

BOARD OF DIRECTORS' MEETING

➡ AGENDA

JULY 20, 2026, 11:30 AM



- I. Welcome
- II. *Approval of June 2026 Board Meeting Minutes p. 3
- III. *Approval of Financials p. 5
- IV. Committee Report
 - A. Marketing p. 15
- V. Staff Report p. 25
- VI. Old Business
- VII. New Business
 - A. Election of Board Officers
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

August 17, 11:30 am - August Board Meeting
September 9, 11:30 am – September Board Meeting
October 19, 11:30 am – October 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 15, 2026, 6:00 PM

The Board of Directors of Downtown Knoxville Alliance met on Monday, June 15, 2026, at 11:30 am at the Emporium, 100 S. Gay Street.

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

I. Welcome

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

II. Approval of Minutes

Mary Katherine Wormsley called for approval of the minutes from the May board meeting. Gay Lyons made a motion to approve the minutes. Nikki Elliott 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

The Board discussed a Development Economic Impact request from the Embassy Suites/507 S. Gay Street last month but the motion failed for lack of a second. Mary Katherine Wormsley noted that she was not at the last meeting and asked that the board reconsider this request. She noted the committee felt strongly this was a project that added to the vitality of Union Ave. After discussion from the board, Mary Katherine Wormsley seconded the motion, which was originally made by the Development Committee. The motion was passed by the vote of 6-2, Nikki Elliott and Gay Lyons opposed the motion.

V. New Business

A. Engagement Letter for Audit/990

Staff asked the board to consider approving the Engagement Letter from Bible Harris Smith for the Audit and 990. Chip Barry made a motion to approve staff signing the Engagement Letter as presented. Nikki Elliott seconded the motion, which was 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, 2026

Jul '25 - Jun '26

OPERATING ACTIVITIES

Net Income	(262,891)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 - Other Receivable	(1,661)
1350 - Prepaid Expenses	14,546
1750 - Accumulated Depr - Leaseholds	219
1760 - Accumulated Depr - Furniture	485
2020 - Accounts Payable	(78,096)
2600 - Accrued Payables	(66,100)
Net cash provided by Operating Activities	(393,499)

INVESTING ACTIVITIES

1650 - Leashold Improvements	-
Net cash provided by Financing Activities	-
Net cash increase/(decrease) for period	(393,499)
Cash at beginning of period	1,623,394
Cash at end of period	1,229,896

Current Liabilities	(26,291)
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Accrued Payables	(241,940)
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Accounts receivable and Other	14,606
Prepaid Expenses	2,488
Fixed Assets	51,744
Subtotal	(199,393)

Projected Remaining Budgeted Income (Expenses)

Revenue	-
Development	-
Quality of Life	(105,553)
Business Support	
Marketing/Sponsorships	
Administration	(9,167)
Subtotal	(114,720)

Projected Cash - Before Minimum Reserve	915,783
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Minimum Cash Balance - Reserve	(150,000)
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Projected Cash Availability	765,783
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Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD June 30, 2026

Project	Grants	Permit Date	Comp Date	Accrued
Art & Cultural Alliance	10,000			6/30/2024
Women's Suffrage Museum	100,000			6/1/2026
Embassy Suites Facade Grant	100,000			6/15/2026
	<u>210,000</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.

* City approval required

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

Note: Suffrage Museum: 706 S. Gay Street and 708 S. Gay Street

A recommendation in the form of a motion to approve \$50,000 for 706 S. Gay Street and \$50,000 for 708 S. Gay Street with the contingency that the Suffrage Coalition closes on 708 S Gay Street . The committee recommended that \$85,000 from the FY 25-26 Budget and \$15,000 from Available Cash Reserves.

Downtown Knoxville Alliance
Budget Variance Report
For the 12 Periods Ended June 30, 2026

