



## FOLEY RAILROAD MUSEUM

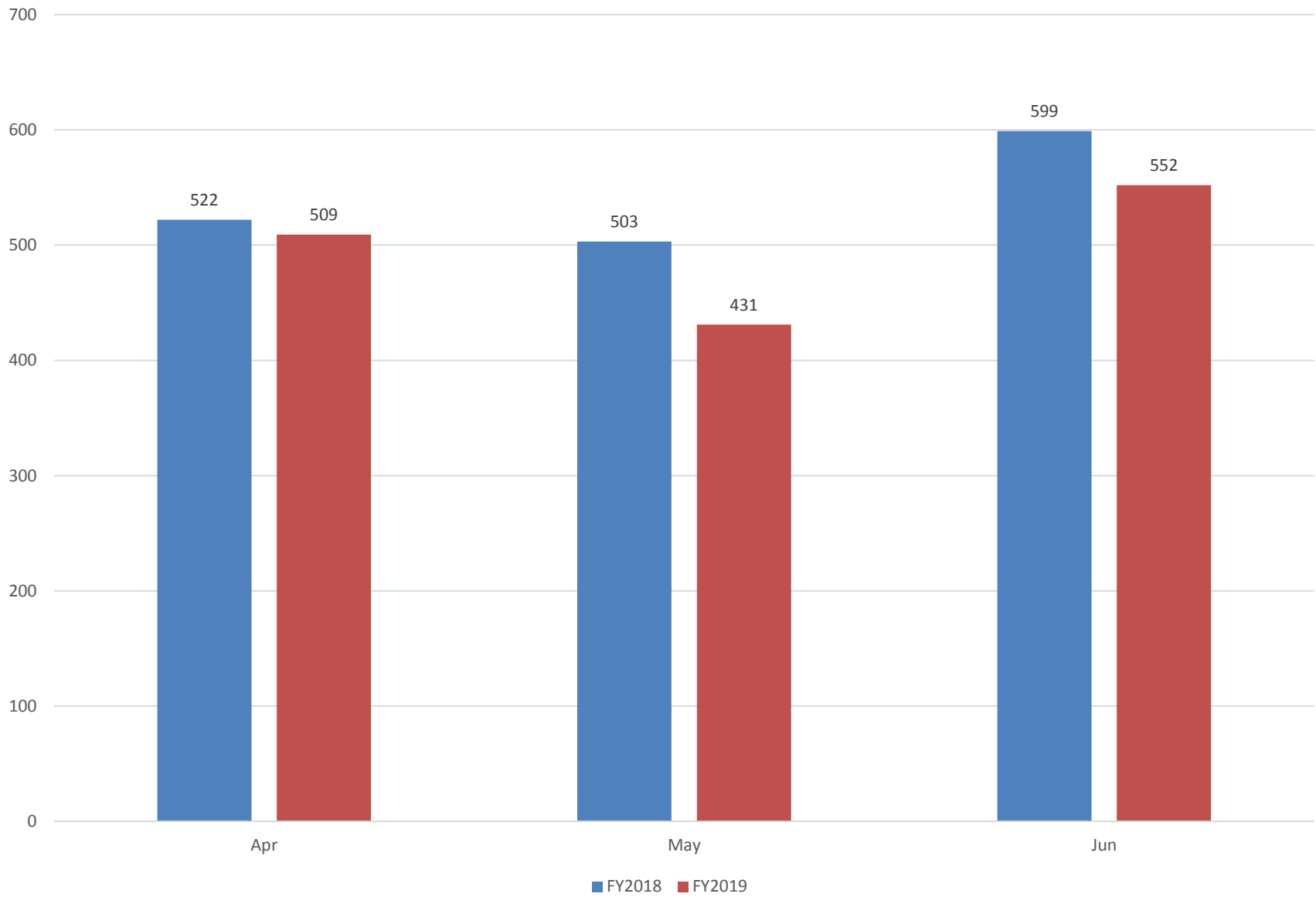


RECOGNISING 5 CONSECUTIVE YEARS OF CONSISTENTLY  
HIGH RATINGS FROM TRAVELERS

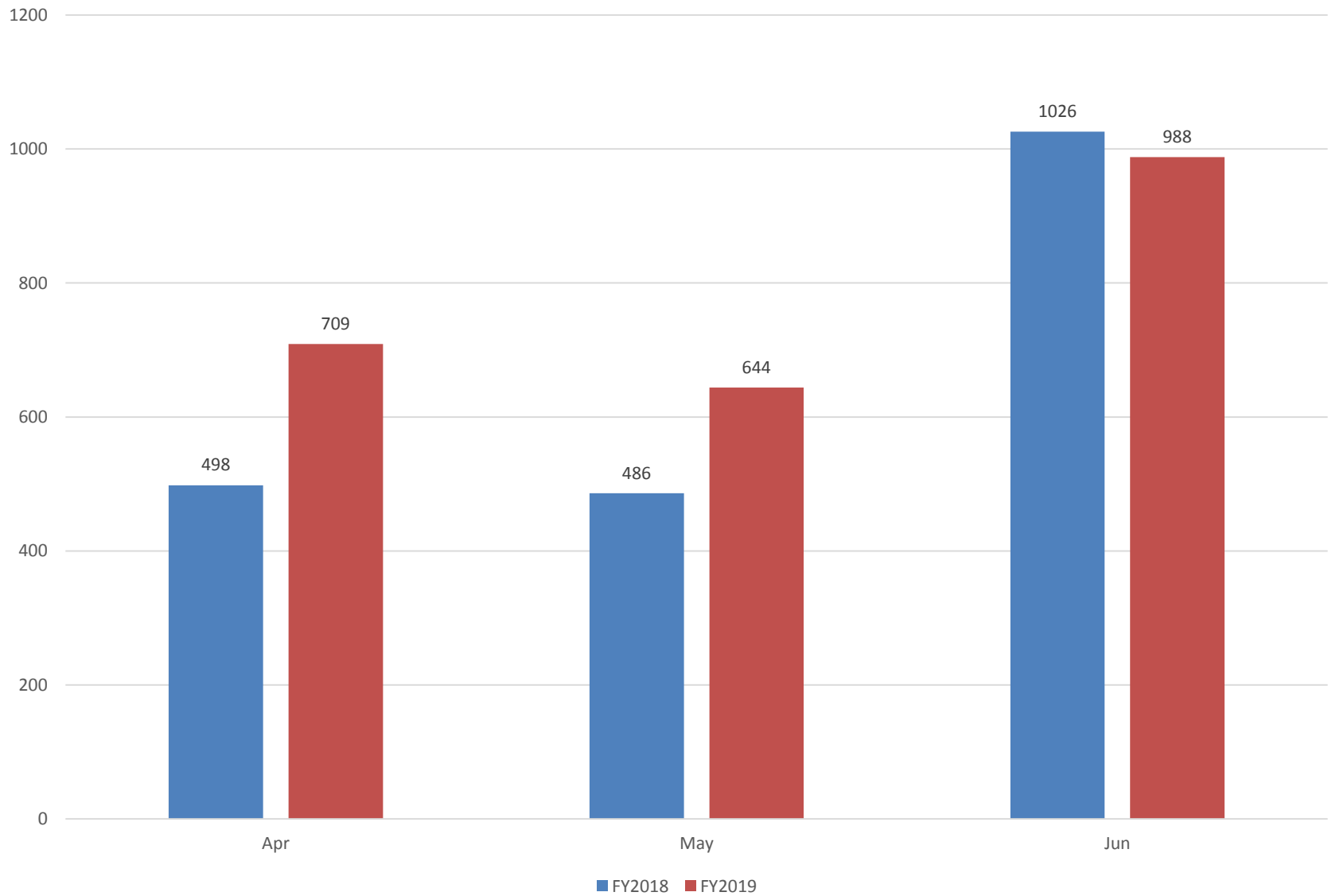
### FY 2019 VISITORS - ALL LOCATIONS

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	903	788	762	509	431	552				4918
Holmes Museum	596	488	478	732	1102	905	709	644	988				6642
Depot Museum	1286	890	799	1223	2010	1867	1355	1109	2030				12569
Train Exhibit	1894	1567	1678	1969	2507	2498	1961	2139	3103				19316
Total Visitors	4157	3270	3222	4827	6407	6032	4534	4323	6673	0	0	0	43445
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	189	154	232	248	143	240				1719
Welcome Packets	1024	0	0	1000	410	245	200	200	21				3100
Total Information Packets	1231	53	253	1189	564	477	448	343	261	0	0	0	4819
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	
VisitFoley.com - Users	5828	4324	5472	4392	5036	7254	5278	5902	5755				
CityOfFoley.org - Users	7286	5870	6479	7253	7000	7448	7223	7824	7488				
Visit Foley Facebook Fans	8434	5136	5846	3018	3150	8925	4772	4773	4196				
Total Online Activity	21548	15330	17797	14663	15186	23627	5278	5902	5755	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	25	5	0	0	0	0				129
Caboose Club	367	346	476	538	529	510	412	457	381				4016
Total Volunteer Hours	414	346	528	563	534	510	412	457	381	0	0	0	4145
E-Newletters	Oct-18	Nov-18	Dec-18	Jan-19	Feb-18	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	
Visitors	0	5262	0	0	0	5436	5383	5986	0				
Local	0	331	0	0	0	357	357	375	0				
Total Newsletters	0	5593	0	0	0	5793	5740	6361	0	0	0	0	

