

2ND QUARTER REPORT

APRIL • MAY • JUNE • 2019

HOSPITALITY (2 Ambassadors)

Business Contacts	1,115
Citizen Safety Escorts	18
General Patrol Hours	628
Visitors Assisted	1,476
Publications Distributed	4,727

MAINTENANCE (11 Maintenance Techs)

Graffiti Removals	61
Service Calls	108
Trash Removal (30 gal bags)	2,840
Sidewalks Pressure-washed (hours)	1,980

WEBSITE & SOCIAL MEDIA

	Q1	vs. Q1 2018
Website - Page Views	32,140	25,403 (26% increase)
Website - Unique Visitors	11,467	10,662 (7% increase)
Facebook Followers	6,117	5,358 (14% increase)
Twitter Followers	4,090	3,791 (8% Increase)
Instagram Followers	6,596	4,649 (42% Increase)
Youtube Views	9,145	7,251 (26% Increase)

SPECIAL EVENTS & PROMOTIONS

- Updated & printed Downtown Visitors Guide Summer/Fall Edition
- Continued weekly Property Mondays feature to promote downtown real estate
- Developed the Downtown Stockton Blog on the website
 - Contracted 2 new copywriters to get a fresh perspective
- Walk with Weber
 - *Approximately 359 Page Visits during the 2nd Quarter (April - June).*
- Full Moon Riders
 - *April Ride: Giveaway was Hipster Packs*
 - *May and June Ride: Giveaway was Bike Bells (May ride had low turn out due to pouring rain.*