



April 2022



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Accomplishments

The Downtown Chattanooga Alliance (DCA) was created a little over two years ago to make the downtown Chattanooga clean, safe, and welcoming. Downtown supporters were surveyed and then created a work plan that has:

- hired an Executive Director
- selected a vendor for the Ambassador program
- launched and trained an Ambassador program
- focused on clean, safe, welcoming, and beautification efforts

After two years of following the work plan, it is time to evaluate what has been accomplished and to determine where the organization should go in the future.

In April, the Board of Directors voted to create a Strategic Work Plan. The DCA hired Jim Kennedy, who since 2005 has created strategic work plans for cities throughout the Southeast. Because Jim has a tremendous amount of experience and a deep knowledge of Chattanooga, he is an outstanding choice to lead us in creating a Strategic Work Plan for our district.

To help Jim, the DCA will form a committee led by two DCA board members. The committee will interview downtown property owners, residents, and businesses to find out what they feel has gone well and what things have not worked. This information will help the committee analyze the DCA's strengths and weaknesses, find opportunities, anticipate threats, and develop a blueprint for moving ahead.

The DCA has also been working to create a Landscape Master Plan. Over a five year period, downtown Chattanooga will be filled with native plants, annuals and perennials. This plan is in line with our mission to separate our city from other Southeastern cities through beautification. The DCA has formed a committee that includes landscape design experts, who have had interviews with a local landscape firm to create a process outline and fee proposal. The committee members are enthusiastic and working hard to see this plan thought to fruition.



Executive Summary: Clean Team Highlights, April 2022

Accomplishments

During the month of April, Downtown Chattanooga Alliance Ambassadors achieved the following special projects and cleaning accomplishments.

1. Power washed stains, smells, and deep cleaned sidewalks for 23 hours a decrease of 71% from April of 2021
2. Removed 125 graffiti tags and stickers observed around the district an increase of 166% when compared to April of 2021.
3. Cleaned 102 incidents of biohazards and disinfected the immediate surrounding area, an increase of 108% when compared to April of 2021.
4. Performed 244 hours of special projects which mainly included mulching, weeding, and planting flowers.
5. Collected 1,700 bags of trash, an increase of 455% when compared to April of 2021.
6. Performed weed abatement on 85 block faces, an increase of 47% when compared to April of 2021.



Ambassador Braxton pulls weeds on Patton Parkway.

Executive Summary: Hospitality Team Highlights, April 2022

Accomplishments

During the month of April, Downtown Chattanooga Alliance Ambassador Hospitality Team did the following:

1. Provided 3104 directions and recommendations, a decrease of 10.5% when compared to April 2021.
2. Conducted 50 business checks, a decrease of 58% when compared to April of 2021.
3. Provided 13 motorist assists, an increase of 116% when compared to April of 2021.



Ambassador Anna provides an umbrella escort.

Executive Summary: Outreach Highlights, April 2022

Accomplishments

In the month of April, our Outreach Team had 92 contacts with those experiencing homelessness within the district. The team supplied clothing, socks, and shoes to over 40 individuals. Our teams saw a large decrease in passive panhandling down 64% from last month. The team also noted an 87% increase of people sleeping in doorways of businesses and public sidewalks in our community. The team attributes increase to the warming weather.

Our outreach team continued to make contacts with those experiencing homelessness in our area. Building relationships with these individuals allows the team affect positive change in the district. By assisting these individuals with using the existing services their lives can improve. Whether it's getting access to health care, a hot cup of soup, or someone to listen our Outreach team helps in whatever way it can. In the best of cases, we can help some individuals transition from homelessness to a housed situation.



Ambassador Kathy helps a man on 5th St.

