

# BOARD OF DIRECTORS' MEETING

## ➔ AGENDA

**MARCH 20, 2023, 11:30 AM**



- I. Welcome
- II. Approval of Minutes
  - A. \*February Board Meeting p. 3
- III. \*Financial Report p. 5
- IV. Committee Reports
  - A. Business Support p. 13
  - B. \*Development
  - C. \*Marketing p. 15
- V. Staff Report p. 57
- VI. Old Business
- VII. New Business
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

### Upcoming Meetings:

April 17, 11:30 am - Board Meeting  
May 15, 11:30 am - Board Meeting  
June 26, 5:00 pm - 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 20, 2022, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, February 20, 2023, at 11:30 am at 17 Market Square, Knoxville, TN.

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

### **I. Welcome**

Matthew DeBardelaben welcomed everyone and called the meeting to order. Rick Emmett will be retiring from the City of Knoxville and stepping off the Board for DKA. DeBardelaben thanked Emmett for his service to the board and Downtown Knoxville.

### **II. Minutes**

Matthew DeBardelaben called for the approval of the minutes from the January board meeting. Mary Katherine Wormsley made a motion to approve the minutes. Drew McKenna seconded the motion, which was unanimously approved by the board.

### **III. Financial Report**

Angela Lunsford delivered the financial report for the corporation explaining the various reports. Adrienne Webster made a motion to approve the financial report, and Rick Emmett seconded the motion, which was unanimously approved by the board.

### **IV. Committee Reports**

#### **A. Quality of Life Committee**

The Quality of Life Committee met on February 15 to review increasing the contract for Block by Block/Ambassador Program and three beautification projects.

The partners to the Ambassador Program - City, County, Visit Knoxville, and DKA met in January to review the current program. The partners suggested increasing the existing contract to include evening hours, 5 days a week for the ambassadors. This would increase the cost from \$82,041/year to \$116,115.94/year per partner. The extended contract is scheduled to start on April 1, which would increase this fiscal year's contract by approx. \$8,519 for the last quarter.

A recommendation in the form of a motion was made by the committee for the Board to approve extending the contract as presented to five evening nights. Rick Emmett seconded the motion, which was unanimously approved by the board.

The committee reviewed three beautification sponsorships: Art In Public Places - Sculptures (\$10,000), Art In Public Places - Mural Program (\$15,000), and Conservation Cooperative/pet waste dispenser program (\$3,500). A recommendation in the form of a motion was made by the committee for the board to approve the sponsorships as requested. Rick Emmett seconded the motion, which was unanimously approved by the Board.

#### **V. Staff Report**

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

#### **VI. Old Business**

There was no Old Business.

#### **VII. New Business**

John Sanders asked if there would be a possibility to have more bikes from the city rental program in the core of downtown during Big Ears or other festivals. Staff and Chip Barry will follow up on the request.

#### **VIII. Public Forum**

There was no Public Forum.

#### **IX. 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, 2023**

	<b><u>Jul '22 - Jun '23</u></b>
<b>OPERATING ACTIVITIES</b>	
Net Income	164,649
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(238,283)
2020 · Accounts Payable	(1,130)
2600 · Accrued Payables	10,337
2700 · Accrued Wages	-
Net cash provided by Operating Activities	(64,427)
<b>FINANCING ACTIVITIES</b>	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	(64,427)
Cash at beginning of period	1,292,514
Cash at end of period	<b><u>1,228,088</u></b>
 <b>Current Liabilities</b>	
	(26,818)
Accrued Payables	(304,674)
 <b>Accounts receivable and Other</b>	
	294,114
Subtotal	<b>(37,378)</b>
<b>Projected Remaining Budgeted Income (Expenses)</b>	
Revenue	-
Development	(115,000)
Quality of Life	(180,437)
Business Support	(24,350)
Marketing/Sponsorships	(73,536)
Administration	(89,864)
Subtotal	<b><u>(483,187)</u></b>
<b>Projected Cash - Before Minimum Reserve</b>	<b><u>707,523</u></b>
Minimum Cash Balance - Reserve	(150,000)
<b>Projected Cash Availability</b>	<b><u>557,523</u></b>

Downtown Knoxville Alliance  
Profit & Loss Actual vs Budget June 30, 2023

Income	Acct #	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	YTD FY23	FY23 Budget	Remainder
CID Tax Assessments	4020	3,684	557	1,989	481,364	211,641	46,849	55,831	238,104	-	-	-	-	1,040,019	910,000	(130,019)
Investment Income	4100	12	19	18	45	21	184	171	217	-	-	-	-	687	500	(187)
<b>Total Income</b>		<b>3,696</b>	<b>575</b>	<b>2,007</b>	<b>481,409</b>	<b>211,662</b>	<b>47,033</b>	<b>56,002</b>	<b>238,321</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,040,706</b>	<b>910,500</b>	<b>(130,206)</b>
<b>Expenses</b>																
Development	5225	-	-	-	-	-	-	-	-	-	-	-	-	-	15,000	15,000
Path to Prosperity	5205	-	-	-	-	-	-	-	-	-	-	-	-	-	100,000	100,000
Special Projects																
<b>Total Development</b>															<b>115,000</b>	<b>115,000</b>
<b>Quality of Life</b>																
Beauification	5459	33	68	77	4,073	83	90	82	32,079	-	-	-	-	36,585	90,000	53,415
Ambassador Program	5657	6,833	6,833	6,844	6,837	6,837	6,837	6,837	6,837	-	-	-	-	54,694	82,000	27,306
Residential - Other	5900	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Residential	5901	-	-	(6,705)	-	-	-	-	-	-	-	-	-	(6,705)	3,000	9,705
Security	5700	2,204	1,904	1,100	2,104	1,524	3,739	3,212	4,204	-	-	-	-	19,989	110,000	90,011
<b>Total Quality of Life</b>		<b>9,070</b>	<b>8,805</b>	<b>1,317</b>	<b>13,013</b>	<b>8,443</b>	<b>10,645</b>	<b>10,130</b>	<b>43,120</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>104,543</b>	<b>285,000</b>	<b>180,457</b>
<b>Business Support</b>																
Business Support	5676	1,898	2,201	4,605	2,138	4,410	3,133	4,441	2,624	-	-	-	-	25,650	50,000	24,350
<b>Total Business Support</b>		<b>1,898</b>	<b>2,201</b>	<b>4,605</b>	<b>2,138</b>	<b>4,410</b>	<b>3,133</b>	<b>4,441</b>	<b>2,624</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>25,650</b>	<b>50,000</b>	<b>24,350</b>
<b>Marketing Expenses</b>																
Advertising General	5305	3,691	3,746	3,999	8,843	7,938	7,068	3,959	1,808	-	-	-	-	41,051	50,000	8,949
Print & Design	5306	211	486	813	5,728	9,194	2,548	5,204	3,462	-	-	-	-	27,644	35,000	7,356
Website - All Committees	5375	1,150	1,050	1,379	1,450	1,540	2,295	1,155	1,250	-	-	-	-	11,269	20,000	8,731
Sponsorship Prior Year	5342	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Events and Sponsorship	5340	-	5,000	4,000	-	-	5,000	27,500	-	-	-	-	-	41,500	90,000	48,500
<b>Total Marketing Expenses</b>		<b>5,051</b>	<b>10,282</b>	<b>10,190</b>	<b>16,021</b>	<b>18,671</b>	<b>16,911</b>	<b>37,818</b>	<b>6,520</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>121,444</b>	<b>195,000</b>	<b>73,556</b>
<b>Administration</b>																
Meals/ Lodging/ Travel	5420	362	488	241	383	726	194	249	66	-	-	-	-	2,710	5,500	2,790
Office Expense	5430	274	595	753	587	1,431	1,219	558	576	-	-	-	-	5,993	6,000	7
Bank Fees	5435	12	36	18	18	18	18	5	5	-	-	-	-	130	200	70
Postage	5440	-	151	10	9	-	23	17	6	-	-	-	-	216	2,500	2,284
Professional Dev.	5465	-	-	-	-	-	-	940	-	-	-	-	-	940	5,000	4,060
Professional Svc	5450	500	2,200	-	2,750	-	1,500	-	1,350	-	-	-	-	8,300	11,000	2,700
Svc Contract - Operations	5461	19,405	19,405	19,405	19,405	19,405	19,405	19,405	19,405	-	-	-	-	155,240	232,859	77,619
Insurance Directors/Officers	5750	-	-	-	828	-	-	-	-	-	-	-	-	828	800	(28)
Software	5480	-	-	-	-	415	-	-	-	-	-	-	-	415	1,000	585
Supplies	5470	-	-	-	223	-	-	-	-	-	-	-	-	223	-	(223)
<b>Total Administration</b>		<b>20,554</b>	<b>22,875</b>	<b>20,427</b>	<b>24,202</b>	<b>21,995</b>	<b>22,359</b>	<b>21,174</b>	<b>21,408</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>174,995</b>	<b>264,859</b>	<b>89,864</b>
<b>Total Expenses</b>		<b>36,573</b>	<b>44,162</b>	<b>36,540</b>	<b>55,375</b>	<b>53,520</b>	<b>53,068</b>	<b>73,563</b>	<b>73,672</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>426,672</b>	<b>909,859</b>	<b>483,187</b>
<b>Change in NAV</b>		<b>(32,877)</b>	<b>(43,587)</b>	<b>(34,532)</b>	<b>426,034</b>	<b>158,142</b>	<b>(4,036)</b>	<b>(17,540)</b>	<b>164,649</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>614,033</b>	<b>641</b>	<b>613,392</b>
<b>Board Approved Spending</b>		<b>0</b>	<b>0</b>	<b>250,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>250,000</b>	<b>-</b>	<b>-</b>
314 Union Avenue		<b>0</b>	<b>0</b>	<b>250,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>250,000</b>	<b>-</b>	<b>-</b>
<b>Subtotal Board Approved Spending</b>		<b>0</b>	<b>0</b>	<b>250,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>250,000</b>	<b>-</b>	<b>-</b>
<b>NAV Total after Surplus Spending</b>		<b>(32,877)</b>	<b>(43,587)</b>	<b>(284,532)</b>	<b>426,034</b>	<b>158,142</b>	<b>(4,036)</b>	<b>(17,540)</b>	<b>164,649</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>364,033</b>	<b>0</b>	<b>364,033</b>

# Downtown Knoxville Alliance

## Statement of Cash Flows

February 2023

	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	164,649.01
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-238,282.52
2020 Acc. Payable:Accounts Payable	-1,130.04
2600 Accrued Payables	10,336.75
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-229,075.81
Net cash provided by operating activities	\$ -64,426.80
NET CASH INCREASE FOR PERIOD	\$ -64,426.80
Cash at beginning of period	1,292,514.46
CASH AT END OF PERIOD	\$1,228,087.66

# Downtown Knoxville Alliance

## Balance Sheet

As of February 28, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.0
1005 Cash	0.0
1012 First Bank Checking	150,251.2
1016 Regions - Checking	580,889.3
<b>Total 1005 Cash</b>	<b>731,140.6</b>
1020 Investments - Cert Dep and MM	
1021 First Bank 2774	71,823.2
1023 First Bank CD 2781	104,867.2
1024 First Bank MM 2976	23,848.8
1026 First Century Bank	115,264.7
1027 SunTrust MM Account	137,740.1
1029 Home Federal Bank - MM	43,402.8
<b>Total 1020 Investments - Cert Dep and MM</b>	<b>496,947.0</b>
<b>Total 1000 Cash &amp; Cash Equiv.</b>	<b>1,228,087.6</b>
<b>Total Bank Accounts</b>	<b>\$1,228,087.6</b>
Accounts Receivable	
1110 Other Receivable	294,113.7
<b>Total Accounts Receivable</b>	<b>\$294,113.7</b>
<b>Total Current Assets</b>	<b>\$1,522,201.3</b>
<b>TOTAL ASSETS</b>	<b>\$1,522,201.3</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	0.0
2020 Accounts Payable	26,818.4
<b>Total 2000 Acc. Payable</b>	<b>26,818.4</b>
<b>Total Accounts Payable</b>	<b>\$26,818.4</b>
Other Current Liabilities	
2600 Accrued Payables	304,673.5
<b>Total Other Current Liabilities</b>	<b>\$304,673.5</b>
<b>Total Current Liabilities</b>	<b>\$331,491.9</b>
<b>Total Liabilities</b>	<b>\$331,491.9</b>
Equity	
3900 Change in NA - unrestricted	826,675.9
Net Income	364,033.4
<b>Total Equity</b>	<b>\$1,190,709.4</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,522,201.3</b>



