



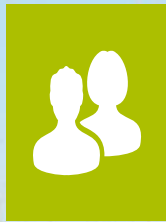
GULF SHORES & ORANGE BEACH

It's a Whole Different State

GET TO KNOW YOUR ALABAMA BEACHES



TOURISM'S IMPACT IN 2017



6.4M
Guests



\$4.4B
Visitor
Spending

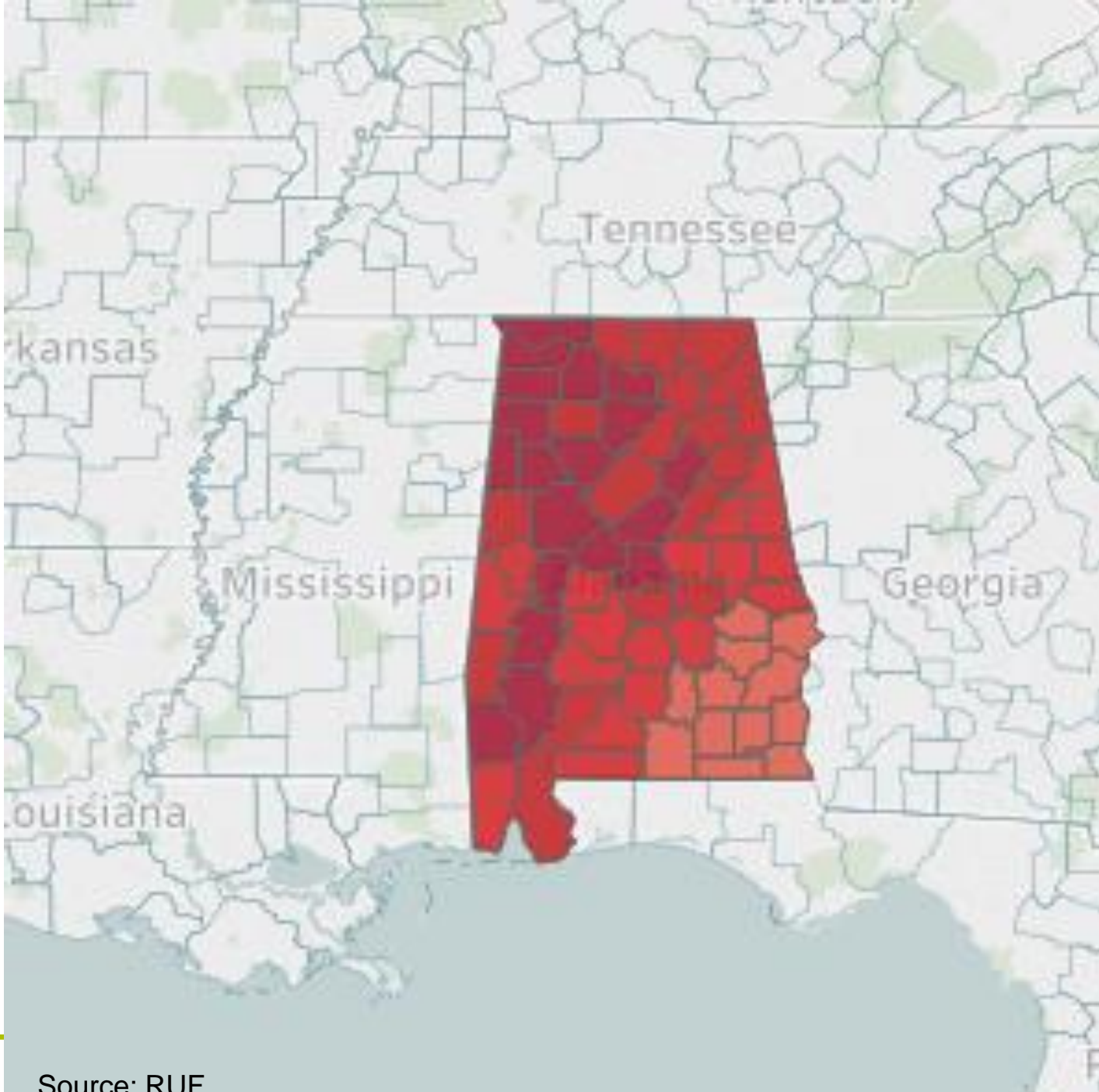


50,574
Travel Related
Jobs

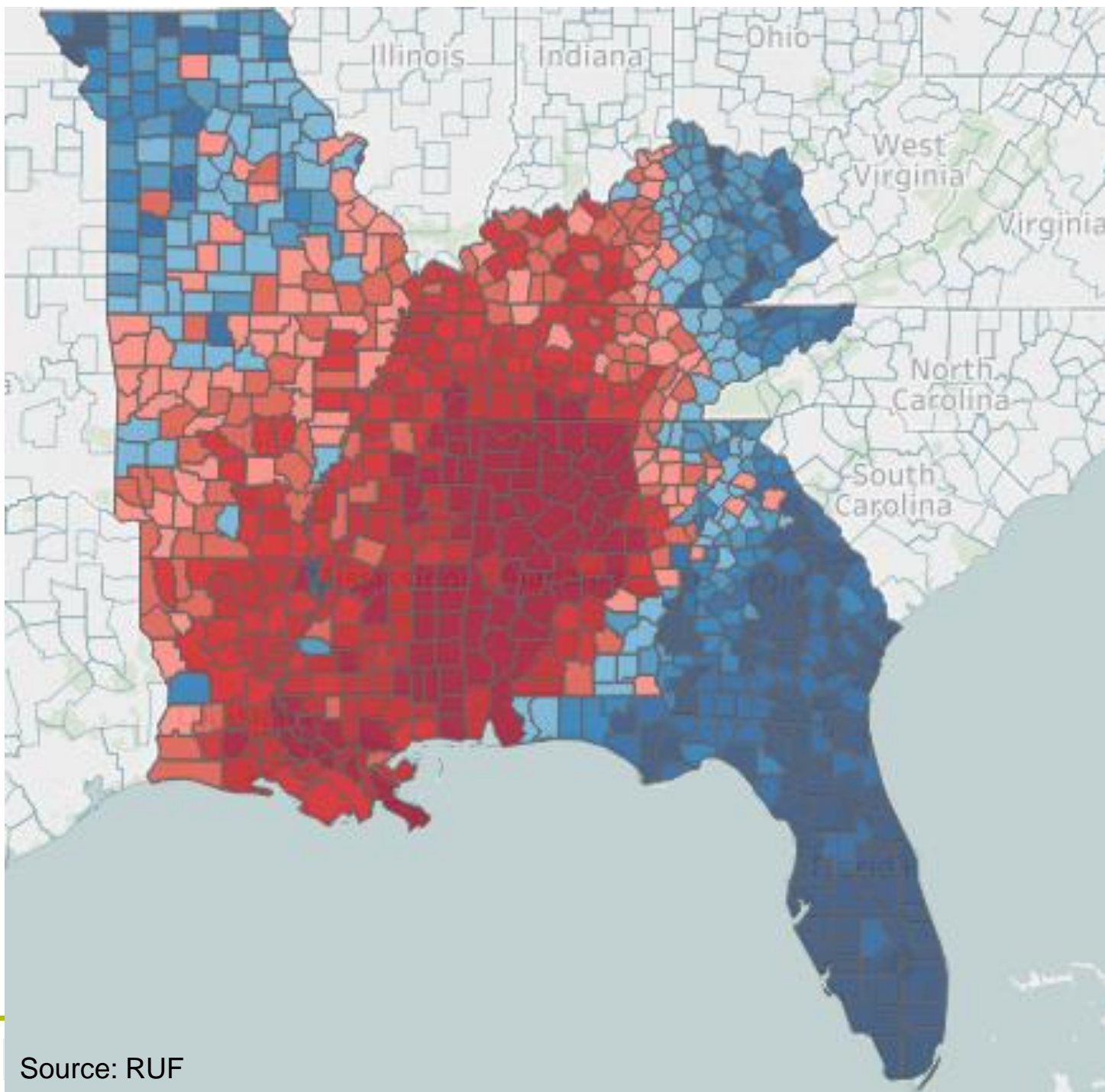


\$1.5B
Wages &
Salaries

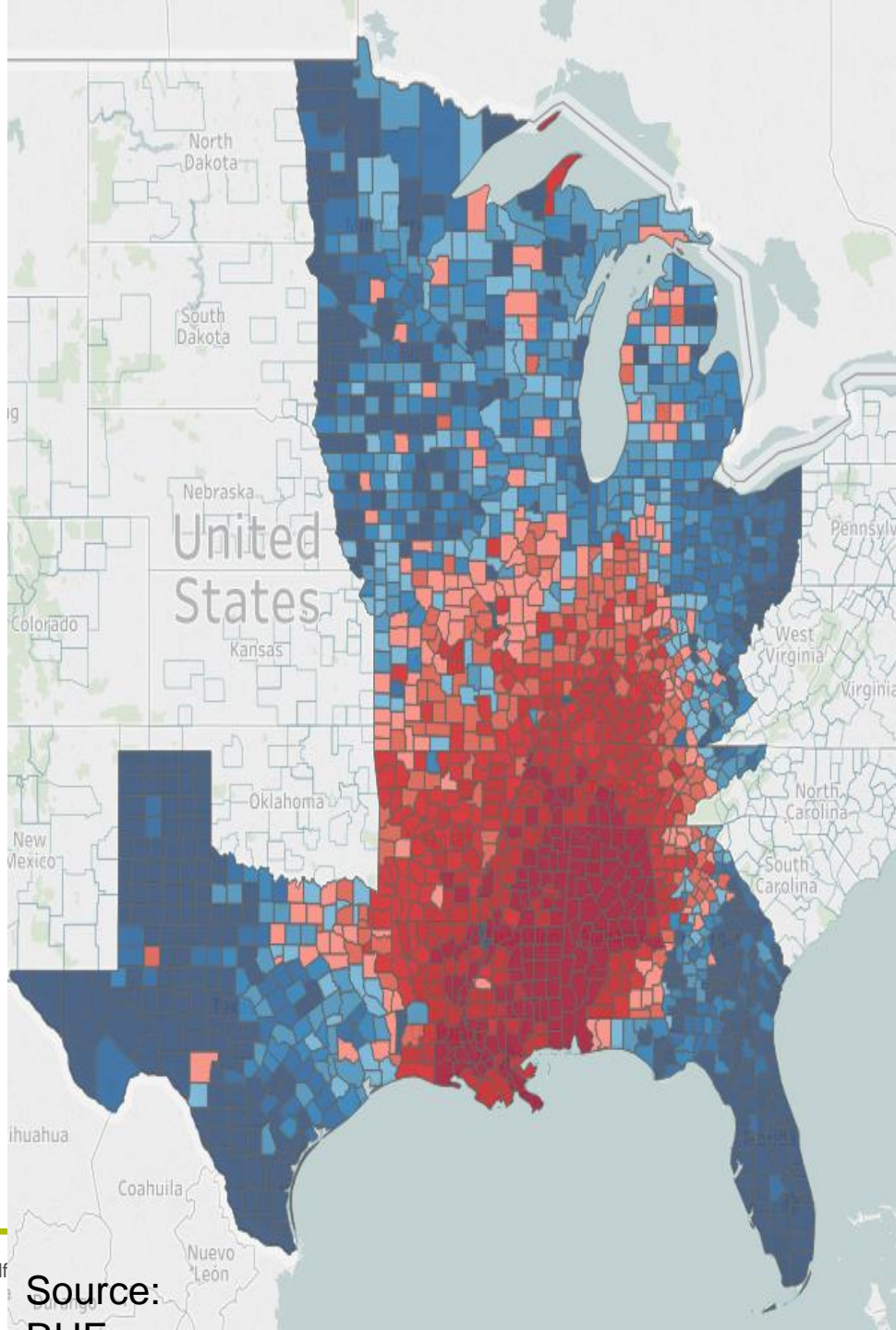
Source: Alabama Tourism Department, *2017 Economic Impact Report*



