



This report was created by Main Street Enterprise with the help of data generated by the Alabama Power Company and Senior Business Intelligence Analyst, Andrew Rhodes.

Alabama Power subscribes to a mobile mapping software service (Placer.ai) that enables the mapping of geolocation data for over 900 million customers that utilize 250+ participating smartphone applications. The mobile mapping process works by setting a "geofence" around a business and/or point-of-interest and then monitoring customers that enter/exit the area during a specified period of time (typically a month or year). Data is then mapped using pins or a "heat map" to indicate the estimated daytime and/or nighttime location of a participating customer's device.

## DOWNTOWN FOOT TRAFFIC



# STATISTICS

## TOP 10

### VISITOR COUNT DAYS

1. Saturday, December 5 2020- 11,842
2. Saturday, December 7 2019- 10,077
3. Saturday, December 15 2018- 9,100
4. Tuesday, December 3, 2019- 8,867
5. Tuesday, November 27, 2018- 8,810
6. Saturday October 27, 2018- 8,768
7. Thursday, August 22, 2019- 7,916
8. Tuesday, December 1, 2020- 6,141
9. Saturday, February 2, 2019- 5,583
10. Saturday, April 17, 2021- 5,566

## SPECIAL EVENT

### VISITOR COUNT DAYS

(From Jan. 2018- May 2021)

- Whoville- 31,019
- Christmas Parade- 23,818
- Fall Festival- 17,985
- St. Patrick's Parade- 14,897
- Spring Festival- 14,001
- Girls Night Out- 11,514
- Boll Weevil Centennial (2019)- 4,899



## 2018

In 2018, Downtown Enterprise greeted 725,698 visitors into the Main Street District. The busiest day of 2018 was Saturday December 15, also the day of the first Whoville Celebration Event which saw 9,100 guests.



## 2019

Downtown saw a 5.2% increase in foot traffic, 763,979 visitors, in the defined Main Street District. We believe this increase came from the several street closure/special events that were hosted in the Downtown are.



## 2020

During 2020 and the pandemic, there was roughly a 25% decrease in foot traffic downtown, 576,357 visitors. Many downtown businesses experienced a mandatory shut-down and after reopening, were not allowed to resume full capacity. Through it all, sales tax numbers continued to rise for the city.



## 2021

As we begin to move out of the pandemic and businesses are able to get back to some form of normalcy, we are on track to see an increase in visitors for 2021.