

# MARKETING COMMITTEE MINUTES

 **MAY 13, 2026 | 3:00 PM**

Committee members present included Shera Petty, Visit Knoxville; Natalea Cummings, Mast General Store; Scott Bird, MoxCar Communications; Dana Dalton, Downtown resident; Lisa Allen, City of Knoxville Special Events; Chip Barry, City of Knoxville; and Paris Woodhull, Downtown Maker. Staff members included Callie Blackburn and Michele Hummel.

## Sponsorship Requests

Organization	Event	Request	Recommendation
Asian Culture Center of TN; Kumi Alderman	13 <sup>th</sup> Knox Asian Festival	\$5,000	\$5,000
City of Knoxville Special Events; Elaine Frank	Concerts on the Square	\$6,000	\$4,000
Old City Association; Molly King	Rhinestone Fest	\$5,000	\$3,000
Center for European Cultures; Diana Tatintsian	European Culture Festival	\$1,000- \$1,500	\$2,500
WDVX; Nelson Gullett/Tony Lawson	Blue Plate Special	\$5,000	\$5,000
<b>Total</b>			<b>\$19,500</b>

### Recommendations for Board Approval

\$19,500 to be approved as outlined above for Event Sponsorships. FY 25-26 budget, summary of events, and event applications are attached.

### Primary discussion points:

**Knox Asian Fest** – The Asian Culture Center of Tennessee is requesting \$5,000 for the 2026 Knox Asian Festival to be held at World’s Fair Park. The event will be held August 29 & 30, 2026, and will be the

13th consecutive year for the event. These funds will be used for marketing outreach, road signage, event banners, printed posters, social media advertising and print ad placements.

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

**Concerts on the Square** – The City of Knoxville Office of Special Events is requesting \$6,000 for the 2026 Concerts on the Square season. Jazz Tuesdays will be held every Tuesday in May, June, and July. The Variety Tuesday concerts will be held on May 21, June 18, July 19, August 20, and September 17. These funds will be used for sound technicians and talent for the Variety Thursday bands. Chip Barry and Lisa Allen refrained from the motion.

**Recommendation:** The committee made a recommendation to the board to fund the request for \$4,000.

**Rhinestone Fest** – The Old City Association is requesting \$5,000 for the 2026 Rhinestone Fest. The fest will be held on June 5 and 6, 2026. These funds will be used for event infrastructure, marketing, advertising, and entertainment bookings.

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

**Knoxville European Culture Festival** – The Center for European Cultures and Connections is requesting an amount between \$1,000-\$1,500 for the inaugural Knoxville European Culture Festival. The event will be held August 16, 2026. These funds will cover professional infrastructure, printed resources, and production costs.

**Recommendation:** The committee made a recommendation to the board to fund the request for \$2,500.

**WDVX Blue Plate Special** – WDVX is requesting \$5,000 for the Blue Plate Special. The season will run from May 1, 2026 to April 30, 2027. These funds will cover station staff, bookings, promotions, and engineering of the shows.

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

#### **Next Meeting**

The next Marketing Committee meeting is scheduled for Wednesday, July 8, 2026, at 3:00 PM.

**2025-2026**

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

	FY 23-24	FY 23-24	FY 24-25	FY 24-25	FY 25-26	FY 25-26
	Requests	Funded	Requests	Funded	Requests	Funded
<b>Budget</b>		<b>110,000</b>		<b>110,000</b>		<b>125,000</b>
<b>Previously Approved</b>						
Annoor Academy - International Food Fest						
Asian Culture Center of TN - Asian Festival			10,000	5,000	7,000	5,000
Asian Culture Center of TN			10,000	5,000		
Big Ears - Big Ears Festival	10,000	10,000	10,000	10,000	10,000	10,000
Bike Walk Knoxville - Tour de Lights	2,500	1,500	5,000	5,000	5,000	5,000
Bike Walk Knoxville - Open Streets					5,000	3,300
Cattywampus Puppet Council (Solastalgia)			12,000	5,000		
City of Knoxville - Concerts on the Square	3,000	3,000	4,000	4,000		
City of Knoxville - Holidays on Ice					8,000	5,000
Dogwood Arts - Events	12,000	8,500	9,000	9,000	10,000	10,000
East TN Hist Society - annual events	10,000	10,000	10,000	10,000	10,000	10,000
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000	10,000	5,000
Knox Pride Festival & Parade			13,600	6,000		
Knoxville Jazz Orchestra - Jazz at the Emporium	5,000	1,000				
Knoxville Jazz Orchestra - Jazz on the Square	3,000	3,000				
Knoxville Jewish Day School - Violins of Hope			10,000	10,000		
Knoxville Museum of Art - Programming	1,300	2,000	2,000	2,000	10,000	10,000
Knoxville Opera - Musical Theater Marathon						
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000	5,000	5,000
Nief Norf - SYNNERGY			?	5,000	7,500	3,000
Nief-Norf - Unsilent Night					?	500
Nourish Knoxville - Farmers' Market	1,000	10,000	10,000	10,000	15,000	15,000
Nourish Knoxville - Winter Market	5,000	5,000	5,000	5,000	5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest	5,000	2,500	5,000	3,000		
Old City Assn - Old City Market	5,000	5,000	14,000	5,000	15,000	10,000
St. Patrick's Day Parade			5,000	2,500	5,000	3,000
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000		
<b>Approved to Date</b>	<b>80,800</b>	<b>79,500</b>	<b>152,600</b>	<b>119,500</b>	<b>132,500</b>	<b>109,800</b>
<b>Balance Prior to Requests</b>		<b>30,500</b>		<b>(9,500)</b>		<b>15,200</b>

<b>Requests/Recommendation</b>	<b>Requests Proposed</b>
Knox Asian Festival	5,000
Concerts on the Square	6,000
Rhinestone Fest	5,000
European Culture Fest	1,500
WDVX Blue Plate Special	5,000

**Total Current Requests** **22,500**    **22,500**

**Remaining Balance** **-**    **(7,300)**

	13 <sup>th</sup> Knox Asian Festival	Concerts on the Square	Rhinestone Fest
<b>Request</b>	\$5,000	\$6,000	\$5,000
<b>Dates</b>	August 29 & 30, 2026	Jazz Tues: Every Tuesday in May, June, & July. Variety Thurs: May 21, June 18, July 16, Aug. 20, Sept. 17	June 5 & 6, 2026
<b>Location</b>	World's Fair Park & KMA	Market Square	The Old City
<b>History</b>	Prior Years: 12 Funded by DKA: 7	Prior Years: 12 Funded by DKA: 5	Prior Years: 5 Funded by DKA: 4
<b>Most Recent Funding</b>	\$5,000	\$4,000	\$3,000
<b>Event Producer</b>	Asian Culture Center of TN	City of Knoxville Office of Special Events	Historic Old City Association
<b>Other Sponsors</b>	Hard Rock Hotel Bristol, TN Tourism Dept, DENSO, Knox County, City of Knoxville, TN Arts Commission, Visit Knoxville, Metro Airport Auth, Regal, Boyd Foundation, Zoo Knoxville, KMA, UTK, and many more. (See packet)	First Century Bank and B97.5	Club XYZ, Nancy Voith & Kenneth Stark, S2A Integration, Sisters Vintage Rentals, The Daniel, The Mighty Wig, and Visit Knoxville. (Additional pending)
<b>General Admission</b>	\$3	Free	Free
<b>Expected Attendance</b>	40,000	~7,075	N/A (Awaiting 2025 data from Visit Knoxville)
<b>Total Expenses</b>	\$400,930	\$25,250	\$30,367
<b>Projected Profit</b>	??? (TBD)	Breakeven	Breakeven
<b>Request/% of Exp</b>	1.24%	23.7%	16.4%
<b>Request/Attendee</b>	\$0.12	\$0.84	N/A
<b>Use of Funds</b>	Marketing outreach, road signage, event banners, printed posters, social media advertising, and print ad placements.	Sound technicians and talent for the Variety Thursday bands – including a special Jackson 5 cover band for the Juneteenth (6/18) concert (in partnership with Beck Cultural Exchange Center).	Event infrastructure, marketing, advertising, and entertainment booking.

