

***A PARTNERSHIP PLAN  
MUSCLE SHOALS NATIONAL HERITAGE AREA & COLBERT COUNTY COMMISSION***

COLBERT COUNTY RECREATIONAL PARKS



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WILSON LAKE

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## COLBERT COUNTY COMMISSION

TOMMY BARNES: DISTRICT 1  
W. TYRUS MANSELL: DISTRICT 2  
JIMMY GARDINER: DISTRICT 3  
TORI BAILEY: DISTRICT 4  
DAROL BENDALL: DISTRICT 5  
DAVID C. ISOM: DISTRICT 6

## COLBERT COUNTY ADMINISTRATION

ROGER CREEKMORE, COUNTY ADMINISTRATOR  
APRIL BEARDEN, CHIEF FINANCIAL OFFICER

## MUSCLE SHOALS NATIONAL HERITAGE FUNDING PARTNER

## CONSULTANT TEAM THE KELLEY GROUP



Alloys Park October 2020



### OFFICE LOCATIONS

2811 Crescent Avenue  
Homewood, Alabama 35209  
T: 256.248.7030

105 W 2nd Street  
Tuscumbia, Alabama 35674  
T: 256.248.7030



## SUMMARY OF KEY FINDINGS

Over the years multiple studies have been published focusing on recreational activities and recreational tourism for the Shoals area, including data for Colbert County and the Tennessee River. It is important to note all the previous due diligence and writings have led to community support and action to improve the recreational environment. The focus of this study is narrow with respect to Colbert County's recreational future. This study should be utilized as an action plan guide for decision-making in the next five years for improvements at Colbert County's park properties.

Through the public process and analysis, several key activities were identified and considered by the project team. The call for more recreational opportunities relative to experiencing the Tennessee River and her tributaries was in the forefront of discussion, along with a wide range of specific activities such as trail expansion, kayaking and boat launching. The continuous community theme reflects a desire for more recreational options at existing parks, maintenance of existing park infrastructure and expansion of park services to include additional properties.

Colbert County is encouraged to increase marketing efforts to promote the story of the parks and the positive recreational impact on the community through apps, way-finding signage and internet marketing. The increasing desire for recreation services coupled with a bold vision for Colbert County calls for creative opportunities for financial sustainability including partnerships, sponsorships, and a continuous cost recovery assessment.



ALLOYS PARK



ROSE TRAIL PARK

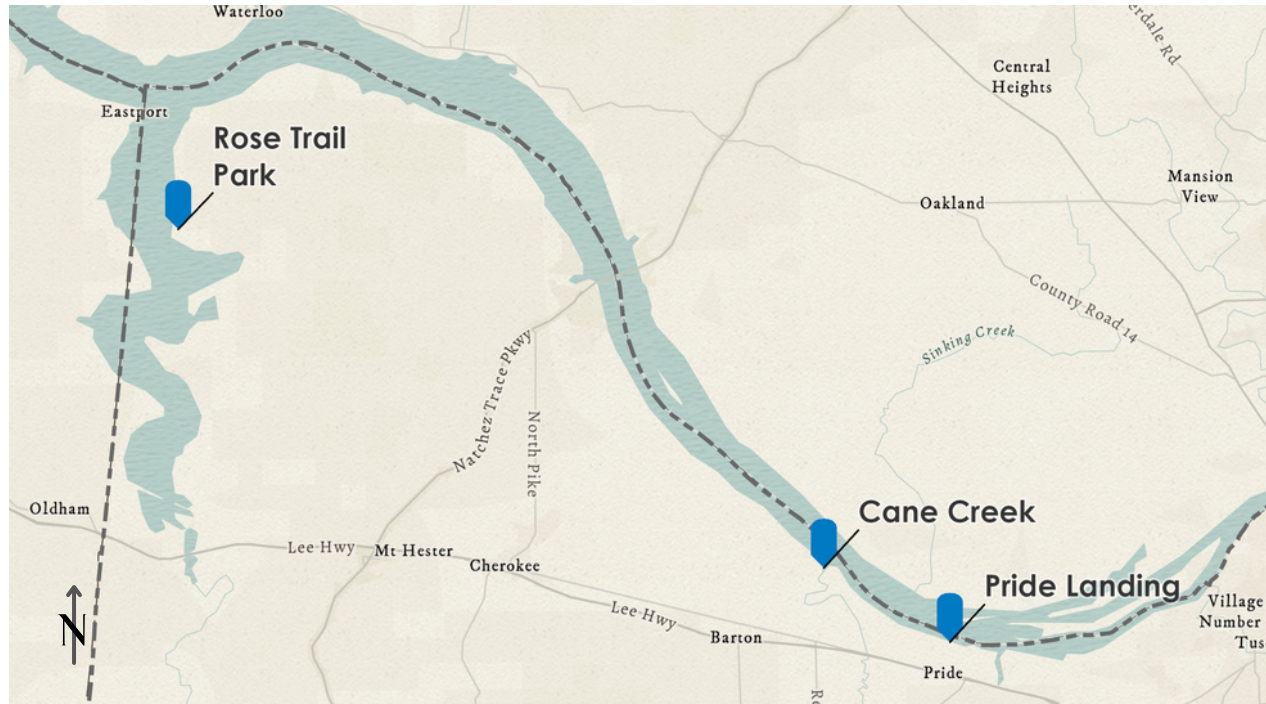
## **BACKGROUND**

This plan seeks to identify existing recreation locations through social media surveys and stakeholder meetings to engage the public and create a short-term Strategic Recreational Plan for Colbert County.

The development of the Tennessee RiverLine, with the trail designation located in Lauderdale County has stimulated dialog in Colbert County to identify, protect and promote recreational activities.

The community supports the need for identifying existing recreational locations and future recreational opportunities in Colbert County, specifically in the area of the Tennessee River. The identification and development of recreational activities will be a positive catalyst for social, environmental and economic impact. The study will focus on recreational activities linked to the Tennessee River such as kayaking, canoeing, boating, trails, and water access.

# COLBERT COUNTY'S EXISTING RECREATIONAL SITES



## ROSE TRAIL

The existing park is approximately 128 acres and located at 9395 Riverton Rose Trail, Cherokee, AL 35616 (-88.085164, 34.854717).

The park has a boat ramp and pier, primitive camping, RV sites with 30 amp hook-ups, storm shelter, bath house, playground, fishing pier, pavilions, picnic tables, beach, and areas for walking, running and bird watching.

## CANE CREEK

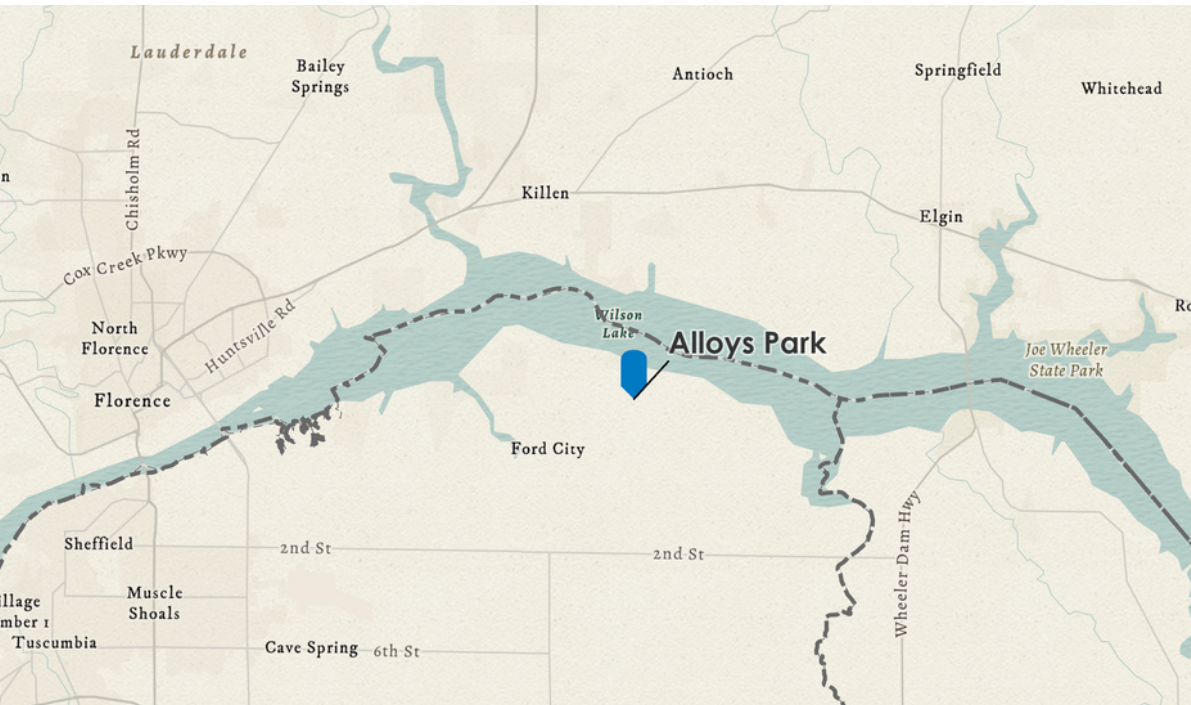
The existing park is located at the end of Cane Creek Rd, Cherokee, AL 35616 (-87.862351, 34.754846).

The park has under ten acres. The site offers an extended pier and boat launch with truck and trailer parking. It is adjacent to large parcels owned by the U.S. Government. The area is the former site of TVA's Colbert Steam Plant.





CANE CREEK



## PRIDE LANDING

The existing park is approximately two acres and located at 1050 Pride Landing Rd, Tuscumbia, AL. 35674 (-87.817323, 34.732821)

The park offers a boat launch with truck and trailer parking. The parcel is small with steep topography and can primarily only function as a motorized and non-motorized boat launch.

## ALLOYS PARK

The existing park is approximately forty acres and located at 180 Alloys Park Ln, Muscle Shoals, AL. 35661 (-87.499137, 34.801551)

The park has a boat ramp and pier, truck and trailer parking, campground with hookups, walking trail loop, archery, picnic pavilions, and storm shelter.

# COMMUNITY SURVEY

## CORE VALUES

### **Conservation**

*We value the conservation of parks, natural and open spaces, wildlife habitat, shoreline environments, and ecological resources.*

### **Inclusiveness**

*We value creating, enhancing, expanding and promoting opportunities for participation in and enjoyment of parks and recreation services.*

## SURVEY

The community survey is crucial in obtaining reliable information from the residents of the community to establish a baseline for setting realistic and achievable goals in the study. It is the only method that gives us statistically valid information, not only from the users, but from the non-users who are also taxpayers and voters.

A public survey was distributed at the Colbert County Courthouse, and an online version of the survey was shared through social media/websites for polling citizens. The process engaged the public regarding the Tennessee River and its tributaries, specifically targeting feedback for recreational access and activities in Colbert County.

Questions on the survey were developed to identify recreational activities, locations, and future amenities desired by the community.

One hundred thirty-two (132) households participated in the 11-question survey, with many of the questions having multiple components. Spanish translation was also available.

## STAKEHOLDER MEETINGS

Three community meetings were held at the Town of Cherokee, City of Tuscumbia and Ford City in the fall of 2020. Stakeholder meetings were designed to engage people through an interactive public forum to express opinions regarding current and future recreational activities in Colbert County.

The Community Recreational Inventory Survey:

- Identified all recreational locations in Colbert County related to the Tennessee River and contributing streams;
- Engaged the public by reviewing existing recreational park amenities; and
- Obtained feedback from the community for future recreational aspirations.

### Connectivity

*We value an interconnected parks and facilities network that provides access to the parks system across Colbert County.*

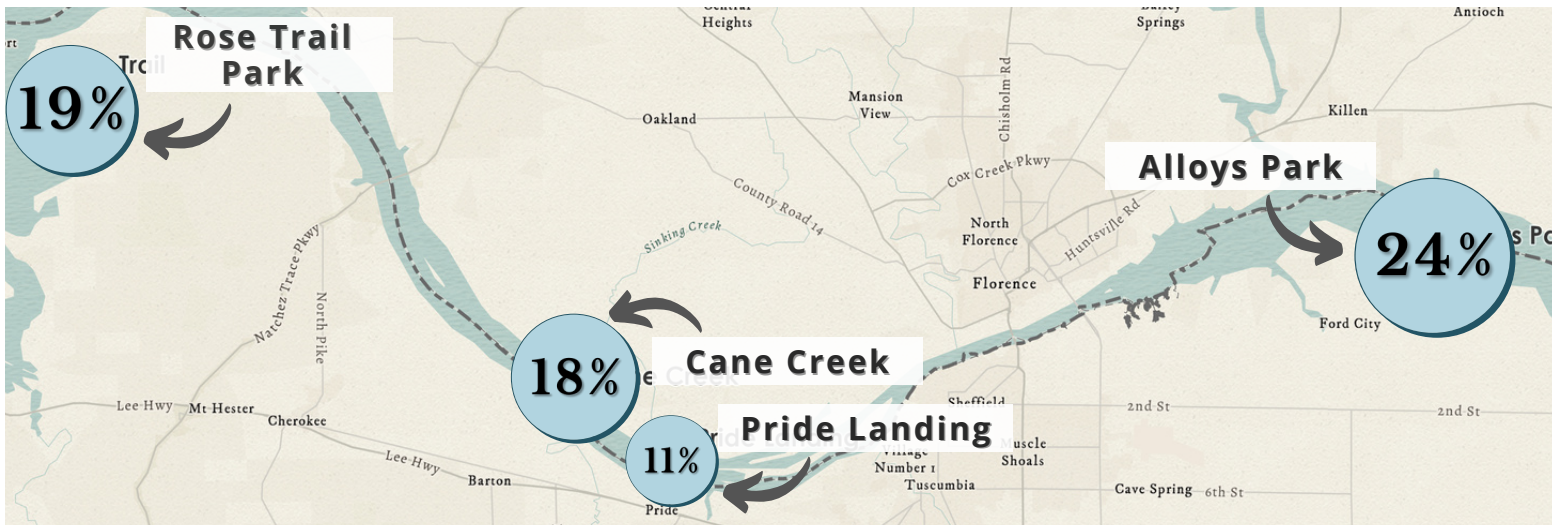
### Stewardship

*We value efficient and effective management of our assets and stewardship of our parks and open space, to sustain them for future generations.*

### Quality of Life

*We value the health & well-being of the Colbert County community, and the benefits that parks, recreation and open space offer to our quality of life.*

# WHICH COUNTY PARK PROPERTY DOES YOUR HOUSEHOLD VISIT THE MOST?



# 24% 19%

Twenty-four percent of surveyed households visit Alloys Park. The highest rated activities for the park are canoeing, kayaking, boat launch, archery and camping.

Nineteen percent of surveyed households visit Rose Trail. The highest rated activities for the park are fishing, swimming, boat launch, and camping.

