

# BOARD OF DIRECTORS' MEETING

## ➔ AGENDA

**DECEMBER 19, 11:30 AM**



- I. Welcome
- II. Approval of Minutes
  - A. \*November Board Meeting p.
- III. \*Financial Report p.
- IV. Committee Reports
  - A. \*Quality of Life p.
  - B. Development Committee p.
- V. Staff Report p.
- VI. Old Business
- VII. New Business
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

### Upcoming Meetings:

January 23, 11:30 am – Board Meeting

February 20, 10:00 am – Budget Workshop, 11:30 am – Board Meeting

March 20, 11:30 am - 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**

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

The Board of Directors of Downtown Knoxville Alliance met on Monday, November 21, 2022, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included Rick Emmett, Lorie Matthews, Drew McKenna, John Sanders, Daniel Smith, Adrienne Webster, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Angela Lunsford, and Robin Thomas.

### **I. Welcome**

Lorie Matthews chaired the meeting. She welcomed everyone to the meeting and called the meeting to order.

### **II. Minutes**

Lorie Matthews called for the approval of the minutes from the October board meeting. Mary Katherine Wormsley made a motion to approve the minutes. Adrienne Webster seconded the motion, which was approved by the board. John Sanders abstained as he was not in attendance at the October meeting.

### **III. Financial Report**

Angela Lunsford delivered the financial report for the corporation explaining the various reports. Daniel Smith made a motion to approve the financial report, Rick Emmett seconded the motion, which was unanimously approved by the board.

### **IV. Committee Reports**

#### **A. Development**

Development Committee met on November 17 to review a request for 501 E. Hill Ave for an Economic Impact Program from Melrose Knoxville. They are requesting \$50,000. This is an adaptive reuse project, changing the building from the former use of a hotel to 375 unit multi-family project with retail. Staff described the project and committee discussions. The committee made a recommendation in the form of a motion to approve the request as presented.

The board discussed the project. John Sanders made a motion to postpone a vote for this project to allow the project representatives to attend the December board meeting to answer questions from the board about the project. Adrienne Webster seconded the motion, which was unanimously approved by the board.

## **B. Quality of Life**

The Quality of Life Committee met on November 14 to review a mural project that had already been approved; however, a new design for the mural was presented. The board asked the requestee to come to the December board meeting to present a design overlay on the building.

## **C. Marketing**

The Marketing Committee met on November 17 to review a request from the East TN Historical Society for \$5,000 for a rotating exhibit and three-day film festival. The committee reviewed the request and discussed their concern of setting a precedent for funding museum exhibits but felt this project has a wide appeal and includes a film festival. A recommendation was made in the form of a motion to the Board to approve the request as presented. John Sanders seconded the motion, which was unanimously approved by the Board.

## **V. Staff Report**

Staff presented their report which provided an update on 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**

Chris Crouch has been the DKA Representative on the Knoxville Area Transit Board. His term ends in December and DKA needs to provide a name(s) to the mayor for a new representative. Vince Fusco offered to be the DKA representative for the Knoxville Area Transit Board. Rick Emmett made a motion to approve Vince Fusco as a representative for the board. Daniel Smith seconded the motion, which was unanimously approved by the board.

## **VIII. Public Forum**

John Sanders asked if DKA could honor Brandon Gibson, who recently passed away. Mr. Gibson was a very talented individual and a staple for downtown. Staff will send a letter of condolence to the family.

The Board asked if staff could provide a rundown of the CDs and money market accounts with interest rates at an upcoming board meeting.

## **IX. Adjournment**

With no other business, the meeting was adjourned.

