



NONC



South Alabama
Regional Planning
Commission (SARPC)

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

For Baldwin, Escambia, and
Mobile Counties

Annual Report

Prepared By :

The South Alabama Regional
Planning Commission

📞 251-433-6541

🌐 www.sarpc.org

📍 110 Beauregard Street, Suite 207
Mobile, Alabama 36602

**SOUTH ALABAMA REGIONAL
PLANNING COMMISSION (SARPC)**



**COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
FOR BALDWIN, ESCAMBIA, AND MOBILE COUNTIES**

**ANNUAL UPDATE
2025**

THIS DOCUMENT IS POSTED ONLINE AT:
WWW.SARPC.ORG

*For more information, please contact:
Nicole Taylor
Director of Community Planning and Economic Development
Email: ntaylor@sarpc.org*

SARPC BOARD OF DIRECTORS 2024-2025

CHAIRMAN

MAYOR SANDY STIMPSON
CITY OF MOBILE

VICE-CHAIRMAN

MAYOR CHARLES MURPHY
CITY OF ROBERTSDALE

SECRETARY-TREASURER

MAYOR JIM STAFF
CITY OF ATMORE

HONORABLE JACQUELYN ZEIGLER
ALABAMA STATE BOARD OF
EDUCATION DISTRICT 1

HONORABLE JERRY CARL
CONGRESSMAN

BALDWIN COUNTY

COMMISSIONER CHARLES F. GRUBER
BALDWIN COUNTY ADMINISTRATION

MAYOR ROBIN LEJEUNE
CITY OF DAPHNE

MAYOR SHERRY SULLIVAN
CITY OF FAIRHOPE

MAYOR RALPH HELLMICH
CITY OF FOLEY

MR. STANLEY RAYE (LEE) LAWSON JR
PRESIDENT & CEO, BALDWIN COUNTY
ECONOMIC DEVELOPMENT ALLIANCE

DR. PHYLLIS P. FRENCH, ED.D
DIRECTOR, P & T EDUCATIONAL
SERVICES LLC

MAYOR MICHAEL M. MCMILLAN
CITY OF SPANISH FORT

MAYOR ROBERT CRAFT
CITY OF GULF SHORES

ESCAMBIA COUNTY

COMMISSIONER LARRY WHITE
ESCAMBIA COUNTY COMMISSION

MAYOR TERRY CLARK
CITY OF EAST BROWNSTON

MR. DAVID ADAMS
EMA DIRECTOR

MR. JESS NICHOLAS
CEO, CENTERFIRE ECONOMIC

MR. WESTLY L. WOODRUFF, CPP
PRESIDENT & CEO, MUSKOGEE TECHNOLOGY

MOBILE COUNTY

COMMISSIONER RANDALL DUEITT
PRESIDENT, MOBILE COUNTY COMMISSION

MAYOR JIMMIE GARDNER
CITY OF PRICHARD

MAYOR HOWARD RUBENSTEIN
CITY OF SARALAND

MAYOR MARK BARLOW
CITY OF SATSUMA

MR. DAVID RODGERS
VICE-PRESIDENT, ECONOMIC DEVELOPMENT
MOBILE AREA CHAMBER OF COMMERCE

MR. JOHN MURPHY, JR., PE
VICE PRESIDENT, NEEL SCHAFER, INC

DR. RAOUL RICHARDSON
MANAGING DIRECTOR, GENESIS GLOBAL
GROUP LLC

MR. ROB MIDDLETON
PRESIDENT, MIDDLETON CONSTRUCTION

MR. JOHN C. DRISCOLL
CEO & EXECUTIVE DIRECTOR
ALABAMA STATE PORT AUTHORITY

SARPC'S PLANNING AREA

OVERVIEW

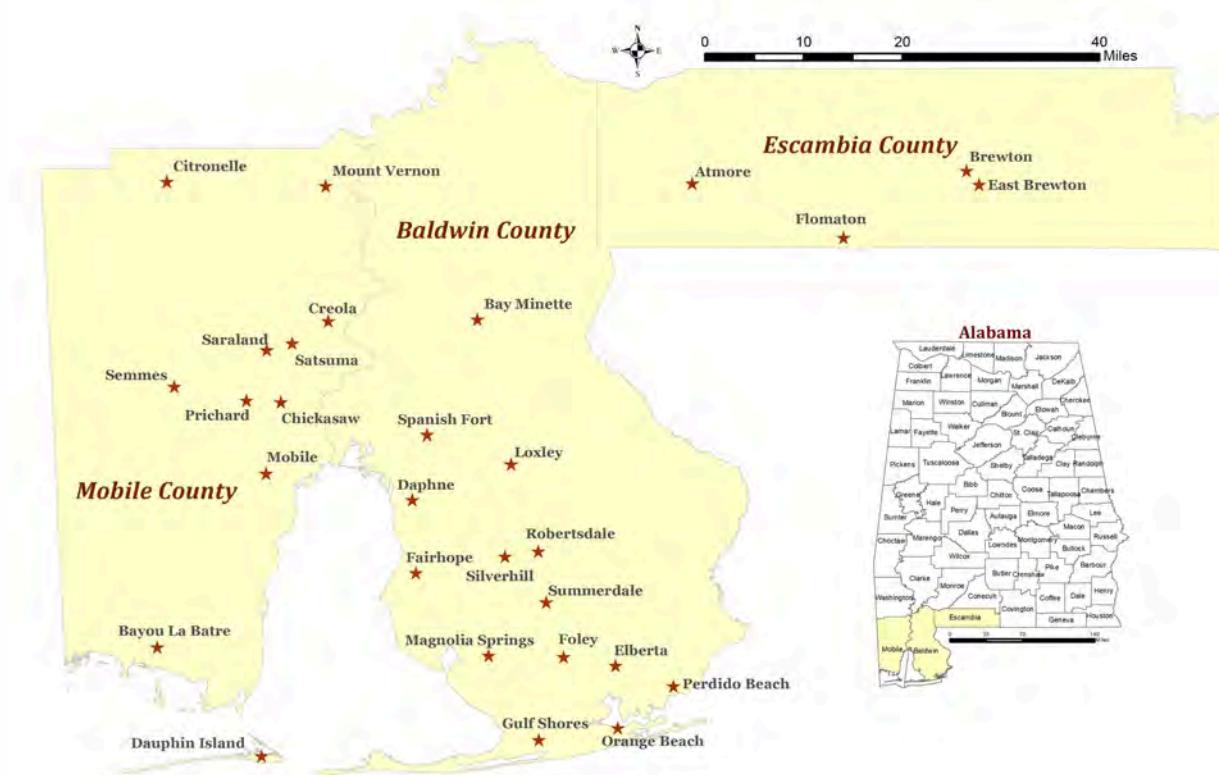
As the designated Economic Development District (EDD) by the Economic Development Administration (EDA), SARPC is responsible for developing the Comprehensive Economic Development Strategy (CEDS) for the three-county region.

