

ALABAMA MOUNTAIN LAKES
TOURIST ASSOCIATION

SOARING TO NEW HEIGHTS



NORTH
ALABAMA™

ANNUAL MEETING CONFERENCE PROGRAM
AND YEAR IN REVIEW

SEPTEMBER 26, 2024 | HUNTSVILLE, ALABAMA

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Thank you, Jerry!

It is with mixed emotions that AMLA announces the retirement of our beloved colleague, Jerry Yarbrough, who will be stepping down from his role as Member Services Representative. After 17 years of service, Jerry has decided to embark on the next exciting chapter of life, full-time retirement!

Jerry has been an integral part of the North Alabama tourism family since 2007, contributing immensely to the needs of AMLA's membership. We are incredibly grateful for his hard work, friendly demeanor, positive attitude and compassion for others. While we will miss him and Mrs. Gayle greatly, we are also excited for them as they look forward to enjoying well-deserved time with their family.

Please join us in thanking Jerry for 17 years of service and wishing him and Mrs. Gayle all the best in this next phase.





2024 Annual Meeting & PEAK Awards

September 26, 2024

The Jackson Center

6001 Moquin Dr NW, Huntsville, AL

9:00 am Welcome

Danielle Gibson, Chairwoman
Jennifer Moore – President Huntsville/Madison CVB
Lee Sentell, Director, Alabama Tourism Department
Mayor Tommy Battle, City of Huntsville
James Manasco – Congressman Aderholt's Office

9:30 – 10:30 am Session 1: Bill Geist

Topic: Destination Leadership – “Why Tourism is the “First Date” to Economic Development

10:30 – 10:45 am Break

10:45 – 11:45 am Session 2: Neville Bhada

Topic: Hire the Best: Bring Gen Z and Millennials to your Community

NOON 2024 PEAK Awards Luncheon

Invocation by Craig Johnston
Music by Mark Narmore
Master of Ceremonies Craig Johnston
String of Pearl Honorees
Presentation of 2024 PEAK Awards
Presentation of 2025 STS Marketing College Scholarships by
Suzanne Moon, STS Vice President of Operations

2:00 – 2:45 pm Session 3: Jennifer Green

Topic: Learn how to use Placer.ai and use the data to share with your partners

2:45 – 3:00 pm Break

3:00 – 4:00 pm AMLA Board Meeting/Program of Work/Budget

4:00 pm Door Prizes



CELEBRATING 60 YEARS | SOARING TO NEW HEIGHTS

CONFERENCE PRESENTERS

AMLA CHAIR DANIELLE GIBSON



Danielle Gibson

Danielle Gibson is the President/CEO of Decatur Morgan County Tourism. She graduated from Brewer High School in 2004 and then attended The University of North Alabama earning a Bachelor's in Business Administration. Before beginning in her current role, she worked as an insurance agent for five years; when she was presented with an opportunity to become more involved in the community, she delightedly began a transition that changed her outlook on the Community. As the President of The Hartselle Area Chamber of Commerce, she initiated and implemented several processes like the TRC campaign and helped grow the Chamber. Danielle was serving on the Board of Directors for the Alabama Mountain Lakes Tourist Association when, yet another remarkable door opened for her career. An even greater opportunity to serve her community and help change the landscape of Morgan County. She took the leap of faith and became President/CEO of Decatur Morgan County Tourism. She has been with Decatur Morgan County Tourism for over six years.

She is a Decatur Morgan County Excellence in Leadership Graduate and a Rotarian. She is the Chairwoman of the Board of Directors for the Alabama Mountain Lakes Tourist Association. She also serves on the River Clay Fine Arts Festival Board of Directors and Celebrating Early Old Town with Art Board of Directors. Two years ago, she was named Alabama Tourism Department's Tourism Executive of the Year and the Lynn C Fowler non-profit professional of the year. She is a graduate of the Alabama Leadership Initiative.

She has been married to her husband Jesse since June 2006, and they have two boys, Noah, age 17, and Cohen, age 14. Both boys attend Hartselle City Schools. Her husband and boys are her greatest blessing in her life. Morgan County has been their home for the last 16 years.

JENNIFER MOORE



Jennifer Moore

Jennifer Moore is the President & CEO of the Huntsville/Madison County Convention & Visitors Bureau. She has almost 30 years of experience in the hospitality industry with 23 of those years working at the CVB. As CEO, her responsibilities include overseeing all aspects of the Bureau's operations. Jennifer works closely with industry partners locally, regionally, and nationally to promote and share information about the area. She currently serves as Chairman of the Alabama Travel Council, Past Chairman of the Alabama Mountain Lakes Tourist Association, and on the Alabama Tourism Partnership's Board of Directors. In addition, she has served on numerous boards, including the U.S. Travel Association's Destination Council Board of Directors, the Auburn Alumni Association's National Board of Directors, the Huntsville/Madison County Hospitality Association, and is a past President of Hotel Sales and Marketing Executives.

She has been honored to receive several industry awards, including the Award of Excellence from the Alabama Travel Council, the Tourism Employee of the Year from the Alabama Tourism Department, the Tourism Professional of the Year from the Alabama Mountain Lakes Tourist Association, and the Huntsville Hospitality Association's Red Ribbon Award. Jennifer graduated from Leadership's Huntsville/Madison County Class 25 and is a certified Tourism Marketing Professional (TMP) through the Southeast Tourism Society. She graduated with a Bachelor of Science degree in Economics from Auburn University. She is married to Steven Moore, and they are the parents of two children, Courtney and Ryan.

LEE SENTELL



Lee Sentell

Lee Sentell, reappointed by Governor Kay Ivey in 2022 as director of the Alabama Tourism Department, has overseen tourism revenue growth in the state from \$6 billion in 2003 to \$23.5 billion in 2023. This is his sixth term in the Alabama Governor's Cabinet.

Under his leadership, the department has pioneered yearly campaigns spotlighting such diverse themes as small towns, the arts, barbecue, natural wonders, birding and the Alabama Bicentennial celebration, winning the national industry's coveted Mercury award six times in 12 years. Most recently, their U.S. Civil Rights Trail campaign received the International Travel and Tourism Award for best regional promotion at the World Travel Market in London, becoming the first U.S. state tourism agency to be honored.

Previously, he was the first director of marketing at the U.S. Space and Rocket Center in Huntsville and recruited the first 100,000 students to Space Camp.

Sentell has served as a board member at the Alabama Historical Commission, Alabama Humanities Foundation, Alabama State Council on the Arts, Alabama Shakespeare Festival, Rosa Parks Museum, Encyclopedia of Alabama and the space museum in Huntsville.

CONFERENCE PRESENTERS

MAYOR TOMMY BATTLE

Elected in 2024 to serve a fifth term, Mayor Tommy Battle is dedicated to creating jobs, diversifying Huntsville's economic base and enhancing the City's quality of life. Through his leadership, the Mayor has assembled a coalition of regional leaders committed to recruiting industry, workforce development and high quality education. As a result, Huntsville leads the state in new jobs and economic investment.

The Mayor's goal is to make the best possible use of Huntsville's collective brainpower to ensure that the City becomes a global leader in innovation, research and development. GEO, Cyber, Energy and Biotech initiatives work to unite the City's rich intellectual capital with new opportunities.

Born in Birmingham in 1955, Mayor Battle moved to Huntsville in 1980 after receiving a business degree from The University of Alabama. Four years later, he was elected to the Huntsville City Council, where he served as Finance Chair. His successful career as an entrepreneur and businessman, along with nearly 30 years of community service, effectively prepared him for the demanding role as the City's chief executive officer, recruiter, and champion of Huntsville's future.

The Mayor was married to the late Eula Sammons Battle, a retired kindergarten teacher and co-founder of Free 2 Teach. They have one son, Drew, daughter-in-law, Lauren, and two grandsons, George and Benjamin.



Mayor Tommy Battle

JAMES MANASCO

James Manasco grew up in Boaz, AL but was born in Florence, AL. He attended Boaz High School where he graduated in 2003. From there he attended Snead State Community College and transferred to Auburn University where he received his Undergraduate Degree in History & Political Science and his Master's Degree in Public Administration.

After graduating from Auburn, he worked with the Alabama Cooperative Extension System for 2 years focusing on economic & community development. After working for Extension, he came back home to North Alabama to join the Staff of Congressman Robert Aderholt. He has been with the Congressman for about 10 years where he has served residents in Marshall County, Dekalb County, Etowah County, and soon Blount County. He focuses on Veterans issues, Broadband issues, and rural development issues for the Congressman.

He is married to his college sweetheart, Laura Manasco, who is a Veterinarian in Guntersville, AL. In their free time they like camping, backpacking, hiking, canoeing, fishing, spending time with family, and spending time with their 2 dogs and 3 cats.



James Manasco

BILL GEIST

Bill Geist is the Chief Instigator at DMOproz (aka Zeitgeist Consulting), a firm specializing in strategic planning, organizational advocacy, governance, marketing and legislative issues for Destination Marketing and Management Organizations across the Americas. Since 1995, Bill has worked with over 200 DMOs from Alaska to Belize.

