

3RD QUARTER REPORT

JULY • AUGUST • SEPTEMBER • 2020

HOSPITALITY & SAFETY (8 Safety Ambassadors)

Business Contacts	439
Citizen Safety Escorts	12
General Patrol Hours	298
Visitors Assisted	797
Publications Distributed	1,609

MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	55
Service Calls	894
Trash Removal (30 gal bags)	6,727
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q3	vs. Q2 2019
Website - Page Views	17,496	34,922 (49.9% decrease)
Website - Unique Visitors	12,148	18,968 (35.96% decrease)
Facebook Followers	6,428	6,238 (3.05% Increase)
Twitter Followers	4,423	4,175 (5.94% Increase)
Instagram Followers	9,427	7,513 (25.48% Increase)

SPECIAL EVENTS & PROMOTIONS

- Posted weekly Takeout Tuesday videos on social media in July and August to highlight downtown eateries that were still open during the pandemic
- Reorganized/updated website pages to create a more user-friendly experience
- Posted a total of 7 blogs on the website
- Updated list of restaurants open for take-out, dine-in, and outdoor dining on our website regularly
- Continued monthly Talk to Downtown Facebook Live Stream webinars