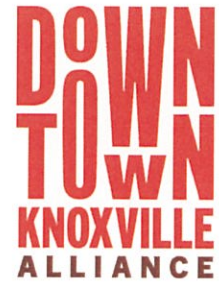


BOARD OF DIRECTORS' MEETING

➡ AGENDA

JULY 18, 2022, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *June Board Meeting
- III. *Financial Report
- IV. Committee Reports
 - A. Marketing
- V. Staff Report
- VI. Old Business
- VII. New Business
 - A. Election of Officers
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

August 15, 11:30 am - Board Meeting
September 19, 11:30 - 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

JUNE 20 2022, 6:00 PM

The Board of Directors of Downtown Knoxville Alliance met on Monday, June 20, 2022, at 17 Market Square, Knoxville, TN, following the Annual Meeting for the organization.

Board members present included board chair, Matthew DeBardelaben, Vince Fusco, John Sanders, Daniel Smith, Adrienne Webster, Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel and Robin Thomas.

I. Welcome

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

II. Minutes

Mr. DeBardelaben called for the approval of the minutes from the May board meeting. Vince Fusco 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 during the Annual Meeting.

Staff recommended that three accrued liabilities be reversed back into cash reserves – Support Now Safe Local, COVID Related Initiatives, and Halloween/Outdoor Activation. All three projects are complete and will not utilize the remaining accrual. Adrienne Webster made a motion reverse the accruals as suggested. Daniel Smith seconded the motion, which was unanimously approved by the board.

IV. Committee Reports

A. Quality of Life

The Quality of Life Committee met on May 26 and reviewed two requests. Knoxville History Project presented a sponsorship request for the Downtown Knoxville Literary Walking Tour. The \$1,500 request will support the research, design, and printing of the walking tour. This committee recommended that the project be approved as presented, which was in the form of a motion. Vince Fusco seconded the motion, which was unanimously approved.

The second request the committee reviewed came from the Conservation Cooperative for the continuation of the pet waste dispense program. The request was \$3,500. The committee recommended that the project be approved as presented for \$3,500, which was made in the form of a motion to the Board. Daniel Smith seconded the request, which was unanimously approved.

V. Staff Report

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

VI. Old Business

There was no Old Business.

VII. New Business

There was no New Business.

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 June 30, 2022****Jul '21 - Jun '22****OPERATING ACTIVITIES****Net Income** (154,040)**Adjustments to reconcile Net Income****to net cash provided by operations:**

1110 · Other Receivable 32,256

2020 · Accounts Payable (17,690)

2600 · Accrued Payables 69,750

2700 · Accrued Wages 2,450

Net cash provided by Operating Activities (67,274)**FINANCING ACTIVITIES**

3900 · Change in NA - unrestricted -

Net cash provided by Financing Activities -**Net cash increase for period** (67,274)**Cash at beginning of period** 1,041,273**Cash at end of period** **973,999****Current Liabilities** (29,257)

Accrued Payables (112,205)

Accrued Wages Bike Patrol (2,450)

Accounts receivable and Other 2,042**Subtotal** (141,869)**Projected Remaining Budgeted Income (Expenses)**

Revenue (159,282)

Development (100,000)

Quality of Life 67,454

Business Support (5,814)

Marketing/Sponsorships (8,694)

Administration (2,250)

Subtotal (208,586)**Projected Cash - Before Minimum Reserve** 623,544

Minimum Cash Balance - Reserve (150,000)

Projected Cash Availability **473,544**

Downtown Knoxville Alliance**Statement of Cash Flows**

Fiscal YTD June 30, 2022

Project	Grants	Permit Date	Comp Date	YE 6/30/2021	YE 6/30/2022	Total to Pay
Cradle of Country Music	83,000				83,000	83,000
Fort Kid	250,000			250,000	0	250,000
	333,000			250,000	83,000	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, 2022

