



Downtown Chattanooga Alliance

June 2021 Executive Directors Report



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director Summary: June 2021

Message From Executive Director

Softball Tournaments, Chattanooga Waterfront Triathlon, Nightfall, Riverfront Nights, Lookouts Baseball and more kept the district active and vibrant during the month of June. The DCA, City of Chattanooga and our community partners were ready to welcome visitors and keep the area clean, safe, and hospitable.

The DCA Ambassador team welcomed a new piece of equipment during June in the form of an information cart (I-Cart). On a weekly basis the I-cart was deployed to high foot trafficked areas to better serve our visitors. Visitors can pick up food menus, maps, and brochures from our district attractions, eateries, and businesses. It is also a great opportunity for the Ambassadors to share their knowledge and explain who we are and what role we play in the downtown area.

June also brought a collaboration with the Office of Multicultural Affairs (OMA) with a month-long recognition celebrating Black-owned businesses called "Chattanooga Recreates Black Wall Street." To celebrate the occasion the DCA displayed flags along Market Street and in front of Downtown Black-owned businesses throughout the district. The month was highlighted by event at the Waterhouse Pavilion on June 19th.

It has been amazing to watch the emergence of downtown as visitors, workers, and residents return from Covid-19. People enjoy the events and activities from the River to the Park. Visitors are happy to see a friendly face who will guide them in the right direction, and we continue to work with our partners to do all this great work together.

We look forward to the 4th of July weekend and the great events that will take place in our downtown. If you have not followed us on Facebook, please check out our page and follow it at www.facebook.com/downtownchattanoogaalliance. We run regular promotions with giveaways to our businesses that we think all will enjoy.

Take care and have a safe summer.

Steve



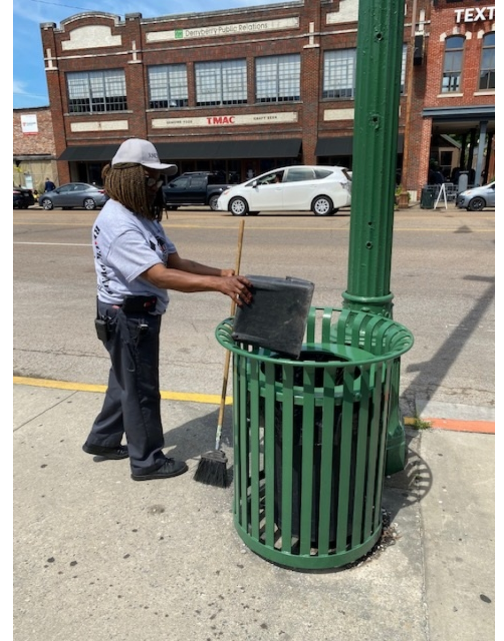
Flags displayed on Miller Plaza in advance of the event at Waterhouse Pavilion.

Executive Summary: Clean Team Highlights, June 2021

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 17 hours, a decrease of 65% from May 2021;
2. Removed 49 graffiti tags and stickers observed around the district, a decrease of 58% from May 2021;
3. Cleaned 64 incidents of biohazards and disinfected the immediate surrounding area, a decrease of 15% from May 2021;
4. Performed 161 hours of special projects which mainly involved painting, running the ATLV (All Terrain Litter-Vac); and backpack blowing, a decrease of 21% from May 2021;
5. Collected 430 bags of trash, an increase of 18% from May 2021;
6. Performed weed abatement on 32 block faces, an increase of 39% from May 2021;
7. And picked up 430 trash bags throughout the district an increase of 18% from May 2021.



Ambassador Gloria empties her dust pan while making her rounds on Market St.

Executive Summary: Hospitality Team Highlights, June 2021

Accomplishments

During the month of June, Downtown Chattanooga Alliance Ambassadors achieved the following hospitality accomplishments:

1. Provided 3,076 directions and recommendations, an increase of 7% when compared to May 2021;
2. Conducted 26 business checks, a decrease of 86% when compared to May 2021;
3. And provided 9 motorists assists, an decrease of 18%.



Ambassador Da'Kota helps a visitor with the parking machine.

Executive Summary: Outreach Highlights, June 2021

Accomplishments

During the month of June, Downtown Chattanooga Alliance Ambassadors achieved the following Outreach Accomplishments:

1. Conducted 44 in-depth engagements (each lasting 3 minutes or more) with individuals experiencing homelessness in the DCA district;
2. Made 10 referrals for shelter and food and provided 3 referrals to detox;
3. An provided 13 articles of clothing and 10 care packages which consists or handsanitizer, masks, and gloves.



Ambassador Ali speaks with an individual experiencing homelessness on Market St.

