



September 2022 Report



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Message From Executive Director

As downtown Chattanooga continues to evolve from the pre-pandemic level of office workers and conventioners, the Downtown Chattanooga Alliance and its partners work hard to attract new businesses, create more housing, rethink the use of large corporate campuses, and bring in large events. Competition from new and shiny developments in other parts of the city will certainly draw interest from businesses and residents. However, downtown has several key components that other areas will struggle to replicate. The Tennessee River, downtown parks, attractions, retail, restaurants, and ease of access from the highway system allow downtown a natural choice to live, work and play.

During the month of September, downtown hosted several large events like IRONMAN Chattanooga and the 3 Sisters Festival that drew thousands of visitors. New restaurants and businesses opened in downtown like Wooden City. Steam Logistics continued its revitalization efforts in John Ross Landing area and will soon move hundreds of employees into a formally vacant building. Noon Development has transformed the building at 715 Market Street that will soon bring more employees to the downtown area. Plans are in the works for the redevelopment of the building at 736 Broad Street, known as the Old Chattanooga Bank, to begin in Q1 or Q2 of 2023.

The DCA is in place to help protect business investments, work on challenges, and improve conditions. With a strong group of property owners, businesses and residents, support from the Mayor's Office, CPD, and community partners, downtown will remain a place people continue to choose to live, work, and enjoy special events.

With the weather nearly perfect during September and much of October, residents and visitors packed the downtown area. Restaurant patios were full, people utilized the bike share program, and there was a general sense of enjoyment throughout the district. Ambassadors received many compliments for the service they provided. Visitors commented on how clean downtown had become and pointed out the blooming flowers in the hanging baskets and ground planters.

Competition from other areas of Chattanooga is healthy, and new developments will always draw interest. However, downtown will continue to be THE place to be, and the DCA is in place to help keep it that way.

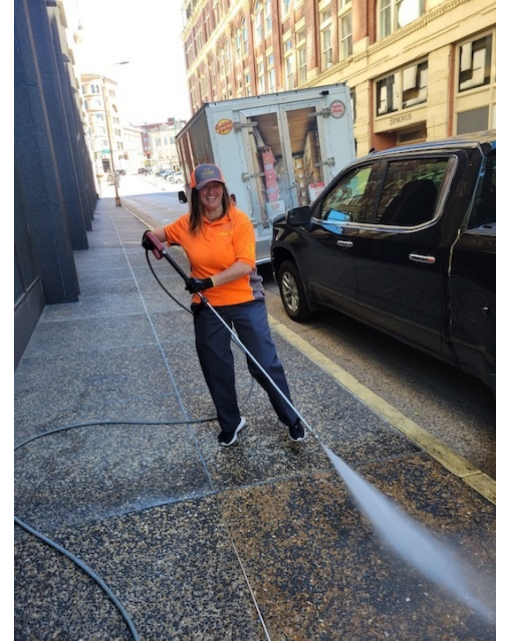


Executive Summary: Clean Team Highlights, September 2022

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 46 hours a decrease of 8% when compared to August 2022.
2. Removed 152 graffiti tags and stickers observed around the district a decrease of 11% when compared to August 2022.
3. Cleaned 83 biohazards and disinfected the immediate surrounding area, a decrease of 17% when compared to August 2022.
4. Collected 1672 bags of trash, an increase of 12% when compared to August 2022.
5. Performed weed abatement on 117 block faces, an increase of 14% when compared to August 2022.
6. Cleaned 455 trash cans, and decrease of 15% when compared to August 2022.



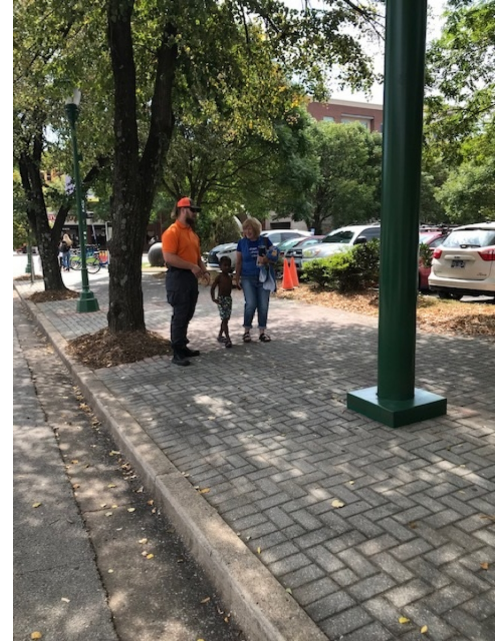
Ambassador Stephanie power washes 8th Street.

