

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







ECONOMIC VITALITY



- 84 Average monthly downtown business visits
- 146 Economic development contacts or meetings
 - 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 sup-

port to downtown businesses offering guidance, resources, and advocacy to ensure their survival and recovery.

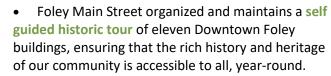
PROMOTIONAL

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





- 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.



- 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

Chad Watkins, President
Diane Martino, Vice President
Alexis Willis, Treasurer
Barbara Ingram, Secretary
Kristin Hellmich
Frances Holk-Jones
Nick Kaiser
Todd Koniar
Deborah Mixon
Drew Rambo
City Councilman Charlie Ebert
Executive Director Darrelyn Dunmore