

TARGET MARKETING P. 3

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ZOOM IN TO APRIL EDUCATIONAL SEMINAR ON BLOGGING IN 2021

Those wishing to participate in the April Social Media Networking session may do so via Zoom, according to AMLA Social Media Manager Melea Hames.

“We want to continue to give our members the opportunity to stay up-to-date on the latest tourism trends in social media marketing,” said Hames. “By conducting the session via Zoom, we can comply with the COVID-19 guidelines on gatherings while still providing a timely educational class.”

The April session is scheduled for Tuesday, April 13, starting at 10 a.m. Guest presenter is Larkin Grant on the latest trends in Blogging.

Larkin is the Chief Strategist with Move Digital and will discuss all things blogging. Blogging is a way to highlight road trips, causes, special events, etc., and it helps keep fresh content on your website. Blogs are a great way lead people back to your website when you share them on social. You don’t want to miss these tips from an expert.

An initial RSVP email will be sent by Hames to those who may be interested in viewing the session. A follow-up email will be sent to those RSVPing with instructions on how to log-in to the Zoom event.

MURAL TRAIL

NEW MARKETING PROGRAM TO HIGHLIGHT REGION’S UNIQUE WALL ART

A new marketing program from the Alabama Mountain Lakes Association will invite visitors to discover the region’s environment, heritage, and local flavor via a Mural Trail.

The trail will highlight more than 100 street art sites across the 16 county area created by some 50 talented artists and passionate community groups.

“Communities throughout North Alabama have worked together over the years to create murals that tell the story of their town. From busy streets to iconic local shops, they show off their unique creativity,” said AMLA President/CEO Tami Reist.

“The idea for the trail evolved from planning sessions on how to respond to the current conditions of social distancing and a growth in outdoor activities due to the COVID-19 virus,” she said.

John Dersham, of Fort Payne, has been commissioned to photograph the murals of North Alabama. The

unveiling of the new trail is expected to take place in the spring of 2021. The program is in partnership with the University of Alabama. Once all materials have been gathered, the complete trail will be accessible through the association’s website, www.NorthAlabama.org.

“We will also be doing a free app for the trail similar to what we have done for the North Alabama Wine Trail, and a rack card will be produced to help promote the trail at our brochure racks,” Reist said.

Some locations included on the trail will be “All Roads Lead to Home” in Oneonta by artist Matthew Green; “Cherokee II” in Centre by artist Jocko; “Old Railroad Bridge Train” in Sheffield by artist Scott Campbell; “Cullman in the 1880s” in Cullman and “Historic Hanceville Mural” in Hanceville, both by artist Jack Tupper; and “The Gadsden Vibe” in Gadsden by artist Josph Girl.

Additional sites along the free trail will include “Man on the Bike” in Scottsboro currently being created by artists John Warr; the “Killen Drugs Mural” in Killen by artist Tim Stevenson; “Coca-Cola Mural (Clark Gable-esque)” in downtown Moulton by artists Melissa Meeks; “Athens Bicentennial” in Athens by the Athens High School art department; “Checkers” in Brilliant by artist Missy Miles; and “Prehistoric Mural” in Huntsville by artist Logan Tanner.



“Freedom Eagle” mural in downtown Guin.



“Life in Red Bay” mural was a special commissioned contribution during the 2007 Centennial Celebration of the City of Red Bay.

[A NOTE FROM TAMI]

Partnering In Action

The response we have had so far to our recently released North Alabama Retirement & Relocation Guide and the North Alabama Stunning Wedding Venues booklet has been simply overwhelming. Thank you to all who have sent such positive and encouraging messages.

What is especially pleasing is to see how so many of you have taken these materials and already incorporated into your own marketing efforts. We truly do want to be your partner in tourism marketing and development, and we encourage you to use our assets to complement yours!

Sarah Stahl, director of Marketing & Tourism for Mountain Lakes Chamber of Commerce, has already added a link on her website to AMLA's Cost of Living Calculator as well as a pdf download to the new relocation guide.

Sarah says, "The materials that AMLA have been so incredible that I have tapped into them in a pretty big way."

To see how she used these materials in her own website go to: <https://visit.mountainlakeschamber.com>.

