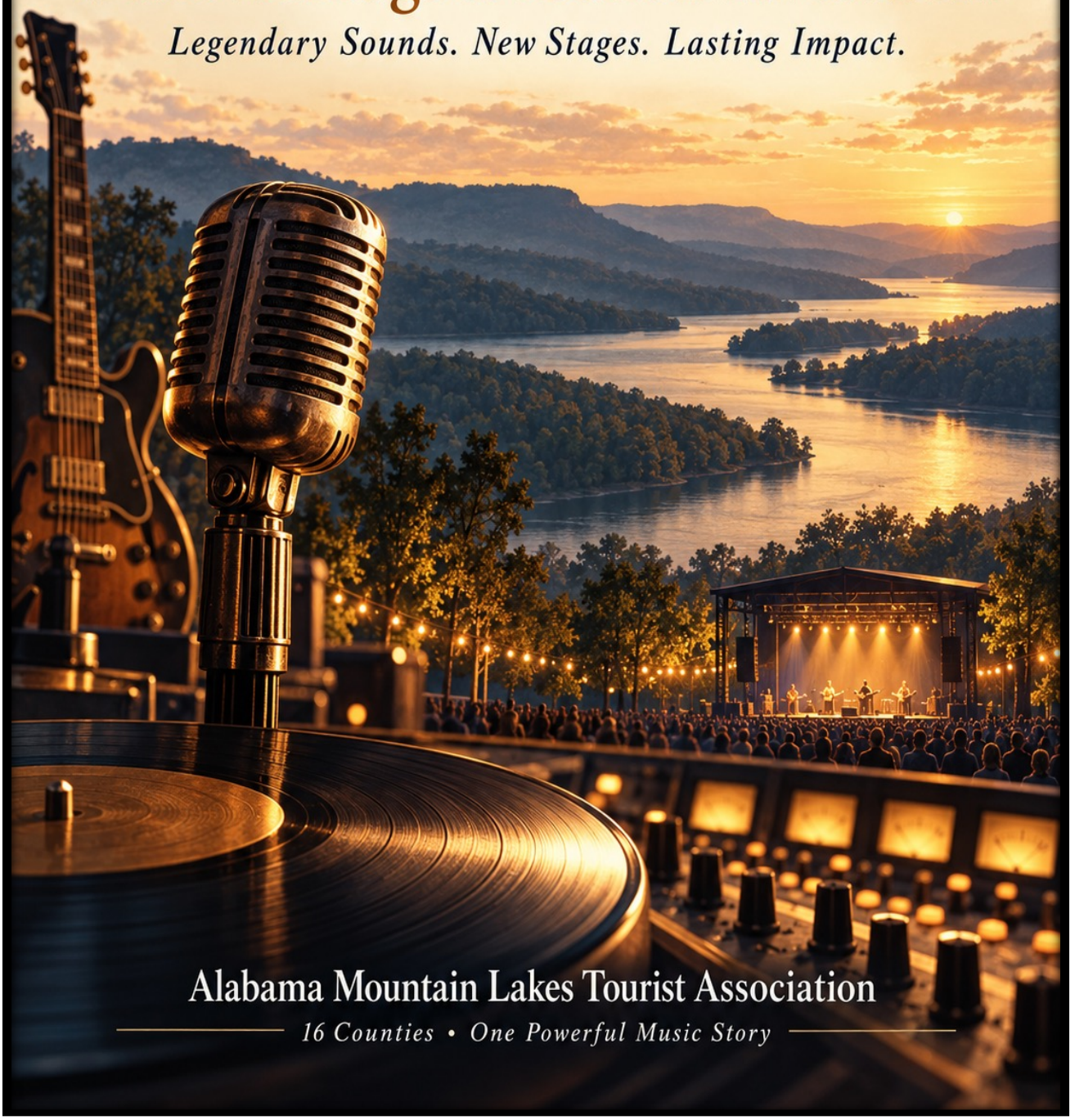
AMERICAN MUSIC TOURISM ACT

NORTH ALABAMA

Music Heritage & Tourism Investment

Legendary Sounds. New Stages. Lasting Impact.



Alabama Mountain Lakes Tourist Association

16 Counties • One Powerful Music Story

North Alabama Music Tourism

Economic activity and community investment

Music heritage, investment and visitor opportunity

North Alabama's rich musical history is an enduring part of America's cultural heritage and a growing reason to visit our region. From legendary recording studios and historic theaters to new performance spaces, restored venues and community festivals, music connects our past with investments shaping our future.

The Alabama Mountain Lakes Tourist Association welcomes the American Music Tourism Act of 2025, signed into law on October 9, 2026. The law directs the U.S. Department of Commerce to promote domestic and international travel to music-related attractions, locations and events. Its recognition of studios, museums, venues, festivals and live performances aligns closely with the experiences North Alabama offers.

Music tourism is a travel segment with opportunities reaching well beyond the stage. Visitors travel to hear an artist, attend a festival, explore a recording studio or discover the communities behind the songs they love. Those trips can support overnight stays, dining, shopping, transportation and other local experiences. Investments in music facilities and programming also create opportunities for artists, preserve cultural heritage and enrich the quality of life for residents.

Our organization participates in international travel shows and marketplaces to showcase North Alabama's music heritage and connect our tourism partners with travel planners and potential visitors. We also work across state lines through the Americana Music Triangle to cross-promote destinations and encourage visitors to explore connected music experiences over several days. Linking North Alabama with other Southern music destinations helps turn an individual attraction or concert into a longer regional journey.

This document brings together examples of the investments, partnerships, venues and events strengthening music tourism across our 16-county region. By documenting both established assets and new developments, we aim to demonstrate North Alabama's contribution to America's music story and provide useful regional information as the American Music Tourism Act is implemented.

Legislative reference: American Music Tourism Act of 2025, Public Law 119-121, approved October 9, 2026. govinfo.gov/app/details/PLAW-119publ121.

The American Music Tourism Act of 2025 (S. 195) was sponsored by Senator Marsha Blackburn of Tennessee with Senator John Hickenlooper, a Democrat from Colorado. The House passed it on September 15, 2026, and the official text is published as an enrolled bill.

What it would do: Direct the Department of Commerce's travel and tourism office to identify and promote U.S. places and events important to music tourism, for both domestic and international visitors. The definition is broad: museums, recording studios, music venues of all sizes, historic music sites, festivals, concerts, and other performances or music events all qualify for consideration. It also calls for a report to Congress within a year of enactment and every two years after that.

Is there money available? The enrolled bill does not establish a grant program or offer funding to destinations. Its provisions assign promotion and reporting duties to Commerce. The Congressional Budget Office describes implementation through the existing travel and tourism office; its reference to that office's prior $3.5 million appropriation is not a pool of grants for AMLA or venues.

How does AMLA list its music assets? The bill does not create a public listing portal, application, deadline, or required submission format. I would prepare a North Alabama inventory now, then ask the National Travel and Tourism Office (NTTO) how it plans to gather destinations once implementation begins. NTTO provides a travel and tourism contact page.

For AMLA, I'd make one concise entry per site or event with its name, county, music significance, visitor experience, dates or operating hours, website, photo permissions, accessibility information, and a local contact. The Shoals recording legacy, music museums and studios, and live music events across your 16 counties would be natural candidates. That inventory would give you something concrete to send NTTO and Alabama Tourism when they announce how they will identify sites; it would not itself constitute an official federal listing.

Statute at Large 140 Stat. 1067 - Public Law No. 119-121 (10/09/2026)
[119th Congress Public Law 121]
[From the U.S. Government Publishing Office]

[[Page 140 STAT. 1067]]

Public Law 119-121
119th Congress

An Act

To amend the Visit America Act to promote music tourism, and for other purposes. <<NOTE: Oct. 9, 2026 - [S. 195]>>

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, <<NOTE: American Music Tourism Act of 2025. 15 USC 9801 note.>>

15 USC
9801 note.
SECTION 1. SHORT TITLE.

This Act may be cited as the ``American Music Tourism Act of 2025".

SEC. 2. RESPONSIBILITIES OF THE ASSISTANT SECRETARY OF COMMERCE FOR TRAVEL AND TOURISM.

(a) Domestic Travel and Tourism.--Section 605(b) of the Visit America Act (15 U.S.C. 9803(b)) is amended--

(1) in paragraph (2), by striking ``; and" and inserting a semicolon;

(2) in paragraph (3), by striking the period at the end and inserting ``; and"; and

(3) by adding at the end the following:

``(4) identify locations and events in the United States that are important to music tourism and facilitate and promote domestic travel and tourism to those locations and events.".

(b) Facilitation of International Business and Leisure Travel.--Section 605 of the Visit America Act (15 U.S.C. 9803) is amended by striking subsection (d) and inserting the following:

``(d) Facilitation of International Business and Leisure Travel.--The Assistant Secretary, in coordination with relevant Federal agencies,
shall strive to increase and facilitate international business and leisure travel to the United States and ensure competitiveness by--

``(1) facilitating large meetings, incentives, conferences, and exhibitions in the United States;

``(2) emphasizing rural and other destinations in the United States that are rich in cultural heritage or ecological tourism, among other uniquely American destinations, as locations for hosting international meetings, incentives, conferences, and exhibitions;

``(3) facilitating and promoting international travel and tourism to sports and recreation events and activities in the United States; and

``(4) identifying locations and events in the United States that are important to music tourism and facilitating and promoting international travel and tourism to those locations and events.".

[[Page 140 STAT. 1068]]

(c) Reporting Requirements.--Section 605(f) of the Visit America Act
(15 U.S.C. 9803(f)) is amended by adding at the end the following:

``(4) Report on goals relating to domestic and international travel. <<NOTE: Time period.>> --Not later than 1 year after the
date of enactment of the American Music Tourism Act of 2025, and
every 2 years thereafter, the Assistant Secretary shall submit to the Committee on Commerce, Science, and Transportation of the
Senate and the Committee on Energy and Commerce of the House of
Representatives a report of activities, findings, achievements, and vulnerabilities relating to the goals described in subsections (a) through (d).".