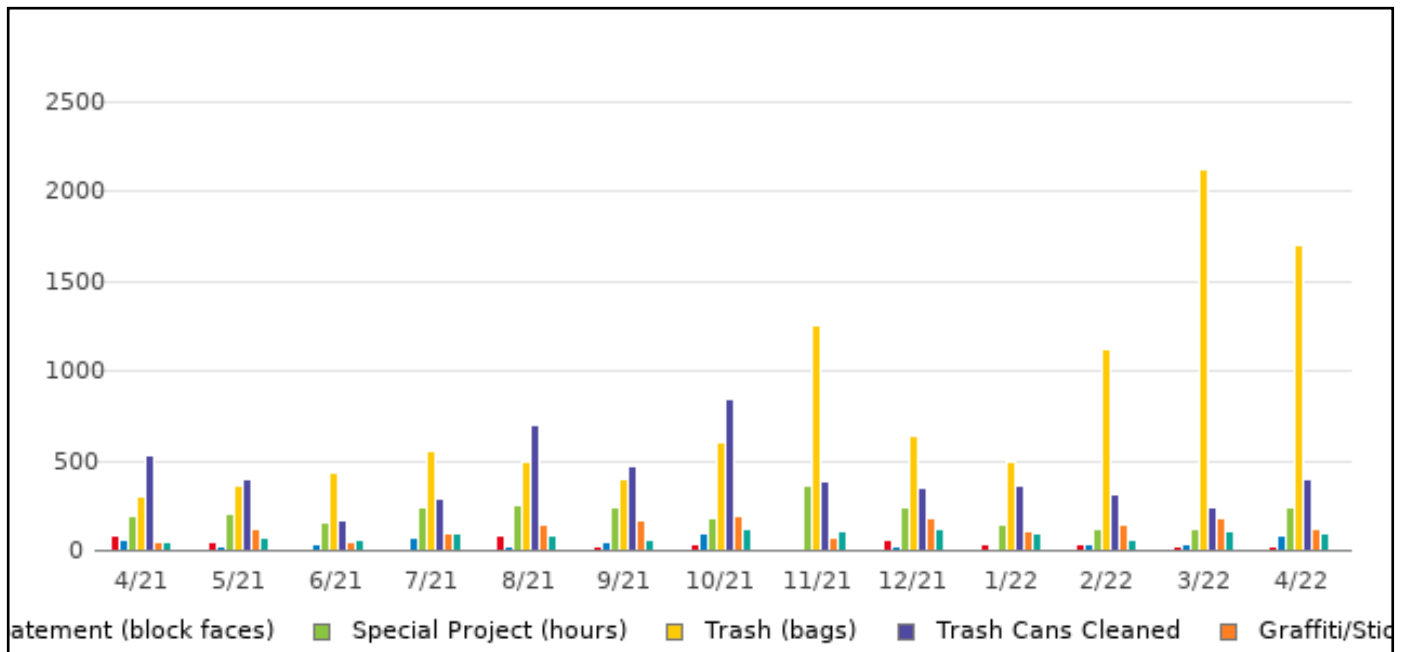
Cleaning Statistics

August 2020 through April 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Biohazard Clean Up	'20	--	--	--	--	--	--	--	77	62	38	32	22	231
	'21	31	21	18	49	76	64	98	81	61	118	109	116	842
	'22	100	64	109	102	--	--	--	--	--	--	--	--	375
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	36	99	47	117	49	98	149	171	189	73	178	1248
	'22	109	141	175	125	--	--	--	--	--	--	--	--	550
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	62	105	82	48	17	7	90	22	35	1	65	607
	'22	36	37	25	23	--	--	--	--	--	--	--	--	121
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	157	169	198	203	161	244	252	241	186	367	245	2595
	'22	139	116	123	244	--	--	--	--	--	--	--	--	622
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	383	300	363	430	553	489	403	608	1258	644	5839
	'22	495	1122	2126	1700	--	--	--	--	--	--	--	--	5443
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	244	393	--	--	--	--	--	--	--	--	1310
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	13	315
	'21	4	15	26	58	23	32	67	26	43	98	14	20	426
	'22	15	38	42	85	--	--	--	--	--	--	--	--	180

Statistic based on Block by Block's SMART app.

April 2021 through April 2022



Statistic based on Block by Block's SMART app.

Cleaning Highlights

Accomplishments

During the Month of April, the DCA Clean Team continued to focus on maintaining the level of cleanliness throughout the district, getting the district ready for events, and attention to detail work. The team also installed hanging baskets and new flowers in landscape areas to ramp up the beautification of the district in advance of our peak tourist season.

