

BOARD OF DIRECTORS' MEETING

➡ AGENDA

APRIL 17, 2023, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *March Board Meeting p. 3
- III. *Financial Report p. 7
- IV. Committee Reports
 - A. *Development p. 17
- V. Staff Report p. 27
- VI. Old Business
- VII. New Business
 - A. Upcoming Board Elections - Business & Stakeholder Representatives
(nominations@downtownknoxville.org)
 - B. Nominating Committee
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

May 15, 11:30 am - Board Meeting

June 26, 5:00 pm - Annual Meeting & 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 20, 2023, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, March 20, 2023, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included board chair, Matthew DeBardelaben, Chip Barry, Vince Fusco, Lorie Matthews, Drew McKenna, John Sanders, Adrienne Webster, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Karen Kakanis, and Robin Thomas.

I. Welcome

Matthew DeBardelaben welcomed everyone and called the meeting to order. With Rick Emmett's retirement, Chip Barry is now the City of Knoxville's representative on the board.

II. Minutes

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

III. Financial Report

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

IV. Committee Reports

A. Business Support

Robin Thomas discussed the topics from the Business Support Committee meeting, which was held on February 22. She noted that they discussed the New/Closed Businesses, Sales Reported from the TN Department of Revenue, Business Support Initiatives for 2023, and printed pieces to support businesses.

B. Marketing

Robin Thomas presented the event sponsorship recommendations from the Marketing Committee Meeting that met on March 7. The committee reviewed six sponsorships, which she discussed with the board.

The committee made a recommendation in the form of a motion that the board fund the following:

Big Ears/Our Common Nature: An Appalachian Celebration	\$5,000
Dogwood Arts/Southern Skies	\$1,500

Knox County Public Library/Children's Festival of Reading	\$3,000
Nourish Knoxville/Market Square Farmer's Market	\$10,000
Old City Association/Rhinestone Fest	\$2,000
Rhea Carmon/Southern Fried Poetry Slam	\$3,500

Mary Katherine Wormsley seconded the motion for Big Ears at \$5,000, which was approved by the board. John Sanders and Adrienne Webster recused themselves from voting.

Vince Fusco seconded the motion for Nourish Knoxville at \$10,000, which was approved by the board. Adrienne Webster recused herself from voting.

Lorie Matthews seconded the motion for Dogwood Arts at \$1,500, Knox County Public Library at \$3,000, Old City Association at \$2,000, and Southern Fried Poetry Slam at \$3,500. The board unanimously approved the committee's recommendations.

C. Development

The Development Committee met on March 20, prior to the board meeting. Michele Hummel noted that the committee reviewed an Economic Impact Grant Application from Nick & Justin Cazana for 500 Clinch Ave/Hilton Garage.

The committee reviewed and discussed the application. A recommendation in the form of a motion was made to approve the request as presented in the amount of \$50,000.

The board discussed the project. John Sanders seconded the motion, which was approved by the Board. Matthew DeBardelaben recused himself as he works at the same firm as Justin Cazana.

V. Staff Report

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

VI. Old Business

There was no Old Business.

VII. New Business

Matthew DeBardelaben announced that DKA will be accepting nominations for a business representative and stakeholder representative for the ballot this year.

VIII. Public Forum

There was no Public Forum.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

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

	<u>Jul '22 - Jun '23</u>
OPERATING ACTIVITIES	
Net Income	(54,265)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	231,809
2020 · Accounts Payable	(19,731)
2600 · Accrued Payables	56,077
2700 · Accrued Wages	-
Net cash provided by Operating Activities	213,890
FINANCING ACTIVITIES	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	213,890
Cash at beginning of period	1,228,088
Cash at end of period	<u>1,441,977</u>
 Current Liabilities	 (7,087)
Accrued Payables	(360,750)
 Accounts receivable and Other	 62,305
Subtotal	(305,533)
Projected Remaining Budgeted Income (Expenses)	
Revenue	-
Development	(65,000)
Quality of Life	(169,673)
Business Support	(19,802)
Marketing/Sponsorships	(44,328)
Administration	(67,901)
Subtotal	<u>(366,704)</u>
Projected Cash - Before Minimum Reserve	<u>769,740</u>
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	<u>619,740</u>

