



Downtown Chattanooga Alliance

November 2021 Report



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Message From Executive Director

Perception is Not Reality!

As I meet people from my neighborhood or outside downtown, the conversation always leads to, "What do you do?" I explain the DCA, our mission, what we have accomplished, and that our vision is to beautify downtown. "Is downtown safe! I haven't been downtown in 20 years . . ." I explain that downtown has residents, wonderful restaurants, shops and attractions. It has a police team assigned to downtown to keep everyone safe. We have a team of Ambassadors in orange shirts to assist visitors and keep the area clean. I tell them about the wonderful events that take place almost every weekend and how to find the events on social media or on the web. I mention that on-street parking is free after 6pm and Sunday as well. I always end with a personal invitation, and an offer to show them around.

I know I'm a fan of downtown, but it's interesting to hear people's perceptions. Learn why they haven't been downtown in years, and what would get them to visit. It's informative to hear how the media plays a role in their perceptions and how the mention of the word "downtown" in a negative news story impacts their mental images.

This all serves as a reminder of the role the DCA plays in Chattanooga's downtown. Our Ambassador Team interacts with people who may be in town for their first visit. As an emerging city, Chattanooga just hosted the *Blue Cross Blue Shield Bowl*. People from all over the state visited our lovely downtown to enjoy high school championship football. In October, we had the *Chattanooga Motorcar Festival* which was a big success, and drew people from all over the country. People who attended these events went home and talked about how great the city was.

This past month, a downtown company decided to expand their head quarters into a building that has been vacant for some time. That company reached out to the DCA in October of 2020 to ask for assistance to keep the parking garage safe for their employees and provide a visual presence as they went to their cars after work. As the saying goes, "It's hard to sell dirty and dangerous, it's much easier to sell clean, safe and welcoming."

Perceptions have been changing for years and they will continue to change as more tourists visit downtown and go home with wonderful experiences.

Organizations and city government play a large role in the development and vibrancy of downtown. The DCA's role is to protect all the investments made and welcome people with smiling, friendly faces into a clean, safe space.



Executive Summary: Clean Team Highlights, November 2021

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 1 hour, a decrease of 97% (Our Pressure Washer broke and was in the repair shop for the month) when compared to October 2021;
2. Removed 73 graffiti tags and stickers observed around the district, a decrease of 61% when compared to October 2021;
3. Cleaned 109 incidents of biohazards and disinfected the immediate surrounding area, a decrease of 7.6% when compared to October 2021;
4. Performed 367 hours of special projects which mainly involved, running the ATLV (All-Terrain Litter Vac), backpack blowing, leaf pick-up, and painting; an increase of 97% when compared to October 2021;
5. Collected 1,274 bags of trash, an increase of 109.5% when compared to October 2021;
6. Performed weed abatement on 14 block faces, a decrease of 85% when compared to October 2021.

During the month of November, the DCA Ambassador Team worked in conjunction with the City of Chattanooga on leaf removal. Daily, the Ambassadors blew leaves off the sidewalks and into the path of City Sweepers. This partnership and commitment kept downtown clean for our visitors, residents, and workers.

November also brought two large events downtown. On November 6th & 7th, the *Head of the Hooch* was a well-attended event and the Clean Team put in a tremendous effort to keep the district clean.

On November 26th, between 10,000 and 12,000 visitors enjoyed *Reindeer on the Riverfront and Boat Parade*. The DCA team closed Riverfront Parkway to help keep our visitors safe and assisted with clean-up after the event.



Ambassador Noah worked with St. Paul's facilities, to help pick up leaves on Pine Street.

Executive Summary: Hospitality Team Highlights, November 2021

Accomplishments

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

1. Provided 9,541 directions and recommendations, an increase of 35.7% when compared to October 2021;
2. Conducted 45 business checks, an increase of 164.7% when compared to October 2021;
3. and provided 6 motorist assists, a decrease of 33% when compared to October 2021.

Despite cooler weather, visitors explored our downtown and enjoyed the events that took place. With Ambassadors eager to offer assistance, our hospitality team assisted 9,541 visitors throughout the month. Based on pedestrian walk paths from previous events, we placed Ambassadors in high traffic areas.

