

### FY 2017 VISITORS - ALL LOCATIONS

| VISITORS                                                                                                     | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | TOTAL |
|--------------------------------------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| Welcome Center                                                                                               | 460    | 342    | 359    | 713    | 769    | 567    |        |        |        |        |        |        | 3210  |
| Holmes Museum                                                                                                | 468    | 311    | 369    | 346    | 702    | 657    |        |        |        |        |        |        | 2853  |
| Depot Museum                                                                                                 | 339    | 209    | 273    | 226    | 438    | 440    |        |        |        |        |        |        | 1925  |
| Train Exhibit                                                                                                | 706    | 584    | 731    | 574    | 829    | 1109   |        |        |        |        |        |        | 4533  |
| Total Visitors                                                                                               | 1973   | 1446   | 1732   | 1859   | 2738   | 2773   | 0      | 0      | 0      | 0      | 0      | 0      | 12521 |
|                                                                                                              |        |        |        |        |        |        |        |        |        |        |        |        |       |
| VISITOR INFORMATION PACKETS                                                                                  | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | TOTAL |
| Mailed Packets                                                                                               | 112    | 40     | 24     | 40     | 138    | 157    |        |        |        |        |        |        | 511   |
| Welcome Packets                                                                                              | 652    | 3750   | 40     | 1100   | 1934   | 1100   |        |        |        |        |        |        | 8576  |
| Total Information Packets                                                                                    | 764    | 3790   | 64     | 1140   | 2072   | 1257   | 0      | 0      | 0      | 0      | 0      | 0      | 9087  |
| Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide |        |        |        |        |        |        |        |        |        |        |        |        |       |
| WEBSITE STATISTICS                                                                                           | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 |       |
| VisitFoley.org - Users                                                                                       | 8310   | 6367   | 6833   | 4605   | 5688   | 6221   |        |        |        |        |        |        |       |
| CityOfFoley.org - Users                                                                                      | 7325   | 6810   | 6336   | 7591   | 7071   | 6781   |        |        |        |        |        |        |       |
| Visit Foley Facebook Fans                                                                                    | 8333   | 8459   | 8611   | 8867   | 9194   | 9483   |        |        |        |        |        |        |       |
| Total Online Activity                                                                                        | 23968  | 21636  | 21780  | 21063  | 21953  | 22485  | 0      | 0      | 0      | 0      | 0      | 0      |       |
|                                                                                                              |        |        |        |        |        |        |        |        |        |        |        |        |       |
| VOLUNTEER HOURS                                                                                              | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | TOTAL |
| Welcome Center                                                                                               | 6      | 0      | 28     | 4      | 0      | 9      |        |        |        |        |        |        | 47    |
| Total Volunteer Hours                                                                                        | 6      | 0      | 28     | 4      | 0      | 9      | 0      | 0      | 0      | 0      | 0      | 0      | 47    |
|                                                                                                              |        |        |        |        |        |        |        |        |        |        |        |        |       |
| NEWSLETTER E-MAILS                                                                                           | Oct-16 | Nov-16 | Dec-16 | Jan-17 | Feb-17 | Mar-17 | Apr-17 | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 |       |
| Visitors                                                                                                     | 4332   | 4906   | 5029   | 0      | 0      | 5051   |        |        |        |        |        |        |       |
| Local                                                                                                        | 705    | 687    | 687    | 0      | 0      | 808    |        |        |        |        |        |        |       |
| Total E-Mails                                                                                                | 5037   | 5593   | 5716   | 0      | 0      | 5859   | 0      | 0      | 0      | 0      | 0      | 0      |       |