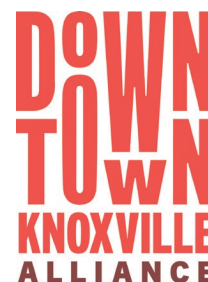


# BOARD OF DIRECTORS' MEETING

## ➡ AGENDA

**APRIL 21, 2025, 11:30 AM**



- I. Welcome
- II. Approval of Minutes
  - A. \*February Board Meeting p. 3
  - B. \*March Board Meeting p. 5
- III. Financial Report
  - A. \*Financials from March p. 7
  - B. \*Financials for April p. 15
- IV. Committee Report
  - A. \*Marketing Committee p. 25
- V. Staff Report p. 69
- VI. Old Business
- VII. New Business
  - A. Nominating Committee
  - B. Accepting Board Nominations (one business, one resident)
  - C. Budget Discussion
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

### Upcoming Meetings:

May 19, 11:30 am – Board Meeting

June 16, 5:00 pm – Annual Meeting

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



# **BOARD OF DIRECTORS' MEETING**

## **➡ MINUTES**

**FEBRUARY 17, 2025, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, February 17, 2025 at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included Mary Katherine Wormsley, chair, Chip Barry, Natalie Cummings, Faris Eid, Vince Fusco, Nikki Elliott, Gay Lyons, and Blaine Wedekind. DKA and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, Karen Kakanis and Angela Lunsford.

### **I. Welcome**

Mary Katherine Wormsley, board chair, called the meeting to order.

### **II. Approval of Minutes**

Mary Katherine Wormsley called for the minutes from the February board meeting to be approved. Chip Barry made a motion to approve the minutes. Nikki Elliott seconded the motion, which was unanimously approved by the board.

### **III. Financials**

Angela Lunsford delivered the corporation's report, explaining the various reports. Nikki Elliott moved to approve the financials. Gay Lyons seconded the motion, which was unanimously approved.

A budget workshop was held before the meeting. The board and staff reviewed the budget vs. actuals and where DKA is expected to be at the end of the fiscal year. With the addition of getting a new office later this year; furniture and equipment, money needs to be added to the budget for this line item. Nikki Elliott made a motion to amend the budget, which was seconded and unanimously approved by the board. The board noted this amended budget included a negative balance, which is rare for the organization; however, there is enough of available cash in reserves to cover this year's budget.

### **IV. Committee Reports**

#### **A. Contract for Ambassador Program**

A new contract for the Ambassador Program will start April 1, 2025. This new contract will incorporate the area around the new multi-purpose stadium, additional employees, increase in salaries, and a new GEM car. Chip Barry made a motion to approve the new contract, Nikki Elliott seconded the motion, which was unanimously approved.

### **V. Staff Report**

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

## **VI. Old Business**

There was no Old Business.

## **VII. New Business**

### **A. New Office Space for DKA**

Staff updated board on the progress with the new office space. The goal is to be in the new space on May 1.

### **B. Update on Survey**

Staff updated the board on the results of the survey to date. The survey will be closed soon and results will be presented to the board at the next meeting

## **VIII. Public Forum**

There was no Public Forum

## **IX. Adjournment**

With no other business, the meeting was adjourned.

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Secretary

# **BOARD OF DIRECTORS' MEETING**

## **➡ MINUTES**

**MARCH 17, 2025, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, February 17, 2025 at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included Chip Barry, Faris Eid, Vince Fusco, and Gay Lyons. DKA and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, Karen Kakanis and Angela Lunsford.

### **I. Welcome**

Vince Fusco chaired the meeting and called the meeting to order.

### **II. Approval of Minutes**

Due to a lack of quorum, the Board was not able to approve the minutes at this meeting.

### **III. Financials**

Angela Lunsford delivered the corporation's report and explained the various reports. Due to lack of quorum, the board was not able to approve the financials.

### **IV. Committee Reports**

#### **A. Marketing Committee**

The Marketing Committee met on March 12 to review six sponsorships with five recommended for funding. Due to a lack of quorum, the board was not able to vote on the sponsorship.

### **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**

#### **A. Update on Survey**

Staff updated the board on the results of the survey.

### **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 28, 2025

	<b>Jul '24 - Jun '25</b>
<b>OPERATING ACTIVITIES</b>	
Net Income	111,578
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(71,306)
2020 · Accounts Payable	812
2600 · Accrued Payables	(60,275)
2700 · Accrued Wages	-
1350 · Prepaid Expenses	9,747
Net cash provided by Operating Activities	(9,444)
<b>INVESTING ACTIVITIES</b>	
1650 · Leashold Improvements	(4,500)
Net cash provided by Financing Activities	(4,500)
Net cash increase for period	(13,944)
Cash at beginning of period	2,142,716
Cash at end of period	<b>2,128,772</b>
 <b>Current Liabilities</b>	 (25,870)
Accrued Payables	(1,102,904)
 <b>Accounts receivable and Other</b>	 174,832
<b>Prepaid Expenses</b>	10,172
<b>Leasehold Improvements</b>	4,500
Subtotal	<b>(939,270)</b>
 <b>Projected Remaining Budgeted Income (Expenses)</b>	
Revenue	-
Development	(100,000)
Quality of Life	(181,335)
Business Support	(20,440)
Marketing/Sponsorships	(146,626)
Administration	(148,451)
Subtotal	<b>(596,851)</b>
 <b>Projected Cash - Before Minimum Reserve</b>	 <b>592,651</b>
Minimum Cash Balance - Reserve	(150,000)
<b>Projected Cash Availability</b>	<b>442,651</b>

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD February 28, 2025

Project	Grants	Permit Date	Comp Date	Accrued	YE 6/30/2024	Total
314 Union Ave (COK)	250,000		9/30/2022		0	0
YWCA Keys of Hope	250,000		6/30/2024		0	0
Tennessee Theatre	300,000		6/30/2024		0	0
Art & Cultural Alliance	200,000		6/30/2024		0	0
	<u>1,000,000</u>				<u>0</u>	<u>0</u>

\* City approval required

Note: Farragut Building/Hyatt Place, 530 S. Gay Street

In 2015, DKA Board agreed to receive \$4,578 and abate the increased incremental assessments during the project's 25-year PILOT term which ends 3/17/41.

Note: Marble Alley/formerly Knox County property, 300 State Street

In 2013, Knox County Commission and Knox County IDB approved a 10-year PILOT for Marble Alley Lofts. Knox County previously held this property and was tax-exempt; therefore they did not pay property taxes or DKA assessments. PILOT term ends 12/31/25

Note: Church + Henley formerly State Supreme Court, 700 Henley Street

In 2019, DKA approved a 10-year abatement of the incremental assessment for the State Supreme Court project starting 48 months after developers close on the two parcels to allow for construction and project stabilization. DKA will continue to receive assessments for both properties based on the acquisition cost. DKA's assessment is expected to be approx. \$3,208 during the abatement time. The City's 25 year PILOT term ends 3/4/48. The property closed on 9/30/19. DKA's abatement ends 9/30/2033.

Downtown Knoxville Alliance  
Profit & Loss Actual vs Budget February 28, 2025

	Acct #	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	TOTAL	FY25 Budget	Remainder
<b>Income</b>												
CBID Tax Assessments	4020	6,239	66,631	5,530	527,164	183,176	88,412	103,526	174,832	1,155,510	1,125,000	(30,510)
Investment income	4100	2,799	2,924	2,662	2,483	3,054	8,686	8,473	3,494	34,576	38,000	3,424
<b>Total Income</b>		<b>9,038</b>	<b>69,556</b>	<b>8,192</b>	<b>529,646</b>	<b>186,230</b>	<b>97,098</b>	<b>112,000</b>	<b>178,327</b>	<b>1,190,086</b>	<b>1,163,000</b>	<b>(27,086)</b>
<b>Expenses</b>												
<b>Development</b>												
Path to Prosperity	5225	-	-	-	-	-	-	-	15,000	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>15,000</b>	<b>15,000</b>	<b>115,000</b>	<b>100,000</b>
<b>Quality of Life</b>												
Beautification	5659	81	80	84	163	103	109	86,594	98	87,312	35,000	(52,312)
Ambassador Program	5657	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	77,411	130,766	53,355
Residential - Other	5900	-	-	-	-	-	-	-	-	-	-	-
Residential	5901	-	-	-	-	-	-	-	-	-	-	-
Trash Compactor	5662	-	-	-	-	-	-	-	-	-	75,000	75,000
Open Street Activation	5663	-	-	-	-	-	-	-	-	-	10,000	10,000
Security	5655	3,080	5,225	2,475	1,650	2,214	4,455	6,064	19,546	44,709	140,000	95,291
<b>Total Quality of Life</b>		<b>12,837</b>	<b>14,981</b>	<b>12,235</b>	<b>11,489</b>	<b>11,993</b>	<b>14,240</b>	<b>102,334</b>	<b>29,321</b>	<b>209,431</b>	<b>390,766</b>	<b>181,335</b>
<b>Business Support</b>												
Business Support	5150	1,274	(979)	-	-	8,648	18,887	246	1,484	29,560	50,000	20,440
<b>Total Business Support</b>		<b>1,274</b>	<b>(979)</b>	<b>-</b>	<b>-</b>	<b>8,648</b>	<b>18,887</b>	<b>246</b>	<b>1,484</b>	<b>29,560</b>	<b>50,000</b>	<b>20,440</b>
<b>Marketing Expenses</b>												
Advertising General	5305	2,464	1,950	1,800	12,183	6,733	5,220	4,827	2,251	37,428	50,000	12,572
Print and Content Development	5306	798	802	3,187	2,551	1,700	2,107	5,964	2,998	20,106	55,000	34,894
Website - All Committees	5375	550	1,430	550	550	-	1,100	-	1,160	5,340	30,000	24,660
Downtown Scavenger Hunt	5364	-	-	6,250	375	-	-	-	(6,625)	-	20,000	20,000
Brand Refinement	5376	-	-	-	-	-	-	-	-	-	25,000	25,000
Events and Sponsorship	5360	21,000	-	-	10,000	-	20,000	29,500	-	80,500	110,000	29,500
<b>Total Marketing Expenses</b>		<b>24,812</b>	<b>4,182</b>	<b>11,787</b>	<b>25,659</b>	<b>8,433</b>	<b>28,426</b>	<b>40,291</b>	<b>(216)</b>	<b>143,374</b>	<b>290,000</b>	<b>146,626</b>
<b>Administration</b>												
Office Relocation	5415	-	-	-	-	-	-	-	-	-	65,000	65,000
Meals/ Lodging/ Travel	5420	-	-	945	724	499	491	285	282	3,226	6,000	2,774
Office Expense	5430	625	923	1,830	1,057	506	1,809	656	265	7,670	7,500	(170)
Bank Fees	5435	-	-	-	-	-	130	-	95	225	200	(25)
Postage	5440	17	34	15	15	20	14	22	23	162	2,500	2,338
Professional Dev.	5465	-	-	3,443	3,949	4,870	(53)	-	-	12,209	6,000	(6,209)
Professional Svc	5450	-	4,000	2,206	2,041	-	-	1,630	-	9,878	12,000	2,122
Svc Contract - Operations	5460	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	162,784	244,173	81,389
Insurance Directors/Officers	5490	75	75	75	71	71	71	71	71	579	900	321
Software	5480	69	69	75	75	75	75	75	75	590	1,500	910
Supplies	5470	-	-	-	-	-	-	-	-	-	-	-
<b>Total Administration</b>		<b>21,133</b>	<b>25,449</b>	<b>28,938</b>	<b>28,281</b>	<b>26,389</b>	<b>22,885</b>	<b>23,088</b>	<b>21,160</b>	<b>197,322</b>	<b>345,773</b>	<b>148,451</b>
<b>Total Expenses</b>		<b>60,055</b>	<b>43,633</b>	<b>52,961</b>	<b>65,429</b>	<b>55,464</b>	<b>84,438</b>	<b>165,959</b>	<b>66,749</b>	<b>594,688</b>	<b>1,191,539</b>	<b>596,851</b>
<b>Change in NAV</b>		<b>(51,017)</b>	<b>25,922</b>	<b>(44,769)</b>	<b>464,217</b>	<b>130,766</b>	<b>12,660</b>	<b>(53,959)</b>	<b>111,578</b>	<b>595,398</b>	<b>(28,539)</b>	<b>623,937</b>
Prior Year Sponsorships Reserve	5355				40,833					40,833		
<b>NAV Total after Surplus Spending</b>		<b>(51,017)</b>	<b>25,922</b>	<b>(44,769)</b>	<b>423,384</b>	<b>130,766</b>	<b>12,660</b>	<b>(53,959)</b>	<b>111,578</b>	<b>554,565</b>		

# Downtown Knoxville Alliance

## Statement of Cash Flows

February 2025

	TOTAL
OPERATING ACTIVITIES	
Net Income	111,577.99
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-71,305.72
1350 Prepaid Expenses	9,747.18
2020 Acc. Payable:Accounts Payable	811.52
2600 Accrued Payables	-60,275.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>-121,022.02</b>
<b>Net cash provided by operating activities</b>	<b>\$ -9,444.03</b>
INVESTING ACTIVITIES	
1650 Leasehold Improvements	-4,500.00
<b>Net cash provided by investing activities</b>	<b>\$ -4,500.00</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$ -13,944.03</b>
Cash at beginning of period	2,142,715.62
<b>CASH AT END OF PERIOD</b>	<b>\$2,128,771.59</b>

