

Anniston Hotel Information

Prepared for:



The City of Anniston, Alabama in partnership with The Retail Coach

Submitted by:



TheRetailCoach.net | Austin, TX & Tupelo, MS | (800) 851-O962





November 6, 2024

Mayor Draper, City Council, Mr. Folks and Mr. Bennington,

As a group, we would like to thank you for the continued recruitment efforts to bring business opportunities to The Summerall in North Anniston. We believe that a hotel on the northern section of McClellan Boulevard would fill a major void and a critical need for the project area. It would be an asset or assets, for an area of tremendous training, recreation and tourism activities. This not only helps us, but also creates job opportunities for current and future area residents. Throughout the calendar year our groups see over 25,000 extended stay trainees. Having immediate access to hotel accommodations in the North Anniston/McClellan area would be a great benefit to offer our first responders and other training sectors. Our trainees currently leave Anniston to stay in Oxford or Jacksonville. This directly equates to lost sales tax dollars for the city and inconvenience for those traveling to and from training venues.

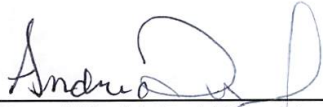
In addition, with the highly anticipated and exciting completion of the Chief Ladiga Trail, thousands during the year will travel the area connecting with Georgia's Silver Comet Trail, for a heightened tourism and recreation experience. The Summerall is a mere strong arm throw from the trail adjacent to the Anniston Fire Training Center

We appreciate and respect the efforts you have made to understand our needs, and we believe that lodging at The Summerall will fit in seamlessly and provide support for all of our users and visitors.

Thank you.

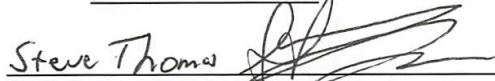


ANNISTON HOTEL LETTER SIGNATURES



One World Pet Resort

Date: 12.4.2024



Northeast Alabama Police Academy

Date: 11/25/2024



JSU McClellan Campus

Date: 12/02/24



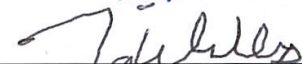
JSU Center for Best Practices in Law Enforcement

Date: 12/02/24



JSU Center for Applied Forensics

Date: 12/02/2024



Calhoun County School System

Date: 12-4-2024



Calhoun County EMA

Date: 12/3/2024



NEABA 12/04/2024

Date: _____



PARD

Date: 11/25/2024



SUMMERALL SUBDIVISION



SPACE AVAILABLE

+/- 38 Acres

TRAFFIC COUNTS

McClellan Blvd - 24,900 AADT

Source: SitesUSA 2022

PUBLIC OWNED PROPERTY

Developer Contact - Luke Wingo
luke@blackwaterresources.com
205.972.9644

DEMOGRAPHICS (based on 2024 data)

Variable	Community Population	RTA
2024 Population	21,521	53,866
Average HH Income	\$67,927	\$62,564
Median Age	41.06	37.27

* RTA - Retail Trade Area; the geographic area from which retailers derive approximately 80-85% of their business.

Pricing

Contact For Pricing

PROPERTY INFORMATION

- Developer will subdivide if necessary
- Close proximity to national retailers and restaurants
- Access and other infrastructure work will soon be underway
- Great visibility from highly traveled McClellan Blvd



FEMA CENTER FOR DOMESTIC PREPAREDNESS (CDP), ANNISTON AL

The Center for Domestic Preparedness provides advanced, all-hazards training to approximately 50,000 emergency responders annually from state, local, tribal, and territorial governments, as well as the federal government, foreign governments, and private entities, as available. The scope of training includes preparedness, protection, and response.

Since it opened its doors in 1998, the CDP has trained more than 1.3 million responders.

Responders in 17 different disciplines – Emergency Management, Emergency Medical Services, Fire Service, Governmental Administrative, Hazardous Materials, Healthcare, Law Enforcement, Public Health, Public Safety Communications, Public Works, Agriculture, Education, Citizen/Community Volunteer, Information Technology, Security and Safety, Search and Rescue, and Transportation – train at the CDP.

