

ALABAMA MOUNTAIN LAKES
TOURIST ASSOCIATION

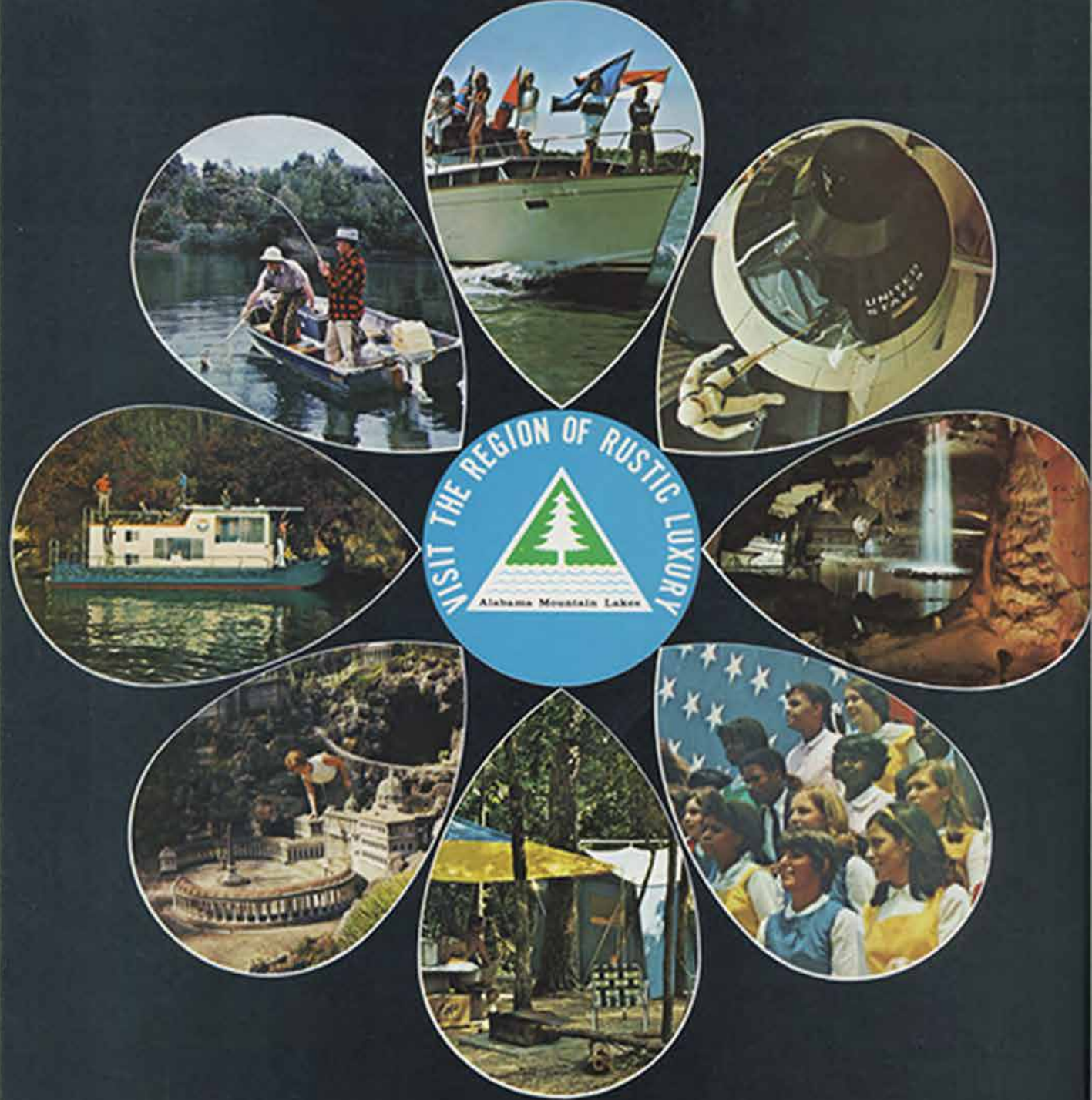
Let's
Travel

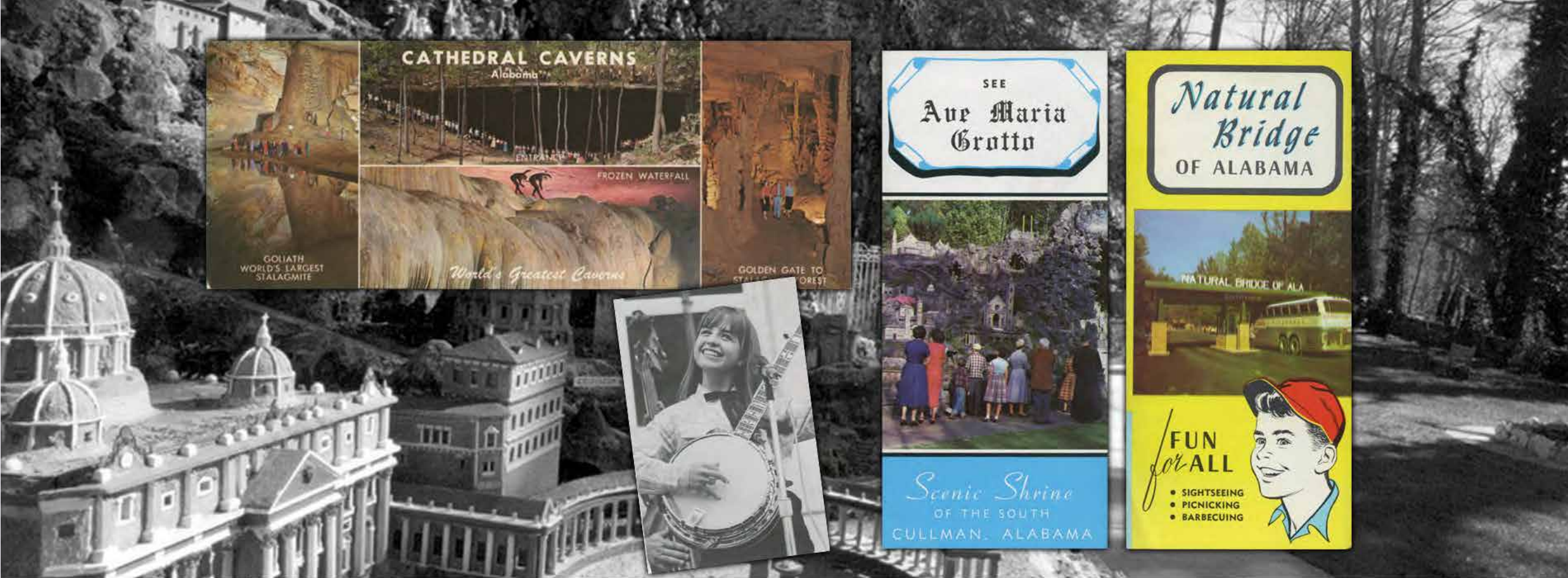
NORTH ALABAMA

ECONOMIC GROWTH FOR NORTH ALABAMA
THROUGH OUR \$3.2 BILLION
TOURISM & TRAVEL INDUSTRY

our history

For more than five decades, the Alabama Mountain Lakes Tourist Association has been developing and promoting the tourism and travel industry of North Alabama.





A CATCHY IDEA

1960s A Groovy Time for AMLA

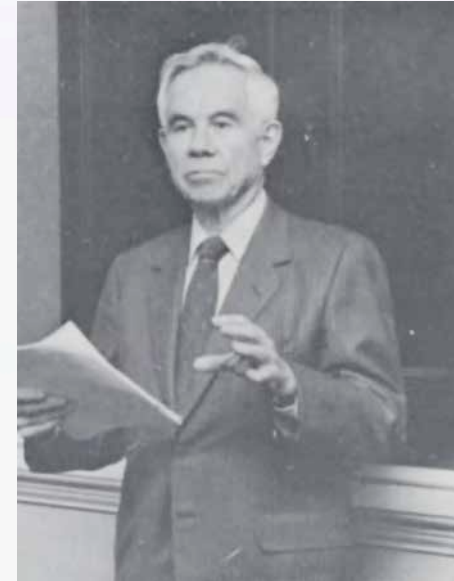
The idea of a regional organization to promote the area was conceived by individuals concerned with the economic development of North Alabama. Five years of extensive research during the early 1960s concluded that the region was far above the national average in natural wonders, attractions and panoramic terrain, yet well below the national average in tourist income.

LIKE A STRING OF PEARLS

ORDWAY LAYS THE FOUNDATION

In 1960, as director of the Decatur Chamber of Commerce, Dick Ordway began efforts to organize groups in Decatur, Huntsville, Florence, Sheffield, Athens, and Cullman to work together in promoting tourism and travel in the area.

The “regional” concept quickly gained attention. The initial six participating chambers in 1960 grew to ten in 1962 and then to 15 by 1963. Ordway’s efforts served as a cornerstone for the creation of AMLA.