# Downtown Knoxville Alliance

## Balance Sheet

As of February 28, 2025

	<u>Total</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
1012 First Bank Checking	-23,539.85
1014 First Bank ICS	1,294,695.47
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1036 Home Federal CD 2895	250,611.26
1037 First Century CD 0328	256,981.97
1038 Truist CD 6084	253,947.23
Total 1020 Investments - Cert Dep and MM	<u>\$ 857,615.97</u>
Total 1000 Cash & Cash Equiv.	<u>\$ 2,128,771.59</u>
Total Bank Accounts	<u>\$ 2,128,771.59</u>
<b>Accounts Receivable</b>	
1110 Other Receivable	174,832.03
Total Accounts Receivable	<u>\$ 174,832.03</u>
<b>Other Current Assets</b>	
1350 Prepaid Expenses	10,172.12
Total Other Current Assets	<u>\$ 10,172.12</u>
Total Current Assets	<u>\$ 2,313,775.74</u>
<b>Fixed Assets</b>	
1650 Leasehold Improvements	4,500.00
Total Fixed Assets	<u>\$ 4,500.00</u>
<b>TOTAL ASSETS</b>	<u>\$ 2,318,275.74</u>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Accounts Payable</b>	
2020 Accounts Payable	25,869.75
Total 2000 Acc. Payable	<u>\$ 25,869.75</u>
Total Accounts Payable	<u>\$ 25,869.75</u>
<b>Other Current Liabilities</b>	
2600 Accrued Payables	1,102,903.99
Total Other Current Liabilities	<u>\$ 1,102,903.99</u>
Total Current Liabilities	<u>\$ 1,128,773.74</u>
Total Liabilities	<u>\$ 1,128,773.74</u>
<b>Equity</b>	
3900 Change in NA - unrestricted	634,936.90
Net Income	554,565.10
Total Equity	<u>\$ 1,189,502.00</u>
<b>TOTAL LIABILITIES AND EQUITY</b>	<u>\$ 2,318,275.74</u>

**Accrued Payables at 02.28.25**

City of Knoxville (314 Union Ave) accrued 9/30/22	FY23	\$250,000.00
Old City Market	FY24	\$2,500.00
Knoxville Jazz Orchestra	FY24	\$1,500.00
Market Square Power Wash (total of 2)	FY24	\$3,200.00
Marketing/branding/activation requests COK street closures	FY24	\$8,320.00
Marketing/branding/initial launch of Newts in Knox	FY24	\$7,149.00
YWCA Keys of Hope Grant	FY24	\$250,000.00
Art & Cultural Alliance - Emporium Project	FY24	\$200,000.00
Tennessee Theatre - \$300k total; \$100k current year Dev Grants	FY24	\$300,000.00
Vilains of Hope	FY25	\$5,000.00
2025 Programming - East TN Historical Society	FY25	\$5,000.00
Big Ears Festival	FY25	\$5,000.00
Old City Market & First Friday Block Party	FY25	\$5,000.00
Knoxville Opera - Rossini Festival	FY25	\$2,500.00
Knox St. Patrick's Day Parade	FY25	\$1,250.00
Knoxville Museum of Art - Free Family Fun Day	FY25	\$1,000.00
KPD Mounted Patrol Unit Expansion	FY25	\$55,485.00
		\$1,102,904.00

Downtown Knoxville Alliance

A/P Aging Detail  
As of February 28, 2025

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
02/28/2025	Bill	INV013512	Knoxville Chamber	02/28/2025	12	168.68	168.68
02/28/2025	Bill	INV013514	Knoxville Chamber	03/01/2025	11	20,348.00	20,348.00
02/28/2025	Bill	11923	MoxCar.	03/15/2025	-3	1,406.25	1,406.25
02/28/2025	Bill	DKA-30125	Southern Bloom Social	03/15/2025	-3	1,080.00	1,080.00
02/28/2025	Bill	02282025	Callie Blackburn	03/15/2025	-3	136.22	136.22
02/28/2025	Bill	0006947773	Knoxville News Sentinel	03/20/2025	-8	1,566.20	1,566.20
02/27/2025	Bill	INV188406	Off Duty Management, Inc.	03/29/2025	-17	1,104.40	1,104.40
02/27/2025	Bill	20091416	Designsensory	03/29/2025	-17	60.00	60.00
Total for Current						\$25,869.75	\$25,869.75
TOTAL						\$25,869.75	\$25,869.75

Downtown Knoxville Alliance

A/R Aging Detail

As of February 28, 2025

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
02/28/2025	Invoice	04302035	City of Knoxville.	03/31/2025	174,832.03	174,832.03
Total for Current					\$174,832.03	\$174,832.03
TOTAL					\$174,832.03	\$174,832.03

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD March 31, 2025

	<b>Jul '24 - Jun '25</b>
<b>OPERATING ACTIVITIES</b>	
Net Income	13,717
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	107,361
2020 · Accounts Payable	13,451
2600 · Accrued Payables	(5,271)
2700 · Accrued Wages	-
1350 · Prepaid Expenses	9,747
Net cash provided by Operating Activities	139,005
<b>INVESTING ACTIVITIES</b>	
1650 · Leashold Improvements	(8,000)
Net cash provided by Financing Activities	(8,000)
Net cash increase for period	131,005
Cash at beginning of period	2,128,772
Cash at end of period	<b>2,259,777</b>
 <b>Current Liabilities</b>	 (39,320)
Accrued Payables	(1,097,633)
 <b>Accounts receivable and Other</b>	 67,471
<b>Prepaid Expenses</b>	425
<b>Leasehold Improvements</b>	12,500
Subtotal	<b>(1,056,557)</b>
 <b>Projected Remaining Budgeted Income (Expenses)</b>	
Revenue	-
Development	(100,000)
Quality of Life	(166,938)
Business Support	(16,687)
Marketing/Sponsorships	(128,722)
Administration	(126,621)
Subtotal	<b>(538,969)</b>
 <b>Projected Cash - Before Minimum Reserve</b>	 <b>664,251</b>
Minimum Cash Balance - Reserve	(150,000)
<b>Projected Cash Availability</b>	<b>514,251</b>

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD March 31, 2025

Project	Grants	Permit Date	Comp Date	Accrued	YE 6/30/2024	Total
314 Union Ave (COK)	250,000		9/30/2022		0	0
YWCA Keys of Hope	250,000		6/30/2024		0	0
Tennessee Theatre	300,000		6/30/2024		0	0
Art & Cultural Alliance	200,000		6/30/2024		0	0
	<u>1,000,000</u>				<u>0</u>	<u>0</u>

\* City approval required

Note: Farragut Building/Hyatt Place, 530 S. Gay Street

In 2015, DKA Board agreed to receive \$4,578 and abate the increased incremental assessments during the project's 25-year PILOT term which ends 3/17/41.

Note: Marble Alley/formerly Knox County property, 300 State Street

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Note: Church + Henley formerly State Supreme Court, 700 Henley Street

In 2019, DKA approved a 10-year abatement of the incremental assessment for the State Supreme Court project starting 48 months after developers close on the two parcels to allow for construction and project stabilization. DKA will continue to receive assessments for both properties based on the acquisition cost. DKA's assessment is expected to be approx. \$3,208 during the abatement time. The City's 25 year PILOT term ends 3/4/48. The property closed on 9/30/19. DKA's abatement ends 9/30/2033.

Downtown Knoxville Alliance  
Profit & Loss Actual vs Budget March 31, 2025

	Acct #	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	TOTAL	FY25 Budget	Remainder
<b>Income</b>													
CBID Tax Assessments	4020	6,239	66,631	5,530	527,164	183,176	88,412	103,526	174,832	67,471	1,222,981	1,125,000	(97,981)
Investment income	4100	2,799	2,924	2,662	2,483	3,054	8,686	8,473	3,494	4,129	38,705	38,000	(705)
<b>Total Income</b>		<b>9,038</b>	<b>69,556</b>	<b>8,192</b>	<b>529,646</b>	<b>186,230</b>	<b>97,098</b>	<b>112,000</b>	<b>178,327</b>	<b>71,600</b>	<b>1,261,686</b>	<b>1,163,000</b>	<b>(98,686)</b>
<b>Expenses</b>													
<b>Development</b>													
Path to Prosperity	5225	-	-	-	-	-	-	-	15,000	-	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>15,000</b>	<b>-</b>	<b>15,000</b>	<b>115,000</b>	<b>100,000</b>
<b>Quality of Life</b>													
Beautification	5659	81	80	84	163	103	109	86,594	98	86	87,398	35,000	(52,398)
Ambassador Program	5657	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	87,087	130,766	43,679
Residential - Other	5900	-	-	-	-	-	-	-	-	-	-	-	-
Residential	5901	-	-	-	-	-	-	-	-	-	-	-	-
Trash Compactor	5662	-	-	-	-	-	-	-	-	-	-	75,000	75,000
Open Street Activation	5663	-	-	-	-	-	-	-	-	-	-	10,000	10,000
Security	5655	3,080	5,225	2,475	1,650	2,214	4,455	6,064	19,546	4,634	49,343	140,000	90,658
<b>Total Quality of Life</b>		<b>12,837</b>	<b>14,981</b>	<b>12,235</b>	<b>11,489</b>	<b>11,993</b>	<b>14,240</b>	<b>102,334</b>	<b>29,321</b>	<b>14,396</b>	<b>223,828</b>	<b>390,766</b>	<b>166,938</b>
<b>Business Support</b>													
Business Support	5150	1,274	(979)	-	-	8,648	18,887	246	1,484	3,753	33,313	50,000	16,687
<b>Total Business Support</b>		<b>1,274</b>	<b>(979)</b>	<b>-</b>	<b>-</b>	<b>8,648</b>	<b>18,887</b>	<b>246</b>	<b>1,484</b>	<b>3,753</b>	<b>33,313</b>	<b>50,000</b>	<b>16,687</b>
<b>Marketing Expenses</b>													
Advertising General	5305	2,464	1,950	1,800	12,183	6,733	5,220	4,827	2,251	2,501	39,929	50,000	10,071
Print and Content Development	5306	798	802	3,187	2,551	1,700	2,107	5,964	2,998	10,669	30,775	55,000	24,225
Website - All Committees	5375	550	1,430	550	550	-	1,100	-	1,160	4,733	10,073	30,000	19,927
Downtown Scavenger Hunt	5364	-	-	6,250	375	-	-	-	(6,625)	-	-	20,000	20,000
Brand Refinement	5376	-	-	-	-	-	-	-	-	-	-	25,000	25,000
Events and Sponsorship	5360	21,000	-	-	10,000	-	20,000	29,500	-	-	80,500	110,000	29,500
<b>Total Marketing Expenses</b>		<b>24,812</b>	<b>4,182</b>	<b>11,787</b>	<b>25,659</b>	<b>8,433</b>	<b>28,426</b>	<b>40,291</b>	<b>(216)</b>	<b>17,904</b>	<b>161,278</b>	<b>290,000</b>	<b>128,722</b>
<b>Administration</b>													
Office Relocation	5415	-	-	-	-	-	-	-	-	-	-	65,000	65,000
Meals/ Lodging/ Travel	5420	-	-	945	724	499	491	285	282	353	3,579	6,000	2,421
Office Expense	5430	625	923	1,830	1,057	506	1,809	656	265	1,065	8,735	7,500	(1,235)
Bank Fees	5435	-	-	-	-	-	130	-	95	(95)	130	200	70
Postage	5440	17	34	15	15	20	14	22	23	12	174	2,500	2,326
Professional Dev.	5465	-	-	3,443	3,949	4,870	(53)	-	-	-	12,209	6,000	(6,209)
Professional Svc	5450	-	4,000	2,206	2,041	-	-	1,630	-	-	9,878	12,000	2,122
Svc Contract - Operations	5460	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	183,132	244,173	61,041
Insurance Directors/Officers	5490	75	75	75	71	71	71	71	71	71	650	900	250
Software	5480	69	69	75	75	75	75	75	75	75	665	1,500	835
Supplies	5470	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Administration</b>		<b>21,133</b>	<b>25,449</b>	<b>28,938</b>	<b>28,281</b>	<b>26,389</b>	<b>22,885</b>	<b>23,088</b>	<b>21,160</b>	<b>21,829</b>	<b>219,152</b>	<b>345,773</b>	<b>126,621</b>
<b>Total Expenses</b>		<b>60,055</b>	<b>43,633</b>	<b>52,961</b>	<b>65,429</b>	<b>55,464</b>	<b>84,438</b>	<b>165,959</b>	<b>66,749</b>	<b>57,882</b>	<b>652,570</b>	<b>1,191,539</b>	<b>538,969</b>
<b>Change in NAV</b>		<b>(51,017)</b>	<b>25,922</b>	<b>(44,769)</b>	<b>464,217</b>	<b>130,766</b>	<b>12,660</b>	<b>(53,959)</b>	<b>111,578</b>	<b>13,717</b>	<b>609,116</b>	<b>(28,539)</b>	<b>637,655</b>
Prior Year Sponsorships Reserve	5355				40,833						40,833		
<b>NAV Total after Surplus Spending</b>		<b>(51,017)</b>	<b>25,922</b>	<b>(44,769)</b>	<b>423,384</b>	<b>130,766</b>	<b>12,660</b>	<b>(53,959)</b>	<b>111,578</b>	<b>13,717</b>	<b>568,283</b>		

