

BOARD OF DIRECTORS' MEETING

➡ AGENDA

MAY 15, 2023, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *April Board Meeting p. 3
- III. *Financial Report p. 5
- IV. Committee Reports
 - A. *Marketing p. 15
 - B. Quality of Life p. 47
- V. Staff Report p. 49
- VI. Old Business
- VII. New Business
 - A. Upcoming Board Elections - Business & Stakeholder Representatives
(nominations@downtownknoxville.org)
 - B. Budget for FY 23-24 p. 63
 - C. Design Review Board – appointment 8/31/23
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

June 26, 5:00 pm - Annual Meeting & Board Meeting
July 17, 11:30 am - July Board Meeting
August 21, 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 17, 2023, 11:30 AM

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

Board members present included board chair, Matthew DeBardelaben, Chip Barry, Vince Fusco, Lorie Matthews, John Sanders, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Karen Kakanis, and Angela Lunsford.

I. Welcome

Matthew DeBardelaben welcomed everyone and called the meeting to order.

II. Minutes

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

III. Financial Report

Angela Lunsford delivered the report for the corporation explaining the various reports. Vince Fusco made a motion to approve the financial report, and John Sanders seconded the motion, which was unanimously approved by the board.

IV. Committee Reports

A. Development

Michele Hummel discussed the items from the Development Committee, which met April 14. The committee reviewed its annual investment with the Knoxville Chamber. Mike Odom presented the chamber's 5-year Strategic Plan and their vision to create a vibrant, innovative economic environment for the region to meet today's needs and tomorrow's growth. The committee made a recommendation in the form of a motion to invest \$15,000 with the Knoxville Chamber contingent upon the chamber providing a summary showing the downtown economic impact of these dollars. Lorie Matthews seconded the motion, which was approved by the board. Matthew DeBardelaben and Mary Katherine Wormsley recused themselves as they serve on the Knoxville Chamber board.

The second item the committee discussed was the Economic Impact Program. She relayed the thoughts from the committee about continuing the program. The board made some minor changes to the application program, which will be updated and placed on the website.

V. Staff Report

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

VI. Old Business

There was no Old Business.

VII. New Business

Matthew DeBardelaben announced that DKA will be accepting nominations for a business representative and stakeholder representative for the ballot this year.

Vince Fusco agreed to chair the Nominating Committee.

VIII. Public Forum

There was no Public Forum.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD April 30, 2023

	<u>Jul '22 - Jun '23</u>
OPERATING ACTIVITIES	
Net Income	(34,706)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	33,381
2020 · Accounts Payable	37,639
2600 · Accrued Payables	(27,853)
2700 · Accrued Wages	-
Net cash provided by Operating Activities	8,461
FINANCING ACTIVITIES	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	8,461
Cash at beginning of period	1,441,977
Cash at end of period	<u><u>1,450,438</u></u>
 Current Liabilities	 (44,727)
Accrued Payables	(332,897)
 Accounts receivable and Other	 28,924
 Subtotal	 (348,700)
 Projected Remaining Budgeted Income (Expenses)	
Revenue	-
Development	(50,000)
Quality of Life	(154,904)
Business Support	(14,458)
Marketing/Sponsorships	(36,179)
Administration	(46,629)
Subtotal	<u>(302,169)</u>
 Projected Cash - Before Minimum Reserve	 <u>799,569</u>
 Minimum Cash Balance - Reserve	 (150,000)
Projected Cash Availability	<u><u>649,569</u></u>

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD April 30, 2023

Project	Grants	Permit Date	Comp Date	YE 6/30/2023	Total
Cradle of Country Music	83,000			83,000	83,000
314 Union Ave (COK)	250,000			250,000	250,000
Hilton Parking Garage	50,000			50,000	50,000
	<u>383,000</u>			<u>383,000</u>	<u>383,000</u>

* City approval required

Note: Disclosure of Tax Abatement for Farragut Building. CBID Board agreed to receive current assessment of \$4,578 and forgo \$19,012/year for 25 years - total abatement \$475,302. Based on estimated increase in projected value \$18.4mm versus \$3.6mm. Tax is .32 per \$100 on 40% of projected value.

Note: In 2013, Knox County Commission and Knox County Industrial Development Board approved a 10 year PILOT for Marble Alley Lofts, LLC. The property was held by Knox County and did not pay property taxes because of its tax exempt status. The property is now held by the Knox County Industrial Development Board. Based on the current appraised value, at the end of the 10 year PILOT, CBID would be entitled to a projected assessment of \$36,800 annually.

Note: In July of 2019, the Board of the Downtown Knoxville Alliance agreed to approve a 10-year abatement of the incremental CBID assessment for the State Supreme Court projects starting 48 months after the Dover Signature Properties closes on the two parcels of property from the City of Knoxville to allow for construction and project stabilization. CBID will receive an assessment for both properties based on the acquisition cost of \$2.6mm or approximately \$320 for the property that will house the hospitality project, purchased for \$250,000 and \$3,008 for the parcel that houses the apartment project, purchased for \$2,350,000. Downtown Knoxville Alliance will receive this yearly assessment during the 48 month construction and stabilization period and during the 10-year abatement, after which the CBID assessment will be paid at full value.

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

Acct #	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	YTD FY23	FY23 Budget	Reminder
Income															
4020 CBID Tax Assessments	3,684	557	1,989	481,364	211,641	46,849	55,831	238,104	62,126	28,745	-	-	1,130,889	910,000	(220,889)
4100 Investment Income	12	19	18	45	21	184	171	217	292	1,084	-	-	2,063	500	(1,563)
Total Income	3,696	575	2,007	481,409	211,662	47,033	56,002	238,321	62,418	29,829	-	-	1,132,952	910,500	(222,452)
Expenses															
Development															
5225 Path to Prosperity	-	-	-	-	-	-	-	-	-	15,000	-	-	15,000	15,000	-
5205 Special Projects	-	-	-	-	-	-	-	-	50,000	-	-	-	50,000	100,000	50,000
Total Development	-	-	-	-	-	-	-	-	50,000	15,000	-	-	65,000	115,000	50,000
Quality of Life															
5659 Beautification	33	68	77	4,073	83	90	82	32,079	72	2,489	-	-	39,146	90,000	50,854
5657 Ambassador Program	6,833	6,833	6,844	6,837	6,837	6,837	6,837	6,837	6,837	9,676	-	-	71,207	82,000	10,793
5900 Residential - Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5901 Residential	-	-	(6,705)	-	-	-	-	-	-	-	-	-	(6,705)	3,000	9,705
5650 Other	-	-	-	-	-	-	-	-	200	-	-	-	-	-	-
5700 Security	2,204	1,904	1,100	2,104	1,524	3,739	3,212	4,204	3,855	2,604	-	-	26,448	110,000	83,552
Total Quality of Life	9,070	8,805	1,317	13,013	8,443	10,665	10,130	43,120	10,964	14,769	-	-	130,096	285,000	154,904
Business Support															
5676 Business Support	1,898	2,201	4,605	2,138	4,410	3,133	4,441	2,624	4,548	5,345	-	-	35,542	50,000	14,458
Total Business Support	1,898	2,201	4,605	2,138	4,410	3,133	4,441	2,624	4,548	5,345	-	-	35,542	50,000	14,458
Marketing Expenses															
5305 Advertising General	3,691	3,746	3,999	8,843	7,938	7,068	3,959	1,808	1,559	2,284	-	-	44,895	50,000	5,105
5306 Print & Design	211	486	813	5,728	9,194	2,548	5,204	3,462	1,493	3,590	-	-	32,727	35,000	2,273
5375 Website - All Committees	1,150	1,050	1,379	1,450	1,540	2,295	1,155	1,250	1,155	2,275	-	-	14,699	20,000	5,301
5362 Sponsorship Prior Year	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5360 Events and Sponsorship	-	5,000	4,000	-	-	5,000	27,500	-	25,000	-	-	-	66,500	90,000	23,500
Total Marketing Expenses	5,051	10,282	10,190	16,021	18,671	16,911	37,818	6,520	29,207	8,150	-	-	158,821	195,000	36,179
Administration															
5420 Meals/ Lodging/ Travel	362	488	241	383	726	194	249	66	2,317	671	-	-	5,698	5,500	(198)
5430 Office Expense	274	595	753	587	1,431	1,219	558	576	236	1,176	-	-	7,406	6,000	(1,406)
5435 Bank Fees	12	36	18	18	18	18	5	5	5	5	-	-	140	200	60
5440 Postage	-	151	10	9	-	23	17	6	-	14	-	-	230	2,500	2,270
5445 Professional Dev.	-	-	-	-	-	-	940	-	-	-	-	-	940	5,000	4,060
5450 Professional Svc	500	2,200	-	2,750	-	1,500	-	1,350	-	-	-	-	8,300	11,000	2,700
5461 Svc Contract - Operations	19,405	19,405	19,405	19,405	19,405	19,405	19,405	19,405	19,405	19,405	-	-	194,050	232,859	38,809
5750 Insurance Directors/Officers	-	-	-	828	-	-	-	-	-	-	-	-	828	800	(28)
5480 Software	-	-	-	-	415	-	-	-	-	-	-	-	415	1,000	585
5470 Supplies	-	-	-	223	-	-	-	-	-	-	-	-	223	-	(223)
Total Administration	20,554	22,875	20,427	24,202	21,995	22,359	21,174	21,408	21,963	21,272	-	-	218,230	264,859	46,629
Total Expenses	36,573	44,162	36,540	55,375	53,520	53,068	73,563	73,672	116,682	64,535	-	-	607,690	909,859	302,169
Change in NAV	(32,877)	(43,587)	(34,532)	426,034	158,142	(6,036)	(17,560)	164,649	(54,265)	(34,706)	-	-	525,262	641	524,621
Board Approved Spending															
314 Union Avenue	-	-	250,000	-	0	0	0	0	0	0	0	0	250,000	-	-
Subtotal Board Approved Spending	-	-	250,000	-	0	0	0	0	0	0	0	0	250,000	-	-
NAV Total after Surplus Spending	(32,877)	(43,587)	(284,532)	426,034	158,142	(6,036)	(17,560)	164,649	(54,265)	(34,706)	0	0	275,262	-	-

