

2ND QUARTER REPORT

APRIL • MAY • JUNE • 2022

HOSPITALITY

Business Contacts	192
Citizen Safety Escorts	7
General Patrol Hours	206
Visitors Assisted	627
Publications Distributed	480

SAFETY (8 Safety Ambassadors)

General Patrol Hours	2,048
----------------------	-------

PORTABLE BATHROOM & SHOWERS

Uses	1,776
------	-------

MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	70
Service Calls	41
Trash Removal (30 gal bags)	3,980
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q2	vs. Q2 2021
Website - Page Views	37,801	23,882 (58.3% increase)
Website - Unique Visitors	21,142	13,391 (57.9% increase)
Facebook Followers	6,737	6,496 (3.71% increase)
Twitter Followers	4,493	4,421 (1.63% increase)
Instagram Followers	10,610	10,139 (4.65% increase)
YouTube Views	18,856	11,791 (59.9% increase)

SPECIAL EVENTS & PROMOTIONS

- Held Jazz in the Plazz throughout the month of May
- Increased social media Daily Posts across multiple platforms such as Twitter and Facebook
- Reorganized our Vlog to be more interview and location-based around downtown
- Helped promote and assist with Flavor Fest
- Planned out and ordered our giveaways for the following year
- Contacted various businesses on our website directory to confirm that their information is accurate on our site
- Improved the efficiency and reach of Talk To Downtown