# Downtown Knoxville Alliance

## Statement of Cash Flows

March 2025

	TOTAL
OPERATING ACTIVITIES	
Net Income	13,717.40
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	107,361.09
1350 Prepaid Expenses	9,747.18
2020 Acc. Payable:Accounts Payable	13,450.62
2600 Accrued Payables	-5,271.30
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>125,287.59</b>
<b>Net cash provided by operating activities</b>	<b>\$139,004.99</b>
INVESTING ACTIVITIES	
1650 Leasehold Improvements	-8,000.00
<b>Net cash provided by investing activities</b>	<b>\$ -8,000.00</b>
NET CASH INCREASE FOR PERIOD	<b>\$131,004.99</b>
Cash at beginning of period	2,128,771.59
CASH AT END OF PERIOD	<b>\$2,259,776.58</b>

# Downtown Knoxville Alliance

## Balance Sheet

As of March 31, 2025

	<u>Total</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
1000 Cash & Cash Equiv.	
1012 First Bank Checking	-21,023.66
1014 First Bank ICS	1,423,184.27
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1036 Home Federal CD 2895	250,611.26
1037 First Century CD 0328	256,981.97
1038 Truist CD 6084	253,947.23
Total 1020 Investments - Cert Dep and MM	<u>\$ 857,615.97</u>
Total 1000 Cash & Cash Equiv.	<u>\$ 2,259,776.58</u>
Total Bank Accounts	<u>\$ 2,259,776.58</u>
<b>Accounts Receivable</b>	
1110 Other Receivable	67,470.94
Total Accounts Receivable	<u>\$ 67,470.94</u>
<b>Other Current Assets</b>	
1350 Prepaid Expenses	424.94
Total Other Current Assets	<u>\$ 424.94</u>
Total Current Assets	<u>\$ 2,327,672.46</u>
<b>Fixed Assets</b>	
1650 Leasehold Improvements	12,500.00
Total Fixed Assets	<u>\$ 12,500.00</u>
<b>TOTAL ASSETS</b>	<u>\$ 2,340,172.46</u>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2020 Accounts Payable	39,320.37
Total 2000 Acc. Payable	<u>\$ 39,320.37</u>
Total Accounts Payable	<u>\$ 39,320.37</u>
<b>Other Current Liabilities</b>	
2600 Accrued Payables	1,097,632.69
Total Other Current Liabilities	<u>\$ 1,097,632.69</u>
Total Current Liabilities	<u>\$ 1,136,953.06</u>
Total Liabilities	<u>\$ 1,136,953.06</u>
<b>Equity</b>	
3900 Change in NA - unrestricted	634,936.90
Net Income	568,282.50
Total Equity	<u>\$ 1,203,219.40</u>
<b>TOTAL LIABILITIES AND EQUITY</b>	<u>\$ 2,340,172.46</u>

# Downtown Knoxville Alliance

## Profit and Loss

March 2025

	TOTAL
Income	
4020 CBID Assessment	67,470.94
4100 Interest on Cash Reserves	4,128.86
<b>Total Income</b>	<b>\$71,599.80</b>
GROSS PROFIT	<b>\$71,599.80</b>
Expenses	
5100 Business Support	
5150 Merchant Support	3,753.12
<b>Total 5100 Business Support</b>	<b>3,753.12</b>
5300 Marketing Expenses	
5305 Advertising	2,501.11
5306 Print and Content Development	10,669.40
5375 Website	4,733.26
<b>Total 5300 Marketing Expenses</b>	<b>17,903.77</b>
5400 Administration	
5420 Meals/Lodging/Travel	352.94
5430 Office Expenses	1,065.17
5435 Bank Fees	-95.33
5440 Postage	12.42
5460 Services Contract	20,348.00
5480 Software	75.38
5490 Insurance D&O	70.84
<b>Total 5400 Administration</b>	<b>21,829.42</b>
5650 Quality of Life	
5655 Security	4,633.75
5657 Ambassador Program (deleted)	9,676.34
5659 Beautification	86.00
<b>Total 5650 Quality of Life</b>	<b>14,396.09</b>
<b>Total Expenses</b>	<b>\$57,882.40</b>
NET OPERATING INCOME	<b>\$13,717.40</b>
NET INCOME	<b>\$13,717.40</b>

# Downtown Knoxville Alliance

## A/P Aging Detail

As of March 31, 2025

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
1 - 30 days past due							
03/20/2025	Bill	205479	Graphic Creations	03/30/2025	15	1,068.00	1,068.00
<b>Total for 1 - 30 days past due</b>						<b>\$1,068.00</b>	<b>\$1,068.00</b>
Current							
03/31/2025	Bill	INV013666	Knoxville Chamber	03/31/2025	14	130.81	130.81
03/31/2025	Bill	INV013546	Knoxville Chamber	04/01/2025	13	20,348.00	20,348.00
03/31/2025	Bill	11949	MoxCar.	04/02/2025	12	2,700.00	2,700.00
03/25/2025	Bill	205761	Graphic Creations	04/04/2025	10	362.47	362.47
03/27/2025	Bill	205708	Graphic Creations	04/06/2025	8	211.50	211.50
03/31/2025	Bill	DKA-40125	Southern Bloom Social	04/11/2025	3	1,800.00	1,800.00
03/31/2025	Bill	INV013656	Knoxville Chamber	04/11/2025	3	721.05	721.05
03/25/2025	Bill	03252025	KUB	04/14/2025	0	86.00	86.00
03/26/2025	Bill	2503332	High Resolutions, Inc	04/15/2025	-1	347.16	347.16
03/31/2025	Bill	03312025	Callie Blackburn	04/15/2025	-1	157.65	157.65
03/31/2025	Bill	0007000787	Knoxville News Sentinel	04/20/2025	-6	1,850.99	1,850.99
03/31/2025	Bill	INV11527	CrowdRiff Inc.	04/30/2025	-16	4,781.25	4,781.25
03/31/2025	Bill	INV199395	Off Duty Management, Inc.	05/03/2025	-19	962.50	962.50
03/31/2025	Bill	03312025	Card Services Center - Mastercard	05/04/2025	-20	2,706.74	2,706.74
03/27/2025	Bill	INV197242	Off Duty Management, Inc.	05/26/2025	-42	1,086.25	1,086.25
<b>Total for Current</b>						<b>\$38,252.37</b>	<b>\$38,252.37</b>
<b>TOTAL</b>						<b>\$39,320.37</b>	<b>\$39,320.37</b>

Downtown Knoxville Alliance

A/R Aging Detail

As of March 31, 2025

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
03/31/2025	Invoice	03312025	City of Knoxville.	04/30/2025	67,470.94	67,470.94
Total for Current					\$67,470.94	\$67,470.94
TOTAL					\$67,470.94	\$67,470.94

**Accrued Payables at 03.31.25**

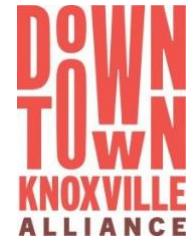
City of Knoxville (314 Union Ave) accrued 9/30/22	FY23	\$250,000.00
Knoxville Jazz Orchestra	FY24	\$1,500.00
Market Square Power Wash (total of 2)	FY24	\$3,200.00
Marketing/branding/activation requests COK street closures	FY24	\$7,040.50
Marketing/branding/initial launch of Newts in Knox	FY24	\$5,657.20
YWCA Keys of Hope Grant	FY24	\$250,000.00
Art & Cultural Alliance - Emporium Project	FY24	\$200,000.00
Tennessee Theatre - \$300k total; \$100k current year Dev Grants	FY24	\$300,000.00
Violins of Hope	FY25	\$5,000.00
2025 Programming - East TN Historical Society	FY25	\$5,000.00
Big Ears Festival	FY25	\$5,000.00
Old City Market & First Friday Block Party	FY25	\$5,000.00
Knoxville Opera - Rossini Festival	FY25	\$2,500.00
Knox St. Patrick's Day Parade	FY25	\$1,250.00
Knoxville Museum of Art - Free Family Fun Day	FY25	\$1,000.00
KPD Mounted Patrol Unit Expansion	FY25	\$55,485.00
		\$1,097,632.70



## MARKETING COMMITTEE MINUTES



**MARCH 12, 2025 | 3:00 PM**



Downtown Knoxville Alliance board members present included Chip Barry, City of Knoxville. Committee members present included Matthew DeBardelaben, Avison Young; Shera Petty, Visit Knoxville; Scott Bird, MoxCar Marketing + Communications; Lisa Allen, PBA WFP; Dana Dalton, Downtown Resident; and Heather Beck, BarberMcMurry Architects. Staff members included Michele Hummel and Callie Blackburn.

### Sponsorship Requests

Organization	Event	Request	Recommendation
Concerts for Our Own – Aaron Snukals	Concerts for Our Own	\$10,000	-
Knox County Public Library – Jennifer Harrell	Children’s Festival of Reading	\$3,000	\$3,000
Old City Association – Molly King	Rhinestone Fest	\$5,000	\$3,000
Nourish Knoxville – Charlotte Tolley and Ellie Moore	Market Square Farmers Market	\$10,000	\$10,000
Dogwood Arts – Emily Curran	ChalkWalk and Dogwood Arts Fest	\$9,000	\$9,000
City of Knoxville – Elaine Frank	Concerts on the Square	\$4,000	\$4,000
<b>Total</b>			<b>\$29,000</b>

### Recommendations for Board Approval

\$29,000 to be approved as outlined above for Event Sponsorships. FY 24-25 budget, summary of events, and event applications are attached.

## Primary discussion points:

**Concerts for Our Own** – Concerts for Our Own is requesting \$10,000 for their 2025 concert series. These funds will cover Rental fees, artist fees, advertising, promotion, and tech production for the concerts at the World's Fair Park amphitheater running from September to November 2025.

**Recommendation:** The committee reviewed the grant application. Due to a lack of a motion, no recommendation will be recommended to the board.

**Children's Festival of Reading** – The Knox County Public Library is requesting \$3,000 for the Children's Festival of Reading to be held on May 17, 2025 at World's Fair Park. These funds will cover the artistic fees, site management expenses, and matching funds to leverage the Tennessee Arts Commission Arts Project Support grant for the 2025 festival. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$3,000.

**Rhinestone Fest** – The Old City Association is requesting \$5,000 for the Rhinestone Fest to be held on June 6 – 7, 2025 in the Old City. These funds will cover the costs of the 2025 festival, event infrastructure, marketing, advertising, and entertainment booking. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$3,000. Matthew DeBardelaben with Avison Young refrained from the motion.

**Market Square Farmers Market** – Nourish Knoxville is requesting \$10,000 for the 2025 Farmers Market season, which will run every Wednesday and Saturday in Market Square from May 3 to November 22, 2025. These funds will support program growth, expand Wednesday markets, and strengthening connections with downtown employers. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$10,000.

**ChalkWalk & Dogwood Arts Festival** – Dogwood Arts is requesting \$9,000 for the 2025 ChalkWalk (April 5, 2025 in Market Square) and the 2025 Dogwood Arts Festival (April 25 – 27, 2025 in World's Fair Park). These funds will cover staffing fees, infrastructure fees such as tents, portable restrooms, security barricades, and security personnel. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$9,000.

**Concerts on the Square** – The City of Knoxville is requesting \$4,000 for the 2025 Concerts on the Square series (Jazz: every Tuesday in May, June, & September; Variety Thursdays: May 15, June 19, July 17, August 21, September 18) to be held in Market Square. These funds will cover sound technicians, Variety Thursday bands, and patnership with Beck Cultural Center for a Juneteenth celebration concert (3<sup>rd</sup> Thursday in June). **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$4,000. Chip Barry with the City of Knoxville and Matthew DeBardelaben with Avison Young refrained from the motion.

