

# BOARD OF DIRECTORS' MEETING

## ➡ AGENDA

**MAY 19, 2025, 11:30 AM**



- I. Welcome
- II. Approval of Minutes
  - A. \*April Board Meeting p. 3
- III. Financial Report
  - A. \*Financials for May Meeting p. 7
- IV. Committee Report
  - A. \*Marketing Committee p.
- V. Staff Report p.
- VI. Old Business
- VII. New Business
  - A. Budget Discussion p.
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

### Upcoming Meetings:

June 16, 5:00 pm – Annual Meeting  
July 21, 11:30 am – July Board Meeting  
August 18, 11:30 am – August Board Meeting

This meeting, and all communications between Board Members, are subject to the provisions of the Tennessee Open Meetings Act.

# **BOARD OF DIRECTORS' MEETING**

## **➡ MINUTES**

**APRIL 21, 2025, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, April 21 2025 at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included Chip Barry, Natalea Cummings, Faris Eid, Nikki Elliott, Vince Fusco, Gay Lyons, and Blaine Wedekind. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Karen Kakanis and Angela Lunsford.

### **I. Welcome**

Vince Fusco chaired the meeting and called the meeting to order.

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

#### **A. Minutes from February Meeting**

Vince Fusco called for the minutes from February meeting to be approved. Gay Lyons made a motion to approve the minutes. Chip Barry seconded the motion, which was unanimously approved by the board

#### **B. Minutes from March Meeting**

Vince Fusco called for the minutes for the March board meeting to be approved. Natalea Cummings made a motion to approve the minutes. Gay Lyons seconded the motion, which was unanimously approved by the board

### **III. Financials**

#### **A. Financials from February**

Vince Fusco called for approval of the February financials. Natalea Cummings made a motion to approve the financials, and Gay Lyons seconded the motion, which was unanimously approved by the board.

#### **B. Financials from March**

Vince Fusco called for approval of the March financials. Nikki Elliott made a motion to approve the financials, and Gay Lyons seconded the motion, which was unanimously approved by the board.

#### **IV. Committee Reports**

##### **A. Marketing Committee**

The Marketing Committee met on March 12 to review six sponsorships with five recommended for funding. A recommendation comes to the board in the form of a motion, to approve the following:

Children's Festival of Reading	\$3,000
Rhinestone Fest	\$3,000
Market Square Farmer's Market	\$10,000
ChalkWalk & Dogwood Arts Festival	\$9,000
Concerts on the Square	\$4,000

Faris Eid seconded the motion, which was unanimously approved.

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

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

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

There was no Old Business.

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

###### **A. Nominations**

Michele Hummel noted that the Annual Meeting is coming up in June and that DKA is taking nominations for a business representative and a residential representative.

###### **B. Budget for FY 25-26**

Staff and Board reviewed a draft budget. The budget will be reviewed again in May and approved at the Annual Meeting in June.

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

There was no Public Forum

##### **IX. Adjournment**

With no other business, the meeting was adjourned.

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Secretary

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

	<b>Jul '24 - Jun '25</b>
<b>OPERATING ACTIVITIES</b>	
Net Income	(34,197)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	32,588
2020 · Accounts Payable	(9,006)
2600 · Accrued Payables	20,930
2700 · Accrued Wages	-
1350 · Prepaid Expenses	(28,459)
Net cash provided by Operating Activities	(18,144)
<b>INVESTING ACTIVITIES</b>	
1650 · Leashold Improvements	-
Net cash provided by Financing Activities	-
Net cash increase for period	(18,144)
Cash at beginning of period	2,259,777
Cash at end of period	<b>2,241,632</b>
 <b>Current Liabilities</b>	 (30,314)
Accrued Payables	(1,118,562)
 <b>Accounts receivable and Other</b>	 34,883
<b>Prepaid Expenses</b>	28,884
<b>Leasehold Improvements</b>	12,500
Subtotal	<b>(1,072,610)</b>
 <b>Projected Remaining Budgeted Income (Expenses)</b>	
Revenue	-
Development	(100,000)
Quality of Life	(148,526)
Business Support	(16,224)
Marketing/Sponsorships	(88,639)
Administration	(104,616)
Subtotal	<b>(458,005)</b>
 <b>Projected Cash - Before Minimum Reserve</b>	 <b>711,017</b>
Minimum Cash Balance - Reserve	(150,000)
<b>Projected Cash Availability</b>	<b>561,017</b>

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

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

\* City approval required

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

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

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

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

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

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

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

	Acct #	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	TOTAL	FY25 Budget	Remainder
<b>Income</b>														
CBID Tax Assessments	4020	6,239	66,631	5,530	527,164	183,176	88,412	103,526	174,832	67,471	34,883	1,257,864	1,125,000	(132,864)
Investment income	4100	2,799	2,924	2,662	2,483	3,054	8,686	8,473	3,494	4,129	11,884	50,589	38,000	(12,589)
<b>Total Income</b>		<b>9,038</b>	<b>69,556</b>	<b>8,192</b>	<b>529,646</b>	<b>186,230</b>	<b>97,098</b>	<b>112,000</b>	<b>178,327</b>	<b>71,600</b>	<b>46,767</b>	<b>1,308,453</b>	<b>1,163,000</b>	<b>(145,453)</b>
<b>Expenses</b>														
<b>Development</b>														
Path to Prosperity	5225	-	-	-	-	-	-	-	15,000	-	-	15,000	15,000	-
Special Projects	5205	-	-	-	-	-	-	-	-	-	-	-	100,000	100,000
<b>Total Development</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>15,000</b>	<b>-</b>	<b>-</b>	<b>15,000</b>	<b>115,000</b>	<b>100,000</b>
<b>Quality of Life</b>														
Beautification	5659	81	80	84	163	103	109	86,594	98	86	165	87,563	35,000	(52,563)
Ambassador Program	5657	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	14,265	101,352	130,766	29,414
Residential - Other	5900	-	-	-	-	-	-	-	-	-	-	-	-	-
Residential	5901	-	-	-	-	-	-	-	-	-	-	-	-	-
Trash Compactor	5662	-	-	-	-	-	-	-	-	-	-	-	75,000	75,000
Open Street Activation	5663	-	-	-	-	-	-	-	-	-	-	-	10,000	10,000
Security	5655	3,080	5,225	2,475	1,650	2,214	4,455	6,064	19,546	4,634	3,982	53,325	140,000	86,676
<b>Total Quality of Life</b>		<b>12,837</b>	<b>14,981</b>	<b>12,235</b>	<b>11,489</b>	<b>11,993</b>	<b>14,240</b>	<b>102,334</b>	<b>29,321</b>	<b>14,396</b>	<b>18,412</b>	<b>242,240</b>	<b>390,766</b>	<b>148,526</b>
<b>Business Support</b>														
Business Support	5150	1,274	(979)	-	-	8,648	18,887	246	1,484	3,753	462	33,776	50,000	16,224
<b>Total Business Support</b>		<b>1,274</b>	<b>(979)</b>	<b>-</b>	<b>-</b>	<b>8,648</b>	<b>18,887</b>	<b>246</b>	<b>1,484</b>	<b>3,753</b>	<b>462</b>	<b>33,776</b>	<b>50,000</b>	<b>16,224</b>
<b>Marketing Expenses</b>														
Advertising General	5305	2,464	1,950	1,800	12,183	6,733	5,220	4,827	2,251	2,501	1,973	41,902	50,000	8,098
Print and Content Development	5306	798	802	3,187	2,551	1,700	2,107	5,964	2,998	10,669	2,805	33,580	55,000	21,420
Website - All Committees	5375	550	1,430	550	550	-	1,100	-	1,160	4,733	-	10,073	30,000	19,927
Downtown Scavenger Hunt	5364	-	-	6,250	375	-	-	-	(6,625)	-	6,305	6,305	20,000	13,695
Brand Refinement	5376	-	-	-	-	-	-	-	-	-	-	-	25,000	25,000
Events and Sponsorship	5360	21,000	-	-	10,000	-	20,000	29,500	-	-	29,000	109,500	110,000	500
<b>Total Marketing Expenses</b>		<b>24,812</b>	<b>4,182</b>	<b>11,787</b>	<b>25,659</b>	<b>8,433</b>	<b>28,426</b>	<b>40,291</b>	<b>(216)</b>	<b>17,904</b>	<b>40,084</b>	<b>201,361</b>	<b>290,000</b>	<b>88,639</b>
<b>Administration</b>														
Office Relocation	5415	-	-	-	-	-	-	-	-	-	-	-	65,000	65,000
Meals/ Lodging/ Travel	5420	-	-	945	724	499	491	285	282	353	282	3,861	6,000	2,139
Office Expense	5430	625	923	1,830	1,057	506	1,809	656	265	1,065	319	9,055	7,500	(1,555)
Bank Fees	5435	-	-	-	-	-	130	-	95	(95)	-	130	200	70
Postage	5440	17	34	15	15	20	14	22	23	12	10	184	2,500	2,316
Professional Dev.	5465	-	-	3,443	3,949	4,870	(53)	-	-	-	900	13,109	6,000	(7,109)
Professional Svc	5450	-	4,000	2,206	2,041	-	-	1,630	-	-	-	9,878	12,000	2,122
Svc Contract - Operations	5460	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	20,348	203,480	244,173	40,693
Insurance Directors/Officers	5490	75	75	75	71	71	71	71	71	71	71	721	900	179
Software	5480	69	69	75	75	75	75	75	75	75	75	741	1,500	759
Supplies	5470	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Administration</b>		<b>21,133</b>	<b>25,449</b>	<b>28,938</b>	<b>28,281</b>	<b>26,389</b>	<b>22,885</b>	<b>23,088</b>	<b>21,160</b>	<b>21,829</b>	<b>22,005</b>	<b>241,157</b>	<b>345,773</b>	<b>104,616</b>
<b>Total Expenses</b>		<b>60,055</b>	<b>43,633</b>	<b>52,961</b>	<b>65,429</b>	<b>55,464</b>	<b>84,438</b>	<b>165,959</b>	<b>66,749</b>	<b>57,882</b>	<b>80,964</b>	<b>733,534</b>	<b>1,191,539</b>	<b>458,005</b>
Change in NAV		(51,017)	25,922	(44,769)	464,217	130,766	12,660	(53,959)	111,578	13,717	(34,197)	574,919	(28,539)	603,458
Prior Year Sponsorships Reserve	5355				40,833							40,833		
<b>NAV Total after Surplus Spending</b>		<b>(51,017)</b>	<b>25,922</b>	<b>(44,769)</b>	<b>423,384</b>	<b>130,766</b>	<b>12,660</b>	<b>(53,959)</b>	<b>111,578</b>	<b>13,717</b>	<b>(34,197)</b>	<b>534,086</b>		