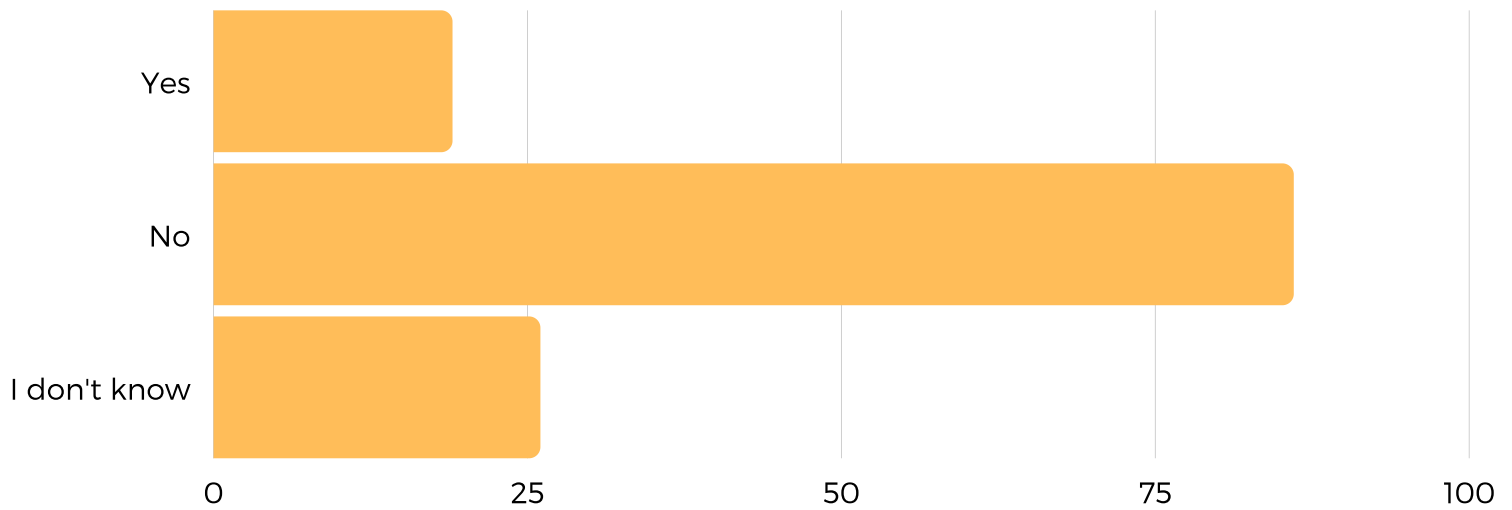
**28%  
CHOSE  
NONE**

# 18% 11%

Eighteen percent of households surveyed visit Cane Creek. The highest rated activity was bank fishing and boat launch.

Eleven percent of households surveyed visit Pride Landing. The highest rated activity was boat launch.

## DO YOU THINK THERE ARE CURRENTLY ENOUGH PUBLIC ACCESS POINTS TO THE TENNESSEE RIVER?



# 20%

### I DONT KNOW

Twenty percent of the households surveyed was unsure of the recreational opportunities and access involving the Tennessee River.

# 14%

### YES

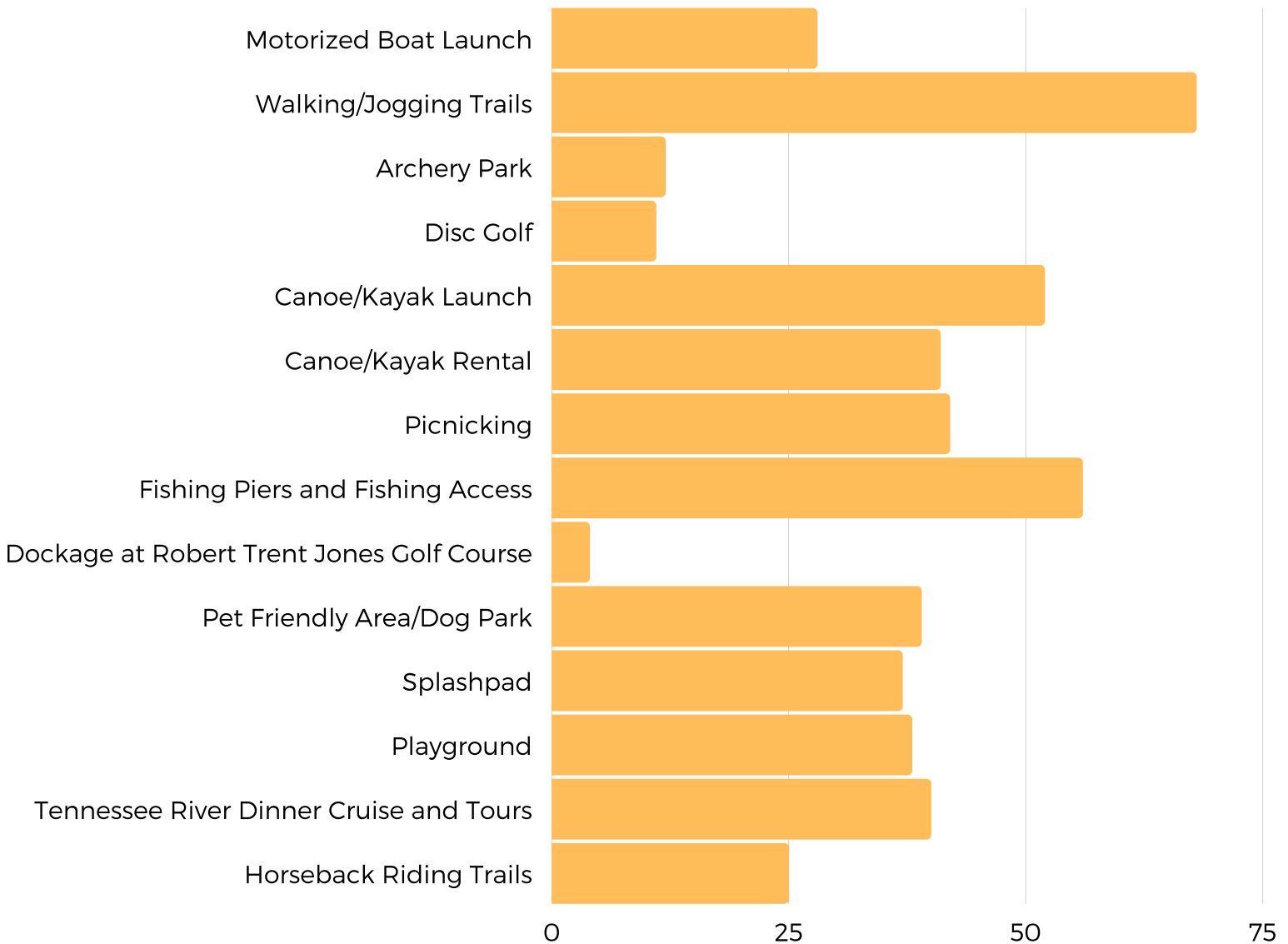
Fourteen percent of households surveyed does not support additional access to the Tennessee River, and would prefer other recreational opportunities be developed by the County.

# 66%

### NO

The study found the majority of households surveyed engage in Tennessee River recreational activities and the Tennessee River is their primary venue for relaxation and outdoor recreation.

## WHAT IS THE MOST IMPORTANT ACTIVITY/IMPROVEMENT YOUR HOUSEHOLD WOULD LIKE TO SEE IN COLBERT COUNTY?



It is important to note the activity type selected by the surveyed households for future recreational development in Colbert County. There are currently areas at Alloys Park and Rose Trail which would allow for a dog park, playground expansion, and additional fishing piers and/or fixed boardwalks over the water. The splashpad would likely be more utilized at Alloys Park due to close proximity of residential homes, while Rose Trail would be ideal for a new walking trail around the perimeter of the property.

# HOW WOULD YOU RATE YOUR OVERALL SATISFACTION WITH THE COUNTY'S EXISTING RECREATIONAL FACILITIES?



**44%**

Forty-four percent of households rated the County's parks 3 of 5 stars.

**30%**

Thirty percent of households rated the County's parks 4 of 5 stars.

**15%**

Fifteen percent of households rated the County's parks 2 of 5 stars.

**7%**

Seven percent of households rated the County's parks 1 of 5 stars.

**4%**  
5 OF 5  
STARS

**According to survey, parks infrastructure is old and dilapidated.**

# COMMUNITY COMMENTS



"We need a location where we can launch kayaks then paddle to a second location to camp, and then paddle back to base camp the next day."

-Local Boy Scout Troop Leader

*"Signage is very important for visitors. Strategically placed signage on Hwy 72 and County Line Road would benefit Alloys Park and the Town of Leighton's attractions. "*

*- Mayor Derick Silcox*

*"We need to expand our boat ramp facilities so we can host nationally recognized fishing tournaments, like Bassmasters Elite." - county resident*







ROSE TRAIL PARK

*“Lodging is key for recreational development in the west end of the county. People are coming to Cherokee to paddle, but they have no place to stay”*  
-Troy Rutland



CANE CREEK

*“Wilson Lake needs a restaurant accessible by boat and land.” – Commissioner Tommy Barnes*



CANE CREEK

# GOALS & OBJECTIVES



## GOAL 1:

**PROVIDE A HIGH QUALITY, DIVERSIFIED PARK SYSTEM THAT SUPPORTS OPPORTUNITIES FOR ACTIVE AND PASSIVE RECREATION WHICH ENHANCES AND PROTECTS ENVIRONMENTAL AND HISTORICAL RESOURCES**

- Identify opportunities, including partnerships, to increase public waterfront access through the provision of public piers, swimming beaches, motorized and non-motorized boat launches, public boat moorage, and water viewpoints.
- Incorporate opportunities for historical, cultural, and environmental interpretive signage into the park system to inform and educate the public about the local and regional context.
- Partner to create initiatives, which result in long-term sustainability for the Tennessee River's recreational environment.
- Include elements in the design and development of parks to contribute to community identity and reflect the local context, including the physical features on site, local history and culture, and neighborhood and community preference activities.
- Conserve or partner to protect significant environmental features, including unique wetlands, open spaces, woodlands, shorelines, waterfronts, and other characteristics that support wildlife.



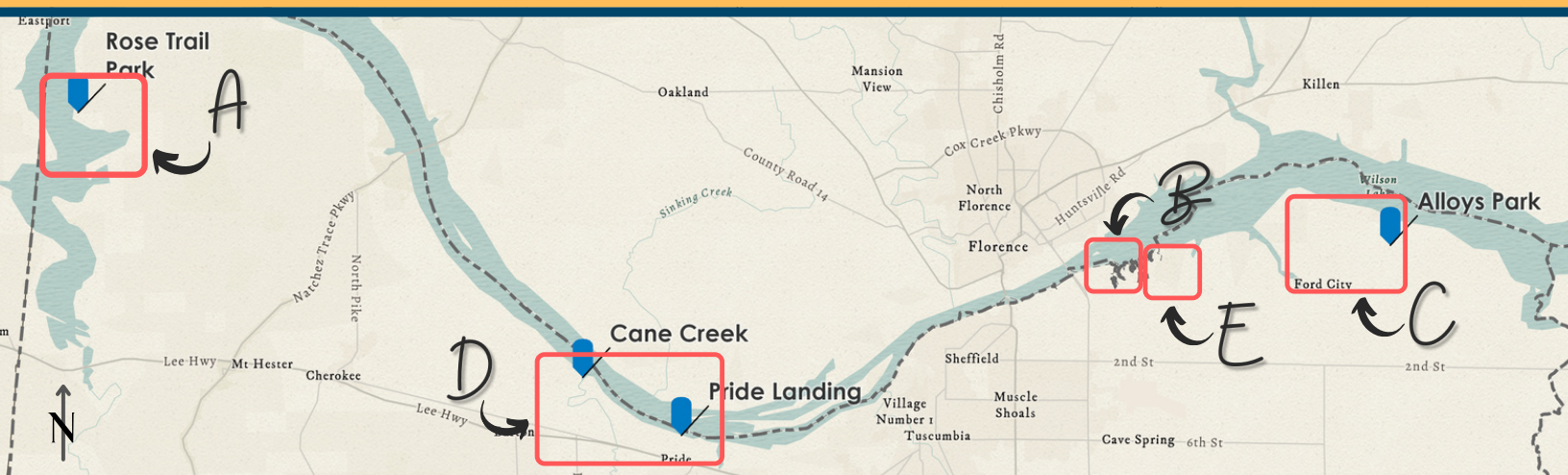
## GOAL 2:

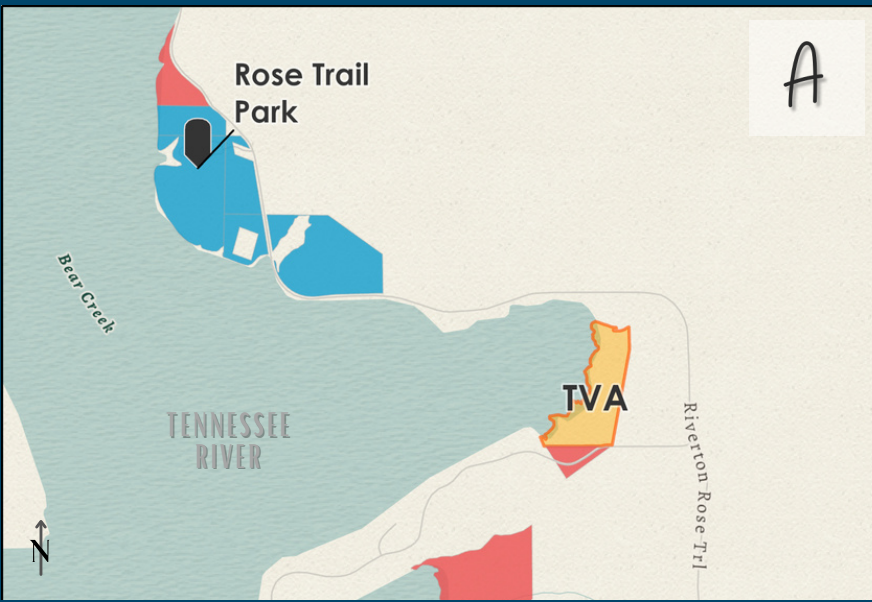
### MARKET RECREATIONAL ACTIVITIES AND POINTS OF INTEREST TO INCREASE ECONOMIC DEVELOPMENT

- Increase name recognition locally and establish an identity/brand for Colbert County Parks & Recreation Services.
- Promote Colbert County as a recreation destination, using a variety of public relations and marketing techniques to reach potential visitors in Alabama and beyond.
- Start a social media campaign to include a specific Hashtag (#colbertcountyparks) and a Facebook Fans Page to post pictures from events or everyday natural outdoor beauty (Tennessee River, rainbows, sunsets, etc.).
- Target frequent park users and special interest groups through a multi-media campaign to allow them to raise awareness of parks and recreation opportunities throughout the County using social media.
- Partner with Colbert County Tourism, Shoals Chamber of Commerce, Alabama Mountain Lakes Tourist Association, etc., to promote recreational activities and natural resources.

- Create a “destination package” with Cold Water Inn, Shoals Marriott, etc. to offer activities and accommodations in one destination package. See Appendix for list of local attractions provided by Auburn University’s Report for Colbert and Franklin Counties 2017.
- Add all locations of trails, parks, points of interest, etc., in Colbert County to travel apps for iOS and Android users, including AllTrails or Hiking Project (REI).

As new funding becomes available or opportunities for property expansion are presented, the County should conduct feasibility studies and develop master plans for the available sites. The plans should consider the survey results of this study. Potential properties include TVA holdings, Reynolds Aluminum Partners/Wise Alloys, United States Government, Retirement Systems of Alabama (Robert Trent Jones) and privately owned parcels adjacent to Rose Trail and Alloys Park (see maps on page 21).





