

# 2ND QUARTER REPORT

APRIL • MAY • JUNE • 2021

## HOSPITALITY & SAFETY (8 Safety Ambassadors)

Business Contacts	292
Citizen Safety Escorts	-
General Patrol Hours	216
Visitors Assisted	1318
Publications Distributed	834

## PORTABLE BATHROOM & SHOWERS

Uses	2626
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## MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	104
Service Calls	270
Trash Removal (30 gal bags)	5,616
Sidewalks Pressure-washed (hours)	400

## WEBSITE & SOCIAL MEDIA

	Q2	vs. Q2 2020
Website - Page Views	23,882	18,903 (26.34% increase)
Website - Unique Visitors	13,391	15,239 (-12.13% decrease)
Facebook Followers	6,496	6,398 (1.53% increase)
Twitter Followers	4,421	4,351 (1.61% increase)
Instagram Followers	10,139	9,101 (14.2% increase)
YouTube Views	11,791	10,010 (17.79% increase)

## SPECIAL EVENTS & PROMOTIONS

- Developed vlog series concept in May and launched in June for YouTube and website content as additional marketing component.
- Instagram followers reached over 10k in June. Swipe up feature now available on Instagram account.
- Created Instagram reels to promote vlog content.
- Created Instagram reels for Doorways to Downtown series.
- Shifted marketing strategy to utilize hashtags, highlights, and Reels features on Instagram.
- Developed more original story content for Instagram and Facebook.
- Jazz in Plazz every Tuesday in May at Janet Leigh Plaza
- Completion of Chung Wah Lane restoration project.
- Hosted Chung Wah Lane Revitalization Celebration.