The Commission is required to fully update and publish the CEDS every five years and complete an annual update each year.

The CEDS is intended to guide the economic prosperity and resiliency of SARPC's three-county area by using economic, built, natural, and service assets to develop an Economic Plan of Action for the region. This plan outlines strategies for prioritizing projects throughout the region. *Figure 1* shows SARPC's Region and our member governments.

Member governments and other organizations can utilize the CEDS as a guide for the development of grant applications to enhance economic opportunities for their communities. Specifically, projects seeking EDA assistance must align with goals and recommendations outlined in the CEDS to be considered for funding.

Figure 1: SARPC's Member Governments and Jurisdiction



I. SARPC'S REGION: ANNUAL UPDATE

The Economic Development District (EDD) staff at the South Alabama Regional Planning Commission (SARPC) continues to work towards the goals outlined in the 2022 Comprehensive Economic Development Strategy (CEDS). This annual update summarizes the progress SARPC's Region, which includes Mobile, Baldwin, and Escambia Counties, has made towards combatting area challenges and fulfilling regional needs. The entire CEDS document can be found on SARPC's website at: www.sarpc.org.

II. ECONOMIC UPDATE

The Department of Labor (DOL) releases economic statistics in both seasonally adjusted and non-seasonally adjusted formats. Seasonally adjusted employment figures are altered to eliminate the impact of seasonal employment trends, such as spikes during holiday and tourist seasons. In contrast, non-seasonally adjusted numbers present the raw employment data without seasonal adjustments.

As of July 2025, Alabama's seasonally adjusted unemployment rate held steady at 3.0 percent, the same as in 2024. This rate corresponds to 72,506 unemployed individuals, a decrease from 75,640 in June and a slight rise from 71,308 in July 2024.

Alabama's labor force participation rate for July decreased slightly to 57.9 percent, down from 58.0 percent in June. Over the year, the rate increased by four-tenths of a percentage point.

The percentage of "prime-age" workers decreased to 78.4 percent compared to 79.3 percent last year. Prime-age workers are those aged 25-54 years

When comparing employment data from July of the previous year, the Alabama Department of Labor (DOL) indicates that unemployment rates have shown a slight decrease over the past year in the SARPC Region, as well as across the state and the nation, as illustrated in Figure 2.

2024 and 2025 Unemployment Rates

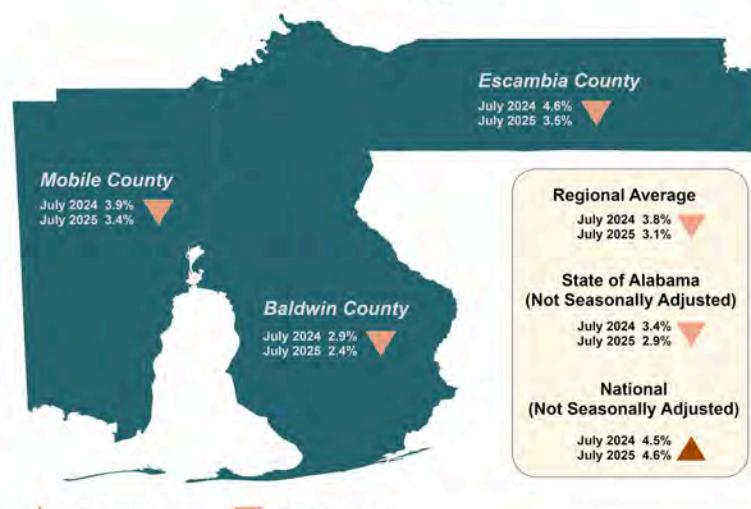
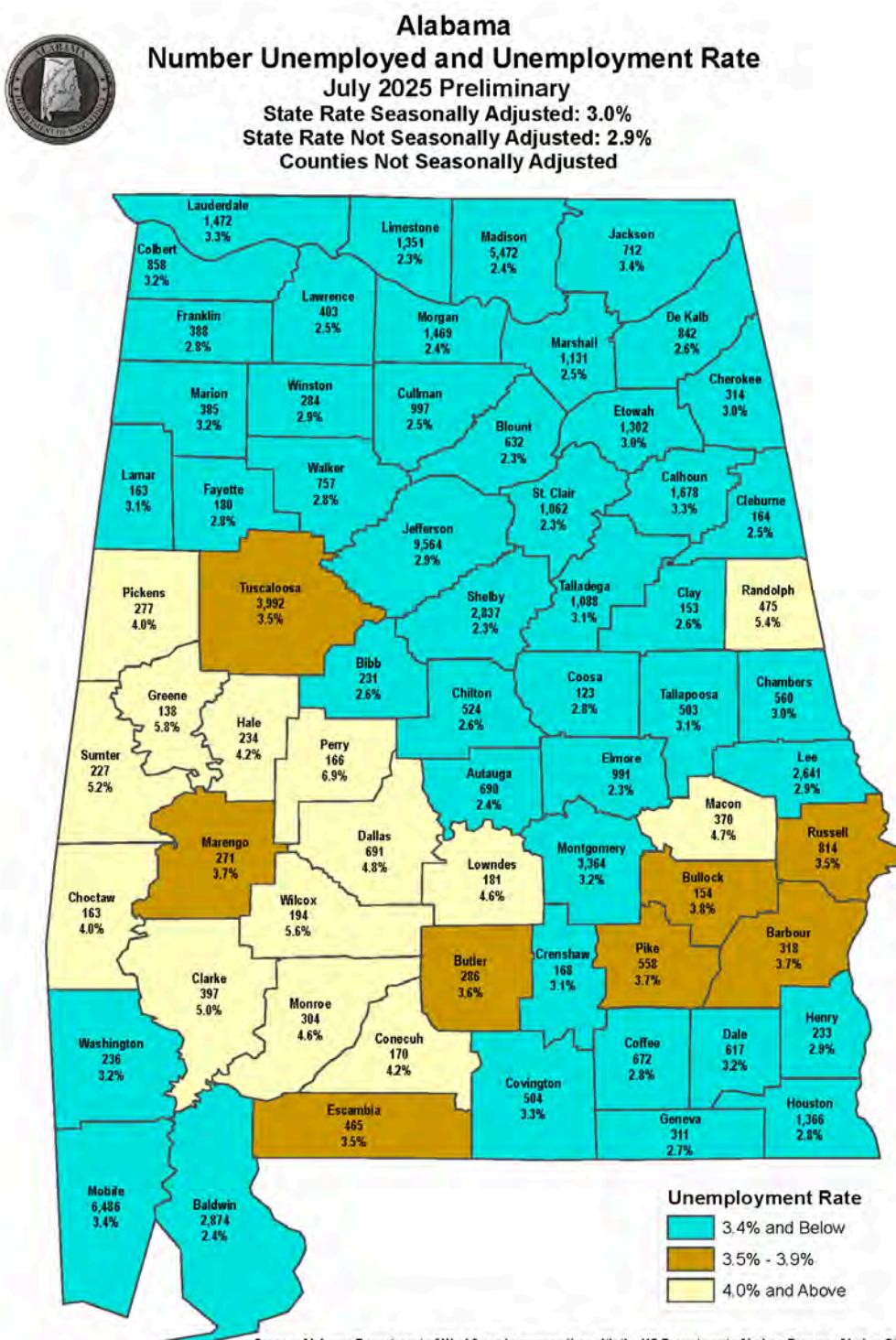