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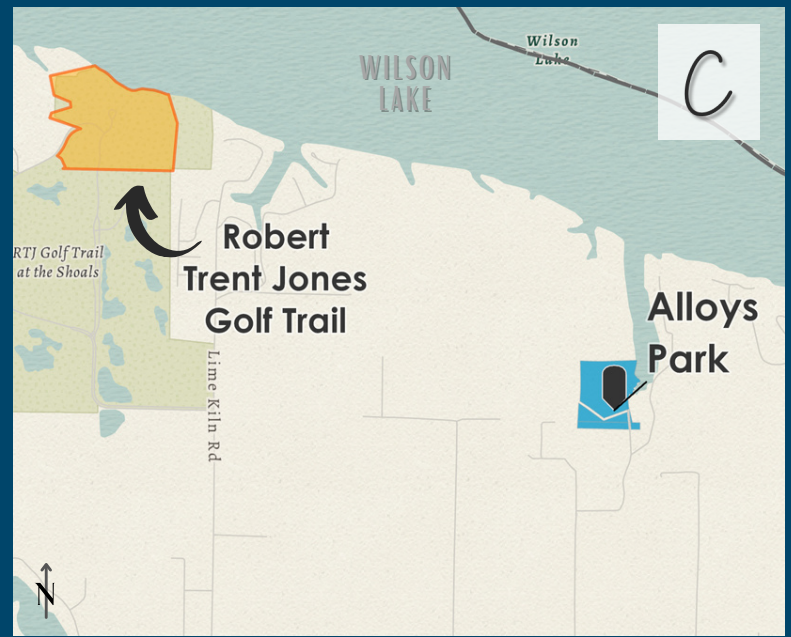
# GOAL 2 MAPS:

MARKET  
RECREATIONAL  
ACTIVITIES AND  
POINTS OF INTEREST  
TO INCREASE  
ECONOMIC  
DEVELOPMENT.

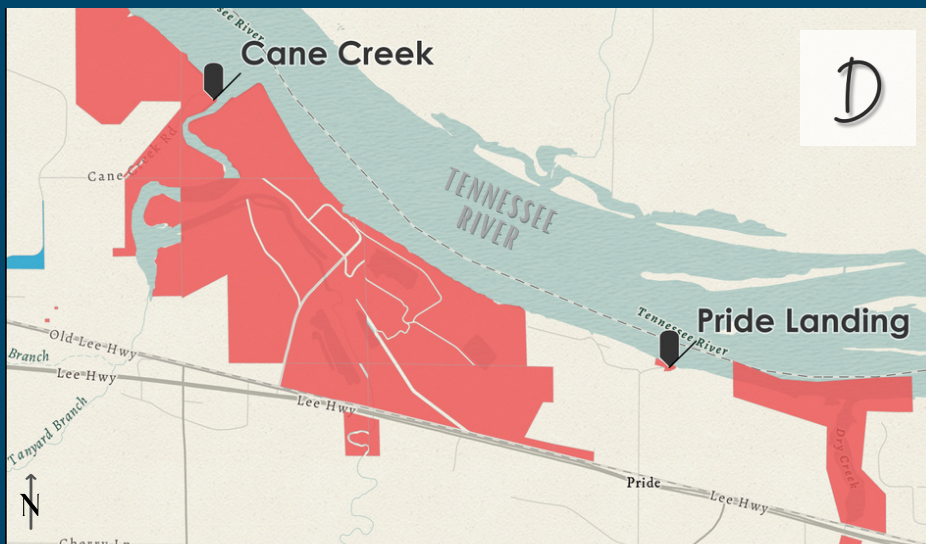
**RED: GOVERNMENT OWNED**  
**BLUE: COLBERT COUNTY OWNED**  
**ORANGE: POTENTIAL LOCATION**



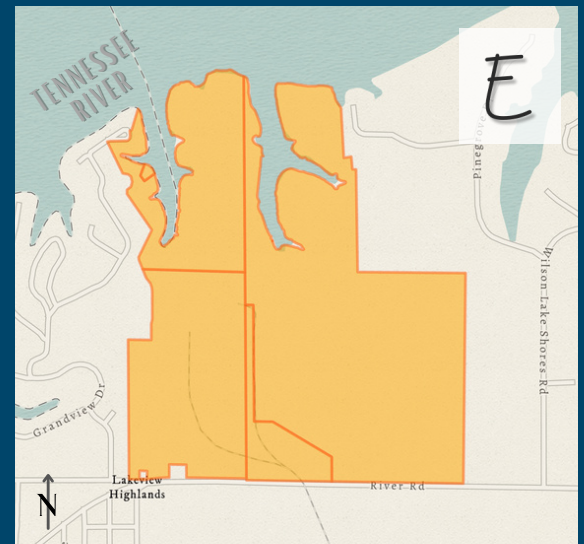
B



C



D



E

## GOAL 3:

### ENCOURAGE, ENHANCE AND MAXIMIZE RELATIONSHIP AND PARTNERSHIP OPPORTUNITIES REGARDING PLANNING AND COLLABORATION WITH MUNICIPALITIES LOCATED IN COLBERT AND LAUDERDALE COUNTIES

The active process of facilitation and collaboration fosters relationships and partnerships with all area stakeholders including entities inside and outside of Colbert County, non-profit organizations, and other governmental agencies. Partnerships will be the primary avenue for expansion of recreation. Where possible, provide liaisons to other boards or councils to share ideas.

- Appoint a County liaison to work with Muscle Shoals National Heritage Area and Tennessee RiverLine to ensure Colbert County is included in the ongoing planning efforts.
- Cooperate with the cities, school districts, and other public and private agencies to avoid duplication of amenities to reduce costs and represent local resident interests through joint planning and development efforts.
- Where appropriate and economically feasible, assist local City parks in the conservation, development and operation of parks and recreational facilities of interest to the regional population, for water access and trail connectivity.
- Initiate or participate in the joint planning and provision of programs with other public and private agencies to meet County and City recreational progress.

## GOAL 4:

### ADDRESS LEVEL OF SERVICE AND IDENTIFIED GAP AREAS BY MAINTAINING AND IMPROVING EXISTING FACILITIES AND AMENITIES

This study process produced an inventory and GIS database for Colbert County Parks. Maintaining this data will allow Colbert County to make decisions about replacing, upgrading, renovating, or adding amenities to existing sites. Additionally, the survey and inventory can provide direction for completing trail connections and developing a park and recreation network.

- Develop, train, and support a professional parks and recreation staff that effectively serves the community in the realization of the goals and objectives of this plan.
- Employ a diverse, well trained work force that is motivated to achieve County-wide goals.
- Encourage teamwork through communications, creativity, positive image, and annual assessments to update asset inventory.
- Continue to identify and implement an ADA transition plan and monitor compliance.
- Increase connectivity to promote resident use and increase physical activity.
- Coordinate recreation with residential development in the area to implement connectivity.
- Explore ways to connect residents to parks and trails through continued development of internal park identification and wayfinding signage, apps, maps, and policies.
- Repair, re-purpose, or upgrade existing components.
- Establish an Equipment Replacement Fund through the use of available revenues, establish an on-going fund to plan for routine equipment replacement and repairs for all park properties.



- Add components to existing parks, open space and trails such as exercise destinations in the park with interpretive signage.

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## GOAL 5:

### FINANCIAL SUSTAINABILITY

As more and more demands are placed on public parks it becomes imperative to adopt good business practices. In the public survey, the majority of households scored the current parks at 3 out of 5 stars for overall satisfaction. Therefore, financial stability is key to maintaining and improving the park properties to increase the overall public perception and utilization.

- Consider the maintenance costs and staffing levels associated with acquisition, development, or renovation of parks or natural areas, and adjust the annual operating budget accordingly for adequate maintenance funding of the park system expansion.
- Implement and fund maintenance frequency protocols that maximize the life of the park and recreation assets and services.
- Invest in preventative maintenance and upgrades to facilities to maximize long-term benefits.
- Maximize operational efficiency to provide the greatest public benefit for the resources expended when park improvements are made.
- Incorporate low impact development techniques into park and trail designs and be a leader in demonstrating sustainable building practices.

There is a trend for agencies to look outside the traditional funding mechanisms towards the use of partnerships to fund improvements and future programming and use of public spaces.

Alternative Funding typically includes grants, donor programs and/or partnerships. This may include partnerships with private business, governmental (federal, state, school, etc.), and/or non-profit agencies along with creation of policies and evaluation processes to help determine if it is a “good fit.” Be sure to align goals with an agency and create a partnership for programs or infrastructure development.

Explore New Park and Recreation Dedicated Tax Revenues. The survey indicated support for amenity upgrades to the existing parks and a desire for expansion of activities. The proposal to the community for a dedicated tax to support recreational growth is an option. Exploring the opportunity for dedicated revenue source, such as percentage of lodging tax or a small (\$5.00 - \$10.00 annually) county-wide recreational fee for property taxpayers is suggested.

Partner with Tennessee Valley Authority (TVA), Alabama Department of Economic and Community Affairs (ADECA), Appalachian Regional Commission (ARC), National Park Service (NPS), Trust for Public Lands, or Alabama Department of Conservation and Natural Resource (ADCNR) for grant funding or future partnership projects.





# ACTION PLAN

# ACTION PLAN

## ROSE TRAIL

Rose Trail is a secluded destination on the banks of Bear Creek near the mouth of Goose Pond Slough as it opens into Pickwick Lake, Tennessee River. Of the four county parks, Rose Trail was identified by the community as the destination for anglers that enjoy camping. The park has historically been a mecca for crappie fishing in the spring and provides ideal camp sites for all types of patrons seeking to primitive camp or hook-up the RV for an extended stay. The focus for future improvement at Rose Trail should be centered around camping and fishing, with amenities to include campground expansion, upgrades of existing infrastructure, acquisition of additional parcels and connectivity to the Town of Cherokee via an old, abandoned county roadbed.

Since partnering with Alabama Department of Economic and Community Affairs (ADECA) in 2010 for a Land and Water Conservation Fund (LWCF) grant to improve the park, Colbert County Commission has partnered with multiple state and local agencies to continue the progress. Most recently, the County partnered with the Alabama Department of Conservation's Division of Freshwater Fisheries for parking, boat launch and pier improvements. This improvement is a destination worthy asset to the park.

In 2019, the Commission applied for and was selected to receive a \$175,000 LWCF grant from ADECA to improve Rose Trail Park by upgrading the restroom facility and adding an in water Accessible Transfer System for kayaks and canoes. The Accessible Transfer System will be located at the existing boat launch. It provides individuals with physical challenges accessibility that exceeds the minimum requirements of the Americans with Disabilities Act (ADA). The easy-to-use transfer bench and transfer slide boards allow users to simply sit, slide over and drop down into a kayak or canoe then use the side rails to pull off or back on the dock. The transfer bench is built with two heights for easy transfer from wheelchairs of varying sizes, and the transfer slide boards accommodate differing watercraft heights.

The County has pledged a \$175,000 match for a total construction budget of \$350,000. The project is planned for 2021. The parcels are currently bound by the Land and Water Conservation Fund requirements. All improvements to the property must be preapproved by ADECA prior to construction.

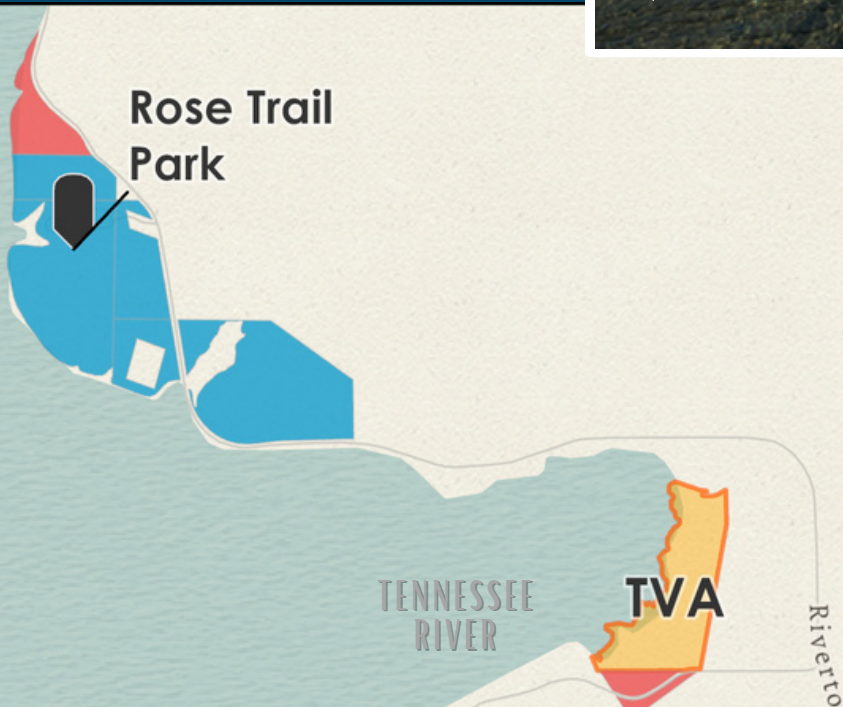
Once the LWCF project is complete, the next phase of development on the existing property should include walking trails and additional camp sites.

The recommended future park expansion includes partnering with Tennessee Valley Authority to obtain a 99-year lease or acquisition of a nearby parcel. The parcel is not currently being used by TVA, and due to undesirable loitering should be cleaned-up and opened as a day use park. This parcel is positioned perfectly in a protected cove and has a beautiful sandy pebble beach allowing easy access to the water. A trail to connect the two parcels would be the County's first step toward destination connectivity in the area.



# ROSE TRAIL ACTION PLAN

## ADA COMPLIANT CANOE AND KAYAK RAMP



## TVA PROPERTY

# ACTION PLAN

## ALLOYS PARK

Alloys Park is a primary canoe and kayak launch destination in Colbert County. The long slough of approximately 3,000 feet creates a protected paddle way to the main channel. The west side of the slough is not developed and is the habitat of beautiful wildlife such as bald eagles, racoons and blue heron.

Based on community feedback, a kayak rental locker, dredging of slough, improving existing boat launch, expanding truck and trailer parking, adding a restroom/shower facility near campground, adding relaxation hammocks, wifi and expanding the walking trails are the preferred improvements.

The Action Plan Project One for Alloys Park is the construction and implementation of a kayak/canoe/paddle board locker for storage and rentals of boats for public use, as well as relaxation hammocks for park patrons. The County has the option of purchasing a manufactured rental locker for \$25,000 or constructing one from local sourced materials using local labor at an estimated \$5,000, plus the cost of kayaks.

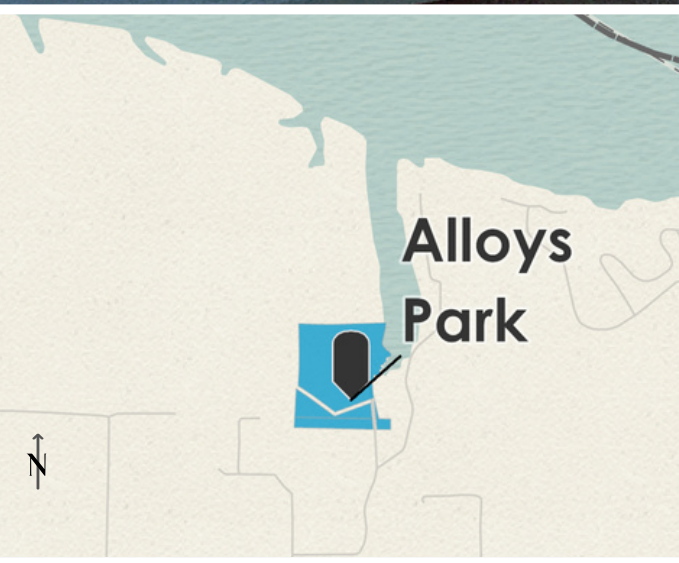
The manufactured rental locker is automated and allows patrons to rent online and receive a code to unlock the boat. This option allows patrons to rent 24-7/365 and does not require personnel oversight or assistance. There would be an additional cost to support the online website to purchase and receive a code. The system currently being used by Mississippi River Paddle Share ([paddleshare.org](http://paddleshare.org)) hosts reservations, multiple location selection, route maps, and guides.

