

Marketing Department Quarterly Report

April, May and June 2021

Welcome Center and Museum counts – Report Attached

- The Welcome Center, Railroad Museum and Model Train exhibit picked up steam going into the spring and summer months when tourism rapidly increased as COVID-19 restrictions were lifted. The Holmes Medical Museum remained closed for repairs due to Hurricane Sally.
- At the Welcome Center, there were a total of 875 visits within the three month period, down 41 percent from the 1,492 visitors during the same period during in 2019. Because of COVID-19, 2019 rather than 2020 numbers were used for comparison.
- At the Railroad Museum, there were 5,996 visitors, up 33 percent from the 4,494 visitors during the same period in 2019.
- At the model train exhibit, there were 4,124 visitors during the quarter. During the months of April and May, the exhibit was only open on Saturdays, as it had been for the past several months. This was to limit potential COVID-19 exposure to volunteers and guests as the vaccine became available. The exhibit reopened fully in June. The total is down 42 percent from the same period in 2019, due mainly to opening on fewer days.
- The Holmes Medical Museum remains closed.
- The Charles Ebert Express event train provided a total of 3,160 riders during the quarter. The train gives rides on Tuesdays, Thursdays and Saturdays from 10 a.m. until 2 p.m.

Online presence

Website Users			
	April	May	June
CityofFoley.org users	4795	4874	5269
VisitFoley.com users	9754	9461	11,233
Facebook Reach			
City of Foley Alabama	23,048	24,401	18,288
Visit Foley Alabama	34,410	36,260	36,531

Events

- Foley participated in the statewide Walking Tours in 2021. Unfortunately, two of the four Saturday walks were cancelled due to rain. On April 3, Darrelyn Dunmore led the tour, and on April 10, Zana Price was the leader. A total of 27 people participated over the two days.
- A total of five Heritage Park Marketplace and Music and a Move events were held on Fridays from May 14 through June 11, 2021.
 - The Marketplace had an average of 23 vendors each week, and averaged 241 shoppers each week.

- Five different bands played from 6 until 8 each week, with an average attendance of 253.
- Five movies were scheduled. One was cancelled due to high winds in the park because an inflatable screen is used. An average of 223 attended each movie.

Other mentions:

- On April 19, a reception was held to honor Eddie Tyler, superintendent of the Baldwin County Board of Education. The event immediately followed the regularly scheduled council meeting. It was attended by local teachers and principals as well as county school board representatives, and city officials.
- On May 3, the mayor's quarterly newsletter was delivered to homes. A newsletter is sent to each box holder with a Foley address. Additional newsletters are distributed at city hall, the welcome center, the library and other city departments.
- On May 4, a platter of cookies was delivered to each of the Foley Schools in appreciation to the staff and teachers for their hard work during a very difficult year.
- In early May, the fence at the back of the Welcome Center was replaced. The old one was destroyed in Hurricane Sally.
- On Wednesday, May 26 a FAM tour for Event Train Drivers and Volunteers was held at Graham Creek Nature Preserve. A total of 8 volunteers attended. The program included a presentation by Leslie Gahagan on GCNP. Information about things to see and do in Foley, including available printed materials were provided. Many of the volunteers recently moved to Foley and appreciated the opportunity to become up-to-date on things to do in Foley so they can knowledgeably interact with guests and answer questions about the area.

Submitted by LaDonna Hinesley, Marketing Director