

December 2022



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Director Report

## Message From Executive Director

As the Downtown Chattanooga Alliance (DCA) begins its fourth year, its mission remains unchanged – to enhance the beautification, cleanliness, and safety of Chattanooga’s Business Improvement District. As downtown emerged from the pandemic in 2022, events like Riverbend and Little Debbie Ironman returned for the first time since 2019. Businesses such as Walk-ons, Burger Republic, Wooden City, and others chose to invest in downtown by opening new locations. River City Company brought Rock the Riverfront which included “Impulse” to Chattanooga for the first time. This festival was such a success that River City is bringing “Los Trompos” downtown in March/April 2023. Steam Logistics and Noon Development redeveloped the long-vacant John Ross building into its new headquarters.

In December 2022, the DCA held its first in-person annual meeting at Gilman’s Event Hall, made possible by Ken and Byron Defoor. More than thirty attendees learned about the DCA’s accomplishments and listened to updates to the strategic plan. Guest speakers included Chief Scruggs and Lieutenant Montgomery, Chattanooga Police Department; Emily Mack, President and CEO of River City Company; and Dan Reuter, Director of the Chattanooga-Hamilton County Regional Planning Agency.

The DCA reported the following highlights:

Achievements (August 2021-July 2022)

- Provided more than 46,000 hospitality assists
- Removed more than 1,100 biohazards from doorways and sidewalks
- Removed more than 1,900 graffiti tags and stickers
- Provided more than 700 business checks

Strategic Plan

- Created a planning committee comprised of DCA board members Keeli Crewe, Kelly Fitzgerald, Adam Kinsey, and Councilman Darin Ledford.
- Held meetings that were facilitated by Jim Kennedy
- Interviewed 15 property owners for the Community Scan Process. Community scans were one-on-one interviews with DCA stakeholders, property owners & business owners, and others.

DCA Strengths

- Turned early detractors into supporters through consistent delivery of high quality services.



- Provided strong leadership from the DCA Executive Director, Executive Committee, and Board of Directors.
- Established, directed, and managed the Ambassadors Program.
- Improved the district's cleanliness and beautification.

#### Improvement Opportunities

- Public Safety.
- Improve communication with stakeholders such as deployment schedules.
- Be conscious of mission drift.
- Find the balance between compassion for the homeless and concern for visitors experiencing aggressive panhandling and verbal abuse.
- Visit BIDs in other cities to study best practices.
- Embrace seasonality by adjusting services to conform to peak visitor periods.
- Eliminate sidewalk solicitation through reasonable enforcement.
- Work with the CPD and mayor's office to increase the bike patrol.

#### Strategic Initiatives

- Provide the highest quality visitor experience.
- Form committees of board members and stakeholders in areas of mutual interests such as beautification and safety.
- Create DCA sub-committees on safety, marketing, and communication.
- Hold mayor's office and property owners accountable for the Baseline Service Agreement.
- Create and implement a Communications Plan.

The DCA thanks those who served on the Strategic Planning Committee and participated in the community scan for their time and commitment. Their discussion and feedback will help the DCA grow and better fulfil its mission.

Although the DCA has many challenges ahead, a quote from Cindy Fain, one of the business owners, helps shine a spotlight on what the DCA has achieved.

"I appreciate seeing the Ambassadors from the DCA consistently cleaning the sidewalks and coming to check on us here at Downtown Dough. They are helpful and professional to both my employees and me. Looking back over the years of being in business here in Downtown Chattanooga, I wouldn't know what to do without the help and support of the DCA."

# Executive Summary: Clean Team Highlights, December 2022

## Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 56 hours a decrease of 2% when compared to November 2022.
2. Removed 74 graffiti tags and stickers observed around the district an increase of 3% when compared to November 2022.
3. Cleaned 40 biohazards and disinfected the immediate surrounding area, a decrease of 43% when compared to November 2022.
4. Collected 1,257 bags of trash a decrease of 6% when compared to November 2022.
5. Performed weed abatement on 29 blocks a decrease of 9% when compared to November 2022.
6. Cleaned 249 trash cans, a decrease of 6% when compared to November 2022.



Ambassador Stephanie pulls leaves away from the curb line so water can flow to the storm drains.