The local resourced locker would use combination tethers to secure the boats while the onsite park manager would unlock after the patron purchased through PayPal or Venmo on their phone. This option keeps rental funds secure, so no cash is exchanged. This option requires a park attendant to be onsite to monitor the rentals for release and return. A locker would be a high impact project with a low cost to accomplish. The County could partner with Boys Scouts of America and local carpenters to construct and install the locker.

Colbert County has partnered with Alabama Department of Economic and Community Affairs (ADECA) in the past to acquire additional property and upgrade amenities. The parcels are currently bound by the Land and Water Conservation requirements. All improvements to the park must be preapproved by ADECA prior to construction.



# ALLOYS PARK ACTION PLAN



# CANOE AND KAYAK LOCKERS

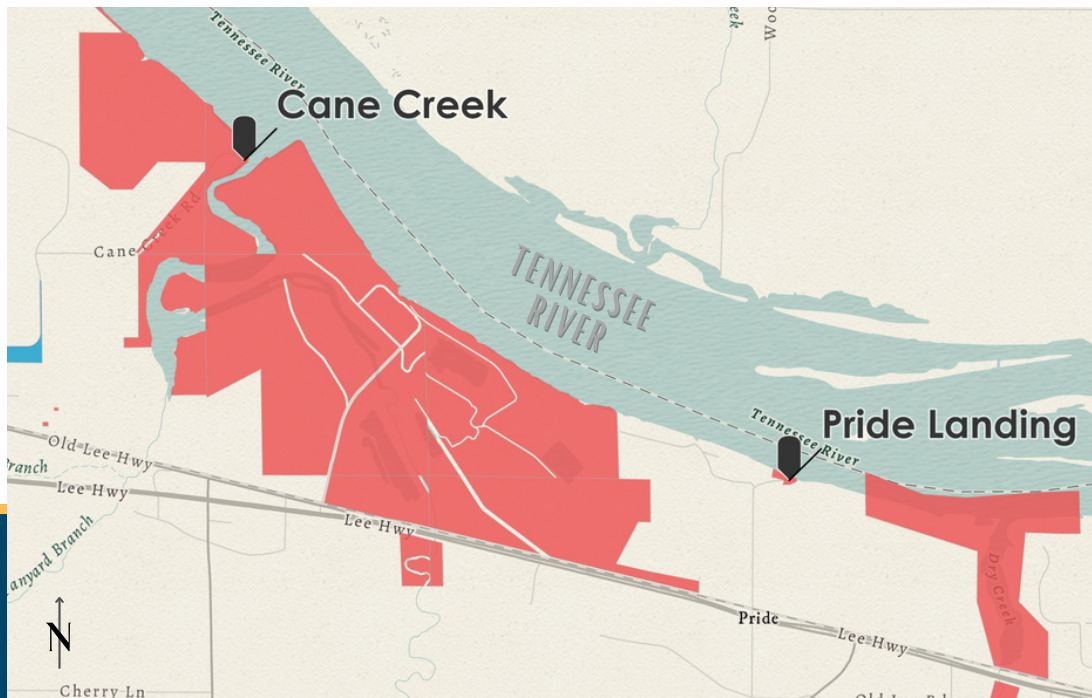
# ACTION PLAN

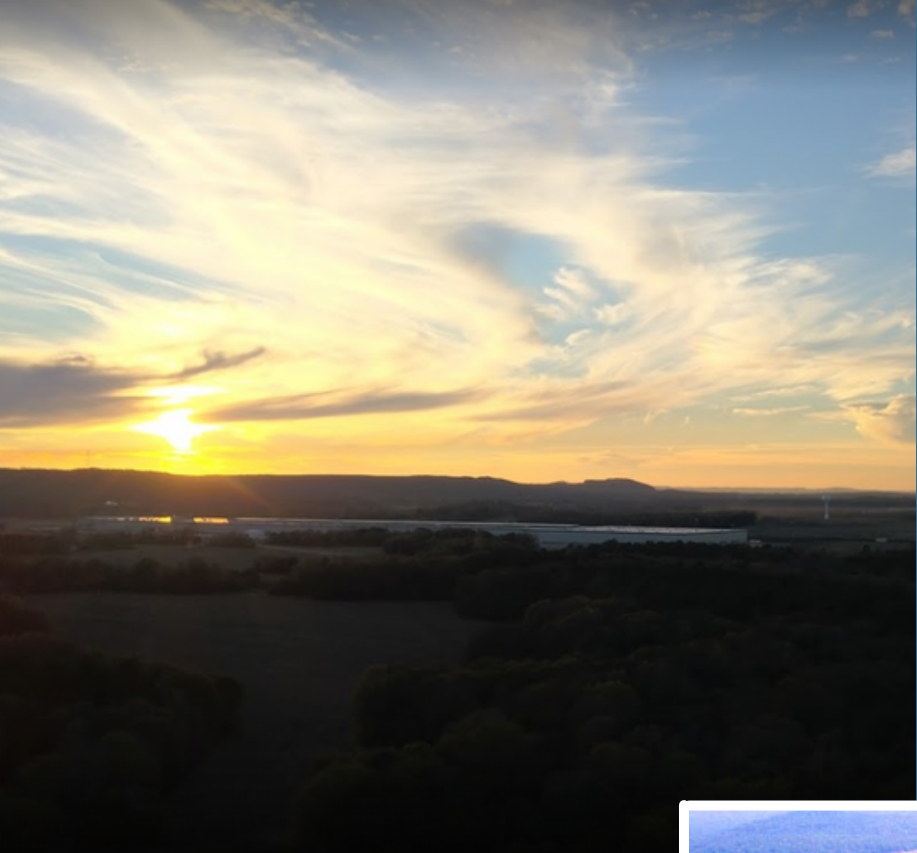
## CANE CREEK

Cane Creek park is located on the south shore of Pickwick Lake at the mouth of Cane Creek. It is primarily used by fishermen to launch boats. The site sits strategically surrounded by approximately 2,000 acres of land owned by the United States government. The parcels were home to TVA's Colbert Steam Plant since 1955, which is now undergoing decommissioning until 2023.

The availability of government land adjacent to Cane Creek offers endless possibilities for economic and recreational development. The site could be marketed as a future industrial site or completely redeveloped and repurposed. If the economic driving factors result in the site becoming reinvented, a master plan should be implemented. The plan should support recreational opportunities with connectivity to multiple areas of the site, and allow for residential, commercial or industrial parcels to coexist. In addition, the resolution of any residual environmental factors from the former plant should be addressed possibly utilizing a Brownfield grant.

At this juncture, it is recommended Colbert County seek additional acreage (50-200 acres) by 99-year lease or purchase to create a buffer from the existing industrial site. Once secured, create a master plan for future park expansion. Due to the decommissioning of Colbert Steam Plant, this site would be eligible for an Appalachian Regional Commission (ARC) POWER grant to master plan the site for economic development and connectivity to Tennessee RiverLine, Singing River Trail or other tourist attractions.





# CANE CREEK ACTION PLAN



# ACTION PLAN

## **ROBERT TRENT JONES GOLF TRAIL (THE SHOALS) CONNECTIVITY TO SHOALS MARRIOTT VIA POINT PARK**

The original development plan by Retirement Systems of Alabama for the Robert Trent Jones (RTJ) Golf Trail at The Shoals and the Shoals Marriott Hotel included a boat taxi from Point Park (Veteran's Park) to RTJ. The boat taxi would transfer hotel guests for a day of golf or to dine at the RTJ restaurant. A small, fixed dock was constructed at RTJ primarily for the raw water irrigation intake in the Tennessee River with an access road due to elevation, but no improvements were constructed at Point Park.

Robert Trent Jones Golf Trail reflects a multi-million-dollar economic impact to Colbert and Lauderdale Counties. Efforts should be made to capitalize on the significant brand and visitor attraction produced by the two venues by creating a public private partnership (P3) among Colbert County, City of Florence and a private boat service company. The agreement would allow the partners to obtain grants and financing to construct the welcome center/ticketing building, dock and storage facilities at Point Park, as well as infrastructure at RTJ's pier for embarkation and disembarkation of passengers.

Survey data suggests local citizens and visitors would pay to enjoy a boat ride on Wilson Lake to see the landscape and hear about the history, view the fall foliage, or simply to enjoy the sun. A review of similar lake boating tour services suggests a median price range of \$30-\$60 per person in the southeastern United States. The Marriott and other hotels could offer a guest package for a lake tour or transportation to and from RTJ when booking or on arrival.

Items of note are the raw water irrigation intake at RTJ which draws water from the Tennessee River to irrigate the golf course. The intake pipe is located on the river bottom under the current dock. There is no danger of a private vessel boat damaging the intake while engaging in passenger pick up or drop off. However, if the current dock is expanded, the location of the intake should be assessed. Improving the dock system at RTJ would allow for the general public to access the restaurant via boat. Thereby, increasing economic activity at RTJ and revenue for Colbert County.

The study suggests people living on Wilson Lake seek to have access to RTJ by boat, as there is currently no other option for dining on the water where deep hull boats can access and dock.





# ROBERT TRENT JONES GOLF TRAIL ACTION PLAN



# ACTION PLAN

## COUNTY-WIDE SIGNAGE

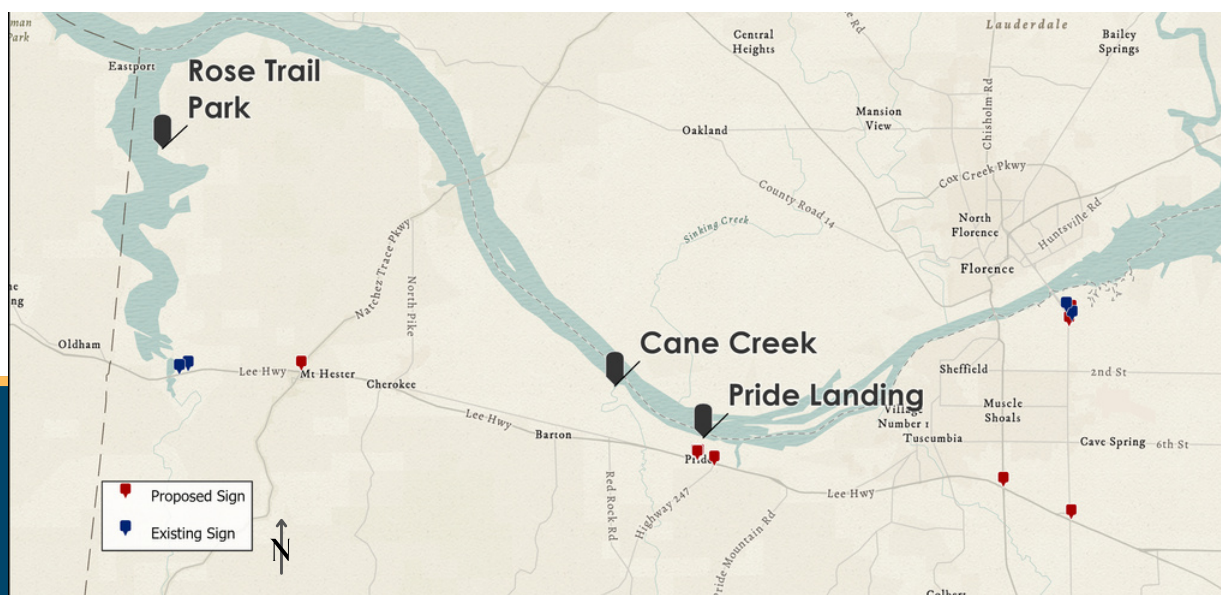
One of the most challenging aspects of marketing local parks is signage. If you have lived in an area most of your life you know where things are located, and you navigate to them by memory. It is challenging for a local to imagine what it is like for a visitor to the area. Creating a signage plan should pinpoint locations and intersections where out-of-town travelers will frequent. Placing signs at the intersection locations will ensure they know the park exists and then how to drive to the location.

Technological advances in cellular phones have made travel easy, but you cannot Google it if you don't know it exists. The biggest benefit of using signage is announcing the park exists, and providing the icons for activities featured at the park such as the symbol for boat launch, swimming or hiking trails.

The map indicates the areas where signage currently exists and the proposed new locations for installation. The locations on state routes (U.S. Highway 72 & 43) will require a permit from Alabama Department of Transportation.

The map on the right identifies existing sign locations and proposed location for visitor navigation from main thoroughfares.

It is recommended that Rose Trail and Alloys Park install internal park signage for navigation, information and education. An overall park map kiosk including amenities, hours of operation, park rules, and area history would be an asset to each park location.



