



2022—2023 Annual Report



Our 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.

Community Vision

We envision Downtown Foley, the place where the Gulf Coast begins, as a lively and vibrant destination, home, and workplace teeming with activities, sights, sounds, and flavors that celebrate and invigorate our forward-thinking community.

Five Years of Growth

Public Investment Private Investment Volunteer Hours

2018	\$ 67,841.00	\$ 219,774.00	586
2019	\$ 739,912.00	\$ 934,847.00	1,077
2020	\$ 951,394.00	\$ 3,050,306.00	1,650
2021	\$ 1,042,639.00	\$ 6,823,453.00	2,271
2022	\$ 1,117,991.00	\$ 7,985,603.00	3,096
2023	\$ 2,322,783.00	\$ 10,529,174.00	4,043

Facebook Followers Instagram Followers Website Page Views

2018	n/a	n/a	n/a
2019	1,690	419	n/a
2020	3,314	974	1,090
2021	5,088	1,502	17,106
2022	6,500	1,600	47,487
2023	8,500	1,935	83,631



\$82,338
GRANTS
RECEIVED

TEN
STATE AWARDS
OF EXCELLENCE



ECONOMIC VITALITY



- 84 Average monthly downtown business visits
- 146 Economic development contacts or meetings
- 32 Prospective businesses met or talked to interested in Downtown Foley
- 19 Assisted façade grant contacts

- Foley Main Street serves as a resource, **providing valuable support and guidance** to Downtown Foley businesses and property owners. FMS helps businesses **navigate the façade grant process** from filling out forms to meeting deadlines and meeting reminders.
- Foley Main Street acts as a **facilitator and mediator between downtown businesses and the city**, ensuring effective communication, addressing concerns, and fostering a collaborative environment.
- Foley Main Street introduced a **dedicated business development section** on the foleymainstreet.com website, providing essential resources, tools, and guidance to support the growth and prosperity of local businesses.



2023

- Held a **business recruitment workshop** with Downtown Professionals Network.
- Held meetings to **roll out the Envision Strategy Plan**.
- Foley City Council **accepted Envision as an official guiding document** for future planning.
- Accepted into the **OPAL Community Growth Accelerator program**: It is an intensive three-month program which defines economic impacts of key Downtown Foley properties.

2022 Three-Part Envision Downtown Master Plan

- 2022 Envision Strategy Plan** envisions and plots a course for downtown, building on the City of Foley's past work and planning efforts.
- 2022 Marketing Study**: conducted a comprehensive marketing study identifying target audiences, effective promotional channels, and innovative marketing strategies to attract visitors and drive economic growth.
- 2022 Survey of Consumers and Business Owners**: Foley Main Street conducted a survey to gather insights from consumers and business owners, informing decision-making processes and ensuring that Initiatives align with the needs and aspirations of the community.

2018 Market Study: Foley Main Street conducted a comprehensive market study in 2018, generating valuable insights into the local economy, consumer trends, and potential areas for growth and improvement.

COVID-19 Pandemic and Hurricane Sally Support: providing essential support to downtown businesses offering guidance, resources, and advocacy to ensure their survival and recovery.



PROMOTIONAL

- **Targeted Promotion of Downtown Foley:** Foley Main Street actively promotes shopping and dining experiences in Downtown Foley throughout the year, fostering a thriving local economy and supporting the sustainability of our businesses.



- Foley Main Street has leveraged media partnerships, securing access to Channel 5 **TV commercials and radio campaigns** on WHEP to effectively reaching a wide audience and promoting Downtown Foley's offerings.
- Foley Main Street organizes and encourages residents and visitors to shop local and support downtown businesses, resulting in increased sales and community engagement, including the **Lucky to Love Foley** cash register ringing event and the **Fall Turkey Hunt**.
- Foley Main Street developed a user-friendly **Downtown Foley App**, providing easy access to information about local businesses, events, promotions, and attractions, further promoting downtown Foley and enhancing visitor experiences.



- Foley Main Street organized and maintains a **self guided historic tour** of eleven Downtown Foley buildings, ensuring that the rich history and heritage of our community is accessible to all, year-round.
- FMS organizes and facilitates the annual **Christmas Open House**, coinciding with the City's Christmas events. **2023** The Christmas Window Decorating Contest added this year further enhances the festive atmosphere.
- **2023** Foley Main Street gave out **Christmas Lights** to all Downtown Foley businesses to light up the downtown —and they did a fantastic job.

ORGANIZATIONAL

- **Maintain Inventory of Downtown Property and Property Owner Investments:** Foley Main Street documents and tracks the status and investment activities of downtown properties, ensuring accurate and accessible information for prospective businesses and investors.
- **Tracking City Investment in Downtown Foley:** Foley Main Street monitors and records city spending related to downtown development, to reflect the city's investment into the downtown district.
- **501-C-3 Community Foundation:** Foley Main Street established a 501-C-3 Community foundation, creating opportunities for fundraising, grant applications, and sponsorships to support downtown revitalization efforts.

Creating Credibility in 2023

- Created Foley Main Street T.V. Commercial
- Chosen to be a part of Main Street Alabama's 10-year feasibility study
- Presenter at Main Street Alabama Annual Conference
- South Baldwin Chamber of Commerce Leadership Luncheon Speaker
- TV, Radio & Podcast Interviews
- Hosting Main Street Alabama Board of Directors



DESIGN



- **Branding of Downtown Foley:** a professional branding process with which to promote Downtown Foley as a unique and desirable destination, creating a distinctive identity that attracts visitors and supports local businesses.
- Created eye-catching **banners and street signs**. **2022-23** temporary gateway signs were placed to define the borders and enhance the visual appeal of our downtown area.
- **Facilitated the Mural and Street Art City Ordinance:** Foley Main Street played a pivotal role in facilitating the implementation of a city ordinance allowing murals and street art, fostering artistic expression and contributing to the visual vibrancy of our downtown area.
- **Grant funded enhancements** such as bike racks, outdoor musical instruments in Pine Street Park were purchased to improve Downtown Foley.
- **Cat Alley:** Foley Main Street is leading the efforts to create Cat Alley, with engaging and visually appealing spaces that will serve as a gathering place for residents and visitors, fostering community connections, inclusivity, and creating a memorable local downtown experience.
- **2023— Held the CATalyst event** where ARCY spraypainted a mural, and facilitated an **elementary school art contest** with over 1,500 entries.
- Foley Main Street actively promotes and supports downtown businesses in navigating the process of **securing façade grants**.
- Foley Main Street facilitated the **creation of three murals** in downtown Foley, adding vibrancy and artistic expression to our community's visual landscape.
- **2023** Foley Main Street successfully advocated for the **removal of barbed wire from Downtown Foley properties** and facilitated access to the BrightSpeed property, paving the way for future development and revitalization opportunities through the Cat Alley project.
- Foley Main Street diligently strives to maintain a collection of **before and after photos** showcasing the transformative impact of revitalization efforts on downtown properties, serving as a testament to the success of the program.



2023 Board of Directors

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