



October 2020

DCA Report



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director Summary: October 2020

Accomplishments

Since our last meeting, I've presented to Chattanooga Climbs, met with the Chamber of Commerce (Sybil Topel), discussed Public Art with Kat Wright (City of Chattanooga), met with CDOT to discuss maintenance of Patten Parkway, presented our walking escort services to TVFCU, worked on holiday activation, completed website transition, presented to the Benwood Board of Directors, convened a meeting with the abutters to Coopers Alley, visited East Ridge to meet with the owners of 212 Market St and continue to learn from conversations with our district members.

I believe it takes a village to make a difference, and we could not be successful without the partnership and support of our members, city, non-profits, residents, and community-based organizations. Below I will share some stories of how we've worked with our district members over the last 30 days.

1. We received a call from the West Village requesting assistance to help clean up confetti. Apparently, a photographer wanted it in their shot. A team of ambassadors went to 8th and Chestnut to help the West Village facilities team backpack blow and vacuum up the confetti with our machines. In a short period of time, we had the area looking clean and back to normal. The phone call not only made us aware of the confetti but also allowed the Ambassadors to work with the West Village maintenance team to quickly clean up the area as it would have been overwhelming for one person.

2. I had a meeting with a property owner on Market Street. We were meeting to discuss the concerns with trash and individuals trespassing on their property. When I arrived, there was a person sleeping on the property with flies buzzing around his body. I gently woke the gentleman and asked if he needed assistance. He declined, and I informed him we had a property showing for a prospective tenant and would he mind gathering his belongings so we could clean the area. The gentleman moved along, and the Ambassador team arrived to deep clean the area of biohazards and trash. The property owner and I discussed ideas to discourage trespassing and formulated a plan. He gave us permission to post the tables on Marketplace and those were gone within two hours. Next the property owner removed the side walls to the seating area. This opened a line of sight from the street. These small changes to the property have eliminated a lot of trespassing concerns.

3. We received a call from a property owner 24 hours in advance to notify us of an upcoming showing. The Ambassador team and I quickly formulated a plan to help get the exterior in good shape in advance of the showing. The Ambassador team painted a traffic light pole, two parking meters, cobra light pole, mulched two tree wells, painted over graffiti, removed sticker adhesive off parking signs, and deep cleaned the curb line and sidewalk. Finally, we placed an Ambassador in the area to keep things clean during the showing. Again, great communication and use of the Alliance resources. We aim to remind



Keep America Beautiful ash urns.

property owners of our resources and how we can assist them with the exterior of their property.

4. Over the weekend, we received a call from a restaurant. They had concerns regarding a person staring at their hostess and intimidating customers wanting to dine in the restaurant. The Ambassador team was immediately dispatched to the restaurant. While walking up, the person of concern saw them and walked away. The Ambassadors followed up with the General Manager, stayed in the area until it felt right to leave and get back to their duties.

5. On Sunday, we received a call from a business. The business had a young lady in their store who was in need of homeless services. The owner of the business called the DCA for assistance, and the Ambassadors arrived to see how they could help. While discussing options with the young lady, the Ambassadors fed her, provided some new clothes, and gave her some feminine hygiene products. Finally, they provided transportation to Chattanooga Rescue Mission, and she was able to obtain a bed for the night.

Over the next month, most of my time will be spent working with Kevin Love of the Enterprise Center focusing on Holiday Activation. I will also work on our social media presence as we need to better share the great work we are doing, and remind the public of the great attractions, restaurants, and businesses in our district.

Executive Summary: Clean Team Highlights, October 2020

Accomplishments

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

1. Power washed stains, smells and deep cleaned sidewalks for 95 hours, an increase of 33% from September 2020;
2. Removed 122 graffiti tags and stickers observed around the district, a decrease of 33% from September 2020;
3. Cleaned 38 incidents of biohazard and disinfected the immediate surrounding area, a decrease of 38% from September 2020;
4. Performed 280 hours of special projects which mainly involved painting, running the ATLV (All-Terrain Litter Vac), Backpack blowing and utilizing the Billy Goat, a decrease of 6.6% from September 2020;
5. Collected 310 bags of trash, an increase of 31.3% from September 2020, mainly this increase was from bagging leaves;
6. And performed weed abatement on 45 block faces, a decrease of -78% from September 2020.



Ambassador Tiera pulls weeds along the curb line.

