

June 2023



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Director

## June Report

With 600 spaces, CARTA North Shuttle Garage, located across from the Tennessee Aquarium, serves as the main parking garage for visitors and helps to form their first opinion of Chattanooga. Prior to the COVID-19 Pandemic, the breezeway had a visitor center operated by the Chattanooga Tourism Company (CTC). CTC staff welcomed visitors as they got off the elevator, provided information and directions, opened and maintained public restrooms, and acted as a visible presence in a large public area.

With the end of the pandemic, CTC relocated its new visitor center to the Tennessee Aquarium Plaza. Although CARTA continued to run shuttles to the garage, during the pandemic the garage was left unattended, and the restrooms locked up. The smell of urine filled the air and cobwebs covered the ceiling. As the entry way to downtown, Chattanooga had to do better to welcome guests.

Prior to the peak tourist season that starts in June, the Downtown Chattanooga Alliance (DCA), City of Chattanooga, and CARTA began discussions about how to transition the breezeway into a welcoming hub. The three parties decided that with the right resources, the DCA was the best-positioned organization to run a pilot program to operate the space. Beginning in late June, the DCA assigned an Ambassador in the breezeway from 10 am – 6 pm, seven days a week. In advance of opening the restrooms, CARTA performed service to all toilets, urinals, sinks and hand dryers. The DCA cleaned the restrooms, and the city of Chattanooga provided soap and toilet paper. Shortly after the restrooms were opened the DCA deep cleaned the breezeway floors, walls, fixtures, and ceiling. Many noticed the difference.

“Much better with Ambassadors around, and much better experience for both Noogans and visitors”, texted a hotel manager.

“Great work by the DCA on shuttle breezeway!!! I have spoken with Steve several times and I had a nice visit with DCA person manning the breezeway. Huge Improvement!!!!!!”, stated a property owner.

“Steve, I just wanted to say ‘Wow!’. The work in the CARTA breezeway has already made a world of difference. Good to see Ambassadors in there also. Several of our staff have commented to me about what a difference the DCA is making. Many thanks to you and your team”, emailed the CFO of a downtown attraction.

Through partnership and collaboration, challenging areas can be improved. The DCA will continue to look at all areas in the district through the lens of how they can be enhanced and will continue to partner with stakeholders to elevate the experience of those who live, work, and play in Downtown Chattanooga.

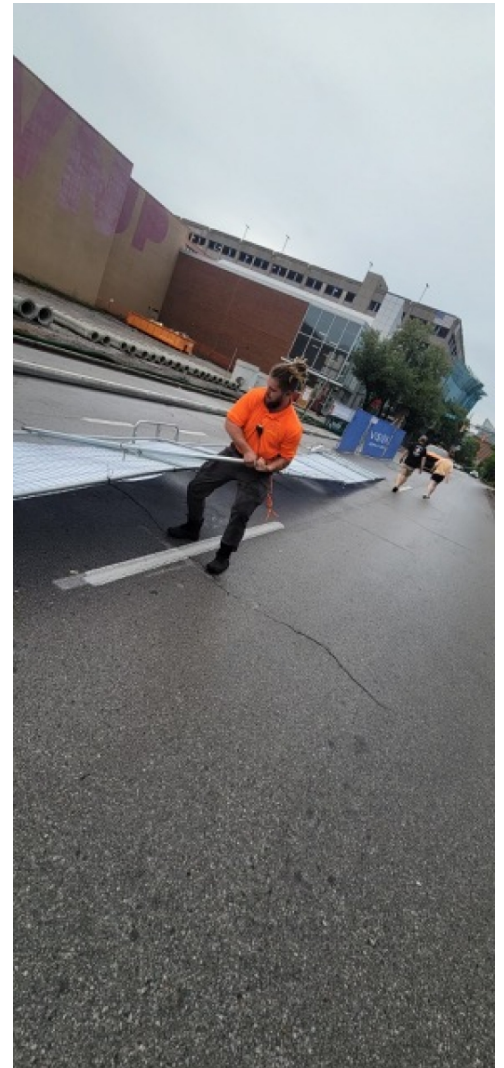


# Executive Summary: Clean Team Highlights, June 2023

## Accomplishments

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

1. Power washed stains, smells and deep cleaned sidewalks for 8 hours an increased of 166% when compared to May 2023.
2. Removed 69 graffiti tags and stickers observed around the district, a decrease of 55% when compared to May 2023.
3. Cleaned 33 biohazards and disinfected the immediate surrounding area, a decrease of 23% when compared to May 2023.
4. Collected 1,624 bags of trash an increase of 3.4% when compared to May 2023.
5. Performed weed abatement on 87 blocks a decrease 1% when compared to May 2023.
6. Cleaned 223 trash cans, a decrease of 47% when compared to May 2023.



Ambassador Jake picks up a fence blown over by storm on Broad St.

# Executive Summary: Hospitality Team Highlights, June 2023

## Accomplishments

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

1. Provided 3,3197 directions and recommendations an increase of 17% when compared to May 2023.
2. Conducted 87 business checks, a decrease of 19% when compared to May 2023.
3. Provided 3 motorist assists, a decrease 40% when compared to May 2023.



LaShaun speaks with a visitor on Broad St.



# Cleaning Statistics

August 2020 through June 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	--	--	--	--	--	--	305
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	--	--	--	--	--	--	652
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	--	--	--	--	--	--	66
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	--	--	--	--	--	--	512
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	383	300	363	430	553	489	403	608	1258	644	5839
	'22	495	1122	2126	1700	1908	1425	2003	1495	1672	1831	1345	1257	18379
	'23	1652	1748	1880	1618	1570	1624	--	--	--	--	--	--	10092
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	244	393	553	292	525	535	455	253	265	249	4437
	'23	272	258	267	215	419	223	--	--	--	--	--	--	1654
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	--	--	--	--	--	--	243

Stats are based on Block by Block SMART tracking app.

# Hospitality Statistics

August 2020 through June 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	--	--	--	--	--	--	633
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	5470	3104	3294	2193	3694	2747	3358	3301	1558	1297	32129
	'23	983	2695	4532	2167	2734	3197	--	--	--	--	--	--	16308
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	--	--	--	--	--	--	35

Stats are based on Block by Block SMART tracking app.

Hospitality Assistance -- January 2023 through June 2023



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

# Ambassador Team in Action



Tony changes a trash can.



Jake pulls trash on Broad St.



Randi waters Pine St traffic island.



Ambassadors close down a street for an event.



Kathy wipes down a trash can.



Ryan deep cleans the restrooms.



Ty pulls trash on Power Alley.



Kathy waters on Broad St.



# Before and After



Graffiti on light pole.



Graffiti removed from light pole.



Fence knocked over on Broad St.



Fence set put back upright.



Biohazard on Market St.



Biohazard cleaned up on Market St.



Graffiti on Cherry St.



Graffiti removed from Cherry St.