The *Head of the Hooch* brought many spectators who were looking for breakfast, coffee, lunch and dinner recommendations. *Reindeer on the Riverfront and Boat Parade*, brought more visitors than anticipated! This was a phenomenal event for our downtown, attracting thousands of families who enjoyed a safe, family-friendly event. Our Hospitality and Safety teams were present to help with trash management, directions, and safety.

During *The Reindeer on the Riverfront* event, a woman came to a DCA Safety Ambassador holding the hands of two lost children. The Ambassadors put their "Missing Child Training" into action and were able to reunite the children with their father.

During the same event a gentleman fell, hit his head, and cut his ear. The man's wife located a Safety Ambassador and asked for assistance. The Ambassador was able to connect with first responders, who provided first aid to this gentleman.

Finally, our Safety Team has also revised their nightly deployment to ensure presence around the EPB building as families visit the *EPB Holiday Window Displays*. The team works to ensure aggressive panhandling is deterred by quickly intervening.



Ambassador Tay helps visitors with information at the I-cart on Broad St.

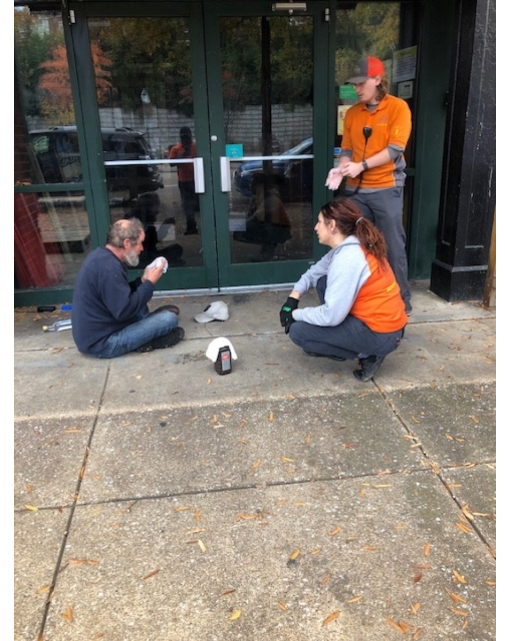
Executive Summary: Outreach Highlights, November 2021

Field Observations

The DCA Ambassador Team conducted 126 indepth engagements during the month of November. Most often, when a DCA Ambassador engages with an individual who is experiencing homelessness, it's a moment of crisis. Our first priority is to assess the situation and greet the individual with compassion and respect. Most often the individual needs a basic necessity: food, clothes, water, or a shower.

In the month of November, our DCA Ambassador team hosted a donation drive to collect basic items to assist those in need on our streets who are service resisitent. The team collected, coats, hats, scarves, soups, and coffee. Our team will use these items to build trust and develop relationships with our street brothers and sisters. This helps close gaps in resources, and helps us assess what the individual needs

Overall, in the month of November, the team saw a decrease of individuals asleep in doorways and public areas of the district. We attribute the decrease to the cold weather and the warming shelter open for the projected cold weather nights. The Outreach Team made multiple referrals to unhoused individuals to utilize the warming shelter on bitter cold nights.



Operations Manager Randi and Team Leader Mitchell provide care for an individual experiencing homelessness on Market St.