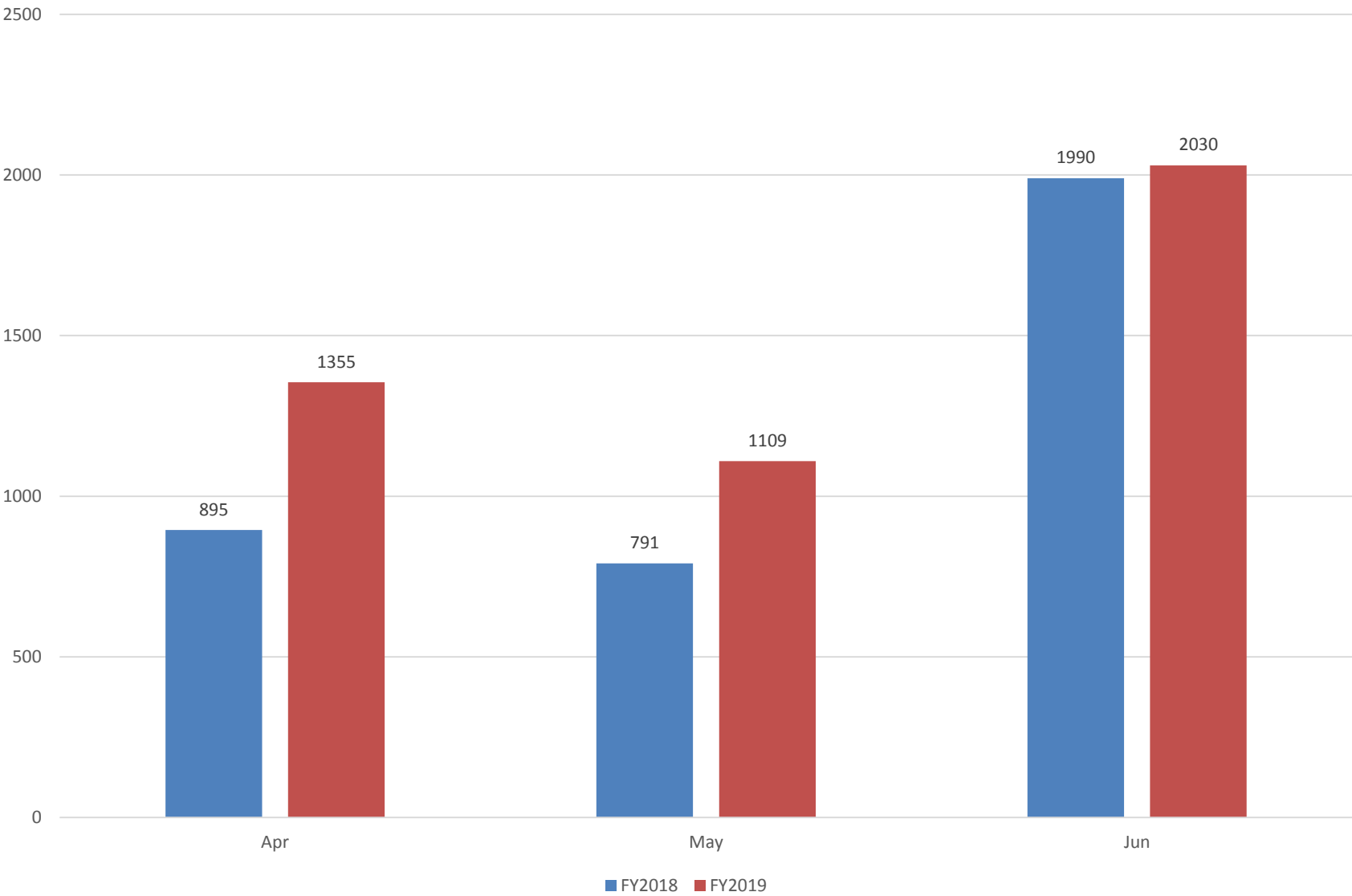
## Welcome Center



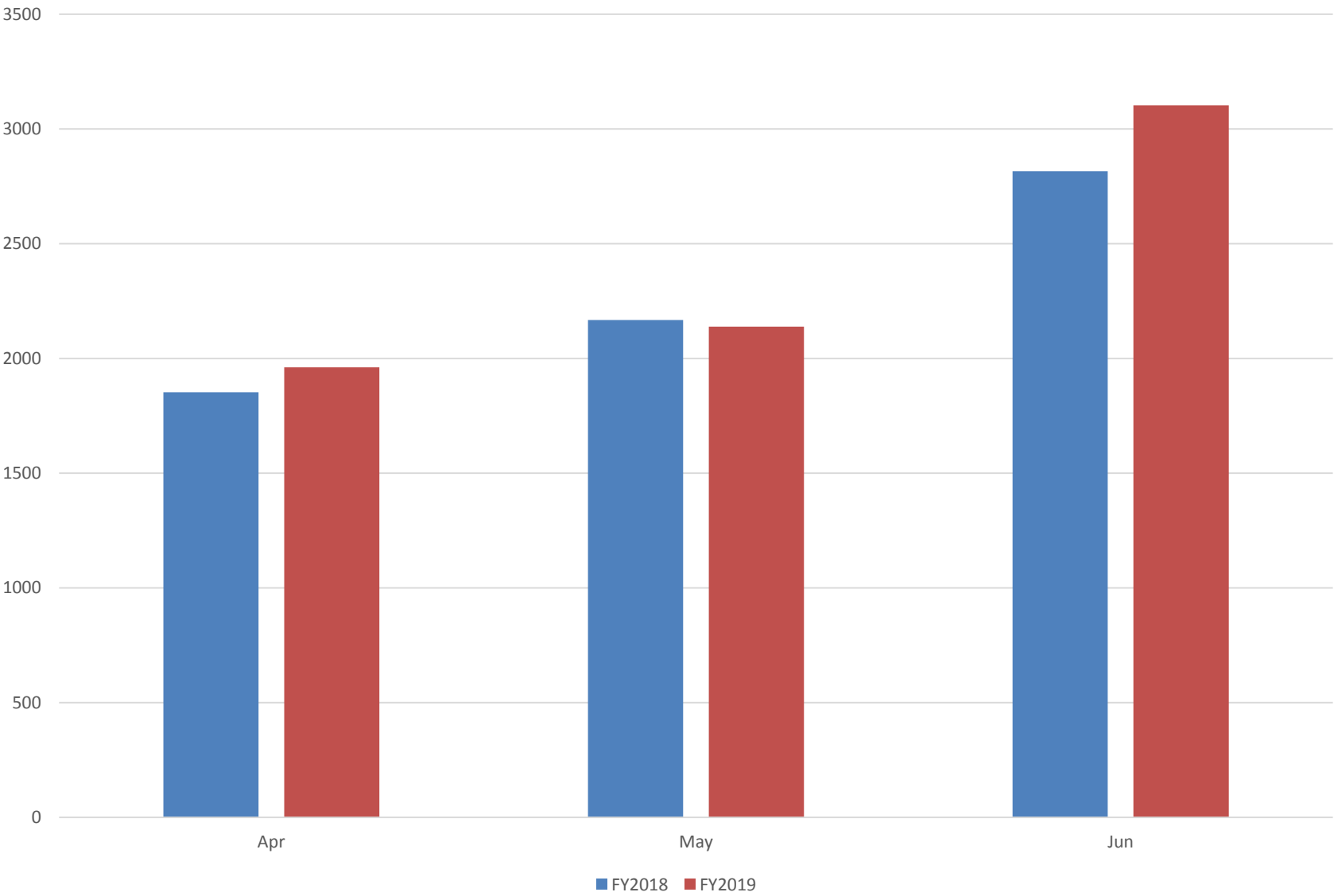
## Medical Museum

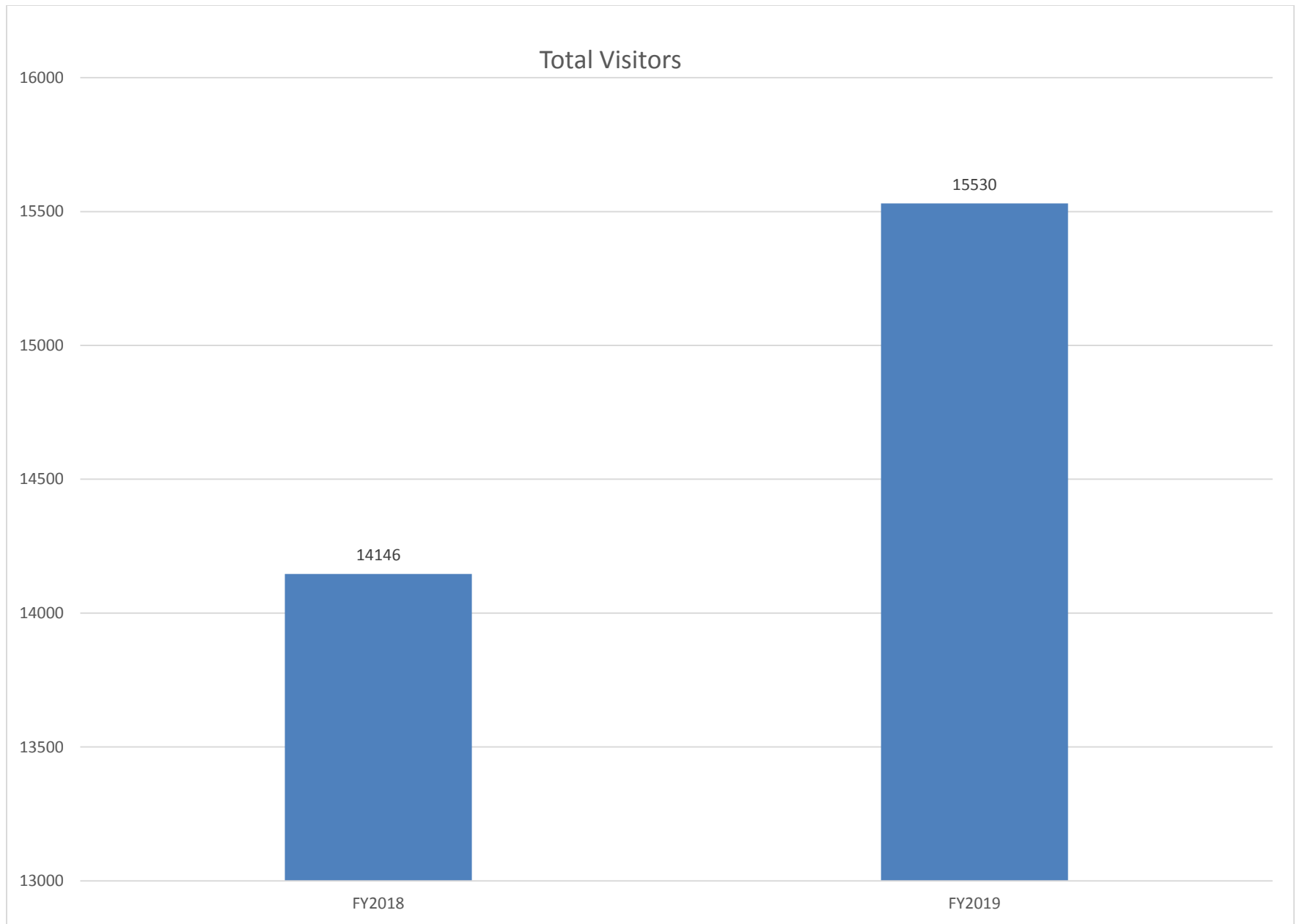


Depot Museum



Train Exhibit





Welcome Center	Apr	May	Jun	TOTAL	% change
FY2018	522	503	599	1624	
FY2019	509	431	552	1492	-8.1%
Medical	Apr	May	Jun		
FY2018	498	486	1026	2010	
FY2019	709	644	988	2341	16.5%
Depot Museum	Apr	May	Jun		
FY2018	895	791	1990	3676	
FY2019	1355	1109	2030	4494	22.3%
Train Exhibit	Apr	May	Jun		
FY2018	1853	2167	2816	6836	
FY2019	1961	2139	3103	7203	5.4%
All Activities YTD					Percentage
FY2018	14146				
FY2019	15530				9.8%



## Marketing Department Quarterly Report

April, May and June 2019

### Statistics

Welcome Center and Museum counts – Report Attached

- Overall, visitors from many other states and countries are in Foley on a daily basis. Many are first-time visitors to the area.
