



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Message From Executive Director

The Downtown Chattanooga Alliance (DCA) is funded by an annual assessment on each property, parking lot, and residential unit in the district. The total of all combined assessments is a little north of \$900,000.00. Approximately 70% of the annual budget funds the Ambassador program which is designed to supplement city services in keeping downtown safe, clean, and welcoming.

As the Executive Director of the DCA, I want each district member to understand what their annual assessment buys, but I can't do that without the collaboration, partnership, and communication of the DCA members. In 2021, I received an email titled, "We Want Our Money Back". I met with those property owners, and together we devised a plan. The DCA worked hard on their concerns and told them about the work being done in the district that directly impacted their property. This month I received an email from the same property owners telling me what a great job the Alliance was doing, and how lucky downtown was to have it advocating for their interests.

Collaboration in resolving issues facing property owners requires two parties – the DCA and the property owner. When members reach out asking for help with a problem, we meet, devise a plan, execute it, and evaluate the strategy's successes and drawbacks. The DCA is an enthusiastic partner of every downtown property owner. Working together we can develop a plan to solve both common and individual problems.

The DCA needs to do a better job of telling its story and communicating with its members.

My goal in 2022 is to capture the work performed around each member's property and provide him/her with a report that includes photos, hours spent performing special projects, and the work completed.

If you need to reach me, please call 423-206-4200 or via email at dtchattalliance@gmail.com



Executive Summary: Clean Team Highlights, December 2021

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 65 hours, an increase of 54.7% when compared to December 2020;
2. Removed 178 graffiti tags and stickers observed around the district, an increase of 63.3% when compared to December 2020;
3. Cleaned 116 incidents of biohazards and disinfected the immediate surrounding area, an increase of 427% when compared to December 2020;
4. Performed 245 hours of special projects which mainly involved running the ATLV (All-Terrain Litter Vac), backpack blowing, leaf pick-up and painting; an increase of 43.27% when compared to December 2020;
5. Collected 644 bags of trash, an increase of 113.9% when compared to December 2020;
6. Performed weed abatement on 20 block faces, an increase 53.8% when compared to December 2020.

During the month of December, our Clean Team saw a large increase of graffiti tags throughout the DCA district. The team worked fast to remove the graffiti tags on public and private property. The DCA management team worked with property owners to coordinate removal of the tags and shared the tags with CPD.

Our Power Wash team spent 65 hours deep cleaning the sidewalks on Riverfront Parkway, Aquarium Way, MLK and 10th Street. The power washer was also used to remove large tags off buildings in the district, primarily at 429 Market and 110 E 07th St. The Power Wash team will complete open projects on the Riverfront and north end of the district during the month of January.

The Clean Team saw a slight increase in biohazards during the month of December. The team removed and properly sanitized 116 biohazards throughout the district.

Our Special Projects Team continued to clear and dispose of leaves during the month of December. 245 hours were allocated to leaf clean up, utilizing the ATLV, and detailing curb lines throughout our district.

In anticipation of heavy rains, the team dedicated hours to storm drain cleanout. Post rain, the team focused on tree debris clean up on the district streets and sidewalks.



Team Leader Mitchell push brooms leaves into a pile for collection.

Executive Summary: Hospitality Team Highlights, December 2021

Accomplishments

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

1. Provided 4,684 directions and recommendations, an increase of 558.7% when compared to December 2020;
2. Conducted 40 business checks, a decrease of 56% when compared to December 2020;
3. Provided 2 motorist assists, an increase of 100% when compared to December 2020.

During the month of December, our Hospitality Team continued to welcome visitors to our downtown! The team assisted with hosting guests at the Holiday Hop and Winter Break Spectacular, while also maintaining trash and cleanliness in the event areas. Our Safety Team continued presence at the EPB Holiday Window Displays, welcoming families, deterring panhandling, and maintaining cleanliness. In the later part of the month, the team saw a decrease in overall foot traffic; resulting in a decrease of 50% in hospitality assistance. The team assisted a total of 4684 visitors with recommendations, directions, and photos.



Ambassador Sin give out a balloon animal on Broad St.

Executive Summary: Outreach Highlights, December 2021

Accomplishments

In the month of December our Outreach Team saw a 21% decrease of individuals sleeping in business storefronts, doorways, and on public sidewalks in comparison to November 2021. The team attributes this decrease in sleepers to cold weather, the opening of the warming shelter, and our Outreach services. The team made a total of 83 outreach contacts, where referrals were made to service providers that best meet the needs of the individual. The team provided warm cloths, socks, hot soup, water bottles, and PPE to 38 individuals. The team provided 5 individuals who were barefoot or in flip-flops, with shoes and socks to help protect their feet from the elements.

