



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director Summary: December 2020

Initiatives

The DCA and Enterprise Center "11 Days of Giving" gift card promotion was the primary focus for the month of December. Working in partnership with the Enterprise Center we were able to purchase 10 gift cards at \$25 a piece for a total of \$250 from each business and attraction in the district. The businesses were very appreciative and supportive of the promotion. Comments ranged from "Thank you very much" to "I think this is a great idea, buying gift cards from all the businesses and promoting us all at the same time."

Our objective with the program was to not only support and promote our businesses during this difficult year, but to remind the city and county residents of all the great attractions and businesses we have in our district. We wanted to build new repeat customers to our downtown. Another benefit of the promotion was to establish our brand on social media and to put gift cards into residents' hands who could really use them during these trying times.

Over \$19,000.00 was given out in the first two days of the promotion. Many recipients learned about the program through the T.V news segment, radio, social media, and word of mouth. Recipients were extremely appreciative of the promotion. I received many "Thank You", "You don't know what this means to us, I haven't had money to take out my child", "This is amazing, will you be doing this again?"

I believe this was a great initiative and benefit for our businesses and community. There was value in this promotion and if we decide to work on a project like this again, there are ways we can be more efficient and impactful.

Overall, December was another busy month and capped off a busy year. I look forward to accomplishing more in 2021 and implementing new projects and ideas.



DCA Executive Director, Steve Brookes, picks up gift cards from Lupi's as part of the DCA & Enterprise Center "11 Days of Giving" gift card promotion.

Executive Summary: Clean Team Highlights, December 2020

Accomplishments

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

1. Power washed stains, smells and deep cleaned sidewalks for 42 hours, a decrease of 4.5% from November 2020;
2. Removed 109 graffiti tags and stickers observed around the district, a decrease of 26% from November 2020;
3. Cleaned 22 incidents of biohazard and disinfected the immediate surrounding area, a decrease of -31.2 % from November 2020;
4. Performed 171 hours of special projects which mainly involved painting, leaf clean-up, backpack blowing, and utilizing the Billy Goat, a decrease of 26% from November 2020;
5. Collected 301 bags of trash, an increase of 6% from November 2020;
6. And performed weed abatement on 13 block-faces, a decrease of 43% from November 2020.



Ambassador James cleans up a biohazard on Market St.

Executive Summary: Hospitality Team Highlights, December 2020

Accomplishments

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

1. Provided 711 directions and recommendations, a decrease 37% when compared to November 2020;
2. Conducted 91 business checks throughout the district a decrease of 2% when compared to November 2020;
3. And passed out 15 rain ponchos to visitors who got caught in the rain.



Ambassador Jake paints over graffiti.

Executive Summary: Outreach Highlights, December 2020

Accomplishments

During the month of December, Downtown Chattanooga Alliance Ambassadors achieved the following Outreach accomplishments:

1. Conducted 17 individual in-depth engagements (each lasting 3 minutes or more) with individuals experiencing homelessness in the DCA district;
2. Made 52 referrals for shelter and food;
3. Passed out 80 reusable masks, 400 disposable masks, 40 packs of sanitizing wipes, 80 bottles of hand sanitizer and 400 pairs of nitrile gloves;
4. Helped two individuals gain access to detox;
5. And provided articles of clothing to 10 different individuals in need.



Operations Manager Randi, speak with an individual experiencing homelessness.

