

Macon County Strategic Plan for Recreation and Tourism

Community Development Block Grant (CDBG) Project No. CY-PF-PL-13-003

CDBG Funds: \$19,200
 Macon County Local Match: \$4,800
 Total Project Cost: \$24,000

PURPOSE

Macon County was awarded a 2013 CDBG Planning Fund grant to develop a strategic plan for building the recreation and tourism industries in the county. The purpose of the plan was to review existing resources and opportunities, then determine feasible strategies for increasing the benefits of the recreation and tourism industries in Macon County. The completed recreation and tourism plan provides an analysis of opportunities versus implementation measures for five recreation and tourism strategies, along with action steps to achieve the strategies.

ANALYSIS

Resources:

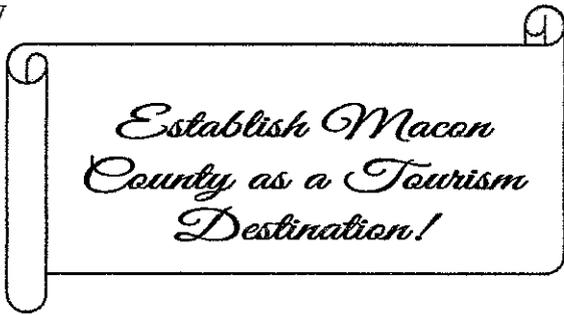
- Local Museums
- Local Parks
- Tuskegee Nat'l Forest
- Multicultural Center
- Tuskegee University
- VA Hospital
- Annual Fly-Ins (2)
- Civil Rights Trail
- Creek Indian Sites (4)
- Hillbilly Mall
- Pleasant Hill Trail
- George Washington Carver Nutrition Trail
- Historic Sites
- Lake Tuskegee
- Stream Resources

Issues:

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| <ul style="list-style-type: none"> • Information Database, Calendar • Obtaining Statistical Data – Visitor Counts • Destination Management • Marketing Resources • Wayfinding System • Security • Retail: Hours, Gifts • Standard Customer Service • Comfort Facilities • Maximizing Tourism Funds – Federal Funds are decreasing | <ul style="list-style-type: none"> • Access to Sites • User Conflicts – especially hunting • Increase the Number of Visitors • Increase Stays • Increase Spending of Existing Visitors • High Utility Costs Deter Businesses • Increase Local Shopping Resources • Retail Competition with MSAs • Food and Lodging • Awareness / Access |
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Opportunities:

- Tuskegee/Macon County Tourism Resource Guide
- Tuskegee National Forest – Self-Sustainability
- Old Federal Road Hiking Trail
- Bass Fishing Team
- Equestrian Center/Trails
- Local Business Incubation
- Live Entertainment
- Monthly/Weekly Events
- Cooperative Farmers' Market and Crafts
- Network of Information – Kiosk System



RECREATION AND TOURISM STRATEGIES

Strategy 1: Connect and Expand Historical Attractions			
Destinations: <ul style="list-style-type: none"> ▪ Tuskegee Institute ▪ Tuskegee Airmen Museum ▪ Tuskegee University ▪ Municipal Downtowns ▪ Historic Structures / Sites 	Connections: Linkage between major destinations starting from downtowns; spurs to secondary sites	Requirements: <ul style="list-style-type: none"> ▪ Lodging ▪ Food ▪ Locational Map/App ▪ Site Access 	Benefits: <ul style="list-style-type: none"> ▪ Visit Multiple Locations ▪ Longer/Overnight Visits ▪ Increased Retail
Strategy 2: Event Tourism			
Destinations: <ul style="list-style-type: none"> ▪ Tuskegee Game Day ▪ Track Events / Hosting ▪ Festivals ▪ Fly-Ins 	Connections: Event Contacts; Event/Attraction Kiosks; Coordinated Event Calendar	Requirements: <ul style="list-style-type: none"> ▪ Information Hosting Services ▪ Extended Retail Hours ▪ Visual Quality ▪ Social Media 	Benefits: <ul style="list-style-type: none"> ▪ Marketing Impact ▪ Downtown Revitalization ▪ Increased Visitation ▪ Spin Off
Strategy 3: Resource Tourism			
<ul style="list-style-type: none"> ▪ Tuskegee National Forest ▪ Lake Tuskegee ▪ Hunting ▪ Fishing ▪ Canoeing/Kayaking ▪ Geocaching 	Connections: Centralized facility for track and trails; Extend to host sports tournaments	Requirements: <ul style="list-style-type: none"> ▪ Access to Sites ▪ Outfitters ▪ Promotion of Resources 	Benefits: <ul style="list-style-type: none"> ▪ Increased and More Varied Retail ▪ Large group visitation
Strategy 4: Trails and Trail Connections			
Trails and Trail Connections <ul style="list-style-type: none"> ▪ Historic ▪ Birding ▪ Equestrian ▪ Canoe/Kayak Trails ▪ OHV/ORV Trail ▪ Bicycle/Pedestrian Trail ▪ Scenic Byways 	Connections: Primary trail routes build off of existing trails; Trail spurs	Requirements: <ul style="list-style-type: none"> ▪ Trail Designation and Signage ▪ Trail Construction ▪ Coordinated Trail Development 	Benefits: <ul style="list-style-type: none"> ▪ Increased Access and Mobility ▪ Alternative Transportation Systems ▪ Multi-Use Pathways
Strategy 5: Tourism Promotion			
Tourism Promotion <ul style="list-style-type: none"> ▪ Establish Macon County as a tourism destination 	Connections: Information Network	Requirements: <ul style="list-style-type: none"> ▪ Digital Information Services ▪ Coordinated Calendar of Events ▪ Hospitality Training 	Benefits: <ul style="list-style-type: none"> ▪ Capitalize on Events ▪ Build Tourism ▪ Statewide Promotion