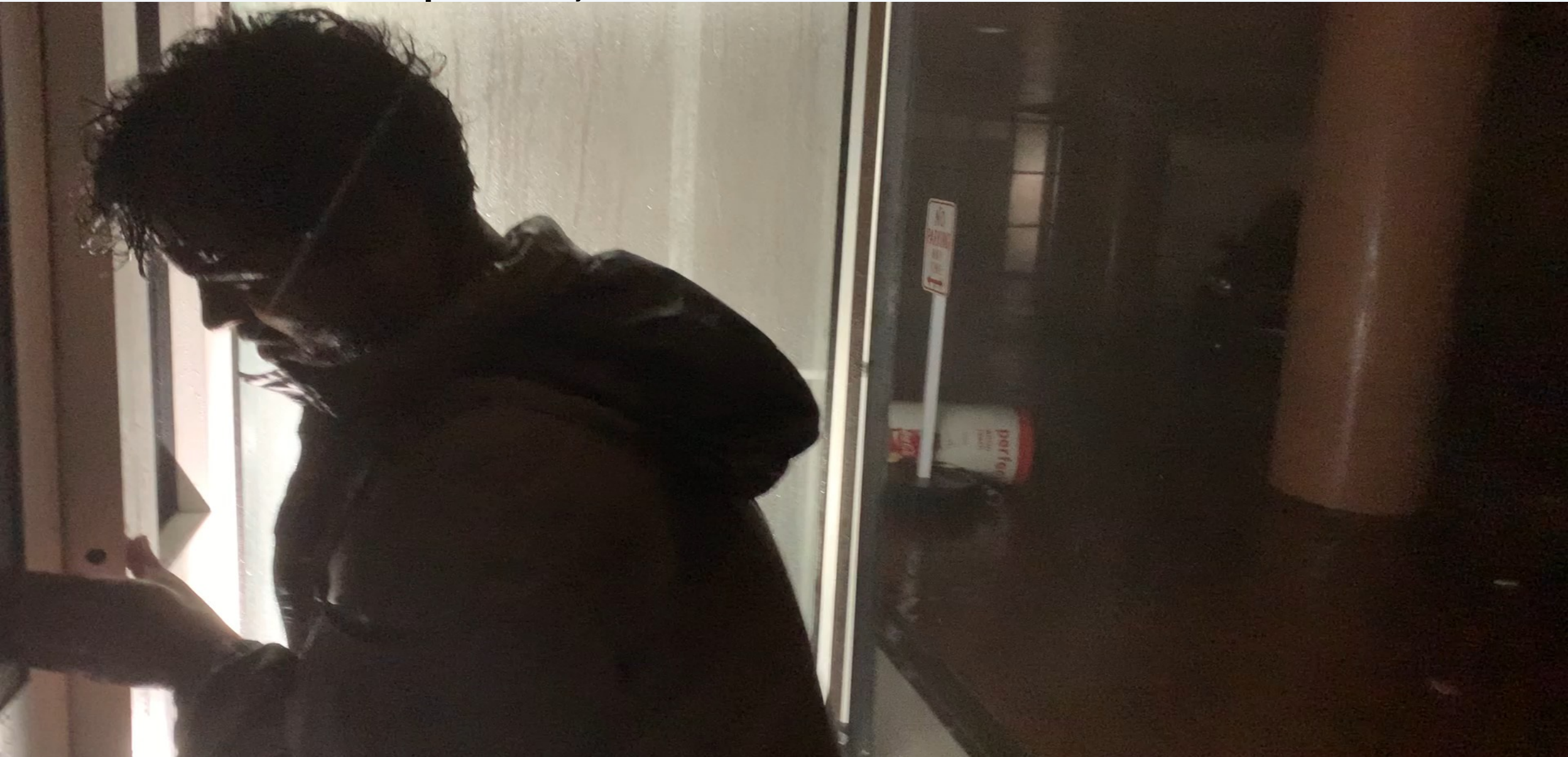


Perdido Beach Resort's Renovation

Finding the Opportunity in the Crisis



Sep 16, 2020 @2:20 a.m.



Sep 16, 2020 @6:00 a.m.



Sally was a...WITCH!