Executive Summary: Hospitality Team Highlights, October 2020

Accomplishments

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

1. Provided 1,364 directions and recommendations, a decrease of 49.31% from September 2020;
2. Conducted 62 business checks throughout the district, an increase of 47.6%.



Ambassador Ryan power washes at the corner of 8th and Broad Street.

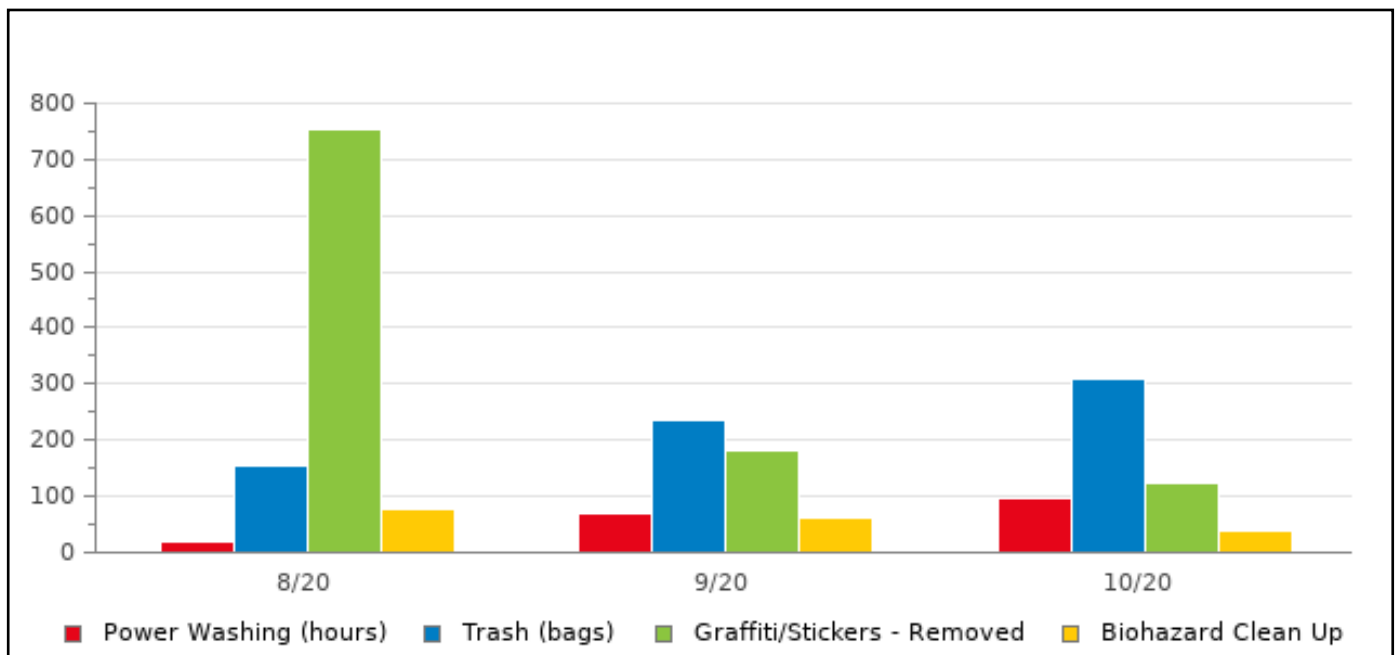
Cleaning Statistics

August 2020 through October 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Biohazard Clean Up	'20	--	--	--	--	--	--	--	77	62	38	--	--	177
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	--	--	1058
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	--	--	185
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	--	--	946
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	--	--	700
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	--	--	279

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

August 2020 through October 2020



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

Cleaning Highlights

Field Observations

The DCA Ambassador team had another solid month of operations in October. The focus was mainly on leaf and litter pick-up, but they also managed to deep clean sidewalks utilizing the pressure washer. The Ambassador team continued to paint fixtures throughout the district and work on weed removal, especially an overgrown landscape bed on Market Street.

As you can see in the statistics report, pressure wash hours were increased by 33% when compared to September 2020. Pressure washing helps make the sidewalks sparkle as we remove dirt and grim. Our goal moving forward is to place our pressure washing schedule on the website so our members can see when we will be by their building and can plan accordingly.

Graffiti and sticker removal decreased for the second month in a row. There will be spikes from time to time which is the nature in downtown, but the removal of stickers and tags is to the point where its manageable.