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Secretary

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD November 30, 2022

	<u>Jul '22 - Jun '23</u>
<b>OPERATING ACTIVITIES</b>	
Net Income	158,142
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	269,723
2020 · Accounts Payable	9,976
2600 · Accrued Payables	(80,663)
2700 · Accrued Wages	-
Net cash provided by Operating Activities	357,178
<b>FINANCING ACTIVITIES</b>	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	357,178
Cash at beginning of period	779,326
Cash at end of period	<u><b>1,136,503</b></u>
 <b>Current Liabilities</b>	 (43,325)
Accrued Payables	255,163
 <b>Accounts receivable and Other</b>	 211,641
Subtotal	<u><b>423,479</b></u>
<b>Projected Remaining Budgeted Income (Expenses)</b>	
Revenue	210,765
Development	(115,000)
Quality of Life	(244,352)
Business Support	(34,547)
Marketing/Sponsorships	(134,784)
Administration	(154,805)
Subtotal	<u><b>(472,724)</b></u>
<b>Projected Cash - Before Minimum Reserve</b>	<u><b>1,087,259</b></u>
Minimum Cash Balance - Reserve	(150,000)
<b>Projected Cash Availability</b>	<u><u><b>937,259</b></u></u>

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD November 30, 2022

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
	333,000			0	333,000

\* 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, 2023

	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
<b>Income</b>																
CBID Tax Assessments	4020	3,684	557	1,989	481,364	211,641	-	-	-	-	-	-	-	699,235	910,000	210,765
Investment income	4100	12	19	18	45	21	-	-	-	-	-	-	-	115	500	385
<b>Total Income</b>		<b>3,696</b>	<b>575</b>	<b>2,007</b>	<b>481,409</b>	<b>211,662</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>699,350</b>	<b>910,500</b>	<b>211,150</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	5659	33	68	77	4,073	83	-	-	-	-	-	-	-	4,334	90,000	85,666
Ambassador Program	5657	6,833	6,833	6,844	6,837	6,837	-	-	-	-	-	-	-	34,184	82,000	47,816
Residential - Other	5900	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Residential	5901	-	-	(6,705)	-	-	-	-	-	-	-	-	-	(6,705)	3,000	9,705
Security	5700	2,204	1,904	1,100	2,104	1,524	-	-	-	-	-	-	-	8,835	110,000	101,165
<b>Total Quality of Life</b>		<b>9,070</b>	<b>8,805</b>	<b>1,317</b>	<b>13,013</b>	<b>8,443</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>40,648</b>	<b>285,000</b>	<b>244,352</b>
<b>Business Support</b>																
Business Support	5676	1,898	2,201	4,605	2,138	4,410	-	-	-	-	-	-	-	15,453	50,000	34,547
<b>Total Business Support</b>		<b>1,898</b>	<b>2,201</b>	<b>4,605</b>	<b>2,138</b>	<b>4,410</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>15,453</b>	<b>50,000</b>	<b>34,547</b>
<b>Marketing Expenses</b>																
Advertising General	5305	3,691	3,746	3,999	8,843	7,938	-	-	-	-	-	-	-	28,216	50,000	21,784
Print & Design	5306	211	486	813	5,728	9,194	-	-	-	-	-	-	-	16,430	35,000	18,570
Website - All Committees	5375	1,150	1,050	1,379	1,450	1,540	-	-	-	-	-	-	-	6,569	20,000	13,431
Sponsorship Prior Year	5362	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Events and Sponsorship	5360	-	5,000	4,000	-	-	-	-	-	-	-	-	-	9,000	90,000	81,000
<b>Total Marketing Expenses</b>		<b>5,051</b>	<b>10,282</b>	<b>10,190</b>	<b>16,021</b>	<b>18,671</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>60,216</b>	<b>195,000</b>	<b>134,784</b>
<b>Administration</b>																
Meals/ Lodging/ Travel	5420	362	488	241	383	726	-	-	-	-	-	-	-	2,200	5,500	3,300
Office Expense	5430	274	595	753	587	1,431	-	-	-	-	-	-	-	3,641	6,000	2,359
Bank Fees	5435	12	36	18	18	18	-	-	-	-	-	-	-	102	200	98
Postage	5440	-	151	10	9	-	-	-	-	-	-	-	-	169	2,500	2,331
Professional Dev.	5465	-	-	-	-	-	-	-	-	-	-	-	-	-	5,000	5,000
Professional Svc	5450	500	2,200	-	2,750	-	-	-	-	-	-	-	-	5,450	11,000	5,550
Svc Contract - Operations	5461	19,405	19,405	19,405	19,405	19,405	-	-	-	-	-	-	-	97,025	232,859	135,834
Insurance Directors/Officers	5750	-	-	-	828	-	-	-	-	-	-	-	-	828	800	(28)
Software	5480	-	-	-	-	415	-	-	-	-	-	-	-	415	1,000	585
Supplies	5470	-	-	-	223	-	-	-	-	-	-	-	-	223	-	(223)
<b>Total Administration</b>		<b>20,554</b>	<b>22,875</b>	<b>20,427</b>	<b>24,202</b>	<b>21,995</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>110,054</b>	<b>264,859</b>	<b>154,805</b>
<b>Total Expenses</b>		<b>36,573</b>	<b>44,162</b>	<b>36,540</b>	<b>55,375</b>	<b>53,520</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>226,370</b>	<b>909,859</b>	<b>683,489</b>
<b>Change in NAV</b>		<b>(32,877)</b>	<b>(43,587)</b>	<b>(34,532)</b>	<b>426,034</b>	<b>158,142</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>472,980</b>	<b>641</b>	<b>472,339</b>
<b>Board Approved Spending</b>																
314 Union Avenue		0	0	250,000	0	0	0	0	0	0	0	0	0	250,000	-	-
<b>Subtotal Board Approved Spending</b>		<b>0</b>	<b>0</b>	<b>250,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>250,000</b>	<b>-</b>	<b>-</b>
<b>NAV Total after Surplus Spending</b>		<b>(32,877)</b>	<b>(43,587)</b>	<b>(284,532)</b>	<b>426,034</b>	<b>158,142</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>222,980</b>		

