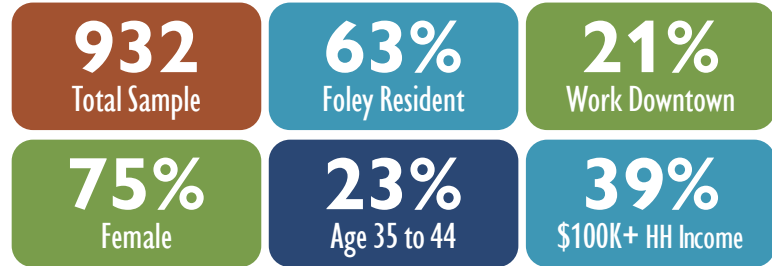


At a Glance



2022 ENVISION DOWNTOWN FOLEY SURVEY RESULTS

SURVEY SAMPLE CHARACTERISTICS



TRAFFIC GENERATORS | TOP 5

1. Drowsy Poet	11.2%
2. Stacey's Old Tyme Soda Fountain	8.4%
3. Heritage Park /Parks	6.7%
4. Mama Bear's Bakery	4.6%
5. Portabella's	3.3%

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



DOWNTOWN TRENDS

44 PERCENT

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

Describe recent trends in Downtown Foley:

Improving or making progress	44.3%
Steady or holding its own	44.0%
Declining or losing ground	11.8%

TOP PROSPECTS

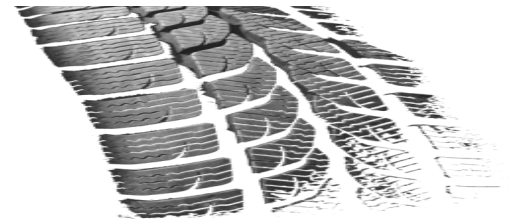
EATING AND DRINKING ESTABLISHMENTS

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

BREW PUB	BREAKFAST/BRUNCH	FULL-SERVICE	FAMILY FUN
Top Choice: 24.5%	Top Choice: 21.4%	Top Choice: 16.5%	Top Choice: 14.5%
Top Features:	Top Features:	Top Features:	Top Features:
Brews its own beers	Griddle selections	Steakhouse specialties	Outdoor games
Pub-style food options	Omelets and frittatas	Casual/Family-friendly	Full-Service restaurant
Live entertainment	Egg scrambles & skilletts	Italian cuisine	Live entertainment
Outdoor seating	Fresh-made sandwiches	Classic American cuisine	Arcade games
Beer tasting events	Outdoor seating	Outdoor seating	Alcoholic beverages
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 42%	25 to 44: 33%	25 to 44: 23%	25 to 44: 54%
45 to 64: 47%	45 to 64: 42%	45 to 64: 50%	45 to 64: 33%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 37%	\$50K to \$100K: 48%	\$50K to \$100K: 43%	\$50K to \$100K: 52%
\$100K to \$150K: 31%	\$100K to \$150K: 18%	\$100K to \$150K: 21%	\$100K to \$150K: 18%
\$150K+: 20%	\$150K+: 18%	\$150K+: 18%	\$150K+: 11%

POTENTIAL MARKET TRACTION

EATING AND DRINKING PLACES



Question:

How likely would you be to visit the following types of expanded or new Downtown Foley eating and drinking establishments on a consistent basis?

Eating and Drinking Places	Avg. Weight
1. Full-Service Restaurant	4.31
2. Breakfast/Brunch Restaurant	4.19
3. Family Fun Restaurant	3.72
4. Brewpub	3.68
5. Asian Restaurant	3.60
6. Dog Bar	2.82

Weighted Average Ranking:

1 = Definitely would not

5 = Definitely would



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Foley is a Main Street Alabama Community

