

Eastern Shore At-A-Glance

(Daphne/Montrose, Fairhope/Point Clear, Spanish Fort)

	2006	2011	Total		Annual	
			Growth	% Change	Growth	% Change
<i>Total Households</i>	25,100	27,995	2,895	11.5%	579	2.3%
<i>Total Population</i>	59,121	66,900	7,779	13.2%	1,556	2.6%

	2006	2011	Total		Annual	
			Growth	% Change	Growth	% Change
<i>Households with \$125,000+ Income</i>	2,726	3,313	587	21.5%	117	4.3%

Average Household Income	
Eastern Shore	U.S.
\$71,119	\$60,528

Educational Attainment		
	Eastern Shore	U.S.
<i>Bachelor's Degree</i>	22.40%	15.70%
<i>Master's Degree</i>	8.90%	8.90%

- * Forbes Magazine rates the Eastern Shore as one of the top 50 places to start and grow a business.
- * Mobile/Baldwin Metro Area - #11 in Time Magazine's list of "Where the Jobs Are / 15 of the Hottest Places
- * City of Fairhope Finalist for "All American City"
- * City of Fairhope in Top 10 for Retirement Cities.
- * 74th spot in Money Magazine's "300 Best Places to Live" annual survey
- * BestPlaces.com - 92.6 out of 100 (US Average)
- * ACCRA Cost of Living Index: 90.6 out of 100 (US Average)
- * EASI Cultural Index for Baldwin County - 152 (US Average - 100)
- * Excellent School System:
 - Stanford Achievement Test scores above the national average for the past six years.*
 - ACT scores exceeded state and national average for the past ten years.*
- * Abundant Recreational Opportunities:
 - 26 miles of bay waterfront*
 - Some of the best fresh water and inshore and offshore fishing in the world.*
 - 18 Championship golf courses located in Baldwin County.*

Eastern Shore – A Profile



Life is easy on the Eastern Shore! Come discover a sportsman's paradise of year-round golfing, boating and fishing...warm breezes as you stroll along breathtaking Mobile Bay under a golden sunset...an artists' haven for both beginners and advanced...festive cultural celebrations...Southern charm, friendly neighbors and magnolias...architectural delights...and fresh Gulf seafood to tempt every palette.

Located just minutes from metropolitan Mobile, AL and Pensacola, FL, the Eastern Shore of Mobile Bay, Alabama encompasses seven communities and municipalities: Daphne, Blakeley, Malbis, Montrose, Point Clear, Spanish Fort and Fairhope. The pace of life on the Eastern Shore is a world away; a unique community where residents take care to preserve the area's heritage and breathtaking beauty. All of these destinations are only minutes apart on the Eastern Shore.

Eastern Shore residents know how to unwind! Here you'll satisfy that passion for golf on challenging courses...launch a sailboat or cruiser from one of many marinas and launch sites...fill a chest with flounder, shrimp and crab as they swarm the beach during a tide phenomenon known as "Jubilee"...or keep fit with tennis, swimming or horseback riding. Recreation options abound at public parks and playgrounds, country clubs and health clubs.



Shopping along the Eastern Shore is truly a unique experience. Shops featuring clothing, home furnishings, native crafts, antiques and collectibles dot the Shore. Creating a true shoppers paradise!

Home to renowned artists, the Eastern Shore celebrates its rich heritage with the Arts and Crafts Festival in Fairhope and the Jubilee Festival in Daphne. Year-round cultural activities include live theatre productions, fine art exhibitions and a delightful concert series.

From fine dining to fast food, there's a menu to please every palate. Sample fresh seafood, Creole and Southern favorites, innovative café cuisine and ethnic delicacies served by the area's diverse restaurants.

The Eastern Shore offers a wide variety of recreational opportunities, including walking, bike riding, sailing, fishing, and much more. The Eastern Shore Trailblazers trail begins at the U. S. S. Alabama on the Causeway and winds throughout the Eastern Shore all the way to Weeks Bay, and is 33 miles long. Users of the trail experience an abundance of wildlife sightings and enjoy the beauty of State Champion trees and wild flowers and landscaped beds blooming year round.



Eastern Shore – In the News

Daphne-Fairhope Economy In Top 5% - Each year, POLICOM Corporation of Palm City, Florida, analyzes the economic strength of 363 Metropolitan Statistical Areas containing 1092 counties, and 576 Micropolitan Statistical Areas containing 693 counties.

