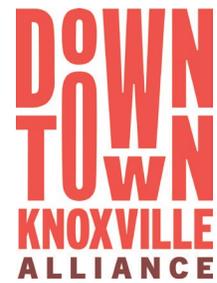


# BOARD OF DIRECTORS' MEETING

## ➔ AGENDA

MARCH 16, 2026, 11:30 AM



- I. Welcome
- II. \*Approval of February 2026 Board Meeting Minutes p. 3
- III. \*Financial Report p. 5
- IV. Committee Reports
  - A. \*Marketing Committee p. 15
- V. Staff Report p. 51
- VI. Old Business
- VII. New Business
  - A. Accepting Board Nominations (business & stakeholder)
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

### Upcoming Meetings:

April 20, 11:30 - April Board Meeting

May 18, 11:30 - May Board Meeting

June 15, 5:00 - June Annual Meeting & 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**

**FEBRUARY 16, 2026, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, February 16, 2026, at 11:30 am at 17 Market Square #201.

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

### **I. Welcome**

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

### **II. Approval of Minutes**

Mary Katherine Wormsley called for approval of the minutes from the January board meeting. Nikki Elliott made a motion to approve the minutes. Natalea Cummings seconded the motion, which was unanimously approved by the board.

### **III. Financials**

Angela Lunsford delivered the financial report for January, explaining the various reports. Nikki Elliott made a motion to approve the report. Chip Barry seconded the motion, which was unanimously approved by the board.

### **IV. 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.

### **V. Old Business**

There was no Old Business.

### **VI. New Business**

#### **A. Annual Meeting/Nominating Committee**

The Annual Meeting will occur on June 15, DKA will be accepting nominations for business and stakeholder representatives. A nominating committee will be formed soon.

#### **B. Budget FY 26-27**

The board held a budget workshop prior to the meeting to begin developing a budget for the upcoming year.

**VII. Public Forum**

There was no public comment.

**VIII. Adjournment**

With no other business, the meeting was adjourned.

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Secretary

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD February 28, 2026

**Jul '25 - Jun '26**

**OPERATING ACTIVITIES**

Net Income	140,364
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 - Other Receivable	(140,902)
1350 - Prepaid Expenses	14,558
1750 - Accumulated Depr - Leaseholds	219
1760 - Accumulated Depr - Furniture	485
2020 - Accounts Payable	(4,297)
2600 - Accrued Payables	(325,000)
Net cash provided by Operating Activities	(314,574)
<b>INVESTING ACTIVITIES</b>	-
1650 - Leashold Improvements	-
Net cash provided by Financing Activities	-
Net cash increase/(decrease) for period	(314,574)
Cash at beginning of period	2,045,814
Cash at end of period	<b>1,731,241</b>

**Current Liabilities** (22,904)

    Accrued Payables (484,427)

**Accounts receivable and Other** 191,573

**Prepaid Expenses** 15,480

**Fixed Assets** 54,558

**Subtotal (245,720)**

**Projected Remaining Budgeted Income (Expenses)**

**Revenue** 97,263

**Development** (85,000)

**Quality of Life** (284,769)

**Business Support** (7,666)

**Marketing/Sponsorships** (96,097)

**Administration** (104,097)

**Subtotal (480,366)**

**Projected Cash - Before Minimum Reserve 1,005,155**

    Minimum Cash Balance - Reserve (150,000)

**Projected Cash Availability 855,155**

Downtown Knoxville Alliance  
 Statement of Cash Flows  
 Fiscal YTD February 28, 2026

Project	Grants	Permit Date	Comp Date	Accrued	YE 6/30/2026	Total
314 Union Ave (COK)	250,000			9/30/2022	0	0
Art & Cultural Alliance	200,000			6/30/2024	0	0
	<u>450,000</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**  
**Budget Variance Report**  
For the 8 Periods Ended February 28, 2026

	July 2025 - February 2026			July 2025 - June 2026		
	Actual	Budget	Variance	Budget	Remaining	33% Remaining
<b>Income</b>						
4020 CBID Assessment	1,089,063	800,000	(289,063)	1,200,000	110,937	9%
4100 Interest on Cash Reserves	43,674	20,000	(23,674)	30,000	(13,674)	-46%
<b>Total Income</b>	<b>\$ 1,132,737</b>	<b>\$ 820,000</b>	<b>\$ (312,737)</b>	<b>\$ 1,230,000</b>	<b>\$ 97,263</b>	<b>8%</b>
<b>Gross Profit</b>	<b>\$ 1,132,737</b>	<b>\$ 820,000</b>	<b>\$ (312,737)</b>	<b>\$ 1,230,000</b>	<b>\$ 97,263</b>	<b>8%</b>
<b>Expenses</b>						
<b>5100 Business Support</b>						
5150 Merchant Support	42,334	33,333	(9,000)	50,000	7,666	15%
<b>Total 5100 Business Support</b>	<b>\$ 42,334</b>	<b>\$ 33,333</b>	<b>\$ (9,000)</b>	<b>\$ 50,000</b>	<b>\$ 7,666</b>	<b>15%</b>
<b>5200 Development</b>						
5205 Special Projects	15,000	66,667	51,667	100,000	85,000	85%
5225 Path to Prosperity	15,000	10,000	(5,000)	15,000	-	0%
<b>Total 5200 Development</b>	<b>\$ 30,000.00</b>	<b>\$ 76,666.67</b>	<b>\$ 46,666.67</b>	<b>\$ 115,000.00</b>	<b>\$ 85,000.00</b>	<b>74%</b>
<b>5300 Marketing Expenses</b>						
5305 Advertising	55,116	40,000	(15,116)	60,000	4,884	8%
5306 Print & Content Dev.	49,560	40,000	(9,560)	60,000	10,440	17%
5360 Sponsorships - Events	73,500	83,333	9,833	125,000	51,500	41%
5364 Downtown Scavenger Hunt	3,550	13,333	9,783	20,000	16,450	82%
5375 Website	25,193	20,000	(5,193)	30,000	4,807	16%
5376 Brand Refinement	1,985	6,667	4,682	10,000	8,016	80%
<b>Total 5300 Marketing Expenses</b>	<b>\$ 208,903</b>	<b>\$ 203,333</b>	<b>\$ (5,569)</b>	<b>\$ 305,000</b>	<b>\$ 96,097</b>	<b>32%</b>
<b>5400 Administration</b>						
5415 Office Lease Expenses	10,783	14,667	3,883	22,000	11,217	51%
5420 Meals/Lodging/Travel	4,407	4,000	(407)	6,000	1,593	27%
5430 Office Expenses	6,893	5,333	(1,560)	8,000	1,107	14%
5435 Bank Fees	98	133	35	200	102	51%
5440 Postage	247	1,667	1,419	2,500	2,253	90%
5450 Professional Svc	11,374	8,000	(3,374)	12,000	626	5%
5460 Services Contract	142,631	148,033	5,402	222,050	79,419	36%
5465 Professional Dev.	6,257	8,667	2,410	13,000	6,743	52%
5480 Software	776	1,000	224	1,500	724	48%
5490 Insurance D&O	588	600	12	900	312	35%
<b>Total 5400 Administration</b>	<b>\$ 184,053</b>	<b>\$ 192,100</b>	<b>\$ 8,047</b>	<b>\$ 288,150</b>	<b>\$ 104,097</b>	<b>36%</b>
<b>5650 Quality of Life</b>						
5655 Security	41,800	80,000	38,200	120,000	78,200	65%
5657 Ambassador Program	114,120	114,120	-	171,180	57,060	33%
5659 Beautification	15,490	30,000	14,510	45,000	29,510	66%
5663 Open Street Activation	-	6,667	6,667	10,000	10,000	100%
5664 Initiatives from Survey	15,000	83,333	68,333	125,000	110,000	88%
<b>Total 5650 Quality of Life</b>	<b>\$ 186,411</b>	<b>\$ 314,120</b>	<b>\$ 127,709</b>	<b>\$ 471,180</b>	<b>\$ 284,769</b>	<b>60%</b>
<b>6000 Depreciation Expense</b>	5,604.54	-	(5,604.54)			
<b>Total Expenses</b>	<b>\$ 657,305</b>	<b>\$ 819,553</b>	<b>\$ 162,248</b>	<b>\$ 1,229,330</b>	<b>\$ 577,629</b>	<b>47%</b>
<b>Net Income</b>	<b>\$ 475,432</b>	<b>\$ 447</b>	<b>\$ (474,985)</b>	<b>\$ 670</b>	<b>\$ (480,366)</b>	

**Accrued Payables at 02.28.26**

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
Art & Cultural Alliance - Emporium Project	FY24	\$200,000.00
Office Relocation	FY25	\$99.11
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
Big Ears Festival - March 26-29, 2026	FY26	\$5,000.00
Rossini Festival - April 18-19,2026	FY26	\$2,500.00
St. Patrick's Day Parade - March 14,2026	FY26	\$1,500.00
2026 Old City Market & 1st Friday Block Parties	FY26	\$5,000.00
		<hr/>
		\$484,427.11

# Downtown Knoxville Alliance

## Statement of Cash Flows

February 2026

	TOTAL
OPERATING ACTIVITIES	
Net Income	140,364.13
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	(140,902.31)
1350 Prepaid Expenses	14,558.47
1750 Accumulated Depreciation:Accumulated Depr - Leaseholds	218.75
1760 Accumulated Depreciation:Accumulated Depr - Furniture	484.67
2020 Acc. Payable:Accounts Payable	(4,297.21)
2600 Accrued Payables	(325,000.00)
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>(454,937.63)</b>
<b>Net cash provided by operating activities</b>	<b>\$ (314,573.50)</b>
NET CASH INCREASE FOR PERIOD	<b>\$ (314,573.50)</b>
Cash at beginning of period	2,045,814.29
<b>CASH AT END OF PERIOD</b>	<b>\$1,731,240.79</b>

**Downtown Knoxville Alliance**  
**Balance Sheet**  
**As of February 28, 2026**

	As of Feb 28, 2026	As of Feb 28, 2025 (PY)	Change	% Change
<b>ASSETS</b>				
<b>Current Assets - Bank Accounts</b>				
<b>1000 Cash &amp; Cash Equiv.</b>				
1012 First Bank Checking	(270,681.22)	(23,539.85)	(247,141.37)	-1049.89%
1014 First Bank ICS	1,741,135.11	1,294,695.47	446,439.64	34.48%
<b>1020 Investments - Cert Dep and MM</b>				
1022 FirstBank CD 0680	-	96,075.51	(96,075.51)	-100.00%
1036 Home Federal CD 2895	260,786.90	250,611.26	10,175.64	4.06%
1037 First Century CD 0328	-	256,981.97	(256,981.97)	-100.00%
1038 Truist CD 6084	-	253,947.23	(253,947.23)	-100.00%
<b>Total 1020 Investments - Cert Dep and MM</b>	<b>\$ 260,786.90</b>	<b>\$ 857,615.97</b>	<b>\$ (596,829.07)</b>	<b>-69.59%</b>
<b>Total 1000 Cash &amp; Cash Equiv.</b>	<b>\$ 1,731,240.79</b>	<b>\$ 2,128,771.59</b>	<b>\$ (397,530.80)</b>	<b>-18.67%</b>
<b>Total Bank Accounts</b>	<b>\$ 1,731,240.79</b>	<b>\$ 2,128,771.59</b>	<b>\$ (397,530.80)</b>	<b>-18.67%</b>
<b>Accounts Receivable</b>				
1110 Other Receivable	189,442.52	174,832.03	14,610.49	8.36%
<b>Total Accounts Receivable</b>	<b>\$ 189,442.52</b>	<b>\$ 174,832.03</b>	<b>\$ 14,610.49</b>	<b>8.36%</b>
<b>Other Current Assets</b>				
1350 Prepaid Expenses	15,480.43	10,172.12	5,308.31	52.18%
<b>Total Other Current Assets</b>	<b>\$ 15,480.43</b>	<b>\$ 10,172.12</b>	<b>\$ 5,308.31</b>	<b>52.18%</b>
<b>Total Current Assets</b>	<b>\$ 1,936,163.74</b>	<b>\$ 2,313,775.74</b>	<b>\$ (377,612.00)</b>	<b>-16.32%</b>
<b>Fixed Assets</b>				
1650 Leasehold Improvements	15,750.00	4,500.00	11,250.00	250.00%
1660 Furniture & Equipment	44,412.62	-	44,412.62	
1700 Accumulated Depreciation				
1750 Accumulated Depr - Leaseholds	(1,727.18)	-	(1,727.18)	
1760 Accumulated Depr - Furniture	(3,877.36)	-	(3,877.36)	
<b>Total 1700 Accumulated Depreciation</b>	<b>\$ (5,604.54)</b>	<b>\$ -</b>	<b>\$ (5,604.54)</b>	
<b>Total Fixed Assets</b>	<b>\$ 54,558.08</b>	<b>\$ 4,500.00</b>	<b>\$ 50,058.08</b>	<b>1112.40%</b>
<b>Other Assets</b>				
1925 Security Deposit	2,130.48	-	2,130.48	
<b>Total Other Assets</b>	<b>\$ 2,130.48</b>	<b>\$ -</b>	<b>\$ 2,130.48</b>	
<b>TOTAL ASSETS</b>	<b>\$ 1,992,852.30</b>	<b>\$ 2,318,275.74</b>	<b>\$ (325,423.44)</b>	<b>-14.04%</b>
<b>LIABILITIES AND EQUITY</b>				
<b>Current Liabilities - Accounts Payable</b>				
2020 Accounts Payable	22,903.98	25,869.75	(2,965.77)	-11.46%
<b>Total 2000 Acc. Payable</b>	<b>\$ 22,903.98</b>	<b>\$ 25,869.75</b>	<b>\$ (2,965.77)</b>	<b>-11.46%</b>
<b>Total Accounts Payable</b>	<b>\$ 22,903.98</b>	<b>\$ 25,869.75</b>	<b>\$ (2,965.77)</b>	<b>-11.46%</b>
<b>Other Current Liabilities</b>				
2600 Accrued Payables	484,427.11	1,102,903.99	(618,476.88)	-56.08%
<b>Total Other Current Liabilities</b>	<b>\$ 484,427.11</b>	<b>\$ 1,102,903.99</b>	<b>\$ (618,476.88)</b>	<b>-56.08%</b>
<b>Total Current Liabilities</b>	<b>\$ 507,331.09</b>	<b>\$ 1,128,773.74</b>	<b>\$ (621,442.65)</b>	<b>-55.05%</b>
<b>Total Liabilities</b>	<b>\$ 507,331.09</b>	<b>\$ 1,128,773.74</b>	<b>\$ (621,442.65)</b>	<b>-55.05%</b>
<b>Equity</b>				
3900 Change in NA - unrestricted	1,010,089.64	634,936.90	375,152.74	59.09%
Net Income	475,431.57	554,565.10	(79,133.53)	-14.27%
<b>Total Equity</b>	<b>\$ 1,485,521.21</b>	<b>\$ 1,189,502.00</b>	<b>\$ 296,019.21</b>	<b>24.89%</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 1,992,852.30</b>	<b>\$ 2,318,275.74</b>	<b>\$ (325,423.44)</b>	<b>-14.04%</b>

