

## Marketing Department Quarterly Report

January, February and March 2019

### Visitor stats

- Counts at the Welcome Center totaled 2,453, a 13% increase over the same period in 2018.
- Counts at the Medical Museum totaled 2,739, a 36% increase over the same period in 2018. In February of 2019, docents at the Medical Museum greeted 1,102 visitors. This is the first time to greet a thousand visitors during a single month at this venue.
- Counts at the Depot Museum totaled 5,100 which is a 57% increase over the same period in 2018. It was during this quarter last year when management at the depot changed, which included a more systematic counting of guests.
- Counts at the Model Train Exhibit totaled 6,974. Although a 1% decrease over the same period in 2018, this is still the most active venue for tourism in the downtown area.
- The marketing department prepared 1,655 welcome packets this quarter, and mailed out 575 packets in response to requests for information.
- Visits to the VisitFoley.org website totaled 16,682 for the quarter, which is a 6.9% decrease from the same period in 2018.
- Visits to the CityofFoley.org website totaled 21,701 for the quarter, which is a 3.8% increase from the same period in 2018.

### Activities and Events

#### January 2019

- The 8<sup>th</sup> Annual Snowbird coffee, sponsored by the South Baldwin Chamber of Commerce and the city, was attended by over 600 visitors.

#### February 2019

- Attended the 2019 Alabama Museum Association Meeting in Montgomery

#### March 2019

- Forty-three new engraved bricks were installed at Centennial Plaza. After the cost of bricks and installation, the brick sales brought in a profit of \$2,108.50.