



## August Report 2023



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Director Report

## Accomplishments

For the last 16 years of my life, I've had the opportunity on improving downtowns through beautification, cleanliness and safety services. Throughout those years I've worked in four different cities, including Chattanooga and experienced several, "one in a million situations". On August 5th our ambassador team came to work and experience a rarity.

"Steve, I'm sorry to bother your so early on a Saturday" stated the DCA Team Leader.

"It's not a problem, what is going on" I asked.

"There is a lot of graffiti that went up overnight throughout the district, more than I have seen before Steve. I have to finish the trash run and then I will take the Segway and check the entire district." said the Team Leader.

"Ok, take photos and send them to me. I'll notify the property owners. You have permission to buy the paint we need to paint over the tags. You know how to remove the graffiti off the bricks. Take before and after's." I replied.

For the next several hours, my phone pinged and buzzed. Photos came in of all the "Posha" tags throughout downtown. As photos arrived to my phone, they were sent to property owners for permission to be removed. Throughout the weekend, the Ambassador teamed removed the majority of the graffiti tags and by Monday afternoon all the tags were removed.

I went home Monday night, feeling great about the program and the amount of work the Ambassador team had accomplished in such a short period of time. As I drove home, I thought, "where else in the city would this occur and the majority of property owners, residents, and businesses owners not even see it? I told myself nowhere, another benefit of the DCA."

I woke up Tuesday, August 8th ready to have a productive day. My phone buzzed.

"Steve, it happened again. There is graffiti everywhere, but it's a different tag, Jelius" texted the ambassador

The same process occurred. We inventory all the graffiti, notify the property owners and put together a plan to remove the graffiti tags. The only difference this time, I'm highly agitated. I start going through all the photo's looking for a property that has a video camera and may have footage of the suspect. I get lucky and notice a tag that occurred right underneath a camera. The property owner is kind enough to review the camera and we get lucky. The camera caught a good still image of the graffiti artist.



I called Captain McCullough with CPD and discussed the amount of vandalism that occurred. I sent him photos of the alleged suspect along with the addresses and photos of the graffiti tags. Captain McCullough let me know this same graffiti artist had been through the North Shore and Bluff View as well. He asked if I could work with the property owners and encourage them to file property damage reports to CPD. As the property damage reports are filed, Captain McCullough and his team start an investigation. Ultimately the suspects photo was posted through media outlets and since the posting of the photos, we have not found any more of the "Posha & Jelius" tags downtown.

Over the course of 7 days in early August, the DCA ambassador team removed close to 175 graffiti tags. In a two-day period, we experience two rarities with the number of graffiti tags that went on private property. However, with the DCA in place, our property owners could focus on their business and the DCA could show "BID Dollars at Work".

Graffiti is a minor problem but a major influence on how people feel about their environment, especially their perception of safety. The DCA is in place to make people feel safe downtown, through a uniform presence or environmental corrections.

# Executive Summary: Clean Team Highlights, August 2023

## Accomplishments

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

1. Removed 250 graffiti tags and stickers observed around the district, an increase of 52% when compared to July 2023.
2. Cleaned 80 biohazards an increased of 74% when compared to July 2023.
3. Performed weed abatement on 67 blocks, a decrease of 6% when compared to July 2023.
4. Cleaned 306 trash cans, an increase of 2% when compared to July 2023.
5. Power washed stains and smells for 14hours during the month of August.

## Field Observations

In July of 2023 the DCA made a change in recording our Trash (Bag) stats. Prior to July we combined business trash, city can trash, and DCA trash bags all into one statistic.

In order to get a true sense of what we are cleaning versus picking up, we separated out the "trash" stat into three separate statistics. Moving forward you will be able to view the following:

**Business Trash** – Trash put out on the sidewalk by an office building, business or restaurant. The DCA ambassador team picked up this trash in advance of the City over night pick up. The trash is picked up so our visitors, residents and locals don't have to walk by it while enjoying downtown. Also, the trash is picked up so weather, individuals and animals do not go through it leaving it strewn along the curb line, street and sidewalk.

**City Can Trash** – These are the green city trash cans or Victor Stanly's that are placed throughout downtown on most intersections. There are times when they are overflow and the DCA team pulls the trash bag.

**DCA Trash** – These are the number of trash bags the DCA ambassador fills while out on their daily patrols, either using a broom and dust pan or the ATLV ride on cleaning machine.