Formerly the CEO of the Greater Madison (WI) Convention & Visitors Bureau, Bill was at the epicenter of the public battle to build a downtown convention center designed by Frank Lloyd Wright. Prior to his stint in Madison, he directed the Kankakee County (IL) CVB and oversaw a number of top-draw tourism events including the Domino's Pizza Outboard Powerboat National Championships. Even before his first DMO gig decades ago, the foundation of his marketing experience came from his years in broadcast media in the greater Chicago market.

Bill holds an MBA from the University of Wisconsin and an undergraduate degree in Political Science. His second book "Destination Leadership," is a deeper and updated version of his first book "Destination Leadership for Boards." Bill is host of the Industry Podcast: DMOU (Destination Marketing/Management Organization University), interviewing the best and brightest DMO professionals each month. Bill is also a contributing author to the Destinations International sponsored "Fundamentals in Destination Marketing" and is currently a Board Member of the Destinations International Foundation.



Bill Geist

CONFERENCE PRESENTERS



Neville Bhada

NEVILLE BHADA

Neville Bhada is the founder and CEO of Applied Strategies and Principles. It is a firm that specializes in strategic planning and research needs of growing organizations.

Applied Strategies and Principles provides unique solutions with a customized approach through conversations, research, focus forums and more. Its experience with research, communication and education make it distinctively skilled to tackle issues facing firms as they grow and evolve into their next stage of development.

He currently instructs within the Hospitality and Food Industry Management program at University of Georgia as an instructor. Over the years, he has taught classes on tourism, hospitality, events and marketing to undergraduate and graduate students.

He received a bachelor's degree from the University of Georgia in international business and a master's degree from Clemson University in travel and tourism. Recognitions received include "Outstanding Alumnus" by Clemson University, Texas Travel Alliance's "Honorary Texan", and in 2021, Travel South USA's Ambassador of the Year. Neville also garnered a television Emmy award for his work with WFLD – Chicago.



Jennifer Green

JENNIFER GREEN

Jennifer Green is the director of the Center for Economic Development and Business Research at Jacksonville State University as well as one of its alumni (MBA, 2013). The center provides economic analysis as well as other economic development services to clients at the local, state, regional and federal level. Recently, the Green began to incorporate her talents in GIS to bring a spatial analysis component to the center. Her work with GIS and business analysis demonstrates the role that geographic analysis can play in supporting tourism and business needs in the community. Green leads the CEDBR in its mission to provide accurate, timely and reliable information and analysis to inform decision-making in the public and private sectors. She also chairs a regional economic group made up of professionals from different agencies to collaborate on local and regional development programs and projects. Green currently serves as President-Elect on the Board of Directors for the Association for University Business and Economic Research.



Mark Narmore

MARK NARMORE (PEAK AWARDS LUNCHEON ENTERTAINMENT)

Mark was raised and still resides in Center Star, Alabama, in the shadow of the music mecca of Muscle Shoals. He grew up loving and emulating the sounds from those Shoals studios and has had a 37 year career as a songwriter. He graduated from Brooks High in 1983, then attended the University Of North Alabama where he received a degree in commercial music in 1988.

Mark also worked locally as a radio announcer. He has had songs recorded by Josh Turner, Tonja Rose, Chris Golden, Bernard Allison, Brandy Clark, Reba, Alabama, John Michael Montgomery, Shenandoah, Blackhawk, Terri Clark, Sandy Carroll (Jim Gaines producer) Craig Morgan, Tenille Arts, Big Daddy Wilson (Jim Gaines producer), Carly Pearce, CoCo O'Connor (Grant Walden producing) and many others.

His song "That's What I Love About Sunday" was the most performed song on country radio in 2005 according to Billboard magazine and spent five weeks at number one. Also it was the #8 Billboard country song of the 2000's decade, and achieved gold sales status.

His songs have appeared on nine gold or platinum albums. Mark has been a staff songwriter for FAME, Jody Williams Music, Reba McEntire's Starstruck Music Group, March Music, Sony ATV Tree and currently for Noble Vision Music Group in Nashville. Mark has had 15 songs co-written with and recorded by Josh Turner.

In 2016, Mark appeared as a songwriter on records by Brandy Clark and Shenandoah respectively that were nominated for both Grammy and Dove awards. Mark has recorded three albums with Andreas Werner for Crazy Chester Records including "This Ol' Wurlitzer", "Soul Fillin' Station" and a brand new 11 song project for 2021. Mark was honored with the George Jackson Contemporary Songwriter Award by the Muscle Shoals Music Assoc. in 2022.



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Alabama Mountain Lakes Tourist Association

QUARTERLY BOARD MEETING AGENDA

Welcome and Introductions - Chair Danielle Gibson

Roll Call of Counties - Secretary Teresa Taylor

Approval of Minutes - Secretary Teresa Taylor

Treasurer's Report - Treasurer Jerry Evans

President's Annual Report - President/CEO Tami Reist

New Business

2024-2025 Program of Work - President/CEO Tami Reist

2024-2025 Budget - Treasurer Jerry Evans

North Alabama Destination Passport

North Alabama boasts majestic natural wonders, picture perfect waterfalls, sparkling rivers and lakes and thanks to these coupons, you'll get to see, do and eat so much more for less.

[SEE ALL EXPERIENCES](#)



\$3 OFF

Cook Museum of Natural Science

The Cook Museum of Natural Science is a state-of-the-art natural science museum in downtown Decatur, AL. It provides a hands-on, immersive experience where kids can explore, interact with, and learn about nature.

[GET YOURS](#)



\$5 OFF ADULT / \$1 OFF CHILD

Rickwood Caverns State Park

State Park with a mile long cave tour, swimming, hiking, camping, gem mining, picnic areas, and a playground

[GET YOURS](#)

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION, INC.

FINANCIAL STATEMENTS

SEPTEMBER 30, 2023 AND 2022

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ALABAMA SOCIETY OF CERTIFIED
PUBLIC ACCOUNTANTS
PRIVATE COMPANIES PRACTICE
SECTION

INDEPENDENT AUDITOR'S REPORT

Board of Directors
Alabama Mountain Lakes Tourist Association, Inc.

Opinion

We have audited the accompanying financial statements of Alabama Mountain Lakes Tourist Association, Inc. (an Alabama not-for-profit corporation), which comprise the statements of financial position as of September 30, 2023 and 2022, and the related statements of activities and changes in net assets, statements of functional expenses, and statements of cash flows for the fiscal years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Alabama Mountain Lakes Tourist Association, Inc. as of September 30, 2023 and 2022, the changes in its net assets and its cash flows for the fiscal years then ended, in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are described further in the **Auditor's Responsibilities for the Audit of the Financial Statements** section of our report. We are required to be independent of Alabama Mountain Lakes Tourist Association, Inc. and to meet our other ethical responsibilities, which are in accordance with the relevant ethical requirements related to our audits.

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

The association's management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America. Management's responsibility includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing financial statements, management is required to evaluate whether there are conditions or events, considered taken together, which raise substantial doubt about the ability of Alabama Mountain Lakes, Inc. to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance that the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance. Therefore, it is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than one resulting from error. Fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or taken together, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Alabama Mountain Lakes Tourist Association, Inc.'s internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used, the reasonableness of significant accounting estimates made by management, and the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events considered in the aggregate, which raise substantial doubt about Alabama Mountain Lakes Tourist Association, Inc.'s ability to continue as going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain matters related to internal control that we identified during the audit.

A handwritten signature in blue ink that reads "W. Douglas Logan CPA PC". The signature is written in a cursive style.

W. Douglas Logan
Certified Public Accountant, P.C.
Athens, Alabama

July 15, 2024

STATEMENTS OF FINANCIAL POSITION

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION, INC.

ASSETS	September 30 2023	September 30 2022
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,149,490	\$ 987,343
Temporary investments	174,877	170,415
Accounts receivable	417,300	362,724
Prepaid expenses	84,971	275,728
TOTAL CURRENT ASSETS	1,826,638	1,796,210
PROPERTY, PLANT AND EQUIPMENT		
Automotive	315,888	237,754
Office furniture and equipment	78,244	78,244
EDP Equipment	197,839	183,161
Buildings	396,988	389,488
	988,959	888,647
Less allowance for depreciation & amortization	(671,454)	(615,180)
	317,505	273,467
Land (at cost)	50,000	50,000
TOTAL PROPERTY & EQUIPMENT	367,505	323,467
OTHER ASSETS		
Refundable deposits	575	575
TOTAL OTHER ASSETS	575	575
TOTAL ASSETS	\$ 2,194,718	\$ 2,120,252

See accompanying notes to the financial statements

STATEMENTS OF FINANCIAL POSITION

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION, INC.

