



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Message From Executive Director

The Downtown Chattanooga Alliance (DCA) was formed in 2020 with an objective to provide advocacy, leadership, and services that improve the downtown experience and quality of life. In August of 2020 the Alliance took a major step in providing this objective when it launched the Ambassador program.

The Ambassador team, known as the orange shirts, is comprised of men and women who are dedicated to make downtown better. For the last two years the team has provided clean, safe and beautification services at a high level for our downtown members.

Since the inception of the Ambassador program one of the main focuses when hiring is to provide individuals coming from Second Chance communities an opportunity to be an Ambassador. The DCA's support for providing opportunities to individuals trying to get back on their feet led to a partnership with Project Return. Project Return is solely dedicated to the successful new beginnings of people who are returning to our community after incarceration. Jobs help prevent recidivism and in July the DCA and Project Return formed a partnership to provide two individuals returning from incarceration with the opportunity to be an ambassador.

This partnership is off to a great start. Both individuals have provided high quality work throughout the district. The other day I received a phone call from a Chattanooga resident. "He said he was eating at Maple Street and Patrick was out sweeping up the sidewalk. He stopped and answered all questions for people passing by and had the area spotless. He said Patrick is very nice and great at his job."

I asked both individuals how this job has changed their lives.

"Being around the public is refreshing. Speaking with families, residents and workers helps me adjust back to society faster than working in a factory would. Factory work is challenging because I would be isolated to one task with very little social interaction. Social interaction is what helps me stay out of trouble. This job gives me purpose because I can help people. Life would be very hard without this job"

"I know it will take time, but my hope when my friends and family see me working and helping people they will allow me back into their lives. This is very important as I have lost my relationships because of the poor choices I made in my past. I also know my choices have hurt my family. I don't want to do that anymore. I have lost too much time."

In my experience, forming partnerships with organizations like Project Return can lead to great outcomes. It will help the individual get back on their feet, help the community they live in become stronger and it will strengthen the bonds with their family. It also improves the downtown experience and quality of life.



Strategic Plan & Landscape Design Update

Initiatives

DCA Strategic plan Update:

May 2022 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.

June 2022 Update - Thirty-six individuals were pre-selected for the Community Scan and contacted via email to participate in the one-on-one interviews. Out of the 36 individuals, 20 participated in the one-on-one interviews.

While the Community Scan process is taking place. The Planning Committee decided to put together a survey which will go out to property and business owners in the district as well as the head of the HOA's.

The committee values the feedback from all district stakeholders and felt the best way to receive feedback was through a survey. The survey will go out in August and feedback will be compiled for the committee to review.

DCA Landscape Design Plan

The DCA is in the process of engaging in a contract with WMWA Landscape Architects. WMWA will be tasked with inventorying both sides of Market Street between 6th and 8th Street.

WMWA will document existing conditions which includes planting beds and containers, their plants or lack of plants, presence/status of irrigation, soil conditions, streetlights and sidewalk condition/materials.

The goal of the work will be to ensure that the work done here and in future phases of inventorying is supporting the work of the DCA in increasing attractiveness of the district and improving efficiencies for the DCA Ambassador team.

The DCA is excited to begin this project and should have an executed contract in August.



Ambassador Jake power washes the sidewalk on Market Street.

Executive Summary: Clean Team Highlights, July 2022

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 45 hours an increase of 164% when compared to June 2022.
2. Removed 271 graffiti tags and stickers observed around the district an increase of 74% when compared to June 2022.
3. Cleaned 115 incidents of biohazards and disinfected the immediate surrounding area, an increase of 71% when compared to June 2022.
4. Collected 1,984 bags of trash, an increase of 39% when compared to June 2022.
5. Performed weed abatement on 71 block faces, an increase of 184% when compared to June 2022.
6. Cleaned 525 trash cans, an increase of 80% from June 2022.



Ambassador Jake chops down the rest of the tree branch that came down during a sudden storm in July.

Executive Summary: Hospitality Team Highlights, July 2022

Accomplishments

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

1. Provided 3,678 directions and recommendations, an increase of 67% when compared to June 2022.
2. Conducted 143 business checks, an increase of 191% when compared to June 2022.
3. Provided 11 motorist assists, a decrease of 37% when compared to June 2022.



Ambassador Braxton patrols Broad Street.

Executive Summary: Outreach Highlights July 2022

Accomplishments

During the month of July, the Ambassador Team had 97 contacts with individuals experiencing homelessness in the district.

DCA supplied clothing to 15 individuals, which included socks, shoes, shirts, pants and shorts.

The Ambassador team has observed and encountered new individuals in the district during the month of July. They have engaged the individuals experiencing homelessness, offered information for service providers and started the process of building relationships.



Ambassador Bryan performs a quality-of-life check on a person experiencing homelessness.

