

4TH QUARTER REPORT

OCTOBER • NOVEMBER • DECEMBER • 2023

HOSPITALITY

Business Contacts	373
General Patrol Hours	1,698
Publications Distributed	525
Monthly Events	55
Visitors Assisted	765

AMBASSADORS (7 Community Ambassadors)

General Patrol Hours	2,130
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MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	18
Service Calls	57
Trash Removal (30 gal bags)	3,882
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q4	vs. Q4 2022
Website - Page Views	21,419	14,046 (52.4% increase)
Website - Unique Visitors	13,715	12,494 (9.77% increase)
Facebook Followers	12,905	7,756 (66.3% increase)
Twitter Followers	4,991	4,739 (5.32% increase)
Instagram Followers	12,355	11,191 (10.4% increase)
YouTube Views	202,376	15,618 (1195.8% increase)

SPECIAL EVENTS & PROMOTIONS

- Participated in various holiday events including Trunk of Treat, Safe Trick or Treat, and Free Santa Photos at the Children's Museum of Stockton
- Completed 8 ARPA Downtown Stockton Window Repair Reimbursements
- Completed ARPA Downtown Stockton Entrepreneur Support Program
- Completed 27 ARPA Downtown Stockton Business Facade Improvements
- Saw a major increase YouTube followers and views
- Completed and aired new episode of Spirits of Downtown
- Completed ARPA Marketing Grant