	Acct #	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	YTD FY22	FY22 Budget	Remainder
Income																
CBID Tax Assessments	4020	15,988	(15,988)	7,727	494,179	138,728	42,888	44,146	66,851	123,404	40,543	34,185	1,929	994,379	835,000	(159,379)
Investment Income	4100	13	7	6	(14)	(21)	(9)	8	181	74	14	131	11	403	500	97
Total Income		16,001	(15,981)	7,734	494,165	138,707	42,879	44,154	66,832	123,478	40,557	34,316	1,941	994,782	835,500	(159,282)
Expenses																
Development																
Path to Prosperity	5225	-	-	-	-	-	-	-	-	-	15,000	-	-	15,000	15,000	-
Special Projects	5205	-	-	-	-	-	-	-	-	-	-	-	-	-	100,000	100,000
Total Development		-	-	-	-	-	-	-	-	-	15,000	-	-	15,000	115,000	100,000
Quality of Life																
Beautification	5650	77	4,991	78	81	20,340	81	87	334	1,782	70	53,081	104,268	185,270	90,000	(95,270)
Residential - Other	5900	-	-	-	-	-	-	-	-	(4,288)	-	-	-	(4,288)	-	-
Residential	5901	-	-	-	-	-	-	-	-	27	-	-	-	27	3,000	2,973
Security	5700	18,299	11,079	10,778	8,663	10,926	15,597	11,489	12,024	6,438	6,290	5,213	8,360	125,156	150,000	24,844
Total Quality of Life		18,376	16,070	10,856	8,744	31,266	15,678	11,576	12,358	3,960	6,360	58,294	112,628	306,166	243,000	(67,454)
Business Support																
Business Support	5676	500	1,927	7,758	6,650	7,846	1,526	3,104	236	701	2,235	4,673	7,031	44,186	50,000	5,814
Total Business Support		500	1,927	7,758	6,650	7,846	1,526	3,104	236	701	2,235	4,673	7,031	44,186	50,000	5,814
Marketing Expenses																
Advertising General	5305	100	3,714	6,951	840	4,405	7,765	3,963	3,680	6,518	2,914	8,037	2,577	51,465	50,000	(1,465)
Print & Design	5306	2,124	1,415	2,216	2,880	6,389	2,636	4,809	500	2,195	1,262	911	2,944	30,280	35,000	4,720
Website - All Committees	5375	350	1,224	1,190	2,068	1,412	1,320	550	2,277	2,973	1,310	1,375	5,514	21,561	20,000	(1,561)
Sponsorship Prior Year	5362	-	-	-	-	-	-	-	-	6,313	-	-	-	6,313	-	-
Events and Sponsorship	5360	-	1,000	-	-	2,500	-	-	-	28,500	15,000	26,000	-	73,000	80,000	7,000
Total Marketing Expenses		2,573	7,353	10,357	5,788	14,706	11,721	9,322	6,457	46,498	20,486	36,322	11,035	182,618	185,000	8,694
Administration																
Meals/ Lodging/ Travel	5420	722	1,149	672	234	177	489	559	27	384	-	262	23	4,698	5,500	802
Office Expense	5430	395	379	584	424	525	312	2,065	365	379	717	1,505	2,020	9,670	7,000	(2,670)
Bank Fees	5435	-	-	-	-	-	-	-	157	18	18	36	18	247	-	-
Postage	5440	-	6	7	10	-	-	8	15	9	384	1,283	579	2,301	2,500	199
Professional Dev.	5465	-	-	-	-	-	940	-	-	-	-	-	-	940	6,000	5,060
Professional Svc	5450	-	-	-	3,733	-	2,000	-	1,800	1,000	1,000	-	3,775	13,308	12,000	(1,308)
Svc Contract - Operations	5461	18,125	19,619	18,872	18,872	18,872	18,872	18,872	18,872	18,872	18,872	18,872	18,872	226,464	226,464	-
Insurance Directors/Officers	5750	-	-	-	804	-	-	-	-	-	-	-	-	804	800	(4)
Software	5480	-	-	-	-	-	-	-	-	-	-	-	-	-	1,000	170
Supplies	5470	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Administration		19,243	21,153	20,136	24,076	19,573	22,613	21,504	21,236	21,492	20,991	21,959	25,287	259,262	261,264	2,250
Total Expenses		40,692	46,503	49,107	45,258	73,392	51,537	45,507	40,287	72,651	65,071	121,248	155,980	807,232	854,264	49,304
Change in NAV		(24,691)	(62,484)	(41,373)	448,907	65,315	(8,659)	(1,353)	26,545	50,827	(24,514)	(86,931)	(154,040)	187,550	(18,764)	208,586
Surplus spending																
Approved Event / Fort Kid Playground		0	0	0	0	0	0	0	0	0	0	0	0	0	250,000	250,000
Approved Events/Support Now Save Local		0	0	0	0	0	0	0	0	0	0	0	0	0	2,933	-
COVID Related Initiatives		0	0	10,200	0	2,266	0	10,000	0	0	0	0	0	22,466	100,108	-
Subtotal Surplus Spending		0	0	10,200	0	2,266	0	10,000	0	0	0	0	0	22,466	353,041	250,000
NAV Total after Surplus Spending		(24,691)	(62,484)	(51,573)	448,907	63,049	(8,659)	(11,353)	26,545	50,827	(24,514)	(86,931)	(154,040)	165,084		