(d) Definition.--Section 600 of title VI of division BB of the Consolidated Appropriations Act, 2023 (15 U.S.C. 9801) is amended--

(1) by redesignating paragraphs (1) and (2) as subparagraphs (A) and (B), respectively, and adjusting the margins accordingly;

(2) by striking ``In this title, the term `COVID-19 public health emergency'--" and inserting the following:

``In this title:

``(1) COVID-19 public health emergency.--The term `COVID-19
public health emergency'--"; and

(3) by adding at the end the following:

``(2) Music tourism.--The term `music tourism' means--

``(A) the act of traveling to a State or locality to visit historic or modern-day music-related attractions, including museums, studios, venues of all sizes, and other sites related to music; or

``(B) the act of traveling to a State or locality to attend a music festival, a concert, or other live musical performance or music-related special event.".

Approved October 9, 2026.

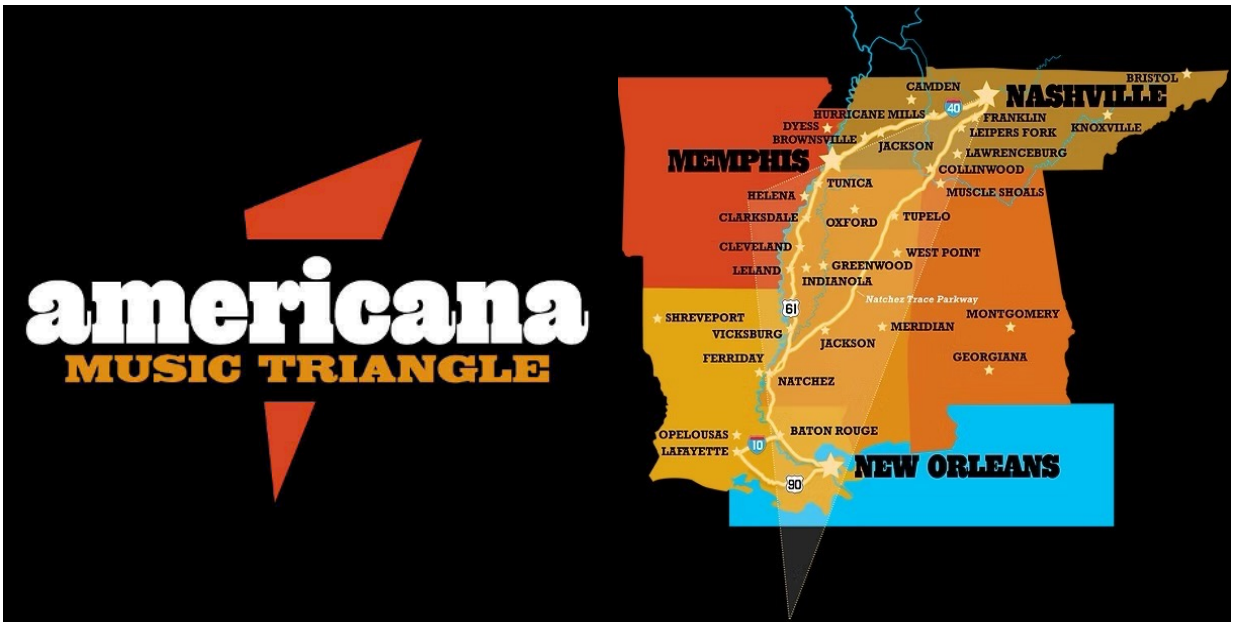
LEGISLATIVE HISTORY--S. 195:

The Americana Music Triangle

The Americana Music Triangle connects Muscle Shoals and North Alabama with a broader Southern music journey, creating opportunities to attract domestic and international visitors and encourage longer stays. Its launch publicity firm, PLA Media, reports more than 798 million press impressions and 276 media placements, demonstrating substantial promotional reach. These figures measure publicity exposure rather than visitor spending or economic impact.

Through international marketing and cross-promotion with partner destinations, Alabama Mountain Lakes Tourist Association builds on this visibility to encourage visits to recording studios, museums, festivals and live music venues throughout North Alabama. These experiences create opportunities for overnight stays, dining, shopping and local business activity. Although the economic contribution attributable specifically to the Triangle has not been independently established for North Alabama, the partnership provides a valuable platform for connecting our region's music investments with a wider travel audience.

Regional routes: americanamusictriangle.com



Music Trail of North Alabama

AMLA introduced the Music Trail of North Alabama on May 8, 2026, with 24 stops at launch. The self-guided route links studios, landmarks and performance spaces throughout the region. [5]

Stops highlighted at launch include FAME, Muscle Shoals Sound Studio, the Red Bay Museum, Renaissance Shoals Hotel & Spa, The Orion Amphitheater and Huntsville's Little Richard mural. [5]

Digital passport and visitor exploration

A free Bandwango mobile passport arrives by text and email, without an app download. It provides maps, directions and nearby-stop information; visitors who check in at 12 participating locations earn a prize. [5]

Brochures, an exhibit backdrop, giveaways and a dedicated webpage support promotion. The trail gives travelers a practical way to explore North Alabama's music heritage and discover additional communities. [5]

Leighton music heritage mural

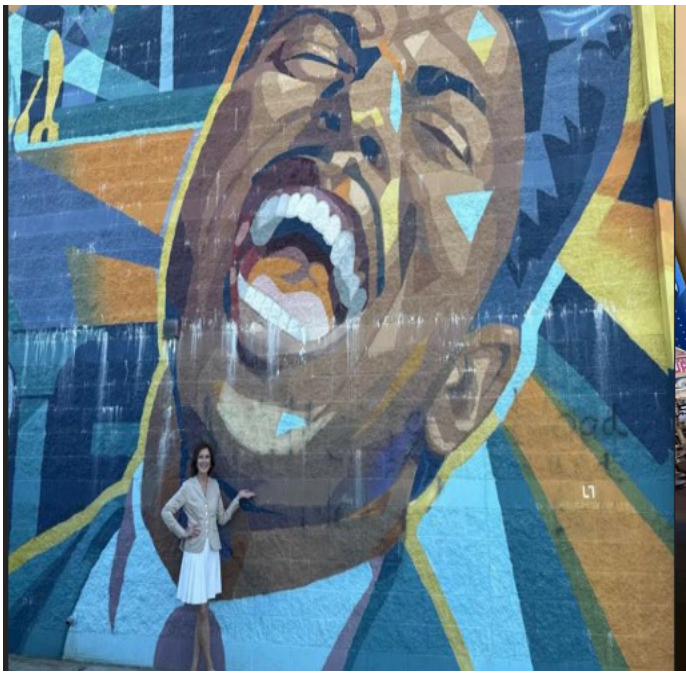
The Tribute to Percy Sledge and Jimmy Hughes Mural at 8779 Main Street in Leighton honors two artists with hometown roots in the community. Included in AMLA's Music Trail brochure, the mural connects Leighton's musical heritage with the broader Shoals visitor experience.

Source: AMLA Music Trail of North Alabama brochure. https://amla4tourism.com/wp-content/uploads/2026/03/Music_Trail_New_Layout_v4.pdf

Media reference

TimesDaily featured the trail in an article titled "Finding the rhythm of a region: The story behind the Music Trail of North Alabama." The article link is retained below as a media reference. [6]

Trail information and passport access: https://www.northalabama.org/places-to-visit/trails/music-trail-of-north-alabama/





Blount County

Blount County adds bluegrass, gospel gatherings, community performances and downtown festivals to North Alabama's music experiences. Its music offerings can be paired with covered bridge tours and outdoor recreation.

Venues and recurring music gatherings

River Hills Retreat — 11814 AL Highway 160, Hayden. The retreat hosts Locustgrass Bluegrass on the River, with an indoor stage show, musician jamming and RV boondocking. Consult the organizer for the next edition. www.riverhillsretreat.com/bluegrassfestival

Palisades Park — Amelia Porter Building, 1225 Palisades Parkway, Oneonta. The Alabama Bluegrass Music Association lists a first-Thursday all-gospel jam, with different winter and warmer-season hours. Confirm the schedule before visiting. www.alabamabluegrassmusic.org/jams

Community Arts Center — 6801 2nd Avenue West, Oneonta. Opened in 2022, the center is home to the Community Arts Council of Blount County. The organization presents concerts, musicals, plays and arts programs, supporting local participation and performance opportunities. www.blountcountyartscouncil.com

Historic Neely Theatre — 306 1st Avenue East, downtown Oneonta. The Chamber identifies this historic theater as a performing arts center and home to the Covered Bridge Players, with musicals and local showcases among its offerings. Check individual productions rather than assuming a regular concert schedule. www.blountoneontachamber.org/visitblount

Festivals and community events

Covered Bridge Arts and Music Festival — Downtown Oneonta. The annual festival combines live local entertainment with crafts, food and covered bridge heritage. The regional tourism listing reports that the October 10, 2026 event was canceled due to weather. tennesseerivervalleygeotourism.org/entries/covered-bridge-arts-and-music-fest/d7cfbe0f-9395-4a1e-870c-f16343b1e73f

June Fling in Oneonta and the Blountsville Harvest Festival also feature live music, according to the Chamber. Hayden Day includes live music, crafts and food trucks, according to the Blount County Economic Development Council. Confirm future dates and lineups with organizers. www.blountoneontachamber.org/visitblount; blountedc.com/quality-of-life/our-communities/hayden

Tourism development

These venues and events provide opportunities to connect music with small-town dining, shopping and overnight stays. Document attendance, visitor origins, artist payments and spending before assigning a county music-tourism economic impact.

Blount County Multipurpose Center

The Blount County Multipurpose Center and Chris Green Arena in Cleveland expands the county's capacity for meetings, festivals and community gatherings. AMLA identifies meetings and music festivals among the facility's intended uses, connecting this investment with opportunities for music tourism and local business activity.

Facility and community uses

The center is listed by the County Commission at 6700 County Road 1, Cleveland, Alabama 35049. Groundbreaking took place in 2022, and the open house was held September 16, 2024. The 30-acre site supports fairs, rodeos, livestock shows, private events and agricultural education, and houses Extension, economic development and tourism offices and the Advanced Ag Academy.

Documented construction funding

A $1,000,000 CDBG-CV grant was awarded to Blount County in 2021. ADECA identifies its purpose as construction of the county multipurpose facility to serve as a pandemic response hub. This figure is a documented funding award; it does not establish the final building or overall complex cost.

The facility's investment supports several public purposes. Any construction total used in music tourism materials should be described as shared community infrastructure rather than spending solely on music.