During the month of July, Downtown Chattanooga Alliance Ambassadors achieved the following hospitality accomplishments.



Jake power washes a trash can on 4th Street.

# Executive Summary: Hospitality Team Highlights, August 2023

## Accomplishments

During the month of August, Downtown Chattanooga Alliance Ambassadors achieved the following hospitality accomplishments.

1. Provided 4,149 directions and recommendations a decrease of 33% when compared to July 2023.
2. Conducted 96 business checks, an increase of 31% when compared to July 2023.
3. Provided 4 motorists assists a decrease of 50% when compared to July 2023.
4. 1,424 visitors used the restroom at the CARTA north garage during August 2023.



Ryan helps a visitor with directions in the CARTA garage.

# Cleaning Statistics

August 2020 through August 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	--	--	--	--	431
Business Trash	'23	--	--	--	--	--	--	1457	1576	--	--	--	--	3033
City Can Trash	'23	--	--	--	--	--	--	336	301	--	--	--	--	637
DCA Trash	'23	--	--	--	--	--	--	45	60	--	--	--	--	105
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	--	--	--	--	1066
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	--	--	--	--	80
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	--	--	--	--	998
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	--	--	--	--	2258
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	--	--	--	--	381

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

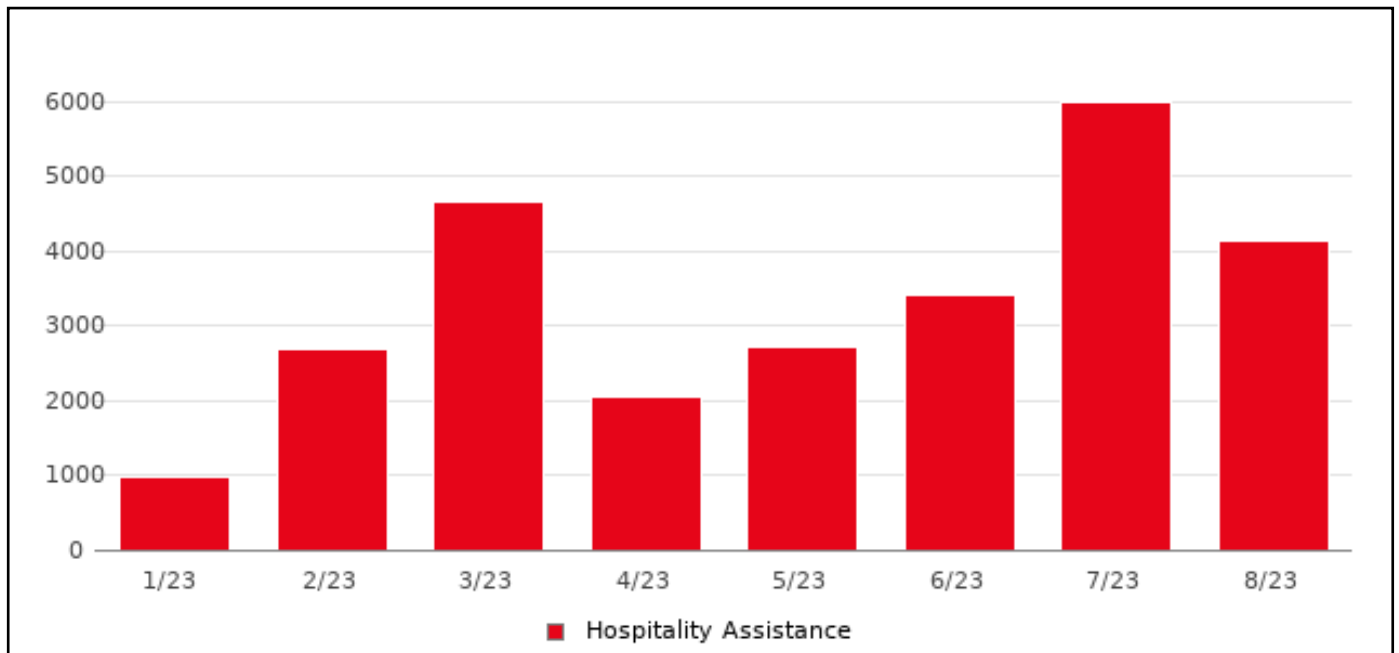
# Hospitality Statistics

## August 2020 through August 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	--	--	--	--	802
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	--	--	--	--	26671
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	--	--	--	--	47
Restroom Count	'23	--	--	--	--	--	959	2831	1424	--	--	--	--	5214