Figure 2: Unemployment Rates in SARPC's Region

Source: AL Department of Labor as of 09/03/2025

Figure 3 from the DOL shows the number of people unemployed and the unemployment rates for each county throughout the state as of July 2025.

Figure 3: Number Unemployed and Unemployment Rates Statewide



The state is divided into seven workforce regions by the DOL for the purposes of more efficient data collection, analysis, and resource allocation. SARPC's 3-county region is combined with six other counties to our north that lie within Alabama-Tombigbee Regional Commission's (ATRC) jurisdiction, all of which make up Region 7 according to the DOL, see *Figure 4* below. Additionally, *Figure 5* compares the preliminary and revised unemployment rates for each Workforce Region from last year, indicating our Region has one of the highest rates.

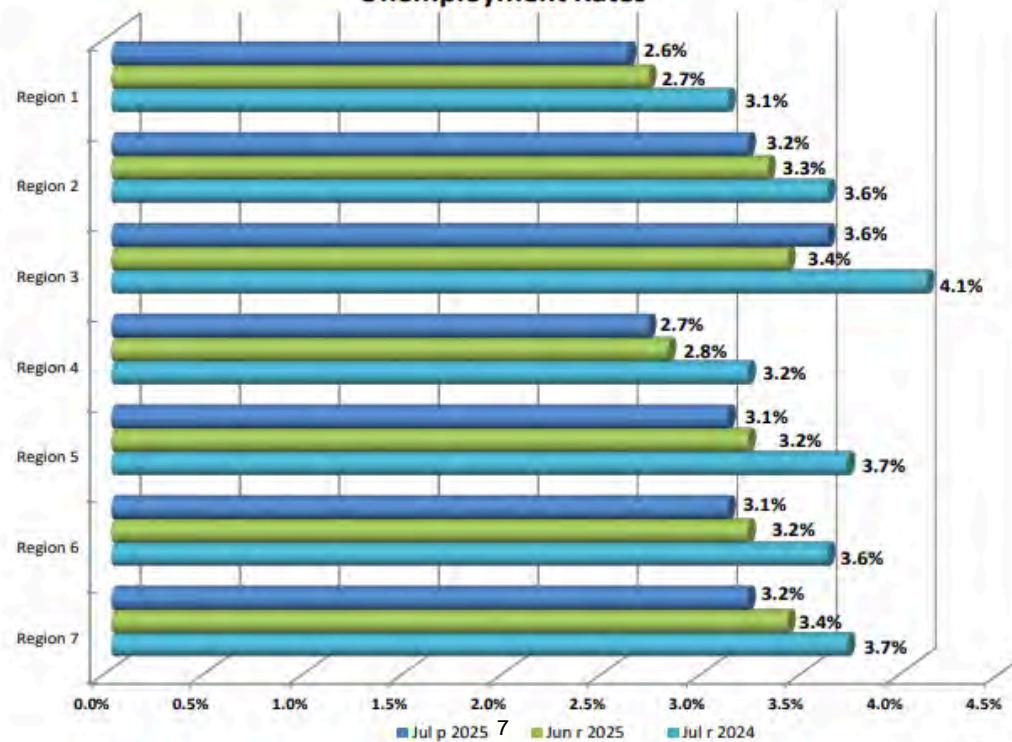
Figure 4:

Alabama's Workforce Regions



Figure 5:

**Alabama Workforce Regions
Unemployment Rates**



The DOL reports employment numbers by the actual employment rate and the civilian labor force rate. The employment rate focuses on how many people are actually working, while the civilian labor force encompasses both those working and those seeking work. The seasonally adjusted number of people counted as employed in Alabama increased by 35,074 over the year to 2,383,940 persons.

Employment numbers are also reported as "Wage and Salary Employment", which represents those individuals who are employed by an employer and receive wages or a salary, focusing only on those working for an employer in a paid capacity. It excludes self-employed individuals and unpaid family workers.

Over the past twelve months, total nonagricultural wage and salary employment increased by 28,700 jobs. Annual gains were in private education and health services (+10,100); government (+5,100); leisure and hospitality (+4,600); manufacturing (+4,400); trade, transportation, and utilities (+2,400); other services (+1,700); construction (+1,400); and professional and business services (+800). Annual losses were in financial activities (-1,600) and mining and logging (-200). Employment in information remained unchanged.

