

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

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	24,094	18,903 (27.46% increase)
Website - Unique Visitors	20,049	15,239 (31.56% increase)
Facebook Followers	7,307	6,398 (14.2% increase)
Twitter Followers	4,432	4,351 (1.86% increase)
Instagram Followers	10,139	9,101 (14.2% increase)
YouTube Views	12,325	10,010 (23.1% 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.