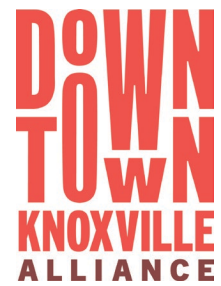


BOARD OF DIRECTORS' MEETING

➔ AGENDA

JANUARY 21, 2024, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *December Board Meeting p. 2
- III. *Financial Report p. 4
- IV. Committee Reports
 - A. Marketing Committee p. 12
- V. Staff Report p. 42
- VI. Old Business
- VII. New Business
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

February 19, 10:00 am Budget Workshop, 11:30 am Board Meeting
March 18, 11:30 am - Board Meeting

This meeting, and all communications between Board Members, are subject to the provisions of the Tennessee Open Meetings Act.

BOARD OF DIRECTORS' MEETING

➤ MINUTES

DECEMBER 18, 2023, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, December 18, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included board chair, Matthew DeBardelaben, Chip Barry, Natalea Cummings, Vince Fusco, Adrienne Webster, Blaine Wedekind, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Angela Lunsford, Karen Kakonis, and Robin Thomas.

I. Welcome

Matthew DeBardelaben welcomed everyone and called the meeting to order.

II. Minutes

Matthew DeBardelaben called for approval of the minutes from the November board meeting. Mary Katherine Wormsley made a motion to approve the minutes. Adrienne Webster seconded the motion, which was unanimously approved by the board.

III. Financial Report

Angela Lunsford delivered the report for the corporation explaining the various reports. Adrienne Webster made a motion to approve the financial report, and Blaine Wedekind seconded the motion, which was unanimously approved by the board.

IV. Results from Year-End Audit

Bill Synder and Holly Leitner with Bible Harris Smith presented the FY 22-23 audit findings and answered questions from the Board. Vince Fusco made a motion to accept the audit as presented. Natalea Cummings seconded the motion, which the Board unanimously approved.

V. Staff Report

Staff presented their report, which provided an update on activities from the previous month. The full reports were included in the agenda packet.

VI. Old Business

There was no Old Business.

VII. New Business

Mary Katherine Wormsley asked the board to revisit a discussion from last year about DKA assessments during appraisal years. Should DKA place a limit or adjust DKA assessments similar to the county during appraisal years? The board was not in agreement on moving forward with this action but wanted a better understanding of the process. Staff will ask Mark Mamontov to visit with the board at an upcoming board meeting to discuss this further.

VIII. Public Forum

There was no Public Forum.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD December 31, 2023

	<u>Jul '23 - Jun '24</u>
OPERATING ACTIVITIES	
Net Income	(9,681)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(11,456)
2020 · Accounts Payable	11,792
2600 · Accrued Payables	9,676
2700 · Accrued Wages	-
1350 - Prepaid Expenses	75.00
Net cash provided by Operating Activities	406
FINANCING ACTIVITIES	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	406
Cash at beginning of period	1,545,495
Cash at end of period	<u><u>1,545,901</u></u>
Current Liabilities	(30,233)
Accrued Payables	(271,500)
Accounts receivable and Other	45,466
Prepaid Expenses	675
Subtotal	(255,592)
Projected Remaining Budgeted Income (Expenses)	
Revenue	441,534
Development	(115,000)
Quality of Life	(253,761)
Business Support	(22,174)
Marketing/Sponsorships	(151,549)
Administration	(137,385)
Subtotal	<u>(238,336)</u>
Projected Cash - Before Minimum Reserve	<u>1,051,973</u>
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	<u><u>901,973</u></u>

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD December 31, 2023

Project	Grants	Permit Date	Comp Date	YE 6/30/2024	Total
314 Union Ave (COK)	250,000			250,000	250,000
Hilton Parking Garage	50,000		10/31/2023	50,000	50,000
	<u>300,000</u>			<u>300,000</u>	<u>300,000</u>

* City approval required

Note: Disclosure of Tax Abatement for Farragut Building. CBID Board agreed to receive current assessment of \$4,578 and forgo \$19,012/year for 25 years - total abatement \$475,302. Based on estimated increase in projected value \$18.4mm versus \$3.6mm. Tax is .32 per \$100 on 40% of projected value.

Note: In 2013, Knox County Commission and Knox County Industrial Development Board approved a 10 year PILOT for Marble Alley Lofts, LLC. The property was held by Knox County and did not pay property taxes because of its tax exempt status. The property is now held by the Knox County Industrial Development Board. Based on the current appraised value, at the end of the 10 year PILOT, CBID would be entitled to a projected assessment of \$36,800 annually.

Note: In July of 2019, the Board of the Downtown Knoxville Alliance agreed to approve a 10-year abatement of the incremental CBID assessment for the State Supreme Court projects starting 48 months after the Dover Signature Properties closes on the two parcels of property from the City of Knoxville to allow for construction and project stabilization. CBID will receive an assessment for both properties based on the acquisition cost of \$2.6mm or approximately \$320 for the property that will house the hospitality project, purchased for \$250,000 and \$3,008 for the parcel that houses the apartment project, purchased for \$2,350,000. Downtown Knoxville Alliance will receive this yearly assessment during the 48 month construction and stabilization period and during the 10-year abatement, after which the CBID assessment will be paid at full value.

Downtown Knoxville Alliance
Profit & Loss Actual vs Budget June 30, 2024

Acct #	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	TOTAL	FY24 Budget	Remainder	
Income										
CBID Tax Assessments	4020	19,389	1,773	6,485	569,786	34,010	45,466	676,908	1,125,000	448,092
Investment income	4100	1,125	1,218	1,151	1,192	1,166	1,207	7,058	500	(6,558)
Total Income		20,514	2,991	7,636	570,978	35,175	46,672	683,966	1,125,500	441,534
Expenses										
Development										
Path to Prosperity	5225	-	-	-	-	-	-	-	15,000	15,000
Special Projects	5205	-	-	-	-	-	-	-	100,000	100,000
Total Development		-	-	-	-	-	-	-	115,000	115,000
Quality of Life										
Beautification	5659	77	77	3,533	84	1,852	3,470	9,093	90,000	80,907
Ambassador Program	5657	9,676	9,676	9,676	9,676	9,676	9,676	58,058	117,000	58,942
Residential - Other	5900	-	-	-	-	-	-	-	-	-
Residential	5901	-	-	-	-	-	-	-	3,000	3,000
Special Art Project		-	-	-	-	-	-	-	50,000	50,000
Security	5700	3,557	3,854	8,012	3,610	15,547	4,509	39,088	100,000	60,912
Total Quality of Life		13,310	13,607	21,221	13,370	27,075	17,655	106,239	360,000	253,761
Business Support										
Business Support	5676	523	2,779	5,957	4,259	10,044	4,264	27,826	50,000	22,174
Total Business Support		523	2,779	5,957	4,259	10,044	4,264	27,826	50,000	22,174
Marketing Expenses										
Advertising General	5305	3,536	1,688	5,387	3,191	15,935	6,428	36,165	50,000	13,835
Print & Design	5306	225	2,532	2,600	10,002	11,082	3,212	29,652	55,000	25,348
Website - All Committees	5375	550	1,195	1,840	6,058	6,940	1,840	18,423	30,000	11,577
Downtown Scavenger Hunt	5364	-	-	-	210	-	-	210	15,000	14,790
Events and Sponsorship	5360	6,000	-	8,000	-	10,000	-	24,000	110,000	86,000
Total Marketing Expenses		10,312	5,414	17,828	19,460	43,956	11,480	108,451	260,000	151,549
Administration										
Meals/ Lodging/ Travel	5420	840	224	194	268	398	-	1,924	6,000	4,076
Office Expense	5430	505	525	685	492	641	510	3,358	7,000	3,642
Bank Fees	5435	19	18	18	18	18	18	109	200	91
Postage	5440	12	9	9	14	11	14	70	2,500	2,430
Professional Dev.	5465	-	-	-	2,475	-	-	2,475	6,000	3,525
Professional Svc	5450	-	1,000	-	2,000	3,386	2,420	8,806	12,000	3,194
Svc Contract - Operations	5460	19,849	19,849	19,849	19,849	19,849	19,849	119,094	238,186	119,092
Insurance Directors/Officers	5750	-	-	-	75	75	75	225	900	675
Software	5480	-	65	-	138	69	69	340	1,000	660
Supplies	5470	-	-	-	-	-	-	-	-	-
Total Administration		21,225	21,691	20,756	25,328	24,447	22,954	136,401	273,786	137,385
Total Expenses		45,370	43,491	65,762	62,418	105,522	56,353	378,916	1,058,786	679,870
Change in NAV		(24,856)	(40,500)	(58,126)	508,560	(70,347)	(9,681)	305,050	66,714	238,336