# Downtown Knoxville Alliance

## Profit and Loss

February 2023

	TOTAL
Income	
4020 CBID Assessment	238,103.52
4100 Interest on Cash Reserves	217.18
<b>Total Income</b>	<b>\$238,320.70</b>
<b>GROSS PROFIT</b>	<b>\$238,320.70</b>
Expenses	
5100 Business Support	
5150 Merchant Support	2,624.00
<b>Total 5100 Business Support</b>	<b>2,624.00</b>
5300 Marketing Expenses	
5305 Advertising	1,808.32
5306 Print and Content	3,461.62
5375 Website	1,250.00
<b>Total 5300 Marketing Expenses</b>	<b>6,519.94</b>
5400 Administration	
5420 Meals/Lodging/Travel	66.05
5430 Office Expenses	575.95
5435 Bank Fees	5.00
5440 Postage	6.00
5450 Professional Svc	1,350.00
5460 Services Contract	19,405.00
<b>Total 5400 Administration</b>	<b>21,408.00</b>
5650 Quality of Life	
5655 Bike Patrol	4,204.00
5657 Ambassador Program	6,836.75
5659 Beautification	32,079.00
<b>Total 5650 Quality of Life</b>	<b>43,119.75</b>
<b>Total Expenses</b>	<b>\$73,671.69</b>
<b>NET OPERATING INCOME</b>	<b>\$164,649.01</b>
<b>NET INCOME</b>	<b>\$164,649.01</b>

**Accrued Payables at 2.28.23**

Old City Association	FY23	\$6,000.00
Knoxville Opera	FY23	\$5,000.00
Two Bikes Mural	FY22	\$7,500.00
Dogwood Arts Festival	FY23	\$6,000.00
City of Knoxville (314 Union Ave)	FY23	\$250,000.00
Chalk Walk	FY23	\$2,500.00
Big Ears	FY23	\$8,000.00
East TN Historical Society	FY23	\$2,500.00
Conervation Cooperative	FY23	\$3,500.00
Ambassador Program	FY23	\$13,673.50
		\$304,673.50

# Downtown Knoxville Alliance

A/P Aging Detail  
As of February 28, 2023

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALAN
Current							
02/28/2023	Bill	8	Beuerlein, Karin	02/28/2023	8	2,000.00	2,000.
02/28/2023	Bill	022823	Thomas, Robin	02/28/2023	8	723.01	723.
02/28/2023	Bill	6	Lauren LeBlanc	02/28/2023	8	650.00	650.
02/28/2023	Bill	INV010015	Knoxville Chamber	02/28/2023	8	204.31	204.
02/28/2023	Bill	INV010019	Knoxville Chamber	02/28/2023	8	65.00	65.
02/28/2023	Bill	DKA-030123	Hannah Gils	03/01/2023	7	1,784.00	1,784.
02/28/2023	Bill	INV009893	Knoxville Chamber	03/15/2023	-7	19,405.00	19,405.
02/28/2023	Bill	0005403554	Knoxville News Sentinel	03/20/2023	-12	1,584.00	1,584.
02/28/2023	Bill	2302435	High Resolutions, Inc	03/20/2023	-12	220.56	220.
02/28/2023	Bill	2302436	High Resolutions, Inc	03/20/2023	-12	122.56	122.
02/27/2023	Bill	20088135	Designsensory	03/29/2023	-21	60.00	60.
Total for Current						\$26,818.44	\$26,818.
TOTAL						\$26,818.44	\$26,818.

# Downtown Knoxville Alliance

## A/R Aging Detail

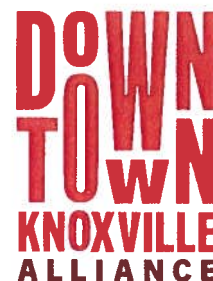
As of February 28, 2023

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
01/31/2023	Invoice	351	City of Knoxville.	02/28/2023	55,831.19	55,831.19
02/10/2023	Invoice	352	Abstracts On Display	03/12/2023	179.00	179.00
02/28/2023	Invoice	353	City of Knoxville.	03/31/2023	238,103.52	238,103.52
Total for Current					\$294,113.71	\$294,113.71
TOTAL					\$294,113.71	\$294,113.71

# **BUSINESS SUPPORT COMMITTEE**

## **➡ MINUTES**

FEBRUARY 22, 2023 10:30 AM



Downtown Knoxville Alliance board members present included Mary Katherine Wormsley and Adrienne Webster. Committee members present included Lisa Cyr Burnett, Nothing Too Fancy; Natalea Cummings, Mast General Store; Scott Schimmel, Bliss & Tori Mason Shoes; Gina Truitt, Boyd's Jig & Reel. New committee members present included Natalie Branham, Hyatt Place Hotel and Five Thirty Lounge; Blaine Wedekind, Balter Beerworks and Stir; Tim Yates, Museum of East TN History. Staff included Michele Hummel and Robin Thomas.

### **New and Closed Businesses**

Street-level businesses that have recently opened, been publicly announced, or closed within the downtown district were reviewed.

### **Sales Reported from TN Department of Revenue**

Reviewed 2017-2023 sales growth numbers and discussed ideas on how information could be used to promote downtown.

### **Business Support Initiatives for 2023**

Initiatives planned for the year were reviewed. Modifications and updates to programs were discussed. List is attached.

### **Print Support Pieces**

"Shop Downtown" print piece created in late 2022 was reviewed with input from the committee on distribution and design improvements. There was also discussion on benefits of print and additional pieces or alternative formats that could be created.

### **Discussion**

There was a general discussion of opportunities to promote downtown businesses through social media and influencers. Also discussion on providing additional information to downtown employees, particularly front-desk hotel employees.

No agenda items required voting or formal recommendations to the board.

<b>2023 Business Support Initiatives</b>		
With Big Ears	March 30 – April 2	<ul style="list-style-type: none"> <li>Working with Big Ears on communication of expanding restaurant program and identifying late-night dining options at select locations</li> <li>Promotion of art exhibitions, demonstrations, and live music at businesses throughout the weekend</li> <li>33 participating businesses in 2022</li> <li>Includes sidewalk stencils, door signage with QR code, local and social media</li> </ul>
With Rossini	April 22	<ul style="list-style-type: none"> <li>Working with Knoxville Opera on communication with select retail businesses on new scavenger hunt to take place day of festival</li> </ul>
With Nourish Knoxville	May 1 – May 31	<ul style="list-style-type: none"> <li>Working with Nourish Knoxville on several initiatives to increase awareness of 20<sup>th</sup> season of Market Square Farmers' Market</li> <li>Scavenger hunt including businesses that were previous vendors, photo op on Market Square, Farmers' Market Fan Mail with mailbox on Market Square</li> </ul>
Waldo	July 1–31	<ul style="list-style-type: none"> <li>Scavenger hunt</li> <li>38 participating businesses in 2022</li> <li>6,000 passports printed in 2022</li> </ul>
Wicked Cool	October 1–31	<ul style="list-style-type: none"> <li>Promotion of all things Halloween</li> <li>Halloween-themed coffees, cocktails, beers, menu items, and merchandise. Plus Halloween-themed events scheduled during the month of October</li> <li>Halloween and fall décor encouraged</li> </ul>
Elf on the Shelf	Nov 24–Jan 7	<ul style="list-style-type: none"> <li>Scavenger hunt</li> <li>Contract with LumiStella through holiday 2023-2024</li> <li>35 participating businesses in 2022</li> <li>6,000 passports printed in 2022   5,000 holiday stamps</li> </ul>
Peppermint Trail	Nov 24–Jan 7	<ul style="list-style-type: none"> <li>Peppermint and holiday-themed coffees, cocktails, beers, menu items, and merchandise</li> <li>Peppermint and red white décor encouraged</li> <li>91 participating businesses in 2022</li> </ul>
ArtWalk	monthly	<ul style="list-style-type: none"> <li>Update of First Friday ArtWalk website each month promoting venues hosting events</li> </ul>
Upcoming Events	monthly	<ul style="list-style-type: none"> <li>Monthly merchant email on conventions and events impacting staffing and planning</li> </ul>
Social Media	daily	<ul style="list-style-type: none"> <li>Follow businesses on social; promote on platforms including Facebook, Instagram, Twitter, and TikTok</li> </ul>

## MARKETING COMMITTEE

### ➤ MINUTES

MARCH 7, 2023 3:00 PM



Downtown Knoxville Alliance board members present included Matthew DeBardelaben and Chip Barry. Committee members present included Lisa Allen, PBA; Heather Beck, BarberMcMurry Architects; Scott Bird, Moxley Carmichael; Dana Dalton, downtown resident; Shera Petty, Visit Knoxville; Kat Torbett, Loch & Key Productions; and Chad Youngblood, See Why Consulting. Staff members included Robin Thomas.

#### Event Sponsorship Requests

Individuals representing six events participated in the meeting. Summary and applications are attached. Following a discussion of requests, as well as review of 22-23 budget and anticipated funds needed for the remainder of the fiscal year, the following are recommended for funding.

Organization	Event	Request	Recommendation
Big Ears Casey Fox	Our Common Nature: An Appalachian Celebration	\$5,000	\$5,000
Dogwood Arts Sherry Jenkins	Southern Skies	\$5,000	\$1,500
Knox Co Public Library Jennifer Harrell	Children's Festival of Reading	\$3,000	\$3,000
Nourish Knoxville Daniel Aisenbrey Ariel Allen	Market Square Farmers' Market	\$10,000	\$10,000
Old City Association Molly King	Rhinestone Fest	\$10,000	\$2,000
Rhea Carmon	Southern Fried Poetry Slam	\$19,750	\$3,500
<b>Total</b>			<b>\$25,000</b>

#### Discussion

Based on a variety of factors—including request as percentage of event expenses, expected number and demographics of attendees, components of the events that are free and open to the public, and/or potential economic impact to downtown—the committee felt that requests for Our Common Nature, Children's Festival of Reading, and Market Square Farmers' Market are consistent with sponsorship guidelines and recommendations are made to the board to fund fully at amounts requested.

## Discussion impacting other recommendations:

Southern Skies – this is a ticketed event without components that are free and open to the public. In August 2022, the board approved changes to the sponsorship application to be more consistent with the organization's charter as a public benefit corporation stressing the importance of "activities that are free and provide reasonably widespread public access and benefit." With an interest of continuing to support the growth of the festival, the committee felt a small sponsorship amount was appropriate.

Rhinestone Fest – the requested amount of \$10,000 is more than 30% of expenses for the three-day event, exceeding the guideline of 20% of total. Primary discussion was related to the cost structure of the event; Friday night is First Friday ArtWalk with events hosted by individual businesses, Sunday is the Rhinestone Market which has previously been funded by DKA as a part of the Old City Market sponsorship. Although concerned that information was not available on committed 2023 financial sponsors, the committee felt a reduced amount was appropriate for DKA's contribution to marketing of the event and funding toward the Saturday activities.

Southern Fried Poetry Slam – the requested amount of \$19,750 is more than 48% of event expenses, exceeding the guideline of 20% of total. This is a small event with much of the activity within the Knoxville Convention Center, although large number of attendees are expected based on experience from previous years when held in Knoxville. The committee felt sponsorship of this regional cultural event was appropriate.

## Recommendation for Board Approval

\$25,000 to be approved as outlined above for Event Sponsorships. Details of FY 22-23 budget is attached.

## Meeting Schedule

The next committee meeting is Wednesday, May 10 at 1:00 PM. A schedule for 2023-2024 was also approved.

Tuesday, July 11, 2023 – 3:00 PM

Tuesday, September 12, 2023 – 3:00 PM

Tuesday, November 14, 2023 – 3:00 PM

Tuesday, January 16, 2024 – 3:00 PM

Tuesday, March 12, 2024 – 3:00 PM

Tuesday, May 14, 2024 – 3:00 PM



## Downtown Knoxville Alliance Sponsorship Request Application



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

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

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

### Sponsorship Guidelines:

- All events are evaluated based on current merits, regardless of funding in the past.
- Preference will be given to events, segments of events, and activities that are free and provide reasonably widespread public access and benefit, although exceptions may be made if circumstances warrant.
- 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 (e.g., World's Fair Park, Market Square, Volunteer Landing, Old City, Gay Street, Union Ave, etc.) and throughout the calendar year. Preference will be given to locations and times that have not historically had significant programming.
- As a general rule, sponsorships will not exceed 20% of total event expenses.
- Sponsorships are awarded based on the merits of a stand-alone event. Therefore, a single organization can submit and receive approval for multiple events throughout the year.