Dick Ordway


*Decatur Chamber Director in
the 1960s*

“

EVEN BACK THEN WE SAW THAT NORTH ALABAMA HAD A

NUMBER OF QUALITY DESTINATIONS LAID OUT ACROSS THE REGION NEXT TO THE TENNESSEE RIVER LIKE A STRING OF PEARLS.” – DICK ORDWAY

WELCOME TO



ALABAMA MOUNTAIN LAKES COUNTRY

**You've heard of North Alabama.
It's down where nothing grows
but red clay and cornbread...**

Greens and blues and shady comfort... classic, country beauty... safe, sandy beaches... peace and quiet, yet quick access to excitement. Mountain Lakes country is this kind of delightful study in contrasts.

Sample the great lakes seashores, timbered highlands, green farmlands, bustling cities, quaint towns of yesterday, wilderness wonders, settings for days of relaxation and enjoyment to make your spirits soar.

Relax in luxury at a fine resort or rough it at a lakeside camp. Your dinner music can be a bob-white one night and progressive jazz the next. Spend lazy hours meandering along a woods trail or slip away from the dock in the early morning mist and catch fresh fish for breakfast.

What will it be today? The chair lift at Canyon Land Park? A museum of man six million years ago? Landing your spacecraft on the moon? The world's tallest lift lock? An Indian Festival? Rock-hounding? Spunking? Golfing where your gallery might be a family of deer?

Rock-country fiddling on a college campus at Athens; songs older than nobody knows... At Stevenson, a ferry ride across the Tennessee River for a picnic supper, grilled burgers warming the cool evening... The haunting wail of W. C. Handy's trumpet, at Florence, and all aboard for a ride on a steam locomotive... The happy insanity of Trade Day at Scottsboro, first Monday of every month for 100 years... A swimming pool at Decatur that makes its own waves. And every season is new sensation... Summer in Mountain Lakes is power boats cranking 100 mph on Lake Guntersville. Decatur's Spirit of America spectacular. Barbecued chicken and biscuits at Horse Pens 40 folk festival. The Indian Pageant at Ta-Co-Bet.

Spring is hooking a bass at Smith Lake. Rhododendron, mountain laurel, dogwood and wild flowers in full bloom everywhere. Feeding the animals at Deer Forest in Muscle Shoals. The special beauty of Natural Bridge, Rock Bridge Canyon and Dismals Wonder Gardens. Imaginative things are common. The spirit of tomorrow thrives today.

Mountain Lakes... if you don't mind paying a little less.

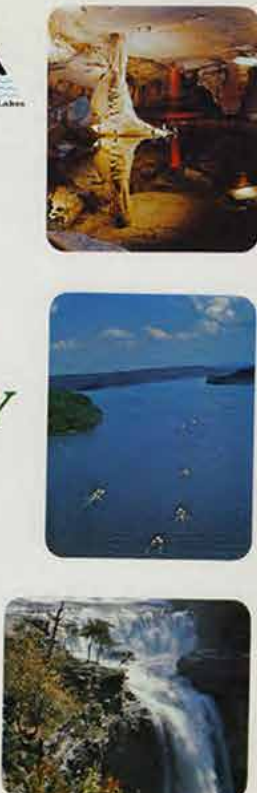
Write:
Alabama Mountain Lakes Assoc.
P.O. Box 2222
Decatur, Ala. 35601

Attraction

1. Ala. Space & Rocket Center
2. Air Main Gains
3. Bankhead National Forest
4. Cathedral Park
5. Cathedral Caverns
6. DeLoach State Park & Falls
7. Dismals Wonder Gardens
8. Gen. Joe Wheeler Home
9. Guntersville Caverns
10. Guntersville Dam
11. Guntersville State Park
12. Horseshoe Bend
13. Hurricane Creek Park
14. Ivy Green (Helen Keller) Home
15. Joe Wheeler State Park
16. Lewis Smith Dam
17. Marlin's Cove
18. Natural Bridge
19. Point Mallard Park
20. Aquadome Pool
21. Rockwood Caverns
22. Rock Bridge Canyon
23. Wheeler Wildlife Refuge
24. Weiss Dam
25. Wheeler Dam
26. Wilson Dam
27. Senecaish Caverns

Location

Huntsville
Cullman
Lawrence County
DeKalb County
Grant
Marion
Paul Campbell
Wheeler
Guntersville
Tennessee River
Marshall County
Near Owens
Cullman
Lepanto
Wheeler Dam
Cullman County
Near Haleyville
DeKalb County
Decatur
Wartall
Hodges
Decatur
Gadsden & Centre
Tennessee River
Florence
Near Fort Payne



BIRTH OF THE ASSOCIATION

AN ECONOMIC AND CULTURAL MISSION

In 1964 the Alabama Mountain Lakes Tourist Association was formed as a non-profit organization and charged with the responsibility of stimulating the economic and cultural development of North Alabama through the tourism and travel industry.

Funding for the fledging group was to be based on destination membership dues.

THE FERTILE VALLEY

AREA OF RESPONSIBILITY

The area of responsibility for the association was designated as the **16 counties of Northern Alabama**, which is a part of the fertile Tennessee River Valley region of the Southeast United States.

The 16 counties of the Northern Alabama region are:

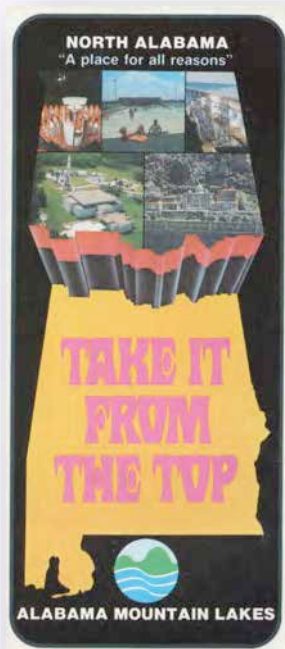
- | | | |
|------------|--------------|------------|
| ✓ Blount | ✓ Etowah | ✓ Madison |
| ✓ Cherokee | ✓ Franklin | ✓ Marion |
| ✓ Colbert | ✓ Jackson | ✓ Marshall |
| ✓ Cullman | ✓ Lauderdale | ✓ Morgan |
| ✓ DeKalb | ✓ Lawrence | ✓ Winston |
| | ✓ Limestone | |



NATIONAL RECOGNITION

INNOVATIVE "REGIONAL" CONCEPT

The next major milestone in the history of AMLA came in 1970 with its first national recognition. Due to its meteoric rise and successful efforts in developing a tourism and travel agency in an untapped region, the Discover America organization presented the association with its top national award.





Alabama Governor George Wallace signs the bill providing stable funding for the Alabama Mountain Lakes Tourist Association in 1978.

The legislation has become a model for the creation of regional tourism organizations across the nation.

Looking on are: (left to right) AMLA Director Gil Langley and AMLA Board of Directors Jerry Alford of Noccalula Falls Park, Gadsden; Debbie Gadson, Franklin County Chamber Director, unknown of Blount County; and Roger Shabel, Pepsi Cola Bottling, Decatur.

A NATIONAL MODEL

GROUND BREAKING LEGISLATION SECURES AMLA FINANCIAL FUTURE

ANOTHER HIGH-WATER MARK FOR AMLA CAME IN 1978 WHEN THEN DIRECTOR GIL LANGLEY CREATED A FUNDING MODEL FOR THE ASSOCIATION THAT IS NOW A NATIONAL MODEL FOR ALL REGIONAL TOURISM AGENCIES. Langley introduced an innovative bill to state legislators that would impose a 1% lodging tax on hotel and motels within the AMLA region. The unique proposal would split the tax by giving .5% to each county commission with the region for tourism development, while the remaining .5% would be allocated as the funding base for the Alabama Mountain Lakes Tourist Association.