	<b>Inaugural Knoxville European Culture Festival</b>	<b>The WDVX Blue Plate Special</b>
<b>Request</b>	\$1,000 – \$1,500	\$5,000
<b>Dates</b>	August 16, 2026	May 1, 2026 – April 30, 2027
<b>Location</b>	Market Square	Visit Knoxville
<b>History</b>	First time event	Prior Years: 22 Funded by DKA: 11
<b>Most Recent Funding</b>	-	\$5,000
<b>Event Producer</b>	Center for European Cultures and Connections	WDVX
<b>Other Sponsors</b>	Sponsorships requests and in-kind donations in progress.	Barley's, Walmart, Tennessee Arts Commission, Modelo Especial, and Visit Knoxville.
<b>General Admission</b>	Free?	Free
<b>Expected Attendance</b>	~2,000	*See packet
<b>Total Expenses</b>	\$2,550	\$117,700
<b>Projected Profit</b>	Breakeven	Breakeven
<b>Request/% of Exp</b>	39%	4.42%
<b>Request/Attendee</b>	\$0.44	N/A
<b>Use of Funds</b>	Professional infrastructure, printed resources needed to run a successful event. Funds for inaugural event will be critical for venue rental fees and production costs.	Station staff, bookings, promotions, and engineering of the shows.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: 13<sup>th</sup> Knox Asian Festival

Date(s): 08/29/2026 and 08/30/2026

Location: World Fair Park and Knoxville Arts Museum

Produced by: Asian Culture Center of TN

Sponsorship amount requested: \$5,000

Event History:

\_\_\_ First-time event      (#) 12 prior years      (#) \_\_\_ 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:

The 13th Knox Asian Festival, scheduled for August 30, 2026, at World’s Fair Park and the Knoxville Museum of Art, is a premier cultural event presented by the Asian Culture Center of Tennessee. The festival serves as a dynamic platform for fostering cross-cultural understanding, strengthening community engagement, and ensuring equitable access to the diverse traditions of Asia.

The festival will feature more than 50 authentic food vendors representing 14 Asian countries, offering attendees an immersive culinary experience that highlights the richness and diversity of Asian cuisine. In addition, over 120 commercial and craft vendors will showcase traditional arts, handmade goods, and cultural products, supporting small businesses and cultural entrepreneurs.

A cornerstone of the festival is the Passport Program, an interactive educational initiative designed to engage attendees—particularly youth and families—in learning about 14 Asian countries. Participants visit cultural booths, interact with community representatives, and collect stamps in their festival passports. This hands-on experience promotes cultural literacy, curiosity, and meaningful engagement, with incentives that encourage active participation and learning.

The festival will also present continuous programming across three stages over two days, featuring both traditional and contemporary performances. Highlighted artists include internationally recognized groups such as Maturiza Taiko and a Japanese koto (harp) ensemble, offering audiences an authentic and educational experience of Asian performing arts.

In addition, the festival will host a Kids Business Park, providing young entrepreneurs with opportunities to develop and showcase their business ideas in a supportive, real-world environment. This initiative promotes youth empowerment, creativity, and early exposure to entrepreneurship.

The 2026 festival will also celebrate the 35th anniversary of the Sister City relationship between Muroran, Japan and Knoxville, Tennessee. Mayor Aoyama of Muroran will lead a delegation of 15 representatives, including a chef who will prepare Muroran Yakitori, offering attendees a unique opportunity to experience regional Japanese cuisine and deepen international cultural exchange.

Through these combined efforts, the Knox Asian Festival continues to play a vital role in strengthening community connections, supporting cultural preservation, and expanding access to educational and cultural resources. Funding support will enable the festival to grow its impact, enhance program quality, and ensure inclusive participation for diverse and underserved communities.

Additional sponsors:

Hard Rock Hotel & Casino in Bristle, TN tourism Department, DENSO, KNOX County, Knox City, TN arts commission, Visit Knoxville, Metropolitan Airport authority, DEDEX, The BOYD foundation, Regal , Cherokee distribution, Slamdot, SENNOH, Knoxville Arts museum, ZOO, SISIN, JETEKT, First horizon bank, Ishaya siter city, UTK, Pinnacle BEST BUT METAL, JAST, Appalachain Community Fund, TN theater Sanki, Huntington Learning center

Planned use of funds requested:

Funds will be used for marketing and outreach to promote engagement across the wider community. This includes road signage, event banners, printed posters and flyers, social media advertising, newspaper ads, and magazine placements to ensure broad visibility and participation.

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

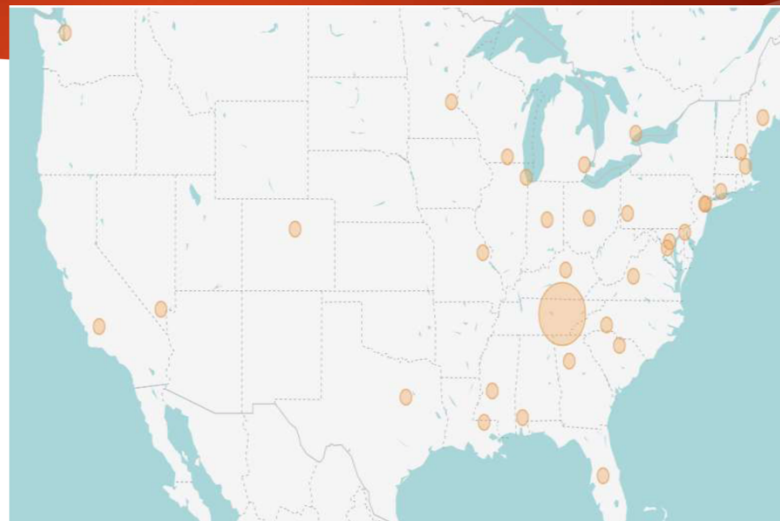
**40,000 people.**

Where our visitors coming from ! They are from all over the USA and Europe



City
Knoxville
Nashville
Atlanta
Detroit
La Vergne
Chicago
Mobile
Maryville
Antioch
Jackson
Sevierville
Pigeon Forge
Oak Ridge
McMinnville
Chattanooga
Minneapolis
Athens
New York
Lenoir City

## USA Cities



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

You have a booth to promote your downtown businesses.

How will this event positively impact downtown?

The Knoxville Asian Festival will generate significant positive impact for downtown Knoxville by increasing tourism, supporting local businesses, and driving economic activity. Attendees travel from across the region and beyond, often staying in downtown hotels, dining at local restaurants, and shopping at nearby retail stores throughout the weekend.

In addition to direct spending, the festival draws thousands of visitors into the downtown area, increasing foot traffic and visibility for local businesses. This heightened activity benefits hotels, restaurants, shops, and cultural institutions, while also enhancing Knoxville's reputation as a vibrant and welcoming destination.

In 2025, the festival generated an estimated \$4.9 million in economic impact for the Knoxville area. Continued support will allow the event to further expand its reach and contribute even more significantly to downtown economic growth.

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

Without funding from the Downtown Knoxville Alliance, our ability to effectively market and promote the event to the broader community would be significantly limited. This would reduce visibility, attendance, and overall community engagement, particularly among new and diverse audiences we aim to reach.

Marketing tools such as road signage, banners, print materials, and paid media placements would need to be reduced or eliminated, making it more difficult to attract visitors to downtown Knoxville. As a result, the event's economic impact on local businesses, vendors, and restaurants would also decrease.

Additionally, limited funding would constrain our ability to create an inclusive and vibrant cultural experience that reflects the diversity of our community. Overall, the scale, reach, and impact of the event would be substantially diminished without this support.

Attach the following:

Projected *budget*, including detailed income and expenses  
Previous three-year *actual* financial results (if applicable)

Detailed marketing and promotion plans

The festival will implement a comprehensive, multi-channel marketing and promotion strategy to maximize visibility and attendance. This includes partnering with media sponsors to run radio advertisements across four stations for one month leading up to the event. Television promotion will also be secured through local channels, including WBIR Channel 10, WATE Channel 6, and WVLT Channel 8, to reach a broad regional audience.

In addition, roadside signage will be placed throughout key locations in Knoxville for one month to increase community awareness. A targeted digital campaign will

include social media advertising, regular posts, and email newsletters to engage both new and returning audiences.

We will also leverage our strong community network by encouraging sponsors, vendors, and partners to actively promote the festival through their own marketing channels, significantly expanding our outreach. This coordinated approach ensures widespread exposure and strong community participation.

Proof of nonprofit status (if applicable)

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 04 2015

ASIAN CULTURE CENTER OF TENNESSEE  
7914 GLEASON DR STE 1114  
KNOXVILLE, TN 37919-3921

Employer Identification Number:  
47-2154537  
DIN:  
17053329329004  
Contact Person:  
MITCHELL P STEELE ID# 31360  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
October 13, 2014  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

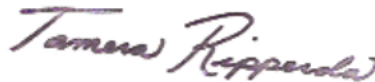
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



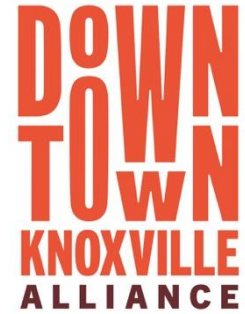
Director, Exempt Organizations

Asian Culture Centr of TN Buget	FY2027 Budegt
<b>REVENUE</b>	
Sales	80000
Foundation	60,000
Corporations	120,000
TN state Grants	45,000
Local government	150000
Vendor Fees	80000
Individual Contributions	1,000
Total CASH Revenue	536,000
Total In kind Revenue	25000
<b>EXPENSES</b>	
Salaries	
Director	85,000
Director Assitant	25,000
Clerical/Accounting support	8,000
Grant Writer	3,000
Volunteer Manager	10,000
Personnel Totals	131,000
<b>Operational Expenses</b>	
General Office supply	1,500
Web Hosting	1100
Advertisement	200
Insurance	750
Phone	1740
Internet service	840
Total	6,130
<b>Festival Event Expense</b>	
Rent World Fair parks	20,000
Performing arts Fee	60,000
Volunteer t-shirt and food	8,000
Security Company Fee	20,000
Insurance	8500