### Requirements:

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

Completed applications should be emailed to [rthomas@downtownknoxville.org](mailto:rthomas@downtownknoxville.org), mailed or delivered to Downtown Knoxville Alliance, Attn: Robin Thomas, 17 Market Square, Knoxville, TN 37902. For questions, call 865.246.2653.

**Downtown Knoxville Alliance - Event Sponsorships**  
**FY 22-23 (as of January 31, 2023)**

	<b>FY 19-20 Requests</b>	<b>FY 19-20 Funded</b>	<b>FY 20-21 Requests</b>	<b>FY 20-21 Funded</b>	<b>FY 21-22 Requests</b>	<b>FY 21-22 Funded</b>	<b>FY 22-23 Requests</b>	<b>FY 22-23 Funded</b>
<b>Budget</b>		<b>60,000</b>		<b>60,000</b>		<b>80,000</b>		<b>90,000</b>
<b>Previously Approved</b>								
Asian Culture Center of TN - Asian Festival*			n/a		20,500	5,000		
Asian Culture Center of TN - Japanese New Year					5,650	1,000		
Big Ears - Big Ears Festival					10,000	10,000	10,000	8,000
Bike Walk Knoxville - Tour De Lights	4,500	2,500	n/a		2,500	2,500	2,500	2,000
City of Knoxville - Concerts in the Park			5,000	5,000				
City of Knoxville - Concerts on the Square					8,000	3,000		
Downtown Knoxville - Support Now		32,500	n/a					
Downtown Knoxville - Peppermint Grove			10,000	10,000				
Downtown Knoxville - Spring Lighting			10,000	10,000				
Dogwood Arts - Arts Festival*	6,000		6,000	6,000	6,000	6,000	6,000	6,000
Dogwood Arts - Chalk Walk*	4,000		n/a		2,500	2,500	2,500	2,500
Dogwood Arts - Southern Skies *	5,000		n/a		5,000	5,000		
East TN Historical Society - Children's Gallery			2,500	2,500				
East TN Historical Society - Lights! Camera! East Tennessee							5,000	5,000
Event Pro LLC - Knox Food Fest					10,001	5,000		
HoLa Hora Latina - HoLa Festival			5,000	5,000			5,000	5,000
IndiaFest Knoxville - IndiaFest	5,000	4,000						
Knox Co - Children's Festival of Reading*	3,000		n/a		3,000	3,000		
Knox Co - LitUP Teen Literary Festival	3,000	3,000	n/a					
Knox Co - Movies on the Square*								
Knoxville Community Media - Fall Concerts					10,000	-	5,000	-
Knoxville Opera - Musical Theater Marathon			4,000	1,500				
Knoxville Opera - Rossini Festival*	25,000		n/a		20,000	5,000	5,000	5,000
Knoxville Opera - Spring Regatta			1,050	-				
Make Music Knoxville - Carol Cart							3,400	2,000
Maker City - Maker City Summit							5,000	-
Nourish Knoxville - Farmers' Market	10,000	8,000	10,000	10,000	10,000	10,000		
Old City Assn - Dolly Fest					10,000	5,000		
Old City Assn - Old City Market	5,000	5,000	5,000	5,000	5,000	5,000	8,000	6,000
River & Rail Theatre - 2021-22 Season**					10,000	-		
TN Stage - Shakespeare on the Square*	2,500							
Sweet Ps & Balter Beerworks - Jazz Fest*	10,000		n/a					
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000	5,000	5,000		
<b>Approved to Date</b>	<b>88,000</b>	<b>60,000</b>	<b>63,550</b>	<b>60,000</b>	<b>143,151</b>	<b>73,000</b>	<b>57,400</b>	<b>41,500</b>
<b>Balance Prior to Requests</b>								<b>48,500</b>

\* Events in 19-20 canceled due to COVID-19. Balance of non-funded events to be used for COVID-19/Support Local initiatives.

\*\* Board chose to fund outside of Event Budget.

<b>Requests March 2023</b>	<b>Requests</b>	<b>Proposed</b>
Big Ears - Our Common Nature	5,000	5,000
Dogwood Arts - Southern Skies	5,000	1,500
Knox Co - Children's Festival of Reading	3,000	3,000
Nourish Knoxville - Farmers' Market	10,000	10,000
Old City Assn - Rhinestone Fest	10,000	2,000
Southern Fried Poetry Slam	19,750	3,500
<b>Total Current Requests</b>	<b>52,750</b>	<b>25,000</b>
<b>Remaining Balance</b>		<b>23,500</b>

	Our Common Nature	Southern Skies	Children's Festival of Reading	Market Square Farmers' Market	Rhinestone Fest [Dolly Fest]	Southern Fried Poetry Slam
Request	\$5,000	\$5,000	\$3,000	\$10,000	\$10,000	\$19,750
Date(s)	May 25 – 27	May 20 – 21	May 20	May 3 – Nov 18 Wednesday & Saturday 58 markets	June 2 – 4	June 7 –11
Location	World's Fair Park, Bijou Theatre	World's Fair Park	Market Square and World's Fair Park	Market Square, Market Street and Union Ave	Old City	Knoxville Convention Center
History	n/a	Prior Years: 1 Funded by DKA: 1	Prior Years: 16 Funded by DKA: 10	Prior Years: 19 Funded by DKA: 13	Prior Years: 3 Funded by DKA: 1	n/a
Most Recent Funding	n/a	\$5,000 FY 21-22 \$5,000 request	\$3,000 FY 21-22 \$3,000 request	\$10,000 FY 21-22 \$10,000 request	\$5,000 FY 21-22 \$10,000 request	n/a
Event Producer	Big Ears	Dogwood Arts	Knox Co Public Library and Friends of Knox Co Public Library	Nourish Knoxville	Old City Association	Rhea Carmon and Southern Fried Poetry Slam, Inc.
Other Sponsors	Asian Foundation, The Boyd Foundation, The Roy Cockrum Foundation, Natalie and Jim Haslam, Visit Knoxville	ORNL Credit Union, Cherokee Distributing, Visit Knoxville, Sugarlands, Home Design plus others pending	National Endowment for the Arts, TN Arts Commission, Humanities TN, East TN Pediatric Dentistry, plus others pending	Grayson Subaru	2022 Sponsors: Ancient Lore Village, Club XYZ, First Century Bank, Mark & John Stokes, Prater-Day, Red Top Destinations, T-Mobile, Union Avenue Books, US Bank, and Vow'd Weddings	Arts & Culture Alliance, Dogwood Arts, Tennessee Theatre
Admission	Ticketed with free components	Ticketed	Free	Free	Free	Free with ticketed events on Saturday night
Expected Attendance	10,000-15,000 throughout the event	6,000-8,000 throughout the event	12,000 children plus their families	120,000-150,000 throughout the season	2,000-3,000 (2022 estimate)	400 registered, unknown attendance
Estimated Expenses	\$655,000	\$449,430	\$59,390	\$132,535	\$32,340	\$41,068
Projected Profit	breakeven excludes staff + admin	\$10,570 excludes staff + admin	breakeven excludes staff + admin	(\$17,695)	\$1,460	n/a
% of Expense	.76%	1.1%	5.1%	7.5%	30.9%	48.1%
Per Attendee	\$0.40	\$0.71	\$0.25	\$0.07	\$4.00	n/a
Use of Funds	Artist and production fees at the marquee Yo-Yo Ma and Friends concert in WFP	Marketing	Artistic fees and site management expenses	KPD and rentals	Event expenses, marketing, entertainment	Venue and equipment rental



**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: Our Common Nature: An Appalachian Celebration

Date(s): May 25-27, 2023

Location: World's Fair Park, Bijou Theatre

Produced by: Big Ears

Sponsorship amount requested: \$5,000

Event History:

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

Contact: Casey Fox      Phone: 865-207-5024

Address: 900 S. Gay St, Ste. 1601

Email: casey@bigearsfestival.org

**Event description:**

The mission of Big Ears is to collaborate with artists and audiences to create joyful, meaningful, and transcendent cultural experiences that defy boundaries, fuel curiosity, ignite the spirit, and nourish the soul. Known internationally for our annual flagship event, the Big Ears Festival, impact areas on which we focus our work are:

1. Arts Presenting: world-class events in Knoxville that provide transformative experiences for all.
2. Arts Access: commitment to public engagement with, and access to, unique events with the potential to open hearts and minds to the endlessly expanding range of global creativity.

To advance our progress in both of these areas, Big Ears is collaborating with international superstar and cello virtuoso Yo-Yo Ma to present **OUR COMMON NATURE**, a newly created concert and event experience inspired by the communities, cultures, and natural environment of Southern Appalachia. Through music, storytelling, dance, and food, this gathering will explore the vibrancy of the region and the people who call it home. Drawing on cultural practices old and new, the focus is on nurturing and strengthening our connections with one another, as well as our relationships to the land and the natural world. Our Common Nature will take place May 25-27, 2023, in Knoxville, with the stunning Smoky Mountains as a backdrop.

The marquee event is a Friday night headline concert by Yo-Yo Ma at World's Fair Park, where he will welcome special guests including bassist Edgar Meyer, mandolin virtuoso Chris Thile, and musician and Silk Road Ensemble artistic director Rhiannon Giddens – longtime friends who are among the most recognizable names in American roots music. In addition to the activities on stage, the park itself will further reflect the celebration with food, crafts, and other interactive experiences. Surrounding this

central event will be three days of activities and programs in parks, community centers, theaters, galleries, and other gathering spaces celebrating local and indigenous traditions.

Through music, discussions, storytelling, shared food experiences, folk-art exhibitions, and more, we will celebrate the region's creative energies and effort to make our Southern Appalachian community stronger and even more vibrant. Proposed partners include the Great Smoky Mountains National Park, the International Storytelling Center, Black in Appalachia, Rooted East, and the Eastern Band of the Cherokee Indians. Thile and Giddens will be featured in additional concerts, and we will host an array of planned and surprise performances featuring both modern and traditional musical artists. Along with music, the art of storytelling will be at the heart and soul of the experience, woven into the overall fabric of every event that takes place. Acclaimed professional storytellers, representing the people and communities of Appalachia, will share their stories, and stories from others in those communities will also be gathered, nurtured, spoken, and shared during the week and beyond. Taken together, these activities will reflect and amplify our region's communities and cultural energies.

While the scope of Our Common Nature is ambitious and complex, a substantial part of the programming will be free to all. In instances where events are ticketed, support goes to keeping these prices as low as possible to reduce barriers to entry. Access-to-all is the guiding spirit of the weekend.

**Additional sponsors:**

Aslan Foundation, The Boyd Foundation, The Roy Cockrum Foundation, Natalie and Jim Haslam, Visit Knoxville

**Planned use of funds requested:**

Downtown Knoxville sponsorship funds will be used to pay artist and production fees at the marquee Yo-Yo Ma and Friends concert on Friday, May 26, at the World's Fair Park Performance Lawn.

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

Big Ears uses both quantitative and qualitative methods for evaluating the success of the event. We carefully track the sale and pace of ticket purchases to assess enthusiasm. At each free program, we will count the number of audience members and gather community feedback.

We announced the event at the beginning of February and tickets are currently on sale for the Friday night Yo-Yo Ma and Friends concert. Demand is high, and we have sold more than 5,000 tickets already. Tickets for the Rhiannon Giddens and Chris Thile concerts at the Bijou will go on sale in mid-March. Between ticket purchasers and free event attendees, we project an audience of 10,000-15,000 over the course of the event. While the majority of ticket purchasers for the annual Big Ears Festival are from outside of the Knoxville Metro Area, we anticipate that Our Common Nature will attract a primarily East Tennessean crowd. We are encouraging families to bring their children for a truly all-ages celebration of our region and its culture.

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

Current Downtown partners are Visit Knoxville, the Historic Bijou Theatre, and World's Fair Park. As plans for the community village at World's Fair Park move forward, there will be opportunities for additional downtown businesses and organizations to participate.

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

Yo-Yo Ma – the world’s most famous and acclaimed cellist – is in a class by himself, and the opportunity to host him in Knoxville for several days is a once-in-a-lifetime one. Add to it renowned special guests like Thile, Meyer, and Giddens, deep community partnerships, and accessible ticket prices, and you have an event like none other that has occurred in Downtown Knoxville. Hosting high-profile events like Our Common Nature will enable Downtown Knoxville to leverage additional cultural programs of this caliber in the future and help us continue raising our profile on the national arts and culture landscape.