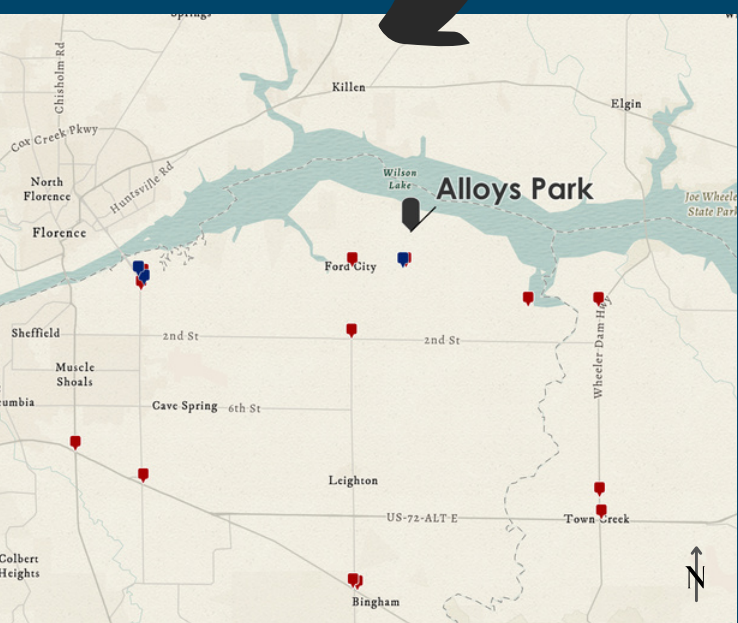


# COUNTY-WIDE SIGNAGE ACTION PLAN

**PROPOSED SIGN LOCATIONS**

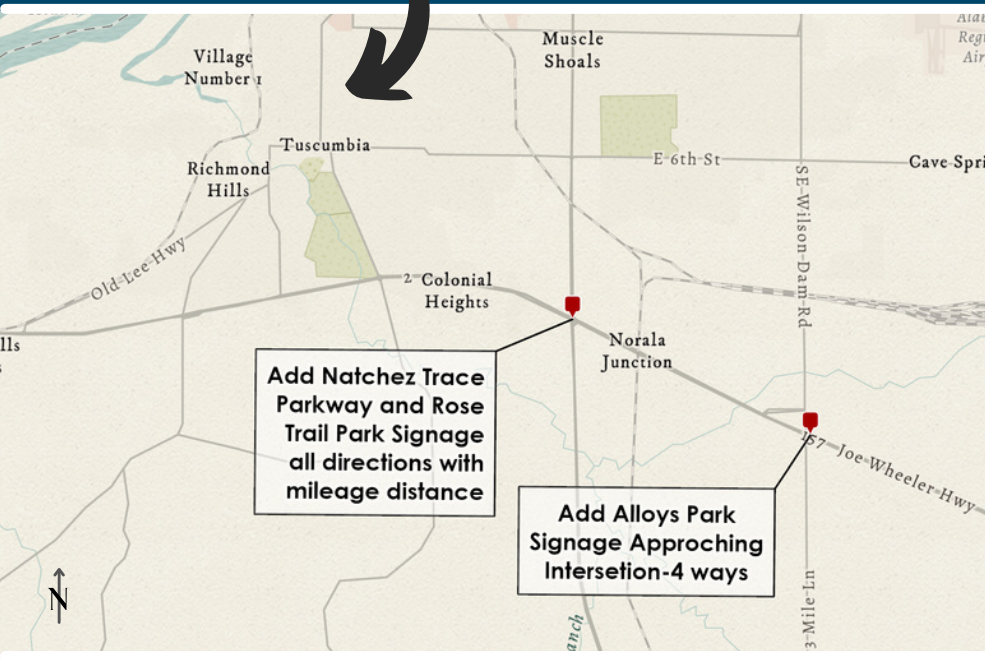
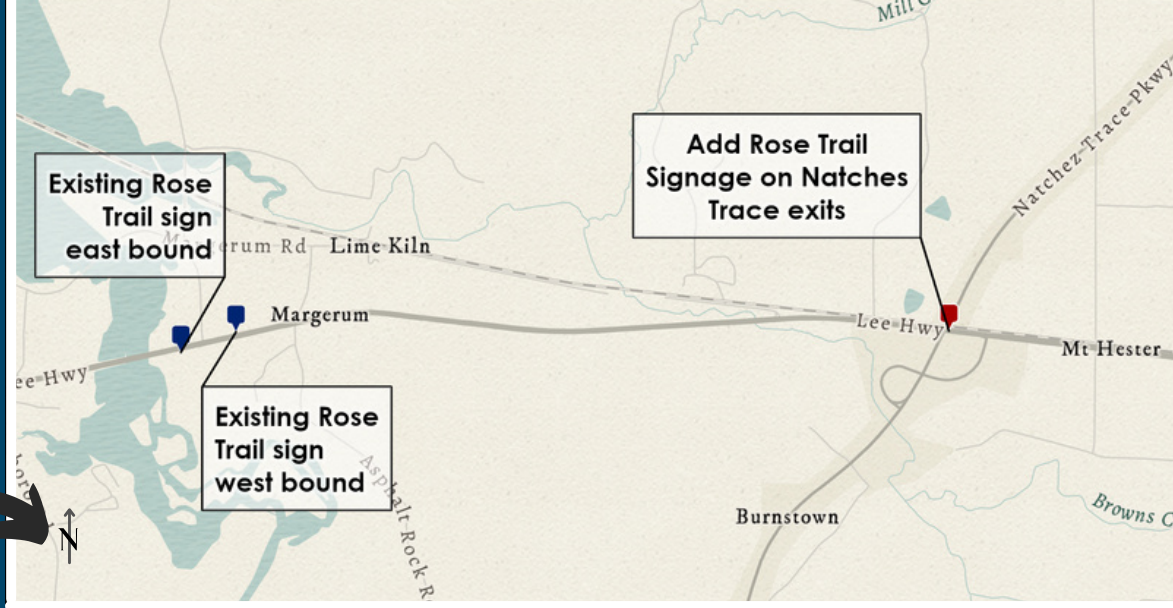


**CURRENT SIGNAGE**

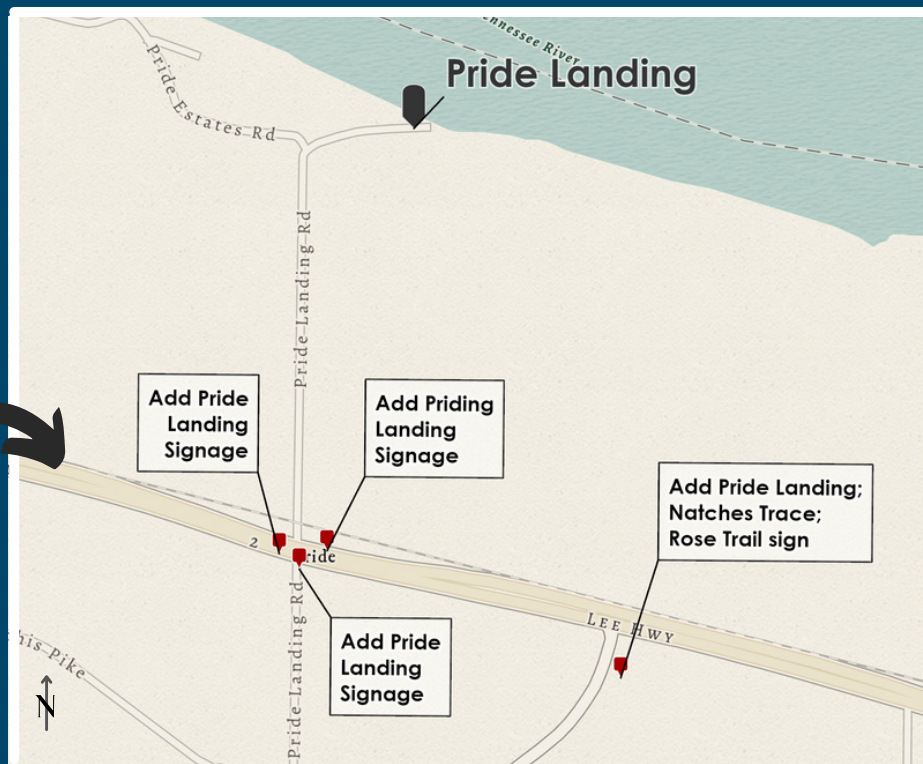


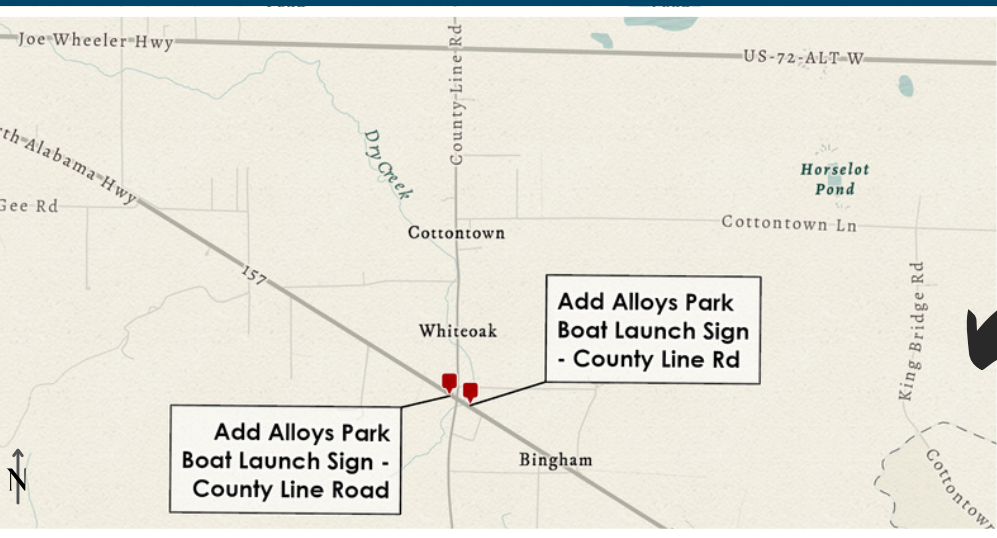
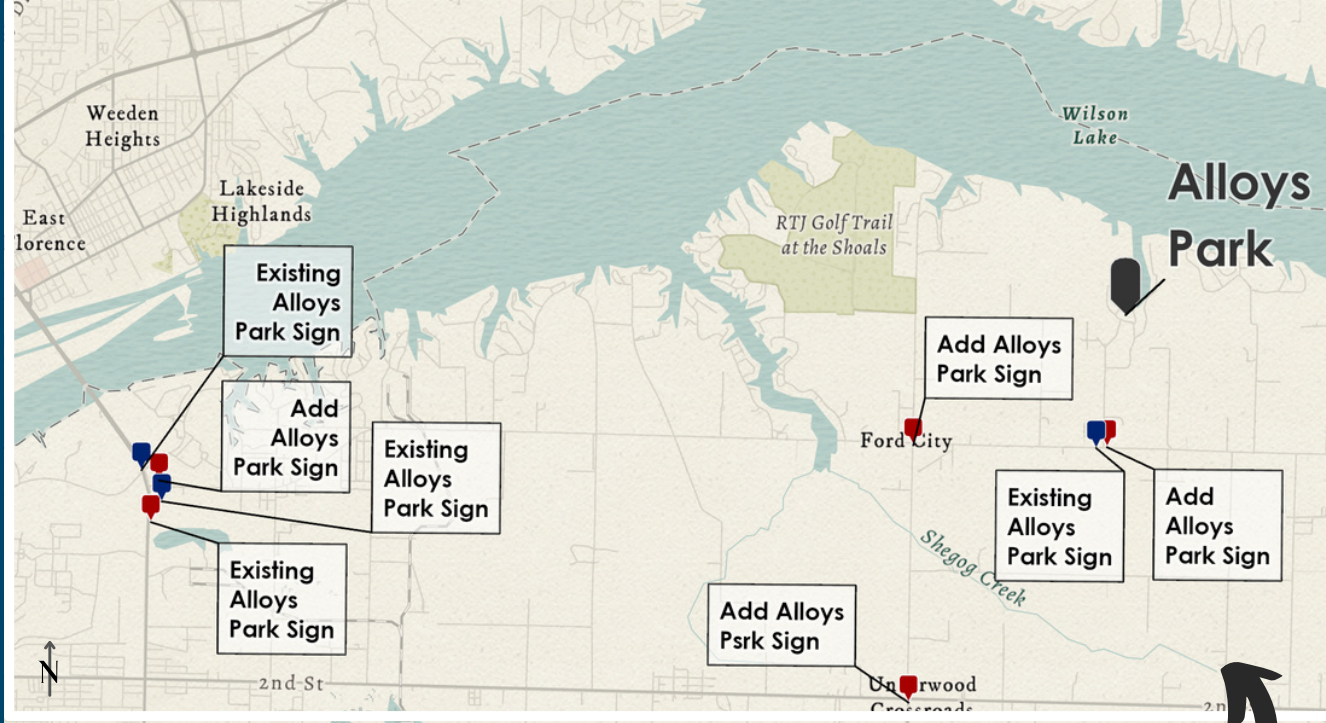
**SEE NEXT PAGE FOR DETAILED MAPS OF SIGN LOCATIONS**

# ROSE TRAIL SIGNAGE

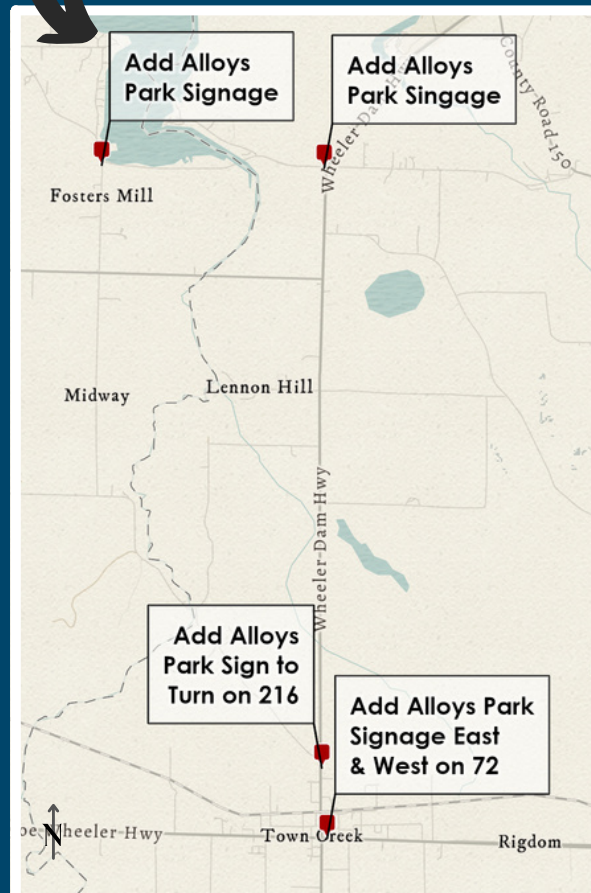


# PRIDE LANDING SIGNAGE





# ALLOYS PARK SIGNAGE



# ACTION PLAN

## MARKETING

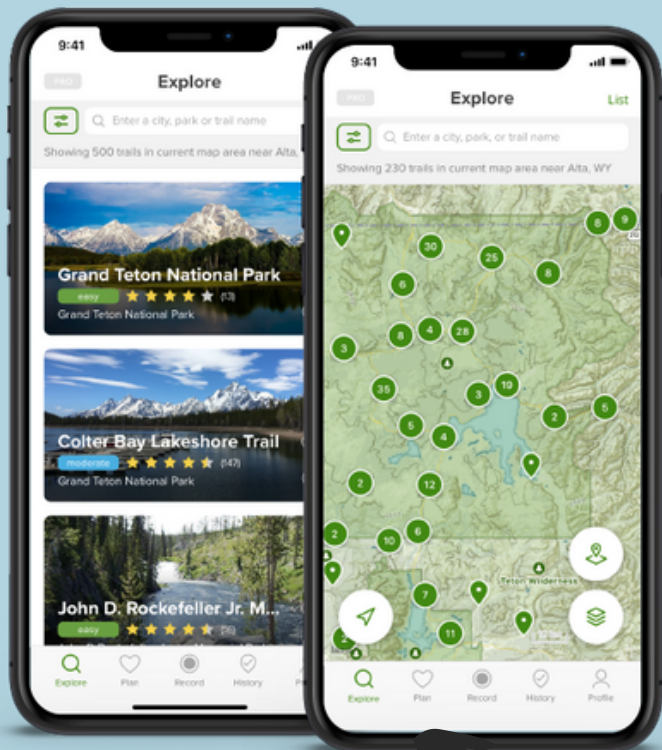
Partnerships are key to promoting points of interest in Colbert County for economic development. As mentioned in the Goals section, partnerships with Alabama Mountain Lakes, Colbert County Tourism, Shoals Chamber of Commerce and social media sites will promote the growth and development of the area for recreation and beyond.

There's no longer any question about the validity of using social media today to communicate with consumers of all ages and demographics. While some audience segments may make less use of social media, the vast majority are using some form daily. The most important question now is how park and recreation organizations can make efficient use of social media to promote programs, services, facilities and events that encourage physical activity and overall health and wellness.

The four main social media platforms as of this writing are Facebook, Twitter, YouTube and Instagram. Currently Facebook likely has the largest and most diverse audience. Facebook and Instagram, by nature of how it is designed, is about personal relationships and sharing personal information about yourself or your family. Twitter, on the other hand, is about sharing information where people follow those with similar interests (usually strangers). For this reason, recreation departments should view Twitter primarily as an information sharing tool, and Facebook and Instagram as a way to form deeper connections with people. Instagram is a perfect platform for sharing photos of everyday landscapes such as sunsets, rainbows of the water, waterfalls, etc., to entice people to travel to Colbert County locations and have a personal experience.

