



**BALDWIN
COUNTY**

ECONOMIC
DEVELOPMENT
ALLIANCE

Media Contact:
Lee Lawson
251-970-4083
llawson@baldwineda.com

FOR IMMEDIATE RELEASE
May 23, 2016

Baldwin County Economic Development Alliance and Local Partners Launch New “Business Where You Beach” Campaign

Robertsdale, Ala. – Together with the cities of Gulf Shores and Orange Beach, the City of Gulf Shores Airport Authority and the Alabama Gulf Coast Convention and Visitors Bureau, the Baldwin County Economic Development Alliance (BCEDA) announced today the launch of a new campaign aimed at bringing additional business to Baldwin County.

The campaign, entitled Business Where You Beach, will target C-suite executives and business owners who already vacation or own private properties in Baldwin County, educating them about the advantages of locating or expanding their businesses here. The campaign launch and partnership announcement was made in an afternoon ceremony held today at Jack Edwards National Airport. Mayor of Gulf Shores Robert Craft and Mayor of Orange Beach Tony Kennon made remarks.

Business Where You Beach will emphasize opportunities surrounding the demographics, workforce, education, quality of life, key industries, and access assets within Baldwin County, positioning Baldwin County as much a hub for business as it is a prime vacation destination. The campaign launched with a [website](#) today, and will employ targeted digital marketing efforts initially with the addition of print advertising and events expected as the campaign matures.

"We have made a commitment to creating the business climate necessary to support a sustainable, year-round economy to complement our thriving tourism industry," said Gulf Shores Mayor Robert Craft. "This campaign will help to significantly advance this mission by providing us the platform to communicate to the corporate world that Gulf Shores is more than just a great place to vacation—it is the perfect location to establish and grow a business."

Business Where You Beach will highlight the more than 6,000 businesses that have found success in Baldwin County, including companies like [UTC Aerospace Systems](#), [CPSI](#), [Adam Systems](#) and [Community Health Systems](#).

"Orange Beach offers a premiere quality of life with excellent amenities and services for residents who choose to invest in Baldwin County," said Mayor Tony Kennon, City of Orange Beach. "Promoting and marketing Baldwin County to key decision makers begins with capturing their interest while they relax and visit our area's signature events. Our region is prime for investment."

The number one tourism destination in Alabama, Baldwin County was also named the fastest growing county in Alabama with a 45% population growth over the past six years and a regional workforce of more than 500,000.

"There are many white-collar decision makers that own second homes in Gulf Shores and Orange Beach or frequently fly into Baldwin County and vacation in this area," said Lee Lawson, president and CEO of

the Baldwin County Economic Development Alliance. “This campaign’s message to them is simple—let our community show you we are not only a great place to visit but a great place to invest corporately.”

For more information about the Business Where You Beach campaign, please visit businesswhereyoubeach.com.

To learn more about economic growth opportunities within Baldwin County, visit BCEDA at baldwineda.com.

###

About BCEDA

The Baldwin County Economic Development Alliance, based in Robertsdale, Alabama, is a partnership of local public and private professionals, leaders, and officials dedicated to providing opportunities for businesses and improving the county’s economy. The BCEDA focuses on business development endeavors that will ultimately create jobs, generate capital investment, and increase the quality of life within the community. The BCEDA is funded and supported by the county government, 14 municipalities, five Chambers of Commerce, eight Industrial Development Boards, and more than 100 privately owned businesses. For more information, visit baldwineda.com.