

Marketing Department Report

July, August and September 2012

Counts:

Visitor Information Center Counts – Report attached

- Visitor Center North schedule:
 - July and August, Mon – Friday, 8 a.m. - 5 p.m., Saturday 9 a.m. – 4 p.m.
 - September, Monday – Friday, 8 a.m. – 5 p.m.
- Visitor Center Downtown schedule
 - July - September, Monday – Friday, 10 a.m. – 4 p.m.

Activities:

July 2012

July 6

The final Farmer's Market of the spring season included about 10 vendors.

Throughout (June) July and August

City Conductors were on the job at the Foley Railroad Station.

Advertising for the city conductors and the amenities at the station bumped attendance on Tuesdays, Thursdays and Saturdays, almost doubling 2011 numbers.

Ads included:

- Television commercials running on both Coast 360 at the Gulf and on Riviera Cable stations.
- Full page color ads in both the July and August issues of Beachin' Magazine, a free monthly magazine distributed by Gulf Coast Newspapers.
- Online ads through Gulf Coast Now, the online version of Gulf Coast Newspapers.

Work continued at the “old chamber building” at the corner of Hwys. 59 and 98. Upgrades include fresh paint, new tile in the lobby, new light fixtures and new blinds.

Foley participated in a statewide community exhibit held in the Old Supreme Court Library at the Capital in Montgomery, sponsored by ADECA. The exhibit ran for two weeks. We sent a table-top exhibit and brochures.

Determining that we might never hear back from ALDOT on requested signage, we ordered a billboard advertising the North Visitor center in mid-July.

ALDOT partially approved Foley's signage request and the North Visitor Center proudly boasts two signs immediately in front of the building that include a question mark on a blue background with arrows pointing to the building.

August 2012

Fletcher McKinney, new marketing administrative assistant in charge of design began work in the Marketing Department, located in the North Visitor Information Center at Co. Rd. 24 and Hwy. 59.

City of Foley Newsletter arrives in homes in mid- August.

Director attended the Alabama Governor's Conference on Tourism held Aug. 19 – 21, 2012.

September

The Downtown Visitor Information Center moved from 109 Laurel Avenue into the building on the southwest corner of Heritage Park at 104 N. McKenzie Street.

The Alabama Historical Commission agreed to extend the grant that paid for the City Conductors as long as that money lasts, or until March 2013, and increased the scope so that funds can be used to provide part-time staff at the Holmes Medical Museum as well as the Foley Railroad Station.

New Marketing Tools:

Foley Railroad Station Brochure

Annual ads for City of Foley/Visit Foley in area and state-wide publications

Ongoing Projects

- Continue to improve the www.VisitFoley.org website by adding photos and information
- Continue to increase participation on the Foley, Alabama Facebook page
- Design projects as needed to support the Centennial Committee