

November 2022



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director Report

Message From Executive Director

November is the month to give thanks, spend time with family, share stories that make others laugh and maybe some that make them cry, and if one is able, to put great food on the table to share with loved ones. For me, November is the time to reflect on the DCA's accomplishments and remember community partners with whom the DCA worked to achieve success.

On the surface the work the DCA does is straightforward – ensure the beautification, cleanliness, and safety in Chattanooga's Business Improvement District. However, the DCA cannot do this important work alone. These are the community partners for whom I am grateful: the City of Chattanooga's Department of Public Works, the Chattanooga Police Department, the Chattanooga Department of Transportation, the Chattanooga-Hamilton County Planning Agency, Mayor Tim Kelly and his office, Office of the City Treasurer, City of Chattanooga Homeless Services, Chattanooga Regional Homeless Coalition, Chatt Foundation, CARTA, Chattanooga Parking Authority, River City Company, Chattanooga Design Studio, Enterprise Center, Open Spaces, the Hamilton County Health Department, EPB (Electric Power Board), Tennessee American Water, Barn Nursery, Colins Landscaping, Privileged and others.

I would also like to thank my wife and children for the daily love and support they provide. My wife is the rock of our family. She spends her time making sure the family stays the course and she communicates her support of me to the children so they become supportive as well. There are many times during the year I spend my time away from the family helping others, or I bring work home. They are amazing at letting me do what needs to be done to be successful. I thank my parents who moved from Connecticut to Chattanooga to spend time with us and build shared memories.

I would like to thank the DCA Board of Directors who guide the organization toward continued success. They generously volunteer their time, knowledge, and resources to help me grow professionally and lead the organization to new levels of accomplishment. Many thanks also go to the property and business owners, residents, office workers, and tourists whose comments, thanks, and gratitude for our services keep DCA staff going.

Finally, I'm grateful for the Ambassadors. Randi and her team carry out the mission and vision of the DCA. Each day the Ambassadors deal with unpleasant and unexpected situations. They work in a fishbowl where everyone is their boss. The Ambassador Team is the public face of the DCA and our number one marketing tool. Ambassadors spend their days outside in their orange uniforms executing the daily plan to make downtown clean, safe, and welcoming. They deserve every Thank you they receive. I'll add my own.

"Thank you, Ambassador Team for everything you do, every day."



An old song suggests, If you're worried and you can't sleep, count your blessings instead of sheep. Although there are times when a particular work worry makes me too restless to fall asleep easily, most nights I'm overwhelmed with gratitude for all the positive energy that surrounds me. Thank you for your continued support and we will continue to do great work together.

Executive Summary: Clean Team Highlights, November 2022

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 57 hours a decrease of 12% when compared to October 2022.
2. Removed 72 graffiti tags and stickers observed around a decrease of 65% when compared to October 2022.
3. Cleaned 70 biohazards and disinfected the immediate surrounding area, a decrease of 1% when compared to October 2022.
4. Collected 1,332 bags of trash, a decrease of 27% when compared to October 2022.
5. Performed weed abatement on 32 blocks, a decrease of 37% when compared to October 2022.
6. Cleaned 265 trash cans, an increase of 5% when compared to October 2022.



Ambassador Bryan power washes Chestnut Street.

Executive Summary: Hospitality Team Highlights, November 2022

Accomplishments

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

1. Provided 1,558 directions and recommendations a decrease of 52% when compared to October 2022.
2. Conducted 90 business checks, an increase of 20% when compared to October 2022.
3. Provided 4 motorist assists, an increase of 50% when compared to October 2022.



Ambassador Ty passes out a brochure to a visitor.