# Downtown Knoxville Alliance

## Balance Sheet

As of April 30, 2025

	<u>Total</u>
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	
1012 First Bank Checking	(3,400.33)
1014 First Bank ICS	1,379,525.91
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	103,966.25
1036 Home Federal CD 2895	250,611.26
1037 First Century CD 0328	256,981.97
1038 Truist CD 6084	253,947.23
Total 1020 Investments - Cert Dep and MM	<u>\$ 865,506.71</u>
Total 1000 Cash & Cash Equiv.	<u>\$ 2,241,632.29</u>
Total Bank Accounts	<u>\$ 2,241,632.29</u>
Accounts Receivable	
1110 Other Receivable	34,882.69
Total Accounts Receivable	<u>\$ 34,882.69</u>
Other Current Assets	
1350 Prepaid Expenses	28,884.10
Total Other Current Assets	<u>\$ 28,884.10</u>
Total Current Assets	<u>\$ 2,305,399.08</u>
Fixed Assets	
1650 Leasehold Improvements	12,500.00
Total Fixed Assets	<u>\$ 12,500.00</u>
<b>TOTAL ASSETS</b>	<u>\$ 2,317,899.08</u>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	
2020 Accounts Payable	30,314.19
Total 2000 Acc. Payable	<u>\$ 30,314.19</u>
Total Accounts Payable	<u>\$ 30,314.19</u>
Other Current Liabilities	
2600 Accrued Payables	1,118,562.49
Total Other Current Liabilities	<u>\$ 1,118,562.49</u>
Total Current Liabilities	<u>\$ 1,148,876.68</u>
Total Liabilities	<u>\$ 1,148,876.68</u>
Equity	
3900 Change in NA - unrestricted	634,936.90
Net Income	534,085.50
Total Equity	<u>\$ 1,169,022.40</u>
<b>TOTAL LIABILITIES AND EQUITY</b>	<u>\$ 2,317,899.08</u>

**Accrued Payables at 04.30.25**

City of Knoxville (314 Union Ave) accrued 9/30/22	FY23	\$250,000.00
Market Square Power Wash (total of 2)	FY24	\$3,200.00
Marketing/branding/activation requests COK street closures	FY24	\$6,127.50
YWCA Keys of Hope Grant	FY24	\$250,000.00
Art & Cultural Alliance - Emporium Project	FY24	\$200,000.00
Tennessee Theatre - \$300k total; \$100k current year Dev Grants	FY24	\$300,000.00
Violins of Hope	FY25	\$5,000.00
2025 Programming - East TN Historical Society	FY25	\$5,000.00
Big Ears Festival	FY25	\$5,000.00
Old City Market & First Friday Block Party	FY25	\$5,000.00
Knoxville Opera - Rossini Festival	FY25	\$2,500.00
Knox St. Patrick's Day Parade	FY25	\$1,250.00
Knoxville Museum of Art - Free Family Fun Day	FY25	\$1,000.00
KPD Mounted Patrol Unit Expansion	FY25	\$55,485.00
Nourish Knoxville / Market Square Farmers Market	FY25	\$10,000.00
Dogwood Arts / Chalk Walk - Dogwood Arts Fest	FY25	\$9,000.00
City of Knoxville / Concerts on the Square	FY25	\$4,000.00
Knox County Public Library / Children's Festival of Reading	FY25	\$3,000.00
Old City Association / Rhinestone Fest in the Old City	FY25	\$3,000.00
		<hr/>
		\$1,118,562.50



# Downtown Knoxville Alliance

## Profit and Loss

April 2025

	TOTAL
Income	
4020 CBID Assessment	34,882.69
4100 Interest on Cash Reserves	11,883.85
<b>Total Income</b>	<b>\$46,766.54</b>
GROSS PROFIT	<b>\$46,766.54</b>
Expenses	
5100 Business Support	
5150 Merchant Support	462.47
<b>Total 5100 Business Support</b>	<b>462.47</b>
5300 Marketing Expenses	
5305 Advertising	1,973.36
5306 Print and Content Development	2,805.00
5360 Sponsorships - Events	29,000.00
5364 Downtown Scavenger Hunt	6,305.30
<b>Total 5300 Marketing Expenses</b>	<b>40,083.66</b>
5400 Administration	
5420 Meals/Lodging/Travel	281.51
5430 Office Expenses	319.33
5440 Postage	10.35
5460 Services Contract	20,348.00
5465 Professional Dev.	900.00
5480 Software	75.38
5490 Insurance D&O	70.84
<b>Total 5400 Administration</b>	<b>22,005.41</b>
5650 Quality of Life	
5655 Security	3,982.00
5657 Ambassador Program	14,265.00
5659 Beautification	165.00
<b>Total 5650 Quality of Life</b>	<b>18,412.00</b>
<b>Total Expenses</b>	<b>\$80,963.54</b>
NET OPERATING INCOME	<b>\$ (34,197.00)</b>
NET INCOME	<b>\$ (34,197.00)</b>

