities

Enabling up to 400 parents to
successfully participate in the workforce,
including non-traditional work schedules
and also providing training for future
child care professionals



GULF SHORES &
ORANGE BEACH
TOURISM
Alabama's White-Sand Beaches



SOUTH BALDWIN
CHAMBER OF COMMERCE



GATEWAY
INITIATIVE



COASTAL ALABAMA
BUSINESS CHAMBER



COASTAL ALABAMA
COMMUNITY COLLEGE



Gulf Regional
Early Childhood Services

The Why

The local workforce is at least 2,500 people short of meeting peak season employment needs, while many city and business leaders say the shortage is 5x that amount.

Labor force participation nationally is 61.73% with Alabama at 54.7%. A local task force would like to propose a project that can take advantage of one-time funding from the American Rescue Plan to make a permanent impact on this issue.

HOUSING

- There are 6+ million visitors per year to Baldwin County in addition to its 53,000 residents
- In the last 5 years, single family home prices have increased by 41%, forcing employees further away from job opportunities (ref: \$385,000 avg. in 2020)

CHILD CARE

- A recommended, affordable rate for child care for an average family in Baldwin County is \$340/month; current local rates are DOUBLE
- Out of 21 child care centers located in south Baldwin County, 67% are at full capacity and have waiting lists
- 2021 local study found that 77% of parents would use an extended hours/weekend child care program, of which there are currently none

TRANSPORTATION

- 70% of the current transportation system is utilized by citizens in central/eastern BC
- A fixed-route transportation system in Foley, Gulf Shores, and Orange Beach could move workers from workforce housing to jobs, aid in tourist transportation, and help reduce traffic congestion

The Ask

- Non-monetary Contributions
 - Land
 - Bus System
- Grant funding from the Economic Development Administration and other grant opportunities
- American Rescue Plan funds contributed by the state, county and/or the tri-cities
- Lobbying Efforts
 - With Governor Ivey's Office
 - With State Legislature
 - With Local Businesses
- A Tri-City Partnership to
 - Manage RFP and build-out
 - Hire and Manage a Management Company
 - Accounting
 - Maintenance

Site Rendering



The Cost of Inaction

More than \$90 million in tax revenue flows annually to the Alabama General Budget from the tri-city tourism and hospitality economy, seeing an average growth of more than 6% in retail sales and 7% in lodging sales annually. Inaction puts not only the potential gains at risk but will result in a decrease in current revenues.



- Potential annual growth forfeited:
 - \$113.8 million in retail sales; \$4.6 million in state tax collections
 - \$43.6 million in lodging sales; \$1.7 million in state tax collections
- Customer Service suffers and affects the brand of our destination
- This creates weakened appeal for attracting new and expanding investments
- Businesses are not able or willing to expand in the current climate, which means our region's economy will stagnate and its economic impact is at risk.
 - Hangout Restaurant Group is unable to open 2 restaurants in 2021 due to staffing at an estimated \$24 million loss
 - Perdido Beach Resort forced to hold 175 guest rooms out of inventory for staff at an estimated loss of \$4.6 Million
 - Cosmos Restaurant Group paying out more than 1500 hours in overtime per week during the 2021 summer
- Mental and Social health issues on the rise for employers & employees