

# DOWNTOWN FOLEY

FOLEY, ALABAMA



## 2019 MARKET STUDY AND STRATEGIES EXECUTIVE SUMMARY



## FOLEY ON DISPLAY

Just eleven miles north of Alabama's white sand beaches, Foley's historic downtown epitomizes old Alabama charm. Historic sites, boutique retailers and unique restaurants line the walkways of this quaint Main Street making visitors feel like they've stepped back in time.

Among its traditional architecture and old-world style, downtown Foley features restaurants, gift shops, barbershops, antique markets, local art shops and even a hidden spa for unwinding after a long day of shopping. With beautiful flowers dotting intersections, a streetlight lined seven-acre park, and the colorful hanging floral baskets, Foley captivates visitors and residents alike with its picturesque beauty. Professional offices sprinkled throughout the district offer conveniences to nearby residents, and eclectic cuisine and beverage options make Downtown Foley a popular destination for eating and drinking.

Brimming with history, downtown Foley is home to two city museums and an "old time" soda fountain drugstore that has donned the same corner since 1929. Downtown Foley is also home to the beautiful Wilbourne Antique Rose Trail.

Located at the heart of Baldwin County's busiest intersection with an average of forty-thousand cars per day, Foley has significant commercial appeal, especially with its newly built pedestrian bridge connecting the shops of downtown with the park and city buildings allowing accessibility and walkability for visitors and residents alike.



Main Street Alabama commissioned this study to engage stakeholders, promote an in-depth understanding of local and regional market conditions, trends impacting Downtown Foley's economic performance, and opportunities for the future. Information and direction gained through the process provide a sound basis for local decision-making processes and strategies for enhancing Downtown Foley.

## DOWNTOWN FOLEY DRIVE TIME MARKET

# DEMOGRAPHIC FAST FACTS

ESRI 2018



### POPULATION

**24,310**

10 MINUTE DRIVE TIME | 2018  
2018—23 GROWTH: 11.4%

Population	5 Min	10 Min	20 Min
2018 Estimate	9,644	24,310	73,101
Growth (2018-23)	11.1%	11.4%	11.3%

**i** Est. State Pop Growth (2018-23) 2.1%



### DAYTIME POP

**12,004**

5 MINUTE DRIVE TIME | 2018  
DAYTIME CHANGE: 24.5%

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	12,004	25,780	68,555
Daytime Change	24.5%	6.0%	-6.2%



### HOUSEHOLDS

**9,659**

10 MINUTE DRIVE TIME | 2018  
2018—23 GROWTH: 11.3%

Households	5 Min	10 Min	20 Min
2018 Estimate	3,979	9,659	29,170
HH Growth (2018-23)	10.9%	11.3%	11.0%

**i** Est. State HH Growth (2018-23) 2.2%



### MEDIAN HH INCOME

**\$46,437**

10 MINUTE DRIVE TIME | 2018  
2018—23 GROWTH: 12.5%

Median HH Income	5 Min	10 Min	20 Min
2018 Estimate	\$42,797	\$46,437	\$49,573
Growth (2018-23)	12.3%	12.5%	12.2%

**i** 2018 State: \$47,060 2018-23 Growth: 12.5%



### PER CAPITA INCOME 2018

5 Minutes	\$22,103
10 Minutes	\$25,041
20 Minutes	\$26,758
State	\$26,505



### MEDIAN AGE 2018

5 Minutes	40.5
10 Minutes	41.6
20 Minutes	41.2
State	39.3



### 2018 EMPLOYED CIVILIAN POP 16+

5 Minutes	93.4%
10 Minutes	95.4%
20 Minutes	95.8%
State	94.6%

Source: [Esri Market Profile](#) | 12.18





## TRENDS AND PRIORITIES

Positive takes on recent trends in Downtown Foley can provide additional momentum for new and ongoing initiatives, including activities related to the program's core work and possible enhancement efforts identified in surveys as priorities.

**66%**

Of businesses surveyed, and 58% of the consumer survey group, chose **"Improving or making progress"** to describe recent trends.

Source: 2019 Downtown Foley Consumer and Business Surveys.

**Q: Which of the following best describes recent trends in Downtown Foley?**

Consumers (C) and Businesses (B) Percent

Recent Trends	(C)	(B)
Improving or making progress	58.3%	66.1%
Steady or holding its own	34.5%	25.0%
Declining or losing ground	7.2%	8.9%

Source: 2019 Downtown Foley Consumer and Business Surveys.



Both survey groups placed the highest priority on possible efforts to, **"Create incentives for new and expanding downtown businesses."**

Source: 2019 Downtown Consumer and Business Surveys.