# Downtown Knoxville Alliance

## Profit and Loss

November 2022

	TOTAL
Income	
4020 CBID Assessment	211,640.79
4100 Interest on Cash Reserves	21.02
<b>Total Income</b>	<b>\$211,661.81</b>
GROSS PROFIT	<b>\$211,661.81</b>
Expenses	
5100 Business Support	
5150 Merchant Support	4,409.97
<b>Total 5100 Business Support</b>	<b>4,409.97</b>
5300 Marketing Expenses	
5305 Advertising	7,937.58
5306 Print and Content	9,193.61
5375 Website	1,540.00
<b>Total 5300 Marketing Expenses</b>	<b>18,671.19</b>
5400 Administration	
5420 Meals/Lodging/Travel	725.84
5430 Office Expenses	1,431.39
5435 Bank Fees	18.00
5460 Services Contract	19,405.00
5480 Software	415.12
<b>Total 5400 Administration</b>	<b>21,995.35</b>
5650 Quality of Life	
5655 Bike Patrol	1,523.60
5657 Ambassador Program	6,836.75
5659 Beautification	83.00
<b>Total 5650 Quality of Life</b>	<b>8,443.35</b>
<b>Total Expenses</b>	<b>\$53,519.86</b>
NET OPERATING INCOME	<b>\$158,141.95</b>
NET INCOME	<b>\$158,141.95</b>