Meeting and event inquiries
The County Commission lists Hanah Denney as the rental and event contact: (205) 237-1486; hdenney@blountcountyal.gov.
Sources
Blount County Commission. Facility directory and rental information. https://blountcountyal.gov/facility-directory/the-blount-county-multipurpose-center/ and https://blountcountyal.gov/the-blount-county-multipurpose-center/
Alabama Farmers Federation. Blount County Celebrates Community Multi-Purpose Center. December 6, 2024. https://alfafarmers.org/blount-county-celebrates-community-multi-purpose-center/
ADECA. Alabama CARES Act CDBG-CV Awards. https://adeca.alabama.gov/wp-content/uploads/Alabama-Cares-Act-CDBG-CV-Awards.pdf
Meeting and music festival purpose supplied by Tami Reist, AMLA.

Cherokee County

Cherokee County connects music with community celebrations and event facilities in the Weiss Lake area. Its college campus provides a concert venue, while Gadsden State's broader music offerings provide a regional education connection.

Richard Lindsey Arena at Gadsden State Cherokee

Located at 801 Cedar Bluff Road in Centre, the campus has a multipurpose arena listed by the college at 2,500 seats, a 300-seat conference room and smaller meeting rooms. The Cherokee County Chamber identifies concerts among the arena's uses. Capacities depend on event configuration and should be confirmed with the venue.

Facility contact: Leslie Burton, Facility Support Manager; (256) 927-1814; lburton@gadsdenstate.edu. College facility information: https://gadsdenstate.edu/about-us/cherokee

Community celebrations and event space

Cedar Bluff's annual Liberty Day celebration at Cedar Bluff Park combines live music with food, crafts, family activities and fireworks over Weiss Lake. The 2026 program advertised multiple musical acts for July 4. Future dates and lineups should be confirmed with Cedar Bluff Town Hall at (256) 779-6121. Source: WEIS Radio, June 29, 2026, "Cedar Bluff Invites Community to Celebrate America's 250th Birthday During Liberty Day Celebration July 4." https://weisradio.com/2026/06/29/cedar-bluff-invites-community-to-celebrate-americas-250th-birthday-during-liberty-day-celebration-july-4/

Centre Community Center, 635 Armory Road, is also listed by the Chamber as an event rental facility. It is a contact for potential community programming; a recurring music series has not been established by the cited listing. Phone: (256) 927-5222. https://members.cherokee-chamber.org/list/category/event-venues-rentals-217

College music education connection

Gadsden State Community College offers music theory, piano, voice, instrumental instruction and ensembles, with transfer pathways including music and music industry. Performance opportunities include the Show Band, A Cappella Choir and Gadsden State Singers, with audition-based scholarships available. These are college-wide offerings. Music instruction at the Cherokee campus in Centre has not been confirmed; the college catalog directs choral inquiries to the Meadows Building on the Wallace Drive Campus in Gadsden, in Etowah County. Students should confirm course locations, schedules and scholarship requirements with the Fine Arts Division.

College sources: https://gadsdenstate.edu/programs-of-study/fine-arts-degrees-certificates and https://catalog.gadsdenstate.edu/gadsden-state-a-cappella-choir-and-gadsden-state-singers

Colbert County

Colbert County connects the Shoals' recording legacy with working studios, visitor tours, live performances and public art. Muscle Shoals, Sheffield, Tuscumbia and Leighton offer complementary experiences that help visitors explore the people and places behind American music.

Recording studios and music attractions:

FAME Recording Studios — 603 East Avalon Avenue, Muscle Shoals. A working recording studio offering guided tours of historic Studios A and B, sharing the stories of artists including Aretha Franklin, Wilson Pickett and Etta James. https://famestudios.com/tour/

Muscle Shoals Sound Studio — 3614 Jackson Highway, Sheffield. Founded in 1969 by the Muscle Shoals Rhythm Section, known as the Swampers, the studio combines recording activity with tours and preservation through the Muscle Shoals Music Foundation. https://muscleshoalssoundstudio.org/pages/history

Cypress Moon Studios — 1000 Alabama Avenue, Sheffield. The former second location of Muscle Shoals Sound now houses film and music production. Its Full Moon Theater hosts concerts, events and community theater. https://business.shoalschamber.com/list/member/cypress-moon-productions-and-studios-36236

The Alabama Music Hall of Fame in Tuscumbia complements studio tours with exhibits honoring Alabama musicians. The Roots of American Music Trail also documents Wishbone Recording Studio and other historic music sites; current visitor access should be checked. https://www.visitflorenceal.com/music/music-attractions/; https://musictrail.una.edu/?page_id=15

Music events

Swampaversary is an annual fundraiser on the Muscle Shoals Sound Studio grounds supporting its music foundation. Sledgefest in Leighton celebrates Percy Sledge, Jimmy Hughes and other hometown musical figures. Tuscumbia's Helen Keller Festival combines live music with heritage and family activities. These events complement the broader Shoals festivals described earlier in this document.

Event sources: https://muscleshoalssoundstudio.org/collections/57th-swampaversary-concert; https://www.townofleighton.com/news-events/; https://helenkellerfest.com/

Welcome center and music history murals

The new North Alabama Welcome Center project near the Alabama Music Hall of Fame on U.S. 72 in Tuscumbia provides another opportunity to introduce visitors to the Shoals. Tami Reist describes its music focus and murals sharing the region's music history. Together, visitor information and visual storytelling can direct travelers toward studios, performances and downtown businesses.

Published project coverage also describes accessible design inspired by Helen Keller. The welcome center's music interpretation is based on AMLA's supplied information; confirm opening status and final exhibit details before promoting a visit. https://www.colbertcountyreporter.com/2024/12/19/tuscumbia-moving-forward-with-new-welcome-center/

Leighton's Tribute to Percy Sledge and Jimmy Hughes Mural, described in the trail section, is another example of public art preserving the county's musical story.

Cullman County

Cullman County combines country music connections with downtown festivals, local stages and a multipurpose event venue. These experiences give visitors opportunities to pair music with dining, shopping and other county attractions.

Hank Williams Jr connection

Hank Williams Jr. has a documented historical connection to Cullman. Billboard reported on April 19, 1986, that he was moving his business headquarters from Cullman to Paris, Tennessee. This is a historical career connection, rather than a publicly accessible museum or home tour. Source: Billboard, "Hank Williams Jr. Splits With Manager." https://www.worldradiohistory.com/Archive-All-Music/Billboard/80s/1986/BB-1986-04-19.pdf

Hank Williams Jr. was also announced as a headliner for Rock the South's June 19–21, 2025 festival in Cullman. The festival belongs in the county's music tourism history; its organizer identifies Decatur as the new home beginning in 2026. Sources: https://www.cullmantribune.com/2024/11/12/kid-rock-nickelback-hank-williams-jr-to-headline-rock-the-south-2025/; https://peachtreeent.com/festival/rock-the-south-2026/

Festivals and downtown music

Alabama Strawberry Festival — Depot Park, 309 1st Avenue NE, Cullman. The festival combines concerts with agriculture, food, crafts and family activities. Its official website advertises two days of concerts with 19 bands on two stages for the displayed program. Check the current edition for dates, performers and concert admission. https://www.alabamastrawberryfest.com/

Cullman Oktoberfest — Depot Park. The annual celebration connects the city's German heritage with concerts, food and community activities. The published 2026 schedule covered October 1–4. https://www.cullmanoktoberfestival.com/schedule-of-events

Venues and local stages

Cullman County Agricultural Trade Center — 17645 U.S. Highway 31, Cullman; (256) 739-4959. County Parks and Recreation lists bluegrass, rock, country and gospel music events among the facility's uses, alongside agricultural exhibitions and other gatherings. https://www.cullmancountyparks.com/atc.html

Goat Island Brewing — The Original at 1646 John Cooper Drive SE offers a stage and live local music. The Goat at Cotton Creek, 417 Third Avenue SW, Suite 135, advertises acoustic shows and a downtown patio. Consult the brewery's event calendar for performers. https://www.goatislandbrewing.com/visit; https://www.goatislandbrewing.com/events

Festhalle Marketplatz — The city's open-air timber pavilion is another downtown gathering venue for festivals, markets and community events. Music programming depends on the booked event. https://visitcullman.com/venue/festhalle-marketplatz/

DeKalb County

DeKalb County's music identity combines the hometown legacy of ALABAMA with live performances, downtown festivals and mountain community gatherings. Museum visits and concerts can be combined with dining, shopping and outdoor experiences in Fort Payne and the Lookout Mountain area.

ALABAMA Fan Club and Museum

The museum at 101 Glenn Boulevard SW in Fort Payne tells the band's story through more than 50 years of memorabilia, including personal items, videos, photographs and awards. It is also home to the band's fan club and gift shop. Call (256) 845-1646 for current admission, hours and group arrangements. Source: https://www.thealabamaband.com/

Music venues

Fort Payne Opera House — 510 Gault Avenue North. Built in 1889 and restored as a community cultural center, the historic building provides a heritage setting for performances. Confirm scheduled programs and visitor access. Source: https://www.alabama.travel/plan-your-trip/road-trips/fort-payne-the-view-from-lookout-mountain/

Fort Payne City Auditorium hosts the ALABAMA Songwriters Showcase, offering acoustic performances and stories behind hit songs. The Pickin' Post is another live music setting documented by DeKalb Tourism. Its published summer guide also highlights community music celebrations in Geraldine, Rainsville and Henagar. Source: https://visitlookoutmountain.com/mountain-music-where-to-catch-live-music-this-summer-in-dekalb-county/

Vintage 1889 — 151 8th Street NE, Fort Payne; (256) 845-3380. This restaurant in a historic mill building hosts live music, with performances documented on the tourism calendar in 2026. Source: https://visitlookoutmountain.com/events/live-music-at-vintage-1889/

Festivals and music events

Boom Days Heritage Celebration brings art, crafts and multiple music stages to downtown Fort Payne. The city also identifies live music at the Third Saturday Sunset Cruise-In and nightly performances during the DeKalb County VFW Agricultural Fair. Source: https://fortpayne.org/community/annual-events/

ALABAMA-related fan events include the Songwriters Showcase and Teddy Gentry's Singing with the Stars, a benefit for the DeKalb County Child Advocacy Center. Dates and performers vary by edition. June Jam remains an important part of the county's music history, but April 2026 reporting states that the main festival would not return that year. Future editions require organizer confirmation. Sources: DeKalb Tourism summer music guide above; https://www.wdef.com/there-will-be-no-june-jam-concert-this-year-in-fort-payne/

Additional community events documented by DeKalb Tourism include Geraldine's Picnic in the Park, Rainsville Freedom Fest and Henagar's Sand Mountain Potato Festival, with country, bluegrass or gospel performances among their offerings. Consult the county calendar for current dates and lineups: https://visitlookoutmountain.com/event-calendar/

Etowah County

Etowah County's music offerings connect outdoor stages, indoor event facilities, downtown entertainment and college arts education. Recent venue renewal expands opportunities for visitors to attend performances and explore nearby restaurants, shops and attractions.

