

Marketing Department Quarterly Report

October, November and December 2012

Statistics

Visitor Information Center and Museum Counts – Report attached

Fall 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, Tuesday, Thursday and Friday 10 a.m. – 2 p.m.

Activities

October 2012

Attended Centennial Committee meetings to provide marketing support. Marketing department wrote press releases and provided design services for the Centennial Celebration kick-off event on Oct. 4, 2012, as well producing printing and presentation materials.

Oct. 25, 2012

Hosted Uptown Halloween in downtown Foley. Planned and orchestrated the city-sponsored event that provides a free, family-friendly event for an estimated couple-of-thousand people in downtown Foley. Coordinated with downtown merchants who host booths. Received two complaints from business owners, but a follow-up survey found that the majority of downtown merchants welcome the event and the opportunity to continue to hold the event where it is. Survey results are attached.

Oct. 30, 2012

Hosted twelve travel writers in conjunction with a tour promoting the Alabama's Coastal Connection, National Scenic Byway, organized by Gulf Shores/Orange Beach Tourism. Provided tours of local attractions.

Oct. 30, 2012

Submitted a proposal for Foley's streetscape project to Alabama League of Municipalities for the annual Quality of Life award. Unfortunately, Foley's streetscape project was not chosen for an award.

Nov. 5, 2012

Fall issue of Mayor's newsletter produced and delivered to residents.

November 2012

Designed and ordered new gateway signage for Foley.

Nov. 7, 2012

Attended Gulf Shores/Orange Beach Tourisms Square Table and Digital marketing Summit in Orange Beach with Fletcher McKinney.

Dec. 7, 2012

Hosted Christmas in the Park, the official lighting of Christmas lights in Heritage Park. Helped the city usher in the Christmas season with music, hot chocolate, snacks and an opportunity to talk with Santa.

Dec. 8, 2012

Hosted Let it Snow. Arranged snow, music and entertainment in Foley's Heritage Park for the enjoyment of visitors and residents.

Media

Foley in the news log (attached)

New Marketing Tools

City of Foley Mayor's Newsletter, fall 2012 - printed 9,000 and mailed 8,552 (attached)

Centennial Celebration Package – brochures, letterhead and envelope, marketing materials (attached)

2013 Annual Ads (attached)

Gateway signs (attached)