Downtown Knoxville Alliance

Balance Sheet
As of June 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	
1005 Cash	0.00
1016 Regions - Checking	249,741.21
Total 1005 Cash	249,741.21
1020 Investments - Cert Dep and MM	
1011 Regions - MM	227,874.20
1021 First Bank 2774	71,770.44
1023 First Bank CD 2781	104,867.24
1024 First Bank MM 2976	23,756.19
1026 First Century Bank	114,857.37
1027 SunTrust MM Account	137,646.75
1029 Home Federal Bank - MM	43,485.62
Total 1020 Investments - Cert Dep and MM	724,257.81
Total 1000 Cash & Cash Equiv.	973,999.02
Total Bank Accounts	\$973,999.02
Accounts Receivable	
1110 Other Receivable	2,042.44
Total Accounts Receivable	\$2,042.44
Total Current Assets	\$976,041.46
TOTAL ASSETS	\$976,041.46
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	
2020 Accounts Payable	29,256.62
Total 2000 Acc. Payable	29,256.62
Total Accounts Payable	\$29,256.62
Other Current Liabilities	
2600 Accrued Payables	112,204.58
2700 Accrued Wages	2,450.00
Total Other Current Liabilities	\$114,654.58
Total Current Liabilities	\$143,911.20
Total Liabilities	\$143,911.20
Equity	
3900 Change in NA - unrestricted	667,045.71
Net Income	165,084.55
Total Equity	\$832,130.26
TOTAL LIABILITIES AND EQUITY	\$976,041.46

Accrued Payables at 6.30.22

Hanging Baskets for Market Square	FY21	\$6,704.58
Old City Performing Arts Center	FY22	\$2,500.00
Dogwood Arts - Downtown	FY22	\$0.00
Rossini Festival	FY22	\$0.00
Old City Market	FY22	\$2,500.00
Dogwood Arts Chalk Walk	FY22	\$0.00
Dogwood Arts - Southern Skies	FY22	\$0.00
Reading Festival	FY22	\$0.00
Knox Food Fest	FY22	\$5,000.00
Asian Festival	FY22	\$5,000.00
Two Bikes Mural	FY22	\$7,500.00
Old City Association - Dolly Fest	FY22	\$0.00
Cradle of Country Music	FY22	\$83,000.00
		\$112,204.58

Downtown Knoxville Alliance

Statement of Cash Flows

June 2022

	TOTAL
OPERATING ACTIVITIES	
Net Income	-154,039.69
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1035 Notes Receivable - Current:Keller Ent.	
1050 Parking Token Receivables	
1060 Advertising Receivable	
1105 Interest Receivable	
1110 Other Receivable	32,255.58
2020 Acc. Payable:Accounts Payable	-17,689.57
2030 Acc. Payable:Grant Liability	
2600 Accrued Payables	69,750.00
2700 Accrued Wages	2,450.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	86,766.01
Net cash provided by operating activities	\$ -67,273.68
NET CASH INCREASE FOR PERIOD	\$ -67,273.68
Cash at beginning of period	1,041,272.70
CASH AT END OF PERIOD	\$973,999.02

Downtown Knoxville Alliance

Profit and Loss

June 2022

	TOTAL
Income	
4020 CBID Assessment	1,929.13
4100 Interest on Cash Reserves	11.49
Total Income	\$1,940.62
GROSS PROFIT	\$1,940.62
Expenses	
5100 Business Support	
5150 Merchant Support	7,031.22
Total 5100 Business Support	7,031.22
5300 Marketing Expenses	
5305 Advertising	2,577.35
5306 Print and Content	2,943.50
5375 Website	5,513.75
Total 5300 Marketing Expenses	11,034.60
5400 Administration	
5420 Meals/Lodging/Travel	23.21
5430 Office Expenses	2,020.10
5435 Bank Fees	18.00
5440 Postage	578.68
5450 Professional Svc	3,775.00
5460 Services Contract	
5461 Svc Contract - Operations	18,872.00
Total 5460 Services Contract	18,872.00
Total 5400 Administration	25,286.99
5650 Quality of Life	
5655 Bike Patrol	8,360.00
5659 Beautification	104,267.50
Total 5650 Quality of Life	112,627.50
Total Expenses	\$155,980.31
NET OPERATING INCOME	\$ -154,039.69
NET INCOME	\$ -154,039.69

Downtown Knoxville Alliance

A/R Aging Detail

As of June 30, 2022

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
91 or more days past due						
03/22/2022	Invoice	339	Hyatt Place Knoxville	03/22/2022	113.31	113.31
Total for 91 or more days past due					\$113.31	\$113.31
Current						
06/30/2022	Invoice	343	City of Knoxville.	07/31/2022	1,929.13	1,929.13
Total for Current					\$1,929.13	\$1,929.13
TOTAL					\$2,042.44	\$2,042.44

Downtown Knoxville Alliance

A/P Aging Detail

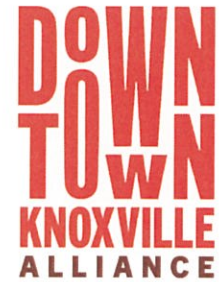
As of June 30, 2022

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
06/30/2022	Bill	06302022	Rainey, Holly	07/15/2022	-4	200.00	200.00
06/30/2022	Bill	0004738385	Knoxville News Sentinel	07/20/2022	-9	2,499.03	2,499.03
06/30/2022	Bill	2205581	High Resolutions, Inc	07/20/2022	-9	210.67	210.67
06/28/2022	Bill	37782	Bible Harris Smith, P. C.	07/28/2022	-17	3,775.00	3,775.00
06/30/2022	Bill	DKA - 070522	Hannah Gils	07/30/2022	-19	1,624.00	1,624.00
06/30/2022	Bill	06302022	Thomas, Robin	07/30/2022	-19	959.13	959.13
06/30/2022	Bill	INV008626	Knoxville Chamber	07/31/2022	-20	18,872.00	18,872.00
06/30/2022	Bill	INV008731	Knoxville Chamber	07/31/2022	-20	1,116.79	1,116.79
Total for Current						\$29,256.62	\$29,256.62
TOTAL						\$29,256.62	\$29,256.62

