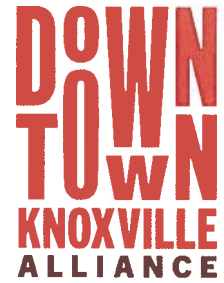


BOARD OF DIRECTORS' MEETING

➤ AGENDA

FEBRUARY 20, 2023, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *January Board Meeting p. 3
- III. *Financial Report p. 5
- IV. Committee Reports
 - A. *Quality of Life Committee p. 13
- V. Staff Report p. 27
- VI. Old Business
- VII. New Business
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

March 20, 11:30 am - Board Meeting

April 17, 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

JANUARY 23, 2022, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, January 23, 2023, at 11:30 am at 17 Market Square, Knoxville, TN.

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

I. Welcome

Matthew DeBardelaben welcomed everyone and called the meeting to order.

II. Minutes

Matthew DeBardelaben called for the approval of the minutes from the December board meeting. Lorie Matthews made a motion to approve the minutes. Rick Emmett 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. Adrienne Webster made a motion to approve the financial report, and Lorie Matthews seconded the motion, which was unanimously approved by the board.

IV. FY 21-22 Audit Presentation

Bill Synder with Bible Harris Smith presented the audit findings for FY 21-22 and answered questions from the Board. Adrienne Webster made a motion to accept the audit as presented. Drew McKenna seconded the motion, which was unanimously approved by the Board.

V. Committee Reports

A. Marketing Committee

The Marketing Committee met on January 17 to review five sponsorships. Staff presented the recommendations to the Board.

A recommendation in the form of a motion was made by the committee for the Board to approve Big Ears Festival in the amount of \$8,000. Rick Emmett seconded the motion, which was approved by the board. Adrienne Webster and John Sanders recused themselves from voting on this motion as they work closely with Big Ears.

A recommendation in the form of a motion was made by the committee for the board to approve Dogwood Arts Festival (\$6,000), Chalk Walk (\$2,500), Rossini Festival

(\$5,000), and Old City Market (\$6,000 contingent on City of Knoxville approval of Thursday night markets beginning in April). John Sanders seconded the motion, which was unanimously approved by the Board.

VI. 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.

VII. Old Business

Chip Barry provided the board with an update on 314 Union Ave and Ft. Kid Playground. The city expects to close on 314 Union Ave in 3-4 months. Ft. Kid Playground is nearing completion with an opening celebration in March.

VIII. New Business

There was no New Business.

IX. Public Forum

There was no Public Forum.

X. Adjournment

With no other business, the meeting was adjourned.

Secretary

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

	<u>Jul '22 - Jun '23</u>
OPERATING ACTIVITIES	
Net Income	(17,560)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(8,982)
2020 · Accounts Payable	(1,945)
2600 · Accrued Payables	30,837
2700 · Accrued Wages	-
Net cash provided by Operating Activities	2,350
FINANCING ACTIVITIES	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	2,350
Cash at beginning of period	1,290,165
Cash at end of period	<u>1,292,514</u>
 Current Liabilities	 (27,948)
Accrued Payables	(294,337)
 Accounts receivable and Other	 55,831
Subtotal	(266,454)
Projected Remaining Budgeted Income (Expenses)	
Revenue	108,085
Development	(115,000)
Quality of Life	(223,556)
Business Support	(26,974)
Marketing/Sponsorships	(80,056)
Administration	(111,272)
Subtotal	<u>(448,774)</u>
Projected Cash - Before Minimum Reserve	<u>577,287</u>
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	<u>427,287</u>

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD January 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
	333,000			333,000	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
Income															
4020 CBID Tax Assessments	3,684	557	1,989	481,364	211,641	46,849	55,831	-	-	-	-	-	801,915	910,000	108,085
4100 Investment Income	12	19	18	45	21	184	171	-	-	-	-	-	470	500	30
Total Income	3,696	575	2,007	481,409	211,662	47,033	56,002	-	-	-	-	-	802,385	910,500	108,115
Expenses															
Development															
5225 Path to Prosperity	-	-	-	-	-	-	-	-	-	-	-	-	-	15,000	15,000
5205 Special Projects	-	-	-	-	-	-	-	-	-	-	-	-	-	100,000	100,000
Total Development	-	-	-	-	-	-	-	-	-	-	-	-	-	115,000	115,000
Quality of Life															
5659 Beautification	33	68	77	4,073	83	90	82	-	-	-	-	-	4,506	90,000	85,494
5657 Ambassador Program	6,833	6,833	6,844	6,837	6,837	6,837	6,837	-	-	-	-	-	47,857	82,000	34,143
5900 Residential - Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5901 Residential	-	-	(6,705)	-	-	-	-	-	-	-	-	-	(6,705)	3,000	9,705
5700 Security	2,204	1,904	1,100	2,104	1,524	3,739	3,212	-	-	-	-	-	15,785	110,000	94,215
Total Quality of Life	9,070	8,805	1,317	13,013	8,443	10,665	10,130	-	-	-	-	-	61,444	285,000	223,556
Business Support															
5676 Business Support	1,898	2,201	4,605	2,138	4,410	3,133	4,441	-	-	-	-	-	23,026	50,000	26,974
Total Business Support	1,898	2,201	4,605	2,138	4,410	3,133	4,441	-	-	-	-	-	23,026	50,000	26,974
Marketing Expenses															
5305 Advertising General	3,691	3,746	3,999	8,843	7,938	7,068	3,959	-	-	-	-	-	39,243	50,000	10,757
5306 Print & Design	211	486	813	5,728	9,194	2,548	5,204	-	-	-	-	-	24,182	35,000	10,818
5375 Website - All Committees	1,150	1,050	1,379	1,450	1,540	2,295	1,155	-	-	-	-	-	10,019	20,000	9,981
5362 Sponsorship Prior Year	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5340 Events and Sponsorship	-	5,000	4,000	-	-	5,000	27,500	-	-	-	-	-	41,500	90,000	48,500
Total Marketing Expenses	5,051	10,282	10,190	16,021	18,671	16,911	37,818	-	-	-	-	-	114,944	195,000	80,056
Administration															
5420 Meals/ Lodging/ Travel	362	488	241	383	726	194	249	-	-	-	-	-	2,644	5,500	2,857
5430 Office Expense	274	595	753	587	1,431	1,219	558	-	-	-	-	-	5,417	6,000	583
5435 Bank Fees	12	36	18	18	18	18	5	-	-	-	-	-	125	200	75
5440 Postage	-	151	10	9	-	23	17	-	-	-	-	-	210	2,500	2,290
5465 Professional Dev.	-	-	-	-	-	-	940	-	-	-	-	-	940	5,000	4,060
5450 Professional Svc	500	2,200	-	2,750	-	1,500	-	-	-	-	-	-	6,950	11,000	4,050
5461 Svc Contract - Operations	19,405	19,405	19,405	19,405	19,405	19,405	19,405	-	-	-	-	-	135,835	232,859	97,024
5780 Insurance Directors/Officers	-	-	-	828	-	-	-	-	-	-	-	-	828	800	(28)
5480 Software	-	-	-	-	415	-	-	-	-	-	-	-	415	1,000	585
5470 Supplies	-	-	-	223	-	-	-	-	-	-	-	-	223	-	(223)
Total Administration	20,554	22,875	20,427	24,202	21,995	22,359	21,174	-	-	-	-	-	153,587	264,859	111,272
Total Expenses	36,573	44,162	36,540	55,375	53,520	53,068	73,563	-	-	-	-	-	353,000	909,859	556,859
Change in NAV	(32,877)	(43,587)	(34,532)	426,034	158,142	(6,036)	(17,560)	-	-	-	-	-	449,384	641	448,743
Board Approved Spending	0	0	250,000	0	0	0	0	0	0	0	0	0	250,000	-	-
314 Union Avenue	0	0	250,000	0	0	0	0	0	0	0	0	0	250,000	-	-
Subtotal Board Approved Spending	(32,877)	(43,587)	(284,532)	426,034	158,142	(6,036)	(17,560)	0	0	0	0	0	199,384	-	-
NAV Total after Surplus Spending	(32,877)	(43,587)	(284,532)	426,034	158,142	(6,036)	(17,560)	0	0	0	0	0	199,384	-	-

