

Robert Fowler Park Growth and Promotion  
Geneva, Alabama  
ACE Strategic Planning Workshop: 30-Day Project

I. Short-Term (Implement within one year)

- \* #1 - Park layout plan adopted by city council
- \*Install high-quality, and sufficient, signage to direct visitors to park
- \*Add barbecue grills
- \*Add picnic tables and benches
- \*Install horseshoe pits
- \*Set up basketball goals
- \*Install bicycle racks
- \*Add curbing and sidewalk at the food pavilion
- \*Promote "primitive" camping (for example, tent with canoeing, birding, etc., as activities),
- \*Promote canoeing/kayaking (Ft. Rucker should be a focus for this activity)
- \*Promote fishing and birding
- \*Hold music events
- \*Hold movies-under-the-stars events
- \*Develop high-quality brochures
- \*Advertise the walking trails and other amenities that the park currently has, via articles in area newspapers and strategically placed brochures. Note: As activities and amenities are added and improved, marketing/promotion will increase.

Robert Fowler Park Growth and Promotion  
Geneva, Alabama  
ACE Strategic Planning Workshop: 30-Day Project

II. Intermediate-Term (Begin implementing in 1 year - 3 years)

- \*Add playground equipment
- \*Develop bicycle trail
- \*Extend walking trail
- \*Set up a zipline across the river
- \*Continue to install curbing, paving, and sidewalks
- \*Repave the entry roadway
- \*Beautify entrance gates to park
- \*Have a country fair, including carnival (probably in the Fall)
- \*Install soccer fields (Stage 1: grading, sodding, and irrigation)
- \*Hold fishing tournament
- \*Hold birding event
- \*Hold photography workshop
- \*Get on the "100 Things to do in Alabama Before You Die" list
- \*Develop high-quality video to be used on area TV stations, and as marketing tool in general
- \*Be featured on Alabama Public Television programs such as "Journey Proud"
- \*Selectively utilize billboards in Wiregrass area
- \*Advertise and/or be featured in outdoor magazines and websites
- \*Strategically utilize social media, such as Twitter, Facebook, and Instagram

Robert Fowler Park Growth and Promotion  
Geneva, Alabama  
ACE Strategic Planning Workshop: 30-Day Project

III. Long-Term (Begin implementing after 3 years)

- \*Establish RV park
- \*Develop Rails-to-Trails bicycle/walking trail
- \*Continue to add playground equipment
- \*Add a dog park
- \*Build pedestrian bridge across river or creek
- \*Complete stage 2 of installation of soccer fields. (Upgrade fields to "tournament-status)
- \*Build Welcome Center (rustic in style to fit in with natural, as opposed to urban, surroundings)
- \*Build snack bar (rustic in style)
- \*Install observation tower
- \*Provide river tours
- \*Install river overlooks
- \*Continue to utilize selective billboards as activities and amenities are upgraded
- \*Continue to advertise on area TV stations and in outdoor and travel magazines and websites
- \*Continue to add sidewalks and curbing, as necessary
- \*Add restroom facilities, as necessary