



Seddrick Hill Sr. with John Allen

## First episode of Talk of Talladega with City Manager Seddrick Hill Sr. airs May 27th

May 26, 2022

(Talladega, AL) The City of Talladega has created a new show that will highlight local business and industry leaders and entrepreneurs. Talk of Talladega with City Manager Seddrick Hill Sr. will run on the city's Facebook page and other platforms twice a month beginning May 27, 2022.

“Many people do not understand the economic impact that local businesses have in our community. They don't realize that Top Trails alone attracts over 40,000 tourists each year. Getting the hundreds of thousands of tourists who visit Top Trails, Talladega Superspeedway, CMP Marksmanship Park and other destinations in our county to spend more money in our city would transform Talladega's economy. That's why we are conducting a hotel feasibility study and creating incentives to attract and retain local businesses,” said City Manager Seddrick Hill Sr. “I believe that, in addition to increasing awareness of Talladega businesses and their contributions to our economy, Talk of Talladega will help businesses tap into opportunities for development and growth.”

Allen Architectural Metals Founder John Allen, whose Talladega firm helped restore the U.S. Capitol Dome, will be featured on an upcoming episode of Talk of Talladega with City Manager Seddrick Hill Sr. During the video recording of the program, Mr. Allen presented the city manager with an original piece of the dome, which was constructed between 1856 and 1866 during President Abraham Lincoln's administration.

Executive Producer Mary Sood added, “Talk of Talladega with City Manager Seddrick Hill Sr. is one part of a multi-faceted initiative to promote economic development and improve the quality of life in Talladega. The program will highlight local leaders, explore opportunities in business and industry, and shine a light on Talladega workmanship.”

Talladega City Council recently created an Entertainment District for Talladega's Historic Square and approved record spending of over \$700,000 on “Quality of Life” appropriation resolutions. City Council also approved a 2% lodging tax increase earmarked for tourism, tax abatement for new businesses in the Historic Square, an economic plan with Chambliss King Architects, and a hotel feasibility study with East Alabama Regional Planning and Development. In addition, the city is working on a tourism partnership with Oxford, AL. and signed a Memorandum of Understanding with Alabama Power Co. for land to expand the current City Golf Course and an agreement with East Alabama Regional Planning and Development for a comprehensive plan. Also, City Council passed Resolution 5446, which shows businesses that the city supports incentives that will help them succeed in Talladega, and Ordinance 1897, which defines junk, debris, rubbish and scrap and provides example of where they may not be placed.

According to the Alabama Tourism Department (<https://tourism.alabama.gov/app/uploads/Cares-Report-to-Legislator.pdf>), travel related money spent in Talladega County in 2019 was \$104,247,939 while travel related money spent in Calhoun County was \$89,273,378.

“These numbers indicate that Talladega is a major hub for tourism in our region,” said Mr. Hill.