



Annual Report

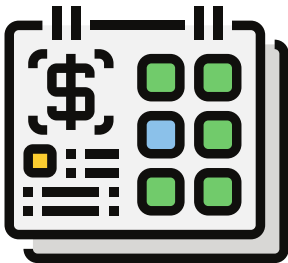
2019 - 2020

Organization



Enrolled in National Historic Real Estate Finance courses
Acquired National Certification as
a Historic Real Estate Finance Professional

Held Main Street Training for committees and local businesses,
spoke to four community groups, and attended twenty city council meetings



Upgraded QuickBooks to include budget and classes for better
tracking and reporting
Created Square Store and system for inventory sales and record keeping

Created the 501-C-3 -
Foley Main Street Community Foundation



DATA

as of Sept 1, 2020

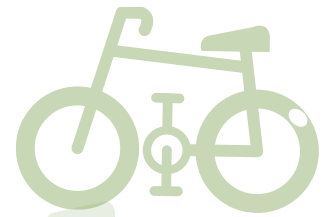
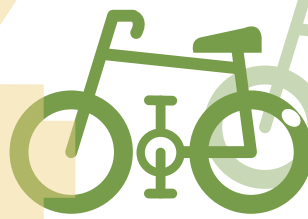
Net New Businesses	Net New Job Creation	Public Dollars Invested	Private Dollars Invested	Volunteer Hours
21	62	\$936,768	\$1,239,675	1,644

Design



Facilitated facade grant and application updates

4



Accepted a grant from Baldwin County Trail Blazers for four bike racks and worked with the city to identify best locations for the first bike racks of eventually many.

15

Proposed & received 15 hand sanitizing stations for Downtown Foley paid for by COVID project money.

30

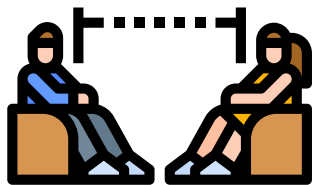
30 gallons of hand sanitizer distributed with the hand sanitizing stations



Created and facilitated the approval of the Mural and Street Art city ordinance, guidelines and application. The first main street mural "the Foley Butterfly" will be up by the end of October. HURRICANE SALLY update: mid November.

Economic Vitality

372



372 face to face business visits

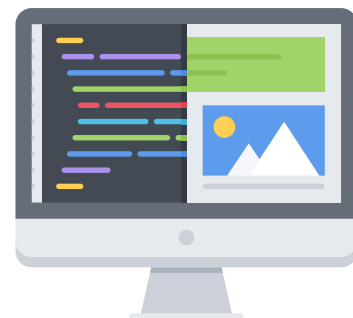


18
21

Talked to eighteen prospective businesses interested in downtown. Worked with three potential Opportunity Zone projects

Developer & Banker meetings

Re-designed the Foley Main Street Website creating better exposure for district businesses, Added an entire Business Development section for businesses moving to downtown and/or developers. There will be a virtual "farmers market" which will highlight member stores.



2000

2,000 visits to the Foley Main Street COVID Restaurant Open landing page - which was updated every two weeks until all restaurants were open again.

325

325 visits to the Foley Main Street "Get Your Business Online" landing page.

40%

40% open rate on e-letters. Relevant emails and e-letters were sent to businesses to share COVID grant and loan information along with webinars on how to take businesses online and how to survive COVID.

Shared the Foley Main Street Marketing Study with ten businesses, nine developers and three organizations. The study is also on the website for all to download. Conducted a survey of consumers of small businesses which was supplied by the Main Street of America. Shared the answers with them as well as local leaders, Gateway, and local businesses. .



Promotion

Encouraged and visited downtown businesses to support Hometown Halloween events downtown. Snowbird Coffee - created and handed out snowbird calendars. We attended the coffee promoting downtown encouraging our visitors to participate in the city scavenger hunt.



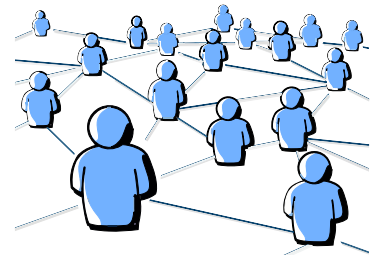
Held the 2nd Annual Lucky to Love Foley cash register ringing event - increased entries by 845% . Grew the event by partnering with the South Baldwin Chamber of Commerce Foundation to combine celebration of winners with their BBQ & Blues.

10

Wrote and distributed ten press releases.

Expanded social media for better promotion of downtown and to create economic vitality.

To Date: Facebook from 0 (beginning of 2019) to 3,314 followers; and Instagram from 0 to 974 followers.



COVID

multimedia campaign - "We Are Ready For You" including filming and creating 15 YouTube videos. The campaign highlighted 32 businesses. Putting faces to businesses to encourage people to support them during the pandemic. Through Instagram & Facebook.

Facilitated Branding process. Hosted 10 meetings with representatives from Community Leaders, Tourism, Historic, Art, Young Professionals, Bankers, Developers, Main Street Businesses and the Public. Hosted the Arnett-Muldraw team - touring the Foley area and downtown and supplying them with a plethora of information on organizations, departments and other areas of interest. Created a media campaign "the Countdown" words that were used to describe downtown Foley to create curiosity about the new Branding. Arranged and held the Big Reveal, inviting 200 + guests. Produced promotional items that may be sold to merchants to sell in their businesses.

