

# BOARD OF DIRECTORS' MEETING

## ➔ AGENDA

**MARCH 18, 2024, 11:30 AM**



- I. Welcome
- II. Approval of Minutes
  - A. \*February Board Meeting p. 3
- III. \*Financial Report p. 5
- IV. Committee Reports
  - A. Marketing Committee p. 15
  - B. Quality of Life Committee p. 55
- V. Staff Report p. 81
- VI. Old Business
- VII. New Business
  - A. Board Nominations due April 10 - [nominations@downtownknoxville.org](mailto:nominations@downtownknoxville.org)  
(two business representatives, one resident, one stakeholder)
  - B. Discussion of Budget Priorities p. 82
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

Upcoming Board Meetings:

April 15, 11:30 am

May 20, 11:30 am

June 17, 5:00 pm

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



# **BOARD OF DIRECTORS' MEETING**

## **➤ MINUTES**

**FEBRUARY 19, 2024, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, February 19, 2024, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included board chair, Matthew DeBardelaben, Chip Barry, Natalea Cummings, Vince Fusco, Lorie Matthews, Adrienne Webster, and Blaine Wedekind. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Karen Kakanis, and Angela Lundsford.

### **I. Welcome**

Matthew DeBardelaben welcomed everyone and called the meeting to order.

### **II. Minutes**

Matthew DeBardelaben called for approval of the minutes from the January board meeting. Adrienne Webster made a motion to approve the minutes. Natalea Cummings seconded the motion, which was unanimously approved by the board.

### **III. Financial Report**

Angela Lundsford 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. Committee Reports**

#### **A. Business Support Committee**

The Business Support Committee met on February 12. The committee reviewed the new/closed businesses, business support initiatives for the year, and discussed the upcoming Merchant MeetUp meeting.

### **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**

The board will be accepting nominations for four board positions: two business representatives, one resident, and one stakeholder. Nominations are due April 10.

## **VIII. Public Forum**

There was no Public Forum.

## **IX. Adjournment**

With no other business, the meeting was adjourned.

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Secretary

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD February 29, 2024

	<u>Jul '23 - Jun '24</u>
<b>OPERATING ACTIVITIES</b>	
Net Income	182,692
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(178,340)
2020 · Accounts Payable	(11,731)
2600 · Accrued Payables	6,176
2700 · Accrued Wages	-
1350 - Prepaid Expenses	75.00
Net cash provided by Operating Activities	(1,128)
<b>FINANCING ACTIVITIES</b>	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	(1,128)
Cash at beginning of period	1,552,490
Cash at end of period	<u><u>1,551,363</u></u>
 <b>Current Liabilities</b>	 (29,018)
Accrued Payables	(313,353)
 <b>Accounts receivable and Other</b>	 225,733
<b>Prepaid Expenses</b>	525
Subtotal	<b>(116,112)</b>
 <b>Projected Remaining Budgeted Income (Expenses)</b>	
Revenue	166,067
Development	(115,000)
Quality of Life	(209,784)
Business Support	(20,578)
Marketing/Sponsorships	(110,699)
Administration	(93,284)
Subtotal	<u><b>(383,278)</b></u>
 <b>Projected Cash - Before Minimum Reserve</b>	 <u><b>1,051,973</b></u>
Minimum Cash Balance - Reserve	(150,000)
<b>Projected Cash Availability</b>	<u><u><b>901,973</b></u></u>

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD February 29, 2024

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	Jan 24	Feb 24	TOTAL	FY24 Budget	Remainder
<b>Income</b>												
CBID Tax Assessments	4020	19,389	1,773	6,485	569,786	34,010	45,466	47,394	225,733	950,035	1,125,000	174,965
Investment income	4100	1,125	1,218	1,151	1,192	1,166	1,207	1,208	1,132	9,398	500	(8,898)
<b>Total Income</b>		<b>20,514</b>	<b>2,991</b>	<b>7,636</b>	<b>570,978</b>	<b>35,175</b>	<b>46,672</b>	<b>48,601</b>	<b>226,865</b>	<b>959,433</b>	<b>1,125,500</b>	<b>166,067</b>
<b>Expenses</b>												
<b>Development</b>												
Path to Prosperity	5225	-	-	-	-	-	-	-	-	-	15,000	15,000
Special Projects	5205	-	-	-	-	-	-	-	-	-	100,000	100,000
<b>Total Development</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>115,000</b>	<b>115,000</b>
<b>Quality of Life</b>												
Beautification	5659	77	77	3,533	84	1,852	3,470	90	83	9,266	90,000	80,734
Ambassador Program	5657	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	77,411	117,000	39,589
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	20,551	3,901	63,540	100,000	36,460
<b>Total Quality of Life</b>		<b>13,310</b>	<b>13,607</b>	<b>21,221</b>	<b>13,370</b>	<b>27,075</b>	<b>17,655</b>	<b>30,317</b>	<b>13,660</b>	<b>150,216</b>	<b>360,000</b>	<b>209,784</b>
<b>Business Support</b>												
Business Support	5676	523	2,779	5,957	4,259	10,044	4,264	672	924	29,422	50,000	20,578
<b>Total Business Support</b>		<b>523</b>	<b>2,779</b>	<b>5,957</b>	<b>4,259</b>	<b>10,044</b>	<b>4,264</b>	<b>672</b>	<b>924</b>	<b>29,422</b>	<b>50,000</b>	<b>20,578</b>
<b>Marketing Expenses</b>												
Advertising General	5305	3,536	1,688	5,387	3,191	15,935	6,428	2,045	4,553	42,762	50,000	7,238
Print & Design	5306	225	2,532	2,600	10,002	11,082	3,212	424	3,316	33,392	55,000	21,608
Website - All Committees	5375	550	1,195	1,840	6,058	6,940	1,840	676	838	19,937	30,000	10,063
Downtown Scavenger Hunt	5364	-	-	-	210	-	-	-	-	210	15,000	14,790
Events and Sponsorship	5360	6,000	-	8,000	-	10,000	-	29,000	-	53,000	110,000	57,000
<b>Total Marketing Expenses</b>		<b>10,312</b>	<b>5,414</b>	<b>17,828</b>	<b>19,460</b>	<b>43,956</b>	<b>11,480</b>	<b>32,144</b>	<b>8,706</b>	<b>149,301</b>	<b>260,000</b>	<b>110,699</b>
<b>Administration</b>												
Meals/ Lodging/ Travel	5420	840	224	194	268	398	-	427	205	2,556	6,000	3,444
Office Expense	5430	505	525	685	492	641	510	571	659	4,588	7,000	2,412
Bank Fees	5435	19	18	18	18	18	18	18	18	145	200	55
Postage	5440	12	9	9	14	11	14	18	9	97	2,500	2,403
Professional Dev.	5465	-	-	-	2,475	-	-	940	-	3,415	6,000	2,585
Professional Svc	5450	-	1,000	-	2,000	3,386	2,420	1,250	-	10,056	12,000	1,944
Svc Contract - Operations	5460	19,849	19,849	19,849	19,849	19,849	19,849	19,849	19,849	158,792	238,186	79,394
Insurance Directors/Officers	5750	-	-	-	75	75	75	75	75	375	900	525
Software	5480	-	65	-	138	69	69	69	69	478	1,000	522
Supplies	5470	-	-	-	-	-	-	-	-	-	-	-
<b>Total Administration</b>		<b>21,225</b>	<b>21,691</b>	<b>20,756</b>	<b>25,328</b>	<b>24,447</b>	<b>22,954</b>	<b>23,217</b>	<b>20,883</b>	<b>180,502</b>	<b>273,786</b>	<b>93,284</b>
<b>Total Expenses</b>		<b>45,370</b>	<b>43,491</b>	<b>65,762</b>	<b>62,418</b>	<b>105,522</b>	<b>56,353</b>	<b>86,351</b>	<b>44,174</b>	<b>509,441</b>	<b>1,058,786</b>	<b>549,345</b>
<b>Change in NAV</b>		<b>(24,856)</b>	<b>(40,500)</b>	<b>(58,126)</b>	<b>508,560</b>	<b>(70,347)</b>	<b>(9,681)</b>	<b>(37,750)</b>	<b>182,692</b>	<b>449,992</b>	<b>66,714</b>	<b>383,278</b>

**Accrued Payables at 2.29.24**

City of Knoxville (314 Union Ave)	FY23	\$250,000.00
Conservation Cooperative	FY23	\$3,500.00
East TN Historical Society, August - October 2023 events	FY23	\$0.00
Ambassador Accrual January	FY24	\$9,676.33
Ambassador Accrual February	FY24	\$9,676.33
Jazz Concerts 8 weekly jazz concerts	FY24	\$0.00
Big Ears	FY24	\$10,000.00
Dogwood Arts	FY24	\$8,500.00
Knoxville Museum	FY24	\$2,000.00
Knoxville Opera	FY24	\$5,000.00
Old City Market	FY24	\$5,000.00
East Tennessee Historical Society 2024 Events	FY24	\$10,000.00
		\$313,352.66



# Downtown Knoxville Alliance

## Statement of Cash Flows

February 2024

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	182,691.59
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-178,339.68
1350 Prepaid Expenses	75.00
2020 Acc. Payable:Accounts Payable	-11,731.00
2600 Accrued Payables	6,176.33
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>-183,819.35</b>
<b>Net cash provided by operating activities</b>	<b>\$ -1,127.76</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$ -1,127.76</b>
Cash at beginning of period	1,552,490.44
<b>CASH AT END OF PERIOD</b>	<b>\$1,551,362.68</b>

# Downtown Knoxville Alliance

## Balance Sheet

As of February 29, 2024

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1005 Cash	0.00
1012 First Bank Checking	560,486.06
1016 Regions - Checking	147,609.52
<b>Total 1005 Cash</b>	<b>708,095.58</b>
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1026 First Century Bank	254,658.84
1027 SunTrust MM Account	247,636.79
1029 Home Federal Bank - MM	244,895.96
<b>Total 1020 Investments - Cert Dep and MM</b>	<b>843,267.10</b>
<b>Total 1000 Cash &amp; Cash Equiv.</b>	<b>1,551,362.68</b>
<b>Total Bank Accounts</b>	<b>\$1,551,362.68</b>
Accounts Receivable	
1110 Other Receivable	225,733.24
<b>Total Accounts Receivable</b>	<b>\$225,733.24</b>
Other Current Assets	
1350 Prepaid Expenses	525.00
<b>Total Other Current Assets</b>	<b>\$525.00</b>
<b>Total Current Assets</b>	<b>\$1,777,620.92</b>
<b>TOTAL ASSETS</b>	<b>\$1,777,620.92</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	0.00
2020 Accounts Payable	29,017.51
<b>Total 2000 Acc. Payable</b>	<b>29,017.51</b>
<b>Total Accounts Payable</b>	<b>\$29,017.51</b>
Other Current Liabilities	
2600 Accrued Payables	313,352.65
<b>Total Other Current Liabilities</b>	<b>\$313,352.65</b>
<b>Total Current Liabilities</b>	<b>\$342,370.16</b>
<b>Total Liabilities</b>	<b>\$342,370.16</b>
Equity	
3900 Change in NA - unrestricted	985,259.17
Net Income	449,991.59
<b>Total Equity</b>	<b>\$1,435,250.76</b>

# Downtown Knoxville Alliance

## Balance Sheet

As of February 29, 2024

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	TOTAL
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,777,620.92</b>

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# Downtown Knoxville Alliance

## Profit and Loss

February 2024

	TOTAL
Income	
4020 CBID Assessment	225,733.24
4100 Interest on Cash Reserves	1,131.86
<b>Total Income</b>	<b>\$226,865.10</b>
GROSS PROFIT	<b>\$226,865.10</b>
Expenses	
5100 Business Support	
5150 Merchant Support	923.71
<b>Total 5100 Business Support</b>	<b>923.71</b>
5300 Marketing Expenses	
5305 Advertising	4,552.82
5306 Print and Content	3,315.53
5375 Website	838.00
<b>Total 5300 Marketing Expenses</b>	<b>8,706.35</b>
5400 Administration	
5420 Meals/Lodging/Travel	205.01
5430 Office Expenses	658.52
5435 Bank Fees	18.00
5440 Postage	8.96
5460 Services Contract	19,849.00
5480 Software	68.83
5490 Insurance D&O	75.00
<b>Total 5400 Administration</b>	<b>20,883.32</b>
5650 Quality of Life	
5655 Bike Patrol	3,900.80
5657 Ambassador Program	9,676.33
5659 Beautification	83.00
<b>Total 5650 Quality of Life</b>	<b>13,660.13</b>
<b>Total Expenses</b>	<b>\$44,173.51</b>
NET OPERATING INCOME	<b>\$182,691.59</b>
NET INCOME	<b>\$182,691.59</b>

# Downtown Knoxville Alliance

## A/R Aging Detail

As of February 29, 2024

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
02/29/2024	Invoice	02282024	City of Knoxville.	03/31/2024	225,733.24	225,733.24
<b>Total for Current</b>					<b>\$225,733.24</b>	<b>\$225,733.24</b>
<b>TOTAL</b>					<b>\$225,733.24</b>	<b>\$225,733.24</b>

# Downtown Knoxville Alliance

## A/P Aging Detail

As of February 29, 2024

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
<b>Current</b>							
02/29/2024	Bill	INV011853	Knoxville Chamber	02/29/2024	12	143.14	143.14
02/06/2024	Bill	11334	MoxCar.	03/07/2024	5	2,362.50	2,362.50
02/23/2024	Bill	02232024	KUB	03/12/2024	0	83.00	83.00
02/29/2024	Bill	0006228871	Knoxville News Sentinel	03/20/2024	-8	3,096.37	3,096.37
02/29/2024	Bill	2402478	High Resolutions, Inc	03/20/2024	-8	232.30	232.30
02/27/2024	Bill	20089790	Designsensory	03/28/2024	-16	60.00	60.00
02/29/2024	Bill	DKA-030124	Southern Bloom Social	03/30/2024	-18	1,728.00	1,728.00
02/29/2024	Bill	02292024	Thomas, Robin	03/30/2024	-18	956.50	956.50
02/29/2024	Bill	2704	Loch and Key Productions	03/30/2024	-18	56.70	56.70
02/29/2024	Bill	INV011855	Knoxville Chamber	03/31/2024	-19	19,849.00	19,849.00
02/29/2024	Bill	11389	MoxCar.	03/31/2024	-19	450.00	450.00
<b>Total for Current</b>						<b>\$29,017.51</b>	<b>\$29,017.51</b>
<b>TOTAL</b>						<b>\$29,017.51</b>	<b>\$29,017.51</b>

# MARKETING COMMITTEE

## ➤ MINUTES

MARCH 12, 2024 3:00 PM



Downtown Knoxville Alliance board members present included Matthew DeBardelaben and Chip Barry. Committee members present included Dana Dalton, downtown resident; Shera Petty, Visit Knoxville. Staff members included Michele Hummel and Robin Thomas.

### Event Sponsorship Requests

Summary and applications are attached. Following a discussion of requests, as well as review of 23-24 budget and anticipated funds needed for the remainder of the fiscal year, the following are recommended for funding.

Organization	Event	Request	Recommendation
City of Knoxville	Concerts on the Square	\$3,000	\$3,000
Knox Co Public Library	Children’s Festival of Reading	\$3,000	\$3,000
Knoxville Jazz Orchestra	Jazz on the Square	\$3,000	\$3,000
Nourish Knoxville	Market Square Farmers’ Market	\$10,000	\$10,000
Old City Association	Rhinestone Festival	\$5,000	\$2,500
<b>Total</b>		<b>\$24,000</b>	<b>\$21,500</b>

### Discussion

Based on a variety of factors—including request as percentage of event expenses, expected number and demographics of attendees, and/or potential economic impact to downtown—the committee felt that requests for Children’s Festival of Reading and Market Square Farmers’ Market are consistent with sponsorship guidelines and recommendations are made to fund at amounts requested.

Following significant discussion about potential overlapping requests for Concerts on the Square and Jazz on the Square, the recommendation is to fund both at amounts requested. The shared costs by DKA and City of Knoxville for Thursday night concerts throughout the summer, plus stage and sound for three months of jazz concerts, is an important part of Market Square programming. The recommendation for Jazz on the Square as a percentage of total expenses is higher than outlined in guidelines. However, the presentation revealed expenses not included in the application for KJO concerts, and the committee felt the requested amount was reasonable for the number of concerts planned throughout the summer and early fall. DeBardelaben and Barry recused themselves from discussion and voting related to Concerts on the Square.

The discussion on Rhinestone Festival primarily related to cost structure of the two-day event; Friday night is First Friday ArtWalk with events hosted by individual businesses, Saturday includes the

Rhinestone Market which has been funded by DKA as a part of the Old City Market sponsorship. The committee felt a reduced amount was appropriate for DKA's contribution to marketing of the event and funding toward Saturday programmed activities and increased costs related to KPD. For future funding consideration, a request was made to event organizers to identify methods of determining number of attendees or economic impact of event. It is also recommended that a schedule of stage events and neighborhood events be made available through social media as far in advance as possible.

**Recommendation for Board Approval**

\$21,500 to be approved as outlined above for Event Sponsorships. Details of FY 23-24 budget are attached.

**Meeting Schedule**

The next committee meeting is Tuesday, May 14, 2024 – 3:00 PM.



