



2026 Plan of Action

The Foley Strategy: Focus on Local, Embrace Tourism

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. Foley Main Street will work in concert with the City of Foley and multiple partnerships to work on three central themes that help us Focus on our Locals while embracing tourists:

1. **Support and Implement the Envision Plan & Main Street Plan**
2. **Increase Foot traffic and Nightlife**
3. **Increase our Business's Skills, Sense of Pride & Ownership**

Design

Support & Implement the Envision Plan & Main Street

- Increase design elements to encourage downtown visits
- Support traffic calming medians
- Support the continued lighting up of Downtown Foley
- Support all City downtown projects

Increased Foot Traffic & Night Life for Locals & Tourists

- Finish Cat Alley - complete signage
- Support City project courtyard Alston entrance Cat Alley
- Draft annual plan of adding music downtown
- Support lighting the buildings downtown
- Research speakers/music downtown

Increase Downtown Business's Skills, Sense of Pride & Ownership

- Research & Support shade covers for Pine Street Park
- Complete first phase of asphalt art crosswalks
- Create a placement plan for more art crosswalks and murals downtown
- Replace old Historic Banners

Economic Vitality

Support & Implement the Envision Plan & Main Street

- Complete 2026 Market Study and Top Prospects questionnaire
- Update Envision plan
- Hold two Bi-Annual forums - Foley Main Street & Envision progress
- Business guide for how to start a business in Downtown Foley
- Create a plan for retail recruitment

Increased Foot Traffic & Night Life for Locals & Tourists

- Support Third Thursdays

Increase Downtown Business's Skills, Sense of Pride & Ownership

- Prepare long term plan for workshop training — find funding
- Hold minimum one 1.5 hour workshop
- Create step by step worksheet for Google My Business

Promotion

Support & Implement the Envision Plan & Main Street

- Promote progress of Envision Plan
- Create Foley Main Street as an organization campaign
- Continue cross-promotion through social media and traditional advertising

Increased Foot Traffic & Night Life for Locals & Tourists

- Grow and expand Third Thursdays. Set up sub committee
- Research music for downtown events

Increase Downtown Business's Skills, Sense of Pride & Ownership

- Holiday Promotions Grow Christmas Fest on Dec Third Thursday
- Lucky to Love Foley Event switch to hid leprechauns social media keep Lucky to Love
- Grow Downtown Dollars e-gift card program
- Form a team for an Instagram. Snap Chat etc. spot in Downtown Foley

Organization

Support & Implement the Envision Plan & Main Street

- Promote timely sections of Envision
- Research project grants
- Maintain and expand downtown property database
- Update and maintain CRM and Website
- Research Virtual assistant
- Board Training research fund raising
- Create a Membership Tiered Program
- Create a Five-year Strategic Plan

Increased Foot Traffic & Night Life for Locals & Tourists

- Grow Downtown Foley Calendar of Events
- Maintain and expand business details in DISTRIX app and on website.

Increase Downtown Business's Skills, Sense of Pride & Ownership

- Recognition program for Volunteers
- Frame out 30 minute coffees
- Finalize E-letter plan for investors, businesses, and community

Board of Directors

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