## Next Meeting

The next Marketing Committee meeting is scheduled for Wednesday, May 14, 2025 at 3:00 PM

**Downtown Knoxville Alliance - Event Sponsorships**  
**FY 24-25 (as of July 1, 2024)**

	FY 22-23 Requests	FY 22-23 Funded	FY 23-24 Requests	FY 23-24 Funded	FY 24-25 Requests	FY 24-25 Funded
<b>Budget</b>		<b>90,000</b>		<b>110,000</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	25,000	5,000			10,000	5,000
Asian Culture Center of TN - Japanese New Year						
Big Ears - Big Ears Festival	10,000	8,000	10,000	10,000	10,000	10,000
Big Ears - Our Common Nature	5,000	5,000				
Bike Walk Knoxville - Tour de Lights**	2,500	2,000	2,500	1,500	5,000	5,000
Cattywampus Puppet Council (Solastalgia)					12,000	5,000
City of Knoxville - Concerts in the Park						
City of Knoxville - Concerts on the Square	3,000	3,000	3,000	3,000		
Downtown Knoxville - Peppermint Grove						
Downtown Knoxville - Spring Lighting						
Dogwood Arts - 2024 Events			12,000	8,500		
Dogwood Arts - Arts Festival	6,000	6,000				
Dogwood Arts - Chalk Walk	2,500	2,500				
Dogwood Arts - Southern Skies	5,000	1,500				
East TN Hist Society - Children's Gallery						
East TN Hist Society - annual events	5,000	5,000	10,000	10,000	10,000	10,000
East TN Hist Society - Lights! Camera! East TN	5,000	5,000				
Event Pro LLC - Knox Food Fest						
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000		
Knox Pride Festival & Parade					13,600	6,000
Knoxville Community Media - Fall Concerts	5,000	-				
Knoxville Jazz Orchestra - Jazz at the Emporium			5,000	1,000		
Knoxville Jazz Orchestra - Jazz on the Square			3,000	3,000		
Knoxville Jewish Day School - Violins of Hope					10,000	10,000
Knoxville Museum of Art - Free Family Fun Day(s)***			1,300	2,000	2,000	2,000
Knoxville Opera - Musical Theater Marathon						
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000	5,000	5,000
Knoxville Opera - Spring Regatta						
Make Music Knoxville - Carol Cart	3,400	2,000				
Maker City - Maker City Summit	5,000	-				
Nourish Knoxville - Farmers' Market	10,000	10,000	1,000	10,000		
Nourish Knoxville - Winter Market			5,000	5,000	5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest	10,000	2,000	5,000	2,500		
Old City Assn - Old City Market	8,000	6,000	5,000	5,000	14,000	5,000
River & Rail Theatre - 2021-22 Season*						
Southern Fried Poetry Slam	19,750	3,500				
St. Patrick's Day Parade					5,000	2,500
WDVX - Blue Plate Special	5,000	5,000				
<b>Approved to Date</b>	<b>158,150</b>	<b>89,500</b>	<b>75,800</b>	<b>74,500</b>	<b>106,600</b>	<b>75,500</b>
<b>Balance Prior to Requests</b>		<b>500</b>		<b>35,500</b>		<b>34,500</b>

\* Board chose to fund outside of Event Budget

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

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

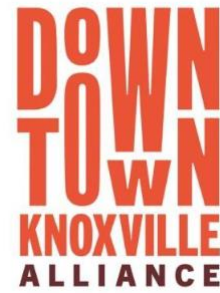
Requests/Recommendation	Requests	Proposed
Concerts for Our Own	10,000	
Children's Festival of Reading	3,000	
Rhinestone Fest	5,000	
Market Square Farmers Market	10,000	
ChalkWalk & Dogwood Arts	9,000	
Concerts in the Square	4,000	
<b>Total Current Requests</b>	<b>41,000</b>	<b>-</b>
<b>Remaining Balance</b>		<b>34,500</b>

	Concerts for Our Own	Children's Festival of Reading	Rhinestone Fest
<b>Request</b>	\$10,000	\$3,000	\$5,000
<b>Dates</b>	September - November	May 17, 2025	June 6th - 7th, 2025
<b>Location</b>	WFP Amphitheatre	World's Fair Park	The Old City Association
<b>History</b>	New org; less than 2 years	Prior Years: 18 Funded by DKA: 12	Prior Years: 4 Funded by DKA: 3
<b>Most Recent Funding</b>	N/A	\$3,000	\$5,000
<b>Event Producer</b>	Concerts for Our Own	Knox County Public Library	Old City Association
<b>Other Sponsors</b>	Food City, Olympus Car & Coach, WVLT, WIMZ 103.5, B97.5, Visionary Horizons	Tennessee Arts Commission, Friends of the Knox County Public Library, Nora Roberts Foundation, KUB/TVA Community Care Fund, Thompson Charitable Foundation – More pending	Club XYZ, Nancy Voith & Kenneth Stark, S2A Integration, Sisters Vintage Rentals, The Daniel, The Mighty Wig, Visit Knoxville – More pending
<b>General Admission</b>	Avg. \$45/ticket	Various pass prices + Free to the public community events	Free
<b>Expected Attendance</b>	1,500 – 4,000 across five concerts	11,000 children + their families	N/A
<b>Total Expenses</b>	See packet	\$78,585	\$20,832
<b>Projected Profit</b>	-	breakeven	breakeven
<b>Request/% of Exp</b>	-	3.8%	24%
<b>Request/Attendee</b>	-	\$0.27 per child	N/A
<b>Use of Funds</b>	Rental fees, artist fees, advertising & promotion, tech production	Artistic fees, site management expenses, matching funds to leverage the Tennessee Arts Commission Arts Project Support grant for CFOR	Event infrastructure, marketing and advertising, entertainment booking

	<b>Market Square Farmers Market</b>	<b>ChalkWalk &amp; Dogwood Arts Festival</b>	<b>Concerts in the Square</b>
<b>Request</b>	\$10,000	\$9,000 for 2 programs	\$4,000
<b>Dates</b>	Every Wednesday and Saturday May 3rd - November 22nd	ChalkWalk: April 5, 2025 Dogwood: April 25-27, 2025	Jazz every Tuesday in May, June, & September; Variety Thursdays: May 15, June 19, July 17, August 21, September 18
<b>Location</b>	Market Square	Market Square & WFP	Market Square
<b>History</b>	Prior Years: 21 Funded by DKA: 15	Prior Years: 63 Funded by DKA: 12	Prior Years: 11 Funded by DKA: 4
<b>Most Recent Funding</b>	\$10,000	\$8,500	\$5,000
<b>Event Producer</b>	Nourish Knoxville	Dogwood Arts, Inc	City of Knoxville – Special Events
<b>Other Sponsors</b>	Grayson Subaru  Currently finalizing sponsorships Nourish Kids & Nourish Moves programs.	ORNL Federal Credit Union, First Horizon Foundation, The Regal Foundation, Visit Knoxville, The Crowne Plaza, Graphic Creations	Xfinity/Comcast, B97.5
<b>General Admission</b>	Free	ChalkWalk: Free Dogwood: \$10 Kids: Free	Free
<b>Expected Attendance</b>	Totals: 125,479 (Saturdays) & 19,839 (Wednesdays)	ChalkWalk: 25,000-30,000 Dogwood: 15,000-20,000	300-600 per concert
<b>Total Expenses</b>	\$237,250	\$266,850 (both events)	\$25,400
<b>Projected Profit</b>	<b>-\$32,430</b>	\$65,400	breakeven
<b>Request/% of Exp</b>	4.2%	3.3%	15.7%
<b>Request/Attendee</b>	\$0.06	\$0.18	-
<b>Use of Funds</b>	Support program growth, expand Wednesday markets, strengthening connections with downtown employers	Staffing fees, infrastructure fees such as tents, portable restrooms, security barricades, and security personnel	sound technicians, Variety Thursday bands, & the 3rd Thursday in June falls on June 19th - will be partnering with Beck Cultural Center to have the concert also celebrate Juneteenth

## Downtown Knoxville Alliance Sponsorship Request Application

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The goal of the Downtown Knoxville Alliance Sponsorship Program is to help support events that add to the vibrancy and enjoyment of Downtown Knoxville's central business district. The program is focused on supporting new events as they establish additional community support and funding, as well as established events that bring more people to Downtown Knoxville to work, live, shop and play.

Event Date(s)	Application Due
January, February	November 1
March, April	January 1
May, June	March 1
July, August	May 1
September, October	July 1
November, December	September 1

The application must include a projected budget (including detailed income and expenses), information on how the event will be promoted, how the event positively impacts the central business district (including residents, businesses, or visitors), and proof of nonprofit status if applicable. Previous three-year actual income and expenses for the event should also be submitted if applicable.

### Sponsorship Guidelines:

- ☐ All events are evaluated based on current merits, regardless of funding in the past.
- ☐ Preference will typically be given to events, segments of events, and activities that are free and provide reasonably widespread public access and benefit.
- ☐ Paid ticketed events, for-profit, or fund-raising events are typically not considered.
- ☐ The Downtown Knoxville Alliance strives to distribute sponsorships equitably to events throughout the central business district and throughout the calendar year. Preference will be given to locations and times that have not historically had significant programming. A map of the district boundaries can be found at [downtownknoxville.org/map](http://downtownknoxville.org/map).
- ☐ As a general rule, sponsorships will not exceed 20% of total event expenses.
- ☐ Sponsorships are awarded based on the merits of a stand-alone event. Therefore, a single organization can submit and receive approval for multiple events throughout the year.

### Requirements:

- ☐ 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 [cblackburn@downtownknoxville.org](mailto:cblackburn@downtownknoxville.org), mailed or delivered to Downtown Knoxville Alliance, Attn: Callie Blackburn, 17 Market Square, Knoxville, TN 37902. For questions, call 865.246.2653.

Thu, Jan 23 at 2:42 PM

**Event Description:**

*Concerts For Our Own*(CFOO) is a (multi-concert) series designed to unite music lovers, businesses, and community members in support of local grassroots charities all while providing a better quality of life for all of knoxvillians. Each concert features high-caliber artists performing in the heart of Knoxville at the iconic World's Fair Park Amphitheater. The event is centered on giving back to the community, raising awareness for lesser-known nonprofits, and amplifying Knoxville's vibrant music scene. CFOO has raised over \$60,000 for local charities in its first two years, making a significant positive impact while drawing hundreds of attendees per event.

The 2025 season will run from September through November and will showcase a diverse mix of regional and nationally recognized performers. With ticket prices averaging \$45, the series is accessible to a broad audience and will draw attendees from Knoxville and beyond.

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**Additional Sponsors:**

Food City, Olympus Car & Coach, WVLT 8, WIMZ 103.5, B97.5, Visionary Horizons.

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**Planned Use of Funds Requested:**

Funds from Downtown Knoxville Alliance will be used to support essential production costs, including:

- **Rental fees** for the World's Fair Park Amphitheater.
- **Artist performance fees** to attract quality talent.
- **Advertising and promotion** to maximize visibility and attendance for the event series.
- **Technical production** such as lighting, sound, and staging.

This funding will help ensure the success and sustainability of the concert series while amplifying its positive impact on the community.

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

Projected attendance for the 2025 *Concerts For Our Own* series is **1,500 to 4,000 attendees** across five concerts, with an average of 300–800 attendees per event. Attendance will be measured through ticket sales, registration data, and on-site headcounts.

## Demographics:

- **Ages:** Primarily 25–65, with strong representation from young professionals, families, and retirees.
  - **Geography:** Primarily Knoxville residents, with additional attendees from surrounding East Tennessee areas.
  - **Interests:** Live music enthusiasts, supporters of local charities, and community-minded individuals who value arts and culture.
- 

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

Downtown merchants will be actively engaged in the concert series through:

1. **Vendor Opportunities:** Merchants can set up booths to sell products or promote services during the event.
  2. **Local Partnerships:** Partnering with downtown restaurants and bars for pre- and post-concert specials to drive additional foot traffic to their businesses.
  3. **Advertising:** Downtown merchants can advertise in event materials, such as programs, banners, and digital promotions.
  4. **Cross-Promotion:** Featuring downtown businesses in marketing campaigns and encouraging concertgoers to explore Knoxville's downtown area before and after the concerts.
- 

## How will this event positively impact downtown?

The *Concerts For Our Own* series will provide a significant boost to downtown Knoxville by:

1. **Increasing Foot Traffic:** Hundreds of concertgoers will visit downtown Knoxville for each event, bringing new customers to local businesses such as restaurants, shops, and hotels.
  2. **Showcasing Knoxville as a Cultural Hub:** By hosting the concerts at the World's Fair Park Amphitheater, the series will highlight downtown as a vibrant destination for live music and arts.
  3. **Fostering Community Engagement:** The series will create a unique sense of connection, bringing residents, visitors, and local charities together in celebration of music and community.
  4. **Economic Impact:** The event series will drive economic activity by supporting local vendors, artists, and production companies, further enhancing Knoxville's reputation as a thriving downtown area.
- 

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

Without funding from the Downtown Knoxville Alliance, the *Concerts For Our Own* series

would face challenges in meeting its production needs and promotional goals. Reduced funding could limit:

1. **Marketing Reach:** Decreased advertising efforts could hinder our ability to attract diverse audiences and tourists to the concerts.
2. **Talent Booking:** Lower funding may impact our ability to bring in high-quality artists, potentially reducing attendance and the overall impact of the series.
3. **Community Engagement:** A reduced budget would limit our ability to offer opportunities for downtown merchants and charities to participate in and benefit from the event.

Downtown Knoxville Alliance's support is crucial in maintaining the concert series' growth and ensuring its continued success in making a positive impact on the downtown area and the community as a whole.

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### **Attachments Checklist:**

1. **Projected Budget:**
  - Income: Sponsorships, ticket sales, merchandise, vendor fees.
  - Expenses: Production (stage, sound, lights), artist fees, advertising, venue rental, staff, security.
2. **Detailed Marketing and Promotion Plans:**
  - Social media campaigns (Facebook, Instagram, Twitter).
  - Partnerships with local media (WVLT, WIMZ, B97.5).
  - Flyers and posters distributed throughout downtown businesses.
  - Press releases and email newsletters to regional audiences.
3. **Previous Three-Year Actual Financial Results:** N/A – Newer organization with two years of operation.
4. **Proof of Nonprofit Status:** [Include IRS documentation confirming nonprofit status, if applicable.]