Downtown Knoxville Alliance

A/P Aging Detail  
As of April 30, 2025

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
04/24/2025	Bill	393570	International Downtown Association	04/30/2025	15	900.00	900.00
04/30/2025	Bill	INV013691	Knoxville Chamber	05/01/2025	14	20,348.00	20,348.00
04/30/2025	Bill	INV013728	Knoxville Chamber	05/01/2025	14	209.68	209.68
04/23/2025	Bill	04232025	KUB	05/12/2025	3	90.00	90.00
04/30/2025	Bill	10613	Robin Easter Design	05/15/2025	0	1,162.50	1,162.50
04/30/2025	Bill	04302025	Callie Blackburn	05/15/2025	0	176.18	176.18
04/17/2025	Bill	INV364	Visit Knoxville	05/17/2025	-2	2,200.00	2,200.00
04/22/2025	Bill	1800	Moore, Mitch	05/22/2025	-7	200.00	200.00
04/22/2025	Bill	5463	Gregory's Greenhouse Production, LLC	05/22/2025	-7	75.00	75.00
04/24/2025	Bill	INV206598	Off Duty Management, Inc.	05/24/2025	-9	1,122.00	1,122.00
04/24/2025	Bill	0000333	Tricia Batemen Design, LLC	05/24/2025	-9	405.00	405.00
04/30/2025	Bill	INV208835	Off Duty Management, Inc.	05/30/2025	-15	990.00	990.00
04/30/2025	Bill	0007054589	Knoxville News Sentinel	05/31/2025	-16	1,797.73	1,797.73
04/30/2025	Bill	04302025	Card Services Center - Mastercard	06/04/2025	-20	638.10	638.10
Total for Current						\$30,314.19	\$30,314.19
TOTAL						\$30,314.19	\$30,314.19

# Downtown Knoxville Alliance

## A/R Aging Detail

As of April 30, 2025

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
04/30/2025	Invoice	04302025	City of Knoxville.	05/31/2025	34,882.69	34,882.69
Total for Current					\$34,882.69	\$34,882.69
TOTAL					\$34,882.69	\$34,882.69

# Downtown Knoxville Alliance

## Statement of Cash Flows

April 2025

	TOTAL
OPERATING ACTIVITIES	
Net Income	-34,197.00
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	32,588.25
1350 Prepaid Expenses	-28,459.16
2020 Acc. Payable:Accounts Payable	-9,006.18
2600 Accrued Payables	20,929.80
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>16,052.71</b>
<b>Net cash provided by operating activities</b>	<b>\$ -18,144.29</b>
NET CASH INCREASE FOR PERIOD	<b>\$ -18,144.29</b>
Cash at beginning of period	2,259,776.58
<b>CASH AT END OF PERIOD</b>	<b>\$2,241,632.29</b>

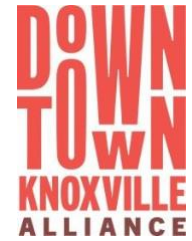
**Additional Information**

Uncleared checks and payments as of 04/30/2025

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/04/2025	Bill Payment	2630	Southern Bloom Social	-1,800.00
04/25/2025	Bill Payment	2647	The Tomato Head Inc.	-225.33
04/25/2025	Bill Payment	2648	Off Duty Management, Inc.	-1,375.00
Total				-3,400.33

## MARKETING COMMITTEE MINUTES

 **MAY 14, 2025 | 3:00 PM**



Downtown Knoxville Alliance board members present included Chip Barry, City of Knoxville. Committee members present included Shera Petty, Visit Knoxville; Scott Bird, MoxCar Marketing + Communications; Lisa Allen, PBA WFP; Dana Dalton, Downtown Resident; Heather Beck, BarberMcMurry Architects and Kat Torbett, Loch & Key Productions. Staff members included Michele Hummel and Callie Blackburn.

### Sponsorship Requests

Organization	Event	Request	Recommendation
Nief-Norf; Alex Dally	SYNNERGY	Tier System (\$50-\$1k)	\$5,000
WDVX; Nelson Gullett	Blue Plate Special	\$5,000	\$5,000
Asian Culture Center of Tennessee; Kumi Alderman	Knox Asian Festival	\$10,000	\$5,000
<b>Total</b>			<b>\$15,000</b>

### Recommendations for Board Approval

\$15,000 to be approved as outlined above for Event Sponsorships. FY 24-25 budget, summary of events, and event applications are attached.

### Primary discussion points:

**SYNNERGY** – Nief-Norf is requesting sponsorship for their 2025 concert series, SYNNERGY being held on June 11 – 14, 2025. Their new Executive Director, Alexy Dally is excited about the first-time project and is looking to gather support from local organizations. While she did not submit an exact dollar amount in her sponsorship request, the event has tier options ranging from \$50-\$1,000. These funds will cover venue rentals, sound reinforcement, instrument rentals, printed programs, signage, and marketing materials. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$5,000.

**Blue Plate Special** – WDVX is requesting \$5,000 for their Blue Plate Special broadcast running from May 1, 2025 to April 30, 2026. These funds will be used to help pay for station staff that book, host, promote and engineer the show. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$5,000.

**Knox Asian Festival** – The Asian Culture Center of Tennessee is requesting \$10,000 for the 12<sup>th</sup> annual Knox Asian Festival to be held on August 23 & 24, 2025 at World's Fair Park. These funds will be used to hire Hawaiian performers and other cultural performers, as well as cover insurance costs.

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

### **Next Meeting**

The next Marketing Committee meeting is scheduled for Wednesday, July 9, 2025 at 3:00 PM

**Downtown Knoxville Alliance - Event Sponsorships**  
**FY 24-25 (as of July 1, 2024)**

	<b>FY 22-23 Requests</b>	<b>FY 22-23 Funded</b>	<b>FY 23-24 Requests</b>	<b>FY 23-24 Funded</b>	<b>FY 24-25 Requests</b>	<b>FY 24-25 Funded</b>
<b>Budget</b>		<b>90,000</b>		<b>110,000</b>		<b>110,000</b>
<b>Previously Approved</b>						
Annoor Academy - International Food Fest	10,000	5,000				
Asian Culture Center of TN - Asian Festival	25,000	5,000			10,000	5,000
Asian Culture Center of TN - Japanese New Year						
Big Ears - Big Ears Festival	10,000	8,000	10,000	10,000	10,000	10,000
Big Ears - Our Common Nature	5,000	5,000				
Bike Walk Knoxville - Tour de Lights**	2,500	2,000	2,500	1,500	5,000	5,000
Cattywampus Puppet Council (Solastalgia)					12,000	5,000
City of Knoxville - Concerts in the Park						
City of Knoxville - Concerts on the Square	3,000	3,000	3,000	3,000	4,000	4,000
Downtown Knoxville - Peppermint Grove						
Downtown Knoxville - Spring Lighting						
Dogwood Arts - 2025 Events			12,000	8,500	9,000	9,000
Dogwood Arts - Arts Festival	6,000	6,000				-
Dogwood Arts - Chalk Walk	2,500	2,500				-
Dogwood Arts - Southern Skies	5,000	1,500				
East TN Hist Society - Children's Gallery						
East TN Hist Society - annual events	5,000	5,000	10,000	10,000	10,000	10,000
East TN Hist Society - Lights! Camera! East TN	5,000	5,000				
Event Pro LLC - Knox Food Fest						
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000	3,000	3,000
Knox Pride Festival & Parade					13,600	6,000
Knoxville Community Media - Fall Concerts	5,000	-				
Knoxville Jazz Orchestra - Jazz at the Emporium			5,000	1,000		
Knoxville Jazz Orchestra - Jazz on the Square			3,000	3,000		
Knoxville Jewish Day School - Violins of Hope					10,000	10,000
Knoxville Museun of Art - Free Family Fun Day(s)***			1,300	2,000	2,000	2,000
Knoxville Opera - Musical Theater Marathon						
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000	5,000	5,000
Knoxville Opera - Spring Regatta						
Make Music Knoxville - Carol Cart	3,400	2,000				
Maker City - Maker City Summit	5,000	-				
Nourish Knoxville - Farmers' Market	10,000	10,000	1,000	10,000	10,000	10,000
Nourish Knoxville - Winter Market			5,000	5,000	5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest	10,000	2,000	5,000	2,500	5,000	3,000
Old City Assn - Old City Market	8,000	6,000	5,000	5,000	14,000	5,000
River & Rail Theatre - 2021-22 Season*						
Southern Fried Poetry Slam	19,750	3,500				
St. Patrick's Day Parade					5,000	2,500
WDVX - Blue Plate Special	5,000	5,000				
<b>Approved to Date</b>	<b>158,150</b>	<b>89,500</b>	<b>75,800</b>	<b>74,500</b>	<b>137,600</b>	<b>104,500</b>
<b>Balance Prior to Requests</b>		<b>500</b>		<b>35,500</b>		<b>5,500</b>