North Alabama resident Nathan Amber B is getting the word out through text messages on their smartphone: "Big thank you to Tina Lawler for bringing the North Alabama Stunning wedding venue to me today. She has done a fabulous job with this book. If you can't find a book, go to www.northalabama.org to view it. There are some beautiful wedding venues in this book."

ReCall Lagrange in Leighton will be placing the wedding guides in their welcome center. Louise Lenz says, "We were excited about being included in the new Wedding Venues catalog. We would like to have some extra copies for the Welcome Center. Thanks so much this made my day!"

These are just a few examples on how you can use the AMLA marketing materials to assist you. The true magic of our partnership is how what we do can directly result in high rewards for you.



Tami Reist
President & CEO
Alabama Mountain Lakes
Tourist Association

Tami Reist

Tami Reist
President & CEO

"Alone we can do so little, together we can do so much." --Helen Keller



LOOKING TO RELOCATE OR RETIRE?

Relocating to Jackson County provides the opportunity for a calmer quality of life. Services that might require hours to line in a larger city can be accomplished in merely minutes. A full range of medical services is available either locally or in nearby Hixsonville. One can be as active or involved in the community as they wish to be. The weather provides a virtually year-round opportunity for outdoor activities. All in all, the low cost of living makes Jackson County an ideal location to relocate.

Check-out the numbers for yourself by using the Cost of Living Calculator to compare our community's expenses with yours.

[CALCULATE NOW](#)

[GET A RELOCATION GUIDE](#)



Retirement section on the Mountain Lakes Chamber of Commerce website utilizing AMLA support materials.

Alabama Mountain Lakes
Tourist Association
402 Sherman Street, SE
P.O. Box 2537
Decatur, AL 35602
256-350-3500/ 800-648-5381
Fax: 256-350-3519
www.northalabama.org
www.aml4tourism.com

EXECUTIVE COMMITTEE

Katy Norton - Chair
Jennifer Moore - Incoming Chair
Danielle Gibson - Secretary
Sandy Thompson - Treasurer
Hugh Stump - Past Chair

Executive Committee Members

Chad Davis, Donny Wilson,
Sarah Stahl, Craig Johnston

COMMITTEE CHAIRS

Thereasa Hulgan, Alabama Bass Trail

STAFF

President/CEO

Tami Reist

Tami@northalabama.org

Vice President of Operations & Marketing

Angie Pierce

Angie@northalabama.org

Visitor Services Rep

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RandyPaul@northalabama.org

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Jerry Yarbrough

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Program Director of Alabama Bass Trail

Kay Donaldson

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Program Coordinator of Alabama Bass Trail

Justin Graves

Justin@alabamabasstrail.org

AFFILIATE GROUPS:

Southeast Tourism Society,
Southeastern Outdoor Press Association,
Alabama Destination Marketing Organization,
Alabama Hospitality Association,
Alabama Travel Council,
Appalachian Regional Commission,
US Travel Assn., National Tour Assn.
American Assn. of Retirement Communities
Leave No Trace

NORTH ALABAMA COUNTIES

SERVED BY AMLA:

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

TARGET MARKETING

RETIREMENT GUIDE, WEDDING PLANNER LOOKS TO NEW SEGMENT OF INDUSTRY

The Alabama Mountain Lakes Tourist Association (AMLA) has released two new guides to the region that will assist travelers in a pair of niche markets. *The North Alabama Retirement & Relocation Guide* and the *North Alabama's Stunning Wedding Venues* booklet were both released in February.

"These two publications are reaching into travel markets that are often overlooked by the tourism industry," explained AMLA President/CEO Tami Reist.

"Alabama has consistently rated as one of the best relocation and retirement states in the nation in recent years for its low cost of living and quality of life factors. We feel North Alabama is the best of the best when adding in our infrastructure, leisure time activities, and safe, friendly neighborhoods," she said.

"For wedding parties, many are unaware of the amazing opportunities entrepreneurs and attractions offer in North Alabama. Couple this with the Appalachian foothills as a backdrop, and it truly creates a memory of a lifetime," Reist said.