8:24 AM

01/08/25

Accrual Basis

**Concerts For Our Own LLC**  
**Balance Sheet - Income Tax Basis**  
 As of December 31, 2024

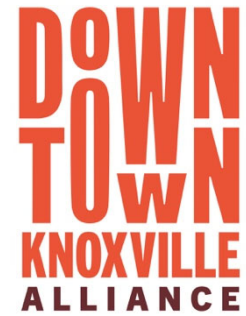
	Dec 31, 24
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
105 · Truist #8131	689.21
110 · Petty Cash	250.00
Total Checking/Savings	939.21
Total Current Assets	939.21
Other Assets	
170 · Security Deposits	1,000.00
Total Other Assets	1,000.00
<b>TOTAL ASSETS</b>	<b>1,939.21</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
205 · Truist Credit Card - #3613	19,008.73
Total Credit Cards	19,008.73
Other Current Liabilities	
220 · Sales Tax Payable	10,437.00
25000 · Loan from Shareholders	106,660.38
Total Other Current Liabilities	117,097.38
Total Current Liabilities	136,106.11
Total Liabilities	136,106.11
Equity	
300 · Opening Balance Equity	4,962.47
310 · Members Equity	-50,642.05
Net Income	-88,487.32
Total Equity	-134,166.90
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,939.21</b>

**Concerts For Our Own LLC**  
**Statement of Operations - Income Tax Basis**  
**December 2024**

	Dec 24	Jan - Dec 24
Ordinary Income/Expense		
Income		
450 · Sales	-10,437.00	102,394.45
455 · Donation Revenue	0.00	34,439.00
Total Income	-10,437.00	136,833.45
Gross Profit	-10,437.00	136,833.45
Expense		
702 · Advertising and Promotion	272.66	10,094.63
704 · Bank/Credit Card Charges	0.00	164.84
710 · Contract Services	150.00	48,937.97
720 · Outside Services	0.00	44,745.00
722 · General Supplies	0.00	23,059.83
724 · Event Hosting	0.00	21,301.76
725 · Concert Supplies	0.00	8,590.18
726 · Donations	20,000.00	31,000.00
728 · Meals	0.00	1,180.31
729 · Travel	0.00	4,194.21
732 · Interest Expense	267.43	2,926.03
735 · Insurance Expense	0.00	2,374.61
739 · Legal & Professional Fees	300.00	3,660.00
740 · License and Permits	0.00	150.00
746 · Office Supplies	15.32	427.56
760 · Rent Expense	-1,000.00	22,161.84
768 · Taxes and Fees		
768.02 · Franchise Tax	0.00	100.00
768.03 · Non Deductible Penalties	0.00	15.00
768 · Taxes and Fees - Other	0.00	237.00
Total 768 · Taxes and Fees	0.00	352.00
Total Expense	20,005.41	225,320.77
Net Ordinary Income	-30,442.41	-88,487.32
Net Income	-30,442.41	-88,487.32

**Downtown Knoxville Alliance**  
**Sponsorship Request Application**

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**Event:** 2025 Knox County Public Library's Children's Festival of Reading

**Date(s):** May 17, 2025

**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      (#) 18 prior years      (#) 12 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 provide free access to nationally acclaimed children's authors and illustrators for 11,000 children/families in East Tennessee. The 19<sup>th</sup> Children's Festival of Reading will take place on May 17, 2025, from 10:00 AM to 3:00 PM at World's Fair Park in downtown Knoxville, TN. **The Children's Festival of Reading (CFOR) excites children about reading** through authors, illustrators, storytelling, music, arts & crafts, science & discovery, storybook characters, One Book (30,000 elementary students in Knox County Schools read the same book and meet the author at the Festival), and fifty community partners who provide art- and literacy-related activities at the Festival. Partners include Centro Hispano, Union Avenue Books, The Bottom Bookstore, Zoo Knoxville, Muse Knoxville, and the Children's Diversity and Justice Library. Many groups provide on-site information, activities, and support to traditionally under-served groups. The entire Festival is designed to offer educational and creativity-inspiring activities that encourage children to read. The Theme for 2025 is "Curious Minds" exploring scientists among us, the sky above us, and the life around us in the Tennessee Valley.

**CFOR provides free access to nationally acclaimed children's authors and illustrators for the children and families of East Tennessee.** 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. The 2025 Festival is proud to host world class artists including:

- *New York Times* bestselling author **Kate Messner** whose titles include award winning picture books, novels that tackle real-world issues, mysteries and thrillers, the *Fergus and Zeke* easy reader series, the popular *Ranger in Time* chapter book series about a time-traveling search and rescue dog, and the History Smashers series – graphic nonfiction aimed at smashing historical myths. Her novel *The Brilliant Fall of Gianna Z.* won the E.B. White Read Aloud medal, and her

science picture books have been finalists for the American Academy for the Advancement of Sciences prize.

- **Vivian Vande Velde** is the author of 40 books, primarily science fiction and fantasy for middle-grade students and teens. Her titles include *A Hidden Magic*, *Smart Dog*, *Never Trust a Dead Man*, *Heir Apparent*, *8 Class Pets + 1 Squirrel ÷ 1 Dog = Chaos*, and *23 Minutes*. She has received many awards including recent awards for her body of work. Vande Velde founded the Rochester Children's Book Festival.
- **Jennifer Nielsen** is the #1 *New York Times* bestselling author of *The Ascendance* series beginning with *The False Prince*; the *Traitor's Game* series, the historical novels *Iceberg*, *A Night Divided*, *Words on Fire*, and *Line of Courage*. Nielsen has won multiple awards including the Sydney Taylor Notable Book Award, multiple Whitney Awards, and several state book awards.
- **Aisha Saeed** is an award-winning and *New York Times* bestselling author of middle grade novel *Amal Unbound*, the young adult novel *Yes No Maybe So*, and the anthology *Once Upon Eid*. *Amal Unbound* was selected as a Global Read Aloud for 2018 and winner of the South Asian book award. Her picture book *Bilal Cooks Daal* received an APALA honor. Aisha is a founding member of the nonprofit We Need Diverse Books.
- **Elliott Smith's** book will be given to 30,000 Knox County Elementary School children during the One Book Read City project in May. Students will read the sports-themed book together in their classrooms during the first two weeks of May and meet Smith at the Children's Festival of Reading! This collaboration in 2024 resulted in lines that stretched down the Festival lawn to meet the author with families waiting in line for over an hour, and over 300 books signed during the Festival!
- **Kevin Lewis** is the author of many children's picture books for toddler and early elementary grades including *Chugga-Chugga Choo-Choo* and *My Truck is Stuck*, Halloween favorite *The Runaway Pumpkin*, *Lot at the End of My Block*, *Dinosaur Dinosaur*, *Tugger Tugger Tugboat*, and *Not Inside This House*. Lewis is a highly regarded children's book editor and in 2018, became an agent primarily focusing on writer-illustrators and diverse voices.

The Children's Festival of Reading includes six key areas: Authors/Illustrators Tent, Storytellers Tent, Music Tent, Arts & Crafts Tent, the Circus Lawn, and the Science & Discovery Tent in addition to toddler and teen focused areas. Additional Knox County Public Library supported tents include a Storybook Character Tent, which in 2025, will feature Elephant & Piggy, the Very Hungry Caterpillar, and Cookie Mouse (from *If You Give a Mouse a Cookie*); Dolly Parton's Imagination Library of Knox County Tent, and a Read City Tent featuring Elliott Smith, author of the book for the One Book Read City project. Local, state, and federal representatives along with 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 2025 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 like Knoxville Children's Theatre are also featured in key areas of the Festival.

**CFOR engages children in the Knox County Public Library's (KCPL) summer reading program to help avoid the "summer-slide."** Over the summer, students can lose 20% of school year gains in reading (Scholastic). KCPL Summer Library Club offers a powerful framework to combat the loss of skills. 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. District wide 41.4% of students in Knox County Schools met or exceeded expectations in English/Language Arts on the 2024 Tennessee Comprehensive Assessment Program (TCAP) tests. While this is a slight increase in proficiency, 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.

A recent study published in the journal “Psychological Medicine” shows important relationships between reading for pleasure early and cognitive development and mental well-being. Researchers found significant evidence that reading for pleasure is linked to important developmental factors in children, improving cognition, mental health, and brain structure. Children who read for pleasure show fewer signs of stress and depression, improved attention, fewer behavioral problems, engage in less screen time, and enjoy longer sleep. Brain scans in the study also showed that adolescents who started reading early had “moderately” larger brain area and volume, including regions important for cognitive function.

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 a free event open to everyone. Special arrangements are made to provide accessible parking as requested, as well as large-print and Spanish-language programs and brochures.

**Additional sponsors:**

Confirmed

Tennessee Arts Commission  
Friends of the Knox County Public Library  
Nora Roberts Foundation  
KUB/TVA Community Care Fund  
Thompson Charitable Foundation

Pending:

Pilot Company  
East Tennessee Pediatric Dentistry  
ORNL Federal Credit Union  
City of Knoxville Community Improvement Funds  
United Way of Greater Knoxville  
Comcast/Xfinity  
East Tennessee Children’s Hospital  
BlueCross BlueShield Community Trust  
TVA

**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 the Tennessee Arts Commission Arts Project Support grant for CFOR.

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

CFOR is a free event at World’s Fair Park, so 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 11,000 children with their families were in attendance between the hours of 10:00 a.m. and 3:00 p.m. in 2024. The success of the Children’s Festival of Reading is evaluated through the number of children who register for the Knox County Public Library’s Summer Library Club, attendance, and on-site surveys. Registration for the Summer Library Club reading challenge opened at the Festival and in just two weeks over 1150 signed up to participate. Eighty-one percent (up from 73% in 2023) of families in attendance planned to participate in KCPL’s summer reading program. Summer reading in 2024 saw the highest participation since pre-pandemic with an 8.6% increase in registration, 110,475 literacy missions completed, 14,564 prizes awarded for reading, and more than 3,000 kids and teens completing the summer reading challenge.

Sixty-seven percent of survey respondents were first-time CFOR attendees, indicating that the Festival remains popular. Featuring the author of the One Book Read City program was very successful in 2024 with lines stretching down the Festival Lawn (and families waiting in line for over an hour) to meet the author. CFOR attracted its intended audience of children and their families, due in large part to local media coverage, targeted advertising campaigns, word of mouth and the fact that CFOR has become an annual event for many families.

Surveys listed the following as favorite parts of the Festival:

- Kids really enjoyed it. They liked to meet the author!
- Loved that each tent had a different activity for the kids. Loved that it was free and easy to walk through each booth.
- My girls get so excited to see the books they love!
- Lots of resources for parents
- Everyone's love for kids & helping them love reading.
- The kid-friendly activities! Not a lot of those in Knoxville!
- Encourages my readers to participate
- Hands on activities for the kids, learning about new places and activities available in the area
- It was a fun, well-organized event.
- All the different booths offering summer activities.
- The kids loved the bubble toys and Captain America. They got excited about the summer reading program and have enjoyed the various reading options to earn points.
- This year's was the best in the 11 we have attended. So much to do we couldn't do it all.

#### **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 \$100 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. The registration fee is waived for partner organizations who participate in the Knox County Public Library's Summer Library Club Reward Book and Explorer Pass.

Downtown Knoxville organizations including Union Avenue Books, East Tennessee Historical Society, Historic House Museums, East Tennessee PBS, Tennessee Valley Fair, KAT, Knoxville History Project, 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. Sixty-seven percent of survey respondents in 2024 were first-time CFOR attendees bringing 7,370 people downtown. An additional 9% or almost 1,000 were from outside of Knox County. So, in total the 2024 Children's Festival drew almost 8,400 people to downtown who came specifically for CFOR. Survey's list World's Fair Park specifically as a favorite part of the Festival. The most frequent zip code reported on surveys was 37923 Karns, with 37919 Bearden/Sequoyah Hills, 37934 Farragut, and 37918 Fountain City also reported frequently.

#### **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. 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<sup>of</sup> READING

<b>Children's Festival of Reading 2025 Expenses</b>	<b>2025 Budget</b>
<u>Artistic Fees</u>	
Authors and Illustrators	\$23,150.00
Storytellers	\$1,865.00
Musicians	\$2,125.00
Other Performers	\$6,400.00
Subtotal Artistic:	\$33,540.00
<u>Site Management</u>	
Public Building Authority - Worlds Fair Park	\$4,850.00
Road Closure, EMTs, Fire Marshal	\$1,665.00
Springboard Media	\$2,750.00
AOPR	\$22,970.00
Children's Play Area	\$250.00
Arts and Crafts	\$2,500.00
Teen Area	\$250.00
Storage and Staging (Marriott)	\$1,240.00
Artist and Volunteer Hospitality (Authors, Illustrators, 100 Volunteers)	\$975.00
Equipment and Supplies	\$850.00
Subtotal Site Management:	\$38,300.00
<u>Marketing</u>	
T-Shirts	\$1,500.00
Signage	\$1,445.00
Flyer and Event Programs	\$1,500.00
Site Décor	\$2,300.00
Subtotal Marketing:	\$6,745.00
<b>Total Expenses:</b>	<b>\$78,585.00</b>

<b>Children's Festival of Reading 2025 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>	
KUB/TVA Community Care Fund, committed	\$10,000.00
Friends of the Knox County Public Library, committed	\$8,500.00

Comcast/Xfinity	\$7,500.00
TVA	\$2,750.00
East Tennessee Children's Hospital, requested	\$2,750.00
East Tennessee Pediatric Dentistry, requested	\$2,750.00
Pilot Company	\$2,750.00
Downtown Knoxville Alliance, requested	\$3,000.00
ORNL Federal Credit Union, requested	\$5,000.00
United Way of Greater Knoxville	\$2,500.00
Subtotal Corporate Contributions	\$47,500.00
<u>Grants/Foundations</u>	
BlueCross BlueShield Community Trust, requested	\$2,750.00
Tennessee Arts Commission, committed	\$10,400.00
Nora Roberts Foundation, committed	\$3,000.00
City of Knoxville Community Improvement Funds	\$2,000.00
Thompson Charitable Foundation, committed	\$7,500.00
Subtotal Grants	\$25,650.00
<b>Total Income</b>	<b>\$78,650.00</b>



## **Children's Festival of Reading 2025 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 2024 festival.

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

### **Television:**

- WBIR 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:**

- 200,000 copies of the Official 2025 Knoxville Visitors' Guide distributed through state welcome centers, Knoxville Visitors Center, Knoxville Chamber, University of Tennessee, realtors, hotels, and attractions as well as conventions, trade shows and sporting events.
- East Tennessee PBS Monthly mailer to subscribers
- Knoxville Kids' Directory (250+ locations)
- 40,000 handouts sent to area schools
- 5,000 flyers & posters distributed through KCPL library locations
- 2,000 event programs given out during the Festival
- Value: \$17,000

### **Online:**

- 200,000+ reach
- [www.knoxcountylibrary.org](http://www.knoxcountylibrary.org): 145,163 website visits per month + home-page story
- E-mail Newsletters: 33,000+ voluntary subscribers.
- Facebook\*: 21,400 combined followers
- Instagram\*: 6,352 combined followers

\*combined Library & Friends of the Library, as of 10/2024

### **On-Site:**

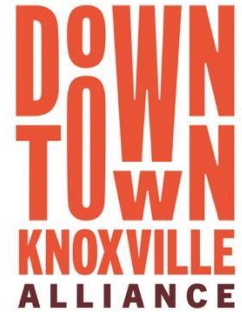
- On-site banners and signage
- 10 x 10 tent with table and chairs from which sponsors can promote goods and services.

