



# January 2024 Report



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Director

## Communication

As the Downtown Chattanooga Alliance (DCA) begins a new year providing enhanced services to the downtown district. It gives us time to reflect back on our success, discuss challenges and implement processes to be more efficient as we move through 2024.

Schedules are important for the DCA. It helps us stay on track, plan in advance for upcoming events that will bring crowds the district like Chattanooga Marathon (March 3) and Rock the River Front (March 14 – April 14). In 2023 the DCA put our deployment and power wash schedule on the company's website and included it in our monthly newsletter. The power wash schedule allows property managers, businesses and residents to know when the Ambassador team will be in the area to deep clean the sidewalks. However, we can be flexible and if your business has an event or you are bringing a group to town for a meeting, please reach out and let us know in advance. Communication is key and you can communicate with us in several ways:

1. [dtchattalliance.org](http://dtchattalliance.org) – Programs Tab – Request for Services
2. Email – [dtchattalliance@gmail.com](mailto:dtchattalliance@gmail.com)
3. Phone – 423.206.4200

We also encourage you to communicate areas of concern. We do our best to provide equal coverage throughout the district and identify areas of concern in advance of notification. However, we cannot be everywhere at once. The extra set of eyes you provide are extremely valuable. Let us know what you see and we can work with the city to address and improve those concerns.

The DCA and our downtown partners River City Company, Chamber of Commerce and Chattanooga Tourism Company meet with the City of Chattanooga on a monthly basis. We discuss concerns and put together plans. Please continue to share your concerns with us, so we can address them and improve the quality of life for those who live, work and play downtown.

I would like wrap up this month's message with a Thank You! to the City of Chattanooga's Public Works Department. Ice storms are never easy to deal with and can be detrimental to cities, especially when followed by a deep freeze. Ricky Colston and Rusty Blevins run the operations for the Chattanooga's Public Works department. They, along with their team did a wonderful job keeping the streets safe. When areas of concern were communicated to them, they quickly dispatched a salt truck to take care of it. After the streets were made safe, the Public Works team salted the icy spots on the sidewalks. The DCA appreciates your hard work and dedication to keeping the streets and sidewalks safe during and after the inclement weather event we all experience in January.



I would also like to thank Daphne Kirksey and the Operations team at TN American Water. We had several water main breaks during the cold in January. Daphne and her team were on top of it, but really want to point out TN American Water responsiveness for sending a crew out to break down their work zone when they were not working so cars could park in front of the business on the 400 block on Broad St. This allowed our patrons to park right in front of the business they wanted to shop or dine at. As we know this is very important in Chattanooga. I would not have even thought of it, if it wasn't for my conversation with Roy at Life is Good and the impact road/construction work has on business. Again, communication is very important and allows the DCA to learn and work on the concerns of our stakeholders.

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

# Executive Summary: Clean Team Highlights, January 2024

## Accomplishments

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

1. Removed 131 graffiti tags and stickers observed around the district, a decrease of 15% when compared to December 2023.
2. Cleaned 60 biohazards, a decrease of 27% when compared to December 2023.
3. Cleaned 358 trash cans and increase of 30% when compared to December 2023.
4. Power wash stains and smells for 3 hours (because of the weather) a decrease of 94% when compared to December 2023.



Tony and Hardy remove a branch from Aquarium Way.



# Executive Summary: Hospitality Team Highlights, January 2024

## Accomplishments

During the month on January, Downtown Chattanooga Alliance Ambassadors achieved the following hospitality accomplishments.

1. Provided 1,101 directions and recommendations a decrease of 16% when compared to December 2023.
2. Conducted 143 business checks, an increase of 30% when compared to December 2023.
3. Provided 7 motorists assists a decrease of 36% when compared to December 2023.

# Cleaning Statistics

August 2020 through January 2024

		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
	'24	60	--	--	--	--	--	--	--	--	--	--	--	60
Business Trash	'23	--	--	--	--	--	--	1457	1576	1580	1780	1235	1448	9076
	'24	1600	--	--	--	--	--	--	--	--	--	--	--	1600
City Can Trash	'23	--	--	--	--	--	--	336	301	427	327	324	311	2026
	'24	287	--	--	--	--	--	--	--	--	--	--	--	287
DCA Trash	'23	--	--	--	--	--	--	45	60	60	55	20	13	253
	'24	8	--	--	--	--	--	--	--	--	--	--	--	8
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
	'24	131	--	--	--	--	--	--	--	--	--	--	--	131
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
	'24	3	--	--	--	--	--	--	--	--	--	--	--	3
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
	'24	88	--	--	--	--	--	--	--	--	--	--	--	88
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
	'24	358	--	--	--	--	--	--	--	--	--	--	--	358
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.

