

1ST QUARTER REPORT

JANUARY • FEBRUARY • MARCH • 2019

HOSPITALITY (2 Ambassadors)

Business Contacts	771
Citizen Safety Escorts	26
General Patrol Hours	534
Visitors Assisted	1,473
Publications Distributed	5,777

MAINTENANCE (11 Maintenance Techs)

Graffiti Removals	103
Service Calls	125
Trash Removal (30 gal bags)	2,751
Sidewalks Pressure-washed (hours)	1,980

WEBSITE & SOCIAL MEDIA

	Q1	vs. Q1 2018
Website - Page Views	26,408	23,261 (14% increase)
Website - Unique Visitors	11,030	8,019 (38% increase)
Facebook Followers	5,943	5,351 (11% increase)
Twitter Followers	3,998	3,655 (9% Increase)
Instagram Followers	5,779	4,429 (30% Increase)
Youtube Views	9,082	6,898 (32% Increase)

SPECIAL EVENTS & PROMOTIONS

- Updated & printed Downtown Visitors Guide Winter/Spring Edition
- Continued weekly Property Mondays feature to promote downtown real estate
- Developed the Downtown Stockton Blog on the website
- Released our new Historical, audio walking tour called:
Walk with Weber
 - Approximately 93 people have visited the Page since it's launch on February 17th.
- Held a guided walking tour featuring the audio clips from Walk with Weber to show how to use the QR codes at each stop.
- Installed 10 Bike Parking Posts to go over the old parking meter poles.