One of the projects completed during April, involved the Ambassadors working alongside the City of Chattanooga Public Works department. The goal of the project was to provide fresh mulch to all tree wells and landscape areas throughout the district. This was a time consuming and grueling process, but the difference it makes with the appearance of downtown makes it all worth it. Many people commented on the work and asked if it would be possible to mulch three times per year.

The Clean Team installed hanging flower baskets in the Aquarium and Patton Parkway districts and planted Spring/Summer flowers throughout the West Village. To get the plants established and thriving, the team has been out watering several times per week and pulling weeds. These efforts have been appreciated by the businesses and we are excited to see the baskets fill out and "WOW" those who enjoy our downtown.

The Clean Team also helped get the district ready for two monumental events, Chief Murphy's swearing in ceremony and the TN Aquarium's 30th Anniversary. For both events the team put together a plan to clean the area and focus on the attention to details. This involved spot washing stains and smells, detailing the curb line, painting and additional cleaning measures that were required.

The Clean Team continues to work extremely hard throughout the district each day. They perform a variety of tasks that keeps the district clean and vibrant. From weeding, to installing plants, to cleaning and removing biohazards; downtown is lucky to have a team of dedicated individuals performing these tasks every day.



Ambassador Brian paints over a graffiti tag.

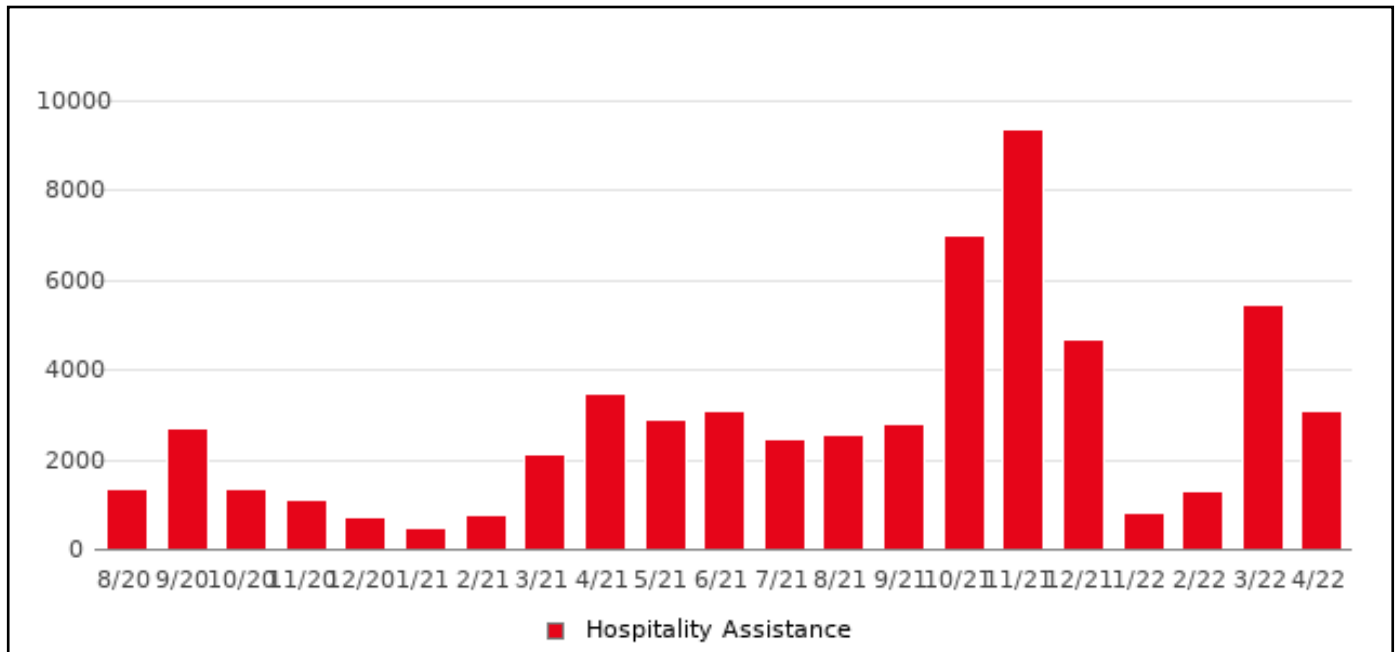
Hospitality Statistics

August 2020 through April 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contact	'20	--	--	--	--	--	--	--	57	42	62	93	91	345
	'21	45	112	66	120	187	26	35	46	50	17	45	40	789
	'22	45	71	62	50	--	--	--	--	--	--	--	--	228
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	762	2133	3468	2879	3076	2457	2561	2776	7014	9374	4684	41650
	'22	803	1310	5470	3104	--	--	--	--	--	--	--	--	10687
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	6	6	5	11	9	11	9	10	9	6	2	87
	'22	2	15	16	13	--	--	--	--	--	--	--	--	46

Stats are based on Block by Blocks SMART app.