“Prior to this, the annual budget for the association was \$48,000.” Langley said.

what **we** do

*Marketing to a fast moving world
through social media, the internet,
print publications, television and
radio broadcast, travel shows, and
the media.*

a **dash** of the **UNEXPECTED™**

NORTH ALABAMA



TARGET MARKETS



The primary markets for the Alabama Mountain Lakes Tourist Association are:

- | | |
|-------------------------|--------------------------|
| ✓ Leisure/family | ✓ Weddings |
| ✓ Outdoors/sportsmen | ✓ Train Enthusiasts |
| ✓ Sports | ✓ Retirees |
| ✓ Eco tourism | ✓ Brew/Nightlife |
| ✓ Adventure | ✓ Motorcycle Enthusiasts |
| ✓ Culinary/Wine tourism | ✓ Religious |

After conducting in-house research, receiving input from focus groups, and local industry professionals, we have fine-tuned the geographic markets to be:

Primary - Alabama, Florida, Georgia, Tennessee, Mississippi

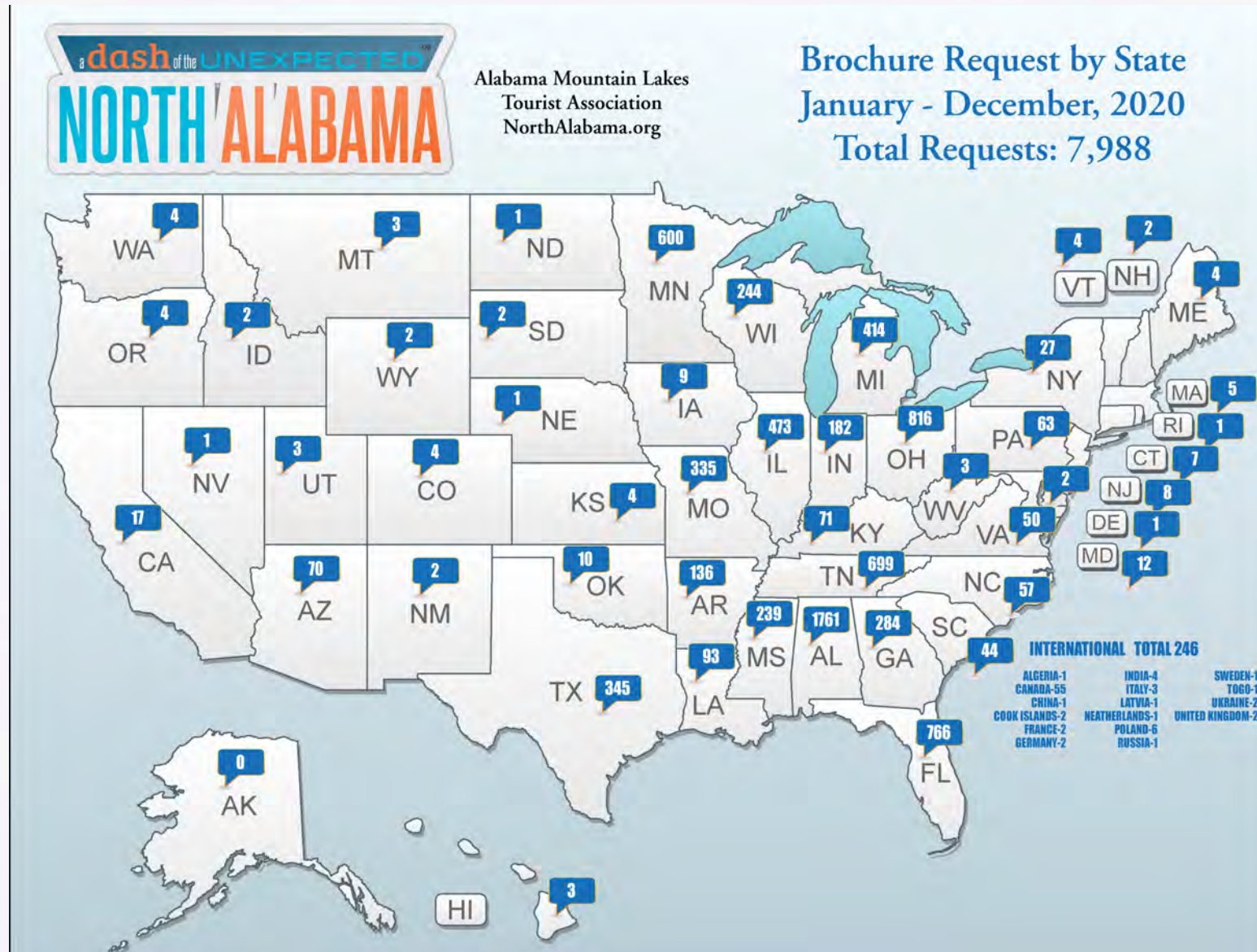
Secondary – Ohio, Indiana, Illinois, Kentucky, North-South corridors of I-65 and I-59, East-West corridors of U.S. Hwy. 72 and I-22 (Corridor X) , Missouri, Texas, Louisiana

These markets are determined by:

1. The driving distance to the AMLA region.
2. Evaluation of the geographic region from ad responses and website statistics.



INFO REQUESTS FROM ALL 50 STATES AND 25 COUNTRIES



MARKETING AND PUBLIC RELATIONS



CONSUMER PRINT ADVERTISING

Placed display ads in more than a dozen magazines and newspapers, reaching a combined circulation of more than 6 million in more than 10 states.

Take a Trip to Our Majestic Appalachian Mountains!

#visitnorthal

Little River Falls
Bridges of Cherokee & Cherokee National Forest, Ala.

Waterfalls
OF
NORTH ALABAMA

13 Locations More Stunning Than Ever With the Spring Rains

McDade Falls, Monticello, Ala.
High Falls, Cave Springs, Ala.
Goldenshoe Falls, Spring Park, Tuscaloosa, Ala.

Free discount coupons on our website

Call or click today for your free brochure:
800.648.5381 • www.NorthAlabama.org

Alabama Mountain Lakes Tourist Association

COUPONS AND SPECIAL DEALS
in Alabama's Majestic Appalachian Mountains!

Walk in the Park Staycation

Zipline, Zip & ZZ's Getaway

Stay and Play Golf Packages

The North Alabama Privilege Passport is instantly delivered via text and email and is ready to use immediately. No apps to download!

800.648.5381
www.NorthAlabama.org
#visitnorthal

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ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION

NORTH ALABAMA WINE TRAIL

Free trail app on our website!
Instant delivery via text and email, no downloads required.

Call or click for your free trails brochure.

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ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION

- Alabama League of Municipalities Magazine
- Association of County Commissions of Alabama Magazine
- Advance Travel
- Alabama Magazine
- Alabama Golf Guide
- Business Alabama
- Great Day Outdoors Magazine
- Guntersville HydroFest
- Taste of the South Magazine
- Compass Magazine Spring & Fall Newspaper Inserts
- Paddling Magazine
- Phil Waldrep Ministries
- Alabama Vacation Guide
- Excursions Magazine
- Southern Family Magazine

CONSUMER INTERNET MARKETING

Conducted numerous internal and external internet ad placements throughout the year driving traffic to the NorthAlabama.org website.

When 100 Alabama Miles Challenge in North Alabama Region

Friday, July 24, 2020 by Cody Hood

Monday, April 20, 2020



When busy things, and beautiful no Marshall co



Three years ago my family and I found out about the **100 Alabama Miles Challenge**. Ever since then, I've been earning miles and badges all over our state. The 100 Alabama Miles Challenge encourages Alabamians to live a healthier lifestyle by getting outdoors and exploring our beautiful state. You can earn miles by running, walking, cycling, mountain biking, hiking, paddling, rolling, and swimming.

[Comments](#) | [Continue Reading](#)

Categories: north alabama, hike, hiking, outdoors, road trip, travel
Tags: hiking, hike, north alabama, outdoors, road trip, travel

Visit North Alabama's 100 Alabama Miles Photo Contest

Tuesday, August 4, 2020 by Melea Hames



We are partnering with **100 Alabama Miles Challenge** to do a photo contest! The 100 Alabama Miles Challenge is "a statewide program designed to inspire all Alabamians to kick-start an active, healthy lifestyle while exploring our beautiful state and connecting with fellow participants. We challenge all Alabamians to walk, run, hike, bike, swim, paddle, ride or roll 100 miles each year and to do so

[Comments](#) | [Continue Reading](#)

Categories: north alabama, outdoors, hike, hiking, 100 alabama miles challenge, walking, running, kayaking
Tags: north alabama, outdoors, 100 alabama miles challenge, hiking, walking, kayaking, running

- NorthAlabama.org web banners
- Spring & Fall Escape to the Southeast websites.
- NATGEO
- Bass Pro Timmy Horton's YouTube Channel.
- Weather bug.
- Target marketing through Google.
- In-house Social Media Seasonal Campaigns on Instagram, Pinterest, Facebook, Twitter, YouTube.
- Trip Advisor Internet Campaign

MARKETING AND PUBLIC RELATIONS



NORTH ALABAMA DAY TRIPPING ITINERARIES

NORTH ALABAMA WATERFALL DAY TRIPPING

The Singing River Waterfalls

Native Americans named the Tennessee River that rolls through The Shoals area The Singing River.

Location: Tusculumbia, Ala., northwest Alabama

Waterfalls: Coldwater Falls (GPS: N 34 43.789 W 87 42.205) and Wilson Dam Falls (GPS: N 34° 47.643 W 86° 7.587)

Attractions: Spring Park, Helen Keller Home, Alabama Music Hall of Fame, FAME Recording Studios, Muscle Shoals Sound Studios, Cypress Moon Studios, Tusculumbia Railway Depot & Museum, Wilson Dam

Waterfalls:

Coldwater Falls: is the centerpiece of beautiful Spring Park in Tusculumbia. The falls is a man-made waterfall that is constructed with over 2,000 tons of sandstone. It stretches 80 feet wide and is 42 feet tall. Each day over 4.3 million gallons of water flow over the falls. Wilson Dam waterfall is on a high rock wall adjacent to Wilson Dam on the south bank. Small feeder creeks run through the natural area and create this waterfall on an adjacent cliff wall.

