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MONTGOMERY COUNTY ANNOUNCES WORLD-CLASS OUTDOOR RECREATION AND ENTERTAINMENT DISTRICT

MONTGOMERY, AL (08/23/19) – The Montgomery County Commission announced today plans for a transformative project located at the gateway to Montgomery on the I-65 Corridor. Set within walking distance of downtown Montgomery, the project will spur economic development, dramatically add to the lifestyle of residents, fuel continued tourism growth, help to enhance our military missions, and make Montgomery a more attractive destination for a talented workforce that prioritizes quality of life when selecting a place to live and work.

A world-class outdoor complex is planned along the banks of the Alabama River. It will include restaurants, hotels, concert venues, event facilities, an Olympic standard whitewater facility and much more. Located on Maxwell Boulevard, the development will be anchored by an Olympic standard recirculating whitewater course designed to appeal to the casual spectator and the passionate outdoor athlete alike, allowing users of all ages and skillsets to participate at difficulty levels ranging from beginner to expert.

The complex will also include many other outdoor activities including climbing walls, ziplines, ropes courses, flat water activities, and trails for biking, running and hiking. The center will offer a variety of food and beverage options, retail shopping, live music, and host numerous festivals, competitions, and weekly activities. Hospitality amenities will include a conference center, cabanas and other gathering spaces, all designed to invite people to relax and enjoy the outdoors. The facility will be available for camps, team building events, and swift water rescue training for first responders.

This development is part of a well-rounded, forward-thinking approach by County, City and Chamber leaders to grow the population by retaining and attracting residents, giving Montgomery a competitive advantage over peer cities. It will ignite economic growth along the I-65 corridor, and revive a long dormant area, ripe with the potential to become one of the most attractive, welcoming and economically impactful areas of Montgomery.

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“Project Catalyst will create a space for our residents to enjoy and bring visitors to our county in numbers we’ve never seen. This is the type of forward thinking, quality of life project that will grow Montgomery’s population by enticing millennials to move here and stay here. The impact of this will reverberate across our community and return the investment in more ways than we can imagine. Not only will it improve the lives of citizens, but it will attract new tourists and give existing visitors a reason to stay one more night, which equates to an increase in tax revenue for the community. It will generate additional revenue, create opportunities for new and existing small and minority businesses, and add another world-class attraction to our destination.” – Montgomery County Commission Chairman Elton Dean.

“This development has the capacity to serve as a catalyst for economic growth along the I-65 corridor. Part of a larger vision by area leaders, the development of this important corridor is critical to serve our residents, attract travelers to stop in Montgomery and to project a positive image of our community.” – Montgomery Mayor Todd Strange

“While there are many excellent benefits from this project, the positive impact on Maxwell Air Force Base may be the most important. Maxwell’s significant and critical role as an economic driver in our community cannot be overstated. We need to fully embrace any opportunity we can to enhance our base gateways and continue our legacy as the best hometown of the Air Force. This project will allow us to do both. In addition, this development will enhance our quality of place exponentially by providing an inclusive community hub where locals and visitors alike can interact in a healthy and active environment.” - 2019 Montgomery Area Chamber of Commerce Chairman Willie Durham

“The initial construction will have an economic impact of nearly \$40 million and ongoing operation is expected to have annual economic impact of over \$35 million. With 300,000 patrons expected each year, this attraction will drive tourism revenue for local businesses and contribute to Montgomery’s draw as a travel destination.” - Dr. Keivan Deravi, President of Economic Research Services.

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