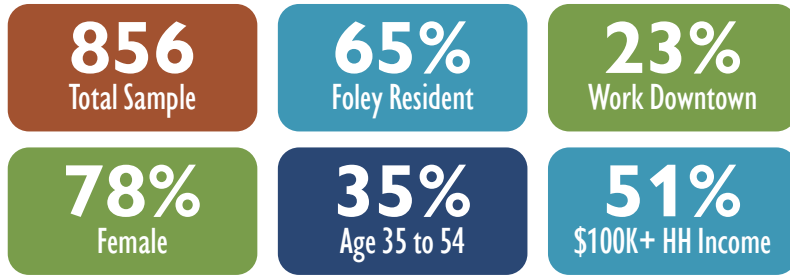


SURVEY SAMPLE CHARACTERISTICS



POPULAR PLACES | TOP 5

1. Cheeseburger Randy's	13.1%
2. Drowsy Poet	8.0%
3. Heritage Park/Parks	6.7%
4. Gypsy Queen Java	6.3%
5. Stacey's Old Tyme Soda Fountain	4.3%

Q: What is the name of the business or place in Downtown Foley that you visit most often?



DOWNTOWN TRENDS

64

PERCENT

Described recent trends in Downtown Foley as
"Improving or making progress."

— A twenty percent jump since 2022

Describe recent trends in Downtown Foley:

Improving or making progress	64%
Steady or holding its own	26%
Declining or losing ground	10%

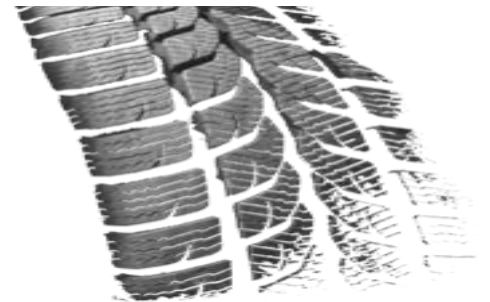
TOP PROSPECTS

EATING AND DRINKING ESTABLISHMENTS

Top prospects for expansion and recruitment based on Envision Downtown Foley Survey polling.

FOOD HALL	SPEAKEASY/TAPAS	FARM TO TABLE	BREAKFAST/BRUNCH
Top Choice: 23.0%	Top Choice: 19.5%	Top Choice: 18.6%	Top Choice: 13.4%
Top Features:	Top Features:	Top Features:	Top Features:
Asian cuisine	Live music and events	Locally sources foods	Egg scrambles/skillet
Outdoor seating options	Happy Hour specials	Seasonal produce items	Griddle selections
Live entertainment	Outdoor patio seating	Outdoor seating	Omelets and frittatas
Mediterranean cuisine	Local/Regional brews	Small in-house food market	Sandwiches, clubs, melts
Farm to Table cuisine	Small plates to share	Meat and fish entrees	Pastries, bagels, muffins
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 34%	25 to 44: 37%	25 to 44: 25%	25 to 44: 33%
45 to 64: 44%	45 to 64: 45%	45 to 64: 47%	45 to 64: 44%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 37%	\$50K to \$100K: 30%	\$50K to \$100K: 33%	\$50K to \$100K: 44%
\$100K to \$150K: 25%	\$100K to \$150K: 28%	\$100K to \$150K: 25%	\$100K to \$150K: 27%
\$150K or greater: 30%	\$150K or greater: 31%	\$150K or greater: 26%	\$150K or greater: 19%

POTENTIAL MARKET TRACTION EATING AND DRINKING PLACES



Question:

How often would you be likely to visit each type of eating and drinking establishment?

— Percentage likely to visit at least once per month

Breakfast/Brunch Restaurant	51.5%
Farm to Table Restaurant	46.0%
Bakery	44.9%
Food Hall	44.2%
Speakeasy/Tapas House	35.3%
Upscale Restaurant	18.6%

TOP PROSPECTS

RETAIL ESTABLISHMENTS

Top prospects for expansion and recruitment based on Envision Downtown Foley Survey polling.