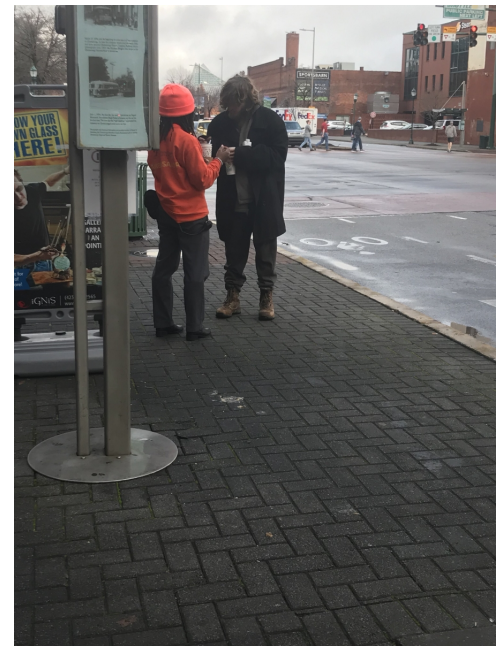
Story From The Street

One day in November I was walking down Market St with an Ambassador. We looked at the cleanliness of the district, discussed projects that needed completion and interacted with individuals who experienced homelessness. While engaging with a group of individuals on Market St, we met an individual for the first time. He asked if we could help him obtain his birth certificate from Indiana. We gathered the information needed and called the county where he was from. A nice lady answered the phone and explained the process to apply for a new birth certificate. She emailed the application, we filled it out, provided the needed identification, and mailed it back with payment to the county office. About 7 business days later we received his birth certificate.

A few weeks went by and the individual told me he had filled out applications for housing. His monthly payments had started and he had enough money to afford subsidized housing. I told him if he received housing, I would help him furnish his room or apartment. Two weeks went by and I received a call from the individual experiencing homelessness that he had been accepted into housing and would move in a few days before Christmas. I congratulated him and we made a list of the items he would need.

I gave the list to my wife and she reached out to our neighbors sharing the story of what was occurring downtown. The neighborhood came together, providing a bed, couch, chairs, tables, pots, pans, forks, knives, clothes, soap, laundry basket, blankets, pillows. T.V. and even a hundred-dollar gift card to Wal*Mart.

Two days before Christmas we helped move our downtown street resident into housing. He was blown away by the generosity and donations. His empty apartment became a home. As I was leaving, he said "I want you to know, this all started with the DCA getting my birth certificate. I never would have done this if you didn't stop and talk with me."



Ambassador Teirra engages with an individual experiencing homelessness in downtown.

