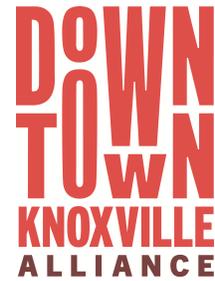


MARKETING COMMITTEE

➔ MINUTES

JANUARY 14, 2022 10:00 AM – VIA ZOOM



Downtown Knoxville Alliance board members present included Matthew DeBardelaben. Committee members present included Heather Beck, BarberMcMurry Architects; Scott Bird, Moxley Carmichael; Nicki Collett, Tennessee Theatre; Dana Dalton, University of Tennessee; Robin Easter, Robin Easter Design; Shera Petty, Visit Knoxville; Kat Torbett, Loch & Key Productions; Chad Youngblood, See Why Consulting. Staff members included Michele Hummel and Robin Thomas.

Event Sponsorship Requests

Individuals representing nine events participated in the meeting. Summary and applications attached.

Following a discussion of requests, as well as review of budget and anticipated funds needed for the remainder of the fiscal year, the following are recommended for funding. Recommendations are made based on a variety of factors including expected attendance, request as percentage of event expenses, cost per attendee, potential economic impact to businesses, and others.

Organization	Event	Request	Recommendation
Big Ears Casey Fox	Big Ears Festival	\$10,000	\$10,000
Dogwood Arts Sherry Jenkins Shannon Herron	Dogwood Arts Festival	\$6,000	\$6,000
	Chalk Walk	\$2,500	\$2,500
	Southern Skies	\$5,000	\$5,000
Knox Co Public Library Jennifer Harrell Mary Pom Claiborne	Children’s Festival of Reading	\$3,000	\$3,000
Knoxville Opera Jason Hardy	Rossini Festival	\$20,000	\$5,000
Nourish Knoxville Charlotte Tolley Ellie Moore	Market Square Farmers’ Market	\$10,000	\$10,000
Old City Association Molly King Paris Woodhull Eli Fredrick	Dolly Fest	\$10,000	\$5,000
	Old City Market	\$5,000	\$5,000
Total			\$51,500

Recommendation for Board Approval

\$51,500 to be approved as outlined above for Event Sponsorships. Details of FY 21-22 budget is attached.

Downtown Knoxville Alliance - Event Sponsorships
FY 21-22 (as of Dec 31, 2021)

	FY 18-19 Requests	FY 18-19 Funded	FY 19-20 Requests	FY 19-20 Funded	FY 20-21 Requests	FY 20-21 Funded	FY 21-22 Requests	FY 21-22 Funded
Budget		50,000		60,000		60,000		80,000
Previously Approved								
Asian Culture Center of TN - Asian Festival*	10,000	3,000			n/a			
Asian Culture Center of TN - Japanese New Year							5,650	1,000
Bike Walk Knoxville - Tour De Lights			4,500	2,500	n/a		2,500	2,500
City of Knoxville - Concerts in the Park					5,000	5,000		
Downtown Knoxville - Support Now				32,500	n/a			
Downtown Knoxville - Holiday		9,000			n/a			
Downtown Knoxville - Peppermint Grove					10,000	10,000		
Downtown Knoxville - Spring Lighting					10,000	10,000		
Dogwood Arts - Arts Festival*	6,000	5,000	6,000		6,000	6,000		
Dogwood Arts - Chalk Walk*			4,000		n/a			
Dogwood Arts - Rhythm N' Blooms	5,000	4,000			n/a			
Dogwood Arts - Southern Skies *			5,000		n/a			
East TN Historical Society - History Fair *	2,500	2,500						
East TN Historical Society - Children's Gallery					2,500	2,500		
HoLa Hora Latina - HoLa Festival					5,000	5,000		
IndiaFest Knoxville - IndiaFest			5,000	4,000	n/a			
Knox Co - Children's Festival of Reading*	3,000	3,000	3,000		n/a			
Knox Co - LitUP Teen Literary Festival			3,000	3,000	n/a			
Knox Co - Movies on the Square*	2,500	2,500						
Knox Entrepreneur Center - Maker City Tour	6,000	-			n/a			
Knoxville Opera - Musical Theater Marathon					4,000	1,500		
Knoxville Opera - Rossini Festival*			25,000		n/a			
Knoxville Opera - Spring Regatta					1,050	-		
Nourish Knoxville - Farmers' Market	10,000	10,000	10,000	8,000	10,000	10,000		
Old City Assn - Old City Market	4,500	3,500	5,000	5,000	5,000	5,000		
River & Rail Theatre - 2021-22 Season**							10,000	-
TN Stage - Shakespeare on the Square*	2,500	2,500	2,500					
Sweet Ps & Balter Beerworks - Jazz Fest*			10,000		n/a			
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000	5,000	5,000		
Approved to Date	57,000	50,000	88,000	60,000	63,550	60,000	18,150	3,500
Balance Prior to Requests		-		-		-		76,500

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

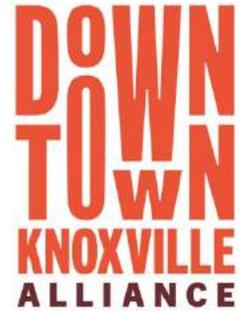
** Board chose to fund outside of Event Budget.

Requests/Recommendations – January 2022

	Request	Rec to Board
Big Ears - Big Ears Festival	10,000	10,000
Dogwood Arts - Dogwood Arts Festival	6,000	6,000
Dogwood Arts - Chalk Walk	2,500	2,500
Dogwood Arts - Southern Skies	5,000	5,000
Knox Co - Children's Festival of Reading	3,000	3,000
Knoxville Opera - Rossini Festival	20,000	5,000
Nourish Knoxville - Farmers' Market	10,000	10,000
Old City Assn - DollyFest	10,000	5,000
Old City Assn - Old City Market	5,000	5,000
Total Current Requests	71,500	51,500
Remaining Balance	-	25,000

	Big Ears Festival	Dogwood Arts Festival	Chalk Walk	Southern Skies	Children’s Festival of Reading	Rossini Festival	Market Square Farmer’s Market	DollyFest	Old City Market
Request	\$10,000	\$6,000	\$2,500	\$5,000	\$3,000	\$20,000	\$10,000	\$10,000	\$5,000
Date(s)	March 24-27 4 days	April 22-24 3 days	April 2	May 14	May 21	April 30	May 4 – Dec 17 Wednesday & Saturday 61 markets	June 3-5 3 days	2 nd Sunday April – Dec plus 1 additional in Nov 10 markets
Location	Various Downtown Venues	World’s Fair Park	Market Square and Market Street	World’s Fair Park	Market Square and World’s Fair Park	Gay Street, Market Square, and Market Street	Market Square, Market Street and Union Ave	Old City	Jackson Ave between State St and Central St
History	Prior Years: 8 Funded by DKA: 1	Prior Years: 60 Funded by DKA: 9	Prior Years: 14 Funded by DKA: 1	Prior Years: 0 Funded by DKA: 0	Prior Years: 15 Funded by DKA: 9	Prior Years: 18 Funded by DKA: 1	Prior Years: 18 Funded by DKA: 12	Prior Years: 1 Funded by DKA: 0	Prior Years: 4 Funded by DKA: 4
Most Recent Funding	\$5,000 FY 14-15	\$6,000 FY 20-21 \$6,000 request	\$2,000 FY 19-20 (19-20 Event Canceled) \$4,000 request	\$5,000 FY 19-20 (19-20 Event Canceled) \$5,000 request	\$3,000 FY 19-20 (19-20 Event Canceled) \$3,000 request	\$1,500 FY 19-20 (19-20 Event Canceled) \$25,000 request	\$10,000 FY 20-21 \$10,000 request	n/a	\$5,000 FY 20-21 \$5,000 request
Event Producer	Big Ears	Dogwood Arts	Dogwood Arts	Dogwood Arts	Knox Co Public Library and Friends of Knox Co Public Library	Knoxville Opera	Nourish Knoxville	Old City Association	Old City Association
Other Sponsors	Aslan Foundation, Pilot, City of Knoxville, Knox County, Visit Knoxville, National Endowment for the Arts, TN Arts Commission + more	Confirmed: ORNL Credit Union, Home Federal Bank, TN Arts Commission, Grayson Automotive, Knox Co., City of Knoxville	First Horizon Foundation plus additional sponsors, businesses and organizational partners	ORNL Credit Union plus others being solicited	TN Arts Commission, Humanities Tennessee, East TN Pediatric Desntistry, Friends of Knox Co Public Library plus others pending	Event Rentals by Rothchild, YMCA of East TN, WATE, Eagle Distributing	Grayson Subaru plus others being solicited	Pending: S2A Integration, LTW Group Mortgage Investors plus in-kind sponsors	Expected: Arrowmont and First Horizon Foundation. Plus in-kind from Robin Easter Design and Rala
Admission	Ticketed plus free venues	Free	Free	Ticketed	Free	Free	Free	Free	Free
Expected Attendance	23,000-25,000 over the 4-day weekend from 50 states and 24 countries	25,000-30,000 over the 3-day weekend	20,000-25,000	4,000-6,000	11,000 children plus their families	35,000-85,000	120,000 throughout the season	2,000-3,000	5,000 – 10,000
Estimated Expenses	\$2,515,805	\$80,900	\$11,675	\$259,181	\$48,291	\$148,000	\$160,430	\$26,926	\$23,750
Projected Profit	\$27,195	\$57,350 excludes staff + admin	\$9,725 excludes staff + admin	\$24,319 excludes staff + admin	\$2,856 excludes staff + admin	breakeven	(\$28,980)	\$15,488	(\$3,050)
% of Expense	0.4%	7.4%	21.4%	1.9%	6.2%	13.5%	6.2%	37.1%	21.1%
Per Attendee	\$0.42	\$0.22	\$0.11	\$1.00	\$0.27	\$0.33	\$0.08	\$4.00	\$0.67
Use of Funds	Artist and production fees for free community concerts	Rental fee, staffing at park, Park & Ride program	Road closures, signage, sound system rental	Marketing	Artistic fees and site management expenses	Logistics; police, fire, EMS services; marketing	Street closures, staff costs and signage	Event expenses, marketing, entertainment	Promotion materials, security, and road closures

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: 2022 Big Ears Festival

Date(s): March 24-27, 2022

Location: TN Theatre, Bijou Theatre, The Standard, World's Fair Park Amphitheater, Knoxville Museum of Art, Boyd's Jig & Reel, Church Street UMC, Jackson Terminal, Mill & Mine, Old City Performing Arts Center, The Pilot Light, Knoxville Visitors' Center, St. John's Episcopal Church

Produced by: Big Ears

Sponsorship amount requested: \$10,000

Event History:

____ First-time event (#) 8 prior years (#) 1 year of previous Alliance funding

Contact: Casey Fox

Phone: 865-207-5024

Address: 310 W. Jackson Ave. Suite 310

Email: casey@bigearsfestival.org

Event description:

The mission of Big Ears is to bring artists and audiences together to create and share transformative cultural experiences through a borderless mix of music, film, and conversation. Founded in 2009, the annual Big Ears Festival is the flagship event of our organization. The 2022 Big Ears Festival will take place March 24-27, in more than a dozen venues across downtown Knoxville.