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

Project	Grants	Permit Date	Comp Date	YE 6/30/2023	Total
Cradle of Country Music	83,000			83,000	83,000
314 Union Ave (COK)	250,000			250,000	250,000
Hilton Parking Garage	50,000			50,000	50,000
	<u>383,000</u>			<u>383,000</u>	<u>383,000</u>

* City approval required

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

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

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

Downtown Knoxville Alliance
Profit & Loss Actual vs Budget June 30, 2023

Income	Acct #	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	YTD FY23	FY23 Budget	Remainder
CBD Tax Assessments	4020	3,684	557	1,989	481,364	211,641	46,849	55,831	238,104	62,126	-	-	-	1,102,144	910,000	(192,144)
Investment Income	4100	12	19	18	45	21	184	171	217	292	-	-	-	979	500	(479)
Total Income		3,696	575	2,007	481,409	211,662	47,033	56,002	238,321	62,418	-	-	-	1,103,123	910,500	(192,623)
Expenses																
Development	5225	-	-	-	-	-	-	-	-	-	-	-	-	-	15,000	15,000
Path to Prosperity	5205	-	-	-	-	-	-	-	-	50,000	-	-	-	50,000	100,000	50,000
Special Projects										50,000	-	-	-	50,000	115,000	65,000
Total Development																
Quality of Life	5659	33	68	77	4,073	83	90	82	32,079	72	-	-	-	36,657	90,000	53,343
Reunification	5657	6,833	6,833	6,844	6,837	6,837	6,837	6,837	6,837	6,837	-	-	-	61,531	82,000	20,469
Ambassador Program	5900	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Residential - Other	5901	-	-	(6,705)	-	-	-	-	-	-	-	-	-	(6,705)	3,000	9,705
Residential	5450	2,204	1,904	1,100	2,104	1,524	3,739	3,212	4,204	3,855	-	-	-	23,844	110,000	86,156
Other	5700	9,070	8,805	1,317	13,013	8,443	10,645	10,130	43,120	10,944	-	-	-	115,327	285,000	169,673
Total Quality of Life																
Business Support	5676	1,898	2,201	4,405	2,138	4,410	3,133	4,441	2,624	4,548	-	-	-	30,198	50,000	19,802
Business Support		1,898	2,201	4,405	2,138	4,410	3,133	4,441	2,624	4,548	-	-	-	30,198	50,000	19,802
Total Business Support																
Marketing Expenses	5305	3,691	3,746	3,999	8,843	7,938	7,068	3,959	1,808	1,589	-	-	-	42,610	50,000	7,390
Advertising General	5306	211	466	813	5,728	9,194	2,548	5,204	3,462	1,493	-	-	-	29,137	35,000	5,863
Print & Design	5375	1,150	1,050	1,379	1,450	1,540	2,295	1,155	1,250	1,155	-	-	-	12,424	20,000	7,576
Website - All Committees	5362	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sponsorship Prior Year	5360	-	5,000	4,000	-	-	5,000	27,500	-	25,000	-	-	-	66,500	90,000	23,500
Events and Sponsorship		5,051	10,282	10,190	16,021	18,671	16,911	37,818	6,520	29,207	-	-	-	150,672	195,000	44,328
Total Marketing Expenses																
Administration	5420	362	488	241	383	726	194	249	66	2,317	-	-	-	5,027	5,500	473
Meals/ Lodging/ Travel	5430	274	595	753	587	1,431	1,219	558	576	236	-	-	-	6,229	6,000	(229)
Office Expense	5435	12	36	18	18	18	18	5	5	5	-	-	-	135	200	65
Bank Fees	5440	-	151	10	9	-	23	17	6	-	-	-	-	216	2,500	2,284
Postage	5465	-	-	-	-	-	-	940	-	-	-	-	-	940	5,000	4,060
Professional Dev.	5450	500	2,200	-	2,750	-	1,500	-	1,350	-	-	-	-	8,300	11,000	2,700
Professional Svc	5461	19,405	19,405	19,405	19,405	19,405	19,405	19,405	19,405	19,405	-	-	-	174,645	232,859	58,214
Svc Contract - Operations	5750	-	-	-	828	-	-	-	-	-	-	-	-	828	800	(28)
Insurance Directors/Officers	5480	-	-	-	-	415	-	-	-	-	-	-	-	415	1,000	585
Software	5470	-	-	-	-	223	-	-	-	-	-	-	-	223	-	(223)
Supplies		20,554	22,875	20,427	24,202	21,995	22,359	21,174	21,408	21,943	-	-	-	196,956	264,859	67,903
Total Administration																
Total Expenses		36,573	44,162	36,540	55,375	53,520	53,068	73,563	73,672	116,682	-	-	-	543,155	909,859	366,704
Change in NAV		(32,877)	(43,587)	(34,532)	426,034	158,142	(6,036)	(17,560)	164,649	(54,265)	-	-	-	559,949	641	559,328
Board Approved Spending																
314 Union Avenue				250,000	0	0	0	0	0	0	0	0	0	250,000	-	-
Subtotal Board Approved Spending				250,000	0	0	0	0	0	0	0	0	0	250,000	-	-
NAV Total after Surplus Spending		(32,877)	(43,587)	(284,532)	426,034	158,142	(6,036)	(17,560)	164,649	(54,265)	0	0	0	309,949	0	309,949