Property owners and businesses are reaching out to ask for assistance from the DCA Ambassador team. We will continue to perform business checks and inform our members of the services we offer to support our businesses, residents, and property owners.



Ambassador Jacob power washes on Broad Street.

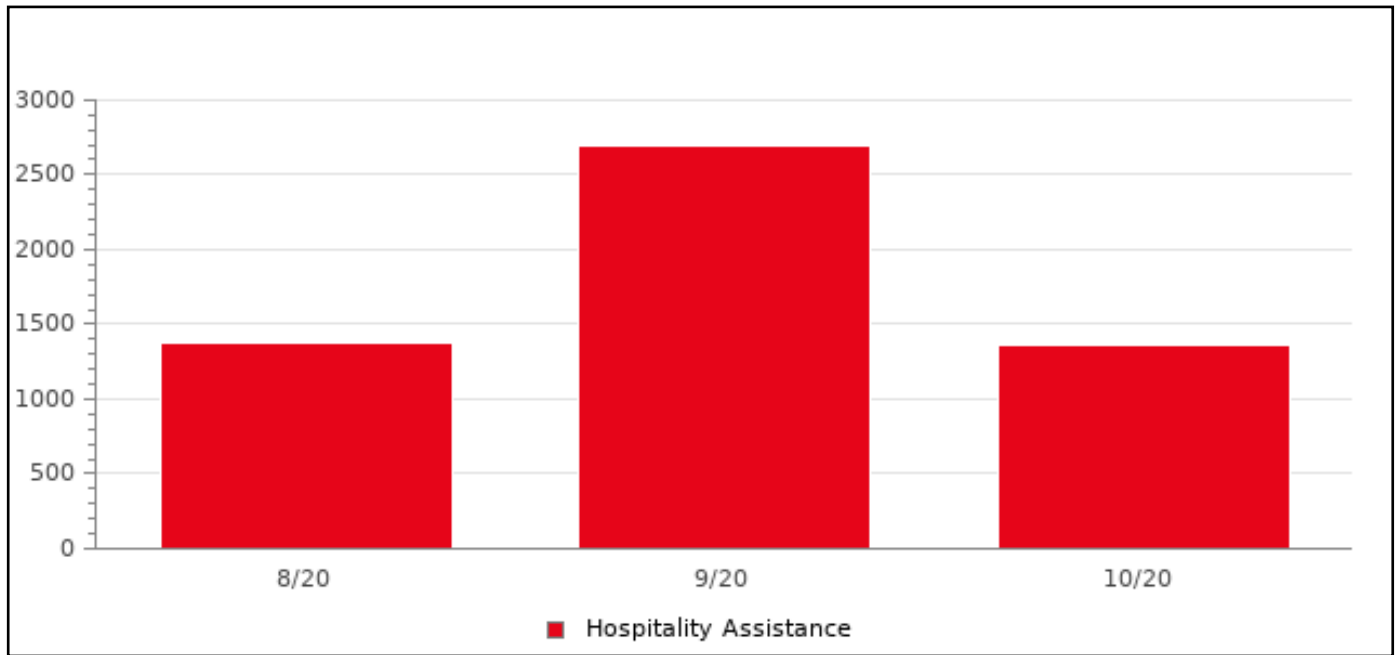
Hospitality Statistics

August 2020 through October 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contact	'20	--	--	--	--	--	--	--	57	42	62	--	--	161
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	--	--	5425
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	--	--	83

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

Hospitality Assistance -- August 2020 through October 2020



Hospitality Highlights

Field Observations

October brought fall break for area schools. This made for a busy are with parking lots filling up early in the morning, and our streets were activated with people. The Ambassador team was up to the task welcoming our visitors with a warm smile while providing information, directions, and recommendations to our businesses and attractions.

Weekends continue to be the most active for visitors to enjoy downtown. The weekend street closure of Broad Street from Aquarium Way to 3rd continued through the month, and we also had Riverfront Parkway closed on Sundays for public activation.

Ambassadors received training from Chattanooga Tourism during the month of October. The training consisted of local history, landmarks, tourism, art, entertainment, downtown eateries, attractions, and statistics behind tourism and the workforce in the City of Chattanooga. It was an amazing training for the Ambassador team to receive. We are thankful for the partnership with Chattanooga Tourism for providing the opportunity to learn and to share this knowledge with our visitors.



Ambassadors paint over a large graffiti tag on the back side of a district building.