The festival explores the influences that inspire and connect musicians and artists, crossing the boundaries of musical genres as well as artistic disciplines. The four-day weekend encompasses more than 100 world-class musical performances, as well as an array of discussions, interactive workshops, installations, film screenings, and surprise collaborations. These presentations take place across a walkable network of venues in downtown Knoxville: historic theaters, nightclubs, churches, museums, industrial spaces, and parks.

Big Ears occupies a singular position, not just in East Tennessee, but within the national performing arts scene. The festival has become Knoxville's highest-profile arts event, garnering regular national and international media coverage and hosting numerous world premiere performances. Big Ears helps define the cultural life of Knoxville, positioning the city as a site of exploration and experimentation while maintaining a reverence for its natural, cultural, and historical resources.

To increase arts accessibility at the 2022 festival, all programming at four of the twelve official venues – the 1,200-seat World's Fair Park Amphitheater, the Knoxville Museum of Art, the Pilot Light, and Boyd's

Jig & Reel – will be free and open to the public. East Tennessee residents will be able to attend dozens of performances without purchasing a festival pass.

Additional sponsors:

Aslan Foundation, Pilot Company, City of Knoxville, Knox County, National Endowment for the Arts, Tennessee Arts Commission, South Arts, Visit Knoxville, The Shifting Foundation, The Aaron Copland Fund for Music, New Music USA, Moxley Carmichael, Boyd's Jig and Reel

Planned use of funds requested:

Downtown Knoxville sponsorship funds will be used to pay artist and production fees for Big Ears' free-to-the-public community concerts at the World's Fair Park Amphitheater on Thursday, March 24, and Friday, March 25. Artists include New Orleans' Preservation Hall Jazz Band & Sporty's Brass Band, Haitian stars RAM & Lakou Mizik, and the adventurous and exploratory Sō Percussion (with special guests).

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 festival. We carefully track the sale and pace of ticket purchases to assess enthusiasm for the festival. At each community engagement event, we count the number of audience members as well as the amount and type of music that is presented at each concert.

Ticket sales have already outpaced every previous year, and we will likely sell out in early February. Between ticket purchasers and free event attendees, we project an audience of 23,000-25,000 over the course of the weekend. 2019 festival attendees came from all 50 states and two dozen countries. On average, 30% of festival passes are purchased by residents of the Knox Metro Area, and thousands more East Tennessee residents attend our free concerts and programs.

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

Partnerships with downtown businesses are vital to Big Ears' success. We work with Visit Knoxville to provide a hotel reservation portal and food and shopping recommendations for out-of-town guests on our website, and local restaurants provide hospitality services to artists and audiences alike. Knoxville hoteliers and restaurateurs regularly report the Big Ears Festival to be their most profitable weekend of the year, and a welcome harbinger of Spring after slow winter business.

Big Ears partners with Nothing too Fancy to create festival merchandise, Downtown Wine & Spirits provides in-kind support for artist hospitality, and more than two dozen downtown restaurants participate in a meal program for staff and artists. In 2022, we are hosting special events for donors and VIP passholders at the Sunsphere and at the Five-Thirty Lounge on the Hyatt Place rooftop.

We look forward to deepening our engagement with local businesses through partnership with the Downtown Knoxville Alliance.

How will this event positively impact downtown?

Big Ears tracks its local and regional economic impact via audience spending through annual surveying. With 70% of the Big Ears audience traveling from out of town, attendees spend several hundred dollars daily during the four-day festival, mostly downtown. Partnering with Visit Knoxville, we determined that this spending represents a conservatively estimated \$12,900,000 impact on the local economy over four days. With record ticket sales for 2022, we are confident that this number will only go up. Many downtown hotels are already sold out for the festival weekend and those that still have rooms available are able to charge premium rates.

In 2022, Big Ears will commission its first independent survey and economic impact report, to be completed in partnership with AngelouEconomics, an industry leader specializing in festival and event impact. This additional method of evaluation will further quantify the festival's contribution to the region.

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

Having the support of the Downtown Knoxville Alliance is incredibly meaningful for the festival 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 festival 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 2022.

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 FESTIVAL

MARCH 24—27, 2022 • KNOXVILLE, TN • USA

2022 Big Ears Festival Marketing & Promotion

Big Ears contracts with Pitch Perfect PR, a music public relations firm based in Chicago, for publicity and media relations. The festival's lineup announcement in September 2021 was picked up by all major music outlets, including Rolling Stone, Pitchfork, Spin, and Stereogum. The lineup is currently advertised in local, regional, and international publications, including *Blank News*, *The Nashville Scene*, and *The Wire*.

Major media outlets regularly provide previews and reviews of the festival. 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. National press mentions include the *New York Times*, *Rolling Stone*, *Wall Street Journal*, *Oxford American*, *The New Yorker*, the *Guardian*, and NPR, among others.

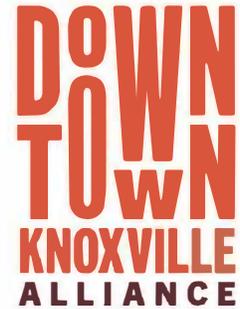
Our social media reach is 35,000, our e-newsletter has 34,500 subscribers, and our website, bigearsfestival.org averages 525,000 page views per year, with 142,000 individual users.

On-site promotion during the festival includes light pole banners throughout downtown and branded wraps on Knoxville trolleys.

Big Ears Festival Operating Budget Summaries

	FY 2020	FY 2021	FY 2022 Projected
REVENUE AND SUPPORT			
Earned revenue			
Ticket sales & subscriptions	877,155	39,439	1,045,250
Performance fees/Contracted services	-	500	-
Endowment/investment Income	-	-	-
Advertising (programs, web site, etc.)	-	-	-
Tuition for education programs	-	-	-
Concessions	-	-	25,000
Net income from fundraising events	-	-	-
Merchandise sales	-	2,557	62,500
Subtotal earned revenue	877,155	42,496	1,132,750
Contributed support			
Government grants	93,249	130,339	355,000
Foundation grants	433,500	99,750	630,750
Corporate grants	60,000	5,000	204,500
Individual contributions	215,587	90,442	220,000
In-kind support	-	-	-
Subtotal contributed support	802,336	325,531	1,410,250
Total revenue and support	1,679,491	368,027	2,543,000
EXPENSES			
Program expenses			
Musician salaries	10,973	53,389	917,500
Musical staff salaries	-	-	-
Guest artist and composer fees	-	-	-
Commission fees	-	-	-
Other program personnel	-	4,549	135,000
Travel, housing, & meals	19,393	4,346	134,500
Production, house & stagehands	1,152	21,884	259,430
Performance & rehearsal space	-	777	45,000
Music rental & license fees	492	645	1,500
Equipment rental	-	1,608	12,000
Marketing & promotion	58,824	26,220	82,750
2020 ticket refunds	877,155	-	-
Other program expenses: Insurance, Waste Management, Supplies, Printing, Revenue Generators, Festival Merchandise, Merchant Service Fees; Charity & Preservation Fees, Sponsorship Expenses and VIP benefit costs, 10% contingency	17,875	5,344	349,568
Subtotal program expenses	985,864	118,762	1,937,248
Administrative expenses			
Administrative staff salaries	132,427	275,372	391,307
Staff benefits	-	-	-
Bookkeeping & accounting fees	23,932	16,608	43,000
Consultants, legal & insurance	2,234	4,239	15,750
Rent and utilities	1,772	3,078	29,500
Office supplies, materials & equipment	802	4,710	2,700
Travel and meetings	221	10	12,200
Professional development & dues	-	-	-
Debt service	-	-	-
Other administrative expenses 1: Printing and postage, donor database, donor benefit cost, donation processing fees, janitorial service, bank charges, registration fees	12,131	2,374	34,100
Other administrative expenses 2: Operating reserve	405	21	50,000
Subtotal administrative expenses	173,924	306,412	578,557
Total expenses	1,159,788	425,174	2,515,805
Increase (decrease) in net assets	519,703	(57,147)	27,195

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Dogwood Arts Festival 2022

Date(s): April 22-24, 2022

Location: World's Fair Park

Produced by: Dogwood Arts, Inc

Sponsorship amount requested: \$6,000

Event History: The Dogwood Arts Festival has a rich history in Knoxville with events dating back to 1961. We have received funding from DKA (previously CBID) since 2012.

 First-time event **(60) prior years** **(9) 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: The Dogwood Arts Festival showcases the original work of artists & artisans from throughout the country working in clay, fiber, glass, metalwork, photography, painting, wood, and more. The juried show also includes live entertainment to engage festival-goers and artmaking at Creation Station is enjoyed by thousands of children and their families attending the event. Overall, the festival creates an engaging, inspiring, and family-friendly event for Downtown Knoxville.

After successfully hosting a COVID-conscious festival in 2021 at World's Fair Park, we decided to return there again this year in hopes of bringing the festival back in full force assuming we will not have COVID restrictions this season. While the cost to rent the park adds a significant cost that we would not have on Market Square, we believe that this is the best approach for all stakeholders. Due to the increased number of hotels in the area making street closures more burdensome, the daily bustling activity that is happening organically in our thriving downtown, increasing issues with the homeless, and loss of use of the Krutch Park Extension grounds, the viability of the park for this event is impossible to ignore.