Alabama's not seasonally adjusted wage and salary employment, totaling 2,211,200 in July, declined by 8,300 jobs over the month. Losses were in government (-9,400), manufacturing (-600), construction (-400), information (-300), and other services (-300). Employment gains occurred in private education and health services (+1,500), professional and business services (+500), leisure and hospitality (+300), financial activities (+200), and mining and logging (+200). Employment was unchanged in trade, transportation, and utilities

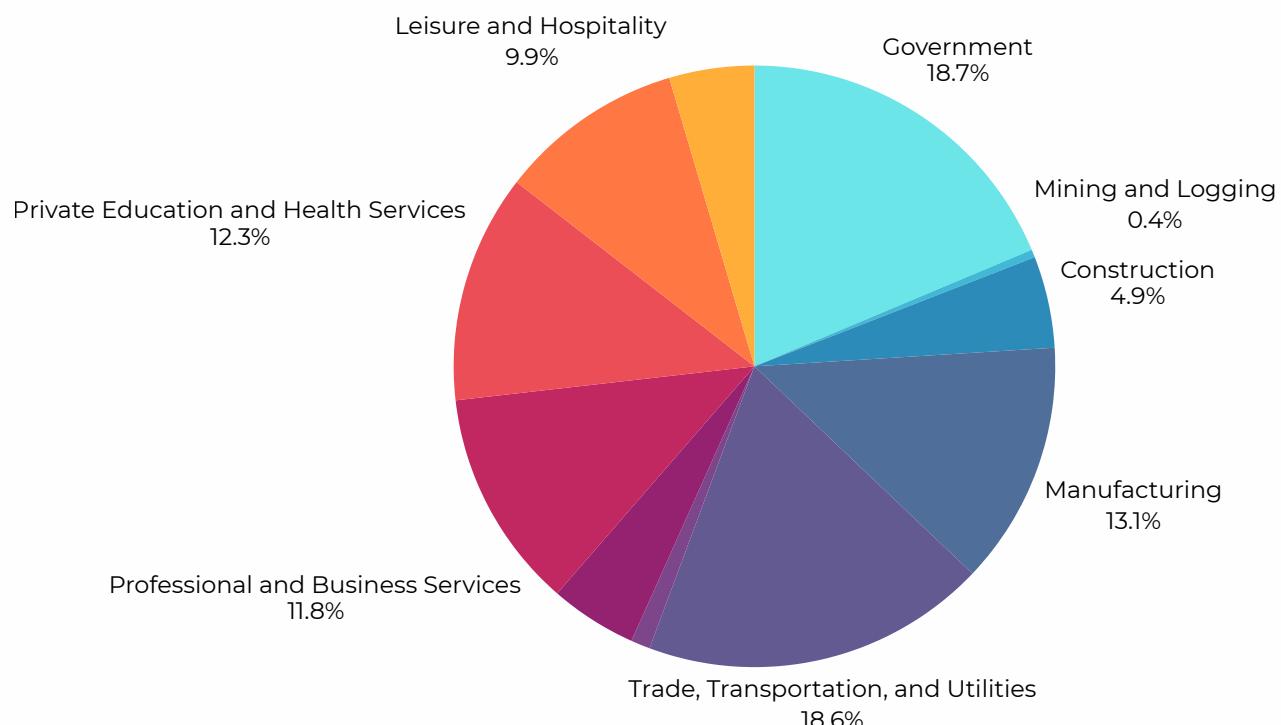
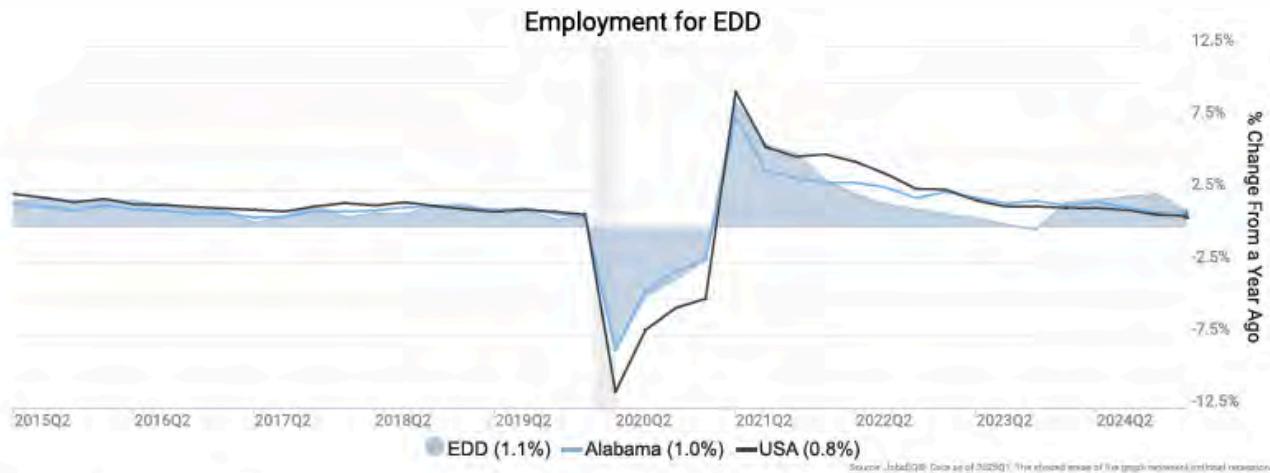


Figure 6: Percentage of Statewide Employment by Industry Sector

As of March 2025, total employment for the planning area was 299,445 (based on a four-quarter moving average). Over the year, employment increased 1.1% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q4 with preliminary estimates updated to 2025Q1.

Figure 7: Employment Growth Mobile, Baldwin, Escambia Counties

The largest sector in the planning area is Health Care and Social Assistance, employing 45,302 workers. The next-largest sectors in the region are Retail Trade (37,599 workers) and Accommodation and Food Services (32,008). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Utilities (LQ = 1.58), Construction (1.32), and Retail Trade (1.30).