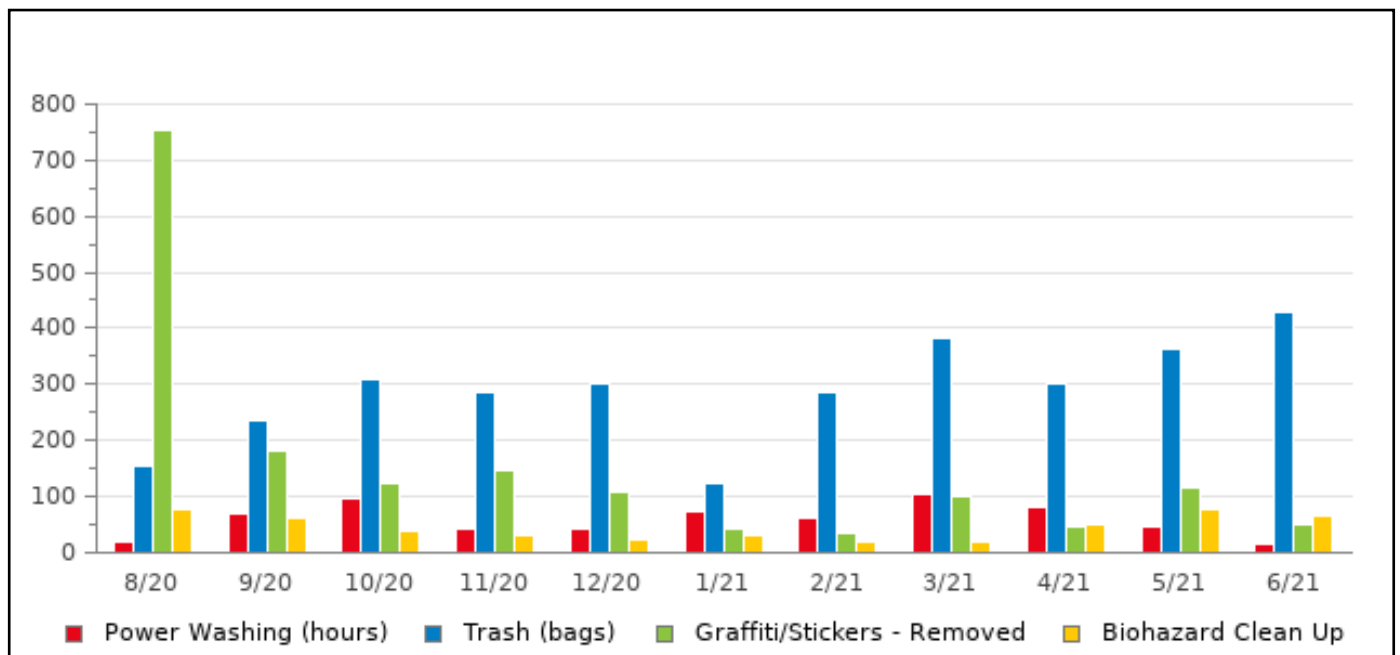
Cleaning Statistics

August 2020 through June 2021

		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	--	--	--	--	--	--	259
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	36	99	47	117	49	--	--	--	--	--	--	390
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	62	105	82	48	17	--	--	--	--	--	--	387
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	157	169	198	203	161	--	--	--	--	--	--	1060
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	383	300	363	430	--	--	--	--	--	--	1884
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	13	315
	'21	4	15	26	58	23	32	--	--	--	--	--	--	158

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

August 2020 through June 2021



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

Cleaning Highlights

Field Observations

The DCA Clean Team sets out daily to get the district in order and back to the standard we have established. Beginning with Big and Bright and a focus on hotspots at 6am in the morning, the team deploys to tackle trash and biohazards, so the district looks good when the business community arrives each morning.

As the day goes on, the Clean Team empties trash and handles any duties that may come along. One of the interesting parts of being a Clean Ambassador is that no two days are really the same. One day you may be on the broom and dustpan, then next you may be painting. We have a neat story that took place during the month of June. When we arrived to start our shift, we noticed a snake next to our ATLV. As we approached the snake it slithered off and underneath the buildings mechanical equipment. Later on, as the Ambassadors were about to take a break, the snake had made its way into our office stair well. The Ambassadors noticed the snake on the stairs, grabbed a box and coxed the snake into the box, quickly put the top on and high fived each other for the great job done. The Ambassadors brought the snake to the woods by the Olgiati Bridge and released it. Great job by the team and I'm sure the office tenants were extremely happy they didn't have to encounter the snake in the stairwell.