**Downtown Knoxville Alliance**  
**Profit and Loss**  
February 2026

	Feb 2026	Feb 2025 (PY)	Change	% Change
<b>Income</b>				
4020 CBID Assessment	189,442.52	174,832.03	14,610.49	8.36%
4100 Interest on Cash Reserves	3,797.59	3,494.48	303.11	8.67%
<b>Total Income</b>	<b>\$ 193,240.11</b>	<b>\$ 178,326.51</b>	<b>\$ 14,913.60</b>	<b>8.36%</b>
<b>Gross Profit</b>	<b>\$ 193,240.11</b>	<b>\$ 178,326.51</b>	<b>\$ 14,913.60</b>	<b>8.36%</b>
<b>Expenses</b>				
<b>5100 Business Support</b>				
5150 Merchant Support	2,376.33	1,483.96	892.37	60.13%
<b>Total 5100 Business Support</b>	<b>\$ 2,376.33</b>	<b>\$ 1,483.96</b>	<b>\$ 892.37</b>	<b>60.13%</b>
<b>5200 Development</b>				
5225 Path to Prosperity	-	15,000.00	(15,000.00)	-100.00%
<b>Total 5200 Development</b>	<b>\$ -</b>	<b>\$ 15,000.00</b>	<b>\$ (15,000.00)</b>	<b>-100.00%</b>
<b>5300 Marketing Expenses</b>				
5305 Advertising	3,836.42	2,251.48	1,584.94	70.40%
5306 Print and Content Development	1,726.25	2,997.54	(1,271.29)	-42.41%
5364 Downtown Scavenger Hunt	-	(6,625.00)	6,625.00	100.00%
5375 Website	5,845.47	1,160.00	4,685.47	403.92%
<b>Total 5300 Marketing Expenses</b>	<b>\$ 11,408.14</b>	<b>\$ (215.98)</b>	<b>\$ 11,624.12</b>	<b>5382.04%</b>
<b>5400 Administration</b>				
5415 Office Lease Expenses	1,214.70	-	1,214.70	
5420 Meals/Lodging/Travel	286.02	281.72	4.30	1.53%
5430 Office Expenses	1,016.58	265.35	751.23	283.11%
5435 Bank Fees	97.93	95.33	2.60	2.73%
5440 Postage	12.58	23.33	(10.75)	-46.08%
5460 Services Contract	17,026.89	20,348.00	(3,321.11)	-16.32%
5480 Software	173.00	75.38	97.62	129.50%
5490 Insurance D&O	91.64	70.84	20.80	29.36%
<b>Total 5400 Administration</b>	<b>\$ 19,919.34</b>	<b>\$ 21,159.95</b>	<b>\$ (1,240.61)</b>	<b>-5.86%</b>
<b>5650 Quality of Life</b>				
5655 Security	4,122.75	19,546.25	(15,423.50)	-78.91%
5657 Ambassador Program	14,265.00	9,676.34	4,588.66	47.42%
5659 Beautification	81.00	98.00	(17.00)	-17.35%
<b>Total 5650 Quality of Life</b>	<b>\$ 18,468.75</b>	<b>\$ 29,320.59</b>	<b>\$ (10,851.84)</b>	<b>-37.01%</b>
6000 Depreciation Expense	703.42	-	703.42	
<b>Total Expenses</b>	<b>\$ 52,875.98</b>	<b>\$ 66,748.52</b>	<b>\$ (13,872.54)</b>	<b>-20.78%</b>
<b>Net Operating Income</b>	<b>\$ 140,364.13</b>	<b>\$ 111,577.99</b>	<b>\$ 28,786.14</b>	<b>25.80%</b>
<b>Net Income</b>	<b>\$ 140,364.13</b>	<b>\$ 111,577.99</b>	<b>\$ 28,786.14</b>	<b>25.80%</b>

# Downtown Knoxville Alliance

## A/R Aging Detail

As of February 28, 2026

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
02/28/2026	Invoice	113028	City of Knoxville.	03/31/2026	189,442.52	189,442.52
<b>Total for Current</b>					<b>\$189,442.52</b>	<b>\$189,442.52</b>
<b>TOTAL</b>					<b>\$189,442.52</b>	<b>\$189,442.52</b>

# Downtown Knoxville Alliance

## A/P Aging Detail

As of February 28, 2026

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
<b>1 - 30 days past due</b>							
02/27/2026	Bill Payment (Check)	2901	Arts & Culture Alliance of Greater Knoxville	02/27/2026	12	-710.16	-710.16
<b>Total for 1 - 30 days past due</b>						<b>\$ -710.16</b>	<b>\$ -710.16</b>
<b>Current</b>							
02/28/2026	Bill	INV015077	Knoxville Chamber	02/28/2026	11	120.87	120.87
02/28/2026	Bill	INV014968	Knoxville Chamber	03/01/2026	10	17,026.89	17,026.89
02/28/2026	Bill	02282026	Callie Blackburn	03/15/2026	-4	139.49	139.49
02/24/2026	Bill	02242026	KUB	03/16/2026	-5	81.00	81.00
02/27/2026	Bill	20092692	Designsensory Inc.	03/29/2026	-18	60.00	60.00
02/28/2026	Bill	02282026-Draft	Card Services Center - Mastercard	03/30/2026	-19	1,568.35	1,568.35
02/28/2026	Bill	DKA-030426	Southern Bloom Social	03/30/2026	-19	1,080.00	1,080.00
02/28/2026	Bill	12609	MoxCar.	03/30/2026	-19	646.25	646.25
02/28/2026	Bill	0007564391	Knoxville News Sentinel	03/31/2026	-20	1,756.54	1,756.54
02/05/2026	Bill	INV319031A	Off Duty Management, Inc.	04/04/2026	-24	249.75	249.75
02/28/2026	Bill	INV319031	Off Duty Management, Inc.	04/04/2026	-24	885.00	885.00
<b>Total for Current</b>						<b>\$23,614.14</b>	<b>\$23,614.14</b>
<b>TOTAL</b>						<b>\$22,903.98</b>	<b>\$22,903.98</b>

**Downtown Knoxville Alliance**  
**Uncleared Checks Report**  
as of February 28, 2026

<b>Date</b>	<b>Transaction Type</b>	<b>Num</b>	<b>Name</b>	<b>Amount</b>
11/21/2025	Bill Payment (Check)	2826	Knoxville History Project	(5,000.00)
11/21/2025	Bill Payment (Check)	2830	Poynter Photo Co.	(500.00)
02/13/2026	Bill Payment (Check)	2889	Sustainable Solutions LLC	(6,500.00)
02/13/2026	Bill Payment (Check)	2895	YWCA Knoxville and the Tennessee Valley	(250,000.00)
02/20/2026	Bill Payment (Check)	2898	Old City Association	(5,000.00)
02/20/2026	Bill Payment (Check)	2899	Graphic Creations	(1,639.06)
02/27/2026	Bill Payment (Check)	2901	Arts & Cultural Alliance of Greater Knoxville	(710.16)
02/27/2026	Bill Payment (Check)	2902	Off Duty Management, Inc.	(1,332.00)
				<hr/> <b>(270,681.22)</b> <hr/> <hr/>

# MARKETING COMMITTEE MINUTES

 **MARCH 11, 2026 | 3:00 PM**

Committee members present included Shera Petty, Visit Knoxville; Natalea Cummings, Mast General Store; Scott Bird, MoxCar Communications; and Paris Woodhull, Downtown Maker. Staff members included Callie Blackburn and Michele Hummel.

## Sponsorship Requests

Organization	Event	Request	Recommendation
Bike Walk Knoxville; Hannah Kitterman & Zoe Scott	2026 Open Streets Knoxville	\$5,000	\$3,300
Knox County Public Library; Christina Best	Children’s Festival of Reading	\$10,000	\$5,000
Nourish Knoxville; Charlotte Tolley	Market Square Farmers Market	\$15,000	\$15,000
Nief-Norf; Alex Dally	SYNNERGY Fest & Make Music Day	\$7,500	\$3,000
Dogwood Arts; Shery Jenkins & Emily Curran	Chalk Walk & Dogwood Arts Fest	\$10,000	\$10,000
<b>Total</b>			<b>\$36,300</b>

### Recommendations for Board Approval

\$36,300 to be approved as outlined above for Event Sponsorships. FY 25-26 budget, summary of events, and event applications are attached.

### Primary discussion points:

**Open Streets Knoxville** – Bike Walk Knoxville is requesting \$5,000 for their 2026 Open Streets event to be held downtown. The event will be held May 17, 2026. These funds will be used for help covering logistics coordination and other operational fees.

**Recommendation:** The committee made a recommendation to the board to fund the request for \$3,300.

**Children’s Festival of Reading** – The Knox County Public Library is requesting \$10,000 for the 2026 Children’s Festival of Reading. The event will be held May 16, 2026. These funds will be used for artistic fees and site management expenses.

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

**Market Square Farmers Market** – Nourish Knoxville is requesting \$15,000 for the 2026 Market Square Farmers Market. This will cover every Wednesday and Saturday (May 2, 2026, through October 31, 2026). These funds will be used to Supporting Market growth, expanding Wednesday Markets, rebranding the Winter Market, and expanding Saturday Market further down Union Ave. The rebranding will also combine the Winter and Market Square markets going forward into one entity. There will not be a secondary request for the Winter Market later in the year.

**Recommendation:** The committee made a recommendation to the board to fund the request as presented for \$15,000. (This is contingent on the City of Knoxville continuing their contract with Nourish Knoxville to house the Farmers Market downtown.)

**SYNERGY Music Fest** – Nief-Norf is requesting \$7,500 for their 2026 SNENERGY Music Fest. The event will be held June 14 – 17, 2026. These funds will cover Faculty stipend for local artists, supplies, materials, admin fees, concert production expenses, marketing, media, and transportation expenses. These funds will also be used for Make Music Day, in partnership with the Arts and Culture Alliance.

**Recommendation:** The committee made a recommendation to the board to fund the request for \$3,000.

**Chalk Walk / Dogwood Arts Fest** – Dogwood Arts is requesting \$10,000 for the 2026 Chalk Walk and Dogwood Arts Fest. Chalk Walk will be held April 11, 2026, and the Dogwood Arts Fest will be held April 24 – 26, 2026. These funds will cover Venue rentals, infrastructure, tenting, security barricades, security personnel, and portable restrooms.

**Recommendation:** The committee made a recommendation to the board to fund the request as presented for \$10,000.

### **Next Meeting**

The next Marketing Committee meeting is scheduled for Wednesday, May 13, 2026, at 3:00 PM.