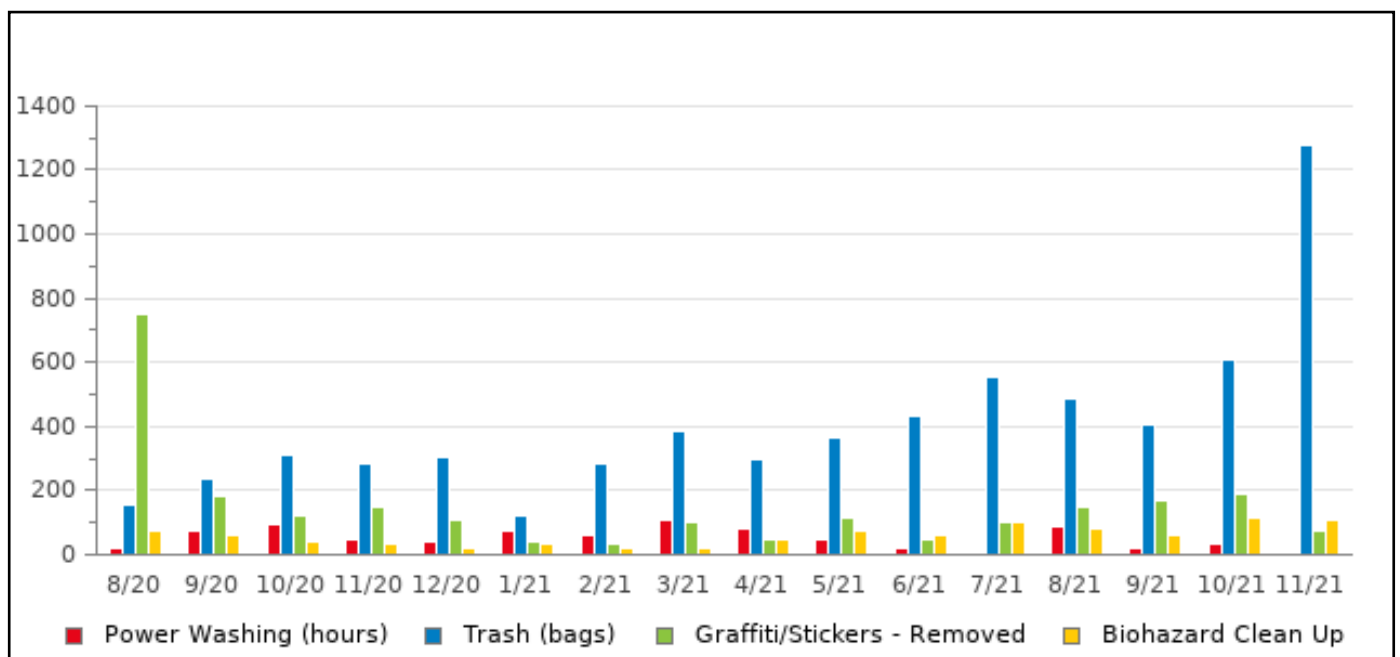
Cleaning Statistics

August 2020 through November 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 | 76 | 64 | 98 | 81 | 61 | 118 | 109 | -- | 726 |
| Graffiti/Stickers - Removed | '20 | -- | -- | -- | -- | -- | -- | -- | 753 | 183 | 122 | 148 | 109 | 1315 |
| | '21 | 42 | 36 | 99 | 47 | 117 | 49 | 98 | 149 | 171 | 189 | 73 | -- | 1070 |
| Power Washing (hours) | '20 | -- | -- | -- | -- | -- | -- | -- | 19 | 71 | 95 | 44 | 42 | 271 |
| | '21 | 73 | 62 | 105 | 82 | 48 | 17 | 7 | 90 | 22 | 35 | 1 | -- | 542 |
| Special Project (hours) | '20 | -- | -- | -- | -- | -- | -- | -- | 366 | 300 | 280 | 233 | 171 | 1350 |
| | '21 | 172 | 157 | 169 | 198 | 203 | 161 | 244 | 252 | 241 | 186 | 367 | -- | 2350 |
| Trash (bags) | '20 | -- | -- | -- | -- | -- | -- | -- | 154 | 236 | 310 | 284 | 301 | 1285 |
| | '21 | 124 | 284 | 383 | 300 | 363 | 430 | 553 | 489 | 403 | 608 | 1274 | -- | 5211 |
| Trash Cans Cleaned | '21 | -- | -- | 171 | 533 | 401 | 166 | 289 | 696 | 475 | 847 | 383 | -- | 3961 |
| Weed Abatement (block faces) | '20 | -- | -- | -- | -- | -- | -- | -- | 25 | 209 | 45 | 23 | 13 | 315 |
| | '21 | 4 | 15 | 26 | 58 | 23 | 32 | 67 | 26 | 43 | 98 | 14 | -- | 406 |

