

Marketing Department Activities and Events

April 2018

- Provided walking tours of downtown Foley each Saturday during the month of April, through a partnership with the Alabama Tourism Department. Tours of historic downtowns were held in 26 cities across the state. A total of 77 attended the Foley tours this year, which were led by long-time residents.
- The final three Gateway signs were installed at Highway 59 South, U.S. 98 East and U.S. 98 West.

May 2016

- Provided marketing support for the Hurricanes, Floods and Fires Community Preparedness Expo. This included press releases, radio broadcasts, website events listing and social media support, as well as setting up an exhibit display in the lobby and providing materials for expo visitors.
- Provided marketing support for the Gulf Coast Hot Air Balloon Festival and Art in the Park. This included providing brochures to visitors, website and social media support, and ads on behalf of the city.
- Planned, marketed and produced Heritage Park Marketplace and Music and a Movie in the Park during April, May and June. The marketplace averaged over 100 visitors per week, while the movie attendance ranged from a low of 185 to a high of over 400.
- Assisted with Foley's application and presentation to become a Main Street Designated Community.

June 2016

- The new city website went live on June 8. The new site is built on a new content management system that allows staff to easily handle text, photos and documents. The site is now responsive, which means that it automatically recognizes whether it is being accessed by phone, tablet or desktop, and adjusts to be most efficient for that device. The comprehensive redesign is easier for citizen interaction and for staff to administer. This makes it easier to make changes requested by city departments. The updated look includes larger photos and an event/calendar toggle on the first page.
- Helped plan and present the kickoff event to celebrate Foley being named a Main Street Designated Community.
- The new event train, which has a more powerful motor and can carry more people on each trip, and is ADA accessible with a ramp on the caboose for wheelchair accessibility, arrived and was dedicated. There are a few issues, as the new train has a larger turning radius and is more difficult to drive. These issues are being addressed.

FY 2018 VISITORS - ALL LOCATIONS

VISITORS	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	TOTAL
Welcome Center	385	412	392	717	798	670	522	503	599				4998
Holmes Museum	380	393	367	484	755	773	498	486	1026				5162
Depot Museum	242	176	229	349	1288	1456	895	791	1990				7416
Train Exhibit	2321	2029	2315	1866	2325	2872	1853	2167	2816				20564
Total Visitors	3328	3010	3303	3416	5166	5771	3768	3947	6431	0	0	0	38140
VISITOR INFORMATION PACKETS	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	TOTAL
Mailed Packets	144	80	87	165	10	132	242	90	100				1050
Welcome Packets	1335	18	1000	342	3290	50	200	100	175				6510
Total Information Packets	1479	98	1087	507	3300	182	442	190	275	0	0	0	7560
Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide													
WEBSITE STATISTICS	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	TOTAL
VisitFoley.org - Users	6483	6506	5305	5408	6182	6330	5483	6568	6429				
CityOfFoley.org - Users	6169	5867	6153	6758	7589	6557	6704	7271	7522				
Visit Foley Facebook Fans	10768	10884	11001	9214	3521	5709	3384	4999	3359				
Total Online Activity	23420	23257	22459	21380	17292	18596	5483	6568	6429	0	0	0	
VOLUNTEER HOURS	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	TOTAL
Welcome Center	40	0	25	0	0	8	8	8	6				95
Caboose Club	427	470	392	427	424	456	427	457	435				3915
Total Volunteer Hours	467	470	417	427	424	464	435	465	441	0	0	0	4010
E-Newsletters	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	TOTAL
Visitors	0	0	0	0	0	5041	0	4977	4984				
Local	0	0	0	0	0	216	0	300	300				
Total Newsletters	0	0	0	0	0	5257	0	5277	5284	0	0	0	