



CITY OF ANNISTON MEDIA RELEASE

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— DOWNTOWN HOTEL FRANCHISE NAMED —

ANNISTON, AL – Developers of a planned hotel in downtown Anniston announced today that Best Western Hotels & Resorts has been named as the hotel’s franchise. Developers JW Hartlein & Company, Inc. (Jackson, MS) and Tag Investments (Baton Rouge, LA) met with city officials in January of this year with plans to develop an estimated \$10 million property at the northwest corner of Noble and 12th Streets. Tom Osborn, Regional Director for North American Development with Best Western, said the company plans to open a *Best Western Plus*, one of its new line of upper mid-scale hotels targeted at business and leisure travelers.

The *Best Western Plus* line of hotels offers well-appointed guest rooms with plush mattresses, workstations, high-speed internet and large-screen televisions as well as breakfast, fitness and business centers, and laundry/dry-cleaning services. In addition, *Plus* hotels offer contemporary architecture, artwork and interior decoration that reflects the unique identity of the cities in which the hotels are located. Nationwide, room rates average \$107 per night. Currently, Best Western operates more than 900 such hotels.

Anniston’s Best Western Plus is planned as a four-floor structure with 75 guest rooms and 400 square feet of meeting space. The ground floor is anticipated to include retail activity, although no tenants have been named as of yet.

City officials say that demolition of the current structure located on the site, which is owned by the City, is set to begin mid to late April. Hartlein anticipates that the hotel will be operational by early 2018.

About Best Western

Best Western® Hotels & Resorts is a global network of 4,100 hotels in 100+ countries and territories. The company is headquartered in Phoenix, Arizona. Best Western hotels are independently owned and operated. (Source: bestwestern.com)

About the Developers

JW Hartlein & Company, Inc. and Tag Investments specialize in downtown “in-fill” projects in cities similar in size and scope to Anniston. Hartlein’s project list includes commercial and multifamily projects in the Southeast United States including the Mainsail and Waterview Towers condominiums in Destin, Florida, Kroger centers in Madison and Richland Mississippi, and most recently, the Whitney Luxury Apartments in Starkville, Mississippi.

For more information, or to arrange media coverage of this development, please contact Anniston City Manager Mr. Kent Davis, at (256) 236-3422

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