

March 2024 Report



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Let's Talk About It

March is the kickoff to peak season in downtown Chattanooga. The city emerges from its winter slumber and spring arrives. In early March, the Chattanooga Marathon fills downtown hotels with participants and supporters. Rock the Riverfront returned for the third year, providing activation and entertainment for the Riverfront District. Spring break brings many tourists to our beautiful city. March also brought an increase in Convention Center traffic, with groups filling the area and a noticeable increase of foot traffic throughout downtown.

Despite all of this positive activity, there is concern about public safety downtown. Recently, a study was conducted by the Manhattan Institute, which surveyed over 500 Chattanooga residents during a two-week period in February. The study focused on residents' feelings about policing and public safety, but it's unclear how many residents of downtown were included in the survey. After meeting with several individuals who told me they were part of the study, and reviewing our own survey data of BID members, it was clear that:

1. Downtown is extremely important to the county and community.
2. More police officers are needed on bikes and in highly visible areas.
3. The perception is not the whole story and doesn't accurately represent the experience of visitors and residents.
4. Those living and working downtown agree that there is a perception problem, but they themselves generally feel safe and comfortable downtown, and they want to find ways to help others feel safe as well.

The Downtown Chattanooga Alliance (DCA) is an advocate and champion for downtown. The DCA works to ensure the safety of folks who live, work, and play downtown. I know what the DCA and other partners do on a daily basis in regard to public safety and it's part of our job to keep you informed of our efforts. Recently, Mayor Kelly mandated that two additional bike officers be added to downtown patrols. Chattanooga Police Department has approved overtime for additional officers to patrol downtown on Friday and Saturday nights through Labor Day weekend. Ambassadors continue to engage with individuals experiencing homelessness, helping them gain entry into services and treatment programs. However, there is more work that is needed to be done.

Recently we have started communicating and working closely with Troy Rogers and Chris Sands who focus on reducing violence in neighborhoods. They invited me to "Fist Bump Friday" at Orchard Knob Middle School. It was an amazing event which talked about mental health and had leaders in the community interact with middle school students. Monday thru Thursday there are events for families and children that provide mentorship, food, and activities in various neighborhoods across the city. Chris and Troy are always looking for



volunteers to help and businesses to sponsor food. If you are interested, please reach out to trogers@chattanooga.gov.

Despite all that is going on more needs to be done. We need to come together as a community, listen and provide solutions. I've learned over the last 4 years, that is the "Chattanooga Way". This is a mid-size city and the concerns can be solved or improved, we just need the resources and commitment from the community, city, county, and state. Downtown will continue to be the heart of the City even as new developments take place in other parts of Chattanooga. We will continue to work with our partners to make downtown GREAT.

Executive Summary: Clean Team Highlights, March 2024

Accomplishments

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

1. Removed 329 stickers and graffiti tags observed around the district, an increase of 32% when compared to February 2024.
2. Cleaned 274 biohazards, an increase of 19% when compared to February 2024.
3. Cleaned 484 trash cans, an increase of 43% when compared to February 2024.
4. Power washed stains and smells for 36 hours, an increase of 5.8% when compared to February 2024.



Jeremiah changes a trash can on Broad St.

Executive Summary: Hospitality Team Highlights, March 2024

Accomplishments

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

1. Provided 2,990 directions and recommendations an increase of 52% when compared to February 2024.
2. Conducted 282 business checks, an increase of 70% when compared to February 2024.
3. Provided 5 motorist assists an increase of 25% when compared to February 2024.



Ambassador team helps visitors with directions.

Cleaning Highlights

August 2020 through March 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	230	274	--	--	--	--	--	--	--	--	--	564
Business Trash	'23	--	--	--	--	--	--	1457	1576	1580	1780	1235	1448	9076
	'24	1600	2202	2875	--	--	--	--	--	--	--	--	--	6677
City Can Trash	'23	--	--	--	--	--	--	336	301	427	327	324	311	2026
	'24	287	382	911	--	--	--	--	--	--	--	--	--	1580
DCA Trash	'23	--	--	--	--	--	--	45	60	60	55	20	13	253
	'24	8	17	27	--	--	--	--	--	--	--	--	--	52
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	249	329	--	--	--	--	--	--	--	--	--	709
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	34	36	--	--	--	--	--	--	--	--	--	73
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	151	143	--	--	--	--	--	--	--	--	--	382
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	339	484	--	--	--	--	--	--	--	--	--	1181
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
	'24	--	--	19	--	--	--	--	--	--	--	--	--	19

