

Marketing Department Quarterly Report

October, November and December 2018

Statistics

Welcome Center and Museum counts – Report Attached

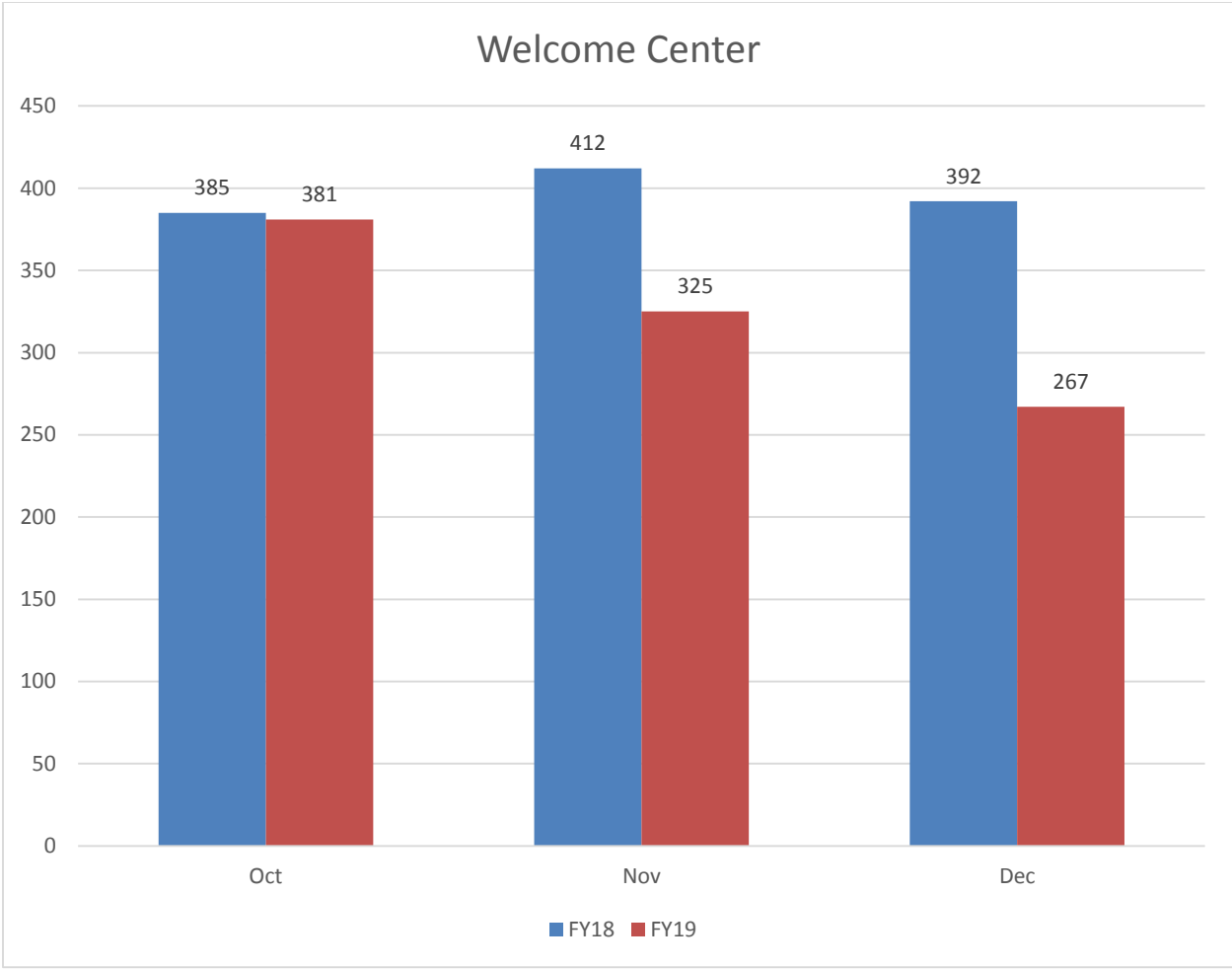
- We saw some wild swings in numbers for attendance at the four visitor venues during October, November and December of 2018. Two were up and two were down.
- Welcome Center attendance for the quarter totaled 973, which is down 22 percent from the same quarter the previous year.
- Attendance at the Depot Museum totaled 2,975, which was up tremendously from the previous year. However, we are not confident that numbers were collected the same way before that department came under new management, so we will just say up significantly. We should get a truer reading during the winter quarter.
- Attendance at the Model Train Exhibit was very good, at 5,139 for the quarter. This was down 22 percent from the same quarter the previous year. We continue to monitor the automatic system for collecting attendance at this venue.
- Visitor counts for the Holmes Medical Museum were up 37 percent over the same quarter the previous year.
- Overall, we are seeing visitors from many other states and countries on a daily basis. Many are first-time visitors to the area.