MARKETING COMMITTEE

➡ MINUTES

JULY 11, 2022 3:00 PM



Downtown Knoxville Alliance board members present included Matthew DeBardelaben. Committee members present included Shera Petty, Visit Knoxville. Staff included Michele Hummel and Robin Thomas.

Sponsorship Requests

Requests were submitted for four events during the period. The application for Little Night Music was withdrawn prior to the committee meeting. With lack of motions, there are no funding recommendations for Maker City Summit or Fall Concert.

Organization	Event	Request	Recommendation
HoLa Hora Latina	HoLa Festival	\$5,000	\$5,000
Knoxville Gay Men's Chorus	Little Night Music	n/a	-
Maker City	Maker City Summit	\$5,000	-
Knoxville Community Media	Fall Concert	\$5,000	-
Total			\$5,000

Recommendation for Board Approval

\$5,000 to be approved as outlined above for Event Sponsorships. FY 22-23 budget is attached. Although the committee felt all events were positive for the downtown community, the discussion and lack of motions were related to several factors including size of events and use of DKA funds toward ticketed events with limited public access. Each organization was encouraged to consider DKA for funding of future events with broader public benefit.

Discussion

Application guidelines were reviewed and updated as a result of recent applications received. This included a review of the organization's Charter, Ordinance, and Economic Impact Program. Three key points were considered:

Charter: "The corporation is a public benefit corporation."

Ordinance: "To relieve the City of Knoxville by undertaking those programs and services which government is unable to provide, which will bring more people to downtown Knoxville to work, live, shop and play."

Economic Impact Program: "The DKA is a 501(c)3 charged with making improvements in downtown. Any grants that are awarded must benefit the public."

Updated guidelines—including edits to improve review and payment process—are attached. These will be effective immediately to help clarify the types of events the organization is able to sponsor.

Downtown Knoxville Alliance - Event Sponsorships
FY 22-23 (as of June 30, 2022)

	FY 19-20 Requests	FY 19-20 Funded	FY 20-21 Requests	FY 20-21 Funded	FY 21-22 Requests	FY 21-22 Funded	FY 22-23 Requests	FY 22-23 Funded
Budget		60,000		60,000		80,000		90,000
Previously Approved								
Asian Culture Center of TN - Asian Festival*			n/a		20,500	5,000		
Asian Culture Center of TN - Japanese New Year					5,650	1,000		
Big Ears - Big Ears Festival					10,000	10,000		
Bike Walk Knoxville - Tour De Lights	4,500	2,500	n/a		2,500	2,500		
City of Knoxville - Concerts in the Park			5,000	5,000				
City of Knoxville - Concerts on the Square					8,000	3,000		
Downtown Knoxville - Support Now		32,500	n/a					
Downtown Knoxville - Peppermint Grove			10,000	10,000				
Downtown Knoxville - Spring Lighting			10,000	10,000				
Dogwood Arts - Arts Festival*	6,000		6,000	6,000	6,000	6,000		
Dogwood Arts - Chalk Walk*	4,000		n/a		2,500	2,500		
Dogwood Arts - Southern Skies *	5,000		n/a		5,000	5,000		
East TN Historical Society - Children's Gallery			2,500	2,500				
Event Pro LLC - Knox Food Fest					10,001	5,000		
HoLa Hora Latina - HoLa Festival			5,000	5,000				
IndiaFest Knoxville - IndiaFest	5,000	4,000						
Knox Co - Children's Festival of Reading*	3,000		n/a		3,000	3,000		
Knox Co - LitUP Teen Literary Festival	3,000	3,000	n/a					
Knox Co - Movies on the Square*								
Knoxville Community Media - Fall Concerts					10,000	-		
Knoxville Opera - Musical Theater Marathon			4,000	1,500				
Knoxville Opera - Rossini Festival*	25,000		n/a		20,000	5,000		
Knoxville Opera - Spring Regatta			1,050	-				
Nourish Knoxville - Farmers' Market	10,000	8,000	10,000	10,000	10,000	10,000		
Old City Assn - Dolly Fest					10,000	5,000		
Old City Assn - Old City Market	5,000	5,000	5,000	5,000	5,000	5,000		
River & Rail Theatre - 2021-22 Season**					10,000	-		
TN Stage - Shakespeare on the Square*	2,500							
Sweet Ps & Balter Beerworks - Jazz Fest*	10,000		n/a					
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000	5,000	5,000		
Approved to Date	88,000	60,000	63,550	60,000	143,151	73,000	-	-
Balance Prior to Requests		-		-		7,000		90,000

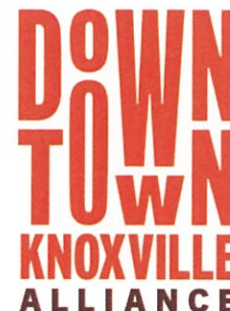
* Events canceled due to COVID-19. Balance of non-funded events to be used for COVID-19/Support Local initiatives.

