



Downtown Chattanooga Alliance

May 2021 Executive Directors Report



Executive Director Summary: May 2021

Message From Executive Director

Since the DCA has delivered on street services, the primary focus has been to deep clean downtown. Mulching, pulling weeds, painting, picking up trash, removing fallen limbs, power washing and additional cleaning duties as required have been the daily goals. Cleaning is visible and easy to see. It is a way to show an immediate impact and value. As we continue to evolve we will implement new aspects of our mission. During May added landscape features to the district to help beautify those areas.

With a sponsorship from EPB, the help of Collins Landscaping and a tremendous partnership from the Barn Nursery, the DCA began the implementation of landscape projects in two areas of the district. The first area we focused on was the intersection of 8th and Chestnut. DCA Ambassadors and Collins Landscaping worked together to redo the 4 surface gardens at the intersection. Adding grasses, purple salvias, daisies, lilies and more; the new landscape designs added an additional element to the West Village. Ambassadors also completed a new landscape design at 8th and Pine St.

The DCA also added beautification efforts to Patten Square. As the City completed the amazing capital project, we thought it was natural to add some ground planters with colorful plants and trees. 18 ground planters were installed throughout Patten Square. Allamanda bushes, Purple Hearts, Dipladenia's, Lemon trees and Purple Fountain grasses add a vibrant feel for those who live, work, and enjoy the area.

As we move through June and into July, the DCA plans to add more landscape elements to the district. We will continue to follow our mission of keeping downtown, clean, safe, hospitable, and beautiful. Please read through the rest of the report to learn more of what was accomplished during the month of May.



Ambassador Gloria digs a hole to install a new plant at 8th and Chestnut St.

Executive Summary: Clean Team Highlights, May 2021

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 48 hours, a decrease of 41% from April 2021;
2. Removed 117 graffiti tags and stickers observed around the district, an increase of 149% from April 2021;
3. Cleaned 75 incidents of biohazards and disinfected the immediate surrounding area, an increase 53% from April 2021;
4. Performed 203 hours of special projects which mainly involved painting, running the ATLV (All Terrain Litter-Vac); and backpack blowing, an increase of 2.5% from April 2021;
5. Collected 363 bags of trash, an increase of 21% from April 2021;
6. Performed weed abatement on 23 block faces, a decrease 60% from April 2021;
7. And cleaned and sanitized 393 trash cans throughout the district a decrease of 26% from April 2021.



Team Leader Ryan carefully removes a sticker off the Tivoli window.

Executive Summary: Hospitality Team Highlights, May 2021

Accomplishments

During the month of May, Downtown Chattanooga Alliance Ambassadors achieved the following hospitality accomplishments:

1. Provided 2,853 directions and recommendations, a decrease of 18% when compared to April 2021;
2. Conducted 187 business checks, an increase of 55.8% when compared to April 2021;
3. And provided 10 motorist assists (car jump starts), an increase of 100% when compared to April 2021.



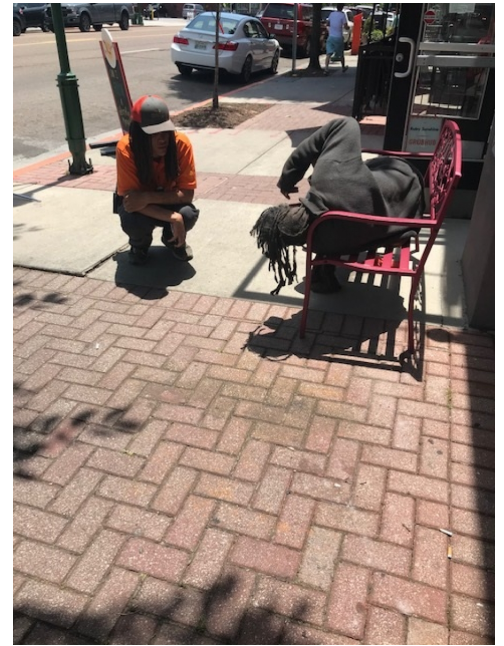
Team Leader Mitchell takes a photo during IronMan.

