



December Report 2023



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Executive Director Report

The Downtown Chattanooga Alliance (DCA) wrapped up its 4th year of delivering services when December 2023 came to an end. It was a year the organization continued to grow as proud supporters of Downtown and a strong voice for our property owners, businesses, and residents. We had many accomplishments this year, highlighted by Randi delivering a baby on Broad St and installing the 4th street planters to enhance the beautification of downtown.

December was a busy month in the district. There were many visitors downtown who enjoyed the attractions, businesses and restaurants. However, the big draw was the City of Chattanooga's New Years Eve celebration. The DCA embraced the City on this initiative and provided event support leading up, during and after the event. This spectacular event brought thousands to the district to support our businesses and prove downtown is a clean, safe and beautiful place for all to enjoy. Feedback has been positive, with one business stating,

"It was absolutely outstanding. We had a record-breaking Sunday. Highest sales in 22 years. We are ready for this again next year."

It's amazing that 2024 will mark the beginning of year five for the DCA. It seemed like yesterday we were forming the DCA and launching the ambassador program. Year five is a bench mark for the DCA and pursuant to Chattanooga City Code, Chapter 11, Article XXI Section 11-534 - TERM - On the fifth (5th) anniversary of the formation of the Downtown CBID, the CBID Board will complete formal evaluation to determine whether the services and assessment methods are consistent with the needs of the District.

The DCA Board of Directors has retained the services of Jim Kennedy to complete the formal evaluation. Jim will conduct one-on-one interviews with 34 downtown stakeholders and email a survey directly to 184 property owners, businesses and residents. The survey link will also be posted in our newsletter. As the interviews and surveys are completed, Jim will compile the information and make a recommendation to the DCA Board if the program should continue for another five years or pursue dissolution in accordance with T.C.A. § 7-84-529.

The DCA continues to be grateful for the continued support of our members, property owners, residents, partners, and stakeholders. We look forward to a very successful 2024 for Downtown Chattanooga.

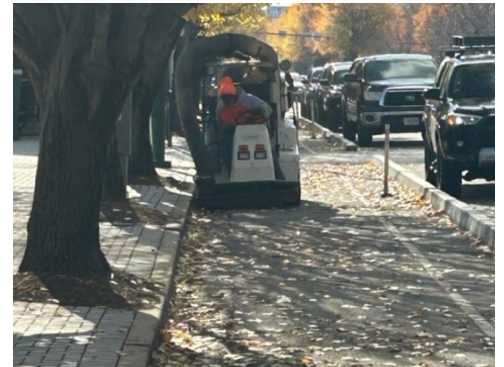


Cleaning Highlights

Accomplishments

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

1. Removed 154 graffiti tags and stickers observed around the district, an increase of 196% when compared to November 2023.
2. Cleaned 82 biohazards, a 17% increase when compared to November 2023.
3. Performed weed abatement on 5 blocks.
4. Cleaned 275 trash cans, a decrease of 12% when compared to November 2023.
5. Power washed stains and smells for 47 hours a decrease of 31% when compared to November 2023.



Hardy vacuums up leaves with the ATLV.

Hospitality Highlights

Accomplishments

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

1. Provided 1,310 directions and recommendations a decrease of 30% when compared to November 2023.
2. Conducted 110 business checks, an increase of 8% when compared to November 2023.
3. Provided 11 motorist assists, an increase of 266% when compared to November 2023.



Katie helps a woman back into her car.

Cleaning Statistics

August 2020 through December 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 | 82 | 804 |
| Business Trash | '23 | -- | -- | -- | -- | -- | -- | 1457 | 1576 | 1580 | 1780 | 1235 | 1448 | 9076 |
| City Can Trash | '23 | -- | -- | -- | -- | -- | -- | 336 | 301 | 427 | 327 | 324 | 311 | 2026 |
| DCA Trash | '23 | -- | -- | -- | -- | -- | -- | 45 | 60 | 60 | 55 | 20 | 13 | 253 |
| 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 | 154 | 1663 |
| 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 | 47 | 324 |
| 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 | 185 | 1986 |
| 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 | 275 | 3566 |
| 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 | -- | 5 | 449 |