** Board chose to fund outside of Event Budget.

Requests July 2022	Requests	Proposed	Requests	Proposed
HoLa Hora Latina - HoLa Festival			5,000	5,000
Knoxville Community Media - Fall Concert			5,000	-
Knoxville Gay Men's Chorus - Little Night Music			n/a	-
Maker City - Maker City Summit			5,000	-
Total Current Requests	-	-	15,000	5,000
Remaining Balance			7,000	85,000

	HoLa Festival	A Little Night Music	The Maker City Summit	Fall Concert
Request	\$5,000	\$10,000	\$5,000	\$5,000
Description	Cultural festival promoting Hispanic/LatinX art and culture through art, crafts, food, music, parades, children's activities, fireworks, and more.	Annual event combined with celebration of National Coming Out Day. An elegant event of fine dining with guests seated on stage surrounded by entertainment.	Three days of keynote presentations, panel discussions, break-out sessions, and guided networking. Friday includes networking as beginning of Innov865 Week.	Community engagement concert featuring artist who incorporates digital media and/or storytelling into their performances.
Dates	October 8 - 9	October 7	September 16-18	November 10
Location	World's Fair Park Performance Lawn	World's Fair Park Amphitheatre	Maker Exchange	Old City Performing Arts Center
History	Prior Years: 22 Funded by DKA: 2	Prior Years: 5 Funded by DKA: n/a	Prior Years: 6 Funded by DKA: n/a	New
Most Recent Funding	\$5,000 FY 21-22 \$5,000 request	n/a	n/a	n/a
Event Producer	HoLa Hora Latina	Knoxville Gay Men's Chorus	The Maker City	Knoxville Community Media
Other Sponsors	Art & Culture Alliance, TN Arts Commission, City of Knoxville, South Arts, AARP	Molly Jo Events and Positively Living Choice Health Network	Maker Exchange and several in-kind sponsorships	Several sponsorship requests outstanding
General Admission	\$1/person	\$140/person	\$45 - \$75	\$15
Expected Attendance	20,000	200	300	1,000
Total Expenses	\$94,800	\$21,571	\$56,953	\$13,700
Request/% of Exp	5.3%	46.4%	8.8%	36.5%
Request/Attendee	\$0.25	\$50.00	\$16.67	\$5.00
Use of Funds	World's Fair Park fees	Infrastructure, marketing entertainer fees, rentals	Official sponsor of Friday night event	Artist's fees, marketing and promotion

Downtown Knoxville Alliance
Sponsorship Request Application



Event: HoLa Festival 2022

Date(s): October 8 & 9, 2022

Location: World's Fair Park Performance Lawn

Produced by: HoLa Hora Latina

Sponsorship amount requested: \$5,000

Event History:

 First-time event (#) 22 prior years (#) 2 years of previous Alliance funding

Contact: Pedro Tomás Phone: 865-919-6672

Address: 100 South Gay Street, Suite 112. Knoxville, TN. 37902

Email: ptomas@holafestival.org

Event description: The HoLa Festival has been a signature event for the Knoxville Community for 22 years. The event takes place during Hispanic Heritage Month which is from September 15-October 15. This culturally important event promotes Hipanic/LatinX art and culture to the Knoxville Community through art, crafts, food, music, parades, children's activities fireworks and more.

The event is part of our Mission Statement at HoLa Hora Latina:

Our mission is to promote unity in the community by creating bridges between the Hispanic/LatinX communities and the community at large; through art, culture, education and leadership.

Additional sponsors: The deadline for our sponsors has not yet arrived but we have the usual Art and Culture Alliance, The TN Arts Commission, The City of Knoxville, South Arts and as of right now the only corporate sponsorship that had committed is AARP.

Planned use of funds requested: To help pay for the extreme cost of the World's Fair Park Performance Lawn fees.

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

Last year, we had around 6,500 attendees on Saturday night and about 7,000 on Sunday. We usually get our numbers from the police department but since we charged one dollar per person with children free, we were able to get a more accurate count. We are going to get better with this once we add a button on our registers for free children and HoLa members who get in free.

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

We will be attracting a major influx of people to the area and our Downtown Merchants will have an opportunity to sell their products or participate as food vendors. Businesses can also advertise with us or sponsor us for their advertisement.

How will this event positively impact downtown?

The event will bring many folks to the Downtown area from within the county and beyond. They usually will go to the festival, and then visit the Downtown area and take advantage of all the fun opportunities that Downtown Knoxville offers, with its beautiful architecture, shops, restaurants, bars and theatres.