According to the company's ECONOMIC STRENGTH RANKINGS–2007 the Daphne-Fairhope Micropolitan Area ranked 34th out of the 576 Micros—putting it in the top 5% of the 693 counties. This is the fourth consecutive year that Daphne-Fairhope has ranked in the Top 40 Micro Areas. "POLICOM uses dozens of factors to analyze the quality of the economy, the behavior of the economy, and negative aspects of the economy. Daphne-Fairhope was the #1 ranked Micro in Alabama and was the highest ranked Micro in a 6 state region, which includes Mississippi, Louisiana, Tennessee, Georgia, Arkansas and Alabama.

Baldwin County Listed Among Fastest Growing in U.S. - Baldwin County's recent history of rapid development continued Wednesday, when it became Alabama's lone representative on a new list of the 100 fastest-growing counties in America.



"I think low density is the attraction," said William Frey, a demographer at the Brookings Institution, a Washington think tank. "People would rather make a long commute and have a big yard and a big house."

Baldwin County Ranked #1 in South Central Region For Best Quality of Life - American City Business Journals (ACBJ) ranked Baldwin County #1 in the South Central Region for Counties that offer a less expensive, more relaxed alternative for Quality of Life in non-metropolitan Communities. ACBJ identified the most desirable havens in 13 different sections or regions of America from the far West to New England. Baldwin rated Number 1 in the South Central Region, which comprises Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Oklahoma and Tennessee.



college degrees, short commuting time, economic diversity and the availability of affordable housing.

ACBJ used 20 statistical indicators to rate living conditions. Critical factors that influenced the rating include: affluence,

Aerospace Company Buys Fairhope Plant - A rapidly growing Florida aerospace company has purchased the former Goodrich Corp. plant in Fairhope.

Crestview Aerospace Corp. of Crestview, FL purchased the 123,000-square-foot building, which sits on 57 acres at the H. L. "Sonny" Callahan Airport in Fairhope on Tuesday, according to a release from the company.



Initially, Crestview said it would hire about 100 new employees within the next year, according to Fairhope Mayor Tim Kant. "Part of my long-range plan is to see that the airport turns into an economic development area. The first step is by having a company like Crestview Aerospace coming, because others, I hope, will follow. Businesses like to surround themselves with businesses, and then we can work on other high-tech and high-paying jobs."

Plans Unveiled for Air Center in Mobile - EADS North America on Monday laid the cornerstone for a \$1 million aircraft maintenance and training complex at the Mobile Regional Airport, saying the 30 jobs it expects to create by April could be the first of hundreds more to come.

Company officials said Monday that the 13,000- square-foot office and warehouse it is building will provide support and training for U.S. Coast Guard planes. Its mission could be expanded dramatically, however, if EADS is successful in its bid to land more lucrative contracts with the Department of Defense, they said.



"This facility will be the foundation for all of our activity in the U.S.," said Ralph Crosby, chairman and chief executive officer of EADS North America. "We're here to grow, and growth is coming as we compete for additional aircraft."

"This is just a beginning," said Sen. Richard Shelby, R-Tuscaloosa, who was recognized by Crosby as playing a critical role in bringing EADS to Mobile. "It's a seed that is going to grow, and we look forward to seeing these jobs multiply."

Shelby said Monday that his top legislative priority is obtaining \$40 million in funding to expand the University of South Alabama's Engineering Department. The department, he said, could be a vital source of engineers, helping to meet potential demand created by expansions at EADS and ST Mobile Aerospace Engineering Inc., an aircraft maintenance firm based at Mobile's Brookley Field Industrial Complex.

Alabama Gov. Bob Riley said EADS "is the catalyst for a lot of future growth in Mobile." Riley said the state will enter bidding for another EADS project that could add 1,150 jobs.

EADS Chooses Mobile For Proposed Tanker Plant - The parent company of the European aircraft maker Airbus, seeking to better compete with Boeing for a lucrative U.S. Air Force contract to build military refueling tankers, announced Wednesday that it had selected Mobile, Alabama, over three other southern U.S. sites for a \$500 million factory.

Initially, EADS plans an engineering center that would employ 100 to 150 people. If the company wins the tanker contract, it would then team up with a U.S. defense contractor - most likely Northrop Grumman - to build a \$500 million factory, which could employ as many as 1,100 people.

NG/EADS Suppliers Tour - It is projected that if the team of Northrop Grumman and EADS land the US Air Force's KC-30 Tanker Replacement Program contract, a 50-mile radius area of Brookley Field in Mobile could gain up to 3,000 supplier related jobs. In early December, the Baldwin County Economic Development Alliance and the State of Alabama's



Northrop Grumman/ EADS team researched and visited twenty 50-acre industrial sites in Baldwin County within a 50-mile radius of Brookley Field.