Executive Summary: Outreach Highlights, May 2021

Accomplishments

During the month of May, Downtown Chattanooga Alliance Ambassadors achieved the following Outreach Accomplishments:

1. Conducted 81 individual in-depth engagements (each lasting 3 minutes or more) with individuals experiencing homelessness in the DCA district;
2. Made 46 referrals for shelter and food;
3. And provided 16 bottles of hand sanitizer, 42 articles of clothing and one pair of shoes.



Ambassador Caron engages a man experiencing homelessness on Market St.

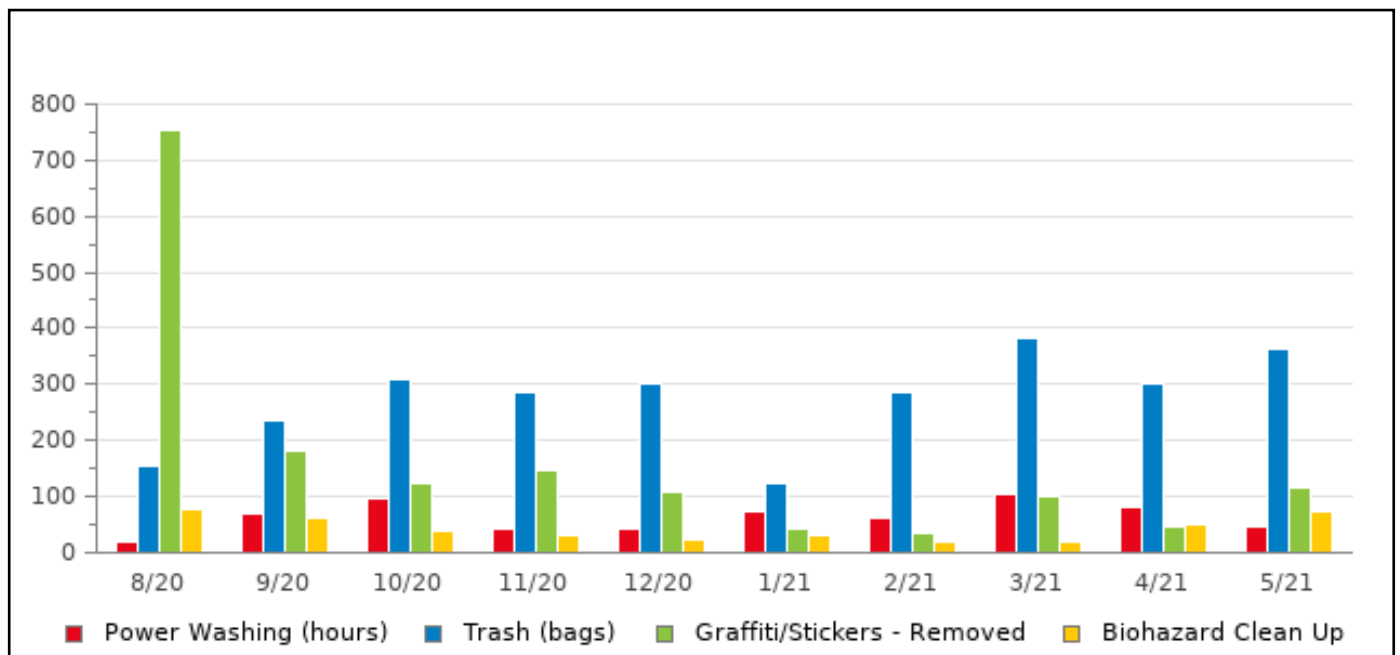
Cleaning Statistics

August 2020 through May 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	75	--	--	--	--	--	--	--	194
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	36	99	47	117	--	--	--	--	--	--	--	341
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	62	105	82	48	--	--	--	--	--	--	--	370
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	157	169	198	203	--	--	--	--	--	--	--	899
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	383	300	363	--	--	--	--	--	--	--	1454
Trash Cans Cleaned	'21	--	--	171	533	393	--	--	--	--	--	--	--	1097
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	13	315
	'21	4	15	26	58	23	--	--	--	--	--	--	--	126