Cleaning Statistics

August 2020 through November 2022

		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	--	997
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	--	1756
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	--	439
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	--	2199
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	--	17122
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	--	4188
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	--	622

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

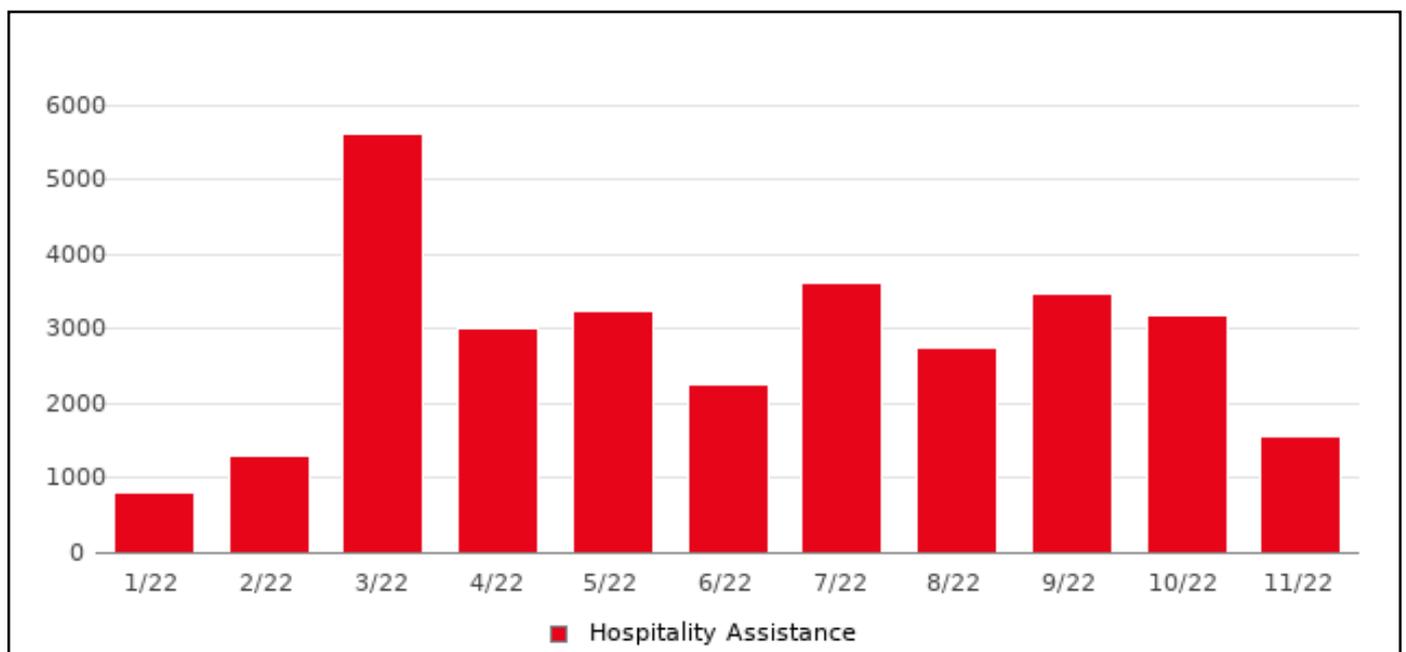
Hospitality Statistics

August 2020 through November 2022

		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	--	982
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	--	30832
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	--	108

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

Hospitality Assistance -- January 2022 through November 2022



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

Ambassador Team in Action



Ambassador Bryan interacts with an individual in Coopers Alley.



Ambassador Cam paints over graffiti.



Team Leader Jake, makes the sidewalk safe on Broad Street.



Ambassador Hardy cleans off the sidewalks around EPB.



Ambassador Stephanie removes graffiti off a trash can



Ambassadors remove debris off Pine Street,



Ambassador Stephanie paints over a graffiti tag.



Ambassador Ty paints a street pole on Chestnut Street.

Before and After



Graffiti on 5th Street.



Graffiti removed from 5th Street.



Graffiti on Market Street.



Graffiti removed from Market Street.



Biohazard on Broad Street.



Biohazard removed from Broad Street.



Leaves on Pine Street.



Leaves removed from Pine Street.