



# Executive Directors Report

## March 2022



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Director

## Accomplishments

During the last two years, when the DCA was operating under pandemic restrictions, it focused on cleaning. When COVID numbers decreased and people felt comfortable being around others and organized events brought folks downtown, the DCA provided hospitality services. However, the foot traffic was never sustained. A lot of people wondered when downtown would return to its pre-COVID pedestrian numbers. March 2022 was when Chattanooga emerged from its COVID slumber.

March was a month of celebrations on the Chattanooga Green. Rock the Riverfront brought 33,000 people to downtown. People enjoyed the interactive see-saws, live music, lawn games, food trucks and vendors. Spill-over from the event led to people lining up to eat in district restaurants. The DCA provided support for the event, helping to keep the area clean and safe, and closing down Riverfront Parkway on weekends.

On March 5th, the Creative Discovery Museum held a fundraising event called AMUSEUM. For the first time the event was held outside. The DCA cleaned the sidewalk before the event and closed Chestnut Street to traffic. On-lookers enjoyed watching attendees walking through downtown in their formal wear as they made their way to the event.

Convention groups also returned to the Convention Center, and groups strolled through downtown in their free time filling restaurants, hotels, and local businesses. They asked Ambassadors questions to help them complete a scavenger hunt. An estimated 6,000 plus conventioners visited downtown.

The district also benefitted from school spring break. In past years spring break occurred within a two-week period before and after Easter. This year spring break began the first week of March and continued throughout the month. Parking lots filled up early, breakfast spots had lines out the door, and ice cream was everywhere. Families chose to come to Chattanooga and spend their time. Ambassadors provided information and directions, but also attracted peoples' attention by giving out free balloon animals. The balloons helped break the ice and drew people to the information cart where Ambassadors explained who they were and the services they provide.

Ambassadors have noticed a return of office workers to the district, and downtown eateries filled up with people enjoying lunch with co-workers. It's another indication that downtown may be finally emerging from the pandemic.

March 2022 was the busiest month in downtown Chattanooga since March 2020. Event attendees, convention groups, visitors, residents, and office workers all have chosen to come out and enjoy the district and its amenities. These are all signs that this might be a tremendous year for the district. The DCA will continue to support district



members, and welcome new businesses and residents who choose to invest downtown.

# Executive Summary: Clean Team Highlights, March 2022

## Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 25 hours a decrease of 77% from March of 2021.
2. Removed 175 graffiti tags and stickers observed around the district an increase of 76% when compared to March of 2021.
3. Cleaned 109 incidents of biohazards and disinfected the immediate surrounding area, an increase of 505% when compared to March of 2021.
4. Performed 123 hours of special projects which mainly involved spot power washing throughout the district, setting up road closures for special events, clean up before and after special events, and sticker/handbill/graffiti removal.
5. Collected 2,126 bags of trash, an increase of 455% when compared to March of 2021.
6. Performed weed abatement on 42 block faces, an increase of 61% when compared to March of 2021.



Ambassador Braxton cleans up a biohazard at the Riverfront.



# Executive Summary: Hospitality Team Highlights, March 2022

## Accomplishments

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

1. Provided 5,470 directions and recommendations, an increase of 156% when compared to March 2021.
2. Conducted 62 business checks, a decrease of 6% when compared to March of 2021.
3. Provided 16 motorist assists, an increase of 166% when compared to March of 2021.



Ambassador Anna joins in the fun at the Riverfront.

# Executive Summary: Outreach Highlights, March 2022

## Accomplishments

The DCA Ambassador team works with individuals experiencing homelessness. They attempt to build trusting relationships by providing articles of clothing, and a sympathetic ear as they listen to the stories and thoughts of those living on the streets. Over the last year the DCA has had some success working with individuals in the process of becoming housed. Many Chattanoogaans have also helped in this effort. Here are two of the stories.

On their strolls through downtown, visitors may have walked by a young man who plays for change. Like many of the homeless, he is trying to work toward stability, but living on the streets presents a series of challenges. Recently his guitar broke, and as he was nearing crisis (which is a situation that produces significant cognitive or emotional stress) the DCA intervened. The Ambassadors spoke to the young man and explained they would work on getting him a new guitar. The DCA reached out to Caravan Tribe and SoundCorps to see if either group had an extra guitar or knew of anyone who had one. They attached Reed Caldwell, Executive Director of Songbirds Foundation, to the email. Reed responded that he had a guitar and would donate it. The DCA picked up the guitar and Ambassador Kathy gave it to the young man. With his new instrument, he auditioned for and was accepted into Sidewalk Stages, a program developed to increase the number of street performers throughout downtown. This provided the individual with a revenue stream, and hopefully will be his first step in moving from the streets to stable housing.