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

August 2020 through May 2021



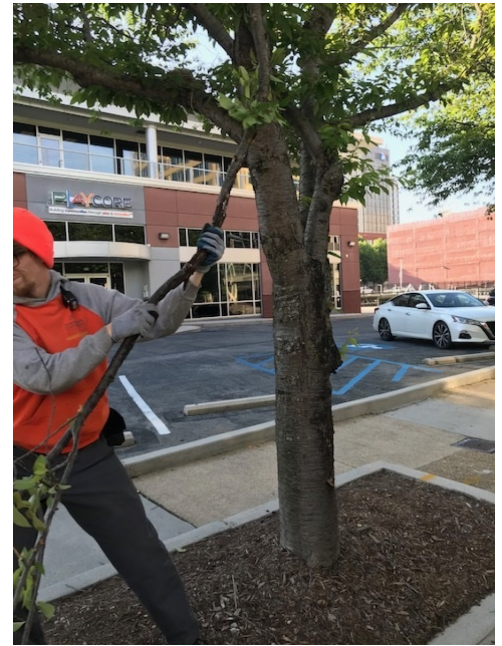
Cleaning Highlights

Initiatives

I was sitting in a meeting and received a phone call, I let it go to voice mail and put my phone on silent. A second later my phone vibrated, I looked, and it was the same number as before. My experience told me it was an emergency, so I excused myself from the meeting and answered the phone. It was a downtown business who said, "I don't know if you can help or not, but we have a bird in our store. Can an Ambassador get it out?" I told the business we would be right over but have no guarantees. I called the Ambassadors and two headed to the business in attempt to lure the bird out of the store. I had all these visions running through my head of what could go wrong, like a comedy you would see on T.V. Ambassadors knocking items over, the bird dive bombing at them and they must duck for cover. Luckily none of those things happened. The Ambassadors raised two brooms towards the bird and it flew out of the store. The point of this story is that we do more than just clean, we're downtown to help and support our DCA members when they need us in anyway we can.

As you read through the statistics you will notice there was an increase in Biohazards cleaned up, graffiti/stickers removed, and special projects completed. Most of the special projects consisted of painting light poles and trash cans throughout the district. It's not uncommon to see an uptick of graffiti and stickers as more people come out and enjoy the city. It's also not uncommon to see an uptick of Biohazards. The important fact to remember is the Ambassadors are there to clean up and remove as soon as they can.

We had events come back in May and the Ambassadors were ready to keep the district clean. Chattanooga Lookouts Baseball brought fans downtown. Gran Fondo Hincapie brought a fun bike race through the city. Armed Forces Day parade is always fun and a great event that happens on Market St and the big event during May was IronMan. These events allow the Ambassadors to shine and show off the value of the program. We look forward to more events as we move through the summer months.



Ambassador James removes a damaged tree limb.