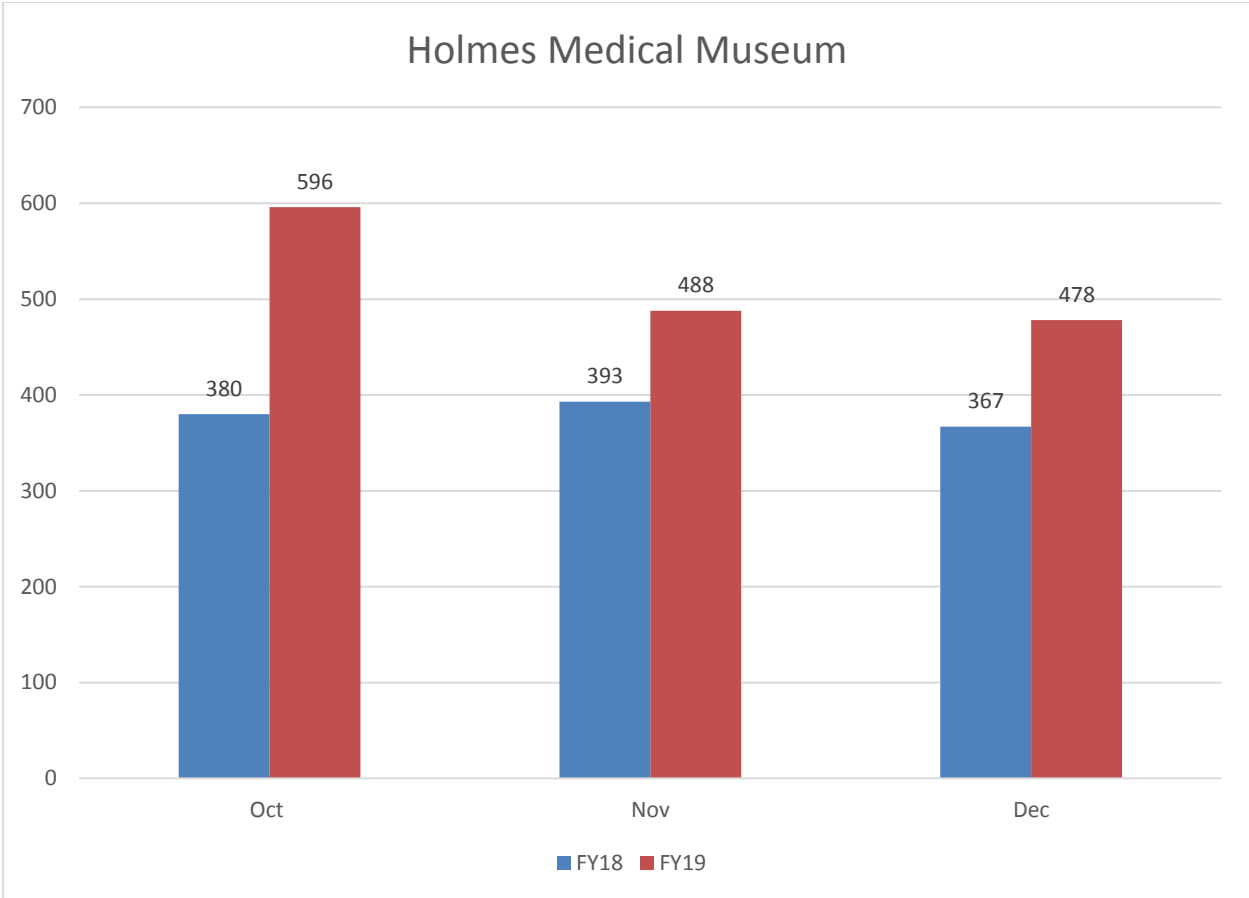
Activities and Events

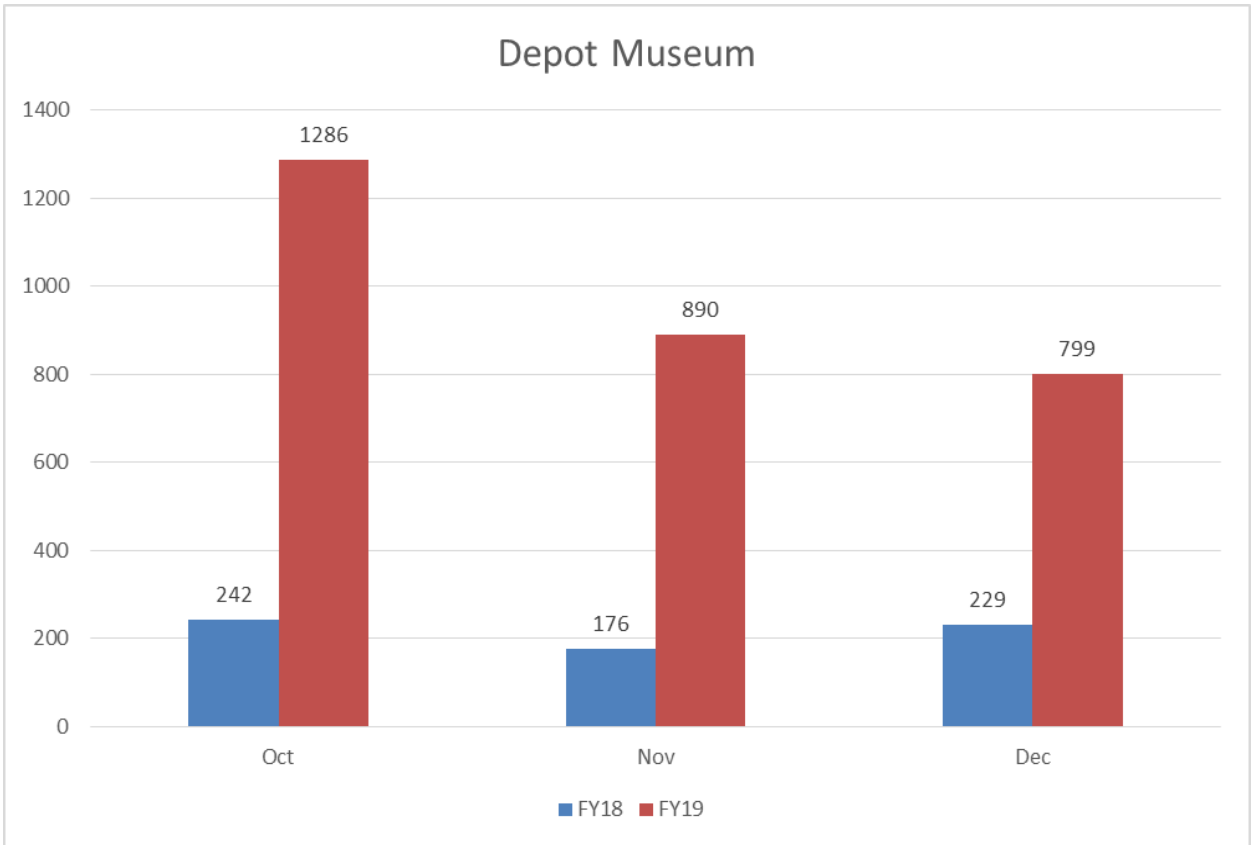
- **Uptown Halloween** was held on Monday, Oct. 29 in Heritage Park. The event was moved because of a high percentage chance of rain forecast for the day of the event. Because there was no time to request council approval to close the streets on a different night, it was held in Heritage Park. The event had one of the best attendances ever, and many city departments saved money because it took less employee hours to have the event contained in the park. The marketing department had many comments from attendees saying that they really enjoyed the change of venue. Some downtown merchants also let us know that they were very disappointed, as the event usually bring business to their door.
- **FAM Tour.** Each year the welcome center and museums close for one day for staff training. This allows the tourism staff as a group to visit popular venues to be able to provide first- hand knowledge for places we are asked about on a daily basis. Two of the places we visited this year were OWA and the new Gulf State Park Resort.
- **Christmas in the Park/Let it Snow.** Christmas in the Park went very well this year. The city has a new 40 foot Christmas tree that made its debut. Also, 18 businesses/organizations participated with a decorated tree in Christmas Tree Lane. Let it Snow was delayed a week because of the threat of rain. The turnout was somewhat smaller because it did not follow the parade. However, we were able to hold the event. Many events county wide were cancelled because of a rainy early December.