According to WeddingWire, the average number of wedding guest is 120 people. An event of this size would equate to bringing a group tour to a community along with all its economic impact, according to Reist.

ACTS Retirement-Life Communities says of the state, "If living a life close to nature but not too far from culture sounds good to you, then retiring to Alabama might be your ticket to heaven."

Reist noted that studies show that retirement and relocation migrants may well rise sharply within the next 5 to 10 years. The

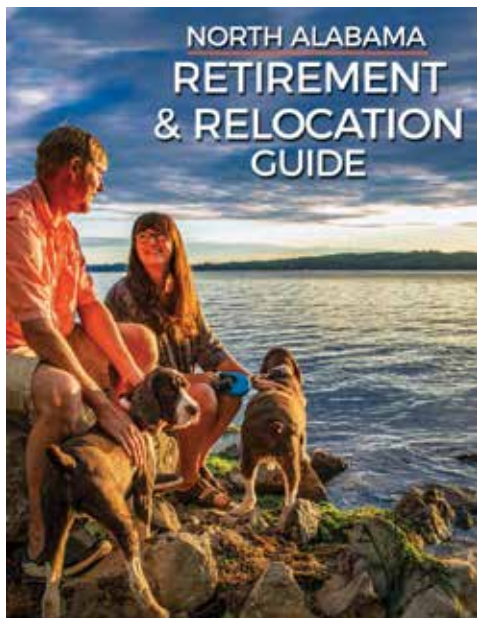
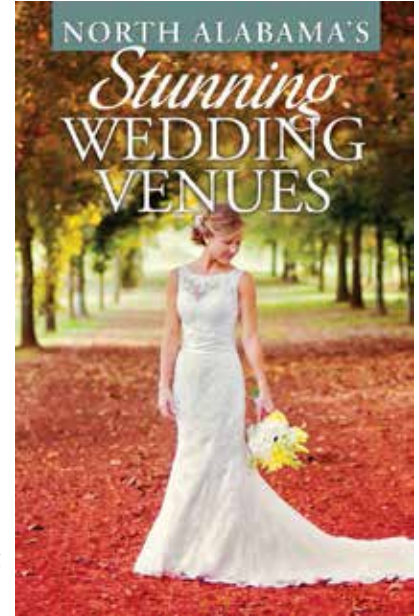
region's retirement/relocation guide will help put us in the forefront of this market.

The 48-page guide includes a general quality of life section on North Alabama, followed by two-page spreads on each of the 16 counties. The spreads feature a general intro provided by each county, contacts for more local information, salary comparisons, a total monthly expected household spending comparison, and an index comparison of general items such as groceries, housing, utilities, and health care.

The 64-page wedding guide includes listings for each AMLA member venue, along with sections for member's businesses supporting wedding planning, travel, and catering.

The publications will be used in response to email and telephone inquiries as well as giveaway items at trade show. The *Stunning Wedding Venues* guide will be features at the Southern Women's Shows in Memphis and Nashville, Tennessee.

Both publications are available as pdf downloads at the AMLA website www.NorthAlabama.org.



County	County Seat	Population	Area (sq mi)	Density (per sq mi)
Adair	Adairville	1,000	100	10
Cherokee	Cherokee	10,000	1,000	100
Franklin	Franklin	5,000	500	10
Madison	Madison	15,000	1,500	100
Marshall	Marshall	8,000	800	100
Meigs	Meigs	3,000	300	10
Morgan	Morgan	12,000	1,200	100
Polk	Polk	6,000	600	100
Quitman	Quitman	4,000	400	100
Sevier	Sevier	7,000	700	100
Sumner	Sumner	5,000	500	100
Tipton	Tipton	3,000	300	10
Van Hook	Van Hook	2,000	200	10
Washington	Washington	9,000	900	100
Waynes	Waynes	4,000	400	100
Wilcox	Wilcox	3,000	300	10
Yancy	Yancy	2,000	200	10

WISH YOU WERE HERE

NEW NOTECARD SETS FEATURE NORTH ALABAMA AMBASSADOR PHOTOS OF REGION

A dozen select photographs from North Alabama Ambassadors have been developed into gift sets to help promote the region.