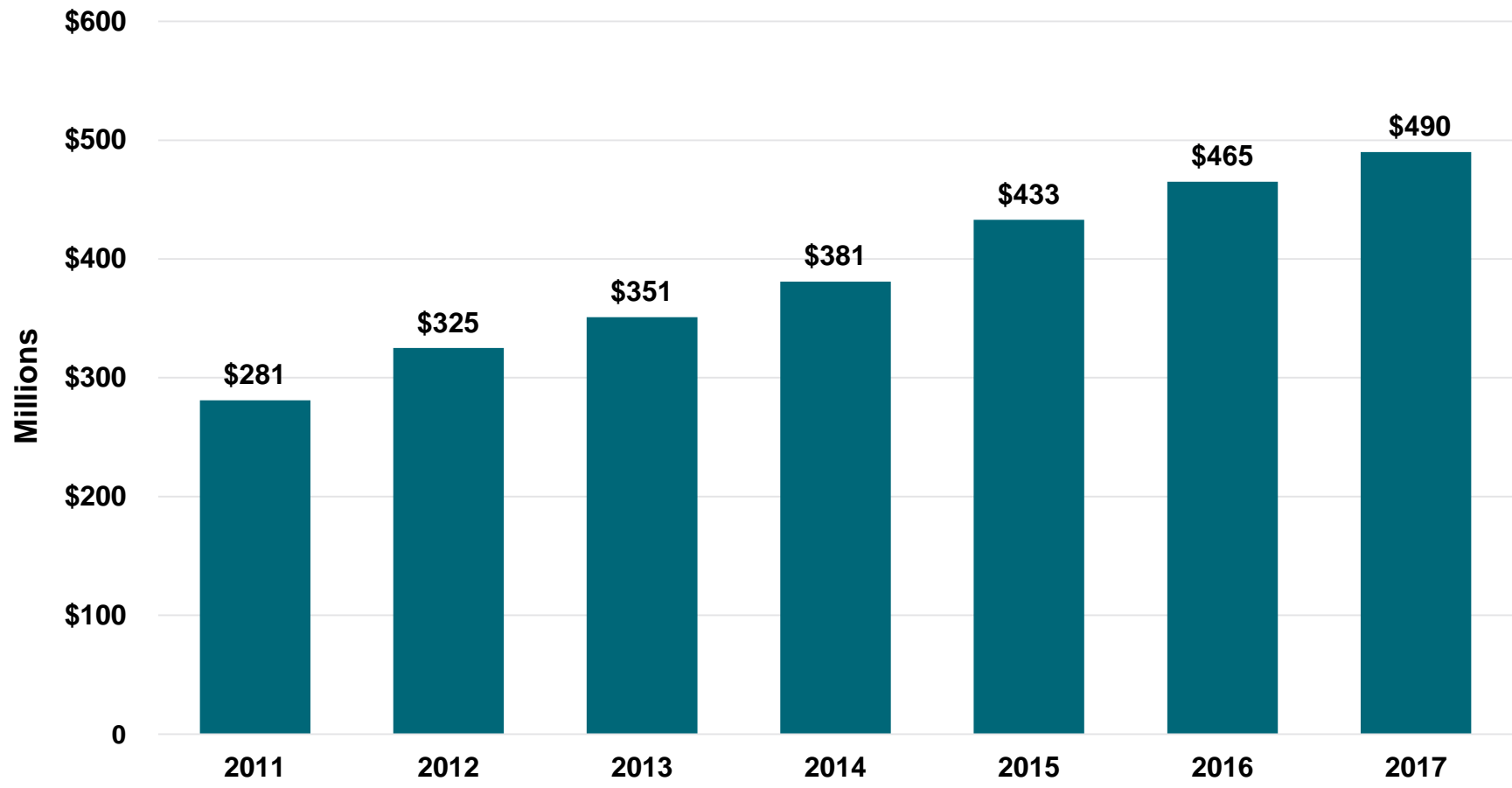
Source: RUF



Source: RUF

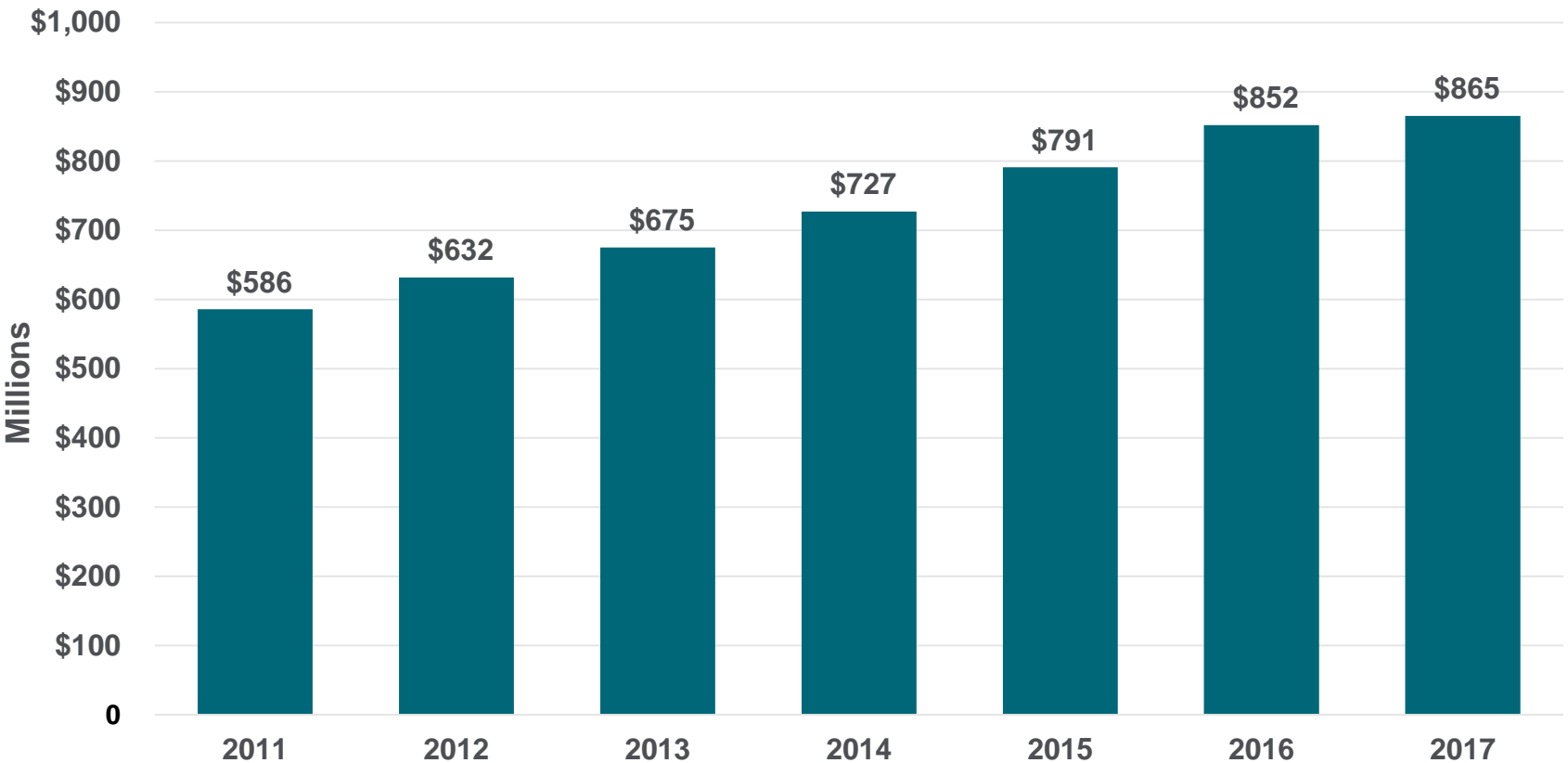


Taxable Lodging Revenue



Source: Alabama Department of Revenue

Taxable Retail Sales



Source: Cities' Department of Revenue

GET TO KNOW *YOUR* ALABAMA BEACHES



Phillip West, Coastal Resources Manager



How did we get here?



2002...





IVAN



September 2004

15 SEP 04 - G-12 IMG - 20:45



Ivan











The dredge "Meridian"

Work begins February 10, 2005 on one of the Country's largest beach nourishment projects in history.





