



2021 Plan of Action

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 multiple partnerships to work on and complete these projects.

To that end the 2021 Goals of the Foley Main Street, Inc Board of Directors are as follows:

Focus Area 1 - Increase Stakeholders Sense of Pride and Ownership

Economic Vitality

- Idea Exchange between partners
- Research Downtown Market Retail Rates
- Hold Business Improvement Seminars and workshops
 - * Bring in consultant to work with existing businesses to strengthen their operations through Window Dressing and Traffic Flow
 - * Bring in consultant to train front line employees

Design

- Organize Cleanup Events
- New Banners for Downtown Foley
- Compile an Instagram Trail plan

Promotion

- Target Marketing
- Research Professional Business Promotion
- Summer FMS campaign
- Coord Window Décor Campaign
- Lucky to Love Foley Event
- Hashtag Promotion
- Find Pride (Christmas Campaign)

Organization

- Engage High School students
- Create a stable structure for idea exchanging
- Engage HOA's

Focus Area 2 – Night life - Increased foot traffic

Economic Vitality

- Create package on benefits of downtown living
- Research incentives to attract retail/downtown living space
- Meet with businesses downtown to come up with practical ideas to attract locals

Design

- Wayfinding Signs & street signs
- Increase Bicycle Racks
- Alleyway Project - complete one block of Alley
- LT - Research and create a plan for use of Jessamine for events
- LT - Commission Professional Plan to Light up Downtown

Promotion

- Virtual Historic Tour DSTRX app
- One Scavenger Hunt with geo beacons DSTRX app
- Name the alley and one alley party

Organization

- Create/ Find HOA List
- Target Tourism Industry
- Create a Plan to Reach Locals
- Create Downtown Foley Calendar of Events
- Populate business details in DISTRX app and on website

Focus Area 3 - Detailed Streetscape/Master Plan

Economic Vitality

- Identify growth areas for downtown
- Identify Real Estate Improvement projects
- Hold regular forums for property & business owners to meet

Design

- Lighting of the Alley from Myrtle to Rose Ave
- LT - NW Pine/Laurel Pocket Park
- LT - Public Art 3 yr plan for Downtown Foley

Organization

- Research project grants
- Organize, research and gather information and price estimates of projects to submit for review to include in the City of Foley 10-year plan
- Maintain and Expand Downtown Property database