

# Chapter 10: Tourism

## Introduction

Tourism is a major contributor to economic development in Alabama. It is estimated that more than 23.5 million people visited the State of Alabama in 2013 and these travelers are estimated to have spent almost \$11 billion dollars in our State, representing a 3% increase in spending compared to 2012.<sup>1</sup> These tourism dollars translate into tax revenue for local governments, new job creation and tax savings for Alabama households.



Tourists have a multitude of interests from Outdoor activities and Sports enthusiasts to Foodies, Shoppers and History buffs. Lincoln should develop attractions and amenities to attract a variety of visitors.

## Lodging

Lodging Tax is used to estimate the impact of Tourism on Alabama's economy. Based on these estimates the Alabama Department of Tourism's Central Region, of which Lincoln is a part, collected approximately 25% of the overall State tourism expenditures, second only to the Gulf Coast Region. This is in part due to the major metropolitan areas in the Central Region, but also due to Lincoln's location in the overall megaregion described in the Transportation section of this Plan.

Lodging Tax is a significant revenue generator for local governments located in areas with a healthy tourism market. The City of Lincoln is in a prime position to capitalize on this market through segments such as outdoor sports, history, and local attractions. To further take advantage of Lincoln's location and the many attractions in and around the City, efforts should be made to attract a high quality hotel to the City. Available land near interstate interchanges should serve as an enticement to large hotel chains looking to expand in the region.

## Tourism Development

Tourism as it is addressed in this Plan, is a component of economic development, and as such should be treated as an area for development and expansion.

The City of Lincoln's location in a transportation megaregion provides it accessibility to regional and national market places and makes it an attractive tourism area. The City should develop specific tourism support areas, capable of attracting and sustaining hotels and meeting facilities and providerecreation, cultural and historic amenities to enhance the City's economic opportunities. This should occur through a specific development plan for areas in the City's planning jurisdiction. These areas may benefit from zoning to allow mixed use special districts,

but should not contain any planning concepts that disrupt transitions and connections to areas outside of the specific planning areas.

Policies to help guide planning and development in tourism areas might include:

- Exceptions for street and development patterns to accommodate significant tourism amenities such as marinas, golf courses, or other recreational land uses that require significant land area.
- Alternative non-street connectivity measures for pedestrians, such as trails and greenways, should still aim to meet the internal connectivity and circulation across these areas within the site.
- The area must include land uses that are tourist attractions such as hotels, convention facilities, marinas, golf courses, or other outdoor recreation facilities.
- The area may include accessory commercial uses to support tourist and other residential uses.
- A mix of residential uses is appropriate to support the area, including higher density town homes and condominiums, and smaller lot cottages.
- The district should achieve links to downtown Lincoln through alternative transportation modes, such as shuttle transit services and bicycle trails.
- Development in these areas should be implemented through Special District zoning and subdivision regulations.



## GOALS:

The Tourism Committee identified three primary goals for inclusion in the City's Comprehensive Plan. Along with these goals have been provided recommended action items for which the City will need to formulate policies and programs to carry out.

### TO-1. Revitalize Historic Downtown

- a. Establish zoning in areas adjacent to historic downtown to encourage development/redevelopment of appropriate mixed uses.

- b. Consider an acquisition plan for purchasing vacant buildings and rehabilitating them for rent or sale.
- c. Renovate historic Train Depot to better reflect its original character and utilize it for a tourist or cultural activity (i.e. museum, visitor's center, public meeting space, etc.)
- d. Develop a revolving loan fund or other funding mechanism to restore building facades on historic downtown buildings
- e. Hold regular events or activities downtown and encourage merchants to participate and stay open during these events.
- f. Work with the Talladega Chamber of Commerce to promote downtown Lincoln and historical resource tourism.

**TO-2. Promote and enhance opportunities for tourism and business related to historical and natural resources.**

- a. Coordinate with local businesses and chamber of commerce to take advantage of Lake Logan Martin's designation along the Alabama Bass Trail to cross promote tourism related to fishing with local historical resources and retail opportunities.
- b. Create opportunities for restaurant, business and public access location(s) along the Lake, and/or in conjunction with a marina.
- c. Work to establish annual festival or other community events that will attract tourist.
- d. Develop a driving or walking tour brochure of Lincoln, highlighting historic buildings or sites and other places of interest.

**TO-3. Increase public awareness of Lincoln's tourism assets and historic charm.**

- a. Develop a brochure or rack card highlighting Lincoln and its attractions for display at area businesses and interstate highway rest stops.
- b. Advertise community events such as Music on Magnolia, Taste of Lincoln, and others beyond the city limits of Lincoln to attract visitors.
- c. Develop a program to promote Lincoln's recreation, tourism and historic assets throughout the region and the State.

---

<sup>1</sup>tourism.alabama.gov