

Baldwin

WHERE COASTLINE



Alliance

EQUALS BOTTOM LINE

Momentum in Motion →

» What We Do

Baldwin Alliance connects people, business, and opportunity in one of the fastest-growing regions in the United States.



5 Things to Know About Baldwin County

Momentum is building in Baldwin County. Businesses, people, and ideas are choosing to belong here, creating one of the fastest-growing and most dynamic regions in the nation.

#1

Incoming
Investment in
Alabama



1M

SF Industrial
Space Coming to
Loxley in 2026



\$5.6B

Capital
Investment in the
Last 5 Years



2.4K

New Direct
Jobs in the Last
5 Years



\$505K

Economic ROI
for Every \$1K
Invested in
Baldwin Alliance



Exponential Growth

6th fastest growing metro area in the U.S

Top 1.5% county for net migration in the U.S.



Fastest-Growing Metropolitan Areas in the United States

Population Growth 2023-2024	Percentage
Ocala, FL	4.0%
Panama City-Panama City Beach, FL	3.8%
Myrtle Beach-Conway-North Myrtle Beach, SC	3.8%
Lakeland-Winter Haven, FL	3.5%
Provo-Orem-Lehi, UT	3.0%
Daphne-Fairhope-Foley, AL	3.0%
Port St. Lucie, FL	2.9%
Midland, TX	2.8%
Odessa, TX	2.8%
Spartanburg, SC	2.7%

Sources: U.S. Census Bureau, StatsAmerica

Population

- > **267,235** Baldwin County population 2026
- > **350,000** projected population by 2038
- > **88% Growth** in population since 2000



267,235
Baldwin County
2025 population

115,244
equivalent population
of visitors

382,479
population's
economic activity

South Baldwin Population

The City of Foley is experiencing vibrant growth and is the #1 fastest-growing city in the state and #7 fastest-growing city in the country.

