

# 4TH QUARTER REPORT

OCTOBER • NOVEMBER • DECEMBER • 2025

## HOSPITALITY

Business Contacts	315
General Operating Hours	1,698
Publications Distributed	830
Events	85
Visitors Assisted	699

## AMBASSADORS (10 Community Ambassadors)

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

Graffiti Removals	14
Service Calls	96
Trash Removal (30 gal bags)	5,860
Sidewalks Pressure-washed (hours)	400

## WEBSITE & SOCIAL MEDIA

	Q4	vs. Q4 2024
Website - Page Views	22,111	16,665 (32.68% increase)
Website - Unique Visitors	13,039	9,956 (30.97% increase)
Facebook Followers	17,474	13,327 (31.12% increase)
X Followers	4,950	4,957 (.14% decrease)
IG Followers	18,263	13,183 (38.53% increase)
YouTube Views (Lifetime)	594,287	284,475 (108.91% increase)
Total YouTube Subscribers	4,299	1,151 (273.50% increase)

## SPECIAL EVENTS, PROMOTIONS, & PROJECTS

- Continued second round of funding for the Entrepreneur Support Program, helping the following business: Magical Magnets
- Continued installation of window wraps through the Window Wrap Program
- Continued the Window Repair Reimbursement Program, helping businesses like: Pacific Development Group, Bank of Stockton, Fo3, and Main Street Youth & Family Services
- Released 3 blog articles featuring topics like the Codestack Conference, Halloween events in Downtown, and the City of Stockton's Annual Tree Lighting Ceremony
- Hosted 3 Talk to Downtowns: Bryan Carr - City of Stockton Fire Chief, Bill Maxwell - Bank of Stockton Archives Manager, and Mike Huber - Downtown Stockton Alliance Executive Director
- Released 2 new Intern Adventure videos featuring The LYTE and Tequila Fest
- Tabled at several Halloween events, like Adventist Health Arena's Trick or Suite, Stockton PD's Trunk or Treat, and Main Street Youth & Family's Monster Mash
- Promoted and ran giveaways for the Stockton Kings
- Participated in holiday toy giveaway for youth

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