

1ST QUARTER REPORT

JANUARY • FEBRUARY • MARCH • 2022

HOSPITALITY

Business Contacts	392
Citizen Safety Escorts	13
General Patrol Hours	264
Visitors Assisted	1,094
Publications Distributed	1,074

SAFETY (8 Safety Ambassadors)

General Patrol Hours	1,900
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PORTABLE BATHROOM & SHOWERS

Uses	1,798
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MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	86
Service Calls	46
Trash Removal (30 gal bags)	4,378
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q1	vs. Q1 2021
Website - Page Views	25,522	18,701 (36.47% increase)
Website - New Users	15,216	10,669 (42.62% increase)
Facebook Followers	6,625	6,484 (2.17% increase)
Twitter Followers	4,474	4,455 (0.43% increase)
Instagram Followers	10,456	9,876 (5.87% increase)
YouTube Views	12,702	10,581 (20.04% increase)

SPECIAL EVENTS & PROMOTIONS

- Developed 3 new Doorways to Downtown episodes
- Developed 1 new vlog episode with a new influencer
- Created 1 new vlog reel
- Created 3 new business reels for Doorways to Downtown
- Created 3 new blogs
- Continued streaming Talk to Downtown series
- Created 3 Talk to Downtown reels with DSA ambassador
- Created new playlist and feature options for YouTube channel
- Finalized and updated Visitors Guide for Winter 2021/2022
- Updated Business Directory on website
- Added newsletter sign up option to website
- Announced opening ceremony for Diversity Plaza
- Created Safety Ambassador reel