\* Board chose to fund outside of Event Budget

\*\*23-24 funding includes guarantee of \$1500 plus \$1500 contingent on additional sponsorships, contingency not

\*\*\*23-24 funding includes events in March and August

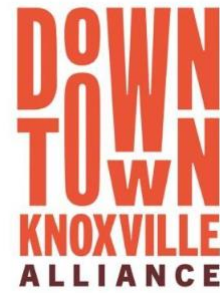
<b>Requests/Recommendation</b>	<b>Requests</b>	<b>Proposed</b>
SYNNERGY - Nief Norf	??????	5,000
WDVX Blue Plate Special	5,000	5,000
Knox Asian Festival	10,000	5,000
<b>Total Current Requests</b>	<b>15,000</b>	<b>15,000</b>
<b>Remaining Balance</b>		<b>(9,500)</b>



	<b>SYNNERGY</b>	<b>Blue Plate Special</b>	<b>12<sup>th</sup> Knox Asian Festival</b>
<b>Request</b>	\$50 - \$1,000 (tiers)	\$5,000	\$10,000
<b>Dates</b>	June 11 – 14, 2025	May 1, 2025 – April, 30, 2026	August 23 & 24, 2025
<b>Location</b>	Downtown Knoxville & UT	Knoxville Visitor's Center	World's Fair Park
<b>History</b>	First time event (14 years of events from org)	Prior Years: 21 Funded by DKA: 10	Prior Years: 11 Funded by DKA: 6
<b>Most Recent Funding</b>	0	\$5,000	\$5,000
<b>Event Producer</b>	Nief-Norf	WDVX	Asian Culture Center of Tennessee
<b>Other Sponsors</b>	XUL, Cruze Farm, Tomato Head	Barley's in Old City, Corporation for Public Broadcasting, Walmart Foundation, Tennessee Arts Commission, Modelo Especial, and Visit Knoxville.	Hard Rock Café, Knox County, Tennessee Arts Commission, TVA, Visit Knoxville, PILOT, DENSO, FedEx, The Boyd Foundation, and more.
<b>General Admission</b>	Free	Free	\$3 for adults Free for children
<b>Expected Attendance</b>	500 across all weekend events	Residential survey (see packet)	75,000
<b>Total Expenses</b>	-	\$114,100	\$351,730
<b>Projected Profit</b>	FY 2024 \$5,992	breakeven	\$25,000
<b>Request/% of Exp</b>	-	N/A	2.8%
<b>Request/Attendee</b>	-	N/A	\$0.13
<b>Use of Funds</b>	Venue rentals, sound reinforcement, instrument rentals, printed programs, signage, and marketing materials.	Funds will be used to help pay for station staff that book, host, promote and engineer the show.	Funds will be used to hire Hawaiian performers and other cultural performers, as well as to cover insurance costs.

## Downtown Knoxville Alliance Sponsorship Request Application

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

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

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

### Sponsorship Guidelines:

- All events are evaluated based on current merits, regardless of funding in the past.
- Preference will typically be given to events, segments of events, and activities that are free and provide reasonably widespread public access and benefit.
- Paid ticketed events, for-profit, or fund-raising events are typically not considered.
- The Downtown Knoxville Alliance strives to distribute sponsorships equitably to events throughout the central business district and throughout the calendar year. Preference will be given to locations and times that have not historically had significant programming. A map of the district boundaries can be found at [downtownknoxville.org/map](http://downtownknoxville.org/map).
- As a general rule, sponsorships will not exceed 20% of total event expenses.
- Sponsorships are awarded based on the merits of a stand-alone event. Therefore, a single organization can submit and receive approval for multiple events throughout the year.

### Requirements:

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

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

## Downtown Knoxville Alliance Sponsorship Request Application

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Event: [SYNNERGY 2025](#)

Date(s): [June 11 - 14](#)

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

Produced by: [Nief-Norf](#)

Sponsorship amount requested: [2025 sponsorship tiers start at \\$50 and range to \\$1,000+ !](#)

Event History:

☒ First-time event      (#) [14](#) prior years      (#) [0](#) years of previous Alliance funding

Contact: [Alexandra Dally](#)

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

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

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

Event description:

[SYNNERGY 2025](#) is a weekend-long contemporary music event presented by Nief-Norf in downtown Knoxville, TN. Taking place at the culmination of the Nief-Norf Summer Festival, SYNNERGY features free public concerts, lectures, and interactive workshops that highlight collaborations between festival faculty, guest artists, and participants from across the country. The weekend showcases innovative, boundary-pushing music and provides unique opportunities for local audiences to engage with new art forms, all while activating downtown Knoxville with vibrant cultural programming.

Additional sponsors:

[We have reached out to 75+ local businesses for partnerships, and have currently received sponsorships from Cruze Farm, XUL, and Tomato Head!](#)

Planned use of funds requested:

[Downtown Knoxville Alliance funding will directly support costs associated with hosting SYNNERGY events at downtown venues — including venue rentals, sound reinforcement, instrument rentals, printed programs, signage, and marketing materials. These funds will ensure that SYNNERGY remains accessible and high-quality while firmly rooted in Knoxville’s downtown community.](#)

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

We project a total attendance of approximately 500 across all SYNENERGY weekend events. While all events are free and open to the public, we will encourage attendees to complete an RSVP form in advance and at the door (if they haven't already), allowing us to track attendance numbers and gather contact information for future engagement.

Anticipated attendees include:

- Knoxville community members interested in innovative arts experiences
- Local university students and faculty
- Festival participants (47 individuals from across the U.S. and abroad, ages 18–65)
- Visiting artists and scholars (ages 20–60)
- Local families and youth attending interactive workshops

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

We have contacted over 75 local businesses to offer sponsorship opportunities and have already secured support from several merchants. Our 47 festival participants, who will be in Knoxville for two weeks, will be encouraged to explore and support these sponsoring businesses throughout their stay. During SYNENERGY weekend, sponsors will be promoted in several ways (outlined at different tiers in the attached sponsorship packet!):

- Featured in printed programs, signage, and pre-concert announcements
- Highlighted in social media posts and email newsletters
- Included in dining and retail guides distributed to attendees

How will this event positively impact downtown?

SYNENERGY will bring an influx of artists, scholars, and audiences into downtown Knoxville for a full weekend, driving foot traffic to local businesses, restaurants, and hotels. By offering dynamic, free cultural events, the weekend enhances downtown's cultural vitality and reinforces Knoxville as a welcoming, creative destination. Our intentional partnerships with downtown merchants will further stimulate economic activity and strengthen connections between the arts community and local businesses.

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

We are committed to making SYNENERGY 2025 happen regardless of funding outcomes. However, without Downtown Knoxville Alliance support, we would need to spend additional time and effort securing alternative funding sources, which could strain our current resources. It might also limit our ability to fully execute downtown partnerships and marketing efforts at the scale we envision. A shortfall this year could potentially impact our capacity to expand SYNENERGY and other downtown-focused programming in future years.

