

HJR151 INTRODUCED



1 HJR151
2 MSAY411-1
3 By Representatives Ingram, Sells
4 RFD: Rules
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HJR___ COMMENDING 2025 WOMEN OF IMPACT HONOREE PAM SWANNER.

WHEREAS, now in its seventh year, the Women of Impact Award celebrates the leadership, service, and transformative influence of 20 extraordinary women across business, government, nonprofit, and civic life; one such woman chosen for this honor is Pam Swanner, President of Alabama Black Belt Adventures Association; and

WHEREAS, Pam Swanner's career is a testament to perseverance, innovation, and a deep love for connecting people to place; for more than four decades, she has worked at the crossroads of tourism, economic development, and cultural preservation; she now serves this purpose to showcase one of Alabama's most overlooked treasures, the Black Belt region; under her leadership, this 23-county area has become known for its rich cultural heritage, artistic traditions, and vibrant communities, as well as for its world-class hunting and fishing; and

WHEREAS, Pam Swanner's career experiences taught her that tourism is not only a hospitality industry, but also an economic strategy; a 2023 economic study found that the Black Belt region generated \$3.8 billion in total economic impact, creating 45,500 jobs and contributing \$219 million in state and local taxes; hunting and fishing alone accounted for \$1.7 billion; not only does the State General



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29 Fund and Education Trust Fund benefit from these tax
30 dollars, the local businesses also profit while sharing
31 their culture through food, art, and immersive experiences;
32 and

33 WHEREAS, through her leadership, Pam Swanner has
34 transformed an overlooked region into a destination
35 recognized for its natural beauty, cultural depth, and
36 economic potential; she has not only reshaped perceptions of
37 the Black Belt, she has demonstrated the transformative
38 power of tourism to sustain communities, preserve
39 traditions, and create opportunities; now therefore,

40 BE IT RESOLVED BY THE LEGISLATURE OF ALABAMA, BOTH
41 HOUSES THEREOF CONCURRING, That Pam Swanner is highly
42 commended for being an honoree awarded by Alabama Women of
43 Impact, Class of 2025, and this resolution is offered to her
44 as evidence of our high regard for the work she has done to
45 showcase the rich cultural heritage and natural beauty of
46 the Black Belt and bring tourism of all kinds to the area,
47 the impact of which has benefited our state, its residents,
48 and its visitors with abundance and fun experiences, and we
49 wish her continued success in all her endeavors with many
50 blessings and prosperity to come.