	<u>September 30</u> 2023	<u>September 30</u> 2022
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	<u>\$ 18,573</u>	<u>\$ 23,805</u>
TOTAL CURRENT LIABILITIES	18,573	23,805
 NET ASSETS		
Unrestricted	<u>2,176,144</u>	<u>2,096,447</u>
 TOTAL LIABILITIES AND NET ASSETS	 <u><u>\$ 2,194,717</u></u>	 <u><u>\$ 2,120,252</u></u>

See accompanying notes to the financial statements

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION, INC.

FISCAL YEARS ENDED

	September 30 2023	September 30 2022
Changes in unrestricted assets:		
Revenues:		
Lodgings tax	\$ 2,254,159	\$ 1,991,659
Membership dues and fees	138,554	93,329
Investment Income (loss)	10,693	(26,344)
Grants	1,092,313	469,126
Advertising revenue	19,750	600
	<u>3,515,469</u>	<u>2,528,370</u>
Expenses and losses:		
Program services	2,993,758	2,008,549
Support services	442,015	409,821
	<u>3,435,773</u>	<u>2,418,370</u>
INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS	79,696	110,000
UNRESTRICTED NET ASSETS AT BEGINNING OF YEAR	<u>2,096,447</u>	<u>1,986,477</u>
UNRESTRICTED NET ASSETS AT END OF YEAR	<u>\$ 2,176,143</u>	<u>\$ 2,096,477</u>

See accompanying notes to the financial statements

STATEMENTS OF FUNCTIONAL EXPENSES

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION, INC.

FISCAL YEARS ENDED SEPTEMBER 30, 2023 and 2022

	Fiscal year ended September 30, 2023			Fiscal year ended September 30, 2022		
	Program Services	Support Services	Total Program and Supporting Services Expenses	Program Services	Support Services	Total Program and Supporting Services Expenses
Personnel costs	\$ 379,593	\$ 261,999	\$ 641,592	\$ 351,577	\$ 163,329	\$ 514,906
Employee benefits	57,441	37,779	95,220	50,377	15,357	65,734
Supplies and operation expenses	936,755	32,901	969,656	630,850	27,513	658,363
Trade shows, conferences & conventions	890,604	-	890,604	354,594	-	354,594
Professional Services	453,830	51,448	505,278	448,429	133,120	581,549
Travel:						
Administrative	-	-	-	-	33	33
In-State	38,005	-	38,005	43,651	-	43,651
Out-of-State	11,483	-	11,483	12,887	-	12,887
TOTAL TRAVEL	49,488	-	49,488	56,538	33	56,571
Occupancy	-	21,661	21,661	-	22,940	22,940
Communication	42,660	-	42,660	19,118	-	19,118
Depreciation & amortization	40,065	-	40,065	30,256	15,618	45,874
Automotive	42,052	-	42,052	66,810	-	66,810
Repairs and maintenance	101,270	21,428	122,698	-	27,151	27,151
Rentals and leases	-	14,799	14,799	-	4,760	4,760
TOTAL	\$ 2,993,758	\$ 442,015	\$ 3,435,773	\$ 2,008,549	\$ 409,821	\$ 2,418,370

See accompanying notes to the financial statements

STATEMENTS OF CASH FLOWS

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION, INC.

FISCAL YEARS ENDED

	September 30 2023	September 30 2022
INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS		
Cash flows from operating activities:		
Change in net assets from recurring operations	\$ 79,696	\$ 110,000
Adjustments to reconcile change in net assets to net cash provided (used) by operating activities:		
Depreciation	56,274	39,774
Amortization	-	6,100
Unrecognized (gain) loss on investments	(4,460)	29,757
Changes in operating assets and liabilities:		
Accounts receivable	(54,576)	(55,879)
Prepaid expenses	190,757	22,079
Accounts payable	-	(611)
Accrued expenses	(5,232)	(21,595)
NET CASH PROVIDED BY OPERATING ACTIVITIES	262,459	129,625
Cash flows (used) by investing activities:		
Acquisition of temporary investments	(250,000)	(2,932)
Acquisition of property, plant and equipment	(100,312)	(1,753)
NET CASH PROVIDED (USED) BY INVESTING ACTIVITIES	(350,312)	(4,685)
Net increase (decrease) in cash and cash equivalents	(87,853)	124,940
Cash and cash equivalents at beginning of year	987,343	862,403
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$ 899,490	\$ 987,343

See accompanying notes to the financial statements

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION
NOTES TO FINANCIAL STATEMENTS
SEPTEMBER 30, 2023

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

NATURE OF ACTIVITIES - Alabama Mountain Lakes Tourist Association, Inc. (Association) is a not-for-profit 501(c)(6) organization formed to develop and promote North Alabama's travel and tourism industries and attractions. The Association serves sixteen counties with a diverse member base of progressive travel-related businesses, associations, various levels of government, and other civic-minded organizations. The Association was incorporated as a not-for-profit corporation on June 29, 1964, under the laws of the State of Alabama.

ORGANIZATION – During prior years, the Association assisted in organizing Alabama Bass Trail as a corporation to operate a specific program for tourism development. Alabama Bass Trail is a program of the Association that maintains its board, management, accounting records, budget, and funding sources. The Association continues to support the program by providing administrative services, office space, utilities, telephone services, and operating supplies at reduced charges to the program. The amounts of such support are not material and are not presented separately in the financial statements.

CASH AND CASH EQUIVALENTS - For the statement of cash flows, the Association considers all highly liquid debt instruments purchased with a maturity of three months or less to be cash equivalents.

TEMPORARY INVESTMENTS – Temporary investments consist of bond mutual funds and certificates of deposit. The value of the certificates of deposit did not exceed the FDIC-insured limit as of September 30, 2023, and 2022.

ACCOUNTS RECEIVABLE – Accounts receivable consist primarily of amounts due from the state of Alabama for lodgings tax collections. These amounts are considered by management to be fully collectible.

CONCENTRATION OF CREDIT RISK - Financial instruments that subject the Association to concentrations of credit risk consist principally of cash and cash equivalents. The Association places its cash and cash equivalents with high-credit quality institutions. At times, such investments may exceed the FDIC insurance limit. The Association had deposits exceeding the FDIC insured limit (net of reconciling items) in the approximate amounts of \$649,500 and \$ 487,000 for the years ended September 30, 2023, and 2022, respectively.

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION, INC.
NOTES TO FINANCIAL STATEMENTS
SEPTEMBER 30, 2023

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES - Continued

PROPERTY, PLANT, AND EQUIPMENT – The Association records donations of property and equipment as unrestricted support at their estimated fair value at the date of donation unless the donor has restricted the donated asset to a specific purpose. Assets donated with explicit restrictions regarding their use and contributions of cash that must be used to acquire property and equipment are reported as restricted support. Absent donor stipulations regarding how long those donated assets must be maintained, the Association reports expirations of donor restrictions when the donated or acquired assets are placed in service as instructed by the donor. The Association reclassifies temporarily restricted net assets to unrestricted net assets at that time. The Association depreciates property and equipment using the straight-line method based on the estimated useful lives of each asset item (automotive equipment - 5 years, office and EDP equipment – 3 to 7 years, and buildings - 20 to 25 years). EDP equipment includes fully amortized website development costs of approximately \$149,200.

FINANCIAL STATEMENT PRESENTATION – The Association presents its financial statements guidance issued by the FASB in ASU 2016-14. According to the guidance, the Association should report information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions. The Association may use assets without donor restrictions at any time and for any purpose. Assets with donor restrictions are those to be used during a specific period or for a purpose designated by the donor. When the purpose is achieved or the time has expired, the assets, if any are remaining, are available for unrestricted use. There were no assets with donor restrictions for the years ended September 30, 2023, and 2022.

EXPENSES – ASU 2016-14 also requires that the costs of providing the various programs and activities be summarized by function within the financial statements. The association presents the functional costs in the statements of functional expenses. Certain costs have been allocated between and among the programs and supporting services benefited based on the most appropriate method as determined by management. Functional costs for the year ended September 30, 2022, have been reclassified to conform to the presentation for the current fiscal year.

CONTRIBUTIONS – Complying with accounting principles providing guidance for contributions received and paid, the Association records contributions received contributions with or without donor restrictions support depending on the existence and/or nature of any donor restrictions. Previously unrecorded time-restricted contributions are reported as contributions with restrictions and are reclassified to contributions (or net assets) without restrictions upon expiration of the time restriction.

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION, INC.
NOTES TO FINANCIAL STATEMENTS
SEPTEMBER 30, 2023

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES - Continued

USE OF ESTIMATES IN THE PREPARATION OF FINANCIAL STATEMENTS - In preparing financial statements in conformity with accounting principles generally accepted in the United States of America management must make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and revenues and expenses recorded during the reporting period. Actual results could differ from those estimates.

CURRENT VULNERABILITY DUE TO CERTAIN CONCENTRATIONS - The Association receives approximately 64.11% of its total revenues and 99% of its accounts receivable from the State of Alabama Department of Revenue. The funding is the Association's share of the one percent (1%) Lodgings Tax levied by Act No. 604. In addition, the Association receives approximately 31.06% of its revenue from tourism grants from the Alabama Department of Tourism.