Cleaning Statistics

August 2020 through July 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	--	--	--	--	--	675
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	--	--	--	--	--	1153
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	--	--	--	--	--	221
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	--	--	--	--	--	1373
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	--	--	--	--	--	10779
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	244	393	553	292	525	--	--	--	--	--	2680
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	--	--	--	--	--	319

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

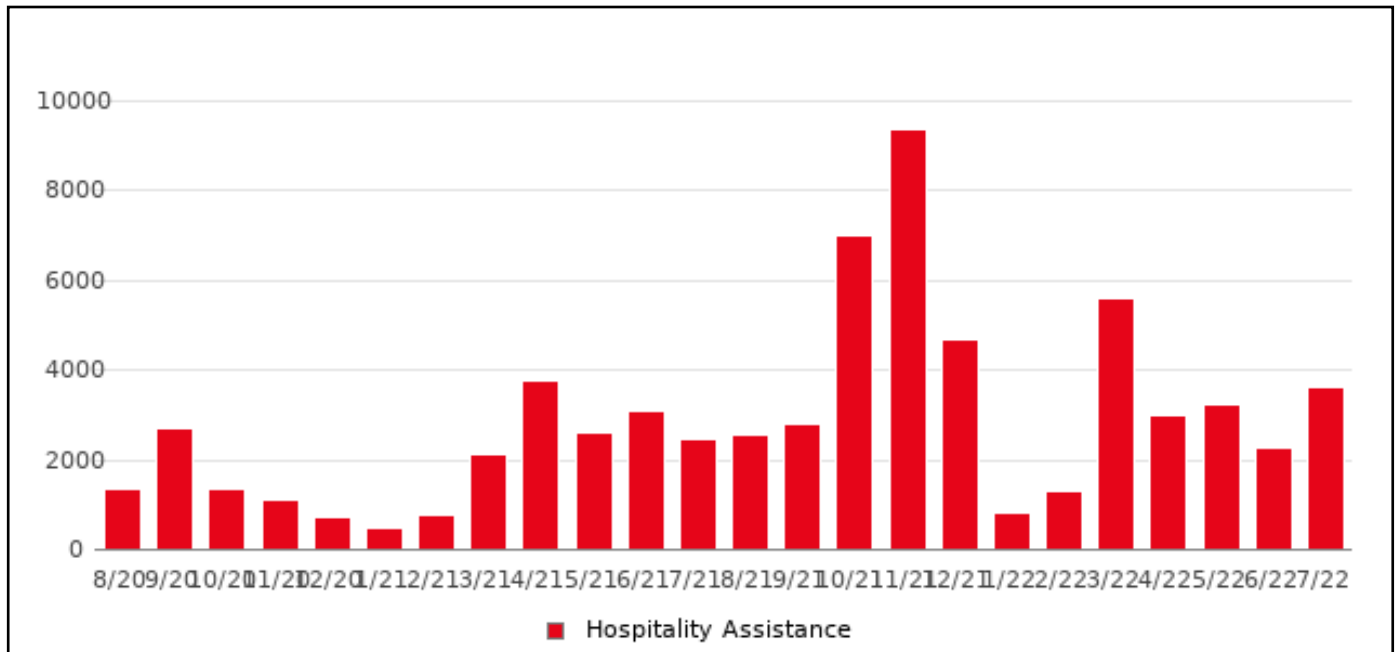
Hospitality Statistics

August 2020 through July 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	--	--	--	--	--	536
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	--	--	--	--	--	19868
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	--	--	--	--	--	88

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

Hospitality Assistance -- August 2020 through July 2022



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

Photos



Sidewalk cover broken 3rd St.



Sidewalk cover repaired on 3rd St.



Graffiti on trash can.



Graffiti removed from trash can.



Weeds growing along sidewalk.



Weeds removed from sidewalk.



Tree blocking alley on 4th Street.



Tree moved from alley on 4th Street.

Ambassador Team in Action



Ambassador Bryan waters flowers.



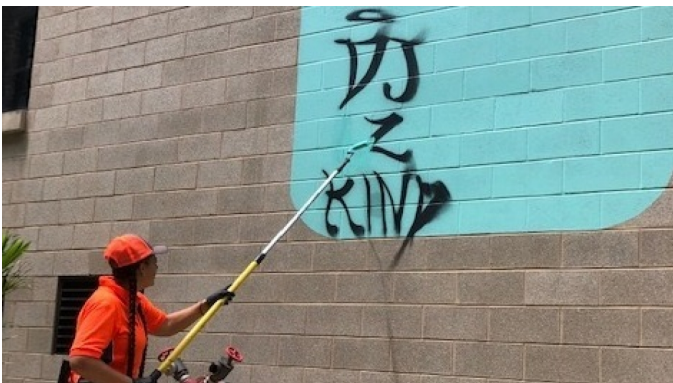
Ambassador Jake power washes Broad Street.



Ops. Manager Randi trims plants on Broad Street.



Ambassadors get ready to clean up storm debris.



Ambassador Kathy paints over graffiti in Cooper's Alley.



Ambassador Lexi shovels the curb line on Broad Street.



Ambassador Anna provides directions on Chestnut Street.



Team Leader Ryan pulls weeds along the sidewalk.