Accrued Payables at 3.31.23

Old City Association	FY23	\$6,000.00
Knoxville Opera	FY23	\$5,000.00
Two Bikes Mural	FY22	\$7,500.00
Dogwood Arts Festival	FY23	\$6,000.00
City of Knoxville (314 Union Ave)	FY23	\$250,000.00
Chalk Walk	FY23	\$1,250.00
Big Ears	FY23	\$4,000.00
East TN Historical Society	FY23	\$2,500.00
Conervation Cooperative	FY23	\$3,500.00
Nourish Knoxville - Market Square Farmers' Market		
Scheduled for May 3 - November 18	FY23	10,000.00
Grant for Hilton Parking Garage / 500 Clinch Ave.	FY23	50,000.00
Big Ears - Our Common Nature: An Appalachian Celebration		
Scheduled for May 25-27	FY23	\$5,000.00
Rhea Carmon - Southern Fried Poetry Slam		
Scheduled for June 7-11	FY23	\$3,500.00
Knox County Public Library - Children's Festival of Reading		
Scheduled for May 20	FY23	\$3,000.00
Old City Association - Rhinestone Fest		
Scheduled for June 2-4	FY23	\$2,000.00
Dogwood Arts - Southern Skies		
Scheduled for May 20-21	FY23	\$1,500.00
		\$360,750.00

Downtown Knoxville Alliance

Statement of Cash Flows

March 2023

	TOTAL
OPERATING ACTIVITIES	
Net Income	-54,264.83
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	231,809.10
2020 Acc. Payable:Accounts Payable	-19,731.23
2600 Accrued Payables	56,076.50
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	268,154.37
Net cash provided by operating activities	\$213,889.54
NET CASH INCREASE FOR PERIOD	\$213,889.54
Cash at beginning of period	1,228,087.66
CASH AT END OF PERIOD	\$1,441,977.20

Downtown Knoxville Alliance

Profit and Loss

March 2023

	TOTAL
Income	
4020 CBID Assessment	62,125.61
4100 Interest on Cash Reserves	292.02
Total Income	\$62,417.63
GROSS PROFIT	\$62,417.63
Expenses	
5100 Business Support	
5150 Merchant Support	4,547.77
Total 5100 Business Support	4,547.77
5200 Development	
5800 Dev. Grants	50,000.00
Total 5200 Development	50,000.00
5300 Marketing Expenses	
5305 Advertising	1,559.00
5306 Print and Content	1,493.47
5360 Sponsorships - Events	25,000.00
5375 Website	1,155.00
Total 5300 Marketing Expenses	29,207.47
5400 Administration	
5420 Meals/Lodging/Travel	2,317.00
5430 Office Expenses	236.27
5435 Bank Fees	5.00
5460 Services Contract	19,405.00
Total 5400 Administration	21,963.27
5650 Quality of Life	200.00
5655 Bike Patrol	3,855.20
5657 Ambassador Program	6,836.75
5659 Beautification	72.00
Total 5650 Quality of Life	10,963.95
Total Expenses	\$116,682.46
NET OPERATING INCOME	\$ -54,264.83
NET INCOME	\$ -54,264.83