While at work, Ambassador Kathy encountered another man. As they talked, she learned that he was close to obtaining housing in Patten Tower. He mentioned that it would be great to get off the street, but he had nothing with which to furnish his new apartment. The DCA provided this gentleman with a list of non-profits he could speak with. Through these contacts he was able to obtain necessities such as cookware, dishes, a chair, and lamp to furnish his new apartment. However, he couldn't get a bed and was sleeping on the floor. This was affecting his physical and mental health. He again reached out to Kathy for assistance. The DCA contacted Reverend Cathy Meyer at Second Presbyterian Church who had a bed that she was willing to donate. The DCA picked up the bed and bedrails from Reverend Meyer and brought them to Patten Tower. The newly housed resident was extremely happy and thankful to both Reverend Meyer and the DCA.

During the two years of pandemic, the number of people experiencing homelessness has risen dramatically. The mayor, social service providers, houses of worship, and many other organizations like the DCA are working on the issue. Many people are put off by the homeless. Research indicates that business revenue declines in areas with a large homeless population: business investment and development also slow. However, an email I received from the sister of a homeless person in Chattanooga explains the importance and far-reaching effects of this work:



Ambassador Kathy gives a person experiencing homelessness a guitar after his was broken.

My brother has been schizophrenic since he was 16. He and I were always close.

My brother is too sick to realize he needs medication and his symptoms and disease work against him. It literally breaks my heart. I have had to grieve the loss of my brother and he is still alive. That is why the things you do are so very special and important.

Thank you.

When I started doing this work, I thought about the impact of the homeless on my clients – the downtown business community. What I failed to understand is the impact of homelessness on the family, friends, and wider community of each homeless person. I also didn't realize that small acts of kindness like the donation of a guitar or bed can mean the difference between being housed or living on the street.

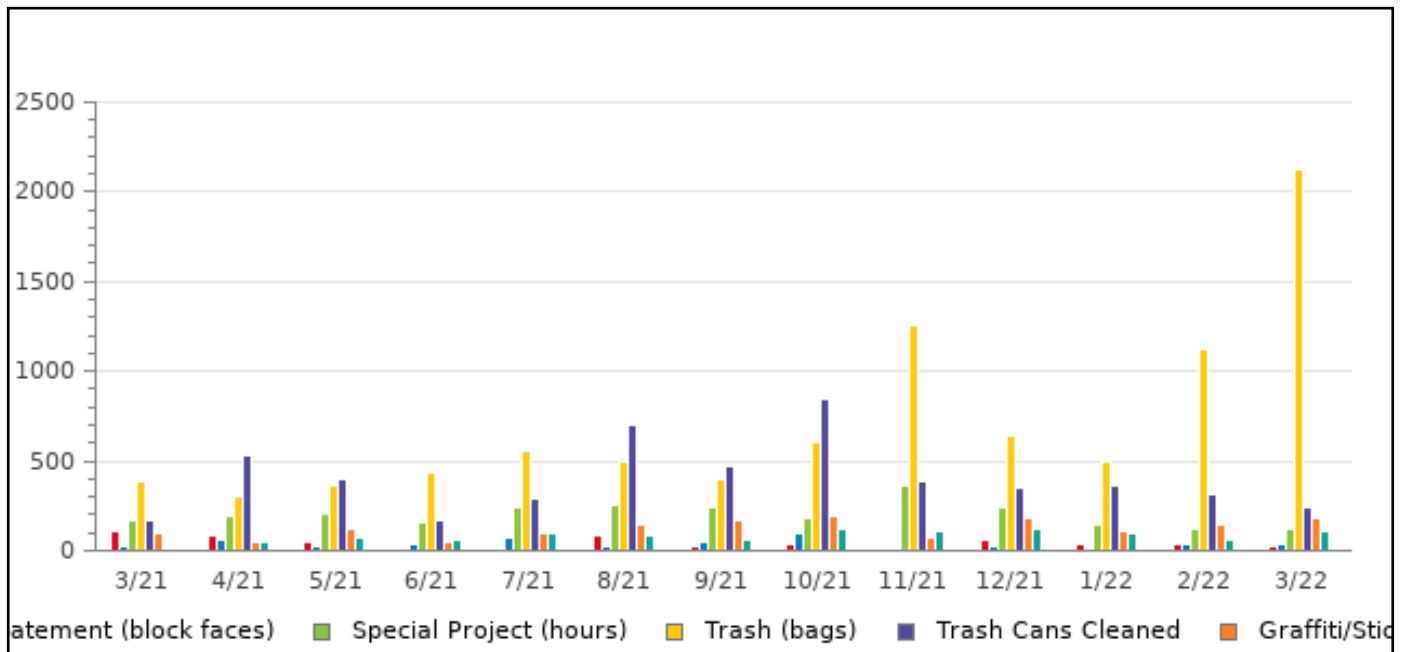
# Cleaning Statistics

## August 2020 through March 2022

		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	--	--	--	--	--	--	--	--	--	273
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	--	--	--	--	--	--	--	--	--	425
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	--	--	--	--	--	--	--	--	--	98
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	--	--	--	--	--	--	--	--	--	378
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	--	--	--	--	--	--	--	--	--	3743
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	244	--	--	--	--	--	--	--	--	--	917
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	--	--	--	--	--	--	--	--	--	95