Aerospace Grows in Baldwin County - The aviation manufacturing and MRO industries are developing into one of our hottest growth business sectors in Baldwin County and in our region. Consider: Goodrich Aerostructures recently announced an expansion that will add 160 jobs and a significant amount of work to their

Foley operations. Stork Aviation's Fokker Services division recently bought AIRINC, and L3 Communications recently acquired Crestview Aerospace, bringing two international top-tier major aviation companies to the Fairhope airport. Airbus has a new 125 person engineering center under construction at Brookley Field and a number of EADS CASA service training engineers are now located near the Mobile Regional Airport.

Raytheon and EADS CASA are bidding on a joint Army/Air Force proposal to supply the next generation Joint Cargo Aircraft. They are already supplying a version of this aircraft to the Coast Guard. If they are awarded the contract, the aircraft would be built at a new facility at the Mobile Regional Airport, creating several hundred jobs for Mobile and Baldwin residents.



Northrop Grumman has partnered with Airbus with a proposal to build the KC30 military tanker – and the Airbus A330 airliner that it is based on – in Mobile at Brookley Field. If they are awarded this contract, it may result in 1,000 direct jobs and several thousand supplier and indirect jobs in the region.

Rx Advantage Moves to Daphne – Rx Advantage has moved from Escambia County, FL to a new, much larger location in the Infirmary Building in Daphne. This may bring up to 100 pharmaceutical jobs to our area.



Daphne Technology and Commerce Park - Officials and business leaders on Friday broke ground at a new industrial park they hope will bring corporate headquarters and high-paying jobs to the Eastern Shore.

The Daphne Technology and Commerce Center is a 225-acre tract north of Interstate 10 and just east of the Eastern Shore Centre mall. The park is in unincorporated Baldwin County but is adjacent to land in both Daphne and Spanish Fort.

Officials are hoping to attract corporate headquarters, light manufacturing sites, small distribution centers and technology firms -- all of which would bring high-paying jobs without marring the environment of the Eastern Shore.

Austal USA Adding 600 Workers – Austal USA, the majority-owned U.S. subsidiary of Australia's Austal Ltd. is adding 600 workers at its shipbuilding operation in Mobile, Ala. The project will more than triple the size of the Mobile plant's current 180-employee work force.



The driver behind that expansion is a contract for the Navy's new littoral combat ship (LCS). “We're going to be doing some of the highest technology work right here,” said Gov. Bob Riley.

The LCS represents “the Navy's ship of the future,” Austal USA CEO Greg Metcalf said at the expansion's Jan. 17th groundbreaking at the company's Blakeley Island shipbuilding plant.

Fortune 500 Company Moves Headquarters to Mobile, Ala. - International Shipholding Corp. CEO Erik F. Johnsen said he is happy with his relocation to Mobile, Ala.

In International Shipholding's 60th year as a New Orleans-based shipping company, it moved its 135 employee headquarters to Mobile, Ala., in April.



“We are now quite settled in on the 17th and 18th floor of the RSA Tower in downtown Mobile. We're very satisfied with the atmosphere here in Mobile”, said Johnsen.

International Shipholding has a fleet of 44 ocean-going vessels and about 720 barges. 2006 net income increased 217 percent to \$14.6 million from \$4.6 million the previous year.

Mobile County Wins ThyssenKrupp Plant - ThyssenKrupp AG of Dusseldorf, Germany, has chosen north Mobile County for a steel mill now valued at \$3.7 billion.

“This is a game-changing decision for Mobile, Alabama,” Mobile Mayor Sam Jones said in a written statement. “We are no longer living on potential - we are living up to it. This plant will have a tremendously positive impact on our citizens for years to come.”

ThyssenKrupp

ThyssenKrupp has said the mill will mean 29,000 jobs during construction, and 2,700 jobs paying an average of \$50,000 to \$65,000 annually once the plant is operational in 2010.

Retail Mega-Center - Through the years, considerable economic growth has occurred along Alabama’s “Eastern Shore” that area of Baldwin County, across Mobile Bay, that includes the unique communities of Daphne, Fairhope and Spanish Fort. Once considered a bedroom community to Mobile, the Eastern Shore has begun to capture the attention of Mobilians as a thriving commercial center. Fairhope has always been a quaint community boasting beautiful homes and an eclectic business district of boutiques and shops.



The recent development of the upscale *Eastern Shore Centre* in Spanish Fort and the announcement of a *Bass Pro Shop* in the Eastern Shore have confirmed everyone’s suspicion that the area is becoming an economic development force to be reckoned with.