**Downtown Knoxville Alliance - Event Sponsorships  
FY 23-24 (as of January 31, 2024)**

	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
<b>Budget</b>		<b>60,000</b>		<b>80,000</b>		<b>90,000</b>		<b>110,000</b>
<b>Previously Approved</b>								
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	10,000	10,000
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	1,500
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 - 2024 Events							12,000	8,500
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 Museum of Art - Free Family Fun Day(s)***							1,300	2,000
Knoxville Opera - Musical Theater Marathon	4,000	1,500						
Knoxville Opera - Rossini Festival	n/a		20,000	5,000	5,000	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	5,000	5,000
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		
<b>Approved to Date</b>	<b>63,550</b>	<b>60,000</b>	<b>143,151</b>	<b>73,000</b>	<b>158,150</b>	<b>89,500</b>	<b>60,800</b>	<b>53,000</b>
<b>Balance Prior to Requests</b>		<b>-</b>		<b>7,000</b>		<b>500</b>		<b>57,000</b>

\* Board chose to fund outside of Event Budget

\*\*23-24 funding includes guarantee of \$1500 plus \$1500 contingent on additional sponsorships, contingency not met

\*\*\*23-24 funding includes events in March and August

Requests/Recommendation	Requests	Proposed
City of Knoxville - Concerts on the Square	3,000	3,000
Knox Co - Children's Festival of Reading	3,000	3,000
Knoxville Jazz Orchestra - Jazz on the Square	3,000	3,000
Nourish Knoxville - Farmers' Market	10,000	10,000
Old City Assn - Dolly Fest/Rhinestone Fest	5,000	2,500
<b>Total Current Requests</b>	<b>24,000</b>	<b>21,500</b>
<b>Remaining Balance</b>		<b>35,500</b>

	<b>Concerts on the Square</b>	<b>Children's Festival of Reading</b>	<b>Jazz on the Square</b>	<b>Market Square Farmers' Market</b>	<b>Rhinestone Festival</b>
<b>Request</b>	\$3,000	\$3,000	\$3,000	\$10,000	\$5,000
<b>Date(s)</b>	Tuesday nights: May, June & Sept 3 <sup>rd</sup> Thursday nights: May thru Sept 17 concerts	May 18	Tuesday nights: May, June & Sept 12 concerts	May 1 – Nov 23 Wednesday & Saturday 60 markets	June 7 – 8
<b>Location</b>	Market Square	World's Fair Park	Market Square	Market Square, Market Street and Union Ave	Old City
<b>History</b>	Prior Years: 10 Funded by DKA: 3	Prior Years: 17 Funded by DKA: 11	Prior Years: 10 Funded by DKA: 0	Prior Years: 20 Funded by DKA: 14	Prior Years: 4 Funded by DKA: 2
<b>Most Recent Funding</b>	\$3,000 FY 22-23 \$3,000 request	\$3,000 FY 22-23 \$3,000 request	n/a	\$10,000 FY 22-23 \$10,000 request	\$2,000 FY 22-23 \$10,000 request
<b>Event Producer</b>	City of Knoxville	Knox Co Public Library and Friends of Knox Co Public Library	Knoxville Jazz Orchestra	Nourish Knoxville	Old City Association
<b>Other Sponsors</b>	Comcast Business/Xfinity, B97.5	Confirmed: National Endowment for the Arts, TN Arts Commission, Dollar General Literacy Foundation plus many others pending	n/a	Grayson Subaru	Confirmed: Club XYZ, Rala, The Daniel, Nancy Voith and Kenneth Stark, S2A Integration
<b>Admission</b>	Free	Free	Free	Free	Free
<b>Expected Attendance</b>	3,400 – 5,100 (200-300 per concert)	10,000 children plus their families	2,400 – 3,600 (based on COK est)	136,000-157,000 throughout the season	unavailable
<b>Estimated Expenses</b>	\$19,400	\$73,725	\$6,400	\$192,761	\$25,045
<b>Projected Profit</b>	breakeven excludes staff	breakeven excludes staff + admin	n/a	(\$18,061)	(\$295)
<b>% of Expense</b>	15.5%	4.1%	46.9%	5.2%	20%
<b>Per Attendee</b>	\$0.71	\$0.30	\$1.00	\$0.07	n/a
<b>Use of Funds</b>	Sound technician	Artistic fees and site management expenses	Artist fees	Market operations including staff, supplies, on-site signage	Event infrastructure, marketing, entertainment

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: Concerts on the Square \_\_\_\_\_

Date(s): May 7, 14, 16, 21, 28, June 4, 11, 18, 20, 25, July 18, August 15, September 3,10,17,19,24 2024 \_\_\_\_\_

Location: Market Square \_\_\_\_\_

Produced by:City of Knoxville Office of Special Events \_\_\_\_\_

Sponsorship amount requested: \_\_\$3000\_\_\_\_\_

Event History:

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

Contact: Elaine Frank \_\_\_\_\_ Phone: 865-215-2024 \_\_\_\_\_

Address: 400 Main Street, Suite 578 \_\_\_\_\_

Email: efrank@knoxvilletn.gov \_\_\_\_\_

**Event description:**

This is a free, family-friendly concert series that the City of Knoxville began to enhance the public's experience on Market Square. The live music of different genres attracts a wide range of age groups who enjoy the ambience on the Square. This series enables the public to enjoy a free concert on the Square, bring their chairs or enjoy a meal on one of the many restaurant patios.

Concerts on the Square consists of two different series;

- Jazz Tuesdays: begin at 7:00 pm and end at 9:00 pm with performances from various Jazz Artists and groups within the community in the months of May, June & September.
- Variety Thursdays take place every 3<sup>rd</sup> Thursday in May, June, July, August & September and begin at 7:00 pm and end at 9:00 pm with several of the performances featuring an array of music. \_\_\_\_\_

Additional sponsors: Comcast Business/Xfinity, B97.5 \_\_\_\_\_

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Planned use of funds requested: We would use the money to help pay for sound technician to be on site for Jazz Tuesdays in May and June. \_\_\_\_\_

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

The attendance varies for each concert and is dependent on weather, the majority of the concerts bring about 200-300 people. Demographic ranges of all ages, races, men and women with downtown residents, students and other people in the Knoxville area as well as anyone dining or shopping who happen to come across the free concert.

The attendance is measured by Public Service and the Special Events office by counting the crowd that is sitting and enjoying the concert as well as people who walk by and stay for the remainder of the concert. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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

People will be able to sit on the patios of Market Square and listen to the music, or they can provide to-go meals for people to purchase and take on the Square and eat \_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How will this event positively impact downtown?

This event allows people to enjoy the ambiance of Market Square while enjoying live music from local musicians. People will be able to bring chairs and blankets, get to-go dinners from restaurants downtown or bring a picnic and enjoy free music. People spend the night dancing under the stars, tapping their toes and laughing the night away with their friends and family while enjoying Downtown Knoxville. \_\_\_\_\_

\_\_\_\_\_

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

Possibly offering less jazz shows \_\_\_\_\_

\_\_\_\_\_

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)

## Concerts on the Square 2024

<b>Jazz Tuesdays</b>			
<u>Date</u>	<u>Band Name</u>	<u>Band Cost</u>	<u>Sound Cost</u>
May 7,14,21,28	TBD	sponsored by KJO	\$ 2,800
June 4,11,18,25	TBD	sponsored by KJO	\$ 2,800
Sept 3,10,17,24	TBD	sponsored by KJO	\$ 2,800
<b>Variety Thursdays</b>			
<u>Date</u>	<u>Band Name</u>	<u>Band Cost</u>	<u>Sound Cost</u>
May 18, 2023	12 Eleven Band	\$ 1,500	\$ 700
June 15, 2023	Jeanine Fuller/Souldiers Tribute	\$ 2,500	\$ 700
July 20, 2023	Bicho Brothers	\$ 1,500	\$ 700
August 17, 2023	Liquid Velvet	\$ 1,500	\$ 700
September 21, 2023	Square Dancing	\$ 500	\$ 700
	<b>Total Variety Thursdays</b>	<b>\$ 11,000</b>	
	<b>Total Jazz Tuesdays</b>	<b>\$ 8,400</b>	
	<b>Total Cost</b>	<b>\$ 19,400</b>	
	<b>Sponsorships</b>	<b>\$ -</b>	
		<b>\$19,400</b>	

Concerts on the Square 2022				Concerts on the Square 2023			
Jazz Tuesdays				Jazz Tuesdays			
<u>Date</u>	<u>Band Name</u>	<u>Band Cost</u>	<u>Sound Cost</u>	<u>Date</u>	<u>Band Name</u>	<u>Band Cost</u>	<u>Sound Cost</u>
May 3, 2022	Sam Adams Quartet	sponsored by KJO	\$ 400	May 2, 2023	Greg tardy Quintet	sponsored by KJO	\$ 700
May 10, 2022	Eric Reed	sponsored by KJO	\$ 400	May 9, 2023	Tahj Walsh Quintet	sponsored by KJO	\$ 700
May 17, 2022	Jack Roben Trio	sponsored by KJO	\$ 400	May 16, 2023	Vance Thompson Quartet	sponsored by KJO	\$ 700
May 24, 2022	Greg Tardy Quartet	sponsored by KJO	\$ 400	May 23, 2023	Jack Roben Trio	sponsored by KJO	\$ 700
May 31, 2022	Mark Boling Trio	sponsored by KJO	\$ 400	May 30, 2023	Sam Adams Quartet	sponsored by KJO	\$ 700
June 7, 2022	Greg Tardy Quartet	sponsored by KJO	\$ 400	June 6, 2023	Margherita Fava Quartet	sponsored by KJO	\$ 700
June 14, 2022	Taber Gable Trio	sponsored by KJO	\$ 400	June 13, 2023	Mark Boling Trio Life	sponsored by KJO	\$ 700
June 21, 2022	Ken Brown Quintet	sponsored by KJO	\$ 400	June 20, 2023	Taber Gable Quartet	sponsored by KJO	\$ 700
June 28, 2022	Margherita Fava Trio	sponsored by KJO	\$ 400	June 27, 2023	Ken Brown Quartet	sponsored by KJO	\$ 700
September 6, 2022	Matt Coker's Hammond Organ Trio	sponsored by KJO	\$ 400	September 5, 2023	Larry Vincent Quartet	sponsored by KJO	\$ 700
September 13, 2022	Larry Vincent	sponsored by KJO	\$ 400	September 12, 2023	Denin Kock Quartet	sponsored by KJO	\$ 700
September 20, 2022	Shawn Turner & Pinky Ring	sponsored by KJO	\$ 400	September 19, 2023	Scott Simmerman & Friends	sponsored by KJO	\$ 700
September 27, 2022	Jon Hamar	sponsored by KJO	\$ 400	September 26, 2023	Shawn Turner & Pinky Ring	sponsored by KJO	\$ 700
Variety Thursdays				Variety Thursdays			
<u>Date</u>	<u>Band Name</u>	<u>Band Cost</u>	<u>Sound Cost</u>	<u>Date</u>	<u>Band Name</u>	<u>Band Cost</u>	<u>Sound Cost</u>
May 19, 2022	The Coveralls	\$ 1,200	\$ 400	May 18, 2023	WIMZ Garage Band	\$ 650	\$ 700
June 16, 2022	Evelyn Jack & Soule4	\$ 600	\$ 400	June 15, 2023	Club Rewind 80's Cover	\$ 800	\$ 700
July 21, 2022	K-Town Music	\$ 650	\$ 400	July 20, 2023	7 Bridges	\$ 5,500	\$ 700
August 18, 2022	Mike Snodgrass Band	\$ 750	\$ 400	August 17, 2023	Candela	\$ 1,700	\$ 700
September 15, 2022	Dirty Grass Soul	\$ 3,000	\$ 400	September 21, 2023	Square Dancing	\$ 500	\$ 700
October 20, 2022	Commodore Fox followed by Joe Lasher	Sponsored by Ingles	\$ 400				
	Total Variety Thursdays	\$ 8,600			Total Variety Thursdays	\$ 12,650	
	Total Jazz Tuesdays	\$ 5,200			Total Jazz Tuesdays	\$ 9,100	
	Total Cost	\$ 13,800			Total Cost	\$ 21,750	
	Comcast Sponsorship	\$ 8,700			Comcast Sponsorship	\$ 12,500	
	Downtown Knoxville Alliance	\$ 3,000			TVA Credit Union Sponsorships	\$ 5,000	
	Grayson Auto	\$ 3,000			Downtown Knoxville Sponsorship	\$ 3,000	
	Total City of Knoxville paid	\$900			Total City of Knoxville paid	\$1,250	

Concerts on the Square Marketing Plan 2024:

We will have banners on Market Stage pillars, posters will be distributed to local businesses, concert information will be posted on our website as well as on Facebook and Instagram and other public event calendars. B97.5 is our radio sponsor and will be promoting the concert series and will have 14 promotional announcements each month for Jazz, and 14 promotional announcements leading up to each Third Thursday. The series is also listed in the Visit Knoxville Visitor's Guide.

Poster design from 2023

**CONCERTS  
ON THE  
SQUARE**

PRESENTED BY COMCAST

**Jazz 7-9 P.M.**  
TUESDAYS  
TUESDAYS IN MAY, JUNE & SEPTEMBER

**7-9 P.M. Variety**  
THIRD THURSDAYS

MAY 18: WIMZ GARAGE BAND  
JUNE 15: CLUB REWIND  
JULY 20: 7 BRIDGES: THE ULTIMATE  
EAGLES EXPERIENCE  
AUGUST 17: CANDELA  
SEPTEMBER 21: SQUARE DANCING  
ON THE SQUARE

**xfinity**  
**COMCAST**  
**BUSINESS**  
Powering Possibilities™

**DOWN TOWN**  
KNOXVILLE  
ALLIANCE

**KNOXVILLE**  
EMPLOYEES  
CREDIT UNION

**B97.5**

**CITY OF KNOXVILLE**

**KJO**  
KNOXVILLE JAZZ ORCHESTRA

[KnoxvilleTN.gov/concerts](http://KnoxvilleTN.gov/concerts)



# CONCERTS ON THE SQUARE

PRESENTED BY COMCAST

**Jazz** 7-9 P.M.  
TUESDAYS  
TUESDAYS IN MAY, JUNE & SEPTEMBER

**7-9 P.M. Variety**  
THIRD THURSDAYS  
MAY 18, JUNE 15, JULY 20,  
AUGUST 17, SEPTEMBER 21

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Powering Possibilities™

DOWN TOWN KNOXVILLE ALLIANCE  
KNOXVILLE EMPLOYERS CREDIT UNION

B97.5  
KJO KNOXVILLE JAZZ ORCHESTRA  
CITY OF KNOXVILLE

[KnoxvilleTN.gov/concerts](http://KnoxvilleTN.gov/concerts)



# CONCERTS ON THE SQUARE

PRESENTED BY COMCAST

**Jazz** 7-9 P.M.  
TUESDAYS  
TUESDAYS IN MAY, JUNE & SEPTEMBER

**7-9 P.M. Variety**  
THIRD THURSDAYS  
MAY 18, JUNE 15, JULY 20,  
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xfinity  
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DOWN TOWN KNOXVILLE ALLIANCE  
KNOXVILLE EMPLOYERS CREDIT UNION

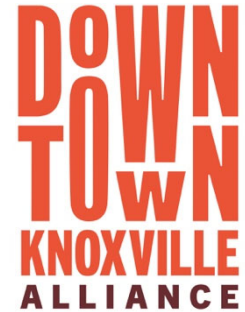
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CITY OF KNOXVILLE

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**Downtown Knoxville Alliance  
Sponsorship Request Application**

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**Event:** 2024 Knox County Public Library Children's Festival of Reading

**Date(s):** May 18, 2024

**Location:** World's Fair Park, Downtown Knoxville

**Produced by:** Knox County Public Library and Friends of the Knox County Public Library

**Sponsorship amount requested:** \$3,000

**Event History:**

\_\_\_ First-time event      (#) 17 prior years      (#) 11 years of previous Alliance funding

**Contact:** Jennifer Harrell, Library Fund Development and Engagement Manager Phone: (865) 215-8713

**Address:** 500 West Church Avenue, Knoxville, TN 37902

**Email:** jharrell@knoxlib.org

**Event description:**

Friends of the Knox County Public Library in collaboration with the Knox County Public Library will continue the tradition of bringing nationally recognized children's authors, illustrators, and musicians to the families of East Tennessee during the 18<sup>th</sup> Children's Festival of Reading (CFOR) on May 18, 2024, from 10:00 AM to 3:00 PM at World's Fair Park in downtown Knoxville, TN. Goals of the Children's Festival of Reading (CFOR) are to excite children about reading and to provide the East Tennessee community access to acclaimed children's authors and illustrators. CFOR provides free access to numerous literacy-enrichment activities through the participation of fifty community groups who provide arts- and literacy- activities for the Festival. Partners include Centro Hispano, The Bottom Bookstore (curating Black affirming, empowering, and authored literature), Knoxville Music Therapy, Human-Animal Bond in Tennessee, Zoo Knoxville, Muse Knoxville, and the Children's Diversity and Justice Library. Artist diversity is paramount to the event and CFOR staff invites a wide range of artists whose books feature characters of varying backgrounds and abilities. CFOR aims to excite children and families about reading and help them see the importance of integrating books and literacy skills into their daily lives. The Festival is proud to host world class artists including:

- **Alan Gratz**, a Knoxville native and the *New York Times* bestselling author of nineteen novels and graphic novels for young readers including *Two Degrees*, *Captain America: The Ghost Army*, *Ground Zero*, and *Refugee*.
- **Cozbi Cabrera**, the author and illustrator of several acclaimed children's picture books. Her book *Me & Mama* received both a Coretta Scott King Honor and a Caldecott Honor for Illustration. *Exquisite*, a picture-book biography of celebrated poet Gwendolyn Brooks (the first Black person to win the Pulitzer Prize), was the winner of an American Library Association Sibert Informational Honor and a Coretta Scott King Honor for Illustration.
- **Deb Pilutti** wrote and illustrated *Old Rock (is not boring)*, an Imagination Library book, *Ten Rules of Being a Superhero*, *Bear and Squirrel Are Friends* (currently featured in Chick-fil-A kids meals),

and *The Secrets of Ninja School*, and illustrated *Idea Jar* by Adam Lehrhaupt. Her new book *The Dinosaur in the Garden* will be released a few days after CFOR and will be available at the Festival!

- **Ashlynn Anstee's** book (the title is confidential until the big reveal) will be given to 30,000 Knox County Elementary School children during the One Book Read City project. Students will read the book together in their classrooms during the first two weeks of May and then meet Anstee at the Children's Festival of Reading!
- KCPL is also under consideration by **Meg Medina** who serves as the eighth National Ambassador for Young People's Literature. A Cuban American, she is the first author of Latina heritage to serve as National Ambassador in the program's history. Medina's books examine how culture and identity intersect through the eyes of young people. Her middle-grade novel *Merci Suárez Changes Gears* received the 2019 Newberry Medal.