Downtown Knoxville Alliance

Statement of Cash Flows

April 2023

	TOTAL
OPERATING ACTIVITIES	
Net Income	-34,706.41
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	33,380.82
2020 Acc. Payable:Accounts Payable	37,639.44
2600 Accrued Payables	-27,852.67
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	43,167.59
Net cash provided by operating activities	\$8,461.18
NET CASH INCREASE FOR PERIOD	\$8,461.18
Cash at beginning of period	1,441,977.20
CASH AT END OF PERIOD	\$1,450,438.38

Downtown Knoxville Alliance

Balance Sheet

As of April 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1005 Cash	0.00
1012 First Bank Checking	371,235.99
1016 Regions - Checking	580,889.34
Total 1005 Cash	952,125.33
1020 Investments - Cert Dep and MM	
1021 First Bank 2774	-381.03
1022 FirstBank CD 0680	96,075.51
1023 First Bank CD 2781	104,867.24
1026 First Century Bank	115,746.79
1027 SunTrust MM Account	138,578.99
1029 Home Federal Bank - MM	43,425.55
Total 1020 Investments - Cert Dep and MM	498,313.05
Total 1000 Cash & Cash Equiv.	1,450,438.38
Total Bank Accounts	\$1,450,438.38
Accounts Receivable	
1110 Other Receivable	28,923.79
Total Accounts Receivable	\$28,923.79
Total Current Assets	\$1,479,362.17
TOTAL ASSETS	\$1,479,362.17
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	0.00
2020 Accounts Payable	44,726.65
Total 2000 Acc. Payable	44,726.65
Total Accounts Payable	\$44,726.65
Other Current Liabilities	
2600 Accrued Payables	332,897.33
Total Other Current Liabilities	\$332,897.33
Total Current Liabilities	\$377,623.98
Total Liabilities	\$377,623.98
Equity	
3900 Change in NA - unrestricted	826,675.99
Net Income	275,062.20
Total Equity	\$1,101,738.19
TOTAL LIABILITIES AND EQUITY	\$1,479,362.17

Downtown Knoxville Alliance

Profit and Loss

April 2023

	TOTAL
Income	
4020 CBID Assessment	28,744.79
4100 Interest on Cash Reserves	1,083.99
Total Income	\$29,828.78
GROSS PROFIT	\$29,828.78
Expenses	
5100 Business Support	
5150 Merchant Support	5,344.52
Total 5100 Business Support	5,344.52
5200 Development	
5225 Path to Prosperity	15,000.00
Total 5200 Development	15,000.00
5300 Marketing Expenses	
5305 Advertising	2,284.24
5306 Print and Content	3,590.33
5375 Website	2,275.00
Total 5300 Marketing Expenses	8,149.57
5400 Administration	
5420 Meals/Lodging/Travel	671.49
5430 Office Expenses	1,176.28
5435 Bank Fees	5.00
5440 Postage	14.40
5460 Services Contract	19,405.00
Total 5400 Administration	21,272.17
5650 Quality of Life	
5655 Bike Patrol	2,603.60
5657 Ambassador Program	9,676.33
5659 Beautification	2,489.00
Total 5650 Quality of Life	14,768.93
Total Expenses	\$64,535.19
NET OPERATING INCOME	\$ -34,706.41
NET INCOME	\$ -34,706.41

Accrued Payables at 3.31.23

Old City Association	FY23	\$3,000.00
Knoxville Opera	FY23	\$2,500.00
Two Bikes Mural	FY22	\$7,500.00
Dogwood Arts Festival	FY23	\$3,000.00
City of Knoxville (314 Union Ave)	FY23	\$250,000.00
Chalk Walk	FY23	\$1,250.00
Big Ears	FY23	\$4,000.00
East TN Historical Society	FY23	\$2,500.00
Convervation Cooperative	FY23	\$3,500.00
Nourish Knoxville - Market Square Farmers' Market		
Scheduled for May 3 - November 18	FY23	10,000.00
Grant for Hilton Parking Garage / 500 Clinch Ave.	FY23	50,000.00
Big Ears - Our Common Nature: An Appalachian Celebration		
Scheduled for May 25-27	FY23	\$5,000.00
Rhea Carmon - Southern Fried Poetry Slam		
Scheduled for June 7-11	FY23	\$3,500.00
Knox County Public Library - Children's Festival of Reading		
Scheduled for May 20	FY23	\$3,000.00
Old City Association - Rhinestone Fest		
Scheduled for June 2-4	FY23	\$2,000.00
Dogwood Arts - Southern Skies		
Scheduled for May 20-21	FY23	\$1,500.00
Ambassador Accrual April 2023	FY23	\$9,676.33
Ambassador reversal Jan - March 2023	FY23	-\$29,029.00
		\$332,897.33

Downtown Knoxville Alliance

A/R Aging Detail

As of April 30, 2023

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
31 - 60 days past due						
02/10/2023	Invoice	352	Abstracts On Display	03/12/2023	179.00	179.00
Total for 31 - 60 days past due					\$179.00	\$179.00
Current						
04/30/2023	Invoice	355	City of Knoxville.	05/31/2023	28,744.79	28,744.79
Total for Current					\$28,744.79	\$28,744.79
TOTAL					\$28,923.79	\$28,923.79

Downtown Knoxville Alliance

A/P Aging Detail

As of April 30, 2023

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
04/25/2023	Bill	INV-1037	Paris Woodhull Illustrations	05/01/2023	11	1,058.62	1,058.62
04/25/2023	Bill	189404	Graphic Creations	05/05/2023	7	468.16	468.16
04/28/2023	Bill	189470	Graphic Creations	05/08/2023	4	818.11	818.11
04/28/2023	Bill	189198	Graphic Creations	05/08/2023	4	297.79	297.79
04/30/2023	Bill	5574861	Knoxville News Sentinel	05/10/2023	2	1,559.00	1,559.00
04/13/2023	Bill	20088151	Designsensory	05/13/2023	-1	1,365.00	1,365.00
04/18/2023	Bill	9	Beuerlein, Karin	05/15/2023	-3	625.00	625.00
04/25/2023	Bill	2304422	High Resolutions, Inc	05/15/2023	-3	225.33	225.33
04/30/2023	Bill	04302023	Thomas, Robin	05/15/2023	-3	1,203.04	1,203.04
04/18/2023	Bill	1773	Moore, Mitch	05/18/2023	-6	600.00	600.00
04/24/2023	Bill	04042023	Ham 'n Goodys	05/24/2023	-12	151.40	151.40
04/30/2023	Bill	DKA-050223	Southern Bloom Social	05/30/2023	-18	1,710.00	1,710.00
04/30/2023	Bill	02202023	Ham 'n Goodys	05/30/2023	-18	175.20	175.20
04/30/2023	Bill	INV010222	Knoxville Chamber	05/31/2023	-19	19,405.00	19,405.00
04/30/2023	Bill	INV009759	Knoxville Chamber	05/31/2023	-19	15,000.00	15,000.00
04/30/2023	Bill	INV010320	Knoxville Chamber	05/31/2023	-19	65.00	65.00
Total for Current						\$44,726.65	\$44,726.65
TOTAL						\$44,726.65	\$44,726.65

MARKETING COMMITTEE

➤ MINUTES

MAY 10, 2023 1:00 PM



Downtown Knoxville Alliance board members present included Chip Barry. Committee members present included Lisa Allen, Public Building Authority; Heather Beck, BarberMcMurry Architects; Dana Dalton, downtown resident; Shera Petty, Visit Knoxville. Staff members included Robin Thomas.

Event Sponsorship Requests

Individuals representing five events presented requests to the committee. Summary and applications are attached.

Following a discussion of requests - with Chip Barry recusing himself from COK request - 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, previous funding of similar events, consideration of precedent established, potential economic impact to businesses, and others.

Organization	Event	Request	Recommendation
Anoor Academy	International Food Fest	\$10,000	\$5,000
Asian Culture Center	Asian Festival	\$25,000	\$5,000
City of Knoxville	Concerts on the Square	\$3,000	\$3,000
East TN Historical Society	Late 2023 Events	\$5,000	\$5,000
WDVX	Blue Plate Special	\$5,000	\$5,000
Total			\$23,000

Recommendation for Board Approval

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

Other Discussion

The committee was provided an update for Big Ears—Our Common Nature, which was funded in March 2023. The organization has decided to move the whole 'community village' part of the Yo-Yo concert out into the festival lawn and make it free to the public. A screen will also be installed so folks who don't buy tickets can see the show.

The committee also brainstormed some ideas on a potential year-round downtown scavenger hunt. Discussion on this will continue.

Downtown Knoxville Alliance - Event Sponsorships
FY 22-23 (as of April 30, 2023)

	FY 19-20 Requests	FY 19-20 Funded	FY 20-21 Requests	FY 20-21 Funded	FY 21-22 Requests	FY 21-22 Funded	FY 22-23 Requests	FY 22-23 Funded
Budget		60,000		60,000		80,000		90,000
Previously Approved								
Asian Culture Center of TN - Asian Festival*			n/a		20,500	5,000		
Asian Culture Center of TN - Japanese New Year					5,650	1,000		
Big Ears - Big Ears Festival					10,000	10,000	10,000	8,000
Big Ears - Our Common Nature							5,000	5,000
Bike Walk Knoxville - Tour De Lights	4,500	2,500	n/a		2,500	2,500	2,500	2,000
City of Knoxville - Concerts in the Park			5,000	5,000				
City of Knoxville - Concerts on the Square					8,000	3,000		
Downtown Knoxville - Support Now		32,500	n/a					
Downtown Knoxville - Peppermint Grove			10,000	10,000				
Downtown Knoxville - Spring Lighting			10,000	10,000				
Dogwood Arts - Arts Festival*	6,000		6,000	6,000	6,000	6,000	6,000	6,000
Dogwood Arts - Chalk Walk*	4,000		n/a		2,500	2,500	2,500	2,500
Dogwood Arts - Southern Skies *	5,000		n/a		5,000	5,000	5,000	1,500
East TN Historical Society - Children's Gallery			2,500	2,500				
East TN Historical Society - Lights! Camera! East Tennessee							5,000	5,000
Event Pro LLC - Knox Food Fest					10,001	5,000		
HoLa Hora Latina - HoLa Festival			5,000	5,000			5,000	5,000
IndiaFest Knoxville - IndiaFest	5,000	4,000						
Knox Co - Children's Festival of Reading*	3,000		n/a		3,000	3,000	3,000	3,000
Knox Co - LitUP Teen Literary Festival	3,000	3,000	n/a					
Knox Co - Movies on the Square*								
Knoxville Community Media - Fall Concerts					10,000	-	5,000	-
Knoxville Opera - Musical Theater Marathon			4,000	1,500				
Knoxville Opera - Rossini Festival*	25,000		n/a		20,000	5,000	5,000	5,000
Knoxville Opera - Spring Regatta			1,050	-				
Make Music Knoxville - Carol Cart							3,400	2,000
Maker City - Maker City Summit							5,000	-
Nourish Knoxville - Farmers' Market	10,000	8,000	10,000	10,000	10,000	10,000	10,000	10,000
Old City Assn - Dolly Fest					10,000	5,000	10,000	2,000
Old City Assn - Old City Market	5,000	5,000	5,000	5,000	5,000	5,000	8,000	6,000
River & Rail Theatre - 2021-22 Season**					10,000	-		
TN Stage - Shakespeare on the Square*	2,500							
Southern Fried Poetry Slam							19,750	3,500
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	88,000	60,000	63,550	60,000	143,151	73,000	110,150	66,500
Balance Prior to Requests								23,500

