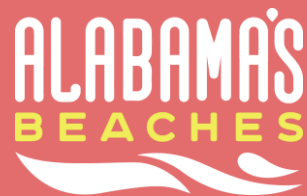


Michelle Russ

VP OF SALES

Meetings, Sports & Events



MEETINGS THAT MAKE WAVES

- 1 Position Alabama's Beaches as the best choice for planning and hosting successful meetings
- 2 Create impactful touchpoints that enhance the attendee journey from start to finish
- 3 Generate qualified leads and referrals to drive business to our partners



2025 MEETINGS HIGHLIGHT

66K

**ROOM
NIGHTS**

200+

**PARTNER
LEADS**

250+

**MEETINGS
ASSISTED**

19

**SITE
VISITS**

+ HOSTED ACAE ANNUAL CONVENTION

COMPLIMENTARY SERVICES

- **MATCH GROUPS WITH VENUES**
- **SOURCE PROPOSALS**
- **RECOMMEND LOCAL SUPPLIERS**
- **PROVIDE FREE MARKETING TOOLS + WELCOME BAGS**



WHAT'S NEW

Christy Baranovics,
Senior Sales
Manager



COASTAL CODES

ALABAMA'S BEACHES RULE #91:
MEETING ATTIRE SHOULD
include flip-flops.

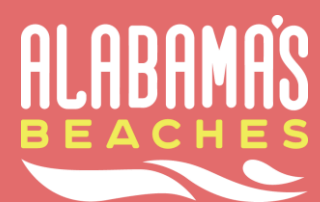


Bring your next conference, board retreat, or association meeting just a short drive east to a destination that knows how to balance business and breathing room. Alabama's Beaches offers flexible meeting venues, walkable beachfront accommodations, and easy logistics that make planning simple and attendance stronger.

**CHOOSE A DESTINATION THAT FEELS LIKE A REWARD,
NOT JUST ANOTHER MEETING.**



ALABAMASBEACHES.COM/MEETINGS





Alabama's Beaches Show Your Badge Pass 2026

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download

FREE

Sign Up

Learn More

REMINDER

*SHOW YOUR
BADGE PASS*





ALABAMA'S
BEACHES

AWARDS

*ALABAMA CVB OF THE YEAR, PLATINUM CHOICE
AWARDS, SMART MEETINGS*

*STATE-BY-STATE AWARD WINNER, READERS'
CHOICE AWARDS,
CONVENTION SOUTH*

SPORTS TOURISM

**THE GAME PLAN TO
KEEP ALABAMA'S
BEACHES THRIVING.**



ALABAMA'S BEACHES
SPORTS & EVENTS

OUR WINNING PLAYBOOK

- 1 Make it effortless to host winning events along Alabama's Beaches
- 2 Help participants + attendees score memorable moments
- 3 Create game-changing business + measurable outcomes for our sports sponsors



ALABAMA'S BEACHES
SPORTS & EVENTS

2025 WHERE WINNERS COME TO PLAY

116K

**ROOM
NIGHTS**

229

**PARTNER
LEADS**

150

**SPORTING
EVENTS**

500K

**GRANT
SUPPORT**

**+ SECURED NCAA BEACH VOLLEYBALL 2026-2031
& THERE'S MORE....**



**ALABAMA'S BEACHES
SPORTS & EVENTS**

COMPLIMENTARY SERVICES



ALABAMA'S BEACHES
SPORTS & EVENTS

- **AWARD GRANTS FOR QUALIFYING EVENTS**
- **RACE COURSE MAPS + PERMITS**
- **SEEK BEST ACCOMMODATIONS + RATES**
- **COORDINATE ON-SITE ACTIVITIES BASED ON EVENT SIZE**
- **RECOMMEND LOCAL SUPPLIERS**
- **PROVIDE FREE MARKETING TOOLS + WELCOME BAGS**





ALABAMA'S BEACHES
SPORTS & EVENTS

WHAT'S NEW: COASTAL CODES

ALABAMA'S BEACHES RULE #68:

Play hard, **CHEER LOUD.**



Bring your tournament to Alabama's Beaches, where top venues meet sunny sidelines and post-game celebrations come with a Gulf breeze. Game days here feel like vacation days.



ALABAMA'S BEACHES
SPORTS & EVENTS

ALABAMASBEACHES.COM/SPORTS





REMINDERS

**ANNUAL
SPONSORSHIP**

**VOLUNTEER
INCENTIVE
PROGRAM**



**ALABAMA'S BEACHES
SPORTS & EVENTS**

AWARDS

*NATIONAL COLLEGIATE BEACH
VOLLEYBALL CHAMPIONSHIP*

*INNOVATIONS IN SPORTS TOURISM –
CHAMPIONS OF ECONOMIC IMPACT,
SPORTS DESTINATION MANAGEMENT*



ALABAMA'S BEACHES
SPORTS & EVENTS



SALES TEAM

MICHELLE RUSS, STS, TMP

VICE PRESIDENT OF SALES

CHRISTY BARANOVICS

SENIOR SALES MANAGER

ASHLEY WILSON, STS

SALES MANAGER

BRITTANY ROH, STS

SALES MANAGER

SARAH COOPER, STS

OPERATIONS MANAGER

LAUREN JONES

EVENT COORDINATOR

SANDRA LOPEZ

EVENT COORDINATOR

ALLY DORROUGH, APR, TMP

COMMUNICATIONS & MARKETING MANAGER



SPORTSPLEX PROGRESS

ALABAMA'S BEACHES
SPORTS & EVENTS



AERIAL VIEW LOOKING NORTH

MAIN
ENTRANCE

BALDWIN BEACH EXPRESS

TRAFFIC
LIGHT

COASTAL GATEWAY BLVD.