INCOME TAX - The Alabama Mountain Lakes Tourist Association, Inc. operates as a non-profit organization under the guidelines of Section 501(c) (6) of the Internal Revenue Code.

UNCERTAINTY IN INCOME TAXES - The Association has no income subject to income tax so long as it complies with the laws and regulations that govern income taxation of not-for-profit organizations. Therefore, the financial statements do not include any provision or liability for federal or state income taxes. The Association files income tax returns with the federal authority of the United States of America. The management is unaware of any income tax position requiring recognition, presentation, or disclosure.

SUBSEQUENT EVENTS - Management has considered and evaluated subsequent events as of July 15, 2024, the date the financial statements were available for distribution (see also note 6).

NOTE 2 – LIQUIDITY

The association has operating reserves of approximately \$1,740,000, consisting of cash, marketable securities, and accounts receivable. The association structures its operations so that current receipts fund current expenses. However, the COVID-19 crisis changed certain operating activities described in note six.

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION, INC.
NOTES TO FINANCIAL STATEMENTS
SEPTEMBER 30, 2023

NOTE 3 - EMPLOYEE BENEFITS PLAN

The Association has implemented a 401k retirement plan that allows employees to make deferred contributions during the year. The Association will make a discretionary contribution of up to 5% of the employees' contributions at the end of the year. Total expenses of the Association for the fiscal years ended September 30, 2023, and 2022, respectively were approximately \$23,600 and \$26,900.

NOTE 4 - ADVERTISING COSTS

The Association expenses advertising costs as incurred except for developing the website and other digital assets. The Association incurs program expenses to promote North Alabama as a travel and tourist destination. These costs are advertising costs. Program costs totaled approximately \$2,094,000 and \$2,008,000 for the years ended September 30, 2023, and 2022, respectively.

NOTE 5 - RELATED PARTIES

The Association provides clerical and administrative support for Alabama Bass Trail, a related not-for-profit organization disclosed in note one. During the years ended September 30, 2023, and 2022, Alabama Bass Trail reimbursed the Association for payroll expenses in the approximate amounts of \$92,600 and \$163,000, respectively. Alabama Bass Trail also reimbursed the Association for other expenses during the current fiscal year. However, the amounts are insignificant, and management has not determined the actual value of the support services.

NOTE 6 – PREPAID EXPENSES

During the year ended September 30, 2023, Management purchased a substantial number of advertising and media resources for use in years later than the current fiscal year. The financial statements present the cost of these contracts as prepaid expenses in the statement of financial position.

NOTE 7 – SIGNIFICANT LINE ITEMS

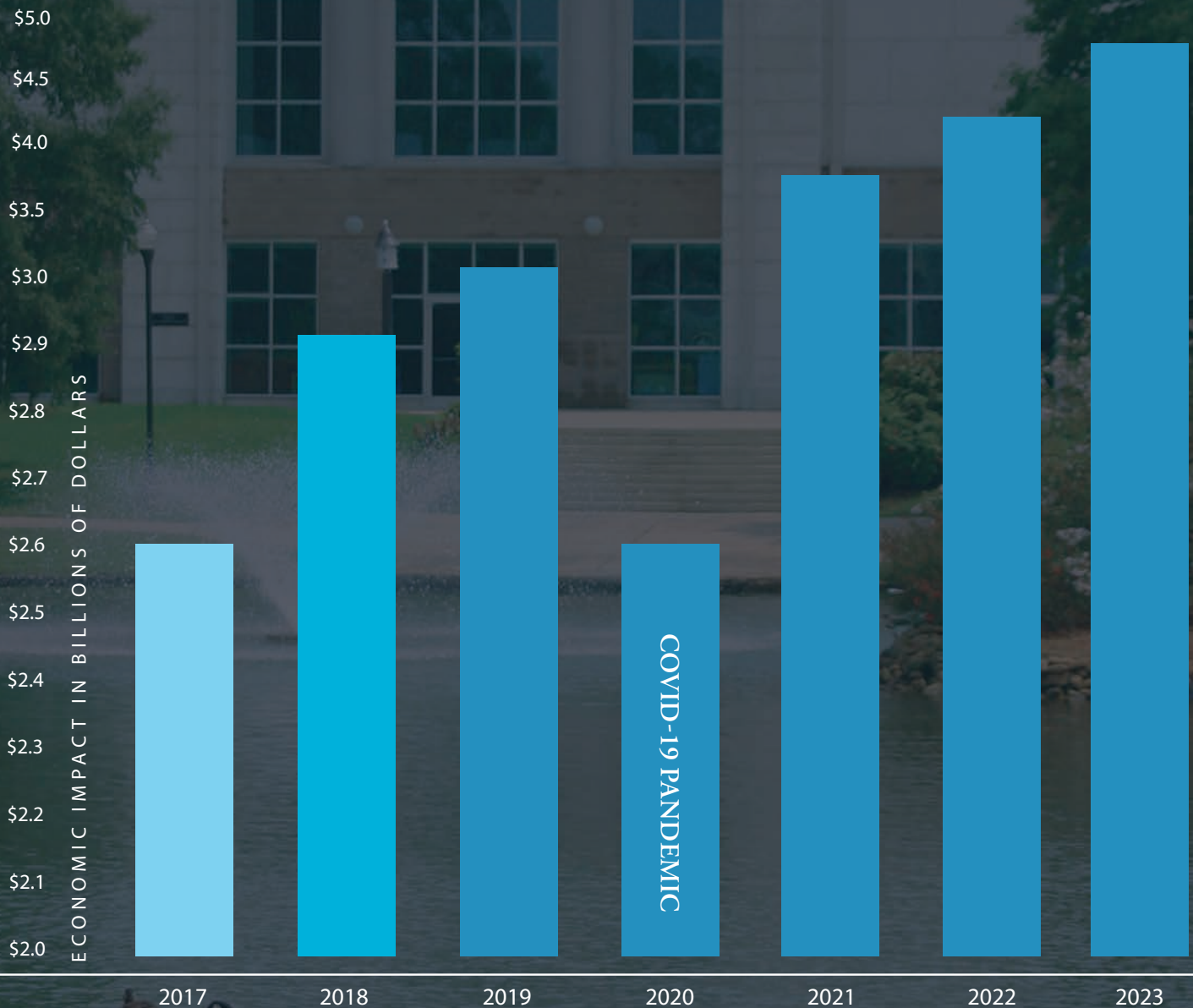
During the current fiscal year, the Association received grant proceeds from the Alabama Tourism Department in the amount of \$1,092,000. The Association expended the proceeds for the purposes of job creation in the tourism industry (\$684,687) and taxpayer education regarding the lodgings tax in Alabama (\$407,625). The grant proceeds and expenditures are included in the statement of activities.

North Alabama Tourism Expenditures Set New Record

Tourists visited North Alabama's attractions, campgrounds, state parks, and hotels in record numbers in 2023 spending a record \$4.7 billion last year, with the trend on pace for even greater growth during the current year. In total, visitors in North Alabama spent \$4,740,532,138, increasing by \$432,944,691 since 2022 and growing at an astounding rate of 10.1%. Direct jobs within the industry grew to 34,010 in 2023, continuing to increase at a rate of 7.6%. The total impact of the travel and tourism industry on North Alabama's earnings in 2023 is estimated to be \$1.35 billion, up 7% from the previous year's estimates of \$1.26 billion.

\$4.7 BILLION

ECONOMIC IMPACT IN THE 16 COUNTIES OF THE REGION IN 2023



North Alabama total travel-related employment in 2023

49,543 jobs

(+5.5%*)

Ten North Alabama counties were included
in the

Top 30
total travel-related employment
by county

in the state in 2023:

Madison 23,355 9.51%, Marshall 4,530 1.84%,
Morgan 3,719 1.51%, Lauderdale 3,655 1.49%,
Cullman 2,730 1.11%, Etowah 2,444 1.00%,
Limestone 2,211 0.90%, DeKalb 1,919 0.78%,
Colbert 1,524 0.62%, Jackson 1,170 0.48%

Six North Alabama counties were included
in the

Top 25
for total travel-related
employment increase

in the state in 2023:

Limestone 15.9% increase to 2,211, Marion
15.6% increase to 676, Blount 15.2% increase to
182, Cullman 13% increase to 2,730, Marshall
9.4% increase to 4,530, Jackson 6.9% increase to
1,170.

North Alabama Travel-related earnings in 2023

\$1.35 billion

(+ 7.1%)

Based on analytics, more than

353,100

people visited the consumer website
www.NorthAlabama.org from
Oct. 1, 2023 to July 31, 2024

In 2023, more than

\$1.4 Billion

of state and local tax revenue were generated
by tourism and travel activities.

Based on primary and secondary, more than

28.8 million

people visited Alabama in 2023.

Every

\$140,279

of travel-related expenditures creates one direct
job in Alabama.

For every

\$1

in Alabama's travel-related expenditures,
the state retains a total of \$0.33.

