



# Downtown Chattanooga Alliance

April 2021



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Director Summary: April 2021

## Message From Executive Director

We've been preparing and discussing for months the day will come when activity picks up both on the street and in the DCA office. April 2021 was the month downtown saw a rejuvenation of visitors and activity throughout the district. The month started off with an influx of visitors who chose to enjoy their Spring Break in Chattanooga. Spring Break was followed by graduation celebrations and high school prom. Also during the month of April, activities were taking place throughout the city which brought participants and their families downtown to our hotels, attractions, and businesses. As you read through the report, the statistics show that the Ambassador team was ready and stepped up to the challenge to keep the district clean, safe, and friendly.

April also allowed us to continue the "Cash for Trash" pilot program and as the days went by, we had more people show up and participate. One of the program goals was to connect with individuals who may be resistant to services. In late April, a person who had participated daily in the "Cash for Trash" program and been resistant to services pulled an Ambassador aside and asked if we could help him obtain his State I.D. and documents. We convened a meeting with an Outreach Specialist and that led to the program participant obtaining a Case Manager.

As we move into May, we look forward to activation and events returning downtown. It will be a great opportunity to show the value of the DCA and work with our partners to make sure the visitor experience is above and beyond expectations.

The DCA will also work on some landscape projects in May and into June. We hope these additions will add to the beautification of downtown and lead to more projects in the future.

Thank you for your continued support and partnership!

Steve



Downtown Chattanooga has some really interesting artwork and murals. Take some time to stroll streets and enjoy everything downtown has to offer.

# Executive Summary: Clean Team Highlights, April 2021

## Accomplishments

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

1. Power wash stains, smells, and deep cleaned sidewalks for 82 hours, a decrease of 21.9% from March 2021;
2. Removed 47 graffiti tags and stickers observed around the district, a decrease of 52.5% from March 2021;
3. Cleaned 49 incidents of biohazards and disinfected the immediate surrounding area, an increase of 172.2% from March 2021;
4. Performed 198 hours of special projects which mainly involved painting, running the ATLV (All Terrain Litter-Vac); and backpack blowing, an increase of 17% from March 2021;
5. Collected 300 bags of trash, a decrease of 21.6% from March 2021;
6. Performed weed abatement on 58 block faces, an increase of 123% from March 2021;
7. And cleaned and sanitized \*\*\* trash cans throughout the district an increase of \*\*\* from March 2021.



Ambassador Jeff wipes down a trash can.

# Executive Summary: Hospitality Team Highlights, April 2021

## Accomplishments

During the month of April, Downtown Chattanooga Alliance Ambassadors achieved the following hospitality accomplishments:

1. Provided 3,468 directions and recommendations, an increase of 62.5% when compared to the month of March;
2. Conducted 120 business checks, an increase of 81.8% when compared to the month of March;
3. And passed out 15 rain ponchos to visitors who got caught in the rain.



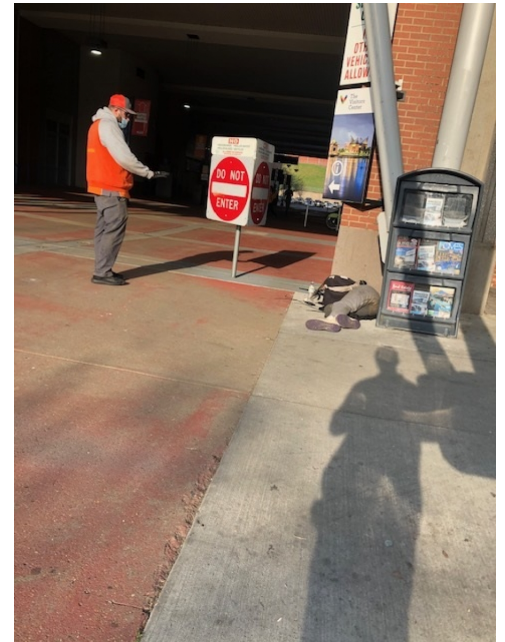
Ambassador Sin speaks with a downtown resident during his tour of Broad St.

# Executive Summary: Outreach Highlights, April 2021

## Accomplishments

During the month of April, Downtown Chattanooga Alliance Ambassadors achieved the following Outreach Accomplishments:

1. Conducted 96 individual in-depth engagements (each last 3 minutes or more) with individuals experiencing homelessness in the DCA district;
2. Made 32 referrals for shelter and food;
3. And provided 25 bottles of hand sanitizer, 22 articles of clothing and two pairs of shoes.