# Executive Summary: Hospitality Team Highlights, November 2021

## Accomplishments

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

1. Provided 1,297 directions and recommendations, a decrease of 17% when compared to November 2022.
2. Conducted 123 business checks, an increase of 37% when compared to November 2022.
3. Provided 8 motorist assists, an increase of 100% when compared to November 2022.



Ambassador Ty provides recommendations during the holiday break.

# Cleaning Statistics

## August 2020 through December 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	67	115	100	83	69	70	40	1037
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	155	271	170	152	209	72	74	1830
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	17	45	50	46	65	57	56	495
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	216	263	205	284	183	154	71	2270
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	1425	2003	1495	1672	1831	1345	1257	18379
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	244	393	553	292	525	535	455	253	265	249	4437
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	25	71	103	117	51	32	29	651

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

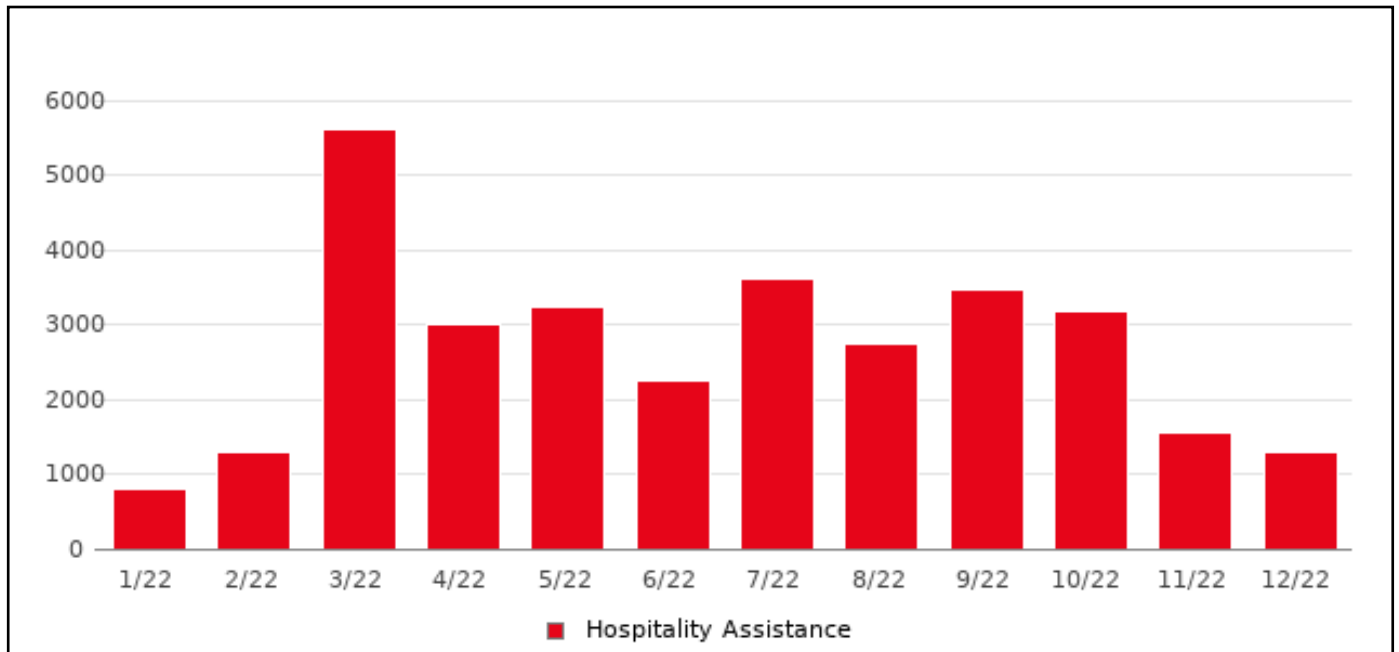
# Hospitality Statistics

## August 2020 through December 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	49	143	134	147	75	90	123	1105
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	2193	3694	2747	3358	3301	1558	1297	32129
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	8	11	11	3	2	4	8	116