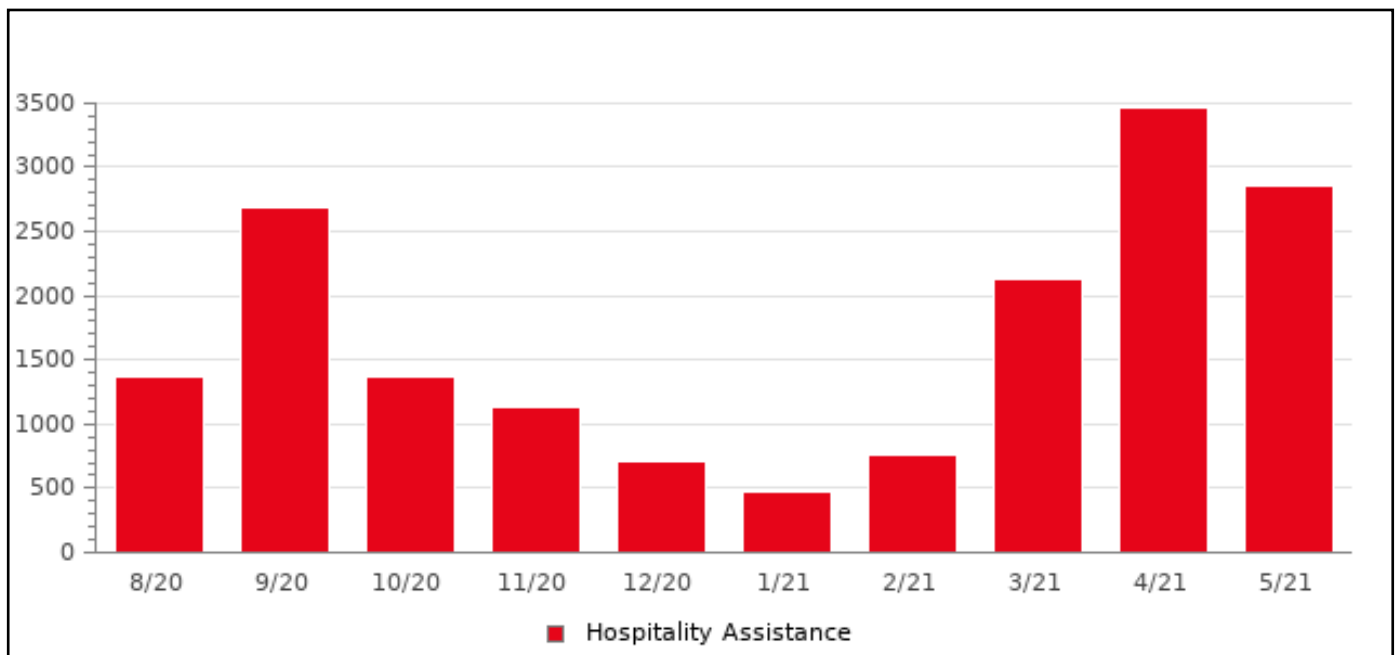
Hospitality Statistics

August 2020 through May 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	--	--	--	--	--	--	--	530
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	762	2133	3468	2853	--	--	--	--	--	--	--	9682
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	6	6	5	10	--	--	--	--	--	--	--	30

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

Hospitality Assistance -- August 2020 through May 2021



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

Hospitality Highlights

Field Observations

Events are back and the hospitality team was ready for the increased foot traffic downtown. Starting with the Lookouts baseball, Ambassadors were deployed on Power Alley to welcome fans with a warm smile and friendly hello. Ready to handle questions such as, "Do I have to wear a mask in the stadium" or "where can I get a bite to eat" Ambassadors not only knew the answer but provided great customer service.

The biggest event that took place during May was the half IronMan. An estimated 7,000 participants and attendees flooded downtown, filled our restaurants, attractions, and hotels. Ambassadors were deployed to key areas around the event, took photos, offered recommendations, jump started cars, and provided chargers for phones when needed. It was a good experience for the team and we look forward to more events in the future.

As we move into June, we look forward to implementing our Information Cart. On a regular basis a Hospitality Ambassador will be deployed to a high traffic area with an info trike, that has maps and brochures. It will be a good visual and allow our guests to stop and interact with the Ambassador on duty. We hope this allows us to provide more customer service and share with our guests all the great amenities in the DCA District.



Ambassador William helps a group with directions on Market St.

