



April Report 2023



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Initiatives

Springtime in southeast Tennessee creates a wonderful opportunity to get outdoors, enjoy cool weather, and watch nature come alive. Trees foliate, flowers bloom, and outdoor events return to Chattanooga bringing crowds and tourists downtown. School groups take trips to our attractions and high school students celebrate proms at event halls.

During the month of April, the Downtown Chattanooga Alliance (DCA) implements beautification projects around the district. We start with the West Village, planting spring flowers in the traffic island at MLK and Pine Street and move our way towards 6th Street, creating an attractive street scape for all to enjoy. We then move our focus to the Aquarium district and work with the City of Chattanooga Parks department to plant the center island on Broad between Aquarium Way and 3rd Street.

Implemented in the fall of 2022, the self-watering bowls that book end each block on Broad from 4th Street to MLK get planted next. These bowls have been favorable and generated many positive comments from property owners, businesses, visitors and residents. The DCA also provides the lovely floral display for 18 flower pots on Patten Parkway.

Since the DCA was created in 2020, 4th street has been a concrete jungle. Over the past two years, transformation of 4th street has taken place with the old John Ross building renovated into Steam Logistics headquarters. River Rock apartments have brought new energy and residents to the neighborhood. Vision Hospitality will invest 54 million dollars into a new hotel at the corner of Broad and 4th Street that will bring more vitality to the district.

The DCA created the opportunity this April to make a "WOW" statement along the 4th Street corridor. We installed 13 large flower pots on the center traffic island from Highway 27 to Broad Street. Installing tropical flowers and beautiful center pieces, the flower pots have certainly generated a lot of attention.

"I love when the DCA does cool stuff like this" stated a business owner.

"Just a note to tell you and your team that downtown looks great." E-mailed a property owner.

"4th Street median and planters look great! Huge Improvement" commented a property owner.

The DCA could not have completed the 4th beautification project without the support of Rep. Greg Martin, his Legislative Assistant Nick Jordan, EPB, the Barn Nursery, Collins Landscaping, DCA Board of Directors and Ben Taylor with the City of Chattanooga.

Creating a clean, beautiful downtown creates a welcoming



environment shows that the DCA is paying attention, and protecting the investments property owners and businesses are making to the district. It takes time and energy to install and maintain the flowers that bring natural beauty into the heart of the city. However, it's part of the DCA's mission to ensure the beautification, cleanliness, and safety of Chattanooga's Business Improvement District.

Executive Summary: Clean Team Highlights, April 2023

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 14 hours a decrease of 39% when compared to April 2022.
2. Removed 79 graffiti tags and stickers observed around the district, a decrease of 37% when compared to April 2022.
3. Cleaned 40 biohazards and disinfected the immediate surrounding area, a decrease of 61% when compared to April 2022.
4. Collected 1,612 bags of trash, a decrease of 5% when compared to April 2022.
5. Performed weed abatement on 19 blocks a decrease of 78% when compared to April 2022.
6. Cleaned 212 trash cans, a decrease of 46% when compared to April 2022.



Ambassador Ty pulls weeds on MLK Blvd.

Executive Summary: Hospitality Team Highlights, April 2023

Accomplishments

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

1. Provided 2,165 directions and recommendations a decrease of 30% when compared to April 2022.
2. Conducted 57 business checks, an increase of 14% when compared to April 2022.
3. Provided 3 motorist assists, a decrease of 77% when compared to April 2022.

Cleaning Statistics

August 2020 through April 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	--	--	--	--	--	--	--	--	229
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	--	--	--	--	--	--	--	--	429
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	--	--	--	--	--	--	--	--	55
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	--	--	--	--	--	--	--	--	290
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
	'23	1652	1748	1880	1618	--	--	--	--	--	--	--	--	6898
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
	'23	272	258	267	215	--	--	--	--	--	--	--	--	1012
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	--	--	--	--	--	--	--	--	68

