



# Downtown Chattanooga Alliance

February 2021 Report



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Summary: February 2021

## Accomplishments

Downtown continues to evolve and February allowed us to continue our deep clean of the district, but also plan for the near and distant future. We began discussions with our City and partners on how to further beautify downtown, mainly focusing on landscape design. We hope to implement elements of design as we move through the year.

We continued to work on the implementation of a cigarette recycling program that will place 10 Sidewalk Butlers in strategic areas throughout downtown. These units will allow individuals to place their discarded cigarettes in a container where later the Ambassadors will empty them and ship them off for recycling. This may seem like a small initiative, not only good for the environment but sweeping and picking up cigarettes is one of the most time-consuming parts of the job. Placing discarded cigarettes in these units will allow the Ambassadors to focus on other needed aspects for the district.

The DCA continued to work with Transcard on the implementation of the "Cash for Trash" program. As a reminder, this is a program that individuals who are experiencing homelessness can participate in and have a chance to pick up trash daily. For each bag that is filled and redeemed they will receive \$4 per bag up to \$20 per day. The money earned for the redemption of trash bags will be uploaded on a visa card that can then be used at local downtown businesses.

Ambassadors also spent time gearing up for when we begin to come out of COVID and focus more time on Hospitality services. We are visiting businesses and learning about their weekly promotions so we can share that information with visitors, residents, and office workers. We want to be knowledgeable of everything going on so we can keep people downtown and inform them of all the great promotions and activities there are to do.

As we move through March, please follow us on Facebook to see our Business of the Week spotlight and the discount offered.

Finally, how nice is it to live in Chattanooga? Both Forbes and PC Magazine ranked our city as the #1 work-from-home city for 2021. However, let us remember Chattanooga is not only a great place to work from home, but also a great place to work downtown.



Ambassador Tony cleans a biohazard on Broad Street.

# Executive Summary: Clean Team Highlights, February 2021

## Accomplishments

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

1. Power washed stains, smells and deep cleaned sidewalks for 62 hours, a decrease of 15% from January 2021;
2. Removed 36 graffiti tags and stickers observed around the district, a decrease of 14% from January 2021;
3. Cleaned 21 incidents of biohazards and disinfected the immediate surrounding area, a decrease of 32% from January 2021;
4. Performed 157 hours of special projects which mainly involved painting, running the ATLV (All Terrian Letter-Vac), backpack blowing, a decrease of 8.7% from January 2021
5. Collected 284 bags of trash, an increase of 127% from January 2021;
6. And performed weed abatement on 15 block faces, an increase of 275% from January 2021.



Ambassador Carson paints over graffiti on Broad St.

# Executive Summary: Hospitality Team Highlights, February 2021

## Accomplishments

During the month of February, Downtown Chattanooga Alliance Ambassadors achieved the following hospitality accomplishments:

1. Provided 762 directions and recommendations, an increase of 63% when compared to January 2021;
2. Conducted 112 business checks throughout the district, an increase of 148% when compared to January 2021
3. And passed out 8 rain ponchos to visitors who got caught in the rain.



Ambassador Gage helps a lady with directions and information regarding downtown.

# Executive Summary: Outreach Highlights, February 2021

## Accomplishments

During the month of February, Downtown Chattanooga Alliance Ambassador achieved the following Outreach accomplishments:

1. Conducted 15 individual in-depth engagements (each lasting 3 minutes or more) with individuals experiencing homelessness in the DCA district;
2. Made 44 referrals for shelter and food;
3. And provided articles of clothing to 9 different individuals in need.



Ops Manager Randi prepares the sidewalk in advance of graffiti removal.