Downtown Knoxville Alliance

Balance Sheet

As of January 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1005 Cash	0.00
1012 First Bank Checking	210,686.26
1016 Regions - Checking	585,093.34
Total 1005 Cash	795,779.60
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	23,833.74
1026 First Century Bank	115,073.49
1027 SunTrust MM Account	137,740.19
1029 Home Federal Bank - MM	43,396.96
Total 1020 Investments - Cert Dep and MM	496,734.86
Total 1000 Cash & Cash Equiv.	1,292,514.46
Total Bank Accounts	\$1,292,514.46
Accounts Receivable	
1110 Other Receivable	55,831.19
Total Accounts Receivable	\$55,831.19
Total Current Assets	\$1,348,345.65
TOTAL ASSETS	\$1,348,345.65
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	0.00
2020 Accounts Payable	27,948.48
Total 2000 Acc. Payable	27,948.48
Total Accounts Payable	\$27,948.48
Other Current Liabilities	
2600 Accrued Payables	294,336.75
Total Other Current Liabilities	\$294,336.75
Total Current Liabilities	\$322,285.23
Total Liabilities	\$322,285.23
Equity	
3900 Change in NA - unrestricted	826,675.99
Net Income	199,384.43
Total Equity	\$1,026,060.42
TOTAL LIABILITIES AND EQUITY	\$1,348,345.65

Downtown Knoxville Alliance

Profit and Loss

January 2023

	TOTAL
Income	
4020 CBID Assessment	55,831.19
4100 Interest on Cash Reserves	171.23
Total Income	\$56,002.42
GROSS PROFIT	\$56,002.42
Expenses	
5100 Business Support	
5150 Merchant Support	4,440.94
Total 5100 Business Support	4,440.94
5300 Marketing Expenses	
5305 Advertising	3,959.02
5306 Print and Content	5,203.58
5360 Sponsorships - Events	19,500.00
5375 Website	1,155.00
Total 5300 Marketing Expenses	29,817.60
5327 Big Ears Festival	8,000.00
5400 Administration	
5420 Meals/Lodging/Travel	248.89
5430 Office Expenses	557.81
5435 Bank Fees	5.00
5440 Postage	17.01
5460 Services Contract	19,405.00
5465 Professional Dev.	940.00
Total 5400 Administration	21,173.71
5650 Quality of Life	
5655 Bike Patrol	3,211.60
5657 Ambassador Program	6,836.75
5659 Beautification	82.00
Total 5650 Quality of Life	10,130.35
Total Expenses	\$73,562.60
NET OPERATING INCOME	\$ -17,560.18
NET INCOME	\$ -17,560.18

Accrued Payables at 1.31.23

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	\$2,500.00
Big Ears	FY23	\$8,000.00
East TN Historical Society	FY23	\$2,500.00
Ambassador Program	FY23	\$6,836.75
		\$294,336.75

Downtown Knoxville Alliance

A/P Aging Detail

As of January 31, 2023

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
01/31/2023	Bill	266190	International Downtown Association	01/31/2023	11	940.00	940.00
01/31/2023	Bill	01312022	Thomas, Robin	01/31/2023	11	512.65	512.65
01/31/2023	Bill	INV009826	Knoxville Chamber	01/31/2023	11	65.00	65.00
01/31/2023	Bill	INV009822	Knoxville Chamber	01/31/2023	11	60.14	60.14
01/31/2023	Bill	5	Lauren LeBlanc	02/01/2023	10	709.06	709.06
01/31/2023	Bill	DKA-020223	Hannah Gils	02/02/2023	9	1,714.00	1,714.00
01/31/2023	Bill	INV009710	Knoxville Chamber	02/15/2023	-4	19,405.00	19,405.00
01/26/2023	Bill	2301537	High Resolutions, Inc	02/20/2023	-9	208.61	208.61
01/31/2023	Bill	0005327314	Knoxville News Sentinel	02/20/2023	-9	3,884.02	3,884.02
01/29/2023	Bill	132724	The University of Tennessee	02/28/2023	-17	75.00	75.00
01/30/2023	Bill	INV-0947	Paris Woodhull Illustrations	02/28/2023	-17	375.00	375.00
Total for Current						\$27,948.48	\$27,948.48
TOTAL						\$27,948.48	\$27,948.48

Downtown Knoxville Alliance

A/R Aging Detail

As of January 31, 2023

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
01/31/2023	Invoice	351	City of Knoxville.	02/28/2023	55,831.19	55,831.19
Total for Current					\$55,831.19	\$55,831.19
TOTAL					\$55,831.19	\$55,831.19

QUALITY OF LIFE COMMITTEE

➤ MINUTES

FEBRUARY 15, 2023, 1:00 PM

The Quality-of-Life Committee for Downtown Knoxville Alliance met on Wednesday, February 15, at 1:00 at 17 Market Square. Members present included Chair—Matthew DeBardelaben, David Jones, and Nikki Elliott. Staff included: Michele Hummel.

Current Budget vs Actuals

Reviewed the financials for the committee comparing actuals to budget.

Ambassador Program - update on program & discussion to extend the contract

Staff discussed that the managing partners of the ambassador program - City, County, Visit Knoxville, and DKA - met in January to review the program and discuss potential changes. It was agreed that the partners would like to increase the ambassador program to evening hours for 5 days (Wednesday - Sunday). The additional services would increase the cost per partner from \$82,041 to \$116,115.94 per year. The committee discussed the advantages of increasing the contract for evening hours, which would start on April 1, if approved.

A motion was made, seconded, and unanimously approved to recommend that the board approve this contract as proposed with extended hours.

Pet Waste Problem

Staff has received several complaints of pet waste not being cleaned up in the grassy areas and along the sidewalks in downtown. A small group will be assembled to discuss potential ideas to remedy the problem.

Upcoming Requests

The committee received its annual request from Dogwood Arts for Art in Public Places - Sculptures (\$10,000), Dogwood Arts Mural Program (15,000), and Conservation Cooperative (\$3,500). The committee felt the programs are great and would like to continue to support all three projects at the same level this year as they have in the past.

A motion was made, seconded, and unanimously approved to recommend that the board approve the three requests as presented.