The Children's Festival of Reading includes six key areas: a Storyteller's Tent, a Music Tent, an Authors/Illustrators Tent, an Arts & Crafts Tent, the Circus Lawn, and the Science & Discovery Tent. Local, state, and federal representatives and all festivalgoers are invited to participate in the Parade of Books, which features Festival artists and takes a lap around the World's Fair Park site in support of literacy. The 2024 Festival will again include the Children's Entrepreneur Market. Entrepreneurs ages 5 to 16 participate in a farmer's/craft market run entirely by kids! Children's performance groups including the Knoxville Opera Children's Choir and Knoxville Children's Theatre are featured in the key areas of Festival.

Nationwide only 40% of third grade students read at grade level. According to the Annie E. Casey Foundation a child's reading proficiency by third grade has a direct correlation to success in high school and beyond. This study found that students who do not read proficiently by third grade are four times more likely to leave high school without a diploma. Only 42.9% of third graders in Knox County Schools met or exceeded expectations in English/Language Arts on the 2023 Tennessee Comprehensive Assessment Program (TCAP) test. While this is a slight increase in proficiency from 2022, still more than half of Knox County's students are reading below grade level and students living in poverty and students of color typically score 18-20% lower than their peers.

The Children's Festival of Reading strives to encourage children to find materials that they enjoy reading. The Festival also serves as the kickoff event for the Knox County Public Library's *Summer Library Club* which provides a powerful framework to combat the loss of reading skills over school break. According to the Brookings Institution, on average, students lose one month of learning over the summer. This is the "Summer Slide," which also disproportionately affects low-income students and students of color. A new study published in the journal *Psychological Medicine* found that children who read for pleasure showed fewer signs of stress and depression, improved attention, fewer behavioral problems, engaged in less screen time, and enjoyed longer sleep.

As the Knox County Public Library's most significant engagement event, CFOR provides a free and accessible opportunity for all citizens to join as a community that experiences, learns, and celebrates literacy, books and reading. CFOR is not ticketed and is a free event open to everyone. Special arrangements are made to provide accessible parking areas on the grounds, as well as large-print and Spanish-language programs and brochures.

CFOR will be promoted through local media coverage, targeted advertising campaigns, word of mouth and after a 17-year history, for many families it has become an annual event.

**Additional sponsors:**

Confirmed:

National Endowment for the Arts

Tennessee Arts Commission

Friends of the Knox County Public Library  
Dollar General Literacy Foundation  
TVA

Pending:

East Tennessee Pediatric Dentistry  
ORNL Federal Credit Union  
BlueCross BlueShield of Tennessee Community Trust  
City of Knoxville Community Improvement Funds  
United Way of Greater Knoxville  
Comcast/Xfinity  
East Tennessee Children's Hospital Urgent Care  
Publix  
Radio Systems Corporation

**Planned use of funds requested:**

All funds will be used to support the artistic fees and site management expenses associated with the Children's Festival of Reading and as matching funds to leverage federal and state grants for CFOR.

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

Given that CFOR is a free event at World's Fair Park, attendance is difficult to measure, but by surveying area parking lots and tallying the number of chairs at all tents/performance areas, park officials estimated that 10,000 children with their families were in attendance between the hours of 10:00 a.m. and 3:00 p.m. in 2023. Success of the Children's Festival of Reading is evaluated through attendance numbers, the number of children who register for the Knox County Public Library's Summer Library Club, and on-site surveys. 60% of survey respondents in 2023 were first-time CFOR attendees indicating that the Festival remains popular after seventeen years. Registration for the Summer Library Club reading challenge opened the day of CFOR 2023 and 1700 signed up in the first couple of weeks tracking ahead of Summer Reading participation in 2022. 76% of families in attendance planned to participate in Summer Library Club, and in total, over 3,000 children and teens met their summer reading goals logging over 366,883 hours.

The majority of CFOR attendees were from Knox County. The most frequent zip codes reported on surveys were 37909 Bearden, 37918 Fountain City, and 37931 Karns with 37922, 37923, 37932, and 37934 in West Knoxville also reported frequently. Approximately 18% of attendees were from outside of Knox County.

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

All Knox County organizations are invited to be vendors at the Children's Festival of Reading. Non-profit organizations pay a nominal registration fee of \$50 to participate and are provided with a 10x10 tent, one table, and two chairs. Commercial organizations pay \$250 to participate and are provided a 10x10 tent, one table two chairs and the ability to sell and/or market their product or service to the public. All organizations must commit to providing a free arts- or literacy-based activity to festivalgoers. Food vendors are considered on a case-by-case basis. If an organization sponsors KCPL's Summer Library Club, their registration fee is waived.

Downtown Knoxville organizations including Union Avenue Books, East Tennessee Historical Society, Historic House Museums, East Tennessee PBS, Tennessee Valley Fair, The Change Center, Muse Knoxville, Zoo Knoxville, United Way of Greater Knoxville, and the Women's Basketball Hall of Fame

regularly participate in the Festival of Reading. All downtown Knoxville organizations are welcome and encouraged to participate.

**How will this event positively impact downtown?**

The Children’s Festival of Reading develops local and regional audiences for the literary arts and draws families to downtown Knoxville. 60% of survey respondents in 2023 were first-time CFOR attendees bringing 6,000 people downtown. An additional 18% or almost 2,000 were from outside of Knox County. So, in total the 2023 Children’s Festival of Reading drew almost 8,000 people to downtown who came specifically for CFOR. Surveys list World’s Fair Park specifically as a favorite part of the Festival. The most frequent zip codes reported on surveys were West Knoxville, Karns and Fountain City. By providing this festival with a focus on activities for families and children, CFOR invites this demographic downtown to experience all that downtown Knoxville has to offer.

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

The Children’s Festival of Reading falls outside the core services of the Knox County Public Library (KCPL) and is not financed through the KCPL operating budget. Thus, without community support and sponsorships KCPL would not be able to produce the festival.

Every dollar committed is spent on event costs and artists’ performance fees. In order to present CFOR as a free event, open to the public; sponsorships, grants and vendor fees comprise the entirety of Festival income. Funding secured directly impacts the quality of artists and activities that KCPL and Friends of the Knox County Public Library can present for Knoxville’s children.

**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)

KNOX COUNTY PUBLIC LIBRARY'S **Children's FESTIVAL OF READING**



<b>Children's Festival of Reading 2024 Expenses</b>	<b>2024 Budget</b>
<u>Artistic Fees</u>	
Authors and Illustrators	\$24,000.00
Storytellers	\$3,900.00
Musicians	\$2,800.00
Other Performers	\$5,500.00
Subtotal Artistic:	\$36,200.00
<u>Site Management</u>	
Public Building Authority - Worlds Fair Park	\$3,850.00
Road Closure, EMTs, Fire Marshal	\$1,150.00
Springboard Media	\$2,250.00
Event Rentals by Rothchild	\$16,860.00
Children's Play Area	\$250.00
Arts and Crafts	\$1,400.00
Teen Area	\$250.00
Storage and Staging (Marriott)	\$1,240.00
Artist and Volunteer Hospitality (Authors, Illustrators, 100 Volunteers)	\$1,000.00
Equipment and Supplies	\$1,500.00
Subtotal Site Management:	\$29,750.00
<u>Marketing</u>	
T-Shirts	\$1,500.00
Signage	\$1,475.00
Flyer and Event Programs	\$1,500.00
Photographer	\$300.00
Site Décor	\$3,000.00
Subtotal Marketing:	\$7,775.00
<b>Total Expenses:</b>	<b>\$73,725.00</b>

<b>Children's Festival of Reading 2024 Income</b>	
<u>Earned Income</u>	
Community Groups and Vendors	\$5,500.00
Subtotal Earned Income	\$5,500.00
<u>Corporate and Organizational Contributions</u>	
Friends of the Knox County Public Library, pledged	\$9,000.00
Comcast/Xfinity, requested	\$7,500.00

Publix, requested	\$2,000.00
TVA, pledged	\$2,750.00
Radio Systems Corporation, requested	\$2,750.00
Dollar General Literacy Foundaion, received	\$2,000.00
East Tennessee Children's Hospital Urgent Care, proposed	\$2,750.00
East TN Pediatric Dentistry, proposed	\$2,500.00
CGI, proposed	\$2,750.00
Downtown Knoxville Alliance, proposed	\$3,000.00
ORNL Federal Credit Union, proposed	\$5,000.00
Bright Steps Initiative, United Way, proposed	\$2,500.00
Subtotal Corporate Contributions	\$44,500.00
<u>Grants/Foundations</u>	
National Endowment for the Arts, pledged	\$10,000.00
Tennessee Arts Commission, pledged	\$7,200.00
BCBST Community Trust, requested	\$5,000.00
City of Knoxville Community Improvement Funds, proposed	\$1,700.00
Subtotal Grants	\$23,900.00
<b>Total Income</b>	<b>\$73,900.00</b>

KNOX COUNTY  
PUBLIC LIBRARY'S **Children's**  
**FESTIVAL of READING**



Income Children's Festival of Reading 2024	2024 Status	2024 Budget	2023 Actuals	2022 Actuals	2019 Actuals
<b>Earned Income</b>					
Community Groups and Vendors*		\$5,500.00	\$5,517.00	\$2,800.00	\$3,025.00
T-shirt Sales	N/A	\$0.00	\$0.00	\$0.00	\$230.00
Earned Income Subtotal:		\$5,500.00	\$5,517.00	\$2,800.00	\$3,255.00
<b>Corporate Contributions</b>					
Friends of the Knox County Public Library	secured	\$9,000.00	\$5,000.00	\$5,000.00	\$0.00
Comcast/Xfinity	requested	\$7,500.00	\$2,500.00		
Pilot Company	N/A	\$0.00	\$0.00	\$1,500.00	\$5,000.00
<b>Downtown Knoxville Alliance</b>	<b>proposed</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>
Publix	requested	\$2,000.00	\$0.00	\$0.00	\$0.00
TVA	secured	\$2,750.00	\$0.00	\$0.00	\$0.00
Radio Systems Corporation	requested	\$2,750.00	\$0.00	\$0.00	\$0.00
Dollar General Literacy Foundation	secured	\$2,000.00	\$0.00	\$0.00	\$0.00
East Tennessee Children's Hospital Urgent Care	proposed	\$2,750.00	\$2,500.00	\$0.00	\$0.00
East TN Pediatric Dentistry	proposed	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
CGI	proposed	\$2,750.00	\$0.00	\$0.00	\$0.00
ORNL Federal Credit Union	proposed	\$5,000.00	\$5,000.00	\$2,500.00	\$2,500.00
BlueCross BlueShield Community Trust	proposed	\$5,000.00	\$0.00	\$0.00	\$5,000.00
United Way Bright Steps Initiative	proposed	\$2,500.00	\$2,500.00	\$0.00	\$0.00

Visit Knoxville	N/A	\$0.00	\$0.00	\$10,000.00	\$0.00
Music and Arts	N/A	\$0.00	\$0.00	\$0.00	\$2,500.00
Corporate Contributions Subtotal:		\$49,500.00	\$23,000.00	\$24,500.00	\$20,500.00
<b>Grants</b>					
National Endowment for the Arts	secured	\$10,000.00	\$10,000.00	\$0.00	\$10,000.00
Humanities Tennessee	N/A	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00
Tennessee Arts Commission	secured	\$7,200.00	\$6,310.00	\$7,400.00	\$3,110.00
Knoxville City Council Community Improvement (202) Funds	proposed	\$1,700.00	\$1,700.00	\$0.00	\$1,800.00
Grants Subtotal:		\$18,900.00	\$23,010.00	\$12,400.00	\$19,910.00
<b>Donations</b>					
Bequest Funds	N/A	\$0.00	\$0.00	\$0.00	\$0.00
<b>Existing Funds</b>					
		\$0.00	\$23,172.88	\$12,869.51	\$0.00
<b>Total Income:</b>		<b>\$73,900.00</b>	<b>\$74,699.88</b>	<b>\$52,569.51</b>	<b>\$43,665.00</b>

<b>Expenses Children's Festival of Reading 2024</b>	<b>2024 Notes</b>	<b>2024 Budget</b>	<b>2023 Actuals</b>	<b>2022 Actuals</b>	<b>2019 Actuals</b>
<b>Artistic Fees</b>					
Authors and Illustrators		\$24,000.00	\$16,190.79	\$15,492.88	\$9,386.00
Storytellers		\$3,900.00	\$4,303.17	\$1,450.00	\$800.00
Musicians		\$2,800.00	\$2,800.00	\$2,925.00	\$1,725.00
Other Performers (Science, Characters, & One World Circus)		\$5,500.00	\$5,410.00	\$3,260.00	\$2,850.00
Artistic Fees Subtotal:		\$36,200.00	\$28,703.96	\$23,127.88	\$14,761.00
<b>Site Management</b>					
Public Building Authority		\$3,850.00	\$3,850.00	\$3,880.00	\$4,820.00
Road Closure, EMTs, Fire Marshall		\$1,150.00	\$1,140.00	\$640.00	\$750.00
Springboard Media		\$2,250.00	\$2,250.00	\$1,750.00	\$2,750.00
Event Rentals by Rothchild		\$16,860.00	\$26,846.77	\$13,209.00	\$10,101.00



Children's Play Area		\$250.00	\$249.40	\$288.84	\$250.00
Arts and Crafts	*includes expenses for 2020 and 2021	\$1,400.00	\$1,387.39	2975.57*	\$1,100.00
Teen Area		\$250.00	\$170.10	\$250.00	\$0.00
Parade of Books	*included in Site Décor for 2023, 2024	\$0.00	\$0.00	\$0.00	\$720.00
Storage and Staging Space (Marriott)		\$1,240.00	\$1,240.00	\$1,220.00	\$0.00
Equipment and Supplies		\$1,500.00	\$542.38	\$1,482.70	\$0.00
Site Management Subtotal:		\$28,750.00	\$37,676.04	\$22,720.54	\$20,491.00
<b>Artist and Volunteer Hospitality</b>					
		\$1,000.00	\$303.58	\$660.40	\$1,021.00
<b>Marketing</b>					
T-shirts		\$1,500.00	\$1,447.50	\$1,436.58	\$1,200.00
Flyers and Event Programs	Library print budget in 2022	\$1,500.00	\$1,506.00	\$0.00	\$1,648.00
Signage		\$1,475.00	\$1,468.95	\$1,348.10	\$816.00
Photographer		\$300.00	\$0.00	\$300.00	\$0.00
Marketing Subtotal:		\$4,775.00	\$4,422.45	\$3,084.68	\$3,664.00
<b>Site Décor</b>					
		\$3,000.00	\$3,593.85	\$2,976.01	\$2,020.00
<b>Total Expense:</b>		<b>\$73,725.00</b>	<b>\$74,699.88</b>	<b>\$52,569.51</b>	<b>\$41,957.00</b>

\*CFOR was not held in 2020 or 2021 due to COVID-19; and food vendors were handled by Visit Knoxville in 2022.



## Children's Festival of Reading 2024 Marketing and Promotion Plan

All marketing for the Children's Festival of Reading is given to Knox County Public Library at no cost. Most printing and promotional materials are created and printed in-house.

Please see:

[https://drive.google.com/drive/folders/1UD5RPFLjtS50R8a0szsdevqo64Et93iT?usp=drive\\_link](https://drive.google.com/drive/folders/1UD5RPFLjtS50R8a0szsdevqo64Et93iT?usp=drive_link) for examples of marketing materials, video, and photos from the 2023 festival.

Downtown Knoxville Alliance's logo will be included on all Festival materials. Sponsorship will earn coverage in the following marketing venues:

### Television:

- WBIR, Comcast, and East Tennessee PBS
- PSAs on WBIR, 10News2, and ETPBS
- Online coverage
- Value: \$9,250

### Radio:

- WDVX
  - *Kidstuff* on-site live broadcast
  - Promotional underwriting value: \$750

### Print:

- Knoxville Kids Directory (250+ locations)
- *The Official 2024 City of Knoxville Visitors' Guide*
  - 200,000 copies of the Official 2024 Guide will be distributed through state welcome centers, the Knoxville Visitors Center, the Knoxville Chamber, the University of Tennessee, realtors, hotels, and attractions as well as conventions, trade shows and sporting events

### In-House Print:

- School Handouts: 40,000 printed and sent to area schools
- Flyers: 5,000 printed and distributed to all KCPL branches
- Event Programs: 2,000 printed and given out during the Festival
- Posters: 70 printed and distributed to all KCPL branches and to area businesses
- Value: \$7,000

### Email and Social Networking:

- KCPL Website, [www.knoxlib.org](http://www.knoxlib.org): 505,000 unique visits per month, with main page story and dedicated Children's Festival Page
- E-mail Newsletters: sent to more than 30,400 voluntary subscribers
- KCPL/Friends of KCPL Facebook pages: 19,800 combined followers
- KCPL/Friends of KCPL Instagram accounts: 5,650 combined followers

### On-Site:

- On-site banners and signage
- 10 x 10 tent with table and chairs from which sponsors can promote goods and services.

**TOTAL VALUE: \$27,000**

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: **Jazz on the Square**

Date(s): **Tuesday Evenings starting May 7<sup>th</sup> running 12 weeks / concerts  
May = 4 concerts, June = 4 concerts and September = 4 concerts**

Location: **Market Square Band Stand**

Produced by: **The Knoxville Jazz Orchestra**

Sponsorship amount requested: **\$3,000 ANNUALLY**

Event History: **10+ year history of Jazz on the Square**

\_\_\_\_ First-time event      (#) **10 prior years**                      (#) ZERO years of previous Alliance funding

Contact: **Kevin Grimac**      Phone: **865-332-6666**

Address: **618 South Gay Street**      Knoxville, TN 37902

Email: **KevinGrimac@gmail.com**

Event description: **Free Jazz !! We've enjoyed a great run on Market Square. The KJO would love for DKA to promote these FREE concerts with amazing professional local musicians. Twelve FREE concerts sponsored by DKA at \$500 each. Every Tuesday after work (6:00PM) starting May 7<sup>th</sup> 2024.**

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Additional sponsors: **None presently. We're hopeful for DKA assistance and we would welcome any sponsor** \_\_\_\_\_

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Planned use of funds requested: **Musical artist fees. ALL of our musicians are paid professionals. This concert series features Knoxville's own Greg Tardy, Kenneth Brown, Vance Thompson and more accomplished professional musicians performing FREE to the public.**

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

**FREE Jazz on the Square concerts with varied demographics. All are welcome. We estimate that we attract a few hundred music lovers to these free events. We have a loyal following in Oak Ridge as well as another loyal following from Tellico Village. Our audience follows us and it's hard to beat a beautiful Spring evening on Market Square with great free music.**

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

**We would love to have local merchants join us on Social Media to pull attendees to their place of business promoting our Non Profit Organization KJO and their business.**

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How will this event positively impact downtown?

