



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