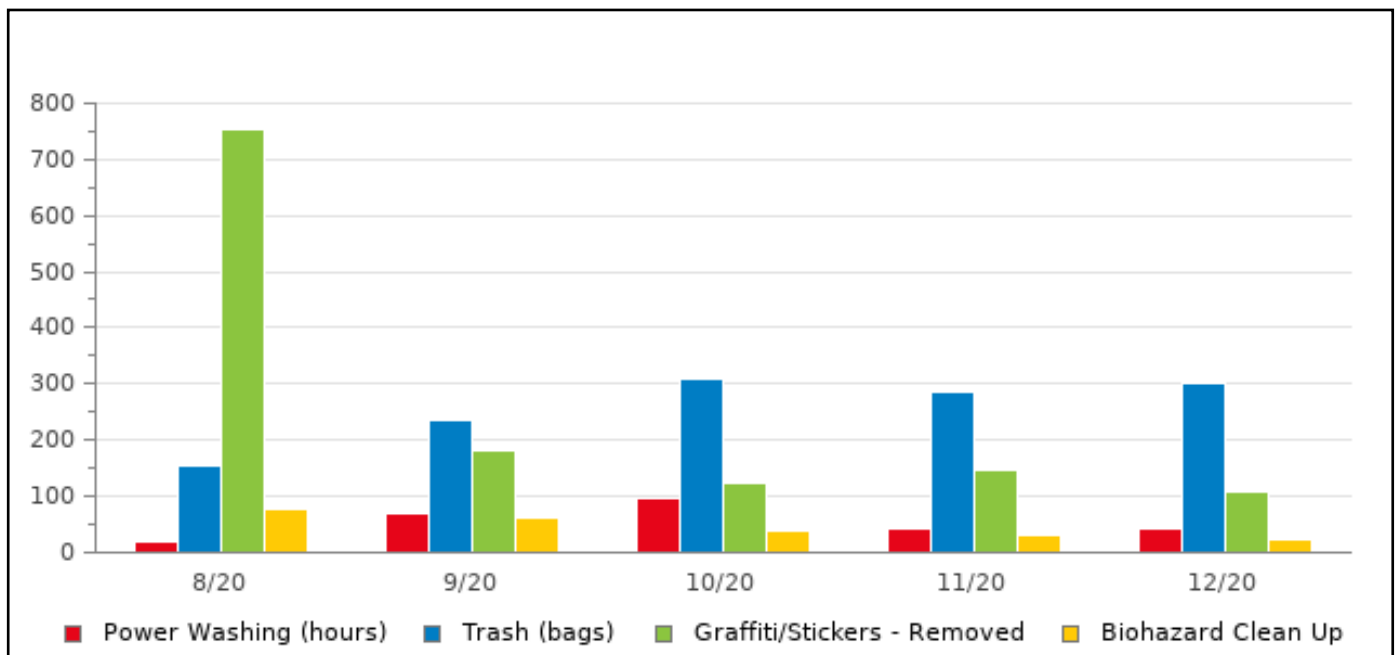
Cleaning Statistics

August 2020 through December 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Biohazard Clean Up	'20	--	--	--	--	--	--	--	77	62	38	32	22	231
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	13	315

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

August 2020 through December 2020



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

Cleaning Highlights

Accomplishments

During the month of December, the Ambassador Clean Team was hard at work scooping and bagging leaves throughout our district. The team collected roughly 32 bags of leaves per day. Ambassadors worked with Public Works daily, requesting assistance on areas that needed additional attention overnight and the vacuum truck to pick up the leaf piles.

Our Clean Team also spent time power washing the district, deep cleaned sidewalks around buildings and focused on “hot spots” for grease and trash spills. The Clean Team had the opportunity to paint over many graffiti tags including one property on the east side of the district that had roughly 50 tags on the façade of the property. The before and after photos are shown later in the report.

The team also handled its regular responsibilities such as the removal of biohazards, sanitizing trash can lids and sweeping of the curb lines. It will be nice to get all the leaves up and start detailing the district again.

We look forward to our continued enhancement of the district, completing more special projects and focusing on attention to detail during the month of January.



Ambassador Tony paints over graffiti.