New and renewed performance spaces

The Bluff Amphitheater — 1820 U.S. Highway 278 East, Hokes Bluff area. The former Gold City Music Park was restored and reintroduced in May 2026. The operator describes an 18-acre music park with roots in the Gold City Quartet's history and confirms an opening-night concert featuring The Frontmen, The Mills and Midnight State of Mind. Sources: https://thebluffal.com/; https://thebluffal.com/thank-you/; WEIS Radio, May 11, 2026.

Wallace Hall Fine Arts Center — Gadsden State's Wallace Drive Campus. The college celebrated completion of an $8.94 million renovation on September 11, 2026. Work renewed the academic wing, including choral and band instructional spaces, and improved the theater and public areas. This is an investment in shared arts education and performance infrastructure, including music. Source: https://gadsdenstate.edu/about-us/latest-news/post/gadsden-state-celebrates-renovations-to-wallace-hall-fine-arts-center

The Amp — Gadsden's historic Mort Glosser Amphitheatre continues to host outdoor concerts. The city described it as newly renovated in its 2026 concert coverage and promoted seven featured summer concerts. Sources: https://cityofgadsden.com/m/newsflash/home/detail/1286; https://cityofgadsden.com/m/newsflash/Home/Detail/1294

Indoor venues and downtown stages

The Venue at Coosa Landing — 201 George Wallace Drive, Gadsden; (256) 549-4730. This established multipurpose facility hosts concerts, meetings and other events. Its 2026 calendar listed Country on the Coosa and Dueling Pianos. Source: https://www.thevenuegadsden.com/upcoming-events

Downtown Gadsden also lists Jake's Music Room and the Pitman Theatre among event rental venues. Their current programs should be checked directly when planning a visit or performance. Source: https://downtowngadsden.com/event-rentals/

Music events and visitor experiences

Loblolly Fest — The Bluff Amphitheater advertised its inaugural edition for October 17, 2026, adding a new festival offering in Hokes Bluff. Future editions and lineups should be confirmed with the organizer. https://thebluffal.com/loblolly-fest/

First Friday — Downtown Gadsden's April-through-October evening series combines live entertainment, classic cars, dining and late shopping along Broad Street. The event gives local musicians performance exposure while drawing visitors into downtown businesses. https://downtowngadsden.com/whats-happening/first-fridays/frequently-asked-questions/

Additional community music events identified by the Gadsden–Etowah Industrial Development Authority include Southside CityFest, the Hokes Bluff Festival, Glencoe's Celebration in the Park and Altoona Day. Confirm each event's current schedule before promotion. https://gadsdenida.org/quality-of-life/recreation/

Franklin County

Franklin County connects country music heritage with a historic theater and community festivals. Visitors can explore Tammy Wynette's Red Bay connections, attend live performances in Russellville and experience music in smaller communities across the county.

Music heritage and indoor performances

Historic Roxy Theatre — 208 North Jackson Avenue, downtown Russellville. Opened in 1949, the restored theater hosts concerts, recitals, talent shows and movies. Its programming provides a stage for local performers and visiting artists. Check the current calendar for shows and admission. Source: https://www.northalabama.org/listing/roxy-theatre/283/

Red Bay Museum — The museum preserves a substantial Tammy Wynette collection, including stage clothing, photographs, album covers and personal memorabilia. Born near Tremont, Mississippi, Wynette spent time in Red Bay with relatives and regarded it as her adopted hometown. The museum provides a music heritage stop rather than a regular concert venue. Call (256) 356-8758 to confirm location, hours and group arrangements. Sources: https://encyclopediaofalabama.org/article/red-bay-museum/; https://musictrail.una.edu/?p=145

Major festivals with live music

Franklin County Watermelon Festival — Downtown Russellville's free two-day festival combines concerts with crafts, food and watermelon activities. The Chamber's August 14–15, 2026 program listed Maggie Baugh, Tracy Byrd, Joseph Baldwin and other performers. Source: https://franklincountychamber.org/festivals-2/watermelon-festival/

Jam on Sloss Lake — Russellville's Independence Day celebration at Sloss Lake includes live music and fireworks. The Chamber listed the 2026 event for July 4 at 1851 Lawrence Street East. Source: https://franklincountychamber.org/upcoming-events/list/?tribe-bar-date=2026-04-18

Red Bay Founder's Fest — Bay Tree Park, 210 4th Avenue SE. The city's annual heritage celebration includes live music, crafts, food, contests and museum tours. The published 2026 edition was scheduled for September 26, with free admission. Source: https://www.cityofredbay.org/crb/events-4/founders-fest

Music across the county

The Chamber identifies evening bands and singers at the Phil Campbell Festival, music at Vina July Fest, an all-day band lineup at the Spirit of Hodges Festival and music at Spruce Pine Day. These gatherings bring performances into local parks and downtown settings, creating opportunities to pair entertainment with community heritage and local businesses.

The Franklin County Latino Heritage Festival in Russellville adds live entertainment and dance to the county's cultural calendar. Verify the current performers, dates and locations for each festival with its organizer. Source: https://franklincountychamber.org/festivals-2/local-festivals/

Visitor information: Franklin County Chamber of Commerce, (256) 332-1760; https://franklincountychamber.org/. Event attendance and visitor spending should be documented separately before assigning a county music tourism economic impact.

Jackson County

Jackson County connects a new downtown performance space with lakeside celebrations, arts markets and mountain festivals. These music experiences provide additional reasons for visitors to explore Scottsboro and surrounding communities.

Two Sisters Square

At 116 East Peachtree Street in downtown Scottsboro, Two Sisters Square transforms a former parking lot into an intimate open-air music venue and pocket park. A covered stage, murals and fountains create a setting for performances and community events. The venue honors Jessie Sue Bynum and Lucy Bynum, with support from the Bynum Foundation. Sources: https://www.twosisterssquare.com/about; https://www.northalabama.org/listing/two-sisters-square/4696/

An October 12, 2026 NACC announcement identifies it as Scottsboro's newest performance venue and advertises a Patsy Cline tribute featuring Kayleigh Smith-Page for October 30. This partnership connects college performers with downtown audiences. Source: https://www.nacc.edu/news/nacc-partners-with-two-sisters-square-in-scottsboro-for-patsy-cline-tribute-show-on-october-30

Music events across the county

Night Markets on the Square — The Art Society of Jackson County combines live music with local artists, makers and food trucks in downtown Scottsboro. Its 2026 schedule listed Rick Carter, Radar Mars, Dooley & Co. and the Otis Walker Band from May through August. https://www.artsocietyofjc.com/night-market

Scottsboro and Goose Pond Colony Independence Day Celebration — The 2026 program expanded to two days of free music on July 3–4, behind The Docks Restaurant at Goose Pond Colony Resort. Advertised headliners included Sawdust Jukebox and Worth the Wait, with fireworks over the water. This is a specific 2026 program; confirm future formats. Source: Jackson County Tourism, 44th Annual Scottsboro / Goose Pond Colony 4th of July Celebration, https://visitjacksoncountyal.com/events/

Mountain Laurel Arts and Music Festival — Pisgah Civitan Park. The county tourism listing advertised local music on two stages, artists, crafts and food trucks for May 16, 2026, pairing performances with the Pisgah Gorge setting. https://visitjacksoncountyal.com/event/pisgahs-4th-annual-mountain-laurel-arts-music-festival/

Scottsboro BBQ Festival — Downtown food, music and family activities. The county tourism calendar reports the 2026 event was postponed to November 7. Verify future dates and lineups with organizers. https://visitjacksoncountyal.com/events/

College music and performance connection

Northeast Alabama Community College serves Jackson and DeKalb counties with music instruction and public performances. Its ensembles include Jazz Band, Mustang String Band, Chorus and Encore. A Music Technology short-term certificate began in 2025, covering recording and commercial music skills. The campus includes the 730-seat Tom Bevill Lyceum and a separate 340-seat music auditorium. Sources: https://www.nacc.edu/programs-of-study/english-and-fine-arts-division/music-department; https://catalog.nacc.edu/campus

Lauderdale County

Lauderdale County connects Florence's live music scene and major festivals with university training in performance, education and the entertainment industry. This combination supports visitor experiences while developing musicians and the professionals who produce and promote music.

Music venues and performance spaces

The Mane Room — 310 North Pine Street, Florence. UNA's educational performance space gives Entertainment Industry students experience booking, promoting, designing and staffing shows. It also hosts community events. Contact: (256) 765-4816. https://my.una.edu/maneroom/index.html

Norton Auditorium — On UNA's Florence campus, this hall presents Shoals Symphony concerts and other performances. The Shoals Theatre in downtown Florence is another established performance venue. Additional live music settings listed by Visit Florence include Swampers Bar & Grille at Renaissance Shoals, FloBama and Singin' River Live. Confirm each venue's current calendar and admission. Sources: https://shoalssymphony.org/; https://www.visitflorenceal.com/music/live-music/

Festivals and music events

ShoalsFest — McFarland Park, Florence. The festival brings touring performers and music fans to the Tennessee River waterfront. Its official website listed the 2026 edition for October 3–4. The event's wider Shoals connections are described earlier in this document. https://www.shoalsfest.net/faq

W.C. Handy Music Festival — A regional celebration with numerous Florence performances, connecting blues, jazz and other music with restaurants, parks, churches and theaters. The official calendar lists events at Wilson Park, Swampers, FloBama and the Shoals Theatre, among other locations across the Shoals. https://wchandymusicfestival.com/events/

Shoals Symphony at UNA — Public concerts and educational programs add orchestral music to the county's cultural offerings. Its 2026–2027 season includes performances at Norton Auditorium. University recitals and ensemble concerts provide further opportunities to hear developing artists. https://shoalssymphony.org/; https://my.una.edu/music/index.html

University of North Alabama music curriculum

UNA's Department of Music offers BA/BS music programs with vocal/choral and instrumental options and a Bachelor of Music in Performance with instrumental, piano and vocal emphases. Students can pursue choral or instrumental educator preparation. Study includes applied instruction, theory, aural skills and ensemble performance. Source: https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/school-arts/music/

The David and John Briggs Family Department of Entertainment Industry offers a BA/BS preparing students for music business, audio recording, editing and live production. Coursework addresses the music industry, songwriting, recording and production; recording studio facilities and The Mane Room connect classroom work with practice. Sources: https://www.una.edu/entertainment/bs-entertainment-industry.html; https://catalog.una.edu/undergraduate/courses/ent/; https://www.una.edu/entertainment/recording-studio-facilities.html

The Shoals

North Alabama's music story extends beyond its legendary recordings. In the Shoals, that heritage continues through concerts, festivals, live music venues, educational partnerships, and international tourism promotion. Muscle Shoals Sound Studio (MSS) helps connect this history with experiences that bring visitors into the region today.