The 6" x 4" cards feature a full color photograph on the front, and a mostly blank back for writing notes with a small section telling where the image was taken, photographer, and AMLA contact information.

"The notecards will be given to key individuals involved in the tourism industry, such as group travel leaders, visiting dignitaries, elected officials, and heads of partnering tourism promotion agencies," said AMLA President/CEO Tami Reist.

"It is basically a subtle way to spread the word of North Alabama destinations when someone wishes to dash off a quick note to a colleague, friend, or family member," she said.

The notecards are packaged in sets of four random images accompanied by matching envelopes.



Key Mill Branch Waterfall - Bankhead National Forest, Lawrence and Winston Counties, Alabama
Photo by North Alabama Ambassador Ryan Beverly



Green Mountain Nature Trail - Huntsville, Alabama
Photo by North Alabama Ambassador Justin King



Wilson Lake - Florence and Muscle Shoals, Alabama
Photo by North Alabama Ambassador Vanessa Bowser



High Falls Park - DeKalb County, near Fort Payne, Alabama
Photo by North Alabama Ambassador Cody Hood



Collier Creek Waterfall - Bankhead National Forest, Lawrence and Winston Counties, Alabama
Photo by North Alabama Ambassador Lesia Bevis



Isbell's Pumpkin Farm - Leighton, Alabama
Photo by North Alabama Ambassador Kendra Isbell



Joe Wheeler State Park - Rogersville, Alabama
Photo by North Alabama Ambassador Greg Rutland



U.S. Space and Rocket Center - Huntsville, Alabama
Photo by North Alabama Ambassador Robert Posey



Lake Guntersville - Guntersville, Alabama
Photo by North Alabama Ambassador Robert Posey



Cherokee Rock Village - Centre, Alabama
Photo by North Alabama Ambassador Hannah Kilpatrick Sumner

SURVEY SAYS

MEMBERS RATE AMLA SERVICES VALUABLE ASSET DURING ANNUAL IN-HOUSE SURVEY

As part of its 2020-21 Program of Work, the Alabama Mountain Lakes Tourist Association conducted its annual membership survey in January. The results of the on-line poll reflect a positive rating for AMLA's marketing and development programs of the region's tourism and travel industry and a valuable asset to member marketing efforts.

Members were asked a total of 32 questions during the session covering a range of topics.

GENERAL QUESTIONS

Q1: Overall, how well do our services meet your needs?

Average response: Exceeded expectations

Q2: How would you rate AMLA's staff responsiveness to members?

Average response: Very responsive

Q3: How pleased are you with the member brochure distribution?

Average response: Extremely valuable

Q4: How informative are the AMLA quarterly board meetings?

Average response: A moderate amount

Q5: How do you rate the 2020 Annual Meeting held in Gadsden in September?

Average response: Somewhat important

Q6: What is your opinion of the PEAK Awards?

Average response: Somewhat valuable

Q7: How effective are AMLA legislative efforts (airbnb, lodging tax, entertainment districts, etc.)?

Average response: Extremely effective

Q8: How informative is the AMLA Quarterly Newsletter?

Average response: A lot

MARKETING AND PROMOTION

Q9: How valuable is the Tourism Matters pamphlet?

Average response: Very valuable

Q10: How effective is AMLA's advertising, public relations and overall marketing plan?

Average response: Very effective

Q11: How would you rate AMLA's social media accounts (Facebook, Instagram, Pinterest, blogs)?

Average response: Very valuable

Q12: How would you rate each of the AMLA trails listed below?

North Alabama BBQ Trail - Effective

North Alabama Hallelujah Trail - Effective

North Alabama Birding Trail - Effective

North Alabama Wine Trail - Effective

North Alabama Brew Trail - Effective

North Alabama Train Depot Trail - Effective

North Alabama Motorcycle Routes - Effective

Q13: How effective is the WAFF "Around North Alabama with Randy Paul" promotion?

Average response: Somewhat effective

Q14: How effective is the economic health books for counties?

Average response: Very effective

Q15: How effective is the Kid's Activity Book?

Average response: Somewhat effective

Q16: How effective is the new Privilege Passport program on the AMLA website?

Average response: Somewhat effective

Q17: How would you rate the North Alabama map insert for magazines?