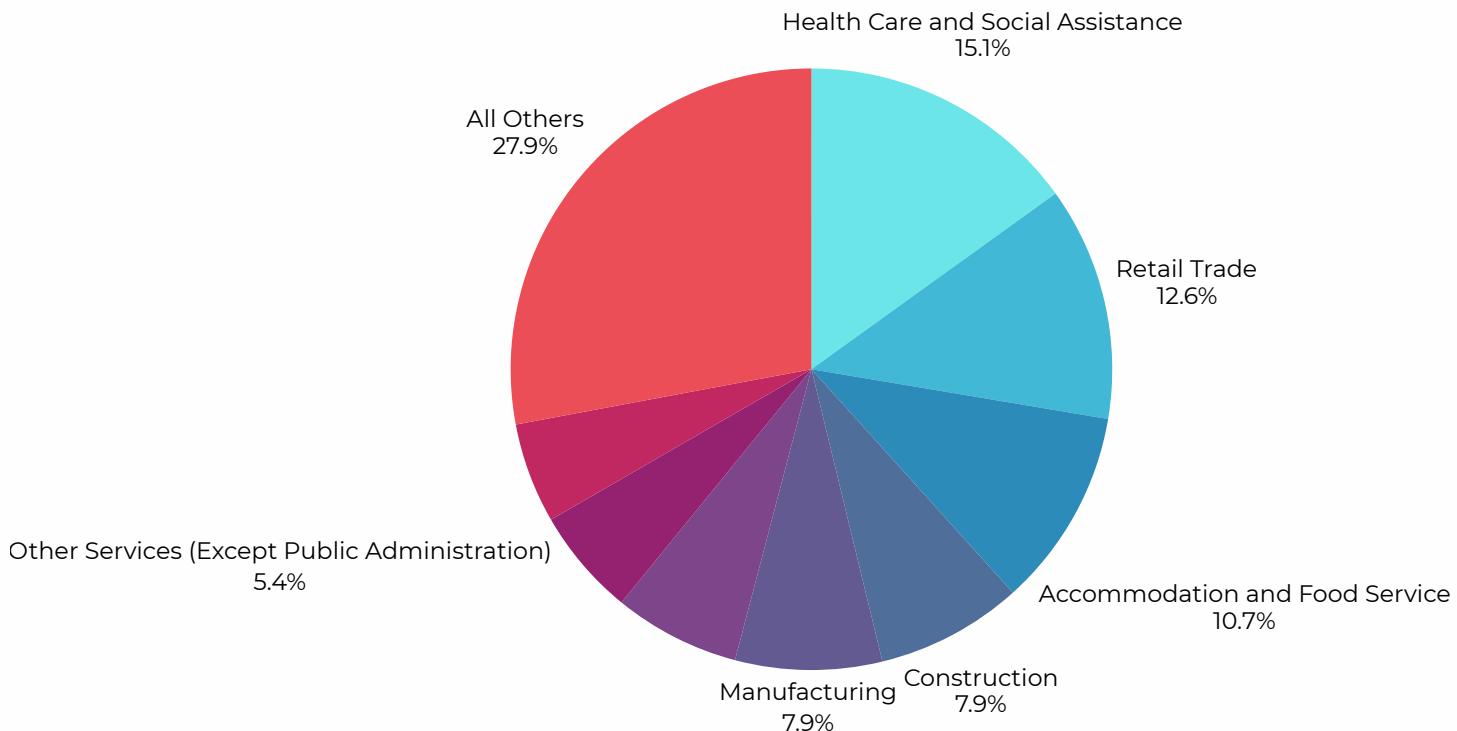


Figure 7: Percentage of Region Employment by Industry Sector

III. NEW BUSINESSES AND BUSINESS EXPANSIONS

Table 1 below shows the new and expanding businesses and industries in SAPRC's Region over the last year. According to the table, 2,315 new jobs were created and an explosive \$2,836,589,840 in private investments were generated.

Table 1:

New and Expanding Businesses & Industries October 2024 - September 2025				
Baldwin County				
New Businesses & Industries				
Company	Location	Jobs Created	Investment	Product/Service
Butting USA	Loxley	109	\$ 61,700,000	Advanced Manufacturing/Metals
Green Health Laboratories	Foley	108	\$ 3,485,000	Agriculture/R&D
Maximus Meats	Summerville	60	\$ 11,000,000	Food Processing/Distribution
Total-Baldwin County		277	\$ 76,185,000	
Escambia County				
Company	Location	Jobs Created	Investment	Product/Service
New Businesses & Industries				
AAA Cooper Transportation	Brewton	5	\$2,000,000	Transportation
Perdido River Meats	Atmore	30	\$30,000,000	Food Processing
Mobile County				
Company	Location	Jobs Created	Investment	Product/Service
New Businesses & Industries				
Proplate	Chunchula	30	\$ 1,000,000	Steel Fabrication
Derichebourg	Mobile	100	\$ 200,000	Staffing for Aerospace
Primo	Mobile	12	\$ 5,800,000	Plastic extrusion factory
Arcelor Mittal	Calvert	205	\$ 1,163,900,000	Non-grain oriented steel (NOES)
Dynasty Fab	Chickasaw	30	\$ 2,000,000	Metal Fabrication/welding
Expanding Businesses & Industries				
Birdon	Bayou La Batre	136	\$ 37,550,000	Waterway Commerce Cutters
Aerostar	Mobile	50	\$ 4,700,000	Aerospace test equipment
Austal	Mobile	1162	\$ 406,000,000	Submarine Module Manufacturing
ArcelorMittal Calvert	Calvert	0	\$ 865,707,778	Melt Shopt/Electric Arc Furnace
Evonik	Theodore	0	\$ 77,500,000	Methyl Mercaptan
OneSubsea	Mobile	0	\$ 1,363,470	New building for subsea solutions
Gulf Distributing	Mobile	0	\$ 11,500,000	Beverage Distribution
SSAB	Axis	12	\$ 75,000,000	Shot Blast Equipment, Furnace extension
Kimberly-Clark	Mobile	29	\$ 136,700,000	Paper manufacturing
AAA USA, Inc.	Mobile	100	\$ 1,450,000	Employment services for aviation
Prism Systems	Mobile	52	\$ 6,418,592	Software and Automation Systems
Master Boat	Coden	85	\$ 7,800,000	Boat building
Total Mobile County		2003	\$ 2,804,589,840	

IV. RECENT DEVELOPMENTS

New & Expanding Industries

The SARPC Region has witnessed significant growth within most areas served by the Commission over the past year, and this trend shows no signs of slowing down. Billions of dollars have been invested in capital from both new and existing industries throughout our region.

Key Developments by County

- **Mobile County:** Austal has created over a thousand (1,162) of the 2,280 new jobs reported this year, contributing nearly \$300 million in investments.
- **Baldwin County:** Loxley welcomes Butting USA and their investment of \$61.7M along with 109 new manufacturing jobs.