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

** Board chose to fund outside of Event Budget.

Requests May 2023	Requests	Proposed
Annoor Academy - International Food Fest	10,000	5,000
Asian Culture Center of TN - Asian Festival	25,000	5,000
City of Knoxville - Concerts on the Square	3,000	3,000
East TN Historical Society - late 2023 events	5,000	5,000
WDVX - Blue Plate Special	5,000	5,000
Total Current Requests	48,000	23,000
Remaining Balance		500

Request	International Food Fest	Asian Festival	Concerts on the Square	East TN Historical Society - Late 2023 Programs	Blue Plate Special
	\$10,000	\$25,000	\$3,000	\$5,000	\$5,000
Dates	August 19	Aug 25 and 26	Thursday nights: July 20, Aug 17, Sept 21 Tuesday nights: September 5, 12, 19, 26	Variety of events including History Hootenanny (Aug 19), Football Fridays (Sept 8 and Oct 13), Monsters at the Museum (Oct 28)	Year round Monday – Saturday 6 days a week Friday at Barley's (outside of district)
Location	World's Fair Park	World's Fair Park	Market Square	East TN History Museum	Knoxville Visitors Center
History	Prior Years: 19 Funded by DKA: 0	Prior Years: 10 Funded by DKA: 7	Prior Years: 9 Funded by DKA: 2	Prior Years: n/a Funded by DKA: n/a	Prior Years: 19 Funded by DKA: 8
Most Recent Funding	n/a	\$20,500 FY 21-22 \$5,000 request	\$8,000 FY 21-22 \$3,000 request	n/a	\$5,000 FY 21-22 \$5,000 request
Event Producer	Annoor Academy	Asian Culture Center	City of Knoxville	East TN Historical Society	WDVX – Cumberland
Other Sponsors	Not available	DENSO, AISIN, JTEKT, EXEDY, Visit Knoxville, TVA, more	Comcast Business/Xfinity, B97.5	Tennessee Arts Commission	Barley's, Corp for Public Broadcasting, TN Arts Commission, Visit Knoxville, others
General Admission	\$1	Free	Free	Free	Free
Expected Attendance	35,000	60,000	1,400 – 2,100 (200-300 at each concert)	1,650 – 2,100 (four listed events only)	10,000+ in person plus broadcast and webcast
Total Expenses	\$32,361 (no staff overhead included)	\$220,130 (includes staff overhead and outreach program)	\$21,750 (no staff overhead included; includes May & June concerts)	\$19,600 (no staff overhead included; does not include expenses for Home Tour, Little History Lessons, Brown Bag Lectures)	\$91,100 (allocated staff overhead included)
Projected Profit	\$2,639	\$56,870	Breakeven	Breakeven	Breakeven
Request/% of Exp	30.9%	11.4%	13.8%	25.6%	5.5%
Request/Attendee	\$0.29	\$0.42	\$1.71	\$2.67	\$0.50 in person only
Use of Funds	Location, fees, rentals	Rentals and performers	Sound technician	General event expenses	Book, host, promote and engineer show

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: International Food Festival

Date(s): August 19, 2023

Location: World's Fair Performance Lawn

Produced by: Annoor Academy

Sponsorship amount requested: \$10,000

Event History:

___ First-time event (#) 19___ prior years (#) ___0___ years of previous Alliance funding

Contact: Sarah Elkassabani Phone: 423-650-2682

Address: 1425 Carbou Lane, Knoxville, TN 37931

Email: Sarah@gofoodfest.org website: gofoodfest.org

Event description:

The International Food Festival is an event that brings together over 35,000 people from different backgrounds to celebrate food, culture, and community.

- Over 25 countries represented
- Restaurant vendors
- Performances
- Bounce houses, face painting, balloon animals, crafts, and henna artists

Additional sponsors:

We are currently still fundraising

Planned use of funds requested:

All funds raised from sponsors will go towards the event location, fees, and rentals.

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

35,000. There will be a \$1 entrance fee that will help us measure attendance. This event is open to the entire community of Knoxville and surrounding communities. It is open to all ages, ethnicities, and religions.

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

Food and nonfood vendors are welcome to sign up to have a booth where they can sell their merchandise and market themselves.

How will this event positively impact downtown?

This event will bring people together from all walks of life, display diversity, educate people about different cultures from around the world, and will be an appeal and attraction to nearby cities.

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

The lack of funding from the Downtown Knoxville Alliance would hinder our ability to provide the most authentic experience to the vast community of Knoxville and neighboring cities.

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)

Detailed budget

Location

	Estimated	Actual
World's Fair Park 18th and 19th	\$2,250	\$0
Park fees security, cleaning, etc	\$2,260	\$0

Planned budget Estimated total Actual total

\$4,510 \$4,510 \$0

Rentals

	Estimated	Actual
Tables 8'x30" qty 45	\$315	\$0
Tables 6'x30" qty 80	\$480	\$0
Samsonite chairs qty 200	\$200	\$0
1 40x40 white tent	\$1,160	\$0
Delivery	\$130	\$0
Tents 10x10 (weighted) qty 60	\$6,600	\$0
Truck fee/Sat pick up fee	\$700	\$0

Planned budget Estimated total Actual total

\$9,000 \$9,585 \$0

Extra Rentals

	Estimated	Actual
Bounce Houses-2	\$290	\$0
Bounce House workers	\$300	\$0
Generator	\$65	\$0
Balloon and Facepaint	\$0	\$0

Henna Artist	\$0
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	<i>Planned budget</i>	<i>Estimated total</i>	<i>Actual total</i>
	\$2,000	\$655	\$0

Sound

	Estimated	Actual
Sound system	\$1,500	\$0
Mixing board and 3 microphones	\$250	\$0
Labor	\$250	\$0

	<i>Planned budget</i>	<i>Estimated total</i>	<i>Actual total</i>
	\$2,000	\$2,000	\$0

Marketing

	Estimated	Actual
Printing fliers and business cards	\$300	\$0
Printing promo sponsor signs	\$500	\$0
Promoting online/social media	\$300	\$0
Ashraf-flier and website	\$150	\$0
Ashraf- retaining		\$0

	<i>Planned budget</i>	<i>Estimated total</i>	<i>Actual total</i>
	\$2,000	\$1,250	\$0

Miscellaneous

	Estimated	Actual
Square Readers-10	\$450	\$0
Tickets-500,000	\$1,995	\$0
Stamps for entry	\$0	\$0

Plates (1lb boats) 200,000	\$4,500	\$0
Hand Sanitizer Bottles	\$50	\$0
Sunscreen packets 1000 packets	\$270	\$0
Slilverware 200,000 spoons	\$6,396	\$0

<i>Planned budget</i>	<i>Estimated total</i>	<i>Actual total</i>
\$13,391	\$13,661	\$0

Decorations

	Estimated	Actual
Balloon Arch	\$500	\$0
Other decor	\$200	\$0

<i>Planned budget</i>	<i>Estimated total</i>	<i>Actual total</i>
\$700	\$700	\$0

Total estimated budget: \$32,361

International Food Festival Promotional Plan

Promotion Start Date

We have already started promoting this event on social media. We intend within the next few weeks to start paying for social media ads. As we go out into the community to find vendors, restaurants, and sponsors we will also be hanging printed flyers around the community. As we get closer to the event we will start contacting all local news and radio stations in East TN and have them promote our event as well.

Goals

Our promotion goals are to reach as many people in East TN as possible in any way possible, whether it be social media or physical flyers.

Promotion Process

We will strategically pay for social media ads as the event gets closer, and we have a series of flyers to release in anticipation of the event.

Materials

We plan to use social media as a main platform, but we will also display printer flyers and call radio and news stations for promotion as well.

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: The 10th Anniversary Knox Asian Festival

Date(s): 08/25 and 26 2023

Location: World Fair Park

Produced by: Asian Culture Center of TN

Sponsorship amount requested: \$25,000

Event History:

____ First-time event (#) 10 prior years (#) 7 years of
previous Alliance funding

Contact: Kumi Alderman _____ Phone: 831-241-1189

Address: PO BOX 31793 Knoxville TN 37930 _____

Email: info@knoxasianfestival.com _____

Event description:

10th Anniversary Knox Asian Festival will be on Aug 25th and 26th 2023 at the World Fair Park.

Aug 25th 6PM-9PM VIP performing stage at the Amphitheater. Sumo Demo & Other Professional Performers with Bento BOX and Beer/Green tea.

Aug 26th Saturday from 11AM – 8PM at World Fair parks.

This is our 10th Anniversary Festival. We have had survey done last year. Community wants us to have longer hours, more shade to eat foods, Fans, Unlimited water, more space and more food vendors. We are happy to hear the requests from community and trying to make changes.

