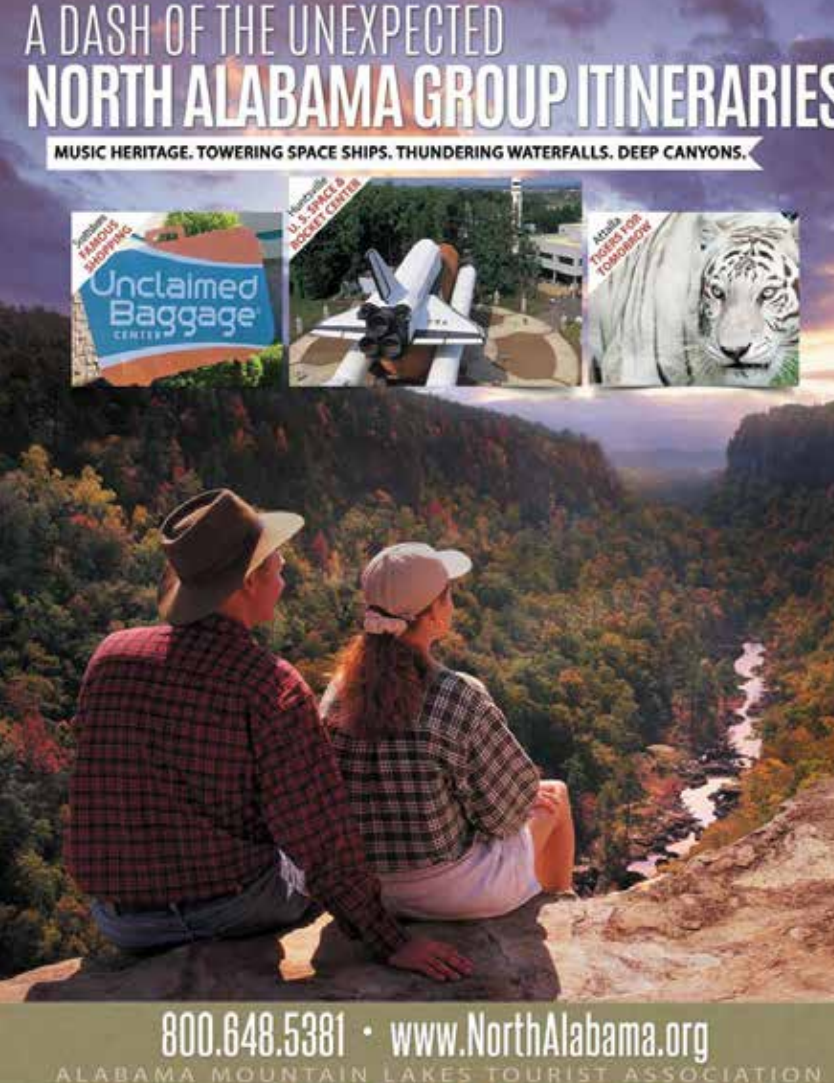


ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION
a **dash** of the **UNEXPECTED**
NORTH ALABAMA

[illegible]

A DASH OF THE UNEXPECTED NORTH ALABAMA GROUP ITINERARIES

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Arise Tigers for Tomorrow

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ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION

23 Popular Bloggers Promoting North Alabama

NEW AMBASSADOR PROGRAM LAUNCHED



Amanda Bridges-Dunn
@Adventuringlight



Pat Yancey
@jetyancey



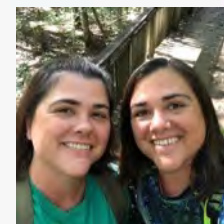
Ryan Beverly
@nomadic_leprechaun



Cody Hood
@ensaneoutdoors



Justin Carter
@hightideaerials



Mirandi Reese Watson
@twin_trail_tales



Justin King
@gvilleking



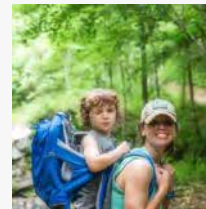
Lesia Bevis
@lesia.bevis



Coty Alred
@cotees_chronicles



Katelyn & Gary Henderson
@secondaryadventure



Hannah Sumner
@pbhs_outdoors



Ethan Ford
@southernwayfaring



Sam Calhoun
@weatherman_sam



Greg Rutland
@grutland



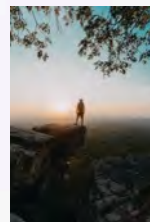
Vanessa Bowser
@a_southern_life



Kendra Isbell
@kendra_adventures



Zenovia Stephens
@blackadventurecrew



Evan Lanier
@evanlanier



Robert Posey
@therobertposey



Mary Posey
@mary.posey



Lane Leopard
@lane_leopard_photography



David Parham
@huntsvilleadventurer



Emily Polak
@huntsvillefoodie

Influencer Program Report North Alabama Ambassadors



Campaign Stats

	Posts	Engagements	Reach	EMV
	128	35.8K	137.8K	\$110.9K
		6.74% Eng. Rate	531.3K Potential Impressions	
Instagram	128	34.4K 1.4K	137.8K	\$110.9K



**AMBASSADOR FEEDBACK DIRECTLY LEADS TO PARTNERING
WITH LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS**

NEW TRAGET MARKETING PROGRAM



**MIAMI BASED TRAVEL PHOTOGRAPHER
HOSTED FOR IN-REGION PHOTO SESSIONS**



NEW TRAGET MARKETING PROGRAM



**NORTH ALABAMA STUNNING WEDDING
VENUES GUIDE CREATED AND
DISTRIBUTED FREE TO THE PUBLIC.**

NEW TRAGET MARKETING PROGRAM





NEW FOR
2021
JOIN TODAY!