Ambassador Ryan engages with an individual on Broad St.

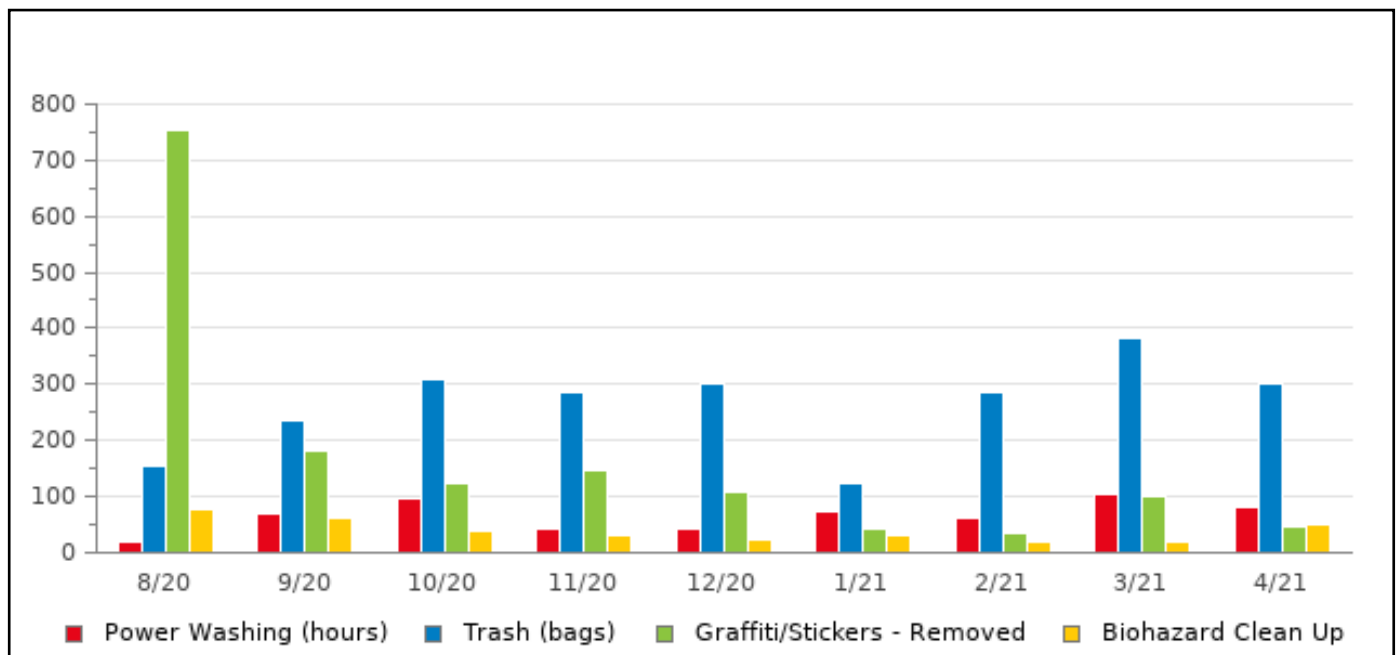
# Cleaning Statistics

August 2020 through April 2021

		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	--	--	--	--	--	--	--	--	119
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	36	99	47	--	--	--	--	--	--	--	--	224
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	62	105	82	--	--	--	--	--	--	--	--	322
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	157	169	198	--	--	--	--	--	--	--	--	696
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	383	300	--	--	--	--	--	--	--	--	1091
Trash Cans Cleaned	'21	--	--	171	533	--	--	--	--	--	--	--	--	704
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	13	315
	'21	4	15	26	58	--	--	--	--	--	--	--	--	103