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

Having the support of the Downtown Knoxville Alliance is incredibly meaningful as we continue working to ensure the Knoxville community is engaged with and invested in the success of the event. While a lack of funding would not impact the scale of the Our Common Nature on the whole, it would have a negative impact on the breadth and depth of free-to-the-public community-focused events we can present in 2023, as well as our engagement with local businesses.

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)

# **BIG EARS PRESENTS**

## **Our Common Nature Marketing & Promotion**

Big Ears contracts with Pitch Perfect PR, a music public relations firm based in Chicago, for publicity and media relations. Our Common Nature's announcement in February was picked up by most local news outlets as well as a handful of national ones, including Nonesuch Records and Jazziz.

Major media outlets will provide previews and reviews of the event. These include the *Knoxville News Sentinel*, *ArtsKnoxville*, *Blank News*, *Compass*, and *Inside of Knoxville*, local TV channels WBIR, WVLT and WATE; WUOT and WDVX radio stations; and other local and regional media.

We will promote Our Common Nature on its own website and social media pages as well as those of the Big Ears Festival. Our social media reach is 38,000, our e-newsletter has 36,200 subscribers, and our website averages 522,000 page views per year, with 75,552 individual users.

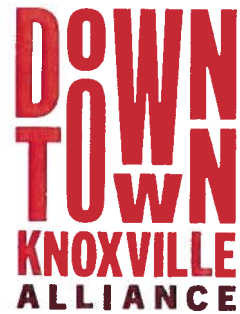




OUR COMMON NATURE: An Appalachian Celebration	
Provisional Budget	
<b>INCOME</b>	
Ticket Sales	\$150,000
Individual Support	\$100,000
Grants & Foundation Support	
Aslan Foundation	\$50,000
Boyd Foundation	\$50,000
Roy Cockrum Foundation	\$250,000
Sponsorship	
Visit Knoxville	\$50,000
Downtown Knoxville Alliance (pending)	\$5,000
<b>TOTAL</b>	<b>\$655,000</b>
<b>EXPENSES</b>	
Artist Fees	
Artist Fees - Ticketed Programming	\$165,000
Artist Fees - Free Programming	\$85,000
Production Costs	
Contracted Services (stagehands, front-of-house staff, security, waste management)	\$85,000
Sound, Lights, Staging, Backline & Venue Rental	\$185,000
Rental Fees (tents, tables, chairs)	\$35,000
Insurance - Liability	\$10,000
Marketing & Promotion	\$40,000
Additional Expenses (supplies, photography & video, signage, merchant service fees)	\$50,000
<b>TOTAL</b>	<b>\$655,000</b>

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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**Event:** 2023 Southern Skies Music Festival

**Date(s):** May 20-21, 2023

**Location:** World's Fair Park

**Produced by:** Dogwood Arts, Inc

**Sponsorship amount requested:** \$5,000

**Event History:** We are excited to bring Southern Skies back for year 2, expanding to a 2-day event following the success of last year.

\_\_\_\_ **First-time event**      **(1) prior years**      **(1) years of previous Alliance funding**

**Contact:** Sherry Jenkins      **Phone:** 865-637-4561

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

**Email:** sjenkins@dogwoodarts.com

**Event description:** After a successful 1st year in 2022, the Dogwood Arts Board of Directors, Staff, sponsors, and volunteer base are all excited for year 2 of the event covering both Saturday and Sunday this year. We are continuing to work closely with hometown favorites, The Dirty Guv's as curators, and Born & Raised Entertainment as talent buyers. Together, we have created an exciting line-up of entertainment that will draw audiences throughout the Southeast as well as energizing music lovers in our local community. Both headliners for 2023 have a large national fan-base and are certain to bring out a large crowd each day. Saturday night headliner St. Paul & The Broken Bones is an 8 person band from Alabama who has enjoyed critical acclaim from The New York Times, Rolling Stone, SPIN and NPR. They have been hits at major festivals including Lollapalooza, Coachella and Glastonbury and shared stages with some of the world's biggest artists, Elton John and The Rolling Stones among them. Sunday night headliner Grace Potter is a Grammy-nominated multi-instrumentalist, songwriter, and internationally acclaimed rock musician. Rihanna is quoted as saying "Grace Potter is perfection! A Victoria Secret model with a Mick Jagger swagger." She promises to be an exciting exclamation point to close out the festival.

Alongside these great headliners, we have an eclectic and diverse festival lineup that provides regional talent and local emerging talent the opportunity to play alongside these popular national acts. And, while music will take center stage, attendees will also enjoy food trucks, craft beer, specialty cocktails, a Maker Market, and more.

**Additional sponsors:** As our presenting sponsor, ORNL Federal Credit Union is soundly onboard to support the event. We have also secured sponsorships from Cherokee Distributing, Visit Knoxville, Sugarlands, and Home Design. We are working to secure additional sponsorships from SeaRay

Boats, Grayson Automotive, Axle Logistics, and others. We anticipate excitement from all sponsors following last year's success and in light of our secured line-up.

**Planned use of funds requested:** Our goal is to promote and grow a very successful new festival in the heart of downtown Knoxville that will gain national acclaim. DKA funding will be used for targeted marketing efforts connecting with local and regional music lovers while leveraging the broader audience of the headlining acts.

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

Attendance is estimated to be 3-4,000 people each day. We use Eventbrite to track ticket sales and assist with demographics; volunteers are scheduled and their attendance tracked. Most of our previous music festival attendees came from Tennessee, North Carolina, Indiana, Oklahoma, and Virginia. 40% were 25 to 34 years of age, and 35% had incomes from \$50,000 - \$75,000. We believe this festival will attract a wide range of festival-goers, including music lovers of all ages, young professionals, families, and more.

**What opportunities, if any, will be provided for downtown merchants to participate?** This event will take place in World's Fair Park. We will have opportunities for local food & beverage vendors to sell during the festival, and will include an artisan market focused on festival gear and one-of-a-kind music lovers merchandise. We will also seek to partner with and promote any downtown business who would like to offer our festival goers specialty cocktails, ticket buyer discounts, or any other ideas downtown businesses may have. And we will actively promote an After Party at Old City restaurants and bars - especially those who will be hosting live music. We will also have a series of smaller free events at participating bars/restaurants to generate excitement for volunteers and ticket buyers.

**How will this event positively impact downtown?** Southern Skies is so much more than a music festival. It will celebrate the art, culture, and soulful southern sound that was created for this community by the people who call it home. We expect downtown to be busy before, during, and after the event as festival attendees eat lunch before coming to the festival, eat late meals and enjoy local bars after the event, and stay in hotel rooms before returning home on Monday.

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

Marketing funding is critical to the success of this new and evolving event that is still in its infancy. Lack of funding support from the Downtown Knoxville Alliance will result in fewer dollars to support our advertising and promotion efforts, likely resulting in lower ticket sales and fewer visitors coming downtown for the new music festival.

**Attach the following:**

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

### **2023 Southern Skies Marketing & Promotion Plan**

Dogwood Arts is supported by every major media outlet in the Knoxville area including radio, tv, print, and outdoor advertising. Southern Skies Music Festival will rely heavily on these partnerships for TV commercials and radio spots running May 1-14, 2023 as well as using our in-house experience and skills to promote via social media/digital promotion. The new festival will be heavily promoted with engagements at our big events (House & Garden Show, Chalk Walk, and the Dogwood Arts Festival) that have a combined average attendance of over 90k. An Event Listing is included in the print publications that will follow with local and regional distribution: Dogwood Arts 2023 Rack Card (20k copies), The Dogwood Guide (10k copies), and the House & Garden Show Program (10k copies). The marketing plan also includes digital billboards, paid social media promotion, print flyers, listserv announcements, and print advertising in the Knoxville News Sentinel and Farragut Press. Dogwood Arts will also receive advertiser access to all contracted musicians, which will allow us to promote the event directly to their social media followers via paid advertisements.

Dogwood Arts has media agreements in place with WBIR, WATE, WVLT, Cumulus Media, M&M Broadcasting, Midwest Communications, WFIV, Summit Media, Farragut Press, Knoxville News Sentinel, East Tennessee PBS, WUTK, WDVX, and Lamar Advertising.

Dogwood Arts\_Southern Skies\_Budget plus FY22 Actuals

	<b>FY22_Actual</b>	<b>FY23_Budget</b>	<b>Notes</b>
<b>Revenue/Income</b>			
4000 Application Fees	70	0.00	
4025 Revenue	55,679.23	80,000.00	
4030 Donations	2,505.12	0.00	
4040 Grants	20,000.00	15,000.00	
4050 Sponsor	53,000.00	75,000.00	
			This is a conservative # based on expected ticket sales since weather always looms as a possible factor
4060 Ticket Sales	147,149.94	290,000.00	
4200 In-Kind	83,815.00	0.00	
<b>Total Revenue</b>	<b>\$362,219.29</b>	<b>460,000.00</b>	
<b>Cost of Goods Sold</b>			
5050 Advertising & Promotions	23,979.64	30,000.00	
5100 Artists' Commissions	710	2,500.00	
5250 Contract Labor	34,509.00	46,000.00	
5300 Cost of Goods Sold	9,835.61	15,000.00	
5350 Decorations	784.33	2,000.00	
			FY22_Headliner canceled due to COVID and refunded the \$47,500 performance fee
5400 Musicians & Performers	44,050.00	185,000.00	
5450 Expense Account	16,566.49	18,000.00	
5500 Food	3,947.88	8,000.00	
5650 Inkind Expense	83,815.00	0.00	
5675 Insurance Expense	2,056.00	2,500.00	
5760 Licenses/Fees	569.49	1,200.00	
5850 Postage		130.00	
5900 Printing	1,843.71	3,000.00	
5940 Professional Fees		1,500.00	
6000 Rent	9,300.00	20,000.00	
6050 Signs	7,281.78	7,000.00	
6170 Sound Lights Production/IV	49,605.00	80,000.00	
6200 Supplies	5,609.77	10,000.00	
6250 Security	4,811.00	10,000.00	
6275 Service Fees	6,593.36	7,000.00	
6400 Transportation	6.16	600.00	
<b>Total Cost of Goods Sold</b>	<b>\$305,874.22</b>	<b>449,430.00</b>	
<b>Gross Profit</b>	<b>\$56,345.07</b>	<b>\$10,570.00</b>	

\*Gross Profit does not include Dogwood Arts Staff time or overhead associated with this event

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: 2023 Knox County Public Library Children's Festival of Reading

Date(s): May 20, 2023

Location: World's Fair Park, Downtown Knoxville

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

Sponsorship amount requested: \$3,000

Event History:

\_\_\_\_ First-time event      (#) 16 prior years      (#) 10 years of previous Alliance funding

Contact: Jennifer Harrell, Library Fund Development and Engagement Manager Phone: (865) 215-8713

Address: 500 West Church Avenue, Knoxville, TN 37902

Email: jharrell@knoxlib.org

Event description: Join us for the 17<sup>th</sup> Annual Children's Festival of Reading (CFOR) along with authors, illustrators, storytellers, artists & crafters, and more as we kick off our slammin' summer reading challenge, "All Together Now: Feel the Beat!" CFOR is proud to host world class artists including the acclaimed illustrator of *Jazzy Miz Mozetta*, Frank Morrison, a Coretta Scott King-John Steptoe Award winner and 2023 illustrator of the Collaborative Summer Library Program; Oge Mora, collage artist, storyteller, and author of Caldecott Honor book *Thank you, Omu!* which also won the Coretta Scott King-John Steptoe New Talent Award and Ezra Jack Keats Book Award; Stacy McAnulty, author of the chapter book series *Goldie Blox* and *The Dino Files* and her middle-grade debut novel *The Miscalculations of Lightning Girl*, an Indie Bestseller; Elizabeth Raum whose middle-grade novel *The Big, Bold, Adventurous Life of Lavinia Warren* was selected as a Best Social Studies Book by the Children's Book Council; with additional authors and illustrators announced soon! The event is free and open to the public. CFOR aims to reach across socioeconomic boundaries by providing free access to numerous literacy-building activities with the hope of supporting lifelong learning, the arts, promoting civic and academic success, and building a thriving cultural life in East Tennessee.