AGRICULTURE ADVENTURES TRAIL

savor ~ shop ~ share

HIGHLIGHTING OUR AMAZING AGRITOURISM DESTINATIONS

The Alabama Mountain Lakes Tourist Association (AMLA) is developing a new Agriculture Adventures Trail for North Alabama in 2021, and we would love to have you as a member. If your business, farm, or organization has an agriculturally-related product for sale or is an educational, entertainment, historical, cultural, or recreational activity conducted on a farm that allows or invites members of the general public to observe, participate in, or enjoy that activity, this trail is for you.

AGRICULTURE ADVENTURES CATEGORIES

Hands-on Farm, Ranch, and Field	Orchard
Farmer's Market	Made-on-the-Farm Retail Products
Farm with Animals	U-Pick Farm
Vineyard & Winery	Farm Stays
Farm-to-Table Dining	Corn Maze
Pumpkin Patch	Living History Farm
Farm Festival	Fish Farm
Cooking & Homespun Classes	

REACH THOUSANDS OF TRAVELERS AND RESIDENTS

As a member of the Alabama Mountain Lakes Tourist Association, you will receive 12 full months of promotions, reaching thousands of travelers and residents. The Agriculture Adventures Trail will be promoted in a number of outlets, including:

- Official North Alabama Visitors Guide
- Official North Alabama website
- Southeast & Midwest travel shows
- Print & web ads
- Social Media promotions
- Free distribution of your brochure in North Alabama

DEADLINE TO JOIN THE AGRICULTURE ADVENTURES TRAIL IS JUNE 30, 2021

Membership is only \$150 for a full year of promotions.
For more information and to join, contact:

Tina Lawler, Member Services
800-648-5381 or email Tina@northalabama.org

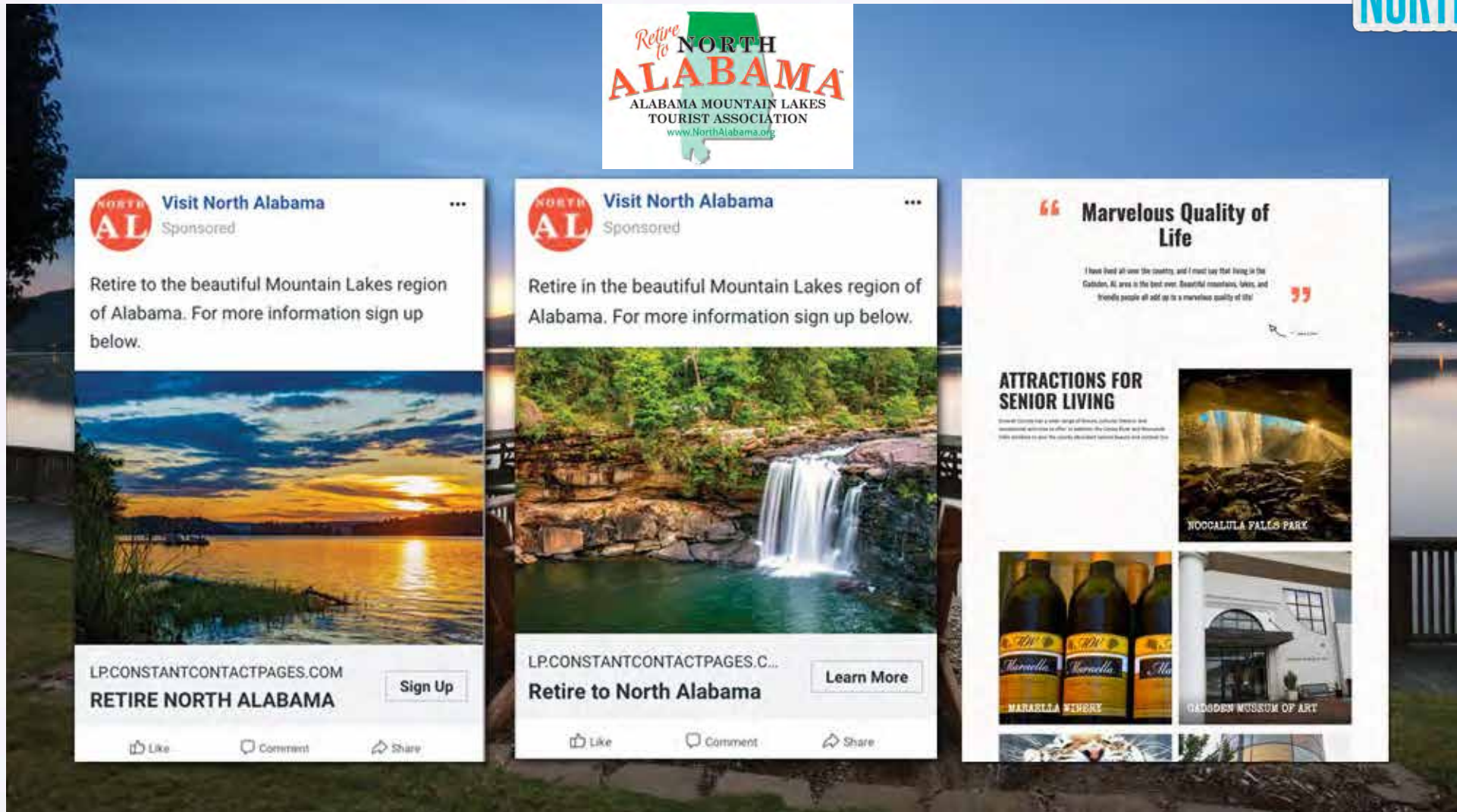
NEW AGRITOURISM TRAIL UNDER DEVELOPMENT FOR NORTH ALABAMA.