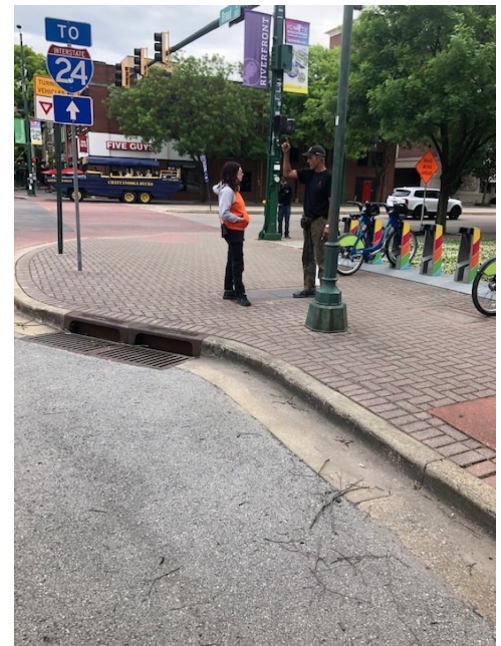
Outreach Highlights

Field Observations

Ambassadors continue to take on the important role of working with our homeless population. It's pretty amazing to walk with an Ambassador and see them interact and know the names of the individuals experiencing homelessness in the district. These relationships not only allow us to connect individuals with services when they are ready, but also helps when a business calls the program asking for assistance. Most of the time when the Ambassador arrives at the business they know the person by name and can diffuse the situation.

There was a nice story that took place during the Month of May. We have a young man in the district who experiences homelessness. He likes to play the guitar and sing for change. One morning he woke up and his guitar was missing. He was going through many emotions. We told him we would try and get a new one for him. We reached out to some of our community partners and sure enough they were able to connect us with an individual who could donate a guitar. Later that day we found the young man and told him that we found a partner who would donate a guitar. He was incredibly happy but let us know he was able to find and purchase his old guitar back. I think this shows the length the DCA will go to and the strength of our relationships with our community partners to help those in need.

We understand and notice the increase of individuals experiencing homelessness downtown. There are new faces mixed in with the regulars. We work incredibly hard with our community partners to help those in need. Please don't hesitate to call us if you need assistance with individuals who are experiencing homelessness.



Operations Manager Randi engages with an individual on 4th and Broad St.

Ambassador Ali

Ambassador Ali

Ali joined our DCA family in 2021 and immediately fit in well with the Ambassador team. She is a natural when it comes to customer service, but also likes to keep the district streets clean and be part of the Special Projects team. Ali has participated in numerous painting and landscape projects, but her favorite part of the job is engaging with individuals who are experiencing homelessness and learning their stories.

Ali can relate, in her past she experienced homelessness due to her addiction of nearly 14 years. Being sober almost 3 years herself, she feels it's important to share her experience, strength and hope with the men and woman who are currently struggling with their addiction downtown. Her goal is to help one person because she understands the impact it may have on the individual, their family, and community they come from. "We give our street brothers and sisters downtown a sense of family and support when they feel they have none, I love being part of that."

The West Village is her favorite spot downtown. The lights, artwork and umbrella alley are mesmerizing to Ali and she believes the area creates memories that last forever in visitors minds.

When Ali is not working, she enjoys spending every minute making up lost time with her daughter and attending family functions. Ali states, "there is nothing like family support for sobriety and one of the reasons I love my job is the culture that has been created in the office, it feels like another part of my family".

If you see Ali downtown, please thank her for all her hard work and dedication to make the DCA district a great place to live, work, and play.



Ambassador Ali rinses the seating area at Broad and Aquarium Way.

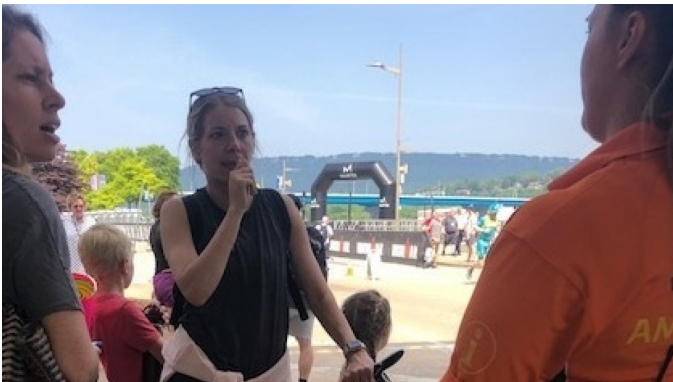
Ambassador Team in Action



Ambassador gage rinses a mark off Chestnut St.



