

May 2022



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

All in a Day's Work

The Downtown Chattanooga Alliance enhances, cleans, and beautifies a vibrant downtown by working closely with community partners. The Alliance coordinates projects with city services to enrich the experience of those who live, work, and visit downtown. We also step in to assist with other roles that may go unnoticed. May 10th was one such day.

At 7 am, as I was getting ready for work, Ambassador Gage called.

"Good morning, Gage. What's going on?"

"Good morning, Steve. A piece of a building fell off last night and is on the sidewalk. It looks like more pieces are coming down."

"Take some photos and send them to me. Grab some traffic barrels from the basement and place them on either side of the building pieces. Bring out the Sidewalk Closed signs and place them on the corners of the street to warn people not to walk on the sidewalk."

"Got it."

After Ambassador Gage sent me the photos, I informed the property owner who was appreciative of the heads up, and work we did to keep passersby safe.

Around 10 am, the DCA received a call from a district member with a request to assist two people experiencing homelessness. Over the course of a few months, they had gathered so many items that they couldn't move without fear of losing what they had accumulated. Ambassadors helped the pair consolidate their items and move to another location. However, when Ambassadors went back to clean up the debris, they discovered a dog left tied to a tree. Since Ambassadors knew the dog's owner but couldn't locate him immediately, Ambassador Kathy took the dog home with her overnight, and united the owner with his dog the following day.

At 2 pm Team Leader Ryan called.

"Steve, we have situation I don't know how to handle. Can you come downstairs?"

"Sure. Be right down."

Once I got outside, Ryan pointed to 4th Street. From Gold's Gym to Cherry Street more than 100,000 rocks were laying on the street. A dump truck had lost some of its load when it got off Highway 27 headed toward Amnicola Highway.

We realized that as cars drove down 4th street, the tires turned rocks into flying projectiles and flung them toward passersby and buildings. We stationed an ambassador at 4th/Chestnut and another at



4th/Broad to warn pedestrians not to walk down 4th. I called Captain Fulgham and asked if he could send police officers to divert traffic. I reached out to Ricky Colston at Public Works to request a Bob Cat and street sweeper. My last called was to Justin Strickland to ask for assistance from CDOT. The Ambassador Team brought out traffic devices and calmed traffic by running a taper of cones on 4th to move three lanes of traffic down to one. CPD arrived and directed traffic around the rocks. Public Works arrived shortly after that and began removing the rocks. It took about eight minutes to get the situation under control, and about two hours to get the rocks cleaned up and traffic operating at normal speed. There were no injuries and no property damage. That's impressive teamwork.

As ambassadors went back to their normal deployment, they noticed a person trying to enter a closed business. They followed their training and called for police assistance. They then stepped out of their truck and asked the person if he needed help. The person turned, saw the ambassadors, and took off down the street. Ambassadors waited until the CPD arrived and provided a statement and description.

Finally, as the day was winding down, the Ambassador Team helped with a last-minute event. The team placed traffic control devices in designated areas. This allowed organizers to hold a safe and successful event.

It's a challenge to make some of the work we do sound interesting. It's frustrating that the work we do often goes unnoticed. However, on this one day in May a few people asked, "What would have happened if the DCA wasn't here?"

Executive Summary: Clean Team Highlights, May 2022

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 38 hours an increase of 65% when compared to April of 2022
2. Removed 177 graffiti tags and stickers observed around the district an increase of 41% when compared to April of 2022.
3. Cleaned 118 incidents of biohazards and disinfected the immediate surrounding area, an increase of 15% when compared to April of 2022.
4. Performed 272 hours of special projects which included maintaining flowers donated by EPB and detail cleaning throughout the district.
5. Collected 1,908 bags of trash, an increase of 12% when compared to April of 2022.
6. Performed weed abatement on 43 block faces, a decrease of 49% when compared to April of 2022.
7. Detail cleaned 553 trash cans an increase of 40% when compared to April 2022.



Ambassador Brian power washes at 8th and Broad Street.

Executive Summary: Hospitality Team Highlights, May 2022

Accomplishments

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

1. Provided 3,294 directions and recommendations, an increase of 6% when compared to April of 2022.
2. Conducted 116 business checks, an increase of 132% when compared to April of 2022.
3. Provided 23 motorist assists, an increase of 84% when compared to April 2022.



Ambassador Shametrice assists a visitor with directions.