	July 2025 - June 2026			July 2025 - June 2026		
	Actual	Budget	Variance	Budget	Remaining	0% Remaining
Income						
4020 CBID Assessment	1,208,641	1,200,000	(8,641)	1,200,000	(8,641)	-1%
4100 Interest on Cash Reserves	62,574	30,000	(32,574)	30,000	(32,574)	-109%
Total Income	\$ 1,271,216	\$ 1,230,000	\$ (41,216)	\$ 1,230,000	\$ (41,216)	-3%
Gross Profit	\$ 1,271,216	\$ 1,230,000	\$ (41,216)	\$ 1,230,000	\$ (41,216)	-3%
Expenses						
5100 Business Support						
5150 Merchant Support	54,328	50,000	(4,328)	50,000	(4,328)	-9%
Total 5100 Business Support	\$ 54,328	\$ 50,000	\$ (4,328)	\$ 50,000	\$ (4,328)	-9%
5200 Development						
5205 Special Projects	215,000	100,000	(115,000)	100,000	(115,000)	-115%
5225 Path to Prosperity	15,000	15,000	-	15,000	-	0%
Total 5200 Development	\$ 230,000.00	\$ 115,000.00	\$ (115,000.00)	\$ 115,000.00	\$ (115,000.00)	-100%
5300 Marketing Expenses						
5305 Advertising	61,532	60,000	(1,532)	60,000	(1,532)	-3%
5306 Print & Content Dev.	64,439	60,000	(4,439)	60,000	(4,439)	-7%
5360 Sponsorships - Events	129,300	125,000	(4,300)	125,000	(4,300)	-3%
5364 Downtown Scavenger Hunt	20,461	20,000	(461)	20,000	(461)	-2%
5375 Website	34,965	30,000	(4,965)	30,000	(4,965)	-17%
5376 Brand Refinement	6,687	10,000	3,313	10,000	3,313	33%
Total 5300 Marketing Expenses	\$ 317,384	\$ 305,000	\$ (12,384)	\$ 305,000	\$ (12,384)	-4%
5400 Administration						
5415 Office Lease Expenses	15,874	22,000	6,126	22,000	6,126	28%
5420 Meals/Lodging/Travel	4,817	6,000	1,183	6,000	1,183	20%
5430 Office Expenses	14,040	8,000	(6,040)	8,000	(6,040)	-75%
5435 Bank Fees	150	200	50	200	50	25%
5440 Postage	1,903	2,500	597	2,500	597	24%
5450 Professional Svc	15,774	12,000	(3,774)	12,000	(3,774)	-31%
5460 Services Contract	217,954	222,050	4,096	222,050	4,096	2%
5465 Professional Dev.	6,418	13,000	6,582	13,000	6,582	51%
5480 Software	1,128	1,500	372	1,500	372	25%
5490 Insurance D&O	925	900	(25)	900	(25)	-3%
Total 5400 Administration	\$ 278,983	\$ 288,150	\$ 9,167	\$ 288,150	\$ 9,167	3%
5650 Quality of Life						
5655 Security	53,799	120,000	66,201	120,000	66,201	55%
5657 Ambassador Program	171,180	171,180	-	171,180	-	0%
5659 Beautification	50,416	45,000	(5,416)	45,000	(5,416)	-12%
5663 Open Street Activation	232	10,000	9,768	10,000	9,768	98%
5664 Initiatives from Survey	90,000	125,000	35,000	125,000	35,000	28%
Total 5650 Quality of Life	\$ 365,627	\$ 471,180	\$ 105,553	\$ 471,180	\$ 105,553	22%
6000 Depreciation Expense	8,418.22	-	(8,418.22)			
Total Expenses	\$ 1,254,740	\$ 1,229,330	\$ (25,410)	\$ 1,229,330	\$ (16,992)	-1%
Net Income	\$ 16,475	\$ 670	\$ (15,805)	\$ 670	\$ (24,224)	

Accrued Payables at 06.30.26

Marketing/Branding/Activation Requests/COK Street Closures	FY24	\$	3,937.52
Art & Cultural Alliance - Emporium Project	FY24	\$	10,000.00
Sustainable Solutions - Cigarette Litter Prevention & Recycling	FY26	\$	3,190.48
East TN History Center - For 2026 Programming	FY26	\$	5,000.00
Knoxville Museum of Art for 2026 Programming	FY26	\$	5,000.00
2026 Old City Market & 1st Friday Block Parties	FY26	\$	5,000.00
Synnergy Fest & Make Music Day - June 14-17, 2026	FY26	\$	1,500.00
Chalk Walk April 11, 2026 & Dogwood Arts Fest April 24-26, 2026	FY26	\$	5,000.00
13th Knox Asian Festival at World's Fair Park - August 29-30, 2026	FY26	\$	2,500.00
City of Knoxville Concerts on the Square	FY26	\$	2,000.00
Old City Association Rhinestone Fest - June 5-6, 2026	FY26	\$	1,500.00
European Culture Festival - August 16, 2026	FY26	\$	1,250.00
Women's Suffrage Museum	FY26	\$	100,000.00
Embassy Suites Knoxville Downtown - Façade Grant	FY26	\$	100,000.00
			\$ 245,878.00