Additional materials

<https://niefnorf.notion.site/Downtown-Knoxville-Alliance-SYNENERGY-2025-Sponsorship-Application-Additional-Materials-1ee65ff9d42a801fa189cf7fb0b5cc8e?pvs=4>

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# Downtown Knoxville Alliance SYNNERGY 2025 Sponsorship Application

## Additional Materials

### Project Budget

Table

Aa Item	Category	# Budgeted Amount	# Current Met	Σ Percentage Met
Grant Support	Revenue	\$5,000.00	\$2,000.00	40%
Sponsorships	Revenue	\$3,000.00	\$145.00	5%
Concert Donations	Revenue	\$2,000.00	\$0.00	0%
Merchandise Sales	Revenue	\$1,000.00	\$0.00	0%
Music Purchase/Rental	Expense	-\$500.00	-\$129.10	26%
Production Transportation	Expense	-\$500.00	-\$512.50	103%
Miscellaneous Expenses	Expense	-\$1,000.00	\$0.00	-0%
Tech Purchase/Rental	Expense	-\$1,000.00	\$0.00	-0%
Concert Production Costs	Expense	-\$2,500.00	-\$1,730.00	69%
Venue Rental & Insurance	Expense	-\$5,000.00	-\$2,450.00	49%
		SUM \$500.00	SUM -\$2,676.60	

### Marketing & Promotion Plans

With SYNNERGY just weeks away, Nief-Norf is carrying out an energized marketing push to build excitement and drive attendance. In the coming weeks, we'll focus on segmented email marketing campaigns, frequent social media posts (including a few sponsored ads), and posting physical flyers on community boards around Knoxville. We'll also encourage word-of-mouth promotion by inviting attendees to bring friends and family. Alex Dally will be conducting interviews with WUOT and potentially WVLTV to further spread the word, and Nief-Norf will appear live on WDVX's *Blue Plate Special* on June 9th to promote the weekend's events.

### FY 2022 - 2024 Financials

Table

Aa Fiscal Year	# Income	# Expenses	Σ Net
FY2022	\$78,412.00	-\$76,333.00	\$2,079.00
FY2023	\$90,852.00	-\$71,746.00	\$19,106.00
FY2024	\$86,830.46	-\$92,822.68	-\$5,992.22





# SYNNERGY 2025 SPONSORSHIP

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**JUNE 11 - 14, 2025**  
**KNOXVILLE, TENNESSEE**

**13**

**PROFESSIONAL  
FACULTY**

**12<sup>+</sup>**

**FREE  
EVENTS**

**50<sup>+</sup>**

**WORKS  
PERFORMED**

**18**

**WORLD  
PREMIERES**

**20**

**YEARS OF  
'NORF**

**Alex Dally, Executive Director**

**Phone** (865) 773 - 4399

**Website** [www.niefnorf.org](http://www.niefnorf.org)

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

**Address** 100 S. Gay Street, Suite #101

**NIEF →  
NORF**

# 2025 SPONSORSHIP OPTIONS



## \$1,000 +

### WEBSITE

Recognition on 'Norf  
Support page  
until January 2026

### CONCERT

Full Program Page  
Full Slideshow Slide  
Info on Merch Table

### SOCIAL MEDIA

Full Design Area  
Instagram/Facebook  
Post

## \$500 +

### WEBSITE

Recognition on 'Norf  
Support page  
until January 2026

### CONCERT

1/2 Program Page  
1/2 Slideshow Slide  
Info on Merch Table

### SOCIAL MEDIA

Half Design Area  
Instagram/Facebook  
Post

## \$250 +

### WEBSITE

Recognition on NNSF &  
SYNNERGY pages  
until August 2025

### CONCERT

1/4 Program Page  
1/4 Slideshow Slide

### SOCIAL MEDIA

Quarter Design Area  
Instagram/Facebook  
Post

## \$50 +

### WEBSITE

Recognition on NNSF &  
SYNNERGY pages  
until August 2025

### CONCERT

1/8 Program Page  
1/8 Slideshow Slide

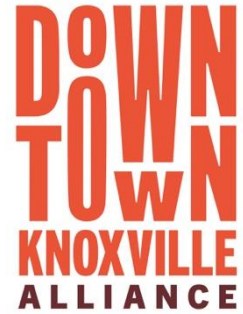
### SOCIAL MEDIA

One-Eighth Design Area  
Instagram/Facebook  
Post

**JUNE 11 - 14, 2025 | KNOXVILLE, TENNESSEE**

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: The WDVX Blue Plate Special

Date(s): May 1, 2025 – April 30, 2026

Location: Knoxville Visitor Center, 301 S Gay St. and Barley's

Produced by: WDVX – Cumberland Communities Communication Corporation \_\_\_\_\_

Sponsorship amount requested: \$5000

Event History:

\_\_\_\_ First-time event      (#) 21 prior years      (#) 10 years of previous Alliance funding

Contact: Tony Lawson / Nelson Gullett \_\_\_\_\_ Phone: 865-544-1029 \_\_\_\_\_

Address: 301 S. Gay St., Knoxville, TN 37902 \_\_\_\_\_

Email: [tlawson@wdvx.com](mailto:tlawson@wdvx.com) / [ngullett@wdvx.com](mailto:ngullett@wdvx.com)

**Event description:** The WDVX's Blue Plate Special is one of Knoxville's most unique cultural assets and attracts thousands of residents, tourists and musicians every year. No other city has a community radio station that provides a live music show nearly every day and exports its programming throughout the world with its live stream and video streaming. The arts performance is presented every Monday through Saturday at noon from the WDVX stage inside the Knoxville Visitor Center. On Fridays, the show moves to Barley's, and is rebranded as The Big Plate. The show is free to attend, is simultaneously broadcast and webcast on [wdvx.com](http://wdvx.com), and is recorded for rebroadcast. Live video is also streamed daily on Facebook Live and the WDVX YouTube Channel. Archived audio is also accessible online on the WDVX website for two weeks following the broadcast. Videos are permanently archived on our YouTube channel.

WDVX Blue Plate Special performances are booked months in advance and feature a variety of genres, not just the Americana and Bluegrass music that is the core of WDVX programming. This approach gives our community a chance to hear a diversity of talented local musicians and international and touring artists.

Artists receive advance air play as well as the opportunity to perform in a small venue with an engaged audience, promote their upcoming appearances, and sell their merchandise. The show is hosted by Red Hickey, a WDVX staff member who also books and produces the show. A professional sound technician mixes the show for the house audience and radio audience while also recording the program for rebroadcast. The WDVX Blue Plate Special also serves as an educational opportunity for students to learn how to set up, mix, and record live music for broadcast. Our sound crew brings in interns every semester from local colleges to train them on our equipment.



Last calendar year over 13,000 people attended the WDVX Blue Plate Special with over 1,000 artists performing. Over the last couple of years, WDVX has succeeded in bringing in person attendance at the Blue Plate Special back to levels near what we were seeing before the 2020 pandemic forced our live shows to cease production. The addition of high quality video production upon our return has only helped increase those numbers.

WDVX community radio went on the air in 1997, and moved to Downtown Knoxville just over 20 years ago. Since then, WDVX has been building community through music. That includes playing a large role in the revitalization of Downtown Knoxville that has also taken place over the last two decades. Over the years, musicians, music journalists, and recording engineers have told us that the station influenced their decision to move to the area. Visitors to Knoxville express delight at discovering the role WDVX plays in making our city so unexpectedly alive. We are grateful to Downtown Knoxville Alliance for its role in helping WDVX continue its mission.

**Additional sponsors:** Barley's in Old City, Corporation for Public Broadcasting, Walmart Foundation, Tennessee Arts Commission, Modelo Especial, and Visit Knoxville.

**Planned use of funds requested:** Grant funds will be used to help pay for station staff that book, host, promote and engineer the show.

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

We project Blue Plate Special attendance in 2025/26 to continue to show growth. A staff member or volunteer performs a head count daily which includes a residential survey. In this past calendar year, roughly 70% of attendees were from Knox County including Knoxville. Of the remaining 30%, numbers are nearly evenly split between visitors from the area outside of Knox County (Blount, Anderson, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Loudon, Monroe, Morgan, Roane, Scott, and Sevier Counties), and visitors from outside Eastern Tennessee. In the past calendar year, the Blue Plate Special had visitors from most of the 50 states and International visitors from England, Germany, France, Canada, Turkey, Denmark, Japan, Chile, Columbia, and more.

