

Marketing Department Quarterly Report

January, February and March 2023

Visitor Stats

- Welcome Center visits totaled 1,872 for the quarter, which is up 7 percent over the same period last year, when staff greeted 1,743 guests.
- The Holmes Medical Museum had a total of 2,707 guests this quarter, which is a 7 percent decrease from the 2,919 guests greeted in the same period last year.
- The Railroad Museum welcomed a total of 5,394 visitors during the quarter, up 9 percent from the 4,942 visitors greeted the prior year.
- The Model Train Exhibit greeted 5,466 guests during the quarter, up 10 percent from the 4,940 greeted during the same period last year.
- The number of park train rides given during the first quarter was 1,255, which is down 11 percent from the 1,421 rides given during the same time the prior year. This reflects several days when it rained on Saturdays, plus the fact that we no longer operate the event train on days when there are festivals in the park because of the increased traffic around the park and the number of people on the sidewalks.
- A total of 2,354 Visitor Information Packets were distributed during the quarter, including 824 mailed packets and 1,254 welcome packets. The Welcome Packets are provided to churches, neighborhood HOA's, and organizations who are holding meetings across the city. This also included welcome packets handed out at the Snowbird Coffee.

Events

- Foley's Snowbird Coffee was held on January 10, from 9 – 11. The event was co-hosted by the South Baldwin Chamber of Commerce, Foley Main Street and the city Marketing Department. The 650 attendees enjoyed coffee, donuts and learning about city departments which included the library, senior center, museums, police and fire, and the Foley Art Center. The SBRMC provided handouts, but opted to not have a booth this year. The coffee was followed by scavenger hunt that took participants to downtown businesses. Over 170 participated. This continues to be a very successful partnership that many guests attend year after year.
- Midday Melodies - Three were held in March. The weather was chilly, yet all were well attended with an average of 175 attendees. These events were moved to the east side of the historic depot due to continued work on the fountain area in John B. Foley Park.

General information

The Caboose Club continued to have a full group of workers this quarter, some winter guests and some new members. The group of about 18 workers began a new project of building replicas of historic downtown Foley buildings. A perfectly scaled replica of the historic depot,

this one not built by members, was added to the layout in January. They are currently working to build a scaled replica of the Foley Hotel.

Website usage and Facebook engagements were up significantly for the quarter for both city and tourism sites.

Users on the VisitFoley.com website totaled 15,870 for the quarter, up 3.4 percent over the previous year. Users for the CityofFoley.org totaled 42,208 for the quarter, up 63 percent from the previous year.

On Facebook, engagements on Visit Foley totaled 60,907 for the quarter, up 600 percent over the previous year. On the City of Foley Facebook page, engagements were 38,199 for the quarter, up 158 percent over the previous year.

A total of 10,468 e-newsletters were sent during the quarter.

In late February, the Marketing Department received a new employee to concentrate on communication. Since that time, news stories for the city website have increased to almost daily posts, and numerous press releases have been sent to media contacts, that primarily include Gulf Coast Media, local news stations and Bay Business News.

VISITORS		Jan	Feb	Mar	Total	% +/-
Welcome Center	FY22	651	605	487	1743	
	FY23	791	596	485	1872	7.40%
Holmes Museum	FY22	756	1048	1115	2919	
	FY23	615	1031	1061	2707	-7.26%
Depot Museum	FY22	949	1760	2233	4942	
	FY23	1313	1877	2204	5394	9.15%
Train Exhibit	FY22	988	1740	2212	4940	
	FY23	1590	1855	2021	5466	10.65%
Event Train	FY22	142	693	586	1421	
	FY23	321	528	406	1255	-11.68%

VISITOR INFORMATION PACKETS		Jan	Feb	Mar	Total	% +/-
Mailed Packets	FY22	6	452	366	824	
	FY23	5	506	271	782	-5.10%
Welcome Packets	FY22	850	154	250	1254	
	FY23	1089	365	118	1572	25.36%
Total Information Packets	FY22	1094	871	389	2354	

WEBSITE STATISTICS		Jan	Feb	Mar	Total	% +/-
VisitFoley.com - Users	FY22	4301	5553	5494	15348	
	FY23	4496	5483	5891	15870	3.40%
CityOfFoley.org - Users	FY22	8330	7937	9618	25885	
	FY23	11880	12688	17640	42208	63.06%
Visit Foley Facebook Engagements	FY22	2285	2449	3934	8668	
	FY23	3037	28952	28918	60907	602.66%
City of Foley Facebook Engagements	FY22	3118	3948	7710	14776	
	FY23	10314	10593	17292	38199	158.52%
Total Online Activity	FY22	29727	57716	69741	157184	827.65%

VOLUNTEER HOURS		Jan	Feb	Mar	
Welcome Center	FY23	21	0	0	
Caboose Club	FY23	348.5	366.5	396	
Kids Train Drivers & Assistants	FY23	12	20	12	Total
Total Volunteer Hours		381.5	386.5	408	1176

E-Newletters		Jan	Feb	Mar
Visitors	FY23	0	8405	0
Local	FY23	0	2063	0
Total Newsletters		0	10468	0