Concerts and festivals

The Swampaversary celebrates the April 1969 founding of Muscle Shoals Sound. MSS reports investing approximately $50,000 in the annual concert and clearing approximately $30,000.

The Mac McAnally Fundraiser, held at Renaissance Shoals, attracts attendees from around the world while raising funds for MSS. The organization reports clearing $90,000 from the 2025 concert.

Shoalsfest brings thousands of attendees to a two-day October music celebration along the Tennessee River. A contributor who served as a producer during its first three years estimates production spending at approximately $4 million, covering artists, staging, sound, lighting, security, staffing, and park fees. This is a contributor estimate rather than a published festival budget.



According to information provided by MSS, Shoalsfest fills area hotels, campgrounds, and numerous vacation rentals. MSS also reported its highest-revenue weekend ever during the most recent festival. Worldwide media attention, including coverage in Rolling Stone, extends the region's visibility beyond those attending in person.

The W.C. Handy Music Festival offers ten days of music throughout the Shoals. Contributor estimates indicate approximately $150,000 flows to musicians and vendors through festival activities, with approximately $1.5 million in revenue generated over the ten-day period, including participating restaurants' independently hosted events.

Skydog Festival is reportedly expected to return in 2027. The return date, production costs, and additional details are pending confirmation with Rodney Hall.

The Shoals continued

A year-round live music destination

The Shoals offers music well beyond its major festivals. Swampers at Renaissance Shoals Hotel features live music seven nights a week. Champy's, Flo-Bama, and The Crust offer music approximately five nights a week. Additional performance spaces include Singing River Brewery, the University of North Alabama's Norton Auditorium, the Shoals Theatre, the Ritz Theatre, and the ballroom at Renaissance Shoals Conference Center.

The Alabama Music Hall of Fame reports that its annual programs collectively attract approximately 1,000 guests and generate an estimated $5,000 in revenue. Additional concerts hosted by Susann Hamlin can further document the region's music activity.

Regional promotion and partnerships

Music provides a foundation for tourism partnerships that connect the Shoals with a broader audience. MSS collaborates on initiatives that promote the region through familiarization tours, advertising, and relationships across state lines.

Nashville's Big Back Yard was created in partnership with Aubrey Preston to promote the region globally. Contributor information indicates approximately $2 million invested over five years in familiarization tours, advertising, and social media.

The Americana Music Triangle, created by Aubrey Preston, connects music destinations across multiple states. Contributor estimates indicate at least $10 million invested across the initiative since its 2015 launch, including community contributions, Preston's donations, and staff support. This amount covers the multistate initiative and is not solely an investment in North Alabama.

The Americana Music Triangle encouraged cooperation between Alabama and Tennessee tourism leaders, including reciprocal brochure distribution promoting communities outside their respective states. MSS continues to work closely with Preston on the initiative.
Brand USA familiarization tours are hosted in partnership with the Alabama Tourism Department. Contributor estimates indicate approximately $50,000 contributed over six years by participating tourism organizations, attractions, and hotels.
Organizational partners
Key partners identified by MSS include Alabama Mountain Lakes Tourist Association, the Huntsville Music Office, the University of North Alabama's Entertainment Industry program, the Huntsville Symphony, the Country Music Hall of Fame, Visit the Shoals, and Colbert County Tourism.
These activities connect the Shoals' recording history with visitor experiences, cultural education, and ongoing business activity.

Shoals music industry incentives
The Shoals Economic Development Authority, known as SEDA or Shoals EDA, supports music industry growth through Shoals Music Makers. Announced in 2022, the program encourages artists and producers to bring recording projects to Colbert and Lauderdale counties. This recruitment effort connects the region's recording heritage with new production activity.
Shoals Music Makers recording incentive
Approved projects can receive reimbursement of up to 30 percent of eligible recording budgets. The published tiers are:

- $5,000–$9,999: up to 10 percent.
- $10,000–$24,999: up to 15 percent.
- $25,000–$74,999: up to 20 percent.
- $75,000–$200,000 and above: up to 30 percent.

Applicants must submit a full budget before substantial recording begins. Recording must occur in Colbert or Lauderdale County. Advisory committee approval is required; payment follows project completion and documentation of receipts. Artists must also meet promotional and credit requirements, including social media posts and a Shoals Music Makers credit.



This is a recording-project incentive. It does not require musicians to permanently relocate to the Shoals. By attracting projects, it can generate work for local studios, session musicians, producers and engineers, alongside lodging and dining demand.
Relocation program history
SEDA also administered Remote Shoals, a separate incentive for eligible remote workers relocating to the area. Its official website now states that the program has ended. It should therefore be described as a past talent-recruitment initiative rather than a currently available musician moving grant.
Program information and sources
Shoals Music Makers eligibility and published tiers: https://www.shoalsmusicmakers.com/about-6
Shoals EDA launch announcement, July 15, 2022: https://shoalseda.com/shoals-eda-launches-new-recording-incentive-underneath-shoals-music-makers/
Remote Shoals current program notice: https://remoteshoals.com/media-inquiries/
Confirm current funding, eligible expenses and application terms with Shoals EDA before committing to a project. Contact: (256) 349-5632; info@shoalseda.com.

Lawrence County

Community stages and festivals connect live music with Lawrence County's agricultural traditions and Native American cultural heritage. Moulton provides indoor and outdoor performance spaces, while the Strawberry Festival and Oakville Indian Mounds Festival offer distinct music experiences.

Music venues in Moulton

Moulton Recreation Center, 13550 Court Street, is a municipal venue used for concerts, pageants and community gatherings. The city lists a climate-controlled gymnasium with a 40-by-30-foot stage, sound system and telescoping bleachers seating 500. That figure describes the bleachers; concert capacity and seating arrangements should be confirmed for each event. Rental and programming inquiries: Moulton Parks and Recreation, 256-974-9333.

Alexander Mini-Park, at Byler Road and College Street, has an outdoor amphitheater in a wooded park with walking trails and picnic areas. The city identifies concerts, festivals and "music in the park" among its uses. Confirm the current performance calendar with Parks and Recreation before promoting a recurring series.

Strawberry Festival

The 11th annual Lawrence County Strawberry Festival was scheduled for May 1–2, 2026, at Moulton Parks and Recreation, 13550 Court Street. The published entertainment program brought together local and regional performers, including Tremayne, Southern Breeze, The Kellys, Sipsey Falls and Liberty Quartet. Music complements the festival's strawberry celebration and family activities, making it a community event with a substantial live entertainment component. Future dates and lineups should be checked with the organizer.

Oakville Indian Mounds Festival

The Oakville Indian Mounds Education Center, 1219 County Road 187, Danville, hosts a cultural festival featuring Native American music, drumming and dance alongside storytelling, living history and traditional skills demonstrations. The 37th annual festival's public day was listed for May 9, 2026, from 10 a.m. to 4 p.m., with free admission; May 8 was reserved for registered school groups. This event adds an educational cultural experience to the county's music story. Confirm future dates and participating performers with the site.

Sources and visitor planning

City venue information: cityofmoultonal.com/parks_recreation/parks_rec.html

Festival details and entertainment: strawberryfestivallawrencecountyal.com and /entertainment

Oakville festival listing: tnriverline.org/events-schedule/2026/5/9/37th-annual-oakville-indian-mound-festival.

Limestone County

Tennessee Valley Old Time Fiddlers Convention

The Tennessee Valley Old Time Fiddlers Convention connects traditional music with tourism and local business activity in Athens and Limestone County. The supplied economic impact executive summary documents spending by visitors and regional residents, along with additional effects across businesses, service providers, and households. [4]

Economic contribution

- Direct visitor economic impact: an estimated $1,470,528.95.
- Regional and local spending: $1,260,280.90.
- Secondary spending: an additional $637,293 in indirect and induced spending.

These are separate categories reported in the executive summary. They should retain their original labels when used in American music tourism materials. The excerpt does not identify the event year or provide the full study methodology. [4]

Attendee origins

Survey responses indicate that approximately 36 percent of attendees traveled from more than 50 miles outside Athens, 36 percent came from within 50 miles, and 28 percent were from Athens. The findings demonstrate both a visitor draw beyond the immediate area and strong participation from the local and regional community. [4]

For North Alabama's music tourism story, the convention provides a documented example of how traditional music events attract visitors while supporting local cultural participation and business spending.

Limestone County: venues and music art

Recent venue developments



Scout House is a newly opened home for music and the arts in a restored 1938 building. Athens Arts League reports that it opened to the public with a July 2025 ribbon cutting. The venue hosts concerts, music programs, classes and community gatherings. Its opening adds an intimate cultural space to downtown Athens; booking and program inquiries: Athens Arts League, 256-262-9022. The League also supports concerts at McCandless Hall at Athens State University.

Athens Farmers Market at Doug Gates Park on West Green Street offers a recently renovated outdoor setting for music. Athens Main Street's approximately $800,000 revitalization included a multi-use pavilion for performances, educational activities and community gatherings. This is an investment in public gathering space with music uses, rather than a dedicated concert hall.

Brittany Howard mural and Merchants Alley

Merchants Alley off North Jefferson Street celebrates Athens' music heritage through public art and live performances. The Alabama Shakes musician honored here is Brittany Howard. Athens Main Street commissioned artist ARCY to create her 8-by-12-foot portrait panel in May 2021, with sponsorship from AMBL Studios. The original plan allowed the portrait to rotate through downtown after two years; confirm its precise display location before publishing visitor directions.