1, Aug 25th 6PM -9PM VIP Event at amphitheater. So people do not want to fight with crowds, they can come VIP event. Sit down and enjoy the Sumo Demo and other professional performing arts. With over 100 festival appearances in 30 cities worldwide, they attract crowds who flock to, what is for many, a once-in-a-lifetime sumo experience! The elite sumo wrestlers are the highlight of our festival, bringing crowds of thousands. Unique with the presence of exotic, elite sumo wrestlers! The sumo stars will also pose for photos and sign autographs for guests!

2, Aug 26th Saturday 11AM – Parade – Community will enjoy the Asia Parade with each country costume.

3, Aug 26th 11AM -8PM – Passport program – We will spread each country pavilion in 2 parks which includes authentic foods, kids activities, Craft, teaching dance, teaching music. People will be able to feel like they traveled to each country. Especially Hot summer day, Thailand will have the Thai Water Festival and the traditional festivities of **Songkran** It are renowned throughout the world for its festive water celebration.

We are especially proud of the featured performance art that includes traditional Chinese, Korean, Vietnamese, Thai, Indian, and Philippine dance. We also showcase various martial arts demonstrations, K-Pop and J-Pop performances, Chinese professional musicians, a bonsai exhibition, a cosplay contest,, a Japanese tea ceremony, and Japanese drummers from Disney World. Many of our artists travel to Knoxville from throughout the United States and various Asian countries to participate in the Festival. Big Stage is a special draw as it can accommodate 1,250 Festivalgoers. Furthermore, the cultural and educational impact on Knoxville's youth is the true value of ACCT and the Festival. By educating the next generation with cultural sensitivity and competency.

4, Sumo Demo will be in the EXPO Center with Air-conditioned area. People will enjoy the Demo and learned about Japanese national sports. 2PM and 6PM will be the demo time.





Additional sponsors: DENSO, AISIN, JTEKT, EXEDY, VISIT KNOXVILLE, TVA and more

Planned use of funds requested:

\$10,000 – 2 of 40x100 Tent, 1000 chairs and tables for people to sit down in the shade, Fans, Mist
 \$5,000 - Sumo Fee (\$20,000 + \$6,000 for Hotels, Meals, Airfare)
 \$10,000 - Performers Fee from All over the USA (\$25,000)

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

More than 60,000

We take photos and count each parks and theaters.

We also ask Policemen.

We invite everyone.

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

They can join us as vendors. So they can be connected to more diverse community.

Application is Online.

<https://www.knoxasianfestival.com/commercial-vendor-application/>

If they want to giveaway any coupons, we can put on our main information. Do you have any Downtown shopping/restaurant Map? We can also put it on our website.

How will this event positively impact downtown?

Last year we had more than 60,000 people joined and made \$3.4 million economic impact on Knoxville.

People will join us from out of state. Many performers, friends and family will come to stay in downtown. They will go eat restaurant and shop. Especially Philippine National conference is Co-hosting, We will have more people from out of town.

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

It will effect how we can set up. We would like to create better set up for public to have better experience of Knoxville. Hope you can support us to rent tents, tables, chairs, Fans and mist stations. It will effect who we will invite performers. We appreciate your support to make this 10th anniversary festival successful.

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)

Asian Culture Centr of TN Buget	FY2021R	FY2022 R	FY2023 B	FY2024 B
REVENUE				
Government Grant	10,000	40,000	50,000	50,000
Foundation		10,000	15,000	15,000
Corporations		96,000	80,000	80,000
TN state Grants		9,520	25,000	25,000
Local government		45000	45000	45000
Vendor Fees		11770	12000	12000
Individual Contributions	4050	3,151	20,000	20,000
Tickets sale			30,000	30,000
TOTAL REVENUE	14,050	215,441	277,000	277,000
Total In kind Revenue		25,000	25000	25000
EXPENSES				
Contracted Festival Director Fee		35,000	35,000	35,000
Clerical/Accounting support Fee		12,000	25,000	25,000
Admin Contractor Fee Totals		47,000	60,000	60,000
Operational Expenses				
General Office supply	2749	1,500	1,500	1,500
Web Hosting	480	948	1100	1100
Advertisement	1250	0	200	200
Fundraise Expense (hire Proffessial)		1,694	10,000	10,000
Insurance		750	750	750
Phone	1230	1740	1740	1740
Internet service	948	840	840	840
Total		7,472	16,130	16,130
Festival Event Expense				
Vendor Fee refund	2500			
Rent World Fair parks		12,525	18,000	18,000
Performing arts Fee		38,208	48,000	48,000
Volunteer t-shirt and food		5,500	2,500	2,500
Security Company Fee		3,510	10,000	10,000
Insurance		3792	3500	3500
Tent/table rental fee		5,920	30,000	30,000
Bath room rental fee		1486	2000	2000
VIP room rental and foods		2500	2500	2500
Advertisement		8,405	2,000	2,000
Poster Contest		500	500	500
Asian Film Festival		2,000	1,000	1,000
Membership		1,239		
Volunteer suuply		3,202		
others		560		
		89,347	120,000	120,000
Out reach Program Expense				
Rental office			5000	5000
Apartment/ Home for Coordinator			12000	12000
Foods and Gas			5000	5000
Program materials	4616		2000	2000
Travel fee				
Insurance				
Total		0	24000	24000
Total Expence				
	13773	143,819	220,130	220,130

Marketing

- 1, Poster contest and this poster will be posted all over the town
- 2, Social media – AD Budget is \$1,800 our website company will create AD
- 3, Events – We will be at other events to promote our Festival.
- 3, Radio – We have the contract with Radio stations to promote

Media Sponsors

WEST KNOXVILLE
LIFESTYLE

Star 102.1
YOUR #1 HIT MUSIC STATION

AWESOME
93.1

Hot 104.5

100.3
THE WOLF

- 4, TV stations (TV10, TV8, TV6)
- 5, Partners will promote in their own company and schools

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Concerts on the Square _____

Date(s): July 20, August 17, September 5, 12, 19, 21, 26

Location: Market Square

Produced by: City of Knoxville Office of Special Events _____

Sponsorship amount requested: _____ \$3000 _____

Event History:

_____ First-time event (#) 9 prior years (#) 2 years of previous Alliance funding

*helped us do outdoor concerts at WFP during COVID

Contact: Elaine Frank _____ Phone: 865-215-2024 _____

Address: 400 Main Street, Suite 578 _____

Email: efrank@knoxvilletn.gov _____

Event description:

This is a free, family-friendly concert series that the City of Knoxville began to enhance the public's experience on Market Square. The live music of different genres attracts a wide range of age groups who enjoy the ambience on the Square. This series enables the public to enjoy a free concert on the Square, bring their chairs or enjoy a meal on one of the many restaurant patios.

Concerts on the Square consists of two different series;

- Jazz Tuesdays: begin at 7:00 pm and end at 9:00 pm with performances from various Jazz Artists and groups within the community in the months of May, June & September.
- Variety Thursdays take place every 3rd Thursday in May, June, July, August & September and begin at 7:00 pm and end at 9:00 pm with several of the performances featuring an array of music. _____

Additional sponsors: Comcast Business/Xfinity, B97.5 _____

Planned use of funds requested: We would use the money to help pay for sound technician to be on site for Jazz Tuesdays in September and Variety Thursdays in July, August

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

The attendance varies for each concert and is dependent on weather, the majority of the concerts bring about 200-300 people. Demographic ranges of all ages, races, men and women with downtown residents, students and other people in the Knoxville area as well as anyone dining or shopping who happen to come across the free concert.

The attendance is measured by Public Service and the Special Events office by counting the crowd that is sitting and enjoying the concert as well as people who walk by and stay for the remainder of the concert. _____

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

People will be able to sit on the patios of Market Square and listen to the music, or they can provide to-go meals for people to purchase and take on the Square and eat _____

How will this event positively impact downtown?

This event allows people to enjoy the ambiance of Market Square while enjoying live music from local musicians. People will be able to bring chairs and blankets, get to-go dinners from restaurants downtown or bring a picnic and enjoy free music. People spend the night dancing under the stars, tapping their toes and laughing the night away with their friends and family while enjoying Downtown Knoxville. _____

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

Possibly cutting out September Jazz _____

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)

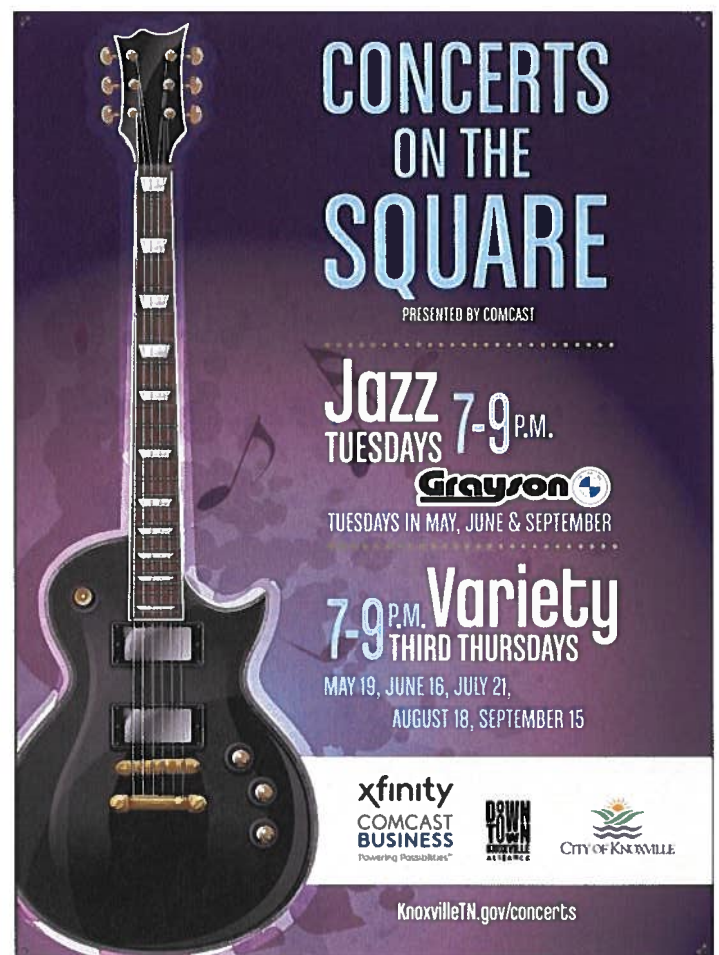
Concerts on the Square 2023				
Jazz Tuesdays				
Date	Band Name	Band Cost	Sound Cost	
May 2,9,16,23,30	TBD	sponsored by KJO	\$ 3,500	
June 6,13,20,27	TBD	sponsored by KJO	\$ 2,800	
Sept 5,12,19,26	TBD	sponsored by KJO	\$ 2,800	
Variety Thursdays				
Date	Band Name	Band Cost	Sound Cost	
May 18, 2023	WIMZ Garage Band	\$ 650	\$ 700	
June 15, 2023	Club Rewind 80's Cover	\$ 800	\$ 700	
July 20, 2023	7 Bridges	\$ 5,500	\$ 700	
August 17, 2023	Candela	\$ 1,700	\$ 700	
September 21, 2023	Square Dancing	\$ 500	\$ 700	
Total Variety Thursdays				
		\$ 12,650		
Total Jazz Tuesdays				
		\$ 9,100		
Total Cost				
		\$ 21,750		
Comcast Sponsorship				
		\$ 12,500		
		\$9,250		

