

3RD QUARTER REPORT

JULY • AUGUST • SEPTEMBER • 2022

HOSPITALITY

Business Contacts	372
Citizen Safety Escorts	13
General Patrol Hours	248
Visitors Assisted	1,310
Publications Distributed	1,696

SAFETY (8 Safety Ambassadors)

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

PORTABLE BATHROOM & SHOWERS

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

MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	54
Service Calls	89
Trash Removal (30 gal bags)	3,399
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q3	vs. Q3 2021
Website - Page Views	31,496	29,638 (6.27% increase)
Website - Unique Visitors	27,817	17,012 (63.5% increase)
Facebook Followers	7,542	6,554 (15.1% increase)
Twitter Followers	4,450	4,457 (0.16% decrease)
Instagram Followers	10,881	10,236 (6.3% increase)
YouTube Views	14,290	13,501 (5.84% increase)

SPECIAL EVENTS & PROMOTIONS

- Helped promote and host National Night Out
- Aired Talk to Downtown live on multiple platforms
- Helped promote and host this year's Mid-Autumn Festival
- Hosted this year's annual Full Moon Riders event
- Awarded \$100,000 in ARPA funding from the City of Stockton for social media marketing of events, business promos, and jobs in 2022 & 2023
- Hosted Touch of Magic for a Music in the Plaza event series on Tuesdays in September