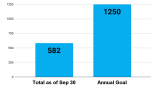


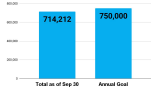
January 1 - December 31, 2024

Welcoming Safe and Vibrant Downtown



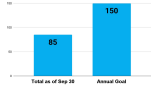
Number of Downtown Events:
Member ran, D\$ Supported + DTL led / sponsored / promoted

888

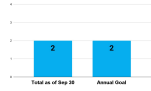


Number of Downtown Events Attendees:
Member ran, D\$ Supported + DTL led / sponsored / promoted

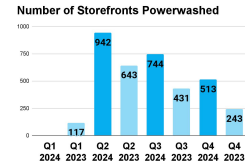
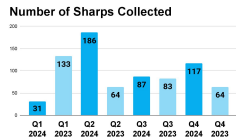
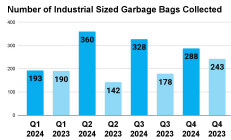
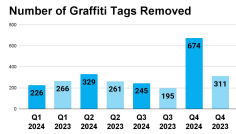
1,185,697



Number of Planter and
Hanging Baskets Installed
**109 planters and
80 hanging baskets**



Number of Public Art Installations
2 murals



This program runs from March to November depending on the weather conditions.

Strong Member Engagement and Support

Number of Member Mixers

8

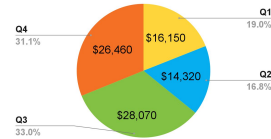
Number of Member
Mixers attendees

272

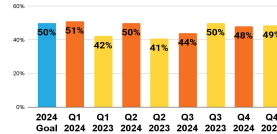
Value of DTL Grants
Provided to Members

\$623,400

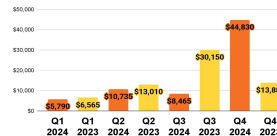
Value of DTL Gift Card Sponsorships



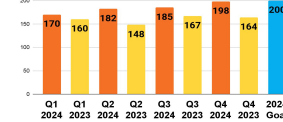
Newsletter Open Rate



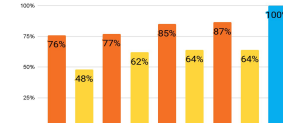
Value of DTL Gift Cards Sold



Number of members participating in Downtown
Dollar Gift Card Program



Downtown Dollar Gift Card Yearly Redemption Rate



Diversified Economic Base

Number of Business
Openings

44

Number of Business
Expansions

3



Businesses
Closed

35

Number of Grand Openings

11



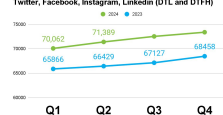
Champion, Catalyst, and Liaison

Number of Media
Interviews / Stories

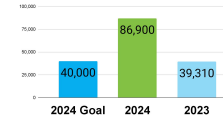
20



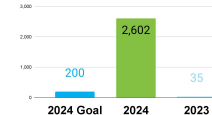
Number of Social Media Followers
Twitter, Facebook, Instagram, LinkedIn (DTL and DTFH)



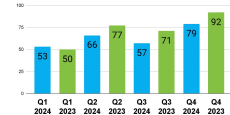
Number of New User Website Visits



Number of participants in experiential trails



Number of Member Incidences responded to



These interactions are related to:
graffiti, garbage, encampments, needles
that members have reached out for
assistance with

