



2022 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 2022 Goals
of the Foley Main Street, Inc Board of Directors are as follows:**

Focus Area 1 - Detailed Streetscape/Master Plan

Economic Vitality

- Vision Plan to
 - Identify growth areas for downtown
 - Identify Real Estate Improvement projects
 - Update 2019 Market Study
 - Property Market Recommendation
- Hold two 3X Exchange forums for property & business owners to meet

Design

- Foley Pride Pocket Park

Promotion

- Promote Foley Pride Pocket Park grand opening
- Assist with promotion of Vision Plan

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

Focus Area 2 – Night life - Increased foot traffic

Economic Vitality

- Research and Timeline Entertainment District

Design

- Alleyway Project
- Crosswalk at Myrtle & S. McKenzie Street
- LT - Commission Professional Plan to Light up Downtown
- LT - Research and create a plan for use of Jessamine for events

Promotion

- One Scavenger Hunt with geo beacons DSTRX app
- Promote Alleyway Project

Organization

- Expand Downtown Foley Calendar of Events
- Populate business details in DISTRX app and on website

Focus Area 3 - Increase Stakeholders Sense of Pride and Ownership

Economic Vitality

- Hold Business Improvement Seminars and workshops
 - * Bring in consultant to work with existing businesses to strengthen their operations through Window Dressing and Traffic Flow

Design

- Wayfinding Signs & street signs
- Increase Bicycle Racks
- Art Crosswalks
- Christmas Lights for Downtown Businesses

Promotion

- Professional Business Promotion 6X a year
- Lucky to Love Foley Event
- Christmas Open House

Organization

- Engage High School students
- E-Letter structure for Investors and Community



Foley Main Street

Where Opportunity Begins

Mission

Foley Main Street is committed to preserving the district's opulent history, facilitating growth through a sound economic development strategy, and further enriching Downtown Foley—creating a destination where residents and visitors want to work, shop, dine and live.