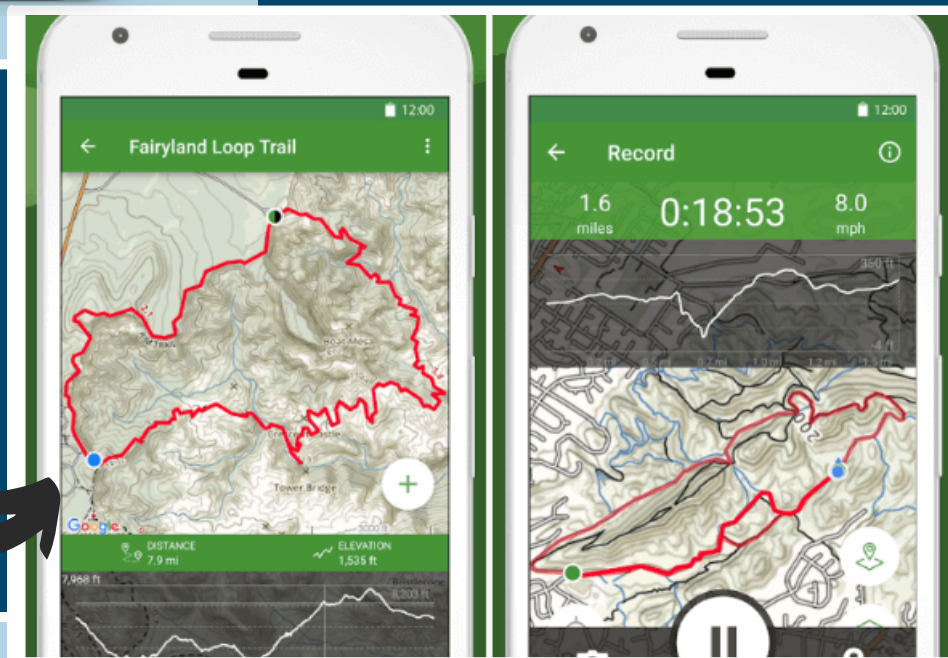
Specifically, for trails and recreational points of interests AllTrails is the go to app for locals and long distance nature seekers. This study has created a GIS map and data of locations and will be shared with Colbert County Tourism and AllTrails to kick-off the plan of action.





# MARKETING ACTION PLAN

## ALLTRAILS MOBILE APP



## SOCIAL MEDIA ENGAGEMENT







ROSE TRAIL PARK

# APPENDIX

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**42**

INVENTORY OF TOURISM ASSETS  
*STRATEGIC PLANNING REPORT BY AUBURN UNIVERSITY  
(2017)*

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**49**

COMMUNITY SURVEY RESULTS

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# INVENTORY OF TOURISM ASSETS

## INVENTORY OF TOURISM ASSETS

### Colbert County

Name	Attraction/Event	City
Barton Industrial Park	Attraction-Development	Cherokee
Barton Hall, Cherokee (also known as Cunningham Plantation)	Attraction-Historical	Cherokee
Buzzard Roost, Cherokee	Attraction-Historical	Cherokee
Freedom Hills Wildlife Management Area	Attraction-Natural	Cherokee
Johnson's Fish and Camp	Attraction-Sporting	Cherokee
Rose Trail Hunting Club, Cherokee	Event-Sporting	Cherokee
Cedar Bend Lodge	Lodging	Cherokee
Colbert County Rose Trail RV Park & Campground, Cherokee	Lodging	Cherokee
Clyde Carter House, Ford City	Attraction-Historical	Ford City
Tuscumbia RV Park - Hwy. 72	Lodging	Haverhill
John Johnson House, Leighton (also known as the Green Onion)	Attraction-Historical	Leighton
LaGrange College Site and Antebellum Cemetery	Attraction-Historical	Leighton
Old Brick Presbyterian Church, Leighton	Attraction-Historical	Leighton
Preuit Oaks, Leighton	Attraction-Historical	Leighton
LaGrange Rock Shelter, Leighton	Attraction-Natural	Leighton
Recall LaGrange	Event-Historical	Leighton
Rock Creek Archeological District	Attraction-Historical	Maud
First Southern (Okolona) Baptist Church	Attraction-Cultural	Muscle Shoals
Jack o' Lantern Farms (on TVA reservation)	Attraction-Cultural	Muscle Shoals
Muscle Shoals Sound Recording Studio, Sheffield	Attraction-Cultural	Muscle Shoals
Muscle Shoals Symphony	Attraction-Cultural	Muscle Shoals
Quin Ivy Recording Studio	Attraction-Cultural	Muscle Shoals
The Fire House Recording Studio	Attraction-Cultural	Muscle Shoals
Howell Graves School,	Attraction-Development	Muscle Shoals
International Fertilizer Development Center, Muscle Shoals	Attraction-Development	Muscle Shoals
Muscle Shoals Airport Complex	Attraction-Development	Muscle Shoals
Muscle Shoals City Hall Building	Attraction-Development	Muscle Shoals
Muscle Shoals Recreational Department Facility	Attraction-Development	Muscle Shoals
Muscle Shoals Research Park	Attraction-Development	Muscle Shoals

Northwest Alabama Regional Airport	Attraction-Development	Muscle Shoals
Northwest Shoals Community College, Muscle Shoals	Attraction-Development	Muscle Shoals
Southeastern Anthropological Institute	Attraction-Development	Muscle Shoals
TVA National Environmental Research Center	Attraction-Development	Muscle Shoals
Crutch Recording Studio	Attraction-Entertainment	Muscle Shoals
Cypress Lake Golf and County Club, Muscle Shoals	Attraction-Entertainment	Muscle Shoals
TVA Old First Quarters	Attraction-Historical	Muscle Shoals
Gattman Park, Muscle Shoals	Attraction-Natural	Muscle Shoals
Muscle Shoals National Heritage Area	Attraction-Natural	Muscle Shoals
Steenson Hollow Park, Muscle Shoals	Attraction-Natural	Muscle Shoals
TVA Trails/Park	Attraction-Natural	Muscle Shoals
Twin Forks Park	Attraction-Natural	Muscle Shoals
Webster Park, Muscle Shoals	Attraction-Natural	Muscle Shoals
Muscle Shoals Sportsplex	Attraction-Sporting	Muscle Shoals
Muscle Shoals Tennis Courts	Attraction-Sporting	Muscle Shoals
Fiddlin' Around Southgate Mall	Event-Cultural	Muscle Shoals
Muscle Shoals Area Street Rod Run	Event-Cultural	Muscle Shoals
Muscle Shoals Concert Series	Event-Cultural	Muscle Shoals
Muscle Shoals Music City Fest	Event-Cultural	Muscle Shoals
Muscle Shoals to Music Row: Songwriter's Showcase	Event-Cultural	Muscle Shoals
Northwest Shoals Community College Spring Play	Event-Cultural	Muscle Shoals
Days Inn	Lodging	Muscle Shoals
Marriott Shoals Hotel / Conference Center	Lodging	Muscle Shoals
Shoals Landing RV Park and Marina, Muscle Shoals	Lodging	Muscle Shoals
The Cottage House Bed and Breakfast, Muscle Shoals	Lodging	Muscle Shoals
First Christian Church, Sheffield	Attraction-Cultural	Sheffield
First Presbyterian Church, Tuscumbia	Attraction-Cultural	Sheffield
First United Methodist Church, Sheffield	Attraction-Cultural	Sheffield
Nutthouse Recording Studio	Attraction-Cultural	Sheffield
Ritz Theater	Attraction-Cultural	Sheffield
Street Car Barn (6th and Little Rock)	Attraction-Cultural	Sheffield
Temple B'nai Israel, Sheffield	Attraction-Cultural	Sheffield
The Ritz Theatre, Sheffield	Attraction-Cultural	Sheffield
Alabama Avenue School, Sheffield	Attraction-Development	Sheffield

Michael Community Center	Attraction-Development	Sheffield
Sheffield Aquatic Center	Attraction-Development	Sheffield
Sheffield Board of Education	Attraction-Development	Sheffield
Sheffield Community Center	Attraction-Development	Sheffield
Sheffield Downtown Commercial District	Attraction-Development	Sheffield
Sheffield Public Library	Attraction-Development	Sheffield
U.S. Post Office, Sheffield	Attraction-Development	Sheffield
Cypress Moon Production Studios	Attraction-Entertainment	Sheffield
Splash Pad, Spring Park	Attraction-Entertainment	Sheffield
Austin Manor, Sheffield	Attraction-Historical	Sheffield
Blake Building, Sheffield	Attraction-Historical	Sheffield
Chambers-Robinson House, Sheffield	Attraction-Historical	Sheffield
Cohen-Walton House, Sheffield	Attraction-Historical	Sheffield
E.L. Lustron-Newman House, Sheffield	Attraction-Historical	Sheffield
General Jackson Black Walnut Tree, Sheffield	Attraction-Historical	Sheffield
Habbeler-West House, Sheffield	Attraction-Historical	Sheffield
Holiday Tour of Historic Homes, Sheffield	Attraction-Historical	Sheffield
Nitrate Village No. 1 Historic District, Sheffield	Attraction-Historical	Sheffield
Old Fire Station (Raleigh Ave.)	Attraction-Historical	Sheffield
Old Railroad Bridge	Attraction-Historical	Sheffield
Old Town Tavern	Attraction-Historical	Sheffield
Original First Methodist Church, Sheffield	Attraction-Historical	Sheffield
Samuel Cooke House, Sheffield	Attraction-Historical	Sheffield
Seven Mile Island Archaeological District	Attraction-Historical	Sheffield
Sheffield Municipal Building	Attraction-Historical	Sheffield
Sheffield Residential Historic District	Attraction-Historical	Sheffield
The Old Village School, Sheffield	Attraction-Historical	Sheffield
10th Avenue Park, Sheffield	Attraction-Natural	Sheffield
Avalon Park, Sheffield	Attraction-Natural	Sheffield
City Park West, Sheffield	Attraction-Natural	Sheffield
Gordon Park, Sheffield	Attraction-Natural	Sheffield
Kiwanis Boundless Playground, Sheffield	Attraction-Natural	Sheffield
Riverfront Park, Sheffield	Attraction-Natural	Sheffield
Sheffield River Front	Attraction-Natural	Sheffield
Sheffield Youth Park	Attraction-Natural	Sheffield
Standpipe Overlook, Sheffield	Attraction-Natural	Sheffield
Whippoorwill Park, Sheffield	Attraction-Natural	Sheffield

York Terrace Park, Sheffield	Attraction-Natural	Sheffield
Ollie Harris Municipal Softball Field	Attraction-Sporting	Sheffield
Sheffield Municipal Tennis Courts	Attraction-Sporting	Sheffield
Ritz Theater, New Stage Concerts	Event-Cultural	Sheffield
Ritz Theater, Time out for Theater	Event-Cultural	Sheffield
Sheffield Founder's Day Celebration	Event-Cultural	Sheffield
Jameson Inn	Lodging	Sheffield
Park Place Retirement Complex, Sheffield	Lodging	Sheffield
Center Stage Community Theatre	Attraction-Cultural	Tuscumbia
Ivy Green, Tuscumbia (Helen Keller Birthplace)	Attraction-Cultural	Tuscumbia
Shell Christmas Tree Farm, Tuscumbia	Attraction-Cultural	Tuscumbia
Tennessee Valley Art Association, Art Works	Attraction-Cultural	Tuscumbia
Tennessee Valley Art Center, Tuscumbia	Attraction-Cultural	Tuscumbia
WZZA Soul Radio	Attraction-Cultural	Tuscumbia
Alabama Institute for Deaf & Blind, Shoals Regional Center	Attraction-Development	Tuscumbia
Cave Street School, Tuscumbia	Attraction-Development	Tuscumbia
Helen Keller Public Library	Attraction-Development	Tuscumbia
Tuscumbia Recreational Department Facility	Attraction-Development	Tuscumbia
Red Rock Corn Maze, Tuscumbia	Attraction-Entertainment	Tuscumbia
Colbert County, Courthouse Square Historic District, Tuscumbia	Attraction-Historical	Tuscumbia
Historic Tuscumbia trolley tours	Attraction-Historical	Tuscumbia
Historic Tuscumbia walking tours	Attraction-Historical	Tuscumbia
John and Archibald Christian House, Tuscumbia	Attraction-Historical	Tuscumbia
Locust Hill, Tuscumbia (also known as John Daniel Rather House)	Attraction-Historical	Tuscumbia
Martin Petroglyph	Attraction-Historical	Tuscumbia
Old U.S. Post Office, Tuscumbia	Attraction-Historical	Tuscumbia
Railroad Museum, Tuscumbia	Attraction-Historical	Tuscumbia
Rattle Snake Saloon & Seven Springs Lodge	Attraction-Historical	Tuscumbia
Tennessee Valley Trail (Civil War Trail)	Attraction-Historical	Tuscumbia
The Norman House, Tuscumbia	Attraction-Historical	Tuscumbia
The Oaks, Tuscumbia	Attraction-Historical	Tuscumbia
Tuscumbia Commons	Attraction-Historical	Tuscumbia
Tuscumbia Historic District	Attraction-Historical	Tuscumbia
Tuscumbia Landing Site	Attraction-Historical	Tuscumbia

Tuscumbia Railroad Historic Depot	Attraction-Historical	Tuscumbia
William Winston Home, Tuscumbia	Attraction-Historical	Tuscumbia
Winston Home, Tuscumbia	Attraction-Historical	Tuscumbia
Cane Creek Canyon Nature Preserve	Attraction-Natural	Tuscumbia
Coldwater Falls	Attraction-Natural	Tuscumbia
Johnson's Woods, Tuscumbia	Attraction-Natural	Tuscumbia
Lacefield Falls	Attraction-Natural	Tuscumbia
Spring Park, Tuscumbia	Attraction-Natural	Tuscumbia
Tennessee River	Attraction-Natural	Tuscumbia
Tennessee River Adventures	Attraction-Natural	Tuscumbia
Tennessee Valley Talon Trail (Bird Trail) Site #1	Attraction-Natural	Tuscumbia
Tennessee Valley Talon Trail (Bird Trail) Site #2	Attraction-Natural	Tuscumbia
Tom Coburn Park, Tuscumbia	Attraction-Natural	Tuscumbia
Tuscumbia Big Spring	Attraction-Natural	Tuscumbia
Willie Green Park, Tuscumbia	Attraction-Natural	Tuscumbia
Wilson Dam Falls	Attraction-Natural	Tuscumbia
Bluff Creek and Crooked Oak Trap Ranges	Attraction-Sporting	Tuscumbia
East End Tennis Courts, Tuscumbia	Attraction-Sporting	Tuscumbia
Spring Creek Golf Course, Tuscumbia	Attraction-Sporting	Tuscumbia
Tennessee Valley Golf and Country Club, Tuscumbia	Attraction-Sporting	Tuscumbia
Helen Keller Festival of the Arts	Event-Cultural	Tuscumbia
North Alabama State Fair	Event-Cultural	Tuscumbia
Oka Kapassa (American Indian Festival)	Event-Cultural	Tuscumbia
Spring Park Fountain Show, Tuscumbia (music and lights)	Event-Cultural	Tuscumbia
Spring Park Market-Farmer's Market	Event-Cultural	Tuscumbia
Trees of Christmas, Tennessee Valley Art Center	Event-Cultural	Tuscumbia
A Plantation Christmas at Belle Monte	Event-Entertainment	Tuscumbia
Helen Keller Festival	Event-Historical	Tuscumbia
Coldwater Inn, Tuscumbia	Lodging	Tuscumbia
Comfort Inn & Suites	Lodging	Tuscumbia
Heritage Acres RV Park	Lodging	Tuscumbia
Key West Inn-Tuscumbia	Lodging	Tuscumbia
McNabb's RV Park	Lodging	Tuscumbia
Sharlotte's House Bed and Breakfast, Tuscumbia	Lodging	Tuscumbia
Spring Creek Boat Ramp	Lodging	Tuscumbia

