

BOARD OF DIRECTORS' MEETING

➡ AGENDA

JULY 21, 2025, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *June Board Meeting p. 3
- III. Financial Report p. 5
- IV. Committee Reports
 - A. Marketing Committee Report p. 17
 - B. Quality of Life p. 37
- V. Staff Report p. 49
- VI. Old Business
- VII. New Business
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

August 18, 11:30 am – August Board Meeting

September 15, 11:30 am – September 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 16, 2025, 5:00 PM

The Board of Directors of Downtown Knoxville Alliance met on Monday, June 16, 2025 at 5:00 pm at 17 Market Square, Knoxville, TN.

Board members present included board chair, Mary Katherine Wormsley, Natalea Cummings, Faris Eid, Nikki Elliott, Vince Fusco, Gay Lyons, and Bobby McCarter. DKA and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, Karen Kakanis, and Angela Lunsford.

I. Welcome

Mary Katherine Wormsley chaired the meeting and called the meeting to order.

II. Approval of Minutes

Mary Katherine Wormsley called for the minutes from the May Board Meeting to be approved. Bobby McCarter made a motion to approve the minutes. Natalea Cummings seconded the motion, which was unanimously approved by the board.

III. Staff Report

Staff presented their report, which provided an update on activities from the previous month. The full reports were included in the agenda packet.

IV. Old Business

There was no Old Business.

V. New Business

A. Authorization for Board Chair to Sign Services Agreement

A motion was made by Vince Fusco to authorize Mary Katherine Worsley to sign the services agreement between the Knoxville Chamber and Downtown Knoxville Alliance. The motion was seconded by Gay Lyons and unanimously approved.

VI. Public Forum

There was no Public Forum

VII. Adjournment

With no other business, the meeting was adjourned.

Secretary

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD June 30, 2025

	<u>Jul '24 - Jun '25</u>
OPERATING ACTIVITIES	
Net Income	(78,657)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	13,229
2020 · Accounts Payable	(25,009)
2600 · Accrued Payables	(6,660)
2700 · Accrued Wages	-
1350 · Prepaid Expenses	12,116
Net cash provided by Operating Activities	(84,981)
INVESTING ACTIVITIES	
1650 · Leashold Improvements	(2,429)
1660 · Furniture & Equipment	(40,712.62)
1925 · Security Deposit	(2,130.48)
Net cash provided by Financing Activities	(45,272)
Net cash increase for period	(130,253)
Cash at beginning of period	2,200,932
Cash at end of period	<u><u>2,070,679</u></u>
 Current Liabilities	 (14,015)
Accrued Payables	(1,087,653)
 Accounts receivable and Other	 6,399
Prepaid Expenses	2,433
Fixed Assets	55,641
Subtotal	(1,037,195)
 Projected Remaining Budgeted Income (Expenses)	
Revenue	-
Development	(100,000)
Quality of Life	(99,914)
Business Support	(498)
Marketing/Sponsorships	(24,539)
Administration	(44,241)
Subtotal	(269,191)
 Projected Cash - Before Minimum Reserve	 <u><u>764,293</u></u>
 Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	<u><u>614,293</u></u>

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD June 30, 2025

Project	Grants	Permit Date	Comp Date	Accrued	YE 6/30/2024	Total
314 Union Ave (COK)	250,000		9/30/2022		0	0
YWCA Keys of Hope	250,000		6/30/2024		0	0
Tennessee Theatre	300,000		6/30/2024		0	0
Art & Cultural Alliance	200,000		6/30/2024		0	0
	<u>1,000,000</u>				<u>0</u>	<u>0</u>

* City approval required

Note: Farragut Building/Hyatt Place, 530 S. Gay Street

In 2015, DKA Board agreed to receive \$4,578 and abate the increased incremental assessments during the project's 25-year PILOT term which ends 3/17/41.

Note: Marble Alley/formerly Knox County property, 300 State Street

In 2013, Knox County Commission and Knox County IDB approved a 10-year PILOT for Marble Alley Lofts. Knox County previously held this property and was tax-exempt; therefore they did not pay property taxes or DKA assessments. PILOT term ends 12/31/25

Note: Church + Henley formerly State Supreme Court, 700 Henley Street

In 2019, DKA approved a 10-year abatement of the incremental assessment for the State Supreme Court project starting 48 months after developers close on the two parcels to allow for construction and project stabilization. DKA will continue to receive assessments for both properties based on the acquisition cost. DKA's assessment is expected to be approx. \$3,208 during the abatement time. The City's 25 year PILOT term ends 3/4/48. The property closed on 9/30/19. DKA's abatement ends 9/30/2033.

