

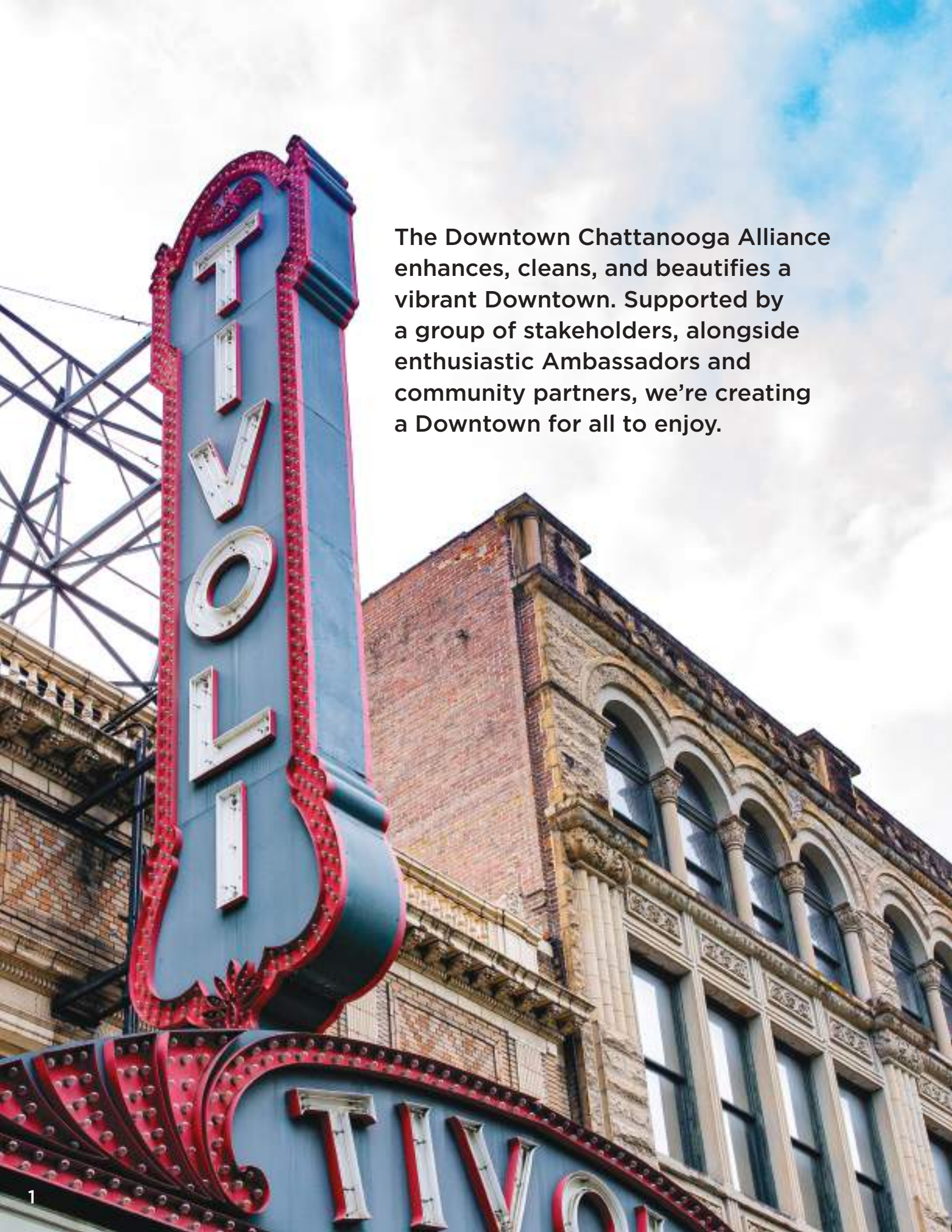


**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**

**Annual Report  
2020-2021**







The Downtown Chattanooga Alliance enhances, cleans, and beautifies a vibrant Downtown. Supported by a group of stakeholders, alongside enthusiastic Ambassadors and community partners, we're creating a Downtown for all to enjoy.



## Letter from the Director

Since the Downtown Chattanooga Alliance launched in April 2020, we've implemented many programs and initiatives – Cash for Trash, delivering on-street services through our DCA Ambassadors, cleaning and beautifying Downtown, and building relationships with wonderful partners like you.

We got our start amidst a pandemic and a social justice movement fostering needed conversation around racial equity. We hired Ambassadors at a time when finding talent is an unprecedented challenge. Against a backdrop of historic events, we removed 3,700 bags of trash, made 22,000 recommendations to Downtown visitors, pulled weeds from 540 block faces, and accomplished much more, which you'll read about in the following pages.

There's no doubt that Downtown is cleaner. I see it with my own eyes, and the DCA receives regular compliments from visitors and district members alike.

But we're not just about cleaning up. In fact, we're mainly about people. We help district businesses thrive, support people experiencing homelessness, and ensure visitors have fun, inviting Downtown experiences.

We can't do this work alone, and many others contribute to our clean, vibrant Downtown: The City of Chattanooga's Public Works, Parks, and Public Art Departments; Chattanooga Department of Transportation; Chattanooga Police Department; City of Chattanooga former Mayor Andy Berke's office and now Mayor Tim Kelly's; Office of the City Treasurer; City of Chattanooga Homeless Services; the Community Kitchen; River City Company; the Hamilton County Health Department; TransCard; Collins Landscaping; the Barn Nursery; EPB; and other partners. We've made big strides and look forward to doing even more to make Downtown a better place for everyone.