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ARCY painting the Brittany Howard tribute in May 2021. Photo: City of Athens, via WAFF. Historical installation image; publication reuse rights should be confirmed.
The alley also features Playing the Sound of the Wind, the 20-by-40-foot mural by Adam Stephenson and Pamela Tellez Coria honoring the Tennessee Valley Old Time Fiddlers Convention. Together, the murals connect the county's traditional music roots with its contemporary recording artists.

Limestone County: music events

Festivals and recurring performances

Tennessee Valley Old Time Fiddlers Convention — Athens State University's signature traditional music gathering combines instrumental competitions, concerts and informal music-making. The 59th annual convention was scheduled for September 30–October 3, 2026. Its history and separately reported economic findings appear in the preceding Limestone County section. Athens State also offers a Fiddlers Concert Series, extending the music experience beyond convention week.

Merchants Alley Happy Hour Music Series — Athens Main Street's free outdoor series brings local and regional musicians downtown. Its published 2026 seasons ran April 24–June 26 and September 4–October 30, with Friday performances from 5:30 to 7 p.m. The spring program included the Limestoners, McMeans Brothers, The Silver Silos and The Cadillacs Band.

Fridays After Five — Free concerts on the east side of the Limestone County Courthouse combine live bands, food trucks, family activities and extended downtown shopping and dining. The announced 2026 program included Juice, Maclin & Co, Matt Prater Band and Velcro Pygmies. Check the organizer's final calendar for individual dates, weather changes and future lineups.

Athens Farmers Market music — The 2026 Tuesday market, May through August at Doug Gates Park, incorporated live local music into the market experience. Seasonal market celebrations also provide opportunities for music alongside local food and artisan vendors.

Athens Arts League concerts — Scout House and McCandless Hall support the League's concerts and cultural programming. These performances complement the outdoor series and provide additional opportunities to hear local and regional musicians.

Sources and visitor planning

Venue opening and concert programs: athensartsleague.com/our-history and athensartsleague.com/live-music-concert

Downtown series, mural background and market improvements: athensmainstreet.org (2026 music-series announcement; May 17 and July 12, 2021 mural announcements; 2024 annual report)

Convention and concert calendar: athens.edu and athensfiddlers.org

Mural photograph: WAFF, "A different kind of Sound & Color," May 21, 2021 (City of Athens photo).

Dates above describe published 2026 programs, not a future-year schedule. Confirm upcoming events and venue arrangements directly with the organizers.

Madison County: music strategy

Huntsville anchors Madison County's music economy through major performance venues, artist development and public investment. Community concerts in the City of Madison and performances across the area complement Huntsville's touring shows and neighborhood stages.

A dedicated music position

Huntsville appointed its first full-time Music Officer, Matt Mandrella, in 2022. The position and Huntsville Music Office followed the Sound Diplomacy audit and creation of the Huntsville Music Board. The City describes this as the country's first municipal Music Officer position. It is a City of Huntsville role, with partnerships and artist opportunities extending into the surrounding music community; it should not be presented as a Madison County government position. [3]

The office promotes music business development, artist touring and exchange opportunities, community meetups, a public music calendar and music education. Contact: Matt.Mandrella@HuntsvilleAL.gov; 256-427-5188. Program details: huntsvillemusic.com.

Sound Diplomacy: what the study produced

Huntsville commissioned its initial music audit in 2018; the strategy was completed in 2019. The City reports implementing nearly all of its 45 recommendations, including dedicated music leadership, venue investment, festivals, workforce partnerships and artist programs. These steps connected music with economic development, tourism and quality of life. A follow-up audit released in July 2026 measured progress and identified the next phase of development. [3]

The 2026 executive summary reports $278.2 million in total economic output, $162 million in total gross value added and 3,047 jobs supported, including direct, indirect and induced effects. Direct activity accounts for $187.9 million in output and 2,424 jobs. Direct output rose 38% and direct employment 145% from the 2018 baseline; 215 music assets were mapped. These are music-economy measures, not exclusively tourism spending. [1]

The study identifies live performance as the main economic driver and highlights opportunities to strengthen music creation and production. Its practical implication is to pair successful venues and visitor experiences with opportunities for artists, recording businesses and music careers. Total impact, direct impact, venue spending and publicity values should retain their separate definitions and should not be added together.

Sources: City of Huntsville Music Initiative and 2026 Music Audit; Sound Diplomacy, Economic Impact of Huntsville Music, Executive Summary, July 2026. See the report links in the final sources section.

Madison County: performance venues

The Orion Amphitheater

Opened in spring 2022 in Huntsville's MidCity District, The Orion is an 8,000-capacity outdoor venue for nationally touring artists and community programming. Its scale and concert calendar add a major destination experience to North Alabama's music offerings. The City identifies a $55 million investment and reports $76.8 million in economic output from non-local attendee spending in the cited study. These figures describe different measures and are not annual venue revenue. [2] Calendar: theorionhuntsville.com.

The Moon: Sandra Moon Performing Arts Center

The Sandra Moon Community Complex honors former Huntsville Council Member Sandra Moon, who served from 1998–2010 and became the Council's first female president. The former Grissom High School campus was transformed into a community destination, with the complex's grand opening on September 15, 2026.

Inside the complex, the Sandra Moon Performing Arts Center includes the renovated 611-seat David A. Chan Theatre, managed by Arts Huntsville. Its September 26, 2026 public Showcase of the Arts featured community ensembles, students and performing arts organizations. The City reports a $32.4 million renovation investment in the full community complex; that amount should not be described as the theater's construction cost alone.

The facility adds rehearsal and office space, a local performance stage and creative resources to South

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Huntsville. Inaugural programming included choral, concert-band, brass-band, youth-orchestra and musical-theater productions. Information and bookings: artshuntsville.org; 256-513-4296.
Additional stages and community settings
Von Braun Center — Propst Arena, Mark C. Smith Concert Hall and Mars Music Hall provide a range of concert settings. The VBC lists Mars at 1,350-person capacity, and its recent improvements include a major backstage expansion at the concert hall. Calendar: vonbrauncenter.com.
Stovehouse — The redeveloped industrial campus supports live music, including The Electric Belle's indoor stage. Check age restrictions and tickets for individual performances. Information: stovehouse.com and theelectricbelle.com.
Lowe Mill ARTS & Entertainment — Its historic loading dock becomes an outdoor stage for Concerts on the Dock. Campus 805's S.R. Butler Green hosts 805 After Five; Big Spring Park and Madison's Home Place Park also provide outdoor concert settings.
The Camp at MidCity — A known live music setting undergoing relocation. As checked October 29, 2026, its website still posted a temporary closure and an expected October reopening. Confirm operations and the new location before directing visitors there. Source: explorethecamp.com.
Sources: The Orion; City of Huntsville's September 15 and September 22, 2026 Moon announcements; Arts Huntsville; Von Braun Center; Stovehouse; Lowe Mill; The Camp.

Madison County: musician support
Touring support and artist promotion
Huntsville's Music Ambassador Program (MAP) provides eligible Huntsville-area artists $750–$1,500 per tour, with an annual cap of $4,500. Applicants generally need at least four confirmed dates in different cities more than 100 miles from Huntsville. Funding depends on band size, tour reach and the number of performances. Artists promote Huntsville, meet reporting requirements and apply before touring. This is touring support for qualifying artists, not a general relocation payment.
Program rules and applications: huntsvillemusic.com/what-we-do/music-ambassador-program/. Artists elsewhere in Madison County should confirm residency eligibility directly with the Music Office.
The Music Office's export and exchange programs connect North Alabama artists with audiences and industry contacts beyond the region. Examples include the Rocket City Ramble at AMERICANAFEST in Nashville, collaborations with Universal Music Group's East Iris Studios and Sweden's TIVEDEN Americana partnership. These opportunities develop careers and promote the region; participation is program-specific.
Alabama music album production incentive
A statewide program administered through the Alabama Entertainment Office supports qualifying album recording projects. The Huntsville Music Office lists Alabama project spending of $30,000–$200,000, a 35% rebate on payroll paid to Alabama residents and a 25% rebate on other qualified production expenses. The state allocation is $2 million per fiscal year for eligible music projects. Marketing and distribution expenses are excluded.
This state incentive can benefit eligible projects recording in Madison County. Applicants should confirm certification, eligible costs, deadlines and available funding with the Alabama Entertainment Office before budgeting a rebate. Information: huntsvillemusic.com/resources/music-album-tax-incentives/ and alabamafilm.org.
Community grants, licensing and workforce
Arts IDEA grants support community-driven, culturally diverse, inclusive and accessible arts programming. The Music Office identifies $25,000 approved in Arts Huntsville's FY25 appropriation for the program; that is a documented past allocation, not a claim about a currently open funding round. Check current applications through Arts Huntsville.
The Huntsville-Madison County Public Library's BLAST Music platform provides another route for local artists to reach listeners. Selected artists license an album or EP and receive an honorarium under the program's terms. Music Month also includes career-development activities, while the year-round School

Instrument *Drive helps students access instruments.*
Sources: Huntsville Music Office MAP, Music Album Tax Incentives, Music Export & Exchange Programs and What We Do pages; Huntsville-Madison County Public Library BLAST Music. Availability and eligibility should be checked for each program.

Madison County: festivals and events

Huntsville and community concert series
Huntsville Music Month — Each September, the Music Office coordinates performances and industry activities across the city. The published 2026 program included LAUNCHPAD's free concerts at eight venues, Women in Music Week, AMPLIFIED Open Mic at The Electric Belle, and a Music Industry Career Fair & Community Expo. Jazz in the Park brought free Sunday smooth-jazz concerts to Big Spring Park West, while 805 After Five brought touring and local acts to Campus 805.
Concerts in the Park — Arts Huntsville and Huntsville Parks & Recreation present free Monday evening concerts in Big Spring Park during summer. The published 2026 season ran June 1–August 3. This series showcases local music in a family-friendly public setting.
Concerts on the Dock — Lowe Mill's seasonal outdoor series features local, regional and nationally known musicians. Its fall 2026 schedule ran August 28–September 25. Concert admission was free, with a separate $10 on-site parking charge.
Panoply Arts Festival — Arts Huntsville's annual spring festival in Big Spring International Park combines music, visual arts and family activities. The April 24–26, 2026 program featured more than 15 bands and performers across jazz, rock, R&B, blues, pop and other styles.
City of Madison and additional experiences
Sounds of Summer — Madison Arts Alliance presents free outdoor concerts at Home Place Park, 100 Shorter Street, Madison. The City's 2026 listings describe selected Thursday concerts from 7–9 p.m., food trucks and a concluding Battle of the Bands. This adds a distinct City of Madison music experience.
Madison Street Festival — Held in historic downtown Madison on the first Saturday in October, this community celebration includes music and live entertainment alongside arts, crafts, a parade and family activities. Music is part of a broader community festival.
Additional opportunities include the Summer Sunset Concert Series at Ditto Landing, CulturA Festival at The Orion, year-round VBC and Orion touring shows, and performances by local orchestras, choirs and bands at The Moon and other venues.
South Star Music Festival — The inaugural 2024 event at John Hunt Park remains an economic-impact case study: the City cites $24.1 million in regional impact and nearly $218 million in earned media value despite weather canceling one day. These historical results should not imply a confirmed future edition. Publicity value is separate from spending and revenue. [2]
Calendars and sources: huntsvillemusic.com/calendar/; artshuntsville.org; lowemill.art/concerts/; madisonal.gov community calendar; madisonstreetfestival.org. The City's August 26, 2026 Music Month announcement documents that year's program. Confirm future dates, lineups, fees and weather changes with organizers.

