

3RD QUARTER REPORT

JULY • AUGUST • SEPTEMBER • 2019

HOSPITALITY (2 Ambassadors)

Business Contacts	813
Citizen Safety Escorts	10
General Patrol Hours	597
Visitors Assisted	1,942
Publications Distributed	6,359

MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	73
Service Calls	119
Trash Removal (30 gal bags)	2,588
Sidewalks Pressure-washed (hours)	1,980

WEBSITE & SOCIAL MEDIA

	Q3	vs. Q3 2018
Website - Page Views	34,922	25,403 (37% increase)
Website - Unique Visitors	18,968	10,662 (77% increase)
Facebook Followers	6,238	5,626 (11% increase)
Twitter Followers	4,175	3,816 (9% Increase)
Instagram Followers	7,513	4,889 (54% Increase)
Youtube Views	9,205	8,270 (11% Increase)

SPECIAL EVENTS & PROMOTIONS

- Updated & printed Downtown Visitors Guide Fall edition
- Continued weekly Property Mondays
- Did an Instagram takeover on the @StocktonCa page for 4th of July weekend (four days).
- Hosted National Night Out in the Janet Leigh Plaza
- Developed the Downtown Stockton Blog on the website
 - started sending newsletters containing links to the most recent blog to gain more traction. (Started Sept. 28)
- Walk with Weber
 - *Approximately 1198 page visits since initial release on 2/17/19*
- Full Moon Riders
 - *July: Giveaway was Bike Caps*
 - *August: Giveaway was mini Towels*
 - *September: Giveaway was #FMR t-shirts*