



November Report 2023



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

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November is the month to give thanks, spend time with family, share stories that make others laugh and maybe some that make them cry, and if one is able, to put great food on the table to share with loved ones. For me, November is the time to reflect on the DCA's accomplishments and remember community partners with whom the DCA worked to achieve success.

On the surface the work the DCA does is straightforward – ensure the beautification, cleanliness, and safety in Chattanooga's Business Improvement District. However, the DCA cannot do this important work alone. These are the community partners for whom I am grateful: the City of Chattanooga's Department of Public Works, the Chattanooga Police Department, the Chattanooga Department of Transportation, the Chattanooga-Hamilton County Regional Planning Agency, Mayor Tim Kelly and his staff, Office of the City Treasurer, City of Chattanooga's Office of Homelessness and Supportive Housing (OHS), Chattanooga Regional Homeless Coalition, CHATT Foundation, CARTA, Chattanooga Parking Authority, River City Company, Chattanooga Design Studio, Enterprise Center, Chattanooga Tourism Company, Chattanooga Area Chamber of Commerce, Open Spaces, the Hamilton County Health Department, Hamilton County Mayor Wamp and Sherriff Garrett, EPB (Electric Power Board), Tennessee American Water, Barn Nursery, Colins Landscaping, and others.

I would also like to thank my wife and children for the daily love and support they provide. My wife is the rock of our family. She spends her time making sure the family stays the course and she communicates her support of me to the children so they become supportive as well. There are many times during the year I spend my time away from the family helping others, or I bring work home. They are amazing at letting me do what needs to be done to be successful.

I would like to thank the DCA Board of Directors who guide the organization toward continued success. They generously volunteer their time, knowledge, and resources to help me grow professionally and lead the organization to new levels of accomplishment. The elected officials who have an automatic seat on the Board, thank you for support at the State and City levels. Many thanks also go to the property and business owners, residents, office workers, and tourists whose comments, thanks, and gratitude for our services keep DCA staff going.

To the DCA Executive Committee, thank you for answering my phone calls at all hours of the day, attending monthly meetings and being a sounding board for me. Without you and your dedication to downtown, the DCA would not be where it is today.

Finally, I'm grateful for the Ambassadors. Randi and her team carry out the mission and vision of the DCA. Each day the Ambassadors deal with unpleasant and unexpected situations. They work in a fishbowl where everyone is their boss. The Ambassador Team is the public face



of the DCA and our number one marketing tool. Ambassadors spend their days outside in their orange uniforms executing the daily plan to make downtown clean, safe, and welcoming. They deserve every thank you they receive.

I'll add my own. "thank you, Ambassador Team for everything you do, each and every day."

I'm overwhelmed with gratitude for all the positive energy that surrounds me. There has been moments throughout 2023 that have been challenging and moments that have been great. Thank you for your continued support and we will continue to do great work together.

Cleaning Highlights

Accomplishments

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

1. Removed 52 graffiti tags and stickers observed around the district, a decrease 77% when compared to October 2023.
2. Cleaned 70 biohazards, a decrease of 45% when compared to October 2023.
3. Cleaned 314 trash cans, an increase of 7% when compared to October 2023.
4. Power washed stains and smells for 68 hours a 0% increase when compared to October 2023.



Leroy and Ranid get ready for Reindeer on the Riverfront & Lighted Boat parade.

Hospitality Highlights

Accomplishments

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

1. Provided 1881 directions and recommendations a decrease of 33% when compared to October 2023.
2. Conducted 102 business checks, a decrease of 8% when compared to October 2023.
3. Provided 3 motorist assists, a 0% changed from October 2023.



Katie makes balloon animals for some visitors.

Cleaning Statistics

August 2020 through November 2023

		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
	'23	62	79	45	43	43	33	46	80	93	128	70	--	722
Business Trash	'23	--	--	--	--	--	--	1457	1576	1580	1780	1235	--	7628
City Can Trash	'23	--	--	--	--	--	--	336	301	427	327	324	--	1715
DCA Trash	'23	--	--	--	--	--	--	45	60	60	55	20	--	240
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
	'23	123	146	78	82	154	69	164	250	162	229	52	--	1509
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
	'23	5	21	15	14	3	8	--	14	61	68	68	--	277
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
	'23	61	62	59	108	92	130	228	258	277	331	195	--	1801
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	245	393	553	292	525	535	455	253	265	249	4438
	'23	271	258	267	215	419	223	299	306	426	293	314	--	3291
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
	'23	--	28	21	19	88	87	71	67	56	7	--	--	444