**You can never have too much of the Arts & Culture and FREE cultural events are one of the many draws that Downtown Knoxville offer. KJO is a Non Profit Organization celebrating our 25<sup>th</sup> year of music and music education thru out East Tennessee from our Knoxville roots.**

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

**We will move forward with or without DKA funding but would welcome a sponsor. We feel that our FREE concerts align with DKA promoting all that's great about downtown Knoxville to enjoy.**

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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)

Musical Artist Fees: Tabor Gable, Greg Tardy, Jon Hamer, Sam Adams, Kenneth Brown, Margherita Fava, Vance Thompson and the Bill Bares Trio

Musician fees: \$6000

Venue rental: Waived from COK

Marketing: \$400

Sound Equipment Rental: Paid by COK effective May 2024

Insurance: Awaiting final quote

Additional note:

We have booked these events and they will be posted on our website: [knoxjazz.org](http://knoxjazz.org) and we would be thrilled to have DKA or other private group or business to become a KJO Jazz on the Square sponsor. Our concert series (Bijou & Swingin' Christmas at the Tennessee) start in October so FREE Jazz on the Square we feel enhances all that makes our downtown great to Live, Work and Play.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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**Event:** Market Square Farmers Market

**Date(s):** Every Wednesday & Saturday, May 1 – November 23, 2024

**Location:** Wednesdays – Market Square; Saturdays – Market Square, Union Ave. (between Walnut & Gay, & Market St. (between Union & Clinch)

**Produced by:** Nourish Knoxville

**Sponsorship amount requested:** \$10,000

**Event History:**

N/A First-time event                      20 prior years                      14 years of previous Alliance funding

**Contact:** Charlotte Tolley or Ellie Moore                      Phone: 865-805-8687

**Address:** 625 Market St, Ste 801, Knoxville, TN 37902

**Email:** info@nourishknoxville.org or ellie@nourishknoxville.org

**Event description:** For more than two decades, the Market Square Farmers Market has stood as a beacon of community vitality in Knoxville. As a producer-only, open-air market, it embodies the quintessence of what a farmers market should be – a vibrant marketplace for local farmers, a vital hub of local commerce, and a welcoming space for all members of the community.

From its humble beginnings with just five vendors who could fit on the Market Square Stage, the Market Square Farmers Market has evolved into a bustling marketplace boasting over 100 vendors during peak season. It has become a cherished landmark embraced by both Knoxville residents and visitors alike. Its tenure and steady track record of sustainable growth serve as a testament to the power of local food, community, and culture. It's a legacy we eagerly embrace, poised to continue for years to come, enriching the vibrant tapestry of life in downtown Knoxville.

**Additional sponsors:** Grayson Subaru will be the 2024 presenting sponsor of the Market Square Farmers Market. We will also have sponsorship opportunities for Nourish Kids (monthly children's activity hosted at the Saturday market), Nourish Moves (weekly walking incentive program hosted at the Wednesday market), and Double Up Food Bucks (SNAP doubling program available at all markets) programs at the MSFM that have yet to be solidified.

**Planned use of funds requested:** The funds requested will primarily be allocated towards crucial areas of our market operations that are instrumental in driving our mission forward.

First and foremost, a significant portion of the funds will go towards covering our staff costs. Investing in our team members is paramount to us, as they are the backbone of our organization. By providing competitive compensation and opportunities for professional development, we aim to foster a dedicated and motivated workforce. This investment not only ensures talent retention but also enhances productivity and efficiency, ultimately leading to a better Market Square Farmers Market.

Additionally, part of the sponsorship funds will be used to purchase essential supplies and on-site signage. These resources are vital for maintaining our operations at optimal levels. Whether it's acquiring necessary equipment or enhancing our physical presence with impactful signage, these investments are integral to our day-to-day functionality and overall brand visibility.

By supporting us in these areas, your sponsorship will directly contribute to our ability to fulfill our mission effectively and make a meaningful impact in our community.

**What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees:** Based on historical data from the 2023 season and prior, we can provide projections for the 2024 event attendance. The total attendance for the 2023 season was 20,300 with a Wednesday daily average of 700, and a Saturday season total of 116,450 with a Saturday daily average of 4,016. We are aiming for a 15% increase in attendance in 2024.

To measure actual attendance, we employ a systematic approach using volunteers who conduct crowd counts every 30 minutes in two designated zones. Each volunteer utilizes hand-held click counters to tally the number of individuals within their assigned zone. Following each count, the total numbers for each zone are documented on a tracking sheet at the Market. Subsequently, this information is transferred to an Excel spreadsheet.

Regarding the demographics of anticipated attendees, we expect a diverse range of guests spanning various age groups, backgrounds, and interests. Historically, the Market Square Farmers Market has attracted individuals from both local communities and surrounding areas, including families, young professionals, retirees, and tourists. While specific demographic breakdowns may vary, our overarching goal is to provide an enriching experience that resonates with attendees of all backgrounds, ultimately contributing to the overall success of the market and the vibrancy of downtown Knoxville.

**What opportunities, if any, will be provided for downtown merchants to participate?** We are deeply committed to fostering collaboration and engagement within our local community, and we welcome the involvement of downtown businesses in various capacities.

Several downtown merchants have already been integral to our operations. Nothing Too Fancy prints all of our merchandise and Rala stocks our merchandise, while three downtown business owners, including Brian Strutz of A Dopo Pizzeria, Stuart Cassell of the Stuart I. Cassell Firm, and Dimpal Patel, a partner in Embassy Suites, serve on our board. Additionally, downtown merchants Flour/Tomato Head, Cruze Farm, Good Golly Tamale, Paris Woodhull Designs, and Old City Java have all participated as vendors in our Market Square Farmers Market.

We also have a strong relationship with downtown restaurants, many of which frequent our market for fresh ingredients on a weekly basis. Notable establishments include JC Holdway, Osteria Stella, Emilia, Oliver Royale, Kaizen, A Dopo Pizzeria, and Potchke. In 2023 we launched our 20 for 20 Restaurant Week celebrating National Farmers Market Week and our 20<sup>th</sup> season of the MSFM with specials from local food establishments across Knoxville. Emilia, Good Golly Tamale, Brother Wolf, PostModern Spirits, and K Brew were just some of the downtown businesses that created specials featuring local ingredients, donating a portion of the proceeds to Nourish Knoxville. We intend for this restaurant week to be an annual event and will be rebranding for 2024 and reaching out to food establishments in the spring to sign up.

Moreover, we have successfully expanded our Nourish Moves program, which incentivizes downtown employees, residents, and visitors to explore downtown Knoxville by offering a walking incentive program. This initiative has seen significant participation and has proven to be a mutually beneficial endeavor for our market and downtown employees.

Moving forward, we are open to exploring additional ways for downtown merchants to get involved, whether through vendor opportunities, collaborative marketing initiatives, or other mutually beneficial partnerships. We value the contributions of our local businesses and look forward to furthering our collaboration within the downtown community.

**How will this event positively impact downtown?** The Market Square Farmers Market holds a pivotal role in shaping the downtown Knoxville experience, positively impacting both residents and businesses



alike. The Market Square Farmers Market is not just a place to shop for fresh, locally grown produce, it's a vibrant community hub that fosters a sense of belonging and pride in our city.

Over our 20+ year history, we have consistently been cited as a driving force behind the decision of many individuals to live or work in downtown Knoxville. Customers and business owners alike attribute our market and the local food scene as key factors in their choice to be part of this dynamic community. Our presence adds to the allure of downtown, drawing visitors and shoppers into the heart of Market Square.

The demand for our return to Market Square following our move in 2020 underscores our integral role in the downtown landscape. Business owners and residents eagerly anticipate our market's presence, recognizing its contribution to the vitality and appeal of downtown Knoxville.

Beyond being a marketplace, we serve as a gathering place where people come together to connect, exchange ideas, and celebrate community. Through initiatives like SNAP acceptance, Double Up Food Bucks, Nourish Moves, and Nourish Kids, we strive to promote healthier eating habits and increase access to nutritious options for all residents. By providing local farmers with a platform to showcase their products, we support economic growth and sustainability in East Tennessee.

In essence, the Market Square Farmers Market enriches the downtown experience by nurturing a vibrant local food culture, fostering community connections, and promoting the overall well-being of our city. We are committed to continuing our mission of creating a thriving, inclusive marketplace that benefits both our residents and the local economy.

**What effect would lack of Downtown Knoxville Alliance funding have on this event?** Without the crucial funding from the Downtown Knoxville Alliance, the Market Square Farmers Market would suffer significant setbacks, particularly in maintaining and supporting our staff. As a small nonprofit organization, our team members are essential to our mission's success. Lack of funding would jeopardize our ability to provide competitive compensation and opportunities for professional development, making it challenging to retain our dedicated workforce. The time and resources required to replenish staff diverts attention and resources away from programming, directly impacting the quality of the Market Square Farmers Market, ultimately diminishing our impact within the community. Thus, DKA's support is not only instrumental in providing essential supplies and enhancing brand visibility but also in ensuring the stability and effectiveness of our organization by enabling us to retain our valuable staff members.



## 2024 Market Square Farmers Market Marketing Plan

**Introduction:** Nourish Knoxville is dedicated to cultivating community and supporting local food systems through the operation of the Market Square Farmers Market. Building upon our successful marketing strategies from 2023, we have built a plan to align with this year's key marketing objectives: education about convenient downtown parking, promotion of rain-or-shine shopping, and the City of Knoxville's composting initiative, with an aim to achieve a 15% increase in attendance in 2024.

Our target audience encompasses local residents seeking fresh produce, discerning tourists eager to explore Knoxville's dynamic culinary landscape, and environmentally-conscious consumers keen on supporting composting endeavors. Through enhanced marketing efforts, our goal is not only to attract patrons to our market but also to enhance the vitality of downtown businesses.

### 1. Social Media Engagement:

- a. Leveraging our strong social media presence, we will continue to engage our audience through platforms like Instagram and Facebook.
- b. In addition to regular posts, we will introduce targeted campaigns highlighting the convenience of downtown parking options, pointing to the DKA online parking resource; promote the market as a rain-or-shine destination, ensuring patrons feel encouraged to shop regardless of weather conditions; and educate patrons on the benefits and convenience of composting with the Knoxville Compost Project.

### 2. Strategic Partnerships:

- a. Collaborating with the City of Knoxville's Office of Sustainability, we will educate patrons on the Knoxville Compost Project at the Market Square Farmers Market and beyond as well as other sustainable shopping practices including the environmental benefits of shopping locally.
- b. Working closely with esteemed collaborators such as the Knox County Health Department, Community Action Committee, senior centers, and various nonprofits, we will amplify our efforts to encourage community members to visit the Market Square Farmers Market. This collaboration extends to promoting our free walking incentive program, Nourish Moves, offered at the Wednesday Market Square Farmers Market. Furthermore, we will actively engage with the East TN Wellness Roundtable and reach out to WIC and SNAP clients to ensure broader access to our markets and programs.
- c. Engaging with local media, we will coordinate press releases and live broadcasts to generate excitement around our market events and initiatives.
- d. Collaborating with partner organizations across 31 counties, we produce the East TN Local Food Guide, featuring the Market Square Farmers Market as well as other downtown grocers and restaurants who source locally, prominently. Distributed at no cost, this publication reaches diverse locations such as grocers,

restaurants, municipal buildings, healthcare providers, events, and more, effectively promoting the market and its programs to Knox and surrounding counties, driving foot traffic to downtown Knoxville.

**3. Enhanced Signage and Visibility:**

- a. Leveraging temporary, at-market displays, we will provide information on parking availability, downtown maps and happenings, market hours and programs, and more.
- b. Through eye-catching, semi-permanent (May – November) pole banner signage, we will promote the market season and days of operation.

**4. Community Engagement:**

- a. Expanding our outreach efforts, we will participate in downtown events and festivals, offering interactive experiences and engaging with the local community.

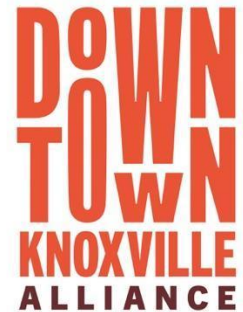
**Conclusion:** In conclusion, our marketing plan is designed to drive foot traffic to our market while contributing to the vibrancy of downtown Knoxville. By focusing on downtown parking/accessibility, rain-or-shine shopping, and composting initiatives, we aim to create a holistic approach that benefits both our market and the broader downtown community. Through strategic partnerships, enhanced visibility, and community engagement, we are confident in our ability to achieve our marketing objectives and foster a sense of connection within our community.

- Sponsored events should include the Downtown Knoxville Alliance as a sponsor in all pre-event publicity, marketing materials, websites, posters, and event materials. Information on downtown parking should also be included.
- A post-event evaluation is required within 45 days of the event. Payments will be made in two parts. One-half will be paid prior to the event and the balance will be paid upon receipt of the completed post-event evaluation. Refunds will be requested for any events that are cancelled. Final payment will be forfeited if post-event evaluation is not received.

Completed applications should be emailed to [rthomas@downtownknoxville.org](mailto:rthomas@downtownknoxville.org), mailed or delivered to Downtown Knoxville Alliance, Attn: Robin Thomas, 17 Market Square, Knoxville, TN 37902. For questions, call 865.246.2653.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: **Rhinestone Fest 2024**

Date(s): **June 7 - 8, 2024**

Location: **Various, Historic Old City; Main Stage & Old City Market events on Jackson Avenue, between State Street and S Central**

Produced by: **Historic Old City Association**

Sponsorship amount requested: **\$5K**

Event History:

\_\_\_ First-time event      (#) 4 prior years      (#) 2 years of previous Alliance funding

Contact: **Molly King**

Phone: **(510) 717-3759**

Address: **% Old City Association, 132 West Jackson Avenue, Knoxville, TN 37902**

Email: **[molly@mollyjoevents.com](mailto:molly@mollyjoevents.com)**

Event description:

**The Old City Association announces its 4th annual Dolly-themed festival taking place the weekend of June 8th. "Rhinestone Fest, for the Love of Dolly!" benefits The Historic Old City Association. ([oldcityknoxville.org](http://oldcityknoxville.org))**

**Rhinestone Fest will take place on June 7th and 8th at various locations in and around the Old City. Events will commence Friday in conjunction with other First Friday activities, and will**

**continue on Saturday, with a Main Stage event featuring Dolly impersonators, costume contests, and other performances and activities, local food trucks, and a Rhinestone Market with local artists and craft vendors, curated by the Old City Market. Rhinestone Fest is a family-friendly event, and free to attend.**

**Due to the success of the Dolly Art Contest, started at Rala in 2019, Rhinestone Fest was created to celebrate all things Dolly and to invite people to experience our unique and vibrant Old City community. Rhinestone Fest has something for everyone! Guests can expect First Friday activities to include art shows, live music, and Dolly movie screenings at various locations in and around the Old City. Saturday's Main Stage event, taking place on W Jackson Avenue, will feature live music, as well as interactive activities such as a Dolly costume contest, Dolly-themed trivia, Dolly stand-up comedy, and other local performers. Sunday's special-edition Rhinestone Market on W Jackson Avenue will highlight local and regional artists and makers displaying their Dolly themed creations. Restaurants, bars, and retail shops will feature specials throughout the weekend. A calendar and map of events will be available via the Rhinestone Fest website.**

**Rhinestone Fest 2024 is produced in collaboration with Rala, Molly Jo Events, and Robin Easter Design.**

**This event is not affiliated with Dolly Parton, Dolly Parton Enterprises, Dollywood or The Dollywood Foundation. Dolly Parton will not be at this event.**

Additional sponsors:

**We are still in the process of soliciting sponsorships, and will be happy to share updates as we secure additional funding. Current sponsors include Club XYZ; Rala; The Daniel; Nancy Voith and Kenneth Stark; and S2A Integration.**

Planned use of funds requested:

**Event infrastructure, marketing and advertising, entertainment booking**

**Sponsorship funding supports event costs, and allows use of OCA funding to be channeled back into the neighborhood for ongoing projects including safety and security; beautification; neighborhood programming; and quality of life.**

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

**Since we are a free event with so many sub-events and activities, it is difficult to assess total attendance throughout the weekend, but we have, historically, seen some of the busiest weekends on record. We have surveyed neighborhood businesses ipost-festival, and learned that most businesses reported record guests and sales. The special edition Old City Market estimated twice as many attendees as the already-popular monthly markets.**

**Continuing in the spirit of Dolly loving everyone, we believe Rhinestone Fest has something for everyone! We expect a wide range of demographics – art lovers, music enthusiasts,**

**history buffs, Old City and Downtown residents, families with children, food lovers, bar-hoppers, and window shoppers – everyone will find something at Rhinestone Fest!**

**2022 and 2023 saw many out of town visitors including neighbors from all over Tennessee, as well as North Carolina, Kentucky, and Virginia. We heard from Cincinnati, multiple towns in Texas, and even California. We've heard from two guests already who plan to travel from Canada in 2024.**

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

**All businesses are encouraged to host a Dolly-, Appalachian-, country/folk- or other-themed event, create Dolly-themed drink or food specials, and/or use the event to promote and encourage patronage. Some examples from last year are musical performances, live art demos, Dolly photo ops, Dolly costume contest, Dolly art, and weekend-long specials in bars and restaurants. Event organizers will create various promotional materials that will highlight these businesses and help promote their participation.**

**The influx of Dolly-lovin' folks to Rhinestone Fest should increase business for all those participating. As previously-mentioned, many businesses reported record sales over the course of the weekend.**

How will this event positively impact downtown?

