

Marketing Department Quarterly Report

October, November and December 2013

Statistics

Visitor Information Center and Museum Counts – Report attached

- Visitor traffic trended upward for the Visitor Center North, the Depot Museum, the Holmes Museum and the Model Train Exhibit during October, November and December of 2013.
- The Visitor Center North greeted 1,205 visitors, up 37% from the 882 visitors welcomed during the same period in 2012.
- At the Downtown Welcome Center, staff greeted 605 visitors, down 9% from the 662 who stopped in during the same period in 2012.
- Although the visitor centers are not regularly open on weekends during the fall, the Downtown Welcome Center was scheduled to be open during several Saturdays when events were scheduled downtown. This included the Saturdays of the American Heart Association Heart Walk, the Alabama Festival of Flavor and the Baldwin Bicycle Festival.

Winter schedule:

- Visitor Center North: Monday - Friday, 8 a.m. - 5 p.m.
- Welcome Center Downtown: Monday - Friday, 10 a.m. - 4 p.m.
- 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

Oct. 8, 2013

Assisted with signs and advertising for the opening and fall season of the Coastal Alabama Farmers and Fishermens Market. Produced and ordered signs, brochures, billboards and ads.

Oct. 24, 2013

Organized the Foley Halloween Celebration. This popular event is successful thanks to the participation of approximately 25 Foley businesses that provide booths and treats. A highlight of this event is a costume contest for newborns to adults, ensuring that there are many interesting sights to see during the evening. Children also enjoy jumpy houses, concessions, a balloon artist and a cake walk. New this year, attendees could take a hayride or see a scary movie. Participants agreed this was one of the best attended ever.

Nov. 18, 2013

Participated in the Alabama Welcome Center Retreat. Alabama has eight official welcome centers that are located on the major interstates coming into Alabama, which greet millions annually. The staff retreat provides an opportunity for their staff to learn about points of interest across the state. I gave a presentation on what to see and do in Foley.

Dec. 6, 2013

Organized the annual Christmas in the Park community celebration in Foley's Heritage Park. Attendees enjoyed music provided by the Foley Elementary School choir, an awards presentation for the best decorated Christmas tree, hot chocolate and snacks, and a visit from Santa. The weather was good and this event was well attended.

Dec. 7, 2013

Organized the annual Let It Snow event in Foley's Heritage Park, following Foley's Christmas Parade. Entertainment included a concert by Foley's High School band, several jumpy houses, singing by Foley Elementary School students, an art village staffed by the Foley High Art department, concessions and lots of snow. Due to very cold weather, the snow lasted longer than usual, but fewer children braved the weather to enjoy it.

New Marketing Tools

City of Foley Mayor's Newsletter, Fall 2013 - printed 9,000 and mailed 8,552 (attached)

Foley restaurants brochure – updated

Foley Christmas Parade Map

Christmas in the Park/Let it Snow rack card

Signs for the Coastal Alabama Farmers and Fishermens Market

Coastal Alabama Farmers and Fishermens Market hand-out cards