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

## Hospitality Assistance -- January 2023 through August 2023



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

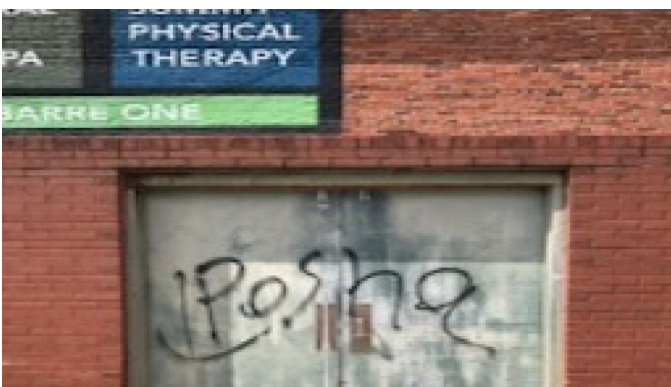
# Before and After



Graffiti on Cherry St building.



Graffiti tag removed from Cherry St building.



Before photo of graffiti on Broad St.



After photo of graffiti removed on Broad St.



Before photo of graffiti on Broad St.



After photo of graffiti removed from Broad St.



Before photo of graffiti on Patton Parkway.



After photo of graffiti removed on Patton Parkway.



# Photos



Ryan removes graffiti on Market St.



Abe shovels dirt on Broad St.



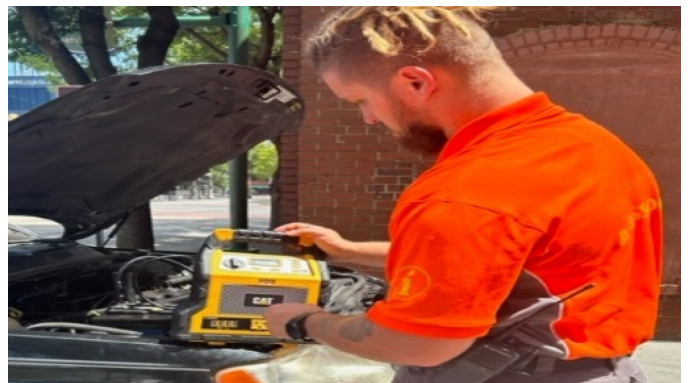
Cam power washes a trash can.



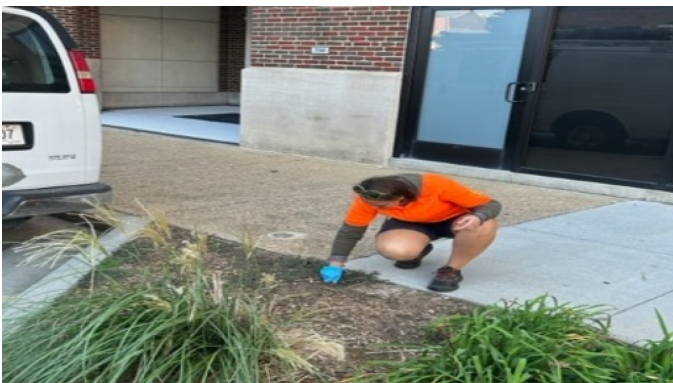
Jake rinses out a trash can liner.



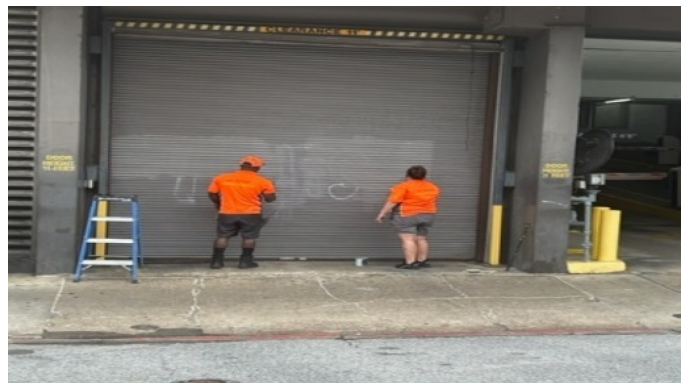
Ambassador Tony paints over a tag on 8th St.



Jake jump starts a car.



Cathy pulls weeds on Pine Street.



Tony and Katie paint over graffiti on Cherry St.