Historically festival artists have reported an average of \$3,750 in artwork sales during the three-day weekend which is very competitive with other similar art events throughout the country. And attendees are a mix of local, regional, and national visitors driving increased economic impact in the city.

Additional sponsors: While we are currently working to secure all 2022 sponsors, we have confirmed investment from ORNL Federal Credit Union, Home Federal Bank, The Tennessee Arts Commission, Grayson Automotive, Knox County, and the City of Knoxville.

Planned use of funds requested: Funding from DKA is critical in helping us keep the festival within the downtown footprint just as we have for so many years despite the changes in our city center. In addition to the significant park rental fee and additional required staffing fees at the park, we are working on a plan for a park & ride approach that would shuttle attendees between the parking area (hopefully the Civic Coliseum), Market Square, and the festival at World's Fair Park. Ideally, we will work with Kat to route Trolleys for this dedicated route so we can ensure festival-goers easy access to Market Square while ensuring Market Square businesses enjoy the increased volume of visitors to the city center without the logistical challenges of the festival being on Market Square. If we cannot work out a plan with Kat, we will seek a private shuttle service for this endeavor.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees. We are planning an event that will not be impacted by COVID so our expectation is that attendance will return to pre-COVID volume for the dedicated attendees. However, the park local will not allow us to capture the accidental who just happens upon the event when they are in the area for another reason. We project attendance to be ~25,000 to 30,000.

What opportunities, if any, will be provided for downtown merchants to participate? We welcome any opportunity to work with DKA and downtown businesses to encourage festival-goers to include visits to Market Square, Gay Street, and Old City Businesses as part of their festival experience. General ideas that have not been fully fleshed out include a Downtown Dogwood Trail for the month of April with a scavenger hunt component, coupons or gift cards that restaurants and merchants can provide to artists and attendees, etc.

How will this event positively impact downtown? The Dogwood Arts Festival is the perfect opportunity for residents and visitors to experience all downtown has to offer. In addition to buying art from our exhibitors, attendees spend thousands of dollars eating lunch and buying other retail items in downtown businesses during the festival. The festival also creates a strong sense of community, promotes opportunities for social bonding, and helps foster pride in Knoxville. It is a perfect event to share the vibrancy of our city with visitors.

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

In addition to the very real impact COVID has had on our annual budget, it has also significantly impacted the entire special events industry resulting in rising costs of labor and equipment. That coupled with the park rental means that we need support from every single returning sponsor PLUS the addition of others in order to bring this event back.

Attach the following:

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

Marketing & Promotion Plans

Dogwood Arts is supported by every major media outlet in the Knoxville area including radio, tv, print, and outdoor advertising. The Dogwood Arts Festival will be promoted as a part of our April Celebration with TV commercials and radio spots running April 1-24, 2022. An Event Listing is included in the following print publications with local and regional distribution: Visit Knoxville 2022 Knoxville Visitors & Relocation Guide (225k copies), Dogwood Arts 2022 Rack Card (25k copies), Trail 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, Farragut Press, Smoky Mountain Living Magazine, Tennessee Home & Farm Magazine, and the Knoxville Symphony Orchestra's 2022 season program. According to numbers compiled by our media buying partner, the total media value of our 2019 April Celebration (the last pre-COVID season) was **\$197,448.32** which garnered over **13.5 million impressions**. We expect this year's promotions to mirror those numbers.

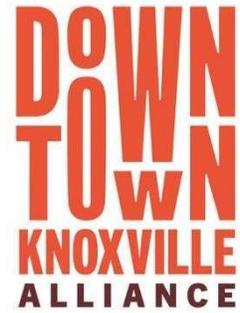
Dogwood Arts has media agreements in place with WBIR, WATE, WVLT, Cumulus Media, M&M Broadcasting, Midwest Communications, WFIV, Summit Media, Farragut Press, Knoxville News Sentinel, East Tennessee PBS, WUTK, WDVX, and Lamar Advertising.

Dogwood Arts Festival: 3 year Financial History & 2021/22 Budget

	Actual Jul '18 - Jun 19	Jul '19 - Jun 20	Jul '20 - Jun 21	2021-2022 New Budget
Ordinary Income/Expense				
Income				
4000 · Application Fees	53,961.10	8,095.00	33,715.00	45,000.00
4025 · Revenue	44,768.48	1,619.21	12,667.51	45,000.00
4030 · Donations	2,360.25	0.00	2,105.50	5,000.00
4040 · Grants	250.00	250.00	250.00	5,250.00
4050 · Sponsor	27,500.00	0.00	34,000.00	30,000.00
4060 · Ticket Sales				8,000.00
4200 · In-Kind	186,927.90	3,654.00	49,701.15	0.00
Total Income	315,767.73	13,618.21	132,439.16	138,250.00
Cost of Goods Sold				
5050 · Advertising & Promotions	4,970.84	4,415.13	5,224.70	4,250.00
5100 · Artists' Commissions	0.00	0.00	500.00	
5150 · Awards	1,500.00	1,000.00	1,250.00	2,000.00
5250 · Contract Labor	1,920.00	0.00	3,653.50	3800.00
5300 · Cost of Goods Sold	11,647.18	0.00	1,278.03	10,000.00
5350 · Decorations	1,079.83	0.00	2,099.61	2,500.00
5400 · Entertainment	5,800.00	0.00	2,575.00	8,000.00
5450 · Expense Account	533.36	417.64	2,078.61	600.00
5500 · Food	894.40	261.60	5,105.16	1,000.00
5550 · Gardeners	0.00	0.00	0.00	0.00
5650 · Inkind Expense	186,927.90	3,654.00	49,701.15	0.00
5675 · Insurance Expense	0.00	0.00	0.00	2,500.00
5750 · Judge Expense	90.00	0.00	0.00	900.00
5760 · Licenses/Fees	2,005.46	1,431.92	1,578.32	2,000.00
5850 · Postage	0.00	243.24	0.00	150.00
5900 · Printing	815.32	1,174.59	933.50	1,000.00
5940 · Professional Fees				0.00
6000 · Rent	0.00	0.00	13,588.75	15,000.00
6050 · Signs	444.00	0.00	4,023.70	3,000.00
6170 · Sound Lights Production/Misc	5,779.00	0.00	3,900.00	6,000.00
6200 · Supplies	5,140.42	1,191.53	5,640.10	5,000.00
6250 · Security	8,962.00	0.00	3,400.00	10,000.00
6275 · Service Fees	2,686.65	1,683.85	1,189.46	2,600.00
6400 · Transportation	528.46	501.93	37.02	600.00
Total COGS	241,724.82	15,975.43	107,756.61	80,900.00
Gross Profit*	74,042.91	-2,357.22	24,682.55	57,350.00

* Staff & Administration Expenses Not Included

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Dogwood Arts ChalkWalk 2022

Date(s): April 2, 2022

Location: Market Square and Market Street

Produced by: Dogwood Arts, Inc

Sponsorship amount requested: \$2,500

Event History: We have produced Chalk Walk for 14 years (albeit a modified/virtual version for the last 2). We received approval for \$2,000 of funding from DKA for the first time in 2020-21.

____ First-time event (14) 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: ChalkWalk is one of Knoxville's most-loved events as evidenced by the huge attendance in previous years and by the volume of social media activity that always occurs on this special Saturday each spring. Prior to COVID, Dogwood Arts Chalk Walk had grown to be the largest, most exciting, community-driven art event in Knoxville and we are ready to bring it back in person after 2 years of a virtual version. Hundreds of artists will leave their mark on downtown Knoxville sidewalks during the one-day event. Professional artists, K-12 students, college art majors, school clubs, church groups, and families have signed up months in advance to secure their sidewalk square for the April event. All of the artworks are created onsite during an 8-hour time period. Cash prizes and ribbons are awarded to select artists who have created imaginative and inspiring artworks in their age division.

Participating artists use chalk and other art supplies provided by Dogwood Arts to create their masterpieces. Each artist receives a box of high-quality pigmented chalk pastels and they secure supplemental colors as needed at our chalk exchange. Our artists are incredibly hard-working, and they love receiving awards and recognition for their creative efforts. Cash prizes and ribbons make the competition more exciting for participants and attendees and the award ceremony is a small thank you to the artists for sharing their talents with our city.

Additional sponsors: The First Horizon Foundation is returning as sponsor of the free Chalk Walk Fun Zone where sidewalk chalk is distributed to thousands of children and families throughout the day. We are working on 1-2 additional sponsors to cover the cost of high-quality pastel chalk for all of our artists and fund \$3,000 in awards (33 awards total in 13 categories). Small businesses and organizational partners have sponsored individual artist squares for \$25-\$500 and that will be available as well. We have found it to be challenging to garner donations from attendees at the event; we strive to capitalize on this one-of-a-kind art experience but haven't yet found an effective onsite model.

Planned use of funds requested: As we return to an in-person event, we are expanding our site plan to alleviate some of the congestion of previous years and to make it possible to add more artists since we have hundreds of artists that are interested in participating. We plan to grow the footprint down Market Street. The newly paved sidewalk and road behind the East Tennessee History Center will be the perfect canvas for artists. This zone will showcase some of our most talented professional artists, providing more space on Market Square for groups and youth artists. Funding will help cover the cost of additional road closures, new event signage, and the sound system rentals necessary to produce this event.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees. We are planning an event that will not be impacted by COVID so our expectation is that attendance will return to pre-COVID volume. Attendance is estimated to be 20-25,000 people. We have over 350 artists that participate as individuals or part of a group and downtown sidewalks are packed to capacity with visitors.

What opportunities, if any, will be provided for downtown merchants to participate? Chalk Walk has been the busiest day for restaurants and retail on and near Market Square for years. This event creates excitement and encourages people to come downtown to celebrate spring in the city. We also welcome more downtown merchants to participate in our Sponsor-A-Square opportunity so they can have visibility in front of the large crowd even if their business is not located on Market Square or Market Street.