Downtown Knoxville Alliance

Statement of Cash Flows

December 2023

	TOTAL
OPERATING ACTIVITIES	
Net Income	-9,680.77
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-11,455.97
1350 Prepaid Expenses	75.00
2020 Acc. Payable:Accounts Payable	11,791.63
2600 Accrued Payables	9,676.33
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	10,086.99
Net cash provided by operating activities	\$406.22
NET CASH INCREASE FOR PERIOD	\$406.22
Cash at beginning of period	1,545,494.95
CASH AT END OF PERIOD	\$1,545,901.17

Downtown Knoxville Alliance

Balance Sheet

As of December 31, 2023

ASSETS

Current Assets

Bank Accounts

1000 Cash & Cash Equiv.

1005 Cash

1012 First Bank Checking 557,328.14

1016 Regions - Checking 147,609.52

Total 1005 Cash \$ 704,937.66

1020 Investments - Cert Dep and MM

1022 FirstBank CD 0680 96,075.51

1026 First Century Bank 253,524.01

1027 SunTrust MM Account 246,834.31

1029 Home Federal Bank - MM 244,529.68

Total 1020 Investments - Cert Dep and MM \$ 840,963.51

Total 1000 Cash & Cash Equiv. \$ 1,545,901.17

Total Bank Accounts \$ 1,545,901.17

Accounts Receivable

1110 Other Receivable 45,465.54

Total Accounts Receivable \$ 45,465.54

Other Current Assets

1350 Prepaid Expenses 675.00

Total Other Current Assets \$ 675.00

Total Current Assets \$ 1,592,041.71

TOTAL ASSETS \$ 1,592,041.71

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

2000 Acc. Payable

2020 Accounts Payable 30,232.73

Total 2000 Acc. Payable \$ 30,232.73

Total Accounts Payable \$ 30,232.73

Other Current Liabilities

2600 Accrued Payables 271,499.99

Total Other Current Liabilities \$ 271,499.99

Total Current Liabilities \$ 301,732.72

Total Liabilities \$ 301,732.72

Equity

3900 Change in NA - unrestricted 985,259.17

Net Income 305,049.82

Total Equity \$ 1,290,308.99

TOTAL LIABILITIES AND EQUITY \$ 1,592,041.71

Downtown Knoxville Alliance

Profit and Loss

December 2023

	TOTAL
Income	
4020 CBID Assessment	45,465.54
4100 Interest on Cash Reserves	1,206.67
Total Income	\$46,672.21
GROSS PROFIT	\$46,672.21
Expenses	
5100 Business Support	
5150 Merchant Support	4,263.50
Total 5100 Business Support	4,263.50
5300 Marketing Expenses	
5305 Advertising	6,427.67
5306 Print and Content	3,212.18
5375 Website	1,840.49
Total 5300 Marketing Expenses	11,480.34
5400 Administration	
5430 Office Expenses	509.52
5435 Bank Fees	18.00
5440 Postage	13.86
5450 Professional Svc	2,420.00
5460 Services Contract	19,849.00
5480 Software	68.83
5490 Insurance D&O	75.00
Total 5400 Administration	22,954.21
5650 Quality of Life	
5655 Bike Patrol	4,508.60
5657 Ambassador Program	9,676.33
5659 Beautification	3,470.00
Total 5650 Quality of Life	17,654.93
Total Expenses	\$56,352.98
NET OPERATING INCOME	\$ -9,680.77
NET INCOME	\$ -9,680.77

Downtown Knoxville Alliance

A/R Aging Detail

As of December 31, 2023

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
12/31/2023	Invoice	121124	City of Knoxville.	01/31/2024	45,465.54	45,465.54
Total for Current					\$45,465.54	\$45,465.54
TOTAL					\$45,465.54	\$45,465.54

Downtown Knoxville Alliance
A/P Aging Detail
As of December 31, 2023

	Date	Transaction Type	Num	Vendor	Due Date	Past Due	Amount	Open Balance
Current	12/26/2023	Bill	12262023	KUB	01/16/2024	1	95.00	95.00
	12/21/2023	Bill	INV8763	CrowdRiff Inc.	01/20/2024	-3	1,290.49	1,290.49
	12/31/2023	Bill	6151948	Knoxville News Sentinel	01/20/2024	-3	4,278.48	4,278.48
	12/31/2023	Bill	2312403	High Resolutions, Inc	01/20/2024	-3	346.19	346.19
	12/31/2023	Bill	DKA - 010224	Southern Bloom Social	01/30/2024	-13	1,691.00	1,691.00
	12/31/2023	Bill	12312023	Thomas, Robin	01/30/2024	-13	1,222.09	1,222.09
	12/31/2023	Bill	INV011510	Knoxville Chamber	01/31/2024	-14	19,849.00	19,849.00
	12/31/2023	Bill	11296	MoxCar.	01/31/2024	-14	1,350.00	1,350.00
	12/31/2023	Bill	INV011505	Knoxville Chamber	01/31/2024	-14	110.48	110.48
Total for Current							\$ 30,232.73	\$ 30,232.73
TOTAL							\$ 30,232.73	\$ 30,232.73

MARKETING COMMITTEE

➔ MINUTES



JANUARY 16, 2024 3:00 PM; VIA ZOOM

Downtown Knoxville Alliance board members present included Matthew DeBardelaben. Committee members present included Lisa Allen, Public Building Authority; Heather Beck, BarberMcMurry Architects; Scott Bird, Mox Car Marketing + Communications; Nicki Collett, Tennessee Theatre; Dana Dalton, downtown resident. Staff members included Michele Hummel and Robin Thomas.

Sponsorship Requests

Organization	Event	Request	Recommendation
Big Ears Casey Fox, Director of Development	Big Ears Festival	\$10,000	\$10,000
Dogwood Arts Sherry Jenkins, Executive Director	Dogwood Arts 2024	\$12,000	\$8,500*
Knoxville Museum of Art Margo Clark, Director of Membership and Grants	Free Family Fun Day	\$1,300	\$2,000**
Knoxville Opera Jason Hardy, General Director & CEO	Rossini Festival	\$5,000	\$5,000
Old City Association Amy Roskop, Market Manager	Old City Market	\$5,000	\$5,000
Total			\$30,500

* Funding for ChalkWalk and Dogwood Arts Festival, more information requested on Maker Exchange.

** Funding for Free Family Fun Day(s) in both March and August.

Recommendation for Board Approval

\$30,500 to be approved as outlined above for Event Sponsorships. FY 23-24 budget, summary of events, and event applications are attached.

Primary discussion points:

Dogwood Arts – The request was submitted for ChalkWalk, Dogwood Arts Festival, and The Curio at Maker Exchange. The committee is recommending funding for ChalkWalk and Dogwood Arts Festival, and asked that a separate request be made for The Curio at Maker Exchange with details on types of events that are programmed there throughout the year.

Knoxville Museum of Art - The request was submitted for the Free Family Fun Day scheduled in March. The applicant was not aware that applications could be submitted for multiple events. Since

the second event occurs within the 2023-2024 funding cycle, the committee is recommending funding for both the event in March and in August.

Other Discussion

The committee discussed the contingency that was previously approved for Tour de Lights that provided the final \$1,500 payment as a match for additional fund raising, excluding Visit Knoxville and in-kind sponsorships. Since no additional funds were raised, \$1,500 will be moved back into available funding.

Next Meeting

The next Marketing Committee meeting is scheduled for Tuesday, March 12 at 3:00 PM.

**Downtown Knoxville Alliance - Event Sponsorships
FY 23-24 (as of December 31, 2023)**

	FY 20-21 Requests	FY 20-21 Funded	FY 21-22 Requests	FY 21-22 Funded	FY 22-23 Requests	FY 22-23 Funded	FY 23-24 Requests	FY 23-24 Funded
Budget		60,000		80,000		90,000		110,000
Previously Approved								
Annoor Academy - International Food Fest					10,000	5,000		
Asian Culture Center of TN - Asian Festival	n/a		20,500	5,000	25,000	5,000		
Asian Culture Center of TN - Japanese New Year			5,650	1,000				
Big Ears - Big Ears Festival			10,000	10,000	10,000	8,000		
Big Ears - Our Common Nature					5,000	5,000		
Bike Walk Knoxville - Tour de Lights**	n/a		2,500	2,500	2,500	2,000	2,500	3,000
City of Knoxville - Concerts in the Park	5,000	5,000						
City of Knoxville - Concerts on the Square			8,000	3,000	3,000	3,000		
Downtown Knoxville - Peppermint Grove	10,000	10,000						
Downtown Knoxville - Spring Lighting	10,000	10,000						
Dogwood Arts - Arts Festival	6,000	6,000	6,000	6,000	6,000	6,000		
Dogwood Arts - Chalk Walk	n/a		2,500	2,500	2,500	2,500		
Dogwood Arts - Southern Skies	n/a		5,000	5,000	5,000	1,500		
East TN Hist Society - Children's Gallery	2,500	2,500						
East TN Hist Society - annual events					5,000	5,000	10,000	10,000
East TN Hist Society - Lights! Camera! East TN					5,000	5,000		
Event Pro LLC - Knox Food Fest			10,001	5,000				
HoLa Hora Latina - HoLa Festival	5,000	5,000			5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	n/a		3,000	3,000	3,000	3,000		
Knoxville Community Media - Fall Concerts			10,000	-	5,000	-		
Knoxville Jazz Orchestra - Jazz at the Emporium							5,000	1,000
Knoxville Opera - Musical Theater Marathon	4,000	1,500						
Knoxville Opera - Rossini Festival	n/a		20,000	5,000	5,000	5,000		
Knoxville Opera - Spring Regatta	1,050	-						
Make Music Knoxville - Carol Cart					3,400	2,000		
Maker City - Maker City Summit					5,000	-		
Nourish Knoxville - Farmers' Market	10,000	10,000	10,000	10,000	10,000	10,000		
Nourish Knoxville - Winter Market							5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest			10,000	5,000	10,000	2,000		
Old City Assn - Old City Market	5,000	5,000	5,000	5,000	8,000	6,000		
River & Rail Theatre - 2021-22 Season*			10,000	-				
Southern Fried Poetry Slam					19,750	3,500		
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000	5,000	5,000		
Approved to Date	63,550	60,000	143,151	73,000	158,150	89,500	27,500	24,000
Balance Prior to Requests		-		7,000		500		86,000