**2025-2026**

**Downtown Knoxville Alliance - Event Sponsorships  
FY 25-26 (as of July 1, 2025)**

	FY 23-24 Requests	FY 23-24 Funded	FY 24-25 Requests	FY 24-25 Funded	FY 25-26 Requests	FY 25-26 Funded
<b>Budget</b>		<b>110,000</b>		<b>110,000</b>		<b>125,000</b>
<b>Previously Approved</b>						
Annour 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	10,000	10,000
Bike Walk Knoxville - Tour de Lights	2,500	1,500	5,000	5,000	5,000	5,000
Cattywampus Puppet Council (Solastalgia)			12,000	5,000		
City of Knoxville - Concerts on the Square	3,000	3,000	4,000	4,000		
City of Knoxville - Holidays on Ice					8,000	5,000
Dogwood Arts - 2025 Events	12,000	8,500	9,000	9,000		
East TN Hist Society - annual events	10,000	10,000	10,000	10,000	10,000	10,000
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000		
Knox Pride Festival & Parade			13,600	6,000		
Knoxville Jazz Orchestra - Jazz at the Emporium	5,000	1,000				
Knoxville Jazz Orchestra - Jazz on the Square	3,000	3,000				
Knoxville Jewish Day School - Violins of Hope			10,000	10,000		
Knoxville Museun of Art - Programming	1,300	2,000	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	5,000	5,000
Nief Norf - SYNNERGY			?	5,000		
Nief-Norf - Unsilent Night					?	500
Nourish Knoxville - Farmers' Market	1,000	10,000	10,000	10,000		
Nourish Knoxville - Winter Market	5,000	5,000	5,000	5,000	5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest	5,000	2,500	5,000	3,000		
Old City Assn - Old City Market	5,000	5,000	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	5,000	5,000		
<b>Approved to Date</b>	<b>80,800</b>	<b>79,500</b>	<b>152,600</b>	<b>119,500</b>	<b>85,000</b>	<b>73,500</b>
<b>Balance Prior to Requests</b>		<b>30,500</b>		<b>(9,500)</b>		<b>51,500</b>

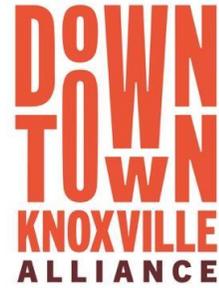
<b>Requests/Recommendation</b>	<b>Requests</b>	<b>Proposed</b>
Open Streets Knoxville	5,000	
Children's Festival of Reading	10,000	
Market Square Farmers Market	15,000	
SYNNERGY Music Fest	7,500	
Dogwood Arts Spring Events	10,000	
<b>Total Current Requests</b>	<b>47,500</b>	<b>47,500</b>
<b>Remaining Balance</b>		<b>4,000</b>

	<b>Open Streets Knoxville</b>	<b>Children’s Festival of Reading</b>	<b>Market Square Farmers Market</b>
<b>Request</b>	\$5,000	\$10,000	\$10,000 – \$15,000
<b>Dates</b>	May 17, 2026	May 16, 2026	Every Wednesday and Saturday (May 2, 2026 through October 31, 2026)
<b>Location</b>	Gay St. & Gay St. Bridge	World’s Fair Park	Market Square + surrounding
<b>History</b>	First time event	Prior Years: 19 Funded by DKA: 13	Prior Years: 22 Funded by DKA: 16
<b>Most Recent Funding</b>	N/A	\$3,000	\$10,000 for MS Market \$5,000 for Winter Market
<b>Event Producer</b>	Bike Walk Knoxville	Knox County Public Library	Nourish Knoxville
<b>Other Sponsors</b>	First Horizon Bank (still seeking additional sponsors)	National Endowment for the Arts, TN Arts Commission, Comcast/Xfinity, Friends of the Knox County Public Library, East TN Pediatric Dentistry, ORNL FCU, East TN Children’s Hospital (more pending, see packet)	Grayson Subaru, grant funding, and in-kind donations
<b>General Admission</b>	Free	Free	Free
<b>Expected Attendance</b>	3,500	8,000	2025 Wednesdays: 20,397 2025 Saturdays: 137,158 2025 Total: 157,555
<b>Total Expenses</b>	\$16,700	\$94,265	\$203,872
<b>Projected Profit</b>	Breakeven	\$10,165 ( – existing funds)	–\$7,897
<b>Request/% of Exp</b>	30%	10%	\$10k: 4.9% / \$15k: 7.3%
<b>Request/Attendee</b>	\$1.42	\$1.25	\$10k: \$0.06 / \$15k: \$0.09
<b>Use of Funds</b>	Covering logistics coordination and other operational fees	Artistic fees and site management expenses	Supporting Market growth, expanding Wednesday Markets, rebranding the Winter Market, and expanding Saturday Market further down Union Ave.

	<b>SYNNERGY &amp; Summer Music Fest</b>	<b>Dogwood Arts Spring Events</b>
<b>Request</b>	\$7,500	\$10,000 (CW: \$3k/DAF: \$7k)
<b>Dates</b>	June 14 –17, 2026	Chalk Walk: April 11, 2026 DAF: April 24–26, 2026
<b>Location</b>	Downtown Knoxville and UTK	Market Square & WFP
<b>History</b>	Prior Years: 15 Funded by DKA: 1	Prior Years: 64 Funded by DKA: 13
<b>Most Recent Funding</b>	\$5,000	\$9,000
<b>Event Producer</b>	Nief-Norf	Dogwood Arts
<b>Other Sponsors</b>	In process; starting in late March (2025 sponsors included Tomato Head, XUL, and Cruze Farm) as well as additional grant funding	ORNL FCU, First Horizon Foundation, Regal Foundation, Visit Knoxville, The Crowne Plaza, Graphic Creations and support from the City, Knox County, and the TN Arts Commission.
<b>General Admission</b>	Free	Free
<b>Expected Attendance</b>	750+ for both weeks (1,500 total)	Chalk Walk: 25,000–30,000 DAF: 15,000–20,000
<b>Total Expenses</b>	\$139,167.35	Chalk Walk: \$27,400 DAF: \$212,050
<b>Projected Profit</b>	\$3,070.25	*See packet
<b>Request/% of Exp</b>	5.3%	4%
<b>Request/Attendee</b>	\$5	\$0.2
<b>Use of Funds</b>	Faculty stipend for local artists, supplies, materials, and admin fees, concert production expenses, marketing, media, and transportation expenses	Venue rentals, infrastructure, tenting, security barricades, security personnel, portable restroom,

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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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.

<b>Event Date(s)</b>	<b>Application Due</b>
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](http://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](mailto: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

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Event: Open Streets Knoxville

Date(s): May 17th, 2026

Location: Gay Street (from Summit Hill to Hill Ave), including the Gay St. Bridge as a connector

Produced by: Bike Walk Knoxville

Sponsorship amount requested: \$5,000

Event History:

**No** First-time event      (#) **10** prior years      (#) **0** years of previous Alliance funding

Contact: Lindsey Kimble

Phone: (574) 850-6767

Address: PO Box 10402 Knoxville, TN 37939

Email: lindsey.kimble@bikewalktn.org

### **Event description:**

Open Streets Knoxville is a free event that temporarily closes select city streets to motor vehicle traffic, transforming them into vibrant public spaces where neighbors can connect with local businesses and organizations. Designed for people of all ages and abilities, the event creates a safe, welcoming environment to walk, bike, dance, and explore. Unlike a typical street festival, Open Streets Knoxville invites residents to rediscover their neighborhoods and support local businesses on foot or by bike. The event promotes active transportation, healthy living, and a goal of giving residents an opportunity to reimagine our streets as public spaces. With a goal of closing at least one mile of Knoxville streets to cars, Open Streets brings thousands of people together in the roadway. Organized by Bike Walk Knoxville, the event relies on the generous support of community sponsors and local businesses to help cover the significant costs of making Open Streets Knoxville possible.

### **Additional sponsors:**

First Horizon Bank is currently the only confirmed sponsor, but we are currently in the process of securing additional sponsors to make this year's event possible.

### **Planned use of funds requested:**

Funds requested will be used to assist in all logistical coordination and operational needs required to create a high impact event. Because this year's event will follow a new route that we have not previously used, additional coordination and planning will be required to ensure a smooth and successful experience for all participants. Gay Street is one of Knoxville's most recognizable corridors, and we anticipate increased participation from local businesses, organizations, and community members alike. We hope to make this year's Open Streets the largest and most impactful yet, especially with it taking place downtown, and are seeking financial support to help ensure its success.

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

Open Streets typically draws an average of 3,500 attendees, welcoming participants from across Knoxville. The event is a free community event and is designed to be inclusive and accessible for people of all ages and backgrounds. We will be leveraging our partnership with our community partner, Visit Knoxville to support and strengthen our effort by counting the number of attendees at Open Streets this year, using their [Placer.ai](#) software.

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

Open Streets will take place on Gay Street from Summit Hill to Hill Avenue, therefore there will be numerous opportunities for downtown merchants to get involved. Businesses located along the route will have the chance to offer activities, sell food, beverages, or any other items, and actively participate in the excitement of Open Streets. We will reach out to each business on the route to inform them about the event and encourage their participation. Additionally, businesses not directly on the route will benefit from the increased foot traffic and are invited to register as activity providers as well.

Businesses will have the opportunity to engage with the community. Thousands of people will be coming downtown to Gay St. on May 17th! (See Business on Route attached flyer)

**How will this event positively impact downtown?**

This event is expected to draw several thousand residents to downtown Knoxville, creating opportunities for local shops and restaurants to attract visitors on a Sunday afternoon. At past events, 55% of businesses in the area of the route saw increased activity and sales during the event, while 68% of participants reported becoming aware of a business that they did not know existed before.

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

The support of the Downtown Knoxville Alliance would be a huge assistance in making this fun event possible. Without funding from the Downtown Knoxville Alliance, we would need to look elsewhere for additional sponsors to help cover the cost of the event. The event is free to all attendees, so we rely heavily on sponsorships and donations to help with all the facets of planning and executing this event.

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)

Open Streets Budget - 2026	
<b>Revenue</b>	
Sponsors	\$10,000.00
202 Accounts	\$4,000
Activity Providers	\$1,800
Food Trucks	\$700.00
Business on Route Donations	\$100.00
Donations	\$100
<b>Total Revenue</b>	<b>\$16,700</b>
<b>Expenses</b>	
ETP (Porta Potties)	\$750.00
Map	\$100.00
Staff Planning Costs	\$15,000
Misc Supplies:	\$250
Misc. Printing:	\$250.00
Bingo Cards	\$49.60
Jim McMichael Signs	\$100
Yard Signs - Graphic Creations	\$100
Facebook Boost	\$100.00
<b>Total Expenses</b>	<b>\$16,700</b>
Total Profit	\$0

Item	Details
Event Announcement - Save the Date	
Create FB event	
Send out request for Activity Providers/Food Trucks/Performers	
Ongoing publicity on Open Streets Facebook and Instagram pages	
Ongoing publicity on Bike Walk Knoxville Facebook and Instagram pages	
Door to door outreach to businesses along the selected route/Flyer distribution	Inviting businesses and organizations on the route to participate/giving them a heads up about the event so they can prepare
Route map published and share	
Promotion on City of Knoxville Office of Neighborhood Empowerment "Neighborly Notice" newsletter	
Promotion on Bike Walk Knoxville website/Open Streets subpage	
Reminders to register as Activity Providers via all social channels	
Informative posts about the history and need for Open Streets via all social channels	
Send out Press Release with event information and quote from Mayor Kincannon	
Publicity via registered Activity Providers	Encouraging community partners who will be participating in the event to post about their involvement with the event on their social channels
Send out information to the Knoxville Bike community to encourage participation/attendance	Bike shops, bike riding groups
Yard signs strategically placed around the route before the start of the event	Encouraging passersby to come to the event
Day of posts and stories on all BWK and OSK social channels	
Thank you Social Media Post	

**Sunday**  
**May 17th**  
**2:00-6:00 pm**



**Sign up here:**



## **Open Streets Knoxville is coming to your neighborhood!**

**We are excited to bring all the fun of Open Streets to Gay Street for the first time!**

The route will include Gay St. from Summit Hill Dr. to Hill Ave., including the Gay Street Bridge.

### **What is Open Streets?**

Open Streets Knoxville is a yearly event hosted by Bike Walk Knoxville that **connects community members with local businesses and organizations**, creating space for people of all ages and abilities to walk, bike, dance, and much more! More than a street festival, Open Streets Knoxville gives residents an opportunity to explore their community and access local businesses in a safe, fun, and family-friendly way. The event encourages the use of active transportation and healthy living, and aims to **reimagine our streets as public spaces**.

On **Sunday, May 17th from 2:00 - 6:00 pm**, Open Streets will remove motorized traffic on Gay Street from Summit Hill Ave to Hill Ave., including the Gay St. Bridge. The road will be closed starting at **12:30 pm**. Open Streets presents a great opportunity for businesses located along the route to interact with thousands of people and attract new customers!

Open Streets is free for attendees and relies heavily on community sponsors and local businesses for financial support. We want you and your business to have great experiences during the event and look forward to sharing ideas to help draw in customers!

### **How does my business fit in?**

The goal of Open Streets is to get people active and connect them with amenities and services in Knoxville and in the the Knoxville neighborhood being highlighter. **Businesses on the route are the backbone of the event**, and are the only participants allowed to sell things at Open Streets (except food truck vendors). We encourage your business to participate by providing an activity for attendees out in the street! Activities draw people to your business; the more fun the activity, the more folks will stop by!

The atmosphere on the day of the event is controlled entirely by the businesses on the route, activity providers, performers, and food trucks. We would LOVE to have your business join in by hosting fun activities out in the street! To have even more fun, we recommend partnering with nearby businesses to plan activities together, so your part of the route is a hotspot for participants to visit.