The Children's Festival of Reading includes seven key artistic areas: A Storyteller's Tent, a Music Tent, an Authors Talk Stage, an Arts and Crafts Tent, the Circus Lawn, the Science and Discovery Tent and a Children's Performance Area. Additionally, 50 community groups provide art- and literacy-related activities including Centro Hispano de East Tennessee, The Bottom Bookstore (curating Black affirming, empowering and authored literature), Knoxville Music Therapy, HABIT, Zoo Knoxville and the Children's Diversity and Justice Library. Many of these groups provided on-site information, activities, and support to traditionally under-served groups including families of color, low-income families, and children with learning challenges. Local, state, and federal representatives and 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. 2023 will also reintroduce the kids-performance stage, where young artists can demonstrate their literary and artistic talents throughout the day.

The goals of CFOR are twofold. First, the Festival seeks to broaden access and develop audiences for the arts, particularly among low-income families, rural families, and families of color. CFOR's second goal is to excite children and families about reading and help them understand the importance of integrating books and literacy skills into their daily lives. Nationwide only 40% of third grade students read at grade level, a measurement indicative of future academic success. Locally our percentage is a bit higher, but only 42% of third graders in Knox County Schools met or exceeded expectations in English/Language Arts on 2022 TCAP tests. These numbers indicate that still more than half of Knox County's students are reading below grade level. A focus of the Knox County Public Library is to help generate excitement around reading and to help children find materials that they enjoy reading so that they not only develop reading skills, but also a love of reading that leads to life-long engagement with books. According to the Knox Education Foundation on average, students lose one month of learning over the summer. This is the "Summer Slide," which also disproportionately affects low-income students and students of color. A major objective of the Children's Festival of Reading is to help children avoid this "Summer Slide."

As Knox County Public Library's most significant outreach event, CFOR provides a free and accessible opportunity for all citizens (urban, suburban, and rural; persons of color, people with disabilities, children, and seniors) to join as a community that experiences, learns, and celebrates the literary arts. CFOR is a free event and is open to everyone. Special arrangements are made to provide accessible parking areas on the grounds, as well as large-print and Spanish-language programs and brochures. Artist diversity is paramount to the event as well, and CFOR staff invites a wide range of artists whose books feature characters of varying backgrounds and abilities.

CFOR will be promoted through local media coverage, targeted advertising campaigns, word of mouth and after a 16-year history, for many families it has become an annual event.

Additional sponsors:

Confirmed:

National Endowment for the Arts

Tennessee Arts Commission

Humanities Tennessee

Friends of the Knox County Public Library

East Tennessee Pediatric Dentistry

Pending:

Pilot Company

ORNL Federal Credit Union

BlueCross BlueShield of Tennessee Community Trust

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 federal and state grants for CFOR.

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

Success of the Children's Festival of Reading is evaluated by the participation of children and their families. Given that CFOR is a free event at World's Fair Park, 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 12,000 children and their families were in attendance between the hours of

10:00 a.m. and 3:00 p.m. in 2022. 60% of survey respondents in 2022 were first-time CFOR attendees indicating that the Festival remains popular after sixteen years.

The majority of CFOR attendees in 2022 were from Knox County. The most frequent zip codes reported on surveys were 37922 and 37923 in West Knoxville, 37931 Karns, and 37932 Hardin Valley. Approximately 16% of attendees were from outside of Knox County.

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 \$50 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. If an organization sponsors KCPL's Summer Library Club, their registration fee is waived.

Downtown Knoxville organizations including Union Avenue Books, East Tennessee Historical Society, Historic House Museums, East Tennessee PBS, Tennessee Valley Fair, The Change Center, 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 family to downtown Knoxville. 60% of survey respondents in 2022 were first-time FOR attendees bringing 7,200 people downtown. An additional 16% or almost 2,000 were from outside of Knox County. So, in total the 2022 Children's Festival of Reading drew over 9,000 people to downtown who came specifically for CFOR. Surveys from 2022 listed World's Fair Park specifically as a favorite part of the Festival. The most frequent zip codes reported on surveys were West Knoxville, Karns and Hardin Valley. By providing this festival with a focus on activities for families and children, CFOR invites this demographic downtown to experience all that downtown Knoxville has to offer.

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.

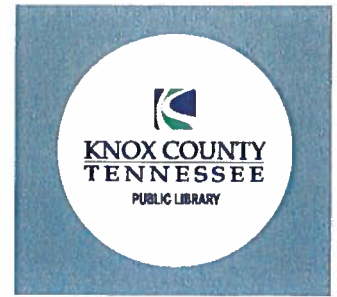
Every dollar committed is spent on event costs and artists' performance fees. In order to present CFOR as a free event, open to the public; sponsorships, grants and vendor fees comprise the entirety of Festival income. Funding secured directly impacts the quality of artists and activities that KCPL and 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



# KNOX COUNTY PUBLIC LIBRARY'S **Children's** **FESTIVAL of READING**



## 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. Downtown Knoxville Alliance'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 MeTV
- Online coverage
- Value: \$9,250

### Radio:

- WIVK
  - 2 promos per day for 2 weeks
  - Value: \$4,900
- WDVX
  - *Kidstuff* on-site live broadcast
  - Promotional underwriting value: \$750

### Print:

- *Knoxville News Sentinel*
  - Photo Gallery
- *The Official 2023 City of Knoxville Visitors' Guide*
  - 200,000 copies of the Official 2023 Guide will be distributed through state welcome centers, the Knoxville Visitors Center, the Knoxville Chamber, the University of Tennessee, realtors, hotels, and attractions as well as conventions, trade shows and sporting events
  - Value: \$10,000

### In-House Print:

- School Handouts: 40,000 printed and sent to area schools
- Flyers: 5,000 printed and distributed to all KCPL branches
- Event Programs: 2,000 printed and given out during the Festival
- Posters: 70 printed and distributed to all KCPL branches and to area businesses
- Value: \$7,000

### Email and Social Networking:

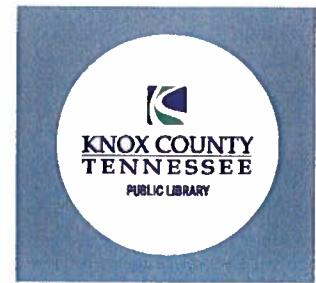
- KCPL Website, [knoxcountylibrary.org](http://knoxcountylibrary.org): 505,000 unique visits per month, with main page story and dedicated Children's Festival Page
- E-mail Newsletters: sent to more than 27,000 voluntary subscribers
- KCPL/Friends of KCPL Facebook pages: 19,769 combined followers
- KCPL/Friends of KCPL Twitter feeds: 6,000 combined followers
- KCPL/Friends of KCPL Instagram accounts: 4,792 combined followers

### On-Site:

- On-site banners and signage
- 10 x 10 tent with table and chairs from which Downtown Knoxville Alliance can promote its services.

**TOTAL VALUE: \$32,000**

# KNOX COUNTY PUBLIC LIBRARY'S **Children's** **FESTIVAL of READING**



Income Children's Festival of Reading 2022	2023 Status	2023 Budget	2022 Actuals	2019 Actuals	2018 Actuals
<b>Earned Income</b>					
Community Groups and Vendors*		\$5,000.00	\$2,800.00	\$3,025.00	\$5,252.00
T-shirt Sales	N/A	\$0.00	\$0.00	\$230.00	\$260.00
<b>Earned Income Subtotal:</b>		<b>\$5,000.00</b>	<b>\$2,800.00</b>	<b>\$3,255.00</b>	<b>\$5,512.00</b>
<b>Corporate Contributions</b>					
Friends of the Knox County Public Library	secured	\$5,000.00	\$5,000.00	\$0.00	\$1,430.00
Pilot Company	proposed	\$2,500.00	\$1,500.00	\$5,000.00	\$5,000.00
Downtown Knoxville Alliance	proposed	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
East TN Pediatric Dentistry	secured	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
ORNL Federal Credit Union	proposed	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00
BlueCross BlueShield Community Trust	proposed	\$5,000.00	\$0.00	\$5,000.00	\$1,000.00
Visit Knoxville	N/A	\$0.00	\$10,000.00		
Music and Arts	N/A	\$0.00	\$0.00	\$2,500.00	\$0.00
<b>Corporate Contributions Subtotal:</b>		<b>\$20,500.00</b>	<b>\$24,500.00</b>	<b>\$20,500.00</b>	<b>\$15,430.00</b>
<b>Grants</b>					
National Endowment for the Arts	secured	\$10,000.00	\$0.00	\$10,000.00	\$10,000.00
Humanities Tennessee	secured	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Tennessee Arts Commission	secured	\$6,310.00	\$7,400.00	\$3,110.00	\$3,180.00
Knoxville City Council Community Improvement (202) Funds	proposed	\$1,800.00	\$0.00	\$1,800.00	\$800.00
Jane L. Pettway Foundation	N/A	\$0.00	\$0.00	\$0.00	\$7,500.00
<b>Grants Subtotal:</b>		<b>\$23,110.00</b>	<b>\$12,400.00</b>	<b>\$19,910.00</b>	<b>\$26,480.00</b>
<b>Donations</b>					
Bequest Funds	secured	\$10,780.00	\$0.00		
<b>Existing Funds</b>			\$12,869.51		
<b>Total Income:</b>		<b>\$59,390.00</b>	<b>\$52,569.51</b>	<b>\$43,665.00</b>	<b>\$47,422.00</b>

Expenses Children's Festival of Reading 2022	2022 Notes	2023 Budget	2022 Actuals	2019 Actuals	2018 Actuals
<b>Artistic Fees</b>					
Authors and Illustrators		\$17,000.00	\$15,492.88	\$9,386.00	\$12,796.00
Storytellers		\$1,450.00	\$1,450.00	\$800.00	\$1,435.00
Musicians		\$2,500.00	\$2,925.00	\$1,725.00	\$2,384.00
Other Performers (Science, Characters, & One World Circus)		\$3,300.00	\$3,260.00	\$2,850.00	\$2,870.00
<b>Artistic Fees Subtotal:</b>		<b>\$24,250.00</b>	<b>\$23,127.88</b>	<b>\$14,761.00</b>	<b>\$19,485.00</b>
<b>Site Management</b>					
Public Building Authority		\$4,320.00	\$3,880.00	\$4,820.00	\$4,820.00
Road Closure, EMTs, Fire Marshall		\$750.00	\$640.00	\$750.00	\$750.00
Springboard Media		\$3,500.00	\$1,750.00	\$2,750.00	\$2,750.00
Event Rentals by Rothchild		\$13,500.00	\$13,209.00	\$10,101.00	\$11,200.00
Children's Play Area		\$250.00	\$288.84	\$250.00	\$750.00
Arts and Crafts	*includes expenses for 2020 and 2021	\$1,200.00	2975.57*	\$1,100.00	\$1,200.00
Teen Area		\$250.00	\$250.00	\$0.00	\$0.00
Parade of Books		\$0.00	\$0.00	\$720.00	\$720.00
Storage and Staging Space (Marriott)		\$1,220.00	\$1,220.00		
Equipment and Supplies		\$1,500.00	\$1,482.70	\$0.00	\$0.00
<b>Site Management Subtotal:</b>		<b>\$26,490.00</b>	<b>\$22,720.54</b>	<b>\$20,491.00</b>	<b>\$22,190.00</b>
<b>Artist and Volunteer Hospitality</b>		\$1,000.00	\$660.40	\$1,021.00	\$1,021.00
<b>Marketing</b>					
T-shirts		\$1,500.00	\$1,436.58	\$1,200.00	\$900.00
Flyers and Event Programs		\$1,500.00	\$0.00	\$1,648.00	\$1,483.00
Signage		\$1,350.00	\$1,348.10	\$816.00	\$809.00
Photographer		\$300.00	\$300.00		
<b>Marketing Subtotal:</b>		<b>\$4,650.00</b>	<b>\$3,084.68</b>	<b>\$3,664.00</b>	<b>\$3,192.00</b>
<b>Site Décor</b>		\$3,000.00	\$2,976.01	\$2,020.00	\$1,534.00
<b>Total Expense:</b>		<b>\$59,390.00</b>	<b>\$52,569.51</b>	<b>\$41,957.00</b>	<b>\$47,422.00</b>

\*CFOR 2023 vendor income based on 2019 and 2018 CFOR final budget, CFOR was not held in 2020 or 2021 due to COVID-19; and food vendors were handled by Visit Knoxville in 2022.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: Market Square Farmers' Market

Date(s): May 3 – November 18, 2023, every Wednesday and Saturday

Location: Market Square, as well as Union Ave and Market St on Saturdays

Produced by: Nourish Knoxville

Sponsorship amount requested: \$10,000

Event History:

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

Contact: Ellie Moore or Charlotte Tolley Phone: 865-805-8687

Address: PO Box 2422, Knoxville, TN 37901

Email: ellie@nourishknoxville.org or info@nourishknoxville.org

Event description: Producer-only, open-air farmers' market with vendors based within a 150-mile radius of Knoxville. The market is one of the best places in the region to find locally grown foods along with food and craft products from local makers. Nourish Knoxville also offers multiple nutrition incentive programs at the Market Square Farmers' Market (MSFM) including SNAP acceptance (formerly known as Food Stamps) and SNAP-doubling (Double Up Food Bucks), educational activities for children with Produce Bucks to spend on fruits and vegetables through Nourish Kids, and a walking incentive program with Produce Bucks through Nourish Moves. In September of 2022, we were able to expand Nourish Moves to the Wednesday MSFM, which we marketed directly to downtown employers as well as downtown residents. New this year, we will be working with the City of Knoxville to be a compostable material drop site for residents at our Saturday market. Finally, and most importantly, we will also be celebrating 20 years of the Market Square Farmers' Market all season with both at-market and off-site events!