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

August 2020 through November 2021



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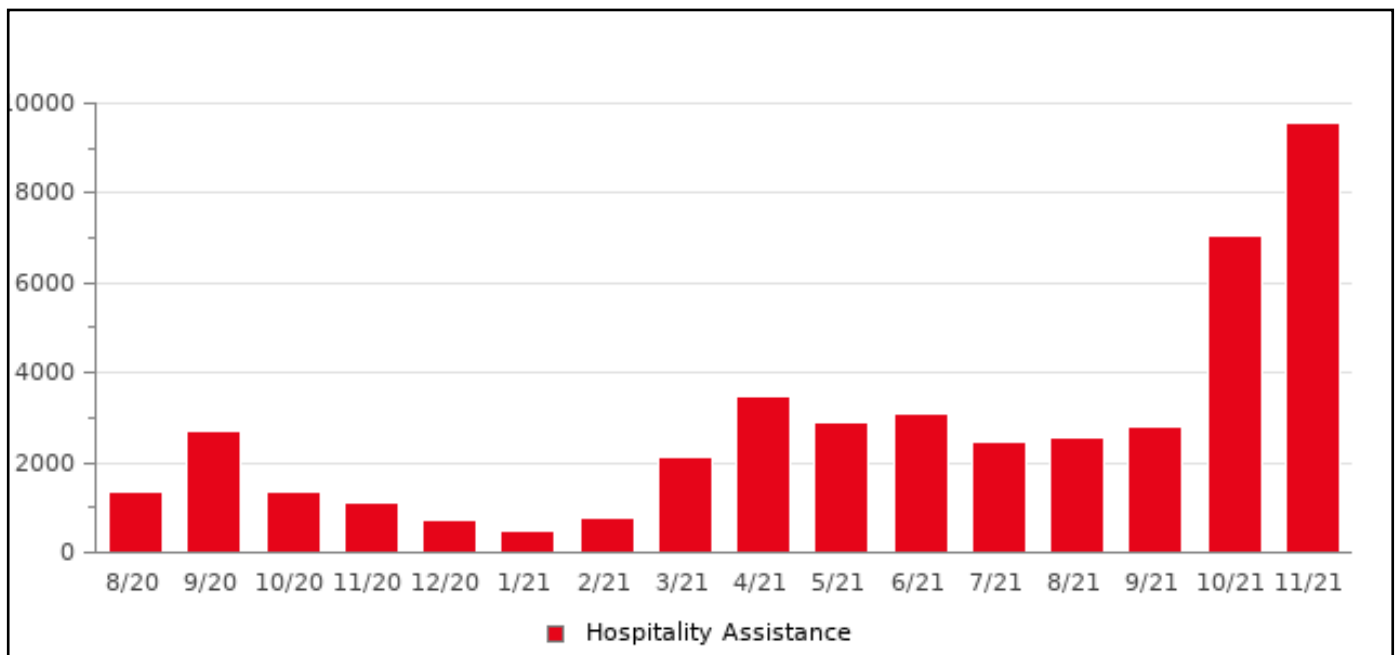
Hospitality Statistics

August 2020 through November 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 | 187 | 26 | 35 | 46 | 50 | 17 | 45 | -- | 749 |
| Hospitality Assistance | '20 | -- | -- | -- | -- | -- | -- | -- | 1370 | 2691 | 1364 | 1125 | 711 | 7261 |
| | '21 | 466 | 762 | 2133 | 3468 | 2879 | 3076 | 2457 | 2561 | 2788 | 7027 | 9541 | -- | 37158 |
| Motorist Assist | '20 | -- | -- | -- | -- | -- | -- | -- | 42 | 31 | 10 | 3 | 1 | 87 |
| | '21 | 3 | 6 | 6 | 5 | 11 | 9 | 11 | 9 | 10 | 9 | 6 | -- | 85 |