- Welcome Center visitors for this past quarter totaled 1,492, which is down 8.1 percent from 2018. TripAdvisor gives Foley's Welcome Center high marks for friendly service and for helping visitors decide what to see while they are in town.
- Attendance at the Depot Museum totaled 4,494 visitors, which is up 16.5 percent from 2018. We are experiencing days when over 150 people come through. These are usually on Tuesdays, Thursdays and Saturdays - the same days that the model train exhibit is open.
- Attendance at the Model Train Exhibit has hit a new level, with 7,203 visitors for the quarter. Since school has been out, the Caboose Club has had several days with over 300 visitors, and days with over 200 visitors during the four hour period are no longer unusual. Attendance is up 22 percent over the same quarter last year. The exhibit is very popular with area school and church groups for field trips.
- Visitor counts for the Holmes Medical Museum are up by 16.5 percent over this same period last year. The total number of visitors for the quarter was 2,341. The docents do an excellent job of promoting downtown venues. They provide information on restaurants and shopping for guests.

### Activities, Events and Updates

- The **Foley Railroad Museum** has received a Certificate of Excellence from TripAdvisor, recognizing five consecutive years of consistently high ratings from travelers, earning Hall of Fame designation. TripAdvisor links Foley's Railroad Museum and the Model Train Exhibit together as one entity.
- **Music and a Movie in the Park and Heritage Park Marketplace** were held during April, May and June. The event coordinator resigned mid-season. Welcome center employees covered each event. All events, except July 7, cancelled due to rain, were held and well attended.
- **April Walking Tours** – Foley had 98 total participants over the four Saturday walking tours this year. Foley is one of almost thirty Alabama cities to offer walking tours each Saturday in April. The tours, which last one hour and begin at 10, were led by local experts that included Judge Tim and Sandy Russell, Deborah Mixon, Zana Price and David Dalton.
- **Wilbourne Rose Trail** – The Wilbourne Rose Trail was one of eight location featured on the Baldwin County Master Gardener's spring garden tour, which included gardens in Foley and Magnolia Springs. Perry Wilbourne was available to answer questions about the roses and the trail during the tour.
- **Event Train Drivers** – A small group of gentlemen have faithfully driven the event train without missing a day for a number of years. Over the past year, several have "retired" from this job. New drivers have been trained. Additional drivers are needed - just in case. There are usually 300 –

400 riders during the four-hour period each time the train runs. Tuesdays and Thursdays in the summers are only a little less busy than Saturdays.