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Website - Unique Visitors10,66911,224 (4.9% decrease)Facebook Followers6,4846,375 (1.71% Increase)Twitter Followers4,4554,336 (2.7% Increase)Instagram Followers9,8768,724 (13.2% Increase)	HOSPITALITY & SAFETY (8 Safety Ambassadors)			
General Patrol Hours       236         Visitors Assisted       961         Publications Distributed       1,322 <b>PORTABLE BATHROOM &amp; SHOWERS</b> 1263 <b>MAINTENANCE (12 Maintenance Techs)</b> 1263         Graffiti Removals       95         Service Calls       833         Trash Removal (30 gal bags)       5,335         Sidewalks Pressure-washed (hours)       400 <b>WEBSITE &amp; SOCIAL MEDIA</b> 400         Website - Page Views       18,701       26,779 (30.1% decrease)         Website - Unique Visitors       6,484       6,375 (1.71% Increase)         Facebook Followers       4,455       4,336 (2.7% Increase)         Twitter Followers       9,876       8,724 (13.2% Increase)	Business Contacts		404	
Visitors Assisted961Publications Distributed1,322PORTABLE BATHROOM & SHOWERSUses1263MAINTENANCE (12 Maintenance Techs)Graffiti Removals95Service Calls833Trash Removal (30 gal bags)5,335Sidewalks Pressure-washed (hours)400WEBSITE & SOCIAL MEDIAVebsite - Page Views18,70126,779 (30.1% decrease)Website - Unique Visitors10,66911,224 (4.9% decrease)Facebook Followers6,4846,375 (1.71% Increase)Twitter Followers4,4554,336 (2.7% Increase)Instagram Followers9,8768,724 (13.2% Increase)	Citizen Safety Escorts		10	
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Uses 1263   MAINTENANCE (12 Maintenance Techs)   Graffiti Removals   Service Calls   Service Calls   Trash Removal (30 gal bags)   Sidewalks Pressure-washed (hours)   WEBSITE & SOCIAL MEDIA   WEBSITE & SOCIAL MEDIA   Q1   vs. Q1 2020   Website - Page Views   18,701   26,779 (30.1% decrease)   Website - Unique Visitors   10,669   11,224 (4.9% decrease)   Facebook Followers   6,484   6,375 (1.71% Increase)   Twitter Followers   9,876   8,724 (13.2% Increase)	Publications Distributed		1,322	
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Twitter Followers4,4554,336 (2.7% Increase)Instagram Followers9,8768,724 (13.2% Increase)		10,669	11,224 (4.9% decrease)	
Instagram Followers 9,876 8,724 (13.2% Increase)	Facebook Followers	6,484	6,375 (1.71% Increase)	
	Twitter Followers	4,455	4,336 (2.7% Increase)	
YouTube Followers 10,581 9,664 (9.49% increase)	Instagram Followers	9,876	8,724 (13.2% Increase)	
	YouTube Followers	10,581	9,664 (9.49% 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