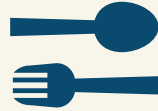
*Economic Impact Alabama Travel Industry 2023
Alabama Travel Department

WHERE NORTH ALABAMA TRAVELERS SPEND MONEY

The largest single travel expenditure was made on eating and drinking by visitors to North Alabama. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.



LODGING
FACILITIES



EATING &
DRINKING



GENERAL
RETAIL



ENTERTAINMENT



PUBLIC
TRANSPORTATION



AUTO
TRANSPORTATION

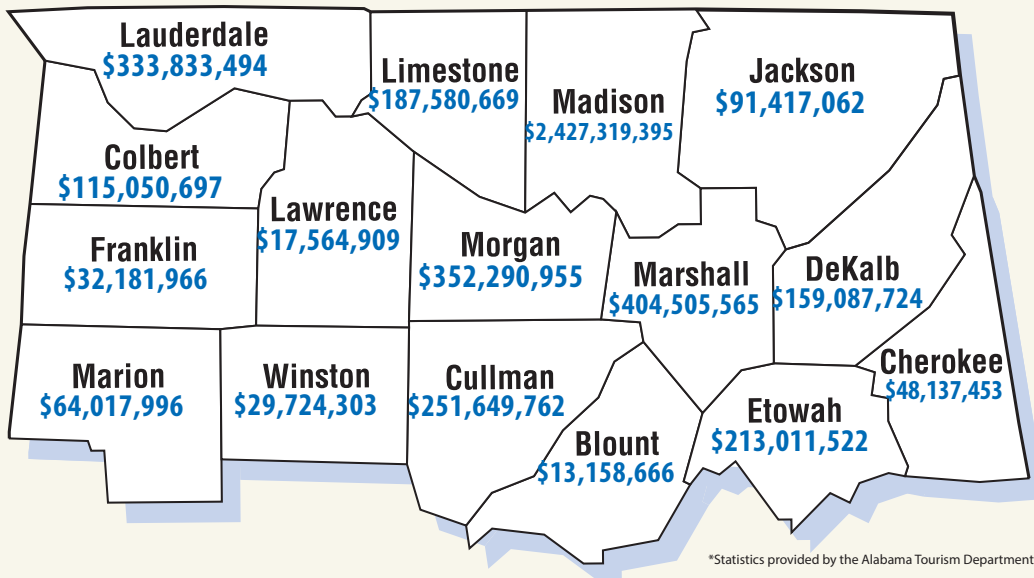


NORTH ALABAMA TOURISM IMPACT

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

\$4.7 BILLION

County-by-County Tourist Expenditures for 2023 Shown on Regional Map.



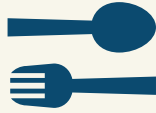
*Statistics provided by the Alabama Tourism Department

NORTH ALABAMA TOURISM EMPLOYMENT

In 2023, an estimated 49,523 North Alabama jobs were directly and indirectly attributable to the travel industry. These jobs were created in response to services demanded by travelers in the state. A study conducted by the Alabama Tourism Department indicates that the biggest beneficiaries of travel-related activities were eating and drinking establishments. This sector accounted for 53 percent of all the travel-related jobs in 2023. Other industries that benefited strongly were lodging facilities and entertainment.



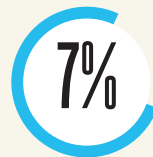
LODGING FACILITIES



EATING & DRINKING



GENERAL RETAIL



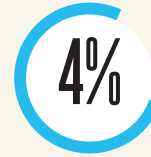
ENTERTAINMENT



PUBLIC TRANSPORTATION



AUTO TRANSPORTATION

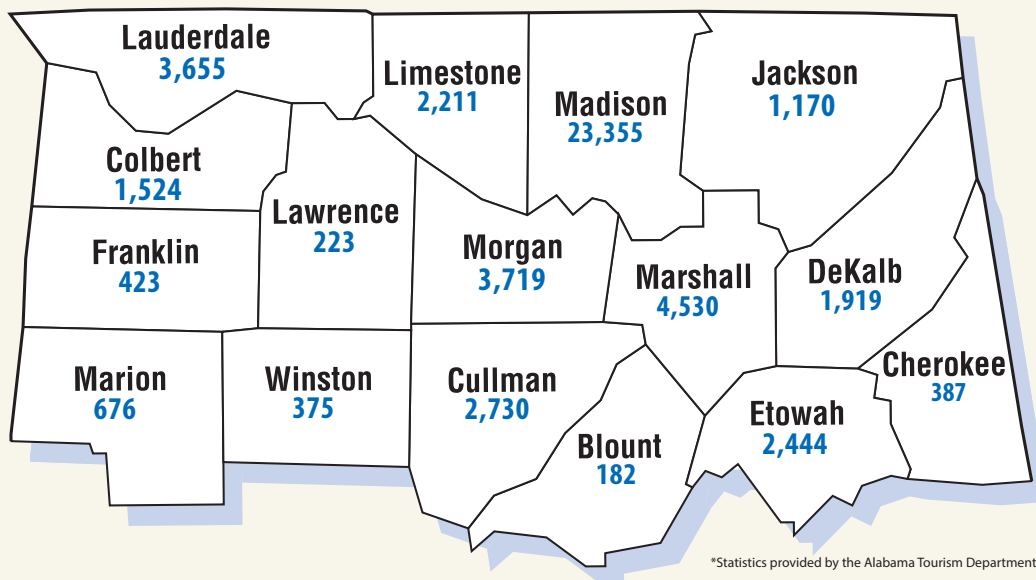


NORTH ALABAMA TOURISM IMPACT

As Indicated by the 16-County Region's Total (Direct and Indirect) Jobs Created

TOTAL JOBS: 49,523

County-by-County Jobs for 2023 Shown on Regional Map.



*Statistics provided by the Alabama Tourism Department

Estimated State Hotel/Motel Occupancy Rates

The detailed information pertaining to hotel and motel occupancy rates, average room rates, room demand, and room revenue conducted by the Alabama Tourism Department was obtained from Smith Travel Research (STR). STR data and venue survey results obtained from site-intercept studies conducted from 2000 to 2005 were used to estimate the number of visitors for the State and for the top five counties in terms of travel expenditures. More specifically, the room demand for calendar year 2023, the average number of nights staying in the area, and the average number of people in a party were used to estimate the total number of visitors who used the lodging establishments. The data was then adjusted to include the number of people who chose not to stay overnight. This information was obtained from previous years' venue survey research.

Estimated Total Number of Visitors for the State of Alabama and Selected Counties

<u>County</u>	<u>Total Number of Visitors</u>		<u>Number of Travelers Staying in Hotel and Motel Accommodations</u>	
	<u>2023</u>	<u>2022</u>	<u>2023</u>	<u>2022</u>
Baldwin	8,384,406	8,311,418	2,104,325	2,052,157
Jefferson	3,371,632	3,354,245	2,147,729	2,136,654
Mobile	3,391,712	3,294,083	1,973,976	1,917,156
Madison	3,974,596	3,905,528	2,765,344	2,714,342
Montgomery	1,543,914	1,541,437	940,290	938,782
Other Counties	8,159,976	8,220,960	9,894,373	9,927,399
State of Alabama	28,826,235	28,627,670	19,823,037	19,686,489

Source: Smith Travel Research

Average Hotel Occupancy Rates and Room Rates for the State of Alabama and Selected Counties

<u>County</u>	<u>Average Occupancy Rate (%)</u>		<u>Average Room Rate (\$)</u>		<u>Room Supply (Hotels & Motels) Annual Monthly Average*</u>	
	<u>2023</u>	<u>2022</u>	<u>2023</u>	<u>2022</u>	<u>2023</u>	<u>2022</u>
Baldwin (hotels only)	61.9	60.5	\$166	\$167	209,035	208,699
Jefferson	63.7	62.4	\$120	\$116	419,434	432,589
Madison	66.4	67.1	\$119	\$109	242,327	237,103
Mobile	59.3	58.7	\$104	\$104	231,612	230,767
Montgomery	60.3	60.2	\$106	\$99	200,070	198,408
State of Alabama	60	60.1	\$116	\$111	2,407,108	2,408,136

*Room Supply is the number of rooms available multiplied by the number of days in a month.

YEAR IN REVIEW

Internet and Social Media Marketing

AMLA maintains an intensive marketing program across all major social media platforms reaching

100,000+

followers/views on a monthly basis.

Facebook

2023 followers - 50,245

2022 followers - 47,700

Instagram

2023 followers - 35,543

2022 followers - 34,200

Twitter (X)

2023 followers - 4,586

2022 followers - 4,393

Pinterest

2023 followers - 915

2022 followers - 851

TikTok

2023 followers - 1276

2022 followers - 704

Linkedin

2023 followers - 770

2022 followers - 571

Unexpected Adventures

Podcast

30,000 all-time listeners, 74 episodes released

Total Subscribers: 787

Kayak Bass Fis...
Thu 10/19/2023 11:44 a...

@midwestfishergal is your 2023 KBF Sportsman Of The Year. This award recognizes...