# Downtown Knoxville Alliance

## Balance Sheet As of November 30, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1005 Cash	0.00
1016 Regions - Checking	412,314.89
<b>Total 1005 Cash</b>	<b>412,314.89</b>
1020 Investments - Cert Dep and MM	
1011 Regions - MM	227,783.35
1021 First Bank 2774	71,770.44
1023 First Bank CD 2781	104,867.24
1024 First Bank MM 2976	23,807.26
1026 First Century Bank	114,900.20
1027 SunTrust MM Account	137,653.65
1029 Home Federal Bank - MM	43,406.12
<b>Total 1020 Investments - Cert Dep and MM</b>	<b>724,188.26</b>
<b>Total 1000 Cash &amp; Cash Equiv.</b>	<b>1,136,503.15</b>
<b>Total Bank Accounts</b>	<b>\$1,136,503.15</b>
Accounts Receivable	
1110 Other Receivable	211,640.79
<b>Total Accounts Receivable</b>	<b>\$211,640.79</b>
<b>Total Current Assets</b>	<b>\$1,348,143.94</b>
<b>TOTAL ASSETS</b>	<b>\$1,348,143.94</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	0.00
2020 Accounts Payable	43,324.58
<b>Total 2000 Acc. Payable</b>	<b>43,324.58</b>
<b>Total Accounts Payable</b>	<b>\$43,324.58</b>
Other Current Liabilities	
2600 Accrued Payables	255,163.25
<b>Total Other Current Liabilities</b>	<b>\$255,163.25</b>
<b>Total Current Liabilities</b>	<b>\$298,487.83</b>
<b>Total Liabilities</b>	<b>\$298,487.83</b>
Equity	
3900 Change in NA - unrestricted	826,675.99
Net Income	222,980.12
<b>Total Equity</b>	<b>\$1,049,656.11</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,348,143.94</b>



# Downtown Knoxville Alliance

A/P Aging Detail  
As of November 30, 2022

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
11/30/2022	Bill	INV009422	Knoxville Chamber	11/30/2022	9	19,405.00	19,405.00
11/30/2022	Bill	186092	Graphic Creations	11/30/2022	9	3,400.00	3,400.00
11/30/2022	Bill	5358	Visit Knoxville	11/30/2022	9	3,000.00	3,000.00
11/30/2022	Bill	186074	Graphic Creations	11/30/2022	9	2,550.00	2,550.00
11/30/2022	Bill	DKA-120322	Hannah Gils	11/30/2022	9	1,910.00	1,910.00
11/30/2022	Bill	11302022	Hummel, Michele	11/30/2022	9	1,761.14	1,761.14
11/30/2022	Bill	186027	Graphic Creations	11/30/2022	9	1,744.00	1,744.00
11/30/2022	Bill		Bike Walk Knoxville	11/30/2022	9	1,000.00	1,000.00
11/30/2022	Bill		Make Music Knoxville	11/30/2022	9	1,000.00	1,000.00
11/30/2022	Bill	185879	Graphic Creations	11/30/2022	9	895.78	895.78
11/30/2022	Bill	11302022	Thomas, Robin	11/30/2022	9	849.75	849.75
11/30/2022	Bill	3	Lauren LeBlanc	11/30/2022	9	666.15	666.15
11/30/2022	Bill	88920	Brown Bag	11/30/2022	9	194.25	194.25
11/30/2022	Bill	186138	Graphic Creations	11/30/2022	9	142.16	142.16
11/30/2022	Bill	INV009539	Knoxville Chamber	11/30/2022	9	122.36	122.36
11/23/2022	Bill	11232022	KUB	12/12/2022	-3	83.00	83.00
11/30/2022	Bill	0005142962	Knoxville News Sentinel	12/20/2022	-11	4,439.81	4,439.81
11/30/2022	Bill	132599	The University of Tennessee	12/27/2022	-18	100.00	100.00
11/30/2022	Bill	INV009028	Knoxville Chamber	12/31/2022	-22	61.18	61.18
Total for Current						\$43,324.58	\$43,324.58
TOTAL						\$43,324.58	\$43,324.58

**Accrued Payables at 10.31.22**

Old City Market	FY22	\$2,500.00
Asian Festival	FY22	\$0.00
Two Bikes Mural	FY22	\$7,500.00
Cradle of Country Music	FY22	\$0.00
City of Knoxville (314 Union Ave)	FY23	\$250,000.00
Hola Festival	FY23	\$0.00
Make Music	FY23	\$1,000.00
Bike Walk	FY23	\$1,000.00
Ambassador Program	FY23	-\$20,510.25
Ambassador Program	FY23	\$6,836.75
Ambassador Program	FY23	\$6,836.75
		\$255,163.25

