

TOURISM AND RETIREE ATTRACTION RESOURCES



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STATEWIDE TOURISM RESOURCES

ALABAMA BUREAU OF TOURISM AND TRAVEL

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PURPOSE

The Bureau has exclusive power and authority to plan and conduct all state programs of information and publicity designed to attract tourists to the state of Alabama. Their purpose is to promote travel to and through the state of Alabama both nationally and internationally.

ALABAMA HOSPITALITY ASSOCIATION

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MISSION

The Alabama Hospitality Association is a non-profit corporation, dedicated to serve the needs of the hospitality industry in the state of Alabama.

PROGRAMS AND SERVICES

The association provides educational programs, membership services, legislative and government relations, informational services, and promotes the industry for its members. They unite members of the lodging, travel, tourism and allied industries for the enhancement and promotion of their legislative, communications, research, marketing and educational opportunities.

ALABAMA TRAVEL COUNCIL (ATC)

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PURPOSE

The council strives to stimulate economic growth in Alabama through promotion of its members, individuals and private sector businesses that want to increase tourism revenue in their particular business and the state.

PROGRAMS AND SERVICES

The Alabama Travel Council (ATC) serves as the official private sector representative of Alabama's hospitality and tourism industry. Founded in 1945 as a non-profit trade association, ATC has played, and continues to play, a major role in the growth of one of the state's top industries. Tourism is big business in Alabama, generating \$7.0 billion for our state's economy in 1998 and employing over 122,500 Alabama citizens!

ALABAMA AGRI-TOURISM PARTNERSHIP

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MISSION

The purpose of the Agri-Tourism Partnership is to develop and market a statewide agri-tourism database and directory.

PROGRAMS AND SERVICES

Four agencies and organizations have joined together to form the Alabama Agri-Tourism Partnership: Alabama Department of Agriculture and Industries, Alabama Bureau of Tourism and Travel, Alabama Farmers Federation, and Alabama Cooperative Extension System.

Goals of the partnership are:

- Assess the existing agri-tourism attractions in Alabama
- Develop a comprehensive inventory that is updated periodically
- Market the Alabama Agri-Tourism Trail statewide, nationally, and internationally as a new and unique visitor experience
- Provide new and expanded tourism based economic opportunities for farmers, entrepreneurs, and rural communities, including job development, new markets, networks, and product development
- Provide education and support through workshops, seminars, and publications to assist farmers and entrepreneurs in the development of future agri-tourism attractions

AL ASSOCIATION OF CONVENTION & VISITORS BUREAUS

Pam Swanner, President
Phone: (256) 350-2028
Herb Malone, Member Contact
Phone: (251) 968-7511

719 6th Avenue South East
P. O. Box 2349
Decatur, AL 35602

MISSION

The mission of the Alabama Association of Convention & Visitors Bureaus is to market the Alabama Gulf Coast as a year-round destination, thus enhancing the economy and quality of life for all residents. They envision communities, families and invited guests living and recreating harmoniously amongst the grace and beauty of our natural environment.

PROGRAMS AND SERVICES

The Alabama Gulf Coast Convention & Visitors Bureau was founded in 1993 and their primary responsibility is to market the Alabama Gulf Coast as a premier year-round destination. They see it is their job to let the world know all that Gulf Shores/Orange Beach has to offer, make it easy for them to plan a visit, and help them find things to do while they're here - from finding great seafood to entertaining the kids or catching a round of golf.

ALABAMA STATE PARKS DIVISION

Randy Jinks
Supervisor, Park Promotions
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NATIONAL PARK SERVICE SOUTHEAST REGIONAL OFFICE

Patricia Hooks
Regional Director
100 Alabama St. SW

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Atlanta, GA 30303
Phone: (404) 562-3100

MISSION

The National Park Service strives "...to promote and regulate the use of the...national parks...which purpose is to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations." National Park Service Organic Act, 16 U.S.C.1.