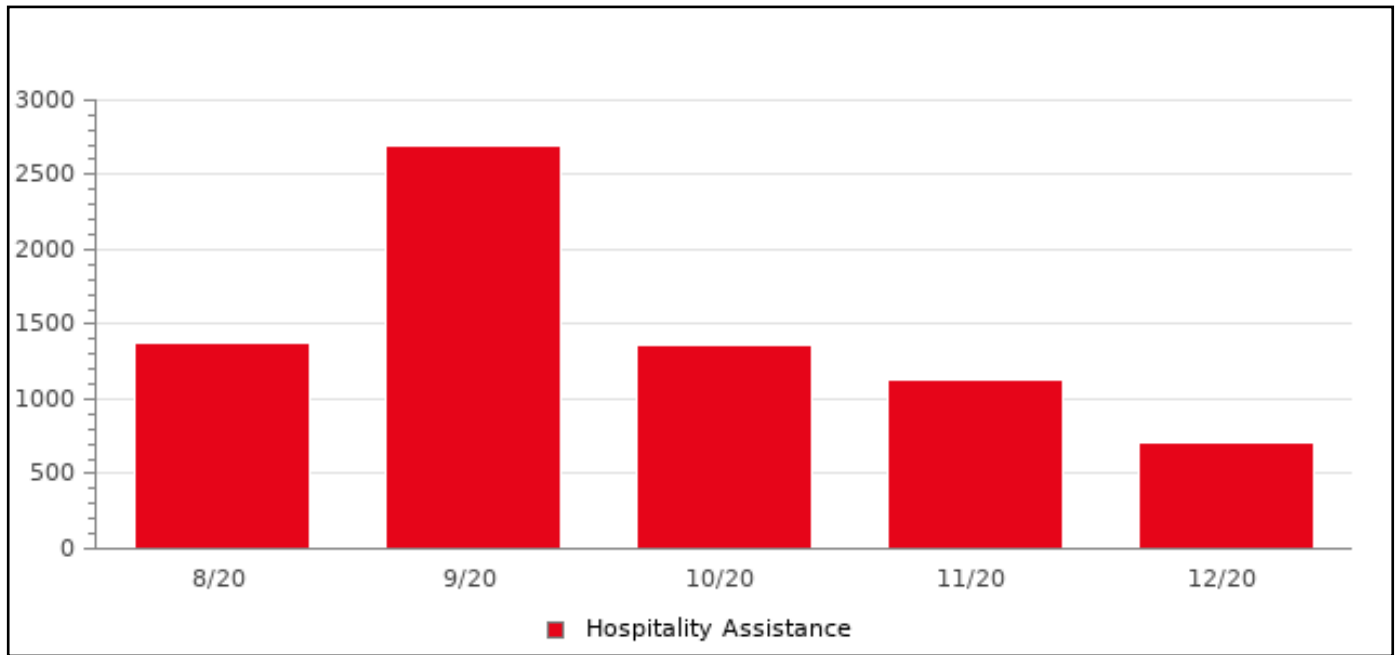
Hospitality Statistics

August 2020 through December 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contact	'20	--	--	--	--	--	--	--	57	42	62	93	91	345
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87

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

Hospitality Assistance -- August 2020 through December 2020



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

Hospitality Highlights

Accomplishments

During the month of December, the Hospitality team experienced one of the busiest weeks we've had thus far since the inception of the program. From December 26th - December 31st the district was booming with visitors in our Downtown. Our team hit the streets offering recommendations to local eateries, events, and attractions. Many family photos were taken around the Aquarium for memories that will last a lifetime!

The DCA Hospitality Team also focused some of their time on business checks which gives us the opportunity to engage with our members and explain the services we provide while we continue to build strong relationships.

Our Safety Ambassadors were deployed to the EPB Holiday Light displays on the weekends. Our presence offered a friendly deterrent to quality-of-life concerns and allowed Ambassadors to engage with families and offer to take photos. The Safety team also ensured cleanliness in this area during high traffic times.

Overall, it was a good month and it was exciting to see the visitors enjoy downtown.



Ambassador Ryan has a conversation with a gentleman on Broad St.

Outreach Highlights

Accomplishments

The Outreach Team made referrals throughout the month of December to areas such as, Community Kitchen, The Rescue Mission, and the Warming Shelter. On Cold Weather Days, our Outreach Ambassadors receive communication from the City that the Warming Shelter is open and communicate that information with our homeless population, encouraging them to go inside, seek services, and stay warm.

The Outreach Team assisted two individuals experiencing heavy drug use on our streets. The team worked with the two individuals until they were ready to come off the streets and get help. The Outreach team provided resources and was able to get the two individuals into a rehabilitation center.

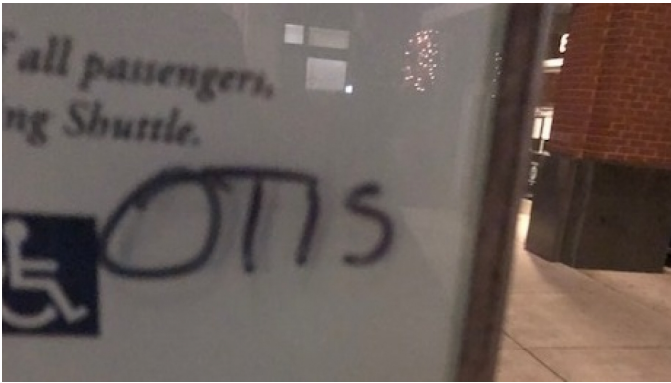
The team also provided clothing to 10 individuals experiencing homelessness and gave out 8 blankets to individuals throughout the district; then donated 10 blankets to the Community Kitchen.