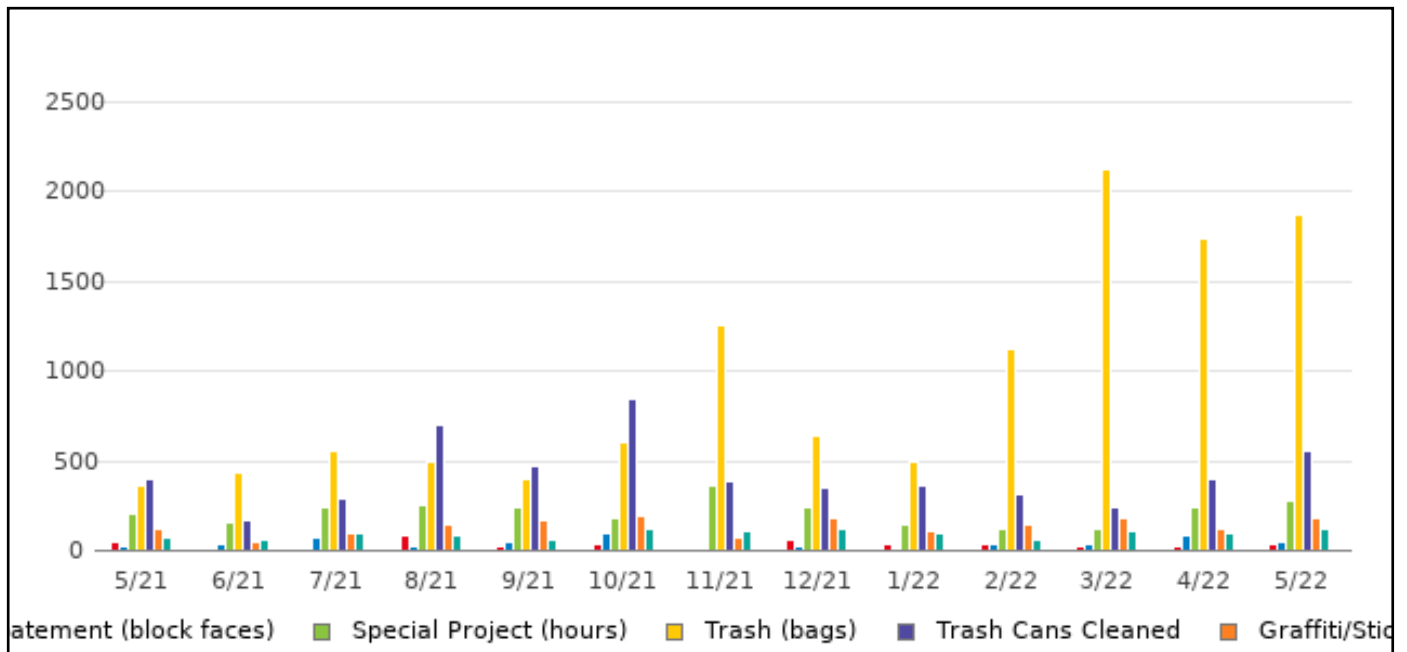
Cleaning Statistics

August 2020 through May 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	--	--	--	--	--	--	--	493
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	--	--	--	--	--	--	--	727
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	--	--	--	--	--	--	--	159
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	--	--	--	--	--	--	--	894
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	--	--	--	--	--	--	--	7351
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	244	393	553	--	--	--	--	--	--	--	1863
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	--	--	--	--	--	--	--	223

Statistics based on Block By Blocks SMART app.

May 2021 through May 2022



Statistics based on Block By Blocks SMART app.