The responders come from all 50 states and territories, as well as a number of foreign countries.

The information below depicts the number of CDP course completions for the years 2017- 2022. "Resident" totals reflect the number of In-Person visitors who completed courses at CDP for that calendar year. While the drop in Resident totals for years 2020- 2022 directly correlates to obstacles resulting from the COVID pandemic, they are trending back towards the target number of 15,000 in person annual students.

Course Recap - FY 2017	Course Iterations	Indirect*	Resident	Non-Resident	Direct	1,008,337
2017 Totals	2,224	10,686	14,898	26,244	41,142	51,828
Course Recap - FY 2018	Course Iterations	Indirect*	Resident	Non-Resident	Direct	1,059,531
2018 Totals	2,147	9,043	14,762	27,390	42,152	51,194
Course Recap - FY 2019	Course Iterations	Indirect*	Resident	Non-Resident	Direct	1,109,837
2019 Totals	2,278	11,243	16,096	22,967	39,063	50,306
Course Recap - FY 2020	Course Iterations	Indirect*	Resident	Non-Resident	Direct	1,147,154
2020 Totals	1,647	5,928	7,738	23,651	31,389	37,317
Course Recap - FY 2021	Course Iterations	Indirect*	Resident	Non-Resident	Direct	1,184,471
2021 Totals	2,378	3,179	2,518	33,779	36,297	39,476
Course Recap - FY 2022	Course Iterations	Indirect*	Resident	Non-Resident	Direct	1,219,279
2022 Totals	2,043	5,201	8,319	21,288	29,607	34,808
Course Recap - FY 2023	Course Iterations	Indirect*	Resident	Non-Resident	Direct	1,254,087
2023 Totals	2,031	11,394	11,727	20,050	31,777	43,171



ALABAMA NATIONAL GUARD FORT MCCLELLAN TRAINING CENTER

The Alabama National Guard Fort McClellan Training Center is a Level III installation which provides training to well over 70,000 Soldiers, Airmen, Marines and civilian entities from over many states throughout the U.S. yearly.

The FMTC Pelham Range trains nearly 40,000 annually.

The Fort McClellan Training Center hosts approximately 15 major conferences to prepare our senior leaders in readiness capabilities.

A \$40 million project scheduled to be finished will make take Fort McClellan Training Center one step closer to becoming a Level II training facility generating superior growth in the coming years.





ANNISTON REGIONAL TRAINING CENTER

Anniston Regional Training Center is part of the Alabama Fire College Regional Training network supporting region 4, which is Calhoun, Cherokee, Clay, Cleburne, Etowah, Randolph and Talladega Counties. It is the goal of the Alabama Fire College to extend training opportunities into every County in Alabama.

The Anniston Regional Training Center (ARTC) currently offers 42 Certification classes, a nine-week full recruit school, a 5-week bridge recruit school. A partnership was also established with Gadsden State Community College to instruct Basic EMT, Advanced EMT, at our facility. We have students from all over the world attend our classes. As soon as the buildout is complete we will also begin hosting classes for Building Inspectors, Code Enforcement officers, and law enforcement.



FY 2022 classes and student numbers

42-week long certification classes held

- 20 students per week is the average for these classes
- Some classes have 30 students
- 100 nights in a week
- 4200 nights spent yearly in a hotel

1 five-week recruit school held

- 16 students in this class
- 64 nights in a week – usually Monday through Thursday, go home for the weekend.
- 320 nights during the 5-week school.

1 nine-week recruit school held

- 15 students in this recruit school
- 60 nights in a week, usually Monday through Thursday, go home for the weekend
- 540 room nights during the 9-week school

FY 2023 classes and student numbers

54-week long certification classes held

- 20 students per week is the average for these classes
- 100 nights in a week
- 4200 nights spent yearly in a hotel

1 six-week recruit school held

- 14 students in this class
- 56 nights in a week – usually Monday through Thursday, go home for the weekend.
- 336 nights during the 5-week school.