#### **Fun Facts**

55% of businesses saw increased activity and sales during past Open Streets Knoxville events. At Open Streets in other communities, 68% of participants became aware of a business they didn't know existed before!

This is our 12th Open Streets Knoxville event! Past events have gathered 3,000-5,000 attendees.

#### **Next Steps**

As a business located on the route, there is no cost to participate, but you do need to register. Please complete the form with the QR code above or on our website: [bwknox.org/business\\_org](http://bwknox.org/business_org)

Please contact Hannah Kitterman at [openstreetsknoxville@gmail.com](mailto:openstreetsknoxville@gmail.com) with questions or to brainstorm activity ideas.

# Tips for Businesses

## Be open during the event (even if you are usually closed on Sundays!):

Businesses that open up to the sidewalk and street report record sales and make the event more interesting for participants.

## Make your storefront visible:

Decorating your business with banners, sandwich boards, signs, etc. will encourage more participants to stop by.

## Bring your business outside:

While folks may wander inside, the majority of the fun will be in the streets! Have games or activities, music, and merchandise out in front of your business. Creative displays are encouraged!

## Offer specials or discounts:

If you're offering a special, let us know and we can help promote it! This will tempt more participants to look for your business during Open Streets.



## FAQs



### Where is the route?

Gay Street will be closed to motor vehicles from Summit Hill to Hill Avenue. The Gay Street Pedestrian Bridge will be open to pedestrians and cyclists.

### Is there a fee to participate?

There is no fee for businesses located on the route, but donations are appreciated as this is a free community event with significant costs to host. We encourage businesses to donate back to the event due to the publicity and new customers provided as a result of Open Streets! Your financial support will benefit Bike Walk Knoxville's year-round work to make the region a better place to bike and walk for people of all ages, abilities, and backgrounds! To donate, visit [bwknox.org/donate](http://bwknox.org/donate).

### Will there be tents blocking my business?

No, this event aims to showcase the businesses located along the route. It is important that you register for the event so we know that you are participating. Businesses/organizations without brick-and-mortar locations on the route will set up activities in gaps between existing businesses to make sure there is fun all along the way!

### How will my customers get to me if you block the road?

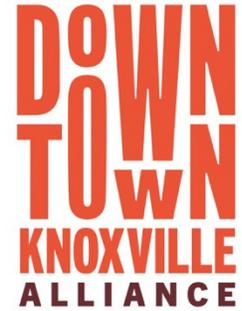
We will create an easy-to-read map, including recommended parking, available on our website and social media. Remember, this event will mean thousands of people walking by your business who may become new customers!

### Will restrooms be provided?

Yes. There will be portable toilets along the route. However, this is a family-friendly event and we encourage you to open your restrooms to the public.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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**Event:** 2026 Knox County Public Library’s Children’s Festival of Reading

**Date(s):** May 16, 2026

**Location:** World’s Fair Park, Downtown Knoxville

**Produced by:** Knox County Public Library and Friends of the Knox County Public Library

**Sponsorship amount requested:** \$10,000

**Event History:**

     First-time event      (#) 19 prior years      (#) 13 years of previous Alliance funding

**Contact:** Christina Best, Library Fund Development and Engagement Manager Phone: 865-215-8713

**Address:** 500 West Church Avenue, Knoxville, TN 37902

**Email:** cbest@knoxlib.org

**Event description:**

Friends of the Knox County Public Library in collaboration with the Knox County Public Library will provide free access to nationally acclaimed children’s authors and illustrators for 11,000 children/families in East Tennessee. The 20<sup>th</sup> Children’s Festival of Reading will take place on May 16, 2026, from 10:00 AM to 3:00 PM at World’s Fair Park in downtown Knoxville, TN. **The Children’s Festival of Reading (CFOR) excites children about reading** through authors, illustrators, storytelling, music, arts & crafts, science & discovery, storybook characters, One Book (30,000 elementary students in Knox County Schools read the same book and meet the author at the Festival), and fifty community partners who provide art- and literacy-related activities at the Festival. Partners include Centro Hispano, Union Avenue Books, The Bottom Bookstore, Zoo Knoxville, Muse Knoxville, and the Children’s Diversity and Justice Library. Many groups provide on-site information, activities, and support to traditionally underserved groups. The entire Festival is designed to offer educational and creativity-inspiring activities that encourage children to read. The 2026 theme is Stomp, Roar, Dinosaur! CFOR and summer reading will focus on roaring into a story and using our imaginations and some great books to discover prehistoric life!

**CFOR provides free access to nationally acclaimed children’s authors and illustrators for the children and families of East Tennessee.** Artist diversity is paramount to the event, and CFOR staff invites a wide range of artists whose books feature characters of varying backgrounds and abilities. The 2026 Festival is proud to host some of our greatest hits from past Children’s Festivals including:

- **Chris Grabenstein** is a multiple award-winning, #1 New York Times bestselling author best known for the *Mr. Lemoncello*, *Smartest Kid in the Universe*, *Wonderland*, and *Dog Squad* series. He has co-authored dozens of fast-paced adventures with James Patterson and wrote *Shine!* with his wife, J.J. A University of Tennessee, Knoxville graduate, he now lives in New York City, where he continues creating stories beloved by young readers.

- **Kwame Mbalia** is a *New York Times* bestselling author and publisher, best known for the award-winning *Tristan Strong* series. He co-wrote *Last Gate of the Emperor*, edited the #1 *New York Times* anthology *Black Boy Joy*, and leads the Freedom Fire imprint with Disney Books. His latest middle-grade novel, *Jax Freeman and the Phantom Shriek*, launched in 2024. A Howard University graduate now living in North Carolina, Mbalia is fueled by dad jokes and Cheez-Its.
- **Bob Shea** is an award-winning author and illustrator whose vibrant, witty picture books delight young readers. His popular titles include *Chez Bob*, *Unicorn Thinks He's Pretty Great*, the Ballet Cat series, and the Dinosaur vs. series. In addition to books, he has created work for PBS Kids, Playhouse Disney, Nick Jr., and Comedy Central. A former Eisner nominee and SVA mentor, Shea lives with his family in a cheerful yellow **house**.
- **Carmen Agra Deedy** is an award-winning author and storyteller known for *The Rooster Who Would Not Be Quiet!*, *Martina the Beautiful Cockroach*, and the bestselling *14 Cows for America*. A 2026 ALMA nominee, her work has appeared on NPR and the Emmy-winning *Love That Book!*. She is also a noted speaker and advocate for libraries and literacy.
- **Alyssa Capucilli** is the award-winning and *New York Times* best-selling author of more than 150 books for children, including the Biscuit series which has sold more than 54 million copies worldwide and is available in 12 languages. There are now more than 100 books in the Biscuit series. In addition to *Biscuit*, Alyssa has authored more than 50 books for children, including the *Katy Duck* series, the non-fiction *My First Experiences Series*, and many more. Alyssa also co-wrote the instant *New York Times* bestseller *Willow the White House Cat* with former First Lady, Dr. Jill Biden.
- **Erin Falligant**, who writes the *Wind Riders* series as Jen Marlin, is confirmed to attend the 20th annual Children's Festival of Reading as part of the One Book Read City initiative. This community-wide program engages all Knox County elementary students around a shared title—this year's pick is *Wind Riders #2: Search for the Scarlet Macaws*.

The Children's Festival of Reading includes six key areas: Authors/Illustrators Tent, Storytellers Tent, Music Tent, Arts & Crafts Tent, the Circus Lawn, and the Science & Discovery Tent in addition to toddler and teen focused areas. Additional Knox County Public Library supported tents include a Storybook Character Tent, which in 2026, will feature Penelope the Dinosaur, Bad Kitty, Corduroy, Biscuit (along with the author of the Biscuit series!); Dolly Parton's Imagination Library of Knox County Tent, and a Read City Tent featuring Erin Falligant, author of the book for the One Book Read City project. Local, state, and federal representatives along with all festivalgoers are invited to participate in the Parade of Books, which features Festival artists and takes a lap around the World's Fair Park site in support of literacy. Children's performance groups like Knoxville Children's Theatre are also featured in key areas of the Festival.

**CFOR engages children in the Knox County Public Library's (KCPL) summer reading program to help avoid the "summer-slide."** Over the summer, students can lose 20% of school year gains in reading (Scholastic). KCPL Summer Library Club offers a powerful framework to combat the loss of skills. Nationwide only 40% of third grade students read at grade level. According to the Annie E. Casey Foundation, a child's reading proficiency by third grade has a direct correlation to success in high school and beyond. This study found that students who do not read proficiently by third grade are four times more likely to leave high school without a diploma. District wide 42.6% of students in Knox County Schools met or exceeded expectations in English/Language Arts on the 2025 Tennessee Comprehensive Assessment Program (TCAP) tests. While this is a slight increase in proficiency (41.2% last year), still more than half of Knox County's students are reading below grade level, and students living in poverty and students of color typically score 18-20% lower than their peers.

A recent study published in the journal "Psychological Medicine" shows important relationships between reading for pleasure early and cognitive development and mental well-being. Researchers found significant evidence that reading for pleasure is linked to important developmental factors in

children, improving cognition, mental health, and brain structure. Children who read for pleasure show fewer signs of stress and depression, improved attention, fewer behavioral problems, engage in less screen time, and enjoy longer sleep. Brain scans in the study also showed that adolescents who started reading early had “moderately” larger brain area and volume, including regions important for cognitive function.

As the Knox County Public Library’s most significant engagement event, CFOR provides a free and accessible opportunity for all citizens to join as a community that experiences, learns and celebrates literacy, books, and reading. CFOR is a free event open to everyone. Special arrangements are made to provide accessible parking as requested, as well as large-print and Spanish-language programs and brochures.

**Additional sponsors:**

Confirmed

National Endowment for the Arts  
Tennessee Arts Commission  
Comcast/Xfinity  
Friends of the Knox County Public Library  
East Tennessee Pediatric Dentistry  
ORNL Federal Credit Union  
East Tennessee Children’s Hospital

Pending:

City of Knoxville Community Improvement Funds  
TVA  
Pinnacle Financial Partners  
Walmart/Sams Club

**Planned use of funds requested:**

All funds will be used to support the artistic fees and site management expenses associated with the Children’s Festival of Reading and as matching funds to leverage the Tennessee Arts Commission Arts Project Support grant for CFOR.

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

CFOR is a free event at World’s Fair Park, so attendance is difficult to measure. But, by surveying area parking lots and tallying the number of chairs at all tents/performance areas, park officials estimated that 8,000 children and their families were in attendance between the hours of 10:00 a.m. and 3:00 p.m. in 2025. The success of the Children’s Festival of Reading is evaluated through the number of children who register for the Knox County Public Library’s Summer Library Club, attendance, and on-site surveys. Registration for the Summer Library Club reading challenge opened at the Festival and in just two weeks nearly 1,000 signed up to participate. Seventy percent of families in attendance planned to participate in KCPL’s summer reading program; nearly 3,000 readers participated. Summer reading in 2025 surpassed our 2024 literacy activity count with 114,586 activities. Fifty-seven percent of survey respondents were first-time CFOR attendees, indicating that the Festival remains popular. Because of the popularity CFOR attracted its intended audience of children and their families, due in large part to local media coverage, targeted advertising campaigns, word of mouth and the fact that CFOR has become an annual event for many families.

Surveys listed the following as favorite parts of the Festival:

- Books – The best part is the books!
- Book signings were awesome!
- Education for the children and great resources

- Seeing all the opportunities for kids available in our area
- The location!
- My child can explore all the things
- Author visits! Getting people excited about books
- Seeing book characters
- We love THE BOOK PARADE, free kid's activities, easy meals/food
- All the booths and meeting authors
- Science Tent
- The Birds of Prey presenter was great!
- We love the bird show, Craft & Science Tents, and the used book sale
- Arts & Crafts
- Variety of Activities
- Interactive Exhibits/booths
- So fun
- Making stuff, it's fun
- Fun activities for kids. Insect show was cool!
- So many hands-on things & STEAM; Books are awesome!
- Everything is very interesting and fun. Love the interaction!
- All the free activities that are good!
- Everything, we love it! Keep doing it!

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

All Knox County organizations are invited to be vendors at the Children's Festival of Reading. Non-profit organizations pay a nominal registration fee of \$125 to participate and are provided with a 10x10 tent, one table, and two chairs. Commercial organizations pay \$250 to participate and are provided a 10x10 tent, one table, two chairs, and the ability to sell and/or market their product or service to the public. All organizations must commit to providing a free arts- or literacy-based activity to festivalgoers. Food vendors are considered on a case-by-case basis. The registration fee is waived for partner organizations who participate in Explorer Pass.

Downtown Knoxville organizations including Union Avenue Books, East Tennessee Historical Society, Historic House Museums, East Tennessee PBS, Tennessee Valley Fair, KAT, Knoxville History Project, Muse Knoxville, Zoo Knoxville, United Way of Greater Knoxville, and the Women's Basketball Hall of Fame regularly participate in the Festival of Reading. All downtown Knoxville organizations are welcome and encouraged to participate.

