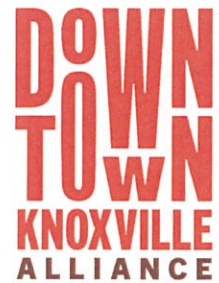


# BOARD OF DIRECTORS' MEETING

## ➡ AGENDA

**APRIL 18, 2022, 11:30 AM**



- I. Welcome
- II. Approval of Minutes
  - A. \*March Board Meeting p. 3
- III. \*Financial Report
  - A. Financials p. 5
  - B. Post Audit Letters p.
- IV. Committee Report
  - A. Development p.
  - B. \*Marketing p.
- V. Staff Report p.
- VI. Old Business
- VII. New Business
  - A. Accepting Nominations (business and residential representatives)
  - B. Discussion of Budget for FY 22-23
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

### Upcoming Meetings:

May 16, 11:30 am – Board Meeting

June 20, 5:00 pm - Annual Meeting followed by Board Meeting

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

# BOARD OF DIRECTORS MEETING

## ➡ MINUTES

**MARCH 21, 2022, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, March 21, 2022, at 17 Market Square, Knoxville, TN.

Board members present included board chair, Matthew DeBardelaben, Vince Fusco, Rick Emmett, Lori Matthews, Michael Riley, John Sanders, Daniel Smith, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Angela Lunsford, and Robin Thomas.

### **I. Welcome**

Matthew DeBardelaben, chair of the Board, welcomed everyone to the meeting and called the meeting to order.

### **II. Minutes**

Mr. DeBardelaben called for the approval of the minutes from the February board meeting. Mary Katherine Wormsley made a motion to approve the minutes. Lorie Matthews seconded the motion, which was unanimously approved by the board.

### **III. Financial Report**

Angela Lunsford delivered the financial report for the corporation. Mary Katherine Wormsley made a motion to approve the financial report as presented. Michael Riley seconded the motion, which was unanimously approved by the board.

### **IV. Committee Reports**

Michele Hummel presented the report from the Quality-of-Life Meeting, which was held on March 16. The committee reviewed four requests and made recommendations to the board for approval.

- Ambassador Program/Block by Block (BbB) is a program that will provide four uniformed officers in the downtown area to provide a sense of security and a welcoming presence. BbB is currently working in over 120 cities across the US. The program will be administered by Visit Knoxville with four organizations equally sharing the cost. The total contract will be \$328,000/year. DKA's cost will be approximately \$82,000 year or 6836.75/month. The cost for the remainder of this fiscal year will be \$20,510.25 and \$82,000 next fiscal year. The committee made a recommendation in the form of a motion to the board that DKA fund this project as presented with funds coming from reserves. Rick Emmett seconded the motion, which was unanimously passed by the board.

- Dogwood Arts had two requests the committee reviewed. Art in Public Places - Sculptures (\$10,000) and Art in Public Places - Murals (\$15,000). Both requests are annual requests to DKA and are within the budget. The committee made a recommendation in the form of a motion to the board to fund both projects as requested. John Sanders seconded the motion, which was unanimously approved.

- Two Bikes Mural presented a request for a mural to the entire back of their building. The request is for \$7,500. The total project cost, including in-kind donations is estimated at \$26,000. The inspiration for the mural comes from Two Bike's - 'Coffee Outside Rides.' The committee made a recommendation in the form of a motion to the board to approve as presented. Michael Riley seconded the motion, which was approved by the board. Daniel Smith abstained from the vote as he has a building adjacent to the project.

**V. Staff Report**

Staff presented the staff report providing an update on the activities from the previous month, social media numbers, and highlighted the upcoming month's meetings. The full reports were included in the agenda packet.

**VI. Old Business**

There was no Old Business.

**VII. New Business**

- A. Matthew DeBardelaben noted that a Nominating Committee will be formed soon in preparation for the annual meeting in June.
- B. John Sanders noted the economic and social impact of Big Ears.
- C. Matthew DeBardelaben noted that the Development Committee will meet soon to discuss ways in which DKA can help with developments throughout downtown.

**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 March 31, 2022**

**Jul '21 - Jun '22**

**OPERATING ACTIVITIES**

Net Income	50,827
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(56,866)
2020 · Accounts Payable	22,025
2600 · Accrued Payables	16,275
Net cash provided by Operating Activities	32,261

**FINANCING ACTIVITIES**

3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	32,261
Cash at beginning of period	988,126
Cash at end of period	<b>1,020,386</b>

Current Liabilities	(46,288)
Approved Events/Quality of Life Sponsorships not booked	
Support Now Safe Local Initiatives	(2,933)
Cradle of Country Music Park (\$83,000)	(83,000)
FY22 Event Sponsorship Approved Requests (Original \$51,500)	(23,000)
Accounts receivable and Other	123,517
Approvals contingent on future events:	
COVID Related Initiatives	(75,108)
Halloween /Outdoor Activation Related Expenses (approved at August 2021 Board Meeting)	(2,534)

Subtotal	<b>(109,347)</b>
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**Projected Remaining Budgeted Income (Expenses)**

Revenue	(66,473)
Development	(115,000)
Quality of Life	(112,328)
Business Support	(19,752)
Marketing/Sponsorships	(75,242)
Administration	(73,709)
Subtotal	<b>(462,504)</b>

Projected Cash - Before Minimum Reserve	<b>448,535</b>
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Minimum Cash Balance - Reserve	(150,000)
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<b>Projected Cash Availability</b>	<b>298,535</b>
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# Downtown Knoxville Alliance

## Statement of Cash Flows

Fiscal YTD March 31, 2022

Project	Grants	Permit Date	Comp Date	YE 6/30/2019	YE 6/30/2020	YE 6/30/2021	YE 6/30/2022	Total to Pay
Transit Alliance of East TN	25,000			0	0	0	0	0
Fort Kid	250,000					250,000	0	250,000
	275,000			0	0	250,000	0	250,000

\* City approval required

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

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

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

**Downtown Knoxville Alliance**  
Profit & Loss Actual vs Budget June 30, 2022

	Acct #	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	YTD FY22	FY22 Budget	Remainder
<b>Income</b>																
CBD Tax Assessments	4020	-	(15,988)	7,727	494,179	138,728	42,888	44,146	66,651	123,404	-	-	-	901,735	835,000	(66,735)
Investment Income	4100	13	7	6	(14)	(29)	(9)	8	181	74	-	-	-	238	500	262
<b>Total Income</b>		<b>13</b>	<b>(15,981)</b>	<b>7,734</b>	<b>494,165</b>	<b>138,699</b>	<b>42,879</b>	<b>44,154</b>	<b>66,832</b>	<b>123,478</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>901,973</b>	<b>835,500</b>	<b>(66,473)</b>
<b>Expenses</b>																
<b>Development</b>																
Path to Prosperity	5225	-	-	-	-	-	-	-	-	-	-	-	-	-	15,000	15,000
Special Projects	5205	-	-	-	-	-	-	-	-	-	-	-	-	-	100,000	100,000
<b>Total Development</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>115,000</b>	<b>115,000</b>
<b>Quality of Life</b>																
Beautification	5650	77	4,991	78	81	20,340	(2,419)	87	334	1,782	-	-	-	25,351	90,000	64,649
Residential - Other	5900	-	-	-	-	-	-	-	-	(4,288)	-	-	-	(4,288)	-	-
Residential	5901	-	-	-	-	-	-	-	-	27	-	-	-	27	3,000	2,973
Security	5700	18,299	11,079	10,778	8,663	10,926	15,597	11,489	12,024	6,438	-	-	-	105,293	150,000	44,707
<b>Total Quality of Life</b>		<b>18,376</b>	<b>16,070</b>	<b>10,856</b>	<b>8,744</b>	<b>31,266</b>	<b>13,178</b>	<b>11,576</b>	<b>12,358</b>	<b>3,960</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>126,384</b>	<b>243,000</b>	<b>112,328</b>
<b>Business Support</b>																
Business Support	5676	500	1,927	7,758	6,650	7,846	1,526	3,104	236	701	-	-	-	30,248	50,000	19,752
<b>Total Business Support</b>		<b>500</b>	<b>1,927</b>	<b>7,758</b>	<b>6,650</b>	<b>7,846</b>	<b>1,526</b>	<b>3,104</b>	<b>236</b>	<b>701</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>30,248</b>	<b>50,000</b>	<b>19,752</b>
<b>Marketing Expenses</b>																
Advertising General	5305	100	3,714	6,951	840	4,405	7,765	3,963	3,680	6,518	-	-	-	37,937	50,000	12,063
Print & Design	5306	2,124	1,415	2,216	2,880	6,389	2,636	4,809	500	2,195	-	-	-	25,164	35,000	9,836
Website - All Committees	5375	350	1,224	1,190	2,068	1,412	1,320	550	2,277	2,973	-	-	-	14,658	20,000	5,342
Sponsorship Prior Year	5362	-	-	-	-	-	-	-	-	6,313	-	-	-	6,313	-	-
Events and Sponsorship	5360	-	1,000	-	-	2,500	-	-	-	28,500	-	-	-	32,000	80,000	48,000
<b>Total Marketing Expenses</b>		<b>2,573</b>	<b>7,353</b>	<b>10,357</b>	<b>5,788</b>	<b>14,706</b>	<b>11,721</b>	<b>9,322</b>	<b>6,457</b>	<b>46,498</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>116,071</b>	<b>185,000</b>	<b>75,242</b>
<b>Administration</b>																
Meals/ Lodging/ Travel	5420	722	1,149	672	234	177	489	559	27	384	-	-	-	4,412	5,500	1,088
Office Expense	5430	395	379	584	424	525	312	2,065	365	379	-	-	-	4,133	7,000	2,867
Bank Fees	5435	-	-	-	-	-	-	-	157	18	-	-	-	175	-	-
Postage	5440	-	6	7	10	-	-	8	15	9	-	-	-	55	2,500	2,445
Professional Dev.	5465	-	-	-	-	-	940	-	-	-	-	-	-	940	6,000	5,060
Professional Svc	5450	-	-	-	3,733	-	-	-	1,800	1,000	-	-	-	6,533	12,000	5,467
Svc Contract - Operations	5461	18,125	19,619	18,872	18,872	18,872	18,872	18,872	18,872	18,872	-	-	-	189,848	226,464	56,616
Insurance Directors/Officers	5750	-	-	-	804	-	-	-	-	-	-	-	-	804	800	(4)
Software	5480	-	-	-	-	-	-	-	-	830	-	-	-	830	1,000	170
Supplies	5470	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Administration</b>		<b>19,243</b>	<b>21,153</b>	<b>20,136</b>	<b>24,076</b>	<b>19,573</b>	<b>20,613</b>	<b>21,504</b>	<b>21,236</b>	<b>21,492</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>187,731</b>	<b>261,264</b>	<b>73,709</b>
<b>Total Expenses</b>		<b>40,692</b>	<b>46,503</b>	<b>49,107</b>	<b>45,258</b>	<b>73,392</b>	<b>47,037</b>	<b>45,507</b>	<b>40,287</b>	<b>72,651</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>460,433</b>	<b>854,264</b>	<b>396,031</b>
<b>Change in NAV</b>		<b>(40,679)</b>	<b>(62,484)</b>	<b>(41,373)</b>	<b>448,907</b>	<b>65,307</b>	<b>(4,159)</b>	<b>(1,353)</b>	<b>26,545</b>	<b>50,827</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>441,540</b>	<b>(18,764)</b>	<b>462,504</b>
<b>Surplus spending</b>																
Approved Event / Fort Kid Playground		0	0	0	250,000	0	0	0	0	0	0	0	0	250,000	250,000	-
Approved Events/Support Now Save Local		0	0	0	0	0	0	0	0	0	0	0	0	0	2,933	2,933
COVID Related Initiatives		0	0	10,200	0	2,266	0	10,000	0	0	0	0	0	22,466	100,108	77,643
Subtotal Surplus Spending		<b>0</b>	<b>0</b>	<b>10,200</b>	<b>250,000</b>	<b>2,266</b>	<b>0</b>	<b>10,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>272,466</b>	<b>353,041</b>	<b>80,576</b>
<b>NAV Total after Surplus Spending</b>		<b>(40,679)</b>	<b>(62,484)</b>	<b>(51,573)</b>	<b>198,907</b>	<b>63,042</b>	<b>(4,159)</b>	<b>(11,353)</b>	<b>26,545</b>	<b>50,827</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>169,074</b>		

