



Prepared by the Foley Marketing Department

Reporting Period: April 1 – June 30, 2025

Date of Report: July 14, 2025

Executive Summary

The department is having a busy quarter. There are a number of employee changes at the Foley Railroad Museum.

Visit Foley social media and website metrics indicate a vibrant online presence. City of Foley metrics were lower than the previous quarter. These metrics are very dependent on current news events.

Public relations and media coverage increased over the quarter.

Spring events went smoothly. The Marketing Department is now in charge of organizing the spring Volunteer Reception.

Director's Report

Employee changes at the Foley Railroad Museum include the selection of Lindy White as the new Museums Manager, starting work on July 1. Long-time employee Kelly Wansley retired at the end of March. A part-time assistant position has been modified to provide better support for the museums manager.

A push for more event train drivers gained five new drivers for that team. The Model Train Exhibit continues to draw large crowds. Spring events were well attended.

The April Walking Tours, done in conjunction with the Alabama Tourism Department, were again very popular with a total of 173 participants over the four weekends.

Sara Harkins and LaDonna Hinesley attended statewide quarterly meetings in April. Both helped with the annual Legislative Tourism Bash, also held in Montgomery.

Fletcher McKinney attended a conference for Governmental Social Media in June, and Guy Busby received the same training online. This was beneficial training.

PRINT ADVERTISING

Mullet Wrapper advertising for WWII Barin Field exhibit

- 1/4 page ad - one ad per month at \$235 per ad (continuing)

Mullet Wrapper advertising for April Walking Tours

- 1/4 page ad - two ads at \$235 per ad
- Distribution: Throughout Alabama/Florida Gulf Coast including Orange Beach , Gulf Shores, Ft. Morgan, Bon Secour, Foley, Summerdale, Robertsedale, Loxley, Elberta, Lillian, Magnolia Springs, Pointe Clear, Fairhope, Perdido Key, Lillian Hwy. - Blue Angel Pkwy., NAS Navy Hospital and Commissary

VISIT FOLEY ALABAMA Meta Insights

| FACEBOOK | |
|---------------|---------------|
| Total Follows | Views |
| 25,244 | 422.4K |
| New Follows | Reach |
| 672 | 212.4K |

| INSTAGRAM | |
|---------------|-------------|
| Total Follows | Views |
| 3,072 | 15K |
| New Follows | Reach |
| 115 | 2.9K |

Top Performing Facebook Posts



This evening is the first Music and a Movie of...

Fri Apr 18, 7:42am

👁 75.3K ❤ 360
👤 28 ➡ 61



🎵 Music and a Movie is back this year...

Tue Apr 15, 8:40am

👁 32.3K ❤ 98
👤 18 ➡ 58



Art in the Park is this weekend! Over 95 fin...

Wed May 7, 8:44am

👁 32K ❤ 244
👤 23 ➡ 50

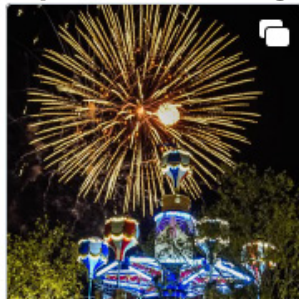


🎵 Music and a Movie tonight! Join us in...

Fri May 30, 7:28am

👁 22.9K ❤ 133
👤 5 ➡ 27

Top Performing Instagram Posts



Foley is the place to be July 4-6! @visitowa i...

Mon Jun 30, 8:07am

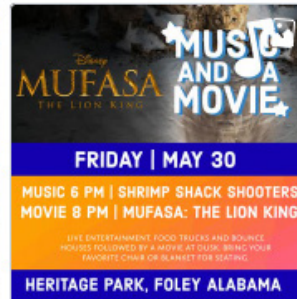
👁 771 ❤ 22
👤 0 ➡ 2



Music and a Movie returns this Friday wi...

Tue May 13, 11:32am

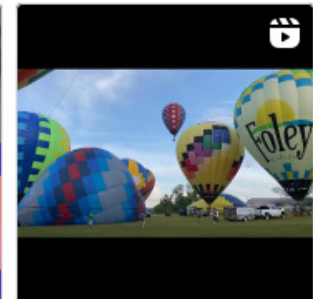
👁 743 ❤ 6
👤 0 ➡ 3



This Friday is the final Music and a Movie fo...

Tue May 27, 11:21am

👁 716 ❤ 6
👤 0 ➡ 3



The @gchaballoonfesti val will be back in full...

Fri May 2, 8:41am

👁 677 ❤ 17
👤 0 ➡ 2

Key insights


- Views are up 40% and reach is up 137% from last quarter. Top posts being Music and a Movie event posts, Art in the Park and a Wolf Creek Park post.
- Follower growth rate is up 18% Facebook but down 17% on Instagram over previous quarter.

CITY OF FOLEY Meta Insights

| FACEBOOK | |
|---------------|---------------|
| Total Follows | Views |
| 13,410 | 821.5K |
| New Follows | Reach |
| 506 | 212.2K |

| INSTAGRAM | |
|---------------|--------------|
| Total Follows | Views |
| 1,528 | 14.8K |
| New Follows | Reach |
| 297 | 1.3K |

Top Performing Facebook Posts




Foley has a new supermarket on the...

