



Appalachian
Regional
Commission

PROJECT ANNOUNCEMENT

Subject: Marshall County Mobile Visitors Center
AL-20323-302-21

Grantee: Marshall County Convention & Visitors Bureau
Guntersville, AL

Local Contact: Katy Norton **Congressional 4**
256-582-7015 **District(s):**

Funding: ARC \$59,000
Local \$59,000
Total \$118,000

WASHINGTON, D.C.-

The Appalachian Regional Commission announced today approval of a grant in the amount of \$59,000 to the Marshall County Convention & Visitors Bureau for the Mobile Visitors Center project which will improve the county and its four largest cities by annually generating an additional \$99,000 in tourism revenue.

The Marshall County Convention and Visitors Bureau (CVB) will purchase and outfit a mobile visitors center that will be stationed at various sites and events around the county to provide information to visitors about additional tourism opportunities. By parking at events and sites during periods of high visitation--meeting visitors "in the field"--the mobile visitors center will improve outreach, marketing, and advertisement of Marshall County's natural, cultural, and heritage tourism destinations and businesses and is expected to induce additional activity, extended stays, and repeat visits--all of which incur greater spending.

Tourism, especially outdoor-based recreation tourism, is a significant economic driver for Marshall County. In the past seven years, tourism lodging revenues have increased by 29 percent. The county's primary attraction is Lake Guntersville, the largest lake in Alabama. It is also the only county in Alabama to

have three state parks, which annually attract 650,000 day visitors and 265,000 overnight visitors. Additionally, a newly developed, 130-acre sports complex is expected to generate 12,700 overnight stays by year two. Many of the expected visitors will be unfamiliar with the county's tourism assets.

In addition to ARC funds, local sources will provide \$59,000, bringing the total project funding to \$118,000.

About the Appalachian Regional Commission

The Appalachian Regional Commission (ARC) is an economic development agency of the federal government and 13 state governments focusing on 420 counties across the Appalachian region. ARC's mission is to innovate, partner, and invest to build community capacity and strengthen economic growth in Appalachia and help the region achieve socioeconomic parity with the nation. More information is available at www.arc.gov.

Date Approved: 5/18/2021