

OCTOBER • NOVEMBER • DECEMBER • 2017

## HOSPITALITY

• Business Contact	952
• Jurors Addressed	1,149
• Historical Tours	13
• Citizen Safety Escorts	8
• General Patrols Hours	764
• Visitors Assisted	2,362
• Publications Distributed	4,783

## MAINTENANCE

• Graffiti Removals	103
• Service Calls	63
• Trash Removal (30 gal bags)	2,666
• Blocks of sidewalks pressure-washed	94

## WEBSITE & SOCIAL MEDIA

	Oct	Nov	Dec
Website - Page Views	5,338	5,177	6,038
Website - Unique Visitors	2,384	1,830	2,656
Facebook Followers	5,081	5,100	5,127
Twitter Followers	3,502	3,529	3,555
Instagram Followers	4,162	4,124	4,227
Youtube Views	6,419	6,357	6,481

## SPECIAL EVENTS & PROMOTIONS

- Continued design, print and distribution of downtown info cards to restaurants
- Installed one of the community MTOE pianos in the Espresso Coffee House
- Recruited a local artist for the 10th MTOE piano at the HUB
- Completed the 3rd Entrepreneur Training Class and organized a graduation event
- Held two Downtown Marketing Round Table events
- Initiated a new social media series, the weekly Property Mondays to promote downtown real estate