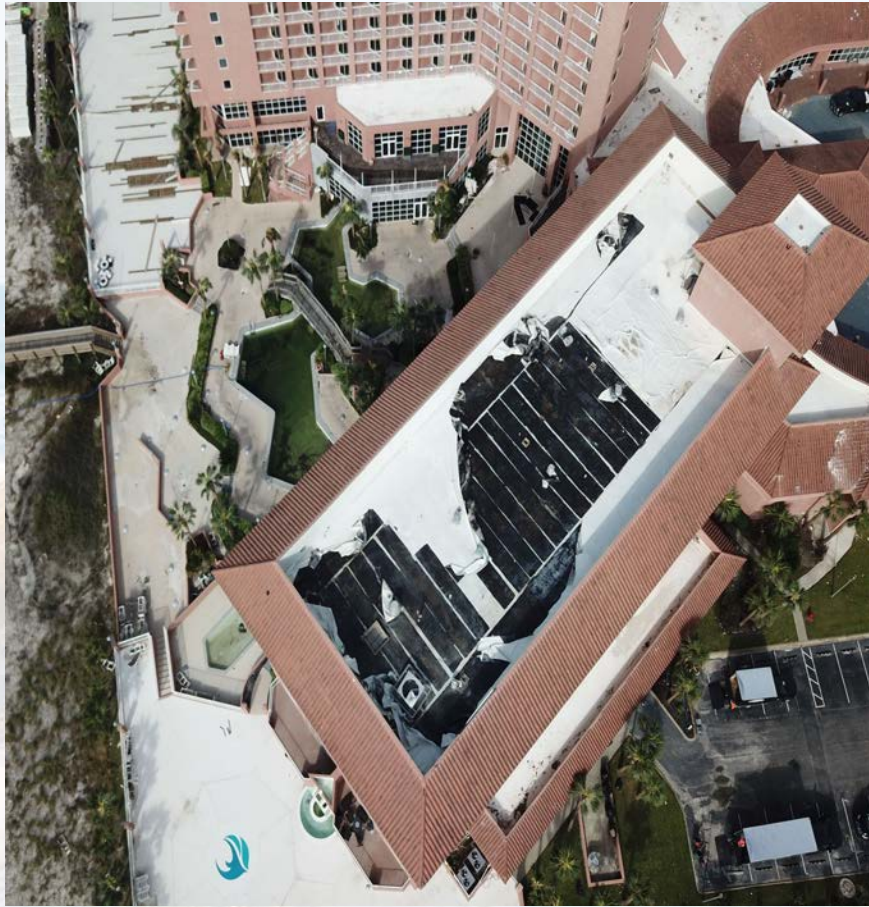
- First hurricane to make land in Alabama since Ivan in 2004
- Struck on the exact day as Ivan 16 years prior
- Lingered offshore for 6 long hours moving inland at 2 mph
- Finally made landfall Sep 16,2020 @ 4:45 a.m.
- 110 mph winds, 30" of rain & 6-Foot storm surge
- \$7.3 billion in damages to the coast
- \$26 million in damages to PBR



So now what....

- They don't teach this stuff in school!
 - Damage Assessment & Documentation
 - Mitigation & Cleanup
 - Rebuild
 - Completion

ASSESSMENT: Lose the roof...lose everything!



ASSESSMENT: Lose the roof...lose everything!



ASSESSMENT: Majority of soffits destroyed



ASSESSMENT: Extensive damage to stucco



ASSESSMENT: Beach deck destroyed



ASSESSMENT: Pool became a pond



ASSESSMENT: Splash bar destroyed



ASSESSMENT: Motor court destruction



ASSESSMENT: Landscape destruction



ASSESSMENT: How's our dock?



ASSESSMENT: “Catastrophic Atmospheric Failure”



ASSESSMENT: “Catastrophic Atmospheric Failure”



ASSESSMENT: Water Intrusion



ASSESSMENT: *Coup de grace* @6 a.m.



