

1st QUARTER REPORT

JANUARY • FEBRUARY • MARCH • 2024

HOSPITALITY

Business Contacts	526
General Patrol Hours	1,698
Publications Distributed	896
Monthly Events	54
Visitors Assisted	1,054

AMBASSADORS (7 Community Ambassadors)

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

Graffiti Removals	23
Service Calls	82
Trash Removal (30 gal bags)	3,779
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q1	vs. Q1 2023
Website - Page Views	21,710	18,718 (15.98% increase)
Website - Unique Visitors	13,150	16,473 (20.1% decrease)
Facebook Followers	13,018	8,544 (52.4% increase)
Twitter Followers	4,988	4,721 (5.66% increase)
Instagram Followers	12,403	11,689 (6.11% increase)
YouTube Views	221,643	31,115 (612% increase)

SPECIAL EVENTS & PROMOTIONS

- Completed 2023 Annual Report
- Launched Miracle Mile Community Ambassador Program
- Helped sponsor 209 crosswalk repainting
- Started promotion and sponsorship for 2024 Main Street Market
- Completed 6 ARPA Downtown Stockton Window Wraps
- Completed mural work on the B&M Building
- Started Downtown Stockton 1:1 Business Coaching
- Created Parking Guide for Downtown Stockton
- Hosted 3 Talk to Downtowns: ASM Global, Stockton Kings, Child Abuse Prevention Council
- Released 1 Doorways to Downtown: Greater Stockton Chamber of Commerce
- Reimbursed business and property owners for at least 35 broken windows through SJC ARPA funding
- Reimbursed the last round of businesses for their chamber memberships through our SJC ARPA-funded Entrepreneur Support Program; we supported 68 businesses in total through this pot of funding
- Completed the renovation of over 30 facades in partnership with the City of Stockton through the ARPA-funded Business Facade Improvement Program