

JANUARY • FEBRUARY • MARCH • 2018

HOSPITALITY (3 AMBASSADORS)

| | |
|----------------------------|-------|
| • Business Contact | 1,184 |
| • Jurors Addressed | 2,821 |
| • Historical Tours | 6 |
| • Citizen Safety Escorts | 11 |
| • General Patrol Hours | 1,004 |
| • Visitors Assisted | 2,404 |
| • Publications Distributed | 5,164 |

MAINTENANCE (7 MAINTENANCE TECHS)

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|-------------------------------------|-------|
| • Graffiti Removals | 303 |
| • Service Calls | 52 |
| • Trash Removal (30 gal bags) | 2,517 |
| • Sidewalks Pressure-washed (hours) | 400 |

WEBSITE & SOCIAL MEDIA

Mar

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|---------------------------|-------|---------------------------|
| Website - Page Views | 8,730 | 72.8% increase since 2017 |
| Website - Unique Visitors | 3,101 | 105% increase since 2017 |
| Facebook Followers | 5,351 | 12% increase since 2017 |
| Twitter Followers | 3,655 | 13% increase since 2017 |
| Instagram Followers | 4,429 | 20.5% increase since 2017 |
| Youtube Views | 6,898 | 8.6% increase since 2017 |

SPECIAL EVENTS & PROMOTIONS

- Updated and printed Downtown Visitors Guide - Winter/Spring Edition
- Completed the 10th MTOE piano at the HUB
- Held two Downtown Marketing Round Table events
- Continued weekly Property Mondays feature to promote downtown real estate
- Developed the Downtown Stockton Blog on the website
- Designed & printed DSA Who We Are flier and Downtown Dining flier
- Created 4 Youtube videos to promote downtown's businesses