Regional Economic Impact

From October 2024 through September 2025, SARPC's planning area experienced over \$2.88 billion in new and expanding business investments, resulting in the creation of more than 2,280 jobs across Baldwin and Mobile Counties. Much of this growth was driven by major expansions in steel manufacturing, shipbuilding, and aerospace, reinforcing the region's role as a national hub for advanced manufacturing and maritime industries. Notably, ArcelorMittal Calvert announced more than \$2 billion in combined investments, including a new melt shop and electric arc furnace, while Austal added over 1,100 jobs tied to submarine module manufacturing.

Baldwin County, one of the fastest-growing counties in Alabama and the Southeast, continues to leverage its expanding population as a foundation for economic development. The county's steady influx of new residents has created demand for additional services, housing, and workforce opportunities, making it an attractive destination for employers seeking a strong labor pool and a growing consumer base. In 2025 alone, Baldwin County secured nearly \$76.2 million in new investments and more than 275 new jobs through projects such as Butting USA in Loxley, Green Health Laboratories in Foley, and Maximus Meats in Summerdale.

Together, these developments underscore the region's dual strengths: large-scale industrial capacity centered in Mobile County and rapid population-driven growth in Baldwin County. As a result, the SARPC region is increasingly positioned as a competitive location for global trade, logistics, and advanced manufacturing, while also meeting the needs of its residents through diversified economic opportunities and community investment.

SARPC would like to recognize the tireless efforts of the Economic Developers belonging to organizations such as the Mobile Chamber, Baldwin County Economic Development Alliance, and the Escambia County Industrial Development Authority. SARPC aims to bolster their efforts by providing market analyses, economic impact analyses, and industry cluster analyses through its economic development software suite and support municipalities with project development and grant application assistance to help secure funding to bring transformative projects to fruition.

IV. RECENT DEVELOPMENTS

Workforce Development

The SARPC region has demonstrated strong commitment to workforce development, leveraging partnerships among government agencies, educational institutions, and private industry to prepare residents for in-demand careers and to support regional economic growth.

Aerospace and Advanced Manufacturing Training

A key driver of workforce development in the region is the partnership between the Alabama Industrial Development Training (AIDT) center and Airbus at the Mobile Aeroplex. The AIDT Aviation Training Center provides hands-on, industry-specific instruction in full-scale aircraft sections and advanced tooling systems, replicating real-world manufacturing environments. Its adaptable curriculum, developed in collaboration with Airbus technical experts in both Alabama and Europe, ensures employees are trained to meet evolving industry needs. The center plays a central role in workforce recruitment and skill development, conducting pre-employment assessments, training classes, workshops, orientation sessions, and professional certifications for Airbus employees and contractors. Nearly all of Airbus' 2,000 Alabama employees have passed through the facility, which continues to support hiring initiatives, including a 1,000-job expansion announced in 2022. The center's hands-on training programs are credited with equipping workers with the skills necessary to sustain high-value jobs and long-term regional economic growth.

Education-Industry Alignment Initiatives

Local workforce development initiatives aim to connect education with industry needs. In Mobile County, the Mobile Chamber of Commerce's Team Mobile partnership aligns educational offerings with employer demand, ensuring residents gain relevant skills. Programs such as the Youth Empowered for Success (YES) Initiative provide internships and job skills training for young people, fostering early career pathways.

Community colleges, including Bishop State Community College and Coastal Alabama Community College, work closely with local employers to develop curricula and training programs tailored to workforce needs. These efforts, combined with public awareness campaigns, help highlight career opportunities and growing industries in the region.

ACT Work Ready Communities in Baldwin County

Baldwin County has focused on credentialing its workforce through the ACT Work Ready Communities initiative. This program links workforce development to education and economic development by encouraging individuals to earn the ACT National Career Readiness Certificate (NCRC), which documents essential skills such as applied math, reading for information, and locating information in workplace graphics. Employers are encouraged to recognize the NCRC in hiring processes, helping align local talent with industry requirements.

Baldwin County has made significant progress toward certification, currently achieving 58% of its targeted goals. A county-level Leadership Team, composed of representatives from education, industry, and government, actively promotes the initiative to employers and residents to expand participation.

These efforts strengthen the local talent pipeline and ensure that residents are prepared for high-demand, skilled careers.

The Mobile and Baldwin County regions exemplify a proactive, collaborative approach to workforce development. From the hands-on aerospace training provided by AIDT to community-based initiatives like ACT Work Ready Communities and youth-focused internship programs, the region is cultivating a skilled, adaptable workforce prepared to meet the demands of a growing economy. These efforts strengthen local industries, attract new employers, and ensure that residents have access to meaningful career opportunities.

In addition, SARPC supports workforce development by fostering partnerships with institutions such as the University of South Alabama to train the next generation of GIS and planning professionals, providing technical assistance to municipalities, and helping align local talent with emerging regional needs.



SARPC's BROWNFIELD ASSESSMENT & REDEVELOPMENT PROGRAM

In 2023, SARPC was awarded a \$500,000 Community-wide Assessment Grant, which has propelled significant progress in the region's Brownfield Redevelopment Program. Under Cooperative Agreement No. BF-02D60223, SARPC's efforts focus on identifying, assessing, and facilitating the cleanup and revitalization of brownfield sites, contributing to both economic growth and environmental sustainability. The grant provides essential funding for services including:

- Environmental Site Assessments (ESA) (Phase I and Phase II)
- Site inventory and prioritization
- Development of cleanup and reuse plans
- Asbestos inspections
- Removal of underground storage tanks
- Community outreach and engagement
- Redevelopment planning

These funds are critical for conducting environmental assessments, a significant cost burden for redevelopment. Often, developers are unable to finance these assessments, which leads to delays and ongoing blight. This grant enables SARPC to conduct assessments and remediate sites, paving the way for new development. Additionally, SARPC can also leverage the Revolving Loan Fund to support developers and small businesses in financing new projects.

These programs are integral to driving regional economic growth. SARPC continues to view the grant as a valuable resource for member governments and plans to pursue future EPA funding opportunities to enhance regional development and business growth.