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

## Hospitality Assistance -- January 2022 through December 2022



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

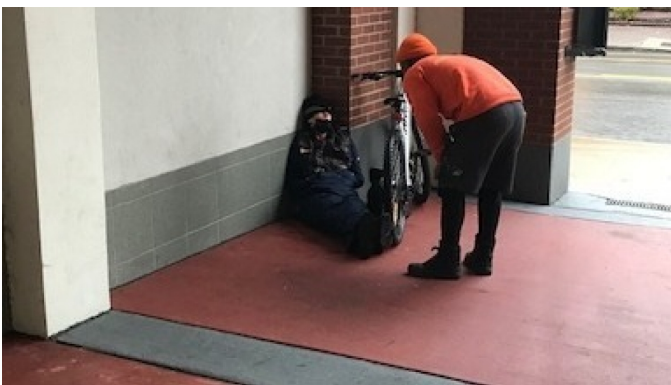
# Ambassador Team In Action



Ambassador Ty cleans leaves from the curb line.



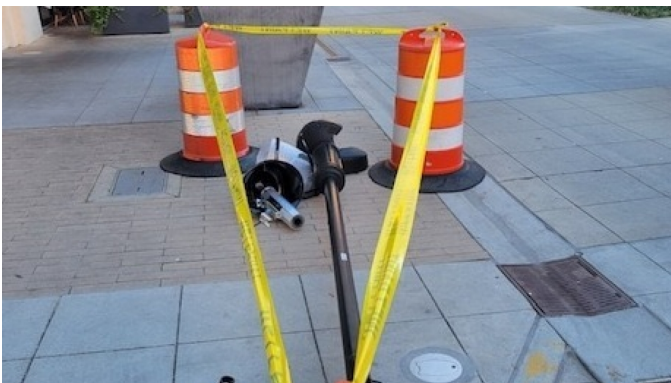
Ambassador John power washes on 6th St.



Ambassador Tony speaks with a person in the breezeway.



Ambassador Hardy works with a young man at a job fair.



Ambassadors cone off fallen light for safety and report to EPB.



Team Leader Ryan removes graffiti on Broad St.



Ambassadors cone off sidewalk to keep public safe on 7th St.



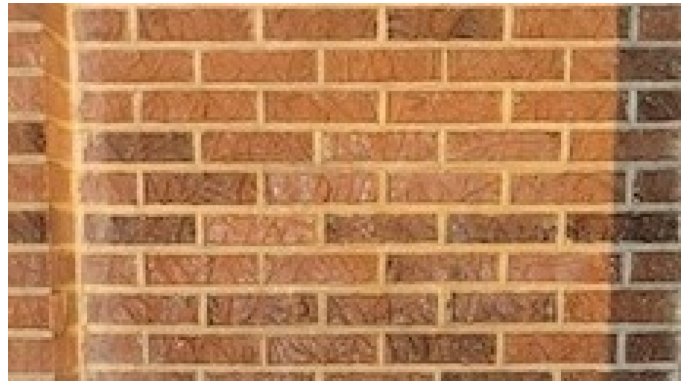
Ambassador Stephanie provides directions on Broad St.



# Before and After



Team Leader Ryan applies graffiti remover to a building on Patten.



Graffiti removed from building on Patten.



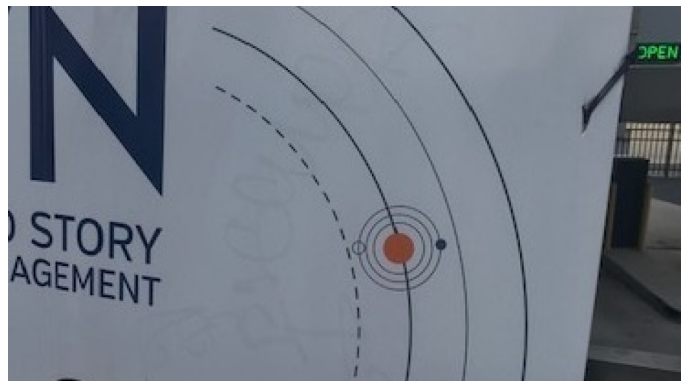
Graffiti on electrical box.



Graffiti removed from electrical box.



Graffiti on Georgia Ave.



Graffiti removed from sign on Georgia Ave.



Ambassador Hardy removes graffiti off light pole on Cherry St.



After photo of graffiti removed from Cherry St. light pole.