Outreach Highlights

Accomplishments

ambassadors continue to work with individuals who are experiencing homelessness in the district. During the month of October, we placed two 911 calls for individuals who were in crisis. One of the individuals was suffering from shock; he was incredibly cold and could not move. Ambassadors placed a call for EMS assistance and stayed with the young man comforting him until help arrived. Later in the month, Ambassadors placed a call for a man who appeared to have a serious infection in his hand. The individual was in so much pain, he could not move. Ambassadors again stayed with the man assuring him until help arrived.

We continue to receive calls from our members for assistance with homeless individuals on a regular basis. Last week, we received a call from a business for a young lady who had nowhere to go. She was out of family options and was trying to get out of an abusive relationship. The ambassador team arrived, feed her, provided feminine hygiene products, and then helped her with transportation to Chattanooga Rescue Mission.

We continue to work with our social service partners to provide resources individuals need downtown. The Community Kitchen continues to be a great partner as well as Deonte Grimes who works for TN Department of Mental Health and Substance Abuse Services (Hamilton County). Along with the City of Chattanooga and Hamilton County Homeless Coalition, we are starting to make a small difference in the lives of our local homeless community.

Finally, during the month of November, Block by Block's Homeless Outreach Specialist, Chico Lockhart, will return to Chattanooga to provide additional outreach training for the Ambassadors.



Operations Manager Randi speaks with a lady experiencing homelessness on Broad Street.

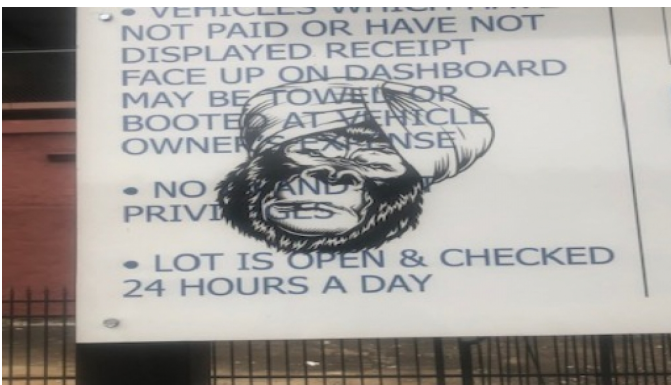
Photos



Graffiti tag in Coopers Alley



Graffiti tag painted over in Cooper's Alley.



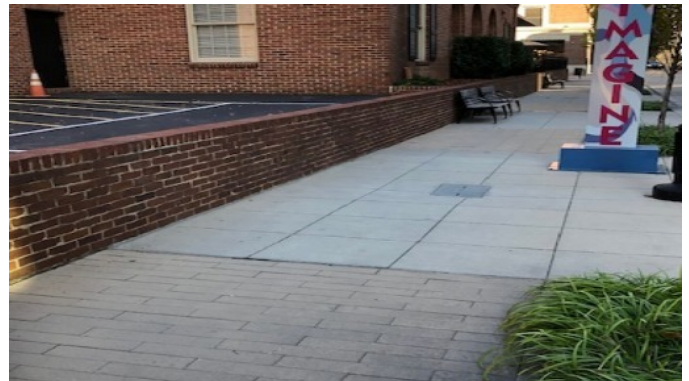
Before photo of sticker located on 5th Street parking sign.



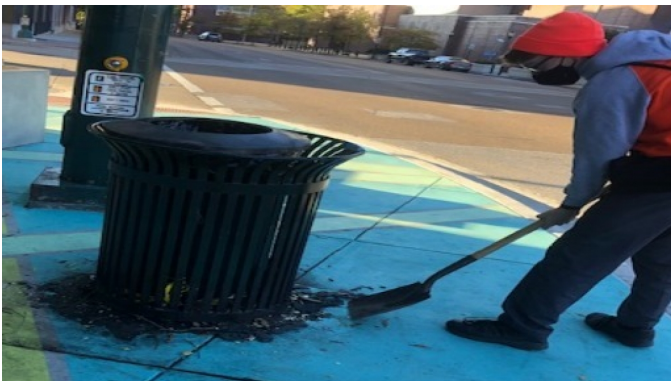
After photo sticker removed of 5th street parking sign.



8th street sidewalk before.



8th street sidewalk after.



Ambassador James cleans around trash 11th and Market Street.



After photo of sidewalk located at 11th and Market Street.