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

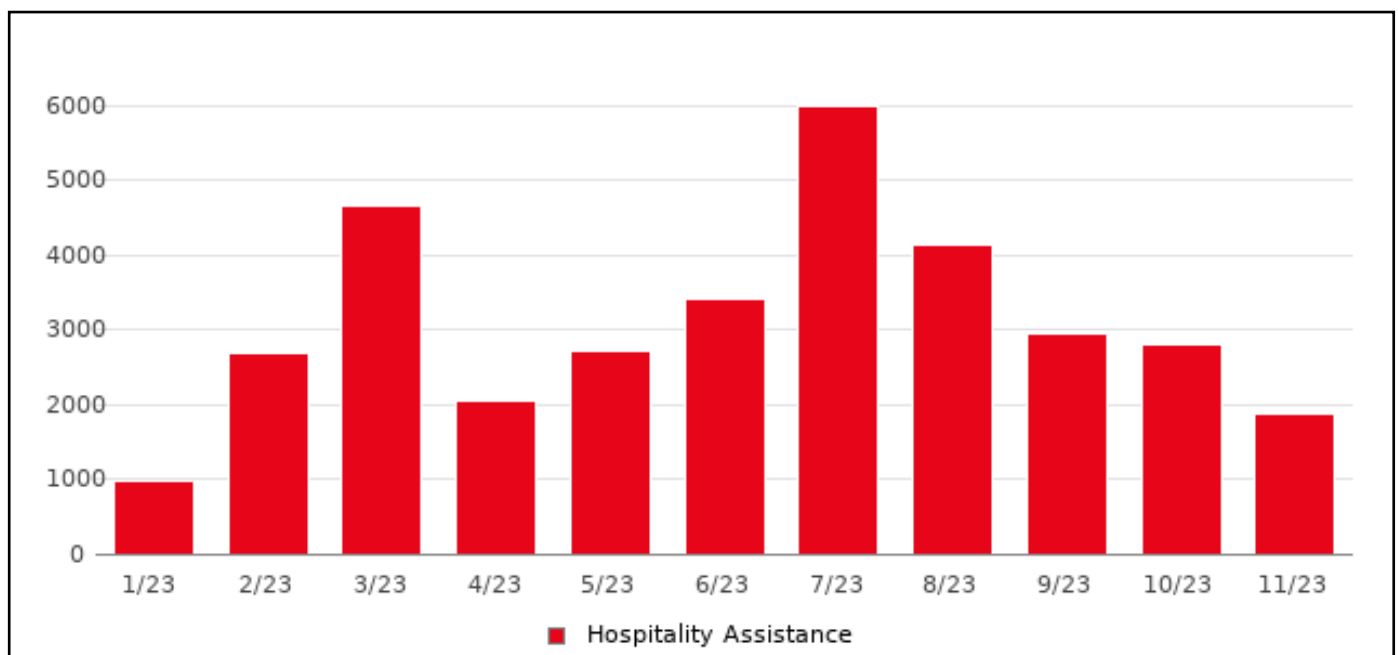
Hospitality Statistics

August 2020 through November 2023

		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
	'23	81	126	175	57	107	87	73	96	138	111	102	--	1153
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	5483	3104	3294	2193	3694	2747	3358	3301	1558	1297	32142
	'23	980	2695	4532	2167	2734	3197	6213	4153	2965	2822	1881	--	34339
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
	'23	9	8	7	3	5	3	8	4	3	3	3	--	56

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

Hospitality Assistance -- January 2023 through November 2023



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

Before and After



Graffiti on Broad St building.



Graffiti removed from Broad St building.



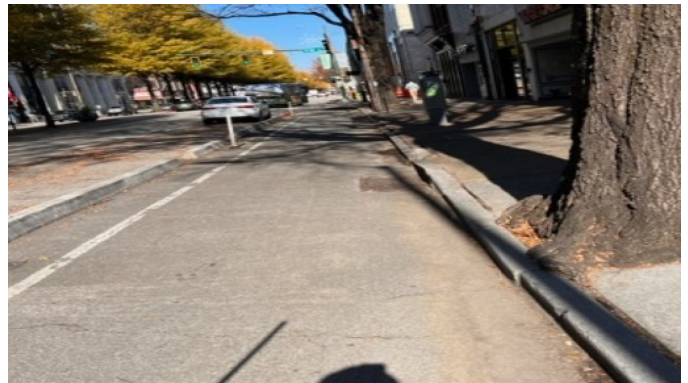
Ryan picks up a trash bag on 8th St.



Trash bag removed from 8th St.



Bike lane Broad St.



Bike lane after photo.



Graffiti on building.



Graffiti covered up on building.

Ambassador Team in Action



Jake power washes on Market St.



Ryan cleans up a biohazard on Market St.



Ambassador team enjoys Grateful.



Hardy checks on an individual in need.



Tony paints over graffiti on Market St.



Randi engages an individual on Broad St.



Kathy cleans curb line on 4th St.



Ambassadors enjoy Thanksgiving lunch.