General Committee discussion

Committee discussed:

- Trash Issues/Requested update on City Consultant
- Panhandling education (parking garages, parking tickets)
- Additional temporary parking near Union/Locust turn lane for residents

With no other business, the meeting was adjourned.

Quality of Life Budget FY 22-23

	FY 21-22	FY 22-23 Budget			
	Actuals	Budget	Year-to-Date Actuals	Requested	Remaining
BUDGET					
Security					
Market Square			\$ 17,934		
Old City					
	\$ 125,213	\$ 110,000	\$ 17,934		\$ 92,066
Ambassador	\$ 20,760	\$ 82,000	\$ 47,857	\$ 8,519	\$ 25,624
Beautification		\$ 90,000			
Planters	\$ 37,349		\$ 4,000		
Design Srvs/Artists Mockups					
Maintenance for murals	\$ -				
Touch up 100 Block/Old City Mural	\$ 4,914				
Mardi Grawl Clean-up	\$ 200				
Art in Public Places	\$ 10,000			\$ 10,000	
Two Bike Murals	\$ 7,500				
Artist Alley	\$ 15,000			\$ 15,000	
Conservation (Pet Waste Project)	\$ 3,500			\$ 3,500	
Downtown History Lit. Project	\$ 1,500				
KUB/Strong Alley Lighting	\$ 937		\$ 506		
JE Reversal	\$ (2,500)		\$ (6,705)		
	\$ 78,400	\$ 90,000	\$ (2,199)	\$ 28,500	\$ 63,699
Residents					
Quarterly Residents' Meetings	\$ 610	\$ 3,000			
Placemaking/Projects & Initiatives					
	\$ 610	\$ 3,000	\$ -	\$ -	\$ 3,000
TOTAL	\$ 224,983	\$ 285,000	\$ 63,593	\$ 37,019	\$ 184,389

K-Town Connect/Ambassador Program

There are currently four partners managing the Ambassador Program – City, County, Visit Knoxville, and DKA. The partners met in January to review the current program and discussed potential changes to the program.

It was agreed that the Ambassador Program has been beneficial to the downtown area and there has been some request to extend the program into the evening hours. Currently, the ambassadors work from 8:00 am – 3:30. The partners agreed to extend the hours into the evening until 12 midnight, five days a week (Wednesday – Sunday). Giving coverage Sunday – Saturday from 8:00 am – 12 midnight, starting April 1.

Current contract is \$328,164 or \$82,041 per partner/year

Proposed contract with 5 evening hours: \$464,463.77 or \$116,115.94 per partner/year.

The increased contract would be \$34,074.94 year.

Current Contract

PRICING	Public Service Ambassador	Program Manager
Pay Rate	\$ 20.00	\$ 33.65
FICA	\$ 1.53	\$ 2.57
WC	\$ 1.29	\$ 2.17
Liability	\$ 0.66	\$ 1.11
Unemployment	\$ 0.67	\$ 1.12
Subtotal	\$ 24.15	\$ 40.63
Weekly Hours	120.00	40.00
Annual Hours	6,240.00	2,080.00
Annual Billing	\$ 150,683.52	\$ 84,518.00
Overhead	\$ 5.35	\$ 5.35
Benefits	\$ 2.57	\$ 2.57
Profit	\$ 3.26	\$ 3.26
Bill Rate	\$ 35.32	\$ 51.81
Weekly Hours	120.00	40.00
Annual Hours	\$ 6,240.00	2,080.00
Annual Billing	\$ 220,405.52	\$ 107,758.67
ANNUAL BILLING	\$ 328,164.19	

Total Profit	\$ 27,096.13
Profit Percentage	8.26%

Annual Cost Per FTE	\$ 82,041.05
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Additional three nights

PRICING	Public Service Ambassador	Team Lead	Program Manager
Pay Rate	\$ 20.00	\$ 22.00	\$ 33.65
FICA	\$ 1.53	\$ 1.68	\$ 2.57
WC	\$ 1.29	\$ 1.42	\$ 2.17
Liability	\$ 0.66	\$ 0.73	\$ 1.11
Unemployment	\$ 0.67	\$ 0.73	\$ 1.12
Subtotal	\$ 24.15	\$ 26.56	\$ 40.63
Weekly Hours	144.00	24.00	40.00
Annual Hours	7,488.00	1,248.00	2,080.00
Annual Billing	\$ 180,820.22	\$ 33,150.37	\$ 84,518.00
Overhead	\$ 4.57	\$ 4.57	\$ 4.57
Benefits	\$ 2.57	\$ 2.57	\$ 2.57
Profit	\$ 3.13	\$ 3.13	\$ 3.13
Bill Rate	\$ 34.41	\$ 36.82	\$ 50.89
Weekly Hours	144.00	24.00	40.00
Annual Hours	\$ 7,488.00	1,248.00	2,080.00
Annual Billing	\$ 257,655.62	\$ 45,956.27	\$ 105,861.17
ANNUAL BILLING	\$ 409,473.06		

Total Profit	\$ 33,809.70
Profit Percentage	8.26%

Annual Cost Per FTE	\$ 78,744.82
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Additional five nights

PRICING	Public Service Ambassador	Team Lead	Program Manager
Pay Rate	\$ 20.00	\$ 22.00	\$ 33.65
FICA	\$ 1.53	\$ 1.68	\$ 2.57
WC	\$ 1.29	\$ 1.42	\$ 2.17
Liability	\$ 0.66	\$ 0.73	\$ 1.11
Unemployment	\$ 0.67	\$ 0.73	\$ 1.12
Subtotal	\$ 24.15	\$ 26.56	\$ 40.63
Weekly Hours	160.00	40.00	40.00
Annual Hours	8,320.00	2,080.00	2,080.00
Annual Billing	\$ 200,911.36	\$ 55,250.62	\$ 84,518.00
Overhead	\$ 4.28	\$ 4.28	\$ 4.28
Benefits	\$ 2.57	\$ 2.57	\$ 2.57
Profit	\$ 3.07	\$ 3.07	\$ 3.07
Bill Rate	\$ 34.07	\$ 36.48	\$ 50.55
Weekly Hours	160.00	40.00	40.00
Annual Hours	\$ 8,320.00	2,080.00	2,080.00
Annual Billing	\$ 283,433.89	\$ 75,881.26	\$ 105,148.63
ANNUAL BILLING	\$ 464,463.77		

Total Profit	\$ 38,350.22
Profit Percentage	8.26%

Annual Cost Per FTE	\$ 77,110.63
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Comparison

VKT	Pricing	Variance
Current	\$328,164.19	
Proposed (Add'l 3 Evening Coverage)	\$409,473.06	\$81,308.87
Proposed (Add'l 5 Evening Coverage)	\$464,463.77	\$136,299.58

DEPLOYMENT SCHEDULE (NEW)

Position	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
Public Service Ambassador	8am - 3:30pm	8			8	8	8	8	40
	8am - 3:30pm		8	8	8	8		8	40
	8am - 3:30pm	8	8	8			8	8	40
Program Manager	8am - 3:30pm		8	8	8	8	8		40
Total Scheduled Weekly Hours		2	3	3	3	3	3	3	160

Weekly Hours	
Position	Weekly Hours
Public Service Ambassador	120
Program Manager	40
TOTAL	160

