



February 2023



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Director

## Additional Duties as Required

"Do you like working outside 80% of the day? Do you like working with your hands? Does working along the water of Inner Harbor Baltimore, helping visitors with information and directions sound like fun? Then this is the job for you!"

That was the job description that drew me to the Business Improvement District world. I look back on that job description now and think, if only that were the case. Don't get me wrong. There are days I spend outside, working with my hands and helping visitors, but what I have come to experience working in a downtown environment is that I never know what each minute, hour or day will bring.

That was the case on Friday, March 3rd at 10 am when DCA Operations Manager, Randi Haynes, was outside the DCA office waiting for individuals to arrive for an interview to be part of the Ambassador Team. While engaging with a downtown business owner, Randi heard a frantic voice reach out for help.

"Oh, my God, my daughter is having a baby," cried a woman.

Randi turned around and realized that a woman in a car was in labor. She walked over and introduced herself.

"Hi, my name is Randi, and I've had experience as a midwife. I've delivered babies. Can I help?"

After receiving permission, Randi guided the mother through the delivery process. One good push and the mother delivered a healthy baby girl. Once delivery was complete, Randi provided a sternum rub to get the baby to breathe, and gently placed her on the mother's chest. Soon the newborn and mother were in the back of an ambulance and transported to Erlanger.

Here's the kicker of working downtown. Did Randi get to go home after? Yes, she went home for a few hours to clean up and rest. However, Chattanooga expected severe weather. As with all great leaders, Randi did not want to be at home when her team faced unknown circumstances. She came back to the office to make sure her team was safe during the storm. Then, Randi led her team back on the streets to assess the damage. She reported traffic lights that had fallen or were hanging by a cord and moved them out of the path of traffic. She helped collect four truckloads of sticks, branches, and debris; then she put out a deployment plan for the upcoming weekend. Why? Because the Chattanooga Marathon was in town for the weekend, and it's the DCA's responsibility to ensure the beautification, cleanliness, and safety of Chattanooga's Business Improvement District.

When Randi got ready for work on March 3rd, she knew a storm was expected and that she would have to lead her team in cleanup efforts. However, she could not have imagined her day would include



delivering a baby in a car outside of our office. Randi also knew that even though an unexpected emergency had occurred, she couldn't put the DCA's normal work on hold. She and the entire DCA team still had to do the work of ensuring the safety and cleanliness of Downtown for an upcoming event. That's responsible and heroic leadership.

From the outside, the work the DCA does may look effortless. That's the way it should look. Behind the scenes the team displays a dedication to and pride in their work. When you see Ambassadors, please stop and thank them for the work they do. They are the everyday heroes who make Downtown work well.

# Executive Summary: Clean Team Highlights, February 2023

## Accomplishments

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

1. Power washed stains, smells and deep cleaned sidewalks for 21 hours, a decrease of 43% when compared to February 2022.
2. Removed 146 graffiti tags and stickers observed around the district an increase of 4% when compared to February 2022.
3. Cleaned 79 biohazards and disinfected the immediate surrounding area, an increase of 23% when compared to February 2022.
4. Collected 1,748 bags of trash an increase of 56% when compared to February 2022.
5. Performed weed abatement on 28 blocks a decrease of 26% when compared to February 2022.
6. Cleaned 258 trash cans, a decrease of 18% when compared to February 2022.



Team Leader Jake, vacuums the curb line on Broad St.



# Executive Summary: Hospitality Team Highlights, February 2023

## Accomplishments

During the month of February, Downtown Chattanooga Alliance Ambassador Hospitality Team did the following.

1. Provided 2,695 directions and recommendations, an increase of 106% when compared to February 2022.
2. Conducted 126 business checks, an increase of 77% when compared to February 2022.
3. Provided 8 motorists assists, a decrease of 47% when compared to February 2022.



Ambassador Braxton provides directions at 8th and Chestnut St.