**How will this event positively impact downtown?**

The Children's Festival of Reading develops local and regional audiences for the literary arts and draws families to downtown Knoxville. Fifty-seven percent of survey respondents in 2025 were first-time CFOR attendees bringing 4,560 people downtown. An additional 16% or almost 1,280 were from outside of Knox County. So, in total the 2025 Children's Festival drew almost 5,840 people to downtown who came specifically for CFOR. Surveys list World's Fair Park specifically as a favorite part of the Festival. The top Knox County zip codes represented in our 2025 survey were 37922 (West Knoxville/Northshore), 37923 (Cedar Bluff/West Hills), 37931 (Karns/Hardin Valley), 37918 (Fountain City/Halls), 37932 (Hardin Valley), and 37934 (Farragut).

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

The Children's Festival of Reading falls outside the core services of the Knox County Public Library (KCPL) and is not financed through the KCPL operating budget. Thus, without community support and sponsorships KCPL would not be able to produce the festival.

Every dollar committed is spent on event costs and artists' performance fees. To present CFOR as a free event, open to the public, sponsorships, grants, and vendor fees comprise the entirety of Festival income. Funding secured directly impacts the quality of artists and activities that KCPL and Friends of the Knox County Public Library can present for Knoxville's children.

**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)

KNOX COUNTY PUBLIC LIBRARY'S

# Children's FESTIVAL<sup>of</sup> READING

Children's Festival of Reading 2025 Expenses	2026 Budget
<u>Artistic Fees</u>	
Authors and Illustrators	\$28,000.00
Storytellers	\$2,500.00
Musicians	\$2,500.00
Other Performers	\$6,000.00
Subtotal Artistic:	\$39,000.00
<u>Site Management</u>	
Public Building Authority - Worlds Fair Park	\$6,000.00
Road Closure, EMTs, Fire Marshal	\$1,665.00
Springboard Media	\$2,750.00
AOPR	\$23,500.00
Children's Play Area	\$250.00
Arts and Crafts	\$2,000.00
Teen Area	\$250.00
Storage and Staging (Marriott)	\$1,000.00
Artist and Volunteer Hospitality (Authors, Illustrators, 100 Volunteers)	\$3,500.00
Equipment and Supplies	\$850.00
Subtotal Site Management:	\$41,765.00
<u>Marketing</u>	
T-Shirts	\$1,500.00
Banners (rebranding)	\$6,000.00
Signage	\$1,500.00
Flyer and Event Programs	\$1,500.00
Site Décor	\$3,000.00
Subtotal Marketing:	\$13,500.00
<b>Total Expenses:</b>	<b>\$94,265.00</b>

KNOX COUNTY PUBLIC LIBRARY'S

# Children's FESTIVAL<sup>of</sup> READING

<b>Children's Festival of Reading 2025 Income</b>	
<u>Earned Income</u>	
Community Groups and Vendors	\$7,500.00
Subtotal Earned Income	\$7,500.00
<u>Corporate and Organizational Contributions</u>	
Friends of the Knox County Public Library, committed	\$12,500.00
Comcast/Xfinity, committed	\$7,500.00
TVA, requested	\$2,750.00
East Tennessee Children's Hospital, committed	\$2,750.00
East Tennessee Pediatric Dentistry, committed	\$2,750.00
<b>Downtown Knoxville Alliance</b>	\$10,000.00
ORNL Federal Credit Union, committed	\$3,000.00
Walmart/Sams, projected	\$3,000.00
Subtotal Corporate Contributions	\$44,250.00
<u>Grants/Foundations</u>	
Tennessee Arts Commission, committed	\$10,600.00
NEA GAP Grant, committed	\$20,000.00
City of Knoxville Community Improvement Funds, will request	\$2,750.00
Subtotal Grants	\$33,350.00
Existing Funds	\$60,314.03
<b>Total Income</b>	<b>\$145,414.03</b>



## Children's Festival of Reading 2026 Marketing and Promotion Plan

All marketing for the Children's Festival of Reading is given to Knox County Public Library at no cost. Most printing and promotional materials are created and printed in-house.

Please see:

[https://drive.google.com/drive/folders/1kkioDAKablzodUKozfJ62eAMzjufVt2l?usp=drive\\_link](https://drive.google.com/drive/folders/1kkioDAKablzodUKozfJ62eAMzjufVt2l?usp=drive_link) for examples of marketing materials, video, and photos from the 2024 festival.

ORNL FCU's logo will be included on all Festival materials. Sponsorship will earn coverage in the following marketing venues:

### Television:

- WBIR and East Tennessee PBS
- PSAs on WBIR, 10News2, and ETPBS
- Online coverage
- Value: \$9,250

### Radio:

- WDVX *Kidstuff* on-site live broadcast
- Promotional underwriting value: \$750

### Print:

- 200,000 copies of the Official 2025 Knoxville Visitors' Guide distributed through state welcome centers, Knoxville Visitors Center, Knoxville Chamber, University of Tennessee, realtors, hotels, and attractions as well as conventions, trade shows and sporting events.
- East Tennessee PBS Monthly mailer to subscribers
- Knoxville Kids' Directory (250+ locations)
- 40,000 handouts sent to area schools
- 5,000 flyers & posters distributed through KCPL library locations
- 2,000 event programs given out during the Festival
- Value: \$17,000

### Online:

- 200,000+ reach
  - [www.knoxcountylibrary.org](http://www.knoxcountylibrary.org): 152,957 website visits per month + home-page story
  - E-mail Newsletters: 33,000+ voluntary subscribers.
  - Facebook\*: 22,800 combined followers
  - Instagram\*: 7,648 combined followers
- \*combined Library & Friends of the Library, as of 10/2025

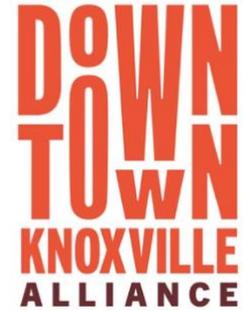
### On-Site:

- On-site banners and signage
- 10 x 10 tent with table and chairs from which sponsors can promote goods and services.

**TOTAL VALUE: \$27,000**

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: Market Square Farmers Market

Date(s): Every Wednesday and Saturday, May 2, 2026 – October 31, 2026

Location: Market Square, Union Ave, and Market St (Market Square only on Wednesdays)

Produced by: Nourish Knoxville

Sponsorship amount requested: \$10 - 15,000

Event History:

\_\_\_ First-time event      (#) 22 prior years      (#) 16 years of previous Alliance  
funding

Contact: Charlotte Tolley Phone: 865-805-9271

Address: PO Box 2422, Knoxville, TN 37901

Email: [info@nourishknoxville.org](mailto:info@nourishknoxville.org) or [markets@nourishknoxville.org](mailto:markets@nourishknoxville.org)

**Event description:** For more than twenty years, the Market Square Farmers Market (MSFM) has been at the heart of Knoxville’s local food system, bringing farmers, food producers, and artisans together to create a vibrant marketplace for residents and visitors alike. As a producer-only, open-air market, the MSFM is the flagship program of Nourish Knoxville, helping fulfill our mission to cultivate healthy communities by supporting relationships between local farmers, producers, and the public.

What began with just five vendors on the Market Square stage has grown into one of the best farmers markets in the region, featuring more than 100 vendors at peak season, and a key part of the fabric of downtown Knoxville.

**Additional sponsors:** Grayson Subaru remains the presenting sponsor of the MSFM in 2026. We are considering a new sponsorship program that would allow businesses to have a booth to promote their services. Our Double Up Food Bucks, Nourish Kids, and Nourish Moves are primarily funded through a grant contract with the State of Tennessee’s Project Diabetes Program through the Department of Health.

Beyond financial sponsorships, we are also grateful for the in-kind support of businesses such as Ruby Sunshine, Myrtle’s Bakehouse, Richy Kreme, Cruze Farm, and more. Their generosity provides benefits for our dedicated volunteers helping to staff our markets, rain or shine. Mast General Store has also been an in-kind sponsor of Nourish Moves by providing gift cards for participant prizes.

We are also fortunate to have the support of many downtown businesses through events like Nourish Knoxville’s Restaurant Week, held the first full week of August. During this week, local restaurants,

coffee shops, bars, and cafés create a dish or drink featuring a locally sourced ingredient and donate 20% of the proceeds to Nourish Knoxville. We are currently working to solidify the lineup for 2026, but 2025 included downtown establishments Emilia, Cruze Farm, Tern Club, Chismoso, and Good Golly Tamale. This event, started in 2023, has been an innovative way to raise funds while also amplifying both the visibility of our work and the visibility of businesses supporting local farmers. These efforts have proven to deepen community support, increasing individual donations through our Friends of Nourish Knoxville program and attracting new program sponsors, engaging people and businesses who may not have known about us before.

**Planned use of funds requested:** The funds requested will be allocated to support the growth of the Market Square Farmers Market, particularly in expanding our Wednesday market promotion, rebranding the Winter Farmers Market as a part of the overall Market Square Farmers Market, and expanding the footprint of the Saturday Market Square Farmers Market further down Union Ave.

With confirmation of funding for Nourish Moves for the next two seasons, we will continue to engage downtown office workers to encourage them to visit the Wednesday market. We will focus on enhancing promotions for Nourish Moves, our walking incentive program, which offers \$3 in produce bucks for fresh fruits and vegetables. By utilizing inner-office bulletins and employer partnerships, we can motivate office workers to visit the market, benefiting both the market and downtown retailers and restaurants.

As our programs - Nourish Kids (2nd Saturdays), Nourish Moves (Wednesdays), and Double Up Food Bucks & SNAP (Wednesdays and Saturdays) - continue to grow, we recognized the need for additional staff support. In 2025, we transitioned from an AmeriCorps member to a full-time Internal Programs Manager, enabling us to increase outreach for our programs and support our market operations. As we expand the footprint of the Saturday Market Square Farmers Market, we anticipate the need for additional staff support and traffic control. Sponsorship funds will specifically help us hire an on-site KPD officer each Saturday, increase our on-site staff support, and create new signage.

By supporting these initiatives, your sponsorship will attract more visitors to downtown Knoxville and enhance engagement among existing downtown employees, increasing foot traffic at the farmers market and local businesses within the Central Business Improvement District (CBID). This support ensures the MSFM remains a well-organized and essential destination for downtown visitors, employees, and residents.

**What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.** Based on historical data, we anticipate continued growth in attendance for the 2026 Market Square Farmers Market. In 2024, total attendance reached 125,479, while 2025 reached 137,158 on Saturdays. Wednesday attendance in 2024 reached 19,839, while 2025 reached 20,397. In 2026, we are closing the Wednesday market at the end of October instead of running through November, due to the challenges presented with ice rink construction, when visitor count drops significantly. We aim to increase overall Wednesday attendance in 2026 despite hosting 3 fewer markets.

We track attendance systematically using trained volunteers who conduct crowd counts every 30 minutes in designated zones (one zone on Wednesdays, two on Saturdays). Each volunteer uses a hand-held click counter to tally visitors in their assigned area. These counts are recorded on-site and then compiled into an Excel spreadsheet for analysis. This method provides a consistent and reliable estimate of market attendance and provides annual comparison data.

The MSFM attracts a diverse mix of attendees, including local residents, downtown professionals, families, retirees, and tourists. While specific demographic data varies, our market is a well-established gathering place that fosters connections between local producers and the community. Our goal is to

create an inclusive and engaging experience that appeals to a broad audience, contributing to the vibrancy of downtown Knoxville.

**What opportunities, if any, will be provided for downtown merchants to participate?** We are dedicated to fostering collaboration with downtown merchants, inviting their participation in various ways while also striving to support their efforts. As a retail-focused event, we seek to complement the retail and restaurant offerings, enhancing the overall downtown experience. Several downtown businesses have already played vital roles in our operations. For instance, Nothing Too Fancy prints our merchandise, and we have used downtown-based printers, designers, and others over our 23-year history.

We maintain strong relationships with downtown restaurants, many of which source fresh ingredients from the market weekly. Notable establishments include JC Holdway, Osteria Stella, Emilia, Oliver Royale, Kaizen, Tommy Trent's, A Dopo Pizzeria, and Potchke. During our Restaurant Week event, we heavily promote local businesses that create specials featuring local ingredients. We also support downtown venues when hosting events, including The Mill and Mine, The Red Gallery, and Good Golly Tamale, enhancing community engagement.

For the 2026 season, thanks in part to the collective efforts of DKA and downtown merchants, we are actively working to expand our vendor placement down Union Ave to enliven the 400 block of Union. We are looking forward to working with businesses to increase foot traffic down the 400 block to the Daylight Building, further enhancing both the merchant and visitor experience.

**How will this event positively impact downtown?** Supporting the Market Square Farmers Market initiatives enhances the vibrancy of downtown Knoxville.

As a producer-only farmers market, the MSFM serves as a vital community hub, providing fresh, locally sourced foods directly from growers to consumers. This not only ensures the highest quality of locally grown, raised, and produced products for downtown residents, workers, and visitors, but also supports local agriculture and the local economy.