Downtown Knoxville Alliance

Balance Sheet

As of March 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1005 Cash	0.00
1012 First Bank Checking	363,853.80
1016 Regions - Checking	580,889.34
Total 1005 Cash	944,743.14
1020 Investments - Cert Dep and MM	
1021 First Bank 2774	71,823.24
1023 First Bank CD 2781	104,867.24
1024 First Bank MM 2976	23,861.63
1026 First Century Bank	115,264.70
1027 SunTrust MM Account	138,003.53
1029 Home Federal Bank - MM	43,413.72
Total 1020 Investments - Cert Dep and MM	497,234.06
Total 1000 Cash & Cash Equiv.	1,441,977.20
Total Bank Accounts	\$1,441,977.20
Accounts Receivable	
1110 Other Receivable	62,304.61
Total Accounts Receivable	\$62,304.61
Total Current Assets	\$1,504,281.81
TOTAL ASSETS	\$1,504,281.81
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	0.00
2020 Accounts Payable	7,087.21
Total 2000 Acc. Payable	7,087.21
Total Accounts Payable	\$7,087.21
Other Current Liabilities	
2600 Accrued Payables	360,750.00
Total Other Current Liabilities	\$360,750.00
Total Current Liabilities	\$367,837.21
Total Liabilities	\$367,837.21
Equity	
3900 Change in NA - unrestricted	826,675.99
Net Income	309,768.61
Total Equity	\$1,136,444.60
TOTAL LIABILITIES AND EQUITY	\$1,504,281.81

Downtown Knoxville Alliance

A/R Aging Detail

As of March 31, 2023

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
1 - 30 days past due						
02/10/2023	Invoice	352	Abstracts On Display	03/12/2023	179.00	179.00
Total for 1 - 30 days past due					\$179.00	\$179.00
Current						
03/31/2023	Invoice	354	City of Knoxville.	04/30/2023	62,125.61	62,125.61
Total for Current					\$62,125.61	\$62,125.61
TOTAL					\$62,304.61	\$62,304.61

Downtown Knoxville Alliance

A/P Aging Detail

As of March 31, 2023

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
03/31/2023	Bill	5497953	Knoxville News Sentinel	04/20/2023	-14	4,179.00	4,179.00
03/31/2023	Bill	DKA - 040123	Hannah Gils	04/30/2023	-24	2,908.21	2,908.21
Total for Current						\$7,087.21	\$7,087.21
TOTAL						\$7,087.21	\$7,087.21

DEVELOPMENT COMMITTEE

➤ MINUTES

APRIL 14, 2023

Committee members present included: Mary Katherine Wormsley, chair; Chip Barry, Chad Boetger, Matthew DeBardelaben, Melinda Grima; Dani Miller. Staff/Others: Michele Hummel.

Discussion of Knoxville Chamber Investment

Mike Odom with the Knoxville Chamber discussed their 5-year Strategic Plan to drive economic prosperity, Path To Prosperity. The vision is to create a vibrant, innovative economic environment for the Knoxville region for today's needs and for future growth.

He discussed the businesses they helped to recruit downtown such as CGI and Tech Stars and how they focus on downtown as it is the heart of the community.

After committee discussion, a motion was made by Melinda Grima to invest/fund \$15,000 with the Knoxville Chamber contingent upon the chamber providing a summary showing the downtown economic impact of these dollars. Chad Boetger seconded the motion, which was approved by the committee. Matthew DeBardelaben and Mary Katherine Wormsley recused themselves from voting as they are on the Knoxville Chamber Board of Directors.

Discussion of Economic Impact Program and potential changes

The committee reviewed the current Economic Impact Program and discussed if there is a need to adjust or discard the program. The committee agreed that we are in a transition period right now for the grant program and discussed if the program should continue. In addition, there are several new developers downtown, and are probably unaware of the program. A majority of members felt the program adds value to downtown and its stakeholders.