SPECIALTY FOODS/WINE	KITCHEN HOME GARDEN	MEN/WOMEN CLOTHING	GIFTS & SOUVENIRS
Top Choice: 37.4%	Top Choice: 18.3%	Top Choice: 17.0%	Top Choice: 9.6%
Top Features:	Top Features:	Top Features:	Top Features:
Locally sourced foods	DIY home/garden classes	M/W's casual wear	Made in Foley/AL items
Deli/Café-style carry-outs	Cooking classes and demos	Women's accessories	Local plants and foods
Butcher counter	Vintage/Repurposed goods	Women's dress/business	Local/GC theme decor
Artisanal baked goods	Home entertaining items	M/W's athleisurewear	T-shirts and novelties
Cheeses and charcuterie	Gourmet kitchenware/gifts	M/W's beachwear	In-store events and classes
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 28%	25 to 44: 23%	25 to 44: 23%	25 to 44: 38%
45 to 64: 49%	45 to 64: 45%	45 to 64: 46%	45 to 64: 40%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 38%	\$50K to \$100K: 32%	\$50K to \$100K: 33%	\$50K to \$100K: 46%
\$100K to \$150K: 21%	\$100K to \$150K: 29%	\$100K to \$150K: 33%	\$100K to \$150K: 22%
\$150K or greater: 31%	\$150K or greater: 22%	\$150K or greater: 25%	\$150K or greater: 22%



AMUSEMENTS, VENUES AND ACTIVITIES

Q: Which of the following amusements, venues, and activities are you most likely to visit or participate in?

[Eight most popular shown]

Live music venue	58%
Make-it/Take-it classes & demos	35%
Outdoor games	16%
Art gallery	15%
Putt-Putt / Mini-golf	11%
Arcade	10%
Walking tours	10%
Karaoke	6%



BUSINESS, REAL ESTATE AND INVESTMENT OPPORTUNITIES

Q: Which of the following existing or potential Downtown Foley business, development, and investment opportunities are of interest to you?

Nature of Interest	Count
Having access to coworking space	63
Acquiring property in Downtown Foley	43
Opening a new business in Downtown Foley	40
Expanding my Downtown Foley business	33
Re/Developing my downtown building or property	16
Moving my business to Downtown Foley	13
Selling my downtown business or property	6

POTENTIAL MARKET TRACTION

RETAIL ESTABLISHMENTS



Question:

How often would you be likely to visit each type of retail establishment?

— *Percentage likely to visit at least once per month*

Specialty Foods & Wines Market	42.9%
Kitchen, Home & Garden Store	36.6%
Hardware Store and Mercantile	28.2%
Men's & Women's Clothing Store	28.2%
Pet Care and Supply Store	19.6%
Gift and Souvenir Shop	14.3%



INTERESTED IN LIVING IN DOWNTOWN FOLEY?

Q: Are you interested in living in an existing or newly constructed apartment, loft, condominium, live-work, townhome, row home or small "micro" home located in or within a short walk of Downtown Foley?

Yes

19%

Preferred Housing Styles

Likely Buyers		Likely Renters	
Upper level loft	20%	Micro home	23%
2 BR Condo	18%	2 BR Apartment	19%
Micro home	15%	3 BR Townhome	19%



Is Downtown Foley a good place to live?

84
PERCENT

Of those currently living in the downtown area are very or somewhat likely to **recommend Downtown Foley** to friends and family **as a good place to live.**

Q: How likely are you to recommend Downtown Foley to friends and family as a good place to live?

Very likely	61%
Somewhat likely	23%
Neither likely nor unlikely	11%
Somewhat unlikely	4%
Very unlikely	2%

DOWNTOWN HOUSING INTERESTS

19 PERCENT



Of those not already living in the downtown
ARE INTERESTED IN LIVING IN DOWNTOWN FOLEY.

POTENTIAL BUYERS
PREFERRED HOUSING STYLE

Upper Level Open Loft	20%
2 Bedroom Condominium	18%
Small "Micro" Home	15%
3 Bedroom Town/Rowhome	13%
Live-Work Unit	12%

POTENTIAL RENTERS
PREFERRED HOUSING STYLE

Small "Micro" Home	23%
2 Bedroom Apartment	19%
3 Bedroom Town/Rowhome	19%
1 Bedroom Apartment	14%
Upper Level Open Loft	12%

POTENTIAL BUYERS
PRICE RANGE

Less than \$200,000	28%
\$200,000 to \$299,999	47%
\$300,000 to \$399,999	16%
\$400,000 to \$499,999	7%
\$500,000 to \$599,999	2%

POTENTIAL RENTERS
MONTHLY RENT RANGE

Less than \$1,000	26%
\$1,000 to \$1,199	19%
\$1,200 to \$1,399	28%
\$1,400 to \$1,599	16%
\$1,600 or more	12%

DOWNTOWN FEATURES AND PRIORITIES

Q: To what extent do you agree or disagree with the following statements about Downtown Foley? [1 = Strongly Disagree | 5 = Strongly Agree]

Statements	Avg. Weight
I like the historic buildings, character, and vibe in downtown.	4.46
Downtown Foley is a good place to invest.	4.12
Downtown Foley presents a positive image to visitors.	4.05
Outdoor recreation is an important part of downtown.	3.86
I think of Downtown Foley as an area destination.	3.36

Average Weight based on cumulative responses for frequency range.
Scale: 1 = Strongly Disagree | 2 = Somewhat Disagree | 3 = Neither Agree nor Disagree | 4 = Somewhat Agree | 5 = Strongly Agree

Q: Which features or enhancements would most contribute to making Downtown Foley a more appealing place to visit, work and live?

