

3RD QUARTER REPORT

JULY • AUGUST • SEPTEMBER • 2021

HOSPITALITY & SAFETY (8 Safety Ambassadors)

Business Contacts	374
Citizen Safety Escorts	7
General Patrol Hours	152
Visitors Assisted	999
Publications Distributed	2,203

PORTABLE BATHROOM & SHOWERS

Uses	2,180
------	-------

MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	35
Service Calls	76
Trash Removal (30 gal bags)	4,938
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q3	vs. Q3 2020
Website - Page Views	29,638	17,496 (69.40% increase)
Website - Unique Visitors	17,012	12,148 (40.04% increase)
Facebook Followers	6,554	6,428 (1.97% increase)
Twitter Followers	4,457	4,423 (0.77% increase)
Instagram Followers	10,236	9,427 (8.58% increase)
YouTube Views	13,501	10,085 (33.87% increase)

SPECIAL EVENTS & PROMOTIONS

- Vlog series added to YouTube with a total of three episodes.
- Created additional video content and blogs to accompany vlog series.
- Captured screenshot content to promote the vlog series on social media.
- Initiated new website design collaboration with Digital Gear.
- Attended Digital Gear meetings for interactive map feature for website.
- Created new vlog series pages for website.
- Developed 5 blogs for the website.
- Created 3 business reels for the Doorways to Downtown series.
- Completed 3 new Doorways to Downtown YouTube videos.
- Continued monthly Talk to Downtown webinar series.
- Torres Tuesdays live music in September at Janet Leigh Plaza.
- Hosted National Night Out 2021 in Janet Leigh Plaza.