Executive Summary: Hospitality Team Highlights, September 2022

Accomplishments

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

1. Provided 3,358 directions and recommendations an increase of 22% when compared to August 2022.
2. Conducted 147 business checks, an increase 10% when compared to August 2022.
3. Provided 3 motorist assists, a decrease of 73% when compared to August 2022.



Team Leader Jake provides directions.

Cleaning Statistics

September 2021 through September 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Biohazard Clean Up	'21	--	--	--	--	--	--	--	--	61	118	109	116	404
	'22	100	64	109	102	118	67	115	100	83	--	--	--	858
Graffiti/Stickers - Removed	'21	--	--	--	--	--	--	--	--	171	189	73	178	611
	'22	109	141	175	125	177	155	271	170	152	--	--	--	1475
Power Washing (hours)	'21	--	--	--	--	--	--	--	--	22	35	1	65	123
	'22	36	37	25	23	38	17	45	50	46	--	--	--	317
Special Project (hours)	'21	--	--	--	--	--	--	--	--	241	186	367	245	1039
	'22	139	116	123	244	272	216	263	205	284	--	--	--	1862
Trash (bags)	'21	--	--	--	--	--	--	--	--	403	608	1258	644	2913
	'22	495	1122	2126	1700	1908	1425	2003	1495	1672	--	--	--	13946
Trash Cans Cleaned	'21	--	--	--	--	--	--	--	--	475	847	381	346	2049
	'22	360	313	244	393	553	292	525	535	455	--	--	--	3670
Weed Abatement (block faces)	'21	--	--	--	--	--	--	--	--	43	98	14	20	175
	'22	15	38	42	85	43	25	71	103	117	--	--	--	539