Golf Mecca - A recent series of maps in Sports Illustrated breaks down which U.S. counties house the most golf courses, and Baldwin County stands out like a luscious green at the end of a fairway.

In fact, Baldwin County holds it own in each of the four categories: public courses by county, private courses by county, courses per square mile and courses per capita.



With 15 public courses and three private courses to choose from, Baldwin County offers a wide variety of options to golfers of every stripe, from those looking for affordable prices and challenging play to those seeking a more expensive round with a truly Southern feel.

Either way, Baldwin County and Alabama's Gulf Coast are being hailed by many as one of the country's top golf destinations.

Thomas Hospital Profile - Thomas Hospital's main campus is located in Fairhope. They also maintain an outpatient clinic in Daphne. All facilities employ 1,110 workers.



Main Campus - The 150-bed main facility includes a 24-hour emergency care room, inpatient and outpatient surgery and diagnostics, and ICU services. The hospital just completed a \$25 million project that included a new emergency department, new patient rooms, expanded support services and parking accommodations.

Heart Center – The Heart Center offers a seven-bed surgical ICU, two cardiac catheterization labs and rehabilitation program. More than 45 cardiologists and cardiovascular surgeons are on staff at Thomas Hospital.

Cancer Center – The Cancer Center offers radiation therapy and oncology services. Diagnostics include mammography, stereo tactic breast biopsy, x-ray and surgical services.

Thomas Medical Center/Daphne – a an 80,000 square foot outpatient surgery and diagnostic facility that offers CT scan, x-ray, mammography, ultrasound, bone density tests, EKG, stress tests, lab and open MRI. The facility also has physician offices and a community education center. Surgeries performed at Thomas Medical Center range from orthopedic surgery and plastic surgery to cataract surgery and gynecological surgery.

Thomas Hospital Named One of the Nation's Top Cardiovascular Hospitals -

Thomas Hospital has been named one of the nation's 100 Top Hospitals® for cardiovascular care by Solucient®, a Thomson healthcare business and the nation's leading source of information products for the healthcare industry.



The annual Solucient award for cardiovascular services objectively measures performance on key criteria at the nation's top performing acute-care hospitals. This is the first year Thomas Hospital has been recognized with this honor, and it is the only hospital in Alabama to receive the award this year.

RSA Invests in Mobile-Baldwin - Mobile's skyline has been reshaped. The Battle House Hotel that for decades had been a focal point of downtown has been given new life. The Riverview Plaza Hotel has received a much-needed modernization. And the Grand Hotel near Fairhope is more grand than ever after being swamped by Hurricane Katrina.



Who should be thanked for this feat costing hundreds of millions of dollars?

In 2004, as this work was still in its early stages, David Bronner, the chief executive officer of the Retirement Systems of Alabama, told the Press-Register that Mobile voters played a large role in the investment.

Had they not passed a tax increase to help local public schools, Bronner said, he probably would have held back from investing in the city. Plans that were years in the making would have been scrapped, he said.

“The vote was absolutely instrumental in my decision to go forward. Everything was contingent on that,” Bronner said during that 2004 interview. “I said it before the vote, and I was dead serious: I’m not going to try and help people who are not willing to help themselves.”

RSA's financial commitment has been much more substantial than originally anticipated.

Early figures made public for the construction of the RSA Battle House Tower – the state's tallest building - put the cost at about \$132 million. Project revisions soon pushed the costs higher. Then, after 2005's Katrina damaged the construction site and increased the cost of materials and labor, the cost of the Battle House hotel and tower project climbed to about \$220 million.

In 2004, RSA was talking about spending \$17 million to renovate the Riverview Plaza Hotel. Today, officials put the cost at \$54 million.

Those expenses came after RSA already had constructed a \$20 million cruise terminal in downtown Mobile, spent millions expanding and renovating the Grand Hotel, provided IPSCO Inc. with a \$100 million loan to help build its steel mill in north Mobile County and financed construction of the downtown Gulf Coast Exploreum Science Center.



To Bronner, the investment in Mobile was worth it.

“There's almost no limit to the kind of success we can have in Mobile, if we handle it right,” he said in 2004.

Bronner said RSA's hotel properties, run through a subsidiary named Point Clear Holdings, will give him a unique opportunity to recruit national conventions and other events to the city.

“Now, we can go after a major conference that needs 500 to 600 rooms, and we don't have to get together with our competitor and say, ‘How many guests are you going to take, how many guests are we going to take?’

“Instead, we have one package where we can say, ‘OK, here's the convention facility, and here's two choices of hotels, and oh, by the way, we've got this wonderful resort across the bay,’” he said. “It's just an incredibly unique opportunity.”