Attractions:

- Spring Park provides the perfect atmosphere to enjoy a family picnic with playground and children's amusements, including a train, carousel, roller coaster, and splash pad. Food vendors and restaurant dining available in the park. Open daily year round.
- Helen Keller Home, Gardens and Museum is located just a couple miles from Spring Park. The plantation home and birthplace cottage, dating back to the 1820's, are listed on the National Historic Register of Historic Places. Original furnishings of the Keller family decorate the home and museum, highlighted by hundreds of Miss Keller's personal mementos, books, and gifts from her lifetime of travel and lectures for the betterment of the world's blind and deaf-blind.
- Alabama Music Hall of Fame honors the outstanding achievements and the music of Alabamians. You'll hear rocking rhythms and soul touching melodies as you admire the vast memorabilia from the lives and careers of more than 1,000 stars, representing all styles of America's music.
- FAME Recording Studios, established in 1959, was the first successful, professional recording studio in Alabama. Arthur Alexander's 1961 hit, "You Better Move On," cut here, launched the famous Muscle Shoals sound. The internationally acclaimed documentary, Muscle Shoals released in 2013, told the story of FAME and its founder, Rick Hall.
- Muscle Shoals Sound Studios, established in 1969 by a group of former FAME session musicians, this was the location where the Rolling Stones, Cher, Bob Seger, Rod Stewart, Paul Simon, Art Garfunkle, and many others created some of the most popular hits of the 1970's. The rhythm section was continually immortalized as "The Swampers" by Lynyrd Skynyrd in the lyrics to "Sweet Home Alabama."
- Cypress Moon Studios, founded in 1978, was the second location of the legendary Muscle Shoals Sound Studio for over 25 years, where the "Swampers" continued to record hits after moving from their Jackson Highway location. Recording artists including Bob Seger, Bob Dylan, Lynyrd Skynyrd, Dr. Hook, Etta James, Clarence Carter, Julian Lennon, Glenn Frey, and countless others.
- Tusculumbia Railway Depot & Museum is 1888 restored passenger depot that was utilized by both the Memphis and Charleston and Southern Railway companies. Today, it is a museum dedicated to its memorabilia. Tusculumbia boasts the first railroad west of the Appalachian Mountains.
- Wilson Dam boasts one of the highest, single-lift locks in the world. Construction on the dam began during World War I, TVA was created in 1933. The lock is accessible to visitors Fridays, Saturdays, Sundays and federal holidays from 7 a.m. to 7 p.m. throughout the year.

Alabama Mountain Lakes Tourist Association
800-648-5381 or 256-350-3500
www.NorthAlabama.org

NORTH ALABAMA WATERFALL DAY TRIPPING

A Walk in the Park

Location: Gadsden, Ala., northeast Alabama

Waterfalls: Noccalula Falls (GPS: N 354.02 293 W 86 01.590)

Attractions: Noccalula Falls Park, Mary G. Hardin Center for Cultural Arts, Gadsden Museum of Art, Imagination Place, Wills Creek Vineyards & Winery, Maralela Winery, Jules J. Berts Winery, Tigers for Tomorrow

Waterfalls:

Named after a Creek Indian prince, Noccalula Falls stands 90 feet tall and is one of the most visited natural attractions in the state. When rain conditions are normal, the waterfall is around 20 feet with a smaller waterfall located a little to the right of the higher fall. While heavy rains cause the two falls to merge into one wider waterfall.

Attractions:

- Noccalula Falls Park. Nestled among the trees in the park is a pioneer village, a group of rustic, hand-hewn log buildings representing a display of pioneer living conditions, included in the village are a country store, grist mill, covered bridge, pioneer home, smoke house, blacksmith shop and more. Other park attractions include a War Memorial and Museum, botanical gardens, hiking trails, sightseeing train, playground, carpet golf, picnic pavilions, Wedding Chapel and honeymoon cabins, and meeting facilities.
- Mary G. Hardin Center for Cultural Arts includes three art galleries, the Imagination Place Children's Hands-on Museum, a 72-foot working model railroad, and the Gadsden Community School of the Arts.
- The Gadsden Museum of Art strives to support and maintain a museum of local history of the Gadsden and Etowah County area and to support and maintain a museum dedicated to Southern artists. The museum is committed to the acquisition, collection, and preservation of paintings, sculptures, decorative arts, artifacts, and items of historical significance deemed worthy for view by the public.
- Wills Creek Vineyards & Winery, located in nearby Duck Springs, Ala., is one of three active wineries North of 1-20. The vineyards are nestled in the peach hills of the Duck Springs Valley, in the heart of the Duck Springs wildlife preserve. Wills Creek Vineyards offers several varieties of muscadine, fruit wines and grape wines, and a family tradition spanning many generations of wine making that immigrated from Switzerland with the wine maker.
- Jules J. Berta Winery is located atop Sand Mountain in Albertville, Ala. The vineyards are five acres of vines on a 22 acre farm, and mostly consist of Chardonnay, Cabernet Franc, Merlot and other varietals. They additionally have fruits wines and muscadine wines grown by local Alabama farmers.
- Maralela Winery is located in the picturesque foothills of the Appalachian Mountains in Hokes Bluff, Ala. Established in 2005, their vineyards include estate grown and bottled Cabernet Sauvignon. Offers visitors a choice between classic vineyard visits and traditional Alabama fruit wine. Gift shop has a great selection of cheese and wine novelties. Stop in for a complimentary wine tasting and tour.
- Tigers for Tomorrow. Looking for a unique experience? Take a trip to Untamed Mountain. Tigers for Tomorrow is a wild animal park and environmental education center that's home to over 130 animals. See 70 big cats, wolves, and bears. Children can interact with barnyard animals at their contact yard.

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NORTH ALABAMA WATERFALL DAY TRIPPING

Waterfall Trio on Lookout Mountain

Location: Fort Payne, Ala., northwest Alabama, Little River Canyon National Preserve

Waterfalls: Little River Falls (GPS: N 34 23.612 W 85 37.574), DeSoto Falls (GPS: N 34 32.850 W 85 35.433) and Grace's High Falls (GPS: N 34 21.281 W 85 40.287)

Attractions: DeSoto State Park, Little River Canyon Center, Fort Payne Depot Museum, ALABAMA Fan Club Museum, Orbis Hot Glass, Tigers for Tomorrow

Waterfalls:

Little River Falls is located at the north end of Little River Canyon National Preserve and is one of Alabama's most scenic waterfalls. Known as one of America's deepest and most extensive canyon systems east of the Mississippi River, Little River Canyon National Preserve is 14,000 acres of nothing but beauty. DeSoto Falls is one of the most photographed points of interest in Alabama. DeSoto Falls is also one of the tallest (107 ft.) and most visited waterfall locations in the state. It also features numerous smaller falls. The waterfall has a concrete dam above the falls, which was built in 1925 for Alabama's first hydroelectric power plant, which is of historical significance. Located within the 14,000 acres Little River Canyon National Preserve is Grace's High Falls. Though only seasonal, this waterfall is one of Alabama's highest waterfalls. At over 700 feet high, the waterfall features a view you can't find anywhere else. When rainfall is high, a significant amount of smaller creeks and waterfalls can be seen while exploring the area.

Attractions:

- DeSoto State Park offers a lodge, cabins, motel, full service restaurant, campground, primitive camping, nature center, hiking and fishing trails, Olympic-size pool, canoeing, boating, and fishing areas. Located atop Lookout Mountain near Little River Canyon National Preserve and near DeSoto Falls day use area.
- Little River Canyon Center is a partnership between Jacksonville State University and Little River Canyon National Preserve. The Center provides visitors with information, educational and recreational opportunities, and an impressive HD film about Little River Canyon.
- Fort Payne Depot Museum features exhibits typical of the lifestyles of the late 1800s and the early 1900s. The museum features Native American pottery, basketry, tools, and clothing. Old Fort Payne Depot was built by the Alabama Great Southern Railroad in 1880.
- ALABAMA Fan Club Museum is home of the Country Music Group of the Century, this museum houses the group Alabama's many awards and achievements, collections from their youth and a souvenir and gift shop.
- Orbis Hot Glass, owned by artist Cal Broad, creates unique handmade functional art glass and sculpture. Orbis studio and gallery is located on Lookout Mountain in Alabama.
- Tigers for Tomorrow. Looking for a unique experience? Take a trip to Untamed Mountain. Tigers for Tomorrow is a wild animal park and environmental education center that's home to over 130 animals. See 70 big cats, wolves, and bears. Children can interact with barnyard animals at their contact yard.

