

1ST QUARTER REPORT

JANUARY • FEBRUARY • MARCH • 2026

HOSPITALITY

Business Contacts	491
General Operating Hours	1,698
Publications Distributed	700
Events	74
Visitors Assisted	1,083

AMBASSADORS (10 Community Ambassadors)

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

Graffiti Removals	17
Service Calls	82
Trash Removal (30 gal bags)	6,913
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q1	vs. Q1 2025
Website - Page Views	27,549	24,006 (14.76% increase)
Website - Unique Visitors	17,022	14,202 (19.86% increase)
Facebook Followers	18,157	13,480 (34.70% increase)
X Followers	4,954	4,946 (.16% increase)
IG Followers	18,963	13,522 (40.24% increase)
YouTube Views (Lifetime)	749,628	502,765 (49.10% increase)
Total YouTube Subscribers	5,721	1,392 (310.99% increase)

SPECIAL EVENTS, PROMOTIONS, & PROJECTS

- Continued second round of funding for the Entrepreneur Support Program, helping the following business: Tierra Luna, Rising Sun Center for Opportunity, and Bank of Agriculture and Commerce
- Continued installation of window wraps through the Window Wrap Program
- Continued the Window Repair Reimbursement Program, helping businesses like: Sadiq Law Firm, 528 Clubhouse, Mexican Heritage Center, Orlando's Deli, and Pacific Development Group
- Released 10 blog articles featuring topics like the Emery's, Golden Villa Farmer's Market, Andy Nguyen's internship, Granny's Soul Food, Valentine's Day events in Downtown Stockton, Ging's Chicharon, Talk to Downtown, Downtown Stockton's recertification, San Joaquin Pride Center, and Cal-Tire Autoworks
- Hosted 2 Talk to Downtowns: Tony Mannor - Public Information Officer, City of Stockton City Manager's Office and Fay Vieira, Director of San Joaquin County Behavioral Health Services
- Released 5 new Intern Adventure videos featuring Misaki's 20th Anniversary, the Bob Hope Theatre, the Stockton Kings, Ging's Chicharon, and March Fight Night
- Tabled at Stockton Con
- Promoted and ran giveaways for the Stockton Kings
- Launched a Downtown Stockton Alliance TikTok channel
- Promoted multiple videos of the DSA maintenance team in action
- Released two Doorways to Downtown videos: Cal-Tire Autoworks and The Golden Rose Barbershop

DowntownStockton.org | 209.464.5246



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