Downtown Knoxville Alliance
Profit & Loss Actual vs Budget June 30, 2025

	Acct #	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	TOTAL	FY25 Budget	Remainder
Income																
CBID Tax Assessments	4020	6,239	66,631	5,530	527,164	183,176	88,412	103,526	174,832	67,471	34,883	19,628	6,399	1,283,891	1,125,000	(158,891)
Investment income	4100	2,799	2,924	2,662	2,483	3,054	8,686	8,473	3,494	4,129	11,884	4,068	25,312	79,968	38,000	(41,968)
Total Income		9,038	69,556	8,192	529,646	186,230	97,098	112,000	178,327	71,600	46,767	23,696	31,711	1,363,859	1,163,000	(200,859)
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	5659	81	80	84	163	103	109	31,109	98	86	165	98	99	32,275	35,000	2,725
Ambassador Program	5657	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	14,265	14,265	14,265	129,882	130,766	884
Residential - Other	5900	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Residential	5901	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trash Compactor	5662	-	-	-	-	-	-	-	-	-	-	-	-	-	75,000	75,000
Open Street Activation	5663	-	-	-	-	-	-	-	-	-	-	-	10,000	10,000	10,000	-
Security	5655	3,080	5,225	2,475	1,650	2,214	4,455	61,549	19,546	4,634	3,982	4,579	5,308	118,696	140,000	21,304
Total Quality of Life		12,837	14,981	12,235	11,489	11,993	14,240	102,334	29,321	14,396	18,412	18,942	29,671	290,852	390,766	99,914
Business Support																
Business Support	5150	1,274	(979)	-	-	8,648	18,887	246	1,484	3,753	462	285	15,441	49,502	50,000	498
Total Business Support		1,274	(979)	-	-	8,648	18,887	246	1,484	3,753	462	285	15,441	49,502	50,000	498
Marketing Expenses																
Advertising General	5305	2,464	1,950	1,800	12,183	6,733	5,220	4,827	2,251	2,501	1,973	4,746	3,161	49,810	50,000	190
Print and Content Development	5306	798	802	3,187	2,551	1,700	2,107	5,964	2,998	10,669	2,805	12,797	11,995	58,372	55,000	(3,372)
Website - All Committees	5375	550	1,430	550	550	-	1,100	-	1,160	4,733	-	825	2,502	13,400	30,000	16,600
Downtown Scavenger Hunt	5364	-	-	6,250	375	-	-	-	(6,625)	-	6,305	3,845	9,229	19,379	20,000	621
Brand Refinement	5376	-	-	-	-	-	-	-	-	-	-	-	-	-	25,000	25,000
Events and Sponsorship	5360	21,000	-	-	10,000	-	20,000	29,500	-	-	29,000	15,000	-	124,500	110,000	(14,500)
Total Marketing Expenses		24,812	4,182	11,787	25,659	8,433	28,426	40,291	(216)	17,904	40,084	37,213	26,887	265,461	290,000	24,539
Administration																
Office Relocation	5415	-	-	-	-	-	-	-	-	-	-	-	9,359	9,359	65,000	55,641
Meals/ Lodging/ Travel	5420	-	-	945	724	499	491	285	282	353	282	402	834	5,096	6,000	904
Office Expense	5430	625	923	1,830	1,057	506	1,809	656	265	1,065	319	637	1,173	10,864	7,500	(3,364)
Bank Fees	5435	-	-	-	-	-	130	-	95	(95)	-	-	-	130	200	70
Postage	5440	17	34	15	15	20	14	22	23	12	10	473	829	1,486	2,500	1,014
Professional Dev.	5465	-	-	3,443	3,949	4,870	(53)	-	-	-	900	-	-	13,109	6,000	(7,109)
Professional Svc	5450	-	4,000	2,206	2,041	-	-	1,630	-	-	-	-	5,478	15,356	12,000	(3,356)
Svc Contract - Operations	5460	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	244,176	244,173	(3)
Insurance Directors/Officers	5490	75	75	75	71	71	71	71	71	71	71	71	273	1,064	900	(164)
Software	5480	69	69	75	75	75	75	75	75	75	75	75	75	891	1,500	609
Total Administration		21,133	25,449	28,938	28,281	26,389	22,885	23,088	21,160	21,829	22,005	22,006	38,368	301,532	345,773	44,241
Total Expenses		60,055	43,633	52,961	65,429	55,464	84,438	165,959	66,749	57,882	80,964	78,446	110,368	922,348	1,191,539	269,191
Change in NAV		(51,017)	25,922	(44,769)	464,217	130,766	12,660	(53,959)	111,578	13,717	(34,197)	(54,751)	(78,657)	441,511	(28,539)	470,050
Prior Year Sponsorships Reserve	5355				40,833									40,833		
NAV Total after Surplus Spending		(51,017)	25,922	(44,769)	423,384	130,766	12,660	(53,959)	111,578	13,717	(34,197)	(54,751)	(78,657)	400,678		

Statement of Cash Flows

Downtown Knoxville Alliance

June 1-30, 2025

FULL NAME	TOTAL
OPERATING ACTIVITIES	
Net Income	-78,656.86
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	13,228.75
1350 Prepaid Expenses	12,115.67
2020 Acc. Payable:Accounts Payable	-25,009.26
2600 Accrued Payables	-6,659.54
Total for Adjustments to reconcile Net Income to Net Cash provided by operations:	-\$6,324.38
Net cash provided by operating activities	-\$84,981.24
INVESTING ACTIVITIES	
1650 Leasehold Improvements	-2,428.65
1660 Furniture & Equipment	-40,712.62
1925 Security Deposit	-2,130.48
Net cash provided by investing activities	-\$45,271.75
FINANCING ACTIVITIES	0
NET CASH INCREASE FOR PERIOD	-\$130,252.99
Cash at beginning of period	\$2,200,932.17
CASH AT END OF PERIOD	\$2,070,679.18

Downtown Knoxville Alliance
Balance Sheet
As of June 30, 2025

ASSETS

Current Assets

Bank Accounts

1000 Cash & Cash Equiv.	
1012 First Bank Checking	(59,049.08)
1014 First Bank ICS	1,266,515.71
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	103,966.25
1036 Home Federal CD 2895	256,141.99
1037 First Century CD 0328	245,000.00
1038 Truist CD 6084	258,104.31
Total 1020 Investments - Cert Dep and MM	<u>\$ 863,212.55</u>
Total 1000 Cash & Cash Equiv.	<u>\$ 2,070,679.18</u>
Total Bank Accounts	<u>\$ 2,070,679.18</u>

Accounts Receivable

1110 Other Receivable	6,399.19
Total Accounts Receivable	<u>\$ 6,399.19</u>

Other Current Assets

1350 Prepaid Expenses	2,432.59
Total Other Current Assets	<u>\$ 2,432.59</u>

Total Current Assets	<u>\$ 2,079,510.96</u>
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Fixed Assets

1650 Leasehold Improvements	14,928.65
1660 Furniture & Equipment	40,712.62
Total Fixed Assets	<u>\$ 55,641.27</u>

Other Assets

1925 Security Deposit	2,130.48
Total Other Assets	<u>\$ 2,130.48</u>

TOTAL ASSETS	<u>\$ 2,137,282.71</u>
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LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

2020 Accounts Payable	14,014.99
Total 2000 Acc. Payable	<u>\$ 14,014.99</u>
Total Accounts Payable	<u>\$ 14,014.99</u>

Other Current Liabilities

2600 Accrued Payables	1,087,652.95
Total Other Current Liabilities	<u>\$ 1,087,652.95</u>

Total Current Liabilities	<u>\$ 1,101,667.94</u>
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Total Liabilities	<u>\$ 1,101,667.94</u>
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Equity

3900 Change in NA - unrestricted	634,936.90
Net Income	400,677.87
Total Equity	<u>\$ 1,035,614.77</u>

TOTAL LIABILITIES AND EQUITY	<u>\$ 2,137,282.71</u>
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Accrued Payables at 06.30.25

City of Knoxville (314 Union Ave) accrued 9/30/22	FY23	\$250,000.00
Market Square Power Wash (total of 2)	FY24	\$3,200.00
Marketing/branding/activation requests COK street closures	FY24	\$3,937.52
YWCA Keys of Hope Grant	FY24	\$250,000.00
Art & Cultural Alliance - Emporium Project	FY24	\$200,000.00
Tennessee Theatre - \$300k total; \$100k current year Dev Grants	FY24	\$300,000.00
2025 Programming - East TN Historical Society	FY25	\$5,000.00
Old City Market & First Friday Block Party	FY25	\$5,000.00
Knoxville Museum of Art - Free Family Fun Day	FY25	\$1,000.00
KPD Mounted Patrol Unit Expansion	FY25	\$55,485.00
City of Knoxville / Concerts on the Square	FY25	\$2,000.00
Old City Association / Rhinestone Fest in the Old City	FY25	\$1,500.00
Asia Culture Center of TN - Knox Asian Festival	FY25	\$2,500.00
Office Relocation	FY25	\$8,030.44
		<hr/>
		\$1,087,652.96

