



# HELPING INNOVATORS GROW ROOTS IN ALABAMA





## Access to Resources

Fostering the workforce of tomorrow.

## Talent Development

Supporting entrepreneur and business activity.

## Lifestyle & Recreation

Building an environment where innovators thrive.







# THE COUNCIL ON OUTDOOR RECREATION

**[Council Chair] Chris  
Blankenship**

Commissioner, Alabama Department of  
Conservation and Natural Resources

**Andrew Szymanski**

Executive Director at The Alabama  
Scenic River Trail

**Darrell Ezell**

CEO, Heritage Solutions

**Graham Sisson**

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Orange Beach

**Preston Cauthen**

Community Relations Manager, Alabama  
Power

**Rusha Smith**

Executive Director, Freshwater Land  
Trust

**Tim Lindblom**

Dean, Jacksonville State University  
College of Mathematics and Science

**Tim Wood**

General Manager, Central Alabama  
Farmers Cooperative





RECOMMENDATION

**DEVELOP A COMPREHENSIVE,  
LONG-TERM OUTDOOR RECREATION  
ASSET BRANDING, MARKETING  
AND ADVERTISING PLAN FOR THE  
STATE OF ALABAMA.**





## THE GOALS

1. Increase awareness of Alabama's outdoor assets
2. Leverage AL's outdoor assets and lifestyle to shift perceptions
3. Recruit and Retain the tech talent of tomorrow




MINDSET

# Innovation Pioneers

They are professionally independent,  
technologically capable, and personally resilient.



A photograph of a person and a child walking through a forest stream. The person is in the foreground, wearing a white t-shirt and dark shorts, stepping on a rock. The child is further back, wearing a blue shirt and khaki pants. The stream is surrounded by large rocks and dense green foliage. The text is overlaid on the left side of the image.

**WHAT THEY'RE  
LOOKING FOR FROM  
THEIR WEEKEND IS  
A WAY OF LIFE IN  
ALABAMA.**



OUR AIM

**HELP INNOVATORS  
FIND THEMSELVES  
IN THE OUTDOORS.**






A photograph of a hiker standing in a forest, looking out from under a large, overhanging rock formation. The hiker is wearing a light-colored shirt, dark shorts, and a backpack. The forest is filled with tall, thin trees and green foliage. The scene is brightly lit, suggesting a sunny day. A blue hexagonal graphic is overlaid on the center of the image, containing the text 'SEEK AL' and a downward-pointing arrow.