NEW TRAGET MARKETING PROGRAM



**LOCATION PHOTOGRAPHY FOR NEW NORTH ALABAMA
MURAL TRAIL NEARS COMPLETION.**

ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS



RETIRE TO NORTH ALABAMA

WEB SITE, VIDEOS, PRINTED PLANNER, SOCIAL MEDIA FOR ALL 16 COUNTIES

Relive NORTH ALABAMA

Thank you for signing up to learn more about retiring in North Alabama!

We would like to tell you the story of North Alabama - one county at a time.

Retirement is the day when you stop working and start enjoying seven day weekends, and here in North Alabama, there is plenty to see and experience as you live your life after retirement. North Alabama's natural beauty, mild winters, affordable cost of living, opportunities for an active lifestyle, access to healthcare, and rich, authentic cultural experiences are just a few of the reasons the region is a great place to retire. The cost of living in Alabama is very low and the state consistently ranks in the top 10 most affordable places in the United States to retire.

[Click to Learn More About Retiring in North Alabama](#)

Cullman County is home to beautiful Smith Lake - one of the cleanest lakes in Alabama!

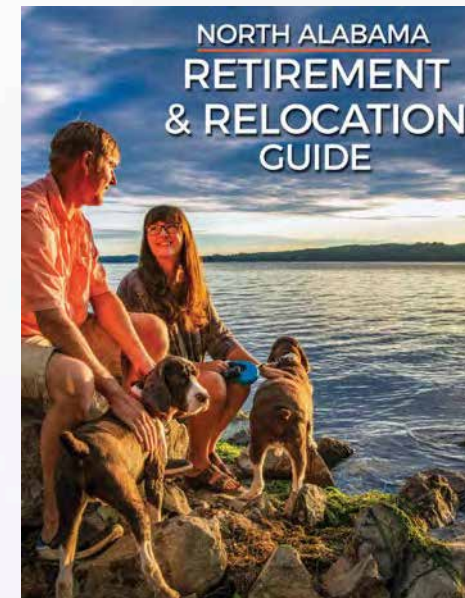
Cullman is one of the fastest growing communities in the state, and among the many reasons for that are its excellent schools, natural beauty including access to beautiful Smith Lake, a job-ready workforce, and robust economy — it ranks No. 1 statewide for overall economic development and expansion. It checks all the boxes for good infrastructure and access, with a location just off Interstate 65 that is almost exactly the midway point between Huntsville and Birmingham. Despite its longtime perception as a younger sibling of sorts to these bigger-city neighbors, Cullman is "growing up" while not sacrificing its small-town charms.

[Retire to Cullman County](#)

Top 10 Things to Do in Cullman County
Check out our list of must-sees in Cullman County on our blog: [Top 10 Things to Do in Cullman County](#)

Learn more about the Mountain Lakes region at: www.northalabama.org/retirement

CONSTANT CONTACT EMAIL PROGRAMS SENDS RELOCATION ON EACH COUNTY TO THOSE WHO HAVE REQUEST RETIREMENT/RELOCATION GUIDE



ECONOMIC DEVELOPMENT/INFRASTRUCTURE PROJECTS



Why Choose a Career IN TOURISM & HOSPITALITY?

- The career prospects in the travel and tourism industry are fantastic and offer endless opportunities to those driven to succeed. There are a wide range of jobs available in a variety of sectors.
- 8.8 million American jobs directly supported by domestic and international travelers in the United States.
- Travel is the seventh largest employer in the private sector.

ty is the largest small-business employer in

10 percent compared to 12 percent in

increased faster than the rest

vent on to earn a bachelor's degree.

mericans whose first job was in travel.

ow earning more than \$100,000 a year.

a middle-class wage or higher.

U.S. Travel Association



What Types of Jobs are IN TOURISM & HOSPITALITY?

Careers in Lodging

The lodging industry includes chalets, chain motels, luxury hotels and quaint bed-and-breakfasts.

Front desk services	Hotel Manager
Spa Manager	Concierge information services
Housekeeping	Shuttle drivers
Restaurant workers	Property maintenance

Careers in Food and Beverage Industry

This includes sit down dining restaurants to fast-food franchises.

Waiter/waitress	Bus persons
Bartenders	Hosts
Cashier	Chefs
Cooks	Kitchen assistants
Dishwashers	

Diverse Segments

Tour guide	Ride operators
Social media manager	Blogger
Group Tour Operator	Nature park worker
Event & Conference Organizer	Tour Guide
PR Manager	Leisure Activity Coordinator
Customer service staff	Golf course grounds keeper
Lifeguards	Sales (memberships, conference bookings, etc.)
Visitor Bureau staff	Marketing

Second helping

EMPLOYMENT
OPPORTUNITIES
IN APPALACHIA
ALABAMA'S
HOSPITALITY
AND TOURISM
INDUSTRY



AMLA INVITES YOU TO PARTNER WITH US IN A GROUNDBREAKING NEW PROGRAM.