Downtown Knoxville Alliance

Profit and Loss

June 2025

Income		
4020 CBID Assessment		6,399.19
4100 Interest on Cash Reserves		25,311.77
Total Income	\$	31,710.96
Gross Profit	\$	31,710.96
Expenses		
5100 Business Support		
5150 Merchant Support		15,441.42
Total 5100 Business Support	\$	15,441.42
5300 Marketing Expenses		
5305 Advertising		3,161.03
5306 Print and Content Development		11,994.50
5364 Downtown Scavenger Hunt		9,229.10
5375 Website		2,502.25
Total 5300 Marketing Expenses	\$	26,886.88
5400 Administration		
5415 Office Relocation		9,358.73
5420 Meals/Lodging/Travel		833.71
5430 Office Expenses		1,172.74
5440 Postage		828.76
5450 Professional Svc		5,478.35
5460 Services Contract		20,348.00
5480 Software		75.38
5490 Insurance D&O		272.67
Total 5400 Administration	\$	38,368.34
5650 Quality of Life		
5655 Security		5,307.50
5657 Ambassador Program		14,265.00
5659 Beautification		98.68
5663 Open Street Activation		10,000.00
Total 5650 Quality of Life	\$	29,671.18
Total Expenses	\$	110,367.82
Net Operating Income	\$	(78,656.86)
Net Income	\$	(78,656.86)

A/P Aging Detail Report

Downtown Knoxville Alliance

As of June 30, 2025

DATE	TRANSACTION TYPE	NUM	VENDOR DISPLAY NAME	DUE DATE	PAST DUE	AMOUNT
CURRENT						
06/30/2025	Bill	INV013966	Knoxville Chamber	07/01/2025	14	1,086.84
06/30/2025	Bill	INV013985	Knoxville Chamber	07/01/2025	14	75.38
06/30/2025	Bill	12254	MoxCar.	07/18/2025	-3	2,868.75
06/30/2025	Bill	DKA-70125	Southern Bloom Social	07/30/2025	-15	3,046.50
06/30/2025	Bill	0007161149	Knoxville News Sentinel	07/31/2025	-16	1,722.73
06/30/2025	Bill	INV229563	Off Duty Management, Inc.	08/01/2025	-17	1,017.50
06/30/2025	Bill	06302025	Card Services Center - Mastercard	08/04/2025	-20	4,197.29
Total for CURRENT						\$14,014.99
TOTAL						\$14,014.99

A/R Aging Detail Report

Downtown Knoxville Alliance

As of June 30, 2025

DATE	TRANSACTION TYPE	NUM	CUSTOMER FULL NAME	DUE DATE	AMOUNT	OPEN BALANCE
CURRENT						
06/30/2025	Invoice	06302025	City of Knoxville.	07/31/2025	6,399.19	6,399.19
Total for CURRENT					\$6,399.19	\$6,399.19
TOTAL					\$6,399.19	\$6,399.19

Downtown Knoxville Alliance

1012 First Bank Checking, Period Ending 06/30/2025

RECONCILIATION REPORT

Reconciled on: 07/08/2025

Reconciled by: Karen Kakanis

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance	0.00
Checks and payments cleared (26)	-129,563.78
Deposits and other credits cleared (16)	153,342.06
Statement ending balance	23,778.28

Uncleared transactions as of 06/30/2025	-82,827.36
Register balance as of 06/30/2025	-59,049.08
Cleared transactions after 06/30/2025	0.00
Uncleared transactions after 06/30/2025	6,667.27
Register balance as of 07/08/2025	52,381.81

Details

Checks and payments cleared (26)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/23/2025	Bill Payment	2671	Southern Bloom Social	-1,440.00
05/23/2025	Bill Payment	2672	Stanford Eisenberg Knoxville ...	-5,000.00
05/30/2025	Bill Payment	2677	Robin Easter Design	-712.50
05/30/2025	Bill Payment	2678	Knoxville Opera Company	-2,500.00
05/30/2025	Bill Payment	2679	Big Ears, LLC	-5,000.00
05/30/2025	Bill Payment	2680	Knox County Public Library	-1,500.00
05/30/2025	Bill Payment	2681	KUB	-98.00
05/30/2025	Bill Payment	2682	Off Duty Management, Inc.	-1,320.00
06/06/2025	Bill Payment	2688	Michael Galyean - Dancing Bl...	-750.00
06/06/2025	Bill Payment	2690	Off Duty Management, Inc.	-660.00
06/06/2025	Bill Payment	2683	Knoxville News Sentinel	-1,700.98
06/06/2025	Bill Payment	2684	Robin Easter Design	-450.00
06/06/2025	Bill Payment	2685	Graphic Creations	-2,860.47
06/06/2025	Bill Payment	2686	Loch and Key Productions	-6,461.00
06/06/2025	Bill Payment	2691	Knoxville Chamber	-21,154.76
06/11/2025	Bill Payment	ACH061125	Chubb	-2,422.00
06/13/2025	Bill Payment	2702	Arts & Culture Alliance of Gre...	-12,840.64
06/13/2025	Bill Payment	2693	Asian Culture Center of TN	-2,500.00
06/13/2025	Bill Payment	2695	WDVX	-5,000.00
06/13/2025	Bill Payment	2696	Loch and Key Productions	-5,875.00
06/13/2025	Bill Payment	2697	Nief-Norf	-5,000.00
06/13/2025	Bill Payment	2698	Off Duty Management, Inc.	-990.00
06/13/2025	Bill Payment	2699	Callie Blackburn	-142.36
06/13/2025	Bill Payment	2701	Card Services Center - Maste...	-3,210.13
06/17/2025	Expense			-19,627.94
06/27/2025	Bill Payment	2710	Knoxville Chamber	-20,348.00

Total -129,563.78

Deposits and other credits cleared (16)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/03/2025	Deposit			1,440.00
06/05/2025	Deposit			98.00
06/06/2025	Deposit			2,500.00
06/09/2025	Deposit			5,000.00
06/10/2025	Deposit			1,320.00
06/12/2025	Deposit			2,422.00
06/16/2025	Deposit			21,154.76

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/16/2025	Deposit		City of Knoxville.	19,627.94
06/18/2025	Deposit			13,228.36
06/20/2025	Deposit			23,564.59
06/23/2025	Deposit			5,660.00
06/24/2025	Deposit			4,710.13
06/25/2025	Deposit			2,500.00
06/26/2025	Deposit			990.00
06/30/2025	Deposit			25,348.00
06/30/2025	Deposit			23,778.28
Total				153,342.06