Hospitality Assistance -- August 2020 through April 2022



Stats are based on Block by Block's SMART app.

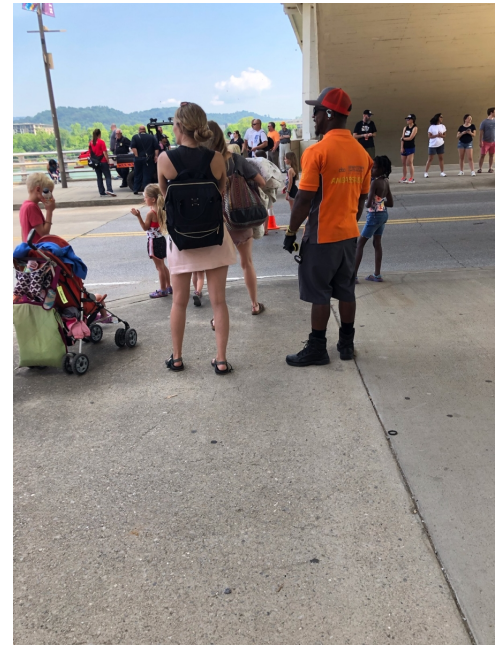
Hospitality Highlights

Accomplishments

The DCA Hospitality Team continues to serve as a key component of our program. Welcoming visitors to our downtown with a smile and warm personality allows people to feel more comfortable and confident as they navigate their way to shops, restaurants, and attractions. They provide a uniform presence people know are trustworthy and can go to for questions and assistance. Most of the time the Ambassadors help in the form of recommendations. However, an assistance that went unnoticed during the month was when the Ambassadors helped the driver and passengers of a disabled car.

While on patrol on April 30th, DCA Ambassadors arrived at the corner of Aquarium Way and Power Alley. They noticed a disabled vehicle in the middle of the street and the driver and passengers outside. The Ambassadors realized this was quickly becoming an unsafe situation and put a plan into action. They called for more Ambassador assistance to help move traffic around the vehicle. An ambassador was placed at a stop sign and another behind the disabled car. They communicated with traffic and each other to safely move traffic around the car. After a quick assessment of the disabled car, the Ambassadors realized the axle or t-rod had broken. With brute strength the Ambassadors pushed the wheel straight and the driver was able to roll the car backwards to the curb line and out of the flow of traffic. The driver notified their parents of the situation, called for a tow truck, and thanked the Ambassador for their assistance. Ambassadors then returned to the office, retrieved traffic cones, and placed them around the car for additional safety. Eventually the tow truck arrived and towed the car to the repair shop.

The team is out patrolling daily looking for ways to assist the public. Sometimes the form of help comes with a recommendation and sometimes the form of help keeps people safe. The DCA Hospitality team went above and beyond in this situation. They made the driver and passengers feel safe and comfortable with the assistance they provided. Actions like this continue to show the importance of the program and supplemental services the DCA provides.



Ambassador Tony helps a family at the Riverfront.

Photos



Graffiti on light pole.



Graffiti removed from light pole.



Planter full of trash.



Trash cleaned out of planter.



Trash Can knocked over on Chestnut St.



Trash can upright on Chestnut St.



10th street sidewalk before.



10th St photo after.

Ambassador Team in Action



Ambassador Braxton removes a sticker on Market St.



Ambassador Anna backpack blows Chestnut.



Ambassadors enjoy a Sunday lunch together.



Ambassador Brian pulls trash during an event on the Green.



Team Leader Ryan waters a hanging basket.



Team Leader Jake pulls trash on Broad St.



Ambassador Tony picks up a napkin on 5th St.



Team Leader Jake power washes Columbia St.