# Downtown Knoxville Alliance

A/R Aging Detail  
As of November 30, 2022

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
11/30/2022	Invoice	349	City of Knoxville.	12/31/2022	211,640.79	211,640.79
Total for Current					\$211,640.79	\$211,640.79
TOTAL					\$211,640.79	\$211,640.79

# QUALITY OF LIFE COMMITTEE

## ➡ MINUTES

**NOVEMBER 14, 2022, 1:00 PM**

The Quality-of-Life Committee for Downtown Knoxville Alliance met on Monday, November 14, at 1:00 at 17 Market Square. Members present included Chair—Lorie Matthews, Nikki Elliott, Dee Pierce, and Brian Pittman. Staff included: Michele Hummel.

### **Two Bike Mural Request - \$7,500**

DKA approved Two Bike Mural request last year. The applicant, Mitchell Connell, and the artist for the project could not come together for the final design and timeline, so they split ways. The applicant then developed another design concept with Robin Easter Designs. As the concept for the mural changed, Mr. Connell came back to the committee with the updated request. In addition, DKA wants to confirm that this project meets the criteria to benefit the public since the mural is on the back of the building.

Mr. Connell updated the committee on the project and new design. The committee asked several questions and would like a better understanding if there will be a gate to limit pedestrian and vehicular traffic to the back of the building. It was determined that the public could view the mural when walking on Willow as well as people who will be living at Stockyard and visiting the retail space.

The committee was in favor of the project. They felt that the mural offers a safe, clean, modernized space that looks as though someone is paying attention to the space.

A motion was made, seconded, and unanimously approved to recommend that the board approve this project as presented with more clarification from Stockyard on the vehicular and pedestrian access to the site.

### **Budget**

Staff reviewed the year-to-date budget and expected expenses for the remainder of the year.

The committee discussed other areas that need to be improved which included trash, alleyways, etc. Many areas were identified that look dirty and as though no one is paying attention to these areas.

The committee discussed bringing back Residential Quarterly Meetings which were halted by COVID.

With no other business, the meeting was adjourned.

## APPLICATION

Name: Two Bikes Knoxville and Robin Easter Designs

Your Mailing Address:

Two Bikes  
Attn: Mitchell Connell  
118 S. Central St.  
Knoxville, TN 37917

Phone Number: 865 566 4876 Email Address: Mitchell@twobikes.org

Project Address: 118 S. Central St. Knoxville, TN 37902

Requested Amount: \$7,500 Total Project Costs: \$15,000

1. Describe the project:

The Historic Old City is one of the most vibrant neighborhoods in the Downtown Knoxville area, but it lacks the murals that have contributed to the beautification and popularity of other areas in the city including Market Square and Worlds Fair Park. This project proposes adding a large mural the the Eastside of the building at 118. S. Central Building.

The rendering for the project was completed by Robin Easter Designs and the project will be managed by Robin Easter Designs. The project represents a collaboration between two Historic Old City businesses, and it contributes to a thriving neighborhood economy that values beauty, art, and cultural enhancements.

2. If applicable, has the project been submitted and/or approved by the Downtown Design Review Board (D1) or the Historic Zoning Commission (H1)?

Yes

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

If so, how much:

Yes, the project has secured \$7,500 in funding from Thomas Boyd, the owner of the building.

4. Anticipated state date:

12/1/22

5. Anticipated completion:

1/4/22

The length of the project is due to the difficulty of painting murals in the cold weather. The artist will only be able to paint on warmer days, so an abundance of caution is used in the prediction of the anticipated completion.

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

Yes, the project was approved earlier this year, but an invoice was never filed. The previous artist and business owner were not able to agree on a final design for the project, and the two parties decided to end the collaboration. The owner of the building and the tenant both remain committed to the mission of creating a more vibrant and beautiful Old City, so a new proposal with a finalized design is being submitted.

