

# 2ND QUARTER REPORT

APRIL • MAY • JUNE • 2025

## HOSPITALITY

Business Contacts	487
General Operating Hours	1,698
Publications Distributed	1,285
Events	82
Visitors Assisted	1,221

AMBASSADORS (10 Community Ambassadors)

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

Graffiti Removals	13
Service Calls	74
Trash Removal (30 gal bags)	5,661
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q2	vs. Q2 2024
Website - Page Views	22,800	24,097 (5.38% decrease)
Website - Unique Visitors	12,245	14,482 (1.93% decrease)
Facebook Followers	14,947	13,133 (13.81% increase)
X Followers	4,950*	4,999 (.98% decrease)
IG Followers	14,493*	12,662 (14.46% increase)
YouTube Views (Lifetime)	526,558	249,392 (111.14% increase)
Total YouTube Subscribers	1,992	845 (135.74% increase)

## SPECIAL EVENTS, PROMOTIONS, & PROJECTS

- Continued second round of funding for the Entrepreneur Support Program, helping the following businesses: Shaw Bar, Yazi Curls, Mexican Heritage Center, Meath & Pereira, and K&T Lights
- Continued installation of window wraps through the Window Wrap Program
- Continued Window Repair Reimbursement Program, helping businesses like: YCPM Historical, El Concilio, Main Street Youth & Family Services, Dru Hunt, Hi-grade Cleaners, Bank of Stockton, The Campus, Riteway Cleaners, and a local glass shop
- Released 16 blog articles on topics like Johnny Wokker, Yet Bun Bakery, La Vaca En Brasas, Louie's Market, Blazin Cajun, 4th of July Fest, Stockton Arts Night, Stockton Ports, Small Business Week, Safari Fashion Boutique, Memorial Day Celebration, Main Street Gifts, Success Ink, and more
- Hosted 3 Talk to Downtowns: Thomas Freeman - Stockton Arts Commission Representative, Angelina Abella - City of Stockton Economic Development Department Senior Analyst, and Howard Chang - Ava Community Energy CEO
- Released 9 new Intern Adventure videos featuring the Bob Hope Theatre, Stockton Art Night, the Morning Lyte, Goldenvilla Farmers Market, Mango Crazy, Louie's Market, and more
- Conducted giveaways for Stockton Ports games
- Launched new social media campaign in May - What's Happening This Weekend in Downtown Stockton - which compiles and highlights all weekend events

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

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