**Downtown Knoxville Alliance**  
**Statement of Cash Flows**  
March 2022

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	<u>Mar 22</u>
<b>OPERATING ACTIVITIES</b>	
Net Income	50,826.75
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	-56,866.43
2020 · Accounts Payable	22,025.45
2600 · Accrued Payables	<u>16,275.00</u>
Net cash provided by Operating Activities	<u>32,260.77</u>
Net cash increase for period	32,260.77
Cash at beginning of period	<u>988,125.71</u>
Cash at end of period	<u><u>1,020,386.48</u></u>

## Downtown Knoxville Alliance

## Balance Sheet

As of March 31, 2022

	Mar 31, 22
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1000 · Cash & Cash Equiv.	
1005 · Cash	
1016 · Regions - Checking	520,214.02
Total 1005 · Cash	520,214.02
1020 · Investments - Cert Dep and MM	
1026 · First Century Bank	114,834.46
1029 · Home Federal Bank - MM	43,550.34
1011 · Regions - MM	3,874.20
1021 · First Bank 2774	71,770.44
1024 · First Bank MM 2976	23,750.07
1023 · First Bank CD 2781	104,749.67
1027 · SunTrust MM Account	137,643.28
Total 1020 · Investments - Cert Dep and MM	500,172.46
Total 1000 · Cash & Cash Equiv.	1,020,386.48
Total Checking/Savings	1,020,386.48
Accounts Receivable	
1110 · Other Receivable	123,516.98
Total Accounts Receivable	123,516.98
Total Current Assets	1,143,903.46
<b>TOTAL ASSETS</b>	<b>1,143,903.46</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Acc. Payable	
2020 · Accounts Payable	22,833.31
Total 2000 · Acc. Payable	22,833.31
Total Accounts Payable	22,833.31
Other Current Liabilities	
2600 · Accrued Payables	23,454.58
Total Other Current Liabilities	23,454.58
Total Current Liabilities	46,287.89
Total Liabilities	46,287.89
Equity	
3900 · Change in NA - unrestricted	667,045.71
Net Income	430,569.86
Total Equity	1,097,615.57
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,143,903.46</b>



9:22 AM

04/14/22

Accrual Basis

## Downtown Knoxville Alliance

## Profit &amp; Loss

March 2022

	Mar 22
Ordinary Income/Expense	
Income	
4020 · CBID Assessment	123,403.67
4100 · Interest on Cash Reserves	74.47
Total Income	123,478.14
Expense	
5676 · Merchant Support	701.25
5327 · Big Ears Festival	10,000.00
5300 · Marketing Expenses	
5362 · Prior Year Sponsorship Expense	6,312.50
5305 · Advertising	6,518.05
5306 · Miscellaneous Printing	2,194.91
5375 · Website	2,973.00
5360 · Sponsorships - Events	18,500.00
Total 5300 · Marketing Expenses	36,498.46
5400 · Administration	
5435 · Bank Fees	18.00
5420 · Meals/Lodging/Travel	383.52
5430 · Office Expenses	378.78
5440 · Postage	9.28
5450 · Professional Svc	1,000.00
5460 · Services Contract	
5461 · Svc Contract - Operations	18,872.00
Total 5460 · Services Contract	18,872.00
5480 · Software	830.24
Total 5400 · Administration	21,491.82
5700 · Security Committee	
5710 · Bike Patrol	6,438.00
Total 5700 · Security Committee	6,438.00
5900 · Residential	
5901 · Residential Projects/Initiative	27.36
5900 · Residential - Other	-4,287.50
Total 5900 · Residential	-4,260.14
Total Expense	70,869.39
Net Ordinary Income	52,608.75
Other Income/Expense	
Other Expense	
5650 · Quality of Life	
5202 · Beautification	972.00
5650 · Quality of Life - Other	810.00
Total 5650 · Quality of Life	1,782.00
Total Other Expense	1,782.00
Net Other Income	-1,782.00
Net Income	50,826.75

**Downtown Knoxville Alliance**  
**A/R Aging Summary**  
**As of March 31, 2022**

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
City of Knoxville.	123,403.67	0.00	0.00	0.00	0.00	123,403.67
Hyatt Place Knoxville	0.00	113.31	0.00	0.00	0.00	113.31
TOTAL	123,403.67	113.31	0.00	0.00	0.00	123,516.98

**Downtown Knoxville Alliance**  
**A/P Aging Summary**

**As of March 31, 2022**

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>&gt; 90</b>	<b>TOTAL</b>
<b>Knoxville Chamber</b>	18,925.15	0.00	0.00	0.00	0.00	18,925.15
<b>Knoxville News Sentinel</b>	2,541.09	0.00	0.00	0.00	0.00	2,541.09
<b>Knoxville Poop911</b>	200.00	0.00	0.00	0.00	0.00	200.00
<b>Tennessee Theater</b>	610.00	0.00	0.00	0.00	0.00	610.00
<b>Thomas, Robin</b>	557.07	0.00	0.00	0.00	0.00	557.07
<b>TOTAL</b>	<b>22,833.31</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>22,833.31</b>

# Bible Harris Smith, P.C.

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Member of the AICPA Peer Review  
Program  
Member of the Tennessee Society  
of Certified Public Accountants

February 14, 2022

To the Board of Directors  
Downtown Knoxville Alliance

We have audited the financial statements of Downtown Knoxville Alliance (Organization) for the year ended June 30, 2021, and have issued our report thereon dated February 14, 2022. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards (and, if applicable, *Government Auditing Standards* and the Uniform Guidance), as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated July 26, 2021. Professional standards also require that we communicate to you the following information related to our audit.

## Significant Audit Matters

### *Qualitative Aspects of Accounting Practices*

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the Organization are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during the fiscal year ended June 30, 2021. We noted no transactions entered into by the Organization during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimate affecting the financial statements was:

Management's estimate of the time allocation used to allocate expenses for the Statement of Activities. We evaluated the key factors and assumptions used to develop the estimate in determining that it is reasonable in relation to the financial statements taken as a whole.