The committee discussed the "but for test" and agreed this program is not going to make or break a project but could enhance the project with better lighting, signage, and/or aesthetic improvements. There was also a discussion of new developments. Committee members felt this program should include new development, assuming the grant would add to the public benefit.

The committee agreed this program could benefit small businesses, though it may be difficult as many small businesses do not own their building. DKA would have to work with both parties to assist.

Discussion of Krutch Park Extension/Possible Project

There was a brief discussion on this project but decided we would hold it until the next meeting.

With no other business, the meeting was adjourned.

A FIVE-YEAR STRATEGIC VISION FOR
THE KNOXVILLE CHAMBER



KNOXVILLE
CHAMBER

PATH TO PROSPERITY

MISSION

Driving regional economic prosperity

VISION

Create a vibrant, innovative **economic ecosystem** for the entire Knoxville region that considers today's realities while contemplating tomorrow's aspirations

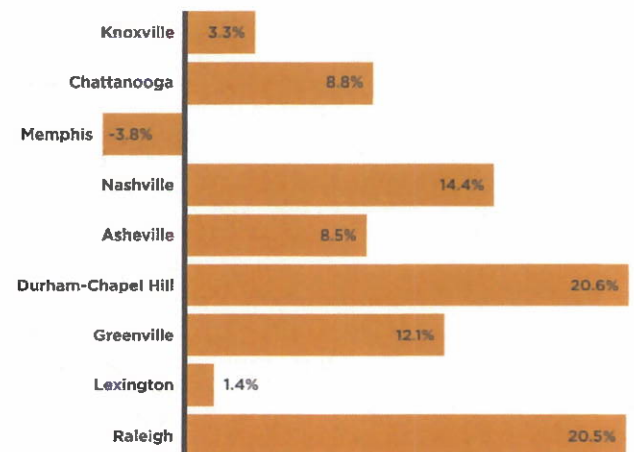
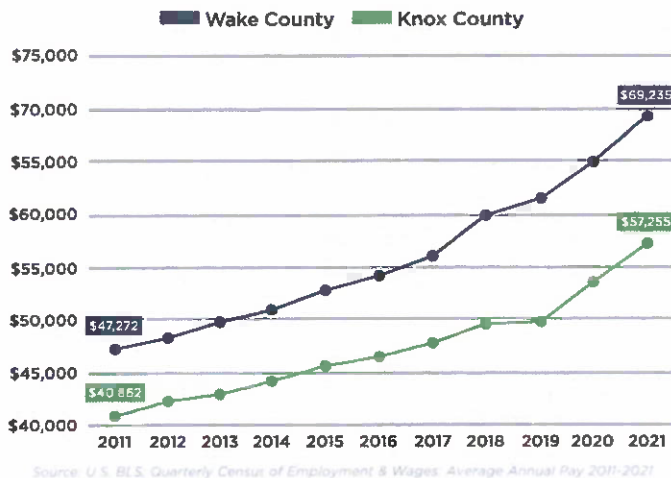
PLAN

The Path to Prosperity focuses on six core components to advance the Knoxville Chamber's mission of driving regional economic prosperity



Transitioning Knoxville's Economy for the Imagination Age

While Knoxville continues to grow at a measured pace, other peer communities are accelerating past it. Knoxville has fallen behind in the critical 25-to-54-year-old demographic with an increase of only 3.3 percent between 2010 and 2020, while its peer communities have seen larger increases. This key age group makes up the talent pool that businesses desperately need to succeed.

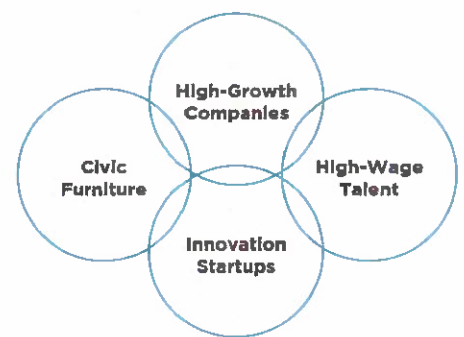


In the last eleven-year period, Knoxville went from trailing Raleigh's average annual pay (AAP) by \$6,410 to \$11,980. If Knoxville would have experienced an equal growth rate, the community AAP would have instead been over \$2,600 more per employed Knoxville citizen or approximately an additional \$662 million in total annual compensation.