28,043

Foley's population, with 66% growth
in the last 10 years

57,657

South Baldwin's population, with
55% growth in the last 10 years

37,969

Foley's projected population
by 2030

72,626

South Baldwin's projected
population by 2030

South Baldwin Workforce



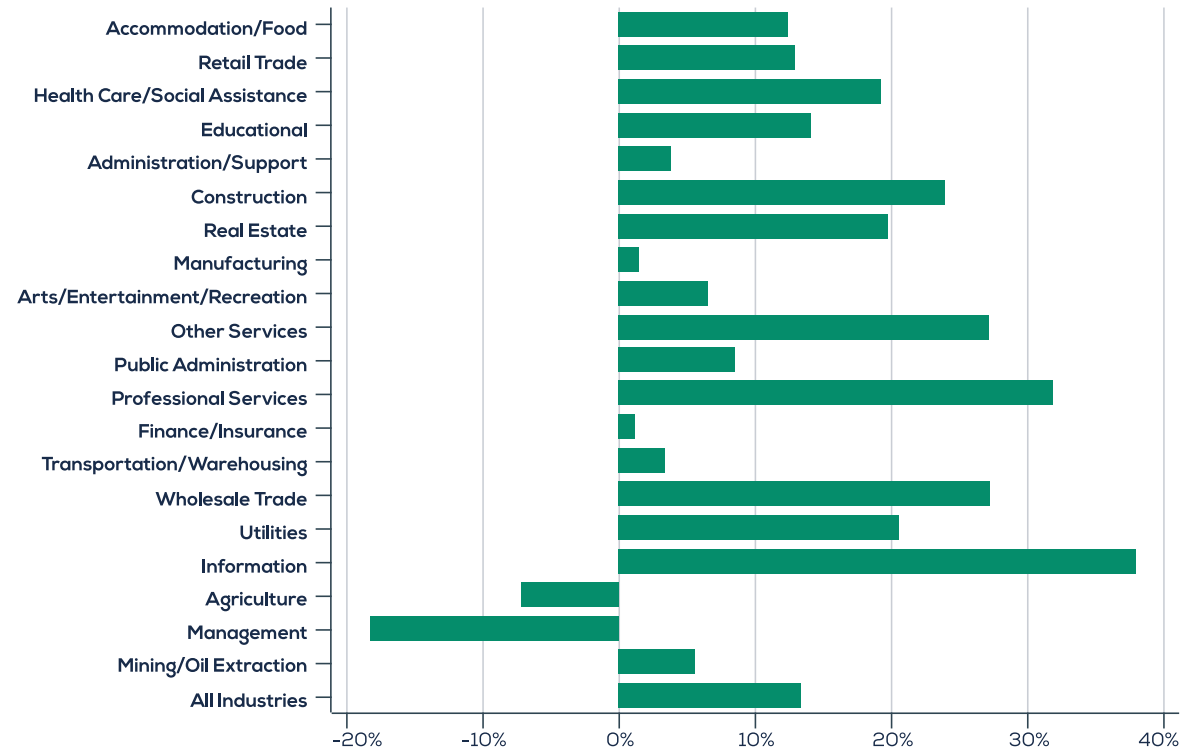
36,308
Total workforce

13.3%
Workforce growth over the
last 5 years

85.5%
Prime-age labor force
participation rate



South Baldwin 5-Year Employment Growth by Industry Sector



Best Place to Call Home on the Gulf Coast

WorldAtlas



Most Cost- Effective Retirement City

GoBankingRates



Foley comprises 10% of total
county assessed property value

South Baldwin makes up 67%
of total county assessed
property value

Foley has seen 100% growth
in assessed property value in
last 5 years



Retail & Commercial Development



Margaritaville Resort Orange Beach at The Wharf

- > **\$300M+** Capital Investment
- > **350+** New Direct and Indirect Jobs
- > **400+** Residences
- > **2,000+** Guests
- > Open in **2027**, Full Buildout in 2029





Tourism

Baldwin County's is Alabama's top tourist destination.



8.4 million visitors annually



\$7.8B in annual visitor spending, which is **33%** of annual state spending

Tourism is economic development.

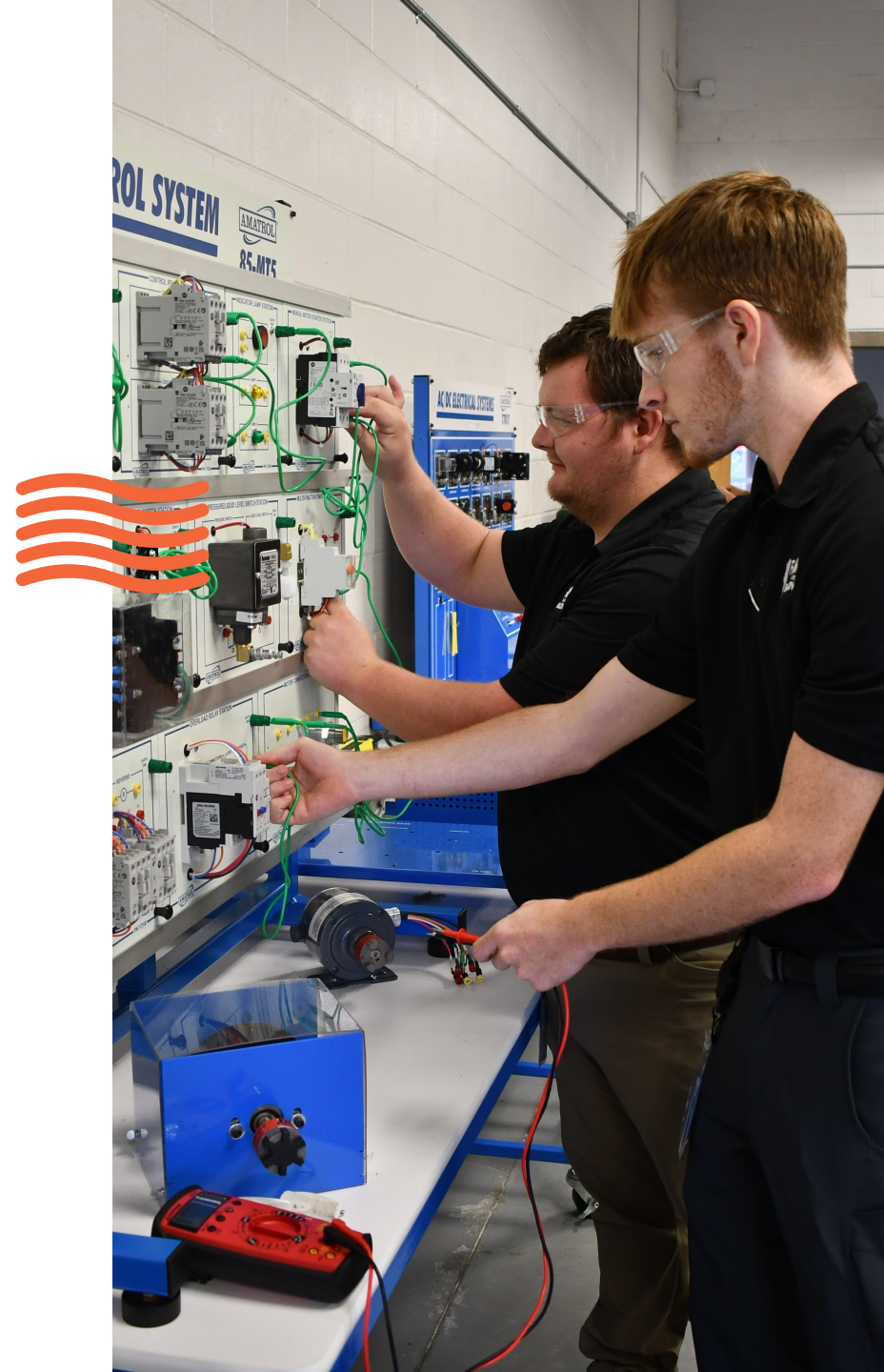
» South Baldwin Top Employers



FAME – Built by Baldwin

The Federation of Advanced Manufacturing Education (FAME) is an innovative work-based learning program that connects Coastal Alabama Community College students with local industry to create a pipeline of skilled manufacturing workers.