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

It will be extremely difficult to have the funds to pay for the rental of World's Fair Park Performance

Venue and all of its components such as electric posts, etc... The cost of Market Square rental on our last festival before Covid-19 was around \$3,000. By the end of last year's festival at World's Fair Park's Performance Lawn was nearly \$14,000.

Attach the following:

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

[illegible]

Hola Festival 2021 / Budget Expenses			
	World's Fair Park Rental and Fees	13,000	
	Insurance	5,000	
	Security	1,000	
	Port-a Potties	600	
	Ice	400	
	Fireworks	6,000	
	Entertainment	20,000	
	Beverages	3,000	
	Police	3,000	
	City Fees	300	
	Banners	2,000	
	Printing and Advertising	4,000	
	Tent and Equipment Rentals	16,000	
	Sound and Lights and stage Equipment	13,000	
	Other unexpected expenses	5,000	
		92,300	
Hola Festival 2021 / Budget Income			
	Entrance per person	15,000	
	Alcohol Bands	1,200	
	T-shirt and Passport sales	450	
	Beverage Sales	6,000	
	Beer Sales	4,500	
	Food Sales	18,000	
	Corporate Sponsorships	45,000	
	Booth Rentals for food, crafts and non-profits	2,250	
		92,400	
	** We will be a new venue, so this is just predicting from what we might have had in previous years and from what this venue may cost or produce.		

[illegible]

[illegible]

HoLa Festival 2022 / Detailed marketing and promotion plans

Due to limited funds for this event, HoLa Hora Latina tries its best to promote the HoLa Festival with as minimum cost as possible.

1. Television:

- We always have a several spots at WBIR's "Live at Five at Four" the previous week and the week of the HoLa Festival.
- WVLT usually helps us with commercial spots for a discounted price. These commercials run the previous week and the week of the HoLa Festival.

2. Radio:

- We have not been lucky at all with local radio stations about helping out with sponsorships or discounted spots.
- We do have a great relationship with La Líder WKZX 93.5 FM who work out a very nice deal with and have done so for many years. The spots run constantly during the week of the HoLa Festival which attracts a lot of our Hispanic/LatinX community.

3. Social media:

- The HoLa Festival is advertised on our website: www.holahoralatina for months prior to the dates of the HoLa Festival.
- Our **Facebook** account reaches hundreds of people a month and the HoLa Festival is advertised here and updated every week one month prior to the HoLa Festival.
- We also use our **Instagram** account to continuously advertise the HoLa Festival beginning one month prior to the event.
- Our relationship with the Latino Task Force allows us to share the information for the HoLa Festival which is passed on to all the members of that social organization whose members are many organizations of our Hispanic/LatinX community.

4. Flyers and Posters:

- Our posters are delivered to Schools and passed along all businesses who are willing to help us in the downtown area.
- Flyers are passed out at every occasion in which HoLa Hora Latina is involved and during our own events at the Cas HoLa Gallery. This is already in effect there.

**Downtown Knoxville Alliance
Sponsorship Request Application**

Event: The Maker City Summit

Date(s): September 16-18, 2022

Location: Maker Exchange

Produced by: The Maker City

Sponsorship amount requested: __\$5,000__

Event History:

____ First-time event (#) 6 prior years (#) ____ years of previous Alliance funding

Contact: Courtney Hendricks

Phone: __865-591-9453__

Address: 17 Market Square #101, Knoxville, TN 37902

Email: courtney@knoxec.net

Event description:

Since Knoxville was named The Maker City in 2016, The Summit has become the largest inspirational, educational event for makers in our area. Makers come together to be inspired, learn, network, and grow.

This year, The Maker City Summit spans three days and presents thirty different speakers through keynote presentations, panel discussions, break-out sessions, and guided networking – all centered around storytelling, connections, and innovation.

The 7th annual Summit will be held at the newly opened Maker Exchange. Located in World's Fair Park at the Marriott Knoxville & Tennessean Hotels, it's a space to discover and celebrate Knoxville makers. From the art on the walls to the tables and chairs, it's all created by makers in the region. It's the perfect backdrop for inspiration!

Additional sponsors:

Maker Exchange

several in-kind sponsorships listed on the event [website](#)

Planned use of funds requested:

Official sponsor of the Friday Night Siorée event. This portion of the Summit is open to all - registered attendees and speakers, and also welcomes the beginning of Innov865 Week and the Innov865 Alliance audience. It is scheduled from 5:30-8:30 pm and guests will be encouraged to continue their evening activities downtown.

Alternative options for sponsorship areas are available if the Siorée is not the best fit.

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

300 projected attendees.

Attendance will be measured through tickets sold and gifted.

Demographics are makers and small business owners from Knoxville and surrounding areas. We are marketing to nearby cities outside of Knoxville in addition to our immediate area. (Asheville, Chattanooga, Nashville)

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

There are downtown merchants participating as experts and speakers to present to the larger community through this event.

Several downtown merchants will be attending and will gain knowledge through the speakers and panel discussions.