The Blue Plate Special stage is located inside the Knoxville Visitors Center which is conveniently located downtown and has inexpensive parking nearby for visitors. About 25% of the audience members are seniors. Because the Visitors Center is welcoming and accessible, we regularly have groups of developmentally delayed individuals attend the daily shows.

Audience estimates do not consider the broadcast, webcast, or video audiences which number in the thousands. From real time website information, we know that the Blue Plate Special is one of our most listened to programs online. The terrestrial broadcasts and online streams of audio and video also make the WDVX Blue Plate Special available to listeners around the world, and fully accessible to any listeners who cannot physically join us in person.

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

WDVX welcomes downtown merchants to participate in the Blue Plate Special and other programs. Downtown merchants are welcome to sponsor this program or others to gain on air exposure. Additionally, WDVX will occasionally use downtown merchants for production support, hospitality, and crew meals. We also sometimes invite artists and others associated with local events and festivals to perform and talk about their events and venues. Because the show happens during the day, downtown restaurants and merchants can see increased foot traffic from our audiences.

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

Knoxville has become known as a live music hub among musicians and passionate music fans. WDVX has been influential in nurturing that reputation by playing independent and local musicians on the air, and for booking those artists to play live on the Blue Plate Special, First Friday, and Kidstuff Live. The live Blue Plate Special's colorful broadcast history re-enforces that there is something to do all the time in downtown Knoxville, and a special event to attend during a break in the workday.

People who attend the Blue Plate Special enjoy downtown restaurants and coffee shops before and after the show, park in local lots and garages, and shop at nearby stores. Downtown residents bring their out-of-town guests to the Blue Plate to show off what is different and cool about their hometown. The show is a source of community pride and is convenient, accessible and dependable entertainment source for downtown residents. Another positive impact is the "Downtown Knoxville" underwriting. These announcements will be read during the day which inform listeners about that the downtown is a vibrant place and that they should visit.

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

WDVX is a listener supported radio station that relies on individual donations, business underwriters, and grants for its existence. In the case of the WDVX Blue Plate Special, the DKA grant would help fund staff who book, host, produce, and engineer the show. This support also helps the station demonstrate to granting organizations like the Corporation for Public Broadcasting that much of our funding comes from the community through individuals, local business, events, and local and state grants. Your grant is significant to WDVX; we would spend more time fundraising on the air and seeking local business support without it. Having the support of DKA is also an acknowledgement that Knoxville values having a community radio station in downtown and will enable us to approach sponsors with confidence. Further, the Downtown Knoxville Alliance's support for the Blue Plate Special enhances the station's efforts to achieve its mission while meeting DKA's goal of adding to the vibrancy and enjoyment of downtown Knoxville.

Attach the following:

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

	Annual Budget
WDVX	
<b>Income for The Blue Plate Special</b>	
Corporation for Public Broadcasting	\$24,500.00
Sponsorships (Barley's, Visit Knoxville, Modelo)	\$48,000.00
Tennessee Arts Commission allocated to BPS	\$3,000.00
Downtown Knoxville Alliance	\$5,000.00
City of Knoxville and Knox County grants allocated to BPS	\$3,500.00
Live show donations	\$5,100.00
WDVX listener support	\$25,000.00
<b>Total Event Revenue</b>	<b>\$114,100.00</b>

<b>Expenses for The Blue Plate Special</b>	
Hosts/booking allocated to BPS	\$30,000.00
Sound Engineers allocated to BPS	\$36,000.00
Video producer allocated to BPS	\$27,000.00
Artist Hospitality	\$200.00
Advertising & Promotion	\$1,000.00
Insurance	\$2,000.00
Webcasting fees, tower rentals, transmission fees, phones	\$5,000.00
Equipment and maintance	\$4,000.00
Payroll taxes, health insurance, employee retirement plan	\$8,500.00
Parking	\$400.00
<b>Total Event Expenses</b>	<b>\$114,100.00</b>

The WDVX Blue Plate Special			
Financial History			
2022 - 2024			
	2022	2023	2024
Revenue			
Grants & Sponsorships	\$35,100	\$35,100	\$36,000
Underwriting	\$24,000	\$24,000	\$48,000
Contributions	\$27,500	\$27,500	\$30,100
In-Kind	\$3,500	\$3,500	
Revenue Totals	\$90,100	\$90,100	\$114,100
Expenses			
Personnel	\$59,000	\$59,000	\$93,000
Operations	\$26,600	\$26,600	\$16,100
Advertising and Promotion	\$1,000	\$1,000	\$1,000
Equipment and Supplies	\$3,500	\$3,500	\$4,000
Expenses Totals	\$90,100	\$90,100	\$114,100



Greater East Tennessee 89.9<sup>fm</sup> / Greater Knoxville 102.9<sup>fm</sup> / Seymour, Sevierville 83.9<sup>fm</sup>

Governor's Award in the Arts / Bluegrass Radio Station of the Year & Program Hosts named Bluegrass DJ of the Year by SPBGMA / Featured in Variety Magazine and the Oxford American

## **The WDVX Blue Plate Special Marketing Plan 2025-26**

WDVX is committed to continuing to be a cultural attraction for Knoxville and the region through live music performance, quality programming that residents can take pride in, and that also support the creative endeavors of area musicians.

WDVX constantly promotes the WDVX Blue Plate Special and its sources of support. Support for the Blue Plate Special comes from a variety of sources including government and private grants, underwriting support, and donations from listeners. In return, WDVX uses a number platforms to promote the show

- The Blue Plate Special is promoted multiple times daily on WDVX 89.9, remote translators 102.9 and 93.9, and on the WDVX live stream. Upcoming Blue Plate artists are additionally promoted through airplay.
- A calendar on the WDVX website lists upcoming shows and links to artist websites and videos
- Artist profiles appear on the WDVX online calendar and are promoted through station social media.
- WDVX creates a Facebook post in advance of each day's show for our 29,000 followers. Two additional posts containing live video and still photography of that day's show are also posted.
- All shows are promoted to WDVX's 29,000 Facebook followers, 7,300 Instagram followers, and 6,000 eNewsletter subscribers.
- Videos of Blue Plate Special performances are also streamed live and kept available in our archives for our 8,400 YouTube subscribers.
- All Blue Plate Special shows are also listed on the Visit Knoxville events calendar, and the show is often listed in other local calendars on sites such as Knoxville Ooze and Inside of Knoxville.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: [12<sup>th</sup> Knox Asian Festival](#)

Date(s): [August 23<sup>rd</sup> 6PM-8PM- Sushi + Sumo,](#)  
[August 24<sup>th</sup> 10:30AM -6:30PM - Festival](#)

Location: [World Fair Park](#)

Produced by: [Asian Culture Center of TN](#)

Sponsorship amount requested: [\\$10,000](#)

Event History:

[\\_\\_\\_\\_\\_](#) First-time event      (#) [6](#) prior years      (#) [\\_\\_\\_\\_\\_](#) years of previous Alliance funding

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## **Event Description**

### **12th Knox Asian Festival**

 [August 23, 2025 | 6:00 PM – 8:00 PM \(Sushi & Sumo\)](#)

 [August 24, 2025 | 10:30 AM – 6:30 PM \(Festival Day\)](#)

 [World's Fair Park, Knoxville, TN](#)

Experience the vibrant cultures of Asia through authentic cuisine, dynamic performances, and traditional activities representing Japan, Indonesia, China, the Philippines, Vietnam, Taiwan, India, Bangladesh, Thailand, Malaysia, Singapore, Korea, and Myanmar.

The Knox Asian Festival was named the **Best Arts and Culture Festival in the South (2023)** by the Southeast Festivals & Events Association and received the **#1 Best Festival Iris Award (2024)** from the Tennessee Department of Tourist Development.