* Board chose to fund outside of Event Budget

**23-24 funding includes guarantee of \$1500 plus \$1500 contingent on additional sponsorships

Requests/Recommendation	Requests	Proposed
Big Ears - Big Ears Festival	10,000	10,000
Dogwood Arts - 2024 Events	12,000	8,500
Knoxville Museum of Art - Free Family Fun Day(s)	1,300	2,000
Knoxville Opera - Rossini Festival	5,000	5,000
Old City Assn - Old City Market	5,000	5,000
Total Current Requests	33,300	30,500
Remaining Balance		55,500

	Big Ears Festival	Dogwood Arts 2024 Events	Free Family Fun Day	Rossini Festival	Old City Market
Request	\$10,000	\$12,000	\$1,300	\$5,000	\$5,000
Date(s)	March 21-24 4 days	Including ChalkWalk (Apr 6), Dogwood Arts Festival (Apr 26-28), The Curio (365, 24/7)	March 16	April 20-21	2 nd Sunday April – Dec, Rhinestone Market, Small Business Sat, plus two night markets— 12 total markets
Location	Various Downtown Venues	Market Square, Market Street, World’s Fair Park, Maker Exchange	Knoxville Museum of Art	Church Ave, Clinch Ave, Market Square, Market Street, Krutch Park Ext	Jackson Ave between State St and Central St
History	Prior Years: 10 Funded by DKA: 3	Prior Years: 62 Funded by DKA: 11	Prior Years: 20+ Funded by DKA: 0	Prior Years: 20 Funded by DKA: 4	Prior Years: 6 Funded by DKA: 6
Most Recent Funding	\$8,000 FY 22-23 \$10,000 request	\$10,000 FY 22-23 \$13,500 request (all event funding)	n/a	\$5,000 FY 22-23 \$5,000 request (one day)	\$6,000 FY 22-23 \$8,000 request (20 markets)
Event Producer	Big Ears	Dogwood Arts	Knoxville Museum of Art	Knoxville Opera	Old City Association
Other Sponsors	Aslan Foundation, Haslam Foundation, City of Knox, Knox County, Cherokee Dist, National Endow. for the Arts, TN Arts Commission, plus several others	ORNL Federal Credit Union, First Horizon Foundation, Regal Foundation, Visit Knoxville, Crowne Plaza, Graphic Creations, and more	None at this time	Event Rentals by Rothchild, YMCA of East TN, WATE, Eagle Distributing, Visit Knoxville, Metro Knox Airport Authority	Hamarki,/The Bloom Shop, Knox Brew Hub, RALA, Robin Easter Design (in- kind)
Admission	Ticketed plus free at five official venues	Free	Free	Free	Free
Expected Attendance	45,000+ over the 4-day weekend; including 5,000 at free events	50,000+	1,800	35,000-100,000	7,200 – 12,000
Estimated Expenses	\$2,910,350 (program only)	\$384,637 (program only)	\$6,060 (program expenses plus administrative)	\$168,325 (program expenses plus administrative)	\$30,215 (program expenses plus administrative)
Projected Profit	\$835,050 excludes admin	\$51,483 excludes admin	breakeven	breakeven	\$6,845
% of Expense	0.34%	3.1%	21.5%	3%	16.5%
Per Attendee	\$0.22	\$0.24	\$0.72	\$0.07	\$0.52
Use of Funds	Artist and production fees for free community concerts at Jackson Terminal	General event expenses, rental fees, promotion	Art supplies for 4-5 art stations/make and take crafts	Logistics, marketing, performers	Marketing

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: 2024 Big Ears Festival

Date(s): March 21-24, 2024

Location: TN Theatre, Bijou Theatre, The Standard, Civic Auditorium, Boyd's Jig & Reel, The Point, Jackson Terminal, Mill & Mine, Old City Performing Arts Center, Knoxville Visitors' Center, St. John's Episcopal Church, Knoxville Civic Auditorium, Regas Square Events

Produced by: Big Ears

Sponsorship amount requested: \$10,000

Event History:

 First-time event (#) 10 prior years (#) 3 years of previous Alliance funding

Contact: Casey Fox Phone: 865-207-5024

Address: 900 S. Gay St, Ste. 1601

Email: casey@bigearsfestival.org

Event description:

Founded in 2009, the Big Ears Festival is the flagship event of our organization. As we've evolved to become a free-standing nonprofit with a dedicated staff and mission, however, Big Ears' activities have grown to include expanded community engagement programming and cultural events beyond the confines of the festival.

Big Ears' mission is to collaborate with artists, audiences, and communities to create joyful, meaningful, and transcendent cultural experiences that defy boundaries, fuel curiosity, ignite the spirit, and nourish the soul. The impact areas on which we focus our work are:

1. Arts Presenting: Big Ears works to sustain world-class cultural events in Knoxville that provide innovative, enriching, and transformative experiences for all, while maintaining a unique curatorial vision.
2. Arts Access: Big Ears cultivates deep public engagement with, and access to, innovative arts experiences that spark curiosity, build community, and open minds to a broad spectrum of sound and creativity.

The 2024 Big Ears Festival will take place March 21-24, presenting nearly 200 concerts, talks, workshops, film screenings, residencies, and more in over a dozen venues across downtown Knoxville. With the addition of the Knoxville Civic Auditorium venue in 2023, attendance increased by 48%, and we expect similar numbers – 8,000+ ticketed attendees per day – this year. Ticket sales are well ahead of where they were in December 2022. Additionally, we estimate that 5,000 will exclusively attend non-ticketed free events.

To increase arts accessibility, all programming at five of our official venues – the Knoxville Museum of Art, Jackson Terminal, the Visit Knoxville Visitors Center, UT’s Downtown Gallery, and the East Tennessee History Center – are free and open to the public. East Tennessee residents are able to attend dozens of performances without purchasing a festival pass.

Since launching a refreshed and recommitted community engagement program in 2022, Big Ears has provided 300+ hours of free youth arts education, partnered with more than 30 local nonprofits to present the Big Ears Festival Street Party and Parade, and welcomed more than 30,000 community members to our free-to-the-public performances. We have provided scholarships for fifty emerging and established artists to attend the festival at no cost and offered students from the University of Tennessee and Pellissippi State Community College opportunities to earn on-the-job experience in audio production and artist hospitality through our festival intern program.

All of these activities have helped to deepen the relationship between Big Ears and the Knoxville community, and there has been value and impact in each. As we continue to evaluate and gather feedback from audiences and partner organizations, however, the Big Ears team has determined that the most meaningful experiences are those that provide individuals with direct access to artists and workforce training. We will continue to provide free festival concerts at five of our official indoor venues, but in 2024 we will not host a parade or a street party at the outdoor Southern Rail Depot. Providing large-scale free festival programming outdoors is risky due to Knoxville’s unpredictable March weather, and in both 2022 and 2023 we were forced to truncate our outdoor events due to dangerously high winds and cold temperatures. Instead, in 2024 we will focus more time and resources on building up our intern program, the Big Ears Scholarship, and – primarily – artist residencies in local schools.

We know the decision to scale down our free outdoor programming may change the calculus with regard to DKA’s funding, but we believe it is the best choice for us at this time and hope that Big Ears’ economic impact on downtown Knoxville over the festival weekend will remain a compelling case for support.