Rental fee (stage, table, Big tent for eating)	25,000
Bath room rental fee	2000
VIP, Sister City Event in the Festival	2500
Advertisement	15,000
Poster Contest	800
Kids Business Education program	30,000
Stage Music & screen Equipemnt	12,000
	203,800
<b>Out reach Program Expense</b>	
Cordinator Sarary	25000
Materialas	3000
Kids Business Educational program	30000
Travel fee	2000
Total	60000
Total Expenche	400,930

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: Concerts on the Square \_\_\_\_\_

Date(s): Jazz Tuesdays– Every Tuesday in May, June & July  
Variety Thursdays: May 21, June 18, July 16, August 20, September 17

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Location: Market Square \_\_\_\_\_

Produced by: City of Knoxville Office of Special Events \_\_\_\_\_

Sponsorship amount requested: \_\$6000\_\_\_\_\_

**Event History:**

\_\_\_\_ First-time event      (#) 12 prior years      (#) 5 years of previous Alliance funding

**Contact:** Elaine Franks \_\_\_\_\_ **Phone:** 865-215-2024 \_\_\_\_\_

**Address:** 400 Main Street \_\_\_\_\_

**Email:** efrank@knoxvilletn.gov \_\_\_\_\_

**Event description:**

Concerts on the Square 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 3<sup>rd</sup> 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. \_\_\_\_\_

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**Additional sponsors:** \_\_\_\_\_

First Century Bank, B97.5

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**Planned use of funds requested:** We would use the sponsorship to help pay for the sound technician as well as help pay for the Variety Thursday bands. Last year the Juneteenth was very successful so we will be having a Jackson 5 cover band come in for the June 18<sup>th</sup> concert and have a partnership with Beck to celebrate Juneteenth again this year

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

Last year we had feedback from the Placer Ai,  
May 6 – Margarita Fava - 539 visitors  
May 15 – WIMZ Band – 1400 Visitors  
June 10 – Vance Thompson Quartet – 688 Visitors  
June 17 - Table Gable – 623 visitors  
June 19 – Brian Clay’s GRUUV Xperience / Juneteenth – 1300 Visitors  
June 24 - Ken Brown Quartet – 807 Visitors  
July 17 – Matt Stillwell – 806 Visitors  
August 21 – 7 Bridges, The ULTIMATE Eagle’s Experience – 912 Visitors

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.

**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. \_\_\_\_\_

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**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. \_\_\_\_\_

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

Going to smaller shows for the upcoming years \_\_\_\_\_

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Attach the following:

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

<b>Concerts on the Square 2026</b>			
<b>Jazz Tuesdays</b>			
<u>Date</u>	<u>Band Name</u>	<u>Band Cost</u>	<u>Sound Cost</u>
May 5, 2026		sponsored by KJO	\$ 700
May 12, 2026		sponsored by KJO	\$ 700
May 19, 2026		sponsored by KJO	\$ 700
May 26, 2026		sponsored by KJO	\$ 700
June 2, 2026		sponsored by KJO	\$ 700
June 9, 2026		sponsored by KJO	\$ 700
June 16, 2026		sponsored by KJO	\$ 700
June 23, 2026		sponsored by KJO	\$ 700
June 30, 2026		sponsored by KJO	\$ 700
July 7,14,21,28	TBD	sponsored by KJO	\$ 2,800
<b>Variety Thursdays</b>			
<u>Date</u>	<u>Band Name</u>	<u>Band Cost</u>	<u>Sound Cost</u>
May 21, 2026	Tim Decker & TN River	\$ 650	\$ 700
June 18, 2026	Jackson 5 Cover Band	\$ 6,500	\$ 700
July 16, 2026	Tidalwave Road	\$ 1,500	\$ 700
August 20, 2026	Pink Houses, the Ultimate Mellencamp Music Experience	\$ 3,500	\$ 700
September 17, 2026	Square Dancing	\$ 500	\$ 700
	Total Variety Thursdays	\$ 16,150	
	Total Jazz Tuesdays	\$ 9,100	
	Total Cost	\$ 25,250	
	2024 Fiscal Calendar	\$ 14,850	
	2025 Fiscal Calendar	\$10,400	
	<b><u>Sponsoships</u></b>	<b>Now</b>	<b>After</b>
	First Century Bank	\$ 8,000.00	
		\$ 8,000.00	\$ 8,000.00

Concerts on the Square will be promoted by social media through Facebook, Instagram and X. It will also be promoted by B97.5 on the station and website, posters in business windows, and through media from the City's Press Release.

## Concerts on the Square Poster & Social Media graphics from 2025

CITY OF KNOXVILLE'S 2025  
**CONCERTS ON THE SQUARE**  
 PRESENTED BY **AXLE**  
**JAZZ TUESDAYS 7PM-9PM**  
 EVERY TUESDAY IN MAY, JUNE & SEPTEMBER  
**VARIETY THURSDAYS 7PM-9PM**  
 EVERY 3RD THURSDAY MAY THROUGH SEPTEMBER  
**May 15** - WIMZ Band  
**June 19** - Brian Clay's GRUUV Xperience in tribute with Beck Cultural Center for Juneteenth  
**July 17** - Teen Spirit  
**Aug 21** - 7 Bridges: The Ultimate EAGLES Experience  
**Sept 18** - Square on the Square  
 Enjoy free concerts on Market Square!  
[www.KnoxvilleTN.gov/Concerts](http://www.KnoxvilleTN.gov/Concerts)  
[Facebook.com/CityofKnoxvilleSpecialEvents](https://Facebook.com/CityofKnoxvilleSpecialEvents)

CITY OF KNOXVILLE'S  
**CONCERTS ON THE SQUARE**  
 PRESENTED BY **AXLE**  
**JAZZ TUESDAYS 7PM-9PM**  
 EVERY TUESDAY IN MAY, JUNE & SEPTEMBER  
**VARIETY THURSDAYS 7PM-9PM**  
 EVERY 3RD THURSDAY MAY THROUGH SEPTEMBER  
**May 15** - WIMZ Garage Band  
**June 19** - Brian Clay's GRUUV Xperience with special guest performers in tribute with Beck Cultural Center for Juneteenth  
**July 17** - Matt Stillwell  
**Aug 21** - 7 Bridges: The Ultimate EAGLES Experience  
**Sept 18** - Square on the Square  
 Enjoy free concerts on Market Square!  
[www.KnoxvilleTN.gov/Concerts](http://www.KnoxvilleTN.gov/Concerts)



## Facebook Event Graphic

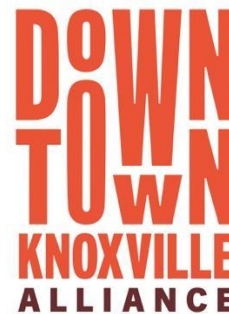
CITY OF KNOXVILLE'S  
**CONCERTS ON THE SQUARE**  
 PRESENTED BY **AXLE**  
**August 21, 2025**  
**Market Square • 7pm-9pm**  
**7 Bridges: The Ultimate EAGLES Experience**  
 A stunningly accurate tribute to the music of the Eagles. 7 Bridges faithfully re-creates the experience of an Eagles concert from the band's most prolific period.  
 Enjoy free concerts on Market Square this summer!



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: **Rhinestone Fest 2026**

Date(s): **June 5th - 6th, 2026**

Location: **Various, Old City Knoxville**

Produced by: **Historic Old City Association**

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

Event History:

\_\_\_ First-time event      (#) 5 prior years                      (#) 4 years of previous Alliance funding

Contact: **Molly King**

Phone: **510.717.3759**

Address: **132 W Jackson Avenue, Knoxville, TN 37902**

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

Event description:

**The Old City Association announces its 6th annual Dolly-themed festival taking place the weekend of June 6th. "Rhinestone Fest, for the Love of Dolly!" benefits The Historic Old City Association. ([oldcityknoxville.org](http://oldcityknoxville.org)) Official Rhinestone Fest events will take place on June 5th and 6th at various locations in and around the Old City, although the Dolly excitement has grown to extend to all parts of Downton Knoxville. Events will commence Friday in conjunction with other First Friday activities (including a square dance!) and will continue on Saturday, with a Main Stage event featuring Dolly impersonators, local musicians, costume contests, and other performances and activities, local food trucks, Dolly wig photo ops by The Mighty Wig, a Rhinestone Market with local artists and craft vendors (curated by the Old City Market and Dogwood Arts) and a few other surprises! Rhinestone Fest is a family-friendly event, and free to attend.**

**A calendar and map of events will be available via the Rhinestone Fest website, and in large format posters around the neighborhood.**

**Rhinestone Fest 2024 was featured in CNN's inaugural season of "America's Best Towns to Visit" – <https://www.cnn.com/travel/knoxville-tennessee-best-towns-america/index.html>**

**Rhinestone Fest 2026 is produced in collaboration with Molly Jo Events and Robin Easter Design.**

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

Additional sponsors:

**Club XYZ**

**Nancy Voith & Kenneth Stark**

**S2A Integration**

**Sisters Vintage Rentals**

**The Daniel**

**The Mighty Wig**

**Visit Knoxville**

**\*\*Additional sponsorships pending**

Planned use of funds requested:

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

**Sponsorship funding supports event costs, and allows use of OCA funding to be channeled back into the neighborhood for ongoing projects including safety and security; beautification; neighborhood programming; and quality of life.**

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

**We have requested information from Visit Knoxville using their tracking technology to estimate the number of visitors to 2025's festival.**

**Since we are a free event with so many sub-events and activities, it is difficult to assess total attendance throughout the weekend, but we have, historically, seen some of the busiest weekends on record. We have surveyed neighborhood businesses post-festival, and learned that most businesses reported record guests and sales. The special edition Old City Market estimated twice as many attendees as the already-popular monthly markets.**

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

**2022 - 2025 saw many out of town visitors including neighbors from all over Tennessee, as well as North Carolina, Kentucky, and Virginia. We heard from Cincinnati, multiple towns in Texas, and even California. We've had visitors from Canada, Germany, and Puerto Rico.**

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

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

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

How will this event positively impact downtown?

