

Marketing Department Quarterly Report

October, November and December 2014

Statistics

Visitor Information Center and Museum Counts – Report attached

- Overall visitor traffic counts decreased with the closing of the North Visitor Center in August of 2014.
- Total visitors for the Welcome Center for October, November and December was 1,192, up 97% over the same period in 2013.

Schedule

- Welcome Center Downtown: Monday - Friday, 8 a.m. - 5 p.m. Open on Saturdays for downtown events, including the Festival of Flavor, Tour de Foley, the Oyster Run and the Saturday of the Christmas Parade and Let it Snow.
- Railroad Station Depot Museum: Monday - Friday, 10 a.m. - 4 p.m., Saturday, 10 a.m. - 2 p.m.
- Holmes Medical Museum: Monday – Friday 10 a.m. – 2 p.m.

Activities and Events

October 2014

- Produced marketing tools needed for Foley Sports Tourism, including banners, posters and brochures.
- Produced marketing tools needed by the Centennial Committee.
- Designed and placed annual ads in printed publications.
- Worked with the Coastal Alabama Partnership's Tourism subcommittee on a website that will serve as a clearinghouse site for all tourism websites in Baldwin and Mobile counties.

October 23, 2014

Uptown Halloween in Foley was held in the streets of downtown Foley. Alston Street from U.S. 98 to W. Orange was added to the footprint of the festival. Thousands showed up to enjoy booths provided by downtown merchants and other activities provided by the city.

November 2014

- Worked with Tommy Rachel on a design for the city sponsored ad on a new hot air balloon.
- Produced marketing tools for city Christmas events, the Coastal Alabama Farmers and Fishermens Market and the Snowbird Coffee.

December 2014

Dec. 5, 2014

Christmas in the Park was held in Heritage Park. Several hundred people attended the official lighting of the tree and visited with Santa.

Dec. 6, 2014

Let it Snow was held in Heritage Park after the Foley Christmas Parade. Hundreds of children enjoyed the snow created by 42 tons of ice, in addition to jumpy houses, face painting, stories by Mrs. Clause and food vendors.

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April, May 2014

Continued support for Centennial Plaza Committee brick sales on the radio, in the mayor's newsletter and with Facebook posts.

June 2014

Began the busiest time of the year at the Visitor Center, North. Highest visitor count in one day was 138 on June 28, and during the busiest week in June we greeted 341 visitors.

New Marketing Tools

Centennial Committee

Sports Tourism

City of Foley Mayor's Newsletter, Fall 2014 - printed 9,000 and mailed 8,552 (attached)
Arrived in homes ????, 2014.

Updated the Downtown Foley Walking Map

Coastal Alabama Farmers and Fishermens Market – ads for Mobile Bay Monthly magazine and Natural Awakenings magazine

City of Foley ads for Art in the Park, Big Beautiful Baldwin and Foley Graduating Class of 2014

Created Centennial logo and artwork for Centennial tower

Website and Facebook

Visits to the www.VisitFoley.org website averaged about 2,900 each month during April, May and June.

For the quarter, the Visit Foley Alabama Facebook page totaled 1,838 visits, with 243 new likes for the quarter. Total likes for this page are 4,957.

A minimum of two posts per day are made to Facebook, reporting on topics from new restaurants to attractions and community events. The site is monitored 24/7.