



October 2022



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director Report

Message From Executive Director

October is one of the best months to enjoy Chattanooga, and October 2022, did not disappoint. The sun was warm and the leaves vibrant throughout downtown. Visitors to events like the Chattanooga Motorcar Festival and Chattajack filled hotels and sent streams of people strolling down the streets. However, the biggest celebration of the month may have been UT's win over Alabama.

Preparing for events takes intense planning and reliable execution. In advance of the Motorcar Festival, the Downtown Chattanooga Alliance Ambassador team detailed West Village. This included painting, power washing, pulling weeds, mulching, and removing puddles. You may be thinking, "How did we remove the puddles?" In this case, we simply push broomed the water towards the catch basins and around the street so it would dry out.

Prior to Chattajack, the DCA team focused on detail cleaning around the Chattanooga Green which involved leaf removal, power washing, and cleaning of trash cans around the venue. Once the event started Ambassadors focused on hospitality services such as providing recommendations and directions to local businesses, attractions, and restaurants.

A series of meetings took place in October focused on individuals experiencing homelessness. The Mayor's Office, CPD, Chattanooga Regional Homeless Coalition and DCA met to discuss the concerns. The participants identified the following strategies:

1. CPD, DCA, and social service organizations will create a list of individuals who cause the major concerns downtown. Plans will be put in place to work with those identified using co-response teams. Co-response teams will work with individuals struggling with their mental health and work to place them in treatment.
2. On Wednesday, October 19th CPD and DCA began business checks to record the concerns of business owners.
3. Training will be developed to help our front of the BID house employees such as hotel reception staff and restaurant hosts manage interactions with members of the homeless community. This training will be developed by social service organizations and are non-profit partners.
4. In November individuals experiencing homelessness will be assigned to social service organizations who will assist them and monitor their progress. Follow-ups will be mandatory by the social service organizations for the individuals they are working with.
5. Mayor Kelly's policy analyst will host a meeting with downtown business owners to discuss potential responses and solutions to their concerns.



These approaches will help connect individuals experiencing homelessness with city resources. It will also give businesses a regular opportunity to speak with the City of Chattanooga, DCA and CPD. Regular communication and collaborative teamwork will improve residents' safety, business productivity, and create a better system to assist those experiencing homelessness.

Executive Summary: Clean Team Highlights, October 2022

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 65 hours and increase of 41% when compared to September 2022.
2. Removed 209 graffiti tags and stickers observed around the district an increase of 37% when compared to September 2022.
3. Cleaned 69 biohazards and disinfected the immediate surrounding area, a decrease of 17% when compared to September 2022.
4. Collected 1,831 bags of trash an increase of 9% when compared to September 2022.
5. Performed weed abatement on 51 block faces, a decrease of 56% when compared to September 2022.
6. Cleaned 253 trash cans, a decrease of 44% when compared to September 2022.



Ambassador Anna shovels leaves out of the curb line on 4th St.

Executive Summary: Hospitality Team Highlights, October 2022

Accomplishments

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

1. Provided 3,301 directions and recommendations, a decrease of 2% when compared to September 2022.
2. Conducted 75 business checks, a decrease 49% when compared to September 2022.
3. Provided 2 motorists assists, a decrease of 33% when compared to September 2022.



Ambassador Ty passes out a brochure while operating the information cart.

Cleaning Statistics

August 2020 through October 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	115	100	83	69	--	--	927
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	--	--	1684
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	--	--	382
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	--	--	2045
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	--	--	15777
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	--	--	3923
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	--	--	590

Stats are based on Block by Blocks SMART tracking app.

Hospitality Statistics

August 2020 through October 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	143	134	147	75	--	--	892
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	--	--	29274
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	--	--	104

Stats are based on Block by Blocks SMART app.

Before and After



Biohazard on Broad St.



Biohazard removed from Broad St sidewalk.



Clothes & Debris on Market St.



Clothes and debris picked up on Market St.



Graffiti on Cherry St mirror.



Graffiti removed from mirror on Cherry St.



Graffiti on 6th St building.



Graffiti painted over on 6th St.

Ambassador Team in Action



Team Leader Ryan removes graffiti on Cherry St.



Ambassador Ty sweeps up leaves on 4th St.



Ambassador Braxton patrols Broad Street.



Ambassador Lajuan sweeps up leaves.



Ambassador Braxton provides directions on Chestnut St.



Operations Manager Randi provides directions on Broad St.



Ambassadors spread mulch on MLK Blvd.



Ambassadors take a group photo on Broad St.