# Cleaning Statistics

August 2020 through February 2023

		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	118	67	115	100	83	69	70	40	1037
	'23	62	79	--	--	--	--	--	--	--	--	--	--	141
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	177	155	271	170	152	209	72	74	1830
	'23	123	146	--	--	--	--	--	--	--	--	--	--	269
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	38	17	45	50	46	65	57	56	495
	'23	5	21	--	--	--	--	--	--	--	--	--	--	26
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	272	216	263	205	284	183	154	71	2270
	'23	61	62	--	--	--	--	--	--	--	--	--	--	123
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	1908	1425	2003	1495	1672	1831	1345	1257	18379
	'23	1652	1748	--	--	--	--	--	--	--	--	--	--	3400
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	244	393	553	292	525	535	455	253	265	249	4437
	'23	272	258	--	--	--	--	--	--	--	--	--	--	530
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	43	25	71	103	117	51	32	29	651
	'23	--	28	--	--	--	--	--	--	--	--	--	--	28

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

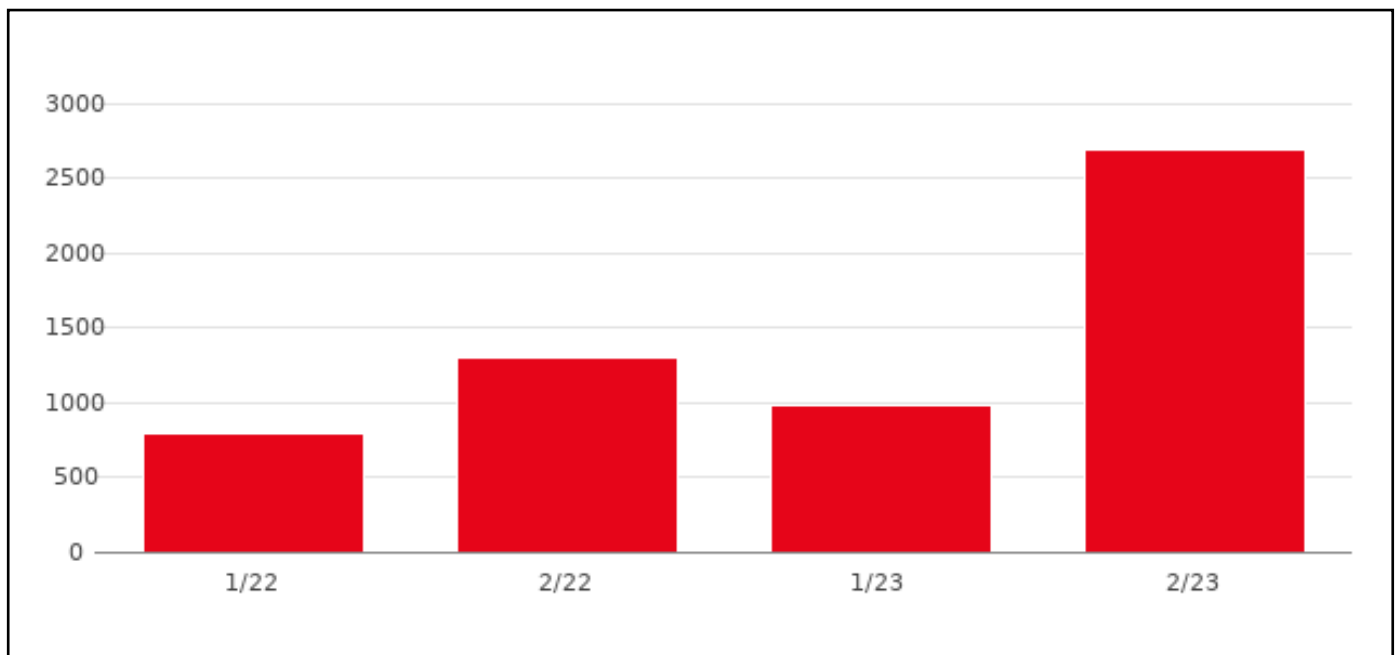
# Hospitality Statistics

August 2020 through February 2023

		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	116	49	143	134	147	75	90	123	1105
	'23	81	126	--	--	--	--	--	--	--	--	--	--	207
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	3294	2193	3694	2747	3358	3301	1558	1297	32129
	'23	983	2695	--	--	--	--	--	--	--	--	--	--	3678
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	23	8	11	11	3	2	4	8	116
	'23	9	8	--	--	--	--	--	--	--	--	--	--	17

