



# October Report 2023



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Director

## Remember What We Have!

October is a one of the most enjoyable months in Chattanooga. The humidity leaves us for the year, most days are in the 80's with a cool down at night. The perfect weather allows for outdoor entertainment, events and activation. Downtown had the privilege to hold the 3 Sisters Bluegrass Festival to start the month, Chattanooga Motorcar Festival in the middle of the month and ended the month with Chatterjack31.

Coming off the significant public safety incident that occurred in late September, I wondered if people would stay away from attending these events. I enjoy Bluegrass music and bring my family to 3 Sisters every year. The Chattanooga Green was filled with families and friends. Children ran around and played tag. Mothers and fathers allowed their kids to have fun and be kids. Attendees laughed, enjoyed quality food and good conversation. The music line-up was amazing. As I walked back to my car, my family and I strolled across the aquarium plaza, shopped at the vendor booths, enjoyed clean sidewalks and lovely landscape. It was a perfect experience in downtown.

A few weeks later, the Chattanooga Motorcar Festival transformed the West Village into an oasis for car lovers. All day long people strolled up and down the streets, enjoyed entertainment, live music, cars and much more. I had the opportunity to talk with a lot of attendees during the event. Most are in awe of Chattanooga. They comment on how clean it is, how good the food is, the scenic views of the mountains and much more. If you haven't been to the CMF, I highly recommend you put it on your bucket list.

Chatterjack31, which is an endurance competition through the Tennessee River gorge. Every year the race grows with more attendees who enjoy Chattanooga, the competition and race down river. People relish the riverfront and take pleasure in the food our restaurants serve. It's a tremendous event that culminates the end of the month.

When you are in the weeds daily, working on societal problems and noticing the imperfections it's hard to step back and see the positives. Attending the October events, talking with the attendees highlighted everything that makes Chattanooga great and why people want to live, work, invest and enjoy downtown.

We are a mid-size city and our downtown concerns are manageable. Through communication and collaboration, we can have a safe and thriving downtown that is the envy of other cities across the country. Continue to have a strong will and voice. Advocate for the change you want to see and do not give up. Remember what makes Chattanooga great and why you choose to be here.



# Executive Summary: Clean Team Highlights, October 2023

## Accomplishments

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

1. Removed 229 graffiti tags and stickers observed around the district, an increase of 41% when compared to September 2023.
2. Cleaned 128 biohazards, a 38% increase when compared to September 2023.
3. Performed weed abatement on 7 blocks, a decrease of 87% when compared to September 2023.
4. Cleaned 293 trash cans, a decrease of 31% when compared to September 2023.
5. Power washed stains and smells for 68 hours an increase of 11% when compared to September 2023.



Ryan power washes a doorway on Broad St.

# Executive Summary: Hospitality Team Highlights, October 2023

## Accomplishments

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

1. Provided 2,818 directions and recommendations a decrease of 5% when compared to September 2023.
2. Conducted 11 business checks, a decrease of 20% when compared to September 2023.
3. Provided 3 motorist assists, a 0% changed from September 2023.



Leshawn takes a photo during an event in the West Village.

# Cleaning Statistics

August 2020 through October 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	80	93	128	--	--	652
Business Trash	'23	--	--	--	--	--	--	1457	1576	1580	1780	--	--	6393
City Can Trash	'23	--	--	--	--	--	--	336	301	427	327	--	--	1391
DCA Trash	'23	--	--	--	--	--	--	45	60	60	55	--	--	220
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	250	162	229	--	--	1457
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	--	14	61	68	--	--	209
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	258	277	331	--	--	1606
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	306	426	293	--	--	2977
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	67	56	7	--	--	444

