



June 2022



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Message From Executive Director

I began my professional career with the American Hospitality Academy. It was my first time working in the hospitality/tourism industry. One of the biggest lessons I learned was the importance of going above and beyond to make a guest's day great. When I began work with business improvement districts, I kept the same mentality. I looked for ways to go above and beyond for our members and visitors to the district. I taught Ambassadors the importance of this idea and how to do it in specific situations. June 15th was a day when the Downtown Chattanooga Alliance went above and beyond for some of the downtown businesses.

Around 8 pm on June 14th DCA Operations Manager, Randi Haynes, informed me of a fire in the electrical vault below ground on the corner of Broad and Aquarium Way. Power was out in the downtown area. Non-stop efforts by EPB and their contractors through the night and early morning hours paid off. In less than twelve hours power was restored to all buildings in the downtown area. Around 6 am full communication was also restored.

River City CEO/President Emily Mack and I discussed the potential impact of the outage on businesses. Because refrigeration is critical to restaurants and ice cream shops, Emily thought we should ask the owners if they needed refrigerated food trucks to protect their products. We learned that almost all had power, were operational, and didn't need help. However, two restaurants and an ice cream shop didn't have power. Speaking with the owners of those businesses, we discovered that one had lost his product, but the ice cream shop needed a freezer truck, and the restaurant a refrigerator truck.

I had no idea how to rent those trucks, but Adam Kinsey, Vice Chairman of the DCA Board of Directors knew someone who did. Few phone calls and a couple of hours later, DCA Ambassadors picked up and delivered the trucks to the restaurant and ice cream shop. We communicated the situation to the Parking Authority which blocked off parking spots in front of the businesses so the trucks could be easily accessed. DCA Ambassadors helped employees load food and ice cream into the trucks, and trucks stayed on-site until power was restored.

Several different people and organizations contributed to enabling the DCA to go above and beyond on that day. Emily had the great idea of seeing if anyone needed a refrigerated truck, Adam had the knowledge and connection to a company that could provide it, and the Parking Authority blocked off parking spaces in front of businesses. The DCA coordinated all of it.

June 15th in Downtown Chattanooga was an example of the hospitality mindset – how can we make memories for our clients? For the DCA, it is how can we go above and beyond to provide added value and service for our members?



Strategic Plan & Landscape Design Update

Initiatives

DCA Strategic plan Update:

May 2022 Update - The DCA held it's first Strategic Planning meeting to discuss the first phase of the process which includes identifying 15-20 pre-selected individuals to participate in one-on-one interviews. The committee identified individuals who are DCA members and represent properties throughout the district. This includes residents, small and large business owners, non-profits, and city officials.

The planning committee then developed interview questions to get the interviewee's feedback on the DCA program to date. The questions are open ended so the interviewee can provide thoughts on what has worked well and what has not, what work does the DCA need to address, and what can the DCA do to improve.

All interviews will be confidential so that the best feedback can be provided. The interviews will take place over the next couple of months and the results will be shared with the planning committee at the next session which will take place in late August.

June 2022 Update - Thirty-six individuals were pre-selected for the Community Scan and contacted via email to participate in the one-on-one interviews. Out of the 36 individuals, 20 participated in the one-on-one interviews.

While the Community Scan process is taking place. The Planning Committee decided to put together a survey which will go out to property and business owners in the district as well as the head of the HOA's.

The committee values the feedback from all district stakeholders and felt the best way to receive feedback was through a survey. The survey should go out in late July or early August.

DCA Landscape Design Plan

The DCA is in the process of engaging in a contract with WMWA Landscape Architects. WMWA will be tasked with inventorying both sides of Market Street between 6th and 8th Street.

WMWA will document existing conditions which includes planting beds and containers, their plants or lack of plants, presence/status of irrigation, soil conditions, streetlights and sidewalk condition/materials.

The goal of the work will be to ensure that the work done here and in future phases of inventorying is supporting the work of the DCA in increasing attractiveness of the district and improving efficiencies for the DCA Ambassador team.

The DCA is excited to begin this project and proud to have WMWA as a partner for this important work.