How will this event positively impact downtown? Chalk Walk is the perfect opportunity for residents and visitors to experience art, culture, and the natural beauty of our city while socializing with citizens across our area. We believe Chalk Walk will bring people downtown who might not normally make the trip and it creates an indelible memory in the minds of our young participants of downtown as a fun, welcoming space that they will be eager to return to.

What effect would lack of Downtown Knoxville Alliance funding have on this event? Lack of additional funding from DKA would make it challenging for us to grow the footprint, increase event participation, and expand this popular event.

Attach the following:

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

Marketing & Promotion Plans

Dogwood Arts is supported by every major media outlet in the Knoxville area including radio, tv, print, and outdoor advertising. ChalkWalk will be promoted as a part of our April Celebration with TV commercials and radio spots running April 1-24, 2022. An Event Listing is included in the following print publications with local and regional distribution: Visit Knoxville 2022 Knoxville Visitors & Relocation Guide (225k copies), Dogwood Arts 2022 Rack Card (25k copies), Trail 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, Farragut Press, Smoky Mountain Living Magazine, Tennessee Home & Farm Magazine, and the Knoxville Symphony Orchestra's 2022 season program. According to numbers compiled by our media buying partner, the total media value of our 2019 April Celebration (the last pre-COVID season) was \$197,448.32 which garnered over 13.5 million impressions. We expect this year's promotions to mirror those numbers.

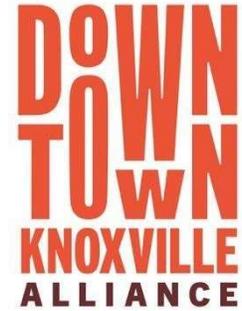
Dogwood Arts has media agreements in place with WBIR, WATE, WVLT, Cumulus Media, M&M Broadcasting, Midwest Communications, WFIV, Summit Media, Farragut Press, Knoxville News Sentinel, East Tennessee PBS, WUTK, WDVX, and Lamar Advertising.

Dogwood Arts_Chalk Walk: 3 year Financial History & 2021/22 Budget

Chalk Walk	Actual Jul '18 - Jun 19	Jul '19 - Jun 20	Jul '20 - Jun 21	2021-2022 New Budget
Ordinary Income/Expense				
Income				
4000 · Application Fees	1,470.00	0.00	0.00	1,400.00
4025 · Revenue	1,233.00	0.00	1,650.00	1,500.00
4030 · Donations	145.00	0.00	73.00	1,000.00
4040 · Grants	10,000.00	0.00	0.00	12,500.00
4050 · Sponsor	8,750.00	5,000.00	18,500.00	5,000.00
Total Income	21,598.00	5,000.00	20,223.00	21,400.00
Cost of Goods Sold				
5050 · Advertising & Promotions	2,553.05	1,402.45	1,514.72	2,000.00
5100 · Artists' Commissions		1,400.00	4,235.00	1,000.00
5150 · Awards	3,275.00	-50.00	2,154.55	3,275.00
5250 · Contract Labor	200.00	0.00	0.00	250.00
5300 · Cost of Goods Sold	1,402.00	0.00	0.00	0.00
5450 · Expense Account	653.65	102.25	132.17	700.00
5500 · Food	131.65	90.00	46.96	150.00
5760 · Licenses/Fees	0.00	0.00	0.00	0.00
5850 · Postage	0.00	87.65	0.00	0.00
5900 · Printing	0.00	205.59	0.00	250.00
5940 · Professional Fees	0.00	0.00	0.00	0.00
6000 · Rent	0.00	0.00	0.00	0.00
6050 · Signs	408.00	0.00	110.00	500.00
6170 · Sound Lights Production/Misc	0.00	0.00	0.00	750.00
6200 · Supplies	2,070.68	2,323.32	5,887.93	2,000.00
6250 · Security	300.00	0.00	0.00	400.00
6275 · Service Fees	294.44	81.77	22.60	300.00
6400 · Transportation	38.60	105.24	66.58	100.00
Total COGS	11,327.07	5,748.27	14,170.51	11,675.00
Gross Profit*	10,270.93	-748.27	6,052.49	9,725.00

* Staff & Administration Expenses Not Included

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Southern Skies Music Festival 2022

Date(s): May 14, 2022

Location: World's Fair Park

Produced by: Dogwood Arts, Inc

Sponsorship amount requested: \$5,000

Event History: This is a brand new event that we are unveiling. We will not be pursuing funding for Rhythm N' Blooms this year.

 First-time event (0) **prior years** **(0) 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: Dogwood Arts is thrilled to introduce Southern Skies Music Festival - Knoxville's newest music experience taking place in World's Fair Park on May 14, 2022. This one-day celebration of music, art, and community is headlined by Blues Traveler and curated by hometown favorites The Dirty Guv'nahs. Blues Traveler is a well-known national act with a brand new album that is receiving rave reviews. And the Dirty Guv's live experience has been hailed as one of the best in the southeast. According to Music Connection Magazine, "The Dirty Guv'nahs don't just play music; they capture the human experience through song." Likewise, Southern Skies will capture the spirit of Knoxville and honor Dogwood Arts' mission to promote emerging local and regional musicians. Dogwood Arts music already has a large following of our own but we expect that to be further enhanced by the thousands of fans from all over the southeast who follow Blues Traver and The Dirty Guv'nahs.

Dogwood Arts is working with Born & Raised Productions, the Knoxville-based music production company behind Sunset on Central, the Outpost, and Silent Disco Knox to produce a festival that provides emerging talent the opportunity to play alongside popular national acts; exposing them to thousands of music lovers and amplifying their voices to new heights. While music will take center stage, attendees will also enjoy food trucks, craft beer, specialty cocktails, a Maker Market, and unmatched VIP experiences.

Additional sponsors: As our presenting sponsor, ORNL Federal Credit Union is soundly onboard to support the event. We are working to secure additional sponsors but expect support from many of our partners from our other events such as Cherokee Distributing Company, Grayson Automotive, and the City of Knoxville. We anticipate excitement from all sponsors for this new, highly visible event.

Planned use of funds requested: Our goal is to promote a very successful new festival in the heart of downtown Knoxville. DKA funding will be used for targeted marketing efforts connecting with local and regional music lovers. Based on the influence of Blues Traveler and The Dirty Guv'nahs, we expect a large attendance while gaining visibility for the event on a regional and national level.

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 4-6,000 people. 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 new 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 our neighbors, the Old City restaurants and bars, as THE place to go for the After Party.

How will this event positively impact downtown? Southern Skies is so much more than a music festival. It will celebrate the art, culture, and *souful 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 Sunday.

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

Marketing funding will be critical to the success of this new event. 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**
- **Detailed marketing and promotion plan (see below)**
- **Previous three-year actual financial results (if applicable) - N/A**
- **Proof of nonprofit status (if applicable)**

Marketing & Promotion Plans

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, 2022 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 spring 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 following print publications with local and regional distribution: Dogwood Arts 2020 Rack Card (25k copies), Trail 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: 2021/22 Budget (New Event)

Ordinary Income/Expense

Income

4025 · Revenue	50,000.00
4030 · Donations	
4040 · Grants	15,000.00
4050 · Sponsor	53,500.00
4060 · Ticket Sales	<u>165,000.00</u>

Total Income 283,500.00

Cost of Goods Sold

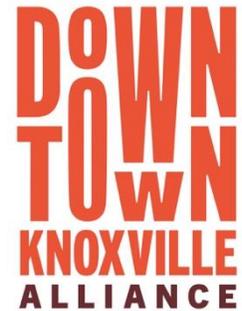
5050 · Advertising & Promotions	15000.00
5100 · Artists' Commissions	2400.00
5150 · Awards	0.00
5250 · Contract Labor	22550.00
5300 · Cost of Goods Sold	13875.00
5350 · Decorations	1500.00
5400 · Entertainment	100,000.00
5450 · Expense Account	1,500.00
5500 · Food	1,200.00
5675 · Insurance Expense	2500.00
5760 · Licenses/Fees	1,200.00
5850 · Postage	130.00
5900 · Printing	200.00
6000 · Rent	5,500.00
6050 · Signs	3,800.00
6170 · Sound Lights Production/Misc	50,000.00
6200 · Supplies	10,950.00
6250 · Security	7,080.00
6275 · Service Fees	7,000.00
6400 · Transportation	600.00
9999 - Contingency	<u>12,195.75</u>

Total COGS 259,180.75

Gross Profit* 24,319.25

* Staff & Administration Expenses Not Included

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: 2022 Children's Festival of Reading

Date(s): May 21, 2022

Location: Market Square/World's Fair Park, Downtown Knoxville

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

Sponsorship amount requested: \$3,000

Event History:

 First-time event (#) 15 prior years (#) 9 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: Knox County Public Library and the Friends of Knox County Public Library are pleased to celebrate 1982 and the 40th anniversary of the World's Fair in Knoxville with authors, illustrators, storytellers, arts & crafts, toddler town, and more! Presented by the Knox County Public Library as a kickoff to its summer reading programs, the 16th Annual Children's Festival of Reading (CFOR) is proud to host world class artists including Newberry Award Winner, Erin Entrada Kelly author of *Hello, Universe* and *We Dream of Space*; Tad Hills creator of the *Duck & Goose* picture book series; Laurel Snyder, critically acclaimed picture book (*Charlie & Mouse* series) and chapter book author, and Jeffrey Brown, bestselling author-illustrator (*Star Wars: Jedi Academy* and *Lucy & Andy Neanderthal* series). The event is free 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 six key artistic areas: A Storyteller's Tent, a Music Tent, an Authors Talk Stage, an Arts and Crafts Tent, the Circus Lawn, and the Science Village. Additionally, community groups provide art- and literacy-related activities. For instance, in 2019, Spark (formerly ETTAC) and KnoxMakers teamed up to demonstrate adaptive technology to help non-verbal children to read and communicate. 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.

