



## May Report 2023



# Executive Director

## Message From Executive Director

As the Executive Director for the Downtown Chattanooga Alliance (DCA), I have the opportunity to write a monthly message for the property owners, businesses, residents and the community to read. I usually communicate what the DCA has accomplished and the importance the organization provides for the area we service. This month I would like to talk about a conversation I had with a lady who is interested in moving to Tennessee.

During the month of May, I received a call from a past Board Member in one of the large cities I used to work in. He and I keep in contact on a regular basis. I bounce ideas off his head and we discuss the state of downtowns. He's always very positive with the work I do and believes in my professional abilities.

When I saw his number pop up on my phone, I answered and we exchanged pleasantries. He stated the reason he was calling.

"I have a client who wants to move from the Philadelphia area to Tennessee. I told her she wants to live close to a smaller size city with a university, so she can enjoy the events and activities the city and university provides. I mentioned Knoxville and Chattanooga. She did some research and she is really concerned about the public safety aspect of Chattanooga. I told her I know a guy who moved to Chattanooga with his family and absolutely loves it. Would you mind speaking to her?" stated the former board member.

"Of course, send me her number and I will answer her questions." I said.

The next day I spoke with the lady over the phone. She stated her public safety concerns from the research she conducted on the internet. She mentioned that she currently lives in a small town with little crime and place you can leave your front door unlocked. She talked about some other cities and towns in Tennessee she was looking at, but nothing seemed to be the right fit. She was really interested in South East, TN, but again very concerned about the negative media attention shed on our city regarding public safety.

I addressed her concerns about public safety and my experience in Chattanooga versus other large cities I have lived in. We talked about Mayor Kelly's "One Chattanooga" and the recently released Community Violence Reduction plan. We discussed County Mayor Wamp's plan to address the public school system amongst other city and county initiatives. We discussed homelessness and the all the work being done to address the concerns around it.

Her response, "I would have never known this was going on if I didn't talk to you. I'm glad the City of Chattanooga is working on these challenges. It makes me feel better. That information did not pop up on my searches in the internet"



I stated why I love Chattanooga and South East, TN. The free live music from up on the mountains, to down on the river and throughout the city. We talked about the small locally owned businesses, the wonderful restaurants, culture and public art throughout the city. We talked about hiking, fishing, swimming in watering holes, lakes, off roading, tubing and more. Since, I knew she worked from home, I talked about EPB's high-speed internet that is unmatched anywhere else in the United States.

At the end of our conversation she said, "You know, you won't believe this, but I grew up hunting and fishing. I was a country girl, I loved being a country girl and I miss it. You've really sold Tennessee and I'm interested in some of the mountain areas you mentioned just outside of Chattanooga."

Chattanooga is a great city and like every city we have challenges. But unlike other cities, Chattanooga has created and implemented plans to address the challenges. The media and internet have created a public safety shadow on Chattanooga, but to me, that is a perception and not a reality. The narrative is being changed and we need to communicate that so we can continue to grow as one of the best places in the south.

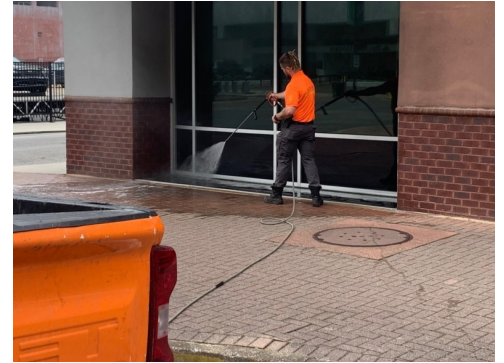
A safe, clean and beautiful downtown is one piece of the puzzle to change the narrative. The DCA will continue to work on those aspects of our mission and we'll continue to be a strong partner throughout the city to help in any way we can.

# Executive Summary: Clean Team Highlights, May 2023

## Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 3 hours a decrease of 78% when compared to April 2023.
2. Removed 154 graffiti tags and stickers observed around the district an increase of 83% when compared to April 2023.
3. Cleaned 43 biohazards and disinfected the immediate surrounding area a 0% increase/decrease when compared to April 2023.
4. Collected 1,569 trash bags, a decrease of 3% when compared to April 2023.
5. Performed weed abatement on 88 blocks an increase of 363% when compared to April 2023.
6. Cleaned 447 trash cans, an increase of 107% when compared to April 2023.



Team Leader Jake pressure washes a stain on Broad St.