Executive Summary: Clean Team Highlights, June 2022

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 17 hours a decrease of 55% from May of 2022.
2. Removed 154 graffiti tags and stickers observed around the district a decrease of 13% when compared to May of 2022.
3. Cleaned 67 incidents of biohazards and disinfected the immediate surrounding area, a decrease of 43% when compared to last month.
4. Collected 1425 bags of trash, a decrease of 25% when compared to May of 2022.
5. Performed weed abatement on 25 block faces, a decrease of 41% when compared to May of 2022.
6. Cleaned 292 trash cans decrease of 47% from last month.

During the month of June, DCA Ambassador's battled through the high temperatures and kept the district clean and ready for all to enjoy.

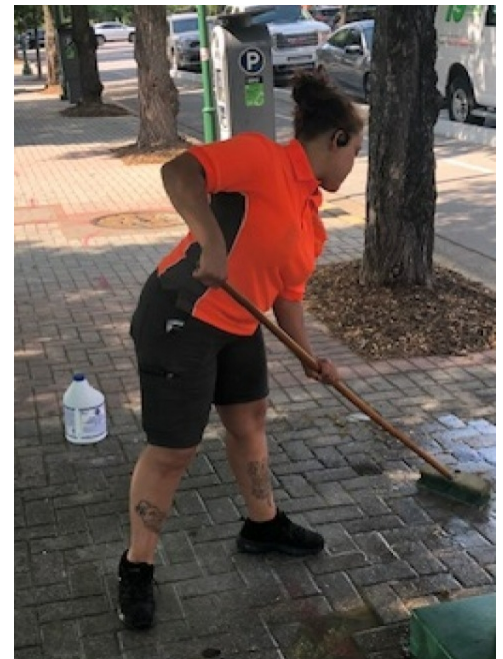
The team installed nearly 100 flags for Juneteenth, which is now a National Holiday celebrated on June 19th to commemorate the emancipation of enslaved people in the United States.

After the June 19th celebration, the team installed nearly 100 American flags for our nations Independence Day on July 4th.

Many positive comments were received while installing the flags. Property & business owners, residents, and visitors alike all seemed to enjoy the additional decorations. In fact, Mayor Coppinger was downtown his way to a district restaurant, saw the Ambassadors hanging the flags, thanked them for their hard work and commented on the flags.

The record heat and lack of rain created an opportunity to water the plants and flowers the DCA has installed throughout the district. It was daily task that the Ambassadors took on to keep the plants alive and thriving.

Overall, it was a good month. Ambassadors worked extremely hard, completed projects and maintained district cleanliness, despite record temperatures endured in the City.



Ambassador Anna cleans up a biohazard.

Executive Summary: Hospitality Team Highlights, June 2022

Accomplishments

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

1. Provided 2,187 directions and recommendations, a decrease of 57% when compared to May of 2022.
2. Conducted 49 business checks, a decrease of 57% when compared to May of 2022.
3. Provided 8 motorist assists, a decrease of 65% when compared to last month.



Ambassador Tony shows some DCA hospitality by taking a photo for visitors.

Executive Summary: Outreach Highlights, June 2022

Accomplishments

In the month of June, our Outreach Team had 156 contacts with those experiencing homelessness within the district.

DCA supplied clothing, socks, shoes, and water to over 30 individuals.

The team attributes this increase to the warming weather.

Our outreach team continued to make contacts with those experiencing homelessness offering assistance to enter existing programs, lending an ear, and affecting positive change whenever they can. Building relationships with these individuals increases the safety of the district and the quality of life for those the team helps.



Ambassadors Ty and Brian assist a person experiencing homelessness.

