



July 2023 Executive Directors Report



Executive Director Report

Accomplishments

On August 1, 2020 the Downtown Chattanooga Alliance (DCA) delivered on street services for the first time under the newly formed Chattanooga Business Improvement District. It was clear from the beginning there was opposition and skeptics on the creation of the Central Business Improvement District (Downtown Chattanooga Alliance) and a portion of the property owners, residents, and businesses were not in favor of the program. We set out the 1st day of August to prove the importance of the DCA, how the delivery of services would enhance the district and protect the investment owners had made in downtown.

On July 31, 2023 the Downtown Chattanooga Alliance completed three years of delivering on street services. As the days, months and years have gone by the DCA put its head down and went to work. Below is a synopsis of the accomplishments we've had over the last three years.

Hospitality Assists – We've helped 103,571 individuals with directions, information and recommendations to our downtown businesses, restaurants, and attractions.

Biohazard Clean Up – 2,461 biohazards have been removed throughout downtown.

Graffiti/Stickers Removed – 5,209 graffiti tags and stickers have been removed from both private and public property.

Power Washing Hours – The DCA ambassador team has spent 1,439 hours power washing the district sidewalks.

Weed Abatement – 1,706 block faces have had weeds removed from tree wells and sidewalk through the downtown district.

Beautification Projects – 100+ hanging baskets, more than 30 ground planters, and additional flowers to intersections and traffic islands throughout the district.

Motorist Assists – Helped over 300 people with a car jump start, changed a tire, or pushed a car out of traffic.

As we move through the next few years, the DCA looks forward to delivering the highest level of services we are able to deliver to our members. We look forward to implementing more beautification projects and making the district a more enjoyable place to live work and play. Most of all we look forward to serving our members and making them proud to be part of Chattanooga's first and only Business Improvement District.

Executive Summary: Clean Team Highlights, July 2023

Accomplishments

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

1. Removed 164 graffiti tags and stickers observed around the district, an increase of 138% when compared to June 2023.
2. Cleaned 46 biohazards an increase 39% when compared to June 2023.
3. Performed weed abatement on 71 blocks a decrease of 18% when compared to June 2023.
4. Cleaned 299 trash cans, an increase of 34% when compared to June 2023.

Field Observations

In July of 2023 the DCA made a change in recording our Trash (Bag) stats. Prior to July we combined business trash, city can trash, and DCA trash bags all into one statistic.

In order to get a true sense of what we are cleaning versus picking up, we separated out the "trash" stat into three separate statistics. Moving forward you will be able to view the following:

Business Trash – Trash put out on the sidewalk by an office building, business or restaurant. The DCA ambassador team picked up this trash in advance of the City over night pick up. The trash is picked up so our visitors, residents and locals don't have to walk by it while enjoying downtown. Also, the trash is picked up so weather, individuals and animals do not go through it leaving it strewn along the curb line, street and sidewalk.

City Can Trash – These are the green city trash cans or Victor Stanly's that are placed throughout downtown on most intersections. There are times when they are overflow and the DCA team pulls the trash bag.

DCA Trash – These are the number of trash bags the DCA ambassador fills while out on their daily patrols, either using a broom and dust pan or the ATLV ride on cleaning machine.



Ryan wipes down the wall.

Executive Summary: Hospitality Team Highlights, July 2023

Accomplishments

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

1. Provided 6,213 directions and recommendations an increase of 94% when compared to June 2023.
2. Conducted 73 business checks, a decrease of 16% when compared to June 2023.
3. Provided 8 motorists assists an increase of 166% when compared to June 2023.
4. 2,853 visitors used the restroom at the CARTA north garage during July 2023.



Ryan helps a visitor in the garage with directions.

Cleaning Statistics

August 2020 through July 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	33	46	--	--	--	--	--	351
Business Trash	'23	--	--	--	--	--	--	1457	--	--	--	--	--	1457
City Can Trash	'23	--	--	--	--	--	--	336	--	--	--	--	--	336
DCA Trash	'23	--	--	--	--	--	--	45	--	--	--	--	--	45
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	--	--	--	--	--	816
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	--	--	--	--	--	--	66
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	--	--	--	--	--	740
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	--	--	--	--	--	1952
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	--	--	--	--	--	314

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

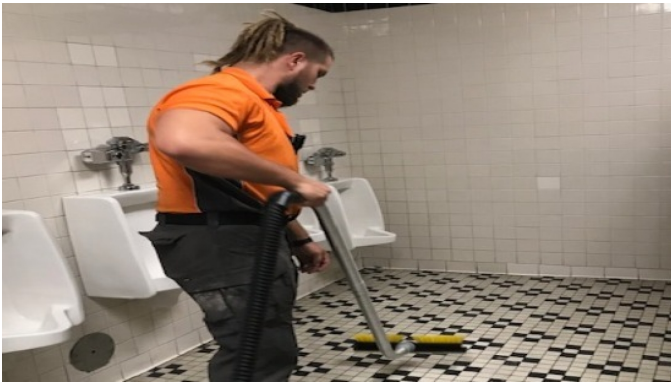
Hospitality Statistics

August 2020 through July 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	87	73	--	--	--	--	--	706
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	--	--	--	--	--	22518
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	--	--	--	--	--	43
Restroom Count	'23	--	--	--	--	--	959	2831	--	--	--	--	--	3790

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

Photos



Jake cleans the restroom.



Kathy waters the baskets in West Village.



Ryan cleans a biohazard on Market St.



Tony backpack blows Broad St.



Ty helps an individual in need.



Jake helps a visitor with directions.



Ryan paints over a graffiti tag.



Ty pulls a trash bag on Broad St.

Before and After



Sticker on light pole.



Sticker removed from light pole.



Graffiti on Loveman's Building.



Graffiti removed from Loveman's Building.



Damage tree limb on 7th St.



Tree limb removed on 7th St.



Trash can full on Chestnut St.



Trash can pulled on Chestnut.