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. More than 50 community groups participate in the Festival, including Centro Hispano, Child and Family Tennessee, Parents as Teachers, and the Behavioral Health Awareness Coalition. These groups provide on-site

information, activities and support to traditionally under-served groups. CFOR's additional 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. A 2020 study by the Northwest Education Association showed a 20% decline in school year gains in reading among third through fifth graders over the summer months and suggested that children from low-income families are disproportionately affected. A major objective of the festival is to help children avoid this "summer slide."

As KCPL'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 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 15-year history, for many families it has become an annual event.

Additional sponsors:

Confirmed:

Tennessee Arts Commission

Humanities Tennessee

East Tennessee Pediatric Dentistry

Friends of the Knox County Public Library

Pending:

Pilot/Flying J

ORNL Federal Credit Union

Publix

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 stages, park officials estimated that 11,000 children and their families were in attendance between the hours of 10:00 a.m. and 3:00 p.m. in 2019. 37% of survey respondents in 2019 were first-time CFOR attendees indicating that the festival remains an annual tradition for many families. The 2022 Children's Festival of Reading will be combined with Visit Knoxville's Celebration of the 40th Anniversary of the 1982 World's Fair and in conjunction with this larger event has the potential to attract an even larger regional audience.

The majority of CFOR attendees continue to be from Knox County. The most frequent zip codes represented at the 2019 CFOR were 37920 (South Knoxville) and 37919 (West Knoxville). Approximately 16% surveyed 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 with 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 the Women's Basketball Hall of Fame, TVA Employees' Credit Union, the City of Knoxville, and the East Tennessee Historical Society regularly participate in the Festival of Reading. All downtown Knoxville organizations are welcome and encouraged to participate.

How will this event positively impact downtown?

The Children's Festival of Reading develops local and regional audiences for the literary arts and draws families to downtown Knoxville. 37% of survey respondents in 2019 were first-time CFOR attendees bringing 4,070 people downtown. An additional 16% or 1,760 were from outside of Knox County. So, in total the 2019 Children's Festival of Reading drew almost 6,000 people to downtown who came specifically for CFOR. As a part of Visit Knoxville's 40th Anniversary Celebration of the 1982 World's Fair in Knoxville, CFOR 2022 will draw a larger regional audience and will provide activities as a part of this celebration specifically for children and families. 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. The Children's Festival of Reading provides strong evidence that the community is invested in education and the future of Knox County's children.

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 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 the Friends of Knox County Public Library can present for our Knoxville youth.

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)

Children's Festival of Reading 2022

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 press releases and on all printed materials.

Television:

- WBIR and Comcast
- PSAs on WBIR, 10News2, and MeTV
- Value: \$9,250

Radio:

- B97.5 FM
 - 2 promos per day for 2 weeks
 - Value: \$4,900
- WDVX
 - *Kidstuff* on-site live broadcast
 - Promotional underwriting value: \$750

Print:

- *Knoxville News Sentinel*
 - Weekly ½ page ads for 4 weeks
 - Value: \$6,000
- *The Official 2022 City of Knoxville Visitors' Guide*
 - 225,000 copies of the Official 2022 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: \$11,000

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

Email and Social Networking:

- KCPL Website, www.knoxlib.org: 103,000 unique visits per month, with main page story and dedicated Children's Festival Page
- E-mail Newsletters: sent to more than 20,000 voluntary subscribers
- KCPL/Friends of KCPL Facebook pages: 17,025 combined followers
- KCPL/Friends of KCPL Twitter feeds: 6,001 combined followers
- KCPL/Friends of KCPL Instagram accounts: 4,241 combined followers
- Value: \$750

On-Site:

- On-site banners and signage
- 10 x 10 tent with table and chairs from which ORNL FCU can promote its services.

TOTAL VALUE: \$32,650

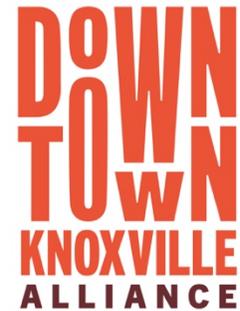
Income Children's Festival of Reading 2022	2022 Status	2022 Budget*	2019 Actuals	2018 Actuals	2017 Actuals
Earned Income					
Community Groups and Vendors		\$3,000.00	\$3,025.00	\$5,252.00	\$4,500.00
T-shirt Sales	N/A	\$0.00	\$230.00	\$260.00	\$0.00
Earned Income Subtotal:		\$3,000.00	\$3,255.00	\$5,512.00	\$4,500.00
Corporate Contributions					
Friends of the Knox County Public Library	secured	\$5,000.00	\$0.00	\$1,430.00	\$0.00
Pilot/Flying J	proposed	\$5,000.00	\$5,000.00	\$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	N/A	\$0.00	\$5,000.00	\$1,000.00	\$5,000.00
Music and Arts	N/A	\$0.00	\$2,500.00	\$0.00	\$0.00
Publix	proposed	\$0.00	\$0.00	\$0.00	\$1,000.00
Corporate Contributions Subtotal:		\$18,000.00	\$20,500.00	\$15,430.00	\$19,000.00
Grants					
National Endowment for the Arts	N/A	\$0.00	\$10,000.00	\$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	\$7,400.00	\$3,110.00	\$3,180.00	\$3,150.00
Knoxville City Council Community Improvement (202) Funds	N/A	\$0.00	\$1,800.00	\$800.00	\$0.00
East TN Foundation Arts Fund	N/A	\$0.00	\$0.00	\$0.00	\$2,000.00
Jane L. Pettway Foundation	N/A	\$0.00	\$0.00	\$7,500.00	\$7,500.00
Grants Subtotal:		\$12,400.00	\$19,910.00	\$26,480.00	\$27,650.00
Total Income:		\$33,400.00	\$43,665.00	\$47,422.00	\$51,150.00

Expenses Children's Festival of Reading 2022	2022 Notes	2022 Budget*	2019 Actuals	2018 Actuals	2017 Actuals
Artistic Fees					
Authors and Illustrators		\$9,500.00	\$9,386.00	\$12,796.00	\$12,674.00
Storytellers		\$1,000.00	\$800.00	\$1,435.00	\$1,100.00
Musicians		\$1,900.00	\$1,725.00	\$2,384.00	\$3,100.00
Other Performers (Science & One World Circus)		\$3,000.00	\$2,850.00	\$2,870.00	\$1,350.00
Artistic Fees Subtotal:		\$15,400.00	\$14,761.00	\$19,485.00	\$18,224.00
Site Management					
Public Building Authority		\$4,820.00	\$4,820.00	\$4,820.00	\$5,950.00
Road Closure, EMTs, Fire Marshall		\$750.00	\$750.00	\$750.00	\$300.00
Springboard Media		\$2,750.00	\$2,750.00	\$2,750.00	\$3,750.00
Event Rentals by Rothchild	**2022 Covered by Visit Knoxville	\$0.00	\$10,101.00	\$11,200.00	\$8,900.00
Children's Play Area		\$250.00	\$250.00	\$750.00	\$250.00
Arts and Crafts		\$1,100.00	\$1,100.00	\$1,200.00	\$0.00
Teen Area		\$210.00	\$0.00	\$0.00	\$100.00
Parade of Books		\$720.00	\$720.00	\$720.00	\$720.00
Photo Booth					\$1,050.00
Equipment and Supplies		\$500.00	\$0.00	\$0.00	\$1,000.00
Site Management Subtotal:		\$11,100.00	\$20,491.00	\$22,190.00	\$22,020.00
Artist and Volunteer Hospitality		\$1,000.00	\$1,021.00	\$1,021.00	\$3,000.00
Marketing					
T-shirts		\$1,200.00	\$1,200.00	\$900.00	\$700.00
Flyers and Event Programs		\$1,700.00	\$1,648.00	\$1,483.00	\$1,500.00
Signage		\$1,000.00	\$816.00	\$809.00	\$900.00
Marketing Subtotal:		\$3,900.00	\$3,664.00	\$3,192.00	\$3,100.00
Site Décor		\$2,000.00	\$2,020.00	\$1,534.00	\$1,950.00
Total Expense:		\$33,400.00	\$41,957.00	\$47,422.00	\$48,294.00

*CFOR 2022 expenses and vendor income based on 2019 CFOR final budget, CFOR was not held in 2020 or 2021 due to COVID-19

**No expenses are included in this line item for 2022 as event rentals of tents will be covered by Visit Knoxville

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: 19th Annual Rossini Festival International Street Fair

Date(s): April 30th, 2022

Location: Gay St between Clinch and Church Ave; Church, Clinch, and Church Ave between Gay St and Market St; Market Square; Market St; Krutch Park Extension

Produced by: Knoxville Opera

Sponsorship amount requested: 20,000

Event History:

___ First-time event (#) 18 prior years (#) 1 years of previous Alliance funding

Contact: Jason Hardy, Executive Director Phone: (o) 865-524-0795 ext 271 (c) 404-441-7363

Address: 612 East Depot Avenue, Knoxville, TN 37917

Email: jhardy@knoxvilleopera.com

Event description: The Rossini Festival International Street Fair is Knoxville Opera’s perennial celebration of the performing arts. Designated a “legacy event” by Knoxville Mayor Madeline Rogero, this unique gathering transforms downtown Knoxville into a European-style pedestrian street mall. Over the course of 11 hours, the public is treated to non-stop entertainment on five outdoor stages by 1,000 performers showcasing everything from opera, classical, jazz, gospel and ethnic music to ballet, modern and world dance. Attendees can purchase from scores of food vendors and more than 100 artisans throughout the day. The YMCA FunZone in Market Square is geared towards children K-12 and their families, and the promotion of active lifestyles. Live demonstrations of artisans carving wood, blowing glass, painting, sculpting, weaving, and so much more take place throughout the day. More than half a million residents of Knox County and the surrounding area have enjoyed the Rossini Festival over its first 18 years.

Additional sponsors:

Confirmed: Event Rentals by Rothchild, YMCA of East TN, WATE, Eagle Distributing

Planned use of funds requested: Planned use of funds requested: Requested funds would go towards logistics (crews, staging, sound equipment, set up, tear down, etc.); Police, Fire, and EMS services; and a substantial expansion of the festival’s marketing strategy. A concentrated effort of promotion and marketing would dramatically affect attendance at the Festival and further boost the visibility of downtown Knoxville, its merchants, restaurants, and attractions.