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

Completed applications should be emailed to [cblackburn@downtownknoxville.org](mailto:cblackburn@downtownknoxville.org), mailed or delivered to Downtown Knoxville Alliance, Attn: Callie Blackburn, 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 2025**

Date(s): **June 6th - 7th, 2025**

Location: **Various, Old City Knoxville**

Produced by: **Historic Old City Association**

Sponsorship amount requested: **\$5,000**

Event History:

\_\_\_\_ First-time event      (#) \_\_4\_\_ prior years      (#) \_\_3\_\_ years of previous Alliance funding

Contact: **Molly King**

Phone: **510.717.3759**

Address: **132 W Jackson Avenue, Knoxville, TN 37902**

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

Event description:

**The Old City Association announces its 5th annual Dolly-themed festival taking place the weekend of June 7th. "Rhinestone Fest, for the Love of Dolly!" benefits The Historic Old City Association. ([oldcityknoxville.org](http://oldcityknoxville.org)) Official Rhinestone Fest events will take place on June 6th and 7th at various locations in and around the Old City, although the Dolly excitement has grown to extend to all parts of Downton. Events will commence Friday in conjunction with other First Friday activities (including a square dance!) and will continue on Saturday, with a Main Stage event featuring Dolly impersonators, local musicians, costume contests, and other performances and activities, local food trucks, Dolly wig photo ops by The Mighty Wig, a Rhinestone Market with local artists and craft vendors (curated by the Old City Market) and a few other surprises! Rhinestone Fest is a family-friendly event, and free to attend.**

**A calendar and map of events will be available via the Rhinestone Fest website, and in large format posters around the neighborhood.**

**Rhinestone Fest 2024 was featured in CNN's inaugural season of "America's Best Towns to Visit" – <https://www.cnn.com/travel/knoxville-tennessee-best-towns-america/index.html>**

**Rhinestone Fest 2025 is produced in collaboration with 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:

**Club XYZ**

**Nancy Voith & Kenneth Stark**

**S2A Integration**

**Sisters Vintage Rentals**

**The Daniel**

**The Mighty Wig**

**Visit Knoxville**

**\*\*Additional sponsorships pending**

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 post-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 - 2024 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 had visitors from Canada, Germany, and Puerto Rico.**

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, special performances, 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 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 – some of 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  
Detailed marketing and promotion plans  
Previous three-year *actual* financial results (if applicable)  
Proof of nonprofit status (if applicable)

<b>Event Name</b>	Rhinestone Fest in the Old City				
<b>Event Date</b>	June 6 - 7, 2025				
<b>Event Location</b>	Various - Old City				
<b>Guest Count</b>	TBD				
<b>Event Start</b>	4 p.m., Friday, June 6				
<b>Event End</b>	7:00 p.m. Saturday, June 7				
<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	\$3,000.00	1	\$3,000.00	ESTIMATE - Modular Stage, Delivery & Install; Tables & Chairs; Linens	
Additional Rentals	\$500.00	1	\$500.00	TBD	
Porta-Potties	\$96.00	2	\$192.00		
Selfie Station	\$400.00	1	\$400.00		
Sound	\$1,000.00	1	\$1,000.00		
			<i>Subtotal</i>		
			\$5,092.00		
<b>City Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Street Closure	\$0.00	1	\$0.00	City of Knoxville	
Infrastructure	\$1,000.00	1	\$1,000.00	ESTIMATE - Generator, bike racks, etc.	
Waste Management	\$0.00	1	\$0.00	City of Knoxville	
			<i>Subtotal</i>		
			\$1,000.00		
<b>Staffing</b>	<b>\$</b>	<b>#</b>	<b>Total</b>	<b># Hours</b>	
Set-Up & Staging	\$30.00	4	\$1,440.00	12	\$480.00
Production Assistant	\$750.00	1	\$750.00	1	
			<i>Subtotal</i>		
			\$2,190.00		
<b>Production Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Dolly Performer	\$500.00	1	\$500.00		
Other Performers	\$3,000.00	1	\$3,000.00		
Emcee	\$500.00	1	\$500.00		
Photography	\$1,500.00	1	\$1,500.00		
Merchandise Cost	\$2,000.00	1	\$2,000.00	TBD	
Staging & Incidentals	\$0.00	1	\$0.00	TBD	
Green Room	\$250.00	1	\$250.00		
			<i>Subtotal</i>		
			\$7,750.00		
<b>Sub Total</b>					
			\$16,032.00		
<b>Planning Fee</b>					
	\$800.00	6	\$4,800.00		
<b>Tax</b>					
501c3 Tax-Exempt			\$0.00		
<b>Totals</b>					
Total Cost			\$20,832.00		

## **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

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

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

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

### **Summary**

Rhinestone Fest is a free, family-friendly, community event celebrating all things Dolly! Rhinestone Fest 2025 will commence on Friday, June 6th. Official Rhinestone Fest events will take place on June 6th and 7th at various locations in and around the Old City, although the Dolly excitement has grown to extend to all parts of Downton. Events will commence Friday in conjunction with other First Friday activities (including a square dance!) and will continue on Saturday, with a Main Stage event featuring Dolly impersonators, local musicians, costume contests, and other performances and activities, local food trucks, Dolly wig photo ops by The Mighty Wig, a Rhinestone Market with local artists and craft vendors, curated by the Old City Market, and a few other surprises! Rhinestone Fest is a family-friendly event, and free to attend.

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 2025. 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 2024 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 2025. 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 2025. 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 #rhinestonifest use on social media, and will manage social accounts internally with support of Robin Easter Design. 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 \$9,000. 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
- Partnership with B97.5 and affiliate stations for promotion
- 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 (5,200+ followers)

- Facebook
  - Old City Association, with over 12,000 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

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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**Event:** Market Square Farmers Market

**Date(s):** Every Wednesday & Saturday, May 3 – November 22, 2025

**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**                      21 **prior years**                      15 **years of previous Alliance funding**

**Contact:** Ellie Moore                      **Phone:** 865-805-8687

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

**Email:** ellie@nourishknoxville.org

**Event description:** For over two decades, the Market Square Farmers Market has been a cornerstone of Knoxville's local food scene, connecting farmers, food producers, and artisans with the community. As a producer-only, open-air market, it remains true to its roots—supporting local agriculture, fostering small businesses, and creating a welcoming gathering space for all.

What started with just five vendors on the Market Square stage has grown into a thriving marketplace with over 100 vendors at peak season, drawing both Knoxville residents and visitors alike. Its continued success is a testament to the strength of our local food system, the community that sustains it, and the dedication and expertise of Nourish Knoxville's skilled staff. As we look ahead, we remain committed to fostering this vibrant space for years to come, celebrating the people, food, and culture that make downtown Knoxville unique.

**Additional sponsors:** Grayson Subaru remains the presenting sponsor of the Market Square Farmers Market in 2025. We are currently finalizing sponsorships for the 2025 Nourish Kids program, our monthly children's activity at the Saturday market, and for the 2025 Nourish Moves program, our weekly walking incentive program at the Wednesday market. Nourish Kids and Nourish Moves are primarily funded through a grant contract with the State of Tennessee's Project Diabetes Program through the Department of Health.

Our Double Up Food Bucks program, which doubles SNAP benefits at all our markets, is also supported by our Project Diabetes grant contract ending June 2025, with a reapplication in progress for an additional three years. Nourish Knoxville was also approved for our first federal grant on October 2024, the USDA Farmers Market Promotion Program, to expand our local food promotion efforts across East Tennessee, strengthening connections between local food and farm businesses and the communities they serve. However, all federal grant contracts are currently on hold and under review.

Additionally, we are excited to deepen our partnership with One Knox as part of their *Goals for Good* campaign, coinciding with their move downtown. This collaboration will further support our mission, and we're honored to be their October recipient for funds.

Beyond financial sponsorships, we are also grateful for the in-kind support of downtown businesses such as Status Dough, Petro's Chili & Chips, Ruby Sunshine, Myrtle's Bakehouse, Frothy Monkey, and more. Their generosity provides benefits for our dedicated volunteers, who support our market staff rain or shine. Mast General Store has also been an in-kind sponsor of Nourish Moves by providing gift cards for participant prizes.

We are also fortunate to have the support of many downtown businesses through events like Nourish Knoxville's Restaurant Week, held the first full week of August. During this week, local restaurants, coffee shops, bars, and p  tisseries create a dish, side, or drink featuring a locally sourced ingredient and donate 20% of the proceeds to Nourish Knoxville. We are currently working to solidify the lineup for 2025, but 2024 included downtown establishments Emilia, Humble Hog, Babalu, Lilou, Frothy Monkey, K Brew, and Good Golly Tamale. This event, along with pint nights hosted by local bars, has been wildly successful in raising funds while also amplifying our organization's visibility and important work. These efforts have proven to deepen community support, increasing individual donations through our Friends of Nourish Knoxville program and attracting new program sponsors - engaging people and businesses who may not have known about us before.

**Planned use of funds requested:** The funds requested will be allocated to support the growth of the Market Square Farmers Market, particularly by expanding our Wednesday market promotions and strengthening connections with downtown employers.

To engage downtown office workers, we will build stronger relationships with local employers to encourage their employees to visit the market. A significant portion of our efforts will focus on enhancing promotions for Nourish Moves, our walking incentive program, which offers \$3 in produce bucks for fresh fruits and vegetables. By utilizing inner-office bulletins and employer partnerships, we can motivate office workers to visit the market, benefiting both the market and downtown retailers and restaurants.

As our programs—Nourish Kids (2nd Saturdays), Nourish Moves (Wednesdays), and Double Up Food Bucks & SNAP (Wednesdays and Saturdays)—continue to grow, we recognize the need for additional staff support. This year, we are transitioning from a part-time AmeriCorps VISTA to a full-time team member who will provide consistent program leadership and strengthen community partnerships. The funds will help cover hiring and retention costs for this essential position.

By supporting these initiatives, your sponsorship will attract more visitors to downtown Knoxville and enhance engagement among existing downtown employees, increasing foot traffic at the farmers market and local businesses within the Central Business Improvement District (CBID). This support not only strengthens our local food system but also contributes to a vibrant and thriving downtown 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 2024 season and prior, we anticipate continued growth in attendance for the 2025 Market Square Farmers' Market. In 2024, total attendance reached 125,479 on Saturdays (a 7% increase from the previous year) and 19,839 on Wednesdays, with peak daily attendance of 6,690 on Saturday and 1,203 on Wednesday.

For 2025, we aim for a 10% increase in overall attendance, with a strategic focus on boosting Wednesday's market attendance. To achieve this, we plan to strengthen engagement with downtown employers, encouraging office workers to visit the market and formalize partnerships through direct outreach to HR departments and internal office bulletins.

We track attendance systematically using trained volunteers who conduct crowd counts every 30 minutes in two designated zones. Each volunteer uses a hand-held click counter to tally visitors in their assigned area. These counts are recorded on-site and then compiled into an Excel spreadsheet for analysis. This method provides a consistent and reliable estimate of market attendance.

The Market Square Farmers Market attracts a diverse mix of attendees, including local residents, downtown professionals, families, retirees, and tourists. While specific demographic data varies, our market is a well-established gathering place that fosters connections between local producers and the community. Our goal is to create an inclusive and engaging experience that appeals to a broad audience, contributing to the vibrancy of downtown Knoxville.

