

2nd QUARTER REPORT

APRIL • MAY • JUNE • 2024

HOSPITALITY

Business Contacts	458
General Patrol Hours	1,698
Publications Distributed	1,678
Monthly Events	81
Visitors Assisted	1,536

AMBASSADORS (7 Community Ambassadors)

General Patrol Hours	2,130
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MAINTENANCE (12 Maintenance Techs)

Graffiti Removals	26
Service Calls	121
Trash Removal (30 gal bags)	5,113
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q2	vs. Q2 2023
Website - Page Views	24,097	19,788 (19.6% increase)
Website - Unique Visitors	14,482	17,433 (18.5% decrease)
Facebook Followers	13,133	10,620 (23.7% increase)
Twitter Followers	4,999	4,977 (.44% increase)
Instagram Followers	12,662	11,989 (5.61% increase)
YouTube Views	249,392	117,068 (113% increase)

SPECIAL EVENTS & PROMOTIONS

- Launched our Downtown Stockton Apparel Shop
- Worked with 3 interns as part of various internship programs including both local and international programs
- Tabled multiple events including the Delta Flea Market, Golden Villa Market, Drycleaners pop up event, and Stockton FlavorFest
- Hosted 2024 Main Street Market
- Completed 4 ARPA Downtown Stockton Window Wraps
- Hosted 4 Downtown Stockton 1:1 Business Coaching sessions
- Updated multiple pages on our website
- Hosted 3 Talk to Downtowns: FANHS Museum, SUSD, SJ County
- Released 3 Doorways to Downtown: Coach's Lounge, Hardin Animal Hospital, and Tuleburg Press
- Completed another round of facade improvements in partnership with the City of Stockton through the ARPA-funded Business Facade Improvement Program
- Paid for the repainting of over 30 banner poles on El Dorado and Center Street
- Continued reimbursement of broken window repairs through the SJC-ARPA funded Downtown Stockton Window Repair Reimbursement Program