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

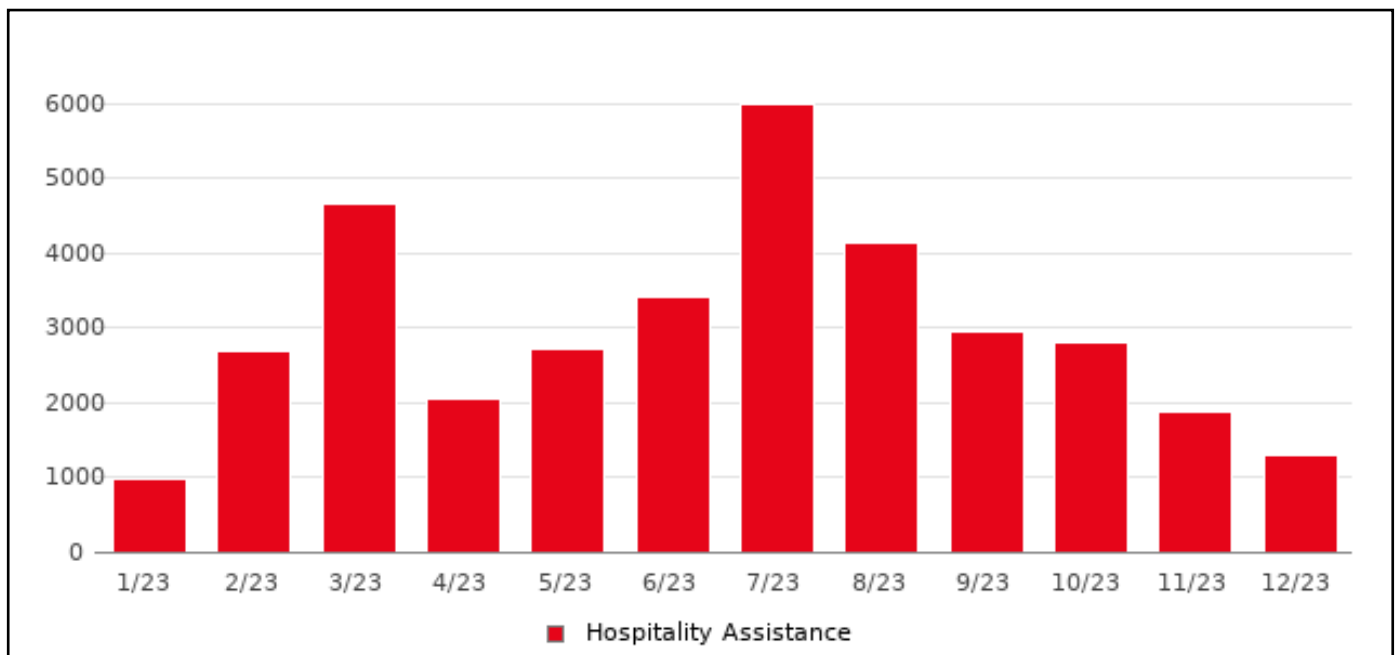
Hospitality Statistics

August 2020 through December 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 | 110 | 1263 |
| 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 | 1310 | 35649 |
| 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 | 11 | 67 |

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

Hospitality Assistance -- January 2023 through December 2023



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

Before and After



Before photo of clothes in parking garage.



After photo of clothes picked up.



Before photo of graffiti on light pole.



Graffiti removed from light pole.



Broken electrical cover on Broad St.



Cover fixed by EPB on Broad St.



Graffiti on newspaper box.



Graffiti removed from newspaper box.

Ambassador Team in Action



Hardy picks up trash left on Market St.



Randi offers assistance on Market St.



Jake collects sign and returns to property owner.



Jake vacuums up Broad St after New Years Eve.



Hardy uses the leaf machine to clean up Broad St.



LaShawn offers resource assistance.



Tony blows leaves into the street to be cleaned up.



Tony sweeps up coffee beans on Power Alley.