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

## March 2021 through March 2022



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



# Cleaning Highlights

## Clean Team Accomplishments

During the month of March, our Clean Team focused on both large and small projects to improve the district. This included but not limited to pressure washing hot spots, weed removal and back pack blowing the sidewalks.

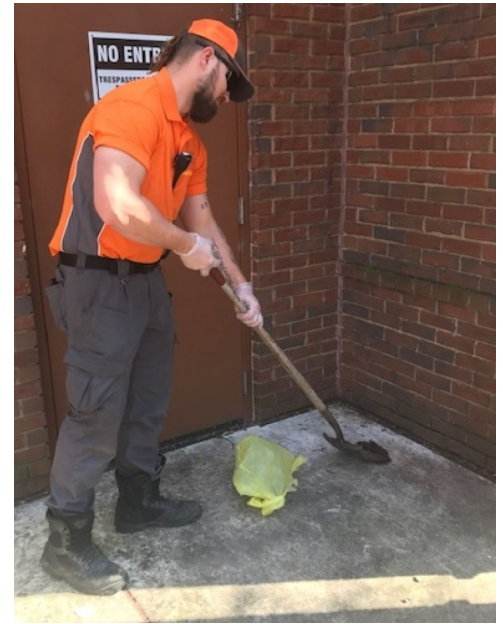
The team saw an increase in graffiti throughout the district and promptly removed or painted over the tags. We attribute this to a few people tagging downtown and have been working with property owners and CPD to catch the individuals.

The DCA worked with the property owners of at 736 Broad St, Ambassadors helped paint over the graffiti to bring the building up to code. This allows the project to move forward and supports the investment into a longtime vacant building. If this building is activated, it will transform City Center.

Our Clean Team saw a large increase in trash bags throughout the district. The Ambassadors removed the trash from the sidewalks to better the experience for the downtown visitor and resident. We attribute the increase in trash to school break, visitors coming to enjoy Rock the Riverfront, convention groups, and people feeling more comfortable in the declining Covid numbers.

Towards the end of the month, the Clean Team worked with the City of Chattanooga, eradicating weeds from the tree wells and spreading mulch. This is a collaboration project that will extend through April and will improve experience of those who live, work, and play downtown.

The Clean Team continued to show it's importance in March. They work hard to keep up with the demands of the district. If you pass by them on the street, please thank them for all that they do. It goes along way.



Ambassador Jake cleans up Biohazard on Chestnut St.