SEEK  
AL  
↓





**SEEK AL** IS YOUR GUIDE TO  
OUTDOOR LIFE AND GROWING  
ROOTS IN ALABAMA









INNOVATE ALABAMA ▾  
ACTIVITIES STORIES EXPLORE LIVE  
Trash





## EXPLORE ALABAMA'S NATURAL RESOURCES

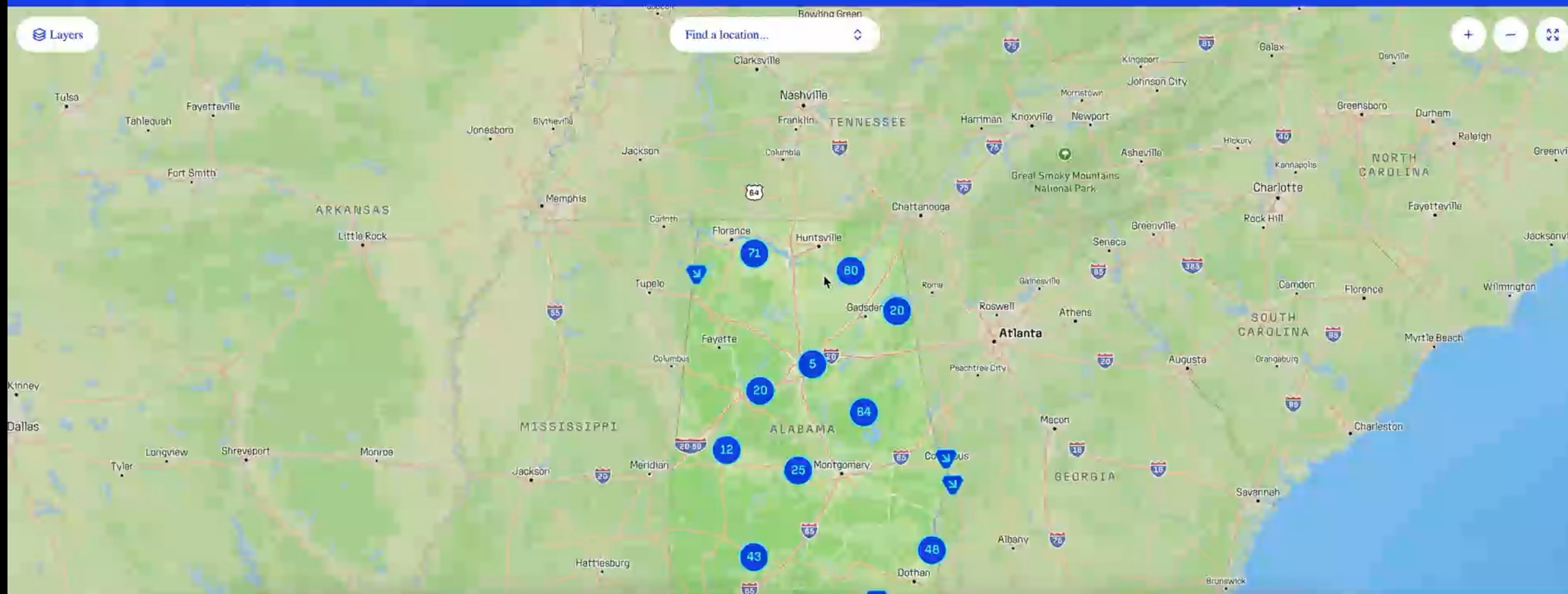
We're developing this map to be your one-stop resource for accessing Alabama's vast selection of trails, waterways, parks, destinations and more. Soon, we'll add additional features and locations so you can keep exploring all Alabama has to offer.

Find and explore new destinations in your area.

Enter Detail View to view distance, attributes and more.

Toggle layers to easily filter trails; waterways; and local, state and national parks.

Share your favorite locations directly from the map.





**seekalabama**

**seekalabama** There's a reason Alabama's Mobile-Tensaw Delta is called "North America's Amazon."

Life flourishes here—with 200,000 acres of incredible biodiversity. And thanks to the State of Alabama's Forever Wild Land Trust preserving acres of land and delta tracts, people will keep enjoying it for years to come. 🌿

Writer Jennifer Kornegay explored it for herself to learn more about what sets it apart. Head to [seekalabama.com](http://seekalabama.com) to see for yourself.

@wesfrazier



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Original audio

**seekalabama** 6w  
Adventure. Tranquility. Solace. Innovation. Community. Peace.

Whatever you're seeking, you'll find it in Alabama.

SEEK AL is your guide to outdoor life and growing roots in Alabama. Here, you'll find hidden gems, interviews and recommendations from locals, guides to activities near you and more. Follow along to keep up. 🌟

#seekalabama #alabamathebeautiful #alabamaoutdoors

**lk\_whitney** 5w  
YAYYYYYY 🌟

52 likes  
June 5

Add a comment...



**seekalabama** · Follow  
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**seekalabama** A typical Friday:  
Bike trail ride through Downtown  
Networking at an out-of-this-world coffee shop  
Bike back to the South's premier tech conference  
...all before 9AM. 🚲

This morning's @sloss.tech SEEK AL ride was the perfect example of all Alabama has to offer: outdoor recreation, community connection + innovation. Thanks for coming along! 🌟 #slosstech #alabamalife