Certain financial statement disclosures are particularly sensitive because of their significance to financial statement users. The most sensitive disclosures affecting the financial statements were:

The disclosure of availability and liquidity in Note 2 to the financial statements,

The disclosure of services provided by the Knoxville Area Chamber Partnership in Note 3 to the financial statements,

The disclosure of future grants payable and commitments in Note 4 to the financial statements, and

The disclosure of the Organization's response to the COVID-19 pandemic in Note 6 to the financial statements.

The financial statement disclosures are neutral, consistent, and clear.

#### *Difficulties Encountered in Performing the Audit*

We encountered no significant difficulties in dealing with management in performing and completing our audit.

#### *Corrected and Uncorrected Misstatements*

Professional standards require us to accumulate all misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. Management has corrected all such misstatements. Attached is a schedule of adjusting journal entries detected as a result of audit procedures and corrected by management, some of which were material, either individually or in the aggregate, to the financial statements taken as a whole.

#### *Disagreements with Management*

For purposes of this letter, a disagreement with management is a disagreement on a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

#### *Management Representations*

We have requested certain representations from management that are included in the management representation letter dated February 14, 2022.

#### *Management Consultations with Other Independent Accountants*

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Organization's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

*Other Audit Findings or Issues*

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Organization's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the Board of Directors and management of Downtown Knoxville Alliance and is not intended to be, and should not be, used by anyone other than these specified parties.

Sincerely,

*Bible Harris Smith, P.C.*

Bible Harris Smith, P.C.

Client: **Downtown Knoxville Alliance**  
Engagement: **A0621**  
Period Ending: **6/30/2021**

Account	Description	Debit	Credit
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### Adjusting Journal Entries

#### Adjusting Journal Entries JE # 1

To correct beginning net assets.

3900	Change in NA - unrestricted	8,000.00	
5205	Special Projects		1,000.00
<b>Total</b>		<b>8,000.00</b>	<b>8,000.00</b>

#### Adjusting Journal Entries JE # 2

Record overpaid assessments due back to City of Knoxville

4020	CBID Assessment	15,987.76	
2020	Accounts Payable		15,987.76
<b>Total</b>		<b>15,987.76</b>	<b>15,987.76</b>

#### Adjusting Journal Entries JE # 3

To record interest earned but not posted

1021	First Bank 2774	43.18	
1023	First Bank CD 2781	549.67	
1024	First Bank MM 2976	3.90	
4100	Interest on Cash Reserves		596.75
<b>Total</b>		<b>596.75</b>	<b>596.75</b>

#### Adjusting Journal Entries JE # 4

To accrue grant liability authorized during fy 21

5800	Dev. Grants	250,000.00	
2030	Grant Liability		250,000.00
<b>Total</b>		<b>250,000.00</b>	<b>250,000.00</b>

#### Adjusting Journal Entries JE # 5

To reverse accrual per Angela

2600	Accrued Payables	2,500.00	
5105	Other Program Alloc		2,500.00
<b>Total</b>		<b>2,500.00</b>	<b>2,500.00</b>

<b>Total Adjusting Journal Entries</b>	<b>277,084.51</b>	<b>277,084.51</b>
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<b>Total All Journal Entries</b>	<b>277,084.51</b>	<b>277,084.51</b>
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Client: **Downtown Knoxville Alliance**  
Engagement: **A0621**  
Period Ending: **6/30/2021**

Account	Description	Debit	Credit
---------	-------------	-------	--------

#### Reclassifying Journal Entries JE # 1

Allocation of service contract and adjusting functional expenses to actual

5205-A	Allocation of Contract Quality of Life	29,810.70	
5305-A	Allocation of Contract Marketing	46,407.60	
5405-A	Allocation of Contract Admin	48,057.90	
5505-A	Allocation of Contract Residential	29,810.70	
5605-A	Allocation of Contract Recruitment	40,005.00	
5705-A	Allocation of Contract Development	23,408.10	
5461	Svc Contract - Operations		217,500.00
<b>Total</b>		<b>217,500.00</b>	<b>217,500.00</b>

#### Reclassifying Journal Entries JE # 2

Reclassify Other Allocations credits for statement of functional expenses presentation

5105	Other Program Alloc	2,500.00	
5205	Special Projects	23,315.49	
5320	Other Marketing Expense		2,500.00
5320	Other Marketing Expense		23,315.49
<b>Total</b>		<b>25,815.49</b>	<b>25,815.49</b>



# Bible Harris Smith, P.C.

Certified Public Accountants and Business Advisors Since 1949

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Knoxville, TN 37902-2104  
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E-mail *lastname@BHSpc.com*

Member of the AICPA Peer Review  
Program  
Member of the Tennessee Society  
of Certified Public Accountants

To the Management of Downtown Knoxville Alliance

In planning and performing our audit of the financial statements of Downtown Knoxville Alliance as of and for the year ended June 30, 2021, in accordance with auditing standards generally accepted in the United States of America, we considered the Organization's internal control over financial reporting (internal control) as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, we do not express an opinion on the effectiveness of the Organization's internal control.

However, during our audit we became aware of several matters that are opportunities for strengthening internal controls and operating efficiency. The memorandum that accompanies this letter summarizes our comments and suggestions regarding those matters. This does not affect our report dated February 14, 2022, on the financial statements of Knoxville Central Business Improvement District Management Corporation.

We will review the status of these comments during our next audit engagement. We have already discussed some of these comments and suggestions with various personnel, and we will be pleased to discuss them in further detail at your convenience, to perform any additional study of these matters, or to assist you in implementing the recommendations.

*Bible Harris Smith, P.C.*

Bible Harris Smith, P.C.  
Knoxville, Tennessee  
February 14, 2022

**Memorandum Attachment  
Internal Control/Management Letter Comments**

**Auditor Assists with Drafting of Financial Statements and Notes**

We assist in drafting the financial statements and notes. This is not uncommon in nonprofit and other closely-held for profit entities. However, management and accounting personnel review and approve the financial statements, notes, supporting schedules, and adjusting journal entries. Based on our understanding of management and accounting personnel's education, background, and expertise, we have concluded that management and accounting personnel have the necessary accounting expertise to prevent, detect, and correct potential misstatements to the financial statements and notes.

**Material Adjustments to the Financial Statements**

BHS identified a grant payment of \$250,000 that was approved by the board in August of 2020 then subsequently approved again and sent in September of 2021. Upon further inquiry it was determined that this payment related to a commitment for the fiscal year ending 06/30/2021. This adjustment reduced the Organization's net assets by \$250,000.

**Summary of Prior Year Comments**

**Auditor Assists with Drafting of Financial Statements and Notes**

See current year comment above.

**Material Adjustments to the Financial Statements**

See current year comment above.

# DEVELOPMENT COMMITTEE

## ➡ MINUTES

**MARCH 24, 2021, 9:00 AM**

Committee members present included: Mary Katherine Wormsley, chair; Matthew DeBardelaben; Rick Emmett; Melinda Grimaldi; Mary Kathryn Kennard; Staff/Others: Michele Hummel.

DKA has money for Development projects that has gone unspent for two years. The committee discussed ways in which DKA could make an impact on projects in downtown. Some of the ideas included:

- Making more people aware of the Economic Impact Program.
- With many new projects expected in the coming years, several of them do not include parking. There was a discussion of ways DKA can help the city and community create or improve the passage ways city garages to destinations. A potential passageway project is the proposed baseball stadium. While the stadium is located outside the BID, it would be helpful to entice people to park within the BID, eat/drink at downtown restaurants and walk to the stadium.
- Development that is not being spent. The committee has not received any grant request under the Economic Impact program and discussed potential projects that may fall under the program.
- Interactive art projects such as climbing sculptures.

DKA will meet with the city to see how we can partner on parking or other projects in downtown.

## MARKETING COMMITTEE

### ➡ MINUTES

MARCH 29, 2022 2:30 PM



Downtown Knoxville Alliance board members present included Matthew DeBardelaben. Committee members present included Nicki Collett, Tennessee Theatre; Dana Dalton, University of Tennessee; Shera Petty, Visit Knoxville. Staff members included Michele Hummel and Robin Thomas.

#### Event Sponsorship Requests

Individuals representing five events presented requests to the committee. Summary and applications are attached.

Following a discussion of requests, the following are recommended for funding. Recommendations are made based on a variety of factors including expected attendance, request as percentage of event expenses, cost per attendee, previous funding of similar events, consideration of precedent established, potential economic impact to businesses, and others.

Organization	Event	Request	Recommendation
Asian Culture Center Kumi Alderman	Asian Festival	\$20,500	\$5,000
WDVX Anne Williams	Blue Plate Special	\$5,000	\$5,000
City of Knoxville Elaine Frank	Festival on the 4th	\$8,000	\$3,000 Market Square Concert Series
Event Pro LLC Mohit Mankad	Knox Food Fest	\$10,001	\$5,000
Knoxville Community Media Amos Oaks Monika Hancock	Fall Concert Series	\$10,000	-
<b>Total</b>			<b>\$18,000</b>

#### Recommendation for Board Approval

\$18,000 to be approved as outlined above for Event Sponsorships. Details of FY 21-22 budget is attached.

Notes from the committee about requests:

- \$5,000 for Asian Festival is in line with other one-day cultural festivals that have recently been funded and an increase to previous funding of Asian Festival (\$3,000 in 2019). Although this is presented as a two-day event, the second day is a small film festival held outside of the downtown boundaries.