Downtown Knoxville Alliance

Statement of Cash Flows

June 2026

	TOTAL
OPERATING ACTIVITIES	
Net Income	(262,891.27)
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	(1,660.91)
1350 Prepaid Expenses	14,545.59
1750 Accumulated Depreciation:Accumulated Depr - Leaseholds	218.75
1760 Accumulated Depreciation:Accumulated Depr - Furniture	484.67
2020 Acc. Payable:Accounts Payable	(78,095.67)
2600 Accrued Payables	(66,100.00)
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	(130,607.57)
Net cash provided by operating activities	\$ (393,498.84)
NET CASH INCREASE FOR PERIOD	\$ (393,498.84)
Cash at beginning of period	1,623,394.39
CASH AT END OF PERIOD	\$1,229,895.55

Downtown Knoxville Alliance
Balance Sheet
As of June 30, 2026

	As of June 30, 2026	As of June 30, 2025	Change	% Change
ASSETS				
Current Assets - Bank Accounts				
1000 Cash & Cash Equiv.				
1012 First Bank Checking	(259,275.43)	(59,049.08)	(200,226.35)	-339.08%
1014 First Bank ICS	1,223,900.43	1,266,515.71	(42,615.28)	-3.36%
1020 Investments - Cert Dep and MM				
1022 FirstBank CD 0680	-	103,966.25	(103,966.25)	-100.00%
1036 Home Federal CD 2895	265,270.55	256,141.99	9,128.56	3.56%
1037 First Century CD 0328	-	245,000.00	(245,000.00)	-100.00%
1038 Truist CD 6084	-	258,104.31	(258,104.31)	-100.00%
Total 1020 Investments - Cert Dep and MM	\$ 265,270.55	\$ 863,212.55	\$ (597,942.00)	-69.27%
Total 1000 Cash & Cash Equiv.	\$ 1,229,895.55	\$ 2,070,679.18	\$ (840,783.63)	-40.60%
Total Bank Accounts	\$ 1,229,895.55	\$ 2,070,679.18	\$ (840,783.63)	-40.60%
Accounts Receivable				
1110 Other Receivable	12,475.49	6,399.19	6,076.30	94.95%
Total Accounts Receivable	\$ 12,475.49	\$ 6,399.19	\$ 6,076.30	94.95%
Other Current Assets				
1350 Prepaid Expenses	2,488.05	2,432.59	55.46	2.28%
Total Other Current Assets	\$ 2,488.05	\$ 2,432.59	\$ 55.46	2.28%
Total Current Assets	\$ 1,244,859.09	\$ 2,079,510.96	\$ (834,651.87)	-40.14%
Fixed Assets				
1650 Leasehold Improvements	15,750.00	14,928.65	821.35	5.50%
1660 Furniture & Equipment	44,412.62	40,712.62	3,700.00	9.09%
1700 Accumulated Depreciation				
1750 Accumulated Depr - Leaseholds	(2,602.18)	-	(2,602.18)	
1760 Accumulated Depr - Furniture	(5,816.04)	-	(5,816.04)	
Total 1700 Accumulated Depreciation	\$ (8,418.22)	\$ -	\$ (8,418.22)	
Total Fixed Assets	\$ 51,744.40	\$ 55,641.27	\$ (3,896.87)	-7.00%
Other Assets				
1925 Security Deposit	2,130.48	2,130.48	-	0.00%
Total Other Assets	\$ 2,130.48	\$ 2,130.48	\$ -	0.00%
TOTAL ASSETS	\$ 1,298,733.97	\$ 2,137,282.71	\$ (838,548.74)	-39.23%
LIABILITIES AND EQUITY				
Current Liabilities - Accounts Payable				
2020 Accounts Payable	26,291.01	39,540.12	(13,249.11)	-33.51%
Total 2000 Acc. Payable	\$ 26,291.01	\$ 39,540.12	\$ (13,249.11)	-33.51%
Total Accounts Payable	\$ 26,291.01	\$ 39,540.12	\$ (13,249.11)	-33.51%
Other Current Liabilities				
2600 Accrued Payables	245,878.00	1,087,652.95	(841,774.95)	-77.39%
Total Other Current Liabilities	\$ 245,878.00	\$ 1,087,652.95	\$ (841,774.95)	-77.39%
Total Current Liabilities	\$ 272,169.01	\$ 1,127,193.07	\$ (855,024.06)	-75.85%
Total Liabilities	\$ 272,169.01	\$ 1,127,193.07	\$ (855,024.06)	-75.85%
Equity				
3900 Change in NA - unrestricted	1,010,089.64	634,936.90	375,152.74	59.09%
Net Income	16,475.32	375,152.74	(358,677.42)	-95.61%
Total Equity	\$ 1,026,564.96	\$ 1,010,089.64	\$ 16,475.32	1.63%
TOTAL LIABILITIES AND EQUITY	\$ 1,298,733.97	\$ 2,137,282.71	\$ (838,548.74)	-39.23%