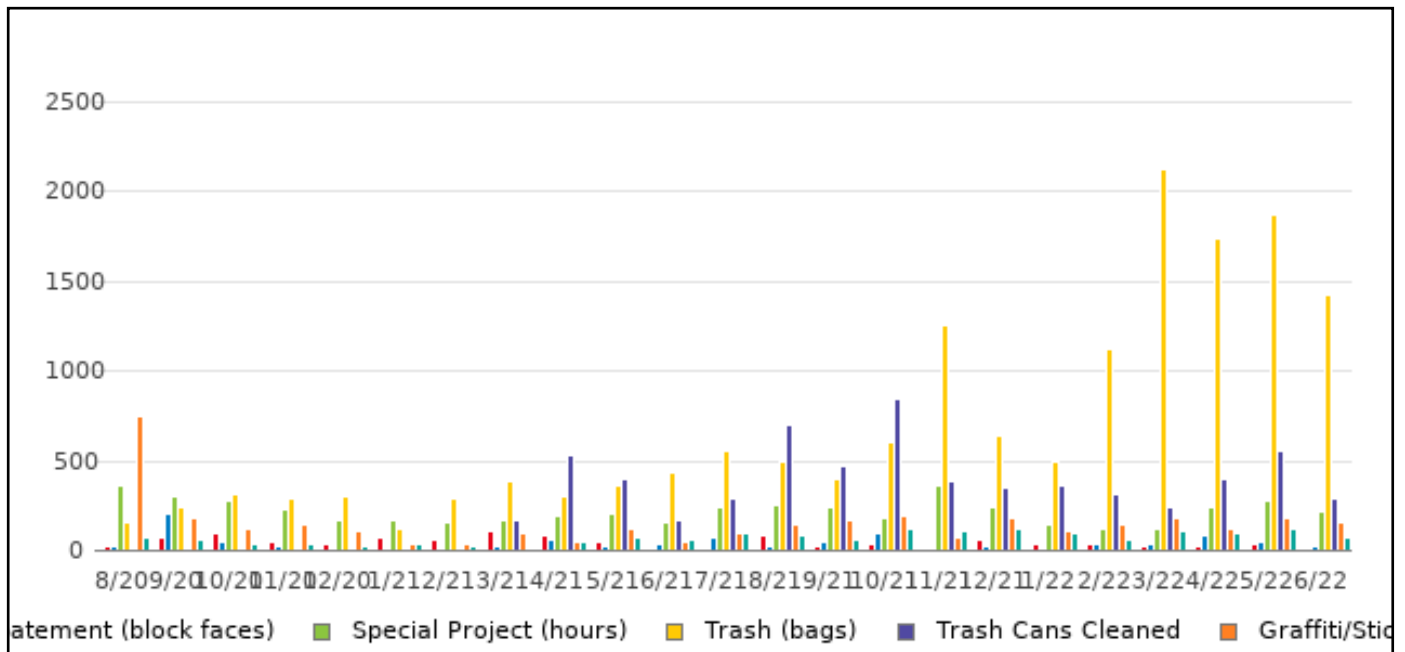
Cleaning Statistics

August 2020 through June 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	118	67	--	--	--	--	--	--	560
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	--	--	--	--	--	--	882
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	--	--	--	--	--	--	176
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	--	--	--	--	--	--	1110
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	--	--	--	--	--	--	8776
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	244	393	553	292	--	--	--	--	--	--	2155
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	--	--	--	--	--	--	248

Statistics based on Block By Block's SMART app.

August 2020 through June 2022



Statistics based on Block By Block's SMART app.