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

August 2020 through April 2021



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

# Cleaning Highlights

## Accomplishments

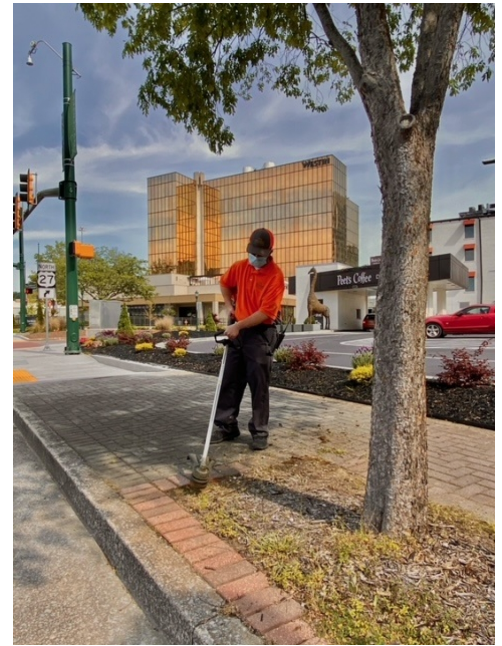
During the month of April, the Downtown Chattanooga Alliance Clean Team strived to keep downtown the cleanest place in the City. The team even received a comment from a visitor stating, "this is the cleanest city in America, and I've visited a lot of them." Comments like that, keep the Ambassadors motivated to perform their daily tasks as they continue to remove graffiti, pick up trash, sanitize and remove biohazards and perform special projects.

The Special Projects team was productive and busy during the month. The team dedicated 198 hours towards painting trash cans, light and traffic poles, as well as parking meters. Also, we worked along side Public Works, CDOT, and CPD to prepare the district for Mayor Kelly and the City Council's swearing in ceremony at the Tivoli which was followed by a parade to City Hall. The team also spent time deep cleaning around AT&T stadium in advance of the Chattanooga Lookouts home opener.

The Special Projects team focused weekly on weed eating and weed abatement through the DCA district. It's a challenge to keep up with, but the team works hard to remove the weeds and hopefully will catch up as we move through May.

We continue to dedicate many hours pressure washing the sidewalks as this was a priority we heard about from the survey results prior to the DCA being formed. The team completed projects along Power Alley, Chestnut St, and Broad St. We look forward to beginning work on Market St over the next month or so.

Overall, the team continues to provide enhance cleaning on a daily basis. As we move through Spring and into Summer we look forward to making the district shine as we welcome back employees, events and activation.



Ambassador Gage weed eats on MLK Blvd.

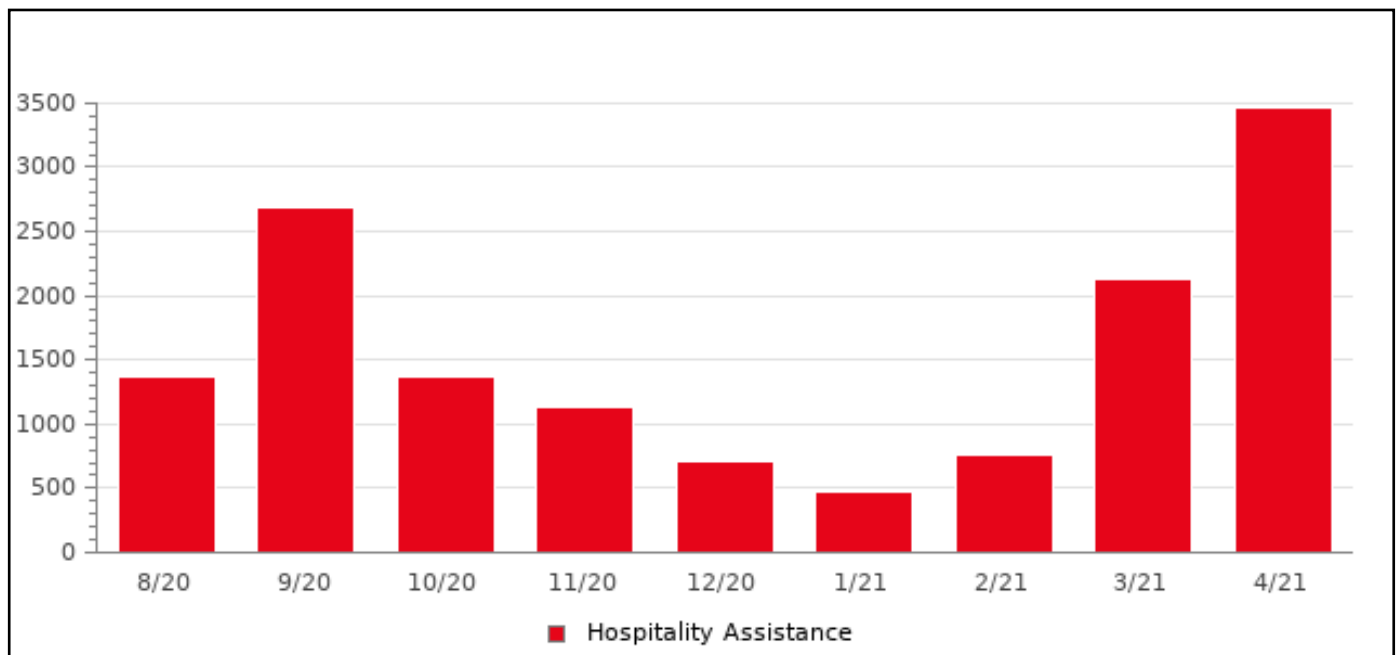
# Hospitality Statistics

August 2020 through April 2021

		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	--	--	--	--	--	--	--	--	343
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	762	2133	3468	--	--	--	--	--	--	--	--	6829
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	6	6	5	--	--	--	--	--	--	--	--	20

