

4TH QUARTER REPORT

OCTOBER • NOVEMBER • DECEMBER

HOSPITALITY

Business Contacts	322
General Operating Hours	1,698
Publications Distributed	1,000
Monthly Events	44
Visitors Assisted	676

AMBASSADORS (10 Community Ambassadors)

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

Graffiti Removals	37
Service Calls	82
Trash Removal (30 gal bags)	4,555
Sidewalks Pressure-washed (hours)	400

WEBSITE & SOCIAL MEDIA

	Q4	vs. Q4 2023
Website - Page Views	16,665	21,419 (22.2% decrease)
Website - Unique Visitors	9,956	13,715 (27.4% decrease)
Facebook Followers	13,327	12,905 (3.27% increase)
Twitter Followers	4,957	4,991 (.68% decrease)
X Followers	13,183	12,355 (6.7% increase)
YouTube Views	284,475	202,376 (40.6% increase)

SPECIAL EVENTS & PROMOTIONS

- Completed and aired new Spirits of Downtown episode featuring the Main Hotel
- Launched the Facade Enhancement Grant Program in partnership with San Joaquin County
- Continued installation of Window Wraps through our Downtown Stockton Window Wrap Program
- Continued reimbursement of broken window repairs through the SJC-ARPA funded Downtown Stockton Window Repair Reimbursement Program
- Launched second-run of the Downtown Stockton commercial on Fox40
- Released 6 blog articles
- Released 1 Doorways to Downtown video: F.A.C.E.S.
- Hosted 4 Talk to Downtowns: Greater Stockton Chamber of Commerce, UOP Center for Business & Policy Research, SJC District Attorney Office, Downtown Stockton Alliance
- Worked with 1 Korea WEST intern
- Completed intersection painting for the Stockton Kings
- Hosted free Santa Photos with the Children's Museum of Stockton
- Promoted and ran giveaways for the Stockton Lantern Festival and Stockton Kings games
- Increased awareness for the newly launched STAART Program overseen by the Greater Stockton Chamber of Commerce

Scan this QR Code to view the DSA's linktree

