

Marketing Department Quarterly Report

April, May and June 2014

Statistics

Visitor Information Center and Museum Counts – Report attached

- Visitor traffic increased in volume at the Visitor Center North during April, May and June, and decreased in volume at the Welcome Center downtown, which has been the typical pattern for the last three years.
- Year to date combined counts for visitors at Foley's two centers total 7,763, up 4 percent from the same period in 2013.
- At the Visitor Center North, visitor totals of 591 for the month of April were up 97 percent over 2013. May visitor counts of 618 were almost unchanged from 2013, while the June total of 1,041 visitors was down 23 percent from 2013.
- Visitor traffic at the downtown Welcome Center was mixed for the quarter when compared to the previous year. The average number of visitors during each month of the quarter was 345, with little variation.

Spring/summer schedule:

- Visitor Center North: Monday – Friday, 8 a.m. – 5 p.m., Saturday 10 a.m. – 5 p.m.
- Welcome Center Downtown: Monday - Friday, 10 a.m. - 4 p.m., open Saturdays for events in Heritage Park.
- Railroad Station Depot Museum: Monday - Friday, 10 a.m. - 4 p.m., Saturday, 10 a.m. - 2 p.m.
- Holmes Medical Museum: Monday – Saturday 10 a.m. – 2 p.m.

Activities and Events

April, May and June 2014

Produced marketing tools as needed for the Coastal Alabama Farmers and Fishermens Market. This included banners to announce market hours, changing road signage as needed for market hours, rack cards and posters. We also provided personnel to support the CAFFM booth at the Vulcan Wellness Fair.

April, May and June 2014

Worked with Heather Prichard, CAFFM director, to coordinate filming for a commercial for the farmers market to air on Coast 360 TV, the 24- hour cable channel that highlights what to see and do in this area, shown on television in the beach market. The commercial will run in June, July and August for a minimum of 12 times each day.

May 16, 13 and 30 and June 6, 13, 20 and 27, 2014

Heritage Park Marketplace

Began the new Heritage Park Marketplace event, designed to widen the scope of offerings previously sold at the Chicago Street Farmers Market, which continues to be held prior to the Music and a Movie in the Park. Results for this new event were mixed. Rain or threatening weather affected the event on four of the seven Friday nights. Construction of the Centennial Tower created muddy tracks and visually blocked

access to restrooms. Attendance varied from afternoons when the event was rained out to a beautiful evening in May with 15 vendors and 229 attendees for the marketplace.

Music and a Movie in the Park

Experienced some of the best crowds ever for the movies, beginning with Frozen on May 16, with an attendance of approximately 400. Two movies were cancelled due to rain, and unanticipated heavy rain at the last movie had families running for cover 10 minutes before it ended. One of the events cancelled because of rain was the performance of the popular Baldwin Pops Band. Unfortunately, they were unable to reschedule.

Created new logos and signage, ads and rack cards to promote these events. The events were also promoted on the www.VisitFoley.org website and the Foley Alabama Facebook page.

May 23, 2014

Attended a Tourism Conference in Gulf Shores, hosted by Gulf Shores and Orange Beach Tourism.

April, May 2014

Continued support for Centennial Plaza Committee brick sales on the radio, in the mayor's newsletter and with Facebook posts.

June 2014

Began the busiest time of the year at the Visitor Center, North. Highest visitor count in one day was 138 on June 28, and during the busiest week in June we greeted 341 visitors.

New Marketing Tools

City of Foley Mayor's Newsletter, Spring 2014 - printed 9,000 and mailed 8,552 (attached)
Arrived in homes May 7, 2014.

Updated the Downtown Foley Walking Map

Coastal Alabama Farmers and Fishermens Market – ads for Mobile Bay Monthly magazine and Natural Awakenings magazine

City of Foley ads for Art in the Park, Big Beautiful Baldwin and Foley Graduating Class of 2014

Created Centennial logo and artwork for Centennial tower

Website and Facebook

Visits to the www.VisitFoley.org website averaged about 2,900 each month during April, May and June.

For the quarter, the Visit Foley Alabama Facebook page totaled 1,838 visits, with 243 new likes for the quarter. Total likes for this page are 4,957.

A minimum of two posts per day are made to Facebook, reporting on topics from new restaurants to attractions and community events. The site is monitored 24/7.