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

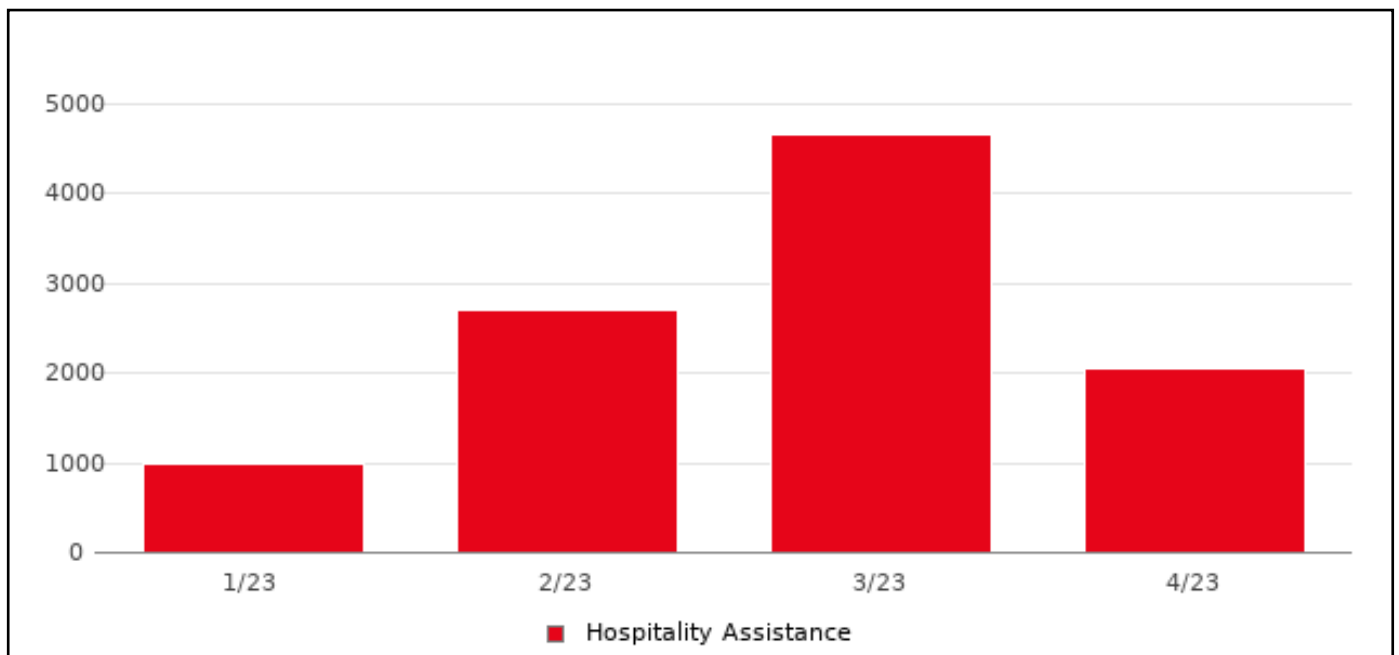
Hospitality Statistics

August 2020 through April 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	--	--	--	--	--	--	--	--	439
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
	'23	983	2695	4532	2167	--	--	--	--	--	--	--	--	10377
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	--	--	--	--	--	--	--	--	27

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

Hospitality Assistance -- January 2023 through April 2023



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

Ambassador Team in Action



Ambassador Von cleans Columbia St.



Team Leader Jake waters new plants on 4th St.



Jake talks with an individual about treatment.



Team Leader Ryan sweeps up a deceased animal.



Ops. Manager Randi installs a plant on 4th St.



Ambassador Mel removes graffiti on Cherry St.



Ambassador Hardy waters plants on Chestnut St.



Ambassador Gracie sweeps up debris.

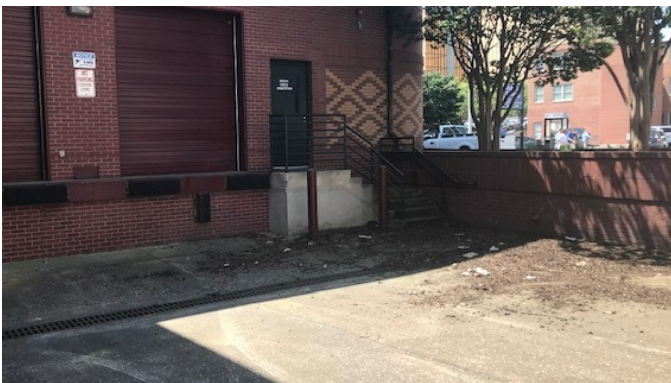
Before and After



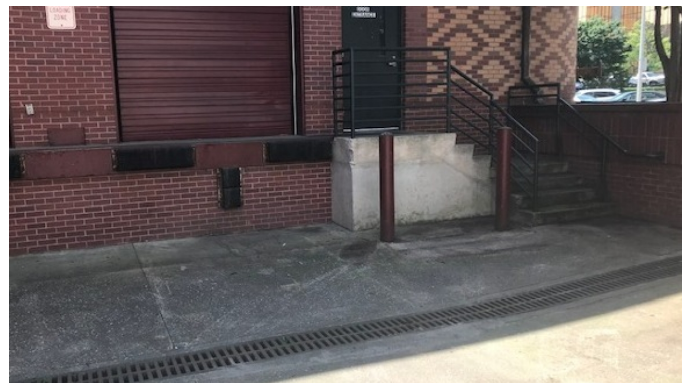
Pine Street landscape area before photo.



Pine Street landscape area after photo.



7th Street photo before.



7th Street photo after.



Broad Street biohazard before photo.



Broad St biohazard after photo



Broad Street flowerpots after photo.