Wed Jun 18, 9:18am

👁 86.6K ❤ 715

🗨 98 ➦ 47



Step back in time and explore more than a...

Thu Apr 3, 12:48pm

👁 61K ❤ 304

🗨 19 ➦ 40



The City of Foley is currently hiring for a...

Tue Jun 24, 6:37am

👁 55.4K ❤ 95

🗨 29 ➦ 78




The City of Foley has placed a temporary...

Tue May 6, 11:43am

👁 43.5K ❤ 678

🗨 269 ➦ 81

Top Performing Instagram Posts




Foley now has 12 public pickleball courts and...

Tue Jun 3, 7:20am

👁 458 ❤ 36

🗨 1 ➦ 11



A striking new wind sculpture has been...

Fri May 16, 1:11pm

👁 387 ❤ 26

🗨 0 ➦ 1



Catch a glimpse of our very own hot air...

Fri May 2, 11:46am

👁 372 ❤ 34

🗨 0 ➦ 1



Foley is set to become the first city in Baldw...

Thu Apr 17, 6:00am

👁 370 ❤ 18

🗨 0 ➦ 2

Key insights

- Views were down 40% compared to last quarter which had extremely productive posts such as Library book sale, Arbor Day, Library construction and a post about a Foley Beach Express lane closure.
- Follower growth rate is staying consistent.

VISITFOLEY.COM Website Analytics

| USERS | |
|---------------|---------------|
| Users | Sessions |
| 18,362 | 21,700 |
| Page Views | Engagement |
| 69,634 | 91.74% |

| ACQUISITION (how users found our page) | |
|--|----------------|
| Organic Search | Organic Social |
| 8,961 | 2,869 |
| Direct | Referral |
| 5,066 | 1,447 |

Key insights

- User count is down around 15% from this time last year. This contrasts to our engagement rate which is up 70% from this time last year.
- Organic search is down while direct and organic social acquisition is up around 20%. Top pages include main menu items such as events, attractions and dining. Art in the Park, Holmes Medical Museum and Foley Seafood blog are also in the top 10 pages.

CITYOFFOLEY.ORG Website Analytics

| USERS | |
|---------------|---------------|
| Users | Sessions |
| 35,431 | 51,204 |
| Page Views | Engagement |
| 78.016 | 48.84% |

| ACQUISITION (how users found our page) | |
|--|----------------|
| Organic Search | Organic Social |
| 19,257 | 2,544 |
| Direct | Referral |
| 9,379 | 1,911 |

Key insights

- Users, page views and sessions are down approximately 15% compared to this time last year. Note: the police department subpage existed this time last year and contributed approx. 4000 views to the time period.
- Top pages include HR, Sanitation, Community Development, Sanitation and Revenue.

CITY OF FOLEY Email Newsletters

| | | |
|---------------------|--------------|--------------|
| Monthly newsletters | Opens (avg) | Subscribers |
| 4 | 51% | 2,808 |
| Total emails sent | Clicks (avg) | |
| 8,373 | 45% | |

Key insights

- Councilman Dayton asked us to send an email to a mailing list from Manufacture Alabama to promote business in Foley, Alabama. That list has 228 addresses.
- Audience size continues to grow, averaging around 20 subscribers per month.

MEDIA HIGHLIGHTS Top Stories

During the third quarter of the 2025 calendar year, the Foley Marketing Department sent out 58 press releases. Critical Mention reported 607 media stories featuring Foley during the quarter with a total estimated potential audience of 20,025,585.

Critical Mention reported 111 stories featuring Foley in April, 179 in May and 317 in June.

Some of the top stories receiving attention during the quarter included the city acquiring the Baldwin County 65 near Airport Road and making improvements. That story generated 48 reports. Riviera Utilities sending crews to provide power to Navajo homes in Arizona generated 38 reports. A burglary at Zales Jewelers in Tanger generated 53 reports.

Also during the second quarter, the department received word that its application for a grant through the American World War II Heritage Cities program had been approved. The grant is for \$9,108. The money will be used to create and install storyboard signs at city sites and for publicity for the Barin Field exhibit at the Foley Railroad Museum.

CITY OF FOLEY Events

Midday Melodies was extended into April with two additional events. Josh Chavers performed on April 2, and This Side of 49 performed on April 9. There were about 125 attendees at each event.

On April 16 a **Volunteer Appreciation Reception** was held to honor all city volunteers. Approximately 120 volunteers from departments across the city attended.

Music and a Movie was held in Heritage Park with events in April and May. This was the first year that the Heritage Park Marketplace was not connected with this event. It was not held this year because the market, which originally started as the Chicago Street Farmers Market, had steadily declined in foot traffic for the past several years. The highlight of that market had originally been local produce. With that moving to the CAFFM, small arts and crafts vendors just could not pull in enough people to make it beneficial for the vendors.

The Music and a Movie portion continues to be popular. Many people who come for the music don't necessarily stay for the movie. The crowd contains older couples who come for the music and families with children who enjoy the movies. Jump houses were provided for a children's activity during the music. An average of six food vendors was available each week and they provided a good variety. Crowds averaged from 200 to 400 attendees. The crowd size drops as it gets closer to summer and the weather gets hotter.

Events coordinator Sara Harkins attended Marketing College for a week in June. This is her first year, with two more years to go to be certified by the Southeastern Tourism Society.