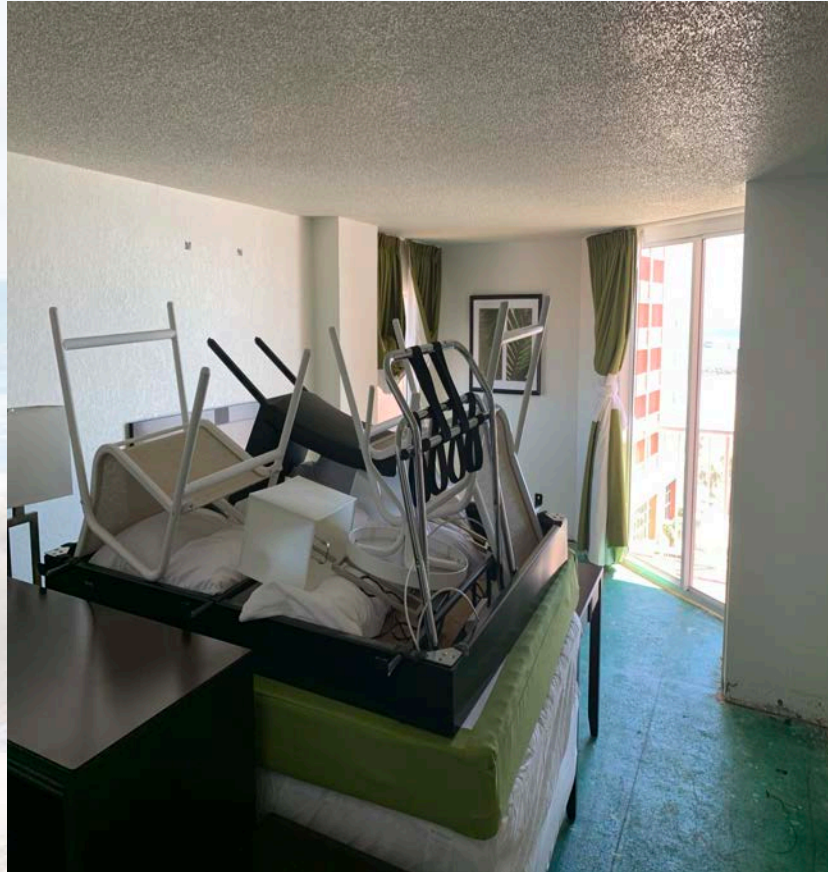
MITIGATION: Dry the building out



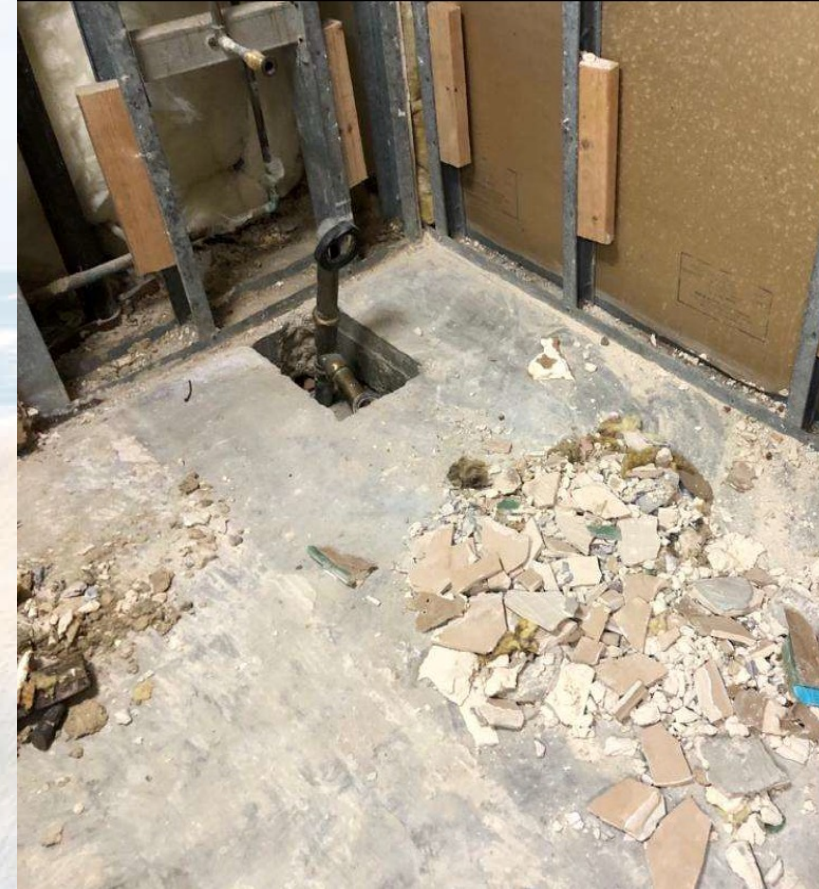
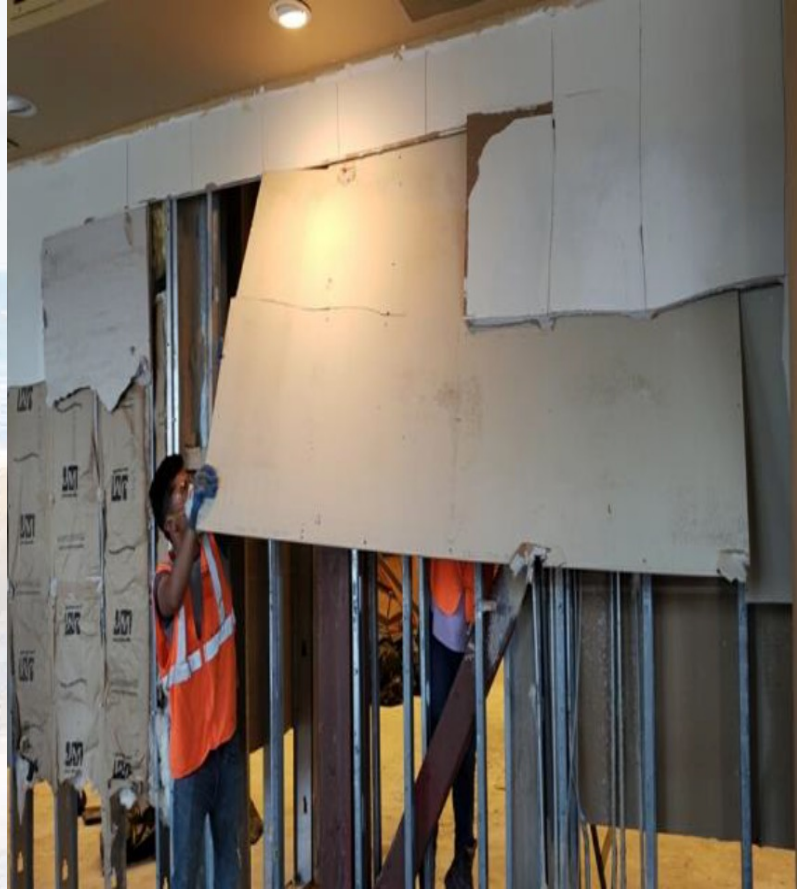
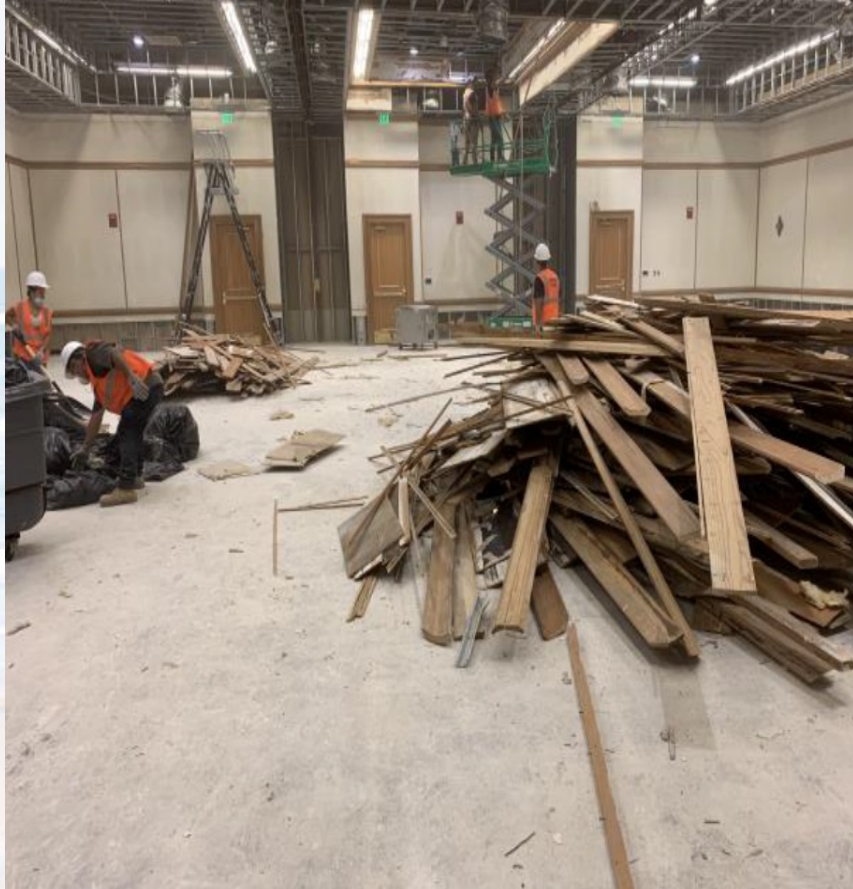
MITIGATION: Dry the building out



MITIGATION: Dry the building out



MITIGATION: Dry the building out



MITIGATION: Dry the building out



MITIGATION: Staging furniture for donation



MITIGATION: Finding the Opportunity in the Crisis

Opportunity in Crisis

Perdido Beach Resort, temporarily closed due to severe hurricane damage, seized the opportunity to bless hard hit coastal residents and began their room renovations earlier than planned. Two weeks after Hurricane Sally devastated the area Penny Groux, Director of Public Affairs, began contacting the City of Orange Beach, area churches and charitable organizations to provide free beds, refrigerators, and furniture to our community. Director of Rooms, Jeannie Perry, shared “We were able to bless and were blessed that our renovation decision allowed us to donate the furnishings at a time where there was the most need. So many people in our area have lost everything. Being able to provide our neighbors a bed to sleep on brought so much joy to our employees. We are proud to serve as members of the Perdido Beach Resort family, proud of an ownership that believes in giving back and proud of a General Manager, Karl Groux, who lives up to the “Find the Opportunity in the Crisis”, quote that hangs in his office. We are looking forward to welcoming our guests back to a renovated “new” hotel in the spring”.