How can you help? My favorite recommendations: buy a sandwich, grab a treat, and shop small to support the Downtown businesses that make our community dynamic.

We can't wait to see you around Downtown!

Sincerely,

**Steve Brookes**



## In a recent survey about the DCA's impact:

**79.2%** said Downtown is cleaner than it was a year ago

**36.2%** had positive or extremely positive interactions with DCA Ambassadors (52% had not interacted with Ambassadors)

**71.9%** were satisfied with the DCA

**We're  
committed  
to a vibrant,  
visitor-ready  
Downtown.**





# We've been busy.



**22,000**

Recommendations to  
Downtown Visitors



**3,700**

Bags of Trash  
Gathered



**1,800**

Graffiti Tags & Stickers  
Removed



**936**

Business  
Checks



**740**

Pressure Washing  
Hours



**580**

Biohazards  
Cleaned



**209**

New Plants, Trees  
& Bushes



**209**

Motorist Assists

“Your team did a great job with the power washing outside of Loveman’s on Market and Cherry Streets. Market Street in front of Loveman’s is a big improvement. I wanted to extend the appreciation of the HOA Board and all the residents of The Loveman’s Building.”

**Mark Castronova**  
BID Resident

“As a Northshore resident and frequent Downtown visitor, I’m grateful for the DCA’s work in making downtown cleaner and a more pleasing place to visit!”

**Aug. 2021**  
Survey Response

# Ambassadors

## Keeping Downtown Clean & Inviting

Our Ambassadors keep Downtown clean, safe, and visitor-ready.

We built a team of **14** friendly Ambassadors to help downtown visitors:

- Find parking
- Take group photos
- Walk safely to their cars
- Find things to do and places to eat
- Find cool places to take photos
- Locate businesses and services

Ambassadors also execute our cleaning and beautification efforts and receive special training on how to support our unhoused community members.

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“I see progress immediately. That’s the nice thing about pressure washing. Plus I get to be outside all day cleaning and helping people; that’s why I like being an Ambassador.”

### Jacob

Ambassador since Aug. 2020



**HELPING THE UNHOUSED  
ENABLING IMMEDIATE WORK OPPORTUNITIES  
CONNECTING TO RESOURCES**

## Trash for Cash

### PILOT PROGRAM

Participants in this program earned \$4 in credit for each bag of trash they collected, up to \$20 per day.

We paid \$13,972 to unhoused people in the form of cards to use at Downtown restaurants and stores.

**\$13,972** Paid  
**3,493** Bags redeemed  
**10,129** Pounds of trash collected

*Cash for Trash program showed success, but drew more participation than funding supported.*

## Providing Support

Ambassadors have social services training and direct connections with social services providers.

Here's how we've assisted community members experiencing homelessness:

**415** Individual in-depth engagements  
(each 3+ minutes)  
**394** Referrals for shelter and food  
**155** Articles of clothing  
**11** Referrals to addiction treatment programs

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“This is the first time I’ve bought my own sandwich in years. It feels good to pay for things with the money I earned.”

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“Thank you for offering this; I’ll be here tomorrow.”

### Trash for Cash

#### Participants



# Meet Ambassador **Allison**

## **What's your favorite Downtown spot?**

My favorite place is the umbrella alley - it's a great place to take photos, and it's just fun.

## **What do you like about being an Ambassador?**

My favorite thing about my job is helping the homeless. The DCA gave me a chance when I needed one. I've been clean for three years, and now I get to help others connect with resources when they are struggling.

We have a guy we call Happy Feet; all of his things were stolen. We got him a meal, gathered up some things like a backpack and toiletries. That made my day.

I hear all the time that people love the work we're doing and how much they enjoy Downtown. I feel good about what I'm doing every day.





# Thank you to our board members:

**Pierre Dabit**

Giorgio's  
Commercial Tenant and Small  
Property Owner

**Raquetta Dotley**

City Council, District 7

**Kelly Fitzgerald**

Society of Work  
Commercial Tenant

**Todd Gardenhire**

Tennessee Senate, District 10

**Steve Hunt**

Berry & Hunt  
Large Property Owner, Commercial

**Adam Kinsey**

KPH Development  
Large Property Owner, Commercial

**Kevin Love**

The Enterprise Center  
Nonprofit and Commercial

**Lisa Maragnano**

CARTA  
Large Property Owner, Nonprofit  
and Commercial

**Tom Marshall**

DeFoor Brothers Development  
Large Property Owner, Commercial  
and Hotel

**Matt McGauley**

Fidelity Trust Company  
Small Property Owner, Commercial

**Donald O'Connor**

River Pier Landing  
Residential Owner

**Charles Perry**

Loveman's  
Residential Owner

**Darian Scott**

Chattanooga Chamber of Commerce  
Small Property Owner, Nonprofit  
and Commercial

**Robin Smith**

Tennessee House of Representatives,  
District 26

**Gordon Stalans**

Tennessee Aquarium  
Large Property Owner, Nonprofit





## Become a Sponsor

### Join Us in Keeping Downtown Beautiful

Our corporate partners ensure we can keep Downtown attractive with extras like flowers, seating, and signage.

Special thanks to inaugural DCA sponsor EPB. Support from EPB enabled us to expand our work more quickly in our first year with:

- 144 hanging plants
- 39 plants & bushes
- 18 potted plants
- 6 potted lime trees

As a 501 (c)(3), the DCA is uniquely positioned to gain sponsors and amplify the work already paid for by the BID members. Sponsored projects can be right in front of your business or your favorite shady seating area.

**Contact us to sponsor your favorite spot Downtown.**





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