Downtown Knoxville Alliance

Profit and Loss

June 2026

	June 2026	June 2025 (PY)	Change	% Change
Income				
4020 CBID Assessment	12,475.49	6,399.19	6,076.30	94.95%
4100 Interest on Cash Reserves	7,473.19	25,311.77	(17,838.58)	-70.48%
Total Income	\$ 19,948.68	\$ 31,710.96	\$ (11,762.28)	-37.09%
Gross Profit	\$ 19,948.68	\$ 31,710.96	\$ (11,762.28)	-37.09%
Expenses				
5100 Business Support				
5150 Merchant Support	7,478.23	15,441.42	(7,963.19)	-51.57%
Total 5100 Business Support	\$ 7,478.23	\$ 15,441.42	-\$ 7,963.19	-51.57%
5200 Development				
5205 Special Projects	200,000.00	-	200,000.00	
Total 5200 Development	\$ 200,000.00	\$ -	\$ 200,000.00	
5300 Marketing Expenses				
5305 Advertising	1,759.50	3,161.03	(1,401.53)	-44.34%
5306 Print and Content Development	8,290.47	12,379.50	(4,089.03)	-33.03%
5364 Downtown Scavenger Hunt	16,911.40	11,222.90	5,688.50	50.69%
5375 Website	6,554.89	2,502.25	4,052.64	161.96%
Total 5300 Marketing Expenses	\$ 33,516.26	\$ 29,265.68	\$ 4,250.58	14.52%
5400 Administration				
5415 Office Lease Expenses	2,244.02	9,358.73	(7,114.71)	-76.02%
5420 Meals/Lodging/Travel	150.31	1,009.93	(859.62)	-85.12%
5430 Office Expenses	2,608.51	1,172.74	1,435.77	122.43%
5440 Postage	8.14	828.76	(820.62)	-99.02%
5450 Professional Svc	4,400.00	5,478.35	(1,078.35)	-19.68%
5460 Services Contract	17,026.94	20,348.00	(3,321.06)	-16.32%
5465 Professional Dev.	161.00	-	161.00	
5480 Software	87.95	75.38	12.57	16.68%
5490 Insurance D&O	79.17	272.67	(193.50)	-70.96%
Total 5400 Administration	\$ 26,766.04	\$ 38,544.56	\$ (11,778.52)	-30.56%
5650 Quality of Life				
5655 Security	-	28,277.61	(28,277.61)	-100.00%
5657 Ambassador Program	14,265.00	14,265.00	-	0.00%
5659 Beautification	111.00	98.68	12.32	12.48%
5663 Open Street Activation	-	10,000.00	(10,000.00)	-100.00%
Total 5650 Quality of Life	\$ 14,376.00	\$ 52,641.29	\$ (38,265.29)	-72.69%
6000 Depreciation Expense	703.42	-	703.42	
Total Expenses	\$ 282,839.95	\$ 135,892.95	\$ 146,947.00	108.13%
Net Operating Income	\$ (262,891.27)	\$ (104,181.99)	\$ (158,709.28)	-152.34%
Net Income	\$ (262,891.27)	\$ (104,181.99)	\$ (158,709.28)	-152.34%

Downtown Knoxville Alliance

A/R Aging Summary

As of June 30, 2026

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
City of Knoxville.	12,475.49					\$12,475.49
TOTAL	\$12,475.49	\$0.00	\$0.00	\$0.00	\$0.00	\$12,475.49