**Rhinestone Fest is fun-filled, dynamic, and broadly-appealing, bringing people to downtown Knoxville to explore all it has to offer. What started as a small festival in the Old City has spread in popularity throughout Downtown and even North and South Knoxville, with dozens of non-Old City businesses creating Dolly-themed promotions throughout the week and weekend.**

**Many people who have attended previous events have never been downtown before. The event has the potential to bring out not only downtown residents and neighbors, but also many out of town and out of state visitors that will stay in our hotels, and eat, drink, and shop, which will result in increased revenue through sales tax collected from Old City and surrounding businesses in the greater Downtown area.**

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

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

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

Attach the following:

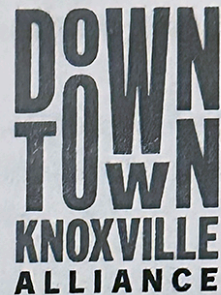
Projected *budget*, including detailed income and expenses  
Detailed marketing and promotion plans  
Previous three-year *actual* financial results (if applicable)  
Proof of nonprofit status (if applicable)

<b>Event Name</b>	Rhinestone Fest in the Old City				
<b>Event Date</b>	June 5 - 6 2026				
<b>Event Location</b>	Various - Old City				
<b>Guest Count</b>	TBD				
<b>Event Start</b>	4:00 p.m., Friday, June 6				
<b>Event End</b>	9:00 p.m. Saturday, June 7				
<b>Service Style</b>	Various community activities; Main Stage music and activities; special OC Market				
<b>Load-In/Load-Out Info</b>	TBD				
<b>Infrastructure</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
True Grip (Stage)	\$3,465.00	1	\$3,465.00		
All Occasions	\$2,200.00	1	\$2,200.00		
Vintage Furniture	\$500.00	1	\$500.00		
Parking Lot Rental	\$600.00	1	\$600.00		
Porta-Potties	\$96.00	2	\$192.00		
Selfie Station	\$300.00	1	\$300.00		
Sound	\$2,000.00	1	\$2,000.00		
			<i>Subtotal</i>		
			\$9,257.00		
<b>City Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
KPD	\$660.00	1	\$660.00	City of Knoxville	
EMS	\$640.00	1	\$640.00	City of Knoxville	
			<i>Subtotal</i>		
			\$1,300.00		
<b>Staffing</b>	<b>\$</b>	<b>#</b>	<b>Total</b>	<b># Hours</b>	
Set-Up & Staging	\$30.00	3	\$900.00	10	\$300.00
Production Assistant	\$750.00	1	\$750.00	1	
			<i>Subtotal</i>		
			\$1,650.00		
<b>Production Services</b>	<b>\$</b>	<b>#</b>	<b>Total</b>		
Dolly Performer	\$500.00	1	\$500.00		
Other Performers	\$1,200.00	1	\$1,200.00		
Emcee	\$500.00	1	\$500.00		
Square Dance Band	\$700.00	1	\$700.00		
Photography/Videography	\$1,500.00	1	\$1,500.00		
Social Media Management	\$3,000.00	1	\$3,000.00		
Selfie Station	\$300.00	1	\$300.00		
Merchandise Cost	\$2,000.00	1	\$2,000.00		
Stage Decor/Banner/Sign	\$2,000.00	1	\$2,000.00		
Printing - Large Format Posters	\$90.00	4	\$360.00		
Balloon Arches	\$900.00	1	\$900.00		
Decor, Glitter, etc.	\$250.00	1	\$250.00		
Green Room	\$150.00	1	\$150.00		
			<i>Subtotal</i>		
			\$13,360.00		
<b>Sub Total</b>					
			\$25,567.00		
<b>Planning Fee</b>					
	\$800.00	6	\$4,800.00		
<b>Tax</b>					
501c3 Tax-Exempt			\$0.00		
<b>Totals</b>					
Total Cost			\$30,367.00		



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**



Event: First European Culture Festival Knoxville

Date(s): August 16, 2026

Location: Market Square, Knoxville, TN

Produced by: Center for European Cultures and Connections

Sponsorship amount requested: \$ 1000 - 1500

Event History:

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

Contact: Diana Tatintsian      Phone: 865-274-0933

Address: 2401 Sutters Mill Ln, Knoxville, TN

Email: eurocultureknox@gmail.com

Event description: The First European Culture Festival Knoxville is a landmark inaugural event dedicated to celebrating the rich diversity of European heritage within East Tennessee. This family-friendly festival will showcase the traditions, music, and culinary arts of nations including Georgia, Ukraine, Armenia, Poland, Moldova. By bringing authentic costumes, workshops and live performances, we aim to build a bridge between cultures and establish a new annual tradition for the city.

Additional sponsors:

We are currently in active discussions with several local businesses and cultural organizations. We are also pursuing community grants and "in-kind" support from local European-owned businesses.

Planned use of funds requested:

While our dedicated team of 20+ community volunteers will manage the logistics and cultural workshops, at no cost, the requested funds are essential to provide them

the professional infrastructure and printed resources needed to run the festival successfully.

As this is our inaugural year, the requested funds are critical for foundational costs - venue rental fees and the production of printed materials.

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

We are waiting around 1500-2000 visitors throughout the day. Our target audience includes local residents, the international community and tourists who visit Market Square for its unique weekend atmosphere.

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

We are committed to supporting local businesses by featuring Market Square merchants in our digital marketing and printed event maps. We will encourage attendees to visit nearby restaurants and shops, Opera, Theater, and we offer priority vendor placement for downtown businesses interested in showcasing European-inspired products and food.

How will this event positively impact downtown?

The Festival will transform Market Square into a vibrant international destination, driving significant foot traffic from residents and tourists. By introducing high-quality performances, cultural workshops, we strengthen Knoxville's reputation as a hub for diversity, providing a direct economic boost to downtown retailers during peak hours.

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

Without this sponsorship, we would be unable to provide professional signage and high-visibility marketing materials. Funding is critical for our first year to cover venue costs and ensure the festival reaches a wide enough audience to successfully benefit both our cultural community and downtown business district.

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)

Please see attached IRS 501(c)(3) Determination Letter for the Center for European Cultures and Connections.

### Marketing and promotion plan:

1. Promotion via Instagram (@knoxeurofestival) and Facebook, targeting residents of Knoxville and surrounding areas.
2. Physical Outreach:  
Distribution of 500+ flyers in Downtown Knoxville coffee shops, libraries, and community centers.
3. Media and Partnerships:  
Press releases sent to Knox News and Inside of Knoxville.  
Collaboration with Visit Knoxville to include the festival in the official city calendar.
4. Community Engagement:  
Direct outreach to international students' groups at UTK and local European cultural clubs.
5. Large-scale Visibility:  
Two 6-foot banners placed at strategic entrance points of Market Square during the event.

**EVENT:** European Cultures Festival

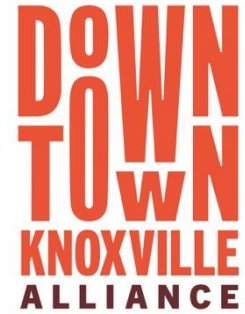
**DATE:** 08.16.2026

NO.	EXPENSES	AMOUNT	NOTES
1	Market Square	500	Rental fee
2	Professional Sound System	800	Audio equipment and technician
3	Workshop materials ( for kids and adults)	200	Craft supplies, wool, clay
4	Marketing- flyers	500	500 High quality color flyers (\$1per each)
5	Marketing - banner	150	Large vinyl banner
6	Event insurance	300	General liability insurance
7	Spectator seats	100	80 chairs for rent ( 1.25 per each)
	Total expenses	2550	

NO.	INCOME	AMOUNT	NOTES
1	Downtown Knoxville Alliance	1500	
2	Vendor Fees (Potential)	400	
3	Donations	300	We have launched a fundraising campaign to help organize the festival.
4	Volunteer labor ( in-kind)	0	Value \$800
5	Workshops	350	Our center is started doing workshops to raise funds for the festival.
	Total income	2550	

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: The WDVX Blue Plate Special

Date(s): May 1, 2026 – April 30, 2027

Location: Knoxville Visitor Center and Barley's

Produced by: WDVX – Cumberland Communities Communications Corporation

Sponsorship amount requested: \$5,000

Event History:

\_\_\_\_ First-time event      (#) 22 prior years      (#) 11 years of previous Alliance funding

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

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

Email: [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 audio and video streams. 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. Many artists view the WDVX Blue Plate Special as a valuable tool to help promote their music and expand their audiences.