**Rhinestone Fest is a fun-filled, dynamic, and broadly-appealing, bringing people to downtown Knoxville to explore all it has to offer. Many people who have attended previous events have never been downtown before. The event has the potential to bring out not only downtown residents and neighbors, but also many out of town and out of state visitors that will stay in our hotels, and eat, drink, and shop, which will result in increased revenue through sales tax collected from Old City and surrounding businesses in the greater Downtown area.**

**Additionally, Rhinestone Fest honors Knoxville's long and rich tradition of hosting unique and engaging community events, and provides an additional resource for the art, music, history, and culture our City is known for.**

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

**Without DKA funding, the financial responsibility of hosting this event will fall to the very businesses and organizations it hopes to promote and support. A strong history of generosity and participation among local businesses ensures that we are always able to have successful events, but this additional funding will not only defray some of the financial burden on the OCA and its businesses – the very businesses that generate tax revenue for DKA. We believe the OCA's efforts support all of Knoxville by encouraging visitors and patrons to all areas of Downtown.**

Attach the following:

Projected *budget*, including detailed income and expenses  
-Enclosed

<b>Event Name</b>	Rhinestone Fest in the Old City				
<b>Event Date</b>	June 7 - 8, 2024				
<b>Event Location</b>	Various - Old City				
<b>Guest Count</b>	TBD				
<b>Event Start</b>	4 p.m., Friday, June 7				
<b>Event End</b>	7:00 p.m. Saturday, June 8				
<b>Service Style</b>	Various community activities; Main Stage music and activities; special OC Market				
<b>Load-In/Load-Out Info</b>	TBD				
<b>Infrastructure</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Main Stage Rentals	\$1,000.00	1	\$1,000.00	Modular Stage, Delivery & Install; Tables & Chairs; Linens	
Vancie Vega Rider	\$500.00	1	\$500.00	Meet & Greet Tent; Refreshments	
Porta-Potties	\$500.00	1	\$500.00		
Generator - CoK	\$350.00	1	\$350.00		
Sound	\$750.00	1	\$750.00		
			<i>Subtotal</i>		
			\$3,100.00		
<b>City Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Street Closure	\$0.00	1	\$0.00	City of Knoxville	
Waste Management	\$0.00	1	\$0.00	City of Knoxville	
KPD	\$575.00	2	\$1,150.00		
EMS	\$280.00	2	\$560.00		
			<i>Subtotal</i>		
			\$1,710.00		
<b>Staffing</b>	<b>\$</b>	<b>#</b>	<b>Total</b>	<b># Hours</b>	
Set-Up & Staging	\$30.00	3	\$1,080.00	12	
Market Director	\$530.00	1	\$530.00	1	
Production Assistant	\$750.00	1	\$750.00	1	Hayden
			<i>Subtotal</i>		
			\$2,360.00		
<b>Production Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Vancie Vega	\$1,000.00	1	\$1,000.00		
Laurie Lynn	\$1,000.00	1	\$1,000.00		
Knox Honkers & Bangers	\$1,000.00	1	\$1,000.00		
Big Dolly	\$900.00	1	\$900.00		
Emcee	\$500.00	1	\$500.00		
Photography	\$500.00	1	\$500.00		
Marketing/Social Media Management	\$3,000.00	1	\$3,000.00		
Merchandise Cost	\$4,500.00	1	\$4,500.00		
Staging & Incidentals	\$0.00	1	\$0.00	TBD	
Green Room	\$125.00	1	\$125.00		
Event Insurance	\$350.00	1	\$350.00		
			<i>Subtotal</i>		
			\$12,875.00		
<b>Sub Total</b>					
			\$20,045.00		
<b>Planning Fee</b>					
	\$500.00	10	\$5,000.00		
<b>Fundraising Fee</b>					
			\$1,500.00	Equal to 15% of Fundraising totals	
<b>Tax</b>					
501c3 Tax-Exempt			\$0.00		
<b>Totals</b>					
Total Cost			\$25,045.00		
<b>Revenue Streams</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Merch Sales	-\$8,500.00	1	-\$8,500.00		
Sponsorships	-\$20,000.00	1	-\$10,000.00		
Market Booth Fees	-\$75.00	30	-\$2,250.00		
Participant Donations	-\$4,000.00	1	-\$4,000.00		
			\$0.00		
			<i>Subtotal</i>		
			-\$24,750.00		
<b>Sub Total</b>					
			\$1,795.00		
<b>Cost Offset</b>					
Event Total			\$25,045.00		
Revenue Total			-\$24,750.00		
Offset Total			\$295.00		



<b>Event Name</b>	Rhinestone Fest in the Old City				
<b>Event Date</b>	June 2,3,4, 2022				
<b>Event Location</b>	Various - Old City				
<b>Guest Count</b>	TBD				
<b>Event Start</b>	4 p.m., Friday, June 2				
<b>Event End</b>	5 p.m., Sunday, June 4				
<b>Service Style</b>	Various community activities; Main Stage music festival; special OC Market				
<b>Load-In/Load-Out Info</b>	TBD				
<b>Infrastructure</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Main Stage Rentals	\$3,967.93	1	\$3,967.93	Modular Stage, Delivery & Install	
Stage	\$1,650.00	1	\$1,650.00	Green Room, Backstage, Utility, etc.	
Porta-Potties	\$500.00	1	\$500.00		
Generator - CoK	\$350.00	1	\$350.00		
Sound	\$2,650.00	1	\$2,650.00		
			<i>Subtotal</i>		
			\$9,117.93		
<b>City Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Street Closure	\$0.00	1	\$0.00	City of Knoxville	
Waste Management	\$0.00	1	\$0.00	City of Knoxville	
KPD	\$575.00	2	\$1,150.00		
EMS	\$280.00	2	\$560.00		
			<i>Subtotal</i>		
			\$1,710.00		
<b>Staffing</b>	<b>\$</b>	<b>#</b>	<b>Total</b>	<b># Hours</b>	
Set-Up & Staging	\$30.00	1	\$360.00	12	
Market Director	\$530.00	1	\$530.00	1	
Market Security	\$760.00	1	\$760.00	1	
Production Assistant	\$750.00	1	\$750.00	1	Hayden
			<i>Subtotal</i>		
			\$2,400.00		
<b>Production Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Music Booking	\$5,000.00	1	\$5,000.00		
Other Entertainment	\$650.00	1	\$650.00		
Market Music	\$300.00	1	\$300.00		
Photography	\$500.00	1	\$500.00		
Marketing/Social Media Management	\$3,000.00	1	\$3,000.00		
Merchandise Cost	\$4,500.00	1	\$4,500.00		
Staging & Incidentals	\$0.00	1	\$0.00		
Green Room	\$114.05	1	\$114.05		
Event Insurance	\$333.00	1	\$333.00		
			<i>Subtotal</i>		
			\$14,397.05		
<b>Sub Total</b>					
			\$27,624.98		
<b>Planning Fee</b>					
			\$4,500.00		
<b>Tax</b>					
501c3 Tax-Exempt			\$0.00		
<b>Totals</b>					
Total Cost			\$32,124.98		
<b>Revenue Streams</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Merch Sales	-\$8,247.95	1	-\$8,247.95		
Sponsorships	-\$18,750.00	1	-\$18,750.00		
Market Booth Fees	-\$75.00	30	-\$2,250.00		
Participant Donations			\$0.00		
			\$0.00		
			<i>Subtotal</i>		
			-\$29,247.95		
<b>Sub Total</b>					
			\$2,877.03		
<b>Cost Offset</b>					
Event Total			\$32,124.98		
Revenue Total			-\$29,247.95		
Offset Total			\$2,877.03		

<b>Event Name</b>	DollyFest in the Old City				
<b>Event Date</b>	June 3, 4, 5, 2022				
<b>Event Location</b>	Various - Old City				
<b>Guest Count</b>	TBD				
<b>Event Start</b>	4 p.m., Friday, June 3				
<b>Event End</b>	5 p.m., Sunday, June 5				
<b>Service Style</b>	Various community activities; Main Stage music festival; special OC Market				
<b>Load-In/Load-Out Info</b>	TBD				
<b>Infrastructure</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
AOPR - Main Stage Rentals	\$5,335.30	1	\$5,335.30		
AOPR - GR, VIP, Booths	\$765.25	1	\$765.25		
Porta-Potties	\$1,100.00	1	\$1,100.00		
Sound - Springboard A/V	\$2,650.00	1	\$2,650.00	ESTIMATE	
			\$0.00		
			<i>Subtotal</i>		
			\$9,850.55		
<b>City Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Street Closure	\$0.00	1	\$0.00		
Waste Management	\$0.00	1	\$0.00	City of Knoxville	
KPD	\$320.00	2	\$640.00		
EMS	\$280.00	2	\$560.00		
			<i>Subtotal</i>		
			\$1,200.00		
<b>Staffing</b>	<b>\$</b>	<b>#</b>	<b>Total</b>	<b># Hours</b>	
Set-Up & Staging	\$25.00	2	\$500.00	10	
Private Security	\$720.00	1	\$720.00	1	
Market Director	\$530.00	1	\$530.00	1	
Market Security	\$760.00	1	\$760.00	1	
Production Assistant	\$500.00	1	\$500.00	1	Hayden
			<i>Subtotal</i>		
			\$3,010.00		
<b>Production Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Music Booking - HH Creative	\$4,250.00	1	\$4,250.00		
Market Music	\$100.00	1	\$100.00		
Photography	\$500.00	1	\$500.00		
Merchandise Cost	\$4,282.00	1	\$4,282.00		
Staging & Incidentals	\$820.00	1	\$820.00		
Instacart	\$137.77	1	\$137.77		
Instacart	\$65.69	1	\$65.69		
Event Insurance	\$290.00	1	\$290.00		
			<i>Subtotal</i>		
			\$10,445.46		
<b>Sub Total</b>					
			\$24,506.01		
<b>Planning Fee</b>					
			\$4,901.20		
Nonprofit Discount			\$3,401.20		
Planning Fee			\$1,500.00		
<b>Tax</b>					
501c3 Tax-Exempt			\$0.00		
<b>Totals</b>					
Total Cost			\$29,407.21		
<b>Revenue Streams</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Merch Sales	-\$9,880.00	1	-\$9,880.00		
Sponsorships	-\$17,850.00	1	-\$17,850.00		
Market Booth Fees	-\$1,800.00	1	-\$1,800.00		
			<i>Subtotal</i>		
			-\$29,530.00		
<b>Sub Total</b>					
			-\$25,991.03		
<b>Cost Offset</b>					
Event Total			\$29,407.21		
Revenue Total			-\$29,530.00		
Offset Total			-\$122.79		

## **Rhinestone Fest in the Old City**

Preliminary Marketing Strategy presented to Downtown Knoxville Alliance

Contact:

Molly King, Molly Jo Events

[molly@mollyjoevents.com](mailto:molly@mollyjoevents.com)

510-717-3759

[rhinestonifest@gmail.com](mailto:rhinestonifest@gmail.com)

<https://www.instagram.com/rhinestonifest/>

<https://oldcityknoxville.org/rhinestonifest/>

### **Summary**

Rhinestone Fest is a free, family-friendly, community event celebrating all things Dolly! Rhinestone Fest 2024 will commence on Friday, June 7th, and include neighborhood activities in conjunction with First Friday ArtWalk. Various activities in and around the Old City will continue Saturday, with a Main Stage event including Dolly impersonators, costume contests for adults, kids, and pets; Dolly-themed trivia with prizes, performances by Cattywampus and associates; and other performances planned, as well as local food vendors. The Old City Market will host a special Dolly-themed market highlighting local artists and vendors.

The primary goal of Rhinestone Fest is to connect our Old City community to a larger regional and local audience, while promoting and supporting local businesses and organizations through themed activities and promotions. Based on the success of past events, we expect to draw thousands of guests to the Old City and Downtown Knoxville in 2024. Proceeds from Rhinestone Fest will benefit the Historic Old City Association.

### **Initiatives**

All businesses are encouraged to host a Dolly event, create Dolly-themed drink or food specials, and/or use the event to promote and encourage patronage. Some examples from prior years are musical performances, Appalachian history education, East Tennessee music history education, screening Dolly movies, Dolly photo ops, Dolly costume contest, Dolly art, and Festival specials in bars and restaurants. Event organizers will create various promotional materials that will highlight these businesses and help promote their participation. (see enclosed 2023 materials.)

Rhinestone Fest also supports and promotes local musicians and artists through sponsoring live music and the Old City Market, as well as encouraging patronage of

businesses who are hosting artists and musicians. Live performances take place in various venues in and around the Old City, and Dolly-themed art shows hang in many local businesses. Based on the success of past events, we expect that these events and shows will increase in both number and popularity in 2024.

Rhinestone Fest will benefit all Old City, Downtown, and surrounding businesses by drawing both local and out-of-town guests, including many overnight stays. Increased revenues during this weekend are almost certainly guaranteed, and there is high expectation of many visitors seeing and exploring Downtown Knoxville for the first time. As mentioned in our application, we've had inquiries from all over the Southeast, and as far away as Colorado and California, and even Canada!

### **Target Market**

#### Local Businesses

- Encourage local businesses, venues, and organizations to participate in Rhinestone Fest activities
- Promote activities through live events, social media, and printed materials.
- Cross-promotion from participating businesses
- Guaranteed increased patronage
- Over 30 Old City businesses participated in DollyFest activities in 2023, and we are expecting at least half again that in 2024. The OCA has expanded its boundaries to include more neighboring businesses, and we have already been contacted by multiple businesses outside our boundaries who want to participate, as well. Individual businesses are encouraged to share/promote through their own channels in addition to Event Sponsor efforts
- Testimonials from 2023 included confirmations of “biggest weekend in history” and “bigger than Big Ears weekend”

### **Guests/Visitors**

- Promote activities through live events, social media, and printed materials.
- Guests will dine in our restaurants, shop in our boutiques, stay in our hotels, and visit our local attractions
- Based on 2023 numbers, with a Facebook event page recording almost 15,000 people “going” or “interested” we expect thousands of visitors through the course of the weekend. We will encourage #rhinestonefest use on social media, and have

contracted Aw, Snap Media to manage our social pages. The Rhinestone Fest and Old City Knoxville event pages have a combined following of over 15K.

## **Sponsors**

- Highlight Sponsors via live events, social media, and printed materials
- Sponsorships will allow for greater support of the community and the benefiting organizations
- Even prior to active solicitation, we have been approached by several local businesses with both in-kind donations and cash donations totaling approximately \$7,500. We believe that local businesses perceive this as a valuable asset to the community, as well as a great cause to support
- Our target Sponsorship goal is \$20,000. We are actively soliciting additional sponsorships.

## **Budget**

Marketing budget is still preliminary, and will include (but not be limited to) the following efforts:

- Sponsored social media posts and promotions
- Printed materials such as posters, maps, flyers
- Interactive website for visitors, participating businesses, and sponsors
- A street banner to be displayed across S Central (permit application submitted to City of Knoxville)
- WUTK live stream (pending)
- WDVX PSA and request for additional partnership/activities
- Cross-promotion with participating businesses hosting events, activities, and specials.

## **Marketing Channels**

Over the course of the next 3 months, we will utilize the following channels for promoting the festival, engaging with visitors, soliciting sponsorships and business participation, and creating awareness around the Old City and Downtown Knoxville.

- Rhinestone Fest Website
  - Promote and provide information about the festival, FAQs, visitor information, calendar of events
- Old City Association

- Website will link event
- Promote via social media and during monthly neighborhood meetings
- Instagram
- Facebook
  - Old City Association, with over 6,000 followers, will create the Event Page and assist in promotion
- Printed & Digital Materials
  - Robin Easter Design has created branded marketing materials including posters, flyers, schedule of events, and images for social media content, as well as all branding for merchandise
- Musicians & Artists
  - Encouraged to promote their individual shows/concerts/market booths through any effective channels
- Participating businesses
  - Encouraged to promote their individual shows/concerts/activities/specials through any effective channels
- Local Event Calendars
  - City of Knoxville
  - Visit Knoxville
  - VIP Knoxville
  - Inside of Knoxville
  - EventCheck Knox
  - Others
- Press & Media
  - A press kit will be sent to local television and radio, as well as bloggers and influencers

# QUALITY OF LIFE COMMITTEE

## ➤ MINUTES

**MARCH 11, 2024, 11:30 AM**

The Quality-of-Life Committee for Downtown Knoxville Alliance met on Monday, March 11, 2024 at 11:30 at Market Square. Members present included committee chair - Lorie Matthews, Nikki Elliott, Vince Fusco, and Brian Pittman. Staff included: Michele Hummel.

### **Knoxville Music Literary Guide Request**

Paul James with Knoxville History Project (KHP) presented a request for the Knoxville Walking Music Guide. The guide is a companion to the literary guide DKA sponsored last year. The guide will increase awareness and appreciation for the city's rich musical heritage.

Recommendation: The committee made a recommendation in the form of a motion to the board to fund the guide for \$5,000. The committee also recommended that KHP enhance its guide on the website to include an auditory component and other features to allow it to become more interactive. In addition, it was suggested that they add a QR code to allow the guides to be utilized and marketed to more people.

### **Pet Waste Dispenser Request**

Conservation Cooperative presented its annual request for assistance with the dog waste bag dispensary program. The committee made a few suggestions as to several additional locations, which include near Marble Alley/valet parking for the Embassy, Church/State, and near the downtown fire station/Cheaspeakes.

Recommendation: A motion was made in the form of a motion to fund the program at \$3,500.

### **Budget Discussion**

The committee discussed potential projects to be considered for next year's budget:

- Pairing dog waste bag dispensers and trash together, with the goal of having something on each corner of downtown or block.
- Addressing the trash/dirtiness on the streets/sidewalks on the outskirts of downtown. Market Square and Gay Street look good but less frequented streets need trash picked up regularly.
- Beautification/art projects on the barriers for new projects downtown (i.e. allowing people to paint plywood on barriers. DKA could provide the plywood and developers could install the boards)

Long-term idea include:

- Investigate the idea of closing Market Street to a pedestrian thoroughfare.

### **General Committee discussion**

Committee discussed:

Update on the Ambassador Program  
Off-duty additional security  
Security Cameras

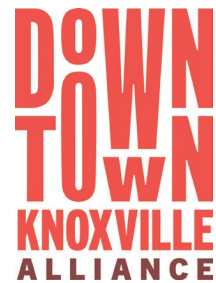
With no other business, the meeting was adjourned.

