

NORTH
ALABAMA™

ALABAMA MOUNTAIN LAKES
TOURIST ASSOCIATION

www.northalabama.org

September 7, 2021

To Whom It May Concern:

I am writing this letter to express my support for a new zoological and aquaria park (zoo) in north Alabama. Having served the tourism and travel industry for over 30 years, I believe a zoo would produce substantial benefits not only locally but for the regional economy.

As a major tourist attraction, a zoo would create a significant impact on the North Alabama region, providing jobs to our residents and drawing visitors to North Alabama. The region would benefit tremendously from the direct economic impact from visitor purchases, lodging, food and entertainment. From the world's largest space museum to the music mecca of the Shoals, a zoo would add another element to our already diverse mix of attractions and would help attract more visitors here and to stay longer.

The proposed location near the intersection of I-65 and I-565 is another positive attribute. Thousands of vehicles pass through this intersection every day and the central location would be a short drive for tourists who are visiting other parts of the North Alabama region. Two of the state's largest (U.S. Space and Rocket Center) and third largest (Huntsville Botanical Garden) paid tourist attractions are located in nearby Huntsville.

I can be reached at 256.350.3500 and I would be happy to offer my experience in the tourism and travel industry to anyone that can assist in moving the project forward.

Sincerely,



Tami Reist
President & CEO