**FOR EVERY \$1,000 INCREASE IN AVERAGE ANNUAL PAY,
\$1.8 MILLION IN LOCAL ECONOMIC IMPACT IS GENERATED**

The chamber believes that an economic transition needs to occur focused on four things: high-growth companies, high-wage talent, innovative entrepreneurs, and attractive civic furniture. The Knoxville Chamber is pledging to guide this transition, in coordination with its partners and the entire business community, to its successful completion.

Current efforts include business expansion services for companies to meet their growth potential, talent attraction campaigns in targeted geographies, increasing access to capital for startups and small businesses, and publicly supporting civic furniture development.



**INCREASING YOUR ENGAGEMENT & INVESTMENT PROVIDES SUPPORT
TO THESE EFFORTS AS WE WORK TOGETHER TO MOVE THE NEEDLE**

17 MARKET SQUARE #201
KNOXVILLE, TN 37902 | PHONE 865.637.4550
VISIT WWW.KNOXVILLECHAMBER.COM



DEVELOPMENT COMMITTEE

➤ ECONOMIC IMPACT PROGRAM/APPLICATION



The Economic Impact Program was created to provide an incentive for projects that add to downtown vitality. The Development Committee was created to review and evaluate requests for funds and to make appropriate recommendations to the Downtown Knoxville Alliance (DKA) Board of Directors for their consideration. Proposals are selected based on the project's real public benefit, removal of blight, removal of long-term vacancy, and/or historic preservation.

MISSION

The Downtown Knoxville Alliance was created in 1993 to undertake programs and services that government agencies are unable to provide. **Its mission is to enhance downtown's existing assets and bring more people to Downtown Knoxville to work, shop, live and play.** The DKA ensures the downtown area is constantly renewed and improved so that it continues to be an asset to future generations. The special assessment district covers approximately .67 square miles or 400 acres which includes the core of downtown from the Old City to Volunteer Landing and 11th Street to Hall of Fame Drive.

PROJECTS DKA CAN FUND

The DKA is a 501(c)3 charged with making improvements in the downtown. Any grants that are awarded must benefit the public. The organization's founding documents provide the direction where DKA's funds are awarded and/or spent. These areas include:

- Promotion and marketing
- Advertising
- Health and sanitation
- Public safety
- Elimination of problems related to traffic and parking
- Security services
- Recreation
- Cultural enhancements
- Consulting concerning planning, management, and development activities
- Activities in support of business or residential recruitment, retention, and management development
- Aesthetic improvements, including the decoration of any public space
- Professional management, planning, and promotion of the District
- Design assistance

GUIDELINES/CRITERIA

1. The maximum grant for each project is \$50,000 with the owner contributing greater than 20% of the incentive grant.
2. Applications can be submitted by the property owner or potential buyer, and not by a tenant.
 - a. For requests that involve a façade grant, the grants are for façade or other publically viewed enhancements only. Facades or enhancements facing alleyways, parking lots, etc. may be reviewed on a case-by-case basis.
3. Requests must be approved before construction.
4. The Development Committee and Board will evaluate a project(s) based on submittals that meet the established criteria such as real public benefit, removal of blight, removal of long-term vacancy, and/or historic preservation; and projects that give the best overall return on investment to downtown Knoxville.
5. All improvements must conform to the City of Knoxville's Building Codes, Zoning, and if applicable, the D1 or H1 Design Guidelines. For more information on zoning guidelines, contact the Knoxville-Knox County Planning at 865.215.2500 or www.knoxmnp.org.
6. Incentives regarding façade grants:
 - a. Reimbursements of the approved grant will occur upon completion of the improvements by the application approved by DKA.
 - b. Reimbursements will be made once invoices have been submitted to DKA with the façade/public domain costs separated from the total project expenses.
 - c. DKA will not evaluate an application nor disburse funds on a project unless the City of Knoxville and Knox County property taxes and DKA assessments are current.
 - d. Certificate of Completion and/or Certificate of Occupancy will be required before reimbursement.