PROGRAMS AND SERVICES

The National park Service preserves unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. The Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world. To achieve this mission, the National Park Service adheres to the following guiding principles:

- Excellent Service: Providing the best possible service to park visitors and partners
- Productive Partnerships: Collaborating with federal, state, tribal, and local governments, private organizations, and businesses to work toward common goals
- Citizen Involvement: Providing opportunities for citizens to participate in the decisions and actions of the National Park Service
- Heritage Education: Educating park visitors and the general public about their history and common heritage

BED & BREAKFAST ASSOCIATION OF ALABAMA, INC

W.B. Ponstein
District Director
P.O. Box 707
Montgomery, AL 36101-0707

Toll Free: 1-800-ALABAMA
E-mail: info@bedandbreakfastalabama.com
Web: <http://www.bedandbreakfastalabama.com>

OVERVIEW

The Bed & Breakfast Association of Alabama was organized in July, 1994 and has experienced immense growth. The Association began with fourteen charter members and today boasts a membership of approximately fifty bed & breakfast inns throughout the state. BBAA has received statewide recognition as "THE" voice for their segment of the tourism industry in Alabama.

MISSION

The goal of the association is to promote awareness of B&B's to the public and to seek out new members. The value of membership is found in the many services that are available to each individual B&B owner/manager, as well as the invaluable networking within the association membership.

ALABAMA ASSOCIATION OF RV PARKS AND CAMPGROUNDS

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President
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REGIONAL TOURISM ENTITIES

ALABAMA GULF COAST CONVENTION & VISITORS BUREAU

Herb Malone, Director
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Gulf Shores, AL 36547
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MISSION

The bureau aims to provide cooperative action to enhance and encourage the growth of the convention and visitor industry in Gulf Shores, Fort Morgan, and Orange Beach.

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION

Randy Paul
Marketing Associate
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ALABAMA SUNRISE REGION

Henrietta Anderson
President
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Web: <http://www.alsunrise.com>

CAHABA TRACE COMMISSION

Tom Land
Director
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EMERALD TRIANGLE COMMISSION (ETC)

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OVERVIEW

The ETC was created in 1993 by the Alabama Legislature to "...promote and assist in the promotion of the economic development of Cleburne, Randolph and Clay Counties, and shall promote the public safety in these areas." In accordance with Section 2 of ACT 93-365, the Legislative Delegation representing Cleburne, Randolph and Clay counties jointly appoint the chair. Four commission members from each county are seated or appointed by the following: Chamber of Commerce; Judge of Probate; Natural Resources Conservation Service, and County Extension Agent.

PROGRAMS AND SERVICES

The ETC assists and is a conduit for the economic development efforts of the tri-county region. It acts as a team member with each Chamber of Commerce, Municipality and County Government. As a State created program, the Commission can receive and administer grants, funds, services or property made available by the Federal or State Government or by private and civic sources. The Emerald Triangle Commission is a vital part of the economic development efforts of Clay, Cleburne and Randolph Counties.

LITTLE RIVER CANYON NATIONAL PRESERVE

John Bundy
Superintendent
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Fort Payne, AL 35967

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PURPOSE

The Little River Canyon National Preserve works to preserve unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. It cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world.

HISTORIC CHATTAHOOCHEE COMMISSION (HCC)

Doug Purcell
Executive Director
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Satellite Office:
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LaGrange, GA 30241
Phone: (706) 845-8440

MISSION

The Chattahoochee Trace is an eighteen county region in Alabama and Georgia promoted by the HCC. Organized in 1970, the HCC is charged with the responsibility of promoting tourism and historic preservation throughout this river corridor.

PROGRAMS AND SERVICES

The HCC is the first and only tourism/preservation agency in the nation with official authority to cross state lines to pursue goals common to all counties involved. Alabama counties include Barbour, Chambers, Dale, Henry, Houston, Lee, and Russell; Georgia counties include Chattahoochee, Clay, Decatur, Early, Harris, Muscogee, Quitman, Randolph, Seminole, Stewart, and Troup.