Our food vendors are made up of a variety of local makers and farmer's market vendors.

Attendees are encouraged to attend social events at downtown businesses.

We are also working on maker map of brick and mortar locations to have for attendees to explore the city during Innov865 week (the week following the Summit) and after.

How will this event positively impact downtown?

The Maker City Summit brings increased success with existing small businesses and paves the way for new entrepreneurs to begin profitable businesses in our area - largely downtown.

In the short-term, the event will bring 300 people to the downtown area for three days to be part of an experience that fosters positive connections and community building while also boosting the creative culture of Knoxville. Cementing Knoxville in it's unique place as The Maker City - a place for small business to prosper.

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

We would have to seek funding for this portion of the event elsewhere. Without funding we may need to cancel activities planned for Friday and reduce the event to two days.

Attach the following:

Projected *budget*, including detailed income and expenses

Detailed marketing and promotion plans

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

Proof of nonprofit status (if applicable)

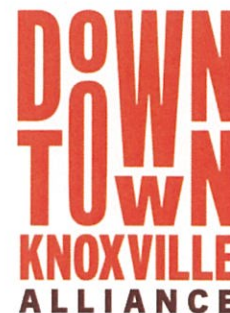
2022 Summit Budget		50,000	50,000
REVENUE		2022 Estimate	2022 Actual
Summit Registrations		\$8,500	
Arts & Culture Alliance		\$75	
Shora Foundation		\$75	
TOTAL REVENUE		8,650	
SUMMIT EXPENSES			
Maker Exchange			
Service Charge 22%		\$803	
Drink Tickets [1]		\$2,000	
Beverage Station		\$550	
Bartender Fee		\$100	
Set Up Fees		\$1,000	
Springboard Sound		\$7,500	
Real Good Kitchen			
Breakfast Pastries (300 ppl)		\$300	
Friday Siorée (150 ppl)		\$1,200	
Saturday Lunch (300 ppl)		5,100	
Point B (Sunday Lunch, 300 ppl)		3,600	
Floral		\$300	
Stage		\$200	
Activity Supplies		\$1,500	
Shirts - Circa Wear		\$2,595	
Nathanna (Web Support)		\$900	
Survature		\$1,000	
Marketing			
Ron Levy (keynote recording)		\$1,000	
Cole Liles (Sizzle Reel)		\$750	
Poynter Photo		\$4,000	
Other Photo		\$1,000	
Swag Bags		\$600	
Printing (High Resolutions)			
- STD post card promo		\$86.66	\$86.66
- past attendees postcard		\$210.47	\$210.47
- past attendees postcard mailing		\$150	\$150
- past attendees postcard postage		\$307.84	\$307.84
- posters		\$250	
- program (Russell)		\$1,000	
- signage		\$100	
- stickers		\$500	
- nametags		\$150	
Social Ads		\$100	
Contractor Fees			
Holly Holloway		\$2,500	
Carol Z. Shane		\$300	
Speaker Fees			
30 Speakers + Travel & 2 hotel rooms, 2 nights		\$15,000	
welcome baskets		\$100	
Experts (20)		\$200	
TOTAL PROFIT		\$8,650	
TOTAL EXPENSES		56,952.97	

DATE	LOCATION	CONTENT
June	KoxBiz Article	Summit Chair Feature
June 10 - 20	Countdown for tix on Social	Follow social for speaker drops
June 10	Press Releases out	
June 10	Save the Date out	
June 15	newsletter	
June 21	newsletter	
June 28	Launch Early Bird	Tix on Sale!
July 5	newsletter	last day early bird
July 12	dedicated email	Why attend blog
July 19	newsletter	
August 2	newsletter	register to get 1st pick of experts
August	Experts Announced	
August 16	newsletter	Expert sessions blog
August 15	Knox Biz Summit Article	
August 30	newsletter	Saturday Speakers blog
September	local media interviews	
September 6	dedicated email	include interview
September 13	newsletter	Last Push blog
September 16	EVENT - Soirée kick-off	
September 17	EVENT	
September 18	EVENT	

Partnerships- Promo
Innov865 Alliance
Arts & Culture Alliance
Shora Foundation
Asian Festival
Maker Exchange
Dogwood Arts
Visit Knoxville
Downtown Knoxville?

MEDIA	CONTENT
WVLT	Speaker Features
WBIR	Expert Features
WATE	Maker Monday - Lead up Promos
Inside of Knoxville	
Compass	
KnoxBiz	Speaker Features
Visit Knoxville	Article & event page
Downtown Knoxville	
New2Knox	

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Knoxville Community Media Fall Concert Series

Date(s): November 10, 2022

Location: Old City Performing Arts Center

Produced by: Knoxville Community Media

Sponsorship amount requested: \$5,000

Event History:

X First-time event (#) ____ prior years (#) 0 years of previous Alliance funding

Contact: Monika Hancock

Phone: 865-556-2737

Address: 800 S Gay St. Suite P-336 Knoxville, TN 37929

Email: monikahancock@yahoo.com

Event description: Knoxville Community Media (KCM) formally Community Television of Knoxville (CTV), is one of the oldest public access television stations in the nation. After 47 years of serving the local Community, KCM has decided to rebrand and re-envision who we are and what we do. KCM will continue to offer Public, Educational and Government programming while pursuing a new vision that will help us become an integral part of this community's story. Collaborations with cultural, social, arts and educational organizations and our relationships with the citizens and government bodies of Knoxville and Knox County will support free thought, free expression, creativity, activism, education and leadership. The stories you tell are a part of our goal to create connections that help us gain a deeper understanding of each other through information, entertainment and participation. As an organization whose foundation is media, KCM wants to build Community on that foundation through these stories. By cablecasting, publishing, social media and person to person dialogue, display and performance, KCM feels that these forms of communication will nurture empathy and engagement. In the coming months, KCM will present exciting new programming that will include Community workshops, film screening, art exhibitions and much more. One event we are most excited to present is our Community Engagement Concert Series. This year for the series of events will feature one artist, Octopus Project, who incorporates digital media and/or storytelling into their performance. Occurring on the second Thursday of November, the concert will have multiple goals: To engage the community through the simple act of preserving relevant entertainment. To raise awareness for KCM and encourage the community to actively participate in their own creative or informative storytelling with us. To encourage storytelling and creativity in our community. To offer a free experience to a number of at risk youth who are focusing

on arts in Knox County High Schools. To promote digital arts in the community. To potentially secure capital for other workshops, performances, residences, programming and operations for KCM.

Additional sponsors: We continue to work to secure funding and sponsors for this event. We have submitted several grant requests as well as sponsor asks from corporations such as Clayton Homes, Tennessee Arts Commission, Beaty Chevrolet, South College. This is not a fundraiser and currently the money is coming out of our Production expense line item from our annual budget. In the future, we hope to retain a sponsor and other outside resources to cover all expenses.

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

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

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

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

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

How will this event positively impact downtown?

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

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

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

Attach the following:

Projected *budget*, including detailed income and expenses

Detailed marketing and promotion plans

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

Proof of nonprofit status (if applicable)



Knoxville Community Media

COMMUNITY ENGAGEMENT CONCERT SERIES 2022

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

VENUE: OLD CITY PERFORMING ARTS CENTER | \$1000

SOUND: JASON BOARDMAN, PILOT LIGHT | \$1000

PERFORMER FEE: \$8,000

PERFORMER EXPENSES: \$2,000

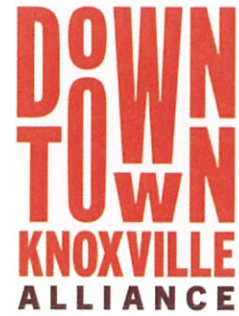
MARKETING: \$1000

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

SECURITY: \$200

APPROXIMATE BUDGET: \$13,700

Downtown Knoxville Alliance Sponsorship Request Application



The goal of the Downtown Knoxville Alliance Sponsorship Program is to help support events that add to the vibrancy and enjoyment of Downtown Knoxville. The program is **primarily** focused on supporting **new** events as they establish additional community support and funding, **as well as established events that bring more people to Downtown Knoxville to work, live, shop and play.**

Event Date(s)	Application Due
January, February March	October 1 November 1
March , April May, June	January 1 January 1
May, June	March 1
July, August September	April 1 May 1
September, October November, December	July 1 July 1
November, December	September 1

The application must include a projected budget (including detailed income and expenses), information on how the event will be promoted, information on how the event positively impacts Downtown Knoxville (including residents, businesses, or visitors), and proof of nonprofit status if applicable. Previous three-year actual income and expenses for the event should also be submitted if applicable.

Sponsorship Guidelines:

- All events are evaluated based on current merits, regardless of funding in the past.
- Preference will be given to events, segments of events, and activities that are **no-charge-and-open-to-the-public free and provide reasonably widespread public access and benefit**, although exceptions may be made if circumstances warrant. **Ticketed**, for-profit, or fund-raising events are typically not considered.
- The Downtown Knoxville Alliance strives to distribute sponsorships equitably to events throughout the central business district (e.g., World's Fair Park, Market Square, Volunteer Landing, Old City, Gay Street, Union Ave, etc.) and throughout the calendar year. Preference will be given to locations and times that have not historically had significant programming.
- As a general rule, sponsorships will not exceed 20% of total event expenses.
- Sponsorships are awarded based on the merits of a stand-alone event. Therefore, a single organization can submit and receive approval for multiple events throughout the year.

Requirements:

- Sponsored events should include the Downtown Knoxville Alliance as a sponsor in all pre-event publicity, marketing materials, websites, posters, and event materials. Information on downtown parking should also be included.
- A post-event evaluation is required within 45 days of the event. Payments will be made in two parts. One-half will be paid prior to the event and the balance will be paid upon receipt of the completed post-event evaluation. Refunds will be requested for any events that are cancelled. **Final payments will be forfeited if post-event evaluation is not received.**