

# 2022-2023 Annual Report

2022 Accredited

#### **Our Mission**

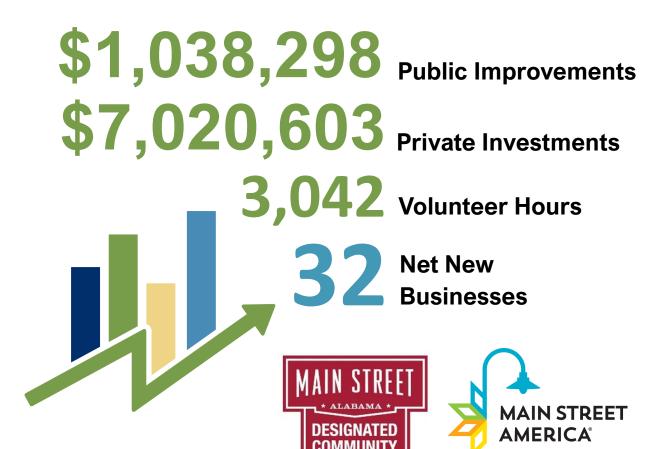
Foley Main Street is committed to preserving the district's opulent history, facilitating growth through a sound economic development strategy, and further enriching Downtown Foley - creating a destination where residents and visitors want to work, shop, dine and live.

#### **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



# **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 Facade 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



### **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

**12,635** 2021 –2022 individual users



Wrap up 2022

L		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 2<sup>nd</sup> 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.