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

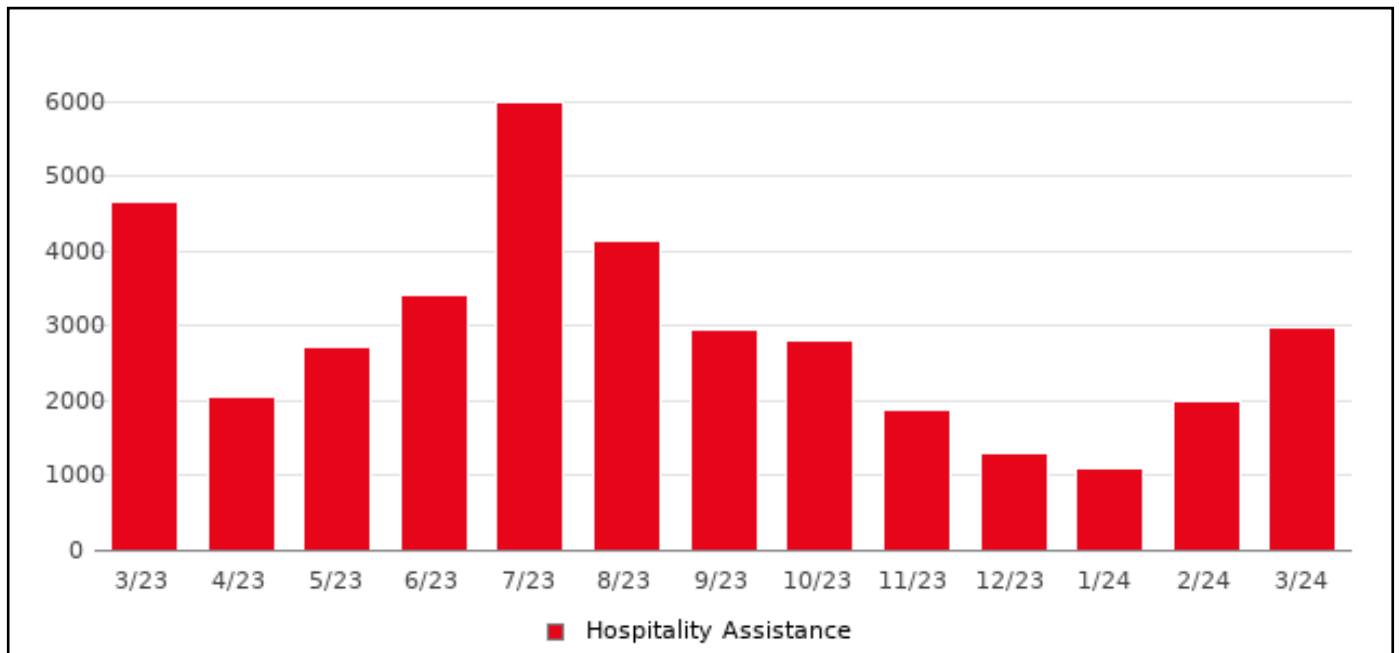
Hospitality Statistics

August 2020 through March 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	166	282	--	--	--	--	--	--	--	--	--	591
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	1967	2990	--	--	--	--	--	--	--	--	--	6058
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	4	5	--	--	--	--	--	--	--	--	--	16

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

Hospitality Assistance -- March 2023 through March 2024



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

Before and After



Graffiti removed on Market St.



Graffiti on Market St.



Graffiti removed from electric box on Market St.



Graffiti on electric box Market St.



Flyer removed from light pole.



Flyer on light pole.



Biohazard removed from storefront.



Biohazard on storefront.

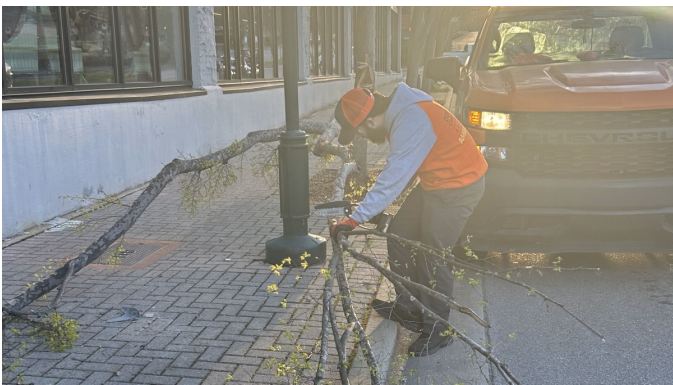
Ambassador Team in Action



Colton power washes Aquarium Way.



Ambassadors sweep up around the courthouse.



Gage removes a tree limb on 4th St.



Hardy disposes of debris.



Colton pulls a trash bag on Market St.



Tony operates the ATLV on Broad St.



Jake removes a lawnmower from Chestnut St.



LaShawn wipes down a trash can.