

2ND QUARTER REPORT

APRIL • MAY • JUNE • 2026

HOSPITALITY

Business Contacts	485
General Operating Hours	1,698
Publications Distributed	1,155
Events	163
Visitors Assisted	1,048

AMBASSADORS (10 Community Ambassadors)

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

Graffiti Removals	13
Service Calls	78
Trash Removal (30 gal bags)	8,149
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q2	vs. Q2 2025
Website - Page Views	33,229	22,800 (45.74% increase)
Website - Unique Visitors	20,745	12,245 (21.87% increase)
Facebook Followers	19,130	14,947 (27.99% increase)
X Followers	4,964	4,950 (.28% increase)
IG Followers	21,499	14,493 (48.34% increase)
YouTube Views (Lifetime)	1,016,346	526,558 (93.02% increase)
Total YouTube Subscribers	16,062	1,992 (706.33% increase)

SPECIAL EVENTS, PROMOTIONS, & PROJECTS

- Continued second round of funding for the Entrepreneur Support Program, helping the following businesses: SMADA, One Eleven Web Design, Nieves Law Firm, PNC Bank, and BMO Bank
- Continued installation of window wraps through the Window Wrap Program
- Continued the Window Repair Reimbursement Program, helping businesses like: Hotel Stockton and the Roman Catholic Diocese of Stockton
- Released 8 blog articles featuring topics like: the founding of the City of Stockton; the Golden Rose Barbershop; non-profit DINO (Disabled Individuals Needing Opportunities); Talk to Downtown Episode 76 featuring Community Medical Centers; new business Novel-Tea; AAPI Heritage Night; a reflection from DSA intern Rose; and Talk to Downtown Episode 77 featuring the Stockton Police Department
- Hosted 2 Talk to Downtowns: Community Medical Center's CEO Gregory Diederich and Director of Development Jennie Rodriguez, and Stockton PD's Chief of Police Stanley McFadden
- Released 3 new Intern Adventure videos featuring FED R&B Night, the Cinco de Mayo Parade, and Cast Iron Trading Co.
- Promoted and ran giveaways for the Stockton Ports
- Promoted multiple videos of the DSA maintenance team in action
- Continued the Property Mondays, What's Happening in Downtown, and Downtown Stockton drone video series
- Tabled the Earth Day Festival

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