Concerts on the Square 2022				
Jazz Tuesdays				
Date	Band Name	Band Cost	Sound Cost	
May 3, 2022	Sam Adams Quartet	sponsored by KJO	\$ 400	
May 10, 2022	Eric Reed	sponsored by KJO	\$ 400	
May 17, 2022	Jack Roben Trio	sponsored by KJO	\$ 400	
May 24, 2022	Greg Tardy Quartet	sponsored by KJO	\$ 400	
May 31, 2022	Mark Boling Trio	sponsored by KJO	\$ 400	
June 7, 2022	Greg Tardy Quartet	sponsored by KJO	\$ 400	
June 14, 2022	Taber Gable Trio	sponsored by KJO	\$ 400	
June 21, 2022	Ken Brown Quintet	sponsored by KJO	\$ 400	
June 28, 2022	Margherita Fava Trio	sponsored by KJO	\$ 400	
September 6, 2022	Matt Coker's Hammond Organ Trio	sponsored by KJO	\$ 400	
September 13, 2022	Larry Vincent	sponsored by KJO	\$ 400	
September 20, 2022	Shawn Turner & Pinky Ring	sponsored by KJO	\$ 400	
September 27, 2022	Jon Hamar	sponsored by KJO	\$ 400	
Variety Thursdays				
Date	Band Name	Band Cost	Sound Cost	
May 19, 2022	The Coveralls	\$ 1,200	\$ 400	
June 16, 2022	Evelyn Jack & Soule4	\$ 600	\$ 400	
July 21, 2022	K-Town Music	\$ 650	\$ 400	
August 18, 2022	Mike Snodgrass Band	\$ 750	\$ 400	
September 15, 2022	Dirty Grass Soul	\$ 3,000	\$ 400	
October 20, 2022	Commodore Fox followed by Joe Lasher	Sponsored by Ingles	\$ 400	
Total Variety Thursdays				
		\$ 8,600		
Total Jazz Tuesdays				
		\$ 5,200		
Total Cost				
		\$ 13,800		
Comcast Sponsorship				
		\$ 8,700		
Downtown Knoxville Alliance				
		\$ 3,000		
Grayson Auto				
		\$ 3,000		
Total City of Knoxville paid				
		\$900		

Marketing Plan 2023:

We will have banners on Market Stage pillars, posters will be distributed to local businesses, concert information will be posted on our website as well as on Facebook and Instagram and other public event calendars. B97.5 is our radio sponsor and will be promoting the concert series and will have 14 promotional announcements each month for Jazz, and 14 promotional announcements leading up to each Third Thursday. The series is also listed in the Visit Knoxville Visitor's Guide.

Banner designs from 2022



Introduction

The East Tennessee Historical Society offers a full range of events as we seek to connect with the people of East Tennessee and tell the stories of our region. We are located in downtown Knoxville at the East Tennessee History Center at 601 S. Gay Street. Except for two large fundraising events that require renting another (larger) venue, our events take place in downtown Knoxville.

Instead of submitting multiple grant applications throughout the year, we are requesting funding for a wide range of events and activities that will take place between now and the end of 2023. It is our plan, going forward, to submit one proposal that will request funding for activities and events taking place for a full calendar year beginning in 2024.

We are only requesting funding for events that are free and open to the public. For that reason, we did not include Little History Lessons, the Downtown Home Tour, H3 Member Events, Legacy Business Partner Events, and other events. We also did not include Brown Bag Lectures. Those are free and open to the public, but the expenses for those are covered by a sponsor.

Total Requested Amount: \$5,000

Events August-October 2023

Event: History Hootenanny

Date: Saturday, August 19, 2023, from 10:00 am-4:00 pm

Location: East Tennessee History Center, 601 S. Gay Street, Knoxville, TN 37902

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above.

Event History: 2nd year

Event Description: The event features the best of the East Tennessee History Center, including live music and fun activities in the Museum of East Tennessee History, genealogy workshops, a local history used book sale, shuttles to the Historic House Museums of Knoxville, walking tours, and much more! This year's theme is "Celebrating Film in East Tennessee", which coincides with our feature exhibition *Lights! Camera! East Tennessee!* and the Clarence Brown Film Festival (created by the Knox County Library).

Additional Sponsors: Tennessee Arts Commission (potential grant funds for musicians)

Planned use of funds requested: See budget.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 800-1000 guests will attend the History Hootenanny. We will have a staff member

or volunteer present in the lobby to count the number of guests. We aim to attract families, visitors from around the East Tennessee region, tourists visiting for the day, and East Tennessee Historical Society members.

Event: Football Fridays

Date: Friday, September 8, 2023, and Friday, October 13, 2023, from 5:00-7:00 pm

Location: East Tennessee History Center, 601 S. Gay Street, Knoxville, TN 37902

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above.

Event History: 1st year

Event Description: V...O...L...S... V..O..L..S... V.O.L.S. Go Vols! Go! The East Tennessee Historical Society invites you to a historic Friday night pep rally at the East Tennessee History Center. Enjoy food from local food truck vendors, drinks from the Tap Truck, and music from local East Tennessee musicians. Get in the game spirit with a little help from the UT spirit teams and a special appearance from one of UT's own history makers.

The event will take place on Market Street between Church Street and Clinch Avenue, behind the East Tennessee History Center. We are partnering with the University of Tennessee Athletic Department to facilitate the spirit teams (cheerleaders, mascot, band, etc) and the "history makers."

Additional Sponsors: None

Planned use of funds requested: See budget.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 300-400 guests will attend each of these events. We will have a staff member or volunteer present at the entrance to count the number of guests. We hope to attract visitors who love UT football/sports, but who aren't necessarily familiar with the East Tennessee Historical Society.

Event: Monsters at the Museum

Date: Saturday, October 28, 2023, from 11:00 am-3:00 pm

Location: East Tennessee History Center, 601 S. Gay Street, Knoxville, TN 37902

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total requested above.

Event History: 5+ years

Event Description: Calling all monsters! The East Tennessee Historical Society invites families to Monsters at the Museum, an event highlighting the “monsters” and superstitions that call East Tennessee home. From Cherokee oral traditions to eerie Victorian mourning customs, we’ll delve into the region’s spooky and mysterious histories. The event will feature a variety of Halloween-themed children’s games, crafts, storytelling, and costume contests with prizes for different categories. This event is free for the entire family.

Additional Sponsors: None

Planned use of funds requested: See budget.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 250-300 guests will attend this event. We will have a staff member or volunteer present at the entrance to count the number of guests. Our goal is to attract families to the Museum of East Tennessee History.

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

We welcome partnerships with downtown merchants. The Promotion Partnership appears to be the best path. For the upcoming Home Tour, 15 downtown businesses agreed to be Promotion Partners. We started sending them digital content on Friday, April 14, 2023, and will continue to do this until June 9, the day before the tour. The partners share the content, using whatever forms of social media they use at a time convenient for them each week. In addition, we’ll be delivering promotional postcards and flyers to the businesses. In return we will list the Partners in the tour booklet.

There is no cost to the business. They do not have to offer a special deal or discount to tour guests, but those who do will be identified with an asterisk. We were so pleased with the response to this opportunity that we will use it as a cross promotion model for events such as History Hootenanny and Football Fridays at the Museum.

How will these events positively impact downtown?

All these events bring people downtown. The Home Tour has brought hundreds of people in past years, and we hope to attract large numbers in the first tour since 2019. Based on initial responses, we anticipate Football Fridays at the Museum will draw an enthusiastic group. Each event draws a different crowd, which expands our community outreach.

People do not simply attend our events. They shop in downtown stores and visit bars and restaurants and other attractions. A vibrant downtown requires people enjoying themselves in our beautiful, walkable downtown. We aim to attract them to the History Center and all of downtown.

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

Lack of funding could result in a reduction in scope. It would also decrease our ability to promote the events. Printing is expensive. We do use digital promotion, but printed postcards have proven to be effective in reaching people. If our promotional reach is limited, it may affect attendance and reduce opportunities for community engagement.

Marketing Plan

- Our regular email communications with members and beyond reach over 8,000 people twice a month.
- Targeting advertising on social media will reach well beyond our 18,400 followers.
- Our member mailing list averages about 1,800 contacts. All of which receive regular event updates and calendars via mail.
- Press Releases go out to a list of approximately 300 regional East Tennessee regional media outlets.
- These events are usually featured in local news segments and blogged about in various Knoxville online publications, such as WATE and Inside of Knoxville.

Budget

See budget spreadsheet.

