

### FY 2019 VISITORS - ALL LOCATIONS

| VISITORS                                                                                                     | Oct-18 | Nov-18 | Dec-18 | Jan-19 | Feb-18 | Mar-19 | Apr-19 | May-19 | Jun-19 | Jul-19 | Aug-19 | Sep-19 | TOTAL |
|--------------------------------------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| Welcome Center                                                                                               | 381    | 325    | 267    | 903    | 788    | 762    |        |        |        |        |        |        | 3426  |
| Holmes Museum                                                                                                | 596    | 488    | 478    | 732    | 1102   | 905    |        |        |        |        |        |        | 4301  |
| Depot Museum                                                                                                 | 1286   | 890    | 799    | 1223   | 2010   | 1867   |        |        |        |        |        |        | 8075  |
| Train Exhibit                                                                                                | 1894   | 1567   | 1678   | 1969   | 2507   | 2498   |        |        |        |        |        |        | 12113 |
| Total Visitors                                                                                               | 4157   | 3270   | 3222   | 4827   | 6407   | 6032   | 0      | 0      | 0      | 0      | 0      | 0      | 27915 |
|                                                                                                              |        |        |        |        |        |        |        |        |        |        |        |        |       |
| VISITOR INFORMATION PACKETS                                                                                  | Oct-18 | Nov-18 | Dec-18 | Jan-19 | Feb-18 | Mar-19 | Apr-19 | May-19 | Jun-19 | Jul-19 | Aug-19 | Sep-19 | TOTAL |
| Mailed Packets                                                                                               | 207    | 53     | 253    | 189    | 154    | 232    |        |        |        |        |        |        | 1088  |
| Welcome Packets                                                                                              | 1024   | 0      | 0      | 1000   | 410    | 245    |        |        |        |        |        |        | 2679  |
| Total Information Packets                                                                                    | 1231   | 53     | 253    | 1189   | 564    | 477    | 0      | 0      | 0      | 0      | 0      | 0      | 3767  |
| Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide |        |        |        |        |        |        |        |        |        |        |        |        |       |
| WEBSITE STATISTICS                                                                                           | Oct-18 | Nov-18 | Dec-18 | Jan-19 | Feb-18 | Mar-19 | Apr-19 | May-19 | Jun-19 | Jul-19 | Aug-19 | Sep-19 |       |
| VisitFoley.com - Users                                                                                       | 5828   | 4324   | 5472   | 4392   | 5036   | 7254   |        |        |        |        |        |        |       |
| CityOfFoley.org - Users                                                                                      | 7286   | 5870   | 6479   | 7253   | 7000   | 7448   |        |        |        |        |        |        |       |
| Visit Foley Facebook Fans                                                                                    | 8434   | 5136   | 5846   | 3018   | 3150   | 8925   |        |        |        |        |        |        |       |
| Total Online Activity                                                                                        | 21548  | 15330  | 17797  | 14663  | 15186  | 23627  | 0      | 0      | 0      | 0      | 0      | 0      |       |
|                                                                                                              |        |        |        |        |        |        |        |        |        |        |        |        |       |
| VOLUNTEER HOURS                                                                                              | Oct-18 | Nov-18 | Dec-18 | Jan-19 | Feb-18 | Mar-19 | Apr-19 | May-19 | Jun-19 | Jul-19 | Aug-19 | Sep-19 | TOTAL |
| Welcome Center                                                                                               | 47     | 0      | 52     | 25     | 5      | 0      |        |        |        |        |        |        | 129   |
| Caboose Club                                                                                                 | 367    | 346    | 476    | 538    | 529    | 510    |        |        |        |        |        |        | 2766  |
| Total Volunteer Hours                                                                                        | 414    | 346    | 528    | 563    | 534    | 510    | 0      | 0      | 0      | 0      | 0      | 0      | 2895  |
|                                                                                                              |        |        |        |        |        |        |        |        |        |        |        |        |       |
| E-Newletters                                                                                                 | Oct-18 | Nov-18 | Dec-18 | Jan-19 | Feb-18 | Mar-19 | Apr-19 | May-19 | Jun-19 | Jul-19 | Aug-19 | Sep-19 |       |
| Visitors                                                                                                     | 0      | 5262   | 0      | 0      | 0      | 5436   |        |        |        |        |        |        |       |
| Local                                                                                                        | 0      | 331    | 0      | 0      | 0      | 357    |        |        |        |        |        |        |       |
| Total Newsletters                                                                                            | 0      | 5593   | 0      | 0      | 0      | 5793   | 0      | 0      | 0      | 0      | 0      | 0      |       |