Marion County: music venues and events

Marion County offers an established indoor concert venue and community festivals where live music shares the stage with local heritage, food and family activities.

Music venue

Pastime Theatre & Civic Center — 1052 U.S. Highway 43, downtown Winfield; 205-487-3002. The restored 1937 theater seats 317 and presents national and local artists across country, classical, jazz, bluegrass, gospel and rock. The adjoining civic center supports additional event uses. Its 2026 concert listings included Guy Penrod, Area-51, Backdraft with JJ Hadder and a Summer Songwriter Concert. Check the current season directly with the theater. Source: winfieldcity.org/en/pastime-theatre; theater-organized listings on iTickets.

Festivals and music events

- Buttahatchee River Fall Fest — Downtown Hamilton, around the courthouse square. The Hamilton Area Chamber of Commerce lists October 31, 2026, from 9 a.m. to 3 p.m. Its published entertainment includes Hamilton's Got Talent at 10 a.m., Pine Hill Counties at 11:30 a.m. and Colie Guy at 1:15 p.m., plus the HHS Aggie Pride Band and Legacy Show Choir downtown. The festival also features crafts, food and vehicle shows. hamiltonchamberofcommerce.org/brff; 205-921-7786.
- Mule Day — Downtown Winfield. This annual agricultural-heritage celebration includes live music alongside a parade, vendors and other activities. The Winfield Chamber advertised September 25–26 for the 2026 edition. Future dates and performers: winfieldalchamber.org.
- CoalFest — Main Street, downtown Brilliant. The free two-day celebration of coal-mining heritage includes live music, crafts, children's activities and historical experiences. The published 2026 dates were May 22–23; AMLA's May festival guide listed The Band Loula among the entertainment. Information: 205-465-2281; northalabama.org, "Coalfest Returns to Brilliant May 22-23."
- Guin Springfest, formerly Mayfest — Downtown Guin. Hosted by the City of Guin, this spring community festival has featured live music, food and vehicle shows. AMLA documents the Springfest name in its 2024 coverage; confirm the next edition's name, dates and lineup with the city. guinal.org/festivals-events.
- Guin July 3 Firework Extravaganza — Guin's Independence Day celebration included live music, local vendors, family activities and fireworks in its published 2026 program. Confirm future programming with the City of Guin. Source: northalabama.org, "Guin to Light Up the Night with July 3 Firework Extravaganza," June 4, 2026.
- Neighbor Day — Downtown Hackleburg. The annual community celebration includes music, vendors and family festivities. The Journal Record's April 22, 2026 announcement listed May 1–2 for that year's event. Contact Hackleburg's town office for future dates and performers; past dates should not be reused as a future schedule.

Planning note: Most entries above are community festivals with a music component. Confirm current schedules, tickets, admission and weather changes with the venue or organizer. Past 2026 listings document programming rather than establish future-year dates.

Marshall County: music venues

Marshall County connects live music with lake vacations, downtown dining, community festivals and college performances. Albertville, Guntersville, Boaz and Arab provide a range of experiences, from a major outdoor concert venue to intimate local stages.

Sand Mountain Amphitheater

700 SMPA Boulevard, Albertville; 256-891-8240. The venue lists a capacity of 6,000 and hosts touring concerts, community programming and private rentals. Its outdoor setting at Sand Mountain Park adds a destination concert experience to the county's recreation and visitor offerings. Tickets and current calendar: sandmountainamphitheater.com.

The published 2026 season included Gov't Mule, Alice Cooper, Lee Brice, Tacos & Tequila with Bow Wow and other performers, Umphrey's McGee with moe., Wynonna Judd and Melissa Etheridge, Josiah Queen, and Dwight Yoakam. These are examples from the announced 2026 program; future dates and lineups require confirmation.

Local stages and lakeside music

• City Harbor and Levi's on the Lake — Guntersville. Marshall County's tourism office identifies these lakefront settings for local bands and acoustic performances, connecting dining and evening entertainment with a stay at the lake. Check each business's current calendar.

• Busted Oak Bourbon Society — Albertville. The tourism office identifies this downtown business as a setting for live music. It also lists Papa Dubi's and 19th Hole Golf among businesses offering music on selected nights. Performers, admission and frequency vary.

• Errol Allan Park — Downtown Guntersville, at Gunter Avenue and Taylor Street. This public setting hosts Mountain Valley Arts Council's spring and fall concert series and music associated with downtown celebrations. Guntersville Town Hall may serve as an alternate location for weather-affected concerts; check organizer notices.

• Fielder Auditorium at Snead State Community College — Boaz. The auditorium hosts music-department concerts and other campus performances. The college's Community Wind Band also performs at Guntersville High School, giving residents and visitors another opportunity to hear ensemble music. Campus and fine arts calendar: snead.edu.

Tourism connection

Together, these venues allow travelers to combine a major concert, a lake stay and local performances within one visit. Community and college programming also provides stages for local musicians and opportunities to experience the county beyond its outdoor recreation attractions.

Sources: sandmountainamphitheater.com/upcoming-events/; Marshall Tourism & Sports' February 26, 2026 concert-season announcement; explorelakeguntersville.com/beyond-the-lake/entertainment/ and "Let's Jam Y'all," April 24, 2026; Mountain Valley Arts Council at mvac.squarespace.com/concerts; Snead State's fine arts calendar.

Marshall County: music events

Concert series and performances

• Mountain Valley Arts Council Concerts in the Park — Free seasonal concerts in Errol Allan Park, downtown Guntersville. The published fall 2026 series ran Thursdays, September 24–October 29, from 6:30–8:30 p.m. The organizer's updated schedule listed Emily Joseph, The Groove, Soul Flys, Country Case, Tequila Falls and Phillip Mulkey & Friends with guest Gary Waldrep. Confirm venue changes and future seasons with MVAC.

• Sand Mountain Amphitheater concert season — Albertville's touring schedule offers country, rock, Christian music and other genres. Special events in the announced 2026 season included Tacos & Tequila and Make More Memories. Use the venue's official calendar for the next season and ticket information.

• Snead State music performances — The college lists its Music Department Fall Concert for November 20, 2026, at 7 p.m. in Fielder Auditorium, Boaz. The Community Wind Band Fall Concert is listed for November 22 at 3 p.m. at Guntersville High School, with free admission. Student and community ensembles provide

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additional performances during the academic year.

Festivals with live music

• Boaz Harvest Festival — Historic downtown Boaz. The annual fall celebration includes live entertainment alongside arts, crafts, food and family activities. The 2026 festival was advertised for October 2–3; Snead State's calendar listed its Jazz Band and College Street Singers among the October 2 performers.

• Poke Salat Festival — Downtown Arab. This established community festival features local musicians and bands alongside craft vendors, demonstrations and family activities. Confirm the next edition's date and music lineup through the Arab Chamber of Commerce and festival organizer at pokesalatfestival.com.

• Lake City FallFest — Downtown Guntersville. The published 2026 program covered October 9–10 and included musical groups, vendors, downtown shopping and children's activities around Errol Allan Park.

• Night Before Christmas — Downtown Guntersville. MVAC lists December 5, 2026, for the holiday celebration, with area bands and school choirs, as well as musicians hosted by individual businesses. This connects seasonal shopping and community traditions with live performances.

Sources and visitor planning

Concerts and downtown music: mvac.squarespace.com/concerts and explorelakeguntersville.com. Touring shows: sandmountainamphitheater.com. College concerts: snead.edu/events/category/fine-arts-calendar/ and snead.edu/event/music-department-fall-concert-2/. Festival references: northalabama.org October 2026 events guide; snead.edu/event/boaz-harvest-festival/; arab-chamber.org/event/poke-salat-festival/; pokesalatfestival.com.

Published 2026 programs document the county's music activity. Confirm future dates, performers, tickets, age restrictions and weather changes directly with each organizer.

Morgan County: music venues

Morgan County's music experiences range from a major country festival at The Fields at Decatur to historic theater concerts, outdoor stages and college performances. Downtown Decatur, Hartselle and Priceville offer complementary settings for visitors to hear music while exploring local businesses and community traditions.

The Fields at Decatur: Rock the South's new home

Rock the South moved from Cullman to The Fields at Decatur in 2026. The festival grounds are at 3453 Gordon Terry Parkway, Decatur, AL 35603. The organizer identifies the site as the festival's new home and introduced a second stage presented by Raised Rowdy, expanding the live music experience alongside camping and other festival activities.

The 2026 festival took place October 1–4, following postponement of the original June dates. Decatur Morgan County Tourism's updated listing featured Jason Aldean, Riley Green, Zach Top, Jessie Murph and other performers. This move adds a major destination festival to the Decatur-area music story. Future dates, lineups, camping and ticket arrangements should be confirmed at rockthesouth.com.

The relocation creates opportunities to connect festival visits with lodging, restaurants, shopping and additional local performances. Attendance and economic impact should be reported only when a documented post-event study or final organizer figures are available; no Morgan County impact total is asserted here.

Indoor venues and music education

Princess Theatre Center for the Performing Arts — 112 Second Avenue NE, Decatur; 256-350-1745. This historic downtown venue presents touring musicians, a singer-songwriter series, community productions and educational programs. Its concert calendar spans country, roots, soul, bluegrass and other styles. Information: princesstheatre.org.