- The committee felt \$5,000 for Blue Plate Special was appropriate as requested.
- The committee did not feel that funding \$8,000 to help offset the increased cost of 15-minute fireworks for July 4 was justified. In order to support COK events, the committee is recommending that \$3,000 be funded toward the season-long Market Square Concert Series coming back to Market Square. Due to many events being moved to World's Fair Park, DKA has funded few 2021-2022 events in Market Square and felt that the concert series was a better opportunity to support downtown businesses and city-organized events.
- Although the Knox Food Fest is being planned by a for-profit organization, which are typically not funded, the committee felt it was important to help get this new festival off the ground. It will be communicated to organizers that if this event begins to make a profit, future funding should not be expected.
- The committee was very interested in the Fall Concert Series being planned by Knoxville Community Media, however felt there was additional information needed. Questions will be provided to the organizers and they will be asked to present request again with additional information during the July funding cycle.

As a reminder, 50% of each sponsorship payment is made a few weeks prior to the event when it is confirmed that event is happening. The remaining balance is paid following the event and the receipt of a follow-up form about the event.



	Asian Festival	Blue Plate Special	Festival on the 4th	Knox Food Fest	Fall Concert Series
Request	\$20,500	\$5,000	\$8,000	\$10,001	\$10,000
Description	Two-day festival to engage East TN residents and visitors with the cultural traditions originating from the Asian continent.	Daily music broadcast from Knoxville Visitor Center including live performance, broadcast webcast on wdvx.com, and recorded for rebroadcast.	City's celebration of Independence Day including symphony performance, activities, games, food trucks and fireworks.	Two-day international (vegetarian) food and cultural festival including art, music, cooking classes, and more.	Community engagement concert series featuring performing artists who incorporate digital media and/or storytelling into their performances.
Dates	Aug 27 - Central Cinema (outside of district) Aug 28 - World's Fair Park	Year round Tuesday - Saturday 5 days a week  Friday at Barley's (outside of district)	July 4	Aug 19 & Aug 20	Sept 8, Oct 13, Nov 10
Location	World's Fair Park	Knoxville Visitors Center	World's Fair Park	World's Fair Park	Old City Performing Arts Center
History	Prior Years: 8 Funded by DKA: 4	Prior Years: 18 Funded by DKA: 7	Prior Years: n/a Funded by DKA: n/a	New	New
Most Recent Funding	\$3,000 FY 18-19 \$10,000 request	\$5,000 FY 20-21 \$5,000 request	n/a	n/a	n/a
Event Producer	Asian Culture Center	WDVX - Cumberland	City of Knoxville	Event Pro LLC	Knoxville Community Media
Other Sponsors	Boyd Foundation, University of TN, Truist Bank, DENSO, JTEKT, EXEDY, Regal, Sapparo, Metro Knox Airport, Visit Knoxville, TN Art Commission	Barley's, Corp for Public Broadcasting, Walmart, TN Arts Commission, Visit Knoxville	Plot, Visit Knoxville, Home Federal	Pending	Pending, requests made to Clayton Homes, Asian Foundations, TN Arts Commissions, Beaty Chevrolet
General Admission	Free	Free	Free	Free	Ticketed - \$12-\$20 range
Expected Attendance	60,000-100,000 including both days	19,000+ in person (pre-pandemic) plus broadcast and webcast	20,000-30,000	13,000-16,000 including both days	Unknown
Total Expenses	\$103,000 (festival only)	\$90,100	\$143,411	\$97,330	Estimated \$35-\$40k
Projected Profit	n/a	Breakeven	(\$98,011)	\$3,920	
Request/% of Exp	19.9%	5.5%	5.6%	10.3%	
Request/Attendee	\$0.26	\$0.26 in person only	\$0.32	\$0.69	
Use of Funds	General expenses	Book, host, promote and engineer show	Increased cost of fireworks	General expenses	General expenses

**Downtown Knoxville Alliance - Event Sponsorships**  
**FY 21-22 (as of March 31, 2021)**

	FY 18-19 Requests	FY 18-19 Funded	FY 19-20 Requests	FY 19-20 Funded	FY 20-21 Requests	FY 20-21 Funded	FY 21-22 Requests	FY 21-22 Funded
<b>Budget</b>		<b>50,000</b>		<b>60,000</b>		<b>60,000</b>		<b>80,000</b>
<b>Previously Approved</b>								
Asian Culture Center of TN - Asian Festival*	10,000	3,000			n/a			
Asian Culture Center of TN - Japanese New Year							5,650	1,000
Big Ears - Big Ears Festival							10,000	10,000
Bike Walk Knoxville - Tour De Lights			4,500	2,500	n/a		2,500	2,500
City of Knoxville - Concerts in the Park					5,000	5,000		
Downtown Knoxville - Support Now				32,500	n/a			
Downtown Knoxville - Holiday		9,000			n/a			
Downtown Knoxville - Peppermint Grove					10,000	10,000		
Downtown Knoxville - Spring Lighting					10,000	10,000		
Dogwood Arts - Arts Festival*	6,000	5,000	6,000		6,000	6,000	6,000	6,000
Dogwood Arts - Chalk Walk*			4,000		n/a		2,500	2,500
Dogwood Arts - Rhythm N' Blooms	5,000	4,000			n/a			
Dogwood Arts - Southern Skies *			5,000		n/a		5,000	5,000
East TN Historical Society - History Fair *	2,500	2,500						
East TN Historical Society - Children's Gallery					2,500	2,500		
HoLa Hora Latina - HoLa Festival					5,000	5,000		
IndiaFest Knoxville - IndiaFest			5,000	4,000				
Knox Co - Children's Festival of Reading*	3,000	3,000	3,000		n/a		3,000	3,000
Knox Co - LitUP Teen Literary Festival			3,000	3,000	n/a			
Knox Co - Movies on the Square*	2,500	2,500						
Knox Entrepreneur Center - Maker City Tour	6,000	-			n/a			
Knoxville Opera - Musical Theater Marathon					4,000	1,500		
Knoxville Opera - Rossini Festival*			25,000		n/a		20,000	5,000
Knoxville Opera - Spring Regatta					1,050	-		
Nourish Knoxville - Farmers' Market	10,000	10,000	10,000	8,000	10,000	10,000	10,000	10,000
Old City Assn - Dolly Fest							10,000	5,000
Old City Assn - Old City Market	4,500	3,500	5,000	5,000	5,000	5,000	5,000	5,000
River & Rail Theatre - 2021-22 Season**							10,000	-
TN Stage - Shakespeare on the Square*	2,500	2,500	2,500					
Sweet Ps & Balter Beerworks - Jazz Fest*			10,000		n/a			
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000	5,000	5,000		
<b>Approved to Date</b>	<b>57,000</b>	<b>50,000</b>	<b>88,000</b>	<b>60,000</b>	<b>63,550</b>	<b>60,000</b>	<b>89,650</b>	<b>55,000</b>
<b>Balance Prior to Requests</b>		-		-		-		<b>25,000</b>

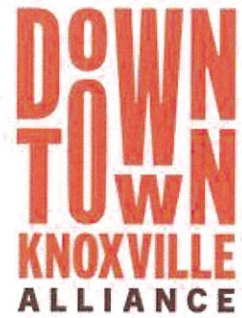
\* Events canceled due to COVID-19. Balance of non-funded events to be used for COVID-19/Support Local initiatives.

\*\* Board chose to fund outside of Event Budget.

<b>Requests April 2022</b>	<b>Requests</b>	<b>Proposed</b>
Asian Culture Center of TN - Asian Festival	20,500	5,000
City of Knoxville - Festival on the 4th	8,000	3,000
Event Pro LLC - Knox Food Fest	10,001	5,000
Knoxville Community Media - Fall Concerts	10,000	
WDVX - Blue Plate Special	5,000	5,000
<b>Total Current Requests</b>	<b>53,501</b>	<b>18,000</b>
<b>Remaining Balance</b>		<b>7,000</b>

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: 9<sup>th</sup> Knox Asian Festival

Date(s): Aug 27 & 28<sup>th</sup>

Location: World Fair Park

Produced by: Asian Culture Center of TN

Sponsorship amount requested: 12,000

Event History:

\_\_\_\_ First-time event      (#) 8 prior years      (#) 4 years of previous Alliance funding

Contact: Kumi Alderman      Phone: 831-241-1189

Address: PO BOX 31793 Knoxville TN 37930

Email: [info@knoxasianfestival.com](mailto:info@knoxasianfestival.com)

**Event description:**

The Asian Culture Center of Tennessee is the only organization of its kind in the Greater Knoxville area. The Knox Asian Festival engages East Tennessee residents and visitors with the vibrant cultural traditions originating from the Asian continent.