The team will continue to work with individuals experiencing homelessness and connect them with the resource providers in the city.



Ambassador Tiera engages with a person experiencing homelessness and in need of services.

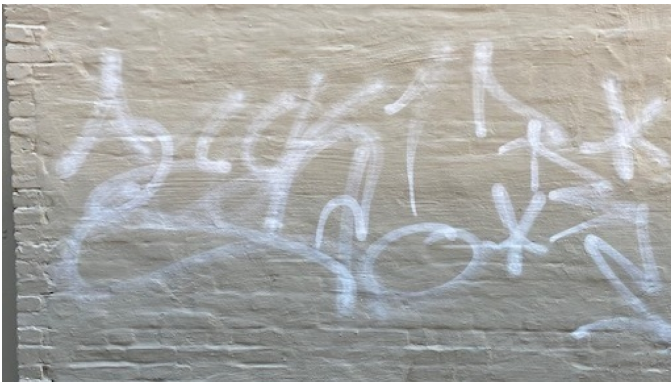
Photos



Graffiti on sign on Broad St.



Graffiti off sign on Broad St.



Graffiti on building located on Georgia Ave.



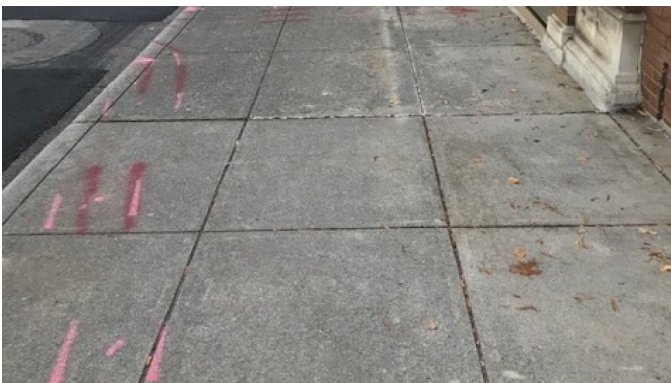
Graffiti painted over building Georgia Ave.



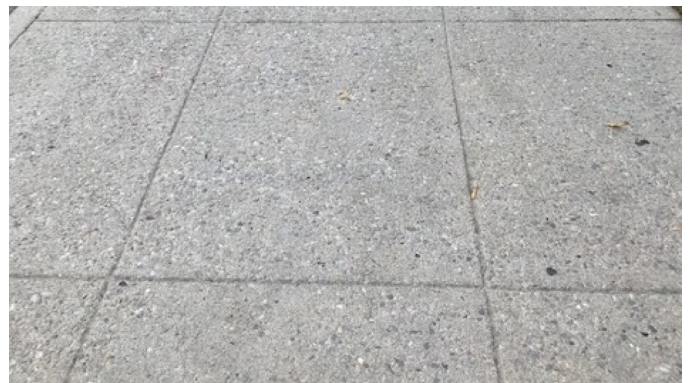
Leaves on Chestnut St before.



Leaves on Chestnut St after.



Georgia St before.



Georgia St after.

Photos



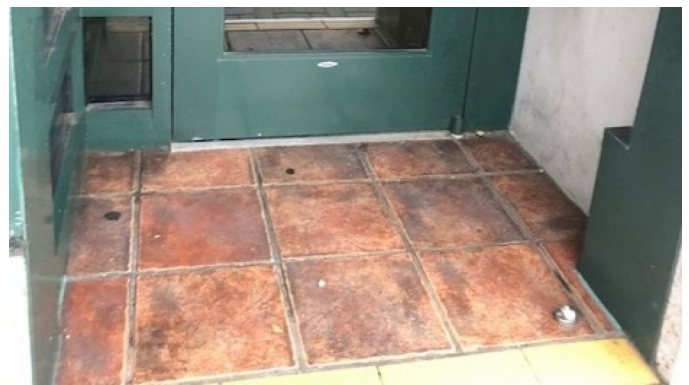
Leaves catch basin 7th before.



Leaves catch basin 7th street after.



Dirty doorway before.



Clean doorway after.



Light pole 7th and Cherry.



Light pole painted 7th and Cherry.



Parking garage wall Georgia St.



Parking garage wall painted Georgia St.