

3RD QUARTER REPORT

JULY • AUGUST • SEPTEMBER • 2025

HOSPITALITY

Business Contacts	437
General Operating Hours	1,698
Publications Distributed	1,505
Events	92
Visitors Assisted	1,758

AMBASSADORS (10 Community Ambassadors)

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

Graffiti Removals	34
Service Calls	114
Trash Removal (30 gal bags)	6,335
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q3	vs. Q3 2024
Website - Page Views	24,670	32,298 (23.62% decrease)
Website - Unique Visitors	13,825	22,024 (37.23% decrease)
Facebook Followers	16,864	13,284 (26.95% increase)
X Followers	4,956*	5,004 (.96% decrease)
IG Followers	16,470	12,879 (27.88% increase)
YouTube Views (Lifetime)	544,475	269,217 (102.24% increase)
Total YouTube Subscribers	3,372	908 (271.37% increase)

SPECIAL EVENTS, PROMOTIONS, & PROJECTS

- Continued second round of funding for the Entrepreneur Support Program, helping the following businesses: Dirt Nurses, Irma's, Central Pacific, Keith's Trophy, Toda Mujer, and Friends of Children
- Continued installation of window wraps through the Window Wrap Program
- Continued the Window Repair Reimbursement Program, helping businesses like: Davey Turner, Hardin Animal Hospital, and Sonic
- Released 11 blog articles featuring topics like Art Break Day, Cast Iron Trading Co., new murals, the Golden Rose Barbershop, Downtown's ice cream spots, intern experiences, Pacific Development Group, Visionary Home Builders, and more
- Released 1 Doorways to Downtown video: The S.H.A.W. Bar
- Hosted 3 Talk to Downtowns: Jack Schroeder - SJC Law Library Director, Nate Knodt - Downtown Comeback Club Facilitator, and Matty Amen - Huddle Co-work + Create Vice Chair
- Released 8 new Intern Adventure videos, featuring the Stockton Ports, Dance on the Edge, National Night Out, Regal Cinema, Curbside Cravings, and more
- Conducted giveaways for Stockton Ports games
- Hosted National Night Out in partnership with SJCOE, Stockton Ports, and Main Street Youth & Family Services
- Conducted 4th of July Business Decoration Contest

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

DowntownStockton.org | 209.464.5246



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