The Ambassador team continues to go above and beyond, working hard on special projects and helping our district members in any way possible. You will notice that the power washing hours performed for the month of June are down. Some of those hours we normally used to power washed were moved to watering flowers so we could get them established. Also, with the events that took place in the district we spent more time spot washing stains and smells, rather than the deep clean sidewalks. We understand the importance and impact that power washing creates and will get back to performing those hours again as we move through the summer and into the fall.

Overall, the team continue to enhance the cleanliness of the district. We look forward to more visitors during the month of July and enjoy the comments we receive from them regarding the cleanliness of downtown.



Team Leaders Ryan and Mitchell clean up a biohazard on Market St.

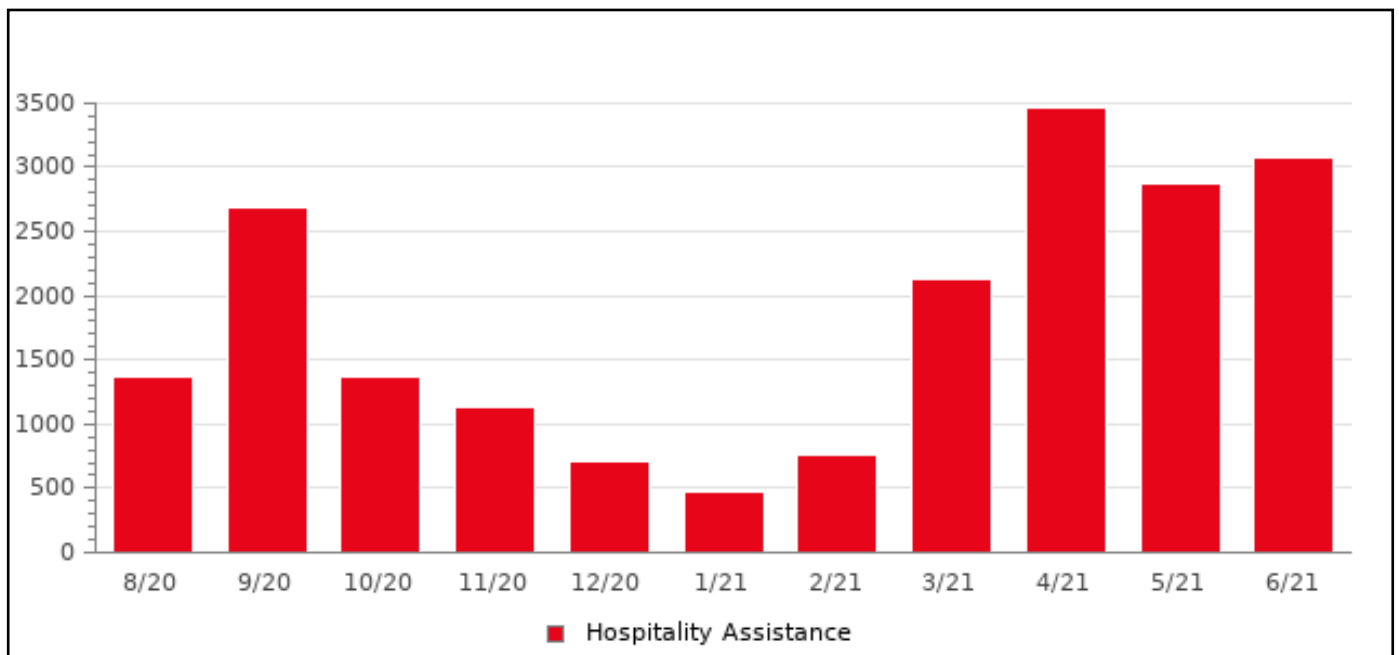
Hospitality Statistics

August 2020 through June 2021

		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	--	--	--	--	--	--	556
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	762	2133	3468	2879	3076	--	--	--	--	--	--	12784
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	6	6	5	11	9	--	--	--	--	--	--	40

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

August 2020 through June 2021



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

Hospitality Highlights

Accomplishments

The DCA Hospitality team continued to provide information and directions to our downtown visitors. The addition of the Information Cart (I-cart) helped get visitors to stop and engage our team. We spent time visiting with our district businesses and asked if they had brochures, menus, or promotional materials we could display on the I-cart and distribute to visitors. Many of the businesses were happy to provide material and thought the I-cart would be an added benefit downtown.

Many visitors continue to comment and thank the Ambassadors for their hard work and customer service they provide. Ambassadors have received comments such as, "You make navigating downtown easier" to "Is this what you do, provide directions and information for events, restaurants, and attractions? What a cool initiative."

The team takes a lot of pride in their customer service skills and as we move into July we look to add to repertoire, but you 'all have to check back next month to learn what that additional may be.



Ambassador Carson works the information cart at Broad and Aquarium Way.