Funding and Expenditures

As of July, SARPC has efficiently utilized the grant, as detailed in the latest Quarterly Progress Report. Approximately \$217,762.63 has been expended, leaving \$282,237.37 available for ongoing and future projects. Funds have been strategically allocated to maximize impact, covering project management, community engagement, assessment activities, cleanup planning, and redevelopment planning.

Community Engagement and Outreach

SARPC has actively involved the community through the formation of the Brownfield Advisory Committee (BAC) and various outreach events. The BAC now includes 15 members from diverse sectors throughout our Region, enhancing input and support for the program. These outreach initiatives have been pivotal in raising community awareness and garnering support for brownfield redevelopment.

Looking Ahead

SARPC's Brownfield Redevelopment Program will continue its momentum by prioritizing new site access agreements, completing thorough environmental assessments, and identifying strategic redevelopment opportunities that align with the Region's economic vision. By transforming vacant properties into assets, the Program has already proven its vital role in advancing the Comprehensive Economic Development Strategy and driving sustainable growth throughout the Region.



WHAT IS THE BROWNFIELD PROGRAM?

The purpose of the program is to help redevelop abandoned, idle, or under-utilized properties where expansion or redevelopment is hindered by actual or perceived environmental conditions. Examples include abandoned gas stations, industrial, and commercial properties. Grant funds can be used to pay for environmental assessments and cleanup planning to help move commercial properties towards redevelopment.

SARPC was recently awarded a \$500,000 Community-wide Assessment Grant from the United States Environmental Protection Agency. PPM Consultants, Inc. has been retained by SARPC to facilitate the grant program and to get the word out to the commercial real estate community and to potential buyers and sellers of real estate.



WHAT DOES THE PROGRAM PAY FOR?

- **Phase I Environmental Site Assessments (ESAs):** Like title searches, surveys, and appraisals, such assessments are now routine on commercial real estate transactions. Phase I ESAs include a site inspection, interviews with persons knowledgeable about the history of the property, and a review of environmental records to determine if any Recognized Environmental Conditions (RECs) exist.
- **Phase II ESAs:** If the Phase I ESA identifies any RECs, additional investigation may be needed to determine if adverse environmental conditions actually exist. Phase II ESAs may include soil, surface water, and groundwater testing; asbestos surveys; lead-based paint surveys; mold surveys; tank removal; and/or threatened and endangered species studies.
- **Cleanup Planning:** If a site is found to be impacted, the grant will pay for certain engineering and consulting fees to plan for redevelopment. This can include remedial alternatives analysis and meeting with regulatory agencies.



WHAT ARE THE BENEFITS?

- Will make your property more attractive by identifying potential concerns regarding the environmental condition of your property.
- Will cover the costs of environmental studies, thus reducing capital expenditures associated with All Appropriate Inquiries (AAI) prior to purchasing and redeveloping a commercial property.
- No contractual obligations to SARPC or consulting firm providing the studies.

WHAT SITES ARE ELIGIBLE?

Any commercial property within SARPC's jurisdiction (Mobile, Baldwin, and Escambia Counties) is eligible for funding, regardless of ownership. The program is designed to facilitate the development of any commercial property, whether a private or public transaction.

HOW DO I GET INVOLVED?

Contact one of the individuals listed below to ask if you are eligible for grant funding.

Nicole Taylor
SARPC, Director of Community Planning
110 Beauregard Street, Suite 305
Mobile, AL 36633
(251) 706-4659
ntaylor@sarpc.org

Mr. Jere (Trey) Hess
PPM Consultants, Inc.
289 Commerce Park Drive, Suite D
Ridgeland, MS 39157
(601) 953-2564
trey.hess@ppmco.comco.com

Mrs. Jenny Black
PPM Consultants, Inc.
119 W Garden Street, Suite 200
Pensacola, FL 32502
(251) 504-6943
jenny.black@ppmco.com

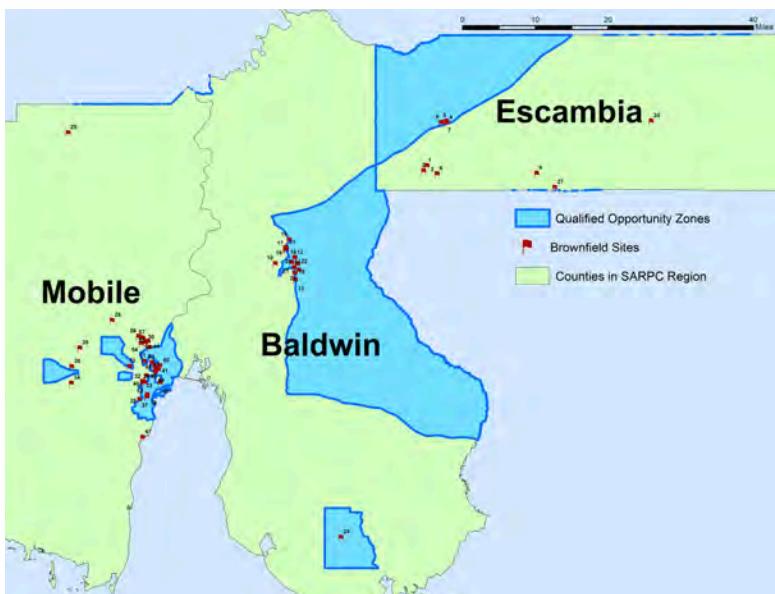
Mr. Keith Pyron
PPM Consultants, Inc.
30704 SGT E.I. "Boots" Thomas Dr.
Spanish Fort, AL 36527
(251) 990-9000
keith.pyron@ppmco.com

**Though this project has been funded, wholly or in part, by EPA, the contents of this document do not necessarily reflect the views and policies of the EPA.*



The map in *Figure 7* shows Brownfield sites in our Region and their proximity to Certified Opportunity Zones. Contact Nicole Taylor, Director of Community Planning and Economic Development to apply for funding.

Figure 8: Identified Brownfield Sites in SARPC's Region



THE MAJORITY OF BROWNFIELD SITES ARE LOCATED WITHIN THE REGION'S QUALIFIED OPPORTUNITY ZONES, HELPING MAKE BROWNFIELD REDEVELOPMENT EVEN MORE ATTRACTIVE AND FEASIBLE TO DEVELOPERS.

V. CURRENT AND COMPLETED PROJECTS

The following is a list of on-going, completed, and upcoming grant-funded community development projects that SARPC has assisted with over the last year. The list includes the grant funding agency, the municipality in which the project is located, the planning project, and the total project costs.