APPLICATION

Name: _____

Project Address: _____

Your Mailing Address: _____

Phone Number: _____ Email Address: _____

Requested Amount: _____ Total Project Costs: _____

1. Describe the project: ☐ New construction ☐ Renovation

2. What is the request:

3. For work to be performed on the building façade, the applicant is required to provide two itemized bids from general contractors licensed to do business within the City of Knoxville, consistent with the information on the drawings that are submitted with this application.

Contractor #1: Name _____ License Number: _____

Total façade or public domain cost estimate _____

Total project cost estimate _____

Contractor #2: Name _____ License Number: _____

Total façade or public domain cost estimate _____

Total project cost estimate _____

4. Has the project been submitted and/or approved by the Design Review Board (D1) or the Historic Zoning Commission (H1)? ☐ Yes ☐ No

5. Will you be receiving or asking for any financial incentives/assistance from other sources (i.e. Historic Tax Credits, PILOT, TIF, etc?) If so, how much: _____

6. Do you have a financial commitment from another source(s) ☐ Yes ☐ No

7. Anticipated start date: ____/____/____ Anticipated completion: ____/____/____
If your project is not completed within 12 months of approval, you can come back to the Board for a possible extension.

8. Will this project increase the number of downtown residents or permanent jobs?
☐ Yes ☐ No If yes, by how many? _____

9. Has this building received DKA funding in the past? If so, when/what? _____

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

BUDGET

Please complete the budget summary:

Total Cost of Project:

Land: \$ _____

Building: \$ _____

Façade/Public Domain Improvements: \$ _____

Other Improvements: \$ _____

Soft Costs: \$ _____

Total Project Cost: \$ _____

Describe what is included in Soft Cost: _____

Sources of Funding:

Equity:

Cash: \$ _____

Security: \$ _____

In-kind: \$ _____

Financing:

Requested from DKA: \$ _____

Other sources: \$ _____

Name Source of Other Financing: _____

Total Funding: \$ _____

APPLICATION CHECKLIST

- ☐ Provide application and renderings of the project.
- ☐ Include two contract estimates with the application
- ☐ Include a photograph of the existing building/façade.

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

Return application packages to:

Michele Hummel
Downtown Knoxville Alliance
mhummel@downtownknoxville.org

If you have any questions, please contact us at 865.246.2654

BOARD OF DIRECTORS' MEETING

➤ STAFF REPORT FOR APRIL 2023

DEVELOPMENT

- Held Development Committee meeting on April 14.
- Shared 2021 Sales Tax Info with developers and real estate professionals.
- Continue to provide downtown information to developers and real estate professionals as requested for their prospective projects.

MARKETING

- Newsletters released on March 13 (brunch spots and spring events), March 27 (Make, Art. Music and events for Big Ears weekend), and April 8 (spring things to do, downtown shopping, spring mural, spring coffees).
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 137,692 followers (previous: 134,760; 132,403; 129,446).
- Market committee meeting scheduled for Wednesday, May 10 at 1 PM.

BUSINESS SUPPORT

- Promoted free art exhibits, demos, and live music at 37 downtown businesses during Big Ears weekend with website, social and local media promotion, sidewalk stencils and storefront QR codes.
- Launch of initiatives to celebrate opening of 20th season of Market Square Farmers' Market including Farmers' Market Fan Mail campaign, Farmers' Market Original scavenger hunt, and photo ops in early summer—starts May 1.
- Communicated with businesses on cross-promotion opportunities with East Tennessee Historical Society for 2023 Downtown Home Tour scheduled for June 10.
- Website update for First Friday ArtWalk events and promotion for April 7 with 40 participating venues.
- Provided businesses information on monthly conventions and events impacting staffing.

QUALITY OF LIFE

- Held meeting for businesses and residents to allow them to share their thoughts and concerns with the waste management consultants the city hired. The meeting was held on April 4.
- Holding a committee meeting on April 24 at 11:30.
- Communicated with businesses and residents about upcoming street closures and meeting with waste management consultants.
- Advisory Group for the Knoxville Urban Forest Master Plan met last month and will meet again this month on April 20, 8 am.

OTHER

- Prepping for the Annual Meeting. Nominations for a business representative and stakeholder representative can be submitted to nominations@downtownknoxville.org