Ambassador Sincere

Meet Ambassador Sincere

Sincere has lived in Chattanooga his entire life. He graduated from Red Bank High School and is a proud member of the 2020 class. Sincere excelled at football and track for the Red Bank Lions, but also spent time as a peer mentor for the Young Life organization, where he spent his free time mentoring younger children.

When asked, "What do you love the most about being a Downtown Chattanooga Ambassador?" Sincere will tell you, "The joy that comes with getting to know our homeless population and their stories. I am building relationships with these people that don't always have somebody like me. Just me listening is enough for them sometimes, but then knowing that I can help is just it for me, that is what makes my job special. I have learned so much while being a part of this team." Sincere is gifted with an ability to relate with individuals from all walks of life, making him an excellent addition to our Outreach team where his skills are utilized most.

Sincere dreams of one day owning a Barber Shop and clothing store here in Downtown Chattanooga. Sincere will soon attend Barber School in Chattanooga and hopes this is the first step to make his dream come true.

When Sincere is not at work he likes to spend time with his friends and family exploring all that Chattanooga has to offer. Sincere loves walking along the riverfront, taking in the sites from the walking bridge, and ice cream from Ben & Jerry's.

You likely find Sincere at the DCA I-cart, providing directions and information all with smile you can see from a mile away! So say hello the next time you him around downtown.



Ambassador Team in Action



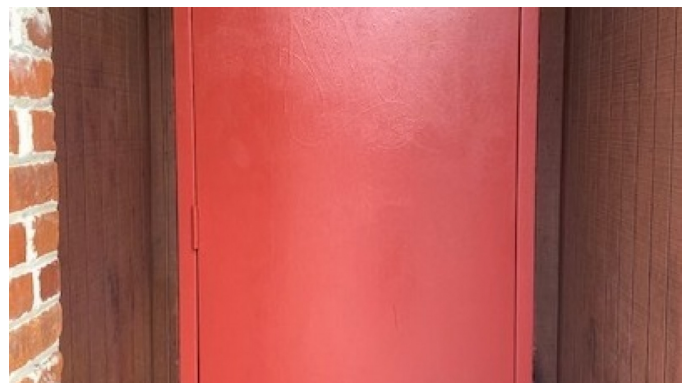
Biohazard in doorway at Loveman's Building.



Team Leader Ryan cleaning up Biohazard at Loveman's building.



Before photo of Graffiti on 3rd St.



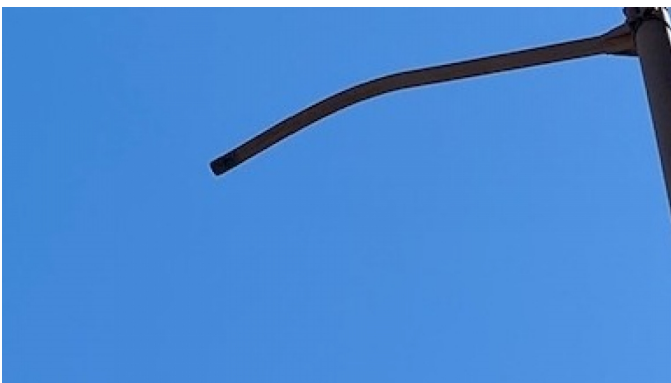
After photo of graffiti painted over on 3rd St.



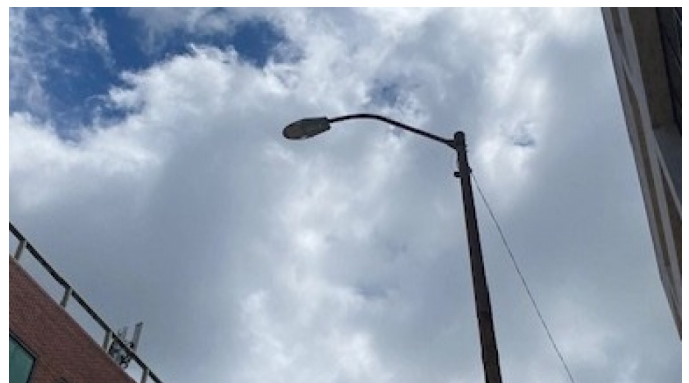
Graffiti on USPS Box.



Graffiti removed from USPS box.



Missing Cobra light on 6th St.



Cobra light replaced on 6th St.

Ambassador Team in Action



Ambassador Gage empty's a cigarette container.



Ambassador Tony sweeps up broken glass after a vehicle accident.



Ambassador Da'Kota pulls a weed on Broad St.



Ambassador Sin paints over graffiti.



Ambassador James runs the ATLV through Aquarium Way.



Ambassador James pulls trash on Broad St.



Ambassador Sin proudly shows off the snake he caught.



Ambassador Gloria sweeps the curb line on Market St.