



March 2023 Report



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director Report

Message From Executive Director

March is the kick off of tourist season in downtown Chattanooga. Schools in the surrounding areas let out for Spring break and families choose to spend their time exploring our beautiful city. They fill up hotel rooms, take in the sites along the Riverwalk, visit downtown attractions and enjoyed the spinning tops at Rock the River Front "Los Trompos". March also brought the first large event to the city with the Chattanooga Marathon.

The DCA prepares and plans in advance to meet the needs of the district. Deployment schedules are set to get the district clean. Ambassadors pull weeds, detail curb lines, lay mulch, power wash and paint. In the afternoon the team focuses more on hospitality and safety services to meet the needs of the visitors on the street. However, we must remain nimble and flexible with our deployment plans.

There were several days severe weather tore through downtown. Leaving in its wake downed trees and limbs, traffic lights dangling from wires or already on the street and trash strewn about. It's our job to get the district back to standards as soon as possible. This takes coordination and communication. Working with the City of Chattanooga and property owners we were able to quickly get traffic lights reinstalled, trees removed from sidewalks, and damaged signs repaired. The cleanup happens quick and seamlessly that most people don't even notice.

During the month of March, the DCA worked with the City of Chattanooga's Park department to install new plants at the intersection of Georgia and MLK. This project adds to the beautification efforts of the area and will lay the frame work for future projects in 2024 along the Market Street corridor. The DCA also implemented new flowers in advance of Easter throughout the West Village and along Pine Street.

The job of the DCA is to ensure the beautification, cleanliness and safety of Chattanooga's Business Improvement District.

We accomplish this mission by:

1. Cleaning streets, sidewalks, and other public spaces within the district on a scheduled basis;
2. Planting and maintaining seasonally shrubs and flowers within the district;
3. Directing residents and visitors who need help navigating the district;
4. Training and managing a team of ambassadors to do the work;
5. Collaborating with other agencies and organizations that provide



services in and around the district;

6. Convening conversations relevant to the health and well-being of the district;

7. Communicating the work of the DCA to its members and the broader community; and

8. Serving as responsible stewards of the funding generated from the CBID stakeholders.

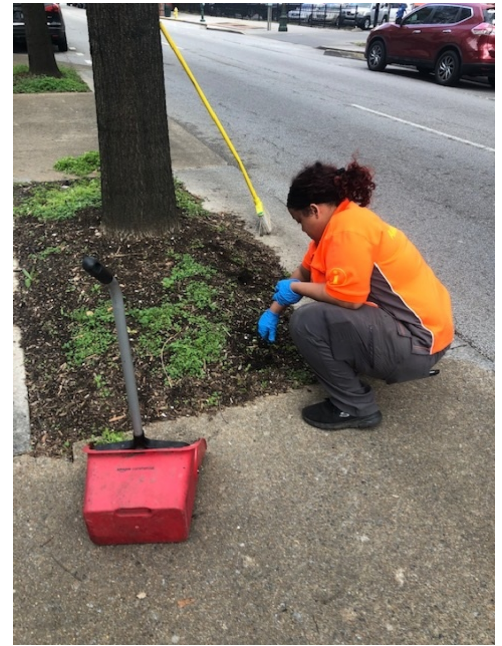
The DCA lived up to its mission in March and we look forward to delivering on our mission as we move through the upcoming months and year.

Executive Summary: Clean Team Highlights, March 2023

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 15 hours a decrease of 40% when compared to March 2022.
2. Removed 78 graffiti tags and stickers observed around the district, a decrease of 55% when compared to March 2022.
3. Cleaned 45 biohazards and disinfected the immediate surrounding area, a decrease of 59% when compared to March 2022.
4. Collected 1,880 bags of trash, a decrease of 12% when compared to March 2022.
5. Performed weed abatement on 21 blocks, a decrease of 50% when compared to March 2022.
6. Cleaned 267 trash cans, an increase of 9% when compared to March 2022.



Ambassador Anna pulls weeds on Broad Street center island.

Executive Summary: Hospitality Team Highlights, March 2023

Accomplishments

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

1. Provided 4,532 directions and recommendations a decrease 17% when compared to March 2022.
2. Conducted 175 business checks, an increase of 182% when compared to March 2022.
3. Provided 7 motorist assists, a decrease of 56% when compared to March 2022.



Ambassador Ty walks with a resident to her destination.