Average response: 4 star

Q18: How do you rate the quality of AMLA's promotional materials (brochures, displays, giveaways, etc.)?

Average response: High quality

Q19: How do you rate the consumer and trade shows attended by AMLA?

Average response: Very valuable

Q20: How effective and valuable is the North Alabama Ambassador program?

Average response: Somewhat effective

Q21: How effective is Tina's Travels video blog on YouTube and Facebook?

Average response: Somewhat effective

WEBSITE

Q22: How engaging is the design of the website?

Average response: Very engaging

Q23: How effective is the new Coupons and Special Deals section on the AMLA website?

Average response: Somewhat effective

Q24: How effective is the We Care program on the AMLA website?

Average response: Somewhat effective

Q25: How easy is it to understand the information on our website?

Average response: Very easy

Q26: Does the website appear easy to navigate?

Average response: Very easy

Q27: How visually appealing is our website?

Average response: Very appealing

EDUCATION AND TRAINING

Q28: If you attended, how would you rate the self defense training session at Range351 in Athens?

Average response: Did not attend

Q29: Please estimate the level of impact COVID-19 is currently having on the programs, services, or general operations of your organization/business.

Average response: High (significant impact)

Q30: Which of the following impacts has your organization/business experienced or do you anticipate experiencing? (Check all that apply, and/or share additional ways below "Other")

- Cancellation of programs
 - Cancellation of fundraising event(s)
 - Disruption of services to visitors
 - Budgetary implications related to strains on the economy
 - Increased and sustained staff and volunteer absences,
 - Disruption of supplies or services provided by partners/vendors
 - Staff reduction
- Q31:** As the spread of COVID-19 intensifies, what are your immediate concerns for carrying out your mission/goals? (Open ended)
- Personal safety
 - The Biden administration closing down businesses.

• We are going to try our best to continue holding events at a reduced size but I also know at any moment events can be cancelled by my venues.

- Whether or not I can stay in business.
- Healthy workforce and limitations on meetings.
- Budgeting.
- Money, funding, sustainability and will we be able to keep our doors open for business.
- Letting people know that their expectations may not be met as they were before so please be patient.

Q32: Please let us know how we can improve any services for you as a member.

- Help me promote my business.
- More frequent distribution of brochures.

WEB EXPOSURE

SIMPLEVIEW SAYS NORTH ALABAMA WEBSITE TRAFFIC UP NEARLY 30% OVER PAST YEAR

The February review from Simpleview reports a nearly 30% increase in web traffic to the NorthAlabama.org website from one year ago.

According to Matthew Ozuna, SEO Analyst at Simpleview, web traffic from organic search was up 51% (6,888 vs 10,375 sessions); direct traffic saw a slight increase and to my surprise, social traffic increased by 53% (1,001 vs 1,527 sessions). With many of my other clients, this channel experienced major declines in January due to COVID-19 event cancellations, he said.

Visitors to the AMLA site already had Valentine’s Day in mind, the blog post for “Rustic Romantic Getaways in North Alabama” was the top landing page with 2,271 sessions, which comprised 14% of all sessions for the month. The homepage was the second most popular landing page (with 1,274 sessions), followed by the listing for Natural Bridge of Alabama (677 sessions), the page for Waterfalls (655 sessions), and another blog post for “The Most Instagrammable Places in North Alabama” (647 sessions). Cabins, Resorts, Bed and Breakfasts (579

sessions), and other outdoorsy content rounded out the bottom portion of the top 10 landing pages, said Ozuna.



BROCHURE REQUESTS FROM MIDWEST ON THE RISE

Despite the outbreak of the COVID-19 pandemic last year, the Alabama Mountain Lakes Tourist Association received a healthy number of requests via telephone inquiries and emails for brochures on the region.

A total of 7,988 requests were responded to, down slightly from 2019’s 8,890. States reflecting a downturn from the previous year were Ohio (816, down from 1,466 in 2019), Tennessee (699, down from 1,234 in 2019),

and Florida (766, down from 931 in 2019).