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

The proposed mural contributes to the vitality of downtown and benefits the public in a variety of ways. This mural would provide an aesthetic improvement to the area, and its visibility from Willow Avenue (photo attached) will provide a welcoming piece of artwork to a street that will soon see an increase in pedestrian traffic due to the upcoming baseball stadium project. The project is also visible from local storefronts including Barleys (photo attached) and the upcoming commercial space in the Stockyard Lofts.

The location of the mural will be available to be enjoyed by baseball fans, shoppers, Old City workers, dog walkers, and Downtown community members who share a love for public art. By contributing to the funding of the Old City Mural Project at 118 S. Central St, the Downtown Knoxville Alliance will help The Old City become a more vibrant, flourishing downtown district with a thriving community of residents, businesses, and visitors in The Historic Old City.

## APPLICATION CHECKLIST

- ☐ Provide application. Attached.
- ☐ Include project budget. Attached.
- ☐ Include renderings of the project. Attached.

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

Return all application packages to:

Michele Hummel  
Downtown Knoxville Alliance  
[mhummel@downtownknoxville.org](mailto:mhummel@downtownknoxville.org)

If you have any questions, please contact us at 865.246.2654

## Old City Mural at 118 S. Central

Personnel Services (PS)	Budget	In Kind
Design Fee	\$ 500.00	\$ -
Labor	\$ 11,500.00	\$ -
<b>Total</b>	<b>\$ 12,000.00</b>	<b>\$ -</b>
<b>Other Than Personnel Services (OTPS)</b>		<b>In Kind</b>
Supplies and Materials	\$ 1,500.00	\$ -
Scaffolding	\$ 1,500.00	\$ -
<b>Total</b>	<b>\$ 3,000.00</b>	<b>\$ -</b>
<b>Funding Sources</b>	<b>Budget</b>	<b>In Kind</b>
Thomas Boyd	\$ 7,500.00	\$ -
DKA	\$ 7,500.00	
<b>Total</b>	<b>\$ 15,000.00</b>	
Project Subtotal (PS + OTPS)	\$ 15,000.00	
<b>Project Ask</b>	<b>\$ 7,500.00</b>	
<b>Percentage of Project</b>	<b>50.00%</b>	







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.











# **BOARD OF DIRECTORS' MEETING**

## **➡ STAFF REPORT FOR DECEMBER 2022**

### **DEVELOPMENT**

- Development Committee will meet mid-January to review an Economic Impact Grant Request.

### **MARKETING**

- "Holiday" promotions through website, newsletters, social, print, digital, and local media.
- Newsletter released on November 29 (Holiday Things To Do) and December 6 (Peppermint Trail).
- Ongoing updates to social media and online engagement; print promotion; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 128,024 followers (previous: 127,265; 126,541; 124,468).
- Marketing Committee scheduled for January 17 at 1:00 PM.

### **BUSINESS SUPPORT**

- 91 businesses participating in Peppermint Trail.
- 35 businesses participating in The Elf on the Shelf® Adventure.
- Developed "Shop Downtown" brochure (with 41 businesses) for distribution at Knoxville Visitors Center and select retail locations.
- Website update for First Friday ArtWalk for Dec 2 including 30 participating businesses.
- Information to businesses on monthly events and conventions impacting staffing.

### **OTHER**

- Interviews with WATE and WBIR and guest for NewsTalk 990 on holiday-related activities in downtown.
- Interviews with WBIR and WATE regarding the 501 E Hill Ave Project.
- Working with BClip Productions on 3-minute segment for The Elf on the Shelf® Adventure which will be aired in Knoxville, Asheville, and Atlanta.
- Finalizing FY 21-22 Audit and 990 with the finance team and Bible Harris Smith.
- Moved DKA's main checking account to FirstBank. Staff will provide a detailed list of DKA's accounts.
- Vince Fusco was approved by City Council as KAT Board member, representing DKA on their board.
- DKA Budget for City Council review has been moved to January 10