Total Engagements 6,566
Reactions 3,652
Comments 428
Shares 34
Post Link Clicks 73
Other Post Clicks 2,379

kayakbassfishi...
Fri 7/21/2023 12:32 em...

Save money on TOADS!
@fishusa #kayakfishing
#kayakbassfishing...

Total Engagements 4,618
Likes 4,328
Comments 56
Shares 83
Saves 151

kayakbassfishi...
Fri 2/24/2023 2:59 am EDT

The 2023 @bonafdefish 55127 rigged out nicely. Many adventures ahead....

Total Engagements 3,528
Likes 2,809
Comments 72
Shares 516
Saves 131

CHAD HOOVER FISHING MEDIA

Combined Tag Features – 275

Combine Impressions – 1,335,921

Total Trackable Engagements – 77,619

Overall Social Media Reach (Secondary Content) – 2,997,000

YouTube – 1,607,000

Facebook Business Page – 640,000

Facebook Group – 410,000

Instagram – 340,000

KBF FEATURED EVENTS (HUNTSVILLE)

AmBASSador Series Championship (March 18th-19th)

101 Competitors, 4.5 Average Overnight Stays

454.5 Total Room Nights

KBF Series Championships (October 18th – 21st)

91 Competitors, 6 Average Overnight Stays

546 Total Room Nights

knuklhed championship (November 10-11th)

70 Competitors, 3.5 Average Overnight Stays

(2023)

CHAD HOOVER FISHING MEDIA

Combined Impressions – (19.1 Million Total) 11.3M for North Alabama Content

Combined Tag Features (YouTube, Facebook and Instagram) – 164

Total Trackable Engagements – 78,200 (Facebook and Instagram)

Overall Social Media Reach (Secondary Content) – 400,000

YouTube – 1,600,000

Facebook – 386,000

Facebook Group – 260,000

Instagram – 764,000

Fishing Chaos (North Alabama Banner) – 485,000

Combined Views 2,984,000 + 400,000 | 3.384 Million Total

KBF FEATURED EVENTS (HUNTSVILLE)

KBF NATIONAL CHAMPIONSHIP (APRIL 3-5th)

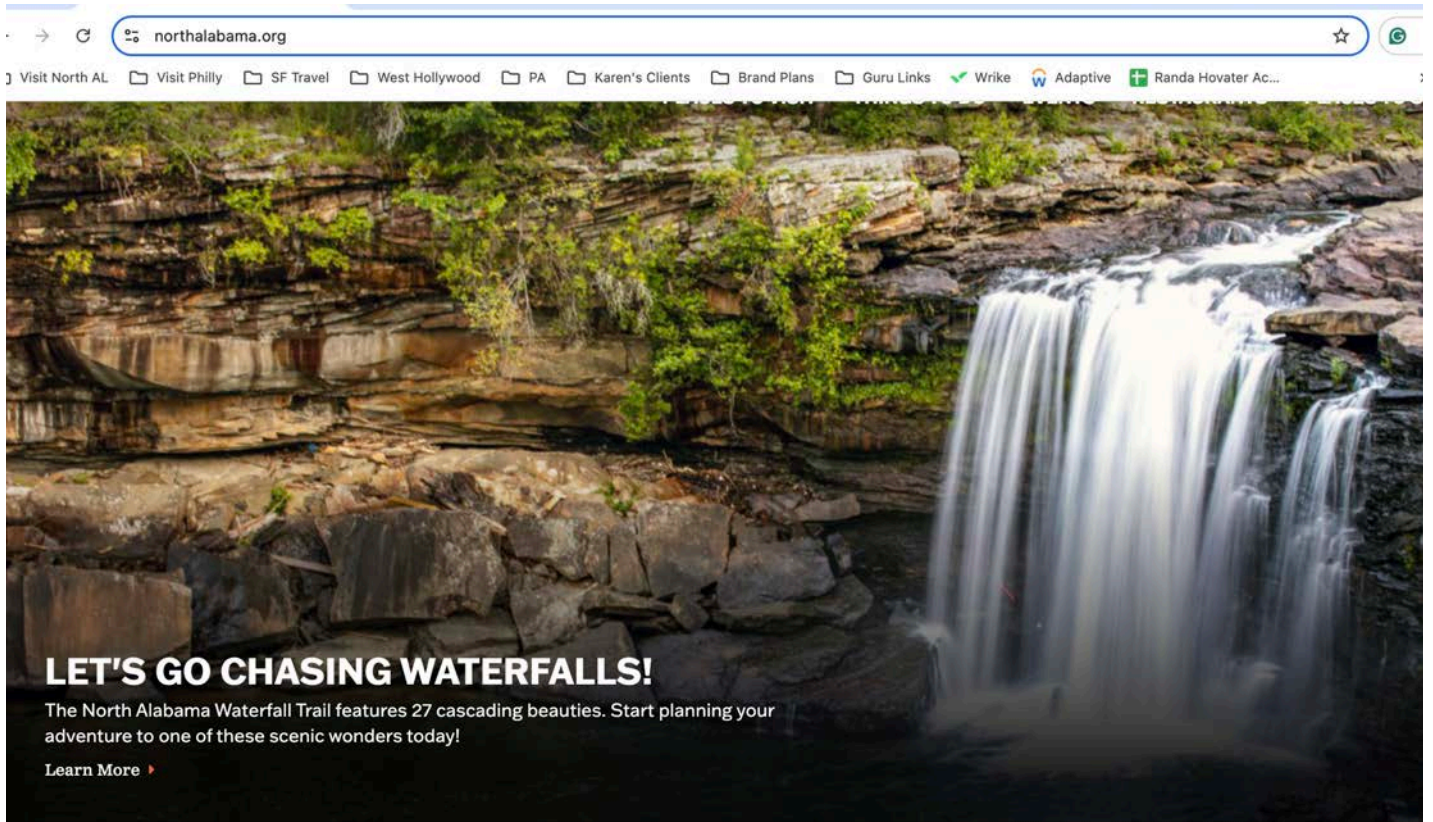
145 Competitors, 5 Average Overnight Stays

725 Total Room Nights

(2024)

353,100 Visits to NorthAlabama.org

Number of Users 353,100	New Users 330,604
Page Views 659,045	Average Engagement Time 1.07 Minutes
Average Number of Pages per User 2.5 pages	



Insights:

- YouTube tactic delivered 102,850 video views for the campaign duration with a view rate of 57.1%
- Native tactic delivered 1.4 million impressions along with over 22k clicks, as reported by the ad platform
- The campaign delivered 5,840 total 1-minute sessions
 - About 44% of all users who clicked through from an ad clocked web sessions of at least 1 minute in duration

Youtube Campaign	Impressions	Video views	Video view rate
NorthAlabama_ABA_YouTube_2024	180,109	102,850	57.1%

Native Campaign	Impressions...	Clicks	CTR
NorthAlabama_ABA_Native_Conversions_2024	1,403,169	22,356	1.59%

Year & month	1-Minute Sessions	1-Minute Conv. Rate	Views per session
May 2024	5,420	45.31%	2.48
Apr 2024	10	40.00%	0.88
Mar 2024	347	32.67%	1.90
Feb 2024	57	35.19%	1.69

Grand total	5,840	43.92%	2.41
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Top Performing Creatives



Things to Do in North Alabama

Things to Do in North Alabama
Made Fun and Easy with Trails



Make your digital marketing click



Google Display - Ad Group Performance

Ad Group	Ad ID	Clicks	Impressions	CTR	Image Ad Preview
AML spring 2024 - Waterfall	690243761226	18,138	565,556	3.21%	
ALM spring 2024 - Fishing	690243761223	348	44,076	0.79%	
ALM spring 2024 - Golfing	690243761220	220	19,051	1.15%	

YEAR IN REVIEW

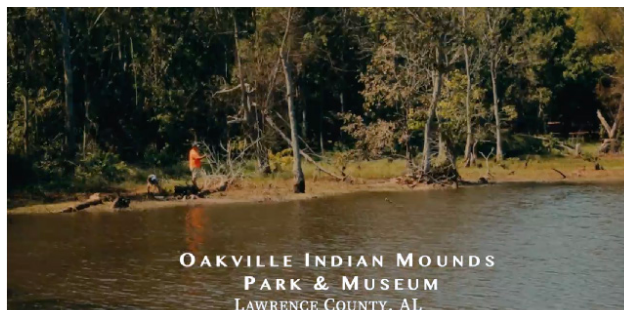
Radio and Television Promotions



AMLA conducted a radio promotion with the Rick and Bubba Show which is heard each weekday morning on their flagship station WZZK-FM in Birmingham and on over 60 radio stations and seen on 20+ TV stations across the country. The promotion featured the Ultimate North Alabama Kayak Bass Fishing Road Trip Giveaway which included a chance for a two-day guided trip for two with Kayak Bass Fishing Founder Chad Hoover, a Yeti Prize Package, Costa Del Mar Sunglasses, \$200 gift card to West End Outdoors and \$500 spending money. A total package valued at \$2000!