- **15.2 miles* of beach nourished**

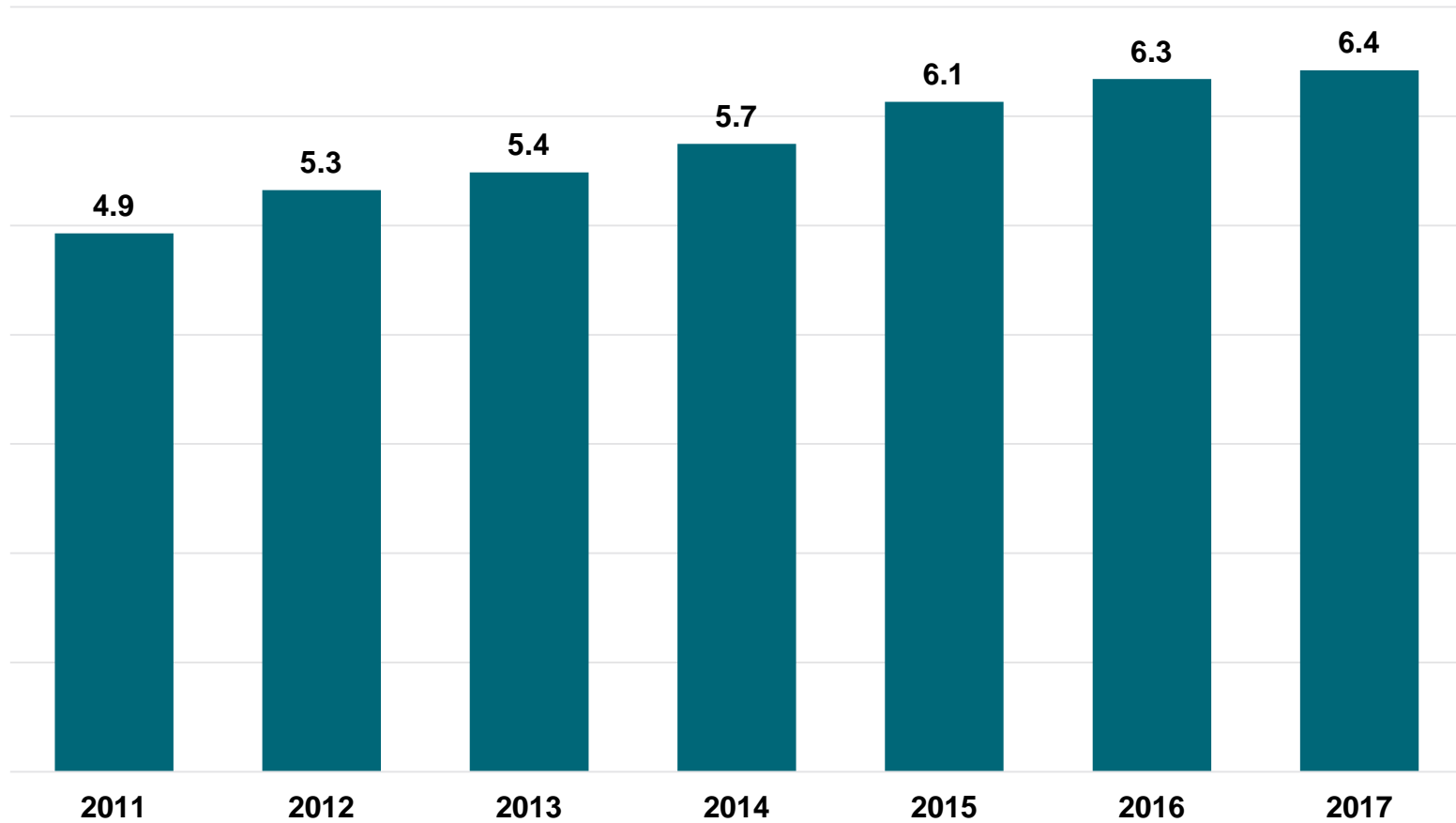
*Orange Beach/Gulf Shores/Gulf State Park

- **6 million cubic yards of sand placed**

- **\$22,000,000 project costs**



Annual Visitors (Millions)



Source: Alabama Department of Revenue



OPEN FOR BUSINESS!



Before Leave Only Footprints



- 84 tons recycled in 2015

- *(photo from August, 2015 collection)*









Email Complaints

Re: From City of Orange Beach Web Site Inbox x



P

Glenda Beech <gbeech@cityoforangebeach.com>

Jun 22 ☆



to Phillip, me, trullje

Janet,

Thank you for taking time to contact the Helpdesk. This information has been forwarded to the Coastal Resources Department, Phillip West and Nicole Woerner. Please let us know if we can further assist you.

Glenda Beech / Executive Secretary

Mayor's Office

Office.....251.981.6810

Mobile.....251.747.3076

Fax.....251.981.6981

gbeech@cityoforangebeach.com

Physical Address.....4099 Orange Beach Blvd.

Orange Beach, AL 36561

Mailing Address..... P.O. Box 458

Orange Beach, AL 36561

THIS EMAIL MAY CONTAIN CONFIDENTIAL INFORMATION.
IF YOU ARE NOT THE INTENDED RECIPIENT PLEASE
DELETE AND NOTIFY THE SENDER IMMEDIATELY.

Disappointed

Dirty Beaches

On Mon, Jun 22, 2015 at 4:10 PM, <tkennon@cityoforangebeach.com> wrote:

Helpdesk Contact Form

Your Name: Janet Trull

E-Mail: trullje@yahoo.com

Comments or Questions: I have just returned from vacationing on Orange beach the 2nd year in a row. I enjoyed my stay but...I was disappointed you did not keep your beaches clean. You did not remove any of the seaweed the whole stay I was there. We were at Regency Isle and the park toward Gulf Shores, we were walking and came upon a used syringe. We had to warn the parents not to let their children step on it. Just a way to improve your beaches. Think I will look else where next year. JMO



Click here to [Reply](#), [Reply to all](#), or [Forward](#)

On Thu, Jul 16, 2015 at 7:38 AM, 'Greg' via Tony Kennon Forward <mayors_group@cityoforangebeach.com> wrote:

What has to be done to get this trash problem addressed? I've heard the excuses of "it's on private property" "our hands are tied" etc. but as you can see the majority of these trash is at the tide line (public property not private property north of the mean high tide line) The citizens of Orange Beach and many tourists are fed up with this neglect of our beautiful beaches.

Sent from my iPhone

Trash Problem



Click here to [Reply](#), [Reply to all](#), or [Forward](#)

Jack Klapka

Cell [404-353-7600](tel:404-353-7600)

29500 Perdido Place

Next to us Phoenix 10

Complaint: Residue from Mullet Toss 2 Vacant Lots next to us were full of broken glass / cans / paper goods Dunes were abused and the sea oats. There was a girl on a cart with a bag picking up cans picked up 1 bag this morning around 7:30 and quit then left and has not returned.

Area remains with broken glass and cans - me and my neighbor tried to pick up the paper - I am 75 and not able to bend very much. What can we do to protect the oats and dunes - the signs are totally disregarded when the people are here drinking their liquid refreshments.

