



2022-2023 Annual Report

Our Mission

Foley Main Street is committed to preserving the district's opulent history, facilitating growth through a sound economic development strategy, and further enriching Downtown Foley - creating a destination where residents and visitors want to work, shop, dine and live.

COMMUNITY VISION

We envision Downtown Foley, the place where the Gulf Coast begins, as a lively and vibrant destination, home, and workplace teeming with activities, sights, sounds, and flavors that celebrate and invigorate our forward-thinking community.

SINCE THE INCEPTION OF FOLEY MAIN STREET

June 1, 2018 - September 30, 2022

\$1,038,298

Public Improvements

\$7,020,603

Private Investments

3,042

Volunteer Hours

32

**Net New
Businesses**



Creating Jobs. Keeping Character.



**MAIN STREET
AMERICA®**

2022 Accredited

Economic Vitality

780 Businesses/individuals contacted for 3X Exchange and Envision meetings

- PLUS 32** Average monthly business visits
- 91** Economic Development contacts or meetings
- 45** Prospective businesses met or talked to interested in downtown
- 10** Assisted Façade Grant contacts
- 4** Façade Grants awarded



Envision Downtown Foley Process:



- 2** Public Meetings
- 2** FAM Tours for Downtown Professional Network Group and Main Street Alabama
- 10** Roundtables
- 6** Steering committee meetings
- 340** People/businesses participated in vision week
- 932** Survey responders



FINAL PRODUCTS

- ⇒ At A Glance Survey Results
- ⇒ Detailed Survey Results
- ⇒ Foley Market Analysis
- ⇒ Downtown Strategy Plan

OUTREACH

- Spoke to the Baldwin County Realtors group about commercial properties in Downtown



- Spoke to Foley Library Staff
- Spoke to Foley Rotary

41% Open rate on E-Mails to district members

2 TV interviews

6 News media interviews

10 Radio commercials

27 Networking Events/Meetings

PROMOTION

4 extended Social Media campaigns

5X a week social media posts to FaceBook, Instagram and LinkedIn

6,500 Facebook Followers

1,600 Instagram

Foley Main Street Website

6,079 2020-2021 individual users

TO
12,635 2021 –2022 individual users



Wrap up 2022

	Businesses	Participants	Spent
2019	7	33	\$333.00
2020	17	274	\$9,527.00
2021	22	475	\$14,482.00
2022	28	719	\$24,542.00

- ⇒ **Lucky To Love Foley Campaign**
- ⇒ **Christmas is Scary Campaign**
- ⇒ **Downtown Foley Turkey Hunt**
- ⇒ **Inaugural Christmas Open House**



The Turkey Hunt was the social media winner with over 3,000 Entries





SPECIAL PROJECTS

Won 3 Main Street Alabama Awards of Excellence and 1 Community Leader Award

Wrote letters of support for the Foley Library and the proposed Foley Community Center

Downtown Foley brown street signs designed, ordered, and placed

Downtown Seasonal Banners completed

Partnered with Foley Library for Local Heroes Scavenger Hunt

Partnered with CDD to create, complete and implement Historic Foley Downtown Walking tour booklet and virtual tour

Partnered with Marketing to hold the 2nd Annual COVID style Snowbird Drive Through

Promoted all events held at John B. Foley and Heritage Park, and by the Foley Art Center.

CURRENT PROJECTS

Laid ground work and secured start up funding for alley activation project Cat Alley .

Integral in helping coordinate special projects in Downtown Foley:

- ⇒ Pine Street Pocket Park
- ⇒ Jessamine Street
- ⇒ Wayfinding Signs
- ⇒ Gateway Signs



Accepted into the Community Growth Accelerator (CGA) program offered by the ALTogether Coalition, an alliance of four organizations: the Business Council of Alabama, the Economic Development Partnership of Alabama, Opportunity Alabama, and Main Street Alabama. The 10-12 week program helps identify and scale real estate projects and economic initiatives that can be competitive for private or grant funding.