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NORTH ALABAMA WATERFALL DAY TRIPPING

National Forest Waterfall Adventure

Location: near Mudtown, Ala., on Double Springs, Ala., northwestern Alabama, Bankhead National Forest, Sipsey National Wilderness

Waterfalls: Turkey Foot Falls (GPS: N 34° 17.080 W 86° 43.555) and Kinloch Falls (GPS: N 34° 18.382 W 86° 34.171)

Attractions: Bankhead National Forest, The General Joe Wheeler Home, Oakville Indian Mounds Education Center, Jesse Owens Museum

Waterfalls:

Turkey Foot Falls is within a 30-minute walk from the Sipsey River Picnic Grounds and Recreation Area, the main developed access area off of County Road 4 (Central Road). Turkey Foot Creek runs through a sandstone canyon then empties into the Sipsey Fork. The area is rich in Native American and pioneer history.

Kinloch Falls is a cascade waterfall that drops 15 feet over a span of 20 feet. Though Kinloch Falls is not a high waterfall, it features a magnificent view, along with being an area that people come to visit. Located along Halden Creek in the Bankhead National Forest.

Attractions:

- The William B. Bankhead National Forest is one of Alabama's four National Forests, covering 181,230 acres. It is home to Alabama's only National Wildlife and Scenic Area, the Sipsey Fork. Recreational Areas and offers so many trails you could spend weeks here. There are six recreation areas scattered about the Bankhead National Forest, each offering a unique experience of its own. Facilities for camping, picnicking, fishing, hiking, and swimming are abundant. All facilities are designed with forest users in mind and provide varying challenges for everyone from the novice to the expert. Forest users will find that each area has its own personality and with the changing seasons, even that personality will change.
- Sipsey is the largest national forest wilderness area east of the Mississippi. The Sipsey Fork river offers a peaceful float trip combined with the beautiful scenery and great camping that distinguishes the Bankhead from other National Forests. While canoeing the Sipsey Fork you will pass magnificent walls of rock which have been carved for thousands of years by the erosive power of water. As the Sipsey Fork begins to merge with South Lake the creek becomes more turbulent and wild. This area must be paddled but offers a slow pace if interested in fishing or just a slow-paced family trip.
- The General Joe Wheeler Home, known as Ford Springs, was home to fighting Joseph Wheeler, former Major General of Cavalry of the Confederate western army. Wheeler was a U.S. Congressman following the Civil War. "Rightful Joe" Wheeler became a national symbol for reeducation and reconciliation following the Civil War and throughout the latter half of the 19th Century.
- Oakville Indian Mounds Education Center features the largest 2,000-year-old Woodland Indian Mound in Alabama, early earth history museum, Black Warrior Falls, 4000 sq. ft. 122-acre park with 20-acre fishing pond, and walking paths.
- Jesse Owens Museum is a 20-acre park, now Jesse Owens' birthplace, honors the track great who captured four gold medals in the 1936 Berlin Olympics. The park includes a museum and large picnic area, museum, local picnic pit, life-size bronze statue, 1936 track replica, Olympic Gold Medal Tree, home replica, playground, ball fields, picnic pavilions, gift shop, and visitor's center.

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NORTH ALABAMA WATERFALL DAY TRIPPING

Covered Bridge Trail to Mardis Mill Falls

Location: near Owensetta, Ala

Waterfalls: Mardis Mill Falls (GPS: N 34 02.405 W 86 34.171)

Attractions: Horton Mill Covered Bridge, Sevens Covered Bridge, Evelyn Covered Bridge, Palmetus Park

Waterfalls:

Mardis Mill Falls is located on Green's Creek which feeds into The Black Warrior / Locust Fork River. The falls are roughly 35 feet high and the water drops 16 feet. Also known as Green Creek Falls.

Attractions:

- Horton Mill Bridge was built in 1955 to replace another, located about three-fourth mile below the present one and built in 1894 or 1910 by L.M. Horton. The 42,000 board foot of lumber required for Horton Mill Bridge took three years to build at \$17 per boardfoot. All work was done strictly, seasonally, and solely "by hand" without benefit of modern tools. Horton Mill rises 70 feet above the Cabnet Frong of the Warrior River making it the highest covered bridge above water in the United States. The restoration of the bridge in the early and mid-1970s was due primarily to efforts of the Board County Historical Society. Horton Mill became the first covered bridge in the South to be named to the National Register of Historic Places.
- Horton Mill Bridge is located just to the left of Alabama's about five miles north of Owensetta.
- Sevens Bridge is located one mile west of Cleveland, just off Alabama 78, and is the longest in the south with a 324 foot span.
- The Evelyn Bridge is north of Owensetta on U.S. 231 between Owensetta and Cleveland at Rose town on the road leading beside Rose Grove Baptist Church. It is considered the "baby" of the three bridges at just 94 feet but may be the most picturesque of them all. It is a two-span bridge 14 feet wide and just 18 feet above the river there. It was built in 1927 and 1929 shortly before the river ran.
- Palmetus Park was selected as one of 10 North Alabama sites to appear on the National Geographic Tourist map, just one of the many events the park has hosted in recent years. Attention is drawn to the walking and hiking trails, sightseeing, playground, pioneer village, picnic areas, amphitheater, and more. Several buildings or various areas are available for small fees to accommodate meetings, family reunions, wedding receptions and more.
- The historic Daniel McPherson cabin was moved there in the early 1970's and was the home of one of Lincoln's earliest settlers. It is fully furnished and restored and sits amongst an old school house, corn cobs barn, and other outbuildings. Located on Palmetus / Dead Mountain Turn of U.S. 231 between Owensetta and Rose is an impressive setting in a scenic overlooking the valley below a simple illustration of why five families are moving to Blount County each day!

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MARKETING AND PUBLIC RELATIONS



RADIO AND TELEVISION MARKETING

Alabama Mountain Lakes

Pandora Ads: Brews + Waterfalls

North Alabama Craft Beer Trail

Pandora VO Suggestions

Male, 28-32, Conversational, Laid-back, Mature, Upbeat, Funny

[:15 spot]

Ah, yes, the famous trail in the Appalachians. No, not that one. This one: The North Alabama Craft Beer Trail. 8 micro-breweries footed in the Appalachians, with dozens of beers unique to North Alabama.

Click on the ad to plan your trip today. Cheers.

[:30 spot]

That famous trail in the Appalachians can take months. For some, years. Lucky for you, Alabama has its own mountain trail you can knock out in a weekend. The North Alabama Craft Beer Trail with 8 micro-breweries snug in the foothills of the Appalachians. From Florence to Gadsden, these local breweries offer dozens of beers unique to North Alabama.

Visit each brewery, get your craft beer passport stamped and submit for a commemorative gift.

Click on the ad to plan your trip today. Cheers.

Banner

HED: Tap the trail.

SUB or LOGO: North Alabama Craft Beer Trail

BTN: Plan your trip

LINK: <http://www.northalabama.org/explore/craft-beer>

IMAGE: *I suggest a shot from inside a brewery or even just a beer bottle or can or pint.*

Waterfalls Of North Alabama

Pandora VO Suggestions

Female, 28-32, Conversational, Laid-back, Youthful, Funny, Sweet

[:15 spot]

Would you look at that view? Oh, right. You can't see me. Well, I'm looking at the fourteen magical waterfalls of North Alabama, surrounded by nature to hike and wineries to relax.

Click on the ad to plan your trip today.

[:30 spot]

Would you look at that view? Oh, right. You can't see me. Well, I'm looking at one of the fourteen magical waterfalls of North Alabama. Simply breathtaking. Thanks to flowing waters of the Tennessee River, North Alabama boasts the most beautiful waterfalls either side of the Appalachians. These stunning falls are surrounded by nature to hike, spots to photograph and, in some cases, wineries to relax.

Click on the ad to see what I'm talking about and plan your trip today.

Banner

HED: See the wonderful waterfalls of North Alabama

BTN: Plan your trip

LINK: <http://www.northalabama.org/explore/waterfalls>

IMAGE: *I suggest one of the waterfalls, not the map*

SPREADING THE WORD ABOUT NORTH ALABAMA

CONSUMER TRAVEL SHOWS

Marketed North Alabama destinations at 11 consumer travel shows 9 states reaching more than a quarter-million consumers.



ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS



14 MAGICAL WATERFALLS OF NORTH ALABAMA

Waterfalls OF NORTH ALABAMA

4 MAGICAL SELFIE LOCATIONS MADE BY NATURE

Take a Trip to Alabama's Majestic Appalachian Mountains!