BROKEN GLASS

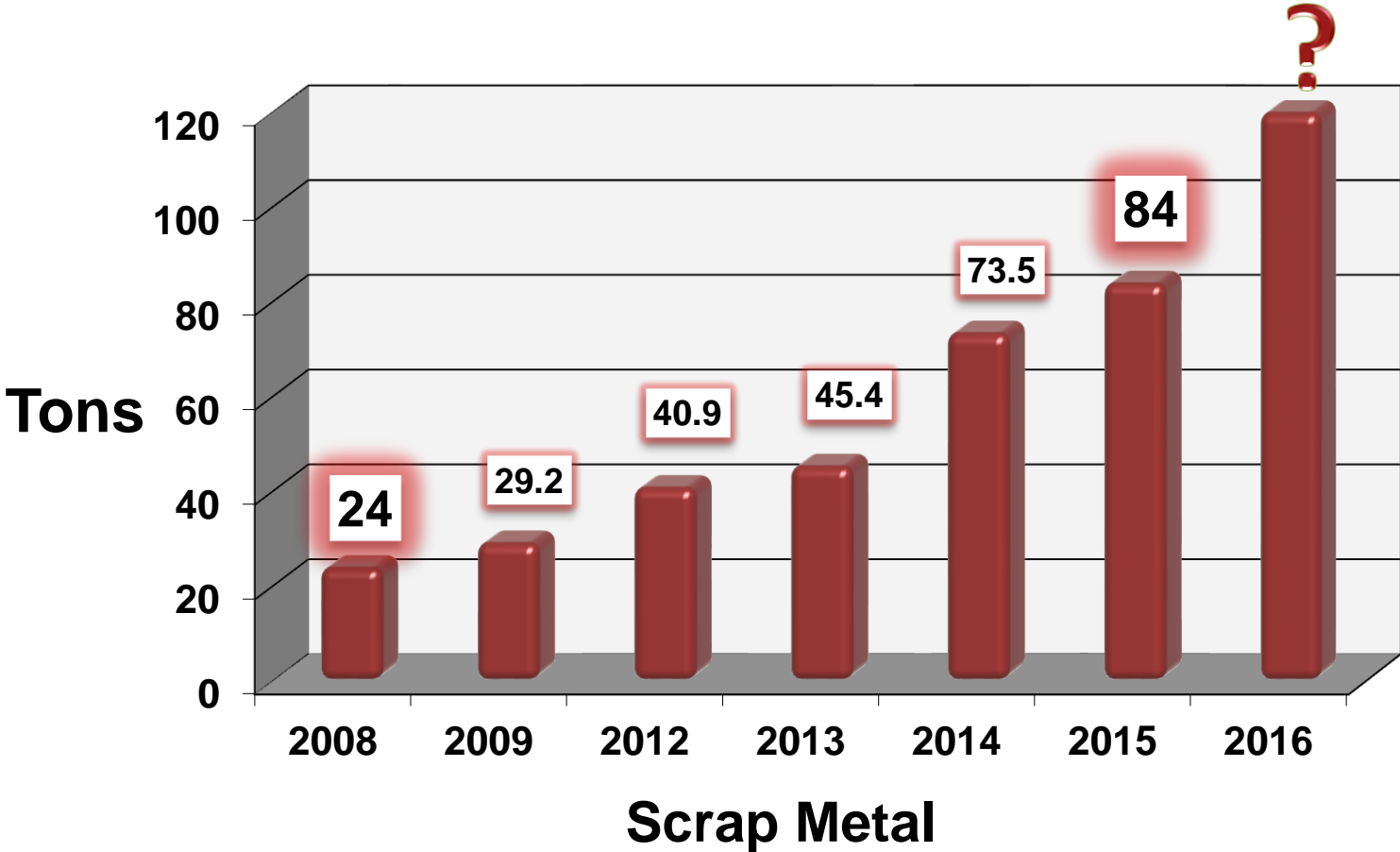
16.4
Main







Metal Recycled from Beach Cleanup



Clean Beach Initiatives

Leave Only Footprints

- Comprehensive program among industry partners to address beach trash, clutter, & negative perceptions
- Program to incorporate
 - Marketing: *Leave Only Footprints*
 - Public outreach/education
 - Greatly expand beach cleanup efforts
 - Increase enforcement
 - **No glass bottles**



Signage



**LEAVE ONLY
FOOTPRINTS**

ALL PERSONAL ITEMS MUST BE REMOVED DAILY

Any personal property left on the beach one hour after sunset will be removed and disposed of overnight.

City of Gulf Shores Ordinance No. 1792 City of Orange Beach Ordinance No. ??????

Please do your part to keep our beautiful beaches safe and clean. Each of us is responsible for protecting and preserving it and the cities of Gulf Shores and Orange Beach strive to provide a safe, clean family-friendly environment for everyone visitng.



Printed Ads and Materials

LEAVE ONLY FOOTPRINTS

We know you love our beach!
Gulf Shores and Orange Beach strive to provide a safe, clean, family-friendly environment. You can help protect the coast by observing beach rules and regulations. Enjoy the beach responsibly and safely.

Prohibited items include glass containers, fires, pets & loud music.

PLEASE REMOVE ALL PERSONAL ITEMS DAILY

Any personal property left on the beach one hour after sunset will be removed and disposed of overnight.
For more information, check www.cleansland.org

Welcome to Orange Beach
Thank you for joining our mission to

LEAVE ONLY FOOTPRINTS

ALL PERSONAL ITEMS MUST BE REMOVED DAILY
Any personal property left on the beach one hour after sunset will be removed and disposed of overnight.

Beach Rules & Regulations

Thank you for enjoying our beautiful coastline responsibly. Together, we can ensure the safety of all our visitors and the sustainability of our natural resources for generations to come.

The following are rules regulated by local, state or federal laws or ordinances enforced on our beaches.

- Please leave only footprints! Any unauthorized items left on the beach an hour after sunset will be collected and discarded.
- Individual lodging properties and land owners may allow tents and shelters in designated areas during the day.
- Items and activities not allowed on our beaches:
 - X Glass containers
 - X Litter
 - X Fireworks
 - X Fires
 - X Metal shovels or excessive digging
 - X Pets
 - X Overnight camping
 - X Loud Music
 - X Tents or structures larger than 10'X10'
 - X Vehicles
- Leave dunes and sea oats untouched. Thank you for using beach walkovers and boardwalks to help preserve our delicate dune system habitat.
- Share the beach. Be respectful of sea turtles and nesting shorebirds by not disturbing areas marked to protect them.
- Be considerate of private property.
- Observe and obey the Beach Warning Flag System. (See reverse side.)

www.Cleansland.org · www.CityofOrangeBeach.com



Beach Ambassador Program Originally Piloted June 2015



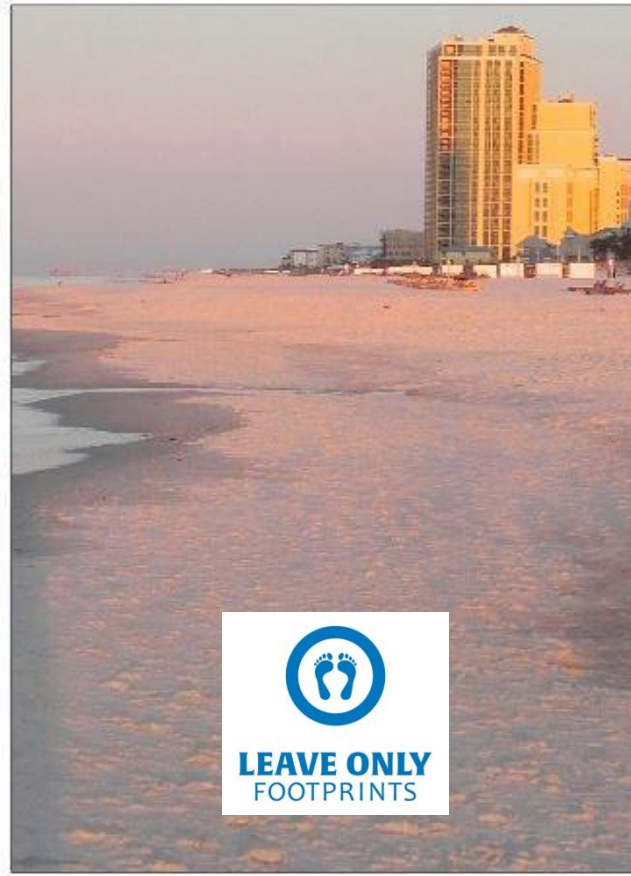
Beach Ambassador Pilot Program

- 3000+ Visitor Interactions
 - Dangers of holes & glass
 - Tagged non-compliant tents & frames
 - 95+% positive response
- 1,750+ “Beach Hero” wristbands distributed
- 250 trash bags distributed



Coastal Resources Division

BEFORE AND AFTER







Coastal Resources Division

RECENT ACCOMPLISHMENTS

Leave Only Footprints



2016 Totals

- 39,400 lbs of metal (5708 items)
- 724 lbs of glass
- 6709 lbs of plastic toys
- 6091 lbs of other trash

2017

- 19,880 lbs of metal has been recycled
- 442 tent/canopies collected
- 5,229 chairs collected



Average Beach Cleanup

CYCLE

- 20 Tons of Aluminum
- 26 Tons of Plastic
- 30 Tons of Metal
- 40 Tons of trash to landfill

Coastal Resources Division

2017 EFFORTS

Beach Ambassadors

- 90,744 public interactions
- 10,109 promotional items distributed
- 6,461 warnings (glass, tents, holes, trash)
- 1,033 holes filled

