

Jesse Owens Park to receive more publicity

By Nancy Glasscock
nglasscock@decatourdaily.com 340-2443

MOULTON — The administration of the Jesse Owens Memorial Park and Museum hopes signs to be placed along Alabama 36 will draw more attention to the facility.

Director James Pinion gave an annual report about the park and museum to the Lawrence County Commission on Monday.

During the presentation, Rep. Jody Letson, D-Hillsboro, presented a resolution from the House of Representatives naming a portion of Alabama 36 from Interstate 65 to Lawrence County, the Jesse Owens Parkway.

A lighted billboard near Exit 304 in Cullman promotes the museum.

Cost covered

Pinion said the board pays \$8,900 a year for historical signs but won't have to pay for the Jesse Owens Parkway signs.

He said among museum projects is the redesign of the *Decatur Daily Resource Center* at the park.

The center will contain news articles about the museum dating to 1990, a record of park development including legal papers, correspondence among board

members, bills and videos.

Other projects are a feasibility study by Auburn University for grant applications, a security system upgrade, refurbishing the broad jump pit and developing a promotional video.

Highlights from the annual report:

- Letson said the park and museum will receive \$44,000 from a state grant this year. Last year, the museum received a \$45,000 grant from the Alabama Historical Commission and a \$4,485 grant from Alabama Travel and Tourism.

- The museum received \$6,898 through admissions, donations, the gift shop and concessions.

- An estimated 25,000 visitors came to the museum and park from 35 states and Africa, Australia, Canada, England, France, Germany, Japan, Mexico, Spain, Sweden and South America.

- The museum Web site, www.jesseowensmuseum.org, had 207,339 hits in 2009, 7,404 average hits per day and 33.90 average hits per visitor.

- Major expenditures included \$22,000 for four heat and air-conditioning units, \$18,528 for redesign and repair of the roof and \$6,975 to paint the museum interior and water seal the exterior.