**POST YOUR JOB OPENINGS FOR FREE! REACH HIGHLY MOTIVATED JOB SEEKERS!
LEAD THE NATION IN RECOVERING OUR COMMUNITIES ONE PERSON AT A TIME!**

ABOUT THE PROGRAM

Knowing that sometimes in life people get off course, we in the hospitality industry know that at every now and then you need a second helping to get you back on course. Second Helping is a program that serves to help those recovering from opioid addiction to reenter the work force while helping to fill much needed job positions within the tourism, travel and hospitality industry of Alabama's Appalachia Region.

The Second Helping program name evolved from a common seminar within the industry, "Four Courses of Hospitality Training," which outlines the basic needs of service in our industry based on a four course meal: appetizer, salad, entree, and dessert. As with any good meal, there is always room for a **second helping**.

HOW TO BECOME A PARTNER

The Alabama Mountain Lakes Tourist Association would like for you to join us in this innovative program as an official Second Helping Program Partner. The purpose of the program and the partner guidelines are simple, honest, and straightforward.

The purpose

• To assist the hospitality and tourism industry of North Alabama fill the on-going need for motivated workers, especially within the accommodation and services segments of our industry, by letting addiction-recovering residents of the area know your door is open to discuss employment opportunities.

• Provide an open-door policy for at-risk residents letting them know there is no need to feel hesitant about their situation. Partners are aware of their efforts to overcome a challenging time in their life and we are willing to extend a second helping.

The guidelines

- Be willing to post job openings, at your discretion, on the Second Helping web site www.secondhelpingjobs.com.
- Agree to allow your business/organization's name and logo be used in information packages by the Second Helping program and in media promotions.

That's it.

The tourism and hospitality industry is a growing field in need of dependable workers. The opioid addiction crisis is of growing concern across our region and nation. **We believe this program will show Alabama that the hospitality and tourism industry truly cares for our communities and we are willing to lead the way in being part of the solution.**

LEARN MORE / JOIN

AMLA is currently developing a website about the program. The website will also serve as the free portal for you to post your job openings as well as for job seekers to visit to look for career opportunities.

Work in progress website: <https://2ndhelpings-dev.cloudaccess.host/>

For additional information or to become a partner, please contact:

Randy Paul, AMLA Visitor Services Representative & Second Helping Program Coordinator

E-mail: randypaul@northalabama.org

Telephone: Phone: 1-800-648-5381, 256-350-3500

SECOND HELPING

NEW COMMUNITY HELP / JOBS FAIR PROGRAM

OPPORTUNITY ZONES / RURAL DEVELOPMENT

**AMLA PROVIDES DIRECT SUPPORT FOR ECONOMIC
DEVELOPMENT OFFICES SUPPORTING NORTH
ALABAMA OPPORTUNITY ZONES**



A NEW GEM IN NORTH ALABAMA'S 'STRING OF PEARLS'

STATE OF ALABAMA OPPORTUNITY ZONES



OPPORTUNITY ZONES / RURAL DEVELOPMENT



ABOUT OPAL

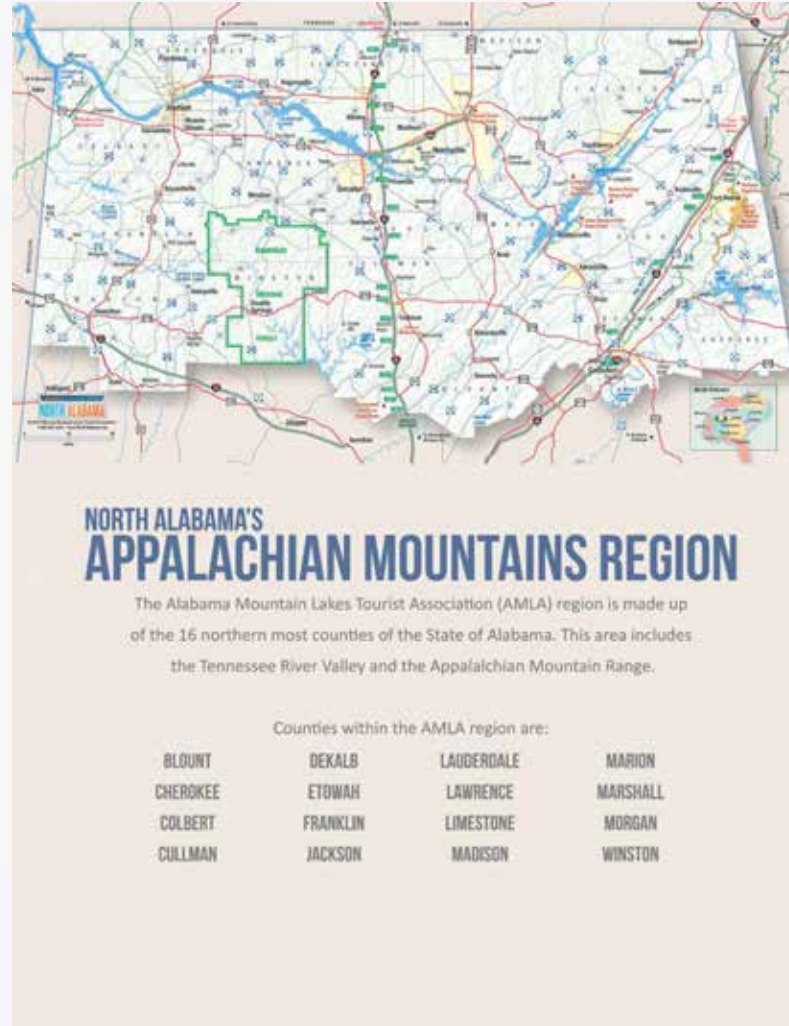
Harnessing the power of Opportunity Zones to transform Alabama

Opportunity Alabama – or OPAL, as we like to call it – is a 501(c)(3) organization dedicated to driving capital into Alabama's distressed communities. OPAL's primary focus is on capital formation in Opportunity Zones – 158 Census tracts distributed across all 67 counties in Alabama. OPAL has a comprehensive strategy to turn Alabama into a national epicenter for Opportunity Zone-driven investment – and, in the process, lay the groundwork to ignite place-based economic development revolution across the state.