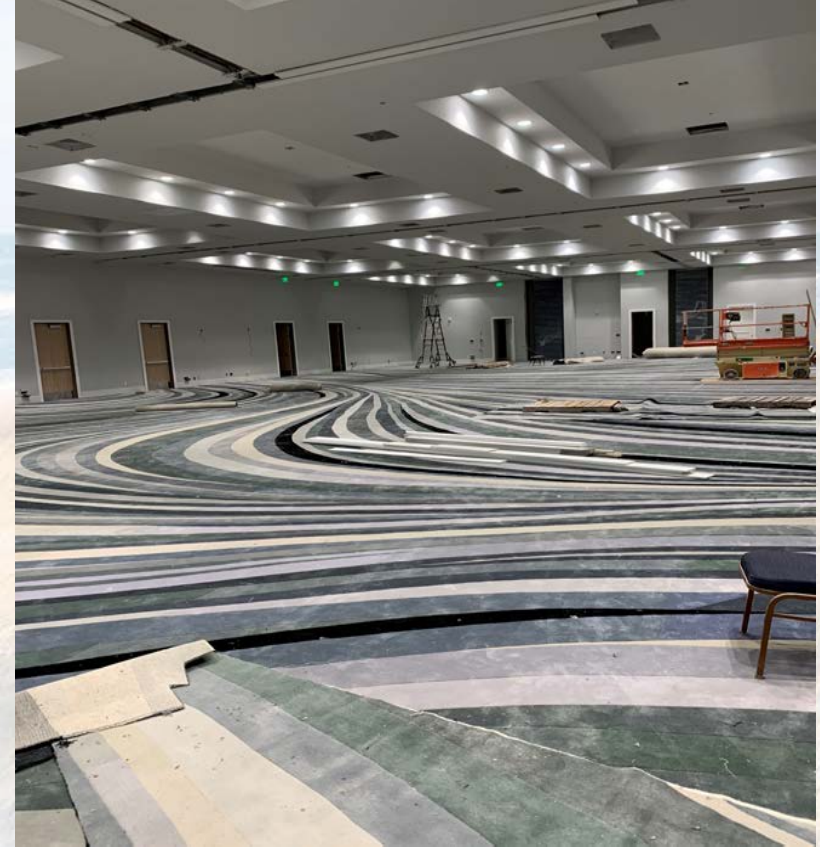
REBUILD: Roof and Stucco



REBUILD: Pool and Beach Deck



REBUILD: Meeting Rooms



REBUILD: Guest Rooms



REBUILD: Hallways



COMPLETION: Meeting Space: Sand Rooms



COMPLETION: Meeting Space: Reef Rooms



COMPLETION: Meeting Space: Ballrooms



COMPLETION: Guest Room Bathrooms



COMPLETION: Guest Rooms- Suites



COMPLETION: Guest Rooms- Gulf Front



COMPLETION: Guest Rooms- Angle & Pass View



Balt's measure spirit OFFER PREVAILED!



Damage



Mitigation



Rebuild



Completion

Where's it Always...OUR PLEASURE!



Inc.
Best in
Business
2021



Southern Living • THE SOUTH'S BEST 2022
Best Resorts 2022

So what's next....

- 2022:
 - 2 West (bathtub floor) will be online in 3 weeks
 - Wild Hearts Dock will be rebuilt by May
 - Voyagers Terrace opening in May
 - Coastal Coffee expansion
 - Ballroom signage by month end
 - Front entrance signage by month end
 - Complete digital thermostat installation
 - Complete new slider install on last 3 floors
- 2023:
 - Remodel of Club Level floor
 - More BIG surprises!



MULLET wrapper .com



mulletwrapper@gulftel.com • March 23-April 6, 2022 • mulletwrapper.com • 850-492-5221

**Perdido Beach Resort
Back To Its Full Splendor
After Extensive &
Spectacular Renovations**



"The Gulf Coast Paradise" Since 1987