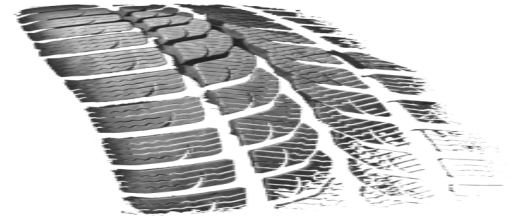


TOP PROSPECTS RETAIL ESTABLISHMENTS

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

SPECIALTY FOODS	VINTAGE MARKET	WOMEN'S CLOTHING	KITCHEN/HOME/GIFT
Top Choice: 41.8%	Top Choice: 16.1%	Top Choice: 14.5%	Top Choice: 13.4%
Top Features:	Top Features:	Top Features:	Top Features:
Locally sourced foods	Home & Garden decor	Women's casual wear	Made in Foley/AL items
Sandwiches and salads	Up-cycled furniture	Dress and casual shoes	Gourmet kitchenware
Artisan foods	Artwork	Dress and pro attire	Home furnishings/decor
Meats, cheeses, breads	Holiday décor and gifts	Fashion accessories	Wine tasting events
Prepared foods	How-to demos/classes	Athletic/Activewear	Demo kitchen/classes
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 42%	25 to 44: 33%	25 to 44: 23%	25 to 44: 54%
45 to 64: 47%	45 to 64: 42%	45 to 64: 50%	45 to 64: 33%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 37%	\$50K to \$100K: 48%	\$50K to \$100K: 43%	\$50K to \$100K: 52%
\$100K to \$150K: 31%	\$100K to \$150K: 18%	\$100K to \$150K: 21%	\$100K to \$150K: 18%
\$150K+: 20%	\$150K+: 18%	\$150K+: 18%	\$150K+: 11%

POTENTIAL MARKET TRACTION RETAIL ESTABLISHMENTS



Question:

How likely would you be to visit the following types of expanded or new Downtown Foley retail establishments on a consistent basis?

Eating and Drinking Places	Avg. Weight
1. Specialty Foods/Grocery Market	4.26
2. Vintage Market	3.87
3. Kitchen, Home Décor & Gifts Store	3.71
4. Women's Clothing and Accessories	3.44
5. Outdoor Rec, Rental, Sports, Fitness	3.24
6. Pet Boutique	2.80

Weighted Average Ranking:

1 = Definitely would not

5 = Definitely would

Are you a prospect?

Downtown Foley expansion, relocation, and new business candidates.



Q: Are you interested in expanding your existing business already located in Downtown Foley, in moving your business to Downtown Foley, or in opening a new business in Downtown Foley?

Interested in expanding my downtown business	25
Interested in moving my business to downtown	18
Interested in opening a new business in downtown	52

Are you interested in living in Downtown Foley?

44 PERCENT

Would or might be interested in living downtown if suitable housing was available.

Q: Which styles of housing in Downtown Foley would you be most likely to look for or consider?

BUYERS TOP 5	RENTERS TOP 5
3+ BR Townhome (44%)	2 BR Apartment (33%)
Loft (34%)	2 BR Townhome (33%)
2 BR Condo (31%)	Loft (30%)
2 BR Townhome (23%)	Studio Apartment (17%)
1 BR Townhome (3%)	Senior Housing (17%)

Q: What is the monthly mortgage or rent amount you would be willing and able to pay?

MONTHLY MORTGAGE OR RENT PAYMENT:	
Less than \$800	6%
\$800 to \$999	28%
\$1,000 to \$1,199	27%
\$1,200 to \$1,399	25%
\$1,400 or more	14%

VISUAL PREFERENCES

Understanding the nature and scale of "place" is important to an exploration of development and redevelopment possibilities in Downtown Foley.

Indicate your level of agreement with the statement, "The look and feel would be right for Downtown Foley in terms of style, size, and scale."

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



2.39
Average Score



1.19
Average Score



0.10
Average Score



-0.25
Average Score

ATTRIBUTES AND PRIORITIES



Downtown Foley earned the highest marks for its **historic buildings, character, and vibe**, and as a **good place to invest**.

To what extent do you agree or disagree with the following statements about Downtown Foley?

Weighted Rankings Top 5 Shown	Weight
I like the historic buildings, character, and vibe in downtown.	4.25
Downtown Foley is a good place to invest.	4.06
Downtown Foley presents a positive image to visitors.	3.71
Outdoor recreation is an important part of downtown.	3.65
I think of Downtown Foley as an area destination.	3.03

Weighted Scale: 1 = Strongly Disagree | 5 = Strongly agree. Maximum weight = 5



Efforts to **expand options for eating and drinking** ranked highest among features or enhancements to improve downtown's appeal.