By promoting our Wednesday market and fostering connections with local employers, we aim to draw more visitors to the area mid-week and encourage downtown employees to engage with the market and surrounding businesses more frequently. Through our Nourish Moves program, which incentivizes participation by offering \$3 in produce bucks, we create a tangible reason for folks to visit and for employees to step away from their desks and explore the market and the CBID.

With the increased foot traffic down the 400 block of Union, we hope to directly support more local businesses and continue to contribute to more vibrant downtown.

**What effect would lack of Downtown Knoxville Alliance funding have on this event?** Without crucial funding from the Downtown Knoxville Alliance, the Market Square Farmers Market would face significant setbacks that could jeopardize our operations and impact within the community. As a small nonprofit organization, our dedicated team members are essential to the success of our mission. A lack of funding would hinder our ability to provide competitive compensation and professional development opportunities, making it challenging to retain our talented staff and reduce burnout.

By undermining our ability to support and retain our staff, we risk diminishing the quality of the Market Square Farmers Market and our overall impact in the community. Therefore, DKA's support is instrumental not only in maintaining our staff but also in ensuring we can continue to provide a vibrant market that supports local businesses and fosters a thriving downtown Knoxville.

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)

<b>Market Square Farmers Market</b>					
	Note: Sponsorship total in all years includes \$10,000 from DKA	May - Nov 2023	May - Nov 2024	May - Nov 2025	Est (May - Oct) 2026
<b>Income</b>					
	Booth and App Fees	\$143,900	\$144,265	\$162,145	\$146,475
	Grant Income	\$1,500	\$6,000	\$6,000	\$6,000
	Sponsorships	\$27,425	\$36,400	\$36,400	\$33,100
	Merchandise Sales	\$21,287	\$11,551	\$17,665	\$10,000
	Market Money Fee	\$900	\$400	\$410	\$400
	<b>Total Income</b>	<b>\$195,282</b>	<b>\$198,636</b>	<b>\$222,620</b>	<b>\$195,975</b>
<b>Expense</b>					
<b>Contract Services</b>					
	Accounting Fees	\$4,500	\$9,245	\$4,375	\$4,375
	Legal Fees	\$20	\$20	\$218	\$220
	Outside Contract Services	\$0	\$0	\$1,500	\$1,500
	<b>Total Contract Services</b>	<b>\$4,520</b>	<b>\$9,265</b>	<b>\$6,093</b>	<b>\$6,095</b>
	Insurance	\$2,182	\$3,242	\$1,367	\$1,400
	Merchandise/COGS	\$3,600	\$3,594	\$8,730	\$3,500
	Merchant Account Fees	\$3,200	\$4,835	\$7,001	\$6,900
	SNAP Expenses	\$251	\$350	\$191	\$500
	Vendor Meeting and Education	\$150	\$339	\$45	\$200
	Volunteer Program	\$30	\$830	\$89	\$100
<b>Operations</b>					
	Advertising/Marketing	\$318	\$302	\$300	\$500
	Branding/Website		\$3,000	\$1,593	\$1,500
	Membership & Organization Fees	\$350	\$400	\$116	\$116
	Port-a-johns/Handwashing station	\$4,200	\$4,480	\$4,200	\$3,640
	Rent	\$24,000	\$24,000	\$24,000	\$24,000
	Security	\$16,438	\$18,673	\$12,196	\$11,571
	Software	\$5,100	\$5,000	\$9,639	\$5,000
	Supplies	\$5,645	\$3,134	\$4,362	\$4,000
	Telephone, Telecommunications	\$4,472	\$4,933	\$5,850	\$5,850
	<b>Total Operations</b>	<b>\$60,523</b>	<b>\$63,921</b>	<b>\$62,256</b>	<b>\$56,177</b>
	<b>Payroll &amp; Benefit Expenses</b>	<b>\$110,964</b>	<b>\$128,730</b>	<b>\$128,833</b>	<b>\$128,000</b>
	<b>Travel and Meetings</b>	<b>\$787</b>	<b>\$2,034</b>	<b>\$903</b>	<b>\$900</b>
	<b>Total Expense</b>	<b>\$186,327</b>	<b>\$216,649</b>	<b>\$215,465</b>	<b>\$203,872</b>
	<b>Net Profit/Loss</b>	<b>\$8,955</b>	<b>-\$18,013</b>	<b>\$7,155</b>	<b>-\$7,897</b>

## **2026 Market Square Farmers Market Marketing Plan**

**Introduction:** Nourish Knoxville is dedicated to building community and supporting local food systems through the Market Square Farmers Market. Our 2026 marketing plan builds on previous successes and focuses on key objectives: promoting convenient downtown parking options, encouraging mid-week visits while emphasizing rain-or-shine shopping. We will also be retiring the Winter Farmers Market (WFM) brand, incorporating the WFM into the Market Square Farmers Market brand, increasing visibility of our winter hours.

### **1. Social Media Engagement:**

- We will leverage our robust social media presence on Instagram and Facebook to engage our audience and drive attendance, particularly targeting downtown employees and residents.
- Targeted campaigns will highlight the convenience of downtown parking to help inform visitors on free and low-cost convenient parking options.
- Utilize Nourish Knoxville's LinkedIn page to reach downtown employers and employees for Wednesday markets.
- Deactivate the Winter Farmers Market Facebook page, promoting the Market Square Farmers Market as May – March on all social media channels.

### **2. Strategic Partnerships:**

- Collaborating with local organizations, we will amplify outreach efforts and encourage community members to visit the Market Square Farmers Market.
- Partnerships with the City of Knoxville, KAT, the Knox County Health Department, KCDC, and the Knoxville-Knox County CAC will ensure broader access to our markets.
- We will work with downtown employers through their internal channels, such as HR departments and Wellness Coordinators, to promote our markets and programs to downtown employees.
- Engaging with local media, we will coordinate press releases and live broadcasts to generate excitement around our market events and initiatives.
- Through collaborations with partner organizations across 36 counties, we produce the East TN Local Food Guide, featuring the Market Square Farmers Market and other downtown grocers and restaurants that source locally grown products. Distributed at no cost to 36 counties across East Tennessee, this publication reaches diverse locations such as grocers, restaurants, municipal buildings, healthcare providers, and events, effectively promoting the market and its programs to Knox and surrounding counties, driving foot traffic to downtown Knoxville.

### **3. Enhanced Signage and Visibility:**

- We will utilize temporary at-market displays to provide information about parking, downtown maps, market hours, and programs.
- We will create new, eye-catching semi-permanent pole banners for installation downtown, designed to better promote our nearly year-round season on Market Street.

### **4. Community Engagement:**

- Expanding our outreach efforts, we will participate in downtown events and festivals, offering interactive experiences and engaging with the local community.

- Participate in off-site tabling events and community group meetings, such as KCDC Housing Fairs, East Tennessee Wellness Roundtable events, the Knoxville Knox County Food Policy Council, and other events, to share information about our markets and programs.

**Conclusion:** Our 2026 marketing plan aims to drive foot traffic to the Market Square Farmers Market and Downtown Knoxville through a variety of engagement methods, focusing on the rebranding of the Winter Farmers Market, Wednesday market programs, and downtown parking clarification.

## Downtown Knoxville Alliance Sponsorship Request Application

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Event: [Nief-Norf Summer Festival & SYNENERGY 2026](#)

Date(s): [June 14 - 27, 2026](#)

Location: [Downtown Knoxville & the University of Tennessee](#)

Produced by: [Nief-Norf](#)

Sponsorship amount requested: [\\$7,500](#)

Event History:

First-time event      (#) [15](#) prior years                      (#) [1](#) years of previous Alliance funding

Contact: [Alexandra Dally](#)

Phone: [\(865\) 773-4399](#)

Address: [100 S. Gay Street Suite #101](#)

Email: [adally@niefnorf.org](mailto:adally@niefnorf.org)

Event description:

[One of few contemporary chamber music festivals of its kind, NNSF offers 50+ emerging artists two weeks of intensive rehearsals, masterclasses, and collaborations with 26 local and international faculty. SYNENERGY is a conference-style weekend of performances, workshops, panels, and more, — bringing the new music community to Knoxville and providing unmatched opportunities for local residents of all ages to experience new music in an incredibly immersive, accessible, and inclusive environment.](#)

Additional sponsors:

[TBD – we will be reaching out to local businesses for sponsorships and partnerships beginning in late March \(following the public announcement of SYNENERGY in early March\)! Sponsors for 2025 included Tomato Head, Xul, and Cruze Farm, and we are hoping to greatly expand that list this year, especially with our proposed participant growth!](#)

Planned use of funds requested:

[Funding from the Downtown Knoxville Alliance will directly support all downtown-related aspects of our 2026 Summer Festival:](#)

- [Faculty stipends for local artists performing at Make Music Day and/or the Blue Plate Special](#)
- [Supplies, materials, and administrative preparation for youth engagement initiatives](#)
- [Concert production expenses for Make Music Day on June 21st \(estimated 3 concerts & 3 community events, all free and open to the public!\)](#)
- [Production and transportation expenses for our Blue Plate Special appearance \(June 22nd - TBD\)](#)
- [Marketing efforts to ensure our concerts and events are well-attended](#)
- [Ability to host 2-3 pop-up performances downtown during SYNENERGY!](#)
- [Media documentation for future promotional materials](#)

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

We project a total attendance of approximately 750 individuals throughout both weeks of the Nief-Norf Summer Festival. While all concerts and downtown events are free and do not require tickets, increased staff for this summer will provide us the ability to have a check-in form at the door for all attendees, allowing us to track numbers and gather contact information for future engagement.

Anticipated attendees include:

- Knoxville community members interested in innovative arts experiences
- Local university students and faculty
- NNSF participants (already confirmed — 75 fellows and faculty from across the U.S. and abroad, ages 18+)
- Visiting artists and scholars for the SYNENERGY convention
- Local families and youth attending interactive events and workshops

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

Local businesses will be contacted in late March to sponsor SYNENERGY, either monetarily or via in-kind donations for our raffle. We will also be offering several “booth” spaces in our lobby reception area for the duration of the weekend! Sponsors will receive the following benefits:

- Support from our 75 faculty & fellows in Knoxville for two weeks
- Feature in digital programs, signage, and pre-concert announcements
- Highlight on social media posts & email newsletter
- Inclusion on dining & retail guides distributed to festival participants and conference attendees
- Free passes to the registration portion of SYNENERGY (for regular attendees, passes will be offered on a sliding scale from \$19-99, with a value of \$599+)

How will this event positively impact downtown?

After just wrapping up a record enrollment season, we are thrilled to be welcoming almost 75 faculty and fellows to Knoxville for the two-week duration of the festival this year — all of which are encouraged to spend ample time downtown for meals & recreation, especially to support our sponsorship partners.

Our partnership with the Arts & Culture Alliance for Knoxville’s 2026 Make Music Day further amplifies our incredibly community-centered programming for this celebration and will illuminate Downtown Knoxville’s culture of arts & creativity.

Additionally, we will be establishing partnerships with select downtown hotels to provide block rates for our SYNENERGY participants — as we are leaning more into the academic conference vibe for the event this year, we anticipate many individuals and groups from the new music community traveling to Knoxville to attend!

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

Due to recently shared increased venue costs at the University of Tennessee (more than happy to expand on this situation during my presentation!), the majority of SYNENERGY events will take place on campus this year as we work to manage limited resources. Even so, we remain committed to maintaining a meaningful downtown presence through partnerships and performances, including Make Music Day, a Blue Plate Special, and additional “pop-up” events. Support from the Downtown Knoxville Alliance is particularly impactful this year, allowing us to expand these downtown activities, enhance the audience experience, and ensure that SYNENERGY continues to contribute vibrant, accessible cultural programming to the heart of downtown Knoxville. Without this funding, these efforts would still take place, but on a more limited scale.