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

Hospitality Assistance -- August 2020 through November 2021



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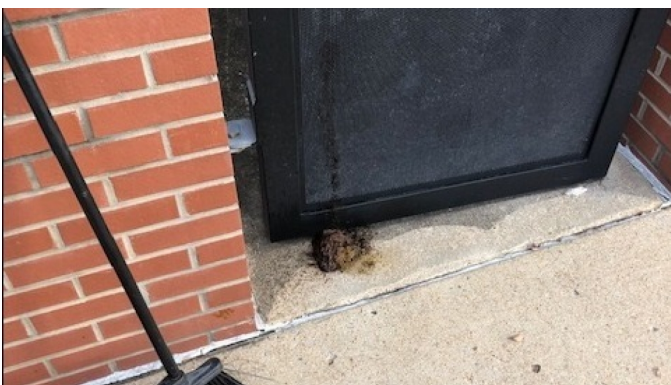
Photos



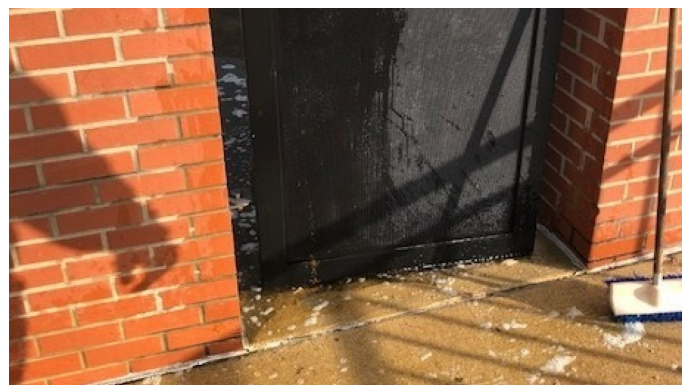
Soiled items left in park area.



Park area cleaned up 7th and Market.



Biohazard in doorway.



Biohazard cleaned-up.



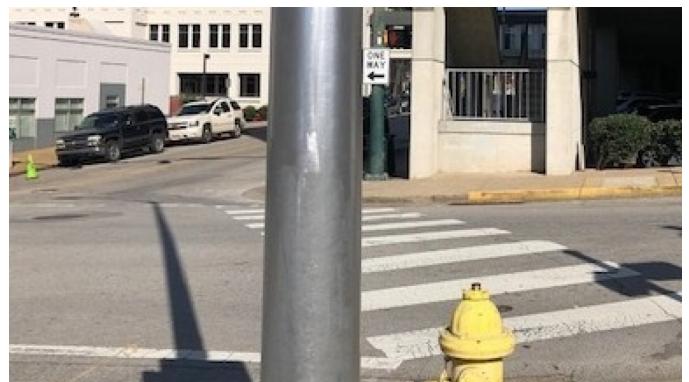
Graffiti on private property in Cooper's Alley.



Graffiti removed from private property in Cooper's Alley.



Graffiti on light pole - Cherry St.



Graffiti painted over - Cherry St.

Ambassador Team in Action



Kathy engages with an individual experiencing homelessness.



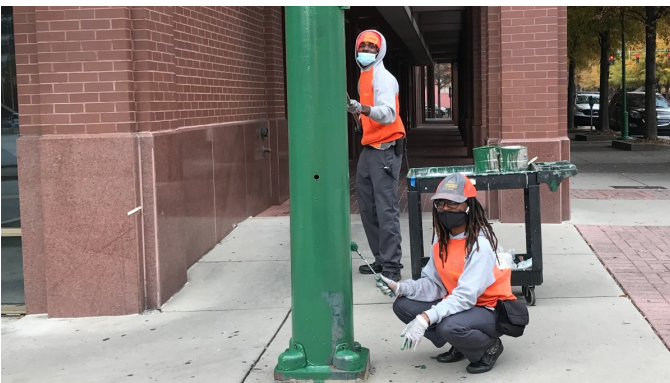
Ambassador Carson paints over a graffiti tag.



Ambassador Gage listens to a person in need of assistance.



Ambassador Tay provides balloon animals for visitors.



Ambassadors Tiera and Sin paint a traffic pole.



Team Leader Ryan gets ready to clean Cooper's Alley.



Ambassador Tay gets a hug for her great guest service.



Ambassador Noah vacuums up leaves on Chestnut St.