But, AMLA experienced a dramatic increase in requests from a number of midwestern states. These include Minnesota (600 in 2021, up from 13 in 2019), Wisconsin (244, up from 117 in 2019), Missouri (335, up from 30 in 2019), Illinois (473, up from 133 in 2019), and Michigan (414, up from 50 in 2019).

“We have specifically targeted the midwest in recent years promoting the abundant outdoor recreation opportunities and the scenic beauty of the region,” said AMLA’s VP of Marketing Angie Pierce.

“This appears to have been successful through our participation in the Canoeacopia travel show in Madison, Wisconsin, and the Indianapolis Boat, Sport & Travel Show in Indianapolis, Indiana,” she said.

AMLA has also conducted display ad placements in selected outdoor publications within the region.



AROUND THE REGION

DONATIONS SOUGHT FOR 10TH ANNUAL WINE & CRAFT BEER PULL

The Alabama Governor's Conference on Tourism has announced that they will be bringing back the Wine & Craft Beer Pull Fundraiser to the annual state tourism convention to be held August 28, 2021 at The Lodge at Gulf State Park, Gulf Shores, Ala..

In 2019, the event raised more than \$2,000 for their Hospitality and Tourism Industry "Scholarship Fund" and the organization hopes to double that amount in 2021!

The Wine and Beer Pull is an opportunity for conference attendees to purchase Wine, Assorted Craft Beers, and Spirits ranging in price from \$15 to \$100+. All proceeds go towards the Scholarship Fund.

When you register for the Alabama

Governor's Conference, please commit to donate a bottle(s) of wine, craft beer, or a cash commitment and they will be glad to do the shopping for you. Register after March 1, 2021 at: www.alabamagovernorsconference.com.

RURAL TOURISM CONFERENCE OFFERING SCHOLARSHIPS TO EVENT

The Alabama-Mississippi-Tennessee Rural Tourism Conference will be awarding six scholarships this year to attend the annual conference in Sweetwater, Tennessee on the dates of October 18-20, 2021.

Each scholarship will cover the conference registration, travel to and from the conference and two-nights' accommodations at the Holiday Inn & Suites or Quality Inn in Sweetwater, Tennessee. Each state will have two

scholarships available to give out to individuals who would like to attend but whose organizations may not have the budget to allow them to attend. The Mississippi Scholarships are dedicated to the memory of Ron Walker, one of the original organizers of the conference.

If you are interested in applying for this scholarship, please fill out the Alabama Scholarship Form or the Mississippi Scholarship Form or the Tennessee Scholarship Form, and submit a short description of why you would like to attend the Alabama-Mississippi-Tennessee Rural Tourism Conference and how it would benefit you and your organization. Also, give a brief description of what rural tourism aspects your organization promotes.

The scholarship forms are available as a Word document download by clicking the

Continues on next page

IN MEMORY

ED HALL

Birmingham native Ed Hall, who served as director of the state tourism department during Gov. George Wallace's last term, passed away in early February, after a recent illness.



Hall was the first person to move from a professional tourism position into the state leadership post since the department was created in 1951. Eddie Webster, who was president of the Birmingham Convention and Visitors Bureau, convinced Gov. Wallace to appoint Hall, Webster's assistant director, to the state job in 1983. Hall changed the agency name from the Alabama Bureau of Publicity and Information to the Bureau of Tourism and Travel and popularized the phrase Alabama the Beautiful.

Hall moved from the state position in 1986 to succeed Webster as president of the Birmingham convention organization and later ran similar agencies in Houston, Tex., and Rochester, N.Y. Hall chaired numerous national industry committees during his career, including the National Tour Foundation, which was one of the founding organizations for today's Tourism Cares charity. Hall is remembered by many for mentoring numerous executives at various tourism organizations.

Hall retired to the Birmingham area in 2012. During the past three years, Hall had been a consultant to the Alabama Tourism Department in nominating civil rights landmarks as potential World Heritage Sites.

JANIE TERRELL

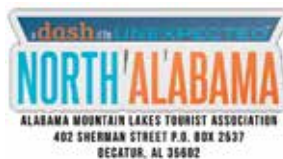
Janie Harris Terrell, 78, passed away in January after being diagnosed with a brain tumor. Janie was born in Gadsden, AL on July 31, 1942 and has been a lifelong resident of Altoona, AL.