Additional Information

Uncleared checks and payments as of 06/30/2025

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/06/2025	Bill Payment	2689	New2Knox	-2,100.00
06/06/2025	Bill Payment	2687	Poynter Photo Co.	-250.00
06/13/2025	Bill Payment	2692	Southern Bloom Social	-1,440.00
06/20/2025	Bill Payment	2703	Off Duty Management, Inc.	-1,320.00
06/27/2025	Bill Payment	2712	CrowdRiff Inc.	-1,489.75
06/27/2025	Bill Payment	2704	Off Duty Management, Inc.	-660.00
06/27/2025	Bill Payment	2705	Preston Farabow	-3,000.00
06/27/2025	Bill Payment	2706	Arnett Baker Draper & Hagoo...	-1,228.35
06/27/2025	Bill Payment	2707	Bible Harris Smith, P. C.	-4,250.00
06/27/2025	Bill Payment	2708	KUB	-98.68
06/27/2025	Bill Payment	2709	Off Duty Management, Inc.	-1,320.00
06/27/2025	Bill Payment	2711	Graphic Creations	-3,921.54
06/27/2025	Bill Payment	2713	MoxCar.	-2,193.75
06/30/2025	Bill Payment	2716	Loch and Key Productions	-6,169.00
06/30/2025	Bill Payment	2717	CrowdRiff Inc.	-4,781.25
06/30/2025	Bill Payment	2718	Hummel, Michele	-819.16
06/30/2025	Bill Payment	2719	Callie Blackburn	-205.13
06/30/2025	Bill Payment	2720	Work Interiors	-40,712.62
06/30/2025	Bill Payment	2721	Painter 1 of Knoxville	-2,428.65
06/30/2025	Bill Payment	2722	Graphic Creations	-999.50
06/30/2025	Bill Payment	2715	Graphic Creations	-2,189.98
06/30/2025	Bill Payment	2714	Poynter Photo Co.	-1,250.00
Total				-82,827.36

Uncleared checks and payments after 06/30/2025

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/01/2025	Expense			-9,827.50
Total				-9,827.50

Uncleared deposits and other credits after 06/30/2025

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/02/2025	Deposit			7,740.70
07/03/2025	Deposit			660.00
07/07/2025	Deposit			1,694.88
07/08/2025	Deposit		City of Knoxville.	6,399.19
Total				16,494.77

MARKETING COMMITTEE MINUTES



JULY 16, 2025 | 3:00 PM

Downtown Knoxville Alliance board members present included Chip Barry, City of Knoxville; Natalea Cummings, Mast General Store. Committee members present included Shera Petty, Visit Knoxville; Scott Bird, MoxCar Marketing + Communications; Matthew DeBardelaben, Avison Young. Staff members included Callie Blackburn.

Sponsorship Requests

Organization	Event	Request	Recommendation
HoLa Hora Latina; Pedro Tomas	25 th Annual Hola Festival	\$5,000	\$5,000
Annoor Academy of Knoxville; Sarah Poore	20 th International Food Festival	\$7,000	\$5,000
Total			\$10,000

Recommendations for Board Approval

\$10,000 to be approved as outlined above for Event Sponsorships. FY 25-26 budget, summary of events, and event applications are attached.

Primary discussion points:

HoLa Festival – HoLa Hora Latina is requesting sponsorship for their 2025 HoLa Festival being held on September 27 & 28, 2025. These requested funds will help cover the World's Fair Park event venue rental. **Recommendation:** The committee made a recommendation to the board to fund the request as presented for \$5,000.

International Food Festival – Annoor Academy of Knoxville is requesting \$7,000 for their International Food Festival being held on September 21, 2025. These funds will be used for venue costs, fees, and rentals associated with the festival. The committee had some concerns about safety and security of the event if it takes place without fencing in the open area of the Festival Lawn next to the Splash Pad/Fountain at World's Fair Park. The performance lawn, which is fenced in, is not available that weekend. Chip Barry agreed to assist with facilitating getting the appropriate contacts in touch with the Academy. Lisa Allen at World's Fair Park has agreed to set up a meeting with the festival organizers and KPD about their safety plan.

Recommendation: The committee recommends to the board offering \$5,000 in funding to be designated for Safety and Emergency Personnel Expenses only. The committee also recommends the Academy do the following for the event:

1. Have fencing/bike racks around the perimeter of their event and has clear entrance/exit points. Park staff can help them plan and organize the fencing.
2. Charge an admission fee for adults, with children free, so that the event will be considered a private event to keep any potential protesters out.
3. Based on discussions with KPD, they may also close Clinch Ave Bridge so that protestors cannot gather there.

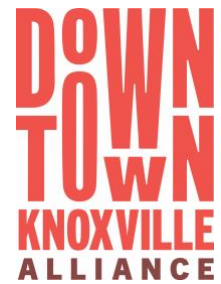
Next Meeting

The next Marketing Committee meeting is scheduled for Wednesday, September 10, 2025, at 3:00 PM.

MARKETING COMMITTEE MEETING

AGENDA

July 16, 2025, 3:00 PM



Sponsorship Requests

- HoLa Festival
- International Food Fest

Discussion:

Recommendations for Board

FY 25-26 Meetings

New Office Updates

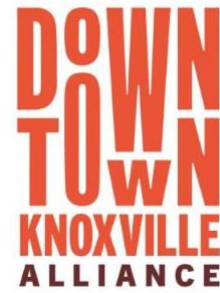
Newts in Knoxville Commercial

2025-2026

Downtown Knoxville Alliance - Event Sponsorships							
FY 24-25 (as of July 1, 2025)							
	FY 23-24	FY 23-24	FY 24-25	FY 24-25	FY 25-26	FY 25-26	
	Requests	Funded	Requests	Funded	Requests	Funded	
Budget		110,000		110,000		125,000	
Previously Approved							
Annoor Academy - International Food Fest							August/May
Asian Culture Center of TN - Asian Festival			10,000	5,000			Sept/July
Asian Culture Center of TN			10,000	5,000			-
Big Ears - Big Ears Festival	10,000	10,000	10,000	10,000			March/Jan
Bike Walk Knoxville - Tour de Lights	2,500	1,500	5,000	5,000			Dec/Sept
Cattywampus Puppet Council (Solastalgia)			12,000	5,000			Oct/July
City of Knoxville - Concerts on the Square	3,000	3,000	4,000	4,000			May/March
Dogwood Arts - 2025 Events	12,000	8,500	9,000	9,000			Apr/Jan
East TN Hist Society - annual events	10,000	10,000	10,000	10,000			annual/Nov
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000			Sept/July
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000			May-March
Knox Pride Festival & Parade			13,600	6,000			Oct/July
Knoxville Jazz Orchestra - Jazz at the Emporium	5,000	1,000					-
Knoxville Jazz Orchestra - Jazz on the Square	3,000	3,000					May-March
Knoxville Jewish Day School - Violins of Hope			10,000	10,000			
Knoxville Museum of Art - Free Family Fun Day(s)	1,300	2,000	2,000	2,000			annual/Jan
Knoxville Opera - Musical Theater Marathon							-
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000			Apr/Jan
Nief Norf - Synnergy Concert Series			?	5,000			
Nourish Knoxville - Farmers' Market	1,000	10,000	10,000	10,000			May/March
Nourish Knoxville - Winter Market	5,000	5,000	5,000	5,000			Dec/Sept
Old City Assn - Dolly Fest/Rhinestone Fest	5,000	2,500	5,000	3,000			June/March
Old City Assn - Old City Market	5,000	5,000	14,000	5,000			Apr/Jan
St. Patrick's Day Parade			5,000	2,500			
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000			annual/May
Approved to Date	80,800	79,500	152,600	119,500	-	-	
Balance Prior to Requests		30,500		(9,500)		125,000	
Requests/Recommendation					Requests	Proposed	
HoLa Festival					5,000	5,000	
International Food Festival					7,000	5,000	
Total Current Requests					12,000	10,000	
Remaining Balance						115,000	

	25 th HoLa Festival	International Food Fest
Request	\$5,000	\$7,000
Dates	September 27 & 28, 2025	September 21, 2025
Location	World's Fair Park	World's Fair Park
History	Prior Years: 24 Funded by DKA: 4	Prior Years: 19 Funded by DKA: 1
Most Recent Funding	\$5,000	\$5,000 ('22/23)
Event Producer	HoLa Hora Latina	Annoor Academy of Knoxville
Other Sponsors	(Still awaiting contracts.) Typically receive: TN Arts Commission, City of Knoxville CAG grant, Art & Culture Alliance, Torres Law Firm, Cherokee Dist., Visit Knoxville, US Bank, Apex Bank, and others.	Currently still acquiring sponsorships.
General Admission	\$3	\$1
Expected Attendance	2024: 8,000 (canceled Sunday due to Morgan Wallen) 2023: 13,000	2024: 9,000
Total Expenses	\$97,700	\$28,300
Projected Profit	-\$13,500	-
Request/% of Exp	5.1%	24.7%
Request/Attendee	\$0.38	\$0.77
Use of Funds	World's Fair Park event venue rental	Venue costs, fees, and rentals needed for the festival.

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's central business district. The program is 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	November 1
March, April	January 1
May, June	March 1
July, August	May 1
September, October	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, how the event positively impacts the central business district (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:

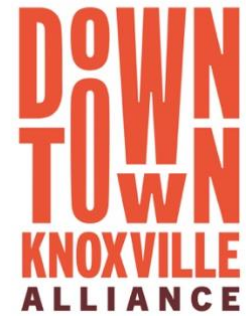
- All events are evaluated based on current merits, regardless of funding in the past.
- Preference will typically be given to events, segments of events, and activities that are free and provide reasonably widespread public access and benefit.
- Paid ticketed events, for-profit, or fund-raising events are typically not considered.
- The Downtown Knoxville Alliance strives to distribute sponsorships equitably to events throughout the central business district and throughout the calendar year. Preference will be given to locations and times that have not historically had significant programming. A map of the district boundaries can be found at downtownknoxville.org/map.
- 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 payment will be forfeited if post-event evaluation is not received.

Completed applications should be emailed to cblackburn@downtownknoxville.org, mailed or delivered to Downtown Knoxville Alliance, Attn: Callie Blackburn, 17 Market Square, Knoxville, TN 37902. For questions, call 865.246.2653.

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: HoLa Festival 2025

Date(s): Saturday and Sunday, September 27 and 28, 2025

Location: World's Fair Park's Performance Lawn

Produced by: HoLa Hora Latina

Sponsorship amount requested: \$5,000 or more if available as we are celebrating our 25th Anniversary

Event History:

 First-time event (#) 24 prior years (#) 4 years of previous Alliance funding

Contact: Pedro Tomás-Mitchell 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: We have not yet received any sponsors contracts, but we usually have the TN Arts Commission, The City of Knoxville CAG Grant, Art and culture Alliance, Torres Law Firm, Promesa de Fé Church, US Bank, Apex Bank, Travelers Insurance, Cherokee Distributing, visit Knoxville and more.

Planned use of funds requested: World's Fair Park Rental

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 8,000 attendees on Saturday only as we had to cancel our Sunday due to the addition of the Morgan Wallen Concerts on Friday and Sunday. The previous year we had about 13,000

attendees. We have a fee for entering and that income is divided by 3 which is the amount that charge to get in, plus we then add the amount of people that get in free such as member of HoLa Hora Latina and children who enter free. This is taken from the Square reports. We also check it with the new system of tracking cell phones at World's Fair Park from Visit Knoxville.

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..., and the workers at the site whose fee has now gone up to \$50 per hour per worker. The cost of the police presence has also skyrocketed, especially now that the police payroll goes through an outsource that charges \$5 more per hour per policeman.

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)

HoLa Festival 2025 / 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. They also helped us at last minute with Telemundo advertising, so we are planning on reaching out to them again this year.

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.

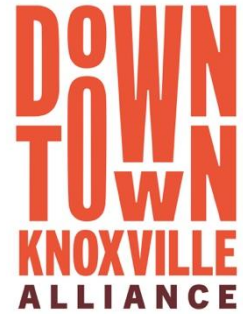
3. Social media:

- 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



The goal of the Downtown Knoxville Alliance Sponsorship Program is to help support events that add to the vibrancy and enjoyment of Downtown Knoxville's central business district. The program is 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
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September, October	July 1
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The application must include a projected budget (including detailed income and expenses), information on how the event will be promoted, how the event positively impacts the central business district (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:

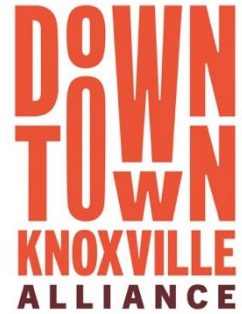
- All events are evaluated based on current merits, regardless of funding in the past.
- Preference will typically be given to events, segments of events, and activities that are free and provide reasonably widespread public access and benefit.
- Paid ticketed events, for-profit, or fund-raising events are typically not considered.
- The Downtown Knoxville Alliance strives to distribute sponsorships equitably to events throughout the central business district and throughout the calendar year. Preference will be given to locations and times that have not historically had significant programming. A map of the district boundaries can be found at downtownknoxville.org/map.
- 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 payment will be forfeited if post-event evaluation is not received.

