

NEWS RELEASE



FOR IMMEDIATE RELEASE

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Main Street Anniston hires new director

Main Street Anniston is getting a makeover.

Brian Watson and Charity Duncan are the two latest additions to Main Street Anniston that will now serve as a branch of the City of Anniston's department of Economic Development.

"The City of Anniston is fortunate to have such talented individuals as Mr. Watson and Ms. Duncan to lead its efforts to further enhance the city core," said Mayor Vaughn Stewart.

"Downtowns across the country are being transformed into livable, walkable and vibrant destinations. The same will happen here in Anniston!"

Watson has been named as the new director of Main Street Anniston. Charity Duncan, who has served as the event coordinator for the Spirit of Anniston for the last eight years, will serve as Main Street Anniston's event coordinator.

"I am pleased to serve in this capacity for the mayor, the city council, the city manager, and the wonderful people of Anniston," Watson said.

"I am blessed both with the innumerable opportunities for growth and enrichment that lie ahead for Main Street and with the terrific support among the merchants in the Downtown Anniston Historic District."

Watson earned his B.S. degree in business administration from the College of Charleston in Charleston, S.C. He then worked for the City of Auburn's Economic Development department before earning his Master's of Public Administration degree from Troy University.

Watson has interned with the City of Anniston under the office of the City Manager and all city departments since June of last year.

Watson said that one important goal for the Main Street of Anniston will be to implement Main Street Alabama's 4-Point Approach (Organization, Promotion, Design, and Economic Restructuring) in order to accomplish their aim of revitalizing and invigorating Main Street.

"Of course, all of our efforts will be instituted in conjunction with local groups, merchants, and city leaders in our joint effort to spark renewed interest in Anniston's downtown while preserving the historic integrity of our city," Watson said.

The City of Anniston

Located in the foothills of the Appalachian Mountains in northeast Alabama, Anniston sits as the county seat for Calhoun County and a regional hub for legal, medical, and banking services. Home to the bronze-level mountain bike ride center of Coldwater Mountain, Anniston offers a wide range of recreational options such as biking the Chief Ladiga Trail or visiting the Anniston Museum of Natural History. For more information about the City of Anniston, visit anniston.al.gov.

Main Street Alabama

Main Street Alabama began in 2009 and incorporated in 2010 to serve as state coordinator of the Main Street program. It follows a 30-year-old model for community revitalization that has seen great success nationwide. A nonprofit organization, Main Street Alabama stresses public-private partnerships, broad community engagement, and strategies that create jobs, spark new investment, attract visitors, and spur growth. Main Street builds on the authentic history, culture, and attributes of specific places, to bring sustainable change.