

# 2ND QUARTER REPORT

APRIL • MAY • JUNE • 2023

## HOSPITALITY

Business Contacts	571
General Patrol Hours	1,132
Publications Distributed	805
Monthly Events	83
Visitors Assisted	767

## SAFETY (7 Safety Ambassadors)

General Patrol Hours	2,130
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## PORTABLE BATHROOM & SHOWERS

Uses	1,624
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## MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	18
Service Calls	25
Trash Removal (30 gal bags)	2,327
Sidewalks Pressure-washed (hours)	400

## WEBSITE & SOCIAL MEDIA

	Q2	vs. Q2 2022
Website - Page Views	19,788	37,801 (48% decrease)
Website - Unique Visitors	17,433	21,142 (18% decrease)
Facebook Followers	10,620	6,737 (57.64% increase)
Twitter Followers	4,977	4,493 (10.77% increase)
Instagram Followers	11,989	10,610 (13% increase)
YouTube Views	117,068	18,856 (521% increase)

## SPECIAL EVENTS & PROMOTIONS

- Completed 8 ARPA Downtown Stockton Window Wrap
- Completed 13 ARPA Downtown Stockton Window Repair Reimbursements
- Completed 26 ARPA Downtown Stockton Entrepreneur Support Program
- Completed 8 ARPA Downtown Stockton Business Facade Improvements
- Had the most youtube views in DSA history
- Co-hosted Main Street Market with Parents by Choice
- Premiered the Downtown Stockton Commercial on Fox40 and KOVR