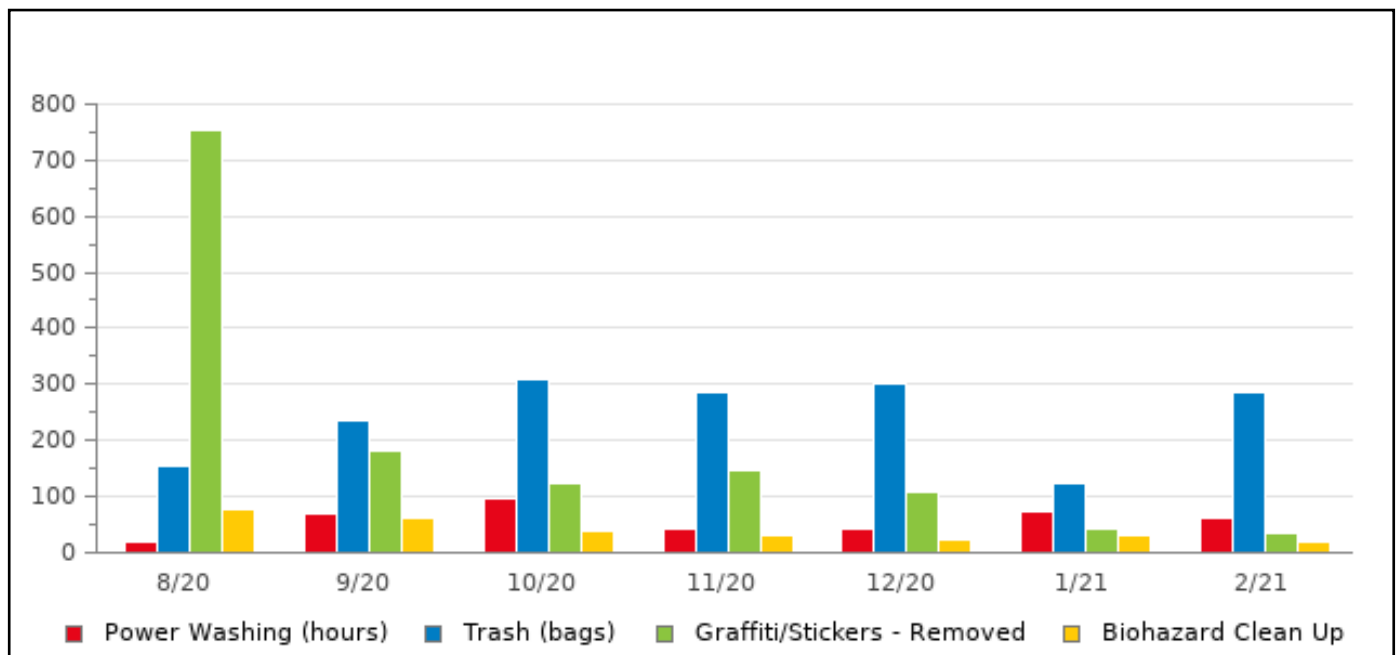
# Cleaning Statistics

August 2020 through February 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	--	--	--	--	--	--	--	--	--	--	52
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	36	--	--	--	--	--	--	--	--	--	--	78
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	62	--	--	--	--	--	--	--	--	--	--	135
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	157	--	--	--	--	--	--	--	--	--	--	329
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	--	--	--	--	--	--	--	--	--	--	408
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	13	315
	'21	4	15	--	--	--	--	--	--	--	--	--	--	19

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

August 2020 through February 2021



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

# Cleaning Highlights

## Accomplishments

During the month of February, the Clean Team saw a decrease in graffiti and stickers placed along the streetlights and traffic poles throughout the district. However, the team worked diligently to get the stickers, posters and graffiti tags removed as quickly as possible.

Weather patterns brought about storms and heavy winds; leaving behind fallen tree limbs and debris. When these heavier storms and winds come through downtown, the Clean Team is certain to remove all debris left behind, such as fallen limbs, trash, and boxes that scatter throughout the district. This not only creates a more aesthetic look, but also eliminates potential tripping hazards to pedestrians. The clean team also prepares our downtown for rain by cleaning out catch basins to ensure water run-off is managed properly. For areas where ponding occurs we notify Public Work who dispatches a Vac truck to remove the water.

The DCA Special Projects team dedicated many hours power washing sidewalks throughout the DCA district. The team worked in the Southeast corner of the district, as well as the Northwest corner around Chestnut and 3rd St. The Special Projects team will continue work in the 500 and 600 Block of Broad St., as well as on Power Alley, as we prepare for Lookouts baseball and their fans return to downtown.

As we move into Spring, we see an increase in weeds alongside buildings, in the sidewalks, and tree wells throughout the district. Our Cleaning Team and Special Projects team will work diligently to manage weed abatement throughout the district during the month of March!



Ambassador Ryan power wash's Pine St.