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 roughly 13,000 people attended the WDVX Blue Plate Special with over 1,000 artists performing. WDVX was forced to halt production of the daily Blue Plate Special shows at Visit Knoxville for the first five months of 2026 due to renovations at the Visitor Center. During this time, we continued to host our “Big Plate” shows at Barley’s on Fridays, and even added a Thursday show at Barley’s for April and May. The daily shows are set to return to Visit Knoxville in a newly designed performance area at the end of May, 2026.

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. Artists such as Chris Stapleton, Sturgill Simpson, Margo Price, Rhiannon Giddens, Tyler Childers, and many other current stars of country, Americana, blues, and bluegrass music have played the Blue Plate stage over the years.

Visitors to Knoxville express delight at discovering the role WDVX plays in making our city so alive. WDVX also continues to play a vital role in bringing arts and culture to downtown Knoxville through hosting the Blue Plate Special, First Friday Live, and Kidstuff Live as well as sponsoring and hosting other live events at venues like the historic Bijou and Tennessee Theatres.

We are grateful to Downtown Knoxville Alliance for its role in helping WDVX continue its mission. \_

**Additional sponsors:**

Barley’s in the Old City, 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 2026/27 to continue to show growth. Attendance numbers for 2025/26 were negatively affected by the five month renovation to Visit Knoxville, but strong attendance at our Barley’s shows made the overall attendance shortfall much smaller than anticipated.

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 Live, 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 Tennessee Arts Commission and others that much of our funding comes from the community through individuals, local business, events, and local 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.

Additionally, WDVX lost all of our Federal funding beginning in 2026 with the defunding and dissolution of the Corporation for Public Broadcasting. In total, this amounts to over \$100,000 lost from our budget annually. Specific to this application, roughly one quarter, or more than \$25,000, of our Federal funds each year were restricted for use only on the WDVX Blue Plate Special. We have targeted one specific new grant for 2026 to help alleviate some of this loss. We are also actively searching for other new sources of funding. Keeping our relationship with, and keeping the support of, the Downtown Knoxville Alliance remains important at this time.

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.

	Annual Budget
WDVX	
<b>Income for The Blue Plate Special</b>	
East Tennessee Foundation Grant	\$15,000.00
New Grants	\$10,000.00
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	\$5,200.00
WDVX listener support	\$28,000.00
<b>Total Event Revenue</b>	<b>\$117,700.00</b>

<b>Expenses for The Blue Plate Special</b>	
Hosts/booking allocated to BPS	\$36,000.00
Sound Engineers allocated to BPS	\$32,000.00
Video producer allocated to BPS	\$30,000.00
Artist Hospitality	\$200.00
Advertising & Promotion	0
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
<b>Total Event Expenses</b>	<b>\$117,700.00</b>



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 2026-27**

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 33,000 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 33,000 Facebook followers, 9,000 Instagram followers, and 10,000 eNewsletter subscribers.
- Videos of Blue Plate Special performances are also streamed live and kept available in our archives for our 10,200 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.

# QUALITY OF LIFE COMMITTEE

## ➤➤ MINUTES

MAY 11, 2026, 3:00 PM

The Quality of Life Committee for Downtown Knoxville Alliance met on Monday, May 11, 2026, at 3:00 pm. Members present included committee chair Nikki Elliott, Faris Eid, Zoe Fuller, Tyler Janow, Lori Matthews, Ellie Moore, Zach Roskop, and Brian Pittman. Staff included: Callie Blackburn & Michele Hummel.

### **Sponsorship Requests**

The committee reviewed five sponsorships and made the following recommendations in the form of a motion:

Keep Knoxville Beautiful – The Corona Glass Recycling Event	\$1,300
Dogwood Arts/Art in Public Places: Murals	\$17,500
Dogwood Arts/Art in Public Places: Sculptures	\$10,000
Conservation Cooperative/Pet Waste Program	\$3,500
Able Trade/Jackson Terminal Mural	\$2,250

Recommendation: The committee made a recommendation in the form of a motion to the board to fund the requests as presented above in the amount of \$35,000. The recommendation for the Jackson Terminal Mural is contingent upon the mural receiving the anti-graffiti coating

### **Budget FY 26-27**

The committee reviewed the budget for the upcoming year and made recommendations, which will be forwarded to the Board.

With no other business, the meeting was adjourned.

## Quality of Life Budget FY 25-26

FY 25-26 Budget					
	Budget	Expected Expenses for fiscal year	Year-to-Date Actuals	Request	Remaining
<b>BUDGET</b>					
<b>Security</b>	\$ 120,000				
Off-Duty Officers			\$ 53,799		
Mounted Patrol					
Total Security			\$ 53,799		\$ 66,201
<b>Ambassador</b>	\$ 171,180		\$ 142,650		\$ 28,530
<b>Open Street Activation</b>	\$ 20,000				\$ 20,000
<b>Beautification</b>	\$ 45,000				
Cigarette Litter Removal			\$ 9,690		
Art in Public Places				\$ 10,000	
Murals/Artist Alley				\$ 17,500	
Conservation (Pet Waste Project)				\$ 3,500	
KUB/Strong Alley Lighting			\$ 886		
Knox History Project			\$ 5,000		
Keep Knoxville Beautiful Planters			\$ 75		
Jackson Terminal Mural				\$ 2,250	
Total Beautification			\$ 15,651	\$ 34,550	\$ (5,201)
<b>Survey Initiatives</b>	\$ 75,000		\$ 15,000		\$ 60,000
<b>TOTAL</b>	<b>\$ 431,180</b>		<b>\$ 227,100</b>		<b>\$ 169,530</b>



## APPLICATION

Name: Lizzie Gaver

Your Mailing Address: 5100 W Martin Mill Pike, Knoxville, TN 37920

Phone Number: 865-521-6957

Email Address: [lizzie@keepknoxvillebeautiful.org](mailto:lizzie@keepknoxvillebeautiful.org)

Project Address: Barley's at 200 East Jackson Avenue, Knoxville, TN 37915

Requested Amount: \$4,785.00 Total Project Costs: \$6,360.00

1. Describe the project:

"Raise a Glass and then Recycle It with Keep Knoxville Beautiful" will incorporate both a litter pick up AND a glass recycling event. With the completion of the Covenant Health Park, the Downtown Recycling Center closed. Because of this, and since residents can no longer recycle glass in curbside bins, Keep Knoxville Beautiful will incentivize residents and businesses to bring their recyclable glass to this event. For decades, Keep Knoxville Beautiful has been working hard to remove litter from our landscape. We've taken great strides, but there is still work to be done as we work to remove this trash from our roads and waterways. There is much trash and debris to be picked up in this part of Knoxville, particularly along the railroad tracks.

2. If applicable, has the project been submitted and/or approved by the Downtown Design Review Board (D1) or the Historic Zoning Commission (H1)?  Yes  No

3. Will you be receiving or asking for any financial incentives/assistance from other sources?

If so, how much: At this time we do not plan to request any additional funding.

4. Anticipated state date: 6/10/26 Anticipated completion: 6/10/26

5. Has this project received DKA funding in the past? If so, when and amount? NA

6. How does your project help enhance the CBID's mission to make downtown a better place in which to live, work and play?

- Keep Knoxville Beautiful was founded in 1978 as the Greater Knoxville Beautification Board (GKBB) to help clean up Knoxville before the 1982 World's Fair. Almost 50 years later, we're dedicated as ever to making our city cleaner, greener and more beautiful. At

Keep Knoxville Beautiful, our mission is to inspire and empower Knox County communities to improve their quality of life through beautification and environmental stewardship. This recycling event in conjunction with the litter pick up will combine two important initiatives for our Downtown Community members to get involved, both residents and area businesses. Barley's, Constellation Brands, and The Tech Hub are already on board to ensure success! The Quality of Life Committee was created to assist with beautification, in part. This event will certainly increase the beauty of this part of town by removing litter. Ensuring a vibrant, flourishing downtown is the primary mission of the Downtown Knoxville Alliance and by cleaning up the area surrounding the Jackson Avenue and Norfolk Southern Railroad is the primary objective of this event. This project and its budget incorporates the health and sanitation and aesthetic improvements area funding objectives of the Downtown Knoxville Alliance.