DEPLOYMENT 3 LATE NIGHT SHIFTS

Position	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
Public Service Ambassador	8am - 3:30pm	8			8	8	8	8	40
	8am - 3:30pm		8	8	8	8		8	40
	8am - 3:30pm	8	8	8			8	8	40
	3:30pm - 12a					8	8	8	24
TL	3:30pm - 12a					8	8	8	24
Program Manager	8am - 3:30pm		8	8	8	8	8		40
Total Scheduled Weekly Hours		2	3	3	3	5	5	5	208

Weekly Hours	
Position	Weekly Hours
Public Service Ambassador	144
Team Lead	24
Program Manager	40
TOTAL	208

DEPLOYMENT 5 LATE NIGHT SHIFTS

Position	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
Public Service Ambassador	8am - 3:30pm	8			8	8	8	8	40
	8am - 3:30pm		8	8	8	8		8	40
	8am - 3:30pm	8	8	8			8	8	40
	3:30pm - 12a			8	8	8	8	8	40
Team Lead	3:30pm - 12a			8	8	8	8	8	40
Program Manager	8am - 3:30pm		8	8	8	8	8		40
Total Scheduled Weekly Hours		2	3	5	5	5	5	5	240

Weekly Hours	
Position	Weekly Hours
Public Service Ambassador	160
Team Lead	40
Program Manager	40
TOTAL	240

Anthony Boone

RVP|BBB

502.779.0942

QUALITY OF LIFE ➤ APPLICATION



Name: Dogwood Arts, Inc.

Your Mailing Address: 123 W Jackson Avenue | Knoxville, TN 37902

Phone Number: 865637-4561 Email Address: sjenkins@dogwoodarts.com

Project Address: Downtown Knoxville

Requested Amount: \$10,000

Total Project Costs: \$97,000

1) Describe the project:



The Art in Public Places Sculpture Program is a year-round juried collection of large-scale outdoor sculptures put on display throughout downtown Knoxville, West Knoxville, McGhee Tyson Airport, and Oak Ridge. The sculptures are replaced each year as part of the annual exhibition. Dogwood Arts sends out a 'Call to Artists,' and sculptors who are interested in participating submit applications with photos of up to three sculptures for consideration. The pieces are created by exceptional artists working throughout the United States.

Our jurors this year include Andrea Bailey, Executive Director of Aslan Foundation and current Chair of City of Knoxville Public Arts Committee, as well as Memphis based sculptor, Desmond Lewis, originally from Nashville, TN. As we do each year, we will submit selected sculptures to Knoxville's Public Arts Committee to address any concerns they may have in advance of moving forward with the exhibition. We received 150 sculpture submissions this year from 60 artists and are well underway on the selection process. Each accepted artist signs a one-year lease agreement that includes them bringing their work to Knoxville, leading the installation process, and returning the following year to retrieve their piece. During the year, sculptures are promoted in 5,000 brochures produced by Dogwood Arts and showcased online at www.dogwoodarts.com. Jurors also select all but one of the winners for the \$8,000 in awards we do each year. For the final award, we host a public vote to encourage everyone to vote for their favorite artwork.

A \$10,000 sponsorship from the Downtown Knoxville Alliance will cover the cost of two annually rotating sculptures in Krutch Park including helping to offset the cost of the crane rental required to complete the installs and de-installs safely and effectively. Artworks will be installed in Krutch Park on June 11th weather permitting. We will also include a sign with the sculptures that highlights the DKA sponsorship as well as providing the name of the artist and sculpture.

- 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 ☐ No

Not Required

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

Yes

If so, how much:

We will pursue \$87,000 from other sources to fund the current sculpture placements as well as new placements for locations in Knoxville and surrounding counties. This funding will come from local and federal grants as well as corporate sponsorships.

- 4) Anticipated state date: 06/12/2023 Anticipated completion: June 2024 (exact date TBD)

- 5) Has this project received DKA funding in the past? If so, when and amount?

This project received \$2,000 annually from 2013-2016, \$5,000 in 2017 & 2018, and \$10,000 in 2020, 2021, & 2022.

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

Art In Public Places is part of more than 9 million dollars of economic impact that Dogwood Arts creates in our community annually according to the Americans for the Arts Economic Calculator. This program serves an important role in making Downtown Knoxville a more interesting and inspiring place for both residents and visitors to enjoy throughout the year.

The sculpture collection in Krutch Park will enhance the quality of life for the millions of people who live, work, and play in downtown Knoxville making art accessible to all ages, races, incomes, and abilities. The program also gives Knoxville visibility on a national level as artists from across the country recognize the opportunities that this program affords. While the sculptures themselves are large, the community of sculptors working in the US is relatively small and they share opportunities with their peers and followers.

As a city with a vibrant and creative culture, Knoxville makes our region attractive to current residents, new & existing businesses, and talented individuals considering a move here.

Our Public Art programs encourage people to visit downtown to eat, shop, and enjoy the exciting energy of our city center. Combined with the incredible list of other art and culture organizations downtown, these assets drive economic and social development in a way that is uniquely Knoxville.

FY23_Dogwood Arts Budget_Art in Public Places_Sculptures

Total FY23 Budget

Income

4000 · Application Fees	2,000.00
4025 · Revenue	0.00
4030 · Donations	0.00
4040 · Grants	55,000.00
4045 · ARP Grant	20,000.00
4050 · Sponsor	20,000.00
4060 · Ticket Sales	0.00
4080 · Festival Prints	0.00
4085 · Past Prints	0.00
4200 · In-Kind	0.00

Total Income	97,000.00
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Cost of Goods Sold

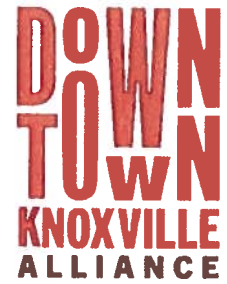
5050 · Advertising & Promotions	800.00
5100 · Artists' Commissions	64,000.00
5150 · Awards	8,000.00
5250 · Contract Labor	1,000.00
5300 · Cost of Goods Sold	0.00
5350 · Decorations	0.00
5400 · Entertainment	0.00
5450 · Expense Account	7,800.00
5500 · Food	250.00
5550 · Gardeners	0.00
5650 · Inkind Expense	0.00
5675 · Insurance Expense	0.00
5750 · Judge Expense	750.00
5760 · Licenses/Fees	650.00
5850 · Postage	0.00
5900 · Printing	2,200.00
5940 · Professional Fees	0.00
6000 · Rent	4,000.00
6050 · Signs	2,500.00
6170 · Sound Lights Production/Misc	0.00
6200 · Supplies	1,600.00
6250 · Security	800.00
6275 · Service Fees	250.00
6320 · Supporter Gifts	0.00
6400 · Transportation	550.00

Total COGS	95,150.00
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*Gross Profit	1,850.00
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* Budget does not include overhead such as staff time & administrative expenses

QUALITY OF LIFE ➤ APPLICATION



Name: Dogwood Arts, Inc.