2w

**veomobility** We love it! 🌟  
2w Reply

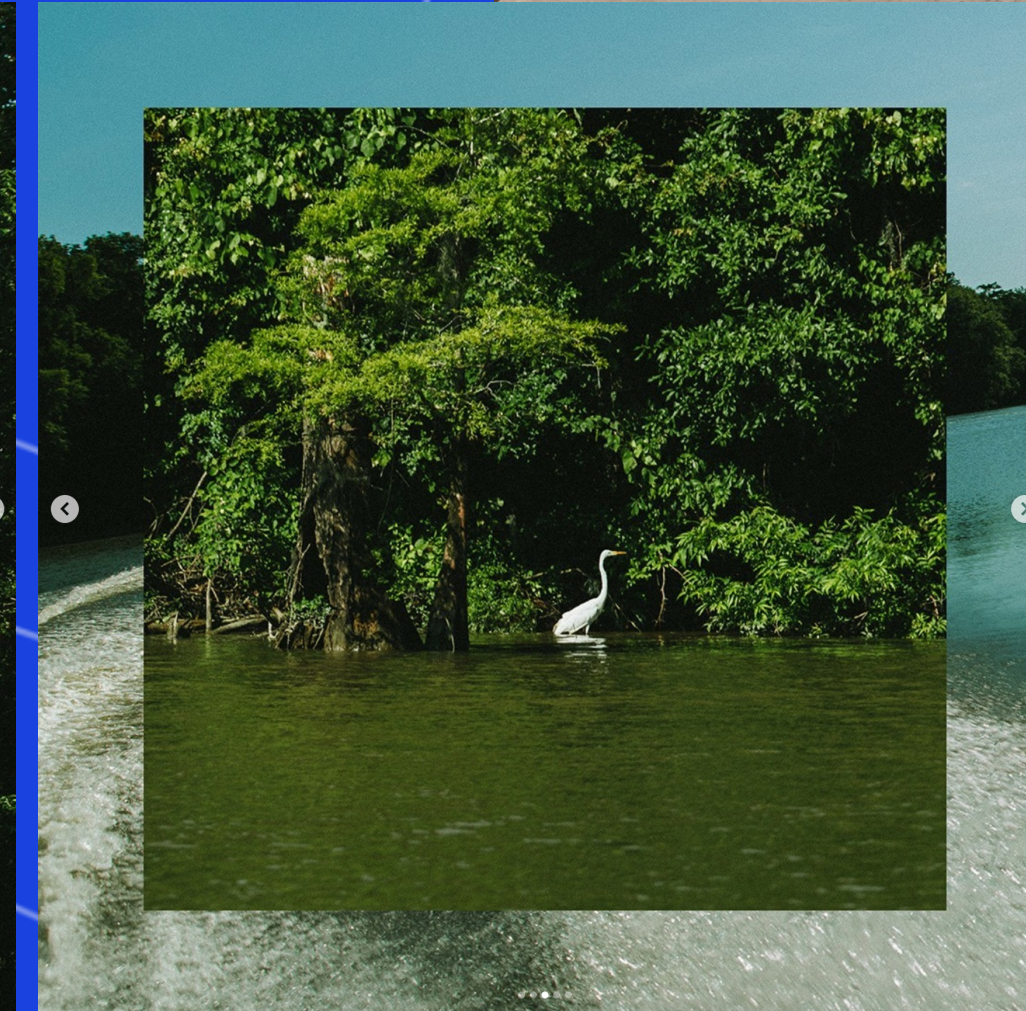
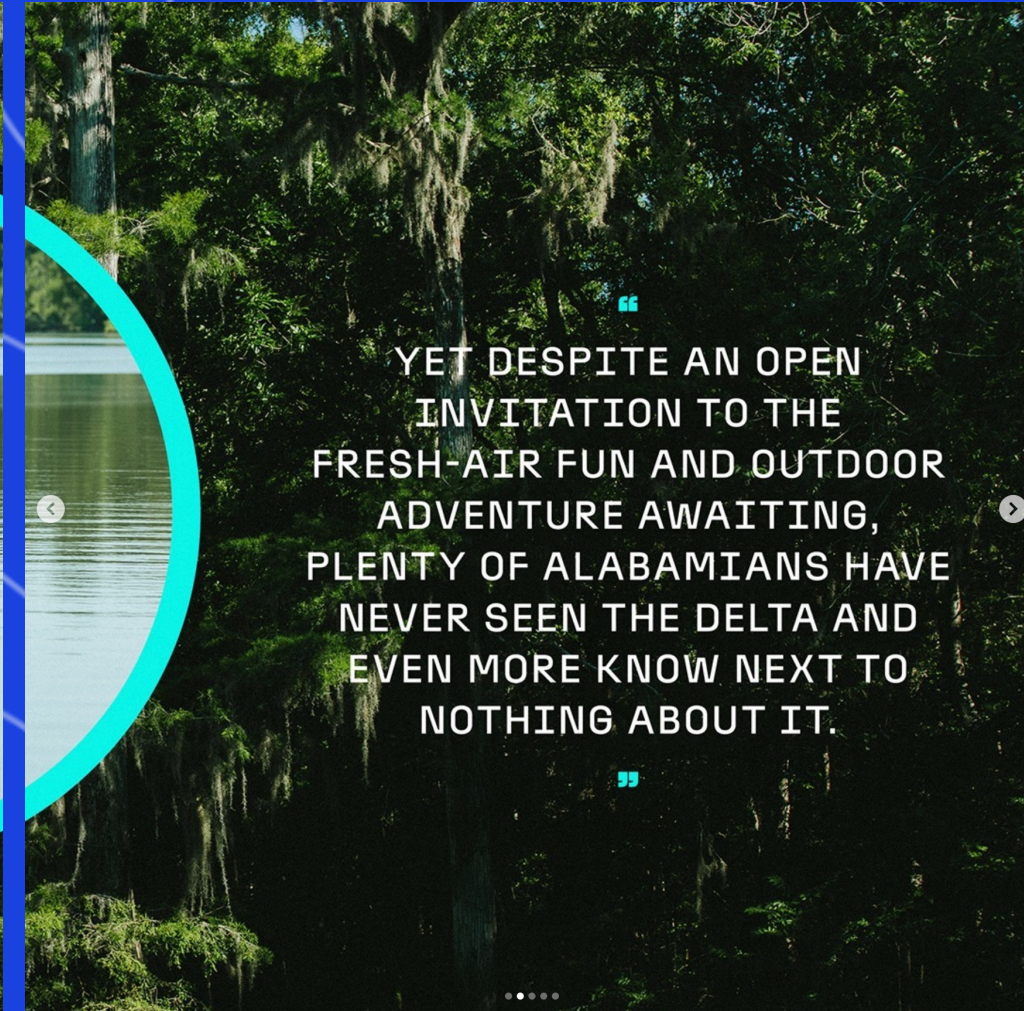
**lk\_whitney** YESSSS 🌟🌟🌟  
2w 1 like Reply

