The Quality of Life Committee was created to assist with beautification, parking, and security as well as other projects that contribute to the quality of life in downtown. The committee reviews and monitors current programs and projects in each of these areas and makes recommendations to the Board. In addition, the committee will identify ideas for additional programs or projects that would enhance the quality of life in downtown.

The application program was created to assist the committee to review and evaluate requests for funds and make appropriate recommendations. Proposals are selected based on their ability to add to the downtown’s vitality and must benefit the public.

## Mission

Ensuring a vibrant, flourishing downtown is the primary mission of the Downtown Knoxville Alliance (DKA). Formed in 1993 as a Central Business Improvement District (CBID), the district encompasses a .67 square mile area. Property owners within the designated area pay a special assessment that is used to make improvements, enhance services and promote downtown. Regardless of the initiative, our focus is clear – create the best experience possible to attract and retain a thriving community of residents, businesses, and visitors in Downtown Knoxville.

## What we fund

The DKA is a 501(c)3 charged with making downtown improvements. 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. Grants will be paid upon completion either through reimbursement or direct billing.
2. Any required permits for the work must be acquired.
3. Projects must be completed within 12 months of grant approval.
4. The Quality of Life Committee and Board will evaluate a project(s) based on submittals that meet the established criteria, budget, and mission that give the best overall return on investment to DKA.
5. All improvements must conform to the City of Knoxville’s Building Codes, Zoning, if applicable, the D1 or H1 Design Guidelines, and/or approval from the City’s Public Arts Committee.

## application

Name:

Your Mailing Address:

Phone Number: Email Address:

Project Address:

Requested Amount: Total Project Costs:

1. Describe the project:

1. If applicable, has the project been submitted and/or approved by the Downtown Design Review Board (D1) or the Historic Zoning Commission (H1)? ☐ Yes ☐ No
2. Will you be receiving or asking for any financial incentives/assistance from other sources?

If so, how much:

1. Anticipated state date: / / Anticipated completion: / /
2. Has this project received DKA funding in the past? If so, when and amount?

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

## Application Checklist

☐ Provide application.

☐ Include project budget.

☐ Include renderings of the project.

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

Return all application packages to:

Michele Hummel

Downtown Knoxville Alliance

mhummel@downtownknoxville.org

If you have any questions, please contact us at 865.246.2654