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

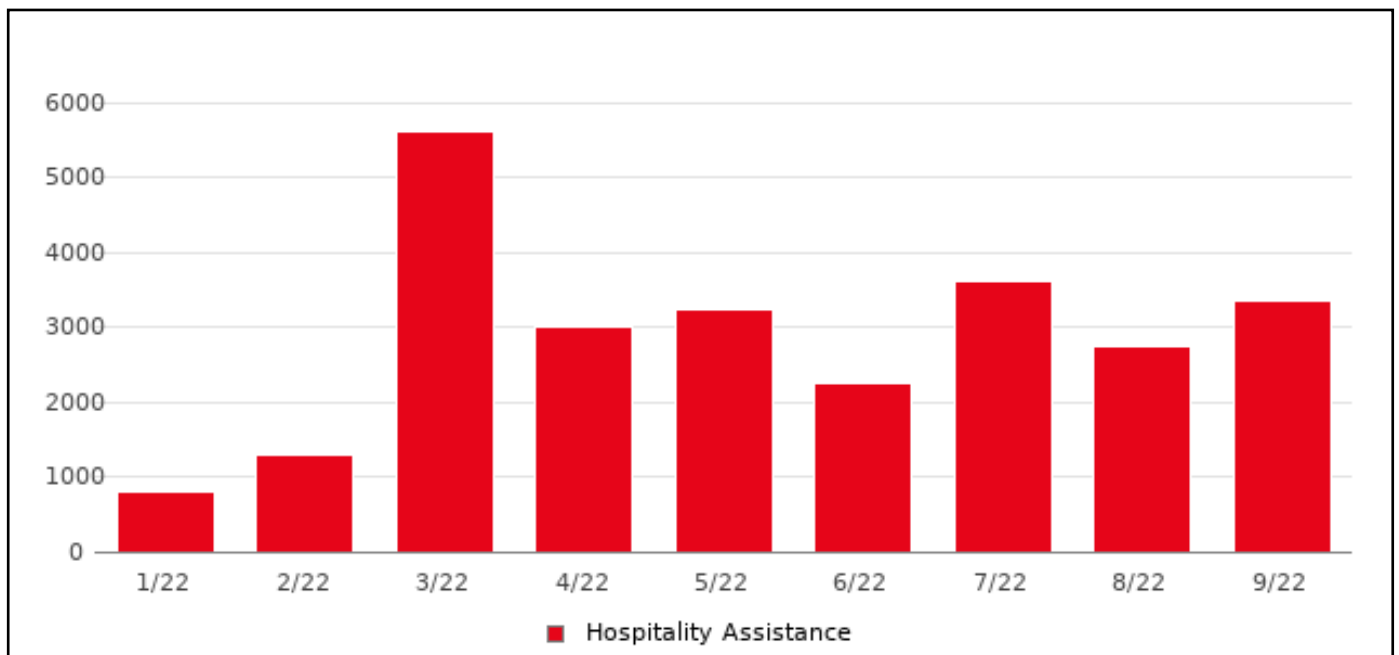
Hospitality Statistics

September 2021 through September 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contact	'21	--	--	--	--	--	--	--	--	50	17	45	40	152
	'22	45	71	62	50	116	49	143	134	147	--	--	--	817
Hospitality Assistance	'21	--	--	--	--	--	--	--	--	2776	7014	9374	4684	23848
	'22	803	1310	5470	3104	3294	2193	3694	2747	3358	--	--	--	25973
Motorist Assist	'21	--	--	--	--	--	--	--	--	10	9	6	2	27
	'22	2	15	16	13	23	8	11	11	3	--	--	--	102

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

Hospitality Assistance -- January 2022 through September 2022



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

Ambassador Team in Action



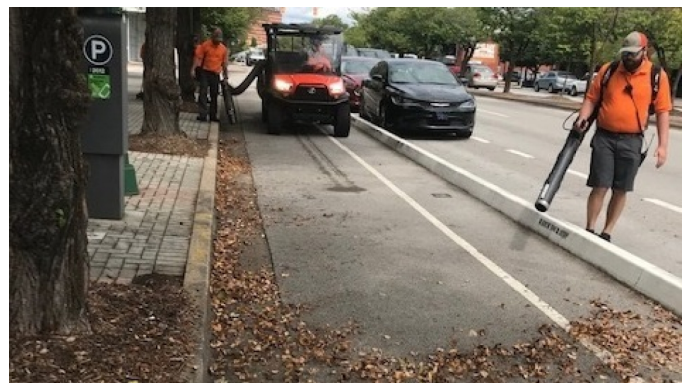
Ambassador Bryan provides assistance during Ironman.



Ambassador Jake shovels dirt out of the curb line.



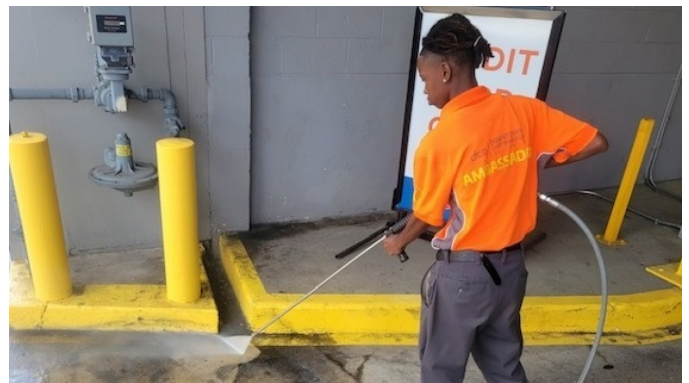
Ambassador Ty pulls a trash bag on Power Alley.



Ambassadors vacuum leaves out of the bike lane on Broad.



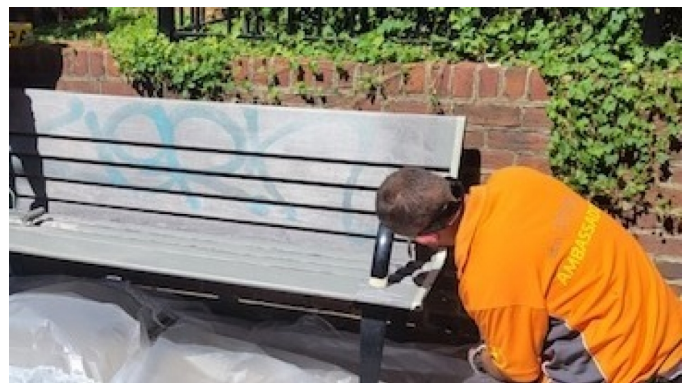
Team Leader Ryan wipes down a trash can.



Ambassador Ty power washes a smell on Cherry Street.



Ambassador Bryan sweeps up glass on Carter Street.



Ambassador Bryan paints the bench on 8th Street.

Before & Afters



Biohazard before power washing.



Ambassador Stephanie rinses off the biohazard.



Debris in curb line.



Debris removed from curb line.



Sidewalk before power washing on 7th.



Sidewalk after power washing on 7th.



Ambassador Kathy removes graffiti on 11th and Market.



After photo of graffiti removed from Market & 11th St.