**9<sup>th</sup> Knox Asian Festival is 2 days Festival.**

**Aug 27<sup>th</sup> Saturday,**

**We have film Festival at Central Cinema to learn about Asian Cultures and history.**

**March 28<sup>th</sup> Sunday from 10AM – 6PM at World Fair parks. We will have a beautiful Festival.**

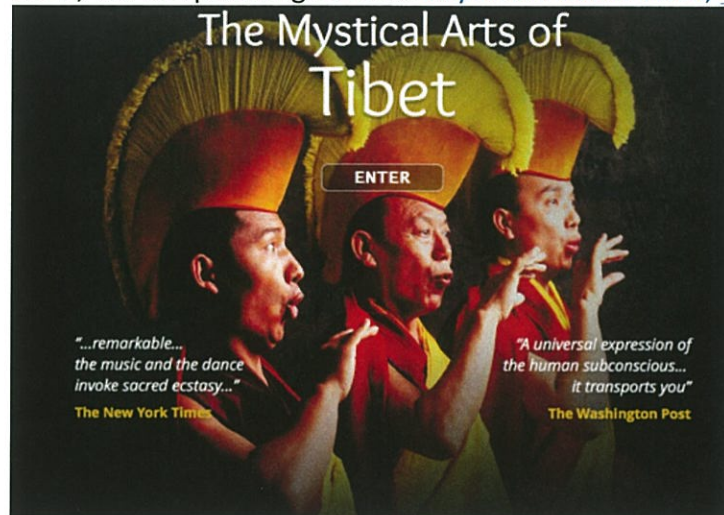
We are especially proud of the featured performance art that includes traditional Chinese, Korean, Vietnamese, Thai, Indian, and Philippine dance. We also showcase various martial arts demonstrations, K-Pop and J-Pop performances, Chinese professional musicians, a bonsai exhibition, a cosplay contest,, a Japanese tea ceremony, and Japanese drummers from Disney World. Many of our artists travel to Knoxville from throughout the United States and various Asian countries to participate in the Festival. ACCT's Big Stage is a special draw as it can accommodate 1,250 Festival goers. Furthermore, the cultural and educational impact on Knoxville's youth is the true value of ACCT and the Festival. By educating the next generation with cultural sensitivity and competency.







2022, We are planning to invite Mystical Arts of Tibet, <http://www.mysticalartsoftibet.org/>.



The Asian Festival also includes a strong educational component for children. ACCT recently implemented “Kid’s Asian World,” where our young visitors travel through streets that are named for Asian countries. In “Knox Epcot” each booth represents a country that features traditional foods, art, culture and interactive activities. When children and adults have their passport stamped at each booth, they experience the differences and similarities between the different cultures represented.

We also will create Business EXPO area to promote Local businesses. This area can be for any businesses to join to meet new contacts.

**Planned use of funds requested:** \$20,500

( We will treat you as **Platinum Sponsor**. See Benefit) <https://www.knoxasianfestival.com/sponsor/>

Professional Security Company Hire - \$7,500

Insurance - \$3,500

Advertisement (News paper, Social media) \$2,000

Poster Contest \$500

Country Performance Fee - \$7,000

	Platinum \$15,000
Visibility of Sponsorship in Asian Festival TV Promotion	x
Recognition as Major Sponsor During Opening Ceremony	x
4x10 Banner at Main Information	x
5 Minutes of Speech Time on Stage	x
VIP Seat in Front of the Stage	x
VIP Room Access	x
Logo on Official T-shirts as Major Sponsor	x
Free Display Booth	x
Beer Tickets	x
Official T-shirts	x
3x6 Banner Logo Display at Stage Area	x
Logo Recognition on Website and Flyer	x
Certificate of Appreciation	x

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

60,000 – 100,000 attendees for 2 days. We expect more family will join after 2 years cancellation of Festival.

People will join us from GA, FL, KY, NY, OH, OR. And much more (2019 information)

The success of the Knox Asian Festival is measured through a variety of existing and evolving methods. We will have online registration to attend. For the safety reason, we require pre registration to join. Those emails will be used to collect survey data. These surveys determine both qualitative and quantitative measurements of success and are used to gather feedback about highlights, improvements, and general changes for the festival in the coming year.

ACCT also measures the economic outcome of the Festival through several methods. The Festival itself hosts many Asian food, drink, and craft vendors who report sales to the Festival organizers. In addition, local news sources cover the festival, monitoring number of attendees and revenue increases to surrounding neighborhood vendors. Economic benefits are also measured in the popularity of the Festival itself. At Knoxville's Visitors Center, the Knox Asian Festival is listed as one of the four main festival attractions of the city along with flagship events such as Rhythm and Blooms and The Rossini Festival.

Finally, success for the Knox Asian Festival is measured by the expansion of the Asian cultural presence in the Greater Knoxville area. There have been several indications of this trend. For example, there is a marked increase in educational programming in local elementary and middle schools. Asian craft and food classes are growing in popularity among non-Asian populations of the city, and small, family-owned businesses report an expanded and diverse clientele after vendor participation at the Festival.



We encourage being a commercial Vendor. Depend on the Sponsorship amount, we can provide FREE location at Business EXPO area. Each downtown shop can come to promote their business at World Fair parks. Customers will go to their shop after the Festival.

[illegible]

### How will this event positively impact downtown?

We will bring so many people to Knoxville downtown to spend a night at hotels, Eat at restaurants, Buying the Souvenir. We expect more than \$1M economic impact on Knoxville City.  
This is 2019 Economic impact report by Visit Knoxville. We expect more.

## Our Events

### ► Knoxville Asian Festival

- One day – performances, food booths, culture booth, kids activities, passport program
- Started in 2013 in Downtown Charles Krutch Park – 3,000 visitors
- Aug. 25, 2019 – 60,000 visitors
- Added Film Festival (AARP Sponsored)
- Asian Business Seminar
- 2019 - \$982,447 economic impact\*

\*Total Knoxville economic impact report



## Economic Impact Report 2019

knoxville TENNESSEE			
Event Impact Calculator Detail - 2019 Asian Festival - 60,000 estimate			
Event Summary			
Key Parameters		Key Metrics	
Event Name:	2019 Asian Festival	Business Sales (Direct):	\$134,296
Organization:	Knox Asian Festival	Business Sales (Indirect):	\$448,131
Event Type:	FCB: Other Cultural	Business Sales (Total):	\$982,447
Start Date:	08/25/2019	Jobs Supported (Direct):	564
End Date:	08/25/2019	Jobs Supported (Indirect):	117
Overnight Attendees:	145	Jobs Supported (Total):	681
City Attendees:	8775	Hotel Tax:	\$22,507

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

We will not be able to hire the Professional Security Company to protect public safety.  
We will not hire Professional/High end Performers.

Asian Culture Centr of TN Buget	FY2022
<b>REVENUE</b>	
Government Grant	50,000
Foundation	15,000
Corporations	25,000
TN state Grants	25,000
Local government	45000
Vendor Fees	12000
Individual Contributions	20,000
Total CASH Revenue	192,000
Total In kind Revenue	25000
<b>TOTAL REVENUE</b>	<b>217000</b>
<b>EXPENSES</b>	
Salaries	
Director	30,000
JOI Program coordinator	
Clerical/Accounting support	25,000
Personnel Totals	55,000
<b>Operational Expenses</b>	
General Office supply	1,500
Web Hosting	1100
Advertisement	200
Fundraise Expense (hire Proffessial)	35,000
Insurance	750
Phone	1740
Internet service	840
Total	39630
<b>Festival Event Expense</b>	
Rent World Fair parks	8,000
Performing arts Fee	25,000
Volunteer t-shirt and food	2,500
Security Company Fee	20,000
Insurance	3500
Tent/table rental fee	25,000
Bath room rental fee	2000
VIP room rental and foods	2500
Advertisement	12,000
Poster Contest	500
Asian Film Festival	2,000
	103,000
<b>Out reach Program Expense</b>	
Rental office	
Apartment/ Home for Coordinator	
Foods and Gas	
Program materials	2000
Travel fee	
Insurance	
Total	2000
<b>Total Expence</b>	<b>199,630</b>



### Marketing Plan

The Festival is publicized in multiple ways, both traditional and modern. The Knox News Sentinel, a local newspaper, has covered the festival and its performers multiple times. Visit Knoxville, the premier website for local events, considers the Asian Festival as a Tennessee Recommended Festival, on par with the Rhythm and Blooms and the Big Ears Festivals. Other area newspapers such as the Daily News, from nearby Maryville, the Japan Press in Atlanta, the Farragut Press, and the Oak Ridger also help with advertising. Local television stations, WBIR, WATE and WVLT plus Community TV of Knoxville are able to reach thousands in the Knoxville area. Every year they interview ACCT to discover the new acts, new foods and plans for the Festival. Radio stations, like WNOX 93.1 are also instrumental in reaching Festival goers. The University of Tennessee, the UT Daily Beacon, remains a steadfast sponsor as they were instrumental in helping to create the Festival five years ago. WUTK, Volunteer Radio, includes the Festival on their Podcasts as well. Posters are hung in public libraries, local schools, sponsor companies and churches. Over 200 road signs are distributed throughout the Greater Knoxville area and 3,000 flyers are given out during a local baseball game promotion.

Social Media has become more important as time passes. Facebook, Twitter, Instagram and YouTube are instrumental in spreading word of the Festival. Through these venues photos and videos can be posted and viewed by thousands. ACCT's own website, [www.knoxasianfestivala.com](http://www.knoxasianfestivala.com), has constant updates regarding the festival as well.

We also became a partner with 4 Radio stations. They will Promote before and on the day of Festival. All 4 radio stations will be on the Festival locations.