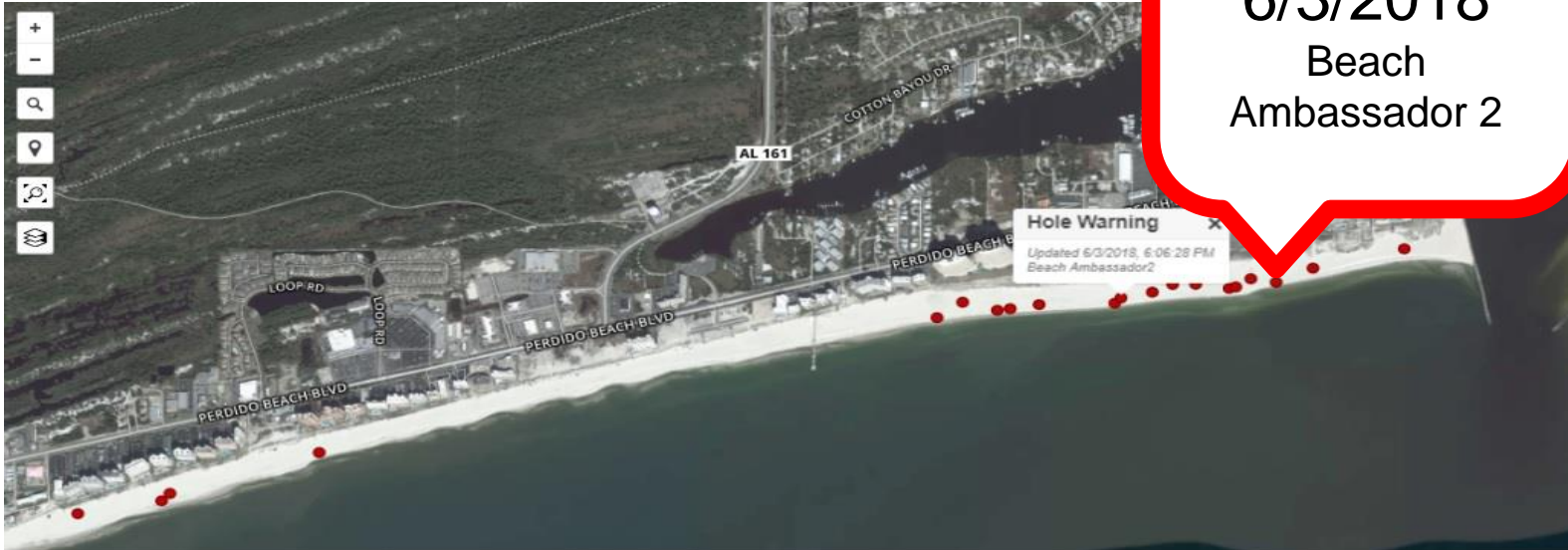


LEAVE ONLY
FOOTPRINTS



Incident Reporting

**HOLE
WARNING:
6/3/2018
Beach
Ambassador 2**



Title	Updated	Updated By	Date	Time	Report Type	Types of Multiple Reports	Other type of Report	Vehicle Reporting
Hole	6/4/2018, 10:18:48 PM	Beach Ambassador	June 4, 2018	22:14	Hole Warning			Truck 1
Hole	6/4/2018, 8:36:12 PM	Beach Ambassador2	June 4, 2018	20:35	Hole Warning			Turtle 1
Hole	6/4/2018, 6:23:28 PM	Beach Ambassador	June 4, 2018	18:23	Hole Warning			Truck 1
Hole	6/4/2018, 5:41:19 PM	Beach Ambassador	June 4, 2018	17:40	Hole Warning			Truck 1
Hole	6/4/2018, 2:01:39 PM	Beach Ambassador	June 4, 2018	14:01	Hole Warning			Jeep 1
Hole	6/4/2018, 9:38:39 AM	Beach Ambassador	June 4, 2018	09:38	Hole Warning			Jeep 1
Hole	6/3/2018, 8:22:06 PM	Beach Ambassador	June 3, 2018	20:21	Hole Warning			Truck 1
Hole	6/3/2018, 6:35:29 PM	Beach Ambassador2	June 3, 2018	18:35	Hole Warning			Truck 2
Hole	6/3/2018, 6:07:28 PM	Beach Ambassador2	June 3, 2018	18:07	Hole Warning			Truck 2
Hole	6/3/2018, 6:06:30 PM	Beach Ambassador2	June 3, 2018	17:56	Hole Warning			Truck 2
Hole	6/3/2018, 6:02:41 PM	Beach Ambassador2	June 3, 2018	18:02	Hole Warning			Truck 2
Hole	6/3/2018, 6:01:39 PM	Beach Ambassador2	June 3, 2018	18:01	Hole Warning			Truck 2
Hole	6/3/2018, 5:59:22 PM	Beach Ambassador	June 3, 2018	17:59	Hole Warning			Truck 1



Why do we care?



PANAMA CITY NEWS HERALD



Nearly 90 deaths from sand collapses on USA beaches in last 20 years.

Incident Reporting

**GLASS
REPORT
UPDATED:
6/3/2018
Beach
Ambassador 2**



Title	Updated	Updated By	Date	Time	Report Type	Types of Multiple Reports	Other type of Report	Vehicle Reporting
Glass Report	6/4/2018, 2:38:51 PM	Beach Ambassador	June 4, 2018	14:38	Glass Report			Jeep 1
Glass Report	6/4/2018, 2:09:54 PM	Beach Ambassador	June 4, 2018	14:09	Glass Report			Jeep 1
Glass Report	6/4/2018, 2:00:10 PM	Beach Ambassador	June 4, 2018	13:59	Glass Report			Jeep 1
Glass Report	6/4/2018, 10:28:54 AM	Beach Ambassador2	June 4, 2018	10:28	Glass Report			Jeep 2
Glass Report	6/3/2018, 6:11:58 PM	Beach Ambassador2	June 3, 2018	18:11	Glass Report			Truck 2
Glass Report	6/3/2018, 6:08:41 PM	Beach Ambassador	June 3, 2018	18:08	Glass Report			Truck 1
Glass Report	6/3/2018, 6:03:38 PM	Beach Ambassador2	June 3, 2018	18:03	Glass Report			Truck 2
Glass Report	6/3/2018, 6:00:34 PM	Beach Ambassador2	June 3, 2018	18:00	Glass Report			Truck 2
Glass Report	6/3/2018, 4:45:31 PM	Beach Ambassador2	June 3, 2018	16:45	Glass Report			Truck 2
Glass Report	6/3/2018, 2:35:00 PM	Beach Ambassador2	June 3, 2018	14:34	Glass Report			Jeep 2
Glass Report	6/3/2018, 2:14:53 PM	Beach Ambassador	June 3, 2018	14:14	Glass Report			Jeep 1
Glass Report	6/3/2018, 2:10:31 PM	Beach Ambassador	June 3, 2018	14:10	Glass Report			Jeep 1
Glass Report	6/3/2018, 2:04:32 PM	Beach Ambassador	June 3, 2018	14:04	Glass Report			Jeep 1



Why do we care?