Your Mailing Address: 123 W Jackson Avenue | Knoxville, TN 37902

Phone Number: 865637-4561 Email Address: sjenkins@dogwoodarts.com

Project Address: Downtown Knoxville

Requested Amount: \$15,000 Total Project Costs: \$110,000

1) Describe the project:



Dogwood Arts is excited to continue working with the Downtown Knoxville Alliance and the City of Knoxville to pursue growth for our Art In Public Places Mural program, highlighting prominent alleys and other urban spaces in the heart of our city. In addition to the tremendous investment from DKA and other sponsors, we have allocated a significant amount of funding from our American Rescue Plan grant to help fund expansion.

Work will continue in Strong Alley with a focus on cleanup of the alley walls, removing old graffiti coating, and making way for more new murals. We will identify placements and coordinate with artists to continuously create new work in the space and keep the energy flowing. We are intent on keeping the original integrity and organic spirit of the alley alive and thriving so artists have control over the final content, size, and exact placement of their work. However, Dogwood Arts determines the best available placement and provides basic guidelines for content that is not allowed, and gives feedback as needed on proposed designs.

New mural location(s) will be identified by working collaboratively with the aforementioned and private property owners. Continued investment by DKA in our mural program will allow us to create vibrant public spaces that are provocative and engaging serving as a unique platform for artistic collaboration and community pride.

Artists receive stipends to offset the cost of materials needed to produce the new murals and in exchange, they commit to completion in a general timeline that allows us to spread the new works to create continuing excitement and interest in the space. We also provide bi-weekly mural maintenance for murals located in the DKA footprint

To bring additional community-wide engagement and support, we are working with Megan Lingerfelt this year to produce our first ever, multi-day Mural Workshop for artists interested in learning how to translate their current work into large mural scale.

- 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 ☐ No

Not Required

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

Yes

If so, how much:

In addition to the grant from DKA, we will pursue an additional \$95,000 in funding for this program. ORNL Federal Credit Union and the Tennessee Arts Commission will provide funding for operations/management of the effort. We have also allocated a significant amount of funding from our American Rescue Plan funds to help expand this program.

- 3) Anticipated state date: Ongoing Anticipated completion: Ongoing

- 4) Has this project received DKA funding in the past? If so, when and amount?

This project received \$11,300 in 2018, \$15,050 in 2019, and \$15,000 in 2020, 2021& 2022

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

While murals in Strong Alley existed for several years prior to our involvement, the partnership between DKA and Dogwood Arts has brought greater visibility to the space, more consistent quality work, and funding to increase interest from artists of all types. New murals can also serve as an opportunity for community groups to participate in a program that grows community pride and promotes teamwork.

Strong Alley, also known as Artist Alley, is one of the most photographed areas downtown, is a point of public interest that can be seen when walking by the alley at any time of the day, and makes our downtown more inviting and colorful. The mural program is also extremely popular across all demographics appealing to a diverse population of all ages and backgrounds who eagerly visit the space.

The Art in Public Places Mural program is part of the overall Dogwood Arts programming which creates a multi-million dollar economic impact in our community each year. By pursuing other downtown opportunities outside of the alley, we intend to extend the effect of the artists alley into other areas – making dark spaces brighter and more inviting, enlivening buildings with large blank walls, and promoting Knoxville as a culturally exciting, soulful place to visit and live.

FY23_Dogwood Arts Budget_Art in Public Places_Murals

Total FY23 Budget

Income

4000 · Application Fees	0.00
4025 · Revenue	0.00
4030 · Donations	0.00
4040 · Grants	30,000.00
4045 · ARP Grant	80,000.00
4050 · Sponsor	0.00
4060 · Ticket Sales	0.00
4080 · Festival Prints	0.00
4085 · Past Prints	0.00
4200 · In-Kind	0.00

Total Income	110,000.00
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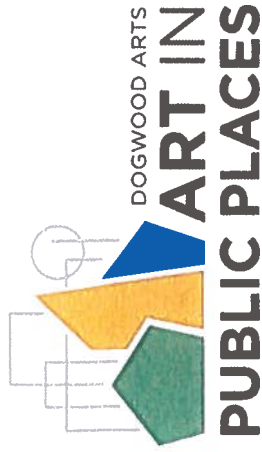
Cost of Goods Sold

5050 · Advertising & Promotions	1,500.00
5100 · Artists' Commissions	80,000.00
5150 · Awards	0.00
5250 · Contract Labor	17,000.00
5300 · Cost of Goods Sold	0.00
5350 · Decorations	0.00
5400 · Entertainment	0.00
5450 · Expense Account	1,500.00
5500 · Food	0.00
5550 · Gardeners	0.00
5650 · Inkind Expense	0.00
5675 · Insurance Expense	0.00
5750 · Judge Expense	0.00
5760 · Licenses/Fees	0.00
5850 · Postage	0.00
5900 · Printing	500.00
5940 · Professional Fees	0.00
6000 · Rent	0.00
6050 · Signs	500.00
6170 · Sound Lights Production/Misc	0.00
6200 · Supplies	8,000.00
6250 · Security	0.00
6275 · Service Fees	0.00
6320 · Supporter Gifts	0.00
6400 · Transportation	0.00

Total COGS	109,000.00
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*Gross Profit	1,000.00
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* Budget does not include overhead such as staff time & administrative expenses



Art in Public Places is a Dogwood Arts program that brings art outside, adding character and beauty to our city streets and spaces. The program includes an annually rotating sculpture exhibition and a large-scale outdoor mural program.

Started in 2007 by Eddie Mannis and Bart Watkins, the Art in Public Places Sculpture program has exhibited over 280 works of art and gained national recognition as a platform for world-class sculptors. Sculptures are installed in prominent locations across Knoxville, Oak Ridge and Alcoa, TN.

The mural program is focused on maintaining the freshness and impact of Strong Alley, encouraging new artists to add mural art to their repertoire, and working to develop new mural sites across the region.

If your business/organization is interested in becoming a sculpture or mural site, please email info@dogwoodarts.com for more information.



ON PERMANENT DISPLAY

DISCOVERY
Fisher Stolz
Location: American Museum of Science & Energy (Oak Ridge)

FAUST
John Sauve
Location: Emory Place

FERN TEMPLE II
Austin Collins
Location: The Muse Knoxville

IT'S ALL ABOUT ELECTRICITY
Richard Herzog
Location: Zoo Knoxville

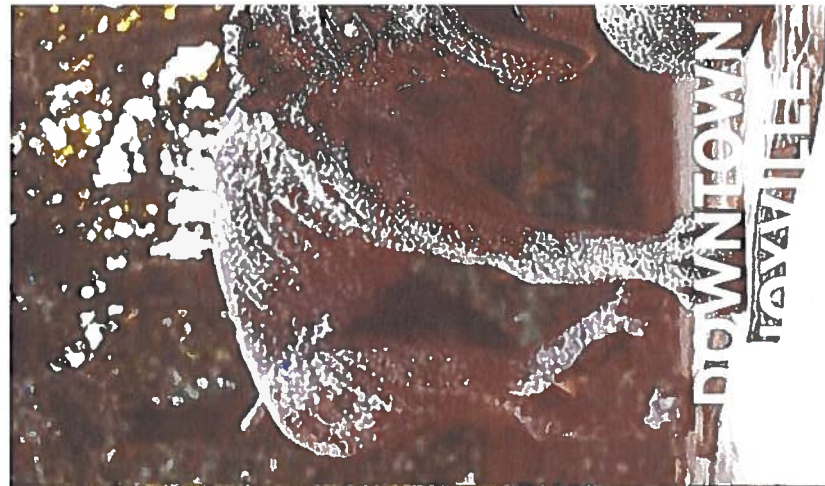
NIGHT
Charles Pilkey
Location: Zoo Knoxville