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

Due to the nature of the Festival as a completely free-admission, open-air event spanning 12 blocks of downtown Knoxville with multiple entry points, it is difficult to get an accurate attendance count. However, based on the City of Knoxville Traffic and Engineering Department's yearly estimates, and depending on weather conditions, attendance varies from 35,000-85,000. The festival is entirely family oriented, and is attended by individuals from the full demographic spectrum.

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

We encourage merchants and restaurants to participate in the Festival, and many do. Sapphire, Five Bar, Tupelo Honey, Pete's Coffee Shop, Yassin's, Clancy's, Skybox, and Dazzo's are a few examples of downtown merchants who have historically participated in the Festival. Downtown merchants have been offered preferential booth or exhibit spaces with strategic placement to encourage patronage inside their business. We have modified the footprint and activities of the Festival to aid businesses and residents of downtown, including prohibiting the placement of food and beverage vendors on Market Square in order to avoid competition with restaurants.

How will this event positively impact downtown?

Downtown Knoxville has enjoyed a robust resurgence in the 21 years since the Festival began, and as Knoxville Opera has grown with the City, so have the benefits it offers to its downtown. The Festival brings an influx of people – from out of county to out of state – who would not normally visit downtown Knoxville. The presence of upwards of 50,000 people downtown not only generates revenue for businesses on the day of the event, but the subsequent exposure creates repeat customers on the other 364 days of the year. The Festival attracts new vendors and artisans to the downtown festival circuit, including Dogwood Arts, Market Square Farmers' Market and Christmas in the City. In keeping with Knoxville Opera's mission of arts education, the Festival provides significant cultural benefit to downtown residents and visitors with its daylong programming of music, dance and the performing arts.

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

As Knoxville Opera's largest single-day educational and community outreach event, the Rossini Festival has traditionally had an extraordinarily modest marketing budget. Without CBID funding, we wouldn't be able to as affectively spread awareness of the festival locally and in surrounding counties, attract a larger and more diverse attendance to the festival, and encourage participation in all aspects of the Festival and the vibrant downtown community it shares space with.

Attach the following:

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

Knoxville Opera Rossini Festival International Street Fair 2022 Marketing and Promotion Plans

Knoxville Opera endeavors to create awareness about this free public event in a way that gives the community ownership over its success. We work with local media, businesses, schools, and community leaders to integrate the festival into the consciousness of East Tennesseans as an annual staple that makes up part of the City's cultural identity. In order to enhance attendance while being as fiscally responsible as possible, we negotiate all marketing expenses as in-kind trades with our media partners when purchasing marketing services for our main-stage operas.

Print This event is extensively covered and prominently featured in several local publications, including CityView, Knox TN Today, Knoxville Focus, Go! Knoxville, and Mountain Escapes starting four weeks leading up to the Festival. The cost of this exposure is either negotiated as an in-kind gift by the provider as part of a larger marketing purchase for our operas, or is provided for free as a good-will gesture. FMV: \$2500 minimum

Radio Knoxville Opera has strategically partnered with WUOT (local NPR station) to advertise the event during news segments for morning, lunch, and evening commutes. A combination of cash spend and donated air time double our marketing efficiency. FMV: \$3500 minimum

Digital *Social Media*

The Rossini Festival has its own social media handles, which will work in tandem with Knoxville Opera's managed social media. It will use both a Rossini hashtag and our #100events that is already in effect for our educational programming campaigns. Our media and educational partners will further boost our posts and event invites across their platforms. FMV: \$2500 minimum

Display Network Ads

WATE/Nexstar will feature Rossini Festival exclusively on its website the day of the event. The cost of this exposure is negotiated as an in-kind gift by the provider as part of a larger marketing purchase. FMV: \$2500 minimum

Geofencing/Address IQ

WATE/Nexstar is providing specialized geofencing services where all attendees of the April 22 Dogwood Arts Festival, in addition to every physical home address in the Knoxville opera database, will be served ads for the Rossini Festival. FMV: \$2500 minimum

Press

Starting four weeks leading up to the event, Knoxville Opera distributes a press release that always results in a minimum of six local event planning websites requesting digital ads. Additionally, we have a good-will relationship with Knox TN Today that results in free display ads on their website. We have also partnered with WATE-tv for free PSAs. FMV: \$3500 minimum

Partner Signal Boosts

Partner boosting begins with the built-in benefits from the marketing effects of all the vendors, artisans, and exhibitors sharing information about the event with their clientele. In addition, the Festival benefits from the gracious social media and email newsletter boosting power of the Tennessee Department of Tourism, TN Education Lottery, and many other event sponsors and local media partners. FMV: Varies



612 East Depot Avenue, Knoxville, TN 37917

Note: Due to Covid-19, there was no 2020 or 2021 Rossini Festival.

2022 ROSSINI FESTIVAL BUDGET

EXPENSES

KO Staff Salaries (cost of time devoted to Festival production)	62,000 (note 1)
Logistics (parking lots, toilets, trucks, stages, tents, crews, etc.)	35,000
Insurance (day of Festival only)	12,000
Police Department personnel	11,000
EMS personnel	04,000
Fire Department personnel	02,000
Beer and Wine operations	08,000
Entertainment (sound, artists)	08,000
Permits	01,000
Miscellaneous supplies	01,000
Volunteer operation	01,000
TOTAL	148,000

INCOME

Artisans, Food Vendors, Exhibitors	111,000
Beer and Wine sales	30,000
Food Vendor cash contributions to KO	07,000
TOTAL	148,000

NET **EVEN**

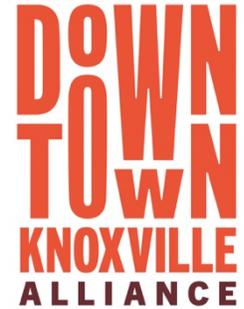
PREVIOUS ROSSINI FESTIVAL RESULTS

<u>FESTIVAL HISTORY: 2017</u>	<u>2018</u>	<u>2019</u>
REVENUES (note 3)	169,000	234,000
EXPENSES	184,000	265,000
NET LOSS	015,000 (note 4)	031,000

Notes:

- 1) Calculation: 10 months at 10% of time, 2 months at 60% of time)
- 2) If a percentage of KO's annual marketing expenses were to be part of the Rossini Festival budget, the event would be even greater in the red.
- 3) These revenues include the food ticket operation.
- 4) Only year in which rain insurance paid \$25,000 to KO

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Market Square Farmers' Market

Date(s): May 4 – November 20, 2022, Every Saturday and Wednesday, and Saturdays Dec 3, 10, and 17, 2022.

Location: Market Square, as well as one block south of Market Square on Market Street and Union Ave on Saturdays

Produced by: Nourish Knoxville

Sponsorship amount requested: \$10,000

Event History:

 First-time event (#) 18 prior years (#) 12 years of previous Alliance funding

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

Address: 516 W Vine Ave, Ste 3, Knoxville, TN 37902

Email: info@nourishknoxville.org or markets@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 crafts products from local makers. The Market Square Farmers' Market moved to Mary Costa Plaza due to the pandemic for the entirety of 2020. The Wednesday market returned to Market Square in May 2021 and Saturdays in July 2021. We are so grateful to be back at our namesake location for our 19th season!

Additional sponsors: Grayson Subaru will be the presenting sponsor. We will also have sponsorship opportunities for Nourish Kids and Double Up Food Bucks programs at the MSFM that are to be determined.

Planned use of funds requested: With the uncertainty of the pandemic and our location over the past two years, we've had to put a lot of upgrades on hold. We also had to reduce the number of vendors to accommodate social distancing and, in early 2020, to operate as an essential business. This took a toll not only on our organization but also many of our vendors. We will be rebuilding in 2022, and funds will be used for upgraded signage and banners, KPD officers for street closures, and staffing costs.

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

We anticipate around 120,000 attendees throughout 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 (food stamps) 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 local community! Rala stocks our MSFM shirts in their storefront and we work with them and the Old City Market to promote makers in our community. Our designers, Nathanna Design, are based downtown, as are our accountants, Adrienne Webster Bookkeeping. Two downtown business owners are currently on our board: Brian Strutz of A Dopo Pizzeria and Dimpal Patel, a partner in Embassy Suites. Two board members are downtown residents. Paysan Sandwiches and Myrtle's Bakehouse are both downtown merchants and current Market Square Farmers' Market vendors. Downtown merchants Flour/Tomato Head, Cruze Farm, Good Golly Tamale, and Old City Java have all participated as vendors in the Market Square Farmers' Market. Downtown restaurants shop at the market for ingredients on a weekly basis, including Osteria Stella, Knox Mason, Emilia, Oliver Royale, Kaizen, OliBea, and Downtown Deli. In late 2020, we launched Nourish Wellness, an employer-based wellness program in which employees receive information about our markets and local foods and \$5 in Produce Bucks when they visit the Wednesday Market Square Farmers' Market. In 2021, we provided Nourish Wellness free of charge to Adrienne Webster Bookkeeping, Alliance for Better Nonprofits, University of Tennessee Medical Center, Tombras, and ASM Knoxville. We are seeking additional funding to continue and expand Nourish Wellness, which is currently funded under a grant contract with the State of Tennessee through the Project Diabetes program through June of 2022.

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, bringing shoppers and visitors into the center of downtown Knoxville. With our move off of Market Square in 2020, our value to downtown Knoxville was made more clear as business owners and residents reached out often to inquire when we might be able to return. As an almost 20 year event, we believe the Market Square Farmers' Market has become integral to the experience of downtown Knoxville.

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

We are rebuilding from the loss of vendors and income through the pandemic. We were lucky that our sponsors stuck with us when we moved off Market Square, and Nourish Knoxville received COVID relief funds in 2020. However, moving into 2021, we found out we weren't eligible for a second PPP loan because our revenues as an organization increased overall: an increase purely due to our pandemic response programs in which we raised \$125,000 to purchase and donate locally-grown foods to those in need. 2021 has actually been more challenging than 2020 was in many ways, and we will be recovering from this disruption for a few years. We rely heavily on sponsors to cover the operational costs of running our markets and programs.