SOUTHEAST ALABAMA TRAILS TOURISM ASSOCIATION

Lin Graham
SEAT Executive Director

Phone: (334) 894-5596
Web: www.southeastalabama.com

MISSION

SEAT is dedicated to promoting tourism and retirement in an 11-county region in southeast Alabama known as the Wiregrass. "By working together and pooling resources, county and city governments and other entities in the rural Trails region are able to more effectively promote and market their respective areas to tourists and retirees," says Lin Graham, executive director of the SEAT association. Reports show that rural areas with strong tourism and retirement industries usually have population and employment growth that exceed those communities who depend only on manufacturing, mining and agriculture. The Trails region is rich in history with plenty of landmarks and artifacts, great recreational areas for fishing, golfing, boating and biking, fun festivals and fairs, and of course, great Southern hospitality.

PROGRAMS AND SERVICES

"We want tourists and retirees to feel at home in our little corner of the state," says Graham. "Our target market includes tourists and retirees who not only will stay in our hotels, and visit our attractions but also will live in our cities, start or expand businesses in our region, and stay and enjoy our hospitality." SEAT is a membership-driven association and is always seeking new members.

TENNESSEE-TOMBIGBEE TOURISM ASSOCIATION

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Web: www.tenntom.org

OVERVIEW

The Tennessee-Tombigbee Waterway is one of the most modern components of this world class transportation network.

PROGRAMS AND SERVICES

It provides a low cost and energy efficient trade link between the Sunbelt states and 14 river systems totaling some 4500 miles of navigable waterways that serve mid-America. Waterways are engines for economic growth resulting in higher standards of living and improved quality of life. These federal projects will continue to generate these kinds of benefits for future generations to come as long as they are adequately maintained. The Tenn-Tom not only has stimulated economic development but it has helped improve the quality of life in the waterway corridor. The waterway traverses or serves a region, rich in history, that has diverse and abundant cultural and natural resources; a variety of recreation attractions, ranging from fishing, boating, camping, to bird watching; and, other amenities.



RETIREE ATTRACTION RESOURCES

AMERICAN ASSOCIATION OF RETIREMENT COMMUNITIES (AARC)

Jacksonville State University
Mr. Mark Fagan
Center for Economic Development
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Phone: (256) 782-5700
Web: <http://www.the-aarc.org>
E-mail: AARC@jsucc.jsu.edu

PURPOSE

The mission of the AARC is to promote the economic enhancement of communities through retiree attraction as an economic development strategy.

PROGRAMS AND SERVICES

- Communicates the economic benefits of retiree attraction and assists communities interested in marketing to this ever-increasing portion of the American population
- Publishes AARC News, a quarterly newsletter highlighting developments across the country
 - Each issue focuses on an aspect of attracting retirees as a part of an economic development strategy
- Sponsors an annual national conference
- Offers special purpose seminars on topics of particular relevance to communities around the nation
- Provides the latest information regarding programs, strategies, and opportunities directly affecting retiree attraction efforts
- Provides the opportunity to network with other professionals around the nation who have similar interests and goals
- Provides direct assistance to communities
- Speakers and consultants are available to provide advice, support and educational assistance
- Resources such as books, periodicals, tapes, and magazines, which cover the retiree market, are readily available through the Association's office
- Maintains a web page for members to access

ALABAMA ADVANTAGE FOR RELOCATION AND RETIREMENT

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E-mail: AlabamaAdvantage@yahoo.com

MISSION

Their purpose is to encourage affluent retirees to relocate to the state.

PROGRAMS AND SERVICES

The Alabama Advantage for relocation and retirement plans and conducts all state programs designed to attract retirees to the state of Alabama. Activities of Alabama Advantage include:

- Advocates the attraction of affluent retirees as a viable means of economic development
- Sponsors the Annual Lifestyles Expos in Alabama to bring vendors and potential retirees together
- Publishes Alabama Advantage, the official guide to relocation and retirement in Alabama
- Encourages the development of multi-county, regional organizations, such as Alabama Sunrise Region, Lower Alabama Tourism and Retiree Association, and Western Hills of North Alabama, to promote retiree attraction
- Partners with the Alabama Bureau of Tourism and Travel to strengthen the natural links between tourism and retiree attraction
- Sponsors workshops and seminars to assist local officials and community leaders in the development of community retiree attraction efforts
- Supports the Alabama Retiree Relocation Association, which strives to unify retiree attraction programs across the state