

Marketing Department Quarterly Report

April, May and June 2024

Visitor Stats

Visitor counts were mixed for the quarter.

- Welcome Center visits totaled 1,224 for the quarter, which is essentially even with the same period last year, when staff greeted 1,235 guests.
- The Holmes Medical Museum had a total of 2,854 guests this quarter, which is a 21 percent increase from the 2,350 guests greeted in the same period in 2023.
- The Railroad Museum welcomed a total of 5,010 visitors during the quarter, down 6 percent from the 5,341 visitors greeted the prior year.
- The Model Train Exhibit greeted 4,856 guests during the quarter, down 12 percent from the 5,548 greeted during the same period in 2023.
- The number of park train rides given during the first quarter was 1,678, which is down 45 percent from the 3,079 rides given during the same time in 2023. This reflects bad weather on several Saturdays, plus the fact that the event train no longer runs on days when there are festivals in the park because of safety reasons.
- A total of 1,912 Visitor Information Packets were distributed during the quarter, including 962 mailed packets and 950 welcome packets. The Welcome Packets are provided to churches, neighborhood HOA's, and organizations who are holding meetings across the city.

Events

- **April Walking Tours**
The city partnered again with the Alabama Tourism Department and about 25 other cities across the state to offer Downtown Walking Tours on each Saturday in April. This year the city tours had the largest turnout ever. Each week there were over 50 participants, for a total of 227 participants. Many were new residents who have just moved here and are interested in the history of the city. The tours were led by long time Foley residents, including former Mayor Tim Russell and his wife Sandy, Randy and Kathy LeDrew, and Marketing Department employees Guy Busby and LaDonna Hinesley.
- **Foley's Heritage Park Marketplace and Music and a Movie** events on Friday nights in Heritage Park were held on five dates - April 19 and 26, and also on May 17, 24 and 31. The Marketplace showcased an average of 20- 25 vendors each week. The movies shown were mostly animated, with the exception of the movie Jaws. Sara worked to upgrade the bands who played. We did notice that many couples came in to enjoy the music, then left when the movie began. Attendance ranged from less than 200 on a week with rainy weather, to about 900. Average nights had 400 -500 in attendance.

- The **Baldwin Pops** played an outdoor concert in Heritage Park on Sunday, April 28. This is one of two annual concerts played in Foley. There were about 300 in attendance.

Online

Website usage and Facebook engagements showed mixed results for the quarter.

Users on the **VisitFoley.com** website totaled 21,558 for the quarter, up 34 percent over the same quarter last year.

Users for the **CityofFoley.org** website totaled 43,172 for the quarter, down 7 percent from the previous year.

On Facebook, engagements on **Visit Foley Alabama** totaled 11,890 for the quarter, down 47 percent from the previous year.

On the **City of Foley Facebook** page, engagements were 35,121 for the quarter, down 42 percent from the previous year.

The Mayor's Quarterly Newsletter was mailed in May and arrived in homes the week prior to Art in the Park. About 18,000 of the newsletters are printed each quarter. A total of 7,357 e-newsletters were sent during the quarter.

Other activities

In mid-April, the **boxcars** near the depot were prepped and painted. One was painted boxcar red with off-white lettering, while the other was painted in the blue and yellow colors of the traditional L&N railroad cars. The painter says the cars should not need to be repainted for about 10 years. The small speeder car that had been damaged in January 2024 was also repaired and painted.

The Marketing Department is working to create an **exhibit for Barin Field** and the effects it had on our city. The exhibit will be housed in the historic train depot. During the quarter, Foley was approved as a partner for the sharing of artifacts, including airplanes (yes, real airplanes), photos and objects by the Pensacola Naval Air Station Museum. Representatives from the PNAS visited Foley, and a group of Foley officials visited the PNAS Museum.

City officials are very excited by this opportunity. We are pushing forward to create the exhibit, and also considering the possibility of creating an even larger exhibit in the future.

FY 2024 VISITORS - ALL LOCATIONS.

VISITORS	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	TOTAL
Welcome Center	276	270	280	697	488	371	613	305	306	0	0	0	3606
Holmes Museum	580	520	653	704	829	855	1360	519	975	0	0	0	6995
Depot Museum	1328	1467	1851	1446	1946	1917	1415	1420	2175	0	0	0	14965
Model Train Exhibit	1197	1611	2194	1362	2218	2095	1299	1433	2124	0	0	0	15533
Event Train Riders	612	538	711	75	251	394	450	321	907	0	0	0	4259
Total Visitors	3993	4406	5689	4284	5732	5632	5137	3998	6487	0	0	0	45358

VISITOR INFORMATION PACKETS	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	TOTAL
Mailed Packets	171	124	63	2	464	297	303	236	423				2083
Welcome Packets	50	50	50	1166	200	145	520	200	230				2611
Total Information Packets	221	174	113	1168	664	442	823	436	653	0	0	0	4694

Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide

WEBSITE STATISTICS	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	TOTAL
VisitFoley.com - Users	5481	5288	5,521	5122	8277	7343	7789	7453	6316				58590
CityOfFoley.org - Users	11776	12702	17014	24838	22027	14166	12550	14824	15798				145695
Visit Foley Facebook Activity	8652	4302	5,156	10581	3776	3398	3230	5504	3156				47755
City of Foley Facebook Activity	16744	14497	27,634	31536	34361	11473	12792	17013	5316				171366
Total Online Activity	42653	36789	55,325	72077	68441	36380	36361	44794	30586	0	0	0	423406

*New Comments, Likes, Shares, Views, Fans, etc.

VOLUNTEER HOURS	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	TOTAL
Welcome Center	6	0	18	120	0	0	12	15	0				171
Caboose Club	247.5	318.5	396	376	391	413	417	321	250				3130
Kids Train Drivers & Assistants	22	16	16	2	12	18	12	8	27				133
Total Volunteer Hours	275.5	334.5	430	498	403	431	441	344	277	0	0	0	3434

E-Newsletters	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	TOTAL
Visitors													0
Local	2395	2393	2393	2393	2,384	2387	2440	2456	2461	2467			24169
Total Newsletters	2395	2393	2393	2393	2384	2387	2440	2456	2461	2467	0	0	24169