Additional sponsors: Grayson Subaru

Planned use of funds requested: KPD rates are increasing, and the majority of this funding will be going directly to the hard costs of KPD officers and port-a-john rentals. Both are services that are required by the City of Knoxville's Special Events office for visitor and vendor safety and comfort.

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

120,000 – 150,000 for the season. We measure attendance daily by clicker counting people within the market footprint, every 30 minutes on Saturdays and every 15 minutes on Wednesdays. Our market

attracts a wide demographic, with downtown and surrounding neighborhood residents being a large part of our regular attendees. Through the summer especially, our Wednesday and Saturday markets attract families with small children, and this demographic is higher on our Nourish Kids days (second Saturdays). We see nearby tourists, such as those from surrounding counties, along with tourists from all over the world. The income range is wide, with many more affluent customers along with those utilizing government assistance programs like SNAP and the WIC Farmers Market Nutrition Program because of our SNAP-doubling program and partnerships with local governmental organizations and nonprofits.

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

We are always looking for ways to work with our downtown community! Rala stocks our MSFM merchandise in their storefront and we work with them and the Old City Market to promote makers in our community. Two downtown business owners are currently on our board: Brian Strutz of A Dopo Pizzeria and Dimpal Patel, a partner in Embassy Suites. Three board members are downtown residents. Paysan Sandwiches and Myrtle's Bakehouse are both downtown merchants and current Market Square Farmers' Market vendors. Downtown restaurants shop at the market for ingredients on a weekly basis, including Osteria Stella, Emilia, Oliver Royale, Kaizen, OliBea, and Downtown Deli. We are working with DKA on some special 20<sup>th</sup> anniversary events, including a scavenger hunt of downtown businesses that also participated as vendors, including Flour/Tomato Head, Cruze Farm, Good Golly Tamale, Jack's, ACF Jewelry, and Old City Java. We will also be kicking off the season with some First Friday events in May, including a photography retrospective at the Tomato Head and a showing of all 20 posters at the Red Gallery. In August during National Farmers Market Week, we are working on a "20 for 20" campaign with local businesses in which 20 downtown restaurants and bars will feature a special using local ingredients and donate 20% of the proceeds to Nourish Knoxville.

How will this event positively impact downtown?

The Market Square Farmers' Market is consistently cited by customers and business owners as one of the reasons they chose to live or work in downtown Knoxville. Many customers have volunteered that the reason they knew they could move to Knoxville was because of our farmers' market and the local food scene. As a family-friendly, passive retail event, the farmers' market co-exists seamlessly within the fabric of Market Square and downtown, bringing shoppers and visitors into the city center. We believe the Market Square Farmers' Market has become integral to the experience of downtown Knoxville and are looking forward to celebrating our 20-year history in 2023!

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

DKA funding is key to helping us cover our hard costs while keeping booth fees accessible to farmers and new entrepreneurs. We seek to have meaningful partnerships with our sponsors that enhance the MSFM experience or are minimally invasive to shoppers and visitors to downtown.

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)

**Marketing plan:**

Our social media accounts, specifically @nourishmarkets on Instagram, have a large following, and we maintain a robust social media presence. We post primarily on Facebook and Instagram and create Facebook events for our opening days. Nourish Knoxville promotes our markets through separate organization-wide social media platforms, including Instagram and Facebook.

We send press releases for our market opening, and always get a good response from local media, often with live broadcasts on opening day. We will also send press releases for special events such as our “20 for 20” campaign.

We will be updating our pole banners in 2023, creating signage promoting the MSFM to hang on light poles throughout the MSFM season, as well as a special 20<sup>th</sup> anniversary banner over the stage.

For special events, we create Facebook events, promote on Instagram, include on the nourishknoxville.org calendar, and include in the monthly Nourish Knoxville e-newsletter. We often partner with other organizations or businesses on events, such as the Two Bikes bike drive, and the partner also promotes the event and the MSFM through their channels. We also send out a monthly Nourish Kids specific e-newsletter.

Our organization creates the East TN Local Food Guide, which includes the MSFM in the farmers’ market section, as well as an ad for all three Nourish Knoxville’s markets. We distribute the guides in 31 counties throughout East TN at grocers, restaurants, municipal buildings, health care providers, corporate headquarters, events, farmers’ markets, visitors’ centers, and much more.

We partner with the Knox County Health Department to work with employers for Nourish Wellness to promote our markets through the East TN Wellness Roundtable, as well as to WIC and SNAP clients.

Each our programs (Double Up Food Bucks, Nourish Kids, Nourish Moves) will be promoted to appropriate groups through partner organizations, such as the Community Action Committee, KCHD, senior centers, non-profit partners, and more.

We table at several events, including workplace wellness fairs, KCDC resource fairs, and one-time events like Beardsley Community Farm’s Fall Festival. At these events, we promote all our markets, along with Nourish Knoxville’s programs.

## Market Square Farmers' Market

Note: Sponsorship total in all years except 2023 includes DKA

	2020	2021	2022	Projected 2023
<b>Income</b>				
Booth and App Fees	\$42,123	\$71,125	\$126,050	\$125,500
Donations	\$420	\$20	\$260	\$200
Grant Income	\$4,044	\$1,154	\$1,500	\$1,500
TN CARES/COVID Emergency Fu	\$40,509			
Sponsorships	\$24,000	\$26,000	\$28,100	\$18,100
Merchandise Sales	\$3,278	\$5,907	\$5,605	\$6,000
Market Money Fee	\$465	\$690	\$1,000	\$1,000
<b>Total Income</b>	<b>\$114,839</b>	<b>\$104,896</b>	<b>\$162,515</b>	<b>\$152,300</b>
<b>Expense</b>				
<b>Contract Services</b>				
Accounting Fees	\$2,924	\$4,262	\$4,500	\$4,500
Legal Fees	\$264	\$960	\$200	\$200
<b>Total Contract Services</b>	<b>\$3,188</b>	<b>\$5,222</b>	<b>\$4,700</b>	<b>\$4,700</b>
Insurance	\$1,781	\$2,393	\$1,807	\$2,000
Merchandise	\$1,600		\$2,600	\$3,000
Merchant Account Fees	\$1,713	\$1,879	\$3,023	\$3,000
Farm Inspections	\$690	\$284	\$368	\$1,000
SNAP Expenses	\$621	\$1,382	\$1,400	\$1,000
Vendor Meeting and Education	\$37	\$0	\$0	\$100
Volunteer Program	\$0	\$654	\$658	\$500
<b>Operations</b>				
Advertising/Marketing	\$1,264	\$773	\$827	\$3,000
Branding/Website	\$850			
Membership & Organization Fees	\$485	\$214	\$250	\$250
Port-a-johns/Handwashing statio	\$672	\$2,580	\$4,480	\$4,500
Postage, Mailing Service	\$500	\$200		
Rent	\$9,900	\$9,900	\$17,690	\$24,000
Security	\$4,725	\$8,790	\$11,500	\$19,300
Software	\$2,449	\$5,008	\$4,885	\$5,000
Supplies	\$4,127	\$2,459	\$3,901	\$3,000
Telephone, Telecommunications	\$3,606	\$2,936	\$3,969	\$3,500
<b>Total Operations</b>	<b>\$28,578</b>	<b>\$32,860</b>	<b>\$47,501</b>	<b>\$62,550</b>
<b>Payroll &amp; Benefit Expenses</b>	<b>\$93,757</b>	<b>\$98,554</b>	<b>\$91,889</b>	<b>\$111,158</b>
<b>Travel and Meetings</b>	<b>\$570</b>	<b>\$308</b>	<b>\$300</b>	<b>\$300</b>
<b>Total Expense</b>	<b>\$132,535</b>	<b>\$142,882</b>	<b>\$154,246</b>	<b>\$188,808</b>
<b>Net Profit/Loss</b>	<b>-\$17,696</b>	<b>-\$37,986</b>	<b>\$8,269</b>	<b>-\$36,508</b>

- 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 [rthomas@downtownknoxville.org](mailto:rthomas@downtownknoxville.org), mailed or delivered to Downtown Knoxville Alliance, Attn: Robin Thomas, 17 Market Square, Knoxville, TN 37902. For questions, call 865.246.2653.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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**Event: Rhinestone Fest (formerly DollyFest)**

**Date(s): June 2 - 4, 2023**

**Location: Various, Historic Old City; Main Stage & Old City Market events on Jackson Avenue, between State Street and S Central**

**Produced by: Historic Old City Association**

**Sponsorship amount requested: \$10K**

**Event History:**

\_\_\_\_ First-time event      (#)   3   prior years      (#)   1   years of previous Alliance funding

**Contact: Molly King**

**Phone: (510) 717-3759**

**Address: % Old City Association, 132 West Jackson Avenue, Knoxville, TN 37902**

**Email: [molly@mollyjoevents.com](mailto:molly@mollyjoevents.com)**

**Event description:**

**The Old City Association announces its 3rd annual Dolly-themed festival taking place the 1st weekend of June, reimagined this year as "Rhinestone Fest, for the Love of Dolly!" We are expanding our celebration to encompass all artists, musicians, and do-gooders that Dolly has inspired throughout her rhinestone-studded career! Benefiting Dogwood Arts' Art Kits for Kids program, ([dogwoodarts.com/artkits](http://dogwoodarts.com/artkits)) and The Historic Old City Association, ([oldcityknoxville.org](http://oldcityknoxville.org))**



**Rhinestone Fest will take place on June 2, 3, 4, 2023 at various locations in and around the Old City. Events will commence Friday in conjunction with other First Friday activities, and will continue throughout the weekend, with a Main Stage event on Saturday featuring live music and other activities, and a Rhinestone Market on Sunday, curated by the Old City Market. Rhinestone Fest is a family-friendly event, and free to attend.**

**Due to the success of the Dolly Art Contest, started at Rala in 2019, Rhinestone Fest was created to celebrate all things Dolly and to invite people to experience our unique and vibrant Old City community. Rhinestone Fest has something for everyone! Guests can expect First Friday activities to include art shows, live music, and Dolly movie screenings at various locations in and around the Old City. Saturday's Main Stage event, taking place on W Jackson Avenue, will feature live music, as well as interactive activities such as a Dolly costume contest, Dolly-themed trivia, Dolly stand-up comedy, and other local performers. Sunday's special-edition Rhinestone Market on W Jackson Avenue will highlight local and regional artists and makers displaying their Dolly themed creations. Restaurants, bars, and retail shops will feature specials throughout the weekend. A calendar and map of events will be available via the Rhinestone Fest website.**

**Rhinestone Fest 2023 is produced in collaboration with Rala, Molly Jo Events, Robin Easter Design, Boyd's Jig & Reel, and Free Women Waltzing Club.**

**This event is not affiliated with Dolly Parton, Dolly Parton Enterprises, Dollywood or The Dollywood Foundation. Dolly Parton will not be at this event.**

**Additional sponsors:**

**We are still in the process of soliciting sponsorships, and will be happy to share updates as we secure additional funding. 2022 Sponsors included Ancient Lore Village; Club XYZ; First Century Bank; Mark & John Stokes; Prater-Day; Red Top Destinations; T-Mobile; Union Avenue Books; US Bank; and Vow'd Weddings.**

**Planned use of funds requested:**

**Event infrastructure, marketing and advertising, entertainment booking**

**Sponsorship funding supports event costs, and allows a greater portion of event revenue to be donated back to our beneficiary, Dogwood Arts Art Kits for Kids.**

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

**While we anticipated 2022 attendance at 500-800 per day for a total event attendance of 2,000 to 3,000, we found estimated numbers to be much greater. We surveyed neighborhood businesses in subsequent weeks, and learned that most businesses reported record guests and sales. The special edition Old City Market estimated twice as many attendees as the already-popular monthly markets.**



