

# 1ST QUARTER REPORT

JANUARY • FEBRUARY • MARCH • 2021

## HOSPITALITY & SAFETY (8 Safety Ambassadors)

Business Contacts	404
Citizen Safety Escorts	10
General Patrol Hours	236
Visitors Assisted	961
Publications Distributed	1,322

## MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	95
Service Calls	833
Trash Removal (30 gal bags)	5,335
Sidewalks Pressure-washed (hours)	400

## WEBSITE & SOCIAL MEDIA

	Q1	vs. Q1 2020
Website - Page Views	18,701	26,779 (30.1% decrease)
Website - Unique Visitors	10,448	11,224 (6.9% decrease)
Facebook Followers	7,394	6,375 (16% Increase)
Twitter Followers	4,455	4,336 (2.7% Increase)
Instagram Followers	9,876	8,724 (13.2% Increase)
YouTube Followers	11,567	9,664 (19.7% increase)

## SPECIAL EVENTS & PROMOTIONS

- Launched monthly video series “Doorways to Downtown” that aims to highlight downtown businesses through videos and blogs
- Launched the Public Bathroom Shower Unit (PBSU) and promoted on all platforms
- Posted a total of 7 blogs on the website
- Continued monthly Talk to Downtown Facebook Live Stream webinars
- Executed a Women’s History Month campaign that highlighted Women-Owned Businesses throughout the month of March
- Announced Chung Wah Lane Revitalization Celebration event to commemorate the completion of the DSA’s revitalization efforts