East Tennessee Historical Society Event Budgets

Income	History Hootenanny (August 19, 2023)	Football Fridays (September 8, 2023)	Football Fridays (October 13, 2023)	Monsters at the Museum (October 28, 2023)
Tickets	Free	Free	Free	Free
Sponsors	\$1,500 (potentially from Tennessee Arts Commission)			
Advertisements				
Merchandise				
Total	\$1,500	\$0	\$0	\$0

Expenses	History Hootenanny (August 19, 2023)	Football Fridays (September 8, 2023)	Football Fridays (October 13, 2023)	Monsters at the Museum (October 28, 2023)
Printing	\$1,500 (postcard, mailing, programs, signs)	\$1,500 (postcard, mailing, signs)		
Advertising	\$50	\$50	\$50	\$50
Rentals	\$3,800 (shuttles to Historic House Museums)	\$1,200 (bike racks, av equipment, sound engineer)	\$1,200 (bike racks, av equipment, sound engineer)	
Guest Speakers/Musicians	\$1,500 (Walking Tours and Musicians)	\$800 (Musician)	\$800 (Musician)	\$800 (Cherokee Oral Historian and Knoxville Storyteller)
Supplies	\$500 (volunteer snacks/lunch and supplies)	\$1,100 (wristbands, beverages, and cups)	\$1,000 (beverages and cups)	\$800 (kids craft supplies, gift bag supplies, prizes, candy)
Permits/Insurance		\$250	\$250	
Other		\$1,200 (police/EMS)	\$1,200 (police/EMS)	
Total	\$7,350	\$6,100	\$4,500	\$1,650

Total Expenses for all Events = \$19,600

Other East Tennessee Historical Society Events

*No funding requested

Downtown Home Tour (June)
 Little History Lessons (ongoing)
 Brown Bag Lectures (ongoing)

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: The Blue Plate Special

Date(s): May 1, 2023 – April 30, 2023

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

Produced by: WDVX – Cumberland Communities Communications Corp.

Sponsorship amount requested: \$5000

Event History:

____ First-time event (#) _19_ prior years (#) _8_ years of previous Alliance funding

Contact: Tony Lawson

Phone: 865-544-1029

Address: 301 S. Gay Street, Knoxville, TN 37902

Email: tlawson@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 in the Knoxville Visitor Center where WDVX is located. The show is free to attend, is simultaneously broadcast and webcast on wdvx.com and is recorded for rebroadcast. It is now available most days on Facebook Live. It is also accessible online for two weeks following the broadcast. WDVX recently expanded the Blue Plate Special on Friday, moved it to Barley's, and is calling it the "Big Plate." 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 appearances and CDs and sell their merchandise. The show is hosted by a WDVX staff member who books 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 is also an educational opportunity for students to learn how to set up, mix and record live music as well as mic for broadcast. Interns and volunteers take Blue Plate Shows video and upload to the WDVX YouTube channel.

Last calendar year over 10,000 people attended the WDVX Blue Plate Special with over 950 artists performing. WDVX is working on rebuilding the audience after the multiple waves of COVID and its variants. Now the Blue Plate Special is back to 6 days a week.

WDVX community radio went on the air in 1997 and since then has been building community through music. 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 and Visit Knoxville.

Planned use of funds requested: Grant funds will be used to help 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 2023/24 to continue to climb back slowly to previous attendance. A staff member or volunteer performs a head count daily which includes a residential survey. In this past calendar year, 73% of attendees were from Knox County including Knoxville, 12% are from the area outside of Knox County (Blount, Anderson, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Loudon, Monroe, Morgan, Roane, Scott, and Sevier Counties), and 15% are visitors from outside Eastern Tennessee. In the past calendar year, the Blue Plate Special had visitors from most of the 50 states. International travel was slower than we had hoped, but WDVX looks forward to increased attendance of these guests.

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 of webcast audience which is in the thousands. From real time website information, we do know that the Blue Plate Special is our most listened to a program online. WDVX is counting the Facebook Live audience that makes these accessible to the homebound as well as showcase the live music experience available in Downtown Knoxville.

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 event/program or others which would provide them on air exposure. Additionally, WDVX will use downtown merchants for production support, hospitality and crew meals. Because the show happens during the day, downtown restaurants and merchants will can increase traffic.

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 booking them to play live on the Blue Plate Special, First Fridays and Kids Stuff. The live Blue Plate Special's colorful broadcast history re-enforces that there is something to do all the time in downtown Knoxville and to get out during the workday.

People who attend the Blue Plate Special enjoy downtown restaurants and coffee shops before and after the show, park at local lots, 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, 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 most 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	
Income for The Blue Plate Special	
Corporation for Public Broadcasting	\$29,100.00
Sponsorships (Barley's, Visit Knoxville)	\$24,000.00
Tennessee Arts Commison 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	\$1,500
WDVX listener support	\$25,000.00
Total Event Revenue	\$91,100.00

Expenses for The Blue Plate Special	
Hosts/booking allocated to BPS	\$26,000.00
Annoucner time allocated to BPS	\$7,500.00
Sound Engineers allocated to BPS	\$26,000.00
Webproducer allocated to BPS	\$4,000.00
Administrative time allocated to BPS	\$2,500.00
Artist Hospitality	\$200.00
Advertising & Promotion	\$1,000.00
Insurance	\$2,000.00
Webcasting fees, tower rentals, transmission fees, phones	\$5,000.00
IT services, server, archive service, web development	\$5,000.00
Equipment and maintance	\$3,000.00
Payroll taxes, health insurance, employee retirement plan	\$8,500.00
Parking	\$400.00
Total Event Expenses	\$91,100.00

The WDVX Blue Plate Special			
Financial History			
2020 - 2022			
	2020	2021	2022
Revenue			
Grants & Sponsorships	\$35,100	\$35,100	\$35,100
Underwriting	\$24,000	\$24,000	\$24,000
Contributions	\$27,500	\$27,500	\$27,500
In-Kind	\$3,500	\$3,500	\$3,500
Revenue Totals	\$90,100	\$90,100	\$90,100
Expenses			
Personnell	\$59,000	\$59,000	\$59,000
Operations	\$26,600	\$26,600	\$26,600
Advertising and Promotion	\$1,000	\$1,000	\$1,000
Equipment and Supplies	\$3,500	\$3,500	\$3,500
Expenses Totals	\$90,100	\$90,100	\$90,100

Downtown Knoxville

6/14/22 - 4/17/23

Support for WDVX comes from Downtown Knoxville. A charming spot full of local businesses and unique experiences. You can connect with what the city has to offer at [Downtown Knoxville dot org](http://DowntownKnoxville.org)



The WDVX Blue Plate Special Marketing Plan 2023-24

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

We constantly promote the WDVX Blue Plate Special and its sources of support. The annual value of marketing for the Blue Plate Special is \$51,000 and uses a number of platforms:

- The Blue Plate Special show is promoted at least once every hour on WDVX 89.9, and remote translators 102.9 and 93.9, and on its live stream. Upcoming BPS artists are additionally promoted through airplay.
- A calendar on WDVX.com lists upcoming shows and links to artist videos.
- Artist profiles appear regularly on the WDVX.com calendar and events and are promoted socially.
- Social media
 - WDVX creates a Facebook post for each day's show, which can send notifications to WDVX's 25,000 followers.
 - Show photos are posted on WDVX Facebook page after each day's performance with a regular reach of 1200 users
 - Upcoming shows are promoted to
 - WDVX e-newsletter's 7,000 subscribers
 - 7545 Twitter followers
 - Instagram with 5863 followers finds and follows each Blue Plate Special artist and posts show photos
 - WDVX streams Blue Plate Special performance live on WDVX's Facebook page, the performance is available indefinitely, and places select videos on our YouTube channel

QUALITY OF LIFE COMMITTEE

➡ MINUTES

APRIL 24, 2023, 11:30 AM

The Quality-of-Life Committee for Downtown Knoxville Alliance met on Monday, April 27 at 11:30 am at 17 Market Square. Members present included Chair—Lorie Matthews, Chip Barry, Nikki Elliott, David Jones. Others included: Matthew DeBardelaben; staff: Michele Hummel; PooPrints: J. Retinger and Brian from PooPrints.

Discussion with PooPrints

The committee has been discussing ideas to help deter the pet waste problem we have downtown. PooPrints shared with the committee info about their company and a program they developed with downtown Roanoke.

Background on PooPrints: Knoxville-based company that works in 7 countries with 7,000 clients across the nation. Their parent company is BioTech Laboratories, which is also Knoxville based. They specialize in forensic pet waste services, which have proven to eliminate unscooped dog waste. Dogs are swabbed and placed in the database.

Costs:

\$47 for registration/swab

\$28 for waste kits

\$71 for processing waste samples/comparing to database

Downtown Roanoke:

They have partnered with downtown Roanoke to reduce their problem of unscooped dog waste by partnering with 19 residential buildings. In this case, Downtown Roanoke, Inc and PooPrint partnered together, each contributing approximately \$10,000 to start the program. They worked together:

- The initial grant was used to swab all the existing dogs in downtown Roanoke properties. After the program was launched, residential properties used the pet fees they charged residents to pay for the registration and swab.
- Lease addendas were signed by all participating properties to include the same language, pet fee, and pet fine. Roanoke went with an escalated scale of \$250, \$300, \$500, and finally eviction. There was a fine if dogs were not registered within a certain timeframe for new residents
- Adjacent Property Agreement – They implemented an adjacent property agreement that notifies residents that all properties will have samples from common areas compared against the entire population (if one dog lives in Property A and they find waste in Property D that matches that dog, the owner is fined).
- PooPrints held a 'pet day' to help get as many pets swabbed as possible.
- There are incentives from national brands such as Chewy, Bark Box, etc that receive benefits from being a member of PooPrints.

The committee discussed how we can implement a similar program in Knoxville. After staff relayed some of downtown Knoxville's numbers, PooPrints suggested that we work on multi-family, rental properties first. They estimate we have 790 dogs from our 1430 rental units.

Discussion items included:

- Holding a meeting (perhaps Happy Hour) with downtown properties to learn more about this program/project and gauge their interest in participating.
- In Roanoke, complexes only test unscooped waste on their properties. In Knoxville, we see a lot of waste on public property, which is a problem we need to address. Can KPD levy fines for positive ids?
- Roanoke placed signs on their public property that it is DNA monitored, which is not necessarily correct but it helps deter pet waste. Can we do that here??
- Staff will learn more about the program from Roanoke and its success.
- PooPrints will provide documents/agreements used in Roanoke.

The committee would like to move forward with a similar program and set up meetings with downtown property owners to gauge interest.