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 be updating our pole banners in 2022, creating signage promoting the MSFM to hang on light poles throughout the MSFM season.

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. Often we are partnering with another organization that includes our event, and therefore the MSFM, in their advertising. 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 will be partnering with the Knox County Health Department to work with employers for Nourish Wellness to promote our markets through the East TN Wellness Roundtable.

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

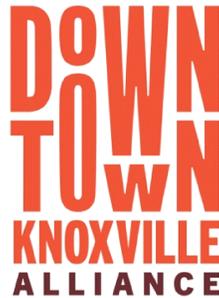
We table at several events, including workplace wellness fairs and Beardsley Community Farm's Fall Festival. At these events, we promote all our markets, along with Nourish Knoxville's programs. While many of these events have been on hold or canceled through the pandemic, we expect to be able to attend more of these events in 2022.

Market Square Farmers' Market

		2019	2020	2021	Projected 2022
Note: Sponsorship total in all years except 2022 includes DKA					
Income					
Booth and App Fees		\$107,393	\$42,123	\$71,125	\$105,000
Donations		\$250	\$420	\$20	\$200
Grant Income		\$3,250	\$4,044	\$1,154	\$1,500
TN CARES/COVID Emergency Funding			\$40,509		
Sponsorships		\$26,250	\$24,000	\$26,000	\$18,100
Merchandise Sales		\$14,000	\$3,278	\$5,907	\$6,000
Market Money Fee		\$1,200	\$465	\$690	\$650
Total Income		\$152,343	\$114,839	\$104,896	\$131,450
Expense					
Contract Services					
Accounting Fees		\$2,400	\$2,924	\$4,262	\$4,000
Legal Fees		\$230	\$264	\$960	\$300
Outside Contract Services		\$1,896	\$0		\$0
Total Contract Services		\$4,526	\$3,188	\$5,222	\$4,300
Insurance		\$1,939	\$1,781	\$2,393	\$3,400
Merchandise		\$9,061	\$1,600		
Merchant Account Fees		\$3,900	\$1,713	\$1,879	\$2,000
Farm Inspections		\$190	\$690	\$284	\$1,000
SNAP Expenses		\$428	\$621	\$1,382	\$1,000
Vendor Meeting and Education		\$100	\$37	\$0	\$100
Volunteer Program		\$50	\$0	\$654	\$50
Operations					
Advertising/Marketing		\$1,004	\$1,264	\$773	\$3,000
Branding/Website		\$500	\$850		
Membership & Organization Fees		\$450	\$485	\$214	\$250
Port-a-johns/Handwashing station		\$6,440	\$672	\$2,580	\$6,930
Postage, Mailing Service		\$25	\$500	\$200	\$200
Rent		\$9,900	\$9,900	\$9,900	\$12,000
Security		\$12,983	\$4,725	\$8,790	\$17,160
Software		\$350	\$2,449	\$5,008	\$5,000
Supplies		\$1,204	\$4,127	\$2,459	\$2,000
Telephone, Telecommunications		\$1,179	\$3,606	\$2,936	\$3,000
Total Operations		\$34,035	\$28,578	\$32,860	\$49,540
Payroll & Benefit Expenses		\$86,045	\$93,757	\$98,554	\$98,490
Travel and Meetings		\$2,100	\$570	\$308	\$600
Total Expense		\$142,323	\$132,535	\$142,882	\$160,430
Net Profit/Loss		\$10,020	-\$17,696	-\$37,986	-\$28,980

- 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 evaluations. Refunds will be requested for any events that are cancelled.

Completed applications should be emailed to rthomas@downtownknoxville.org, mailed or delivered to Downtown Knoxville Alliance, Attn: Robin Thomas, 17 Market Square, Knoxville, TN 37902. For questions, call 865.246.4653.



**Downtown Knoxville Alliance
Sponsorship Request Application**

Event: ***Dolly Fest 2022***

Date(s): ***June 3, 4, 5 - Friday, Saturday, Sunday***

Location: ***Centered in the Old City***

Produced by: ***The Old City Association***

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

Event History:

___ First-time event (#) ***1*** prior years (#) ***0*** years of previous Alliance funding

Contact: ***Molly King***

Phone: ***510-717-3759***

Email: ***molly@mollyjoevents.com***

Event description:

Due to the success of the Dolly Art contest, started at Rala in 2019, Dolly Fest was created to celebrate all things Dolly, support Knox County Imagination Library, and drive people to the Old City.

The event will begin on Friday evening in conjunction with First Friday and include art and music at individual locations in the Old City. Saturday festivities will include main stage musical entertainment, food, family fun, and buskers and street performers. Sunday, we'll host a Dolly Market curated by the Old City Market. There will be continuing specials and activities at individual businesses throughout the Old City all weekend.

Additional sponsors:

Paris Woodhull Illustrations (in kind)

HH Creative LLC (in kind)

Molly Jo Events (in kind)

Robin Easter Design (in kind)

Rala (in kind)

S2A Integration (last year's sponsor has expressed interest in 2022)

LTW Group Mortgage Investors Group (last year's sponsor has expressed interest in 2022)

Planned use of funds requested:

Event infrastructure, marketing and advertising, entertainment booking

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

We anticipate attendance at 500-800 per day for a total event attendance of 2,000 to 3,000.

We will poll businesses for an estimate of customers during the weekend, as well as count at the Main Stage event on Saturday and the Dolly Market on Sunday.

In the spirit of Dolly loving everyone, we believe DollyFest 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 DollyFest!

We also expect many out of town visitors. In 2021, we heard from many visitors outside of Knox County, as well as surrounding states including Virginia and North Carolina.

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

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 last year are musical performances, screening Dolly movies, Dolly photo ops, Dolly costume contest, Dolly art, and DollyFest 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 Dolly Fest should increase business for all those participating. Last year's event was a much appreciated economic boost to businesses in the Old City after Covid shutdowns, and many Old City businesses reported it as being a record sales weekend.

How will this event positively impact downtown?

Dolly 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, DollyFest will honor Knoxville's long and rich tradition of hosting unique and engaging community events, and will provide 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. As a neighborhood largely centered on dining and entertainment, many in our community are still in a post-pandemic recovery stage, and though there is a strong history of generosity and participation among local businesses, many still find themselves with limited resources. It is our hope that this event, with the support of DKA, can provide a much-needed boost to this recovery process by encouraging visitors and patrons to Downtown.

Additional funding to build and promote our event will also allow for greater benefit to the Knox County Imagination Library, and to the Old City Association in its efforts to support and promote its community businesses and organizations.

Enclosed are the following:

***Projected budget, including detailed income and expenses
Detailed marketing and promotion plans
Proof of nonprofit status***

Second Annual DollyFest in the Old City

Preliminary Marketing Strategy presented to Downtown Knoxville Alliance

Contact:

Molly King, Molly Jo Events

molly@mollyjoevents.com

510-717-3759

knoxdollyfest@gmail.com

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

<https://oldcityknoxville.org/>

Summary

DollyFest is a free, family-friendly, community event celebrating all things Dolly! DollyFest 2022 will commence on Friday, June 3rd, 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, talent show, 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 DollyFest 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 2021's event, we expect to draw over 2,000 guests to the Old City and Downtown in 2022.

Proceeds from DollyFest will benefit the Historic Old City Association and Knox County Imagination Library.

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 last year are musical performances, screening Dolly movies, Dolly photo ops, Dolly costume contest, Dolly art, and DollyFest specials in bars and restaurants. Event organizers will create various promotional materials that will highlight these businesses and help promote their participation.

DollyFest also supports and promotes local musicians and artists through sponsoring live music and the Dolly 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 last year's event, we expect that these events and shows will increase in both number and popularity in 2022.

DollyFest 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.

Target Market

Local Businesses

- Encourage local businesses, venues, and organizations to participate in DollyFest activities
- Promote activities through live events, social media, and printed materials.
- Guaranteed increased patronage
- Over 20 Old City businesses participated in DollyFest activities in 2021, and we hope to see that number at least double in 2022. Individual businesses are encouraged to share/promote through their own channels in addition to Event Sponsor efforts

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 2021 numbers (a much smaller scope, with limited activities due to Covid protocols) we expect over 2,000 visitors through the course of the weekend. We will encourage #dollyfest

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

\$5,000. We believe that local businesses perceive this as a valuable asset to the community, as well as a great cause to support

Budget

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

- Live PR Event/Announcement, to take place at Rala on January 19th (Dolly's birthday)
 - Local television, social, blog, and print media will be invited
- 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)

Marketing Channels

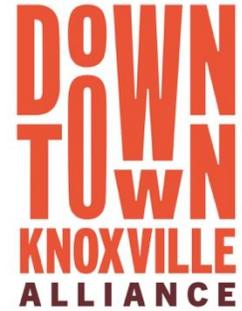
Over the course of the next 6 months, we will utilize the following channels for promoting the festival, engaging with visitors, soliciting sponsorships and business participation, and creating awareness around the Old City, Downtown Knoxville, and the Knox County Imagination Library.