Additional sponsors:

Aslan Foundation, Haslam Family Foundation, City of Knoxville, Knox County, Cherokee Distributing, National Endowment for the Arts, Tennessee Arts Commission, MacArthur Foundation, Hays Foundation, Visit Knoxville, The Shifting Foundation, The Aaron Copland Fund for Music, Boyd’s Jig and Reel

Planned use of funds requested:

Downtown Knoxville sponsorship funds will be used to pay artist and production fees for Big Ears’ free-to-the-public community concerts at the Jackson Terminal throughout the festival weekend. The Jackson Terminal is the Big Ears Festival hub and, in addition to performances, hosts the box office and merch store, as well as book signings.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.

Big Ears uses both quantitative and qualitative methods for evaluating the success of the festival. We carefully track the sale and pace of ticket purchases to assess enthusiasm for the festival. At each community engagement event, we count the number of audience members as well as the amount and type of music that is presented at each concert.

Ticket sales have already outpaced every previous year, and we once again anticipate a sold-out event. Between ticket purchasers and free event attendees, we project an audience of 45,000 over the course of the weekend. 2023 festival attendees came from 47 states and 24 countries. On average, 30% of festival passes are purchased by residents of the Knox Metro Area, and thousands more East Tennessee residents attend our free concerts and programs. The 70% of ticket purchasers who travel from outside of Knoxville spend the entire festival weekend eating, sleeping, and shopping in Downtown Knoxville. In 2022, the Big Ears Festival's local economic impact was \$36.1 million.

What opportunities, if any, will be provided for downtown merchants to participate?

Partnerships with downtown businesses are vital to Big Ears' success. We work with Visit Knoxville to provide a hotel reservation portal and food and shopping recommendations for out-of-town guests on our website, and local restaurants provide hospitality services to artists and audiences alike. Knoxville hoteliers and restaurateurs regularly report the Big Ears Festival to be their most profitable weekend of the year, and a welcome harbinger of spring after slow winter business.

Big Ears partners with Nothing too Fancy to create festival merchandise, Downtown Wine & Spirits provides in-kind support for artist hospitality, and more than two dozen downtown restaurants participate in a meal program for staff and artists. In 2024, we are hosting special events for donors and VIP passholders at the Five-Thirty Lounge on the Hyatt Place rooftop.

In partnership with the Downtown Knoxville Alliance, more than two dozen local businesses open their doors to Big Ears attendees with First Friday-type concerts and exhibitions. We look forward to continuing – and deepening – this engagement with local businesses through ongoing partnership with the DKA.

How will this event positively impact downtown?

Big Ears' most recent economic impact analysis in 2022 showed that the event brought a financial boost of \$36,100,631 to Knoxville and the regional economy over the four-day festival. While thousands of Knoxville residents attend Big Ears' free events, more than 70% of those who purchased a festival pass traveled from outside the Knox Metro Area, bringing in outside dollars that would not otherwise have been spent in Knoxville. Several local business owners report record-breaking weekends each year. The message is clear: a vibrant arts community not only keeps residents and their discretionary spending close to home; it also attracts visitors who spend money and help local businesses thrive. We will conduct another economic impact study in 2024.

What effect would lack of Downtown Knoxville Alliance funding have on this event?

Having the support of the Downtown Knoxville Alliance is incredibly meaningful for the festival as we continue working to ensure the Knoxville community is engaged with and invested in the success of the event. While a lack of funding would not impact the scale of the festival on the whole, it would have a negative impact on the breadth and depth of free-to-the-public community-focused events we can present in 2024, as well as our engagement with local businesses.

Attach the following:

Projected *budget*, including detailed income and expenses

Detailed marketing and promotion plans

Previous three-year *actual* financial results (if applicable)

Proof of nonprofit status (if applicable)

Big Ears Festival
Operating Budget Summaries
Fiscal Year: July 1 - June 30

	FY 2022 FINAL	FY 2023 FINAL	FY 2024 BUDGET
REVENUE AND SUPPORT			
Earned revenue			
Ticket sales & subscriptions	1,268,462	2,325,605	1,954,575
Concessions	19,725	53,241	20,000
Merchandise sales & investment income	81,993	153,595	143,000
Subtotal earned revenue	1,370,180	2,532,441	2,117,575
Contributed support			
Government grants	1,300,869	569,325	569,325
Foundation grants	777,861	1,012,400	516,000
Corporate grants	117,500	248,000	192,500
Individual contributions	272,694	451,658	350,000
Subtotal contributed support	2,468,924	2,281,383	1,627,825
Total revenue and support	3,839,104	4,813,824	3,745,400
EXPENSES			
Program expenses			
Guest artist and composer fees	1,018,974	1,572,713	1,535,000
Commission fees	-	-	-
Other program personnel	134,759	369,309	355,000
Travel, housing, & meals	157,864	239,736	215,000
Production, house & stagehands	261,006	432,819	350,750
Performance & rehearsal space	60,298	119,075	90,000
Music rental & license fees	3,949	2,130	2,500
Equipment rental	15,527	103,382	72,500
Marketing & promotion	47,007	112,078	106,000
Other program expenses: Insurance, Audio-Video Recording, Supplies, Printing, Festival Merchandise, Merchant Service Fees; Charity & Preservation Fees, Surveying, Sponsorship Expenses and VIP benefit costs	332,895	317,429	183,600
Subtotal program expenses	2,032,279	3,268,671	2,910,350
Administrative expenses			
Administrative staff salaries	397,212	405,319	351,000
Staff benefits	-	24,818	37,500
Bookkeeping & accounting fees	34,633	53,616	45,000
Consultants, legal & insurance	3,888	6,062	3,500
Rent and utilities	28,015	61,860	48,456
Office supplies, materials & equipment	6,918	12,550	15,000
Travel and meetings	3,351	11,860	22,000
Professional development & dues	-	9,059	15,000
Other administrative expenses: Printing and postage, donor database, donor benefit cost, donation processing fees, janitorial service, bank charges, registration fees, parking	39,952	22,769	24,650
Subtotal administrative expenses	513,969	607,913	562,106
Total expenses	2,546,248	3,876,584	3,472,456

Notes:

Income and expenses were significantly higher in FY23 because we produced and presented an additional event: Our Common Nature: An Appalachian Celebration with Yo-Yo Ma and Friends. In 2024, we do not anticipate another event of this scale beyond the annual festival.



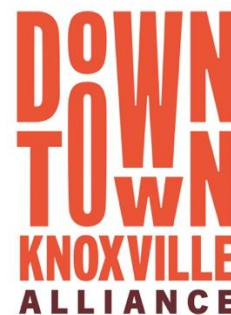
2024 Big Ears Festival Marketing & Promotion

Big Ears contracts with Pitch Perfect PR, a music public relations firm based in Chicago, as well as local company MoxCar for publicity and media relations. The festival's lineup announcement in September 2023 was picked up by most major music outlets, including Rolling Stone, Pitchfork, Spin, and Stereogum. The lineup is advertised in local, regional, and international publications, including *Blank News*, *The Nashville Scene*, and *The Wire*.

Major media outlets regularly provide previews and reviews of the festival. These include the *Knoxville News Sentinel*, *ArtsKnoxville*, *Blank News*, *Compass*, and *Inside of Knoxville*; local TV channels WBIR, WVLT and WATE; WUOT and WDVX radio stations; and other local and regional media. National press mentions include the *New York Times*, *Rolling Stone*, *Wall Street Journal*, *Oxford American*, *The New Yorker*, the *Guardian*, and NPR, among others.

Our social media reach is 43,000, our e-newsletter has 36,300 subscribers, and our website, bigearsfestival.org averages 735,000 page views per year, with 103,000 individual users.

On-site promotion during the festival includes light-pole banners throughout downtown and branded wraps on Knoxville trolleys.



**Downtown Knoxville Alliance
Sponsorship Request Application**

Event: 2024 Dogwood Arts Spring Events

Date(s): Multiple dates:

ChalkWalk: April 6th

Dogwood Arts Festival: April 26-28

Maker Exchange: Open to the public 24-7, 365 days a year

Location: Market Square/Market Street and World's Fair Park (Performance Lawn and Amphitheatre)

Produced by: Dogwood Arts, Inc

Sponsorship amount requested: \$12,000 total for multiple events/programs

Event History:

___ First-time event (#) 62 prior years (#) 11 years of previous Alliance funding

Contact: Sherry Jenkins

Phone: 865-637-4561

Address: 123 W Jackson Avenue, Knoxville, TN 37922

Email: sjenkins@dogwoodarts.com

Event description:

For more than six decades, Dogwood Arts has been working to promote and celebrate the art, culture, & natural beauty of Knoxville and our surrounding area. We do this work through no fewer than 20 different events and programs spread throughout the calendar each year.

The Dogwood Arts Festival is still a marquee event for us dating back to the first one in 1961. Aside from the year off due to COVID, we have hosted this event in Downtown Knoxville every year since. This event brings visual artists from all over the country to share their work with our large audience made up of local and regional attendees as well as visitors who travel in for the event. We further enhance the festival experience with local and regional musical acts and performances, community groups, and makers of all types.