Local Manufacturing Partners:



Medical

- > **\$250M** hospital expansion and **18K SF** specialty surgery center at Baldwin Health
- > **New** Foley Health & Wellness Village
- > **\$40M** Thomas Hospital Patient Tower
- > **\$26M** Malbis Medical Office Building
- > **\$20M** Thomas Hospital Emergency Malbis



Novelis



\$5+ billion in capital investment in Baldwin County



Average annual wages of **\$65,000**, which is 29% higher than the county average



1,000 new direct jobs and 900 permanent indirect jobs in Baldwin County



Tax base supporting **\$300 million** Baldwin Beach Express expansion





30 Cubed Program



Baldwin County Commission partnership to improve roadway infrastructure



\$30 million in county funding + \$30 million matching from municipalities



\$60 million improvements by 2030

Workforce Ecosystem



BALDWIN
PREPARATORY ACADEMY

Baldwin Preparatory Academy

Baldwin Preparatory Academy is a \$100 million dedicated career-tech high school that offers industry-specific curriculum, strategically designed to cultivate a sustainable talent pipeline for local industries.



COASTAL ALABAMA
COMMUNITY COLLEGE

Coastal Alabama Community College

Coastal Alabama Community College, a statewide leader in workforce education, offers pathways for postsecondary certificate-based employment and long-term on-the-job training.



AIDT

AIDT is a state agency that recruits and trains Alabama's skilled workforce to attract new industries and expand existing industries.



University of South Alabama

The University of South Alabama is instrumental in nurturing the regional workforce, equipping graduates with the necessary skills and knowledge to meet the unique demands of local industries.



- > **700** Students Enrolled
- > **563** Students in Dual Enrollment
- > **\$100M** Facility
- > **\$6.3M+** Industry Partner Funding



Baldwin Preparatory Academy



**Project With a
Purpose Award**
Site Selectors Guild

12 Career Pathways

- > Automotive
- > Aviation
- > Construction Technology
- > Cosmetology/Barbering
- > Culinary
- > Cybersecurity
- > Graphic Design/Advertising
- > HVAC
- > Health Sciences
- > Mechatronics
- > Teacher Cadet
- > Welding



Hatch Fairhope

Baldwin County's hub for innovation and entrepreneurship is driving economic growth.

- ➔ Innovate Alabama Network Member
- ➔ University of South Alabama Partner
- ➔ Cohort-based tech accelerator programs
- ➔ 100 programming attendees monthly
- ➔ Startups relocating to Baldwin County





Fairhope K-1 Center

Hatch Fairhope's future home opening in 2026

- > 50 Coworking Spaces
- > 27 Private Offices
- > 2 Conference Rooms
- > 1 Content Creator Studio
- > Event Space for up to 250
- > Technologist-in-Residence

Loxley I-10 Logistics Corridor



\$260+ Million in Capital Investment



570 New Direct Jobs



635K SF New Industrial Space Filled





Gulf Alabama Industrial Center

- > **900-Acre Class A Industrial Park** on I-10 in Loxley, Alabama
- > **20 Minutes** from the Port of Mobile, Mobile International Airport, and I-65
- > **300K SF** at Building 1 and 11 million SF in total

Loxley Logistics Center



Up to **3 Million SF** Class A
Industrial Space



180K SF under construction
and coming 2026

Butting USA



\$61 million in capital investment in Baldwin County



Average annual wages of **\$63,000**, which is 25% higher than Baldwin County's average



Up to **100 new direct jobs** in Baldwin County





Hollie Pegg

Alabama Department of Commerce

Assistant Director

Mobility (Automotive) & Asian Affairs





North Foley Industrial Park

- > **\$3.3 million SEEDs grant + matching City of Foley investment**
- > **\$6.6 million acquisition and site development project**
- > **120-acre industrial site**
- > **In partnership with the Alabama Department of Commerce and Economic Development Partnership of Alabama (EDPA)**



CONGRATULATIONS

Mayor Ralph Hellmich
& the City of Foley!





Baldwin Alliance

WHERE COASTLINE
EQUALS BOTTOM LINE



Baldwin County is built for what's next!

Scan the QR code to view our website and learn more about opportunity in Baldwin County.

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