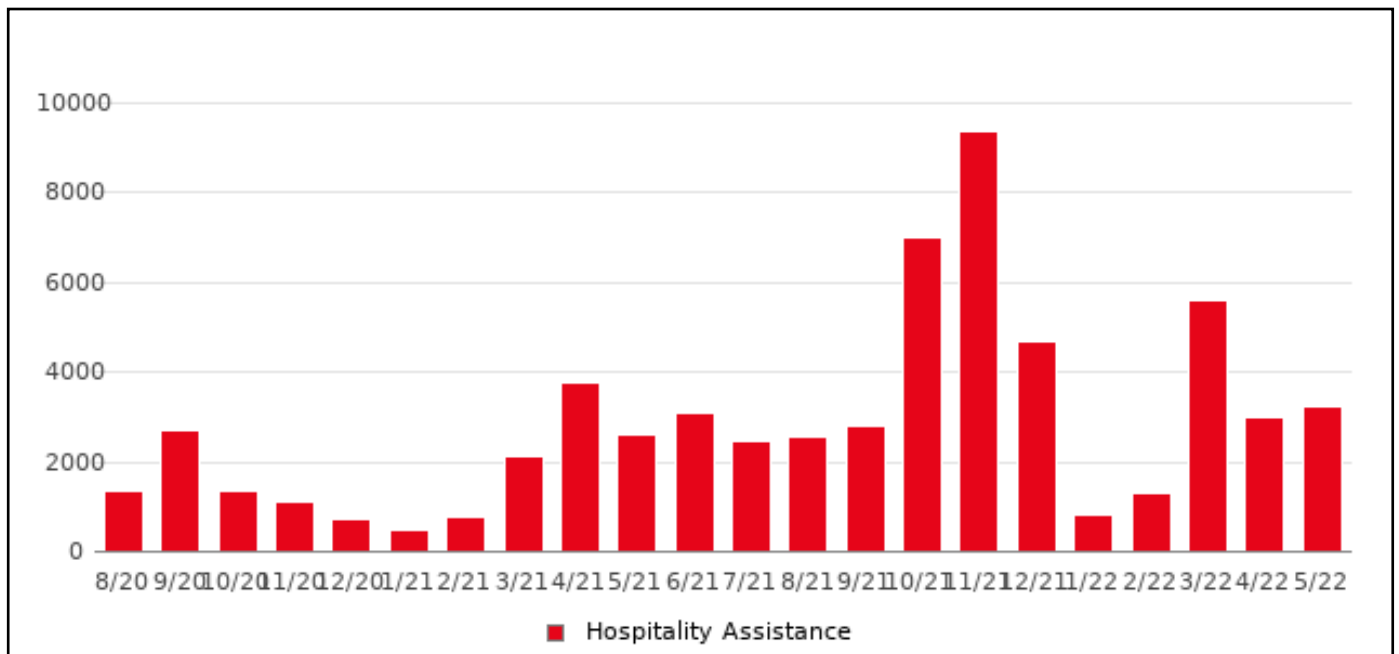
Hospitality Statistics

August 2020 through May 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	--	--	--	--	--	--	--	344
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	--	--	--	--	--	--	--	13981
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	--	--	--	--	--	--	--	69

Statistics based on Block By Blocks SMART app.

Hospitality Assistance -- August 2020 through May 2022



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

Strategic Plan Update

Initiatives

DCA Strategic Plan Update:

The DCA held its first Strategic Planning meeting to discuss the first phase of the process which includes identifying 15-20 pre-selected individuals to participate in one-on-one interviews. The committee identified individuals who are DCA members and represent properties throughout the district. This includes residents, small and large business owners, non-profits, and city officials.

The planning committee then developed interview questions to get the interviewee's feedback on the DCA program to date. The questions are open ended so the interviewee can provide thoughts on what has worked well and what has not, what work does the DCA need to address, and what can the DCA do to improve.

All interviews will be confidential so that the best feedback can be provided. The interviews will take place over the next couple of months and the results will be shared with the planning committee at the next session which will take place in late August.

Photos



Sidewalk before power washing.



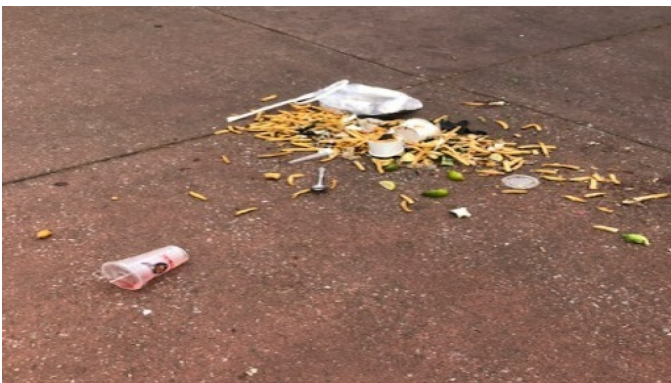
Sidewalk after power washing.



Graffiti on a light pole.



Graffiti removed from light pole.



A food spill on Broad Street.



Sidewalk cleaned after a spill.



Before photo of graffiti on Georgia St.



Graffiti removed from a door.

Ambassador Team in Action



Operations Manager Randi removes graffiti.



Team Leader Ryan speaks with a visitor on Broad St.



Ambassador Tony give directions during Ironman.



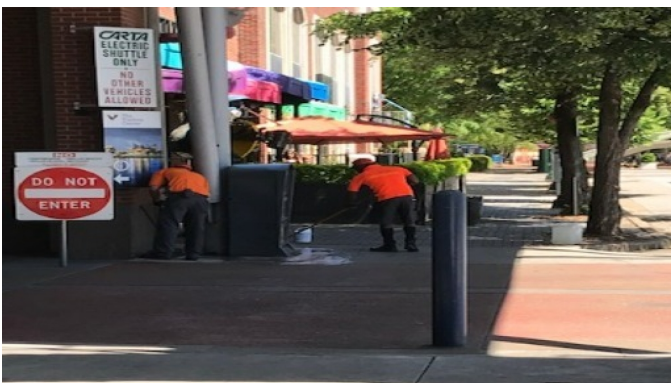
Ambassador Noah waters flowers.



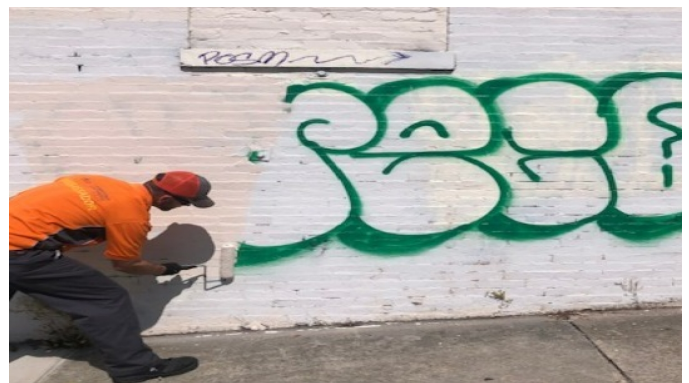
Ambassador Anna welcomes visitors.



Jake answering a visitor's question at Iron Man.



Ambassadors clean up urine on Broad St.



Ambassador Brian paints over graffiti.