The consumer survey group, as compared to the business group, placed a higher priority on possible efforts to, **"Stage additional festivals and special events in the downtown."**

Source: 2019 Downtown Consumer and Business Surveys.

**Q: On a scale from 1 (Low) to 5 (High), what level of priority would you place on possible downtown enhancement efforts to:**

Consumers (C) and Businesses (B) Avg. Rating and (Rank)

Possible Enhancement Efforts	(C)	(B)
Create incentives for new and expanding downtown businesses	4.36 (1)	4.31 (1)
Stage additional festivals and special events in the downtown	4.22 (2)	4.06 (3)
Improve the downtown's streets, sidewalks, lighting, furnishings, green spaces, trails, etc.	4.16 (4)	4.25 (2)

Source: 2019 Downtown Foley Consumer and Business Surveys. Partial list shown.



## MARKETING AND PROMOTION

Consumer preferences for social media and online applications, along with the adaptation of online channels by downtown businesses, demonstrate the importance and potential benefits of a strong online presence.

**89%**

Of those surveyed regularly use **Facebook**.

Source: 2019 Downtown Foley Consumer Survey.

**Q: Which of the following social media networks or online applications do you regularly use?**

Top Four Consumer Survey Responses

Facebook	88.0%
Instagram	36.7%
YouTube	33.1%
Pinterest	32.4%

Source: 2019 Downtown Foley Consumer Survey. Most frequent responses shown.

**55%**

Of businesses surveyed identified Social Media as one of the most effective sources for promoting their business, and 86% use Facebook.

Source: 2019 Downtown Foley Business Survey.

### Directions

#### Economic Vitality

- Share survey results demonstrating local consumers' social media preferences with downtown businesses as a business visitation topic and/or as part of social media training.

#### Organization

- Continue to employ Facebook as a core component of Foley Main Street's communications system and work to incorporate or enhance utilization of other social media platforms and applications as part of the mix (i.e. YouTube, Instagram, Pinterest, etc.).

#### Promotion

- Design collaborative marketing campaigns for compatibility with social media as a primary channel for the promotion of events and downtown image enhancement messaging—and as a cost-efficient way for businesses to plug-in.



## OPPORTUNITIES AHEAD?

Survey results provide insights on prime candidates for expansion and recruitment in Downtown Foley.

**Q: Which of the following types of eating and drinking establishments would make you visit downtown more often?**

**47%**

Selected **Breakfast/Brunch Restaurant** as one of their top choices.

Source: 2019 Downtown Foley Consumer Survey.

Eating and Drinking Places	
Top 5 Selections	
Bakery	48.4%
Breakfast/Brunch Restaurant	46.9%
Steakhouse	43.2%
Deli/Sandwich Shop	43.0%
Brewery or Brewpub	42.2%

**Q: Which of the following types of retail establishments would make you visit downtown more often?**

**60%**

Selected **Bakery** as one of their top choices.

Source: 2019 Downtown Foley Consumer Survey.

Retail Establishments	
Top 5 Selections	
Bakery	59.6%
Specialty Foods & Wines	56.8%
Women's Clothing	50.2%
Home Furnishings and Gifts	37.3%
Arts, Crafts and Hobbies	34.6%

Business types and different product lines identified by consumers as most wanted might provide opportunities for existing businesses to reposition themselves in the market, to add complementary products or services, or to expand. Business models that incorporate family-centered entertainment and amenities, in-house events, and locally-inspired décor to create an “experience” stand to benefit from consumers’ affection for the downtown environment and its historic character, and expressed demand for entertainment and recreation.

## HOUSING OPPORTUNITIES

Consumers surveyed showed strong interest in downtown housing. The results could lend support for the rehabilitation and development of a variety of housing styles in the Downtown Foley area. The benefits of housing in a downtown district are multifold and align with strategies envisioning a traditional downtown or neighborhood commercial district as the center of community life.

**46%**

Of consumers surveyed answered “**Yes**” or “**Maybe**” when asked, “Would you consider living in Downtown Foley?”

Source: 2019 Downtown Foley Consumer Survey.

**Q: Would you consider living in Downtown Foley?**

Yes	18.1%
Maybe	28.2%

**Q: What style of housing in Downtown Foley would you look for or consider?**

Townhouse	48.7%
Loft	43.5%
Condo	39.7%
Senior Housing	23.9%
Apartment	22.6%

Source: 2019 Downtown Foley Consumer Survey.

Possibilities for downtown housing could include a range of housing styles and price points catering to all walks of life and life stages including:

- Rehabilitation of vacant and underutilized upper levels of existing buildings for a range of housing styles, such as apartments, lofts, and live-work units, appealing to different segments of the market.
- Mixed use development at redevelopment sites.
- Development of urban housing styles (i.e. row homes, town homes, etc.) at sites surrounding the downtown district.



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