Downtown Knoxville Alliance

A/P Aging Summary

As of June 30, 2026

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Card Services Center - Mastercard	5,597.77					\$5,597.77
CrowdRiff Inc.	11,790.36					\$11,790.36
Graphic Creations	5,085.77					\$5,085.77
Knoxville Chamber	214.28					\$214.28
Knoxville News Sentinel	1,691.83					\$1,691.83
KUB	111.00					\$111.00
Southern Bloom Social	1,800.00					\$1,800.00
TOTAL	\$26,291.01	\$0.00	\$0.00	\$0.00	\$0.00	\$26,291.01

Downtown Knoxville Alliance
Uncleared Checks Report
as of June 30, 2026

Date	Transaction Type	Num	Name	Amount
06/19/2026	Bill Payment (Check)	2978	Southern Bloom Social	(1,440.00)
06/26/2026	Bill Payment (Check)	2985	Card Services Center - Mastercard	(3,435.43)
06/26/2026	Bill Payment (Check)	2983	Bible Harris Smith, P.C.	(4,400.00)
06/30/2026	Bill Payment (Check)	2986	City of Knoxville (Main Office)	(250,000.00)
				<u>(259,275.43)</u>

MARKETING COMMITTEE MINUTES

 **JULY 8, 2026 | 3:00 PM**

Committee members present included Shera Petty, Visit Knoxville; Natalea Cummings, Mast General Store; Scott Bird, MoxCar Communications; Chip Barry, City of Knoxville; Heather Beck, BarberMcMurry Architects; and Paris Woodhull, Downtown Maker. Staff members included Callie Blackburn.

Sponsorship Requests

Organization	Event	Request	Recommendation
HoLa Hora Latina; Pedro Thomas	26 th Annual HoLa Festival	\$5,000	\$5,000
Total			\$5,000

Recommendations for Board Approval

\$5,000 to be approved as outlined above for Event Sponsorships. FY 26-27 budget, summary of events, and event applications are attached.

Primary discussion points:

HoLa Fest – HoLa Hora Latina is requesting \$5,000 for the 2026 HoLa Fest to be held at World’s Fair Park. The event will be held Saturday, October 10, 2026, and will be the 26th consecutive year for the event. These funds will be used for the World’s Fair Park venue rental.

Recommendation: The committee made a recommendation to the board to fund the request as presented for \$5,000.

Next Meeting

The next Marketing Committee meeting is scheduled for Wednesday, September 9, 2026, at 3:00 PM.

MARKETING COMMITTEE MEETING



AGENDA

July 8, 2026, 3:00 PM

Sponsorship Requests

- HoLa Hora Latina; 2026 HoLa Fest

Discussion:

Waldo Update

Newts in Knoxville Campaign

Downtown Knoxville Alliance - Event Sponsorships
FY 26-27 (as of July 1, 2026)

	FY 24-25 Requests	FY 24-25 Funded	FY 25-26 Requests	FY 25-26 Funded
Budget		110,000		125,000
Previously Approved				
Annoor Academy - International Food Fest				
Asian Culture Center of TN - Asian Festival	10,000	5,000	7,000	5,000
Asian Culture Center of TN	10,000	5,000		
Big Ears - Big Ears Festival	10,000	10,000	10,000	10,000
Bike Walk Knoxville - Tour de Lights	5,000	5,000	5,000	5,000
Bike Walk Knoxville - Open Streets			5,000	3,300
Cattywampus Puppet Council (Solastalgia)	12,000	5,000		
City of Knoxville - Concerts on the Square	4,000	4,000		
City of Knoxville - Holidays on Ice			8,000	5,000
Dogwood Arts - Events	9,000	9,000	10,000	10,000
East TN Hist Society - annual events	10,000	10,000	10,000	10,000
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	3,000	3,000	10,000	5,000
Knox Pride Festival & Parade	13,600	6,000		
Knoxville Jazz Orchestra - Jazz at the Emporium				
Knoxville Jazz Orchestra - Jazz on the Square				
Knoxville Jewish Day School - Violins of Hope	10,000	10,000		
Knoxville Museum of Art - Programming	2,000	2,000	10,000	10,000
Knoxville Opera - Musical Theater Marathon				
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000
Nief Norf - SYNNERGY	?	5,000	7,500	3,000
Nief-Norf - Unsilent Night			?	500
Nourish Knoxville - Farmers' Market	10,000	10,000	15,000	15,000
Nourish Knoxville - Winter Market	5,000	5,000	5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest	5,000	3,000		
Old City Assn - Old City Market	14,000	5,000	15,000	10,000
St. Patrick's Day Parade	5,000	2,500	5,000	3,000
WDVX - Blue Plate Special	5,000	5,000		
Approved to Date	152,600	119,500	132,500	109,800
Balance Prior to Requests		(9,500)		15,200