Asian Culture Center of Tennessee  
January 1, 2019 - December 31, 2019

Beginning Balance \$1,475

**Income:**

Vendor Fee/ Sales	\$25,764
Sponsorships (corporate)	\$59,250
Grants	\$ 5,290
Total	\$90,304

**Expenses:**

Administrative	\$5,488
Marketing Advertisement	\$9,835
Fundraising	\$2,766
5K operation fee	\$5,902
Festival Operation (include Performing arts contract)	\$56,673
School program, Business seminar	\$3,191
Total	\$83,855

Ending Balance 2019 \$7,924

\*Admin - Chambers, Alliance of non profit, other membership, Tn.gov fee, Non profit registration fee, Communication fee, Office expenses, Supply, Other meetings.

\*Marketing/Advertisement - Newspaper AD, Social media AD, To go to other festivals Fee, Constant contact, Web site maintenance, Vista banner, Poster, Flyer, We hired professional web site making company in 2019 first time.

\*Fundraising - Grant writer, Sponsorship relationship, copy

\*5K Operation fee - timing contractor, T-shirts, Foods, water,

\*Operation Cost -Police Fee (\$40 per hour/per police), EMS, Location Fee, Volunteer water & food, Rental Trucks. Music company fee, Stage decoration, Insurance, Video recording fee, Activity professional Fee, other Contract services  
Printing cost, Foods and supply, decoration for festival, Class Teacher contract Fee, Country Booth creator cost, Activity Fee, Material for event Fee, Special Talent contract fee, Video & photographer fee, Equipment: Tent, Table, Music Equipment, Chairs, Toilet, Performing Arts - Inviting higher performing Arts like Japanese Drum from Disney World. Chinese Dancer from NY, Taiwan dancers from Atlanta,

\*School Program and Business Seminar - Visit Public schools to share our cultures. Performer fee, Materials for tea ceremony, Donation to Cedar bluff middle school home stay program, Business seminar foods.

Compliance with T.C.A.5-9-109 by providing information to county Clerk's office as defined in Section 2.6 above.



Asian Culture Center of Tennessee  
January 1, 2018 – December 31, 2018

Beginning Balance \$0

**Income:**

Vendor Fee/ Sales	\$18,698.43
Sponsorships (corporate)	\$24,693.33
Grants	\$ 3,420.00
Total	\$46,811.76

**Expenses:**

Administrative	\$3,940.18
Advertisement	\$9399.55
Fundraising	\$ 3,479.56
Performing Arts	\$ 9,703.43
Festival Operation Cost	\$17,330.50
Insurance	\$1,867.72
Total	\$45,720.94

Ending Balance 2018	\$1,090.82
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\*Admin - Chambers, Alliance of non profit, other membership, Tn.gov fee, Non profit registration fee, Communication fee, Office expenses, Supply, Other city meeting,

Performing Arts - Inviting higher performing Arts like Japanese Drum from Disney World. Lion dance from FL. Musicians/Dancers from Nashville.

Advertisement - Newspaper AD, Social media AD, To go to other festivals Fee, Constant contact, Web site maintenance, Vista banner, Poster, Flyer,

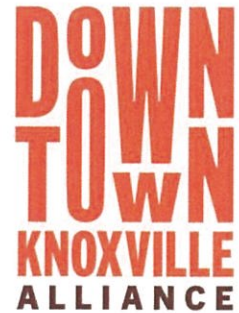
Equipment - Tent, Table, Music Equipment, Chairs,

Operation Cost -Police Fee (\$30 per hour/per police), EMS, Toilet, Location Fee, Volunteer water & food, Rental Trucks. Music company fee, Stage decoration, Insurance, Video recording fee, Activity professional Fee, other Contract services Printing cost, Foods and supply, decoration for festival, Equipment, Class Teacher contract Fee, Country Booth creator cost, Activity Fee, Material for event Fee, Special Talent contract fee, Video & photographer fee, Grant writing Fee,

Compliance with T.C.A.5-9-109 by providing information to county Clerk's office as defined in Section 2.6 above.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: The Blue Plate Special

Date(s): April 1, 2022 – March 31, 2023

Location: Knoxville Visitor Center, 301 S. Gay St and Barley's

Produced by: WDVX - Cumberland Communities Communications Corp

Sponsorship amount requested: \$5000

Event History:

\_\_\_\_ First-time event      (#) \_\_18\_\_ prior years      (#) 7 years of previous Alliance funding

Contact: Tony Lawson \_\_\_\_\_ Phone: 865-544-1029

Address: 301 S. Gay St, Knoxville, TN 37902

Email: [tlawson@wdvx.com](mailto:tlawson@wdvx.com)

**Event description:** The WDVX's Blue Plate Special is one of Knoxville's most unique cultural assets and attracts thousands of residents, tourists and musicians every year. No other city has a community radio station that provides a live music show nearly every day and exports its programming throughout the world with its live stream and video streaming. The arts performance is presented every Tuesday through Saturday at noon in the Knoxville Visitor Center where WDVX is located. The show is free to attend, is simultaneously broadcast and webcast on [wdvx.com](http://wdvx.com), and is recorded for rebroadcast. It is now available most days on Facebook Live. It is also accessible online for two weeks following the broadcast. WDVX recently expanded the Blue Plate Special on Friday, moved it to Barley's, and is calling it the "Big Plate."

WDVX Blue Plate Special performances are booked months in advance and feature a variety of genres, not just the Americana and Bluegrass music that is the core of WDVX programming. This approach gives our community a chance to hear a diversity of talented local musicians and international and touring artists.

Artists receive advance air play as well as the opportunity to perform in a small venue setting with an engaged audience, promote their appearances and CDs and sell their merchandise.

The show is hosted by a WDVX staff member who books the show. A professional sound technician mixes the show for the house audience and radio audience while also recording the program for rebroadcast. The WDVX Blue Plate Special is also an educational opportunity for students to learn how to set up, mix and record live music as well as mic for broadcast. Interns and volunteers take Blue Plate Shows video and upload to the WDVX YouTube channel.

Pre-pandemic about 19,000 people attended the WDVX Blue Plate Special in the calendar quarters with over 1400 artists performing. WDVX is working on rebuilding the audience after the multiple waves of COVID and its variants.

WDVX community radio went on the air in 1997 and since then has been building community through music. Over the years, musicians, music journalists, and recording engineers have told us that the station influenced their decision to move to the area. Visitors to Knoxville express delight at discovering the role WDVX plays in making our city so unexpectedly alive.

We are grateful to Downtown Knoxville Alliance for its role in helping WDVX continue its mission.

**Additional sponsors:** Barley's in Old City, Corporation for Public Broadcasting, Walmart Foundation, Tennessee Arts Commission and Visit Knoxville.

**Planned use of funds requested:** Grant funds will be used to help station staff that book, host, promote and engineer the show.

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

We project Blue Plate Special attendance in 2022/23 to climb back slowly to previous attendance. A staff member or volunteer performs a head count daily which includes a residential survey. Pre-pandemic the quarterly survey showed that 52% from Knox County including Knoxville, 12% are from the area outside of Knox County (Blount, Anderson, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Loudon, Monroe, Morgan, Roane, Scott, and Sevier Counties), and 36% are visitors from outside Eastern Tennessee. In the most recently completed quarter, it was 70%, 11%, and 19% respectively. In June to December 2021, the Blue Plate Special had visitors from most of the 50 states. International travel was limited with travel restrictions, but WDVX looks forward to increased attendance of these guests.

The Blue Plate Special stage is located inside the Knoxville Visitors Center which is conveniently located downtown and has inexpensive parking nearby for visitors. About 25% of the audience members are seniors. Because the Visitors Center is welcoming and accessible, we regularly have groups of developmentally delayed individuals attend the daily shows.

Audience estimates do not take into account the broadcast of webcast audience which is in the thousands. From real time website information we do know that the Blue Plate Special is our most listened to program online. WDVX is counting the Facebook Live audience that makes these accessible to the homebound as well as showcase the live music experience available in Downtown Knoxville.

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

WDVX welcomes downtown merchants to participate in the Blue Plate Special and other programs. Downtown merchants are welcome to sponsor this event/program or others which would provide them on air exposure. Additionally, WDVX will use downtown merchants for production support, hospitality and crew meals. Because the show happens during the day, downtown restaurants and merchants will have the opportunity to increase traffic.

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

Knoxville has become known as a live music hub among musicians and passionate music fans. WDVX has been influential in nurturing that reputation by playing independent and local musicians on the air and

booking them to play live on the Blue Plate Special and Kids Stuff. The live Blue Plate Special's colorful broadcast history re-enforces that there is something to do all the time in downtown Knoxville and to get out during the workday.

People who attend the Blue Plate Special enjoy downtown restaurants and coffee shops before and after the show, park at local lots, and shop at nearby stores. Downtown residents bring their out-of-town guests to the Blue Plate to show off what is different and cool about their hometown. The show is a basis of community pride and is convenient, accessible and dependable entertainment source for downtown residents.

Another positive impact is the "Downtown Knoxville" underwriting. These announcements will be read during the day which informs listeners about that the downtown is a vibrant place and that they should visit.