**Raise a Glass and then Recycle It with Keep Knoxville Beautiful on June 10, 2026**

<b>Item</b>	<b>Cost Per Item</b>	<b>Projected Cost</b>	<b>Requested Amount</b>
Volunteer Appreciation	\$3 Each x 40 volunteers and 100 recyclers	\$420	\$420
Marketing/Social Media Boosts	\$50 Each X 2	\$100	\$100
Trash bags	\$14 X box of 40 bags	\$28	\$28
Waste hauling	\$600	\$600	\$0
Waste disposal	\$200	\$200	\$0
Glass Recycling Hauling	Delivery/Return Round Trip	\$332	\$332
Glass Recycling	\$55 X 55 tons	\$3,025	\$3,025
10-Pack of Gloves	\$14.98 a pack X 5 packs	\$75	\$19*
Safety Vests	\$8 each X 50	\$400	\$100*
Litter Pickers	\$11.95/picker X 25 pickers	\$300	\$75*
Staff time	40 hours X average of \$22/ hour	\$880	\$880
		<b>\$6,360</b>	<b>\$4,785</b>

**\*note – we reuse litter pickers, gloves, and vests for each event, but with the growing events, we have to replace d  
Our application requests replacement for ¼ of the quantity needed\***

**amaged/lost materials each year.**



5. Has this project received DKA funding in the past? If so, when and amount?

This project received \$11,300 in 2018, \$15,050 in 2019, \$15,000 in FY2020 through FY2024; \$17,500 in 2025

6. How does your project help enhance the CBID's mission to make downtown a better place in which to live, work and play?

Art in Public Places Mural and Sculpture Programs, which are part of the multi-million dollar economic impact that Dogwood Arts creates in our community each year, are visible markers of the positive energy and excitement currently experienced by everyone visiting our thriving city center. In particular, the mural program is extremely popular across all demographics appealing to a diverse population who are excited about the medium. Artist Alley (aka Strong Alley) is always a draw when visitors travel through Knoxville and local residents enjoy exploring the Alley on regular visits downtown to see the new work that pops up intermittently throughout the year.

As one of our 21 year-round programs and events, Dogwood Arts helps maximize the impact of the DKA funding by leveraging our relationships with all of the major media outlets in the region to promote the program. We also share updates to the program and the artists involved through our social media channels – 64,000 followers and growing

The positive energy and beauty created by the murals in Strong Alley can be spread beyond the alley by finding additional locations in the Downtown Knoxville Alliance footprint to do a similar approach with small, rotating murals OR by adding large-scale permanent murals in new spaces. As evidenced by the enthusiasm we have received for our most recent large-scale mural project called KnoxWalls at Emory Place, if we can locate willing building owners and get assistance with financing, together we can build new destination points that will draw people across the downtown footprint highlighting both local artists as well as internationally known artists from across the nation.

#### APPLICATION CHECKLIST

- X Provide application.
- X Include project budget.
- X Include renderings of the project.

No application will be accepted unless all requested information is included.

Return all application packages to:

Michele Hummel  
Downtown Knoxville Alliance  
mhummel@downtownknoxville.org

If you have any questions, please contact us at 865.246.2654

FY26\_DKA Quality of Life\_DogwoodArts\_AIPP Murals\_Budget

	FY24 Actual	FY25 Actual	FY26 Budget	Notes
Ordinary Income/Expense				
Income				
4000 · Application Fees		300.00		
4025 · Revenue		200.00		
4030 · Donations		137.00		
4035 · Endowment Contributions				
4040 · Grants	15,000.00	17,500.00	17,500.00	
4045 · AmerRescuePlan GRANT	30,000.00			
4050 · Sponsor		72,500.00	2,500.00	2025 - KnoxWalls at Emory Place
4060 · Ticket Sales				
4200 · In-Kind		1,130.50		
*One time investment from Dogwood Arts cash reserves		144,345.90		2025 - DA investment - saved for a special project when we found the space to create the vision
<b>Total Income</b>	<b>45,000.00</b>	<b>236,113.40</b>	<b>20,000.00</b>	
Cost of Goods Sold				
5050 · Advertising & Promotions	200.00	17,991.78	1,000.00	
5100 · Artists' Commissions	40,739.92	163,796.70	16,000.00	2025 - KnoxWalls Mural project made up most of this increase in commissions
5150 · Awards				
5250 · Contract Labor	2,274.33	10,791.25	1,500.00	
5300 · Cost of Goods Sold				
5350 · Decorations				
5400 · Musicians & Performers		450.00		
5450 · Expense Account		1,206.79		
5500 · Food	341.00	8,421.73	400.00	
5550 · Gardeners				
5650 · Inkind Expense		1,130.50		
5675 · Insurance Expense				
5750 · Judge Expense				
5760 · Licenses/Fees		151.40	150.00	
5850 · Postage				
5900 · Printing	150.00	7,190.83	200.00	
5940 · Professional Fees				
6000 · Rent - Venue				
6020 · Rent - Equipment, Tents, Event		14,595.88		
6050 · Signs	191.85	2,707.94		
6170 · Sound Lights Production/Misc		1,800.00		
6200 · Supplies	1,138.73	5,321.18		
6250 · Security		483.88		
6275 · Service Fees	257.39	46.32		
6300 · Shipping				
6320 · Supporter Gifts				
6400 · Transportation		27.22	30.00	
<b>Total COGS</b>	<b>45,293.22</b>	<b>236,113.40</b>	<b>19,280.00</b>	
<b>Gross Profit</b>	<b>-293.22</b>	<b>0.00</b>	<b>720.00</b>	

\*Budget does not include any Dogwood Arts Staff time - those hours are covered by other operating grants

APPLICATION

**Name:** Dogwood Arts, Inc.

**Your Mailing Address:** 123 W Jackson Avenue | Knoxville, TN 37902

**Phone Number:** 865-637-4561      **Email Address:** [sjenkins@dogwoodarts.com](mailto:sjenkins@dogwoodarts.com)

**Project Address:** Downtown Knoxville - Krutch Park

**Requested Amount:**      \$10,000                      **Total Project Costs:** \$103,350

1. Describe the project:

The **Art in Public Places Sculpture Program** is a year-round juried exhibition of large-scale outdoor sculptures on display throughout downtown Knoxville, Emory Place, South Knoxville, West Knoxville, McGhee Tyson Airport, Maryville, and Oak Ridge. While we continue to expand sculpture placements to outlying areas, the focal point of the exhibition is always Krutch Park - where the largest collection of sculptures are installed. The artwork is replaced each year as part of the annual exhibition following a nationwide 'Call to Artists,' and juried selection process. The 2025 exhibition includes work from 21 nationally recognized artists from 13 different states.

We work with a member of the Public Art Committee to jury the show each year and each accepted artist signs a 1 year lease agreement including a travel stipend. The lease includes transport, delivery, and assisted install of the piece as well as removal of the sculpture at the end of the lease agreement. The funds we raise for the program also cover the cost of a large crane rental, street closures, and security for the installation weekend. In addition to the lease amount, artists also have an opportunity to win additional award money totaling \$8,000. This is a critical element of the program that entices artists to apply year after year. 5 of the 6 awards are assigned by the juror in the selection process with the 6th award established via an online voting campaign for People's Choice.

A \$10,000 grant from the Downtown Knoxville Alliance will cover the cost of the lease and installation expenses for two of the sculptures in Krutch Park. We will include a sign with each sculpture that identifies the pieces supported by DKA sponsorship. We also produce a widely distributed annual brochure to help promote our Art in Public Places program that drives visitors to downtown Knoxville to see the works of art in person.

Finally, we are excited to be extending the sculpture program into South Knoxville in a collaboration with Legacy Parks to bring sculptures and murals to the SoKno Art Trail. The supplied budget includes an increase for the new placement sites along the trail that will become part of the rotating exhibition for years to come.

2. If applicable, has the project been submitted and/or approved by the Downtown Design Review Board (D1) or the Historic Zoning Commission (H1)?     Yes     No     N/A
3. Will you be receiving or asking for any financial incentives/assistance from other sources? Yes.

If so, how much: We anticipate receiving \$93,350 from other sources to fund the current sculpture placements and are continuously looking for new opportunities to add placements to the exhibition. Those would require additional funding.

4. Anticipated start date: July 2025      Anticipated completion: September 2026\*  
\*We moved the exhibition changeout period this year from summer to fall in order to give the program more visibility and better align with artist schedules. The schedule will be September to September each year going forward

5. Has this project received DKA funding in the past? If so, when and amount?

This project received \$5,000 annually from 2013-2015, \$2,000 in 2016, \$5,000 in 2017 & 2018, \$10,000 in 2019 - 2025.

6. How does your project help enhance the CBID's mission to make downtown a better place in which to live, work and play?

Art in Public Places Mural and Sculpture Programs, which are part of the multi-million dollar economic impact that Dogwood Arts creates in our community each year, are visible markers of the positive energy and excitement currently experienced by everyone visiting our thriving city center. In particular, the mural program is extremely popular across all demographics appealing to a diverse population who are excited about the medium. Artist Alley (aka Strong Alley) is always a draw when visitors travel through Knoxville and local residents enjoy exploring the Alley on regular visits downtown to see the new work that pops up intermittently throughout the year.