AMLA received 952 entries from within Alabama and from Alaska, Arizona, California, Florida, Georgia, Idaho, Indiana, Iowa, Kansas, Kentucky, Louisiana, Massachusetts, Michigan, Mississippi, Missouri, Nebraska, New Hampshire, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, West Virginia, and Wisconsin.

AMLA conducted television promotions with City Vision, an in-room information channel offered in hotels in Birmingham and Huntsville, and the popular Tim Horton Outdoors syndicated television show and internet podcast.



Screenshot from City Vision Video



TIM HORTON OUTDOORS SPONSORSHIP

From September 1, 2023 to September 1, 2024, AML/VNA has been represented in 341 posts that reached 2,489,610 viewers through our social media channels.

YEAR IN REVIEW

Consumer Print Advertising

AMLA placed display ads in more than a dozen magazines and newspapers, reaching a combined circulation of more than

7.65 million readers

in 10 key states

General consumer publications:

- Explore Decatur-Morgan County Magazine
- Alabama Magazine
- Alabama Living
- Alabama Vacation Guide
- Compass Spring Travel Planner
- Cherokee County Chamber of Commerce
New Vision magazine

Targeted consumer publications:

- Hook and Barrel Magazine
- Alabama Bridal Guide
- Golf Alabama
- Let's Golf Destinations
- Kayak Angler
- Paddling Magazine (canoe/kayaking)
- Coast 360 Guide
- Modern Brides
- Coast 360 Concierge
- Hydrofest Event Program

Trade / Professional publications:

- Alabama League of Municipalities magazine
- AL/MS/TN Rural Tourism Conference program
- Association of County Commissions of Alabama magazine
- Business Alabama
- Alabama Council of Association Executives

Digital Campaigns:

- Business Alabama
- Yellowhammer
- SoulGrown
- MediaOne Digital
- Compass Media



NORTH ALABAMA
Where the Lakes Meet the Mountains

Robert Trent Jones Courses • North Alabama State Parks
Appalachian Foothills Public Courses

800.648.5381 • www.NorthAlabama.org
@VisitNorthAL



NORTH ALABAMA
ALABAMA MOUNTAIN LAKES
TOURIST ASSOCIATION

Educational & Social Media Seminars

2024 LEARN with AMLA

Virtual Lunch & Learn

- March 14, 2024

“You Feast on What You Sow”: A current look at motivating and building synergy within your team.

7 Attendees

- September 12, 2024

“Proactive Hospitality”: A Creative Discussion on Ways to Wow the Customer

15 Attendees



2024 SOCIAL MEDIA NETWORKING

- February 7, 2024

Using DEI on Social Media

Speaker: Aisha Adams

- April 10, 2024

How Photography and Videos Help your Social Media

Speaker: Chris McNish

- August 7, 2024

Artificial Intelligence and Social Media

Speaker: Leslie Walker

2024 WORKSHOPS

- June 25, 2024

Special Event and Festival Seminar

- Measuring and Merchandising Event Research
- Creative Event Ideas Ideas
- Using AI to Generate Event

Speakers: Amy Doherty of City of Suwanee and Greg Fuson of Chandler Thinks

43 Attendees

Athens City Hall



YEAR IN REVIEW

Flawless Delivery

More than 190 people were trained during 17 Flawless Delivery Certification Program classes during the past fiscal year. In addition, 12 Lunch and Learn workshops were conducted by Craig Johnston, Director of Workforce Development Training & Advocacy during the same time period reaching an additional 1,274 people.

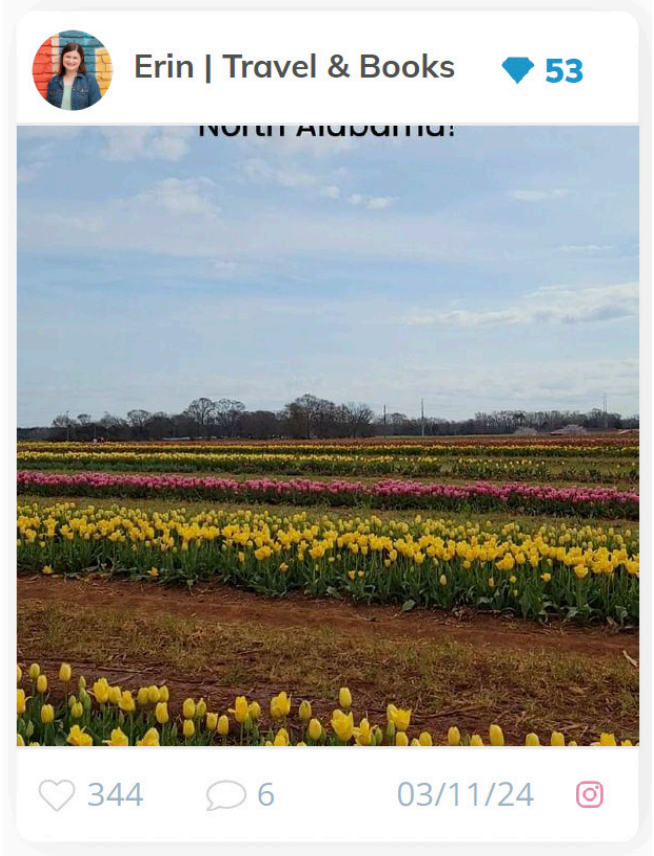
<u>Date</u>	<u>Location</u>	<u>Number of Attendees</u>
10/17-18/2023	Doubletree - Decatur, AL	14
10/28-29/2023	Jacksonville State / Hampton Inn	12
11/20-21/2023	Huntsville Marriott Space & Rocket	5
11/-27-28/2023	AC Hotel Downtown - HSV, AL	14
12/4-5/2023	Hampton Inn - Gadsden, AL	8
12/11-12/2023	Wyndham - Gadsden, AL	12
2/5-6/2024	Marriott Space & Rocket Center / HSV	2
2/27-28/2024	Youth Leadership / DoubleTree Decatur	28
3/4-5/2024	Holiday Inn - Gadsden, AL	12
3/11-12/2024	HSV Botanical Garden - HSV	9
3/18-19/2024	Best Western - Gadsden, AL	12
4/15-16/2024	Holiday Inn - Guin, AL	8
4/29-30/2024	City Hall / Hampton Inn - Athens, AL	10
5/13-14/2024	Hampton Inn - Winfield, AL	12
6/17/2024	DoubleTree - Decatur, AL	9
8/5-6/2024	Goose Pond Resort - Scottsboro, AL	11
8/13-14/2024	Fairfield Inn - Albertville, AL	12



North Alabama Ambassador Program



- 13 Influencers published 303 Posts
- Total Reach was 984.1K, with 4.7M Impressions and 1.38% Engagement Rate
- Each post got an average of 212.8 Engagements, 3.2K Reach, and \$1.7K EMV
- Audience was 58% Women, mostly from United States
- The campaign generated \$529.4K EMV



YEAR IN REVIEW

Travel and Trade Shows

AMLA spread the word on the wonderful travel opportunities in North Alabama at more than 35 consumer and professional shows and events during this past year including AAA Great Vacations Travel, Columbus, OH; Global Summit, Charleston, SC; Sunbelt Ag Show, Moultrie, GA; Association of Tennessee Valley Government, Gatlinburg, TN; The Travel + Leisure Int'l Show, New York, NY; Dallas Travel Adventure Show, Dallas, TX; Modern Bridal Show, Huntsville, AL; Louisville Boat, RV & Sports Show, Louisville, KY; East Tennessee Fishing Show, Knoxville, TN; American Bus Association, Nashville, TN; Indianapolis Boat, Sport & Travel, Indianapolis, IN; Mid-South Farm & Gin, Memphis, TN; Brand USA Travel Week, London; IPW, Los Angeles, CA; Canoeacopia, Madison, WI; Atlanta Travel & Adventure Show, Atlanta, GA; Chicago Travel & Adventure Show, Chicago, IL.



Advocacy with Elected Officials



On May 1, 2024, AMLA hosted a picnic lunch on the lawn of the Capitol Building in Montgomery, Alabama in honor of National Travel and Tourism Week. Each of AMLA's 16 counties had a booth to showcase destinations, special events and attractions.



North Alabama Film Commission Update

Over the past year, the North Alabama Film Commission (NAFC) has made significant strides in promoting the region as a vibrant destination for film production. One of the key accomplishments was the establishment of the North Alabama Film Commission Board, composed of industry leaders like Sandra Lafferty, Benjamin Stark, Debbie Wilson, Codie Gopher, Chris Roquemore, Nancy Noever, and Tami Reist. To highlight their expertise, a printed piece showcasing the board members was developed. Quarterly meetings have kept the board engaged, providing direction and support for ongoing initiatives.



Event Participation & Sponsorships

NAFC actively participated in several prominent events to raise awareness, including having a booth at the Music Cities Convention and the Southern Fried Film Festival in Huntsville, as well as the Chamber of Commerce of Alabama Summer Conference in Florence. These events provided the opportunity to engage with industry professionals and strengthen relationships within the film community.

