



2020 Plan of Action

Foley Main Street, Inc., went through an in-depth application process to be accepted into the Main Street Alabama program. Main Street is a national program with a forty-year history of success working with downtown districts. Foley Main Street is committed to increasing the economic vibrancy of the Foley Main Street district by working on recruitment, facilitation, and the aid to businesses and investors interested in the downtown. The primary focus of this initiative is to increase awareness of the Foley Main Street district and its businesses, as well as, working with the existing businesses to facilitate their strength and vibrancy. Foley Main Street will work in concert with the City of Foley and the South Baldwin Chamber of Commerce.

To that end the 2020 Goals of the Foley Main Street, Inc Board of Directors are as follows:

Promotional

- Establish Branding and Messaging for the Foley Main Street program
- Market the Downtown District and FMS effectively
 - With focus on increasing public awareness and building image in order to:
 1. Establish rapport and build alliances with existing businesses
 2. Establish community support
 3. Attract new customers
 4. Attract new businesses
- Establish Event calendar and effective ways to partner with existing events
- Complete Perpetual Historic Tour of downtown Foley
- Host 2nd Annual Lucky to Love Foley Event

Economic Vitality

- Host meeting with property owners
- Host two economic impact seminars with targeted groups
- Share marketing survey results with existing businesses
- Tabulate a desired business list for recruitment

Design

- Collaborate with City of Foley on alley way improvements
- Work with city on placement throughout downtown of:
 1. Bike racks
 2. Decorative trashcans
- Review, expand and help facilitate façade grants
- Host one walk about with board and interested parties to begin wish list

Organizational

- Expand business and property database to include past photos, values and more
- Expand communication with business and property owners for quick dissemination of information
- Educate businesses and interested parties of past and future investments into Foley Main Street

For more information regarding Foley Main Street or to become involved with its initiatives please contact 251.366.1565 or foleymainstreet@gmail.com