Additional materials:

[https://niefnorf.notion.site/Downtown-Knoxville-Alliance-NNSF-SYNENERGY-2026-Sponsorship-Application-Additional-Materials-31665ff9d42a80e2bebac20adcd57cfb?source=copy\\_link](https://niefnorf.notion.site/Downtown-Knoxville-Alliance-NNSF-SYNENERGY-2026-Sponsorship-Application-Additional-Materials-31665ff9d42a80e2bebac20adcd57cfb?source=copy_link)



# Downtown Knoxville Alliance NNSF/SYNERGY 2026 Sponsorship Application Additional Materials

## PROJECT BUDGET

As of February 26, 2026

### EXPENSES

Overview

Item	Category	#	Amount
Venue Rental (UT College of Music)	General		-\$11,250.00
Service Charges (UT Conferences & Events)	General		-\$6,210.75
Technology Equipment Rental (UT College of Music)	General		-\$2,500.00
Percussion Equipment Rental (UT College of Music)	General		-\$2,500.00
Event Insurance	General		-\$2,000.00
Miscellaneous Purchases (Supplies, equipment, etc.)	General		-\$1,000.00
Marketing	General		-\$250.00
Faculty & Staff Stipends: Other	Faculty/Staff		-\$34,370.00
Faculty & Staff Meal Stipends	Faculty/Staff		-\$14,262.00
Faculty Stipends: Local	Faculty/Staff		-\$6,750.00
Lodging Check (UT Housing)	Travel/Lodging		-\$28,000.00
Faculty & Staff Flights/Gas	Travel/Lodging		-\$8,800.00
Parking Pass Check (UT Parking)	Travel/Lodging		-\$1,575.00
Media Documentation & Production (SYNERGY)	Production		-\$10,200.00
Concert Production	Production		-\$3,500.00
Media Documentation & Production (Make Music Day)	Production		-\$1,000.00
Music Purchase/Rental	Production		-\$500.00
Scholarships	Tuition		-\$4,500.00
SUM			-\$139,167.75

### INCOME

Overview

Item	Category	#	Amount
<b>Pending</b>			
Downtown Knoxville Alliance Sponsorship (applied)	Contributed Support		\$7,500.00
Boyd Foundation Grant (applied)	Contributed Support		\$7,500.00
Arts Fund for East Tennessee (applied)	Contributed Support		\$5,000.00
SYNERGY Corporate/Business Sponsorships	Contributed Support		\$3,000.00
Fellow Lodging Payments (due 5/8)	Travel/Lodging		\$24,000.00
Tuition: General Enrollment (due 4/10)	Tuition		\$40,000.00
Tuition Balances: Early Enrollment (due 3/18)	Tuition		\$32,195.00
Tuition: Work-Study Fellows (due 4/10)	Tuition		\$7,600.00
SUM			\$126,795.00
<b>Confirmed</b>			
TN Arts Commission ABC Grant	Contributed Support		\$2,450.00
Amphion Foundation Festivals Grant	Contributed Support		\$2,000.00
Fellow Lodging Payments	Travel/Lodging		\$800.00
Tuition Deposits: Early Enrollment	Tuition		\$10,193.00
SUM			\$15,443.00

**NET : \$3,070.25**

### Downtown Knoxville Alliance Funding Supports:

Overview

Item	Category	#	Amount
Faculty Stipends: Local	Faculty/Staff		-\$6,750.00
Concert Production	Production		-\$3,500.00
Media Documentation & Production (Make Music Day)	Production		-\$1,000.00
Miscellaneous Purchases (Supplies, equipment, etc.)	General		-\$1,000.00
Marketing	General		-\$250.00
SUM			-\$12,500.00

# FY 2023 - 2025 FINANCIALS

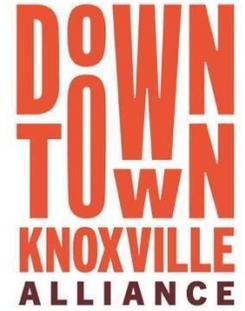
Overview

Fiscal Year	# Income	# Expenses	Σ Net
FY2023	\$90,852.00	-\$71,746.00	\$19,106.00
FY2024	\$86,830.46	-\$92,822.68	-\$5,992.22
FY2025	\$90,246.42	-\$84,060.65	\$6,185.77

## MARKETING & PROMOTION PLAN

We have just concluded the festival enrollment phase of NNSF marketing, which included several email newsletters, many posts on Instagram & Facebook, and many personal emails to different performance/composition/technology segments of our email list. Our Executive Director, also traveled to New York City twice and to the University of Georgia's New Music Festival to recruit for our programs!

	Instagram / Facebook	Email Newsletter	Other
<b>March</b>	SYNNERGY ANNOUNCEMENT	SYNNERGY ANNOUNCEMENT	
<b>April</b>	<ul style="list-style-type: none"> <li>SYNNERGY event highlight posts</li> <li>Participatory event information posters shared (call for research proposals, solo + electronics competition, &amp; call for installation proposals)</li> </ul>	PRESS RELEASE <ul style="list-style-type: none"> <li>Make Music Day highlight emails to youth segments of email list</li> <li>Emails to NNSF alumni with free passes to SYNNERGY</li> <li>Emails to university professors about academic participation opportunities (research presentations, solo competition, installations, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Information posted to local event boards &amp; calendars</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>Make Music Day highlights</li> <li>Continue SYNNERGY promo posts</li> </ul>	<ul style="list-style-type: none"> <li>Make Music Day event reminders</li> <li>SYNNERGY registration reminders</li> </ul>	<ul style="list-style-type: none"> <li>Local interviews with our Executive Director (WUOT, WATE, WDVX, WBIR, etc.)</li> <li>Flyers posted in coffee shops, libraries, restaurants, &amp; downtown businesses</li> <li>Personal invitations sent to friends, family, past attendees, &amp; more</li> <li>Personal invitations sent to elected officials</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>Paid promo of event posts</li> <li>Begin live festival highlights &amp; posts prior to start of SYNNERGY</li> </ul>	<ul style="list-style-type: none"> <li>(cont'd)</li> </ul>	



**Downtown Knoxville Alliance  
Sponsorship Request Application**

**Event:** 2026 Dogwood Arts Spring Events

**Date(s):** Multiple dates:

ChalkWalk: April 11th

Dogwood Arts Festival: April 24-26

**Location:** Market Square/Market Street for ChalkWalk; World's Fair Park Performance Lawn for Dogwood Arts Festival

**Produced by:** Dogwood Arts, Inc

**Sponsorship amount requested:** \$10,000 total for 2 programs (\$3,000 for ChalkWalk, \$7,000 for Dogwood Arts Festival)

**Event History:**

\_\_\_ First-time event      (#) 64 prior years

(#) 13 years of previous Alliance funding

**Contact:** Sherry Jenkins

**Phone:** 865-637-4561 (865-806-2224 cell)

**Address:** 123 W Jackson Avenue, Knoxville, TN 37922

**Email:** sjenkins@dogwoodarts.com

**Event description:**

For 7 decades, Dogwood Arts has been working to promote and celebrate the art, culture, & natural beauty of Knoxville and our surrounding area. We do this work through no fewer than 21 different events and programs spread throughout the calendar each year.

The Dogwood Arts Festival is our crown jewel event that is a wonderful combination of all of the different elements we have to celebrate about East TN. Dating back to the first one in 1961, except for one virtual year due to COVID, we have hosted this event in Downtown Knoxville every year since. We bring excellent visual artists from all over the country to share their work with our large audience made up of local and regional attendees as well as visitors who travel in for the event. We further enhance the festival experience with local and regional musical acts and performances, community groups, and makers of all types. In previous years, the Festival helped bring much needed energy to downtown especially when the traffic was needed to help businesses survive. And the success of the event also led to the spinoff of the wide range of other programs.

One of the most popular of those newer events is the crowd favorite, ChalkWalk (19 years old this year). In spite of the growth and increased traffic in downtown Knoxville, ChalkWalk is a large event that can still happen on Market Square and Market Street because the infrastructure required to host it is minimal for an event this large. We average an estimated 25-30,000 people moving through the footprint on this special spring Saturday and more than 300 artists of all ages work alongside each other to create the amazing artworks that bring the crowds out. Images from the event light up social media with shares from all over the area. ChalkWalk is always the event that drives the most traffic on our social media accounts far exceeding any amount of promotion dollars we could spend to reach that volume of engagement

**Additional sponsors:**

As always, all of our events are sponsored by our presenting sponsor, ORNL Federal Credit Union. Additionally, ChalkWalk and the Dogwood Arts Festival are sponsored by many other local businesses such as The First Horizon Foundation, The Regal Foundation, Visit Knoxville, The Crowne Plaza, Graphic Creations, and more. Dogwood Arts also receives operating support from the City of Knoxville and Knox County as well as the TN Arts Commission.

**Planned use of funds requested:**

Event costs of all types continue to rise adding to the already large budgets these big events require. Funding from DKA is critical in helping us keep the festivals within the downtown footprint just as we have for so many years despite the changes in our city center. In addition to rising costs across the board, the World's Fair Park rental fee and additional required staffing fees for the Dogwood Arts Festival are significant. DKA funding will help minimize the impact of the rising costs and allow us to continue to produce these high quality events. Funds will go directly to infrastructure fees such as Tents, Portable restrooms, security barricades, and security personnel. The Dogwood Arts Festival in particular is a rain or shine event so, in years that the weather does not cooperate, sponsorship funding helps minimize the losses incurred that might impact our ability to our full calendar of events. We rely heavily on gross profit generated by these and our other 2 large events to help cover staff costs (not included in our budget), administrative costs, and costs of doing some of our smaller programs that do not generate gross profit on their own.

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

We expect an estimated 25-30,000 attendees for the one day ChalkWalk event. This number is derived from estimates based on density of a sampling of the physical footprint over the course of the day since we do not have defined entry and exit points making a controlled count possible. Depending on the weather, we also know people come out to see the art before it is washed away by rain on the Sunday following the event.

We expect 15,000-20,000 attendees to join us for the three day Dogwood Arts Festival weekend.

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

Small businesses and organizational partners have an opportunity to sponsor individual artist squares for \$250-\$500 at ChalkWalk or step up to more visible on-site activation opportunities at a higher level at ChalkWalk and the Dogwood Arts Festival. And we would be eager to collaborate with any and all businesses who would like to promote a Dogwood themed specialty item for the month of April that would work to benefit both entities. We are open to collaboration of all types with downtown businesses.

**How will this event positively impact downtown?**

While we know that Downtown Knoxville is now full of bustling energy most days of the year, we believe that ChalkWalk (since 2008) and the Dogwood Arts Festival (since 1961) are two marquee events that are uniquely Knoxville and have played a role in bringing new life to our city center over the years. Both of these events bring large crowds who are a mix of local, regional, and out of state attendees of all ages who might not otherwise make the trip downtown. And those attendees drive revenue to our downtown businesses including restaurants, bars, and retail establishments as well as driving parking revenue for private and municipal garages/parking areas. Our attendees are generally a well-behaved crowd made up of couples and families - many multi-generational - as well as school groups and community organizations so aside from increased waste collection, the negative impacts of such large crowds are minimal. Both events create an indelible memory in the minds of all participants of downtown as a fun, welcoming space that they will be eager to return to. Both events also bring artists in from out of town to further expand and

enrich the art & culture experience for attendees as well as for other local artists who benefit from the exposure and networking opportunities provided.

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

We are honored to have been supported by DKA for many years. The connection between Dogwood Arts and our downtown businesses is critical as we believe our growth and successes are interconnected. Lack of funding from DKA would make it exceedingly difficult to maintain the level of quality we are all accustomed to for these events and would likely cause us to consider downsizing in some areas. We hope that downtown businesses see us as an asset for continued growth to help them reach their own goals and we believe we are adding to the quality of life for residents while also making Knoxville more memorable and exciting for visitors who participate.

### **Attach the following:**

Projected *budget*, including detailed income and expenses (attached)

Detailed marketing and promotion plans (see plan below and 2025 results in recap document provided)

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

Proof of nonprofit status (if applicable) (attached)

### **Marketing & Promotion Plans**

Dogwood Arts is supported by every major media outlet in the Knoxville area, including radio, tv, print, and outdoor advertising. Events will be promoted as a part of our April Celebration and other core events with TV commercials and radio spots running mid-March through the end of April (2026). An event listing is included in the following print publications with local and regional distribution: Visit Knoxville 2026 Knoxville Visitors & Relocation Guide (225k copies), Dogwood Arts 2026 Rack Card (25k copies), The Dogwood Arts Annual Publication (8k copies), and the House & Garden Show Program (5k copies). The marketing plan also includes digital billboards, print flyers, listserv announcements, and print advertising in the Knoxville News Sentinel, Farragut Press, West Knoxville Lifestyle, Everything Knoxville, and Tennessee Theatre Broadway Series Playbill, Smoky Mountain Living Magazine, and Tennessee Home & Farm Magazine. Finally, we are working with Dickson Media & Events to run targeted social media ads across all platforms focused on increasing attendance to all of our large events.

According to numbers compiled by our media buying partner, the total media value of our 2025 coverage was more than \$210,000 and we recorded more than 4.8 million impressions. We expect this year's promotions to mirror those numbers.

Dogwood Arts has media agreements in place with WBIR, WATE, WVLT, Cumulus Media, M&M Broadcasting, Midwest Communications, Summit Media, Knoxville News Sentinel, WUTK, WDVX, Social Indoor, The Scout Guide, Knoxville Lifestyle Magazine, Everything Knoxville Magazine, and Lamar Advertising.

