

Marketing Department Quarterly Report

October, November and December 2022

Visitor Stats

- Welcome Center visits totaled 888 for the quarter, which is up 19 percent over the same period last year, when staff greeted 749 guests.
- The Holmes Medical Museum had a total of 1,887 guests this quarter, which is a 12 percent decrease from the 2,153 guests greeted in the same period last year.
- The Railroad Museum welcomed a total of 4,135 visitors during the quarter, which is a 13 percent decrease from the 4,728 greeted the prior year.
- The Model Train Exhibit greeted 4,656 guests during the quarter, up 3 percent from the 4,515 greeted during the same period last year.
- The number of park train rides given during the first quarter was 1,855, which is down 33 percent from the 2,761 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 777 Visitor Information Packets were distributed during the quarter, including 229 mailed packets and 548 welcome packets. The Welcome Packets are provided to churches, neighborhood HOA's, and organizations who are holding meetings across the city.

Events

- Midday Melodies - Three were scheduled for October, 2022. Two were well attended, and one was cancelled due to rain. The events were moved to the east side of the historic depot because work began on the fountain area in the park near Hwy. 59.
- Hometown Halloween - We were happy to hold a traditional Hometown Halloween Celebration in the streets of Historic Downtown Foley in October of 2022. Thousands turned out to enjoy activities that included a Halloween costume contest, booths provided by local organizations and businesses, and bounce houses and other entertainment that filled the streets. Thank you to police, fire, and public works and parks departments for all they did to ensure that this event was safe and successful.
- A Halloween Drive-in Movie was also held at the Foley Sportsplex. We included this event to use a credit from a prior year when the drive-in movie had to be cancelled.
- Christmas is the Park – This event was a huge success. Hundreds attended the lighting of the tree in the beautifully decorated Heritage Park and enjoyed Christmas Tree Lane and the children's village. Hot chocolate and snacks were distributed by chamber junior ambassadors and Santa spoke with hundreds of children.
- Let it Snow – This event followed the Foley Christmas Parade on the first Saturday in December, offering something for everyone in the family. After a concert by the Foley High School Steel Band, activities included: jump houses for children; Christmas trees, decorations and photo-with-Santa opportunities; a marketplace offering shopping treasures; and food venues offering a light lunch.

General information

The department completed the Alabama Humanities Alliance Recovery Grant in November 2022, which provided \$7,500 to improve organization, storage and access to city archives. A full-time staff member has been assigned to work with the city archives to better organize and store these resources and work toward making them available to the public. Equipment including a scanner, shelving and a cart were purchased.

The Caboose Club is going strong. Winter guest members began arriving in late October, which bolstered the number of club members who keep the Model Train Exhibit operating. There are about 18 names on the volunteer roster and approximately ten regulars who can be counted upon to volunteer several times a week.

This department continues to provide information about the city through the City of Foley website and Facebook page, that target residents, and the Visit Foley website and Facebook page targeting visitors. This department partners with all city departments to include and update departmental information so that residents have access to information.