

1ST QUARTER REPORT

JANUARY • FEBRUARY • MARCH • 2023

HOSPITALITY

Business Contacts	368
General Patrol Hours	1,698
Publications Distributed	1,076
Monthly Events	64
Visitors Assisted	1,029

SAFETY (8 Safety Ambassadors)

General Patrol Hours	2,130
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PORTABLE BATHROOM & SHOWERS

Uses	1,355
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MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	22
Service Calls	65
Trash Removal (30 gal bags)	3,090
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q1	vs. Q1 2022
Website - Page Views	18,718	25,522 (27% decrease)
Website - Unique Visitors	16,473	15,499 (6.28% increase)
Facebook Followers	8,544	6,625 (28.97% increase)
Twitter Followers	4,721	4,471 (5.59% increase)
Instagram Followers	11,689	10,450 (11.86% increase)
YouTube Views	31,115	17,178 (81.13% increase)

SPECIAL EVENTS & PROMOTIONS

- Started work on the following APRA Programs: Downtown Stockton Window Repair Reimbursement Program, Downtown Stockton Entrepreneur Support Program, Downtown Stockton Window Wrap Program, and the Downtown Stockton Business Facade Improvement Grant Program.
- Increased Patrol Hours
- Increased our social media outreach with boosting
- Created the Downtown Stockton Alliance 2023 Commercial for Sacramento Fox40 and CBS