

1ST QUARTER REPORT

JANUARY • FEBRUARY • MARCH • 2025

HOSPITALITY

Business Contacts	498
General Operating Hours	1,698
Publications Distributed	1,060
Events	60
Visitors Assisted	1,073

AMBASSADORS (10 Community Ambassadors)

General Operating Hours	8,760
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MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	17
Service Calls	119
Trash Removal (30 gal bags)	5,643
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q1	vs. Q1 2024
Website - Page Views	24,006*	21,740 (10.42% increase)
Website - Unique Visitors	14,202*	13,150 (8% increase)
Facebook Followers	13,480	13,018 (3.55% increase)
X Followers	4,946	4,988 (.84% decrease)
IG Followers	13,522	12,403 (9.02% increase)
YouTube Views (Lifetime)	502,765	221,643 (126.84% increase)
Total YouTube Subscribers	1,392	365 (281.37% increase)

SPECIAL EVENTS, PROMOTIONS, & PROJECTS

- Continued second round of funding for the Entrepreneur Support Program, helping the following businesses: Urban Activewear, Stockton Ports, House of Pita Stockton, the Alchemist, Greater Stockton Chamber, BMO Bank, Nena's, Rising Sun Center for Opportunity, CAPC, SJ County Bar Association, One Eleven Web Design, and Two Men and a Truck
- Continued installation of window wraps through the Window Wrap Program
- Continued the Window Repair Reimbursement Program, helping businesses like: Bank of Stockton, American Furniture, Riteway Cleaners, Stockton Autobody, and Dennis Erardi Commercial Properties
- Released 12 blog articles featuring topics like New Year events, Culebra Coffee, The LYTE, Cooper's Coffee, February events, StocktonCon Winter 2025, Fo3 Urban Activewear, Orlando's Market, House of Pita, the DSA Maintenance Team, Bearpaw Equities, and the DSA Community Ambassador Program
- Released 2 Doorways to Downtown videos: Tantra Ink and Success Ink
- Hosted 3 Talk to Towns: Esperanza Vielma - Mayor Fugazi's Office and Chief Heat Policy Advisor, Shaquoya Jones - Digital NEST, Mario Gardea - County Supervisor
- Released 6 new Intern Adventure videos
- Promoted and ran giveaways for the Stockton Ports

*= Missing values were imputed using the average of available data points

DowntownStockton.org | 209.464.5246



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