Alabama Center for the Arts — 133 Second Avenue NE, Decatur; 256-260-4293. A partnership between Calhoun Community College and Athens State University, the ACA connects arts education with public performances. Its musical events include classical, jazz, chamber and folk concerts in its concert hall and, at times, on the campus lawn. Calendar: alabamacenterforthearts.org.

Outdoor performance spaces

Daikin Amphitheatre at Founders Park — An outdoor downtown Decatur performance setting used for the city's park concerts. Morgan County Farmers Market and downtown gathering spaces also host seasonal music. In Priceville, Veterans Park provides a setting for Music in the Park and other community events. Programming depends on the organizer and season.

Sources: rockthesouth.com/about/ and /info-faqs/; visitdecatural.org/rockthesouth; WAFF's October 5, 2026 post-festival report; princesstheatre.org; alabamacenterforthearts.org/news-events/about-our-events/; visitdecatural.org/arts-entertainment; cityofpriceville.com/visit/.

Morgan County: music events

Decatur concerts and downtown series

Princess Theatre concerts and Singer Songwriter Series — The venue offers music throughout the year. As listed October 29, 2026, upcoming examples included Gabe Lee and Vinnie Paolizzi on November 12, Hannah Dasher with John PayCheck on November 21, Lamont Landers on November 27, Kendell Marvel on December 10, and Mike Farris Sings! The Soul of Christmas on December 18. Its announced February 2027 schedule included the Glenn Miller Orchestra, Marty Stuart and His Fabulous Superlatives, Ray Wylie Hubbard and The Travelin' McCourys. Check the theater's official calendar for tickets and changes.

Decatur Park Concerts / Concerts at the AMP — Decatur Parks and Recreation's free community concert series offers varied musical styles in a family-friendly setting. The published spring 2026 downtown guide listed Monday concerts at 6 p.m. at Daikin Amphitheatre at Founders Park, including Rally Stripe Band, Daryl Bowden Jr. and Bloom After Fall. Confirm the next season's dates directly with Parks and Recreation.

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3rd Fridays in Downtown Decatur — The tourism office describes a monthly April–October downtown street festival with live music, dining, shopping and family activities. Individual performers and participating businesses vary.

LIVE at the Market and Alley Cat Sounds — The 2026 downtown guide listed seasonal performances at Morgan County Farmers Market and in Sonny Side Alley. Published examples included Bishop Black and The Alabama Heathens at the market, along with additional summer market and alley concerts. These programs add smaller outdoor listening experiences to downtown's larger stages.

Hartselle, Priceville and cultural performances

Hartselle Depot Days — The annual railroad-heritage celebration combines downtown festival activities with live entertainment. The September 19, 2026 main-stage program included Makaila Campbell, Free Range, Trey Allred, Huntsville Drumline, Lucky 13, Alabama Heathens, Jacob Feltman, Samuel Isaac Penn and Kelvin Farrar. Related festival-week activities included live Christian bands at Youth Glow Night. Organizers: Hartselle Area Chamber of Commerce; hartsellechamber.com/depot-days/.

Priceville Music in the Park — Priceville identifies music at Veterans Park among its community events. Check the city's event calendar for the next performance date, artists and admission details: cityofpriceville.com.

College and orchestral concerts — Alabama Center for the Arts presents public musical performances, including student and faculty ensembles. Decatur's Orchestra Sul Ponticello adds classical programming and opportunities for advanced youth players to perform with the adult orchestra. Confirm each ensemble's concert calendar and venue.

Rock the South is the county-area destination festival highlighted on the preceding page. Pairing a major festival visit with these smaller concerts and downtown activities can broaden the visitor experience.

Sources and calendars: princesstheatre.org/upcoming-events/; visitdecatural.org/2026downtowndecatursummerguide; visitdecatural.org/3rd-fridays-in-downtown-decatur; visitdecatural.org/yourcompleteguidetodepotdays; hartsellechamber.com/depot-days/; cityofpriceville.com/visit/; alabamacenterforthearts.org; orchestrasulponticello.org. Past 2026 listings document programming and do not establish future-year schedules.

Winston County: music venues and events

Winston County's music offerings include the revival of Looney's in Double Springs, recurring bluegrass concerts and Haleyville's signature 9-1-1 Festival. These experiences connect live entertainment with community heritage and the Bankhead National Forest and Smith Lake visitor areas.

Looney's Amphitheater Complex and Cultural Center — 22400 U.S. Highway 278, Double Springs; 205-489-6569. Also known as Looney's Tavern, this established property is undergoing restoration and renewed programming. The Winston County Arts Council purchased the complex in October 2022 after buildings had been vacant for more than 20 years. Its revival adds a renewed cultural destination to the county.

Dual Destiny Theater — The indoor theater within the Looney's complex hosts the confirmed recurring concert program. AMLA's Music Trail brochure describes a 300-seat indoor theater and a 1,500-seat outdoor amphitheater at the property. These published capacities describe the facilities; confirm current outdoor availability and usable seating while restoration continues.

The Arts Council reports ongoing work across the property and makes The Lodge available for meetings and reunions. The outdoor amphitheater should be described as part of the restoration project rather than assumed fully operational for every event. Booking and updates: winstoncountyartscouncil.org and the Looney's Amphitheater Complex and Cultural Center Facebook page

Music events and additional settings

- Bluegrass Saturdays at Looney's — The Arts Council advertises concerts on the first Saturday of each month, 6–8 p.m., with $10 admission. AMLA's published 2026 program specifies two bands per concert in the Dual Destiny Theater and free admission for children 12 and under. Confirm performers, admission and any schedule changes before traveling.
- Haleyville 9-1-1 Festival — Downtown Haleyville's annual celebration includes live music, local performers and a Saturday open mic alongside first-responder recognition, vendors, a parade and family activities. The published 2026 dates were June 5–6. The Chamber identifies the first Friday and Saturday in June as the recurring festival period. Contact: 205-486-4611; haleyvillechamber.org.
- Special concerts at Looney's — The Arts Council's venue page documents past tribute-band concerts, bluegrass events and local-band performances. These establish the range of programming; consult the current calendar for newly announced shows rather than treating past concerts as recurring bookings.
- Lakeshore Inn, Restaurant & Marina — 364 Lakeshore Lane, Double Springs; 205-489-2462.

This Smith Lake dining and lodging property has been reported as offering occasional live music. Its official website confirms restaurant and gathering facilities but does not establish a current recurring concert schedule. Contact the venue to verify any live performance before promoting it as a music stop. lakeshoreinnandmarina.com.

Sources: winstoncountyartscouncil.org/home, /events and /looneys-amphitheater-complex-and-cultural-center; AMLA's January 27, 2026 Looney's entertainment announcement and 2026 Music Trail brochure; Haleyville Chamber's 9-1-1 Festival page; northalabama.org's May 11, 2026 festival announcement; Lakeshore's official website and Restaurant live-music description. Past programs and reported occasional music are distinguished from current confirmed series.

RESOURCES:

[1] City of Huntsville. Huntsville celebrates major growth in its music ecosystem following release of 2026 Music Audit. July 28, 2026. https://www.huntsvilleal.gov/huntsville-celebrates-major-growth-in-its-music-ecosystem-following-release-of-2026-music-audit/
[2] City of Huntsville release via GlobeNewswire. Huntsville Alabama Music Strategy Adds 278.2 Million in Economic Output. July 28, 2026. https://www.globenewswire.com/news-release/2026/07/28/3334501/0/en/huntsville-alabama-music-strategy-adds-278-2-million-in-economic-output.html
[3] City of Huntsville. Music Initiative. https://www.huntsvilleal.gov/government/mayors-office/mayors-initiatives/music-initiative/
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[4] Economic Impact of the Tennessee Valley Old Time Fiddlers Convention. Supplied executive summary, one-page PDF. Event year, study author, survey sample size, and methodology are not identified in the supplied excerpt.
[5] Alabama Mountain Lakes Tourist Association. New Music Trail of North Alabama Launches. Karen Beasley, May 8, 2026. https://www.northalabama.org/articles/post/new-music-trail-of-north-alabama-launches/
[6] TimesDaily. Finding the rhythm of a region: The story behind the Music Trail of North Alabama. Article supplied by Tami Reist. https://www.timesdaily.com/life/finding-the-rhythm-of-a-region-the-story-behind-the-music-trail-of-north-alabama/article_df0b9ca1-64f1-44d6-b2ba-37bc98de1ac7.html
Publication review items
Confirm the year of Shoalsfest's record MSS revenue weekend; the Mac McAnally fundraiser's frequency; Skydog's proposed 2027 return; and the reporting periods behind the contributor estimates. Confirm current Huntsville artist-program eligibility, funding rounds and event schedules before final publication. Confirm the Fiddlers Convention study year, author, survey sample size, and spending methodology before publication; retain the source's separate visitor, regional/local, and secondary spending categories. Obtain the final Multipurpose Center construction cost from Blount County, including whether it covers the building alone or the full site and arena.


Music Events Across
NORTH ALABAMA
LAUDERDALE
LIMESTONE
MADISON
JACKSON
COLBERT
LAWRENCE
MORGAN
MARSHALL
DEKALB
FRANKLIN
MARION
WINSTON
CULLMAN
ETOWAH
CHEROKEE
BLOUNT
1 Blount
June Fling, Oneonta
2 Cherokee
Leesburg Gospel Concert & Leesburg Day
3 Colbert
Belle Mont Celtic Fest & W.C. Handy events
4 Cullman
Alabama Strawberry Festival
5 DeKalb
Boom Days, Fort Payne
6 Etowah
First Friday, Gadsden
7 Franklin
Watermelon Festival & Rockin' at the Roxy
8 Jackson
Scottsboro BBQ Festival & Night Market
9 Lauderdale
W.C. Handy Music Festival & ShoalsFest
10 Lawrence
Strawberry Festival, Moulton
11 Limestone
Tennessee Valley Old Time Fiddlers Convention
12 Madison
Panoply Arts Festival, Huntsville
13 Marion
CoalFest & Buttahatchee River Fall Festival
14 Marshall
Sand Mountain Amphitheater Concerts & Concerts in the Park
15 Morgan
Daikin Festival & Third Fridays, Decatur
16 Winston
Haleyville 9-1-1 Festival
Alabama Mountain Lakes Tourist Association
County markers indicate music destinations. Check event websites for current schedules.

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