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**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: International Food Festival _____

Date(s): 9/21/2025 _____

Location: World's Fair Park Festival Lawn _____

Produced by: Annoor Academy of Knoxville _____

Sponsorship amount requested: __\$7000_____

Event History:

____ First-time event (#) __19__ prior years (#) __1__ years of previous Alliance funding

Contact: Sarah Elkassabani _____ Phone: 423-650-2682_____

Address: 1425 Caribou Ln. Knoxville, TN 37931 _____

Email: sara.poore@gmail.com _____

Event description: The International Food Festival is an event that brings together thousands of people from different cultures, religions, and backgrounds to celebrate their diversity, culture, community and food. There are over 25 countries represented, restaurant vendors, performances, crafts, bounce houses, face painting, and henna. _____

Additional sponsors: We are currently still looking for sponsors. _____

Planned use of funds requested: Funds raised by sponsors will go towards the venue costs, fees, and rentals needed for that day. _____

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

Last years attendance was over 9000 people. The event was held on the performance lawn that had gates, so we charged \$1 entry to keep track of attendees. This year the only option was the festival lawn at WFP so we plan to just estimate attendees to the best of our ability. This event is open to all ages, genders, ethnicities, and religions. The Knoxville community is so diverse and we love to showcase that.

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

All vendors food and non are welcome to sign up to sell their food or merchandise at the event. We like to have a “bazaar” in the middle of the space so attendees can shop the different booths and purchase items.

How will this event positively impact downtown?

This event will positively impact the Knoxville community because it will showcase how amazing and diverse Knoxville is while also showing what we have to offer. This event is marketed in Knoxville, Nashville, Atlanta, and the smaller surrounding cities.

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

Lack of funding will make it harder for us to provide everything for the event and will negatively impact the fundraising for the school.

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)

** We don't have a history of financial results from past events except the most recent one in 2023

Detailed budget

Location

	Estimated	Actual
WFP 18th and 19th and fees	\$8,400	
Police Security	\$600	
EMS	\$500	
Insurance	\$2,800	
	<i>Estimated total</i>	<i>Actual total</i>
	\$12,300	\$0

Rentals

	Estimated	Actual
Tables 8'x30" qty 60	\$420	\$0
Tables 6'x30" qty 38	\$228	\$0
Samsonite chairs qty 300	\$300	\$0
1 40x40 white tent	\$1,216	\$0
Tents 10x10 (weighted) qty 37	\$4,070	\$0
Delivery	\$130	\$0
Truck fee/Sat pick up fee	\$950	\$0
	<i>Estimated total</i>	<i>Actual total</i>
	\$7,314	

Extra Rentals

	Estimated	Actual
Bounce House-2/workers/Generators	\$655	

<i>Estimated total</i>	<i>Actual total</i>
\$655	\$0

Sound

	Estimated	Actual
Sound system	\$1,500	\$0
Mixing board and 3 microphones	\$250	\$0
Labor	\$250	\$0

<i>Estimated total</i>	<i>Actual total</i>
\$2,000	\$0

Marketing

	Estimated	Actual
Printing fliers and business cards	\$300	
Printing signs Print Edge	\$900	
Promoting online/social media	\$300	
Ashraf-flier and website	\$300	

<i>Estimated total</i>	<i>Actual total</i>
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	\$1,800	\$0
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Miscellaneous

	Estimated	Actual
Square Readers rental 16	\$360	
Tickets-200,000	\$1,000	
Plates (2lb boats) 30,000-webstra	\$800	
Hand Sanitizer Bottles	\$50	
Sunscreen packets 600 packets	\$270	
Napkins 50,000 webstraunt	\$600	
Silverware 30,000 sporks	\$451	
<hr/>		
	<i>Estimated total</i>	<i>Actual total</i>
	\$3,531	\$0

Decorations

	Estimated	Actual
Balloon Arch	\$500	
Other decor	\$200	\$0
<hr/>		
	<i>Estimated total</i>	<i>Actual total</i>
	\$700	\$0

Estimated Total	\$28,300.00
-----------------	-------------

Entry		
Method	Total Collected	After Fees
Square Reader	\$2,031.00	\$1,902.74
Cash	\$4,170.00	\$3,370.00
Presales (250)		
Total		\$5,272.74
Ticket Sales		
Method	Total Collected	After Fees
Square Reader	\$37,924.00	\$36,835.86
Cash	\$24,669.00	\$23,869.00
Presales (250)	\$3,245.90	\$2,610.00
Total		\$63,314.86
Bazaar		
Method	Total Collected	Minus Cash Box
Cash	\$725.00	\$325.00
Total		\$325.00
Total Revenue		\$68,912.60
Total Vendor Sales		\$32,828
Total Due to Vendors		\$23,821.00
Volunteer Booth Sales		\$29,058.00
Total AAK Profit		\$9,007.00

International Food Festival Promotional Plan

Promotion Start Date

We intend within the next few weeks to start promoting and paying for social media ads. As we go out into the community to find vendors, restaurants, and sponsors we will also be hanging printed flyers around the community. As we get closer to the event we will start contacting all local news and radio stations in East TN and have them promote our event as well.

Goals

Our promotion goals are to reach as many people in East TN as possible in any way possible, whether it be social media or physical flyers.

Promotion Process

We will strategically pay for social media ads as the event gets closer, and we have a series of flyers to release in anticipation of the event.

Materials

We plan to use social media as a main platform, but we will also display printer flyers and call radio and news stations for promotion as well.

QUALITY OF LIFE COMMITTEE

➡ MINUTES

JULY 16, 2025, 9:00 AM

The Quality of Life Committee for Downtown Knoxville Alliance met on Wednesday, July 16, 2025, at 9:00 am. Members present included committee chair Nikki Elliott, Lorie Matthews, and Ellie Moore. Staff included: Callie Blackburn & Michele Hummel.

Cigarette Litter Prevention

Avery Kerley with Sustainable Solutions presented a request for a pilot program for cigarette litter prevention and recycling for Downtown Knoxville. The program would include 10 receptacles that will be maintained weekly. Data will be collected weekly over the next 12 months to identify the impact of the program.

Two goals of this program: research/data and prevention of litter so the cigarette butts do not end up in our water streams.

The receptacles will utilize art from local artists on the receptacles.

Recommendation: The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$9,690.48 with \$6,500 paid now and the balance six months after installation of the receptacles.

Survey

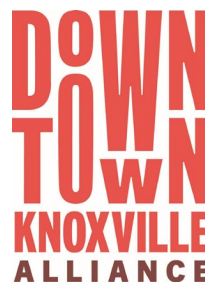
The committee had a discussion on the highlights of the survey, particularly centered around the unhoused population and panhandlers.