## **What's Happening in 2025:**

 What's Happening: [August 23–24, 2025](#) 

[Saturday, August 23 · 6–8 PM](#)


 **Sushi & Sumo Night @ World's Fair Park Amphitheater**

Join us for an unforgettable evening of **real Sumo wrestling and delicious Japanese cuisine!** Watch legendary Sumo champions in action while enjoying fresh sushi, premium Japanese beer, and whiskey (available for purchase).


### **Sumo Sushi Show Highlights**

 [Watch a preview!](#)

### **Meet the Sumo Legends:**

-  **Mende (Mongolia):** Undefeated with 14 wins in 14 matches!
- **ICHI:** 6'4", 540 lbs – Winner of the Emperor's Cup (highest award in Japanese Pro Sumo)
- **HIROKI:** 6'4", 570 lbs – Heaviest Sumo wrestler on Earth

### **Post-show Photo Opportunities with the Wrestlers!**

 **Proceeds support the Asian Culture Center of Tennessee**, helping fund the future Asian Culture Center and Japanese garden in Knoxville—enhancing our community through beauty, tourism, education, and cultural exchange.





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*Sunday, August 24 · 10:30 AM – 6:30 PM*

## **12th Annual Knox Asian Festival @ World's Fair Park**

Experience one of the South's premier cultural events, voted **“Best Arts & Culture Event in the South”** and **“Best Festival 2024”**!

### **Cultural Highlights Include:**

-  **Asian Cultural Parade** – 10:30 AM (starts at Festival Lawn fountain)
-  **Live Performances** – Across 3 stages throughout the day
-  **40+ Food Vendors** – Taste authentic dishes from 12+ Asian cultures
-  **Passport Program & Asian World Booths** – Educational and fun for all ages
-  **Matsuriza Taiko Drummers** – Back by popular demand with heart-pounding rhythms

### **New for 2025!**

-  **Hawaiian Fire Dancers & Hula Dancers** – First time ever at Knox Asian Festival!
-  **Free Water Stations & Misting Areas** – Stay cool while celebrating

### **Back by Popular Demand – Sumo Wrestling Demonstrations**

Catch **two live sumo shows** during the day and take photos with ICHI and HIROKI!

## Additional sponsors

### **More Info & Sponsors**

Visit: [www.knoxasianfestival.com/sponsor](http://www.knoxasianfestival.com/sponsor)

Thanks to our amazing sponsors: Hard Rock Café, Knox County, Tennessee Arts Commission, TVA, Visit Knoxville, PILOT, DENSO, FEDEX, THE BOYD Foundation, and many more.

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

The funding from DKA will be used to hire Hawaiian performers and other cultural performers, as well as to cover insurance costs. These performances will provide the public with opportunities to enjoy and learn from high-level performing arts representing diverse Asian and Pacific Island cultures.

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

### **Here's how actual attendance will be measured:**

- **Ticket Sales:** For the first time, tickets will be required for the event—priced at \$3 for adults, with free admission for children under 12. Attendance will be tracked through ticket sales, providing a reliable and quantifiable measure of total visitors. Additionally, we will be able to gather data on the geographic origin of attendees.
- **Independent Economic Impact Study:** The Asian Culture Center of Tennessee plans to hire AngelouEconomics (AE), a professional firm specializing in economic analysis, to conduct an independent study of the Knoxville Asian Festival. This analysis will measure key metrics such as job creation, capital improvements, visitor spending, and overall economic benefit. The comprehensive report from AE will include accurate attendance figures and provide valuable insights into the festival's regional impact.

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

Yes, DKA will have the opportunity to host a booth to promote your mission or business. Additionally, there will be volunteer opportunities available. Anyone who would like to join us as a volunteer will receive an official T-shirt and a lunch voucher as a token of appreciation. Please see our Sponsor Benefits. <https://www.knoxasianfestival.com/sponsor/>

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

The Knoxville Asian Festival, organized by the Asian Culture Center of Tennessee, is poised to have several positive impacts on downtown Knoxville:

**Economic Stimulus:** The festival is expected to attract a large number of attendees, leading to increased foot traffic in downtown areas. This influx of visitors can result in higher sales for local businesses, including restaurants, shops, and hotels, thus stimulating economic growth and supporting local entrepreneurship.

**Cultural Enrichment:** By showcasing diverse Asian cultures through performances, exhibitions, and culinary experiences, the festival adds vibrancy and diversity to downtown Knoxville. It provides residents and visitors alike with opportunities to engage with and learn about different cultural traditions, fostering cultural understanding and appreciation within the community.



Community Engagement: The festival serves as a platform for community engagement, bringing together people from various backgrounds and fostering a sense of belonging and inclusivity. It provides opportunities for interaction and dialogue, strengthening social bonds and promoting unity within the downtown community.

Tourism Promotion: The Knoxville Asian Festival has the potential to attract tourists from both within and outside the region, drawing attention to downtown Knoxville as a cultural hub and tourist destination. Increased tourism not only brings in revenue but also raises the city's profile, attracting further investment and development opportunities.

Enhanced Public Spaces: Hosting the festival in downtown Knoxville may necessitate the improvement or beautification of public spaces to accommodate the event. These enhancements can have lasting benefits beyond the festival, enhancing the attractiveness and functionality of downtown areas for residents and visitors alike.

Overall, the Knoxville Asian Festival has the potential to positively impact downtown Knoxville by boosting the local economy, enriching the cultural landscape, fostering community cohesion, promoting tourism, and enhancing public spaces.

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

We might not be able to invite the Performers.

Attach the following:

Projected *budget*, including detailed income and expenses

Detailed marketing and promotion plans

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

Proof of nonprofit status (if applicable)

B	C	D	E
Asian Culture Centr of TN Buget	FY2025 B	FY2026 B	FY2027 B
<b>REVENUE</b>			
Government Grant	0	0	0
Foundation	5,000	50,000	80,000
Corporations	50,000	75,000	75,000
Non state Grants	35,000	50,000	50,000
Local government	180000	180000	180000
Endor Fees	40000	40000	40000
Festival Sales	40000	60000	60000
Total CASH Revenue	350,000	455,000	485,000
Total In kind Revenue	25000	25000	25000
<b>EXPENSES</b>			
Salaries			
Director	60,000	65,000	65,000
Program Coordinator	45,000	48,000	48,000
Clerical/Accounting support	40,000	40,000	40,000
Volunteer Manager	30,000	30,000	30,000
Personnel Totals	175,000	183,000	183,000
<b>Operational Expenses</b>			
General Office supply	1,500	1,500	1,500
Web Hosting	1100	1100	1100
Advertisement	200	200	200
Insurance	750	750	750
Phone	1740	1740	1740
Internet service	840	840	840
Total	6,130	6,130	6,130
<b>Festival Event Expense</b>			
Ent World Fair parks	20,000	20,000	20,000
Performing arts Fee	40,000	40,000	40,000
Volunteer t-shirt and food	5,000	5,000	5,000
Security Company Fee	20,000	20,000	20,000
Insurance	5000	5000	5000
Tent/table rental fee	15,000	15,000	15,000
Math room rental fee	2000	2000	2000
IP room rental and foods	2500	2500	2500
Advertisement	10,000	10,000	10,000
Poster Contest	500	500	500
Contracted work (Police, Security )	25,000	30,000	30,000
Stage Music & screen Equipment	5,000	5,000	5,000
	150,000	155,000	155,000
<b>Out reach Program Expense</b>			
Coordinator Support	15000	15000	15000
Apartment/ Home for Coordinator	600	600	600
Food and Gas	1000	1000	1000
Program materials	2000	2000	2000
Travel fee	2000	2000	2000
Total	20600	20600	20600
<b>CCTN Buiding Proejct</b>			
Design		20,000	20,000
Land			
Buidling			
Buidling repair			
Japanese Garden		0	30,000
Total	0	20,000	50,000
<b>Total Expencc</b>	<b>351,730</b>	<b>384,730</b>	<b>414,730</b>