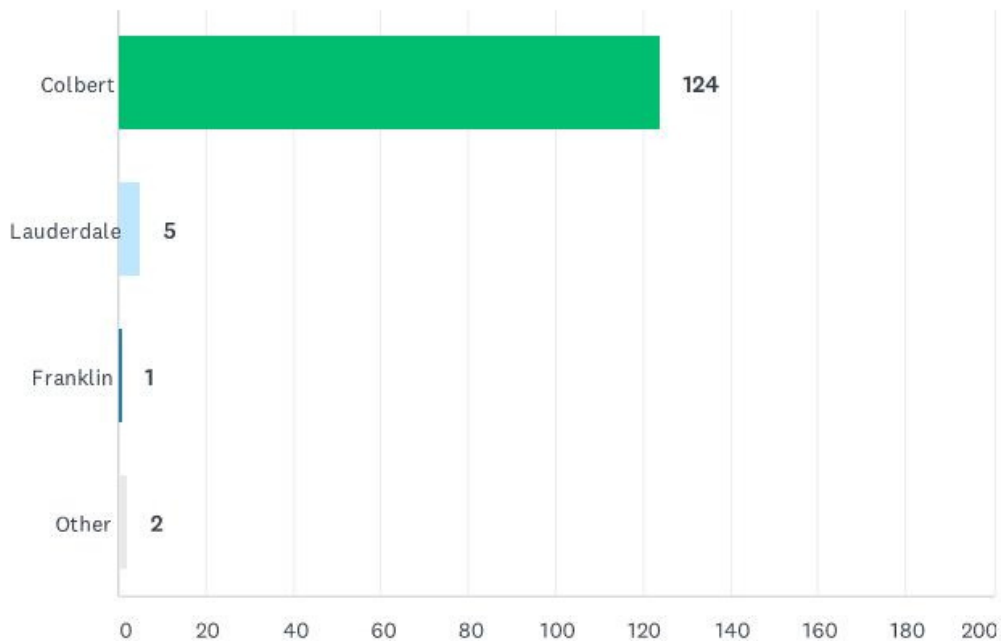
Alabama Music Hall of Fame	Attraction-Cultural	
FAME Recording Studio	Attraction-Cultural	
Royal Ave. Park and Recreational Facility	Attraction-Development	
Natchez Trace Parkway	Attraction-Natural	
Robert Trent Jones Golf Course, Muscle Shoals	Attraction-Sporting	
Coon Dog Cemetery Labor Day Celebration, Tuscumbia	Event-Cultural	
Alabama Music Hall of Fame concert series	Event-Entertainment	
Rose Trail Bird Watching	Event-Sporting	
On Stage Musical Concert Association		



# COMMUNITY SURVEY RESULTS

## Q1 Which county do you currently reside?

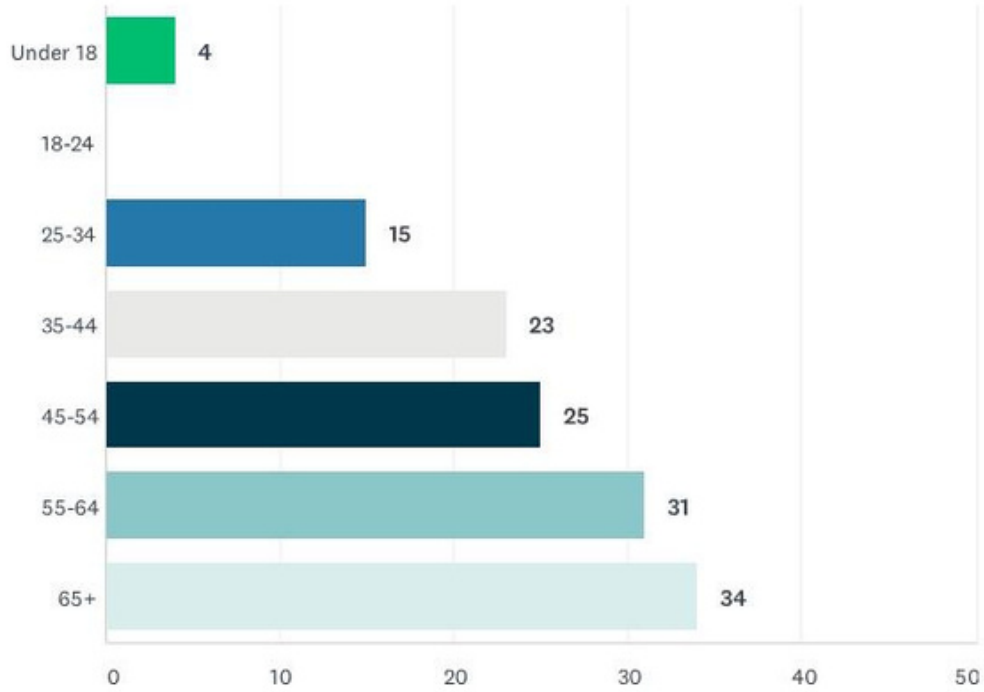
Answered: 132 Skipped: 0



ANSWER CHOICES	RESPONSES	
Colbert	93.94%	124
Lauderdale	3.79%	5
Franklin	0.76%	1
Other	1.52%	2
<b>TOTAL</b>		<b>132</b>

## Q2 What is your age?

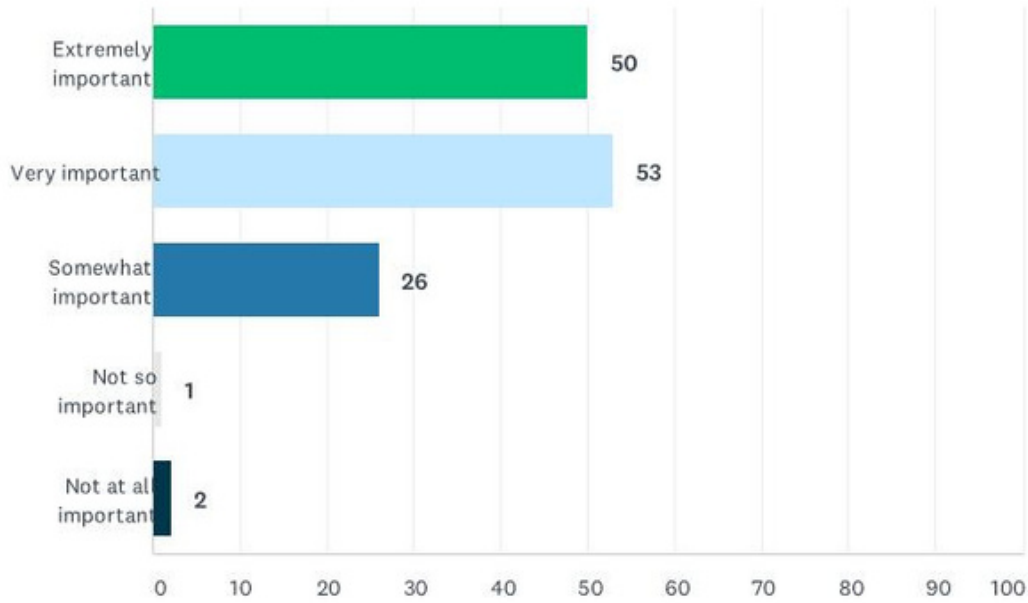
Answered: 132 Skipped: 0



ANSWER CHOICES	RESPONSES
Under 18	3.03% 4
18-24	0.00% 0
25-34	11.36% 15
35-44	17.42% 23
45-54	18.94% 25
55-64	23.48% 31
65+	25.76% 34
<b>TOTAL</b>	<b>132</b>

### Q3 How important is outdoor recreation to your household?

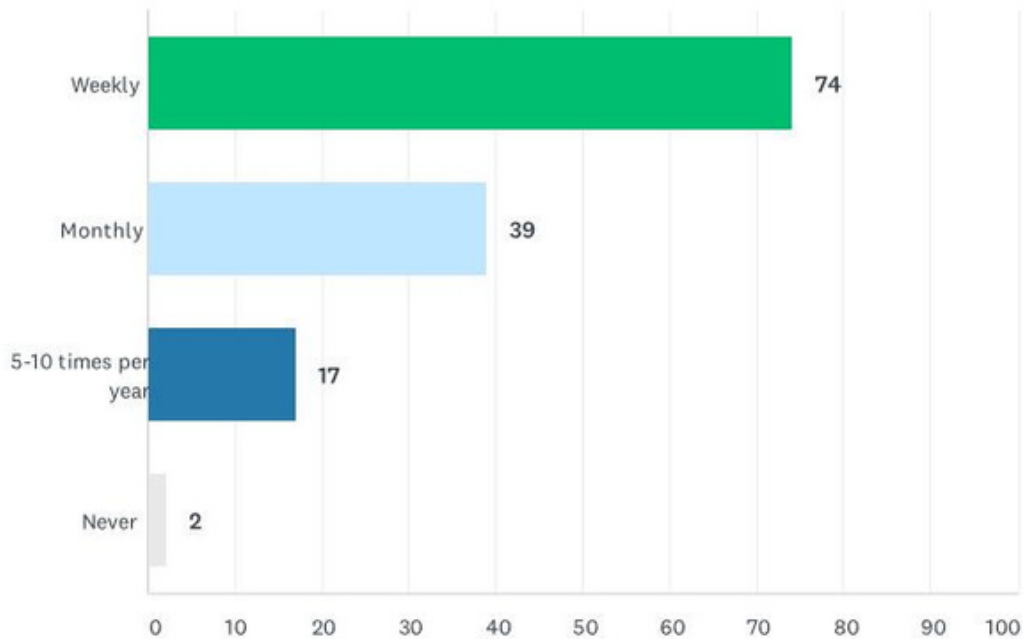
Answered: 132 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely important	37.88%	50
Very important	40.15%	53
Somewhat important	19.70%	26
Not so important	0.76%	1
Not at all important	1.52%	2
<b>TOTAL</b>		<b>132</b>

## Q4 How often do you or members of your household participate in outdoor recreational activities (walking, running, camping, hiking, biking, fishing, etc.)?

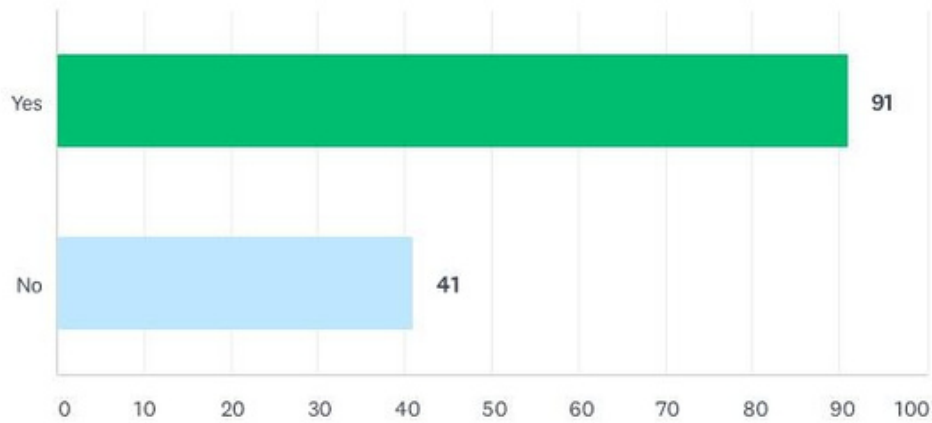
Answered: 132 Skipped: 0



ANSWER CHOICES	RESPONSES	
Weekly	56.06%	74
Monthly	29.55%	39
5-10 times per year	12.88%	17
Never	1.52%	2
TOTAL		132

**Q5 Have you or members of your household visited any of Colbert County's parks in the past year? (Rose Trail Park, Alloys Park, Pride Landing, Cane Creek)**

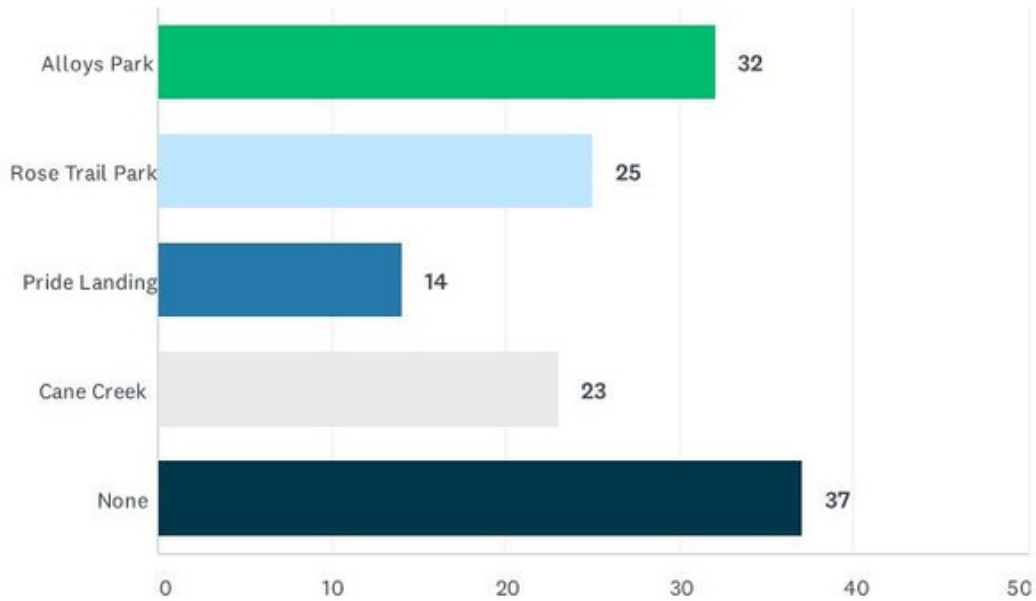
Answered: 132 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	68.94%	91
No	31.06%	41
<b>TOTAL</b>		<b>132</b>

## Q6 Which county park property does your household visit the most?

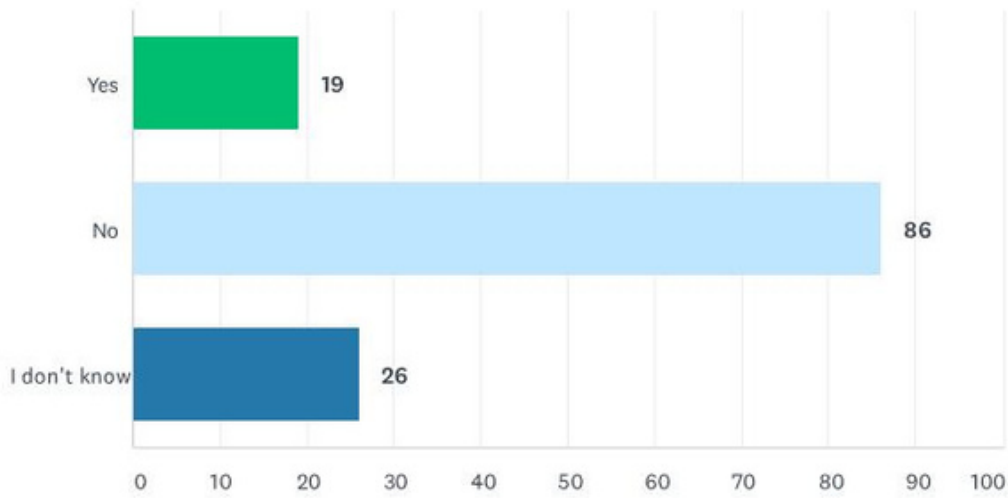
Answered: 131 Skipped: 1



ANSWER CHOICES	RESPONSES	
Alloys Park	24.43%	32
Rose Trail Park	19.08%	25
Pride Landing	10.69%	14
Cane Creek	17.56%	23
None	28.24%	37
<b>TOTAL</b>		<b>131</b>

