

1 SJR5  
2 216735-1  
3 By Senators Elliott, Albritton, Allen, Barfoot, Beasley,  
4 Butler, Chambliss, Chesteen, Coleman-Madison, Dunn, Figures,  
5 Givhan, Gudger, Hatcher, Holley, Jones, Livingston, Marsh,  
6 McClendon, Melson, Orr, Price, Reed, Roberts, Sanders-Fortier,  
7 Scofield, Sessions, Shelnutt, Singleton, Smitherman, Stutts,  
8 Waggoner, Weaver, Whatley and Williams  
9 RFD:  
10 First Read: 27-JAN-22

2  
3  
4  
5  
6  
7  
8 CONGRATULATING AND COMMENDING HERB MALONE FOR HIS  
9 SERVICE TO THE STATE OF ALABAMA.

10  
11 WHEREAS, on the occasion of his retirement, we find  
12 it necessary and proper to recount the accomplishments and  
13 accolades of Mr. Herb Malone in recognition of his decades of  
14 outstanding service to the State of Alabama; and

15 WHEREAS, since 1993, Mr. Malone has served as  
16 President and CEO of the Alabama Gulf Coast Convention and  
17 Visitors Bureau, better known as Gulf Shores and Orange Beach  
18 Tourism, where he helped foster the incredible growth of  
19 tourism at one of the state's true treasures: the Alabama Gulf  
20 Coast; and

21 WHEREAS, during Mr. Malone's tenure as President and  
22 CEO, Alabama's Gulf Coast has developed into a true year-round  
23 tourism destination; Gulf Shores and Orange Beach jointly  
24 welcome six million visitors annually to an area that is home  
25 to only 18,000 full-time residents, a testament to both Mr.  
26 Malone's vision and the undeniable allure of Alabama's premier  
27 Gulf Coast beaches and byways; and

1           WHEREAS, prior to serving his vital role in the  
2 founding of Gulf Shores and Orange Beach Tourism, Mr. Malone  
3 served as the President and CEO of the Alabama Gulf Coast Area  
4 Chamber of Commerce from 1988 to 1993; and

5           WHEREAS, in addition to these crucial roles in the  
6 state economy, Mr. Malone currently serves in leadership roles  
7 with the Battleship USS Alabama Commission, the Coastal  
8 Alabama Business Chamber, the Coastal Alabama Partnership, the  
9 Gulf Shores Airport Authority, the Gulf United Metro Business  
10 Organization, and the South Baldwin Chamber of Commerce; he  
11 also has previously served on the Alabama Hospitality  
12 Association, the Alabama Association of Convention and  
13 Visitors Bureaus, the Southeast Tourism Society, and the  
14 University of West Alabama Board of Trustees; and

15           WHEREAS, in these many roles, Mr. Malone has helped  
16 helm the Gulf Coast economy through natural disasters like  
17 Hurricanes Ivan and Katrina in 2004 and 2005, and man-made  
18 disasters like the Deepwater Horizon Oil Spill, and, more  
19 recently in 2020, the double-crisis of the global COVID-19  
20 pandemic and Hurricane Sally; and

21           WHEREAS, Mr. Malone has received much recognition  
22 for his vital work, including, but certainly not limited to,  
23 membership in the Alabama Hospitality Hall of Fame, the 2001  
24 Alabama Tourism Executive of the Year, 2005 Alabama Tourism  
25 Executive of the Year, 2010 Alabama Tourism Representative to  
26 the Gulf of Mexico Program, and 2019 Hospitality Stars of  
27 Alabama Tourism Promoter of the Year; and

1           WHEREAS, the accolades Mr. Malone most appreciates  
2           are the fruits of his labors, which are plentiful: In addition  
3           to his accomplishments previously recounted, Mr. Malone's  
4           leadership has directly resulted in the Alabama Coastal  
5           Connection Scenic Byway, Alabama's Coastal Birding Trail, and  
6           the Mobile Bay Civil War Trail, as well as the creation of the  
7           Gulf Shores and Orange Beach Sports Commission; and

8           WHEREAS, it is with sadness, but also with great  
9           pride, that we hereby congratulate and commend Mr. Herb  
10          Malone, the "grandfather of tourism in Alabama," upon his  
11          retirement from his role as founding President and CEO of Gulf  
12          Shores and Orange Beach Tourism; now therefore

13          BE IT RESOLVED BY THE LEGISLATURE OF ALABAMA, BOTH  
14          HOUSES THEREOF CONCURRING, That, Mr. Herb Malone is hereby  
15          congratulated and commended for his outstanding service to the  
16          State of Alabama, and that a copy of this resolution be  
17          delivered to Mr. Malone as a token of our high esteem and  
18          immense gratitude, as well as best wishes for his future  
19          endeavors.

20          BE IT FURTHER RESOLVED, That this body hereby urges  
21          Mr. Herb Malone to take some time out of his retirement to  
22          appreciate the beautiful area which he helped build.