## 1. 📅 Timeline Overview

Phase	Timeline	Activities
<b>Planning</b>	Jan – Mar	Define goals, themes, target audiences, media partners
<b>Pre-Launch</b>	Apr – May	Begin teaser campaigns, announce date & location
<b>Launch Phase</b>	Jun – Jul	Push press releases, start digital campaigns, engage influencers
<b>Peak Promotion</b>	Aug – Festival Day	Daily posts, media interviews, paid ads, giveaways
<b>Post-Festival</b>	Sept	Thank you campaigns, survey promotion, highlight reels

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## 2. 📍 Target Audiences

- Knoxville & East TN general public
  - Asian-American communities in TN and Southeast region
  - Cultural organizations and embassies
  - Students and families
  - Tourists and out-of-state visitors
  - Donors, partners, and sponsors
- 

## 3. 📣 Key Marketing Channels

### 🔗 A. Digital & Social Media

- **Facebook / Instagram / X (Twitter) / TikTok**
  - Weekly countdowns, performer spotlights, behind-the-scenes videos
  - Sponsored ads targeting TN, GA, NC, and KY regions
  - Instagram Reels and TikTok trends with dancers, food, and costumes
- **YouTube**
  - Highlight videos from past festivals
  - Shorts: food stalls, martial arts, drumming clips
- **Email Marketing**
  - Monthly e-newsletters to 23,000+ subscribers
  - Special announcements (giveaways, VIP guests, contests)
- **Website**
  - Updated with full schedule, passport map, vendor list, performer bios, parking info
  - Mobile-optimized landing page with FAQ, accessibility details

## B. Influencer & Community Ambassadors

- Partner with local food bloggers, cultural YouTubers, and Knoxville influencers
- Engage student clubs and Asian affinity groups to promote through their channels
- Community video testimonials: “What the Knox Asian Festival Means to Me”

## C. Press & Media Relations

- Issue press releases to:
  - Knoxville News Sentinel, WBIR, WATE, WVLT
  - Nashville Public Radio, Asian American Journalists Association (AAJA)
- Organize Media Day 1 month before the event (with Taiko demo and Asian food tasting)
- Secure interviews for Kumi and key performers on local morning shows & podcasts

## D. Print & Outdoor Media

- Banners and posters at:
  - Public libraries, Asian restaurants, coffee shops, campuses
  - Visit Knoxville Visitor Center, Farmers Markets
- Flyers in English + translated versions (Japanese, Korean, Chinese, Vietnamese)
- **Billboards** along I-40 & I-75 (in partnership with Visit Knoxville)
- Local magazine ads (Knoxville Magazine, Cityview, East Tennessee Living)

## E. Partner & Sponsor Promotion

- Sponsors co-brand with festival in their emails and websites
- QR code signage in Asian grocery stores (Sunrise Market, Patel Brothers)
- Hilton and Visit Knoxville promote event in visitor welcome packets
- Use event’s “Best Festival” and “Stars of Industry” awards in promotion

## F. Special Campaigns & Engagement

- **#KnoxAsianFestival2025** contest:
  - Photo contest: winners featured on website
  - Passport Stamp social challenge
- **Volunteer Highlight Week:** stories from past volunteers

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## 4. Video & Visual Content Strategy

- Promo Trailer (90 sec): released early June
- Performer Teasers (15 sec): released weekly
- “Asian Food Tour” mini-doc: explore 5 Knoxville Asian restaurants with festival partners

- Accessibility Highlight: short video in collaboration with dRC
  - Drone footage of past crowd scenes
- 

## 5. 17 Special Promotion Events Pre-Festival

- **Asian Heritage Month Events (May)** – host a cultural preview event
  - **Flash Mob** at Market Square or UT campus with festival dancers
- 

## 6. Metrics & KPIs

- Social media impressions, reach, and engagement
  - Website traffic and time on page
  - Email open and click-through rates
  - Media coverage and press hits
  - Vendor, volunteer, and survey sign-up numbers
  - Attendance and passport program completion rates
- 

## 7. Post-Festival Follow-Up

- Thank-you email and social media post tagging sponsors, performers, and vendors
- Highlight video (released 1 week after festival)
- Survey analysis and publish key insights
- Sponsor impact report
- Save-the-Date for 2026

# BOARD OF DIRECTORS' MEETING



## STAFF REPORT FOR MAY 2025

### MARKETING

- Newsletter released on April 30 promoting new spring mural and seasonal coffees & cocktails.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 218,875 followers (previous: 217,336; 213,648; 211,157). Includes Facebook, Instagram, X, TikTok, Threads, YouTube, and LinkedIn.
- Continued work on Newts in Knoxville (24/7 scavenger hunt). Completed newt sculptures, installation set for June 2 & 3. Launch date June 6. Video content piece in process with Loch & Key. Media in the works with MoxCar, Inside of Knoxville, and West Knox Lifestyle.
- Marketing Committee meeting held on May 14. Recommendations in board package.

### BUSINESS SUPPORT

- Website update and promotion for May 2 First Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.

### QUALITY OF LIFE

- Several meetings/calls regarding the Old City road closures during the Smokies and One Knoxville soccer games, with concerns over business.
- Held a Quality of Life Committee meeting to discuss priorities from survey, scheduling another meeting for the end of June.
- Mounted police patrols are official!
- KPD asked us to increase our patrol on Market Square until 11:00 pm during the spring/summer.

### OTHER

- Preparing for the Annual Meeting – mailed postcard to all stakeholders.
- Move to the Emporium has been pushed back to the end of June.
- Media:
  - Inside Knoxville – Newt project
  - WBIR – new developments in downtown
  - UT – downtown development over the last decade
  - West Knoxville Magazine – Newt projects
- Meet with a group to discuss new child care center in downtown to help downtown employees.

**Downtown Knoxville Alliance**  
**Draft Budget for FY 25-26**

	<b>AMENDED FY 24-25</b>	<b>DRAFT FY 25-26</b>
<b>Income</b>		
CBID Tax Assessment	\$ 1,125,000	\$ 1,200,000
Investment Income	\$ 38,000	\$ 20,000
<b>Total Income</b>	<b>\$ 1,163,000</b>	<b>\$ 1,220,000</b>
<b>Expenses</b>		
Business Support	\$ 50,000	\$ 50,000
Total Business Support	\$ 50,000	\$ 50,000
Development		
Economic Impact Program	\$ 100,000	\$ 100,000
Prosperity Through Innovation	\$ 15,000	\$ 15,000
Total Development	\$ 115,000	\$ 115,000
Marketing Expenses		
Advertising General	\$ 50,000	\$ 60,000
Print & Content Development	\$ 55,000	\$ 60,000
Website-all committees	\$ 30,000	\$ 30,000
Events and Sponsorships	\$ 110,000	\$ 125,000
Brand Refinement	\$ 25,000	\$ 10,000
Downtown Scavenger Hunt	\$ 20,000	\$ 20,000
Total Marketing Expenses	\$ 290,000	\$ 305,000
Quality of Life		
Security	\$ 140,000	\$ 120,000
Ambassador Program	\$ 130,766	\$ 171,180
Beautification	\$ 35,000	\$ 45,000
Trash Compactor	\$ 75,000	\$ -
Open Street Activation	\$ 10,000	\$ 20,000
Initiatives from Survey		\$ 75,000
Total Quality of Life	\$ 390,766	\$ 431,180
Administration		
Meals/Lodging/Travel	\$ 6,000	\$ 6,000
Rent, Insurance, etc	\$ 65,000	\$ 22,000
Office Expense/Supplies	\$ 7,500	\$ 8,000
Bank Fees	\$ 200	\$ 200
Postage	\$ 2,500	\$ 2,500
Professional Development	\$ 6,000	\$ 12,000
Professional Services	\$ 12,000	\$ 12,000
Services Contract	\$ 244,173	\$ 222,050
Insurance Directors/Officers	\$ 900	\$ 900
Software	\$ 1,500	\$ 1,500
Total Administration	\$ 345,773	\$ 287,150
<b>Total Expenses</b>	<b>\$ 1,191,539</b>	<b>\$ 1,188,330</b>
<b>Change in NAV</b>	<b>\$ (28,539)</b>	<b>\$ 31,670</b>