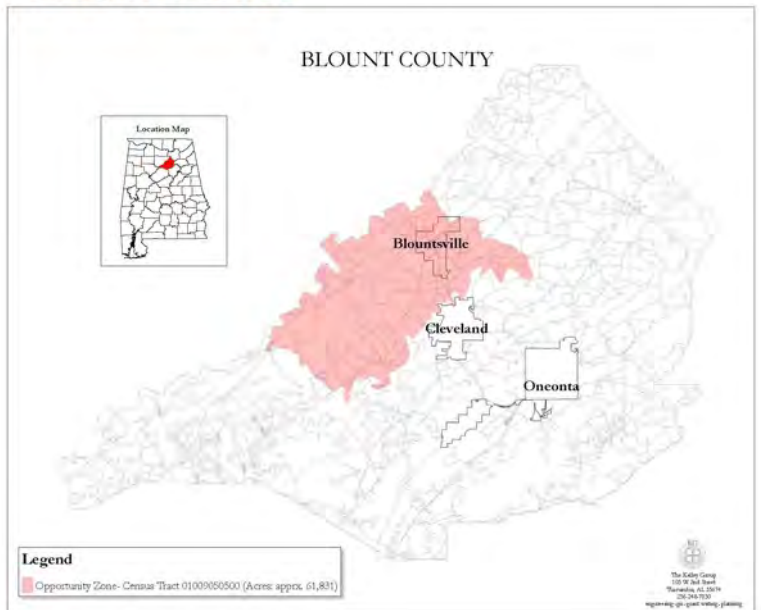
OPAL's mission is to:

- Educate stakeholders on what Opportunity Zones are and how investments can be structured to work for projects and communities
- Source project and capital pipelines
- Promote communities (and the projects that could make the biggest difference for those communities) to potential investors.
- Connect projects to capital, capital to projects, and key institutional supporters to both groups to ensure that deals get done
- Track performance of projects within communities to determine whether the program is having its intended effects

OpportunityAlabama.com



ECONOMIC ZONES BLOUNT COUNTY



Census Tract 505, Blount County, Alabama

GeoID: 01009050500

Labor Force: 2,773

Work Force Employed: 2,651

Work Force Unemployed: 122

Unemployment Rate: 4%

Number of Businesses in Tract: 116

Tract Size: 61,784 Acres

GIVING BACK TO OUR COMMUNITIES



WE CARE

Our mission at Alabama Mountain Lakes Tourist Association is to promote the amazing accommodations, attractions, events, restaurants, and natural places in our 16 county region. In addition to being all about promoting the welfare of the place, we also desire to give back to what really makes a place – the people..



share!



The Gun Runner Boutique Hotel is a favorite getaway of visitors and locals.
[Read More](#)



Covered Bridges of Northern Alabama
[Read More](#)

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NORTH ALABAMA

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ADVENTURE GUIDE

Join Our
E-NEWSLETTER

USA
visitusa.com

MARKETING DURING PANDEMIC



[Click here for information on the Safe Stay initiative and updates related to COVID-19 in Alabama.](#)



SAFE STAY PLEDGE




MARKETING DURING PANDEMIC




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



*Walk in the Park
Staycation*



*Stay and Play
Golf Packages*



*Zipline Zen &
ZLS Getaway*


Find special hotel packages, discounts, and coupons to enjoy during your visit to North Alabama.

www.NorthAlabama.org

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Alabama Mountain Lakes Tourist Association

The North Alabama Privilege Passport will be instantly delivered via text and email and is ready to use immediately. There are no apps to download!



Take a Virtual Trip to Alabama's Majestic Appalachian Mountains!

NORTHALABAMA.ORG/PLAN/VIDEO-GALLERY

- 12 WAYS NORTH ALABAMA CHANGED THE WORLD
- HEROES AND HEROINES
- NORTH ALABAMA WINE TRAIL
- TIGERS FOR TOMORROW - EXPLORE MY ALABAMA
- HISTORIC TRAIN DEPOTS TRAIL

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ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION

TARGET MARKETING TO PROMOTE VIRTUAL TOURS OF THE REGION AS WELL AS SAFE SOCIAL DISTANCING FAMILY DESTINATIONS

A large crowd of people is gathered for an outdoor concert at dusk. The stage is illuminated with bright lights, and a band is performing. A banner in front of the stage reads "Presented by: State Convention & Visitors Bureau". The background shows a body of water with some boats and a distant shoreline.

our IMPACT

The tourism and travel industry is one of the state of Alabama's, and especially North Alabama's, largest revenue producing industries.