**What opportunities, if any, will be provided for downtown merchants to participate?** We are dedicated to fostering collaboration with downtown merchants, inviting their participation in various ways while also striving to support their efforts. Several downtown businesses have already played vital roles in our operations. For instance, Nothing Too Fancy prints our merchandise. Three downtown business owners—Brian Strutz of A Dopo Pizzeria, Stuart Cassell of the Stuart I. Cassell Firm, and Dimpal Patel from Embassy Suites—have served on our board until term limited in Feb. 2025, and we have welcomed downtown resident Zoë Fuller and a partner in a downtown law firm, Cullen Wojick of Knox Defense Witt, Cooper, Hedrick, & Wojick. Additionally, local favorites like Flour/Tomato Head, Cruze Farm, Good Golly Tamale, Paris Woodhull Designs, Jacks, and Old City Java have all been part of our vibrant vendor community throughout our tenure downtown.

We maintain strong relationships with downtown restaurants, many of which source fresh ingredients from the market weekly. Notable establishments include JC Holdway, Osteria Stella, Emilia, Oliver Royale, Kaizen, Tommy Trent's, A Dopo Pizzeria, and Potchke. During our Restaurant Week event, we heavily promote local businesses—like Frothy Monkey, K Brew, Humble Hog, and more—who create specials featuring local ingredients. We also support downtown venues when hosting events, including The Mill and Mine, The Standard, The Red Gallery, and Good Golly Tamale, enhancing community engagement.

In our operational needs, we collaborate with local businesses such as web design with Nathanna, past print designs from Yee Haw/Pioneer House and Status Serigraph, and printing with Lellyett & Rodgers Co. when they were downtown. Now, we work with Graphic Creations and High Resolutions, which are as close to the CBID as possible. Additionally, we bank with TVA Credit Union, reinforcing our commitment to supporting the downtown economy.

Looking ahead, we are eager to explore more opportunities for downtown merchants to engage with us, whether through employee engagement through Moves, collaborative marketing initiatives, or other partnerships. We truly value the contributions of our local businesses and are excited to strengthen our collaboration within the downtown community.

**How will this event positively impact downtown?** Supporting the Market Square Farmers Market initiatives will significantly enhance the vibrancy of downtown Knoxville.

As a producer-only farmers market, the MSFM serves as a vital community hub, providing fresh, locally sourced foods directly from growers to consumers. This not only ensures the highest quality of locally

grown, raised, and produced products for downtown residents, workers, and visitors, but also supports local agriculture and the local economy.

By promoting our Wednesday market and fostering connections with local employers, we aim to draw more visitors to the area mid-week and encourage downtown employees to engage with the market and surrounding businesses more frequently. Through our Nourish Moves program, which incentivizes participation by offering \$3 in produce bucks, we create a tangible reason for folks to visit and for employees to step away from their desks and explore the market and the CBID.

This increased foot traffic not only benefits the farmers market but also supports local retailers and restaurants, creating a thriving ecosystem of small businesses and ultimately making downtown Knoxville a more attractive place to live, work, and visit.

**What effect would lack of Downtown Knoxville Alliance funding have on this event?** Without crucial funding from the Downtown Knoxville Alliance, the Market Square Farmers Market would face significant setbacks that could jeopardize our operations and impact within the community. As a small nonprofit organization, our dedicated team members are essential to the success of our mission. A lack of funding would hinder our ability to provide competitive compensation and professional development opportunities, making it challenging to retain our talented staff. While we have hired a full-time employee to enhance our programming and community connections, ongoing support is vital. Insufficient funding would divert time and resources away from our initiatives, particularly our Wednesday market and programs like Nourish Moves.

By undermining our ability to support and retain our staff, we risk diminishing the quality of the Market Square Farmers Market and our overall impact in the community. Therefore, DKA's support is instrumental not only in maintaining our staff but also in ensuring we can continue to provide a vibrant market that supports local businesses and fosters a thriving downtown Knoxville.

**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)

<b>Market Square Farmers Market</b>							
			<b>Note: Sponsorship total in all years includes \$10,000 from DKA</b>				
				<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>Est. 2025</b>
<b>Income</b>							
			Booth and App Fees	\$126,050	\$143,900	\$144,265	\$150,000
			Donations	\$260	\$270	\$20	\$20
			Grant Income	\$1,500	\$1,500	\$6,000	\$6,000
			Sponsorships	\$28,100	\$27,425	\$36,400	\$36,400
			Merchandise Sales	\$5,605	\$21,287	\$11,551	\$12,000
			Market Money Fee	\$1,000	\$900	\$400	\$400
			<b>Total Income</b>	<b>\$162,515</b>	<b>\$195,282</b>	<b>\$198,636</b>	<b>\$204,820</b>
<b>Expense</b>							
			<b>Total Contract Services</b>	<b>\$4,700</b>	<b>\$4,520</b>	<b>\$9,265</b>	<b>\$9,020</b>
			<b>Insurance</b>	<b>\$1,807</b>	<b>\$2,182</b>	<b>\$3,242</b>	<b>\$3,300</b>
			<b>Merchandise/COGS</b>	<b>\$2,600</b>	<b>\$3,600</b>	<b>\$3,594</b>	<b>\$6,000</b>
			<b>Merchant Account Fees</b>	<b>\$3,023</b>	<b>\$3,200</b>	<b>\$4,835</b>	<b>\$5,000</b>
			<b>Farm Inspections</b>	<b>\$368</b>	<b>\$487</b>	<b>\$665</b>	<b>\$700</b>
			<b>SNAP Expenses</b>	<b>\$1,400</b>	<b>\$251</b>	<b>\$350</b>	<b>\$350</b>
			<b>Vendor Meeting and Education</b>	<b>\$0</b>	<b>\$150</b>	<b>\$339</b>	<b>\$300</b>
			<b>Volunteer Program</b>	<b>\$658</b>	<b>\$30</b>	<b>\$830</b>	<b>\$150</b>
			<b>Operations</b>				
			Advertising/Marketing	\$827	\$318	\$302	\$300
			Branding/Website			\$3,000	
			Membership & Organization Fees	\$250	\$350	\$400	\$400
			Port-a-johns/Handwashing station	\$4,480	\$4,200	\$4,480	\$4,480
			Rent	\$17,690	\$24,000	\$24,000	\$24,000
			Security	\$11,500	\$16,438	\$18,673	\$18,700
			Software	\$4,885	\$5,100	\$5,000	\$5,000
			Supplies	\$3,901	\$5,645	\$3,134	\$3,500
			Telephone, Telecommunications	\$3,969	\$4,472	\$4,933	\$5,000
			<b>Total Operations</b>	<b>\$47,501</b>	<b>\$60,523</b>	<b>\$63,921</b>	<b>\$61,380</b>
			<b>Payroll &amp; Benefit Expenses</b>	<b>\$91,889</b>	<b>\$110,964</b>	<b>\$128,730</b>	<b>\$150,000</b>
			<b>Travel and Meetings</b>	<b>\$300</b>	<b>\$300</b>	<b>\$1,369</b>	<b>\$1,200</b>
			<b>Total Expense</b>	<b>\$154,246</b>	<b>\$186,177</b>	<b>\$216,310</b>	<b>\$237,250</b>
			<b>Net Profit/Loss</b>	<b>\$8,269</b>	<b>\$9,105</b>	<b>-\$17,674</b>	<b>-\$32,430</b>

## **2025 Market Square Farmers Market Marketing Plan**

**Introduction:** Nourish Knoxville is dedicated to building community and supporting local food systems through the Market Square Farmers Market. Our 2025 marketing plan builds on previous successes and focuses on key objectives: promoting convenient downtown parking options and mid-week visits while emphasizing rain-or-shine shopping. We aim to achieve a 10% overall increase in attendance this year.

Our target audience includes downtown employees and employers who are already downtown midweek, as well as residents and tourists who can visit during that time. By enhancing our marketing efforts, we hope to attract more shoppers to our market while bolstering the vitality of downtown businesses.

### **1. Social Media Engagement:**

- We will leverage our robust social media presence on Instagram and Facebook to engage our audience and drive attendance, particularly targeting downtown employees and residents.
- Targeted campaigns will highlight the convenience of downtown parking for non-downtown residents/employees amid changes to the fee structure and operations, promote rain-or-shine shopping, and encourage visitors to share their experiences at the market, fostering a sense of community online.
- We will begin using Nourish Knoxville's LinkedIn page more intentionally this year to reach downtown employers and employees.

### **2. Strategic Partnerships:**

- Collaborating with local organizations, we will amplify outreach efforts and encourage community members to visit the Market Square Farmers Market.
- Partnerships with the City of Knoxville, KAT, the Knox County Health Department, KCDC, and the Knoxville-Knox County CAC will ensure broader access to our markets.
- We will work with downtown employers through internal channels to promote our markets and programs.
- Engaging with local media, we will coordinate press releases and live broadcasts to generate excitement around our market events and initiatives.
- Through collaborations with partner organizations across 31 counties, we produce the East TN Local Food Guide, featuring the Market Square Farmers Market and other downtown grocers and restaurants that source locally. Distributed at no cost, this publication reaches diverse locations such as grocers, restaurants, municipal buildings, healthcare providers, and events, effectively promoting the market and its programs to Knox and surrounding counties, driving foot traffic to downtown Knoxville.

### **3. Enhanced Signage and Visibility:**

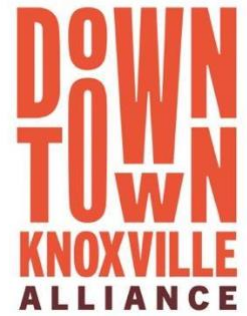
- We will utilize temporary at-market displays to provide information about parking, downtown maps, market hours, and programs.
- Creation of new, eye-catching semi-permanent pole banners, designed to better describe our nearly year-round season on Market Street, will promote the market season and operational days, increasing visibility throughout downtown.

### **4. Community Engagement:**

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

**Conclusion:** Our 2025 marketing plan aims to drive foot traffic to the Market Square Farmers Market while enriching downtown Knoxville's vibrancy. By focusing on parking accessibility and promoting rain-or-shine shopping, we will create a holistic approach that benefits both the market and the broader downtown community. Through strategic partnerships, increased visibility, and active community engagement, we are confident in our ability to achieve our marketing objectives and foster a stronger sense of connection within our community.

**Downtown Knoxville Alliance  
Sponsorship Request Application**



**Event:** 2025 Dogwood Arts Spring Events

**Date(s):** Multiple dates:

ChalkWalk: April 5th

Dogwood Arts Festival: April 25-27

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

**Produced by:** Dogwood Arts, Inc

**Sponsorship amount requested:** \$9,000 total for 2 programs (\$3,000 for ChalkWalk, \$6,000 for Dogwood Arts Festival)

**Event History:**

\_\_\_\_ First-time event      (#) 63 prior years      (#) 12 years of previous Alliance funding

**Contact:** Sherry Jenkins

**Phone:** 865-637-4561

**Address:** 123 W Jackson Avenue, Knoxville, TN 37922

**Email:** [sjenkins@dogwoodarts.com](mailto:sjenkins@dogwoodarts.com)

**Event description:**

For 7 decades, Dogwood Arts has been working to promote and celebrate the art, culture, & natural beauty of Knoxville and our surrounding area. We do this work through no fewer than 20 different events and programs spread throughout the calendar each year.

The Dogwood Arts Festival is our crown jewel event that is a wonderful combination of all of the different elements we have to celebrate about East TN. Dating back to the first one in 1961, except for one virtual year due to COVID, we have hosted this event in Downtown Knoxville every year since. We bring excellent visual artists from all over the country to share their work with our large audience made up of local and regional attendees as well as visitors who travel in for the event. We further enhance the festival experience with local and regional musical acts and performances, community groups, and makers of all types. In previous years, the Festival helped bring much needed energy to downtown especially when the traffic was needed to help businesses survive. And the success of the event also led to the spinoff of the wide range of other programs.

One of the most popular of those newer events is the crowd favorite, ChalkWalk (18 years old this year). In spite of the growth and increased traffic in downtown Knoxville, ChalkWalk is a large event that can still happen on Market Square and Market Street because the infrastructure required to host it is minimal for an event this large. We average an estimated 25-30,000 people moving through the footprint on this special spring Saturday and more than 300 artists of all ages work alongside each other to create the amazing artworks that bring the crowds out. Images from the event light up social media with shares from all over the area. ChalkWalk is always the event that drives the most traffic on our social media accounts far exceeding any amount of promotion dollars we could spend to reach that volume of engagement

**Additional sponsors:**

As always, all of our events are sponsored by our presenting sponsor, ORNL Federal Credit Union. Additionally, ChalkWalk and the Dogwood Arts Festival are sponsored by many other local businesses such as The First Horizon Foundation, The Regal Foundation, Visit Knoxville, The Crowne Plaza, Graphic Creations, and more. Dogwood Arts also receives operating support from the City of Knoxville and Knox County as well as the TN Arts Commission.

**Planned use of funds requested:**

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

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

We expect an estimated 25-30,000 attendees for the one day ChalkWalk event. This number is derived from estimates based on density of a sampling of the physical footprint over the course of the day since we do not have defined entry and exit points making a controlled count possible. Depending on the weather, we also know people come out to see the art before it is washed away by rain on the Sunday following the event.

We expect 15,000-20,000 attendees to join us for the three day Dogwood Arts Festival weekend.

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

Small businesses and organizational partners have an opportunity to sponsor individual artist squares for \$250-\$500 at ChalkWalk or step up to more visible on-site activation opportunities at a higher level at ChalkWalk and the Dogwood Arts Festival. And we would be eager to collaborate with any and all businesses who would like to promote a Dogwood themed specialty item for the month of April that would work to benefit both entities.