Most Impactful Features or Enhancements	Percent
More or wider selection of eating and drinking places	43.1%
More outdoor dining and lounging areas	33.9%
More or wider selection of retail establishments	25.7%
Better walking environment (e.g. crosswalks, lighting)	23.9%
Better bicycling environment (e.g. bike lanes, bike racks)	12.8%

Top five shown. Multiple responses allowed.

Q: On a scale from 1 (Low Priority) to 5 (High Priority), please indicate the level of priority you would place on each of the following new or ongoing Downtown Foley enhancement efforts.

LEVEL OF PRIORITY FOR NEW AND ONGOING ENHANCEMENT EFFORTS

Potential Enhancement Efforts	Avg. Weight
Develop or redevelop underutilized buildings and sites	4.44
Attract new retail and food establishments to expand options	4.34
Improve streets, sidewalks, lighting, parks, trails, etc.	4.32
Restore and preserve the downtown's historic character	4.24
Support existing businesses and help them expand	4.13
Create new housing options in the downtown area	2.45

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High



BUSINESS MOVES AND INSIGHTS

Based on responses from survey participants identifying as downtown business owners

Q: In which of the following ways do you plan to change or modify your business within the next year or two?

Table with 2 columns: Plans for Business Changes or Modifications, Percent. Rows include: Increase number of employees (39.6%), Increase marketing and/or advertising (37.7%), Expand your business or building (35.8%), Complete building improvements (20.8%).

Top four shown. Multiple selections allowed.

Q: Of the following, which pose the greatest challenge to sustaining or growing your business?

Table with 2 columns: Business Challenges, Percent. Rows include: Growing my customer base (34.8%), Finding a larger space to expand my business (21.7%), Hiring and/or retaining quality employees (21.7%), Complying with City licensing and regulatory requirements (19.6%).

Top four shown. Up to three selections allowed.

Q: Which of the following business assistance topics are of most interest to you?

Table with 2 columns: Business Assistance Topics of Most Interest, Percent. Rows include: Artificial Intelligence (AI) Basics for Small Businesses (25.6%), Financing Options for Business Improvements or Expansion (23.3%), Website, SEO and Geolocation Marketing (23.3%), Basic Bookkeeping and Accounting Skills for Small Businesses (20.9%).

Top three shown. Multiple selections allowed.

Q: Which of the following types of technical assistance and incentives, if available, would you be most likely to use?

Table with 2 columns: Technical Assistance and Incentives Most Likely to Use, Percent. Rows include: Grants or low interest loans for business expansion (46.3%), Low interest building or building improvement loans (34.1%), Façade improvement grants (29.3%), Free or low cost building improvement design services (26.8%).

Top four shown. Multiple selections allowed.

SURVEY DEMOGRAPHICS

Table with 3 columns: SEX, Count, Percent. Rows include: Male (140, 21.5%), Female (507, 77.9%), Prefer to self-describe (4, 0.6%).

Table with 3 columns: AGE, Count, Percent. Rows include: 19 or younger (2, 0.4%), 20 to 24 (13, 2.0%), 25 to 34 (88, 13.5%), 35 to 44 (103, 15.8%), 45 to 54 (125, 19.2%), 55 to 64 (174, 26.7%), 65 to 74 (109, 16.7%), 75 or older (37, 5.7%).

Table with 3 columns: HOUSEHOLD SIZE, Count, Percent. Rows include: 1 (84, 13.0%), 2 (333, 51.5%), 3 (110, 17.0%), 4 (77, 11.9%), 5 (32, 4.9%), 6 or more (11, 1.7%).

Table with 3 columns: ANNUAL HOUSEHOLD INCOME, Count, Percent. Rows include: Less than \$25,000 (13, 2.0%), \$25,000 to \$34,999 (26, 4.0%), \$35,000 to \$49,999 (41, 6.3%), \$50,000 to \$74,999 (105, 16.2%), \$75,000 to \$99,999 (132, 20.4%), \$100,000 to \$149,999 (161, 24.9%), \$150,000 to \$199,999 (84, 13.0%), \$200,000 and greater (85, 13.1%).