OUTER ORBITS
John Ross
Location: Jackson Square (Oak Ridge)

SAILOR'S WARNING
Duke Oursler
Location: Krutch Park

SELF REFLECTION
J. Taylor Wallace
Location: Krutch Park Extension

TWO ARCS
Matthew Baral
Location: UT Gardens



KRUTCH PARK

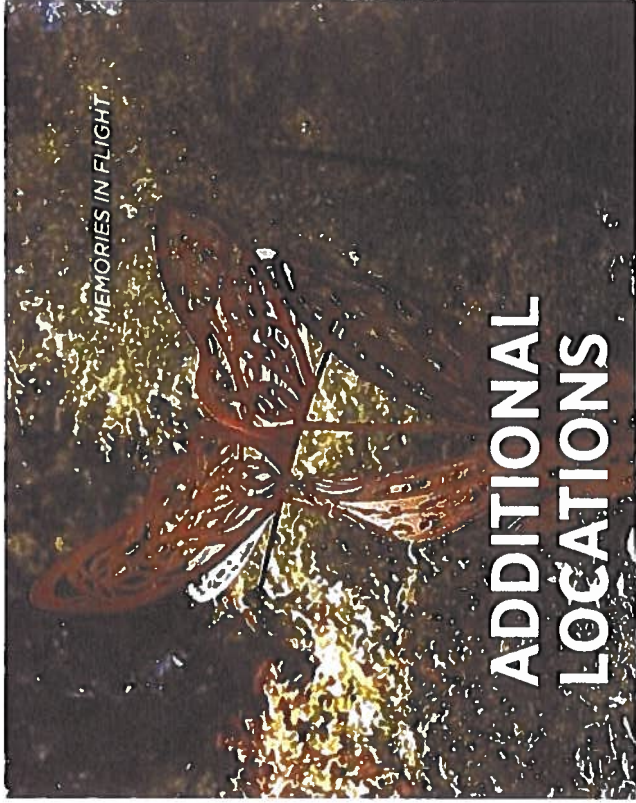
ALIEN FLOWER
Richard Herzog
Steel / \$14,500
Sponsor: ORNL Federal Credit Uni

ATOM
Hanna Jubran
Steel, Paint / \$45,000
Sponsor: Prestige Cleaners

CONCON
Matt Amante
Painted Steel / \$2,000
Sponsor: Downtown Knoxville Allie

COSMIC KNOT
John Ross
Steel / \$15,000
Sponsor: Prestige Cleaners

HYDRA
Britt Ciskowski
Steel / \$7,500



ADDITIONAL LOCATIONS

ASTERAY

Nicole Beck

Stainless Steel, Powder Coated Base, Epoxied Mosaic / \$15,000
Sponsor: ORNL Federal Credit Union
Location: ORNL FCU Northshore

HELICOPTER SEEDS

Brian Ferriby

Mild Steel with Copper Finish / \$8,000
Sponsor: Maker Exchange
Location: Maker Exchange

INCENDIARY

Luke Achterberg

Painted Steel / \$11,800
Sponsor: Downtown Knoxville Alliance
Location: Emory Place

LAXUS ARMS

Susan Woodford

Steel, Copper / \$14,000
Sponsor: Zoo Knoxville
Location: Zoo Knoxville

LOST SIGNALS

Nathan Pierce

Steel / \$18,000
Sponsor: ORNL Federal Credit Union
Location: ORNL FCU Oak Ridge

MIASMATA

Andrew Light

Steel / \$20,000
Sponsor: ORNL Federal Credit Union
Location: Emory Place

OJIGI BIRD

Suguru Hiraide

Aluminum, Stainless Steel / \$6,500
Sponsor: Metropolitan Knoxville Airport Authority
Location: McGhee Tyson Airport

WACO RIBBON

Rollin Karg

Painted Steel, Blown Glass / \$4,350
Sponsor: Maker Exchange
Location: Maker Exchange

YELLOW BRICK ROAD

Richard Pitts

Powder Coated Aluminum / \$12,000
Sponsor: Maker Exchange
Location: Maker Exchange

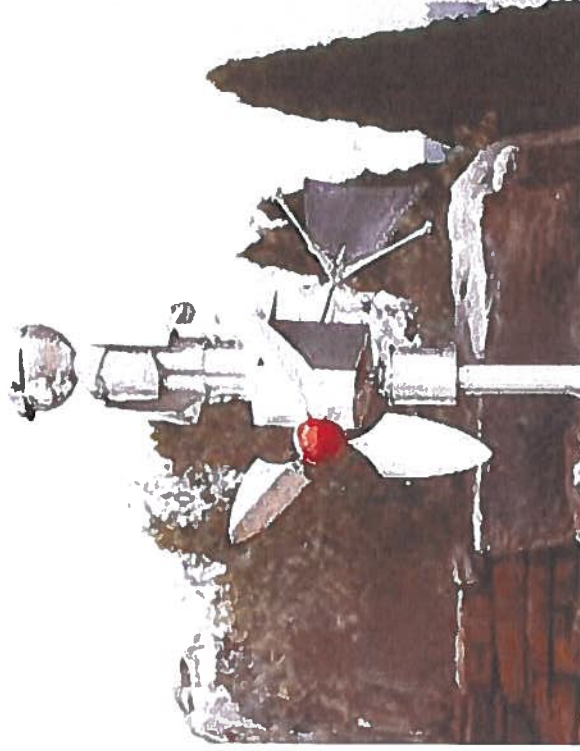
MURAL PROGRAM

The Art in Public Places Mural Program, provides opportunities for local and regional artists to create art that improves access to the arts for everyone. The program coordinates this ongoing effort with artists, property owners, the City of Knoxville, and the Downtown Knoxville Alliance.

Artists & Property Owners: Interested in becoming a new mural site? Visit dogwoodarts.com/murals to apply.



MEGAN LINGERFELT
@meganlingerfelt



BOARD OF DIRECTORS' MEETING

➡ STAFF REPORT FOR FEBRUARY 2023

MARKETING

- Newsletter released on January 31 featuring Valentine's guide, photo backdrops for engagements and weddings, wedding venues, and bridal boutiques and custom menswear.
- Website update for First Friday ArtWalk events and promotion for February 3.
- Continuing to expand reels on social platforms; working on collaborations with several partners – Chris Blue, University of TN, Tennessee Theatre, others.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 132,403 followers (previous: 129,446; 128,024; 127,265).
- Marketing committee meeting scheduled for March 7 at 3:00 PM.

BUSINESS SUPPORT

- Working with Big Ears on coordinating late-night dining options at select restaurants during festival weekend.
- Working with Big Ears and businesses on highlighting art exhibits and live music at downtown venues during festival weekend.
- Working with Rossini on coordinating business participation in an interactive scavenger hunt during festival.
- Working with Nourish Knoxville on several initiatives to celebrate opening of 20th season of Market Square Farmers' Market.
- Provided businesses information on monthly conventions and events impacting staffing.
- Business Support committee meeting scheduled for February 22 at 10:30 AM.

