

Marketing Department Quarterly Report

January, February and March 2013

Statistics

Visitor Information Center and Museum Counts – Report attached

- Overall visitor traffic up at visitor centers and museums for first quarter

Winter schedule:

- Visitor Center North: Monday – Friday 8 a.m. – 5 p.m.
- Welcome Center Downtown: Monday – Friday 10 a.m. – 4 p.m.
- Railroad Station Depot Museum: Monday – Friday 10 a.m. – 4 p.m., Saturday 10 a.m. – 2 p.m.
- Holmes Medical Museum: Monday, Tuesday, Thursday and Friday 10 a.m. – 2 p.m.

Activities

January 8, 2013

Hosted the second Welcome to Foley Snowbird Reception, in partnership with the South Baldwin Chamber of Commerce. Approximately 500 attended. Visitor Center staff provided information about restaurants, attractions and events in Foley to visitors. Other city departments, including the Senior Center, Library, Police and Fire departments participated and distributed information about services they provide.

February 1, 2013

Participated in the Foley Art Center's Snowbird Reception. The Visitor Center staffed a booth and provided materials about things to see and do in Foley for approximately 200 visitors.

February 7, 2013

Participated in the Alabama Lifestyles Expo at Caribe Resort in Orange Beach, Ala. Visitor Center staff and volunteers manned a booth and provided information about restaurants, attractions and events in Foley. This statewide expo is sponsored by the Alabama Department of Economic and Community Affairs. Organizers reported an attendance of approximately 3,000 - many of whom indicated an interest in purchasing homes for retirement.

February 21, 2013

Participated in the annual Tanger Outlet Center FAM Luncheon. Marketing Department staff provided materials about things to see and do in Foley to approximately fifty participants.

March 6, 2013

Participated in the annual Fort Rucker Travel Show, thanks to Col. Brock Wells and his wife Miriam, who are regular volunteers for Foley. They took Foley's exhibit display and served as ambassadors for the city by staffing a booth and distributing Foley materials. Organizers reported over 800 guests at the event.

March 2013

Provided marketing support for the Centennial Committee by designing a brochure to promote the remaining large sponsorship items, creating a certificate, creating a large check for promotional purposes and creating a 15 second commercial.

March 2013

Created a large poster to provide details about the Foley Train Station exhibit that is displayed in the Visitor Center North.

Media

Foley in the news log (attached)

New Marketing Tools

City of Foley Mayor's Newsletter, winter 2013 - printed 9,000 and mailed 8,552 (attached)

New Billboard for Visitor Center

Wilbourne Rose Trail – redesigned rack card

Visit Foley cards to promote www.VisitFoley.org website.

Foley Coupon Sheet – joint project with Recreation Department

Centennial materials – large check, certificate, brochure

Visit Foley ad for Baldwin Marketplace – Gulf Coast Newspapers special publication