Coastal Resources Division

ONGOING EFFORTS

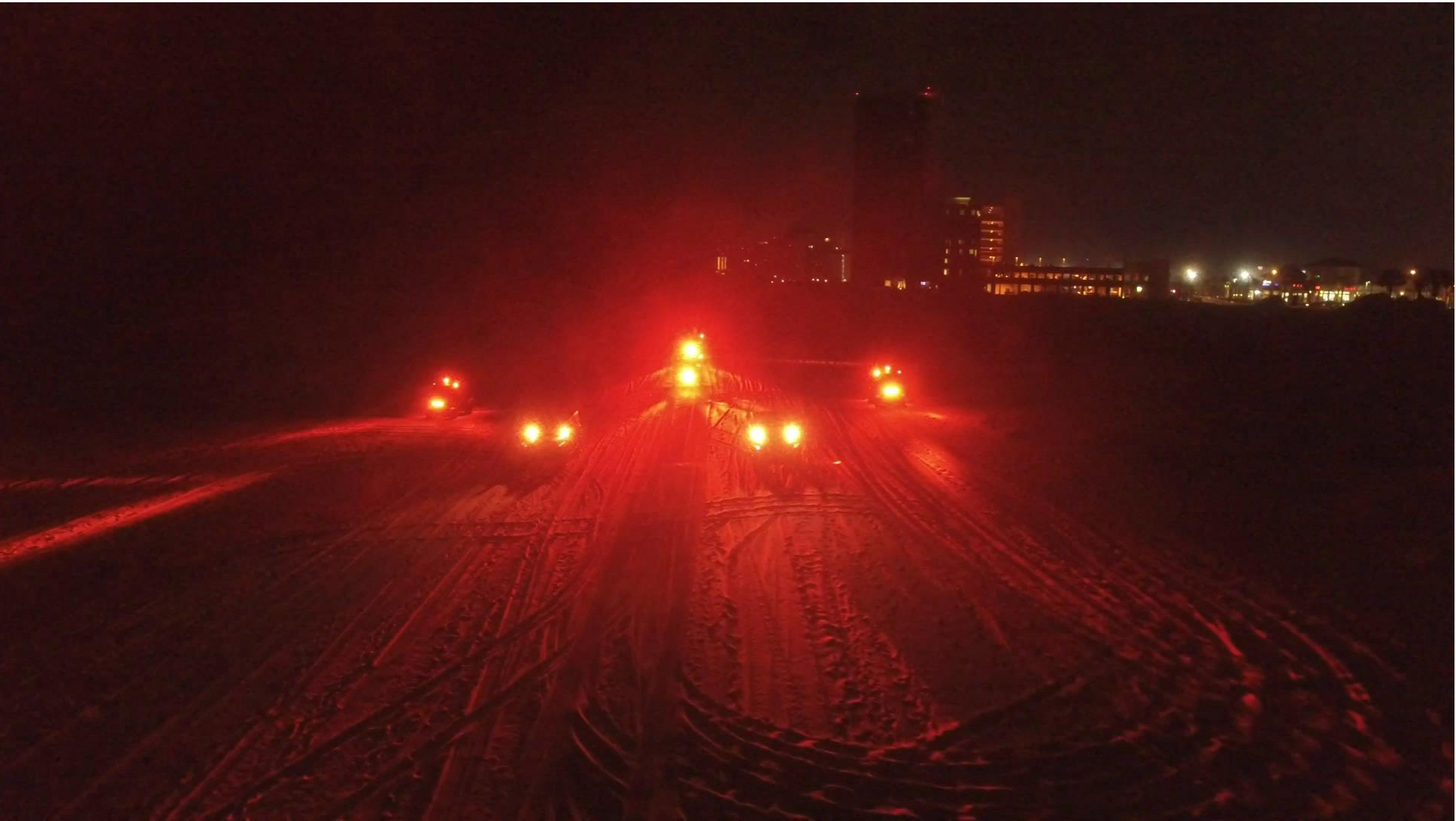
Operation Clean Sweep

- Education of the public on rules
- Turtle spotters
- Fill holes
- Pick up all items left behind
- Sort items for recycling