BOARD OF DIRECTORS' MEETING

➡ STAFF REPORT FOR MAY 2023

MARKETING

- Newsletters released on May 2 (celebrating 20 years of Market Square Farmers' Market), and May 5 (First Friday ArtWalk).
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 140,067 followers (previous: 137,692; 134,760; 132,403).
- Marketing committee meeting held Wednesday, May 10 at 1 PM.

BUSINESS SUPPORT

- Launched initiatives to celebrate opening of 20th season of Market Square Farmers' Market including Market Originals scavenger hunt, Fan Mail campaign with mailbox in Market Square, and photo op at 17 Market Square—through the month of May.
- Creating "Yes We're Open" signage for installation at Phoenix Building. Scheduled for installation week of May 15.
- Collecting information from businesses for "Downtown is Hiring" promotion. Scheduled to start May 22.
- Website update for First Friday ArtWalk events and promotion for May 5.
- Provided businesses information on monthly conventions and events impacting staffing.
- Planning for Waldo Scavenger Hunt for July 1–31.

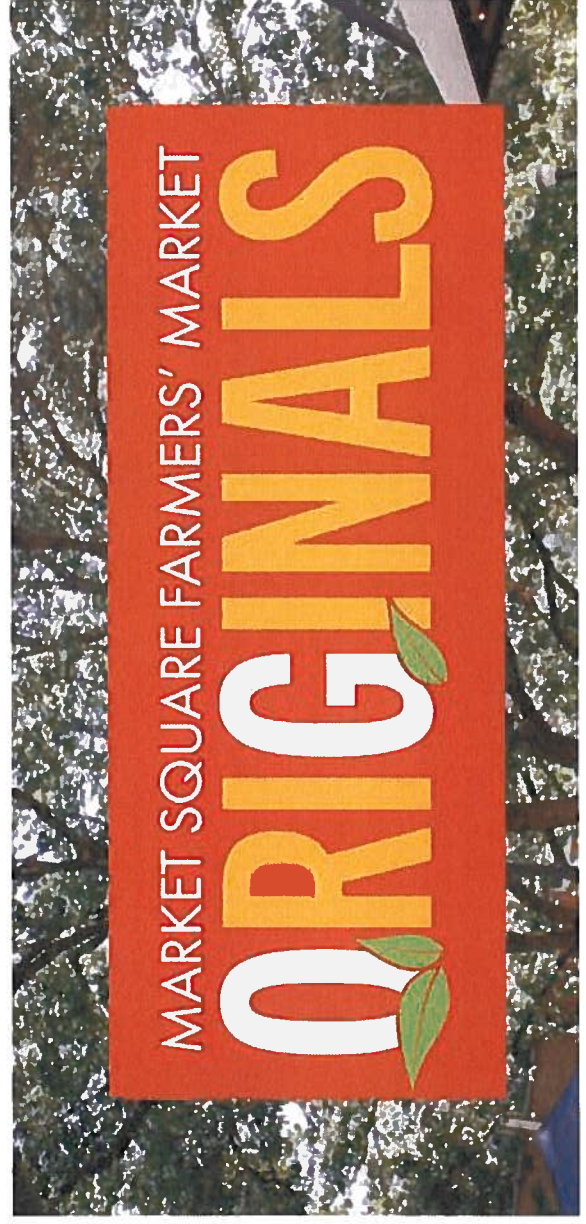
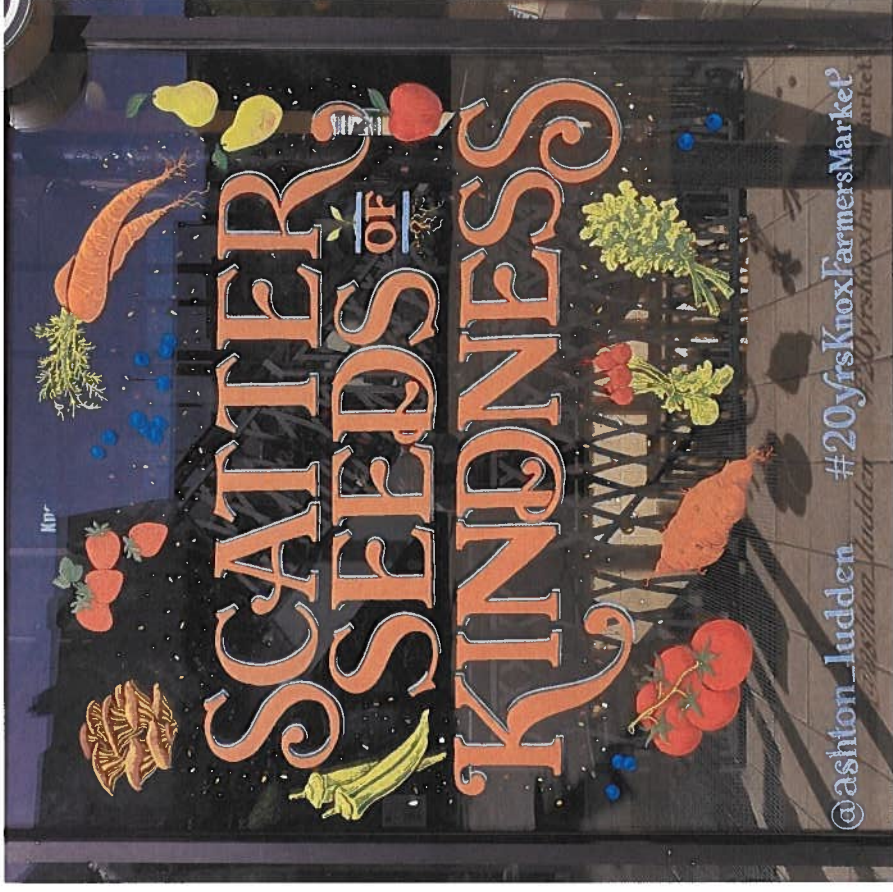
QUALITY OF LIFE

- Met with Erin Read, Executive Director of Knoxville-Knox Office of Housing Stability, to see how we can work together and be part of solutions to aid the homeless and reduce some of the problems we experience downtown.
- Met with the city and internal groups to discuss a new parking plan for downtown.
- Captain Shafer will hold a Central District Commander's Forum on Thursday, May 18, 6:00 – 7:00 pm, at Vestal Boys & Girls Club at 522 Maryville Pike.
- Held the Quality of Life Meeting on May 24.
- Two Bikes mural has been completed, authorized payment.
- Ongoing notification for downtown businesses and residents of upcoming closures.
- Continue to work with city offices and contractors to provide permits to enter Market Square.

OTHER

- Mailed postcard reminding members of the upcoming Annual Meeting and asking for board nominations.
- Preparing for the Annual Meeting. Nominating Committee will meet at the end of May, packets will be mailed June 1.
- Provided interviews with WBIR & WVLT on the 40th Anniversary of Farmer's Market.
- Presented an overview of DKA and how we partner with the City of Knoxville to their ambassadors/employees.
- Mayor Kincannon, Chief Noel, and Captain Sammy Shafer will attend our Annual Meeting to follow-up from the last time they were at our meeting.







April 20, 2023

Michele Hummel
Executive Director
Downtown Knoxville Alliance
17 Market Square, Suite 201
Knoxville, TN 37902

Dear Ms. Hummel:

On behalf of the Knoxville Chamber and its over 2,000 businesses and organizations in the Knoxville area, we want to thank you and the Downtown Knoxville Alliance (DKA) for your long-time support of our mission through your partnership and financial investment. It has played a critical role in our ability to deliver meaningful, measurable results.

The aforementioned mission of the chamber is to drive regional economic prosperity, which means we exist with the stated goal of ensuring that everyone in our community, including those who live and/or work downtown, has a true opportunity to be economically prosperous. In order to accomplish this objective, we adopted a five-year strategic vision called Path to Prosperity, which focuses on the economic ecosystem of business expansion, business attraction, business climate, entrepreneurship/small business, infrastructure, and talent. DKA's annual \$15,000 investment goes directly to executing on that vision.

Since the December 2019 launch of Path to Prosperity, the chamber has produced a significant number of efforts that we believe have had a positive impact on the downtown area. These include:

- Recruiting of CGI, who located in the Riverview Tower (300+ jobs/\$400,000+ capital improvements)
- Leading advocacy of the financial support of the Techstars's space in the Miller Building
- Providing public support for the downtown multi-purpose stadium
- Directly supporting Texas Instruments' talent attraction efforts
- Providing substantial support of Knox County Schools' (KCS') 865 Academies initiative
- Executing a visioning paper of the Downtown Island Airport
- Providing analysis and support for the relocation of the University of Tennessee System and KCS offices to the TVA East tower
- Hosting numerous meetings at our office leading to increased retail, restaurant, and hotel visitation

These points do not include our day-to-day work of supporting downtown businesses, partnering with organizations like Visit Knoxville, and providing general economic assistance to the downtown residents and workers.

We hope that you will find that these endeavors support a positive return on your chamber investment. Again, we are truly appreciative of your belief in our work and look forward to many more years of our partnership.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mike Odom', with a horizontal line extending to the right.

Mike Odom
President and CEO
Knoxville Chamber





Board Report

April 2023



Hospitality Highlights



Busy Month

Very active month for Ambassadors on first and second shift. First shift Ambassadors used their experience from last year to be even more beneficial during the Rossini and Dogwood Arts Festival. Second shift gained the knowledge of how to place themselves in the right position to be the most useful.