**Continuing in the spirit of Dolly loving everyone, we believe Rhinestone Fest has something for everyone! We expect a wide range of demographics – art lovers, music enthusiasts, history buffs, Old City and Downtown residents, families with children, food lovers, bar-hoppers, and window shoppers – everyone will find something at Rhinestone Fest!**

**2022 saw many out of town visitors including neighbors from all over Tennessee, as well as North Carolina, Kentucky, and Virginia. We heard from Cincinnati, multiple towns in Texas, and even California!**

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

**All businesses are encouraged to host a Dolly-, Appalachian-, country/folk- or other-themed event, create Dolly-themed drink or food specials, and/or use the event to promote and encourage patronage. Some examples from last year are musical performances, live art demos, Dolly photo ops, Dolly costume contest, Dolly art, and weekend-long specials in bars and restaurants. Event organizers will create various promotional materials that will highlight these businesses and help promote their participation.**

**The influx of Dolly-lovin' folks to Rhinestone Fest should increase business for all those participating. As previously-mentioned, many businesses reported record sales over the course of the weekend.**

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

**Rhinestone Fest will be fun-filled, dynamic, and broadly-appealing, bringing people to downtown Knoxville to explore all it has to offer. Many people that attended last year's event had never been downtown before. The event has the potential to bring out not only downtown residents and neighbors, but also many out of town and out of state visitors that will stay in our hotels, and eat, drink, and shop, which will result in increased revenue through sales tax collected from Old City and surrounding businesses.**

**Additionally, Rhinestone Fest honors Knoxville's long and rich tradition of hosting unique and engaging community events, and provides an additional resource for the art, music, history, and culture our City is known for.**

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

**Without DKA funding, the financial responsibility of hosting this event will fall to the very businesses and organizations it hopes to promote and support. A strong history of generosity and participation among local businesses ensures that we are always able to have successful events, but this additional funding will not only defray some of the financial burden on the OCA, but will also aid in our efforts to support the Association, and Dogwood Arts Art Kits for Kids. We believe the OCA's efforts support all of Knoxville by encouraging visitors and patrons to all areas of Downtown.**

**Attach the following:**

**Projected *budget*, including detailed income and expenses**

## **Rhinestone Fest in the Old City**

Preliminary Marketing Strategy presented to Downtown Knoxville Alliance

Contact:

Molly King, Molly Jo Events

[molly@mollyjoevents.com](mailto:molly@mollyjoevents.com)

510-717-3759

[rhinestonefest@gmail.com](mailto:rhinestonefest@gmail.com)

<https://www.instagram.com/rhinestonefest/>

<https://oldcityknoxville.org/rhinestonefest/>

## **Summary**

Rhinestone Fest is a free, family-friendly, community event celebrating all things Dolly! Rhinestone Fest 2023 will commence on Friday, June 2nd, and include neighborhood activities in conjunction with First Friday ArtWalk. Various activities in and around the Old City will continue Saturday, with a Main Stage event including live music, a costume contest, Dolly-themed trivia with prizes, a special surprise performance, and other performances planned. Sunday, the Old City Market will host a special Dolly-themed market highlighting local artists and vendors.

The primary goal of Rhinestone Fest is to connect our Old City community to a larger regional and local audience, while promoting and supporting local businesses and organizations through themed activities and promotions. Based on the success of past events, we expect to draw thousands of guests to the Old City and Downtown Knoxville in 2023.

Proceeds from Rhinestone Fest will benefit the Historic Old City Association and Dogwood Arts Art Kits for Kids program.

## **Initiatives**

All businesses are encouraged to host a Dolly event, create Dolly-themed drink or food specials, and/or use the event to promote and encourage patronage. Some examples from prior years are musical performances, Appalachian history education, East Tennessee music history education, screening Dolly movies, Dolly photo ops, Dolly

costume contest, Dolly art, and Festival specials in bars and restaurants. Event organizers will create various promotional materials that will highlight these businesses and help promote their participation. (see enclosed 2022 materials.)

Rhinestone Fest also supports and promotes local musicians and artists through sponsoring live music and the Old City Market, as well as encouraging patronage of businesses who are hosting artists and musicians. Live performances take place in various venues in and around the Old City, and Dolly-themed art shows hang in many local businesses. Based on the success of past events, we expect that these events and shows will increase in both number and popularity in 2023.

Rhinestone Fest will benefit all Old City, Downtown, and surrounding businesses by drawing both local and out-of-town guests, including many overnight stays. Increased revenues during this weekend are almost certainly guaranteed, and there is high expectation of many visitors seeing and exploring Downtown Knoxville for the first time. As mentioned in our application, we had inquiries from all over the Southeast, and as far away as Colorado and California.

## **Target Market**

### **Local Businesses**

- Encourage local businesses, venues, and organizations to participate in Rhinestone Fest activities
- Promote activities through live events, social media, and printed materials.
- Cross-promotion from participating businesses
- Guaranteed increased patronage
- Over 30 Old City businesses participated in DollyFest activities in 2022, and we are expecting at least half again that in 2023. The OCA has expanded its boundaries to include more neighboring businesses, and we have already been contacted by multiple businesses outside our boundaries who want to participate, as well. Individual businesses are encouraged to share/promote through their own channels in addition to Event Sponsor efforts
- Testimonials from 2022 included confirmations of “biggest weekend in history” and “bigger than Big Ears weekend”

### **Guests/Visitors**

- Promote activities through live events, social media, and printed materials.
- Guests will dine in our restaurants, shop in our boutiques, stay in our hotels, and visit our local attractions

- Based on 2022 numbers, with a Facebook event page recording almost 15,000 people “going” or “interested” we expect thousands of visitors through the course of the weekend. We will encourage #rhinestonifest use on social media, and have contracted Aw, Snap Media to manage our social pages

### **Sponsors**

- Highlight Sponsors via live events, social media, and printed materials
- Sponsorships will allow for greater support of the community and the benefiting organizations
- Even prior to active solicitation, we have been approached by several local businesses with both in-kind donations and cash donations totaling approximately \$7,000. We believe that local businesses perceive this as a valuable asset to the community, as well as a great cause to support
- Our target Sponsorship goal is \$20,000, but we also have expectations to possibly exceed this number

### **Budget**

Marketing budget is still preliminary, and will include (but not be limited to) the following efforts:

- Live PR Event/Announcement at Rala on February 13th (date of the release of Dolly’s first album)
- Sponsored social media posts and promotions
- Printed materials such as posters, maps, flyers
- Interactive website for visitors, participating businesses, and sponsors
- A street banner to be displayed across S Central (permit application submitted to City of Knoxville)
- WUTK live stream (pending)
- WDVX PSA and request for additional partnership/activities
- Cross-promotion with participating activities including Not Rocket Science Trivia, Tiny Stage Comedy, The Mighty Wig (KEC “What’s the Big Idea finalist), and Free Women Waltzing Club

### **Marketing Channels**

Over the course of the next 3 months, we will utilize the following channels for promoting the festival, engaging with visitors, soliciting sponsorships and business participation, and

creating awareness around the Old City, Downtown Knoxville, and Dogwood Arts Art Kits for Kids.

- Rhinestone Fest Website
  - Promote and provide information about the festival, FAQs, visitor information, calendar of events
- Old City Association
  - Website will link event
  - Promote via social media and during monthly neighborhood meetings
- Dogwood Arts
- Instagram
  - Currently 4,022 followers
- Facebook
  - Old City Association, with 5,700 followers, will create the Event Page and assist in promotion
- Printed & Digital Materials
  - Robin Easter Design has created branded marketing materials including posters, flyers, schedule of events, and images for social media content, as well as all branding for merchandise
- Musicians & Artists
  - Encouraged to promote their individual shows/concerts/market booths through any effective channels
- Participating businesses
  - Encouraged to promote their individual shows/concerts/activities/specials through any effective channels
- Local Event Calendars
  - City of Knoxville
  - Visit Knoxville
  - VIP Knoxville
  - Inside of Knoxville
  - EventCheck Knox
  - Others
- Press & Media
  - A press kit will be sent to local television and radio, as well as bloggers and influencers

<b>Event Name</b>	Rhinstone Fest in the Old City				
<b>Event Date</b>	June 2,3,4, 2022				
<b>Event Location</b>	Various - Old City				
<b>Guest Count</b>	TBD				
<b>Event Start</b>	4 p.m., Friday, June 2				
<b>Event End</b>	5 p.m., Sunday, June 4				
<b>Service Style</b>	Various community activities; Main Stage music festival; special OC Market				
<b>Load-In/Load-Out Info</b>	TBD				
<b>Infrastructure</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Main Stage Rentals	\$5,000.00	1	\$5,000.00	Modular Stage, Delivery & Install	
Tenting	\$1,000.00	1	\$1,000.00	Green Room, Backstage, Utility, etc.	
Porta-Potties	\$500.00	1	\$500.00		
Sound	\$3,000.00	1	\$3,000.00		
			<i>Subtotal</i>		
			\$9,500.00		
<b>City Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Street Closure	\$0.00	1	\$0.00	City of Knoxville	
Waste Management	\$0.00	1	\$0.00	City of Knoxville	
KPD	\$320.00	2	\$640.00		
EMS	\$280.00	2	\$560.00		
			<i>Subtotal</i>		
			\$1,200.00		
<b>Staffing</b>	<b>\$</b>	<b>#</b>	<b>Total</b>	<b># Hours</b>	
Set-Up & Staging	\$30.00	2	\$600.00	10	
Market Director	\$530.00	1	\$530.00	1	
Market Security	\$760.00	1	\$760.00	1	
Production Assistant	\$750.00	1	\$750.00	1	Hayden
			<i>Subtotal</i>		
			\$2,640.00		
<b>Production Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Music Booking	\$5,000.00	1	\$5,000.00		
Market Music	\$300.00	1	\$300.00		
Photography	\$500.00	1	\$500.00		
Marketing/Social Media Management	\$3,000.00	1	\$3,000.00		
Merchandise Cost	\$4,500.00	1	\$4,500.00		
Staging & Incidentals	\$500.00	1	\$500.00		
Green Room	\$400.00	1	\$400.00		
Event Insurance	\$300.00	1	\$300.00		
			<i>Subtotal</i>		
			\$14,500.00		
<b>Sub Total</b>					
			\$27,840.00		
<b>Planning Fee</b>					
			\$4,500.00		
<b>Tax</b>					
501c3 Tax-Exempt			\$0.00		
<b>Totals</b>					
Total Cost			\$32,340.00		
<b>Revenue Streams</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Merch Sales	-\$12,000.00	1	-\$12,000.00		
Sponsorships	-\$20,000.00	1	-\$20,000.00		
Market Booth Fees	-\$1,800.00	1	-\$1,800.00		
			\$0.00		
			\$0.00		
			<i>Subtotal</i>		
			-\$33,800.00		
<b>Sub Total</b>					
			\$66,140.00		
<b>Cost Offset</b>					
Event Total			\$32,340.00		
Revenue Total			-\$33,800.00		
Offset Total			-\$1,460.00		

<b>Event Name</b>	DollyFest in the Old City				
<b>Event Date</b>	June 3, 4, 5, 2022				
<b>Event Location</b>	Various - Old City				
<b>Guest Count</b>	TBD				
<b>Event Start</b>	4 p.m., Friday, June 3				
<b>Event End</b>	5 p.m., Sunday, June 5				
<b>Service Style</b>	Various community activities; Main Stage music festival; special OC Market				
<b>Load-In/Load-Out Info</b>	TBD				
<b>Infrastructure</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
AOPR - Main Stage Rentals	\$5,335.30	1	\$5,335.30		
AOPR - GR, VIP, Booths	\$765.25	1	\$765.25		
Porta-Pottles	\$1,100.00	1	\$1,100.00		
Sound - Springboard A/V	\$2,650.00	1	\$2,650.00	ESTIMATE	
			\$0.00		
			<i>Subtotal</i>		
			\$9,850.55		
<b>City Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Street Closure	\$0.00	1	\$0.00		
Waste Management	\$0.00	1	\$0.00	City of Knoxville	
KPD	\$320.00	2	\$640.00		
EMS	\$280.00	2	\$560.00		
			<i>Subtotal</i>		
			\$1,200.00		
<b>Staffing</b>	<b>\$</b>	<b>#</b>	<b>Total</b>	<b># Hours</b>	
Set-Up & Staging	\$25.00	2	\$500.00	10	
Private Security	\$720.00	1	\$720.00	1	
Market Director	\$530.00	1	\$530.00	1	
Market Security	\$760.00	1	\$760.00	1	
Production Assistant	\$500.00	1	\$500.00	1	Hayden
			<i>Subtotal</i>		
			\$3,010.00		
<b>Production Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Music Booking - HH Creative	\$4,250.00	1	\$4,250.00		
Market Music	\$100.00	1	\$100.00		
Photography	\$500.00	1	\$500.00		
Merchandise Cost	\$4,282.00	1	\$4,282.00		
Staging & Incidentals	\$820.00	1	\$820.00		
Instacart	\$137.77	1	\$137.77		
Instacart	\$65.69	1	\$65.69		
Event Insurance	\$290.00	1	\$290.00		
			<i>Subtotal</i>		
			\$10,445.46		
<b>Sub Total</b>					
			\$24,506.01		
<b>Planning Fee</b>					
			\$4,901.20		
Nonprofit Discount			\$3,401.20		
Planning Fee			\$1,500.00		
<b>Tax</b>					
501c3 Tax-Exempt			\$0.00		
<b>Totals</b>					
Total Cost			\$29,407.21		
<b>Revenue Streams</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Merch Sales	-\$9,880.00	1	-\$9,880.00		
Sponsorships	-\$17,850.00	1	-\$17,850.00		
Market Booth Fees	-\$1,800.00	1	-\$1,800.00		
			<i>Subtotal</i>		
			-\$29,530.00		
<b>Sub Total</b>					
			-\$25,991.03		
<b>Cost Offset</b>					
Event Total			\$29,407.21		
Revenue Total			-\$29,530.00		
Offset Total			-\$122.79		

**Downtown Knoxville Alliance  
Sponsorship Request Application**



Event: Southern Fried Poetry Slam 2023

Date(s): June 7 - 11

Location: Knoxville Convention Center

Produced by: Rhea Carmon and Southern Fried Poetry Slam, Inc.