## Quality of Life Budget FY 23-24

FY 23-24 Budget			
	Budget	Year-to-Date Actuals	Requested Remaining
<b>BUDGET</b>			
<b>Security</b>	\$ 100,000	\$ 64,841	\$ - \$ 35,159
<b>Ambassador</b>	\$ 117,000	\$ 77,411	\$ - \$ 39,589
<b>Beautification</b>	\$ 90,000		
Planters		\$ 155	
Design Srvs/Artists Mockups			
Beautification/Holiday		\$ 8,435	
Mardi Grawl Clean-up			
Art in Public Places			
Artist Alley			
Conservation (Pet Waste Project)			\$ 3,500
Downtown History Lit. Project			\$ 5,000
KUB/Strong Alley Lighting		\$ 676	
	\$ 90,000	\$ 9,266	\$ 8,500 \$ 72,234
<b>Special Art Project</b>	\$ 50,000	\$ -	\$ - \$ 50,000
<b>Residents</b>	\$ 3,000		\$ 3,000
<b>TOTAL</b>	<b>\$ 360,000</b>	<b>\$ 151,518</b>	<b>\$ 8,500 \$ 199,982</b>



# QUALITY OF LIFE ➔ APPLICATION



## APPLICATION

Name: Knoxville History Project

Your Mailing Address: 123 S. Gay Street, Suite C, Knoxville, TN 37902

Phone Number: 865-3337-7723 Email Address: paul@knoxhistoryproject.org

Project Address: Primarily downtown area

Requested Amount: \$3,000 Total Project Costs: \_\_\_\_\_

### 1. Describe the project:

**Overview:** The Knoxville History Project, a nonprofit organization with a mission to research, preserve, and promote the history and culture of the city, respectfully requests a sponsorship contribution of **\$3,000** to help fund the research and production of “**Knoxville: A Walking Music Guide**” –a new printed tour booklet to increase awareness and appreciation for the city’s rich musical heritage, and to reprint the highly popular “**Knoxville: A Literary Walking Guide**” that was produced in 2022 and has been distributed to almost 6,000 people.

The proposed 36-page music guide booklet (designed to be a companion volume to the literary guide) aims to increase awareness and appreciation for the city’s rich musical heritage by emphasizing downtown sites associated with songwriters, composers and musicians well-known enough to be recognizable by the American music-listening public. The free guide will also provide residents and visitors with a handy introduction to the Knoxville-centric work of these authors.

Researched and written by renowned historian Jack Neely, using descriptions and short biographies, this illustrated guide will offer a gateway to Knoxville’s music heritage and to the city’s appeal.

The planned print run for this booklet is 6,000 copies that will be distributed by the Knoxville History Project, Knox County Public Library, East Tennessee History Center, Visit Knoxville, Big Ears Festival, and other community partners.

An online version will also be made available through KHP’s website.

The music guide, highlighting local sites associated with the lives and careers of well-known and influential musicians, will mainly be centered around downtown with some outliers such as Chilhowee park, notable for hosting early Black rock and roll performers. Examples of downtown sites and musicians include the following:

The **Southern Railway Station on Depot Street** was crowded from the day it opened in 1903 and attracted street musicians like singer-songwriter Charlie Oaks, a blind guitarist who sang his ballads of tragedy for nickels. One of his best-known songs was "Southern Railroad Wreck" about the New Market Train Wreck of 1904. It was known as a printed ballad before a shorter version was recorded in New

York, about 20 years later, by another Knoxville street performer, George Reneau. Some historians have suggested Oaks was America's first professional country musician.

The **site of the former St. James Hotel on Wall Avenue** highlights Knoxville's deep and dynamic heritage in the development of American popular music. In 1929 and 1930, the Brunswick Record Company recorded sessions in a makeshift studio set up in the hotel lobby. They recorded bands including the Tennessee Ramblers, Tennessee Chocolate Drops, and Leola Manning, whose song "Satan is Busy in Knoxville" is the central track in multiple compilations of St. James sessions recordings on the renowned Bear Family Record label.

The third floor of the **Holston Building on Gay Street**, during the 1940s, was occupied by WROL Radio, which daily hosted live country music and the new form of bluegrass. Among the newcomers at WROL were Lester Flatt and Earl Scruggs, former members of Bill Monroe's famous Bluegrass Boys where they recorded four singles that launched them onto the national stage. The duo may have done more than anyone to popularize bluegrass music.

On the **100 block of Gay Street**, is the former site of Knoxville's most popular radio station, WNOX, where between 1936 and 1954 fans would daily pack the small auditorium to watch the popular variety show, "Mid-Day Merry Go-Round" featuring all kinds of music, even classical and jazz. The show became known as a trying ground for country musicians, including Chet Atkins, Homer and Jethro, Kitty Wells, the Carter Sisters, Carl Butler, and Don Gibson.

Frequently on this block in the 1930s was Arthur Q. Smith, a songwriter who signed away the rights to many of his best works, often for as little as the price of a beer. Among those who made hits of his songs were Hank Williams, Ernest Tubb, Bill Monroe, and Dolly Parton. Smith, who lived in an apartment on nearby West Vine spent many hours at the Three Feathers bar at the corner of Jackson Avenue.

Located on the **north end of Gay Street**, during the 1950s and early '60s, was the headquarters of WIVK radio. Dolly Parton was a teenager from the foothills of the Smoky Mountains, but frequently came to Knoxville to perform on the radio. Her first solo broadcast was at WIVK, which accommodated a small studio audience for live shows. It was here, in the late 1950s, that Dolly "fell in love with her audience," as she would later recall it.

**Market Square**, established as a farmer's market in 1854, has been a cultural center ever since, especially known for live music. In the 1800s, farmers would play fiddle to attract customers to their stalls. From 1897 to 1960, the iconic Market House's auditorium often hosted live music. Fiddlers' conventions became a regular event here, attracting well-known talent from out of town, such as Fiddling John Carson and Uncle Dave Macon. But jazz was no stranger here as in 1934, when bandleader Duke Ellington performed here with his orchestra.

In the 1950s, record giant RCA considered Market Square, with its daily mixture of old and young, Black and white, to be a bellwether for national tastes—and took special interest in the summer of 1954 when a new record called "That's All Right," was a sales phenomenon here. Then unknown, Elvis Presley's first record was suddenly selling in the thousands on Market Square and one reason why RCA later signed him on a major contract the following year.

Knoxville is fortunate to have two historic theatres close to each other on Gay Street. Built in 1909, the **Bijou Theatre** is Tennessee's oldest secular auditorium, and has hosted live music from its opening night, a wide variety of entertainers from Will Rogers to John Phillip Sousa to Dizzy Gillespie. Chet Atkins has performed here, as has Pete Seeger, Doc Watson, Del McCurry, and many others.

Built in 1928, the **Tennessee Theatre** opened as a sumptuous theater and brought in thousands daily to see new movies and musical performances. Roy Acuff played his first show before a seated audience here, in 1932, with a band called the Three Rolling Stones. In 1935, the Grand Ole Opry arrived for an

unusual road performance, with the Opry's stars of the day, including Uncle Dave Macon and the Delmore Brothers. However, country music was rare here until the 1980s, when the old theater was reborn as a performing-arts center.

The Tennessee has hosted some of country music's greats, from Steve Earle to Merle Haggard to the Everly Brothers. Johnny Cash performed one of his last full concerts here, and Chet Atkins, who had retired from live concerts, made one exception to play at the Tennessee in 1998.

Overlooking the Tennessee River, the 17-story **Andrew Johnson Hotel** was the tallest building in East Tennessee when it opened in the late 1920s. By 1935, WNOX was hosting live shows there, featuring both jazz and the latest country-music phenomenon, Roy Acuff and his Crazy Tennesseans. The show was so popular that fans were jamming the elevators, making them unusable for patrons, and in 1936, the hotel in effect evicted country music. It saw the beginning of one career and the end of another. On the last day of 1952, a teenaged chauffeur arrived with a particularly famous boss, 29-year-old Hank Williams, the Alabama singer-songwriter on his way to concert dates to the north. Nearly every detail about that night is disputed, except for this one: before dawn on New Year's Day, 1953, Hank Williams was dead. It's unknown whether Williams knew the building where he spent the last evening of his life had a strong association with his hero, Roy Acuff.

On the eastern fringe of downtown is the **Civic Auditorium**. Built in 1961 as part of an urban-renewal project, it was the first large performance venue to open in Knoxville without segregating audiences in regard to race. It has hosted perhaps most of the great performers of the 1960s and '70s, including the Rolling Stones, Stevie Wonder, Otis Redding, Mahalia Jackson, the original Beach Boys, Ray Charles, Bob Dylan, Johnny Cash, Dolly Parton, Bruce Springsteen, Neal Young, Joan Baez, Tom Waits, and James Brown.

Out in east Knoxville, at **Chilhowee Park**, is the Jacob Building, where Knoxville first discovered rock and roll. In its early days, the tail end of big-band jazz, Chilhowee Park attracted Black and white acts and audiences evenly: Buddy Rich, Sammy Kaye, Cab Calloway, Tommy Dorsey and Count Basie all performed big shows there in the '40s. However, by the early '50s, it was hosting mainly Black R&B—as the music was evolving into something slightly different. Over the next decade, the Jacob Building attracted dozens of artists who would later become revered as early pioneers of rock and roll – Fats Domino, Bo Diddley, and Chuck Berry. And it was here one night in 1957, at the time of the Clinton High School desegregation crisis, that a show by bandleader Louis Armstrong's integrated band was interrupted by a bomb blast outside the venue.

**The University of Tennessee campus** is also musically significant, both through its music students and faculty, like composer/conductor David Van Vactor, who led UT's new Department of Fine Arts, but also via notable concerts on campus, especially at Alumni Memorial Auditorium, which served as Knoxville's primary performing-arts center for about 30 years, featuring a broad array of performers from Jascha Heifetz to Nina Simone. Sergei Rachmaninoff famously performed his final piano concert there in 1943. Others who have performed on campus include Janis Joplin, Elvis Presley, Prince, Michael Jackson, in fact perhaps a majority of the major popular-music figures of the 20<sup>th</sup> century.

Using the guide, readers will gain a deeper understanding of the city's musical heritage, be able to identify key musicians and songwriters who have been active here, and be able to relate these stories to physical buildings and spaces throughout downtown and other local places.

## **Major Activities Timeline for 2024:**

### **March - May**

- Begin to build upon existing research in KHP files to draft the historical narrative.
- Conduct further research at the McClung Historical Collection, UT Libraries' digital collections, and other online sources.
- Undertake photographic research and take new photographs of key sites where needed.

**June-September**

- Continue research and develop a final draft.
- Continue photographic research.
- Commence initial design.

**October - December**

- Proofread and continue final edits to the historical narrative.
- Complete booklet design.
- Print the guide and begin distribution (the guide will be ready to serve audiences attending Big Ears Festival in 2025).

**2. If applicable, has the project been submitted and/or approved by the Downtown Design Review Board (D1) or the Historic Zoning Commission (H1)?**       Yes       No

N/A

**3. Will you be receiving or asking for any financial incentives/assistance from other sources?**

KHP has already secured a grant of \$10,000 from Aslan Foundation to help fund the new music guide. KHP will be seeking additional support from a number of sources and community organizations, including City of Knoxville 202 Funds, Friends of Knox County Public Library, Visit Knoxville, and other prospects to complete funding for the music guide and to reprint the Literary Guide.

**4. Anticipated state date:** 03/01/2024      **Anticipated completion:** 12/31/2024

**5. Has this project received DKA funding in the past? If so, when and amount?**

The Knoxville History Project received a contribution of \$1,500 in 2022 to support the Knoxville Literary Guide, and \$4,900 in 2019 to fund several installations in its Downtown Art Wraps initiative.

We remain grateful for this funding from the Downtown Knoxville Alliance to help fund these projects.

**6. How does your project help enhance the CBID's mission to make downtown a better place in which to live, work and play?**

KHP's stories, programs, and publications educate and inform residents and visitors, helping them understand the city's complicated and dynamic heritage, and appreciate the city's culture. This applies for both local residents who live, work, and play in the immediate area as well as visitors to the city who may be seeking entertainment and/or maybe considering Knoxville has a place to live.

Discovering the history of places, and exploring sites, buildings, and open spaces, whether in person or from the comfort of an armchair, can help residents and visitors develop a stronger connection and a deeper appreciation for those places that they may see and take for granted every day. This project combines local history with music history, two subjects which are endlessly fascinating to people of all ages.

Like literature, a city's music history can often form a significant part of a city's public persona. In America as in much of the world, the cities that matter are the ones that have attracted authors, songwriters and performers who use them as settings. Dozens of major cities offer tours or guides to newcomers interested in exploring literary and musical heritage. In some cases, visitors, as well as residents, may already be familiar with writers' works, or, at least, have heard the names of certain writers and performers. That in of itself can offer a point of access to an otherwise unfamiliar city. In many cases, they find it interesting to see what famous writers and performers have written about the place they're visiting, contrasting these often-timeless passages and songs with their own impressions.

By emphasizing these and other unique historic buildings, sites, and the compelling literary stories surrounding them, these cultural tours add a further vibrant element to the downtown experience and enhance community pride through a more nuanced understanding of the city's heritage and culture.

**APPLICATION CHECKLIST**

- √  Provide application.
- √  Include project budget.
- √  Include renderings of the project.

No application will be accepted unless all requested information is included.

Return all application packages to:  
Michele Hummel  
Downtown Knoxville Alliance  
mhummel@downtownknoxville.org

If you have any questions, please contact us at 865.246.2654

## **KNOXVILLE HISTORY PROJECT GUIDES BUDGET**

### **Knoxville Music Guide Expenses**

Research, writing the narrative, editing, project coordination	\$	4,000	
Design (Robin Easter Design)	\$	5,000	
Printing (6,000 booklets based on Literary Guide costs)	\$	7,000	\$ 16,000

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### **Knoxville Literary Guide Reprinting Expenses**

Printing (5,000 booklets based on Literary Guide costs)	\$	6,000	\$ 6,000
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**TOTAL** \$ 22,000

### **Committed Funds To Date:**

Aslan Foundation \$ 10,000

**Outstanding Fundraising Goal** \$ 12,000

### **Funder & Sponsor Prospects:**

Visit Knoxville  
Downtown Knoxville CBID  
City of Knoxville 202 Funds  
Friends of Knox County Public Library  
and other companies, foundations and individual supporters

# KNOXVILLE HISTORY PROJECT

# KNOXVILLE A WALKING MUSIC GUIDE

The Knoxville History Project is seeking community support to fund research and production of “Knoxville: A Walking Music Guide” to increase awareness and appreciation for the city’s rich musical heritage.

The informative guide will emphasize Knoxville’s role in music history by highlighting downtown sites associated with songwriters, composers and musicians well-known enough to be recognizable by the American music-listening public.

Researched and written by renowned historian Jack Neely, using descriptions and brief bios, the illustrated guide will offer a gateway to Knoxville’s music heritage and to the city’s appeal.

The 32-page two-tone booklet will have a print run of 6,000 booklets.



**Sponsorships and contributions help fund the total project of \$15,250 to cover the cost of research, writing, design, printing and distribution.**

**Sponsors, donors, and funders will be recognized in the guide, KHP’s website, social media, and promotions.**

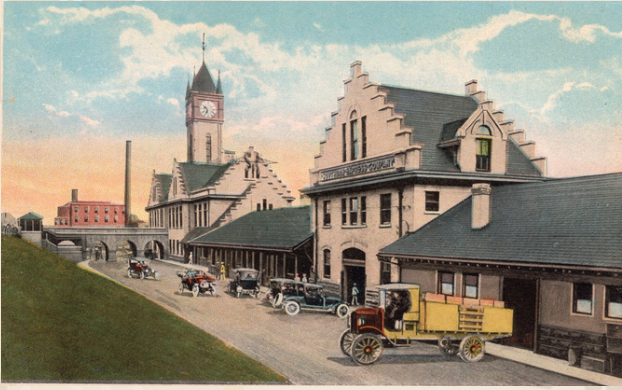
This new guide will be designed to be a companion to the highly popular “Knoxville: A Walking Literary Guide,” published in 2022 which has been distributed to more than 6,000 people.

To learn more about funding and sponsorship opportunities, please contact:

Paul James, Director Development  
865-337-7723 or [paul@knoxhistoryproject.org](mailto:paul@knoxhistoryproject.org)



# FEATURED SITES AND MUSICIANS 1



The **Southern Railway Station on Depot Street** was crowded from the day it opened in 1903 and attracted street musicians like singer-songwriter **Charlie Oaks**, a blind guitarist who sang his ballads of tragedy for nickels. One of his best-known songs was "Southern Railroad Wreck" about the New Market Train Wreck of 1904. It was known as a printed ballad before a shorter version was recorded in New York, about 20 years later, by another Knoxville street performer, George Reneau. Some historians have suggested Oaks was America's first professional country musician.



The site of the former **St. James Hotel on Wall Avenue** highlights Knoxville's deep and dynamic heritage in the development of American popular music. In 1929 and 1930, the Brunswick Record Company recorded sessions in a makeshift studio set up in the hotel lobby. They recorded bands including the **Tennessee Ramblers**, **Howard Armstrong's Tennessee Chocolate Drops**, and **Leola Manning**, whose song "Satan is Busy in Knoxville" is the central track in multiple compilations of St. James sessions recordings on the renowned Bear Family Record label.



The third floor of the **Holston Building on Gay Street**, during the 1940s, was occupied by **WROL Radio**, which daily hosted live country music and the new form of bluegrass. Among the newcomers at WROL were **Lester Flatt and Earl Scruggs**, former members of Bill Monroe's famous Bluegrass Boys where they recorded four singles that launched them onto the national stage. The duo may have done more than anyone to popularize bluegrass music.



## FEATURED SITES AND MUSICIANS 2



On the **100 block of Gay Street**, is the former site of Knoxville's most popular radio station, **WNOX**, where between 1936 and 1954 fans would daily pack the small auditorium to watch the popular variety show, "**Mid-Day Merry Go-Round**" led by **Lowell Blanchard**, featuring all kinds of music, even classical and jazz. The show became known as a trying ground for country musicians, including **Chet Atkins**, **Homer and Jethro**, Kitty Wells, the Carter Sisters, Carl Butler, and Don Gibson.