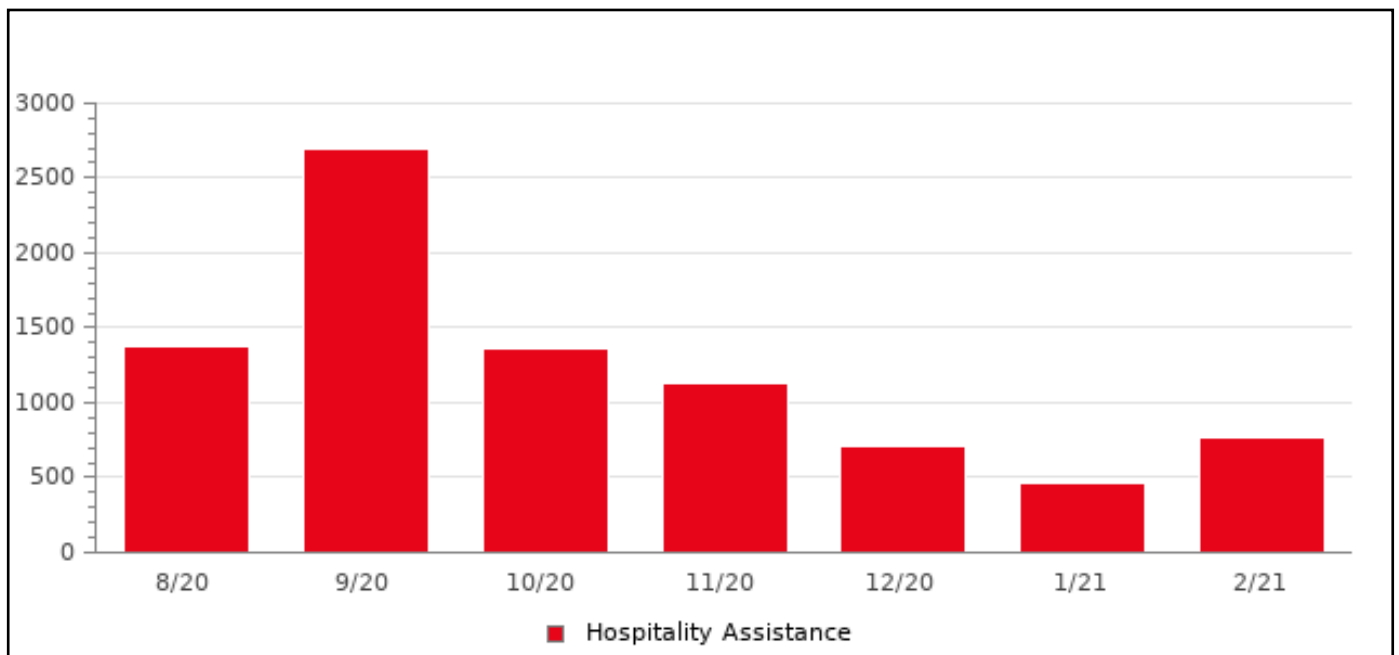
# Hospitality Statistics

August 2020 through February 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	--	--	--	--	--	--	--	--	--	--	157
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	762	--	--	--	--	--	--	--	--	--	--	1228
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	6	--	--	--	--	--	--	--	--	--	--	9

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

## Hospitality Assistance -- August 2020 through February 2021



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



# Hospitality Highlights

## Initiatives

Valentine's Day weekend was one of the busiest weekends that we have seen thus far this year! The weather was beautiful and visitors were out exploring our downtown! The Hospitality Team was sure to greet and assist our guests with suggestions to restaurants, businesses, and attractions. The Hospitality Ambassadors were strategically placed around hotels and high foot traffic areas, as these were the best areas for hospitality assists.

As the weather continues to warmup, we have seen an increase in overall foot traffic throughout the district, especially from 5th St to the Riverfront. Our team has begun pivoting from a focus on cleaning and special projects to more safety and hospitality, especially on the weekends. We anticipate foot traffic to increase as we move through the Spring into Summer and finally into Fall. As foot traffic increases, we will spend more time providing hospitality services.

During the month of March, our Hospitality team will conduct more business checks to determine what specials and/or promotions our BID businesses are running throughout the week. This information gathered will be distributed to each Ambassador, then communicated out to our visitors per engagement. We know that this information will drive visitors into the businesses within our district!



Ryan runs the ATLV on Patten Square.

# Outreach Highlights

## Accomplishments

Our Outreach Team has a wonderful success story to share in the month of February! In October of 2020, our Outreach Ambassadors began engaging with an individual experiencing homelessness and substance abuse. Many times, the Ambassadors received calls from property owners to respond to this gentleman that was often times intoxicated and passed out in the doorway of their business or residence. Many times this individual was covered in his own feces and experiencing medical issues that needed to be immediately addressed. The Ambassadors used their resources to get him the medical attention that he needed, as well as clean clothing and food. The Outreach Team continued to work with this individual, encouraging him to partner with services providers that could help provide the resources that he needed to save his life. One day it clicked! This gentleman is now celebrating over 50 days of sobriety, and the Ambassador Team is still present to “fist bump” him every day! This gentleman has secured temporary housing at the Mission, and now has a case worker helping him obtain a voucher for permanent housing. This gentleman has also acquired a job at a retailer within the BID and is on day three of employment!