Sponsorship amount requested: \$19750

**Event History:**

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

Contact: Rhea Carmon Phone: 8654061616

Address: 118 Groves Park Blvd., Oak Ridge, TN 37830

Email: info@rheacarmon.com

The Southern Fried Poetry Slam is an annual performing arts tournament celebrating poetry, spoken word, and  
Event description: community outreach. The name alone evokes a sense of family, home-cooked meals, and genuine fellowship.

Southern Fried Poetry Slam shares the absolute best southern offerings – hospitality, comfort, tradition, and competition! RheaSunshine Poetry and the 5th Woman is excited to serve as the hosts for the 2023 Southern Fried Poetry Slam in Knoxville, TN!

During the first week of June, performers from across the southeastern region of the United States gather for this annual tournament which showcases some of the world's most extraordinary poets and artists whose talents will be on display as they compete for over \$8000 in cash and prizes. Since its inception in 1993, the Southern Fried Poetry Slam has become the largest poetry event in the world. The Southern Fried Poetry Slam draws an audience of 250 - 400 people from all walks of life and we expect an even higher attendance in 2023, as the festival returns to Knoxville for the 4th time since its humble beginnings.

Additional sponsors: Arts & Culture Alliance, Dogwood Arts, Tennessee Theatre

Planned use of funds requested: The funds would be used for the rental of venues in the Downtown area for Bouts, late night events and finals night. The funds would also be used to have the sound equipment necessary at the Knoxville Convention Center for the Bouts and Finals night events.



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

The event is projected to serve approximately 400 people each night Wednesday - Friday and approximately 500 people on Saturday for the Finals Event.

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

Downtown merchants will be allowed to advertise in the commemorative zine. Poets and attendees will be encouraged to visit and patron the merchants listed in the zine for food, drinks, and other merchandise.

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How will this event positively impact downtown?

The event will bring hundreds of visitors to Downtown Knoxville as well as highlight the locations for local Knoxville patrons.

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

Funding from Downtown Knoxville Alliance will be instrumental in making the overall event happen.

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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)

Expense	Workshops	Facilitators	TBD		\$500.00	4	\$2,000.00	Host City	2 workshops on Thursday and 2 on Friday
Expense	Food	Cook-Out	Catering for the Cook-out		\$2,000.00	1	\$2,000.00	Host City	There will be food available a the cook out for participants
Expense	Gifts	Swag Bag	Shirts		\$7.95	325	\$2,583.75	Host City	1 for each registrant and volunteer plus some for giveaways and sales
Expense	Gifts	Swag Bag	Bags		\$4.23	260	\$1,099.80	Host City	1 for each registrant and volunteer plus some for giveaways and sales
Expense	Gifts	Swag Bag	Mug		\$4.76	260	\$1,237.60	Host City	1 for each registrant and volunteer plus some for giveaways and sales
Expense	Gifts	Swag Bag	Pens		\$0.97	260	\$252.20	Host City	1 for each registrant and volunteer plus some for giveaways and sales
Expense	Gifts	Swag Bag	Notebooks		\$3.25	260	\$845.00	Host City	1 for each registrant and volunteer plus some for giveaways and sales
Expense	Bouts	Venue Rental	Convention Center, Small rooms		\$1,600.00	3	\$4,800.00	Host City	The \$1600 covers 4 rooms. The rooms will be utilized for daily workshops as well as bouts in the evening.
Expense	Bouts/Finals Night	Equipment	Microphones and Sound Engineers		\$4,800.00	1	\$4,800.00	Host City	
Expense	Late Night/Side Events	Venue Rental	TBD		\$750.00	3	\$2,250.00	Host City	We will have a late night venue each night and are offering this amount for the rental of the space.
Expense	Late Night/Side Events	Venue Rental	Pilot Light		\$500.00	3	\$1,500.00	Host City	
Expense	Late Night/Side Events	Award	Head to Head Haiku		\$100.00	1	\$100.00	Southern Fried Inc.	
Expense	Late Night/Side Events	Award	Slammaster's Slam		\$100.00	1	\$100.00	Southern Fried Inc.	
Expense	Finals Night	Venue Rental	Convention Center, Lecture Hall		\$1,400.00	1	\$1,400.00	Host City	
Expense	Finals Night	Food/Drink	Celebration Party		\$5,000.00	1	\$5,000.00	Host City	
Expense	Finals Night	Awards	Prize \$ - 1st Place		\$2,000.00	1	\$2,000.00	Southern Fried Inc.	
Expense	Finals Night	Awards	Prize \$ - 2nd Place		\$1,000.00	1	\$1,000.00	Southern Fried Inc.	
Expense	Finals Night	Awards	Prize \$ - 3rd Place		\$500.00	1	\$500.00	Southern Fried Inc.	
Expense	Finals Night	Awards	Prize \$ - 4th Place		\$275.00	1	\$275.00	Southern Fried Inc.	
Expense	Finals Night	Awards	Prize \$ - 1st Place Indy		\$1,000.00	1	\$1,000.00	Southern Fried Inc.	
Expense	Finals Night	Awards	Prize \$ - 2nd Place Indy		\$500.00	1	\$500.00	Southern Fried Inc.	
Expense	Finals Night	Awards	Prize \$ - 3rd Place Indy		\$250.00	1	\$250.00	Southern Fried Inc.	
Expense	Finals Night	Awards	Prize \$ - 4th Place Indy		\$175.00	1	\$175.00	Southern Fried Inc.	
Expense	Publicity	Signage	On-Site		\$300	1	\$300.00	Host City	
Expense	Publicity	Event Book	Commemorative Zine		\$3	400	\$1,200.00	Host City	
Expense	Marketing/Publicity	Documentation	Media Crew		\$750	4	\$3,000.00	Host City	Cost per day for the festival Facebook/IG ads \$100 per week starting in April 2023
Expense	Publicity	Social Media	Social Media Ad Campaigns		\$100	9	\$900.00	Host City	
Grand Total							\$41,068.35		

Southern Fried Responsible Total:

\$5,900.00

Host City Responsible Total:

\$35,168.35

31ST ANNUAL  
Southern Fried Regional Poetry  
Slam

Knoxville, TN



# What is Southern Fried Regional Poetry Slam?

The Southern Fried Poetry Slam is an annual performing arts tournament celebrating poetry, spoken word, and community outreach. The name alone evokes a sense of family, home-cooked meals, and genuine fellowship. Southern Fried Poetry Slam shares the absolute best southern offerings -- hospitality, comfort, tradition, and competition! RheaSunshine Poetry and the 5th Woman is excited to serve as the hosts for the 2023 Southern Fried Poetry Slam in Knoxville, TN!

During the first week of June, performers from across the southeastern region of the United States gather for this annual tournament which showcases some of the world's most extraordinary poets and artists whose talents will be on display as they compete for over \$8000 in cash and prizes. Since its inception in 1993, the Southern Fried Poetry Slam has become the largest poetry event in the world. The Southern Fried Poetry Slam draws an audience of 250 - 400 people from all walks of life and we expect an even higher attendance in 2023, as the festival is returning to Knoxville for the 4th time since its humble beginnings.

Attendees will travel from the following cities and many more:

Greenville SC

Tampa, FL

Miami, FL

Hampton, VA

Dallas, TX

St. Louis, MO

Newark, NJ

Huntsville, AL

Memphis, TN

Charlotte, NC

New Orleans, LA

Los Angeles, CA





Rhea Carmon,  
Festival Director

## *The Host City Team*

In order to make the festival a reality, there is a team of artists from the city that are working tirelessly to ensure that this Southern Fried is the best festival to date.



Ryan Andrews,  
Assistant Director



Brent Thompson,  
Sponsorship Consultant



Kendra Askew,  
Marketing Director

As the Poet Laureate for the City of Knoxville, Rhea Carmon was tasked with bringing poetry to as many Knoxville residents as possible. Being a slam poet herself, she knows the power of spoken word and the transformation that can happen to those that have the pleasure of hearing it from the best in the country. It is for that reason that Rhea wanted to bring the Southern Fried Regional Poetry Slam to the city of Knoxville, again. It is important to her that the voices of our city and our country are heard and that connections are made by hearing and sharing the stories of our lives. Southern Fried can and will do that for our community. Not to mention, Rhea loves Knoxville and wants to show off our amazing city to the best spoken word artists in the country so they want to visit again and again.

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## How to be a part of this festival...

1. Become a sponsor. We are looking to raise \$20, 000 for venues, swag, side events, and an all group piece competition. Find a level of sponsorship with which you are comfortable donating to the success of this festival.
2. Volunteer. Become a part of the festival by volunteering for a slam or workshop. You can even volunteer to be a judge for bouts between the teams.
3. Spread the word. The best thing that anyone can do besides participate financially is to share the event with everyone that you know and everyone in your company. It will take the entire community to make this festival great.



# SPONSORSHIP PACKAGES

Package	Perks
<p>Early Bird 1/2 Page Ad – \$500</p>	<p>Commemorative Program Advertising Your logo/ad will be printed in the commemorative slam program/brochure which includes all pertinent information for performers and attendees. Audience: 300+</p>
<p>Solo Piece \$1000</p>	<p>Full page ad plus Web advertising. Your logo and short description will be displayed on the website and all social media outlets and videos posted from the Southern Fried Poetry Slam website. Audience: 500+</p>
<p>Group Piece \$2500</p>	<p>On site advertising. Your name and information will be displayed at the registration table in the Knoxville Convention Center. You will receive 2 Southern Fried gift bags and 2 tickets to the Finals night performance. Audience: 300+, Views: 700+</p>
<p>Final Stage \$5000</p>	<p>Verbal On–Site Advertising and Bout Recognition. Your name and information will be spoken before all slam events and you will be allowed to choose a bout where you company information will be promoted visually. You will receive 4 Southern Fried gift bags and 4 tickets to the Finals night performance. Audience: 300+, Views: 700+</p>

## CONTACT FOR SPONSORSHIP

[info@rheacarmon.com](mailto:info@rheacarmon.com)

<http://the5thwoman.com/give>

# From the Director

I am so excited to end my tenure as Poet Laureate of the City of Knoxville with this legendary poetry slam festival. I want you to be a part of it and help to make it a success.

By participating in as a sponsor, you can be sure that you will impact the lives of hundreds of Knoxville citizens and you will create a situation where visitors to our city feel the greatness that here.

So often when I write poetry for the city, I mention the ability of our city to be great and shine bright like the Sunsphere. I hope that you will allow yourself to shine brightly through your sponsorship and your time.



*Thank you!*

Check out the work that I do in the city by attending an open mic or online writing workshop. All information and updates will be in my monthly email. Subscribe through my website [rheacarmon.com](http://rheacarmon.com)



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