Frequently on the **100 block of Gay Street** in the 1930s was **Arthur Q. Smith**, a songwriter who signed away the rights to many of his best works, often for as little as the price of a beer. Among those who made hits of his songs were Hank Williams, Ernest Tubb, Bill Monroe, and Dolly Parton. Smith, who lived in an apartment on nearby West Vine, spent many hours at the Three Feathers bar at the corner of Jackson Avenue.

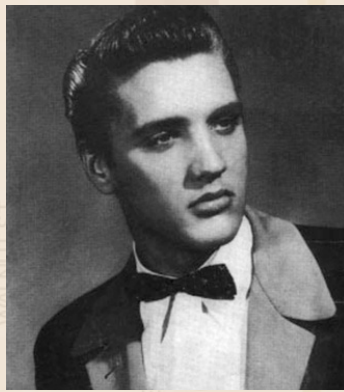
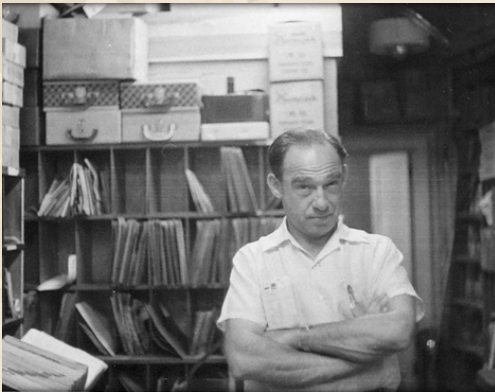


Located on the **north end of Gay Street**, during the 1950s and early '60s, was the headquarters of **WIVK radio**. **Dolly Parton** was a teenager from the foothills of the Smoky Mountains, but frequently came to Knoxville to perform on the radio. Her first solo broadcast was at WIVK, which accommodated a small studio audience for live shows. It was here, in the late 1950s, that Dolly "fell in love with her audience," as she would later recall it.

## FEATURED SITES AND MUSICIANS 3



**Market Square**, established as a farmer's market in 1854, has been a cultural center ever since, especially known for live music. In the 1800s, farmers would play fiddle to attract customers to their stalls. From 1897 to 1960, the iconic **Market House's auditorium** often hosted live music. Fiddlers' conventions became a regular event here, attracting well-known talent from out of town, such as Fiddling John Carson and Uncle Dave Macon. But jazz was no stranger here as in 1934, when bandleader **Duke Ellington** performed here with his orchestra.



In the 1950s, record giant RCA considered **Market Square**, with its daily mixture of old and young, Black and white, to be a bellwether for national tastes—and took special interest in the summer of 1954 when a new record called "That's All Right," was a sales phenomenon here at **Sam Morrison's Bell Sales Music store**. The first record by an unknown **Elvis Presley** was suddenly selling in the thousands on Market Square and one reason why RCA later signed him on a major contract the following year.



Knoxville is fortunate to have **two historic theatres** close to each other on Gay Street. Built in 1909, the **Bijou Theatre** is Tennessee's oldest secular auditorium, and has hosted live music from its opening night, a wide variety of entertainers from Will Rogers to John Phillip Sousa to **Dizzy Gillespie**. Chet Atkins has performed here, as has Pete Seeger, Doc Watson, Del McCurry, and many others.

## FEATURED SITES AND MUSICIANS 4



Built in 1928, the **Tennessee Theatre** opened as a sumptuous theater and brought in thousands daily to see new movies and musical performances. **Roy Acuff** played his first show before a seated audience here, in 1932, with a band called the Three Rolling Stones. In 1935, the Grand Ole Opry arrived for an unusual road performance, with the Opry's stars of the day, including Uncle Dave Macon. The Tennessee has also hosted Steve Earle, Merle Haggard, the the **Everly Brothers**, and **Johnny Cash** performed one of his last full concerts here.



Overlooking the Tennessee River, the 17-story Andrew Johnson Hotel was the tallest building in East Tennessee when it opened in the late 1920s. By 1935, WNOX was hosting live shows there, featuring both jazz and the latest country-music phenomenon, **Roy Acuff and his Crazy Tennesseans**. On the last day of 1952, a teenaged chauffeur arrived with a particularly famous boss, 29-year-old **Hank Williams**, the Alabama singer-songwriter on his way to concert dates to the north. Nearly every detail about that night is disputed, except for this one: before dawn on New Year's Day, 1953, Hank Williams was dead. Jazz band **Maynard Baird's Serenaders** often played here over the years.



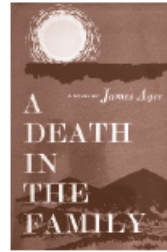
Also to be featured will be the **Civic Auditorium**, the first large performance venue to open in Knoxville without segregating audiences in regard to race. Out in east Knoxville, the **Jacob Building at Chilhowee Park** in its early days hosted big-band jazz and later where Knoxville first discovered rock and roll. The University of Tennessee campus is also musically significant, both through its music students and faculty, like composer/conductor **David Van Vector**, who led UT's new Department of Fine Arts, but also via notable concerts on campus, especially at Alumni Memorial Auditorium, which served as Knoxville's primary performing-arts center for about 30 years.



## Project Renderings / Sample Pages

### KNOXVILLE'S MOST INFLUENTIAL WRITERS

**JAMES AGEE (1909-1955)** • Best known in his short life as a poet, movie critic, and journalist, he wrote *Let Us Now Praise Famous Men*, now considered a landmark of immersive New Journalism. He pioneered literary film criticism and was nominated for an Academy Award for writing the script to the film *The African Queen*. He was also author of the well-known vignette, "Knoxville: Summer 1915," the inspiration for Samuel Barber's famous soprano piece. More famous after his death, Agee was awarded the Pulitzer Prize for Literature for his posthumous 1957 novel, *A Death in the Family*.



That autobiographical story based in Knoxville has spawned several dramatic and cinematic adaptations, and is still in print. Agee was born in Knoxville and lived here for most of his first 10 years, mostly on Highland Avenue in Fort Sanders, and then again for a period when he was a teenager in the mid-1920s, when he attended Knoxville High School.

**PAUL Y. ANDERSON (1893-1938)** • Paul Y. Anderson was a South Knoxville kid whose father was killed in a marble-quarry accident. As a Central High School student, he first gained attention as a public debater.



He cut his teeth on newspapering at the old *Knoxville Journal & Tribune* as a teenager, 1910-1912. Working for big-city papers, notably the *St. Louis Post-Dispatch*, he often reported on national news, including the Sacco and Vanzetti trial and the Scopes evolution trial, but he returned home every summer to visit relatives, play golf, and give speeches. He won the 1929 Pulitzer Prize for reporting on the Teapot Dome scandal. He's buried under an elaborately stylish tombstone at Island Home Baptist Church.

**ANNE ARMSTRONG (1872-1958)** • Although she made her career as a pioneering businesswoman, Armstrong wrote two notable novels: *The Seas of God* (1915), which drew comparisons to Tolstoy and is based in a fictionalized Knoxville, and *This Day and Time* (1930), which is set in rural Appalachia. She was born in Grand Rapids, Michigan, but as a girl moved to booming Knoxville with her industrialist father in the 1880s, an era she recounts in her fragmentary autobiography, "Of Time and Knoxville," parts of which were published during her lifetime and afterward. She married Robert F. Armstrong (brother of Kingston Pike artist Adelia Armstrong Lutz) in 1905, but spent her later life in New York, Kingsport, and Abingdon.



**FRANCES HODGSON BURNETT (1849-1924)** • Author of dozens of internationally popular books of literary value during the Victorian era, she's best known today for *The Secret Garden*, *The Little Princess* (a.k.a. Sarah Crewe), and *Little Lord Fauntleroy*, all of which have been made into movies. She was born in England, but financial hardship forced her widowed mother to bring the Hodgson family to Knoxville, where a relative was an established businessman and landowner. She began her writing career in the 1860s in the rental house she called "Noah's Ark," which was located in Mechanicsville on what was soon to be the campus of Knoxville College; her early novel, *Vagabondia*, though set in London, is said to be based on acquaintances she knew



when she lived in a riverfront home she called Vagabondia Castle. She later lived in various locations downtown before moving north in the mid-1870s. A fairy-tale style memoir, *The One I Knew the Best of All*, includes a chapter about Knoxville (called "the Town"). One novel, *In Connection with the De Willoughby Claim*, is set in a barely disguised Knoxville.

**ALBERT CHAVANNES (1836-1903)** • Swiss-born author, eccentric philosopher, and political radical Chavannes published a national paper called *The Sociologist* here in the 1890s, and wrote two utopian science-fiction novels set in Africa, including *In Brighter Climes* (1895), and a treatise, "Mental Science." He lived and worked on Fourth Avenue on the north side of downtown.

**NIKKI GIOVANNI (B.1943)** • A free-verse poet strongly associated with the Black Power movement, Giovanni recalled a supportive African American community here in several of her poems and essays. Her nostalgic poem, "Knoxville, Tennessee," was later reinterpreted as an illustrated children's book. Her essays include "400 Mulvaney Street," about her youth in segregated Knoxville, originally published in her landmark autobiographical book, *Gemini*, and "Coffee Signs," about memories of her grandmother's home.



Born in Knoxville, she divided her youth between her grandmother's home on Mulvaney Street and her parents' home in Cincinnati. She has been a frequent visitor to Knoxville for lectures and readings.

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**"PARSON" WILLIAM GANNAWAY BROWNLOW (1805-1877)** • Beloved and reviled, Brownlow was a circuit-riding Methodist parson only in his youth. He became famous as editor of a series of newspapers—notably the Civil War-era *Knoxville Whig*—and as a writer of comically vicious screeds against his enemies, especially secessionists. Although his paper was ostensibly local, it was the most pro-Union newspaper in the South, and he had fans and subscribers across the North, many of whom just enjoyed his reckless verbiage. At war's end, he unexpectedly became governor of Tennessee, and though his motives and tactics are questionable, he became an effective champion of civil rights. Born in Virginia, Brownlow moved to Knoxville in 1848, and lived on East Cumberland Avenue for the rest of his life. His home became one of Knoxville's most visited tourist attractions. His death elicited headlines as far away as Great Britain, and he's buried under a tall obelisk at Old Gray Cemetery.



**ALBERT CHAVANNES (1836-1903)** • a barely disguised Knoxville.

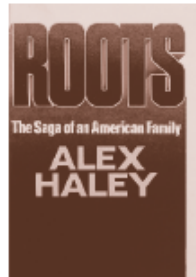
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Born in Knoxville, she divided her youth between her grandmother's home on Mulvaney Street and her parents' home in Cincinnati. She has been a frequent visitor to Knoxville for lectures and readings.

**ALEX HALEY (1921-1992)** • Author of *Roots* and *The Autobiography of Malcolm X*. Born in rural West Tennessee, Haley spent much of his adult life in New York, San Francisco, or at sea. He was never a Knoxville native before moving here in 1984, after the completion of his best-known works, but during the last eight years of his life, he had a farm in Anderson County as well as homes in Knoxville proper, including a condo on the river bluff and a house on Cherokee Boulevard. During his time here, he was a frequent speaker, especially at the university, which today has his papers. Soon after his death, his adoptive home honored him with a large bronze statue, the centerpiece of Haley Heritage Square, near the northeastern corner of downtown.



## PLACES DOWNTOWN

### 1 THE RIVERFRONT • VOLUNTEER LANDING, NEYLAND DR

One of author GEORGE WASHINGTON HARRIS'S early jobs was working as a riverboat captain, commanding by 1833 a sternwheeler called the *Knoxville*, which docked at this wharf.

From 1869 to 1872, FRANCES HODGSON BURNETT lived with her siblings in a house she called Vagabondia Castle, overlooking the river near what's now the southern end of the Henley Bridge, and often went boating from there. The house, where she wrote some of her early stories before her career as a novelist, is believed to have been torn down more than a century ago.

Early in *Bijou*, DAVID MADDEN described River Street, his name for the real but now mostly vanished Front Street: "River Street extended right and left, three blocks both ways of nothing but slums and slummy stores and old factory buildings about to collapse. Between a Negro house and the ruins of a fire, Lucius found a path to the river, where the gospel singing seemed to come from. Dead hollyhocks, high grass, horse chestnut trees bent over the path.... A complex network of paths, big rocks, trees, little and scrawny, kudzu vines made the bluffs behind the houses rugged. Lucius stood on the railroad tracks.... Lucius wished he could live here. Maybe someday when he grew up, he would rent a room in one of the big old houses by the river and draw and write his stories ... and he could live among these strange, raw, real people."



The river plays a central role in CORMAC MCCARTHY'S *Suttree*. His title character, who makes a meager living as a fisherman, lives in a ramshackle

Today, Volunteer Landing includes a number of engraved stone monuments, installed in 1998. Several pertain to local literature and its association with either the river or nearby neighborhoods with quotes from Parson W.G. Brownlow, George Washington Harris, Cormac McCarthy, and Nikki Giovanni, and a biographical description of Frances Hodgson Burnett's riverside home, Vagabondia. James Agee's breathless description of the course of the Tennessee River for a 1935 *Fortune* magazine feature is especially quotable.

### 2 GAY STREET BRIDGE

Built in 1897–1898, the Gay Street Bridge has been a particular interest to DAVID MADDEN, who has claimed one of his most-praised later works, the 2012 novel, *London Bridge in Plague and Fire*, was inspired by his childhood fascination with the Gay Street Bridge.

An early scene in Madden's *Bijou* includes the aftermath of a mysterious suicide jump off the bridge. In that autobiographical novel, in which most place names are disguised, 13-year-old "Lucius liked walking along across the Sevier [Gay] Street Bridge at dusk, even though he was always afraid somebody might sneak up behind him and toss him off, as in his nightmares. He liked to look back uptown at the buildings against the sky, the marqueses of the Bijou, the Tivoli, the Venice, the Hollywood. Down along Fort Loudoun Lake, the Tennessee River came out of the hills, and a private plane rose out of the trees from a small airport on an island. Cows bawled in the Smoky Mountain Packing House." Island Home Downtown Airport, located on Dickinson Island (upriver to the east, and named for its former owner, a contemporary cousin of Emily Dickinson) remains in operation today; the East Tennessee Packing Company, much nearer to the bridge, was on the south side.

Madden continues, "Lucius reveled in the mystery of the things he saw in this panoramic view. But he wanted to belong to and still somehow remain ignorant of all these places, people, the river, the kudzu vines that covered the bluff, the cars and streetcars at his back.... They didn't belong to him, he was outside, but sadly thrilled, as if some day, in some way, if he looked and listened and smelled it often enough, he'd absorb it all. Before he came here, none of this really existed.... Now that he had discovered it, the life of it all throbbed for the first time."

Madden became fascinated with literature when he found a copy of Erskine Caldwell's novel, *Cod's Little Acre*, often banned for its sexually explicit scenes, in a small used-book shop, called, simply, the Knoxville Book Store, at 1007 S. Gay, at the south end of the bridge.

Much of the action in CORMAC MCCARTHY'S *Suttree* takes place in the vicinity of the bridge. Near the beginning of the book is the scene of the recovery of a suicide's corpse, a man who took his shoes off before he jumped: "as *Suttree* passed he noticed with a feeling he could not name that the dead man's watch was running."

Though unnamed, the Henley Bridge, visible to the west of the Gay Street Bridge, plays a role in Cormac McCarthy's Pulitzer-winning 2006 novel, *The Road*. Early in the narrative, the father and son, survivors of an unspecified global apocalypse, pass through a dead city that strongly resembles Knoxville: "The dusk of the day following they were at the city. The long concrete sweep of the interstate exchanges like the ruins of a vast funhouse against the distant murk.... They crossed the high concrete bridge at the river. A dock below. Small pleasureboats half sunken in the gray water. Tall stacks downriver dim in the soot." The duo proceeds on foot to visit the father's empty former home, which resembles McCarthy's childhood home on Martin Mill Pike.

#### 4 ANDREW JOHNSON HOTEL • 912 S GAY ST

This 1929 hotel building, originally known as the Tennessee Terrace, was renamed by a new owner as a direct result of a new book. *Andrew Johnson: A Study in Courage*, by Lloyd Paul Stryker, made the 17th president sound like an overlooked American hero.

It's built on what had been a residential block. Among its residents in the 1850s was author GEORGE WASHINGTON HARRIS, who created the Sut Lovingood character here. Although most of his popular stories were set in the countryside, two were set in downtown Knoxville, including "Eaves-dropping a Lodge of Freemasons," which is set in the Knoxville courthouse: "the old stone courthouse, with its steep gable front to the street; its disproportionately small brick chimney, roosting on the roof at the rear; its well-whitened door jambs, its dusty windows, its gloomy walls and ghostly echoes." Knoxville's second courthouse, it was located on the north side of Main Street, across from the current one, and torn down around 1840.

Several writers have stayed in the Andrew Johnson over the years. Swims novelist and journalist ANNEMARIE SCHWARZENBACH stayed here in 1937, though she mistakenly referred to it as the "Andrew Jackson" in her German-language book *Jenseits von New York*. KURT VONNEGUT attended UT in the early 1940s, and later recalled drinking beer at the hotel. In early 1945, JEAN-PAUL SARTRE stayed here for several days, working on a story about the American war effort for *Le Figaro*. While he was here he also wrote an essay called "American Cities."

Two very different music writers had significant experiences with this building, too. Russian composer SERGEI RACHMANINOFF stayed here the night after the final performance of his career, in 1943. And legendary country songwriter HANK WILLIAMS was here on New Year's Eve, 1952, when he received what was likely his fatal dose of morphine. Whether Williams was still alive or not when he was carried out of the hotel near midnight remains a subject of debate.

In town to attend his father's funeral, playwright TENNESSEE WILLIAMS stayed at the Andrew Johnson in 1957; in his room, he enjoyed a lengthy conversation with aspiring writer DAVID MADDEN. The hotel appears briefly as the "Stonewall Jackson Hotel" in Madden's *Bijou*, and Williams' *The Glass Menagerie* features prominently in the novel's plot.