Field Observations

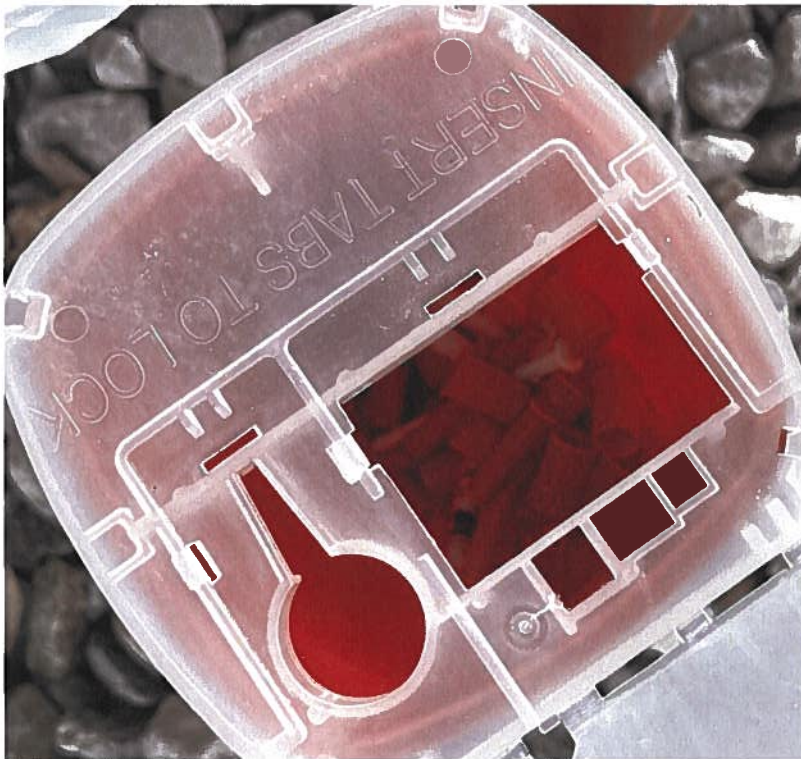
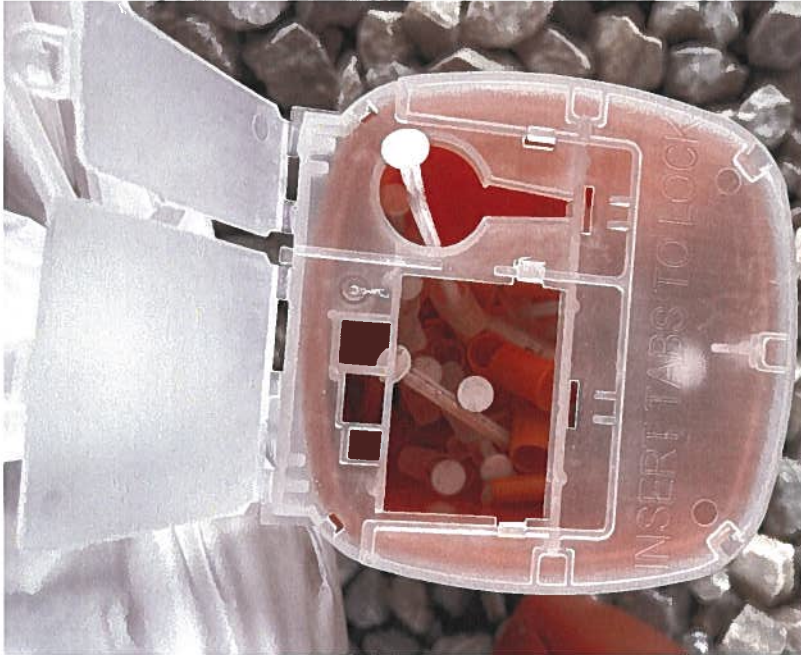
This month, Ambassadors accomplished the following:

1. Conducted 219 business contacts in various areas around the district.
2. Gave directions to 660 people and escorted 59.
3. Over the entire month, Ambassadors were able to assist 1242. Average of 41 people per day between 1st & 2nd shift.
4. Ambassadors happily provided 329 photo assists.

Positive Feedback

Overall, positive feedback has been given to those working later in the evening. As a result, there is a stronger connection between residents and businesses that are normally closed during first shift.

Safety Highlights



Syringes and Caps

The pictures of syringes and caps located to the left of this text were all picked up underneath the Gay Street Viaduct next to the railroad tracks. They could visibly be seen from the parking lot. Ambassadors used trash pickers and syringe disposable containers to collect majority of the waste.

Slowly drug paraphernalia found is beginning to raise again. Removal of the syringes was an attempt to ensure Ambassadors do not repeatedly count the same syringes.

Other Safety Content

Ordinance violations were recorded as people riding their electric scooters or bikes in discouraged places.

Ambassadors have witness more aggressive panhandling compared to previous months. Particular individuals can be difficult to redirect when hostile. Frequently, if a person is aggressively panhandling it is not safe for Ambassadors to engage.

QUICK VIEW

Apr 01, 2023 -- Apr 30, 2023

470 Drug Paraphernalia Found

165 Ordinance Violation

66 Panhandling - Aggressive

Cleaning Statistics



Initiatives

Not only were syringes picked up under the Gay Street Viaduct, but three bags of litter were also collected. Larger items, such as, mattresses, cookware, large blankets, etc. did not get removed.

Graffiti/Stickers/Bills

Positive decrease of graffiti removal over the last two months. Ambassadors find more stickers and bills over spray paint tags. As a total, Ambassadors removed 220 in April.

Clean Streets

The city has also done a phenomenal job with maintaining clean streets. Ambassadors continue to assist by picking up 1908 pieces of litter last month. Second shift has contributed by collecting litter as well. This simply means Downtown Knoxville has litter collectors 16 hours a day.

QUICK VIEW

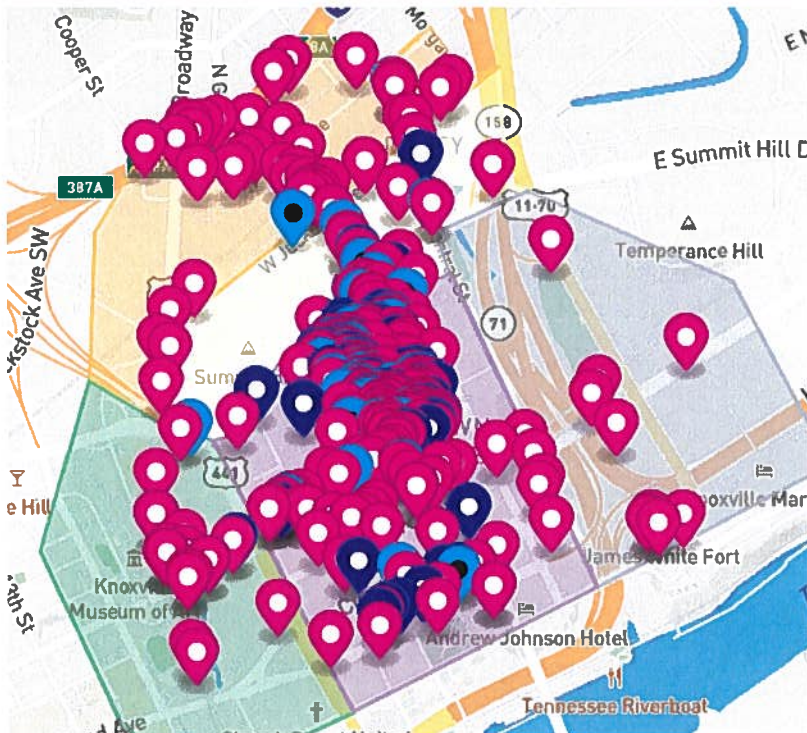
Apr 01, 2023 -- Apr 30, 2023

1908 Litter Collected (Pieces)

220 Graffiti/Sticker/Bill Removal

Outreach

Outreach	Downtown	East Side/Hall of Fame	Mission	Mission Sub	WF Parks	Totals
Application Assistance	1	0	0	0	0	1
Camp Location	180	0	0	0	0	180
Contact	450	0	0	0	0	450
Follow-up	112	0	0	1	0	113
Information	12	1	0	0	0	13
Maps/Handouts Provided	3	0	0	0	0	3
Meeting	0	0	1	0	0	1
Outreach	2	0	0	0	1	3
Outreach Contact	64	0	1	6	1	72
Outreach Referral	13	0	1	4	2	20
Panhandling - Passive	116	0		3	4	123
Welfare Check	278	12	44	26	17	377
Grand Total	1231	13	47	40	25	1356



Passive Encouragement

The best part of having Ambassadors downtown seven days a week, is the ability to passively encourage the unhoused population to better their daily living situation. As a result, we have been able to help those who truly want assistance and identify those who Ambassadors would consider to be opportunist.

Unfortunately, majority of the individuals Ambassadors interact with do not want help, avoid help, or do not follow through when help is provided. The program will continue to follow up and be a resource for those who may need help.

Map Key

Pink: Welfare Check

Dark Blue: Outreach Contact

Light Blue: Passive Panhandling

Downtown Knoxville Alliance
Draft Budget for FY 23-24

	BUDGET FY 22-23	DRAFT BUDGET FY 23-24
Income		
CBID Tax Assessment	\$ 910,000	\$ 1,135,000
Investment Income	\$ 500	\$ 500
Total Income	\$ 910,500	\$ 1,135,500
Expenses		
Business Support		
Merchant Support	\$ 50,000	\$ 50,000
Total Business Support	\$ 50,000	\$ 50,000
Development		
Special Projects/Impact Program	\$ 100,000	\$ 100,000
Path to Prosperity	\$ 15,000	\$ 15,000
Total Development	\$ 115,000	\$ 115,000
Marketing Expenses		
Advertising General	\$ 50,000	\$ 50,000
Print & Content Development	\$ 35,000	\$ 55,000
Website-all committees	\$ 20,000	\$ 30,000
Events and Sponsorships	\$ 90,000	\$ 110,000
Downtown Scavenger Hunt		\$ 15,000
Total Marketing Expenses	\$ 195,000	\$ 260,000
Quality of Life		
Security	\$ 110,000	\$ 100,000
Ambassador Program	\$ 82,000	\$ 117,000
Beautification	\$ 90,000	\$ 90,000
Special Art Project		\$ 50,000
Residential	\$ 3,000	\$ 3,000
Total Quality of Life	\$ 285,000	\$ 360,000
Administration		
Meals/Lodging/Travel	\$ 5,500	\$ 6,000
Office Expense/Supplies	\$ 6,000	\$ 7,000
Bank Fees	\$ 200	\$ 200
Postage	\$ 2,500	\$ 2,500
Professional Development	\$ 5,000	\$ 6,000
Professional Services	\$ 11,000	\$ 12,000
Services Contract	\$ 232,859	\$ 238,000
Insurance Directors/Officers	\$ 800	\$ 900
Software	\$ 1,000	\$ 1,000
Total Administration	\$ 264,859	\$ 273,600
Total Expenses	\$ 909,859	\$ 1,058,600
Change in NAV	\$ 641	\$ 76,900