As one of our 21 year-round programs and events, Dogwood Arts helps maximize the impact of the DKA funding by leveraging our relationships with all of the major media outlets in the region to promote the program. We also share updates to the program and the artists involved through our social media channels – 64,000 followers and growing

The positive energy and beauty created by the murals in Strong Alley can be spread beyond the alley by finding additional locations in the Downtown Knoxville Alliance footprint to do a similar approach with small, rotating murals OR by adding large-scale permanent murals in new spaces. As evidenced by the enthusiasm we have received for our most recent large-scale mural project called KnoxWalls at Emory Place, if we can locate willing building owners and get assistance with financing, together we can build new destination points that will draw people across the downtown footprint highlighting both local artists as well as internationally known artists from across the nation.

#### APPLICATION CHECKLIST

- X Provide application.
- X Include project budget.
- X Include renderings of the project.

No application will be accepted unless all requested information is included.

Return all application packages to:

Michele Hummel  
Downtown Knoxville Alliance  
mhummel@downtownknoxville.org

If you have any questions, please contact us at 865.246.2654

FY25\_Dogwood Arts AIPP Sculpture Budget

	FY24 Actual	FY25 Actual	FY 26 Budget	NOTES
Ordinary Income/Expense				
Income				
4000 · Application Fees	\$ 1,742.38	\$ 960.00	\$ 1,600.00	
4025 · Revenue	\$ 10,000.00			Sculpture Sales
4030 · Donations				
4035 · Endowment Contributions				
4040 · Grants	\$ 50,000.00	\$ 60,000.00	\$ 91,750.00	FY26 - SoKmo Art Trail additional funding
4050 · Sponsor	\$ 30,950.00	\$ 12,500.00	\$ 10,000.00	
4060 · Ticket Sales				
4200 · In-Kind				
<b>Total Income</b>	<b>\$ 92,692.38</b>	<b>\$ 73,460.00</b>	<b>\$ 103,350.00</b>	
Cost of Goods Sold				
5050 · Advertising & Promotions	\$ 1,325.00	\$ 2,425.00	\$ 1,000.00	
5100 · Artists' Commissions	\$ 71,850.00	\$ 30,750.00	\$ 75,000.00	Removals extended into FY26 so FY25 stipend was smaller for extension period; FY26 SoKno Art Trail added
5150 · Awards	\$ 8,000.00		\$ 8,000.00	FY25 Awards postponed to new schedule
5250 · Contract Labor	\$ 640.00			
5300 · Cost of Goods Sold				
5350 · Decorations				
5400 · Musicians & Performers				
5450 · Expense Account				
5500 · Food	\$ 68.28	\$ 94.48	\$ 150.00	
5550 · Gardeners				
5650 · Inkind Expense				
5675 · Insurance Expense	\$ 2,539.00	\$ 2,539.00	\$ 2,539.00	
5750 · Judge Expense	\$ 400.00		\$ 400.00	FY25 Awards postponed to new schedule
5760 · Licenses/Fees	\$ 299.00	\$ 149.00	\$ 300.00	
5850 · Postage				
5900 · Printing	\$ 1,980.00	\$ 3,479.00	\$ 3,500.00	
5940 · Professional Fees		\$ 4,000.00	\$ 4,000.00	Lighting designer for sculpture lighting planning
6000 · Rent - Venue				
6020 · Rent - Equipment, Tents, Event	\$ 5,976.00		\$ 6,000.00	FY25 Crane not needed due to schedule change
6050 · Signs	\$ 1,438.29	\$ 271.38	\$ 1,500.00	
6170 · Sound Lights Production/Misc				
6200 · Supplies	\$ 231.59		\$ 300.00	
6250 · Security	\$ 475.00	\$ 508.75	\$ 510.00	
6275 · Service Fees	\$ 132.16	\$ 75.52	\$ 80.00	
6300 · Shipping				
6320 · Supporter Gifts				
6400 · Transportation	\$ 244.45	\$ 26.99	\$ 250.00	
<b>Total COGS</b>	<b>\$ 95,598.77</b>	<b>\$ 44,319.12</b>	<b>\$ 103,529.00</b>	
<b>Gross Profit</b>	<b>\$ (2,906.39)</b>	<b>\$ 29,140.88</b>	<b>\$ (179.00)</b>	

\*Budget does not include any Dogwood Arts Staff time covered by Operating Support grant by others

## APPLICATION

Name: Mark Campen d/b/a Conservation Cooperative

Your Mailing Address: 1429 S. Courtney Oak Ln. Knoxville, TN 37938

Phone Number (865) 414-5593 \_\_\_\_\_ Email Address mcampen7@hotmail.com

Project Address: Downtown Knoxville/ CBID

Requested Amount: \$3,500. Total Project Costs: \$10,000.

1. Describe the project:

The first bag dispenser was installed in 2004 in the Cradle Of Country Music Park, which is still one of the most used dispensers. There are now 26 dispensers downtown and in the periphery, which are serviced weekly with this annual funding.

2. If applicable, has the project been submitted and/or approved by the Downtown Design Review Board (D1) or the Historic Zoning Commission (H1)?  Yes  No **N/A**

3. Will you be receiving or asking for any financial incentives/assistance from other sources?

If so, how much: Yes. Funding from other sources help cover costs outside of downtown. There are over 80 dispensers in the city. This request covers downtown and the areas immediately in the downtown vicinity.

4. Anticipated start date: 1/1/2026 Anticipated completion: 12/31/2026

5. Has this project received DKA funding in the past? If so, when and amount? Yes.

Since 2004, this project has been funded and grown to the current amount to help cover its growth. The requested amount has not been increased in many years.

6. How does your project help enhance the CBID's mission to make downtown a better place in which to live, work and play?

Thousands of bags are used downtown every year, helping keep pet waste from accumulating. The waste reduction helps keep the green spaces and sidewalk areas cleaner, reducing odor and the potential of city goers from stepping in pet waste. Our initial involvement originated from concern for water quality. Encouraging pet owners to pick up their pets waste reduces the large amount of fecal contaminants in every pile that inevitably runs off into nearby creeks and the river.

*Conservation Cooperative's*

2026 PET WASTE BAG DISPENSER PROJECT



## **Current dog bag stations installed as of March 17, 2026:**

(In **bold** are **Downtown Knoxville locations**)

**O. P. Jenkins at Summit Hill (2)**

**100 Block Gay St./ Emporium (1)**

**W. Depot @ Marble City Food Hall (1)**

**Summer Pl. @ Walnut (1)**

**Locust St. (1)**

**Market Square (1)**

**Krutch Park area (3)**

**Wall Ave. (2)**

Sequoyah Hills (12)

Lakeshore Park (7)

Danny Mayfield Park (1)

Mary James Park (1)

Island Home Blvd (3)

Island Home Park (1)

Turkey Creek Wetland Park and Greenway (4)

**East of OP Jenkins/ Summit Hill (1)**

Old North Knoxville/ Oklahoma Ave area (3)

**Downtown Dog Park (3)**

James Agee Park (1)

Caswell Park/ Ashley Nicole Dream Playground (1)

Victor Ashe Park (2)

Sam Duff Memorial Park (2)

**Volunteer Landing Marina and Greenway (2)**

Fairmont-Emoriland (3)

Sutherland Ave. (2)

**Southern Glass Building (1)**

Emory Place (1)

**Depo at Central (1)**

Suttree Landing Park (3)

Edgewood Park (2)

**State St. and S. Central (2)**

Jacksboro Pike area (2)

Fountain City Park (3)

Charter-Doyle Park (2)

Holston River dog Park (2)

Northwest Middle School walking trail (1)

**Marble Alley (2)**

**Old City (2)**

## **New locations *proposed***

**Church @ State St., Marble Alley (Embassy valet parking area, Firestation @ Chesapeake's**

### **Volunteer Landing greenway to Ned McWherter Park (2)**

West Hills Park/ Jean Teague Greenway 2-3

World's Fair Park 1-3 (may have been installed already-TN IWL supplied PBA with 2-3 spring 2008)

Tyson Park 2-3

### **FUTURE FUNDING:**

With over 80 boxes installed and many more proposed, we need more funds to continue and grow this project. The data shows, if you install them they will get used!

**2004-2006:** 3,000 bags and 9 new boxes installed

**2007:** 5,000 bags and 7 new boxes

**2008:** 11,200 bags used, 8 new boxes

**2009:** 35,000 bags and 5 new boxes

**2010-2011:** 42,000 bags and 4 new boxes

**2011-2012:** 67,000 bags and 4 new boxes

**2012-2013:** 68,000 bags and 5 new boxes

**2013-2014:** 82,000 bags and 3 new boxes

**2014-2015:** 120,000 bags and 4 new boxes

**2015-2016:** 110,000 bags and 4 new boxes

**2016-2017:** 110,000 bags and 5 new boxes

Calculations and project renewal have switched from city fiscal year to calendar year.