## Q7 Do you think there are currently enough public access points to the Tennessee River?

Answered: 131 Skipped: 1

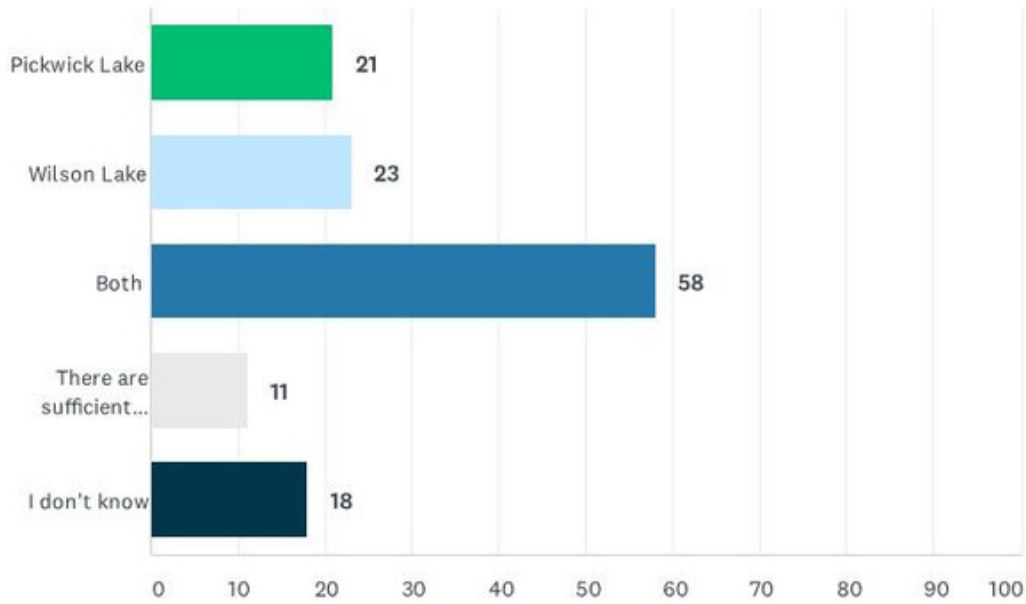


ANSWER CHOICES	RESPONSES	
Yes	14.50%	19
No	65.65%	86
I don't know	19.85%	26
TOTAL		131



## Q8 Do you think there should be more access points on Pickwick Lake or Wilson Lake?

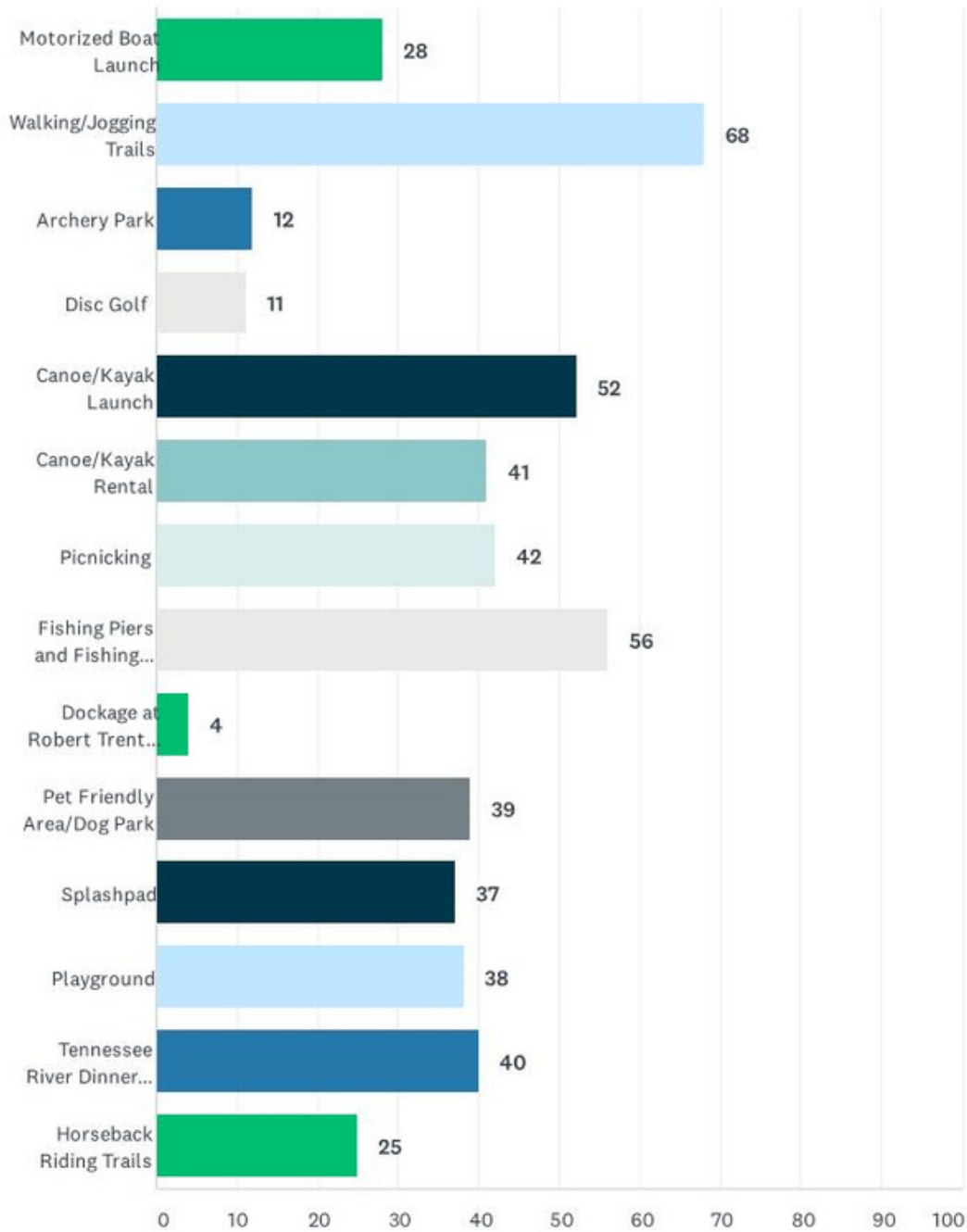
Answered: 131 Skipped: 1



ANSWER CHOICES	RESPONSES	
Pickwick Lake	16.03%	21
Wilson Lake	17.56%	23
Both	44.27%	58
There are sufficient access points	8.40%	11
I don't know	13.74%	18
<b>TOTAL</b>		<b>131</b>

### Q9 What is the most important activity/improvement your household would like to see in Colbert County?

Answered: 121 Skipped: 11

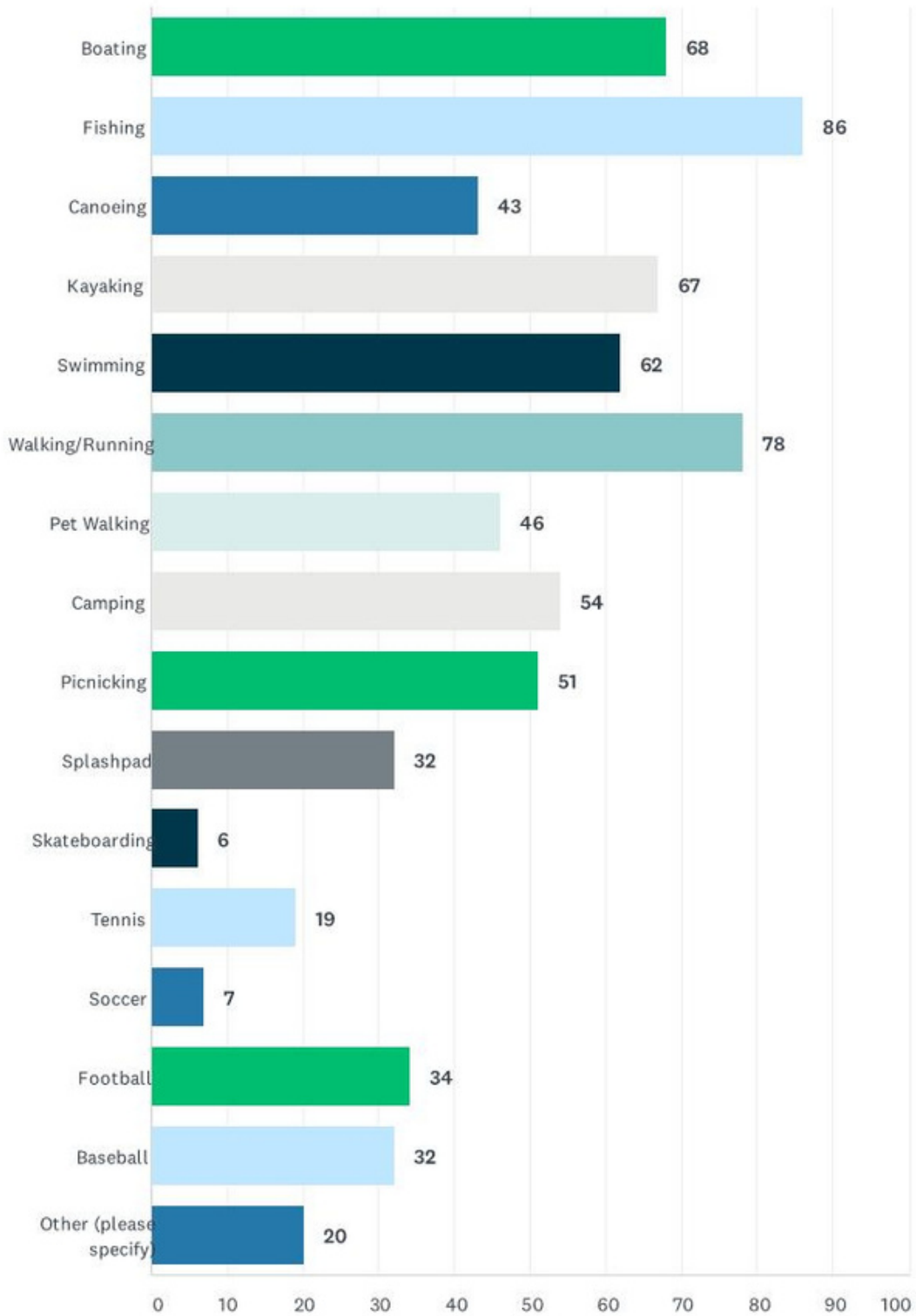


## Colbert County Recreational Survey

ANSWER CHOICES	RESPONSES	
Motorized Boat Launch	23.14%	28
Walking/Jogging Trails	56.20%	68
Archery Park	9.92%	12
Disc Golf	9.09%	11
Canoe/Kayak Launch	42.98%	52
Canoe/Kayak Rental	33.88%	41
Picnicking	34.71%	42
Fishing Piers and Fishing Access	46.28%	56
Dockage at Robert Trent Jones Golf Course	3.31%	4
Pet Friendly Area/Dog Park	32.23%	39
Splashpad	30.58%	37
Playground	31.40%	38
Tennessee River Dinner Cruise and Tours	33.06%	40
Horseback Riding Trails	20.66%	25
Total Respondents: 121		

### Q10 Select ALL the local recreational activities you and your household participate in and enjoy the most in Colbert County

Answered: 129 Skipped: 3



## Colbert County Recreational Survey

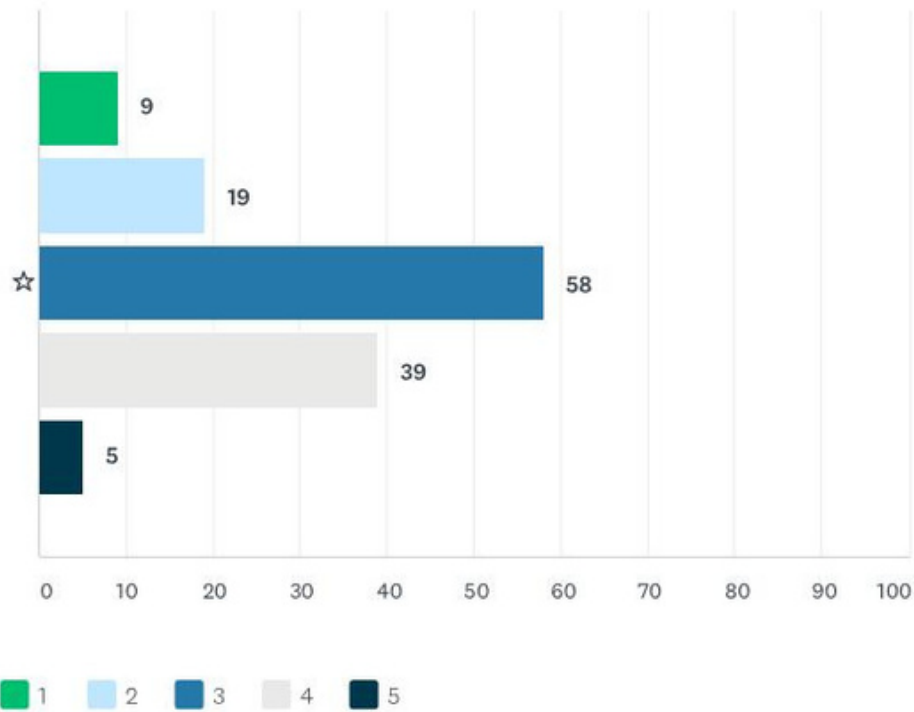
ANSWER CHOICES	RESPONSES	
Boating	52.71%	68
Fishing	66.67%	86
Canoeing	33.33%	43
Kayaking	51.94%	67
Swimming	48.06%	62
Walking/Running	60.47%	78
Pet Walking	35.66%	46
Camping	41.86%	54
Picnicking	39.53%	51
Splashpad	24.81%	32
Skateboarding	4.65%	6
Tennis	14.73%	19
Soccer	5.43%	7
Football	26.36%	34
Baseball	24.81%	32
Other (please specify)	15.50%	20
Total Respondents: 129		

## Colbert County Recreational Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	Horseback riding	10/10/2020 12:23 PM
2	Horseback riding	10/9/2020 7:36 PM
3	Need golf activities for younger youth. Florence Rec has one but MS does not	10/2/2020 9:16 AM
4	Mountain Biking trails	9/24/2020 3:51 PM
5	Softball	9/24/2020 3:46 PM
6	Softball	9/24/2020 3:30 PM
7	Riding side x sides	9/17/2020 2:47 PM
8	Build a water park	9/16/2020 4:52 PM
9	Golf	9/15/2020 11:02 AM
10	Horseback riding, Hiking	9/15/2020 10:09 AM
11	Hiking	9/15/2020 9:26 AM
12	Bicycling	9/4/2020 7:36 PM
13	Backpacking	9/3/2020 3:09 PM
14	Pickle ball courts are needed	9/1/2020 10:19 AM
15	trail riding	8/30/2020 9:51 AM
16	Hiking (specically)	8/27/2020 6:48 AM
17	golf, driving on senic roads, car shows, music in the parks and on the river.	8/26/2020 9:25 AM
18	Shooting/skeet	8/25/2020 11:08 PM
19	Cycling	8/25/2020 6:51 PM
20	Hors3back riding and bird watching for silver breasted swamp pheasants.	8/24/2020 7:03 PM

### Q11 How would you rate your overall satisfaction with the county's existing recreational facilities?

Answered: 130 Skipped: 2



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	6.92% 9	14.62% 19	44.62% 58	30.00% 39	3.85% 5	130	3.09

*A PARTNERSHIP PLAN  
MUSCLE SHOALS NATIONAL HERITAGE AREA & COLBERT COUNTY COMMISSION*

COLBERT COUNTY RECREATIONAL PARKS

**END PAGES**