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

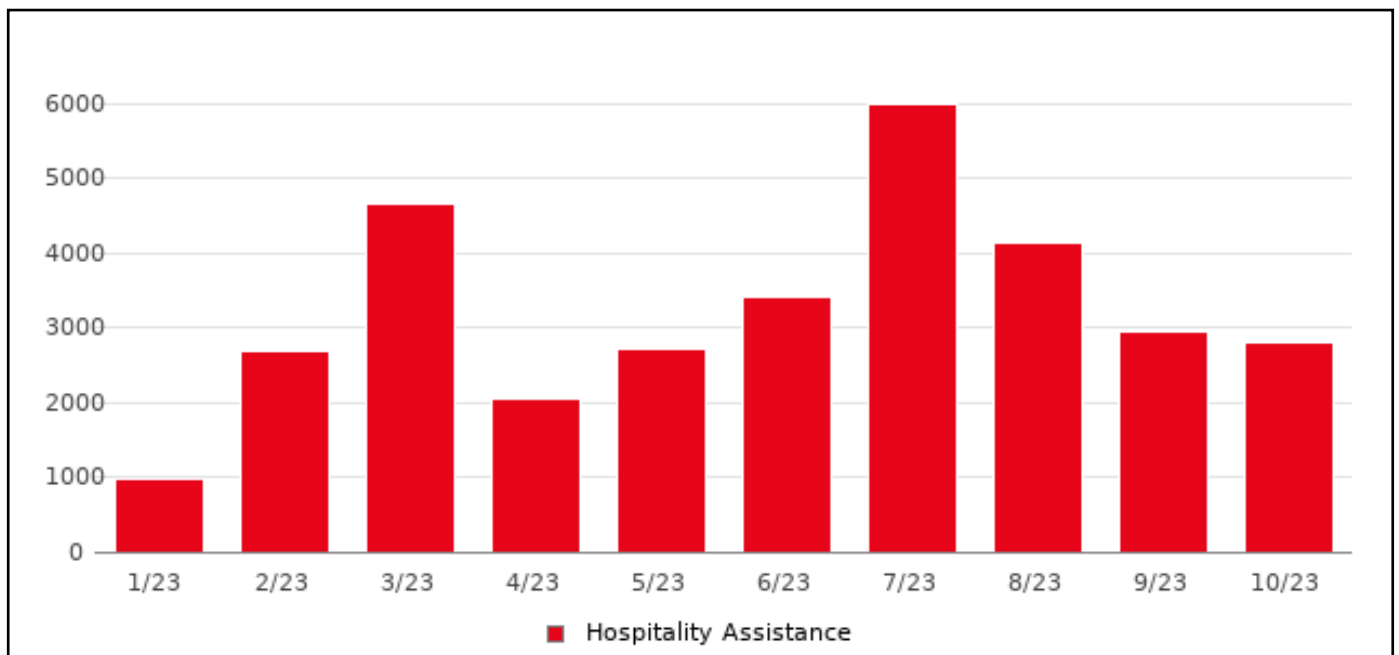
# Hospitality Highlights

August 2020 through October 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	96	138	111	--	--	1051
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	4153	2965	2822	--	--	32458
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	4	3	3	--	--	53

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

Hospitality Assistance -- January 2023 through October 2023



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

# Before and After



Before photo of biohazard on Broad St.



After photo of biohazard clean-up.



Before photo biohazard on Broad St



After photo of biohazard cleanup on Broad St.



Before photo of Cherry St.



After photo of Cherry St power washed by DCA.



Biohazard on Market St.



After photo of biohazard cleaned up on Market St.

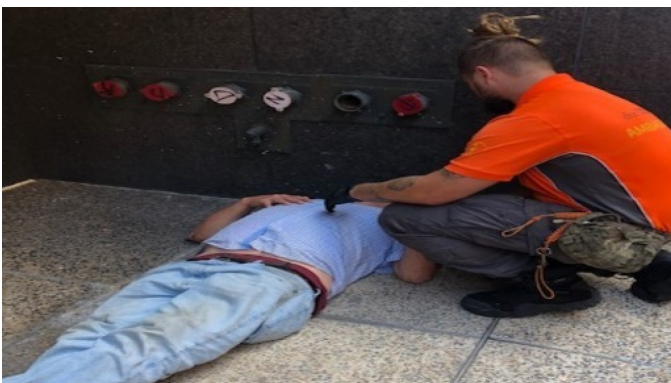
# Ambassador Team in Action



Hardy cleans up biohazard.



Ty surface scrubs Market St.



Jake engages with an individual on 8th St.



Lashawn rinses the sidewalk of a biohazard.



Leroy pulls weeds on Cherry St.



Abe power washes Cherry St.



Lashawn returns a lost purse.



Abe power washes on Market St.