The Festival helped bring energy to downtown especially during years when it was much needed. And the success of the event also led to the spinoff of the wide range of other programs. One of the most popular of those newer events is the crowd favorite, ChalkWalk (17 years old this year). In spite of the growth and increased traffic in downtown Knoxville, ChalkWalk is a large event that can still happen on Market Square and Market Street because the infrastructure required to host it is minimal for an event this large. We average an estimated 25-30,000 people moving through the footprint on this special Saturday in the spring and more than 350 artists of all ages work alongside each other to create the amazing artwork that brings the crowds out and lights up social media with shares from the event. ChalkWalk is always the event that drives the most traffic on our social media accounts far exceeding the amount of money we would have to spend to promote it traditionally to reach that volume of engagement

Finally, we are also including the work we do in The Curio at Maker Exchange this year as part of our application. This is one of our newest ventures and has taken a tremendous amount of effort to bring to life. However, now that it exists and has become an important space for artists to sell their work, we can't imagine ever not doing it. Maker Exchange is the property located between The Marriott and The Tennessean adjacent to World's Fair Park. It is made up of the space we curate (called The Curio), a restaurant, a coffee shop, a game room, and two large event spaces downstairs. We are honored to be activating this space that is really a gift to Knoxville from the developers/owners. Currently we represent and sell artwork for 150 visual artists, host workshops and community organization events, and commission local musicians to entertain multiple days every month.

Additional sponsors:

As always, all of our events are sponsored by our presenting sponsor, ORNL Federal Credit Union. Additionally, ChalkWalk and the Dogwood Arts Festival are sponsored by many other local businesses such as The First Horizon Foundation, The Regal Foundation, Visit Knoxville, The Crowne Plaza, Graphic Creations, and more. Dogwood Arts also receives operating support from the City of Knoxville and Knox County as well as the TN Arts Commission. Maker Exchange is now in year two of a declining 3 year sponsorship from the developers of the space, Rockbridge Properties. This sponsorship is meant as seed money to help us activate and promote the space in a way that will be self-sustaining without requiring further investment from Rockbridge after year 3. Since we are only taking a minimal percentage from artists to cover real costs, we are going to have to develop some new sponsorship opportunities to help fund this effort.

Planned use of funds requested:

Event costs of all types have risen this year adding to the already large budgets these big events require. Funding from DKA is critical in helping us keep the festivals within the downtown footprint just as we have for so many years despite the changes in our city center. In addition to rising costs across the board, the World's Fair Park rental fee and additional required staffing fees (that increased last year) for the Dogwood Arts Festival are significant. DKA funding will help minimize the impact of the rising costs and allow us to continue to produce these events at the quality level we are all accustomed to.

And DKA funding allocated to Maker Exchange will help us continue to promote awareness of the space as a vibrant point of interest drawing people downtown while providing an unparalleled opportunity for a large group of local artists to benefit.

**What is the projected attendance for this event? How will actual attendance be measured?
Describe the demographics of anticipated attendees.**

For ChalkWalk, we expect an estimated 25-30,000 attendees for the one day event. This number is derived from estimates based on density of a sampling of the physical footprint over the course of the day since we do not have defined entry and exit points making a controlled count possible.

For Dogwood Arts Festival, we expect a minimum of 15,000 attendees for the weekend but we are also working with a new marketing group to change our targeted digital ad buying process and therefore expect to see an uptick in that number for 2024.

Maker Exchange welcomes thousands of visitors every week ranging from visitors staying in the hotels, convention attendees coming from on-site event space as well as the Knoxville Convention Center across the street. In addition to those visitors, we host monthly workshops, live music events, and welcome community organizations into the space for a variety of different engagements.

What opportunities, if any, will be provided for downtown merchants to participate?

Small businesses and organizational partners have an opportunity to sponsor individual artist squares for \$25-\$500 at ChalkWalk or step up to more visible on-site activation opportunities at a higher level at ChalkWalk and the Dogwood Arts Festival. We also welcome local businesses and community organizations to bring small events/workshops/etc. to The Curio space at Maker Exchange in coordination with Dogwood Arts. And we would be eager to collaborate with any and all businesses who would like to promote a Dogwood themed specialty item for the month of April that would work to benefit both entities.

Additionally, we currently promote all of the downtown Art & Culture venues and organizations within the Maker Exchange space with a large map and location identifiers that encourage people to get out and enjoy all that our walkable downtown has to offer.

How will this event positively impact downtown?

While we know that Downtown Knoxville is now full of bustling energy most days of the year these days, we believe that ChalkWalk (since 2008) and the Dogwood Arts Festival (since 1961) are two marquee events that are uniquely Knoxville and have played a role in bringing new life to our city center over the years. Both of these events bring large crowds who are a mix of local, regional, and out of state attendees of all ages who might not otherwise make the trip downtown. And those attendees drive revenue to our downtown businesses including restaurants, bars, and retail establishments as well as driving parking revenue for private and municipal garages/parking areas. Our attendees are generally a well-behaved crowd made up of couples and families - many multi-generational - as well as school groups and community organizations so aside from increased waste collection, the negative impacts of such large crowds are minimal. Both events create an indelible memory in the minds of all participants of downtown as a fun, welcoming space that they will be eager to return to. Both events also bring artists in from out of town to further expand and enrich the art & culture experience for attendees as well as for other local artists who benefit from the exposure and networking opportunities provided.

Finally, at Maker Exchange, we represent 150 local artists on average in this important space where we have sold more than \$35,000 worth of artwork in the first full year of operation (80% of the revenue goes directly back to the artists with the rest covers transaction fees and at least some of the direct admin expenses). With the two hotel properties adjacent to Maker Exchange, we are able to introduce a large audience of visitors to our artists and other art & culture venues and organizations every day of the year.

What effect would lack of Downtown Knoxville Alliance funding have on this event?

We are honored to have been supported by DKA for many years. The connection between Dogwood Arts and our downtown businesses is critical as we believe our growth and successes are interconnected. Lack of funding from DKA would make it exceedingly difficult to maintain the level of quality we are all accustomed to for these events and would likely cause us to consider downsizing in some areas. We hope that downtown businesses see us as an asset for continued growth to help them reach their own goals and we believe we are adding to the quality of life for residents while also making Knoxville more memorable and exciting for visitors who participate.

Attach the following:

Projected *budget*, including detailed income and expenses (attached)

Detailed marketing and promotion plans (see plan on following page and hard copy of 2023 results provided)

Previous three-year *actual* financial results (if applicable) (attached)

Proof of nonprofit status (if applicable) (attached)

Dogwood Arts, Inc.
Statement of Activity (DKA Sponsored Events)

	Jul 2020 - Jun 2021 ACTUAL	Jul 2021 - Jun 2022 ACTUAL	Jul 2022 - Jun 2023 ACTUAL	Jul 2023 - Jun 2024 BUDGET
Revenue				
4000 Application Fees	33,715.00	46,329.20	53,120.15	53,500.00
4025 Revenue	14,317.51	105,572.24	119,639.92	80,000.00
4030 Donations	2,178.50	3,195.92	11,122.06	5,500.00
4040 Grants	15,250.00	28,750.00	16,750.00	53,250.00
4050 Sponsor	52,500.00	112,200.00	115,250.00	122,500.00
4060 Ticket Sales		147,353.30	147,876.71	8,500.00
4200 In-Kind	87,236.79	194,290.00	189,339.81	110,500.00
Total Revenue	\$ 205,197.80	\$ 637,690.66	\$ 653,098.65	\$ 436,120.00
Cost of Goods Sold				
5050 Advertising & Promotions	7,219.42	30,764.11	39,982.00	30,000.00
5100 Artists' Commissions	4,585.00	1,460.00	12,800.50	41,500.00
5150 Awards	3,554.55	5,575.00	5,725.00	8,000.00
5250 Contract Labor	3,653.50	40,614.00	47,710.00	18,000.00
5300 Cost of Goods Sold	1,278.03	21,200.32	30,862.57	19,500.00
5350 Decorations	2,099.61	784.33	10,139.89	3,750.00
5400 Musicians & Performers	4,075.00	50,700.00	195,975.00	30,000.00
5450 Expense Account	2,210.78	34,464.25	25,640.44	11,550.00
5500 Food	5,152.12	5,159.13	10,276.79	7,800.00
5650 Inkind Expense	87,236.79	194,290.00	189,339.81	110,500.00
5675 Insurance Expense		2,056.00	3,175.00	0
5750 Judge Expense			450.00	900
5760 Licenses/Fees	1,713.17	1,419.49	1,792.59	2,600.00
5850 Postage			189.71	2,800.00
5900 Printing	933.50	1,843.71	411.77	6,250.00
6000 Rent- Venue	13,588.75	28,473.75	39,337.50	25,000.00
6020 · Rent - Equipment, Tents, Etc				17,800.00
6050 Signs	4,133.70	11,477.64	3,962.28	6,200.00
6170 Sound Lights Production/Misc	3,900.00	54,710.00	76,216.96	13,150.00
6200 Supplies	11,528.03	10,488.68	11,192.71	9,500.00
6250 Security	3,400.00	10,251.00	22,929.00	9,500.00
6275 Service Fees	1,222.06	9,451.13	16,748.22	4,850.00
6400 Transportation	103.60	62.36	127.96	265
Total Cost of Goods Sold	\$ 161,587.61	\$ 515,244.90	\$ 744,985.70	\$ 384,637.16
Gross Profit	\$ 43,610.19	\$ 122,445.76	-\$ 91,887.05	\$ 51,482.84