GULF SHORES
HIGH SCHOOL

SUBSTANTIAL BERM BUFFER



SENSE OF PRIVACY
NOISE REDUCTION
SEPERATION
WATER MANAGEMENT



ALABAMA'S BEACHES
SPORTS & EVENTS

SUBSTANTIAL BERM BUFFER



SENSE OF PRIVACY
NOISE REDUCTION
SEPERATION
WATER MANAGEMENT



ALABAMA'S BEACHES
SPORTS & EVENTS

MINIMIZED LIGHTING IMPACT

BEFORE LIGHT
CONTROL



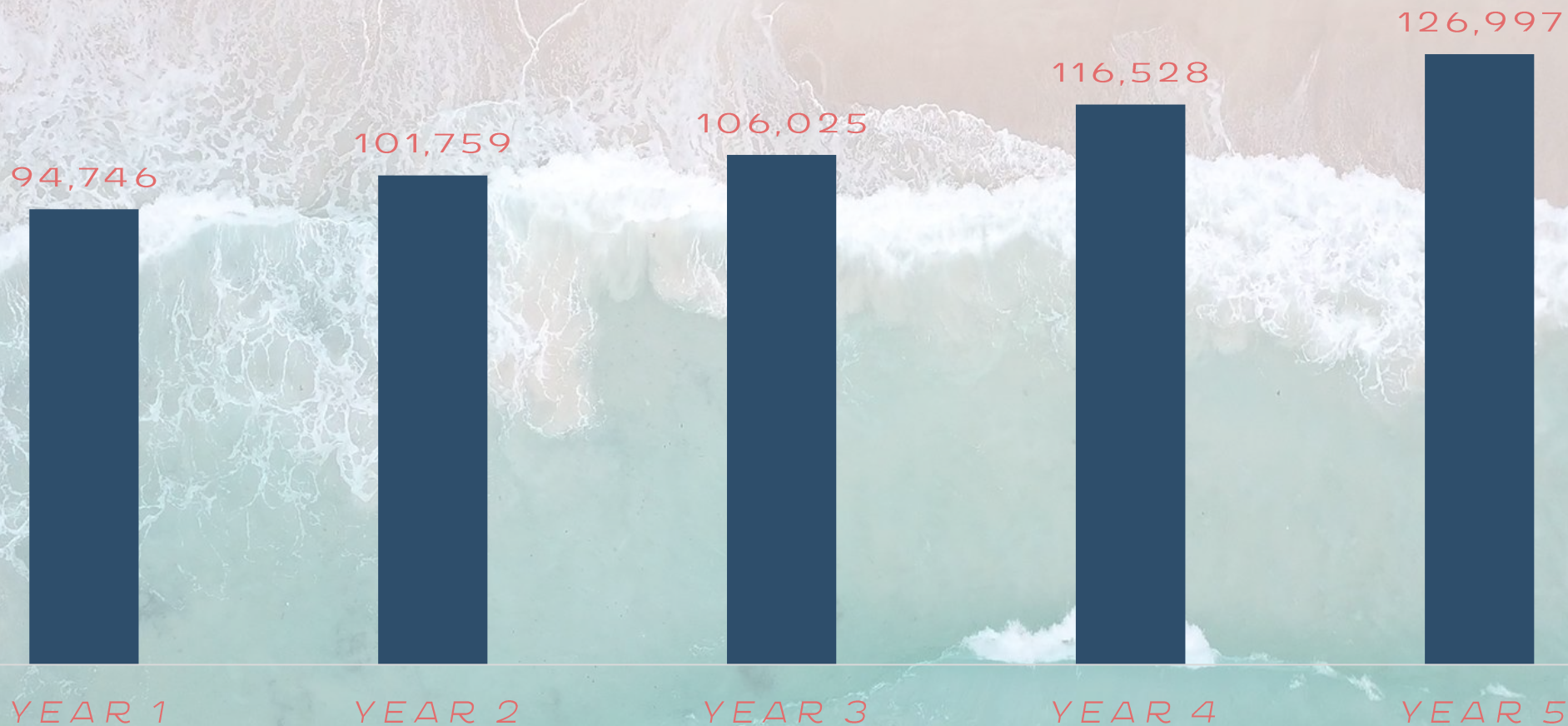
AFTER LIGHT
CONTROL



PROJECTED ROOM NIGHTS



ALABAMA'S BEACHES
SPORTS & EVENTS





ALABAMA'S BEACHES
SPORTS & EVENTS

PROJECTED REVENUE



LODGING PROJECTED REVENUE BASED ON \$264.83/NIGHT AND ADDITIONAL SPEND BASED ON \$397.26/NIGHT.

SPORTSPLEX PROGRESS + PLAN

Q1 2026

REVISED SITE PLAN
+ PROFORMA

COMPLETED PLANNING
AND ZONING PRE-
APPLICATION MEETING

COMPLETED AND
SUBMITTED PLANNING AND
ZONING APPLICATION

NEXT STEPS

*PLANNING AND ZONING
REVIEW MEETING*

*SECOND SUBMITTAL OF
APPLICATION AND
DOCUMENTATION*

*PLANNING COMMISSION
MEETING*

CITY COUNCIL MEETING



THANK YOU!