Cleaning Statistics

August 2020 through March 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	--	--	--	--	--	--	--	--	--	186
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	--	--	--	--	--	--	--	--	--	347
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	--	--	--	--	--	--	--	--	--	41
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	--	--	--	--	--	--	--	--	--	182
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	--	--	--	--	--	--	--	--	--	5280
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	--	--	--	--	--	--	--	--	--	797
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	--	--	--	--	--	--	--	--	--	49

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

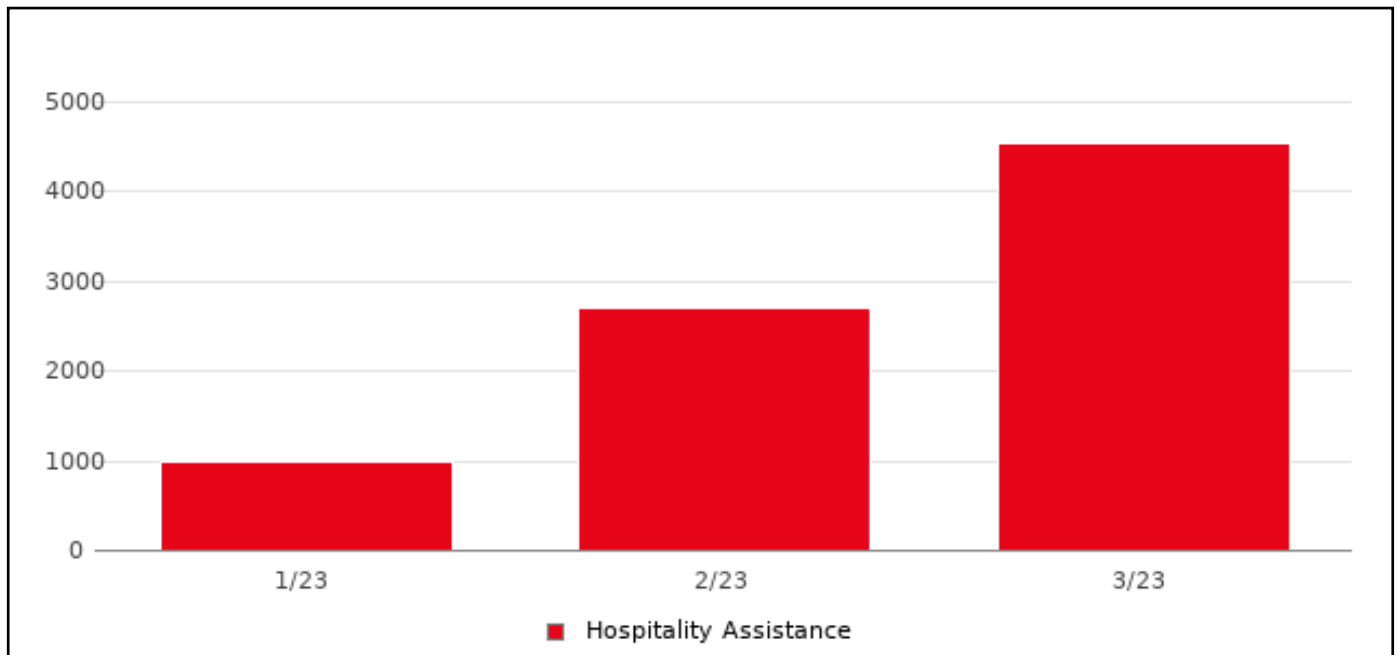
Hospitality Statistics

August 2020 through March 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	--	--	--	--	--	--	--	--	--	382
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	--	--	--	--	--	--	--	--	--	8210
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	--	--	--	--	--	--	--	--	--	24

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

Hospitality Assistance -- January 2023 through March 2023



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

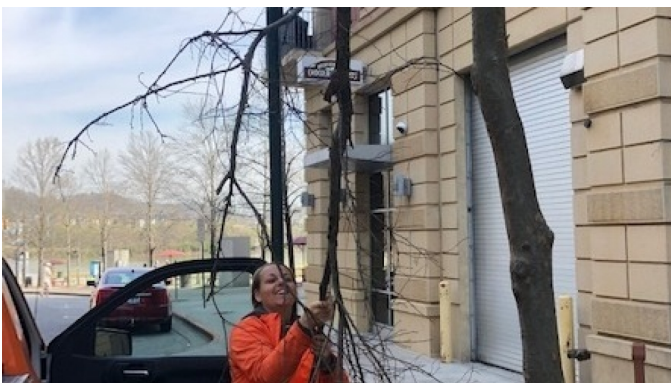
Ambassador Team in Action



DCA & Parks work on a landscape project together.



Ambassador Ty pulls a trash can on Broad St.



Ambassador Kathy removes a broken tree limb.



Team Leader Jake removes graffiti off a building on 5th St.



Ambassador team lays down mulch on Pine St.



Ambassador Hardy runs the Billy Goat down Chestnut St.



Ambassador Tony runs the ATLV down Broad Street.



Ambassador Abraham power washes a stain on Broad St.

Before and After



Before photo of items left in a doorway.



After photo of doorway cleaned up.



Before photo of graffiti.



After photo of graffiti removed.



Before photo of debris on Market St.



After photo of debris cleaned up on Market St.



Graffiti on tree well Patten Parkway.



Graffiti removed from tree well on Patten Parkway.