Team Leader Mitchell paints over graffiti at 8th and Walnut St.



Ambassador Ali helps a group during IronMan with directions.



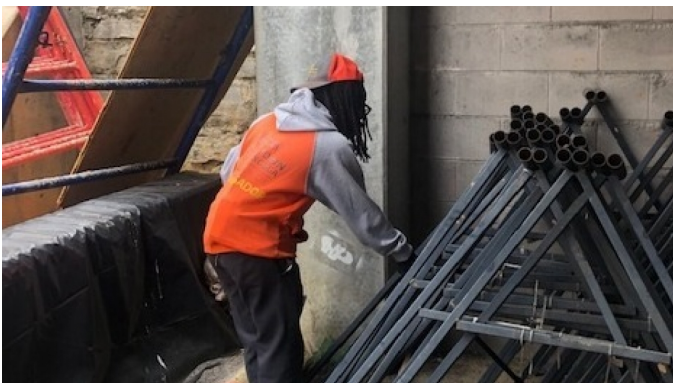
Ambassador Tiera works on the plants in front of the Bode Hotel.



Ambassador Da'Kota removes a sticker on Cherry St.



Team Leader Ryan scrubs up a stain on Patten Square.



Ambassador Tiera picks up trash on Market St.



Ambassador Gage weed whacks MLK Blvd.

Before and After



Saturday morning surprise on Broad St.



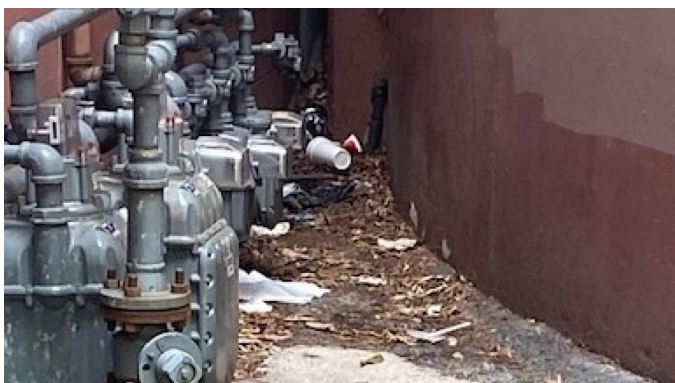
Saturday morning surprise cleaned up.



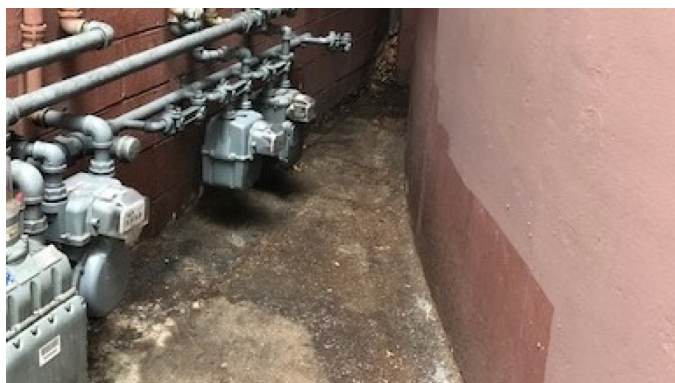
Leaning lamppost reported by Ambassadors to EPB.



Lamppost fixed by EPB.



Trash on Broad St before Ambassadors clean it up.



After photo of trash cleaned up by Ambassadors.



Graffiti on garage door on Chestnut St.



Graffiti painted over on garage door on Chestnut St.