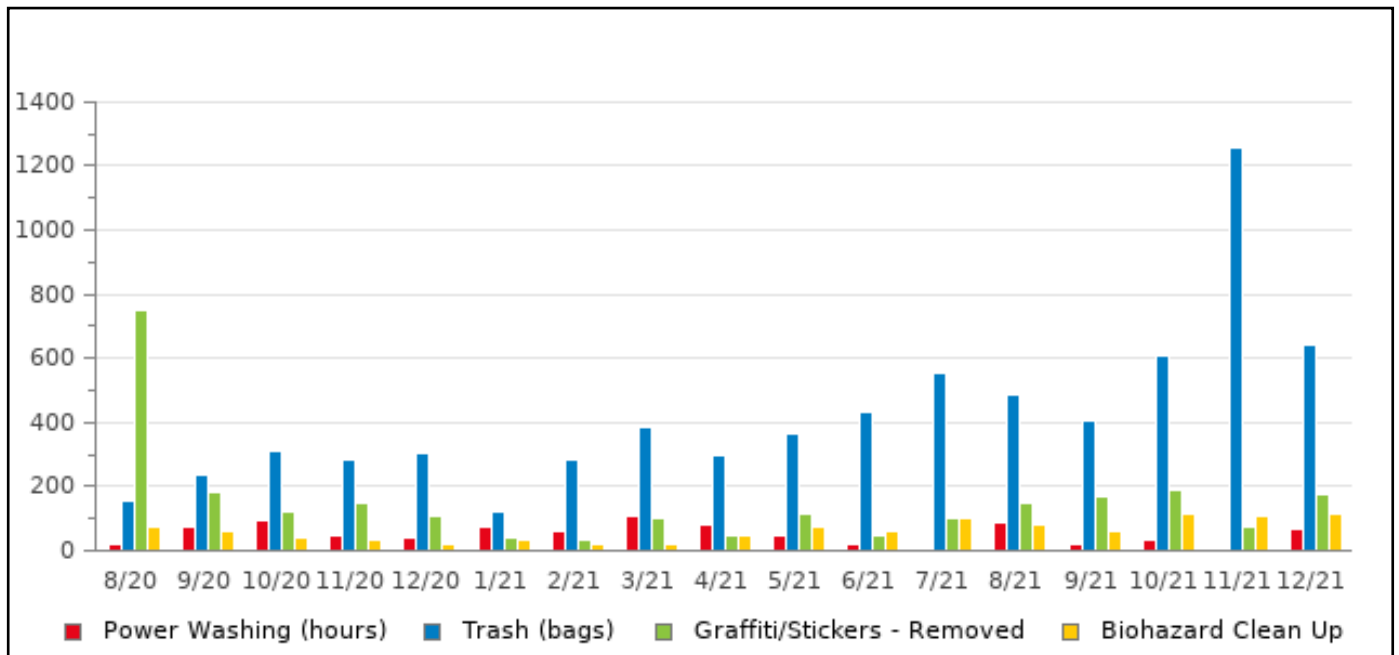
Cleaning Statistics

August 2020 through December 2021

		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
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	36	99	47	117	49	98	149	171	189	73	178	1248
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	62	105	82	48	17	7	90	22	35	1	65	607
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	157	169	198	203	161	244	252	241	186	367	245	2595
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	383	300	363	430	553	489	403	608	1258	644	5839
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
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

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

August 2020 through December 2021



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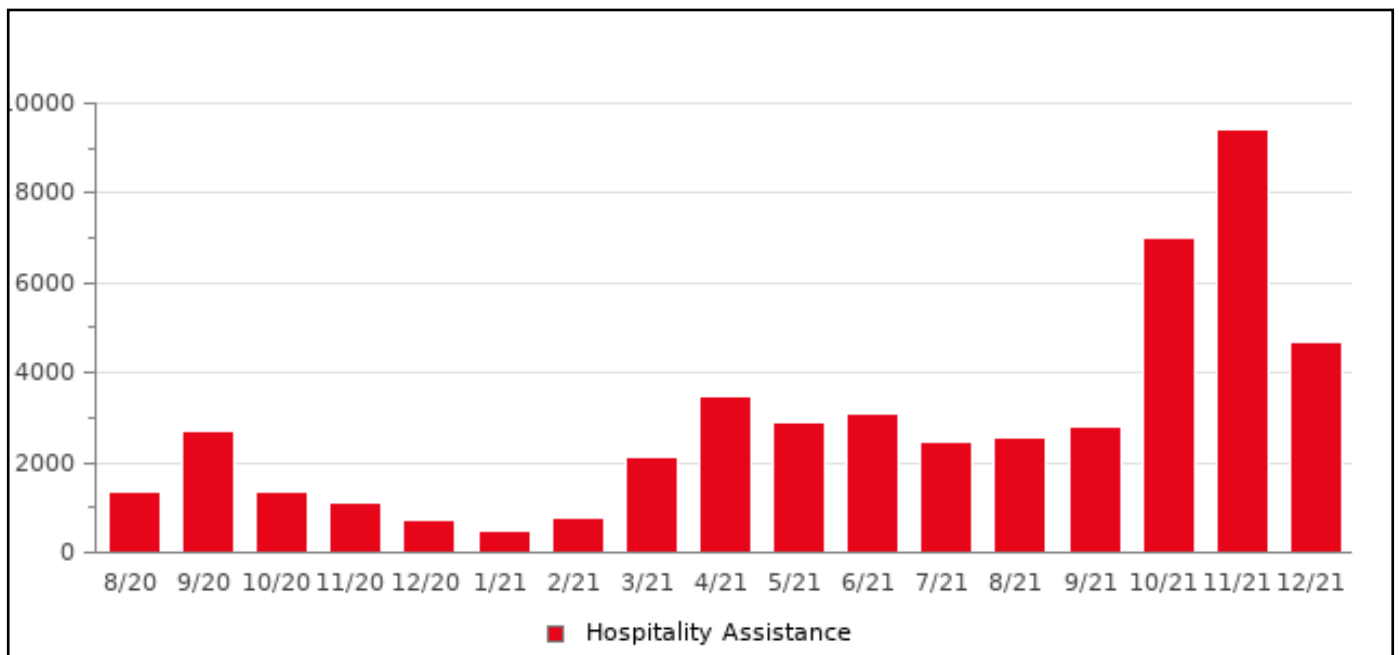
Hospitality Statistics

August 2020 through December 2021

		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
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	762	2133	3468	2879	3076	2457	2561	2780	7014	9437	4684	41717
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	6	6	5	11	9	11	9	10	9	6	2	87

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

Hospitality Assistance -- August 2020 through December 2021



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

Photos



Graffiti on wall in Cooper's Alley.



Graffiti removed from wall in Cooper's Alley.



Alley off 7th Street before clean-up.



Alley off 7th St after clean-up.



Bio-hazard before clean-up on Aquarium Way.



Bio-hazard removed from Aquarium Way.



Trash and debris left on Broad St.



Trash and debris removed from Broad St.

Ambassador Team in Action



Ambassador Noah cleans out a trash can.



Ambassador Tony removes graffiti off a light pole.



Ambassador Cathy removes a sticker from a utility box.



Team Leader Ryan removes graffiti off the window.



Ambassador Cathy paints over a graffiti tag on Cherry St.



Ambassador Jake removes graffiti off a building in the district.



Ambassador Tay gives out balloon animals at the I-cart.



Ambassador Noah vacuums up leaves on Chestnut St.