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

More or wider selection of eating and drinking places	69.8%
More outdoor dining and lounging areas	60.7%
More or wider selection of retail establishments	39.4%
Better walking environment (e.g. crosswalks, lighting)	37.4%
More art & cultural activities and/or facilities	25.1%

Top 5 shown. Up to three selections per respondent allowed.



Those surveyed placed the highest priority on new or ongoing Downtown Foley enhancement efforts to, **"Redevelop underutilized buildings and sites."**

Weighted Priority Rankings Top 5 Shown	Weight
Redevelop underutilized buildings and sites	4.63
Attract new eating and drinking places to expand options	4.61
Improve streets, sidewalks, lighting, parks, trails, etc.	4.26
Develop vacant sites	4.25
Attract new retail businesses to expand shopping options	4.21

Priority Scale: 1 = Lowest | 5—Highest. Maximum Weight = 5

DOWNTOWN HOUSING INTEREST

44 PERCENT



WOULD OR MIGHT BE INTERESTED IN LIVING IN DOWNTOWN FOLEY.

WOULD YOU BE INTERESTED IN LIVING IN DOWNTOWN FOLEY IF SUITABLE HOUSING WAS AVAILABLE?

Yes, as soon as I can find a suitable place	8.9%
Yes, within the next five years	8.0%
Yes, in five years or more	3.4%
Maybe	23.4%
No, not at all	47.3%
I already live in Downtown Foley	9.0%

MORE LIKELY TO BUY OR RENT HOUSING IN DOWNTOWN FOLEY BY TIMEFRAME

Interested in living downtown?	Buy	Rent	Not Sure
Yes, as soon as I find a suitable place	59%	30%	11%
Yes, within the next 5 years	63%	20%	17%
Yes, in 5 years or more	69%	23%	8%
Maybe	61%	12%	27%

BUYERS | PREFERRED STYLES TOP FIVE SHOWN

3+ BR Townhome	44%
Loft	34%
2 BR Condo	31%
2 BR Townhome	23%
1 BR Townhome	3%

RENTERS | PREFERRED STYLES TOP FIVE SHOWN

2 BR Apartment	33%
2 BR Townhome	33%
Loft	30%
Studio Apartment	17%
Senior Housing	17%

BUYERS WITH A MORTGAGE MONTHLY AMOUNT WILLING AND ABLE TO PAY

Less than \$800	0%
\$800 to \$999	23%
\$1,000 to \$1,199	28%
\$1,200 to \$1,399	28%
\$1,400 or more	20%

RENTERS

MONTHLY AMOUNT WILLING AND ABLE TO PAY

Less than \$800	12%
\$800 to \$999	39%
\$1,000 to \$1,199	29%
\$1,200 to \$1,399	7%
\$1,400 or more	14%



Is Downtown Foley a good place to live?

78 PERCENT

Of current downtown residents surveyed are very or somewhat likely to recommend Downtown Foley to friends and family as **a good place to live.**

CURRENT DOWNTOWN RESIDENTS: LIKELIHOOD TO RECOMMEND

Very likely	65.3%
Somewhat likely	12.5%
Neither likely nor unlikely	12.5%
Somewhat unlikely	5.6%
Very unlikely	2.8%

MORE LIKELY TO BUY OR RENT HOUSING IN DOWNTOWN FOLEY BY AGE GROUP

Age Group	Buy	Rent	Not Sure
24 or younger	3%	14%	10%
25 to 34	23%	14%	13%
35 to 44	22%	19%	22%
45 to 54	20%	20%	21%
55 to 64	23%	17%	21%
65 or older	9%	17%	21%

MORE LIKELY TO BUY OR RENT HOUSING IN DOWNTOWN FOLEY BY HOUSEHOLD INCOME GROUP

Annual Household Income	Buy	Rent	Not Sure
Less than \$25,000	1%	10%	7%
\$25,000 to \$34,999	5%	10%	11%
\$35,000 to \$49,999	7%	16%	13%
\$50,000 to \$74,999	22%	19%	25%
\$75,000 to \$99,999	21%	14%	22%
\$100,000 to \$149,999	25%	17%	13%
\$150,000 to \$199,999	12%	7%	8%
\$200,000 and greater	7%	7%	1%