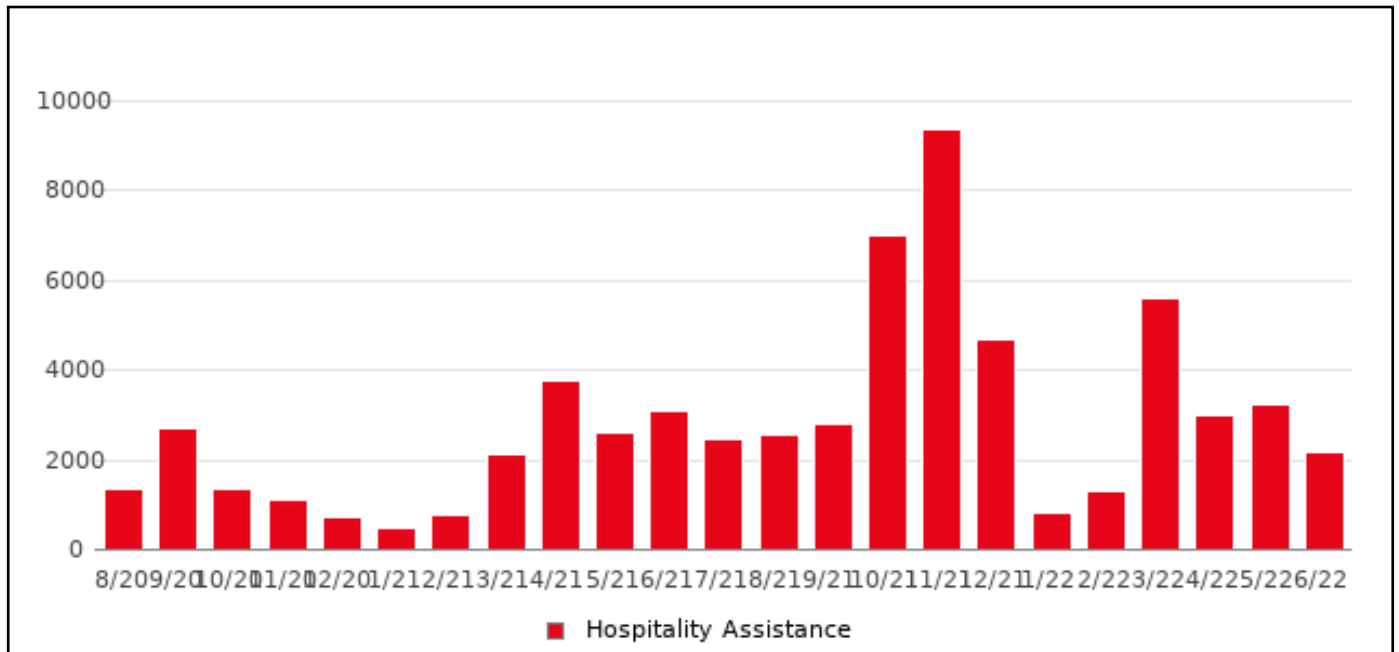
Hospitality Statistics

August 2020 through June 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	116	49	--	--	--	--	--	--	393
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	--	--	--	--	--	--	16174
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	--	--	--	--	--	--	77

Statistics based on Block By Block's SMART app.

Hospitality Assistance -- August 2020 through June 2022



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

Photos



Graffiti on a building before cleaning.



Graffiti on a building after cleaning.



A sign with graffiti before being cleaned.



A sign with graffiti after being cleaned.



Graffiti on Miller Plaza sign.



Graffiti removed from Miller Plaza sign.



A tree well before being weeded.



A tree well after being weeded.

Ambassador Team in Action



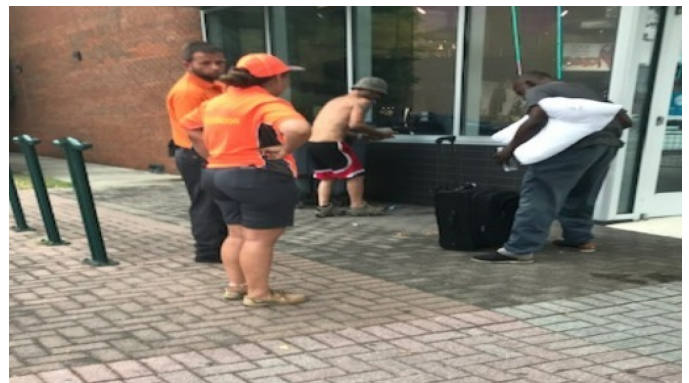
Ambassador Tony paints over graffiti.



Ambassador Alexis removes graffiti off a trash can.



Ambassador Bryan cleans a biohazard.



Ambassadors assist a person experiencing homelessness.



Ambassador Noah offers an umbrella to a visitor caught in the rain.



Ambassador Tony sweeping near the aquarium.



Ambassador Kathy removes graffiti off a newspaper box.



Ambassador Bryan waters flowers on Patton Parkway.