The committee decided to pull together a meeting for residents, inviting KPD, someone from the City, and Erin Read. The goal of the meeting is to allow residents/stakeholders a place to be heard and staff to share resources that may be of assistance to them.

There will be another meeting in a month to dive further into the survey.

With no other business, the meeting was adjourned.

QUALITY OF LIFE ➡ APPLICATION



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

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

MISSION

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

WHAT WE FUND

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

- Promotion and marketing
- Advertising
- Health and sanitation
- Public safety
- Elimination of problems related to traffic and parking
- Security services
- Recreation
- Cultural enhancements
- Consulting concerning planning, management, and development activities
- Activities in support of business or residential recruitment, retention, and management development

- Aesthetic improvements, including the decoration of any public space
- Professional management, planning, and promotion of the District
- Design assistance

GUIDELINES/CRITERIA

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

APPLICATION

Name: Avery Kerley/ Sustainable Solutions

Your Mailing Address: 1131 Webster Grove Lane

Phone Number: 865-712-4272 Email Address: akerley2@vols.utk.edu

Project Address: Downtown Knoxville

Requested Amount: \$9,690.48 Total Project Costs: \$9,690.48

1. Describe the project:

Pilot program for cigarette litter prevention and recycling for downtown Knoxville.
10 cigarette receptacles will be placed at 9 separate locations (one location will have two together). These receptacles will be maintained weekly, and data will be collected over the next 12 months to identify the impact of the program. The receptacles will be wrapped in art decals designed by local UT college students

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

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

If so, how much: No

4. Anticipated state date: 7/15 /2025 Anticipated completion: 7/15 /2026

5. Has this project received DKA funding in the past? If so, when and amount? No

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

This Cigarette Litter Prevention Program (CLPP) has been used in over 1,800 communities across the US. The studies reviewing the impact of the CLPP have demonstrated a 40-60% reduction in cigarette litter. As well, downtown residents and

visitors will now have access to a responsible method to dispose of cigarette butts that divert waste from landfill and into a sustainable recycling program. Furthermore, the art decals allow for a greater display of Knoxville's art culture.

APPLICATION CHECKLIST

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

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

Return all application packages to:

Michele Hummel
Downtown Knoxville Alliance
mhummel@downtownknoxville.org

If you have any questions, please contact us at 865.246.2654





Provided by



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

**CIGARETTE BUTT
RECYCLING**

The cigarette
butts placed in
this receptacle
will be recycled.



TERRACYCLE

Provided by



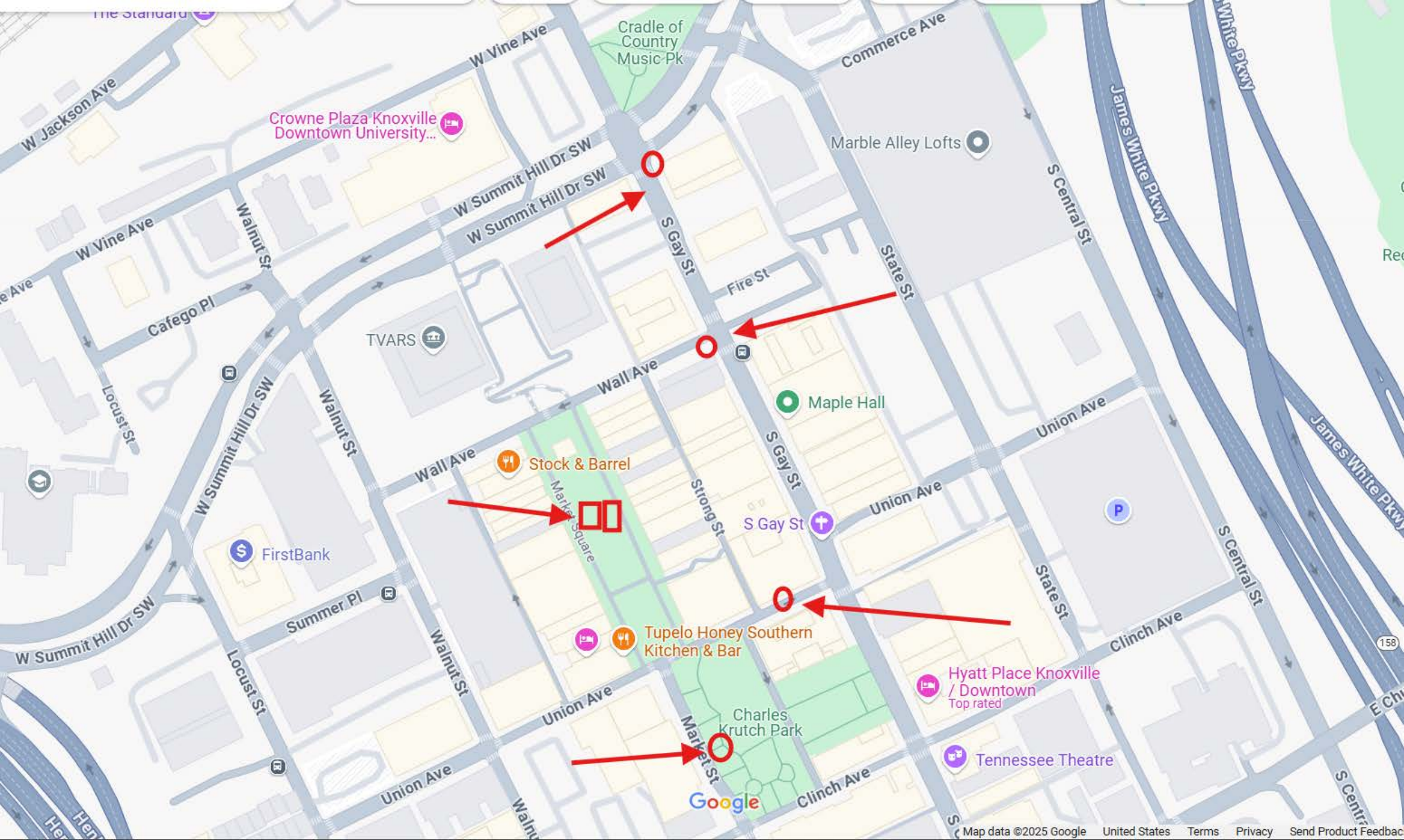
UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