NORTH ALABAMA

Alabama Mountain Lakes Tourist Association
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800.648.5381 • www.NorthAlabama.org
Visit us at www.NorthAlabama.org

Free waterfalls app on our website
Find us at the app store or Google Play

www.NorthAlabama.org

800-648-5381 • NorthAlabama.org

About North Alabama

North Alabama is north, the southern-est end of the beautiful Appalachian Mountains. The mighty Tennessee River cuts a large valley across our north, creating an abundance of cities, forests, water, mountains, and lakes. Here you will find some of the most scenic, deep, narrow valleys, and flat mountain ridges from 400 to 1,500 feet.

Presenting and enjoying nature is a rich part of our heritage. Our area includes the Earlewood National Forest, the Spruce Knob State Park, the Cherokee National Wildlife Refuge, eight expansive lakes, millions of acres of woodlands, and hundreds of miles of nature trails.

From magical waterfalls, lakes, and white water rafting to the world's largest space museum and homes of American legends, Helen Keller and Jesse Owens, we invite you to come explore and see what each of the 16 counties of North Alabama has to offer.

Meet the Photographer

John Campbell began to love the mountains of North Alabama in 1967. He was the first to bring his 35mm SLR camera to the mountains. He was the first to bring his 35mm SLR camera to the mountains. He was the first to bring his 35mm SLR camera to the mountains.

Needle Falls
Needle Falls is a small waterfall located in the town of Needles, Alabama. It is a small waterfall that is about 10 feet high. It is a small waterfall that is about 10 feet high.

Coldwater Falls
Coldwater Falls is a small waterfall located in the town of Coldwater, Alabama. It is a small waterfall that is about 10 feet high. It is a small waterfall that is about 10 feet high.

Grass Lake Falls
Grass Lake Falls is a small waterfall located in the town of Grass Lake, Alabama. It is a small waterfall that is about 10 feet high. It is a small waterfall that is about 10 feet high.

Reese Falls
Reese Falls is a small waterfall located in the town of Reese, Alabama. It is a small waterfall that is about 10 feet high. It is a small waterfall that is about 10 feet high.

Wilson Dam Falls
Wilson Dam Falls is a small waterfall located in the town of Wilson, Alabama. It is a small waterfall that is about 10 feet high. It is a small waterfall that is about 10 feet high.

Reese Falls
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NORTH ALABAMA WATERFALLS TRAIL
Driving traffic to rural settings



FIRST YEAR OF WATERFALLS PROJECT RECEIVED REQUESTS FOR AND DISTRIBUTED 40,000 BROCHURES

- Utilized existing natural resource for economic development.
- Provides economic boost to 8 counties.
- Each family visiting a waterfall will spend money at gas stations and restaurants, and usually retail and lodging.
- Visitor expenditures supports local jobs for local establishments.
- Each purchase is taxed, supporting local government infrastructure at no additional tax burden to local residents.

ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS

NORTH ALABAMA WINE TRAIL AgroTourism to benefit rural areas and farmers.



NORTH ALABAMA WINE TRAIL PASSPORT

NORTH ALABAMA WINE TRAIL

John D. Berta Winery
Wills Creek Vineyards & Winery
Marshall Winery
White Oak Vineyards
The Peachtree Winery Co.
High Country Cellars

John D. Berta Winery
1400 Dresden Ave.
Albertville, AL 35957
Wills Creek Vineyards & Winery
10522 Duck Springs Rd
Huntsville, AL 35894
Marshall Winery
5206 US Hwy 278 East
Hokes Bluff, AL 35892

White Oak Vineyards
5484 Dry Hollow Rd
Anniston, AL 36207
High Country Cellars
249 Adams St. Hwy 97
Huntsville, AL 35894
The Peachtree Winery Co.
27091 County Rd 40
Cuthbert, AL 36032

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www.NorthAlabamaWineTrail.com



Six Appalachian Mountain Wineries!

NORTH ALABAMA WINE TRAIL PASSPORT

Visit each winery, get your passport stamped.

ALBERTVILLE
GET STAMP AT
JOHN D. BERTA WINERY

ATTALLA
GET STAMP AT WILLS CREEK VINEYARDS & WINERY

HOKES BLUFF
GET STAMP AT MARSHALL WINERY

ANNISTON
GET STAMP AT WHITE OAK VINEYARDS

HEFLIN
GET STAMP AT HIGH COUNTRY CELLARS

FRUITHURST
GET STAMP AT FRUITHURST WINERY

SEND ME MY GIFT!

Two easy ways to receive your commemorative gift:

- Snap a photo of this completed passport and email the image to: info@northalabama.org. (Passport must be stamped at each participating winery. Be sure to include your name and mailing address in the email message.)
- Or mail your completed passport to: Alabama Mountain Lakes Tourist Association Wine Trail, P.O. Box 2537, Decatur, AL 35602

ALABAMA WINE

PASSPORT HOLDER

PLEASE PRINT
Your Name: _____
Mailing Address: _____
City: _____
State: _____ Zip Code: _____
☐ Please add me to your email list to receive timely alerts and travel information about North Alabama.
E-mail address: _____

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NORTH ALABAMA

WWW.NORTHALABAMA.ORG
*commemorative gift available while supplies last.
Please drink responsibly. Don't drink and drive.

NORTH ALABAMA WINE TRAIL AgroTourism to benefit rural areas and farmers.

Senate passes bill allowing small farm wineries to sell directly to licensed retailers and consumers

SB294, *Sen. Andrew Jones*, R-DeKalb, passed as substituted. This bill would allow licensed wineries that produce locally sourced wines and are below a certain size, known as "small farm wineries," to sell and transport their table wines directly to licensed retailers or to sell directly to consumers, under certain conditions. Transportation of the table wine must be made by the winery's employees in a vehicle owned or leased by the winery. This bill has been referred to the House Economic Development and Tourism Committee.

**ALABAMA SENATE BILL 294 ALLOWING SMALL FARM
WINERIES TO SELL DIRECTL TO RETAILERS AND CONSUMERS
IS APPROVE. THANK YOU TO BILL SPONSOR SENATOR
ANDREW JONES, R-DeKALB COUNTY. AMLA WORKED TO
SUPPORT PASSAGE OF THE BILL.**

ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS

SUPPORTING SB89 FOR LOCAL SALES



Visitor Response

My daughter and her Best Friend Completed the North Alabama Wine Trail Passport on Saturday June 27, 2020. Attached is a copy of my Passport. Complete address may not be complete so here it is.
Lynn Vanek
1955 Popps Ferry Rd
1081 P
Biloxi,MS 39532

Visitor Response

I would like to tell you that we combined Wine and waterfalls and we had the best 4 days together!! Although I think they tried to kill this 64 year Old on some of the trails! LOL. We had a Blast and have passed it on to many of our Friends . You certainly have a Gem with this tour! Thanks again!'

Destination Owner Response

Tami Reist we love and thank you all more than you know. Without your efforts to support our north Alabama wineries, we would still be working hard by ourselves to be known. Our wine trail has met above and beyond our expectations and we have you and all who support us to thank big time. Thank you, thank you for believing in the north Alabama wineries.

Janie CoppeyOwner wills creek winery

ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS



NORTH ALABAMA BICENTENNIAL GEOCACHING PASSPORT Targeted marketing during special year driving traffic to new areas



GEO-CACHER INFORMATION:		THANK YOU FOR YOUR INTEREST IN VISITING NORTH ALABAMA!	
1. Veterans Museum - Phenix, AL GC68337	<p>Name: _____</p> <p>Address: _____</p> <p>Phone Number: _____</p> <p>Purpose of Visit: _____</p> <p>Experience: _____</p> <p>To claim your commemorative coin*, return completed form to:</p> <p>dash of the UNEXPECTED NORTH ALABAMA ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION 400 Shawcross Street Decatur, AL 35601 800-648-5381 • www.NorthAlabama.org</p> <p>*Commemorative coins are limited to the first 200 requests.</p>	<p>Where to begin your quest? Simply check the box below the brochures you are interested in and return this card to us. We'll send you a Visitor's Package with all your materials. You may also request additional brochures. (See our website for more regional resources) at: www.NorthAlabama.org/visit-us/first-100-requests</p> <p></p>	
2. Blue & Gray Museum - Decatur, AL GC63787		20. Alabama War Museum - Moultrie, AL GC68777	20
3. Constitution Village - Hartselle, AL GC68386		19. 1812 Farm - Moultrieville, AL GC68848	19
4. Cornwell Furnace - Cedar Bluff, AL GC68338		18. Stevenson Railroad - Stevenson, AL GC68341	18
5. DeLoach State Park - Fort Payne, AL GC68688		17. Old Somerville Courthouse - Somerville, AL GC68502	17
6. Huntsville Depot - Huntsville, AL GC63787	16. LeGrange College - Leighton, AL GC68777	16	
7. McEnroe House - Decatur, AL GC68387	15. Belmont Mansion - Tusculum, AL GC68877	15	
8. Joe Wheeler House - Hixson, AL GC68327	14. North Alabama Civil War Trail - Athens, AL GC68777	14	
9. Poplar Towers - Florence, AL GC68387	13. Calhoun County Museum - Collinsville, AL GC68777	13	
10. The Old State Bank - Decatur, AL GC68387	12. Wilcox County Dual County/Memphis Countyhouse - Double Springs, AL GC68387	12	
11. Fort Rucker - Shawcross, AL GC68387	11. Fort Rucker - Shawcross, AL GC68387	11	
12. Wilcox County Dual County/Memphis Countyhouse - Double Springs, AL GC68387	10. Wilcox County Dual County/Memphis Countyhouse - Double Springs, AL GC68387	10	
13. Calhoun County Museum - Collinsville, AL GC68777	9. Calhoun County Museum - Collinsville, AL GC68777	9	

ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS





Free Apps in your App store!

