



2024 Plan of Action

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.

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. Foley Main Street will work in concert with the City of Foley and multiple partnerships to work on three central focus areas:

1. **Support and Implement the Envision Plan**
2. **Increase Foot traffic and Nightlife**
3. **Increase Stakeholders Skills, Sense of Pride & Ownership**



Economic Vitality

Support & Implement the Envision Plan

- Letter of support and aid in moving city projects forward.
- Hold two 3X Exchange forums for sharing Foley Main Street & Envision progress
- Business Guide for how to start a business in Downtown Foley
- Share Best Practices Downtown Codes
- Share pertinent information with existing businesses

Nightlife – Increased Foot traffic

- Finalize Entertainment District

Increase Stakeholders Skills, Sense of Pride & Ownership

- Business survey on needs
- Hold one business improvement seminar and workshops



Promotion

Support & Implement the Envision Plan

- Promote progress of Envision Plan
- Put together a plan to Increase visibility of Foley Main Street
- Promotion Social Media venues

Nightlife – Increased Foot traffic

- Research Quarterly Art/Music Walk
- One Scavenger Hunt in Spring or Summer

Increase Stakeholders Skills, Sense of Pride & Ownership

- Professional Business Promotion 6X year
- Grow Christmas Open House
- Window Decorating Contest
- Lucky to Love Foley Event
- Grow Downtown Dollars

Design

Support & Implement the Envision Plan

- Increase design elements to encourage downtown visits
- Traffic Calming Medians
- Light

Increased Foot traffic—Night Life

- Cat Alley Project
- Plan to light up downtown
LT – Research and create a plan for social streets

Increase Stakeholders Skills, Sense of Pride & Ownership

- Wayfinding signs
- Bicycle Racks
- Art Crosswalks

Organization

Support & Implement the Envision Plan

- Promote optimum sections of Envision
- Research project grants
- Organize, research and gather data and price estimates of projects to submit for review to include in the City of Foley ten-year plan
- Maintain and expand Downtown Property database

Nightlife – Increased Foot traffic

- Grow Downtown Foley Calendar of Events
- Maintain and expand business details in DISTRIX app and on website

Increase Stakeholders Skills, Sense of Pride & Ownership

- Two volunteer appreciation events a year
- E-letter plan for investors, businesses, and community