QUALITY OF LIFE

- Quality of Life Committee met on February 15.
- Partners for the Ambassador program met on January 24, and discussed increasing the program to 5-evenings/per week.
- Met with Stacey Payne with East TN Crime Stoppers to discuss ways businesses and residents can be more proactive to help reduce crime downtown.
- Pulling together group to tackle pet waste problem.
- Cleaning up after Mardi Growl to reduce the amount of pet waste after event.

OTHER

- Update to 2021 district report from data provided by TN Department of Revenue.
- Interview with WBIR about the economic impact of UT sports to the downtown economy
- Interview with WATE about the economic impact of having UT university in our community, particularly to downtown.
- 990 Completed and sent to IRS

A strong post-pandemic recovery

2021 sales growth report for Downtown Knoxville*

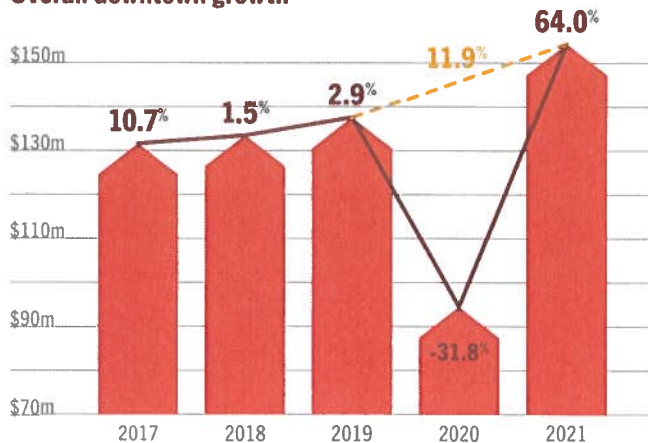
**DOWN
TOWN**
KNOXVILLE
ALLIANCE

Better than back on track

As businesses opened back up, Knoxvilleans proved eager to spend money downtown. Ignoring 2020, we saw **11.9% growth** from 2019 to 2021—outpacing the two years immediately prior to the pandemic.

■ combined revenue for downtown district ■ % of growth over previous year ■ % of growth over two previous years

Overall downtown growth



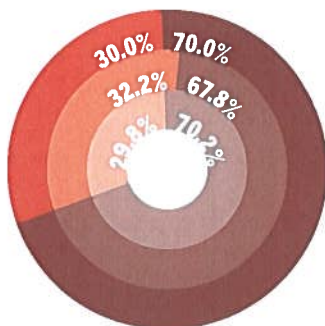
% of total district sales

Retail and Service

■ 2021
■ 2020
■ 2019

Restaurants

■ 2021
■ 2020
■ 2019



It's more than just restaurants

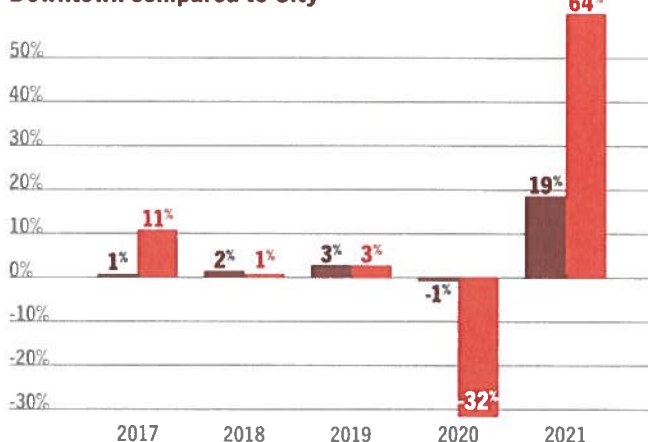
It wasn't solely a hunger for dining out again that fed growth in 2021. Retail and service businesses continue to comprise about **30% of downtown sales**.

Bigger swings, bigger gains

Just prior to 2020, downtown's growth was similar to citywide growth. While the city center was hit harder by COVID, we also had an **amazing comeback in 2021**.

■ % of citywide growth over previous year ■ % of downtown growth over previous year

Downtown compared to City

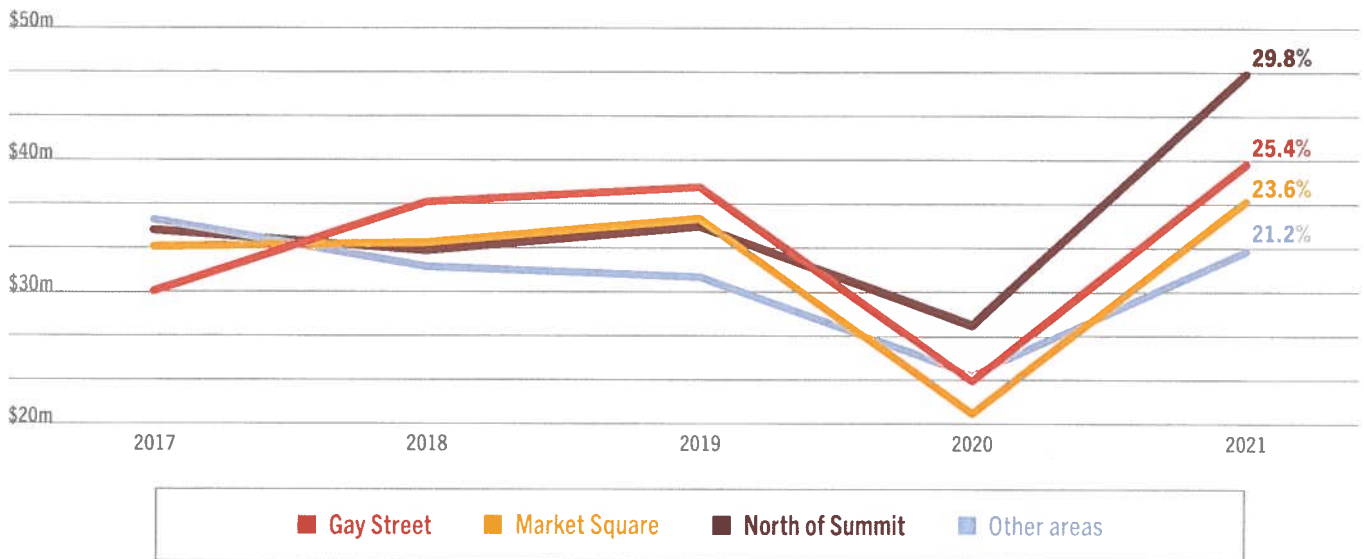


*Numbers reflect taxable sales within the Downtown Knoxville Central Business Improvement District. Statistical data provided by the Research Section of the Tennessee Department of Revenue. 2022 taxable sales numbers will be available in late 2023.

All areas of downtown rebounded

It's easy to give Market Square the credit for a quick turn around, but all areas of Downtown Knoxville are seeing **higher revenue than 2019** and each subdistrict contributed **21% to 30%** of our 2021 sales.

Total revenue by subdistrict



COVID hasn't stopped our entrepreneurial spirit

Business growth remains strong with an impressive **53 new businesses** opened over the past three years. While some losses during the downturn were inevitable, new businesses continue to open and thrive downtown.

