

Gulf Tourism and Seafood Promotional Fund Final Round Grant Application

City of Foley, Alabama Coastal Alabama Farmer's and Fishermen's Market Proposal

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TAB
ONE

PROJECT NARRATIVE

COASTAL ALABAMA FARMER'S AND FISHERMEN'S MARKET

The City of Foley, Ala., was awarded \$317,500 from the first round of the Gulf Tourism and Seafood Promotional Fund to sponsor a year-round Farmers Market to promote locally-grown farm produce and Gulf of Mexico seafood. After extensive research and planning, as well as meetings with local producers, we have discovered that this market has the potential to grow into something much greater than our round one application outlined.

We have approximately 40-70 farmers and fishermen who have expressed great interest in participating in this market. The City of Foley fully supports this market and shares the goal of making it a one-of-a-kind experience for visitors, while opening additional retail and wholesale avenues for local farmers and fishermen. We have also received interest from other local business owners who express an interest in opening a “storefront” location at the market. The retail market focuses on the small and medium size farmer/fisherman and allows them the opportunity to sell directly to the public creating additional cash flow as well as exposing their products to the public. In addition this creates a business incubator for the farmer/fisherman to make their businesses more sustainable.

Our initial application did not include additional parking infrastructure. After discussing the project with the local farmers, fishermen, and related businesses, and considering the level of interest this project has received, we realize that the current parking infrastructure will not be sufficient for the traffic volume the Market will likely generate, especially if it is marketed adequately.

As a result, we are requesting \$182,500 to provide funding necessary to provide adequate parking to accommodate anticipated traffic, as well as a marketing budget to promote and advertise the market to visitors and residents. The funding for the market will create approximately 100 additional parking spaces to accommodate the increased number of visitors that we anticipate due to the amount of interest we have received and would assist the market in becoming a year-round, permanent tourist destination for those traveling along the Gulf Coast, as well as local residents. This request, in addition to the round one award, would still keep the overall grant request equal to the stated maximum of \$500,000 for a grant application.

TAB
TWO

BUDGET NARRATIVE

COASTAL ALABAMA FARMER'S AND FISHERMEN'S MARKET

Construction of Parking Lot	\$114,000
Marketing Tools	\$68,500
TOTAL GRANT FUNDS REQUESTED	\$182,500

PROPOSED TIMELINE

Months 1-3

- City will let competitive bids for design of additional parking
- City marketing department will finalize the overall marketing plan for the market, and design marketing pieces.

Months 4-6

- Construction begins on additional parking
- Marketing creates interest for grand opening of market
- Marketing department works with local farmers and fishermen to assist with their individual marketing

Months 7-12

- Construction complete
- City publicizes the market statewide, along the Gulf Coast and through local media outlets to promote the market as the convenient place to purchase fresh, local fruit and vegetables, seafood and locally produced products

MARKETING PLAN

COASTAL ALABAMA FARMER'S AND FISHERMEN'S MARKET

This marketing plan is designed to cover the first year of operation for the Coastal Alabama Farmer's and Fishermen's Market. It includes a website address, statewide advertising online at al.com, billboards, sustained social media mentions via Facebook, tourism-centered publication advertising, posters and rack cards to be distributed in the Foley Visitor Centers, as well as a supply of logo bags to provide to vendors at the market. It also includes signage at the entrance on Co. Road 20 and banner signs located inside the market.

Website - \$ 3,500

The website for the market will be constructed as an additional section to www.VisitFoley.org, the current leisure tourism site for the City of Foley that can be accessed via its own domain name. The site will include vendor listings, product listings, maps and photos. Including this web presence with its own domain name as a page on the current tourism website will increase traffic for both entities. This site will include a simple shopping cart and inventory management system that will be sufficient for the first year of the market's operation. Current traffic on the www.VisitFoley.org website averages 3,000 visits per month. (Foley Marketing Department)

Billboards - \$ 18,600

Billboards provide both awareness and directional informational. At least two billboards will be purchased and will remain up for 12 months. Statistics show that over 90 percent of the 4.2 million people who visited Baldwin County's beaches in 2011 arrived by car or recreational vehicle. (www.agccvb.org/stats) Total weekly impressions for billboards located near the market on the Foley Beach Express currently average over 27,000. (Lamar Advertising)

Commercials - \$ 16,200

Commercials will be created to promote the market in the areas along the beaches and in Foley. The commercials will be placed on the twenty-four hour travel channel that covers the Gulf Coast from Perdido Key to Fort Morgan, broadcasting into approximately 18,000 hotels, condos and vacation rental homes. (Compass Media Inc.) The commercial will also be run on the local Riviera Cable stations, which broadcast into approximately 6,000 homes in the Foley, Elberta, Summerdale, Magnolia Springs and Bon Secour areas. (Riviera Utilities) The commercial will also be placed on digital message boards at the Tanger Outlet Center. Video, audio and static images are displayed on five digital message boards located around the center. The Tanger Outlet Center located in Foley, Ala., welcomed over 7 million visitors in 2012. (blue outdoor.com)

Online at al.com - \$ 20,000

Banner ads displayed on al.com, home of Alabama's three largest newspapers, will create statewide awareness of the market. Al.com boasts 3.4 million unique visitors monthly. (al.com)

Facebook - \$ 900

Systemic mentions including photos and video will be posted on the VisitFoley Facebook page. This page has an average weekly visit rate of 3,000. (City of Foley Marketing Department)

Media buys - \$2,400

Full-page ads will be placed in Gulf Coast Newspapers Visitors Guide. The fall/winter edition has a distribution of 60,000, and the spring/summer edition has a distribution of 90,000. This tourism-oriented publication is distributed in condos, hotels, restaurants, local attractions and shops in Gulf Shores, Orange Beach, Fort Morgan, Foley, Perdido Key, Fairhope, Daphne and Spanish Fort. (gulfcoastnewspapers.com)

Posters and Rack Cards - \$1,900

Posters will be displayed and rack cards will be distributed at Foley's Visitor Centers and museums, which greeted a combined total of over 25,000 in 2012. (City of Foley Marketing Department)

Banners - \$2,500

Banners will be placed throughout the market to create interest and provide directional information.

Shopping bags with logo - \$2,500

A number of shopping bags with the market logo will be distributed to vendors to promote the market.

Marketing Expense Total \$68,500**Marketing Tool to be included with Capital Construction Expense (\$114,000):****Signage - \$6,000**

A large sign that is easily seen and read will be placed on Co. Rd. 20 at the entrance to the market, atop a pylon sign structure that is already on the property.