- **Uptown Halloween and Christmas in the Park/Let it Snow** events were organized by Beverly Manley, new event director for the city. The events went smoothly in spite of out-of-ordinary circumstances. I believe we have a great new organizer on board.
- **New Depot Roof.** Thanks to a grant for \$8,500 and council approval to provide the balance of needed funding, Foley’s 1909 historic train depot got a new roof, and also covers for the existing gutter system. We had received several reports that the roof was in very bad shape, so this was a very good Christmas present. The work was completed in December and all paperwork regarding the grant has been filed.

FY 2019 VISITORS - ALL LOCATIONS													
VISITORS	Oct-18	Nov-18	Dec-18	Jan-19	Feb-18	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	TOTAL
Welcome Center	381	325	267										973
Holmes Museum	596	488	478										1562
Depot Museum	1286	890	799										2975
Train Exhibit	1894	1567	1678										5139
Total Visitors	4157	3270	3222	0	0	0	0	0	0	0	0	0	10649
VISITOR INFORMATION PACKETS	Oct-18	Nov-18	Dec-18	Jan-19	Feb-18	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	TOTAL
Mailed Packets	207	53	253										513
Welcome Packets	1024	0	0										1024
Total Information Packets	1231	53	253	0	0	0	0	0	0	0	0	0	1537
Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide													
WEBSITE STATISTICS	Oct-18	Nov-18	Dec-18	Jan-19	Feb-18	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	TOTAL
VisitFoley.com - Users	5828	4324	5472										
CityOfFoley.org - Users	7286	5870	6479										
Visit Foley Facebook Fans	8434	5136	5846										
Total Online Activity	21548	15330	17797	0	0	0	0	0	0	0	0	0	0
VOLUNTEER HOURS	Oct-18	Nov-18	Dec-18	Jan-19	Feb-18	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	TOTAL
Welcome Center	47	0	52										99
Caboose Club	367	346	476										1189
Total Volunteer Hours	414	346	528	0	0	0	0	0	0	0	0	0	1288
E-Newsletters	Oct-18	Nov-18	Dec-18	Jan-19	Feb-18	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	TOTAL
Visitors	0	5262	0										
Local	0	331	0										
Total Newsletters	0	5593	0	0	0	0	0	0	0	0	0	0	0









1st Quarter FY2019

Welcome Center	973
Medical	1562
Depot Museum	2975
Model Trains	5139
Total Visitors	10649