NOTES:

Expenses listed do not include staff time or administrative costs - just direct expenses to the specific events/programs

FY24 deficit was covered by ARP funding used to try to kickstart SoSkies into a multi-day event

FY21-FY23 events included Chalkwalk, Dogwood Arts Festival, and Southern Skies; FY24 proposed budget includes ChalkWalk, DAF, Maker Exchange, and the Dogwood Gallery First Fridays - all non-ticketed events free to the public

Marketing & Promotion Plans

Dogwood Arts is supported by every major media outlet in the Knoxville area including radio, tv, print, and outdoor advertising. Events will be promoted as a part of our April Celebration and other core events with TV commercials and radio spots running mid-March through the end of June 2024. An event listing is included in the following print publications with local and regional distribution: Visit Knoxville 2024 Knoxville Visitors & Relocation Guide (225k copies), Dogwood Arts 2024 Rack Card (25k copies), The Dogwood Arts Annual Publication (NEW - 8k copies), and the House & Garden Show Program (10k copies). The marketing plan also includes digital billboards, print flyers, listserv announcements, and print advertising in the Knoxville News Sentinel, Farragut Press, Smoky Mountain Living Magazine, Tennessee Home & Farm Magazine, and the Knoxville Symphony Orchestra's 2024 season program. And finally, we are working with Citizen Marketing to run targeted social media ads across all platforms focused on increasing attendance to all of our large events.

According to numbers compiled by our media buying partner, the total media value of our 2023 coverage was more than \$386,111 and we recorded more than 5.6 million impressions. We expect this year's promotions to mirror those numbers.

Dogwood Arts has media agreements in place with WBIR, WATE, WVLT, Cumulus Media, M&M Broadcasting, Midwest Communications, WFIV, Summit Media, Farragut Press, Knoxville News Sentinel, East Tennessee PBS, WUTK, WDVX, and Lamar Advertising.

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Free Family Fun Day

Date(s): Saturday, March 16, 2024

Location: Knoxville Museum of Art

Produced by: Art Education Department, Knoxville Museum of Art

Sponsorship amount requested: \$1,300

Event History:

 First-time event (#) 20+ prior years (#) years of previous Alliance funding

Contact: Margo Clark Phone: 865-934-2033

Address: 1050 World's Fair Park Drive, Knoxville, TN 37916

Email: mclark@knoxart.org

Event description: Free Family Days have become a tradition at the museum. Twice yearly, we open our doors to the community for a day (11 am –3 pm) packed with ART and art activities. We fill Bailey Hall with make-your-own-crafts (with volunteers to help little hands), personal artisan presentations, musical entertainment, elaborate face painting, and magical moments. The theme of each Family Day is based on the original art in the museum's galleries—tying together the story of the art to the creations designed for the young artists who visit. Parents are encouraged to participate and make lasting creative impressions.

Additional sponsors: None at this time. The KMA is an active fundraiser for its mission and educational outreach events. Sponsors have previously included individuals (Mr. and Mrs. Joe Fielden) and in-kind donors.

Planned use of funds requested: Funds requested from Downtown Alliance will be used to purchase art supplies for the art-related projects offered in 4 to 5 art education stations during Family Day. Make and take crafts are designed with children and youth in mind. Created objects relate to *Higher Ground*, or our current exhibitions.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.

The last Free Family Fun Day attracted a record-setting 1,800 visitors! Family Days are one of our most visited days. KMA volunteers and staff track daily attendance as guests enter the front entrance to the building. The KMA is proud to provide FREE admission to all, no matter their socioeconomic circumstances. The attendees for Family Day are indeed families with children of all ages. For many families, this is their first visit to a professional, accredited museum. Parking is also nearby and free.

What opportunities, if any, will be provided for downtown merchants to participate?

KMA Front desk staff and volunteers are asked daily about area attractions, where to eat, and shop. We promote Downtown Knoxville businesses and the wide variety of restaurants, art galleries, shops, and activities to all our guests who inquire, especially those from out of town. Market Square, Gay Street and the Old City are always on the “must visit” list. We also utilize Visit Knoxville materials and promotional videos inside the museum. We also have a space for merchants to provide brochures and menus for our visitors. The Downtown Knoxville Alliance would be listed as a sponsor of Family Fun Day.

How will this event positively impact downtown?

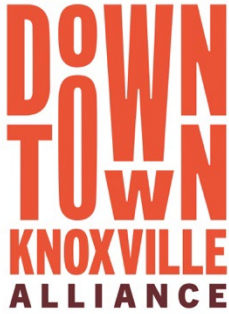
Providing FREE, family-friendly, art-related entertainment on the weekend has a positive impact for our downtown neighborhood community. Our location is convenient to get to—between UT and downtown—offers free admission, and is easily accessed from I-40. Downtown parks, restaurants, and shops are all within walking distance. Knoxville’s only accredited art museum enhances our cultural understanding, promotes creativity, and inspires individuals within our community to excel. Our main attraction is the *Higher Ground* exhibition, which highlights original artwork from those who came before us and called East Tennessee home.

What effect would lack of Downtown Knoxville Alliance funding have on this event?

If, despite our efforts, no funding from Downtown Alliance is granted, the KMA will still produce and hold Free Family Day in March. The amount and quality of art-making supplies would be reduced as would our live entertainment. We believe that our programming is vital to our community. Events like KMA Free Family Day foster learning, critical thinking, and artistic skill development within our youth and the families that attend.

Attach the following:

Projected *budget*, including detailed income and expenses
Detailed marketing and promotion plans
Previous three-year *actual* financial results (if applicable)
Proof of nonprofit status (if applicable)



KMA Family Day Projected Budget

Expenses:

Administrative Costs

Security and Facilities Services	\$1,500
5% of Education Curators, Visitor Service Manager, Gallery Guards, Volunteer Recruiter	\$1,500

Supplies

Specific craft supplies (Guest artists, printmaking, etc.)	\$400
General craft supplies	\$100

Professional Services:

Royal Magic Events	\$500
Professional Face painter:	\$500
Balloon decoration:	\$260
Professional Musicians:	\$600

Sound equipment: \$400

Door Prizes: \$100

Outdoor Signage: \$200

Total **\$6,060**

Income: We have had sponsors in the past, but since COVID, sponsorships for this event have been mostly unsuccessful. As a relatively large cultural institution, we have successfully obtained general operational support from the City and State and private foundations. We have used these operational funds to cover this event costs.



KMA Family Day

Previous three-year actual financial results:

- As mentioned earlier in the narrative, KMA Family Day has become a tradition. The staff produces these events twice a year—each similar in structure, but original in the activities provided.
- The historical record shows that the KMA spends roughly \$4000 for each Family Day following similar categories, excluding administrative costs.

KMA FAMILY DAY

MARKETING PLAN

KMA's marketing has been very effective in bringing in visitors to enjoy KMA Free Family Day.

Sponsors are prominently featured in KMA's Marketing Plan

What We Do:

- **Press Releases** to all media outlets
- **Monthly Electronic Membership Newsletter** (7,300 households)
- Social Media Posts
 - Instagram** (6162 followers)
 - Facebook** (18,118 followers)
 - Twitter** (19,691 followers)
- Contacting traditional news media



Contact Us
865-525-6101



More Information
www.knoxart.org



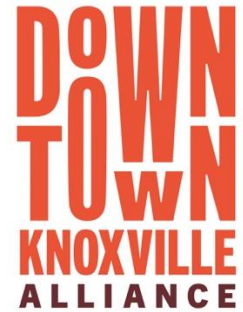
11 AM -3PM

16
MARCH

KMA

1050 WORLD'S FAIR PARK
KNOXVILLE TN 37916

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: 21st Annual Rossini Festival International Street Fair

Date(s): April 20-21, 2024

Location: Church, Clinch, and Church Ave between Gay St and Market St; Market Square; Market St; Krutch Park Extension

Produced by: Knoxville Opera

Sponsorship amount requested: \$5,000

Event History:

___ First-time event (#) 20 prior years (#) 4 years of previous Alliance funding

Contact: Jason Hardy, General Director & CEO **Phone:** (o) 865-524-0795 (c) 404-441-7363

Address: 612 East Depot Avenue, Knoxville, TN 37917

Email: jhardy@knoxvilleopera.org

Event description:

The Knoxville Opera Rossini Festival is a celebration of the performing arts in East Tennessee. Designed as a European-style pedestrian street mall, the event hosts hundreds of performers, food vendors, and artisans. Families will be able to:

- enjoy non-stop entertainment on one of four outdoor stages,
- purchase food and drinks (including beer/wine) from sidewalk tents and food trucks, and
- watch arts and crafts demonstrations, from wood carving to weaving.