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

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

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

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

## **Attach the following:**

Projected *budget*, including detailed income and expenses (attached)  
Detailed marketing and promotion plans (see plan below and 2024 results in recap document provided)  
Previous three-year *actual* financial results (if applicable) (attached)  
Proof of nonprofit status (if applicable) (attached)

## **Marketing & Promotion Plans**

Dogwood Arts is supported by every major media outlet in the Knoxville area including radio, tv, print, and outdoor advertising. Events will be promoted as a part of our April Celebration and other core events with TV commercials and radio spots running mid-March through mid-May 2025. An event listing is included in the following print publications with local and regional distribution: Visit Knoxville 2025 Knoxville Visitors & Relocation Guide (225k copies), Dogwood Arts 2025 Rack Card (25k copies), The Dogwood Arts Annual Publication (8k copies), and the House & Garden Show Program (6k copies). The marketing plan also includes digital billboards, print flyers, listserv announcements, and print advertising in the Knoxville News Sentinel, Farragut Press, West Knoxville Lifestyle, Everything Knoxville, and Tennessee Theatre Broadway Series Playbill, Knoxville Symphony Orchestra's 2025 season program, Smoky Mountain Living Magazine, and Tennessee Home & Farm Magazine. Finally, we are working with Citizen Marketing to run targeted social media ads across all platforms focused on increasing attendance to all of our large events.

According to numbers compiled by our media buying partner, the total media value of our 2024 coverage was more than \$366,000 and we recorded more than 5.3 million impressions. We expect this year's promotions to mirror those numbers.

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

# FY25\_Dogwood Arts Budget\_CW & DAF

	CHALKWALK		DOGWOOD ARTS FESTIVAL		GRAND TOTAL	
	FY24 Actual	FY25 Budget Proposed	FY24 Actual	FY25 Budget Proposed	FY24 Actual	FY25 Budget Proposed
Ordinary Income/Expense						
Income						
4000 · Application Fees	2,140.00	2,000.00	51,430.00	50,000.00	53,570.00	52,000.00
4025 · Revenue	12,031.43	12,000.00	43,249.94	40,000.00	55,281.37	52,000.00
4030 · Donations	512.00	500.00	4,581.18	10,000.00	5,093.18	10,500.00
4035 · Endowment Contributions				0.00	0.00	0.00
4040 · Grants	2,500.00	3,000.00	6,250.00	6,250.00	8,750.00	9,250.00
4050 · Sponsor	21,000.00	30,000.00	44,950.00	45,000.00	65,950.00	75,000.00
4060 · Ticket Sales			5,459.03	5,500.00	5,459.03	5,500.00
4200 · In-Kind	9,859.67	8,000.00	126,341.39	120,000.00	136,201.06	128,000.00
<b>Total Income</b>	<b>48,043.10</b>	<b>55,500.00</b>	<b>282,261.54</b>	<b>276,750.00</b>	<b>330,304.64</b>	<b>332,250.00</b>
Cost of Goods Sold						
5050 · Advertising & Promotions	2,700.00	3,000.00	5,879.20	6,000.00	8,579.20	9,000.00
5100 · Artists' Commissions	450.00	1,000.00	1,800.00	2,000.00	2,250.00	3,000.00
5150 · Awards	5,750.00	5,800.00	2,000.00	2,000.00	7,750.00	7,800.00
5250 · Contract Labor	880.00	900.00	6,735.00	7,500.00	7,615.00	8,400.00
5300 · Cost of Goods Sold	1,751.56	2,000.00	12,893.13	12,000.00	14,644.69	14,000.00
5350 · Decorations			1,718.95	2,500.00	1,718.95	2,500.00
5400 · Musicians & Performers			7,250.00	8,000.00	7,250.00	8,000.00
5450 · Expense Account	1,092.00		5,723.45	2,300.00	6,815.45	2,300.00
5500 · Food	510.26	700.00	2,331.36	2,400.00	2,841.62	3,100.00
5550 · Gardeners				0.00	0.00	0.00
5650 · Inkind Expense					0.00	0.00
5675 · Insurance Expense	9,859.67	8,000.00	126,341.39	120,000.00	136,201.06	128,000.00
5750 · Judge Expense			400.00	400.00	400.00	400.00
5760 · Licenses/Fees			1,323.34	2,500.00	1,323.34	2,500.00
5850 · Postage				200.00	0.00	200.00
5900 · Printing			127.10	150.00	127.10	150.00
5940 · Professional Fees				0.00	0.00	0.00
6000 · Rent - Venue	500.00	500.00	27,262.50	28,000.00	27,762.50	28,500.00
6020 · Rent - Equipment, Tents, Event	886.01	2,000.00	10,069.92	16,000.00	10,955.93	18,000.00
6050 · Signs			64.02	2,000.00	64.02	2,000.00
6170 · Sound Lights Production/Misc	1,550.00	1,700.00	5,100.00	6,500.00	6,650.00	8,200.00
6200 · Supplies	4,121.77	4,300.00	3,553.22	4,000.00	7,674.99	8,300.00
6250 · Security	1,320.00	1,500.00	5,534.13	6,500.00	6,854.13	8,000.00
6275 · Service Fees	416.25	425.00	3,420.14	3,500.00	3,836.39	3,925.00
6300 · Shipping				0.00	0.00	0.00
6320 · Supporter Gifts				0.00	0.00	0.00
6400 · Transportation	12.60	75.00	409.30	500.00	421.90	575.00
<b>Total COGS</b>	<b>31,800.12</b>	<b>31,900.00</b>	<b>229,936.15</b>	<b>234,950.00</b>	<b>261,736.27</b>	<b>266,850.00</b>
Gross Profit*	<b>16,242.98</b>	<b>23,600.00</b>	<b>52,325.39</b>	<b>41,800.00</b>	<b>68,568.37</b>	<b>65,400.00</b>

\*Note: items listed above are DIRECT income and expense items associated with each event. Gross Profit does not include any STAFF TIME, general operating expenses, or other Administrative fees required for Dogwood Arts to operate; Gross Profit from our large events, sponsorship support, and grant funding covers those overall operating costs.

# Dogwood Arts, Inc. - Statement of Activity

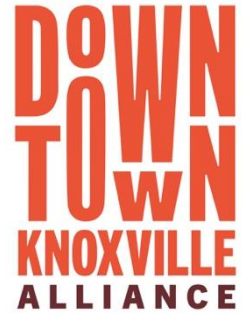
## ChalkWalk & Dogwood Arts Festival - FY2022, FY2023, FY2024

	CW FY2022 Actual	CW FY2023 Actual	CW FY2024 Actual	DAF FY2022 Actual	DAF FY2022 Actual	DAF FY2022 Actual
<b>Revenue</b>						
4000 Application Fees	2,380.00	1,170.00	2,140.00	43,879.20	50,900.15	51,430.00
4025 Revenue	4,486.90	12,311.60	12,031.43	45,406.11	48,014.16	43,249.94
4030 Donations	378.80	344.00	512.00	312.00	4,072.61	4,581.18
4040 Grants	2,500.00	2,500.00	2,500.00	6,250.00	6,250.00	6,250.00
4050 Sponsor	18,200.00	15,250.00	21,000.00	41,000.00	40,000.00	44,950.00
4060 Ticket Sales (Real Good Kitchen)				203.36	5,880.00	5,459.03
4200 In-Kind		16,500.00	9,859.67	110,475.00	94,783.22	126,341.39
<b>Total Revenue</b>	<b>\$ 27,945.70</b>	<b>\$ 48,075.60</b>	<b>\$ 48,043.10</b>	<b>\$ 247,525.67</b>	<b>\$ 249,900.14</b>	<b>\$ 282,261.54</b>
<b>Cost of Goods Sold</b>						
5050 Advertising & Promotions	2,311.44	2,850.00	2,700.00	4,473.03	5,759.39	5,879.20
5100 Artists' Commissions	150.00	1,950.00	450.00	600.00	2,200.00	1,800.00
5150 Awards	4,125.00	4,225.00	5,750.00	1,450.00	1,500.00	2,000.00
5250 Contract Labor	780.00		880.00	5,325.00	5,255.00	6,735.00
5300 Cost of Goods Sold	1,933.20	1,786.33	1,751.56	9,431.51	14,650.74	12,893.13
5350 Decorations		800.88			3,288.54	1,718.95
5400 Musicians & Performers				6,650.00	7,875.00	7,250.00
5450 Expense Account	728.00	1,063.00	1,092.00	17,169.76	14,123.78	5,723.45
5500 Food	162.92	753.01	510.26	1,048.33	1,993.71	2,331.36
5650 Inkind Expense		16,500.00	9,859.67	110,475.00	94,783.22	126,341.39
5750 Judge Expense					450.00	400.00
5760 Licenses/Fees		50.00		850.00	1,353.74	1,323.34
5850 Postage					189.71	
5900 Printing					138.81	127.10
6000 Rent- Venue			500.00	19,173.75	24,718.75	27,262.50
6020 Rent - Equipment, Tents, Event			886.01			10,069.92
6050 Signs	2,167.82	1,787.62		2,028.04		64.02
6170 Sound Lights Production/Misc	500.00	695.00	1,550.00	4,605.00	6,020.00	5,100.00
6200 Supplies	1,145.59	3,648.90	4,121.77	3,733.32	3,035.24	3,553.22
6250 Security	960.00	1,820.00	1,320.00	4,480.00	5,950.00	5,534.13
6275 Service Fees	85.30	333.74	416.25	2,772.47	3,441.65	3,420.14
6400 Transportation		27.09	12.60	56.20	67.59	409.30
<b>Total Cost of Goods Sold</b>	<b>\$ 15,049.27</b>	<b>\$ 38,290.57</b>	<b>\$ 31,800.12</b>	<b>\$ 194,321.41</b>	<b>\$ 196,794.87</b>	<b>\$ 229,936.15</b>
<b>Gross Profit *</b>	<b>\$ 12,896.43</b>	<b>\$ 9,785.03</b>	<b>\$ 16,242.98</b>	<b>\$ 53,204.26</b>	<b>\$ 53,105.27</b>	<b>\$ 52,325.39</b>

\*Note: items listed above are DIRECT income and expense items associated with each event. Gross Profit does not include any STAFF TIME, general operating expenses, or other Administrative fees required for Dogwood Arts to operate; Gross Profit from our large events, sponsorship support, and grant funding covers those overall operating costs.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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

Date(s): Jazz Tuesdays– Every Tuesday in May, June & September  
Variety Thursdays: May 15, June 19, July 17, August 21, September 18  
\_\_\_\_\_

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

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

Sponsorship amount requested: \_\$4000\_\_\_\_\_

**Event History:**

\_\_\_\_ First-time event      (#) \_11\_ prior years      (#) \_4\_ years of previous Alliance funding

**Contact:** Elaine Franks \_\_\_\_\_ **Phone:** \_865-215-2024\_\_\_\_\_

**Address:** 400 Main Street \_\_\_\_\_

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

**Event description:**

Concerts on the Square 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:** \_\_\_\_\_

Xfinity/Comcast, B97.5  
\_\_\_\_\_

**Planned use of funds requested:** We would use the sponsorship to help pay for the sound technician as well as help pay for the Variety Thursday bands. This year the 3<sup>rd</sup> Thursday in June falls on June 19<sup>th</sup> and will we be partnering with Beck Cultural Center to have the concert also celebrate Juneteenth

**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 300-400 people. Last year we had some concerts bring in about 500-600. 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.

We will work with Visit Knoxville to have Placer AI done on the events, as well as staff will be on site to get an estimated count of attendance \_\_\_\_\_

\_\_\_\_\_

**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 or getting smaller bands to perform \_\_\_\_\_

\_\_\_\_\_

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 2025				
<b>Jazz Tuesdays</b>				
<b><u>Date</u></b>	<b><u>Band Name</u></b>	<b><u>Band Cost</u></b>	<b><u>Sound Cost</u></b>	
May 6,13,20,27	TBD	sponsored by KJO	\$ 2,800	
June 3,10,17,24	TBD	sponsored by KJO	\$ 2,800	
Sept 2,9,16,23,30	TBD	sponsored by KJO	\$ 3,500	
<b>Variety Thursdays</b>				
<b><u>Date</u></b>	<b><u>Band Name</u></b>	<b><u>Band Cost</u></b>	<b><u>Sound Cost</u></b>	
May 15, 2025	WIMZ Band	\$ 800	\$ 700	
June 19, 2025	TBD - Juneteenth Celebration	\$ 3,500	\$ 700	
July 17, 2025	TBD	\$ 2,500	\$ 700	
August 21, 2025	7 Bridges Eagles Cover Band	\$ 5,500	\$ 700	
September 18, 2025	Square Dancing	\$ 500	\$ 700	
	Total Variety Thursdays	<b>\$ 16,300</b>		
	Total Jazz Tuesdays	<b>\$ 9,100</b>		
	Total Cost	<b>\$ 25,400</b>		

Concerts on the Square 2022				Concerts on the Square 2023			
Jazz Tuesdays				Jazz Tuesdays			
Date	Band Name	Band Cost	Sound Cost	Date	Band Name	Band Cost	Sound Cost
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			
Date	Band Name	Band Cost	Sound Cost	Date	Band Name	Band Cost	Sound Cost
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	
		\$900				\$1,250	
Concerts on the Square 2024							







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