1 nine-week recruit school held

- 20 students in this recruit school
- 60 nights in a week, usually Monday through Thursday, go home for the weekend
- 540 room nights during the 9-week school



ANNISTON REGIONAL TRAINING CENTER

FY 2024

- We will schedule about 60 one-week certification classes
- We will host 1 six-week recruitment school
- We will host 2 ten-week recruitment schools
- Tana is trying to schedule the 3-4-day State Code Officials conference at our facility beginning in 2024
- Skills USA Firefighter competition for high school fire science students will start being at our facility. Over 100 high school students from across the State of Alabama will compete in a two-day competition, plus their teachers and some family members will attend.
- The Professional Firefighters of Alabama (PFFA) will host their annual 4-day conference at our facility. Somewhere around 200 firefighters from across the State could be in Anniston.
- We will host a 1-day professional development leadership class open to 150 people per day from all across the State. The same class will be offered 3-consecutive days, for a total of 450 people



2024 will be the year to see the full potential of our training facility

Jeff Waldrep
Fire Chief
Anniston Fire Department



Capital Projects

2022 - 2023

Anniston is committed to enhancing the lives of its residents and the vibrancy of its communities. A series of transformative capital projects have been under the guidance of our Comprehensive Plan.

Projects that have been completed are denoted with "★".

- ★The City Market
- ★Leighton Avenue Paving
- ★The Dr. Satcher & St. Michael's Health Clinic
- ★Barber Terrace
- ★Noble Street Park
- ★Anniston Regional Fire Training Center Expansion
- ★Force Factory
- ★Playground & Splash Pad Upgrades at City Parks
- ★Golden Springs & West Anniston Drainage
- ★14th Street Project
- South Allen Duplex Apartments –2024
- Martha Vandervoort Center to End Homelessness –2024
- New City Hall –2024
- Chief Ladiga Trail –2024
- Multi-Modal (Amtrak) Upgrades –2024

Other notable happenings:

- Coldwater Mountain - \$1.1 Million
- EARPCD Grant (via the EPA) to provide services for Blackwater development site - \$225,000
- Michael Tucker Park - \$597,520 Grant
- West 15th Streetscape - \$640,000 Grant
- South Allen Apts. Allocation - \$1,454,489
- Anniston Fire Department - \$95,353.63 Safety
- Freedom Riders Monument Updates





VISITORS

According to Director Wailt Brittain, the Alabama Cycling Association expects 2,000 - 3,000 visitors for the State Championships at Fort McClellan. The Cheaha Challenge and Grand Fondo will bring in 2,500 visitors from over 30 states as well as over 7-10 countries, all of which will need accommodations.

Additionally there will be a new annual event, the Coldwater Crush Mountain bike race which anticipates 600 participants in its 2025 inaugural race, with growth projection estimated of 20% annually over the next 5 years.





VISITORS

RECREATIONAL TRAILS

2023 VISITOR SPENDING IMPACT
CALHOUN COUNTY, ALABAMA



\$9.7 MILLION

2023 ANNUAL ECONOMIC IMPACT FROM VISITOR SPENDING

(Includes, direct, indirect, and induced spending)

\$5 M

TOTAL CONTRIBUTION
TO GDP

98

JOBS
SUPPORTED

\$1.5 M

TAX REVENUE
(Local, State & Fed)

2023 INDIVIDUAL IMPACTS OF TRAILS STUDIED

CAMP MCCLELLAN
HORSE TRAILS
\$1.05 M

CHIEF LADIGA
TRAIL
\$2.2M

MCCLELLAN
MULTI-USE TRAILS
\$2.7M

COLDWATER
MOUNTAINBIKE TRAILS
\$3.7M

SOURCES: 2023 Intercept Survey Data, IMPLAN® model, 2022 Data, using inputs provided by the user and IMPLAN Group LLC, IMPLAN System (data and software), 16905 Northcross Dr., Suite 120, Huntersville, NC 28078
www.IMPLAN.com



CENTER FOR ECONOMIC
DEVELOPMENT & BUSINESS RESEARCH
JACKSONVILLE STATE UNIVERSITY