Last year, the Rossini Festival identified several strategic initiatives to enhance the fair and ensure that it maintained its position as one of the most significant events of its type in East Tennessee:

- Leadership reinvigorated the international aspect of the fair by encouraging international food, drink, and vendor items.
- More modern vending methods and a new layout improved the experience for ALL stakeholders (attendees, vendors, downtown merchants, sponsors, performers, etc.)
- Operations were simplified and professionalized

The success of these initiatives in 2023 has inspired our commitment to their ongoing development and expansion in the future.

In 2024,

- For the first time, the Rossini Festival will be expanded to two days.
- The 2-day festival will encourage overnight guests in Knoxville, increasing tourism and drawing a wider audience of regional and out-of-state visitors.

- We will enhance our Journey Around the World program to increase foot traffic to the storefronts of Downtown Knoxville Merchants

Additional sponsors:

Confirmed: Event Rentals by Rothchild, YMCA of East TN, WATE, Eagle Distributing, Visit Knox, and Metropolitan Knoxville Airport Authority

Planned use of funds requested:

Funds will be used primarily toward logistics (staging, sound equipment, tenting, set up, tear down, and labor for similar), paid marketing, and compensation for some performers. We will also use this funding to cover material costs associated with our Journey Around the World program.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.

Since the Festival is free and has multiple entry points, our best approximations of attendance are based on the City of Knoxville Traffic and Engineering Department's annual estimates. In years of good weather, we plan for 50,000 to 100,000. In years when it rains most of the day, the estimates are closer to 35,000 to 60,000. With the YMCA Fun Zone and much to see and do, the Festival is popular with families and is designed to be child-friendly. Most attendees are local, from East Tennessee, or are already visiting the area. A full demographic spectrum of individuals is observed at the Rossini Festival.

We hope to increase attendance by adding a second day to the festival. Our attendance goal for the Rossini Festival 2024 is 90,000.

What opportunities, if any, will be provided for downtown merchants to participate?

After the 2022 festival, we reached out to downtown merchants on and near the festival footprint to discover their thoughts about the Rossini Festival. We learned that most restaurants and bars fared well during the fair, but some storefronts did not receive the increased traffic they had hoped.

In response to this feedback, we invited downtown Knoxville merchants to join our Journey Around the World program in 2023. Using our Journey Around the World App, children and their families were encouraged to enter storefronts in search of the international country flag "hidden" inside that store. At each store, participants would also find part of a longer passphrase that, after their "Journey," could be turned in for a prize at Knoxville Opera's Journey Around the World tent. For the inaugural year, we had 100 individuals/households register.

In 2024, we plan to build upon the 2023 Journey Around the World experience. We will simplify the process of finding clues and pieces of the passphrase. We will also offer multiple 'paths' to shorten the overall Journey and allow participants to select the path they are most interested in. To reach an older audience, we plan to offer a 21+ path to showcase Knoxville's vibrant bar and restaurant scene. With these changes, we hope to see a wider variety of participants complete the Journey Around the World program. With a \$5,000 grant, the Downtown Knoxville Alliance may again be the named sponsor of the Journey Around the World experience.

How will this event positively impact downtown?

In the 21 years of offering the Rossini Festival as a free public event, Knoxville Opera has managed to attract over half a million visitors to the downtown Festival footprint. Most visitors are from East Tennessee and will likely revisit the area in the months following the Festival. The Festival introduces newcomers to the culture and feel of Knoxville's downtown establishments and celebrates international influence on the arts in our region. In keeping with Knoxville Opera's mission, the Festival helps bring visitors in contact with opera and other performing arts and artists in East Tennessee.

What effect would lack of Downtown Knoxville Alliance funding have on this event?

Simply put, rising costs are significantly affecting the Knoxville Opera's ability to offer the Festival on an ongoing basis. Without the collective support of organizations like the Downtown Knoxville Alliance, we could not cover the costs of staging the Rossini Festival.

Attach the following:

Projected *budget*, including detailed income and expenses

Detailed marketing and promotion plans

Previous three-year *actual* financial results (if applicable)

Proof of nonprofit status (if applicable)



KNOXVILLE OPERA

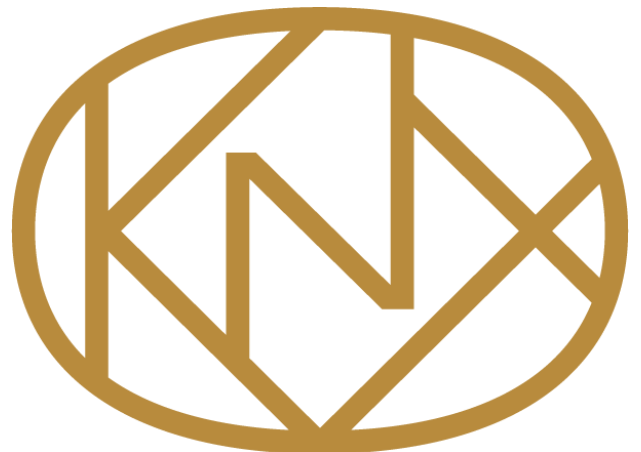
Rossini Festival Budget and Financial History

2024 Budget

Revenue		
Sponsorships		80,015
Beverage Sales		48,000
Booth Rental		34,500
Merch Sales (net)		6,000
TOTAL REVENUE		168,515
Expenses		
KO Staff		60,000
Beverages (+ assoc fees)		15,600
Paid Entertainment		6,000
Parking Lot Rental		8,000
Mrkt Square Expenses		1,500
Sound Equipment Rental		10,000
Tent and Stage Rentals		20,000
Toilet Rentals		2,800
Penske Truck Rental		600
Permits (not alcohol)		125
Square Fees		200
VIP Tent		2,400
Signage		2,000
Marketing		6,000
Insurance		6,000
Emergency Personnel		14,000
Setup-takedown Labor		11,100
Other/Misc		2,000
TOTAL EXPENSES		168,325
Net		190

Financial History

Financial History	2019	2022	2023
Revenue	162,000	207,366	151,732.75
Expenses	-216,000	-235,571	-108,159
Net Loss	-31,000	-54,000	43,574.14
<i>Due to COVID-19, there was no 2020 or 2021 Rossini Festival</i>			





Knoxville Opera Rossini Festival International Street Fair 2024 Marketing and Promotion Plans

Knoxville Opera seeks to create vocal and theatrical experiences that entertain, provoke, and console. We do this by giving voice to stories that connect us. The heart of our annual Rossini Festival lies in our ability to amplify the voices of numerous local artists, artisans, creators, entertainers, and businesses, each with their unique stories to tell. This festival is a celebration of the rich tapestry of international cultures within our local community, offering an opportunity for us to foster connections among our residents. Our marketing objectives for this event encompass raising awareness, fostering engagement, and facilitating education. We aim to introduce our community to the festival, its diverse local vendors, engage with them, and warmly embrace them as valued members of our vibrant community. Moreover, we aspire to educate one another about the multitude of cultures and stories we have to share.

Print:

Leading up to the Festival, our event garners extensive coverage and prominent features in several local publications, including CityView, Knox TN Today, Knoxville Focus, Go! Knoxville, and Mountain Escapes, spanning a four-week period. The exposure we receive is typically either negotiated as an in-kind gift by the provider, often as part of a larger marketing commitment for our operas, or graciously provided for free as a goodwill gesture.

Radio:

Knoxville Opera has forged strong partnerships with WIVK, WOKI, and WUOT, ensuring comprehensive radio coverage of our event.

Digital and Social Media:

We will harness the power of our social media presence across all platforms, including Facebook, Instagram, and Twitter, to promote organic traffic and run paid social media advertisements aimed at both returning and new audiences for this event. Last year, our social media presence reached over 100,000k and with our increased marketing budget this year we intend to see that more than double.

Display Ads:

We collaborate with various outlets, such as WATE-TV, New2Knox, VisitKnox, Arts Knoxville,

Inside Knoxville, and others to promote our programming. We will provide these outlets with the necessary content to raise awareness about the Rossini Festival and ensure that their audiences are informed about the free access available to them.

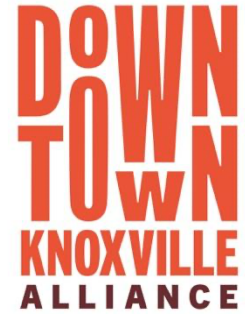
Press:

Commencing four weeks before the event, Knoxville Opera circulates a press release that consistently garners attention. We were featured on WATE, WVLT, WBIR, Knox News, B97.5, and others just last year.