- DollyFest 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
- Instagram
 - Currently 2,244 followers
- Facebook
 - Old City Association, with 4,804 followers, will create the Event Page and assist in promotion
- Printed & Digital Materials
 - Robin Easter Design will create branded marketing materials including posters, flyers, schedule of events, and images for social media content
- 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

Event Name	DollyFest in the Old City			
Event Date	June 3, 4, 5, 2022			
Event Location	Various - Old City			
Guest Count	TBD			
Event Start	4 p.m., Friday, June 3			
Event End	5 p.m., Sunday, June 5			
Service Style	Various community activities; Main Stage music festival; special OC Market			
Load-In/Load-Out Info	TBD			
Infrastructure	\$	#	Total	
Stage w/ Canopy	\$1,000.00	1	\$1,000.00	ESTIMATE
Sound	\$2,000.00	1	\$2,000.00	ESTIMATE
Tent - 30x50	\$750.00	1	\$750.00	ESTIMATE
Incidentals - Tables, Chairs, Linens, etc	\$1,000.00	1	\$1,000.00	ESTIMATE
Porta-Potties	\$75.00	10	\$750.00	
Crowd Control - Steel Fencing	\$25.00	75	\$1,875.00	ESTIMATE - 600' @ 8' per fence
			Subtotal	
			\$7,375.00	
Services	\$	#	Total	
Street Closure	\$0.00	1	\$0.00	
Waste Management	\$0.00	1	\$0.00	City of Knoxville
KPD	\$320.00	2	\$640.00	ESTIMATE @ \$40 per hour, 12 p.m. - 8 p.m.
EMS	\$120.00	2	\$240.00	ESTIMATE @ \$40 per hour, 4 p.m. - 7 p.m.
Event Insurance	\$223.00	1	\$223.00	ESTIMATE
			Subtotal	
			\$1,103.00	
Staffing	\$	#	Total	# Hours
Set-Up & Staging	\$20.00	6	\$960.00	8
Production Assistant	\$500.00	1	\$500.00	1
Administrative	\$50.00	1	\$500.00	10
			Subtotal	
			\$1,960.00	
Production Services	\$	#	Total	
Music Booking - HH Creative	\$5,000.00	1	\$5,000.00	
Merchandise	\$4,000.00	1	\$4,000.00	
Marketing	\$3,000.00	1	\$3,000.00	
Food Stalls			\$0.00	TBD
Craft Vendors		10	\$0.00	TBD
Water Station		1	\$0.00	TBD
Kid's Activities			\$0.00	TBD
			Subtotal	
			\$12,000.00	
Sub Total				
			\$22,438.00	
Planning Fee				
			\$4,487.60	
Nonprofit Discount			\$2,987.60	
Planning Fee			\$1,500.00	
Tax				
501c3 Tax-Exempt			\$0.00	
Totals				
Total Cost			\$26,925.60	
Potential Revenue Streams	\$	#	Total	
T-Shirt Sales	\$24.95	300	\$7,485.00	ESTIMATE
Poster Sales	\$19.95	150	\$2,992.50	ESTIMATE
Market Booth (per Vendor)	\$40.00	25	\$1,000.00	ESTIMATE
			Subtotal	
			\$11,477.50	
Sub Total				
			\$14,465.10	
Cost Offset				
Event Total			\$26,925.60	ESTIMATE
Revenue Total			\$11,477.50	ESTIMATE
Offset Total			\$15,448.10	ESTIMATE

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Old City Market

Date(s): Our Markets will happen on the 2nd Sunday of every month starting in April and will run through December. We will have 2 markets in November (1 on the 2nd Sunday and 1 on Small Business Saturday) making a total of 10 markets.

Location: 100 Block of W Jackson Ave between State and Central

Produced by: Old City Association

Sponsorship amount requested: \$5,000

Event History:

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

Contact: Elijah Fredrick

Phone: 865-719-4984

Address: 132 W Jackson Ave

Email: oldcitymarketknox@gmail.com

Event description:

The Old City Market has been a marketplace for Artists and Makers to sell their locally crafted goods since 2018. Under the guidance of the Old City Association, Inc (a non-profit organization), the Market is operated by the Director, Elijah Fredrick, with support and mentorship from a committee of the founding members.

Our goal is to create a space for local and regional makers to sell, promote, and engage with the Knoxville community. Though only a monthly market, many vendors tell us they rely on the income from our markets to make ends meet. We are always inspired by their passion for their creations, and the immense levels of creativity and engineering the makers and artists put into their craft. To give these creators a space to sell their work is a gift to them and our community.

The Markets will take place from 11-4 on the 2nd Sunday of every month starting in April and running through December. We have an additional market on Small Business Saturday in November which is consistently our busiest market. Making the switch in 2021 to Sundays was a gamble, but the turnouts have remained steady with previous years.

Additional sponsors:

In 2021, we had additional sponsorships from Arrowmont School of Art, Old City Knox, Robin Easter Design, and Rala. We have confirmed sponsorship in kind from Robin Easter Design and Rala, and expected sponsorships from Arrowmont and the First Horizon Foundation.

Planned use of funds requested:

Funds from the DKA sponsorship will be used to create promotional materials for the market. With our goal being to promote and sell goods from local artists, getting as many patrons to attend each market is essential. With this money, we can create social media promotions, banners, posters, and merchandise. The money will also go towards paying for the required security for road closures,

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

Our smallest markets were averaging around 500-600 patrons while our largest attendances reached closer to 900-1000 patrons. We do our best to do a head count and then average that out over the hours of the market.

A large portion of attendees are downtown residents, but we also have folks traveling from around the city to check out the market. Being in the heart of the Old City, we get a lot of folks wondering through who are happy to happen across a local market. A majority of the patrons are young professionals (25-35), but we also get a handful of college age students as well as older downtown residents.

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

We strive to not only promote the vendors at our market, but also the small businesses that make the Old City the gem that it is. Two of our sponsors are Old City businesses that offer volunteers and financial support. Many of our board members are small business owners themselves, and wish to generate foot traffic and highlight what makes our neighborhood so special, our desire to support local goods. We want to continue to work closely with the neighborhood businesses so that we can boost their own foot traffic.

Our market is the starting point for so many small makers, and to get a chance to sell and expose their products to so many patrons is a gift. Giving around 30 vendors a market a place to feature their work is essential for them to sustain a healthy and worthwhile business.

How will this event positively impact downtown?

Having an average of 700-800 patrons a market means that many more people will be exploring not only our market but the Old City itself. Rala and Old City Java have told us that market days are consistently their busiest days of the month. We hope that patrons will fall in love with our little neighborhood and find themselves coming back every week to shop and dine in our unique corner of downtown Knoxville.

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

This DKA grant money is essential to continue the day to day operations of the market, as well as ensuring that the market attendance can and will grow to the largest possible count. Small businesses are hanging on by a thread, and we need to continue to do all we can to promote and give a safe space for our local artists and makers to strive for all they can.

Thank you for your consideration and continued support of The Old City Market!

Attac

h 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)

Old City Market - Marketing Plan for 2021

- Promotional Materials
 - We plan on printing and creating promotional materials to hang around the Old City/Downtown areas. This will include:
 - Our biggest goal is to have an Old City Market booth with Old City merchandise to include: tote bags, t-shirts, posters, and more!
 - 11x14 posters with market dates and sponsorship acknowledgements
 - Smaller handouts to leave at Old City/Downtown businesses with market info
 - Large banners to hang around the Old City on Market days
 - We hope to finally acquire banners to hang on the light poles lining the Old City on Central and Jackson.
 - On market days, we always setup directional signage on sandwich boards which are placed around the Old City (Magnolia & Central, Summit & Central, Summit & Gay, and at the top of the Gay St. stairwell leading to the Old City).
- Social Media
 - As we all know, social media is key in marketing plans nowadays. We plan to do the following with our social media:
 - Buy ads and pay to promote posts on Instagram and Facebook to get the dates and vendor information to as many people as possible.
 - Create and promote Facebook events for each market
 - Cross promote with local businesses and organizations including: Old City Association, Old City Businesses, The Maker City, Downtown Knoxville, and Visit Knoxville
- Additional promotion plans
 - Contacting local event promoters to get the Old City Market listed on their calendars including: Old City Knoxville, Downtown Knoxville, Visit Knoxville, Inside of Knoxville, and more.
 - We plan to run ads about the market with local news organizations/papers including: Blink, WBIR, KnoxNews, etc.
 - We hope to work with Robin Easter Design to finally create Old City Market merchandise that could be sold at local shops including: Rala, Shop Honeymouth, and the Knoxville Visitors Center

Old City Market						
Profit & Loss Statement						
	Actual				Projected Budget	
	2018	2019	2020*	2021	2022	
Income						
Booth Fees	\$ 5,160.00	\$ 12,320.00	\$ 3,065.84	\$14,000.00	13,200	
Grant Income	\$ 3,750.00	\$ 3,500.00	\$ 4,500.00	\$5,000.00	\$5,000	DKA
Sponsorships	\$ 9,500.00	\$ 6,600.00	\$ 7,000.00	\$2,500.00	\$2,500	\$2,500 Arrowmont, unknown amount from First Horizon
Merchandise	\$ -	\$ -				
Beer Sales	\$ 160.00	\$ -	\$ -	-		
Total Income	\$ 18,570.00	\$ 22,420.00	\$ 14,565.84	\$21,500.00	20,700	
Expense						
Insurance	\$ 770.00	\$ 1,044.83	\$ 874.34	\$1,308.00		
Merchandise	\$ -	\$ -	\$ 750.00	-		(Breakeven)
Operations						
Advertising/Marketing	\$ 859.38	\$ 3,049.99	\$ 8,142.00	\$8,000.00	8,000	Blank Newspaper, East TN Food Guide, FB & IG Ads, Banners, Signs
Beer Permit	\$ 75.00	\$ -	\$ -			
Branding/Website	\$ 9,000.00	\$ 4,750.00	\$ 3,500.00	\$3,500.00	\$3,500.00	Covered by the \$5,000 donated by RED
Portables	\$ 764.75	\$ 1,114.75	\$ -	\$490.00	\$700	Ony had protbales for July-December in 2021
Security	\$ 3,370.00	\$ 6,750.00	\$ -	\$3,000.00	\$6,000	An extra \$500 is included just in case we have to pay more than expected
Sevice Charges	\$ 188.34	\$ 482.61	\$ 123.71	\$264.89	\$250.00	Directly dependent on the amount of booth fees collected
Supplies	\$ 200.00	\$ -	\$ 134.60	\$250.00	\$300	Misc Market supply expense
Total Operations	\$ 14,457.47	\$ 16,147.35	\$ 11,900.31	\$16,812.89	18,750	
Payroll Expenses	\$ 2,900.00	\$ 5,198.52	\$ 2,568.00	\$5,000.00	\$5,000	
Total Expenses	\$ 18,127.47	\$ 22,390.70	\$ 16,092.65	\$21,812.89	23,750	
Net Profit / Loss	\$ 442.53	\$ 29.30	\$ (1,526.81)	\$ (312.89)	-\$3,050	
*2020 - due to COVID restirctions, we could only have an average of 13 vendors.						
We hope to reopen in spring on street with average of 30 vendors						