ENTRY FROM

Name: _____

Geocaching User Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____ Email: _____

SURVEY

Please take a moment to answer a few questions and share information about your North Alabama GeoTour experience. Survey **MUST** be completed to be eligible for prizes.

How many people were in your travel party? _____

How long did it take to complete the GeoTour? _____

How many nights did you stay in the area? _____

Where did you stay? _____

Was this your first trip to the area? _____

How did you hear about the Dash of the Unexpected GeoTour? _____

Comments: _____

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Alabama Mountain Lakes Tourist Association
402 Sherman Street • P.O. Box 2537 • Decatur, AL 35602



PASSPORT

NORTH ALABAMA ‘UNEXPECTED’ GEOCACHING PASSPORT

Targeted marketing to
reach regionwide.

ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS



TENNESSEE RIVER VALLEY


NATIONAL GEOGRAPHIC

There is an
Adventure
to be **Discovered**

Roots of American Music
Authentic Experiences
Appalachian Culture
Vibrant River Communities

**TENNESSEE
RIVER VALLEY**




History Lives And Thrives Here
Find authentic places to go and things to do in this region that is rich in natural and cultural heritage. Discover the heritage of Native American people, Civil War sites, and African American roots told through the stories of people and place. All of the listings on our site have been nominated by local people who know the region best and offer visitors the most unique, fun, and interesting experiences.




TennesseeRiverValleyGeotourism.org

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Visit and tell us your story!

   @TRVgeotourism

 MAP GUIDES
ON THE GO

TENNESSEE RIVER VALLEY

NATIONAL GEOGRAPHIC

There is an
Adventure
to be **Discovered**

Diverse Recreation
Endless Forests
Countless Lakes & Streams
Breathtaking Scenery

**TENNESSEE
RIVER VALLEY**

Immerse Yourself In Nature's Splendor
Explore the range of experiences to be found in this spectacular geologically diverse valley sometimes called the "Great Lakes of the South." From white water to flat water paddling; from bouldering to wildflower hikes; from wakeboarding to sailing, from bass fishing to fly fishing; from antiquing to live music, there is an adventure waiting to be discovered by you.



TennesseeRiverValleyGeotourism.org

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Visit and tell us your story!

   @TRVgeotourism

 MAP GUIDES
ON THE GO

NATGEO TENNESSEE RIVER VALLEY WEBSITE & APP

Partnering with
national organizations
for extensive regional
exposure

ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS



NORTH ALABAMA BBQ TRAIL

TURN UP THE MUSIC, FIRE UP THE GRILL!

Live music and BBQ at the North Alabama BBQ Trail.

NORTH ALABAMA BARBECUE TRAIL

RESTAURANTS | FESTIVALS | RECIPES

ADDITIONAL: 100+ participating restaurants across the region.

NORTH ALABAMA BARBECUE TRAIL

RESTAURANTS | FESTIVALS | RECIPES

ADDITIONAL: 100+ participating restaurants across the region.

North Alabama Barbecue Trail

Map showing the route and participating restaurants across the region.

Participating Restaurants:

- 1. Big Bob Gibson Bar-B-Q
- 2. Lawrence Barbecue Alabama
- 3. Lawrence Barbecue Alabama
- 4. Lawrence Barbecue Alabama
- 5. Lawrence Barbecue Alabama
- 6. Lawrence Barbecue Alabama
- 7. Lawrence Barbecue Alabama
- 8. Lawrence Barbecue Alabama
- 9. Lawrence Barbecue Alabama
- 10. Lawrence Barbecue Alabama

SUN Port Charlotte

10 of America's delicious food trails

Whether you're a foodie or just looking for a new place to eat, here are 10 of the most delicious food trails in America.

NORTH ALABAMA BARBECUE TRAIL

Whether you're a foodie or just looking for a new place to eat, here are 10 of the most delicious food trails in America.

SAN ANTONIO'S TACO TRAIL

San Antonio is a UNESCO Creative City of Gastronomy because of the city's culinary heritage and how it shares to preserve it for the next generation.

SOUTH CAROLINA PECAN TRAIL IN FLORENCE

Not sure if pecan is pronounced pee-KAHN or PEE-kan? It's the latter, at least that's how the folks in South Carolina pronounce it.

ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS



NORTH ALABAMA CRAFT BEER TRAIL Support start-ups and entrepreneurship

NORTH ALABAMA CRAFT BEER TRAIL

A selection of micro-breweries snug in the foothills of the Appalachian Mountains crafting hundreds of unique flavors custom to the region.

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NORTH ALABAMA CRAFT BEER TRAIL

SELECT MICRO BREWERIES
HUNDREDS OF UNIQUE FLAVORS

NORTH ALABAMA CRAFT BEER TRAIL PASSPORT

Visit each brewery, get your passport stamped, submit for a commemorative gift!

GET STAMPED AT GOAT ISLAND BREWING	GET STAMPED AT HAD HALTS BREWING
GET STAMPED AT CROSS EYED OWL BREWING	GET STAMPED AT GALTY NUT BREWERY
GET STAMPED AT SHEN RIVER BREWING	GET STAMPED AT STRAIGHT TO ALE
GET STAMPED AT BACK FORTY BEER	GET STAMPED AT YELLOWHAMMER BREWERY
GET STAMPED AT RAIN CHAINEL BREWERY	GET STAMPED AT BLUE PANTS BREWERY
	GET STAMPED AT ROCKY REPUBLIC BREWERY

SEND ME MY GIFT!

Two easy ways to receive your commemorative gift:

- Snap a photo of this completed passport and email the image to: info@northalabama.org (Passport must be stamped at each participating brewery. Be sure to include your name and mailing address in the email message.)
- Or, mail your completed passport to:
Alabama Mountain Lakes
Tourist Association Beer Trail
P.O. Box 2537
Decatur, AL 35602

PASSPORT HOLDER

PLEASE PRINT
Your Name: _____
Mailing Address: _____
City: _____
State: _____ Zip Code: _____
☐ Please add me to your email list to receive timely deals and travel information about North Alabama.
E-mail address: _____

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NORTH ALABAMA

WWW.NORTHALABAMA.ORG

*commemorative gift available while supplies last. Please drink responsibly. Don't drink and drive.

NORTH ALABAMA TRAIN DEPOTS TRAIL History and heritage preservation.

NORTH ALABAMA TRAINS

The history of Alabama and the development of its railroads are deeply intertwined. Beginning with the 1832 opening of the Tusculum Railway in what is now North Alabama's Colbert County, the state's railroads solved transportation problems and created opportunities for schemes and legitimate businesses alike. Over the next century, railroads tied the various parts of the state together, connecting Alabama to the rest of the nation.

Cotton dominated Alabama commerce in the antebellum period and river transport furnished much of it to the port of Mobile. North Alabama planters could use the Tennessee River to reach New Orleans, but Mobile Sound near Tusculum formed a major barrier. This impediment prompted construction of the Tusculum Railway as a route around the shoals. The first two miles of track opened on June 12, 1832. Initially powered by horses, this pioneering line soon operated the first steam locomotive west of the Alleghenies, the *Pilgrim*. The Tusculum became part of the Memphis & Charleston Railroad, which completed its line between Chattanooga and Memphis in 1858.

The Civil War brought about massive change on Alabama's railroads. The Memphis & Charleston (M&C) initially showed Confederate troops and supplies but was largely dismantled in 1862 and 1863 so that its rails and equipment could be used elsewhere in the South and to prevent their use by Union forces. The M&C, ARK, and M&WV participated in the first large-scale troop movement in history. Following the Battle of Shiloh in 1862, in southwest Tennessee, Union general Don Carlos Buell began marching toward Chattanooga, in southeast Tennessee, along the ruined M&C.

To counter this, Confederate General Braxton Bragg moved three thousand miles along with others in Georgia, to move 25,000 troops and supplies from Tupelo, Mississippi, to the Chattanooga area (a distance of almost 300 miles) in less than a week, arriving well ahead of Buell. As a result of heavy usage, minimal maintenance, and Union raids, particularly those led by Col. Abel Wright (1863), Maj. Gen. Lowell H. Rousseau (1864), and Gen. James H. Wilson (1865), the state's railroads were largely decimated at war's end.