Industry Connections

To further boost visibility, the organization launched its Facebook, Instagram, and LinkedIn pages and joined IMDb Pro. NAFC also connected with key film organizations such as the Alabama Film Office, Cypress Moon Productions, Create Birmingham - Film Birmingham, Sidewalk Film Festival, and many more. This network has been essential in positioning North Alabama as a growing hub for film and media production.

Collaborations & Industry Activity

NAFC has been working closely with local chambers of commerce, tourism offices, and economic development offices across North Alabama's sixteen counties to build relationships that foster growth. These collaborations have led to the region being utilized for various productions, including commercials, documentaries, music videos, TV series, and films.



NORTH ALABAMA FILM COMMISSION BOARD



Sandra Ellis Lafferty
North Alabama Film
Commission Board



Codie Gopher
North Alabama Film
Commission Board



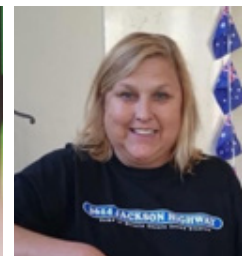
Chris Roquemore
North Alabama Film
Commission Board



Nancy Noever
North Alabama Film
Commission Board



Benjamin Stark
North Alabama Film
Commission Board



Debbie Wilson
North Alabama Film
Commission Board

YEAR IN REVIEW

New Programs and Projects

AMLA continues to release new programs and develop projects to promote tourism and travel throughout North Alabama. The programs were created after careful study into current travel trends both on the national and the regional level.



PATRIOT TRAIL

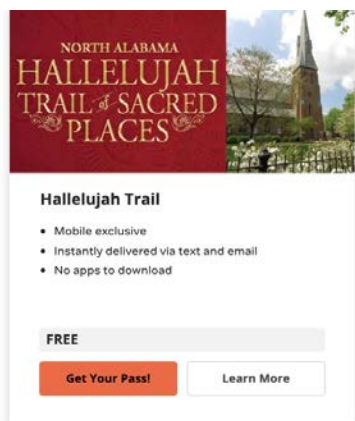
AMLA developed and released a new trail and accompanying brochure highlighting destinations and events that honor those who have served or are currently serving in the military forces of America.

The new North Alabama Patriot Trail offers a self-guided tour of 79 patriotic stops on the 16 northernmost counties of Alabama. This new addition joins the AMLA's 10 existing trails. The North Alabama Patriot Trail brochure is a 12-page guide to memorial parks, museums, memorials, markers, archives, noteworthy locations, festivals, special events and parades.



ADVOCACY

AMLA developed a new advocacy video touching on the importance of tourism as a vital industry that fuels our economy, supports local businesses, and enriches communities. The video follows AMLA's President & CEO Tami Reist and tourism leaders from North Alabama to our nation's capitol to meet with the North Alabama's Congressional Delegation and other key leaders to discuss tourism issues and trends.



HALLELUJAH TRAIL PASSPORT

The North Alabama Hallelujah Trail is now available as a free digital passport through Bandwango. This pass helps visitors explore churches that define the heart of North Alabama's rich and diverse culture and spiritual heritage. The pass is a gamified check-in challenge. Check in at each location with a cell phone's GPS to earn a Hallelujah Trail cyclone fan. Get your pass here:



A NEW LOOK

AMLA updated our corporate pull-up banners along with new brochure header racks. Soon our partners will see the new pieces as we revamp our existing brochure racks and travel to trade shows and events with the banners.

★

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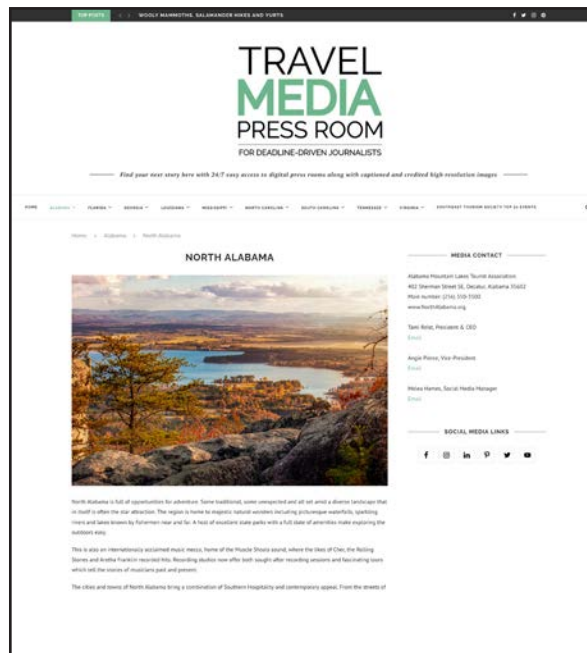
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YEAR IN REVIEW

Media/Public Relations

AMLA uses Meltwater to distribute press releases to journalists, bloggers and influencers in target markets. Along with Meltwater, Google Alerts offers monitoring assistance to determine editorial coverage generated from press releases. AMLA also contracts with Laurie Rowe & Company, who specializes in destination PR and media relations with strategic programs of work that produce targeted earned media results.



Media Partner Laurie Rowe & Company Reports:

North Alabama has been featured in 232 published results generating:

- 108,250,177,684 Total Impressions
- \$991, 069,050 Total Estimated Value

Four PR Campaign Releases for 2024:

- “12 Outstanding Attractions for Kids in North Alabama from a Big Cat Park Adventure to Space Exploration, There are so many ways to have fun,” pitched to 33 outlets on Feb. 16, 2024 and distributed to 588 outlets on Jan. 29, 2024.
- “Hitting the Trails in North Alabama,” was pitched to 585 outlets on February 28 and to 33 outlets on April 26, 2024.
- “They say There’s Music in the Water,” was distributed to 587 outlets on May 1, 2024.
- “Savor the Flavors of North Alabama,” was pitched to 586 outlets on June 26, 2024.



65 Press Releases distributed
(October 1, 2023-September 10, 2024)

37.3 % Open Rate

2.7 % Click to Open Rate

YEAR IN REVIEW

Member Services

AMLA supported its membership through a variety of means during the year including providing free brochure distribution to more than 65 in-region locations; newsletter distribution; awarding nearly two dozen scholarships to the Southeast Tourism Society's Marketing College; provided Tourism Economic Health booklets to each county; and served as a resource bank for member information on industry trends, current events, and educational tools.



Randa Hovater

Randa Hovater joined AMLA in June as the new graphic designer and community engagement coordinator. The newly created position works closely with the Vice President of Marketing and Communications and Vice President of Operations in developing and implementing creative assets and content for marketing needs across all brands affiliated with the organization in an effort to position the North Alabama region as a must-experience destination while also overseeing community engagement efforts in Colbert, Lauderdale, Limestone and Madison Counties. Randa has 10 years of marketing and communications experience, most recently working as a tourism account supervisor at Miles Partnership where she collaborated with destination marketing clients across the United States in developing print and digital content-marketing solutions. Prior to that role, she developed and led the marketing and communications strategies for North Alabama Medical Center in Florence, Ala. She also served as the corporate marketing manager at Yedla Hotel Management Company and was the media relations manager at Florence-Lauderdale Tourism. She has a Bachelor of Science degree and a Master of Arts in Integrated Marketing Communications from the University of West Alabama.



Quarterly Board Meeting in Oneonta, AL



AMLA produced and distributed to more than 1,300 readers an 8-page newsletter each quarter of the fiscal year.



In August, AMLA hosted a fam tour for the employees of Alabama Welcome Centers. The five-day itinerary featured attractions, restaurants, hotels and State Parks in Lawrence, Cullman, Blount, Etowah, DeKalb, Jackson and Marshall counties.



Tourism Economic books were produced for each county within the region to help local officials recognize the importance of the industry to their area.

YEAR IN REVIEW

Collateral Marketing Resources

North Alabama Visitors Guide
North Alabama Fishing Guide
North Alabama Golf Guide
North Alabama Attractions Map
North Alabama BBQ Trail Guide
North Alabama Outdoors Guide
North Alabama Mural Trail rack brochure
North Alabama Craft Beer Trail Guide
North Alabama Wine Trail Passport
Alabama Wine Festival rack card
North Alabama Hallelujah Trail of Sacred Places
North Alabama Patriot Trail
North Alabama Waterfall Brochure
North Alabama Motorcycle Trail Guide
North Alabama Train Depots Trail Guide
Outdoors Profile Form
North Alabama Ambassadors Program
North Alabama Group Itinerary Planner
North Alabama Trail Mix Brochure
North Alabama Campgrounds Brochure
What to See and Do on I-22
North Alabama Retirement & Relocation Guide
AMLA Speakers Bureau
Press Releases
Web Site (www.NorthAlabama.org)
North Alabama Media Kits
Facebook • Twitter • LinkedIn
Pinterest • Instagram • Youtube • TikTok
E-Newsletter
Charlotte's Adventures Video Series
North Alabama Destination Passport
North Alabama Tourism Newsletter



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

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