Requests/Recommendation

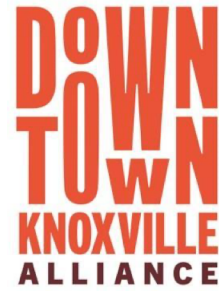
2026 HoLa Fest

Total Current Requests

Remaining Balance

	2026 HoLa Festival
Request	\$5,000
Dates	Saturday & Sunday October 10 & 11, 2026
Location	World's Fair Park Performance Lawn
History	Prior Years: 25 Funded by DKA: 5
Most Recent Funding	\$5,000
Event Producer	HoLa Hora Latina
Other Sponsors	Currently in process/Waiting on contracts 2025: TN Arts Commission, City of Knoxville, Arts & Culture Alliance, Torres Law Firm, Promesa de Fé Church, Apex Bank, Travelers Insurance, Cherokee Distributing, Visit Knoxville, & more.
General Admission	\$3
Expected Attendance	2026: TBD 2025: 4,500 (due to political climate, see packet) 2024: 8,000 (Morgan Wallen) 2023: 13,000
Total Expenses	\$78,291
Projected Profit	2025: -\$7,706.98
Request/% of Exp	6.3%
Request/Attendee	~ \$1 (based on 5,500 attendees)
Use of Funds	World's Fair Park Rental

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 2026

Date(s): Saturday and Sunday, October 10 and 11, 2026.

Location: World's Fair Park's Performance Lawn

Produced by: HoLa Hora Latina

Sponsorship amount requested: 5,000

Event History:

 First-time event (#) 25 prior years (#) 5 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 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 4,500 attendees at the HoLa Festival 2025. A great loss in attendance due to the severe fear of Hispanic families to come out in public. The comments on some of our friends' live feeds were if we were going to hold the festival and how they were afraid to come out. This sentiment was also felt in our Food Vendors as we had 2 cancel the week of the festival fearing the security of their families. Fortunately, the main population of Knoxville came out to support a festival that they have loved for so many years as we celebrated our 25th Anniversary in 2025. A great effort was put in extra private security and lawyers.

We usually have a fee for entering the festival of \$3 and that income is divided by 3, we then add the amount of people that get in free such as members of HoLa Hora Latina and children under 12 who enter free of charge. This is taken from our Square sales reports. We also check it against the tracking system that records the amount of cell phones at World's Fair Park from Visit Knoxville. It is very interesting to see how close the numbers are.

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

We will be attracting (hopefully, if things calm down with ICE) to 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 as well as an increase which was informed to us this year for police.

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 Hora Latina / HoLa Festival 2026 Budget

World's Fair Park	13000.00
All Occasions Party Rentals	15000.00
Stage, Light and Sound	12200.00
Entertainment	20000.00
Signage	1200.00
Insurance	1866.00
Fire and Food Inspections	210.00
Security and Police	4775.00
EMS	1040.00
Accommodations	4000.00
Portable Toilets	600.00
Ice	900.00
UT Parking	1000.00
Ads	1500.00
Miscellaneous Expenses	1000.00
	78291.00

HoLa Festival 2026 / 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.

BOARD OF DIRECTORS' MEETING



STAFF REPORT FOR JULY 2026

MARKETING

- July Newsletter released promoting Where's Waldo launch and info.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 255,908 followers (previous: 249,246, 248,335, 246,923). Includes Facebook, Instagram, X, TikTok, Threads, YouTube, and LinkedIn.
- The next Marketing Committee meeting will be held on September 9.

BUSINESS SUPPORT

- Website update and promotion for July 10 First Friday ArtWalk.
- July information to businesses on monthly events & conventions impacting staffing.
- Summer event activations underway; including Where's Waldo.
- Completed Newts in Knoxville paid campaigns; digital, streaming, & in-theatre.

QUALITY OF LIFE

- Regular newsletter for upcoming closures/events.
- Upcoming QoL meeting next month.
- Meeting with Market Square businesses/owners to discuss gate and security in alleyways on August 10 at 2:00.

OTHER

- Quarterly meeting with University of Tennessee offices to discuss student engagement in downtown.
- Media Relations: WBIR: Where's Waldo/summer events, WATE: coming up Thursday.
- Preparing for the audit.