DKA Sponsorship\_Budget\_FY26\_Dogwood Arts CW & DAF

			FY26 ChalkWalk Budget	FY26 DAF Budget	FY26 Total CW & DAF Budget
Ordinary Income/Expense					
	Income				
		4000 · Application Fees	2,000.00	55,000.00	57,000.00
		4025 · Revenue	12,000.00	40,000.00	52,000.00
		4030 · Donations	5,000.00	10,000.00	15,000.00
		4035 · Endowment Contributions		0.00	0.00
		4040 · Grants	3,000.00	6,250.00	9,250.00
		4050 · Sponsor	40,000.00	63,000.00	103,000.00
		4060 · Ticket Sales		5,500.00	5,500.00
		4200 · In-Kind	2,000.00	100,000.00	102,000.00
		<b>Total Income</b>	<b>64,000.00</b>	<b>279,750.00</b>	<b>343,750.00</b>
Cost of Goods Sold					
		5050 · Advertising & Promotions	2,500.00	6,000.00	8,500.00
		5100 · Artists' Commissions	2,500.00		2,500.00
		5150 · Awards	4,175.00	2,000.00	6,175.00
		5250 · Contract Labor	1,000.00	7,500.00	8,500.00
		5300 · Cost of Goods Sold	2,200.00	12,000.00	14,200.00
		5350 · Decorations		2,500.00	2,500.00
		5400 · Musicians & Performers		8,000.00	8,000.00
		5450 · Expense Account		600.00	600.00
		5500 · Food	850.00	2,400.00	3,250.00
		5550 · Gardeners		0.00	0.00
		5650 · Inkind Expense	2,000.00	100,000.00	102,000.00
		5675 · Insurance Expense			0.00
		5750 · Judge Expense	400.00	400.00	800.00
		5760 · Licenses/Fees	100.00	2,500.00	2,600.00
		5850 · Postage		200.00	200.00
		5900 · Printing		150.00	150.00
		5940 · Professional Fees		0.00	0.00
		6000 · Rent - Venue	500.00	28,000.00	28,500.00
		6020 · Rent - Equipment, Tents, Event	2,000.00	16,000.00	18,000.00
		6050 · Signs	600.00	2,000.00	2,600.00
		6170 · Sound Lights Production/Misc	2,000.00	6,500.00	8,500.00
		6200 · Supplies	4,300.00	3,000.00	7,300.00
		6250 · Security	1,500.00	7,800.00	9,300.00
		6275 · Service Fees	700.00	4,000.00	4,700.00
		6300 · Shipping		0.00	0.00
		6320 · Supporter Gifts		0.00	0.00
		6400 · Transportation	75.00	500.00	575.00
		<b>Total COGS</b>	<b>27,400.00</b>	<b>212,050.00</b>	<b>239,450.00</b>
		Gross Profit*	<b>36,600.00</b>	<b>67,700.00</b>	<b>104,300.00</b>
<p>*Note: items listed above are DIRECT income and expense items associated with each event. Gross Profit does not include any STAFF TIME for our 6 full time employees, general operating expenses, or other Administrative fees required for Dogwood Arts to operate; Gross Profit from our large events, sponsorship support, and grant funding covers those overall operating costs plus the cost of doing many of our smaller programs that do not generate gross profit.</p>					

# Dogwood Arts, Inc. Statement of Activity

## ChalkWalk & Dogwood Arts Festival Only 2023-2025

Distribution account	2023			2024			2025		
	2023 Chalk Walk	Dogwood Festival	2023 Total	2024 Chalk Walk	Dogwood Festival	2024 Total	2025 Chalk Walk	Dogwood Festival	2025 Total
<b>Income</b>									
4000 Application Fees	1,170.00	50,900.15	52,070.15	2,140.00	51,430.00	53,570.00	2,505.00	57,287.00	59,792.00
4025 Revenue	12,311.60	48,014.16	60,325.76	12,031.43	43,249.94	55,281.37	11,019.12	39,147.32	50,166.44
4030 Donations	344.00	4,072.61	4,416.61	512.00	4,581.18	5,093.18	2,150.98	3,442.65	5,593.63
4040 Grants	2,500.00	6,250.00	8,750.00	2,500.00	6,250.00	8,750.00	3,000.00	6,250.00	9,250.00
4050 Sponsor	15,250.00	40,000.00	55,250.00	21,000.00	44,950.00	65,950.00	21,675.00	48,000.00	69,675.00
4060 Ticket Sales		5,880.00	5,880.00		5,459.03	5,459.03			
4200 In-Kind	16,500.00	94,783.22	111,283.22	9,859.67	126,341.39	136,201.06	1,352.25	2,142.83	3,495.08
<b>Total for Income</b>	<b>48,075.60</b>	<b>249,900.14</b>	<b>297,975.74</b>	<b>48,043.10</b>	<b>282,261.54</b>	<b>330,304.64</b>	<b>41,702.35</b>	<b>156,269.80</b>	<b>197,972.15</b>
<b>Cost of Goods Sold</b>									
5050 Advertising & Promotions	2,850.00	5,759.39	8,609.39	2,700.00	5,879.20	8,579.20	1,600.00	6,972.45	8,572.45
5100 Artists' Commissions	1,950.00	2,200.00	4,150.00	450.00	1,800.00	2,250.00	2,250.00		2,250.00
5150 Awards	4,225.00	1,500.00	5,725.00	5,750.00	2,000.00	7,750.00	4,175.00	2,400.00	6,575.00
5250 Contract Labor		5,255.00	5,255.00	880.00	6,735.00	7,615.00	920.00	7,075.00	7,995.00
5300 Cost of Goods Sold	1,786.33	14,650.74	16,437.07	1,751.56	12,893.13	14,644.69	2,075.62	7,680.63	9,756.25
5350 Decorations	800.88	3,288.54	4,089.42		1,718.95	1,718.95		2,427.00	2,427.00
5400 Musicians & Performers		7,875.00	7,875.00		7,250.00	7,250.00		7,075.00	7,075.00
5450 Expense Account	1,063.00	14,123.78	15,186.78	1,092.00	5,723.45	6,815.45		299.94	299.94
5500 Food	753.01	1,993.71	2,746.72	510.26	2,331.36	2,841.62	836.79	2,473.22	3,310.01
5650 Inkind Expense	16,500.00	94,783.22	111,283.22	9,859.67	126,341.39	136,201.06	1,352.25	2,142.83	3,495.08
5750 Judge Expense		450.00	450.00		400.00	400.00	400.00		400.00
5760 Licenses/Fees	50.00	1,353.74	1,403.74		1,323.34	1,323.34	100.00	2,403.87	2,503.87
5850 Postage		189.71	189.71		127.10	127.10		101.58	101.58
5900 Printing		138.81	138.81	500.00	27,262.50	27,762.50		27,762.50	27,762.50
6000 Rent- Venue		24,718.75	24,718.75	886.01	10,069.92	10,955.93	1,980.49	14,136.72	16,117.21
6050 Signs	1,787.62		1,787.62		64.02	64.02	50.00		50.00
6170 Sound Lights Production/Misc	695.00	6,020.00	6,715.00	1,550.00	5,100.00	6,650.00	3,100.00	5,250.00	8,350.00
6200 Supplies	3,648.90	3,035.24	6,684.14	4,121.77	3,553.22	7,674.99	3,755.78	1,967.19	5,722.97
6250 Security	1,820.00	5,950.00	7,770.00	1,320.00	5,534.13	6,854.13	1,401.09	7,716.95	9,118.04
6275 Service Fees	333.74	3,441.65	3,775.39	416.25	3,420.14	3,836.39	653.20	3,931.57	4,584.77
6400 Transportation	27.09	67.59	94.68	12.60	409.30	421.90	26.60		26.60
<b>Total for Cost of Goods Sold</b>	<b>38,290.57</b>	<b>196,794.87</b>	<b>235,085.44</b>	<b>31,800.12</b>	<b>229,936.15</b>	<b>261,736.27</b>	<b>24,676.82</b>	<b>101,816.45</b>	<b>126,493.27</b>
<b>Gross Profit</b>	<b>9,785.03</b>	<b>53,105.27</b>	<b>62,890.30</b>	<b>16,242.98</b>	<b>52,325.39</b>	<b>68,568.37</b>	<b>17,025.53</b>	<b>54,453.35</b>	<b>71,478.88</b>

All costs listed are direct project costs with no staff time or Administrative overhead applied

Media changed reporting methodology in 2025 so that InKind amount is recorded as Overall DA now - but we still have more than \$120,000 worth of in-kind sponsorship support for our spring events

# BOARD OF DIRECTORS' MEETING



## STAFF REPORT FOR MARCH 2026

### MARKETING

- March Newsletter released promoting springtime activations and events.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 249,246 followers (previous: 248,335, 246,923, 245,077). Includes Facebook, Instagram, X, TikTok, Threads, YouTube, and LinkedIn.
- The next Marketing Committee meeting will be held on May 13.

### BUSINESS SUPPORT

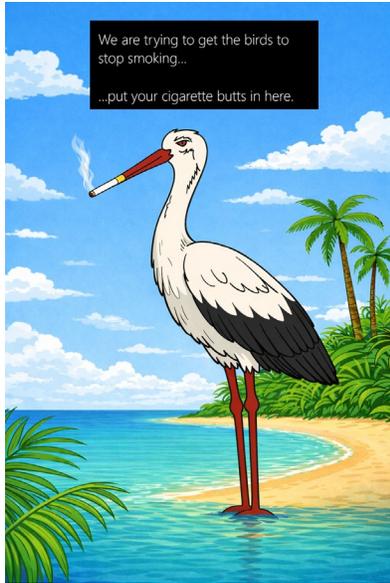
- Website update and promotion for March 6 First Friday ArtWalk.
- March information to businesses on monthly events & conventions impacting staffing.
- Spring event activations underway; including Big Ears/#MakeArtMusic
- Ramping up Newts in Knoxville paid campaigns again as weather warms up

### QUALITY OF LIFE

- Meet with Chief Noel and staff to discuss safety/security in downtown, results from last year's survey and KPD's initiatives for the future.
- Attended Old City Meeting about upcoming closures, preparing for next season at Covenant Ball Park, etc.
- Newsletters to residents and merchants of upcoming events and closures.
- Met with Market Square area merchants with discussions centered around closures, signage, events, etc.

### OTHER

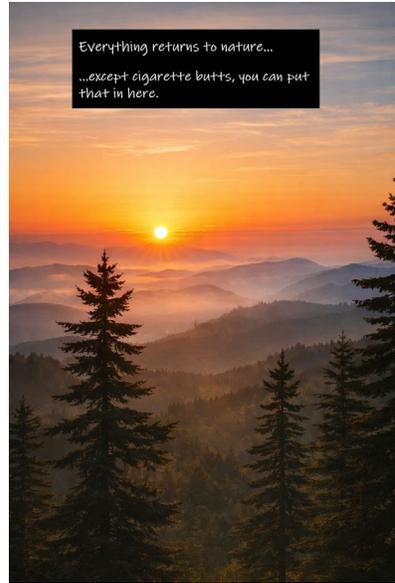
- Research CRM programs for maintaining our databases of businesses and other info.
- Media Inquiries/Interviews - Jack Neely/residential growth, WBIR - new downtown businesses



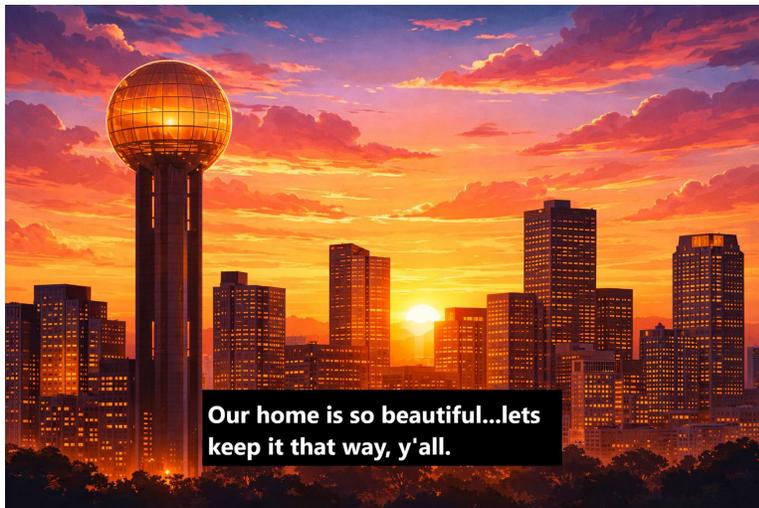
We are trying to get the birds to stop smoking...  
...put your cigarette butts in here.



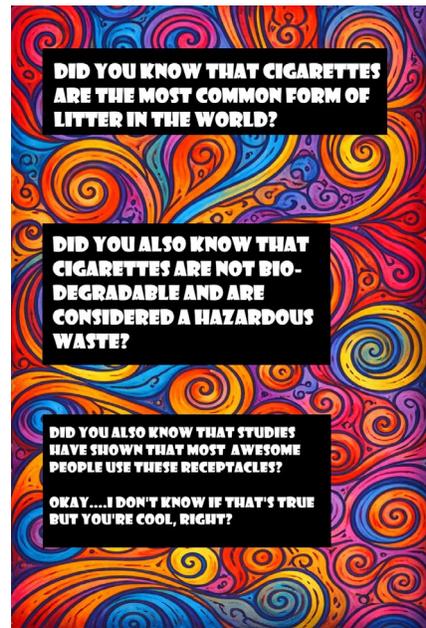
**We are trying to get the fish to stop smoking...**  
**... put your cigarette butts in here.**



Everything returns to nature...  
...except cigarette butts, you can put that in here.



**Our home is so beautiful...lets keep it that way, y'all.**



**DID YOU KNOW THAT CIGARETTES ARE THE MOST COMMON FORM OF LITTER IN THE WORLD?**

**DID YOU ALSO KNOW THAT CIGARETTES ARE NOT BIO-DEGRADABLE AND ARE CONSIDERED A HAZARDOUS WASTE?**

**DID YOU ALSO KNOW THAT STUDIES HAVE SHOWN THAT MOST AWESOME PEOPLE USE THESE RECEPTACLES?**

**OKAY .... I DON'T KNOW IF THAT'S TRUE BUT YOU'RE COOL, RIGHT?**