FACT SHEET

- Launched in the summer of 2009, Alabama Black Belt Adventures (ALBBA) is an initiative to advance the welfare of the Black Belt region in a manner that provides economic and ecological benefits to the 23-county region and its citizens through the marketing and promotion of the natural resources and outdoor recreational opportunities.

- These assets include hunting, fishing, birding, canoeing, whitewater rafting, hiking, and the historical and cultural amenities.

- The counties that define the Alabama Black Belt Adventures Association region are: Barbour, Bullock, Butler, Choctaw, Clarke, Conecuh, Crenshaw, Dallas, Greene, Hale, Lee, Lowndes, Macon, Marengo, Monroe, Montgomery, Perry, Pickens, Pike, Russell, Sumter, Tuscaloosa, and Wilcox.

- There are more than 11 million acres in the boundaries of this region.

- Nationally, 33.9 million people participate in hunting/fishing with expenditures of almost $76.7 billion.

- In Alabama, hunting/fishing has an economic impact of $2.7 billion, supports 30,500 jobs, and generates $166 million in state and local taxes.

- The total economic impact of hunting/fishing in the Black Belt region of Alabama is almost $1 billion. This industry supports 10,980 jobs for Black Belt residents and generates $60 million in state and local taxes.

- There are approximately 74 hunting and fishing lodges found in Alabama and 59 are located in the Black Belt region, representing 80% of the total.

- Birmingham is the top source of resident hunting/fishing license sales followed by Mobile and Montgomery.
• 33.4% of non-resident hunting/fishing license sales come from Florida, followed by Georgia and Louisiana respectively.

Supporting Facts for Initiative

• The region’s natural resources and abundance of wildlife makes it distinctive and sets it apart from other areas of the state and southeast.

• Utilize the natural assets and recreational opportunities as the economic development tool.

• Location: within a 350-mile radius there are more than 11.5 million people in urban areas with easy access via major north/south and east/west interstate system.

• Longer hunting season and more generous bag limits than most states and fishing is practically year-round.

• Black Belt region lacks infrastructure and workforce to sustain manufacturing industry.

• Relieve subsidize tax burden of Alabama residents.

• Support and educate lodge and landowners on diversification of natural resource enterprise development.

Benefits:

• Job creation
• Increase revenues
• Provide tax relief
• Environmentally friendly
• Encourages healthier lifestyle
• Improves image
• Gives young people reason to return home