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

WDVX is a listener supported radio station that relies on individual donations, business underwriters and grants for its existence. In the case of the WDVX Blue Plate Special, DKA grant would help fund staff who book, host, produce and engineer the show. This support also helps the station demonstrate to granting organizations like the Corporation for Public Broadcasting that most of our funding comes from the community through individuals, local business, events, and local and state grants. Your grant is significant to WDVX; we would spend more time fundraising on the air and seeking local business support without it. Having the support of DKA is also an acknowledgement that Knoxville values having a community radio station in downtown and will enable us to approach sponsors with confidence. Further, the Downtown Knoxville Alliance's support for the Blue Plate Special enhances the station's efforts to achieve its mission while meeting DKA's goal of adding to the vibrancy and enjoyment of 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)

## **Downtown Knoxville**

**6/14/21 - 4/17/22**

**Support for WDVX comes from Downtown Knoxville. A charming spot full of local businesses and unique experiences. You can connect with what the city has to offer at [Downtown Knoxville dot org](http://DowntownKnoxville.org)**



## **The WDVX Blue Plate Special Marketing Plan 2022-23**

WDVX is committed to continuing to be a cultural attraction for Knoxville and the region through live music performance, quality programming that make residents take pride in and that also support the creative endeavors of area musicians.

We constantly promote the WDVX Blue Plate Special and its sources of support. The annual value of marketing for the Blue Plate Special is \$51,000 and uses a number of platforms:

- The Blue Plate Special show is promoted at least once every hour on WDVX 89.9, and remote translators 102.9 and 93.9, and on its live stream. Upcoming BPS artists are additionally promoted through airplay.
- A calendar on WDVX.com lists upcoming shows and links to artist videos.
- Artist profiles appear regularly on the WDVX.com calendar and events and are promoted socially.
- Social media
  - WDVX creates a Facebook post for each day's show, which can send notifications to WDVX's 23,000 followers.
  - Show photos are posted on WDVX Facebook page after each day's performance with a regular reach of 1200 users
  - Upcoming shows are promoted to
    - WDVX e-newsletter's 7,000 subscribers
    - 7755 Twitter followers
    - Instagram with 5460 followers finds and follows each Blue Plate Special artist and posts show photos
  - WDVX streams Blue Plate Special performance live on WDVX's Facebook page, the performance is available indefinitely, and places select videos on our YouTube channel

	Annual Budget
WDVX	
<b>Income for The Blue Plate Special</b>	
Corporation for Public Broadcasting	\$29,100.00
Sponsorships (Barley's, Visit Knoxville)	\$24,000.00
Tennessee Arts Commison allocated to BPS	\$3,000.00
Downtown Knoxville Alliance	\$5,000.00
City of Knoxville and Knox County grants allocated to BPS	\$3,500.00
Live show donations	\$1,500
WDVX listener support	\$24,000.00
<b>Total Event Revenue</b>	<b>\$90,100.00</b>

<b>Expenses for The Blue Plate Special</b>	
Hosts/booking allocated to BPS	\$25,500.00
Annoucner time allocated to BPS	\$7,500.00
Sound Engineers allocated to BPS	\$25,500.00
Webproducer allocated to BPS	\$4,000.00
Administrative time allocated to BPS	\$2,500.00
Artist Hospitality	\$200.00
Advertising & Promotion	\$1,000.00
Insurance	\$2,000.00
Webcasting fees, tower rentals, transmission fees, phones	\$5,000.00
IT services, server, archive service, web development	\$5,000.00
Equipment and maintance	\$3,000.00
Payroll taxes, health insurance, employee retirement plan	\$8,500.00
Parking	\$400.00
<b>Total Event Expenses</b>	<b>\$90,100.00</b>

The WDVX Blue Plate Special			
Financial History			
2019 - 2021			
	2019	2020	2021
Grants & Sponsorships	\$35,100	\$35,100	\$35,100
Underwriting	\$20,000	\$24,000	\$24,000
Contributions	\$28,500	\$27,500	\$27,500
In-Kind	\$3,500	\$3,500	\$3,500
Revenue Totals	\$87,100	\$90,100	\$90,100
Personnell	\$57,000	\$59,000	\$59,000
Operations	\$25,100	\$26,600	\$26,600
Advertising and Promotion	\$1,000	\$1,000	\$1,000
Equipment and Supplies	\$4,000	\$3,500	\$3,500
Expenses Totals	\$87,100	\$90,100	\$90,100



**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: Festival on the 4th \_\_\_\_\_

Date(s): July 4<sup>th</sup>, 2022 \_\_\_\_\_

Location: World's Fair Park, Performance Lawn and Festival Lawn \_\_\_\_\_

Produced by: City of Knoxville \_\_\_\_\_

Sponsorship amount requested: \_\$8000 \_\_\_\_\_

Event History:

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

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

Address: 400 Main Street, Suite 578

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

Event description: Festival on the 4<sup>th</sup> is the City's celebration of Independence Day. The event is free and open to the public with activities, games, music and more. Knoxville Symphony Orchestra performs at 8pm on the Performance Lawn with fireworks ending the event at 9:30pm. There are food trucks on site, and people are allowed to bring picnics in and enjoy a day at the park. \_\_\_\_\_

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Additional sponsors: Pilot, Visit Knoxville, Home Federal Bank \_\_\_\_\_

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Planned use of funds requested: The funds would help pay for the unexpected increase for fireworks

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

20,000-30,000 in attendance for activities and music across both lawns. More will come for just the fireworks. People also go to other areas of Downtown to watch the fireworks as they are launched from Henley Street Bridge. We have people of all ages, kids, seniors and in between. Our attendees consist of people who live in Knoxville and those who traveled for a vacation in Knoxville. \_\_\_\_\_

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

Special Events has an information booth at the event, we could offer information or handouts at the booth.

A lot of the attendees will park near Market Square and enjoy a local patio and then come down to the festival \_\_\_\_\_

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How will this event positively impact downtown?

The fireworks from Festival on the 4<sup>th</sup> are seen from all over Downtown and makes for some beautiful photos over our city. Families make this event a yearly tradition, Downtown dwellers enjoy being able to see the fireworks from their balconies. People come from out of town to enjoy this event, as well as locals enjoying spending time in their downtown. \_\_\_\_\_

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

We may need to look at doing a shorter firework show, or consider smaller fireworks closer to the park.

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Attach the following:

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

## Marketing & Promotional Plans

Summit Media will be the radio sponsor providing promotional announcements on 4 of their stations as well as station appearance on site with on-site announcements.

WBIR will be the TV sponsor with running ads 2 weeks out about event and on-site interviews

Banners with information and sponsor logos

Webpage at [KnoxvilleTN.gov/4<sup>th</sup>](http://KnoxvilleTN.gov/4th) with all of the information and sponsor logos

Social media posts using Facebook, Instagram, and Twitter

Income for City of Knoxville's Festival on the 4th	2022 Budget	2019 Actual	2018 Actual	2017 Actual
Sponsorships	\$ 40,000.00	\$ 41,000.00	\$ 46,000.00	\$ 36,000.00
Vendor Fees	\$ 5,000.00	\$ 5,700.00	\$ 5,500.00	\$ 6,500.00
Ice Sales	\$ 400.00	\$ 435.00	\$ 635.00	\$ 600.00
<b>Total Income</b>	<b>\$ 45,400.00</b>	<b>\$ 47,135.00</b>	<b>\$ 52,135.00</b>	<b>\$ 43,100.00</b>

Expenses for City of Knoxville's Festival on the 4th	2022 Budget	2019 Actual	2018 Actual	2017 Actual
<b>Services</b>				
Port-a-lets	\$ 1,865.00	\$ 1,865.00	\$ 1,865.00	\$ 1,865.00
Rentals	\$ 8,000.00	\$ 5,343.90	\$ 5,859.41	\$ 7,802.57
Fireworks	\$ 70,000.00	\$ 42,000.00	\$ 42,000.00	\$ 40,800.00
Sound Services	\$ 29,268.00	\$ 25,690.00	\$ 25,690.00	\$ 23,190.00
Stage & Lighting	\$ 28,178.00	\$ 24,299.00	\$ 23,799.00	\$ 23,799.00
Security to watch fireworks July 2&3	\$ 400.00	-	\$ 210.00	\$ 384.00
250 Bags of ice and ice chest rentals	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00
<b>Services Fees Subtotal</b>	<b>\$ 138,611.00</b>	<b>\$ 100,097.90</b>	<b>\$ 100,323.41</b>	<b>\$ 98,740.57</b>

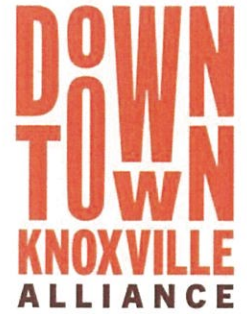
<b>Activities</b>				
Face Painting	-	\$ 1,200.00	\$ 1,225.00	\$ 1,150.00
Balloon Entertainment	-	-	\$ 1,360.00	\$ 500.00
Legos for kids	\$ 500.00	\$ 400.00	\$ 400.00	\$ 400.00
Miniature golf	\$ 550.00	\$ 500.00	\$ 500.00	\$ 450.00
Water Wars Balloon game	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 850.00
Music Entertainment	\$ 2,100.00	\$ 2,075.00	\$ 2,725.00	\$ 2,650.00
Caricature Artist	-	\$ 480.00	\$ 480.00	-
Family Fun Stage Entertainment (Amphitheater)	-	\$ 1,200.00	\$ 1,800.00	-
Bungee Jump & Rock Wall	-	\$ 3,740.00	-	-
Shutterbird Photo Bus	-	\$ 765.00	-	-
<b>Activities Fee Subtotal</b>	<b>\$ 4,150.00</b>	<b>\$ 11,360.00</b>	<b>\$ 9,490.00</b>	<b>\$ 6,000.00</b>