**2017 Totals:** 115,000 bags and 5 new boxes

**2018:** 116,000 bags and 6 new dispensers

**2019:** 129,000 bags and 5 new dispensers

**2020-2022:** 150,000+ each year (88 cases, 2000 bags per case)

**2023-present** A pallet+ of 90-100 cases are used each year.

**PAST and POTENTIAL SPONSORS:**

City of Knoxville Engineering, Parks and Rec. and Public Service

City People

Water Quality Forum

Kingston Pike-Sequoyah Hills Homeowners Association

Central Business Improvement District/ **Downtown Knoxville Alliance**

Neighborhood organizations

Veterinarian offices and other pet related businesses

Prestige Cleaners

Downtown restaurants

**Annual Budget is \$10K: (\$3,500) Downtown Knoxville Alliance, (\$3K) City of Knoxville, (\$3K) Kingston Pike-Sequoyah Hills Association, (\$500) Forest Heights Neighborhood Association.**

## APPLICATION

Name: Melody Ratliff owner of Able Trade

Your Mailing Address: 203 W. Jackson Ave. Knoxville, TN 37902

Phone Number: (865)806-3737 Email Address: melody@weareabletrade.com

Project Address: 203 W. Jackson Ave. Knoxville, TN 37902

Requested Amount: \$2,250 Total Project Costs: \$4000

Describe the project:

Curtis Glover and Megan Lingerfelt are painting a mural on the back wall of the Jackson Terminal building. This building is extremely visible from hundreds of downtown condos, the gay street viaduct and regularly is tagged with graffiti. Curtis and Megan are excited about collaborating their own design and initiated the project themselves, however with a project this big the cost of supplies adds up. We are in need of funds to cover the cost of primer, a lift, and other supplies and materials in order to complete this project. We have already been raising awareness with the public and have received \$750 of donations to help make this mural happen. The people are excited about transforming this current eye sore to possibly the most easily visible mural in Knoxville.

1. If applicable, has the project been submitted and/or approved by the Downtown Design Review Board (D1) or the Historic Zoning Commission (H1)?  Yes  
 No

2. Will you be receiving or asking for any financial incentives/assistance from other sources?

If so, how much: Yes, we have raised \$750 from public donations and our landlord Eric Olgren has verbally agreed to contribute \$1,000.

3. Anticipated state date: May 18th, 2026 Anticipated completion: June 18th, 2026

4. Has this project received DKA funding in the past? If so, when and amount? No

5. How does your project help enhance the CBID's mission to make downtown a better place in which to live, work and play? Absolutely! As I mentioned above this might be the most visible mural in the downtown area because of the Regas Building condos, the depot, and the gay st. viaduct. It would transform what looks like an abandoned rail road full of weeds, trash and graffiti to a celebration of Knoxville's Art District and an example of Knoxville's artists choosing to make Knoxville a more beautiful place by their own initiative.

## APPLICATION CHECKLIST

- Provide application.
- Include project budget.
- Include renderings of the project.

No application will be accepted unless all requested information is included.

Return all application packages to:

Michele Hummel  
Downtown Knoxville Alliance  
mhummel@downtownknoxville.org

If you have any questions, please contact us at 865.246.2654

### Able Trade Mural Budget

Item Quantity Source Cost

5gal Loxon XP Masonry Primer x3 Sherwin Williams \$715.30

26' All Terrain Scissor Lift 1mo rental x1 Boom Co \$1,050

Lift delivery&pickup x2 Boom Co \$300

1gal Latitude Acrylic Latex x1 Sherwin Williams \$50.49

400ml Montana Black Spray cans x65 Blick \$579.97

5 gallons of Clear coat for the bottom 10 ft of the mural to protect it from graffiti \$300

Brushes, rollers, and other paint supplies \$300

Expense cushion and artist stipend if cushion is not used. \$700

Total

\$3,995.76



# BOARD OF DIRECTORS' MEETING



## STAFF REPORT FOR MAY 2026

### DEVELOPMENT

- Committee met April 28 and May 11 to review two Economic Impact Applications (Women's Suffrage Coalition and the Embassy Suites) and a request from Art's & Culture Alliance.
- Walked through the Furnace space at the Art's & Culture Alliance with Liza Zenni. Façade work expected to be completed in a couple of months.

### MARKETING

- April Newsletter released promoting new Spring mural and events.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 252,612 followers (previous: 251,134, 249,246, 248,335). Includes Facebook, Instagram, X, TikTok, Threads, YouTube, and LinkedIn.
- Marketing Committee meeting was held on May 13. See recommendations for board.

### BUSINESS SUPPORT

- Website update and promotion for May 1 First Friday ArtWalk.
- May information to businesses on monthly events & conventions impacting staffing.
- Spring/Summer activations underway; including event promotion and Where's Waldo.
- Planning new Newts in Knoxville paid media campaigns for summer movie series

### QUALITY OF LIFE

- Committee met May 11 to review several sponsorship opportunities and beautification projects.
- Adjusted the Old City KPD off-duty patrols to Friday & Saturday 11:00 pm – 4:00 am.
- Working with Market Square area merchants on signage.
- Newsletters to residents and merchants for upcoming events and closures.

### OTHER

- DORA – Designated Outdoor Refreshment Area going to City Council on May 26
- Continuing to work with Visit Knoxville on 250th Anniversary events/activities.
- Preparing for the Annual Meeting.
  - Nominating Committee met and is finalizing the ballot
  - Annual Meeting packets go out at the end of May
- Media Inquiries/Interviews
  - WATE: Spring events
  - WBIR: UT Entertainment District/Downtown

**Downtown Knoxville Alliance  
Budget for FY 26-27**

	<b>AMENDED FY 24-25</b>	<b>BUDGET FY 25-26</b>	<b>BUDGET FY 26-27</b>
<b>Income</b>			
CBID Tax Assessment	\$ 1,125,000	\$ 1,200,000	\$ 1,237,000
Investment Income	\$ 38,000	\$ 30,000	\$ 30,000
<b>Total Income</b>	<b>\$ 1,163,000</b>	<b>\$ 1,230,000</b>	<b>\$ 1,267,000</b>
<b>Expenses</b>			
Business Support	\$ 50,000	\$ 50,000	\$ 55,000
Total Business Support	\$ 50,000	\$ 50,000	\$ 55,000
Development			
Economic Impact Program	\$ 100,000	\$ 100,000	\$ 100,000
Maker's City			
Prosperity Through Innovation	\$ 15,000	\$ 15,000	\$ 15,000
Total Development	\$ 115,000	\$ 115,000	\$ 115,000
Marketing Expenses			
Advertising General	\$ 50,000	\$ 60,000	\$ 65,000
Print & Content Development	\$ 55,000	\$ 60,000	\$ 65,000
Website-all committees	\$ 30,000	\$ 30,000	\$ 30,000
Events and Sponsorships	\$ 110,000	\$ 125,000	\$ 140,000
Brand Refinement	\$ 25,000	\$ 10,000	\$ 10,000
Downtown Scavenger Hunt	\$ 20,000	\$ 20,000	\$ 20,000
Total Marketing Expenses	\$ 290,000	\$ 305,000	\$ 330,000
Quality of Life			
Security	\$ 140,000	\$ 120,000	\$ 148,000
Ambassador Program	\$ 130,766	\$ 171,180	\$ 171,180
Beautification	\$ 35,000	\$ 45,000	\$ 60,000
Trash Compactor	\$ 75,000	\$ -	\$ -
Open Street Activation	\$ 10,000	\$ 10,000	\$ 5,000
Initiatives from Survey		\$ 125,000	\$ 85,000
Total Quality of Life	\$ 390,766	\$ 471,180	\$ 469,180
Administration			
Meals/Lodging/Travel	\$ 6,000	\$ 6,000	\$ 6,000
Rent, Insurance, etc	\$ 65,000	\$ 22,000	\$ 22,000
Office Expense/Supplies	\$ 7,500	\$ 8,000	\$ 8,000
Bank Fees	\$ 200	\$ 200	\$ 200
Postage	\$ 2,500	\$ 2,500	\$ 2,500
Professional Development	\$ 6,000	\$ 13,000	\$ 13,000
Professional Services	\$ 12,000	\$ 12,000	\$ 12,000
Services Contract	\$ 244,173	\$ 222,050	\$ 228,280
Insurance Directors/Officers	\$ 900	\$ 900	\$ 900
Software	\$ 1,500	\$ 1,500	\$ 2,500
Total Administration	\$ 345,773	\$ 288,150	\$ 295,380
<b>Total Expenses</b>	<b>\$ 1,191,539</b>	<b>\$ 1,229,330</b>	<b>\$ 1,264,560</b>
<b>Change in NAV</b>	<b>\$ (28,539)</b>	<b>\$ 670</b>	<b>\$ 2,440</b>

Security	hours/day	pay rate	daily rate	days/year	
Market Square	5	\$ 40	\$ 200	365	\$ 73,000
Old City	7 pm - 1 ar	6 \$ 50	\$ 300	365	\$ 109,500
					\$ 182,500