TOURISM IS ECONOMIC DEVELOPMENT



- **Tourism is a major source of revenue.** According to a study by the Alabama Tourism Department, more than 28 million people visited the State of Alabama during 2020. Travelers are estimated to have spent more than \$16.8 billion in Alabama.*
- **Tourism generates employment and is a major renewable job generator.** Tourism attractions do not disappear; thousands of people can see the same attraction. An estimated 208,623 jobs – 10.1 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.
- **Every \$119,237 of travel-related expenditures creates one direct job in Alabama.**
- **Tourism adds to the local economy in a variety of ways.** Included are hotel and restaurant expenditures and taxes, conventions and meetings, taxes paid on transportation, hotel construction, creation of additional jobs in such areas as public services and infrastructure renewal.
- In 2019, more than **\$1 billion of state and local tax revenues** were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay **\$537 in additional taxes** to maintain current service levels.

* New economic figures for 2020 will be released in May by the Alabama Tourism Bureau.

TOURISM IS ECONOMIC DEVELOPMENT



Tourism and economic development go hand-in-hand. The essential ingredients for tourism are the same as what is required for economic development.

- Good environment. No one wants to visit a place that is unclean. Tourism cannot survive without a clean and safe environment. In a like manner communities that do not provide pleasant surroundings and a clean environment have a very hard time attracting business.
- Tourism requires friendly people and good service. No matter what the attraction may be a tourism destination that lacks good customer service and friendly people will fail. In the same way, communities that offer poor service not only do not attract new comers to their community, but in the end have a difficult time holding onto their local population, young people and businesses.
- Tourism requires a secure community. Often government officials and even police departments fail to recognize their economic impact. Police departments and other essential government agencies such as fire and first aid are major players in adding to the desirability of a community. First responders (police, fire, health) that take pro-active roles are also essential ingredients in a community's economic development.

TOURISM IS ECONOMIC DEVELOPMENT



- Tourism requires good restaurants, hotels and things to do. Those are the same factors that are essential to any community seeking economic development.
- People who consider moving a business or industry to a community visit the community first as tourists/visitors. If they are not treated well when visiting the community there is very little chance that they will move their business and family to your location.
- Government and community leaders may also want to take into account that tourism adds prestige to a community. People like living in a place which others consider worthy of visiting. This increased community pride also can become an important economic generating tool. People sell their community best when there is a great deal to see and do in it, when it is safe and secure and when customer service is not merely a motto but a way of life. Community festivals, traditions, handicrafts, parks and natural settings all add to the desirability of a locale and its ability to sell itself to potential outside investors. Quality of life is also reflected in a community's museums, concert halls, theatres, and uniqueness.