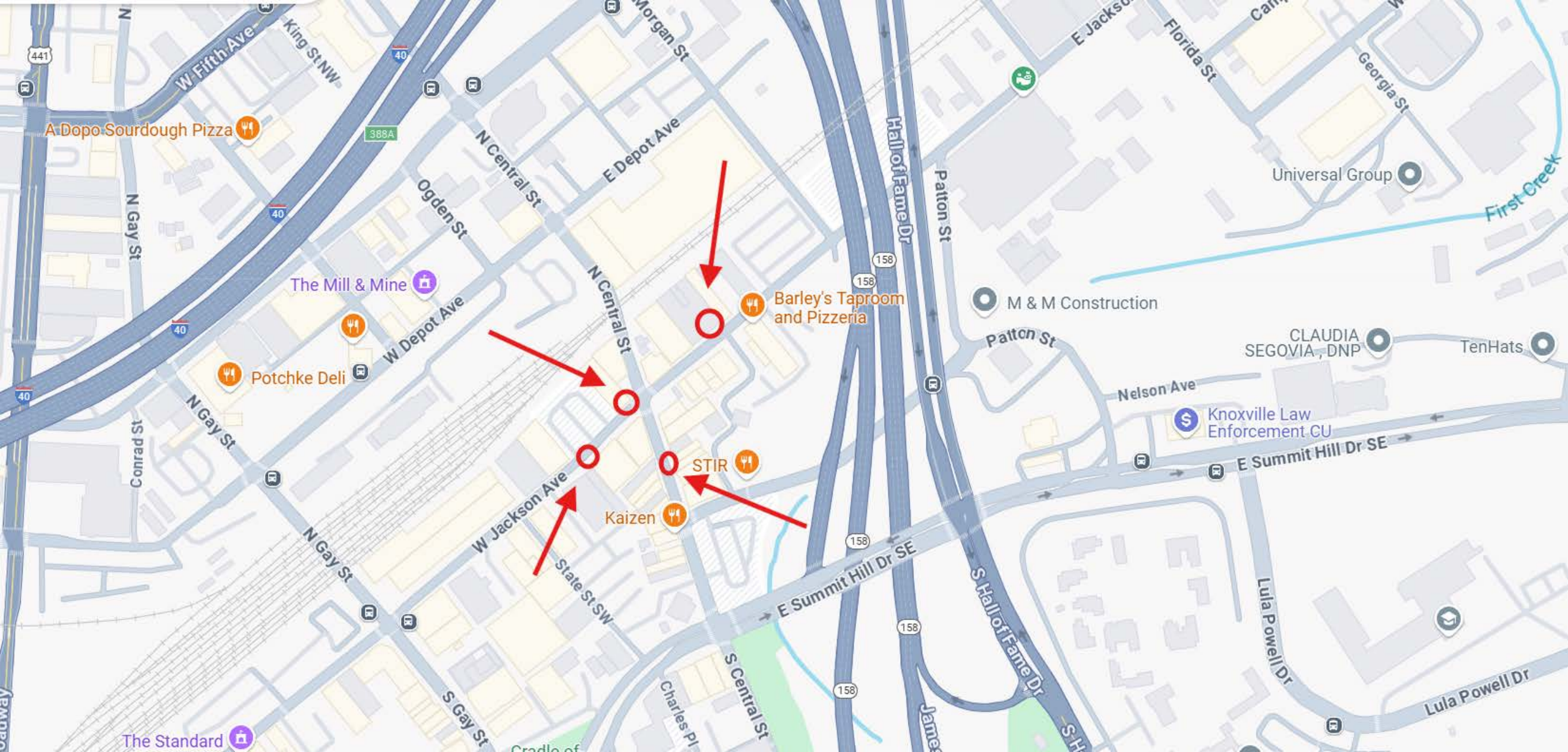
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TERRACYCLE





Quote

Sustianable Solutions LLC

114 Agnes Street
Knoxville, TN
865-712-4272
akerley2@vols.utk.edu

DATE:	May 6, 2025
INVOICE #	1
BILL TO:	Downtown Knoxville Alliance

Purchase Order and Installation Cost

DESCRIPTION		AMOUNT
Terracycle Cigarette Receptacles x10		\$1,400
Mounting Material		\$120
Installation Labor		\$250
Art Decal		\$500.00
SUBTOTAL		\$2,270
TAX RATE		9.25%
SALES TAX		\$209.98
OTHER		\$-
TOTAL		\$2,479.98
THANK YOU FOR YOUR BUSINESS!		

Quote

Sustianable Solutions LLC

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Knoxville, TN
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DATE:	May 6, 2025
INVOICE #	1
BILL TO:	Downtown Knoxville Alliance

12-Month Service Plan

DESCRIPTION		AMOUNT
Standard Service Fee for 10 receptacles- Cleaning and emptying fo receptacles		\$6,000
Processing and Administration Fee- Packaging/ shipping of cigarettes and data collection (e.g. wieght) for reports		\$600
SUBTOTAL		\$6,600
TAX RATE		9.25%
Make all checks payable to Sustianable Solutions LLC. If you have any questions concerning this invoice contact Avery at (865) 712-4272 or akerley2@vols.utk.edu	SERVICE TAX	\$ 610.50
	OTHER	\$ -
	TOTAL	\$ 7,210.50
	THANK YOU FOR YOUR BUSINESS!	

DESCRIPTION	AMOUNT
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BOARD OF DIRECTORS' MEETING



STAFF REPORT FOR JULY 2025

MARKETING

- Newsletters released promoting launch Where's Waldo Scavenger Hunt.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 225,474 followers (previous: 220,955; 218,875; 217,336). Includes Facebook, Instagram, X, TikTok, Threads, YouTube, and LinkedIn.
- Newts in Knoxville commercial completed; deployed on social media channels on 7/11. Working with MoxCar to get circulated on local media outlets.
- Continued Newts in Knoxville PR in process with MoxCar. Digital marketing campaigns in process with Loch & Key. Social media outreach campaigns continue with local influencers.
- If you have not already, please follow @knoxnewts on Facebook & Instagram!
- Marketing Committee meeting held on July 16. Recommendations in board package.

BUSINESS SUPPORT

- Website update and promotion for July 11 ~~First~~ Second Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.
- The 2025 Where's Waldo Scavenger Hunt began on July 1 and will run through the end of the month. We had 41 businesses participate this year!
- Once the Waldo hunt has closed out, we will pivot the business' efforts back to the newts in August with some fun activations. Looking into: sidewalk footprints, possible window art, and promotion of the children's book on a First Friday.

QUALITY OF LIFE

- Held QoL Meeting last week to review cigarette litter pilot program.
- Formation of adhoc committee to define survey initiatives.
- Working on lighting for Krutch Park to highlight art sculptures and provide additional lighting.
- Continue to meet with Old City Merchants on street closures and helping to advertise open businesses.
- Meeting with Market Square, Union Ave, Gay Street merchants about concerns with their experienceing on July 21.

OTHER

- Met with Neal DiChiara with Tuscaloosa Downtown Merchant Association to share ideas to nurture businesses in our perspective downtowns.
- Media Interviews
 - WBIR - Where's Waldo
 - WVLT - road closures/Old City
- Finalizing year-end finances.