- **2022:** 16 New Businesses
- **2021:** 22 New Businesses
- **2020:** 15 New Businesses



Source: Downtown Knoxville Alliance as of December 31, 2022



Ensuring a vibrant 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 0.67-square-mile area and is supported by property assessments to make improvements, enhance services and promote downtown. For more information, visit downtownknoxville.org.



January 2023

Board Report



K-TOWN
CONNECT

SMARTsystem

Outreach Statistics



Day to Day

Food stamp app or calls made: (3)
Interactions which consisted of completing a new application or assisted contacting the Department of Human Resources.

Housing applications or follow up: (4)
Helped follow up with recently submitted applications or submit a new application.

Observed Drug Use: (3) Ambassadors directly witnessed open drug use which includes syringe use or smoking marijuana.

Resource Direction: (8) Provided resolution to an immediate need.

Phone Use: (5) Used to make personal calls to family members or other supports.

Outreach Clinic Held: (2) Time used to make numerous calls to housing, treatment, and health insurance companies for (3) people. Able to obtain more resources and make necessary referrals.

QUICK VIEW

Jan 01, 2023 -- Jan 31, 2023

182 Welfare Check

3 Panhandling - Aggressive

36 Panhandling - Passive

33 Outreach Contact

22 Outreach Referral

Graffiti Removal



Field Observations

The frequency which graffiti would reappear after being removed has declined.

However, this has led to an increase of graffiti on private buildings and structures.

Please see the following page for before and after photos around the district.

Marker Map

Depicts locations graffiti, stickers, and bills have been removed for the month of January.

Common Tag Names

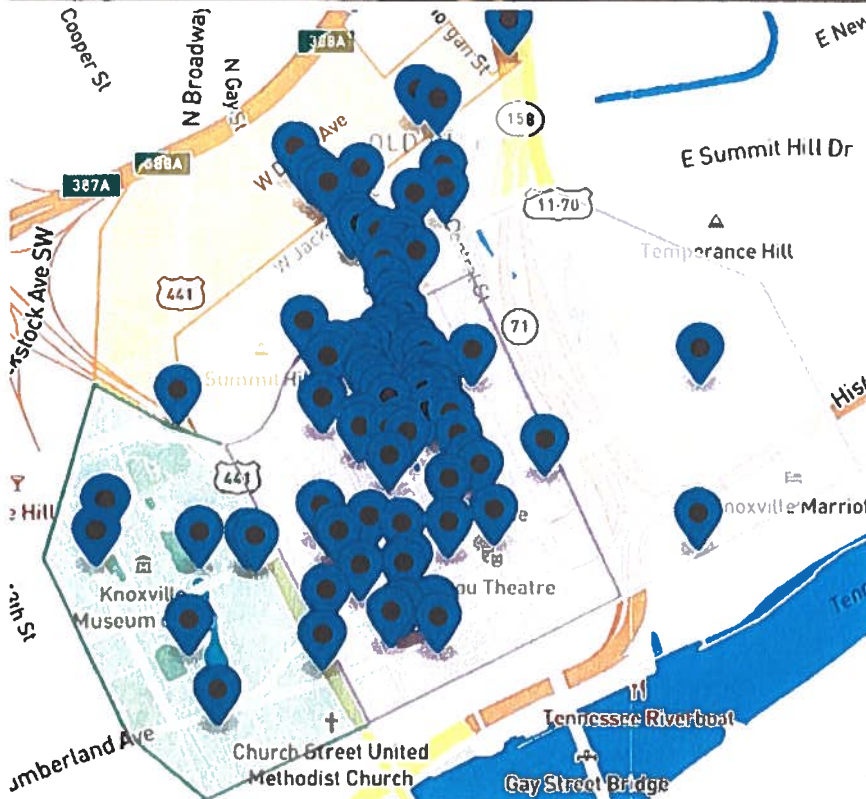
BRUX

KCSO

QUICK VIEW

Jan 01, 2023 -- Jan 31, 2023

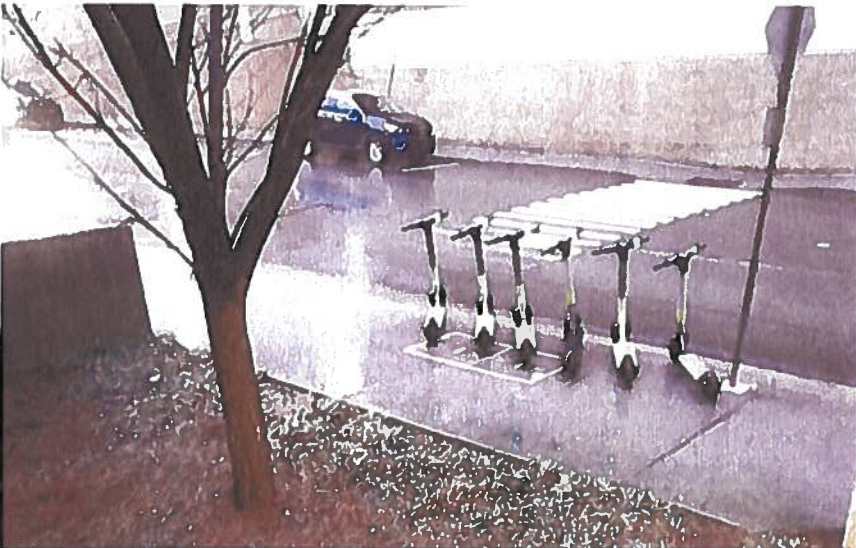
193 Graffiti/Sticker/Bill Removal



Cleaning Highlights



Safety



Awareness

Scooter relocation is on the raise from the previous months.

In one location (State St. Garage), scooters appear to have been knocked down consistently. Unsure if this is intentional or accidental.

Calls for Services: Involves business calling due to someone sleeping or panhandling in front of their business.

QUICK VIEW

Jan 01, 2023 -- Jan 31, 2023

201 Scooter Relocation

6 Calls For Service

82 Drug Paraphernalia Found

10 Ordinance Violation

Hospitality Statistics

Jan 1, 2023 through Jan 31, 2023

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOT
Directions Provided	22	4	7	15	2	14	13	0	1	6	11	0	3	17	0	3	9	1	9	7	1	0	2	7	4	0	0	9	8	4	0	179
Hospitality Assistance	35	15	12	21	4	16	26	0	4	16	22	0	35	40	2	11	25	6	19	16	3	1	10	13	11	5	2	37	18	13	3	441
Hospitality Escort	2	0	0	0	0	0	0	0	1	2	2	0	4	0	0	7	0	0	0	0	0	0	1	0	0	0	0	4	0	0	0	23
Photo Assist	12	4	0	0	1	3	10	0	0	4	0	0	0	17	4	4	0	0	3	0	0	3	1	0	2	0	0	4	4	1	0	77

It appears that most hospitality collected stats are typically on weekends (Friday, Saturday, Sunday).

Of course, this depends on current day to day events. There is hope that the seasonal decline in community interactions will soon spike again as the weather begins to warm.

Totals:

Directions Provided-179

Hospitality Assistance-441

Hospitality Escort- 23

Photo Assist-77

January 2023 through January 2023