Please contact SARPC's Community Planning and Economic Development Department if your community is interested in applying for any of these grant opportunities.

Coastal Zone Management (CZM) & National Oceanic and Atmospheric Administration (NOAA)

- City of Satsuma- Comprehensive Plan
- Town of Dauphin Island – Comprehensive Plan Update
- Town of Silverhill - Subdivision Regulations & Zoning Ordinance
- Town of Magnolia Springs – Zoning Ordinance
- Town of Dauphin Island - Access Mats for Beach Accessibility

Economic Development Administration (EDA)

- Grants Management-North Baldwin Utilities (Novelis) – 2-million Gallon Elevated Water Tank \$2.5 million (ongoing)
- Grants Management-University of South Alabama (USA) – Emergency Generators \$3.8 million (ongoing)
- Partnership Planning - EDD

Delta Regional Authority (DRA)

- SARPC- Grant Support Specialist-LDD Support \$10,500
- Town of Riverview - Water System Improvements \$497,000 (Pending)
- City of Atmore - Comprehensive Plan Update \$145,000 (Pending)

Environmental Protection Agency (EPA)

- SARPC- Brownfield Assessment & Redevelopment Project - \$500,000
- SARPC - Market Analysis- Brewton Heights Shopping Center
- SARPC - Site Reuse Planning - Atmore YMCA

Southeast Crescent Regional Commission

- SARPC-Grant Support Specialist- Mobile and Baldwin Counties \$17,000

ADECA

- Town of Riverview - Water System Improvements \$335,000 (Pending)
- Member Government Technical Assistance

Strategic Direction

MISSION

SARPC's mission and the mission for this CEDS is for the Region to continue to aggressively recruit growth to the Region. Utilize the unique assets each county offers to attract targeted development. Build a skilled and trained workforce. Serve the Region as an effective, contributing partner in economic development .Brand the Region as the Southeast's most economically diverse and competitive market.

VISION

*What priorities do we as a Region want to achieve in the next five years.
What priorities should we be focusing on?*

The Strategic Direction and Action Plan was developed through an internal and external analysis of the SWOT and the Asset Based Approach. Additionally, the CEDS Strategy Committee was presented the above question via an online survey to help determine the vision for our Region.

GOALS

Goals are broad outcomes or general intentions that build upon the desired vision for the Region. Objectives are quantitative, directional statements that support the vision. Strategies define the means to achieve the goals and objectives.

STRATEGIC GOALS

1

IMPROVE AND INCREASE INFRASTRUCTURE TO PROVIDE SUFFICIENT CAPACITIES TO ACCOMMODATE POPULATION GROWTH & TRAFFIC CIRCULATION

2

DECREASE UNDEREMPLOYMENT BY INCREASING WAGES TO CAPTURE & RETAIN WORKFORCE

3

ADVANCE THE REGION'S ECONOMY & INVEST IN DOWNTOWN DEVELOPMENT & COMMUNITY ASSETS

4

BUILD A SKILLED & TRAINED WORKFORCE TO FILL THE NEEDS OUR INDUSTRIES REQUIRE

5

PROTECT & FOSTER THE UTILIZATION OF OUR NATURAL ASSETS

6

BUILD A UNIFIED IDENTITY & BRAND FOR THE REGION

STRATEGIC GOALS

OBJECTIVES

- DEVELOPING STRONG WORKFORCE SOLUTIONS; COLLABORATE WITH WORKFORCE DEVELOPMENT PARTNERS
- FOSTER RELATIONSHIPS WITH THE REGION'S EMPLOYERS TO ASSESS AND OFFER ALTERNATIVES TO FILL THEIR WORKFORCE NEEDS
- CONNECT WITH KEY EDUCATION AND TRAINING PARTNERS SUCH AS LOCAL UNIVERSITIES, LOCAL COMMUNITY COLLEGES, CAREER CENTERS, MOBILE COUNTY PUBLIC SCHOOL SYSTEM AND ITS SIGNATURE ACADEMIES TO INCREASE STUDENT ENGAGEMENT WITH EMPLOYERS.
- CONTINUE INVESTIGATING THE FEASIBILITY OF NEW CAREER TECHNICAL EDUCATION PROGRAMS, INTERNSHIPS, APPRENTICESHIPS AND EMPLOYER-RELATED SCHOLARSHIPS WITH PARTNERS.
- RECRUITING YOUNG, SMART TALENT TO THE AREA
- BUILD AND SUPPLY STATE OF THE ART TECHNOLOGY
- SUPPORTING DOWNTOWN DEVELOPMENT AND OTHER QUALITY-OF-LIFE ASSETS FOR THE COMMUNITY.
- ESTABLISH A CONSISTENT BRAND AND IDENTITY
- MAKE THE REGION A HUB AND POWERHOUSE FOR ECONOMIC DEVELOPMENT
- INFRASTRUCTURE IMPROVEMENTS LIKE TRANSPORTATION ARTERIES, PARKS, HOUSING, PUBLIC SAFETY AND EDUCATION
- IMPROVE MOBILE'S "QUALITY OF PLACE" FOR BUSINESS GROWTH AND INVESTMENT
- INCREASE THE POPULATION IN MOBILE

STRATEGIES

- Build a bridge over the Mobile River on I-10
- Support the development of diverse, reliable and cost effective energy sources and systems to meet the Region's economic and environmental goals
- Seek state and/or federal funding for utility improvements and expansion
- Develop and maintain suitable telecommunications infrastructure to bring high-speed internet service to the underserved areas of the Region
- Expand options for high school students to become industry certified while still in high school
- Integrate education, training and workforce development
- Offer more quality job options vs. quantity of jobs to capture quality and loyal employees to decrease underemployment and job turnover rates
- Seek funding for downtown development
- Support businesses and programs that support downtown revitalization
- Encourage responsible development practices that are environmentally friendly
- Create awareness and promote environmental responsibility in the community
- Work with local governments to update their development regulations to include low impact standards
- Support the continued development of the eco-tourism industry through forest recreation, fish and wildlife, and scenic and heritage-based strategies
- Support and seek opportunities for value-added manufacturing that utilizes commodities originating within the Region
- Seek federal funds to identify contaminated sites available for brownfield redevelopment