Prior to the war, geologists had confirmed that the area around present-day Birmingham contained large deposits of iron ore and coal, but they were worthless without transportation to an industrial center. Supporters of the ARKTR, including John Patton, both of whom had learned railroading on the ARKTR, envisioned Jones Valley in central Alabama as that industrial base, with a Montgomery-Decatur railroad to serve it. They chartered the Alabama Central Railroad (ACR) in 1854, but ARKTR backers and the Civil War stalled the project. After the war, Patton reorganized the ACR as the South & North Railroad (S&N) and finally began construction in 1869.

The company had reached within 65 miles of Decatur in North Alabama when a lack of money to pay bond interest stopped the work. Railroad contractor John Patton and other ARKTR backers declined to take control of the S&N, but a last-minute infusion of cash from Kentucky-based Louisville & Nashville Railroad (L&N) rescued the S&N and had rail to Decatur by 1872. Then, if connected with another L&N-controlled line, the Nashville & Decatur, giving the expanding L&N its first entry into the state.

The Panic of 1893 drastically reshaped Alabama's railroads, primarily because of the failure of the Richmond Terminal holding company. Through a convoluted process, the Central Railroad and Banking Company's lines merged as the Central of Georgia Railway (C of G) in 1895. The NTV&G and the Alabama Great Southern Railroad, successor



Map from 1858 by the Alabama Railroad Commissioners showing the North Alabama railroad network connecting to Birmingham in colored lines. & Library of Congress, Geography and Map Division.

to the ARKTR, was included in New York financier J.P. Morgan's new Southern Railway System, formed out of several Richmond Terminal lines in 1894. The L&N was not affected by the Richmond Terminal's collapse, but it instantly had a strong rival in the new Southern Railway. These two lines would dominate Alabama railroading for almost a century.

By 1910, the Alabama railroad map was largely complete, and the iron industry found maturity as well. Alabama's major railroad found reasonably well during most of the twentieth century, although federal control by the United States Railroad Administration during World War I dealt them a serious financial blow. The railroads also suffered financial setbacks during the Great Depression, but World War II opened a recovery, and the state's railroads carried massive amounts of material and troops during the conflict.

The post-war era brought change and consolidation to the state's railroads. Diesel power replaced steam locomotives, and freight cars grew larger. An unexpected development was the rapid decline in passenger traffic in spite of large investments to re-equip existing passenger trains, such as the *Crescent* and The *Panama Limited*, and to introduce new ones such as the *Huntington* and *The Panama Limited* and to introduce new ones such as the *Huntington* and *The Panama Limited*. These trains remained attractive as sources of transportation throughout most of the 1950s, but a massive increase in the number of automobiles, the new Interstate Highway System, and the advent of jet airlines captured most intensely passenger business. A majority of passenger trains had been discontinued when the federally controlled Amtrak system assumed operation of a national system in 1971. At first the Southern Railway was the only railroad serving Alabama that did not join Amtrak, continuing to run its named Southern *Crescent* until 1979, when it too joined Amtrak. Amtrak's *Crescent*, serving Annapolis, Birmingham, and Tuscaloosa, is now the sole passenger train in the state.

Alabama's major railroads have been merged into larger companies, starting with Southern's acquisition of the C of G in 1963, eliminating most business company names. GOX Transportation (1980) inherited the former ACR, S&N, L&N, and Western of Alabama lines, and the Southern is now part of Norfolk Southern Corporation (1982). The B&O&P Railway (1966) reached Birmingham via the former St. Louis-San Francisco (Osborne) track and the original M&C line into Mobile has been part of Canadian National Railway since 1968. Some smaller railroads remain, but many secondary lines have been abandoned.

Adapted from *The Encyclopedia of Alabama*,
J. Lawrence Lee, 19th and 20th Series, Washington, D.C.
www.encyclopediaofalabama.org

NORTH ALABAMA

TRAIN DEPOTS

RAILWAY RELATED
DEPOTS • FESTIVALS • MUSEUMS
MARKERS • TRAIN RIDES

1800'S - 1900'S

North Alabama TRAIN DEPOTS TRAIL

Shannon Railroad Depot Museum
In the center:
Main image: Tusculum Depot & Tusculum
Bottom left: Fort Payne Depot Museum
Bottom right: Wetzel Railroad Depot

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Motorcycle ROUTES

SCENIC North Alabama
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THE MOUNTAINS ARE CALLING AND I MUST RIDE

NORTH ALABAMA EMBRACES THE SOUTHERN FOOTHILLS OF THE APPALACHIAN MOUNTAINS, MAKING IT A GREAT REGION FOR MOTORCYCLE RIDES. OUR SCENIC ROUTES ALSO OFFER A UNIQUE BLEND OF UNEXPECTED CULTURAL AND HERITAGE STOPS TO ACCENT YOUR TRIP. FOLLOWING ARE SELECT MOTORCYCLE ROUTES THAT CRUISE OVER ROLLING HILLS, THROUGH LUSH FORESTS, PAST CASCADING WATERFALLS, AND ACROSS THE FERTILE TENNESSEE RIVER VALLEY.

ENJOY THE RIDE.

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ALABAMA INDIGENOUS MOUND TRAIL

Partnering with University of Alabama to preserve our heritage

The mound trail is a project of The University of Alabama and is funded, in part, by the Alabama Association of RC&D Councils and the Alabama Bicentennial Commission.

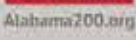
 **THE UNIVERSITY OF ALABAMA***

 **THE UNIVERSITY OF ALABAMA***




Special Thanks to our Partners:

Learn more about the mound trail, site locations, directions, and nearby attractions by visiting our website.

 alabamamoundtrail.org

A GUIDE TO THE



ALABAMA INDIGENOUS MOUND TRAIL



Moundville Archaeological Park

About the Mound Trail

Alabama is home to one of the densest concentrations of ancient Native American monumental architecture in North America. Thousands of years before the arrival of Europeans, highly organized indigenous societies constructed large villages featuring mounds and associated earthworks out of earth, shell, and stone throughout Alabama's landscape. Some of these communities were rivaled in size and complexity only by cities built by the ancient civilizations of Central and South America.

The zenith of monumental construction in Alabama took place between AD 1000 and 1500 when the Mississippian mound complexes of the Tennessee, Coosa, Tallapoosa, Alabama, Tombigbee, Black Warrior, and Tensaw River Valleys dominated the landscape of the region. Each

complex was a bustling center of cultural activity, with tribute and goods from half a continent away pouring in as part of complex economies and belief systems.

The Alabama Indigenous Mound Trail links the publicly accessible mound sites across our state to increase awareness of these important cultural resources and to encourage the public to visit them.

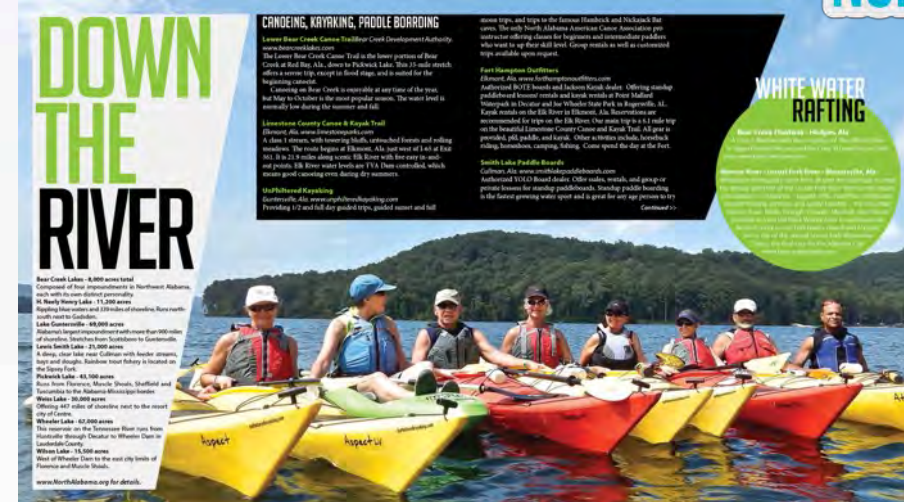
These sites help us to understand and appreciate our shared heritage. It is important that we preserve them for future generations.

Please help us protect and preserve Alabama's cultural heritage. Report illegal artifact collection, looting, and vandalism to the appropriate authorities.



The Choccolocco Archaeological Complex

ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS



SUPPORTING NEW DEVELOPMENTS SUCH AS CANOE TRAIL IN LIMESTONE COUNTY, KAYAKE ROUTE IN RED BAY, CANOE TRAIL AND BIKE PATHS IN DECATUR