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
Taxable Lodging Revenue

Millions

2011: $281
2012: $325
2013: $351
2014: $381
2015: $433
2016: $465
2017: $490

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...
September 2004
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

Disappointed Dirty Beaches

Trash Problem

BROKEN GLASS
Metal Recycled from Beach Cleanup

Scrap Metal

<table>
<thead>
<tr>
<th>Year</th>
<th>Tons</th>
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<tr>
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Clean Beach Initiatives

Leave Only Footprints

• Comprehensive program among industry partners to address beach trash, clutter, & negative perceptions

• Program to incorporate
  o Marketing: Leave Only Footprints
  o Public outreach/education
  o Greatly expand beach cleanup efforts
  o Increase enforcement
  o No glass bottles
Signage

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 visiting.
Printed Ads and Materials

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:

- Leave dunes and sea oats untouched. Thank you for using beach walkways and boardwalks to help preserve our delicate dune system habitats.
- 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.)

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:
- Glass containers
- Litter
- Fires
- Metal shovels or excessive digging
- Overnight camping
- Tents or structures larger than 10’X10’
- Vehicles

For more information, check www.cleannisland.org

Beach Ambassador Program
Originally Piloted June 2015
Beach Ambassador Pilot Program

• 3000+ Visitor Interactions
  o Dangers of holes & glass
  o Tagged non-compliant tents & frames
  o 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

2016 LOF TEAM
Average Beach Cleanup

- 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
## Incident Reporting

**HOLE WARNING:**

**6/3/2018**

Beach Ambassador 2

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<tr>
<th>Title</th>
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<th>Updated By</th>
<th>Date</th>
<th>Time</th>
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Why do we care?
Nearly 90 deaths from sand collapses on USA beaches in last 20 years.
Incident Reporting

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

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Why do we care?
OUCH!!
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
GPS Vehicle Tracking
Thank you!
Questions?