**lindsaywhiteaker** 🌟🌟🌟  
2w 1 like Reply

**s.t** So fun! 🌟  
2w 1 like Reply

**\_dogtrot** THIS 🌟  
2w 2 likes Reply

Liked by **magiccityshannon** and 46 others  
June 28





# ACTIVATION







SEEKALABAMA.COM



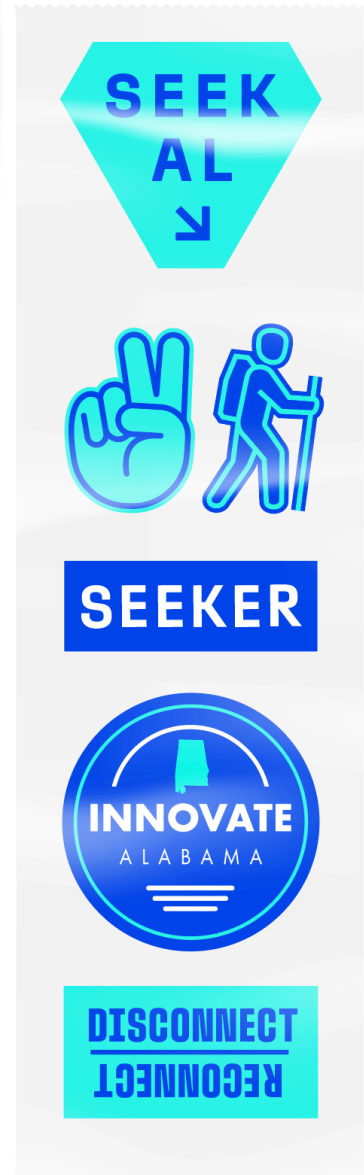
STORYTELLER OVERLAND



















FAST COMPANY

# INNOVATION

SEPTEMBER 19-22 2022

# FESTIVAL

NEW YORK CITY