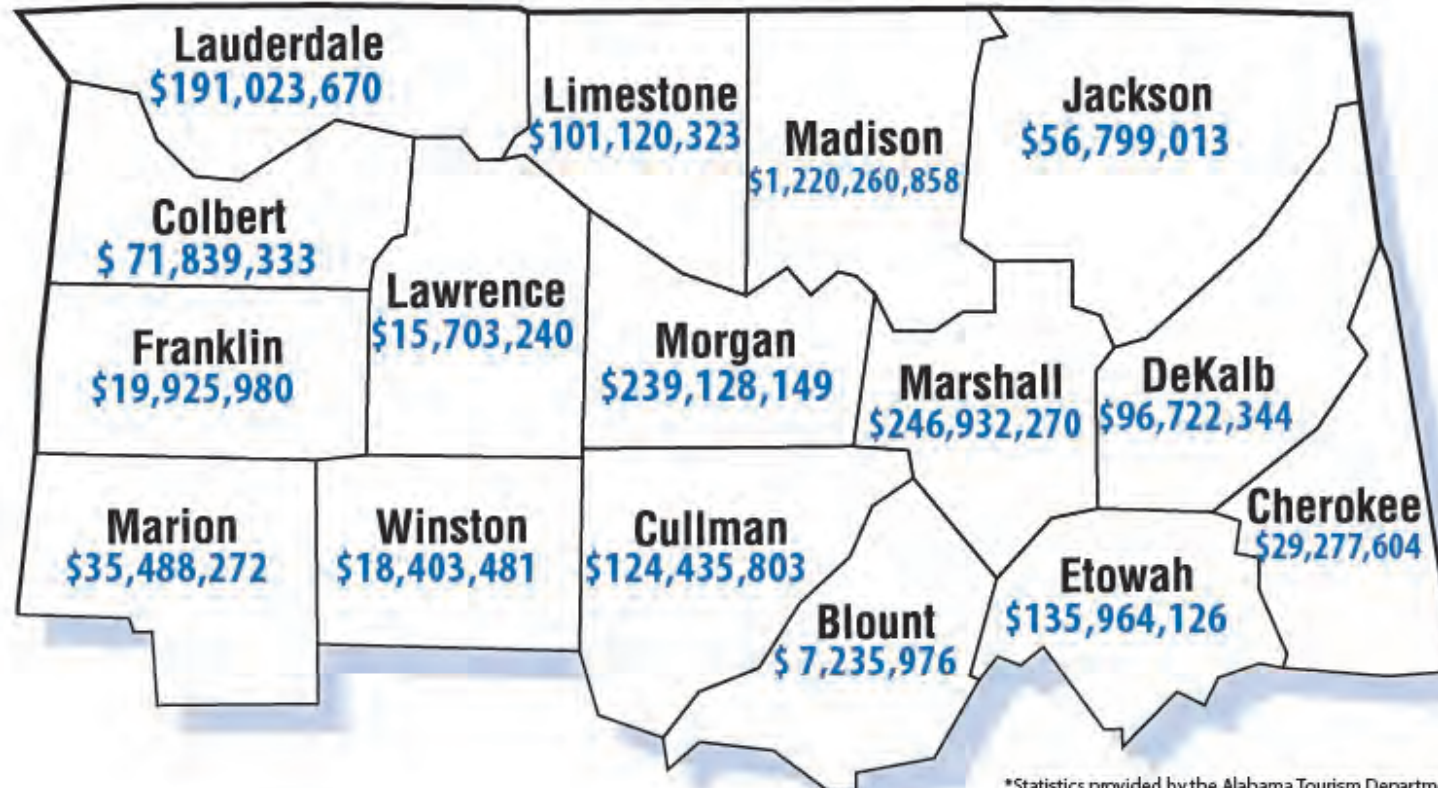
IMPACT SUMMARY

NORTH ALABAMA TOURISM IMPACT

As Indicated by the 16-County Region's Total Tourist Expenditures

\$2.6 BILLION

County-by-County Tourist Expenditures for 2020 Shown on Regional Map.



*Statistics provided by the Alabama Tourism Department

IMPACT SUMMARY



DIRECT EXPENDITURES BY CATEGORY

Direct travel expenditures in North Alabama are listed by category. This serves to identify the industries most impacted by travel and tourism spending.

TRAVEL EXPENDITURES BY CATEGORY - 2020

SEGMENT	SHARE OF
Lodging Facilities	13%
Eating and Drinking Establishments	27%
General Retail	10%
Entertainment	9%
Public Transportation	15%
Auto Transportation	26%
Total:	100%

The largest single travel expenditure was made on eating and drinking. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the region. Transportation, lodging, and general retail trade were the next largest travel expenditure categories.

IMPACT SUMMARY



North Alabama travel-related employment in 2020
reached a record high of

31,130



North Alabama travel-related earnings
in 2020 reached

\$ 813,254,742



Every
\$119,237
of travel-related expenditures
creates one direct job in Alabama.



case STUDY

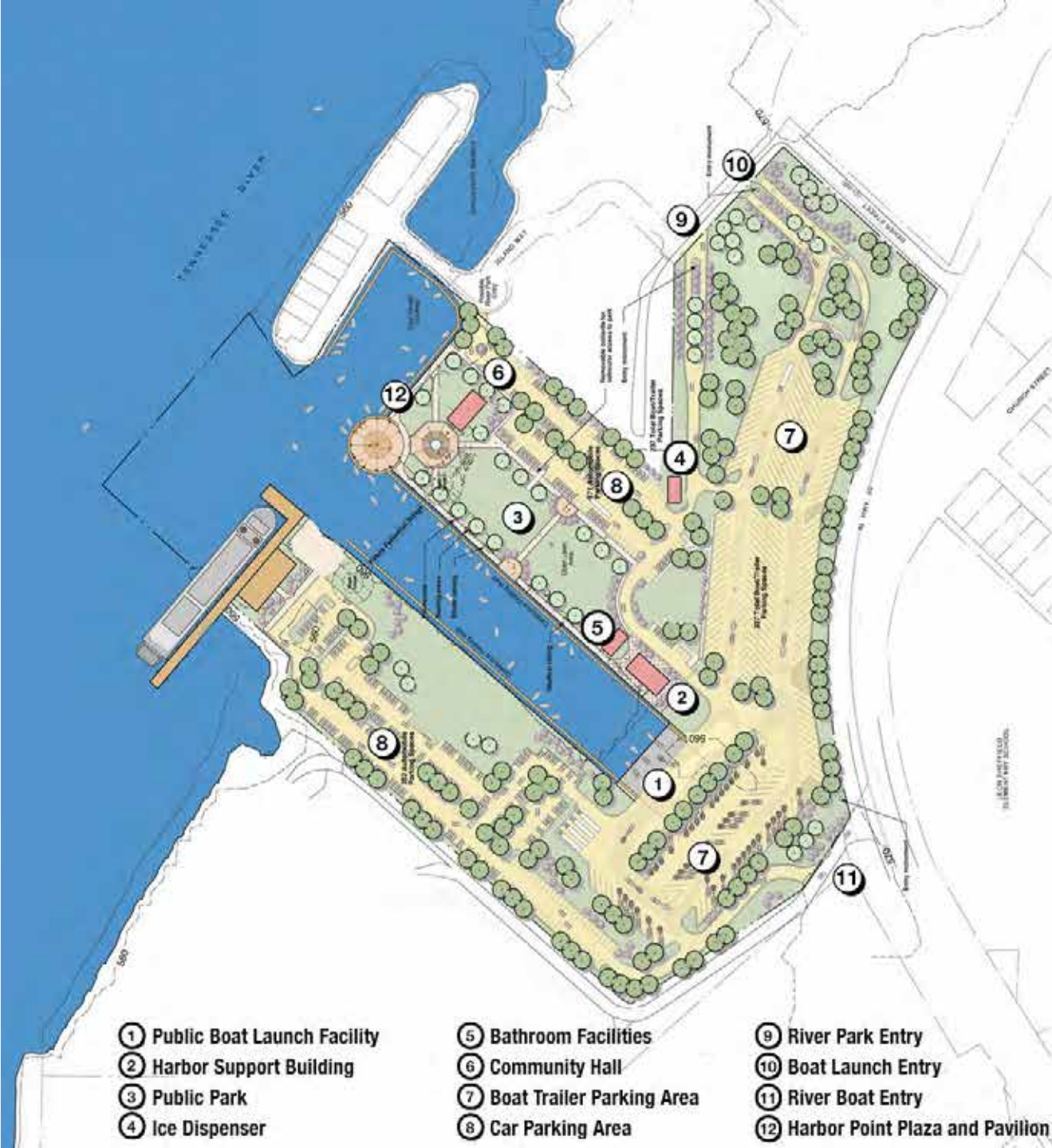
*Ingalls Harbor – economic
development that keeps on giving.*