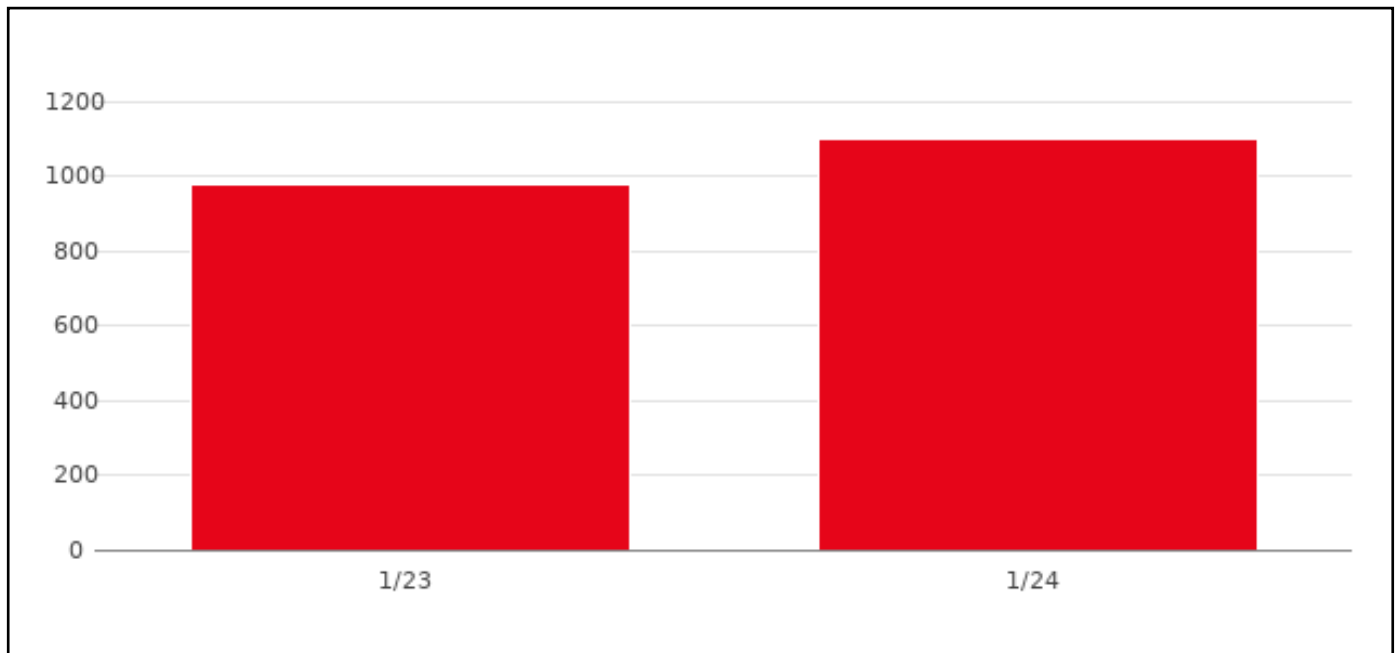
# Hospitality Statistics

August 2020 through January 2024

		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
	'24	143	--	--	--	--	--	--	--	--	--	--	--	143
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
	'24	1101	--	--	--	--	--	--	--	--	--	--	--	1101
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
	'24	7	--	--	--	--	--	--	--	--	--	--	--	7

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

Hospitality Assistance -- Month Vs. Month



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

# Ambassador Team in Action



Jake helps transport a wheelchair for charging.



Jake shovels the center island on 4th St.



Jake breaks up ice on Walnut St.



Tony paints over graffiti on Broad St.



Tiffanie sweeps up salt on Broad St.



Katie removes graffiti off a light pole.



Ty pulls trash out of planter on Pine St.



Kathy gets ready to remove graffiti on 8th St.



# Before and After



Before photo of leaves cleaned up on Broad St.



After photo of leaves cleaned up on Broad St.



Before curbline cleaned on 8th St.



Curbline cleaned on 4th St.



Graffiti on building Patten Parkway.



Graffiti removed from building Patten Parkway.



Graffiti on 8th St electrical box.



Graffiti removed from electrical box on 8th St.