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

## Hospitality Assistance -- August 2020 through April 2021



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



# Hospitality Highlights

## Field Observations

April brought more visitors downtown than we have seen since the inception of the Ambassador program. With Spring break taking place during the first week of April, many families and tourists visited our downtown. The Ambassadors were strategically deployed to our most high trafficked area. The team offered maps to help visitors navigate downtown and make decisions on what they wanted to do next.

April also brought prom and graduations to downtown. It was great to see everyone enjoy and celebrate these defining moments in our downtown.

Overall, the Ambassador team looks forward to welcoming more visitors and office workers as they return downtown. They are proud of the work they have accomplished and are excited to see events and activation return to the City.



Ambassador Ali provides directions to a visitor.

# Outreach Highlights

## Accomplishments

The Outreach team had a productive month during April. They were able to provide articles of clothing, PPE's, and shoes to individuals in need. The team also connected an individual experiencing homelessness with a Case Manager from the Hamilton County Health Department.



Cash for Trash program participants wait to redeem their bags.

# Meet Ambassador Tony

## Ambassador Tony

Tony moved from California to Chattanooga in 2007 to be closer to his mother and extended family. He fell in love with the City and appreciates the hospitable nature and comfort Chattanooga has to offer.

Tony has been a DCA Ambassador since August 2020 and has many skills that help the team be successful. He is known as the hype man in the office and his infectious attitude gets the team going each morning. Tony spends many hours working on special projects which include painting, power washing, and presenting the best hospitality the city has to offer!

Tony's favorite part of the job is working with individuals experiencing homelessness. "I love to get to know my homeless friends, their stories, how they got here, and how I can help them get to where they need to be. I absolutely love what I do and that I have the opportunity to help make someone else's life better"

Tony is gifted when it comes to assessing needs, making him an asset to our Outreach Team. Tony states, "I love my job every day. I love my work family. I'm proud to be an Ambassador and work with a group of incredible people. We are a family!"

When Tony isn't working, you will find him enjoying the City's nightlife. He also enjoys video games and four-wheeling with friends. Tony dreams of one day becoming a business owner in downtown Chattanooga. He plans to open his own bar lounge, complete with pool tables and the best food you can find in the city!



Ambassador Tony paints a pole with a picturesque background.

# Photos



Ambassador Tony paints a light pole on Power Alley.



Ambassador Ali disinfects the area after a biohazard clean-up.



Ambassador Ryan pulls weeds on Market St.



Ambassador Tony removes graffiti on 8th St.



Ambassador Carson paints a pole on 7th St.



Ambassadors picked up parking meter and return it.



Ambassador James paints a light pole on MLK Blvd.



Ambassador Jake rinses the brick chairs on Broad St.

# Photos



Graffiti before on 8th St.



Graffiti after on 8th st.



Before photo of graffiti on Police Memorial Sign.



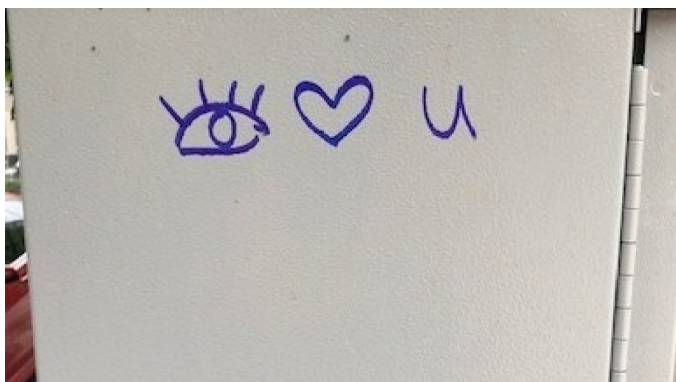
After photo of graffiti removed off Police Memorial sign.



Before photo weeds on Market St.



After photos weeds removed Market St.



Before photo graffiti on electrical box.



After photo of graffiti removed off electrical box.