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

Hospitality Assistance -- Month Vs. Month



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

# Before and After



Graffiti on Chestnut St utility box.



Graffiti removed off Chestnut St utility box.



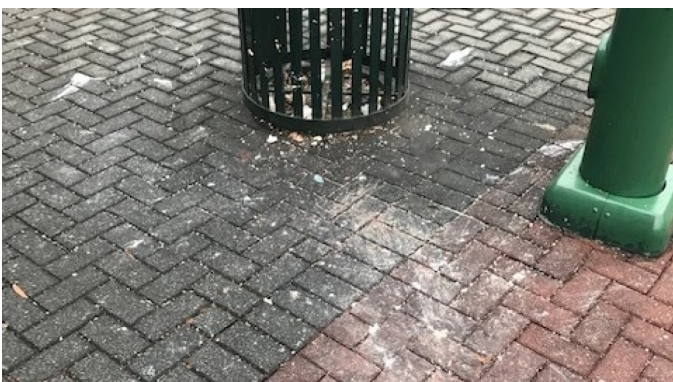
Before photo of grasses on Market St



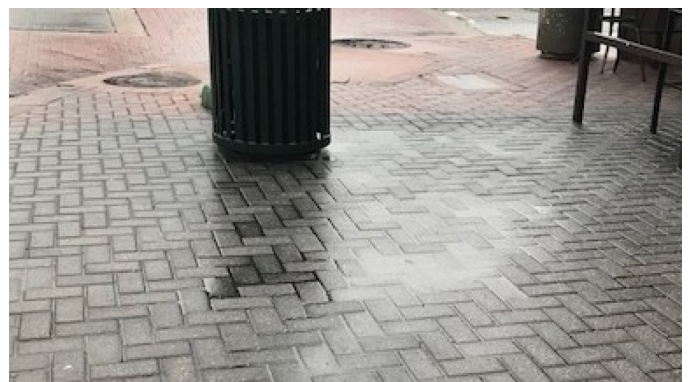
After photo of grasses trimmed on Market St.



Graffiti removed from movie theater door.



Trash can and sidewalk before cleaning on Broad St.



Trash can after cleaning on Broad St.



# Ambassador Team in Action



Ambassador Tony picks up a plant on Broad St.



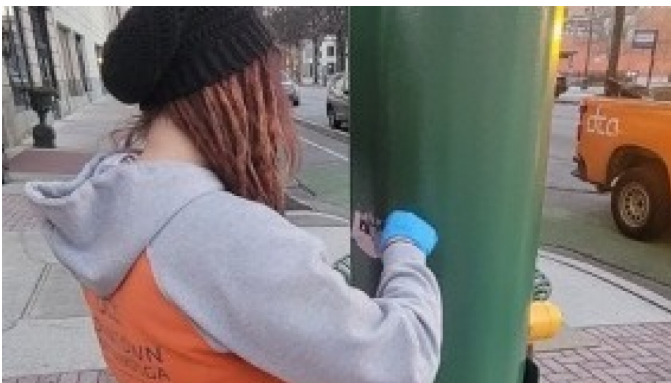
Team Leader Jake provides a well-being check.



Ops Manager Randi cleans a tree well.



Team Leader Jake pulls a trash bag on Aquarium Way.



Ops Manager Randi removes a sticker from Broad St.



Team Leader Jake pressure washes the sidewalk..



Ambassador Tony sweeps up debris on Market St.



Ops Manager Randi rinses underneath the trash can.