The hotel became an office building in 1980. An unexpected contribution to Knoxville's literary heritage arrived in the form of Whittle Communications. The magazine publisher's editorial offices were in this building between 1987 and 1991, when the upstart company was expanding into book publishing and, for a short time, fiction. Former *Fortune* editor BILL RUKEYSER edited Whittle Books. A few important authors, including journalist George Plimpton and historian Garry Wills, were spotted in the building during that era. While located at the AJ, Whittle also published what was at the time one of America's most widely distributed fiction magazines; part of a series of multiple magazines distributed mostly in doctors' waiting rooms, it was called *Special Report: Fiction*, and published new work by John Updike, Isaac Asimov, John Hersey, and then little-known Barbara Kingsolver.

Several editors who worked in the AJ became editors of famous national magazines: *National Geographic Traveler* (Keith Bellows), *Texas Monthly* (Evan Smith), *Parade* (Anne Krueger), and others. Others became national authors, among them HOPE EDELMAN, who would write several award-winning and bestselling books; the first of them, the *New York Times* bestseller *Motherless Daughters* (1994), opens with a description of the Andrew Johnson building and a dramatic personal scene in the street. Referring to the Hank Williams story and also the Butcher banking collapse of 1983, Edelman wrote, "A perverse sort of history had settled on this block."



#### 5 KNOX COUNTY COURTHOUSE • 300 MAIN ST

The Spanish American War statue is the setting of a comedic scene in DAVID MADDEN's novel, *Bijou*, one based on a real incident in Madden's life.



Lucius's little brother climbs the statue and sits on top of the soldier's hat, where, then hidden by foliage, he could hide from the world.

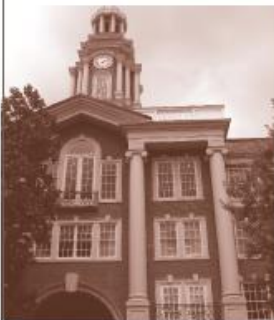
On a foggy night in *Suttree*, the title character sees the clock tower from the river. "The courthouse clock tolled two. He raised his face. There you can see the illumined dial suspended above the town with not even a shadow to mark the tower. A Cheshire clock hung in the void like a strange hieroglyphic moon."

#### 6 U.S. POST OFFICE • 505 MAIN ST

Built in 1934 to serve as the Knoxville area's primary post office, it still houses a small branch. Its grassy lawn serves as the setting of a humorous dialogue between a policeman and the "Goat Man" a real-life nomadic goatherd seen in Knoxville frequently, in CORMAC MCCARTHY's *Suttree*. Elsewhere in that book, *Suttree* walks down "the long marble corridor" of the building's neoclassical-moderne interior.

#### 7 HOWARD BAKER FEDERAL COURTHOUSE / WHITTLE BUILDING • 800 MARKET ST

Completed as Whittle's national headquarters building in 1991, this extraordinary neo-Georgian building designed by Peter Marino housed the ambitious national magazine company for not quite four years. During that short time hundreds of issues of about 25 different magazines were created in this building, and it was the workplace of hundreds of writers and editors, among them offbeat *Rolling Stone* writer Chuck Dean, country-music author Martha Hume, and well-known magazine writer and national award-winning author Allison Glock. Whittle vacated the building in 1995, after which it was converted for use as the Howard Baker federal courthouse.



It figures in RICHARD YANCEY's *The Highly Effective Detective Plays the Fool* (2010). "It was built by a man named Whittle, who named it after himself, the Whittle Building. Old-timers still call it that. Whittle had gone broke and sold it to the government, which of course was broke, too, but that didn't matter; it was the government."

#### 8 LAMAR HOUSE / BIJOU THEATRE • 803 S GAY ST

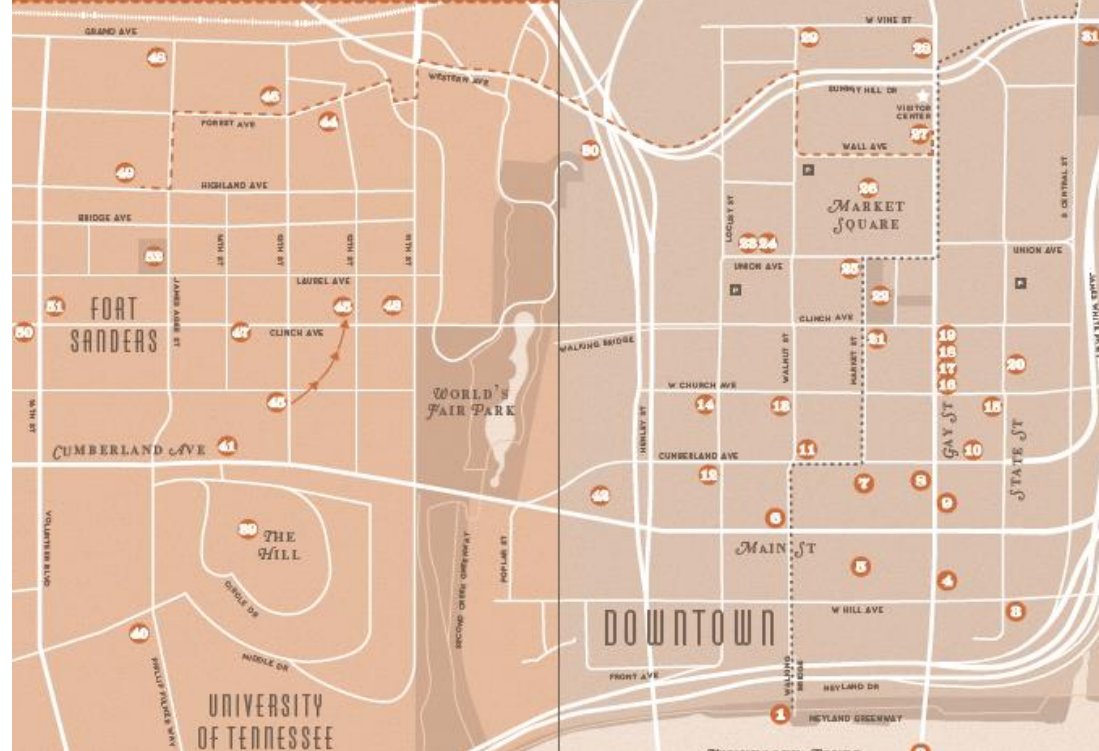
The front part of the building is a remnant of the ca. 1816 Lamar House. Perhaps Knoxville's finest hotel, it was once owned by the family of Georgia poet SIDNEY LANIER (1842-1881). In his only novel, the mystical romance *Tiger-Lilies*, published in 1867 but set just before the Civil War, the Lamar House is likely the Knoxville hotel mentioned early in the story.

English-born author FRANCES HODGSON BURNETT had several associations with the Lamar House. Her brother, John Hodgson, worked here as a saloonkeeper in the late 1860s; another brother, Bert Hodgson, was a musician whose band often performed for dances here. The young aspiring author attended some of those dances, especially one after her 1873 wedding to Dr. Swan Burnett, at which she was the guest of honor. There, as she recalled, she first wore her Paris-made wedding dress; it had not arrived in time for her earlier ceremony.

The Bijou Theatre, built into the rear of the hotel in 1909, would certainly have been familiar to James Agee, but became a preoccupation of DAVID MADDEN, who worked there as a teenage usher in 1946. The theater is the centerpiece of one of his 600-page novel *Bijou* (1974), in which the Bijou is described exactly as Madden remembered it:

## PLACES

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| 1 THE RIVERFRONT                  | 20 IMMACULATE CONCEPTION           |
| 2 GAY STREET BRIDGE               | 20 LEH STATION                     |
| 3 HARROGATE'S LAIR                | 21 EAST VINE STREET                |
| 4 ANDREW JOHNSON HOTEL            | 22 OLD CITY                        |
| 5 KNOX COUNTY COURTHOUSE          | 23 SOUTHERN RAILWAY STATION        |
| 6 U.S. POST OFFICE                | 24 REGAS                           |
| 7 HOWARD BAKER FEDERAL COURTHOUSE | 25 WIVK                            |
| 8 LAMAR HOUSE / BIJOU THEATRE     | 26 KNOXVILLE HIGH SCHOOL           |
| 9 PLAZA TOWER                     | 27 OLD GRAY CEMETERY               |
| 10 THE HUFFLE                     | 28 NATIONAL CEMETERY               |
| 11 ST. JOHN'S CATHEDRAL           | 29 AYRES HALL                      |
| 12 SOULSTONE'S PRESS              | 40 HODGES LIBRARY                  |
| 13 ELY BUILDING                   | 41 ROSKINS LIBRARY                 |
| 14 LAWSON HOGGEE LIBRARY          | 42 HOME OF JOSEPH WOOD KRUTCH      |
| 15 CHURCH & STATE                 | 43 BIRTHPLACE OF JAMES AGEE        |
| 16 JOURNAL ARCADE                 | 44 "WHERE THE SUMMER ENDS" SETTING |
| 17 MECHANICS BANK & TRUST         | 45 HOME OF BERNADOTTE SCHMITT      |
| 18 JOURNAL & TRIBUNE SITE         | 46 BLOODSTONE SETTING              |
| 19 THE TENNESSEE THEATRE          | 47 HOME OF ANNE WETZELL ARMSTRONG  |
| 20 FIRST PRESBYTERIAN CHURCH      | 48 HOME OF J-DONE                  |
| 21 THE GUSTON HOUSE               | 49 HOME OF JAMES AGEE              |
| 22 KRUTCH PARK                    | 50 HOME OF WILLIAM BULE            |
| 23 UNION AVE                      | 51 "THE MEN IN BLACK" INSPIRATION  |
| 24 UNION AVE BOOKS                | 52 JAMES AGEE PARK                 |
| 25 ARNSTEIN BUILDING              | 53 MORNINGSIDE PARK                |
| 26 MARKET SQUARE                  | 54 SUTTREE LANDING                 |
| 27 300-400 BLOCK OF GAY ST.       | 55 LAKESHORE PARK                  |
| 28 200 BLOCK OF GAY ST.           | 56 KNOXVILLE BOTANICAL GARDENS     |





## APPLICATION

Name: Mark Campen d/b/a Conservation Cooperative

Your Mailing Address: 1429 S. Courtney Oak Ln. Knoxville, TN 37938

Phone Number (865) 414-5593 \_\_\_\_\_ Email Address [mcampen7@hotmail.com](mailto:mcampen7@hotmail.com)

Project Address: Downtown Knoxville/ CBID

Requested Amount: \$3,500. Total Project Costs: \$10,000.

1. Describe the project:

The first bag dispenser was installed in 2004 in the Cradle Of Country Music Park, which is still one of the most used dispensers. There are now 26 dispensers downtown and in the periphery, which are serviced weekly with this funding.

2. If applicable, has the project been submitted and/or approved by the Downtown Design Review Board (D1) or the Historic Zoning Commission (H1)?  Yes  No  
**N/A**

3. Will you be receiving or asking for any financial incentives/assistance from other sources?

If so, how much: Yes. Funding from other sources help cover costs outside of downtown. There are approximately 80 dispensers in the city. This request covers downtown and the areas immediately in the downtown vicinity.

4. Anticipated state date: 1/1/2024 Anticipated completion: 12/31/2024

5. Has this project received DKA funding in the past? If so, when and amount? Yes.

Since 2004, this project has been funded and grown to the current amount to help cover its growth. The requested amount has not been increased in many years.

6. How does your project help enhance the CBID's mission to make downtown a better place in which to live, work and play?

Thousands of bags are used downtown every year, helping keep pet waste from accumulating. The waste reduction helps keep the green spaces and sidewalk areas cleaner, reducing odor and the potential of city goers from stepping in pet waste. Our

initial involvement originated from concern for water quality. Encouraging pet owners to pick up their pets waste reduces the large amount of fecal contaminants in every pile that inevitably runs off into nearby creeks and the river.

***Conservation Cooperative's***

**2024 PET WASTE BAG DISPENSER PROJECT**



## **Current dog bag stations installed as of March 15, 2024:**

(In **bold** are **Downtown Knoxville locations**)

**O. P. Jenkins at Summit Hill (2)**

**100 Block Gay St./ Emporium (1)**

**W. Depot @ Marble City Food Hall (1)**

**Summer Pl. @ Walnut (1)**

**Locust St. (1)**

**Market Square (1)**

**Krutch Park area (3)**

**Wall Ave. (2)**

Sequoyah Hills (11)

Lakeshore Park (7)

Mary James Park (1)

Island Home Blvd (3)

Island Home Park (1)

Turkey Creek Wetland Park and Greenway (4)

**East of OP Jenkins/ Summit Hill (1)**

Old North Knoxville/ Oklahoma Ave area (3)

**Downtown Dog Park (3)**

James Agee Park (1)

Caswell Park/ Ashley Nicole Dream Playground (1)

Victor Ashe Park (2)

Sam Duff Memorial Park (2)

**Volunteer Landing Marina and Greenway (2)**

Fairmont-Emoriland (3)

Sutherland Ave. (2)

**Southern Glass Building (1)**

Emory Place (1)

**Depo at Central (1)**

Suttree Landing Park (3)

Edgewood Park (2)

**State St. and S. Central (2)**

Jacksboro Pike area (2)

Fountain City Park (3)

Charter-Doyle Park (2)

Holston River dog Park (2)

Northwest Middle School walking trail (1)

**Women's Basketball Hall of Fame (1)**

**Marble Alley (2)**

**Old City (2)**

## **New locations *proposed***

**Church @ State St., Marble Alley (Embassy valet parking area, Firestation @ Chesapeake's**

## **Volunteer Landing greenway to Ned McWherter Park (2)**

West Hills Park/ Jean Teague Greenway 2-3

World's Fair Park 1-3 (may have been installed already-TN IWL supplied PBA with 2-3 spring 2008)

Tyson Park 2-3

## **FUTURE FUNDING:**

With over 80 boxes installed and many more proposed, we need more funds to continue and grow this project. The data shows, if you install them they will get used!

**2004-2006:** 3,000 bags and 9 new boxes installed

**2007:** 5,000 bags and 7 new boxes

**2008:** 11,200 bags used, 8 new boxes

**2009:** 35,000 bags and 5 new boxes

**2010-2011:** 42,000 bags and 4 new boxes

**2011-2012:** 67,000 bags and 4 new boxes

**2012-2013:** 68,000 bags and 5 new boxes

**2013-2014:** 82,000 bags and 3 new boxes

**2014-2015:** 120,000 bags and 4 new boxes

**2015-2016:** 110,000 bags and 4 new boxes

**2016-2017:** 110,000 bags and 5 new boxes

Calculations and project renewal have switched from city fiscal year to calendar year.

**2017 Totals:** 115,000 bags and 5 new boxes

**2018:** 116,000 bags and 6 new dispensers

**2019:** 129,000 bags and 5 new dispensers

**2020-2022:** 150,000+ each year (88 cases, 2000 bags per case)

**2023-present** A pallet+ of 90-100 cases are used each year.

**PAST and POTENTIAL SPONSORS:**

City of Knoxville Engineering, Parks and Rec. and Public Service

City People

Water Quality Forum

Kingston Pike-Sequoyah Hills Homeowners Association

Central Business Improvement District/ **Downtown Knoxville**

Neighborhood organizations

Veterinarian offices and other pet related businesses

Prestige Cleaners

Downtown restaurants

**Annual Budget is \$9-10K: (\$3,500) Downtown Knoxville Alliance, (\$2,500-3K) City of Knoxville, (\$3K) Kingston Pike-Sequoyah Hills Association, (\$400) Forest Heights Neighborhood Association.**





# **BOARD OF DIRECTORS' MEETING**

## **➤ STAFF REPORT FOR MARCH 2024**

### **DEVELOPMENT**

- Three non-profits are preparing a Request for Catalyst Projects.

### **MARKETING**

- Shift to spring marketing including website, digital, Market Square banners, garage elevator posters, etc.
- Newsletters released on March 1 (spring festivals, music and markets).
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 174,013 followers (previous: 171,762; 168,972; 165,346).
- Marketing Committee met March 12.

### **BUSINESS SUPPORT**

- Working with Big Ears on promoting late-night dining and grab-and-go options during festival weekend, plus highlighting art exhibits and live music at downtown venues.
- Website update and promotion for March 1 First Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.

### **QUALITY OF LIFE**

- Attended meeting to discuss Old City Safety. Looking to alter DKA's off-duty officer's hours to later in the evening.
- Met with KPD and City officials to discuss cameras in downtown.
- Cleaned-up downtown areas after Mardi Growl.
- Quality of Life Committee meeting held March 11.
- Attending the Mayor's Leadership Summit on Homelessness will be held March 20.
- Continue to provide road closure notifications to businesses.
- Continue to assist with Market Square permits.

### **OTHER**

- Met with Visit Knoxville to discuss ways to welcome US Olympic Team Trials - Diving to Knoxville in June.
- Accepting resumes for DKA's Marketing Position.
- Preparing for Annual Meeting.

## POTENTIAL PROJECTS FOR FY 24-25

The board discussed several ideas for the upcoming fiscal year, which will be further discussed at upcoming meetings and with DKA's various committees.

1. Office Market Engagement
  - a. Engage large companies in Knox County
  - b. Include members of large office companies in the Business Support Committee
  - c. Form a committee or taskforce for office tenants to discuss potential engagement ideas for downtown employees
  - d. Bringing back Pop-Up Shops
2. Office Space for DKA
3. Develop a better connection with UT
  - a. Bringing students downtown
  - b. Retaining students after graduation
4. Activate Market Square during the holidays in place of the icerink
5. Enrich connections to multipurpose stadium
6. Direct pedestrians from Market Square and/or Locust Street garages to Market Square
7. Krutch Park Extension Improvements
8. Increase budget for events

From Quality of Life Committee:

1. Pairing dog waste bag dispensers and trash together, with the goal of having something on each corner of downtown or block.
2. Addressing the trash/dirtiness on the streets/sidewalks on the outskirts of downtown. Market Square and Gay Street look good but less frequented streets need trash picked up regularly.
3. Beautification/art projects on the barriers for new projects downtown (i.e. allowing people to paint plywood on barriers. DKA could provide the plywood and developers could install the boards)