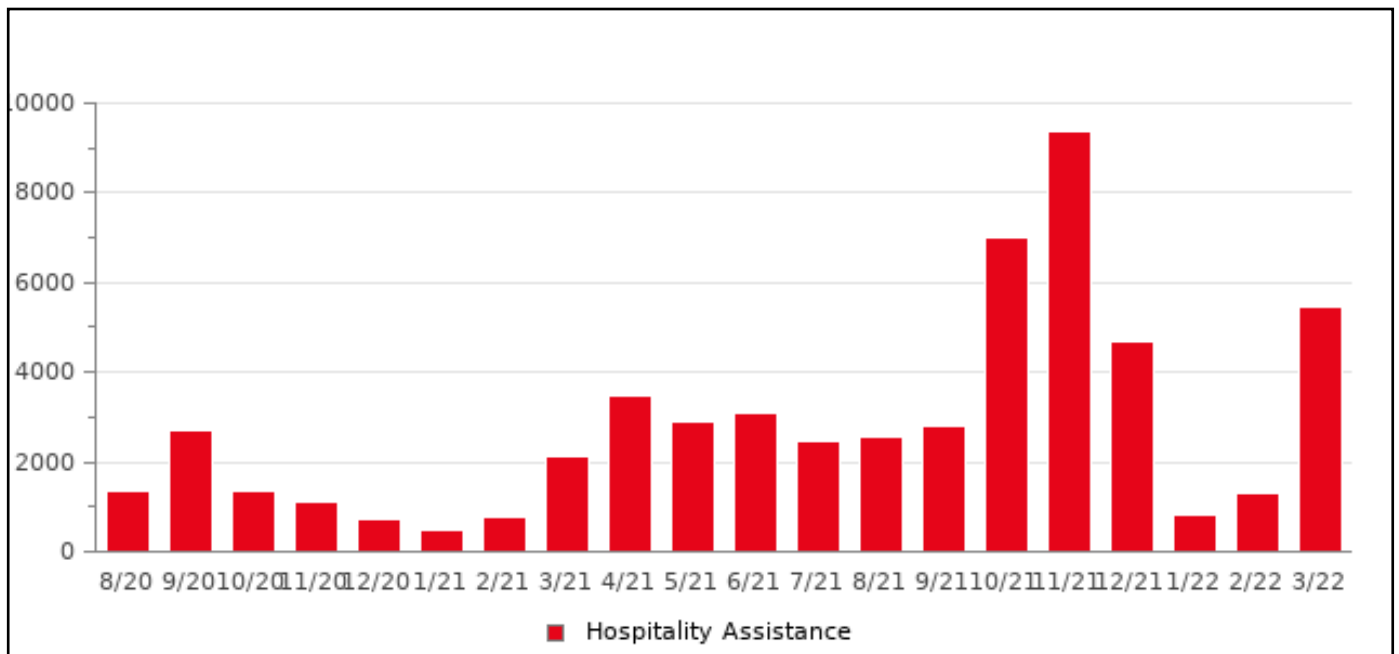
# Hospitality Statistics

August 2020 through March 2022

		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	--	--	--	--	--	--	--	--	--	178
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	--	--	--	--	--	--	--	--	--	7583
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	--	--	--	--	--	--	--	--	--	33

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

Hospitality Assistance -- August 2020 through March 2022



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

# Hospitality Highlights

## Accomplishments

During the month of March, our Hospitality Team welcomed more than twice as many visitors as last year. Compared to last month the number of visitors increased drastically. The team attributes this to warmer weather and special events, Convention groups returning to downtown, and the Impulse Rock the Riverfront installation and activation of the Chattanooga Green.

Impulse Rock the Riverfront has drawn thousands, old and young alike to come downtown and enjoy spring in Downtown Chattanooga. The team assisted 5,470 visitors with directions, recommendations, and information.

Our Hospitality Team will continue to welcome visitors and provide a safe and welcoming environment. We look forward to a busy and event filled 2022.



Ambassador Shametrice at Broad Street and Aquarium Way.



# Photos



Debris early morning 4th and Broad.



Debris cleaned up 4th and Broad.



Biohazard before cleaning on 3rd St.



Biohazard on 3rd St after photo.



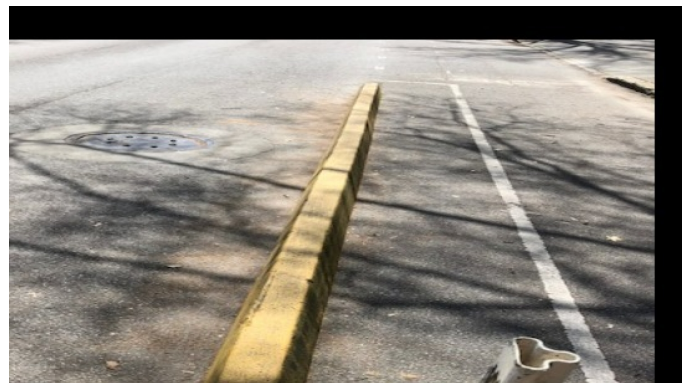
Food waste before picture.



Food waste after picture.



Before photo of bike lane on Broad St.



Bike lane on Broad after photo.



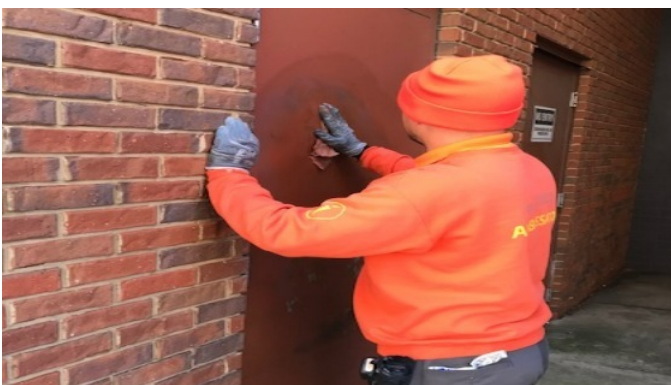
# Ambassador Team in Action



Ambassador Anna interacts with the crowd at the Riverfront.



Ambassador Carson empties a trashcan on Broad Street.



Ambassador Noah cleans graffiti in Power Alley.



Ambassadors provide support to homeless female.



Ambassador Shametrice makes balloon animals for visitors.



Ambassador Noah cleans a spill at Patten Square.



Ops Manager Randi provides support to an individual on Broad St.



Ambassador Anna sweeps up on Market Street.