Partners:

The amplification of our event extends to our partners, who naturally promote it among their client bases. We also benefit from generous social media and email newsletter support from the Tennessee Department of Tourism, TN Education Lottery, and numerous other event sponsors and local media partners, enhancing the festival's reach and impact.

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: The Old City Market

Date(s):

Markets will be held on: 4/14, 5/12, 6/8 (Rhinestone Fest), 7/14, 8/11, 9/8, 10/13, 11/10, 11/30 (Small Business Saturday), 12/8

Time: 11a-4p

Spring Fest: May (Date TBD)

Fall Fest: October (Date TBD)

Time: 5p-9p

Location: 100 Block of W. Jackson Ave between

Produced by: The Old City Association

Sponsorship amount requested: \$5000

Event History:

___ First-time event (#) __6__ prior years (#) __6__ years of previous Alliance funding

Contact: Amy Roskop

Phone: 313-590-5976

Address: 132 W. Jackson Ave, Knoxville, TN 37902

Email: oldcitymarketknox@gmail.com

Event description:

The Old City Market is a monthly artist market dedicated to showcasing our local makers since 2018. Conducted by both the Old City Association and the current Market Director, Amy Roskop, we work together as a committee to carefully curate a market to drive traffic and tourism to the Old City, and to give our artists a consistent space to sell and promote their craft.

Our vendors have been curated to include a variety of artists, from fine art, to ceramics, to baked goods and jewelry. One of our goals for 2024 is to celebrate the number of new makers we have in our town, and continuously rotate our variety to keep our Knoxville community curious for what's new.

The Markets will take place every 2nd Sunday from April through December, with the exception of June and Rhinestone Fest. Our additional markets will be held on Small Business Saturday, as well as 2 night markets in the Spring and Fall.

Additional sponsors:

Our committed additional sponsors for the 2024 season will include:

Hamarki/The Blom Shop at \$10,000
Knox Brew Hub at \$1,000
RALA at \$1,000
Robin Easter Design as an in-kind sponsor

We are working to obtain additional sponsorships from businesses in and around the Old City to continue to support our market. At this time, the businesses are Yee-Haw Brewing and Fox & Fogarty.

Planned use of funds requested:

For 2024, the funds provided by DKA will be allocated to marketing efforts for our Sunday markets, as well as focusing on our two night markets.

With the addition of the night markets in 2023, we learned that we needed to have a more intentional plan for drawing traffic to the Old City in the evening. We had wonderful traffic for our first year, but with the addition of many new markets around the downtown area, we wanted to simplify with the intention to grow.

Instead of night markets each month, we will host 2 “fests”: one in the spring and one in the fall. This will highlight the bounties of each season, with additional amenities such as live music, food vendors, and additional marketing on top of our regular markets. We want to focus on bringing a demographic to the market that highlights the evenings in the Old City, and battling the perception that nights in the Old City are focused on the bars and night-life.

We will also continue to focus additional marketing efforts on our Holiday market in December, adding in performances from the Appalachian Equality Chorus, bringing in a Santa for photos, etc.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.

Projected attendance for our markets range from 600-1000 attendees depending on the month. These are measured by hourly head counts with a clicker, and averaging out the hours for a grand total.

Our market demographic has been such a wonderful variety, which shows that our market is reaching out to all areas of Knoxville. Our Old City residents are always in attendance, as well as tourists learning about our market through social media outlets. Our marketing on Gay St. helps draw the traffic down to the market, and we just love watching people walk down the Jackson Ave. ramp to join us!

The age range of our visitors is an extremely wide range, and that is what is so special about the Old City Market. We are attracting college students, to families, to young professionals, and retirees. We like to curate the market so that we have something for every single person in attendance.

What opportunities, if any, will be provided for downtown merchants to participate?

The largest partnership we have with our Old City Merchants is continuously supporting by sharing their events with our social media marketing, in hopes that our following can help drive foot traffic to their

locations. This includes consistent post sharing, and communication through direct messages on how we can improve our relationships.

Their participation is the other way around! They have been and will continue to share our posts to their following, driving more business to the Old City and potentially to their businesses. During this time, they have the opportunity to run special promotions to draw in traffic, as well as partner with the director to include any of their marketing at the market (passing out coupons, samples, etc.)

At the Old City Association meetings, small businesses can connect with the market and can make any suggestions or provide feedback whenever necessary. The fluid communication between our market and the local merchants is integral in helping increase the draw to the Old City.

How will this event positively impact downtown?

As the first artist and maker market in Knoxville, The Old City market has developed a strong following, and with our following brings a lot of love and support for our city. The market will continue to bring hundreds of people to the Old City consistently, which will allow other businesses to benefit from the heavy foot traffic. We want to be the premier market that sets the standard quality for markets all around downtown, and in addition to Knoxville foot traffic, we want to draw both vendors and visitors from outside of Knoxville to help increase that traffic.

Businesses like Awaken, Curious Dog and RALA already see a large increase of sales on our market days, so we hope to continue to increase their sales in addition to the newer businesses in the Old City including ACF Jewelry, Bettie Lou's, Red Panda Kitchen, etc.

Businesses such as Merchants of Beer have seen a growth in their markets, and have held markets on the same day as ours. This has helped bring more traffic to the downtown and Old City area immensely.

What effect would lack of Downtown Knoxville Alliance funding have on this event?

The Downtown Knoxville Alliance funding would be instrumental for the growth the Old City Market needs to continue to drive traffic to the Old City. With the amount of makers growing exponentially each year, and with only a footprint large enough for 32 vendors, having the support to consistently run a market throughout the year is crucial. DKA is not only helping our day to day operations, but it's also giving the vendors and Old City businesses the ability to improve on their bandwidth, their revenue, and their dedication to the Old City.

Our maker city has continued to grow, and continuing to give makers a space to share their talents is imperative to evolving not only downtown Knoxville, but the Old City as a whole.

Attach the following:

Projected *budget*, including detailed income and expenses
Detailed marketing and promotion plans
Previous three-year *actual* financial results (if applicable)
Proof of nonprofit status (if applicable)

Old City Market - Marketing Plan for 2024

- Social Media:
 - Instagram and Facebook ads are going to be on the forefront of our minds
 - Creating seasonal ads that will run throughout the year
 - Having an ad solely focused on the night fests
 - Focusing on reaching areas outside of Knoxville to encourage out of town visitors
 - Tagging similar organizations in posts to get awareness
 - Facebook events for those who search events they're interested in
 - Cross promotion with downtown platforms: Old City Association, DKA, Visit Knoxville, New2Knox
 - Work with New2Knox to create a stronger collaboration
 - Social media giveaways to create more followers + interactions
- Printed Marketing Materials
 - Create new branding materials to be utilized for downtown distribution
 - 11x14 posters to showcase our dates, as well as our new night market dates
 - Potential purchase of banners for the lights in the Old City
 - Large banners for market days that include our 2024 sponsors
- Additional promotion plans
 - Focusing on the 2 night markets and promoting as Spring and Fall Fest
 - This will include:
 - Seasonally focused vendors
 - Live music (with no amplification)
 - Food vendors
 - Separate promotions

BOARD OF DIRECTORS' MEETING

➤ STAFF REPORT FOR JANUARY 2024

MARKETING

- Newsletters released on January 2 (Look back on 2023 and significant anniversaries).
- Shift to winter marketing including website, digital, elevator posters, etc.
- Marketing Committee meeting held on January 16.
- Ongoing updates to website for businesses, event calendar, and Insider's Guide.
- Social Media – 168,972 followers (previous: 165,346; 163,469; 160,252).

BUSINESS SUPPORT

- Wrap-up of Peppermint Trail and Elf on the Shelf Adventure. Removal of Santa's Mailbox and Peppermint Grove.
- Working with Lumistella on renewal of Elf on the Shelf contract.
- Website update and promotion for January 5 First Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.
- Promotion of *Wicked* inspired specials January 10–21.

QUALITY OF LIFE

- Surveyed downtown businesses, residents, and visitors regarding the 400 block of Gay Street Closure Pilot Program.
- Continuing work with Urban Forest Mast Plan. The plan is in its final stages, seeking input.
- Continue to provide road closure notifications to businesses.
- Continue to assist with Market Square permits.
- Continue to assist residents and employees with parking.

OTHER

- Established Merchant Meet-Up Meetings for 2024 - February 20 first meeting.
- Interviews/media assists with several outlets including WATE, WBIR, WVLT, and Knox News.
 - 3 - holiday activities after Christmas
 - 1 - First Friday
 - 2 - forecast for new year/shopping local
 - 2 - snow storm/supporting downtown local businesses
- Discussion with board regarding adjusting DKA assessments during assessment years.

REMINDER: February 19 - 10:00, Budget Workshop followed by board meeting at 11:30