Janie, along with husband Melton G.

Terrell, have been the longstanding owners of Mountain Top Flea Market in Attalla, AL, for almost 50 years. Janie has remained a long-standing member of the National Flea Market Association.



She was one of the first two women elected to the Etowah County Commission District 4 in 1994, where she served from 1994-1996. She has been active in many state and local civic organizations, including past president of the Alabama Mountain Lakes Tourist Association, past president of the Gadsden Museum Board and The Woman's Club. She was inducted into the Patriots Hall of Honor on Nov. 5, 2003. Throughout her lifetime she supported multiple local charities including youth organizations, Christmas coalitions, United Way and Senior Citizen Groups.



The information in this newsletter is gathered in such a way to ensure maximum accuracy. Alabama Mountain Lakes Tourist Association cannot and does not guarantee the accuracy of all information furnished to it, nor the complete absence of errors and omissions; hence no responsibility for the same can be, nor is, assumed.

[AROUND THE REGION]

AROUND THE REGION

Continued from previous page

linked names on their website
www.almstnruraltourism.com/Conference-Scholarships

You can also nominate someone other than yourself for this scholarship by filling out the appropriate information on the scholarship form and submit in writing why you think this person should receive this scholarship and how this conference would benefit their continuing education.

We look forward to a successful conference this year with a great roster of speakers on various subjects that apply to rural tourism.

GUNTERSVILLE CITY HARBOR DEVELOPMENT MAKING PROGRESS

From WAFF-TV, Huntsville, AL and Harbor Development website

A major dining and entertainment hub is still on the horizon for Marshall County. The first section of a major development in Guntersville is already under construction.

What you see on the lake will soon be 55,000 square feet of restaurants, entertainment venues and available business space.

Dallas-Fort Worth Developer and Guntersville native Patrick Lawler said he believes the City Harbor development will generate more revenue to the area.

"Well you know really; I have a saying about Guntersville. I believe Guntersville is a 69,000 playground without a swing set and I feel like the harbor is going to be the swing set," said Lawler.

Lawler says the pandemic slowed the project, but construction is scheduled to



On Feb. 5, 2021, groundbreaking ceremonies were held for the \$15 million City Harbor development in Guntersville. The site will feature restaurants and condos among other shops. The development has been around five years in the making.

ramp back up in January. There are two tenants eager to move in, Southern Brewers Cooperative and Another Broken Egg.

Lawler said the first phase of the project should be finished by April of next year.

"You now the pandemic is unfortunate and I know it's going to weed out some restaurants and I hate to see anybody go out of business. But generally when that happens you have another growth segment that come and take that place and we are just going after really quality tenants in this deal," said Lawler.

Construction will continue on the remainder of the City Harbor project through 2021.

The entire project is scheduled to be completed by 2022, but tenants could move in sooner as phases are completed.

WELCOME NEW MEMBERS OCTOBER - DECEMBER 2020

Elaine Fuller, Cullman, AL

Thank You Reinstated Members
Total Members 535



Send a Card to Wayne & Jerry

AMLA Member Services Representatives Wayne Dunkin (left) and Jerry Yarbrough are at home recovering from medical issues. Please send a card of encouragement to them:

Jerry Yarbrough
20897 Edgewood Road, Athens, AL 35614

Wayne Dunkin
445 Pine Street, Priceville, AL 35602

UPCOMING EVENTS

AMLA SOCIAL MEDIA NETWORKING

- **April 13, 10am**
Zoom session
Guest presenter Larkin Grant
Topic: Blogging

AMLA BOARD/MEMBERSHIP MEETING

- **April 20, 2021**
AMLA Board & Membership Meeting
Willow Oak Ranch
Russellville, AL

AMLA/STATE EVENTS

- **Alabama State Quarterly Meeting**
April 21-22, 2021
Montgomery, AL

AMLA TRAVEL SHOWS

Please note that all scheduled travel shows have been cancelled or postponed due to the ongoing COVID-19 pandemic. The Huntsville, AL, travel show is the only one remaining on the schedule at this time.

- **Tennessee Valley Hunting & Fishing Expo**
July 9-11, 2021
Huntsville AL