# Executive Summary: Hospitality Team Highlights, May 2023

## Accomplishments

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

1. Provided 2,732 directions and recommendations an increase of 26% when compared to April 2023.
2. Conducted 107 business checks, an increase of 88% when compared to April 2023.
3. Provided 5 motorist assists, an increase 66% when compared to April 2023.



Ambassador Hardy provides a business check at Sleepyhead Coffee Shop.

# Cleaning Statistics

August 2020 through May 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	--	--	--	--	--	--	--	272
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	--	--	--	--	--	--	--	583
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	--	--	--	--	--	--	--	58
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	--	--	--	--	--	--	--	382
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	1569	--	--	--	--	--	--	--	8467
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	447	--	--	--	--	--	--	--	1459
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	--	--	--	--	--	--	--	156

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

# Hospitality Statistics

Hospitality Assistance -- January 2023 through May 2023



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

August 2020 through May 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	--	--	--	--	--	--	--	546
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	2732	--	--	--	--	--	--	--	13109
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	--	--	--	--	--	--	--	32

Stats are based on Block by Block SMART tracking app.

# Ambassador Team in Action



Ambassadors push a car to the side of 4th Street.



Jake rinses graffiti of a building.



Randi listens to an individual in need on Broad St.



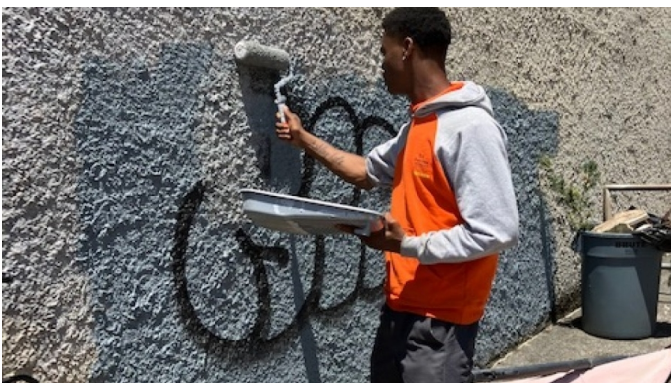
Ambassador Kathy removes a handbill.



Randi applies graffiti remover on 7th Street.



Ambassador Hardy sweeps on Broad St.



Ambassador Von paints over a tag on 8th St.



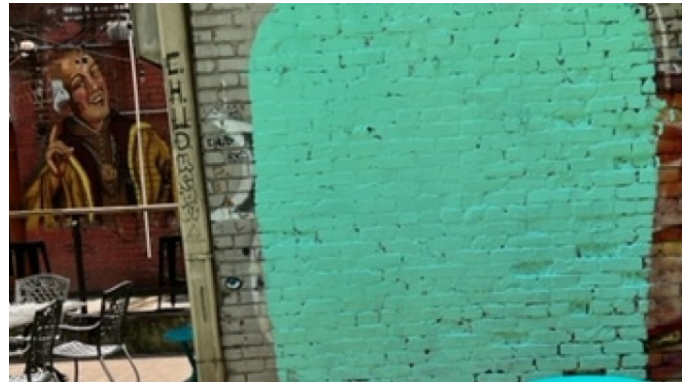
Ambassador LaShaun waters plants on Broad St.



# Before and After



Before photo Coopers Alley.



After Photo Coopers Alley.



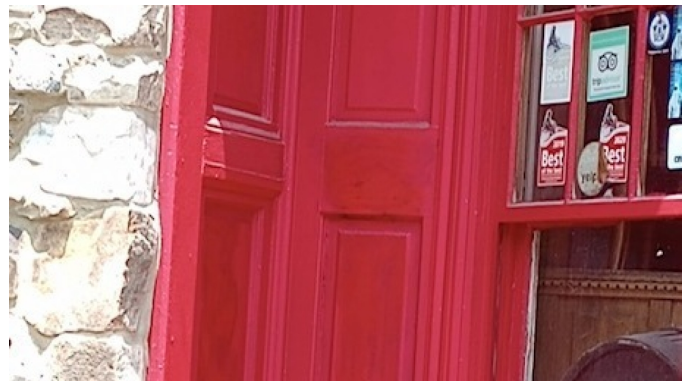
Graffiti before on Market St.



Graffiti after on Market St.



Graffiti Before on Patten Parkway.



Graffiti removed off building on Patten Parkway.



Riverfront Parkway Graffiti.



Graffiti removed off Riverfront Parkway.