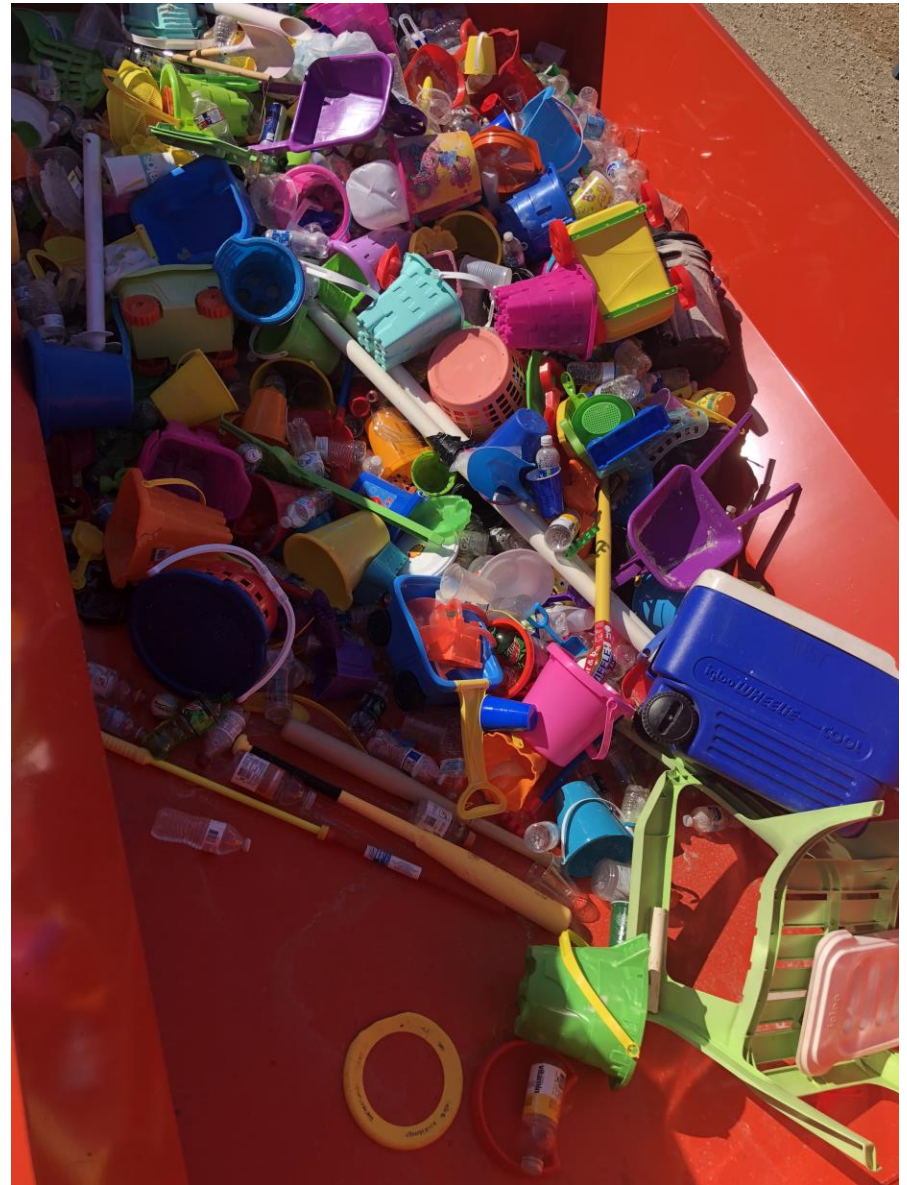


LEAVE ONLY
FOOTPRINTS



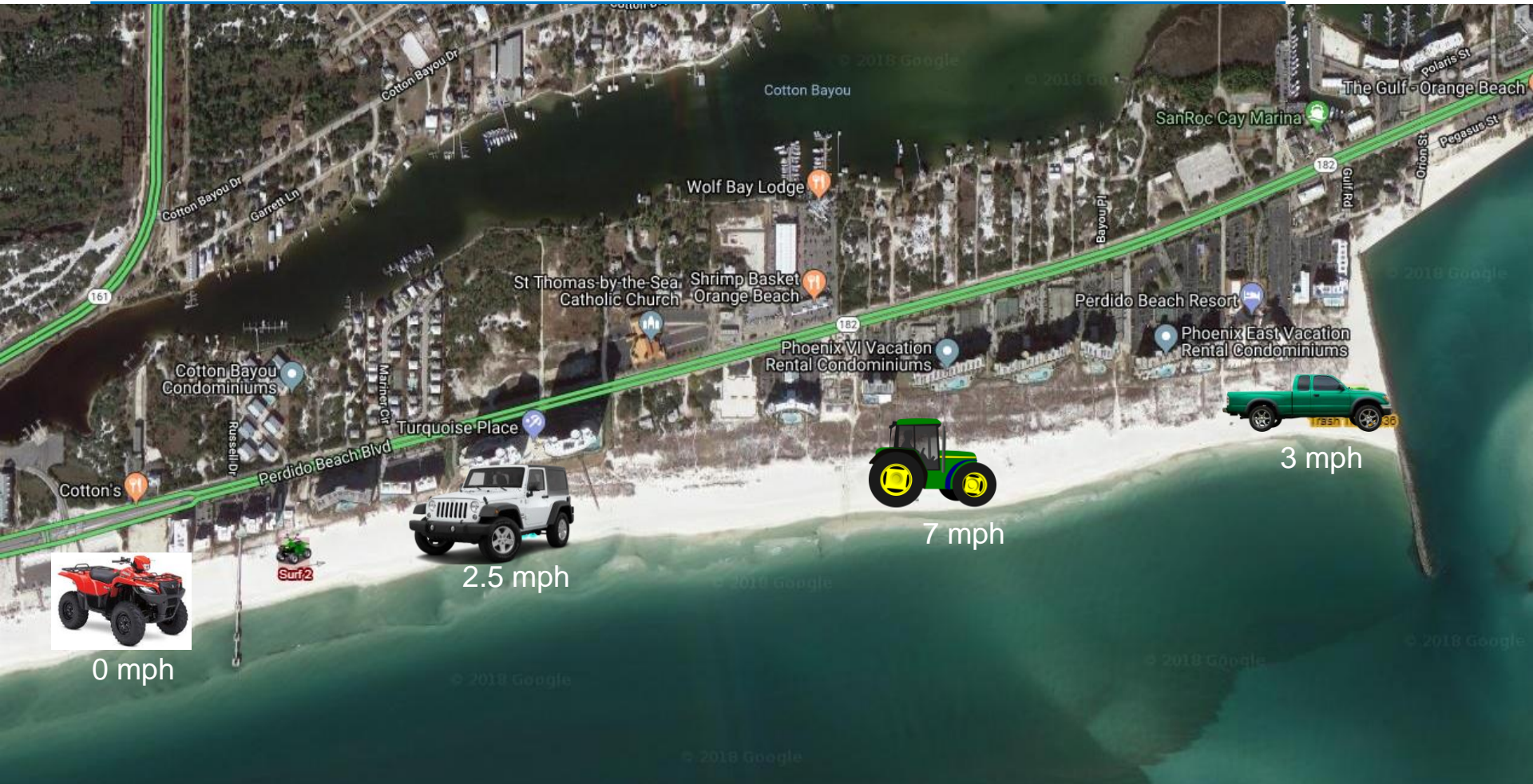


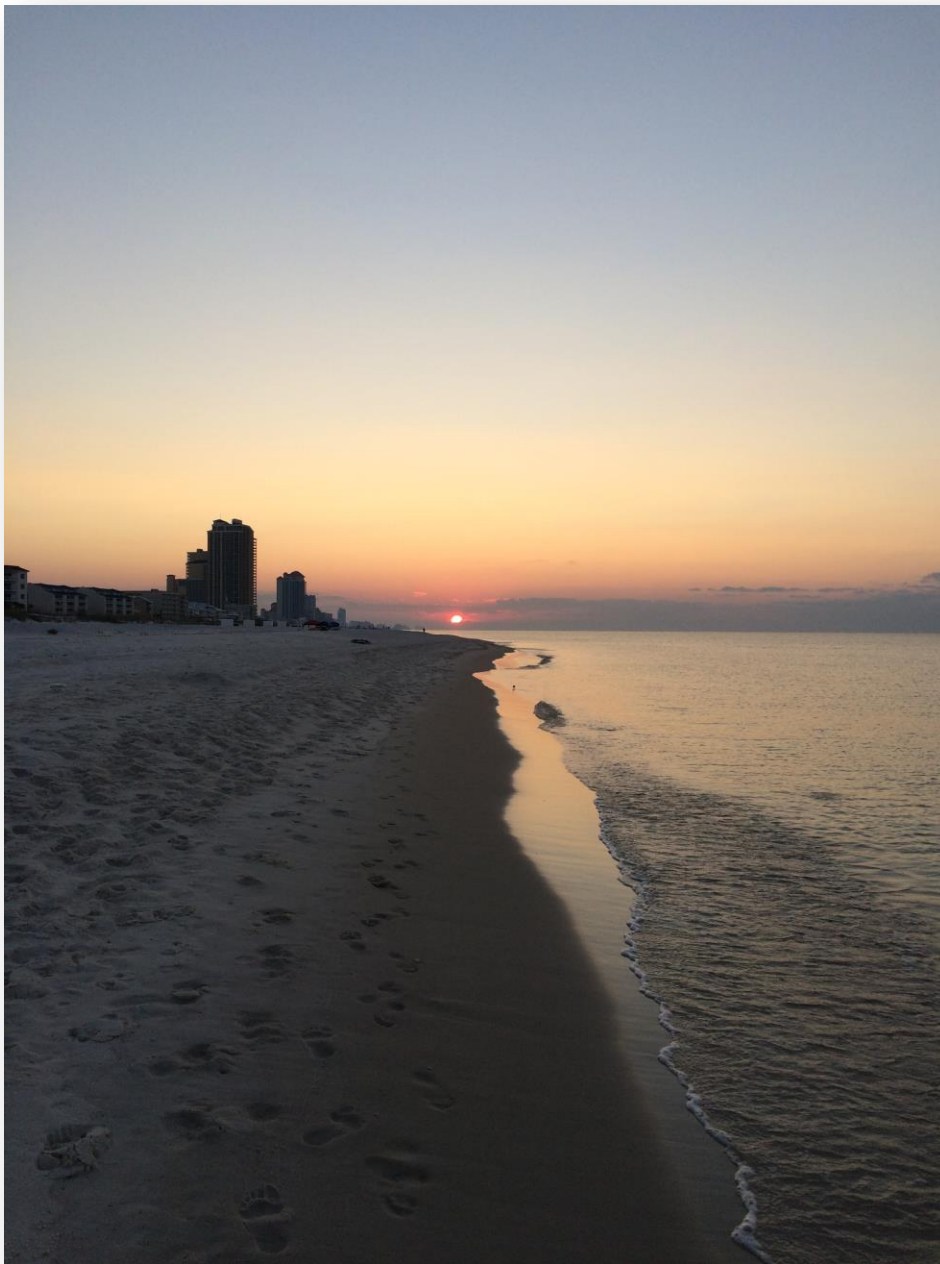






GPS Vehicle Tracking





Thank you!



LEAVE ONLY
FOOTPRINTS





Questions?