Development of Ingalls Harbor With Support of DMCHA, Local Officials and U. S. Congressmen

The Ingalls Shipbuilding Company yards, Decatur, Ala., July, 1942



INGALLS HARBOR MASTERPLAN



- ① Public Boat Launch Facility
- ② Harbor Support Building
- ③ Public Park
- ④ Ice Dispenser

- ⑤ Bathroom Facilities
- ⑥ Community Hall
- ⑦ Boat Trailer Parking Area
- ⑧ Car Parking Area

- ⑨ River Park Entry
- ⑩ Boat Launch Entry
- ⑪ River Boat Entry
- ⑫ Harbor Point Plaza and Pavilion

Working With The Hospitality Association

The Decatur-Morgan County Hospitality Association actively promotes tourism and travel growth in the area, and supports the economic development of Decatur and Morgan County.

The association membership is composed of area accommodations. They frequently conduct educational seminars and training.

The association's members have worked together to generate funds being used specifically for tourism projects via a self-imposed \$2 per night room use-fee.



10 Boat Wide Launch Ramp Opens



Ingalls Harbor Pavilion Construction Begins



Ingalls Harbor Pavilion Opens



Ingalls Harbor Pavilion Spurs Additional Infrastructur Expansion and Development



Success Breeds Success

Extended-stay hotel planned for behind Ingalls Pavilion

By Bayne Hughes Staff Writer · Sep 2, 2015 · 7



Terry



Hunt

f t e p

An Opelika company has chosen a property behind Decatur's Ingalls Harbor Pavilion for a new Home2 Suites by Hilton hotel.

Print Page

PHD Hotels Inc. plans to begin construction of a \$9 million extended-stay hotel with 81 rooms on a roughly two-acre site at Market Street and Island Way Northwest later this year or in early 2016, company President Tom Hunt Jr. said.

Hunt, whose company has built about 15 hotels and owns and operates four, said he is familiar with the Decatur area from his business dealings in north Alabama. He said the site near the Tennessee River intrigued him.

"I've always been a water guy," Hunt said. "I love being in the water. I love looking at the water."

Hunt said the city's industrial base is also attractive because it would provide customers who will want to use the hotel's extended-stay suites while in Decatur on business.

Wally Terry, the city's director of Planning and Community Development, said the company will not receive any city incentives for the project. However, PHD made several requests of the city, including:

- The city improve Neher Street Northwest with curb, gutter, paving and striping and the landscaping at the entranceway into the area.
- The city give a right of way on Market Street to the company.
- PHD and the city determine an agreeable street tie-in for the hotel that intersects with the improved road.
- PHD and the city agree to an acceptable location for an off-premise hotel sign in the vicinity of Alabama 20/Wilson Street and the Neher Street entrance.
- The city add air conditioning to Ingalls Harbor Pavilion.

SPOTLIGHT

New riverfront hotel prepares to open

By Evan Belanger Staff Writer · Jun 29, 2017 · 0



The Home2 Suites by Hilton near Ingalls Harbor is getting ready to open. [JERONIMO NISA/DECATUR DAILY]

Buy Now

f t e p

The River City's newest hotel is preparing to open this summer amid a fast-expanding hospitality industry.

Print Page

And city officials are hopeful the project will help reclaim the city's heavily industrialized waterfront, opening the door for future development along the Tennessee River.

Home2 Suites by Hilton will open sometime this summer, said Tom Hunt Jr., president of Opelika-based PHD Hotels, which is developing the hotel at 807 Island Way near Ingalls Harbor.

TOURISM IS ECONOMIC DEVELOPMENT



Tourism, Quality of Life and Economic Development

- It's a new economy and many people can live anywhere.
- Many are attracted to quality of life and sense of place.
 - Knowledge Workers
 - Retirees
 - Business Enterprises
- People become aware of places with quality of life via **tourism**.
- The same quality of life that attracts tourists also attracts potential residents and businesses.
- Quality of life through tourism is a good economic development strategy.

AMLA'S TOURISM NETWORK



REPRESENT THE REGION ON VARIOUS STATE, REGIONAL AND NATIONAL BOARDS TO HELP FACILITATE PROMOTION AND DEVELOPMENT OF THE TOURISM AND TRAVEL INDUSTRY IN NORTH ALABAMA.



Supporting partner for TVA
Community Development Surveys



Supporting member to assist local
communities get certified



Alabama State Parks Advisory
Board



Alabama representative to the
Appalachian Regional Commission



Instructor for Southeast Tourism
Society Marketing College



Supporting partner
Center for Outdoor Ethics



Supporting partner of Tennessee
River Valley Stewardship Council



ECONOMIC DEVELOPMENT
ASSOCIATION OF ALABAMA

Supporting member Economic
Development Association of Alabama

ALABAMA MOUNTAIN LAKES
TOURIST ASSOCIATION

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