<b>Giveaways</b>				
Liberty Hats (Qty 2500)	Purchased 2020	\$ 2,700.00	\$ 2,700.00	\$ 3,095.60
Football Dart (Qty 750)	-	\$ 1,486.71	-	\$ 274.75
Frisbees & Cups	-	-	-	\$ 4,439.29
Fans & Tattoos	-	-	\$ 3,420.00	-
<b>Giveaways Fee Subtotal</b>	<b>\$ -</b>	<b>\$ 4,186.71</b>	<b>\$ 6,120.00</b>	<b>\$ 7,809.64</b>

<b>Miscellaneous</b>				
Photograher	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00
Staff T-Shirts	\$ 400.00	\$ 373.71	\$ 565.93	\$ 195.61
Balloon Columns	-	-	\$ 355.06	-
Flag Bunting	-	-	\$ 559.20	\$ 930.20
<b>Misc Fees Total</b>	<b>\$ 650.00</b>	<b>\$ 623.71</b>	<b>\$ 1,730.19</b>	<b>\$ 1,375.81</b>
<b>Total Expense</b>	<b>\$ 143,411.00</b>	<b>\$ 116,268.32</b>	<b>\$ 117,663.60</b>	<b>\$ 113,926.02</b>

Downtown Knoxville Alliance  
Sponsorship Request Application

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Event: **Knox Food Fest**

Date(s): **August 19th 2022 ---- August 20th 2022**

Location: **World's Fair Park**

Produced by: **Events Pro LLC**

Sponsorship amount requested: **\_\_\$10,001.00**

Event History:

**\_X\_** First-time event      (#) **\_0\_** prior years      (#) **\_0\_** years of previous Alliance funding

Contact: **Mr. Niraj Doshi**

Phone: **717-602-4663**

Address: **8121 River House Road, Knoxville, TN 37931**

Email: **info@knoxfoodfest.com**

Web Address : **<https://knoxfoodfest.com/>**

Event description: **International Food & Cultural Festival “Knox Food Fest”, Event includes International Food, Promoting Charitable organizations, Cultural Performances, Art, Music, Live Cooking Classes, Shopping and Much more....**

Additional sponsors: **Awaiting confirmation**

Planned use of funds requested: **Hosting and Promoting the event to get community participation to celebrate diversity of knoxville community**

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

**Partners of this festival have over 35 years of collective experience to initiate and organize all sizes of community participated events**

**We were organizing committee leaders of "IndiaFest" @ lenoir city TN and World's Fair park Based on our experience we had 7-10000 attendees for 4-5 hr event on Saturdays IndiaFest was marketed thru facebook posts Posters @ UT - ORNL - School system- Library and other public places , Along with above mediums we will have heavy digital media presence engaging community starting now till the event date We are expecting attendees between 13-16000 in two days**

**Our target audience is Community and Fun loving people of all demographics (we will be offering activities for all age groups @ this event)**

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

**We are inviting all merchants/ Business to participate in this well organized and marketed event , all participating merchants/ Business will be promoted on social media at no cost thru our portals**

How will this event positively impact downtown?

**When any event is organized @ this scale it is never limited to one area attendees always love to explore other attractions in the area , the fun experienced at an event is always associated with location which triggers visiting same location in search of similar experience we expect that this event has long term influence on visit to downtown**

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

**We will be featuring downtown Knoxville and all the participating merchants as mentioned above on all marketing avenues**

**Example of our work on promoting of this event is in this link**

**<https://www.youtube.com/watch?v=c5GUZrTN05k>**

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)



FOR	COUNT	RATE	INCOME	EXPENCE
Food Vendor Tents	30	\$1,000.00	\$30,000.00	
Non-Food Tents	20	\$1,000.00	\$20,000.00	
Food Vendor Tents (1st 15)	15	\$750.00	\$11,250.00	
Sponsors	1	\$40,000.00	\$40,000.00	
Stage	1	\$7,000.00		\$7,000.00
Sails	1	\$5,000.00		\$5,000.00
4 panel display	20	\$90.00		\$1,800.00
Tent Flags with Stand	140	\$40.00		\$5,600.00
Table	100	\$15.00		\$1,500.00
Chair	300	\$5.00		\$1,500.00
Entrance Banners 4x10	3	\$150.00		\$450.00
Entrance Vertical Flags	20	\$40.00		\$800.00
Audio Video	1	\$3,000.00		\$3,000.00
Photography	1	\$2,000.00		\$2,000.00
Marketing/Advertising	1	\$5,000.00		\$5,000.00
Flyers/Yard Sign	1	\$1,000.00		\$1,000.00
Pre, Post, Event Rent	1	\$3,500.00		\$3,500.00
Custodial (4 A DAY)	8	\$2,040.00		\$16,320.00
Security (4 A DAY)	8	\$2,040.00		\$16,320.00
Maintenance (2 A DAY)	4	\$510.00		\$2,040.00
Payroll (20 A DAY)	40	\$300.00		\$12,000.00
Event Place Setup	1	\$12,000.00		\$12,000.00
Event Insurance	1	\$500.00		\$500.00
			\$101,250.00	\$97,330.00
<b>PROFIT AND LOSS &gt;&gt;&gt;&gt;&gt;</b>			<b>\$3,920.00</b>	



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

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Event: Knoxville Community Media Fall Concert Series

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Date(s): Sept 8, Oct 13, Nov 10 \_\_\_\_\_

Location: Old City Performing Arts Center \_\_\_\_\_

Produced by: Knoxville Community Media \_\_\_\_\_

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

Event History:

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

Contact: Monika Hancock \_\_\_\_\_ Phone: \_\_875-556-  
2737 \_\_\_\_\_

Address: 800 S Gay St Suite P336 Knoxville, TN 37929 \_\_\_\_\_

Email: monika@ctvknox.org \_\_\_\_\_

Event description: Knoxville Community Media (KCM) formally Community Television of Knoxville (CTV), Is one of the oldest public access television stations in the nation. After 47 years of serving the local Community, KCM has decided to rebrand and re-envision who we are and what we do.

KCM will continue to offer Public, Educational and Government programming while pursuing a new vision that will help us become an integral part of this community's story. Collaborations with cultural, social, arts and educational organizations and our relationships with the citizens and government bodies of Knoxville and Knox County will support free thought, free expression, creativity, activism, education and leadership. The stories you tell are a part of our goal to create connections that help us gain a deeper understanding of each other through information, entertainment and participation.

As an organization whose foundation is media, KCM wants to build Community on that foundation through these stories. By cablecasting, publishing, social media and person to person dialogue, display and performance, KCM feels that these forms of communication will nurture empathy and engagement.

In the coming months, KCM will present exciting new programming that will include Community workshops, film screening, art exhibitions and much more. One event we are most excited to present is our Community Engagement Concert Series.

This series of events will feature performing artists who incorporate digital media and/or storytelling into their performance. Occurring on the second Thursday of each month in September, October and November, the concerts will have multiple goals:  
To engage the community through the simple act of preserving relevant entertainment.

To raise awareness for KCM and encourage the community to actively participate in their own creative or informative storytelling with us.

To encourage storytelling and creativity in our community.

To offer a free experience to a number of at risk youth who are focusing on arts in Knox County High Schools.

To promote digital arts in the community.

To potentially secure capital for other workshops, performances, residences, programming and operations for KCM.

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Additional sponsors: We continue to work to secure funding and sponsors for this event. We have submitted several grant requests as well as sponsor asks from corporations such as Clayton Homes, The Aslan Foundation, Tennessee Arts Commission, Beaty Chevrolet \_\_\_\_\_

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Planned use of funds requested: The requested funds will help offset the cost of artist fees and well as marketing and promotional expenses. \_\_\_\_\_

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

The concert series will be open to the public but will focus of residents of Knox County. Attendance will be measured by the number of tickets sold as well as comp (sponsored) tickets. The demographic would be a mixture of everyone. We are working with Knox Area high schools, in hopes to draw the interest and participation of Knox County students involved with art programs. \_\_\_\_\_

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

We are working on a plan and list of downtown business to possibly offer discounts to concert attendees.

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How will this event positively impact downtown?

Not only will it bring much needed funding and awareness to KCM, it will also generate revenue for Downtown Knoxville business on event days as well as into the weekend for concert attendees that chose to stay for the weekend.

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

The impact would be huge. This is a first time event so funding has been somewhat of a challenge.

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Attach the following:

Projected *budget*, including detailed income and expenses

Detailed marketing and promotion plans

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

Proof of nonprofit status (if applicable)



# Knoxville Community Media

COMMUNITY ENGAGEMENT CONCERT SERIES 2022

BUDGET BREAKDOWN FOR: OCTOPUS PROJECT | THURSDAY, NOVEMBER 10, 2022 8PM

VENUE: OLD CITY PERFORMING ARTS CENTER | \$1000

SOUND: JASON BOARDMAN, PILOT LIGHT | \$1000

PERFORMER FEE: \$8,000

PERFORMER EXPENSES: \$2,000

MARKETING: \$1000

SCHOLARSHIP TICKETS FOR AT-RISK YOUTH IN KCS ARTS: \$500

SECURITY: \$200

APPROXIMATE BUDGET: \$13,700