

Marketing Department Quarterly Report

October, November and December 2020

Visitor Stats

- Welcome Center visits totaled 389 during the first quarter, which because of lower traffic due to COVID is down 29 percent from the 840 visitors that we saw during the same period last year.
- The Holmes Medical Museum is closed for repairs from serious damage caused by Hurricane Sally. The roof was partially pulled off, causing interior water damage that requires new ceilings, floors and sheetrock. Most of the displays were saved thanks to the hard work of Bill Swanson. The museum board anticipates that the museum will reopen in May, 2021.
- The Depot Museum greeted 1,458 visitors, down 56 percent from the 3,501 visitors during the same period in 2019.
- The Model Train Exhibit has reopened on Saturdays only, because of a reduced number of volunteers due to COVID-19. Because there are only a handful of volunteers, and for safety, the number of guests in the building is limited. For now we are not promoting the venue as much as in the past, yet we are seeing over 100 guests in the exhibit each Saturday. During the first quarter, there were 1,037 visitors at the exhibit, down 82 percent from the 5,664 that visited during the same quarter in 2019.
- Getting a free ride around Heritage Park on the park train is one of the most popular things to do on Saturdays in Foley. We have begun counting the riders. During the first quarter, the train provided rides for 1,037 riders.

Events

- Due to COVID-19, Foley's Hometown Halloween had to be reimagined. The events coordinator planned a drive-in movie at the Foley Sportsplex, just west of the baseball fields. Because of Hurricane Zeta, the movie had to be postponed. It was held the following week, Nov. 6. The attendance was light, but those who came loved the movie and the packets given to the children who attended. This was a great example of departments working together to make an event happen in spite of two recent hurricanes. Our hats off to the Recreation, Parks, Public Works, Police and Fire Departments.
- Christmas in the Park was also reimagined. The scaled down event consisted of a welcome by Council President Wayne Trawick prior to the lighting of Foley's large Christmas tree, and an opportunity for guests to walk through the small village where snow was softly falling. Guests also enjoyed seeing Christmas Tree Lane with 15 trees decorated by businesses and organizations from across the community.
- The Foley Christmas Parade and the Let it Snow event were cancelled for safety because of COVID-19.