The Outreach Team is currently working with another individual experiencing homelessness due to mental health and addiction. The Outreach Team has worked with this individual since this past September; however, he ventured out of the district for a few months and has since returned during the month of February. Through engagement, the Outreach Team has gotten to know more about him. We were even able to contact his mother to better understand the barriers this individual is facing. The team has provided this man with clothing, food, and other resources in February. We hope our efforts and engagement help lead to transitional services soon.



Ambassador Tierra engages our downtown friend who plays for change.

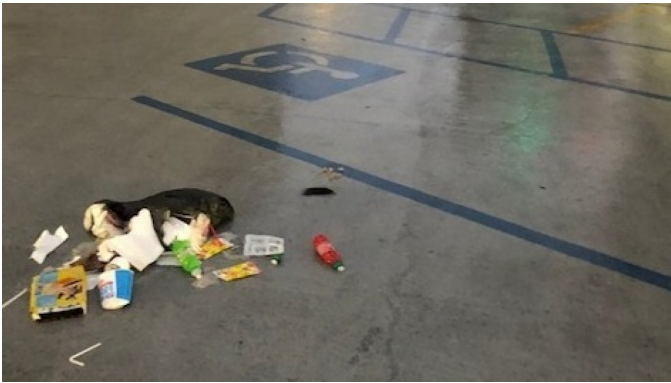
# Meet Ambassador Ryan

## Ambassador Ryan

- Ryan has recently moved to Chattanooga from South Bend, Indiana. He worked as an Ambassador in South Bend cleaning and maintaining parks. He has been an Ambassador for over 3 years and enjoys the job and comradery of his team.
- Ryan served in the military for 5 years and attended Indiana Tech with a focus on Criminal Justice.
- Ryan's favorite place to eat downtown is Figgy's on Chestnut Street and when he is not working, he enjoys playing kickball, baseball and fishing.
- Like all the Ambassadors, Ryan wears many hats downtown. You may find him operating the ATLV, serving as the Team Lead, cleaning curbs, or helping visitors with directions and information. If you see Ryan on the street, please stop and thank him for all the work he does.



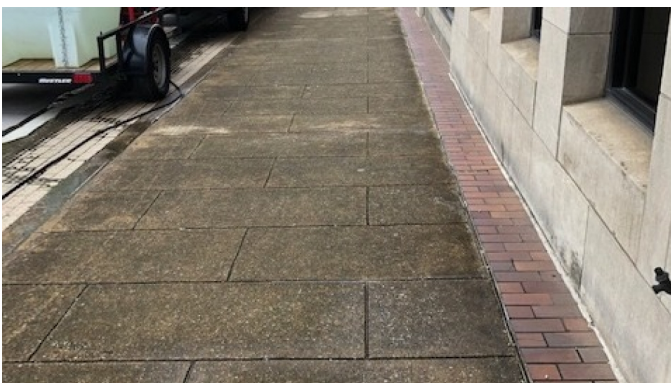
# Photos



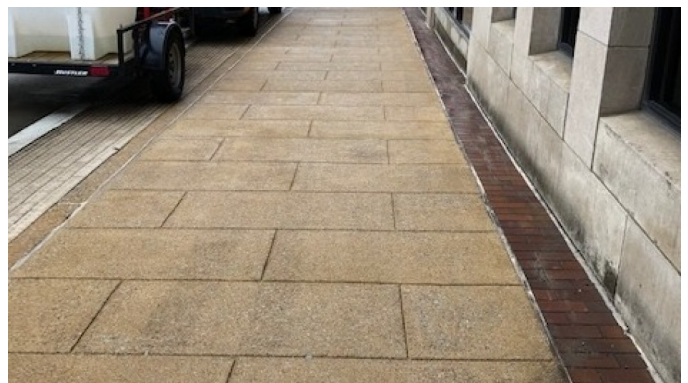
Trash left on Market St.



After photo of trash removed Market St.



Sidewalk on Georgia before power washing.



Georgia sidewalk after power washing.



Graffiti on electrical box.



Graffiti removed from electrical box.



Weeds on Chestnut St.



Weeds removed from Chestnut St.

# Photos



Ops Manager Randi trim native grass on Market St.



Ambassador Carson sweep up broken glass.



Ambassador Tiera sweeps up debris on 6th St.



Ambassador Carson removes graffiti on Georgia Ave.



Ambassador Tony sweeps up debris on Market St.



Ambassador James sweeps up dirt on Broad St.



Ops Manager Randi, pulls weeds on 6th St.



Ambassador Ryan cleans a trash can on Broad St.