BOARD OF DIRECTORS' MEETING
AGENDA

NOVEMBER 16, 2026, 11:30 AM

I. Welcome

II. *Approval of Minutes
- A. September 2026 Board Meeting — p. 3
- B. October 2026 Board Meeting — p. 5

III. *Approval of Financials
- A. Approval of September Financials — p. 7
- B. Approval of October Financials — p. 17

IV. Committee Reports
- A. *Marketing — p. 27
- B. Quality of Life — p. 49

V. Staff Report — p. 57

VI. Old Business

VII. New Business

VIII. Public Forum

IX. Adjournment

* Denotes action items

Upcoming Meetings:
December 21, 11:30 - December Board Meeting
January 25, 11:30 - January Board Meeting
February 15 10:00 Budget Workshop, 11:30 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

SEPTEMBER 21, 2026, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, September 21, 2026, at 11:30 am at the Emporium, 100 S. Gay Street.

Board members present included Courtney Bergmeier, Faris Eid, Nikki Elliott, Gay Lyons, Ellie Moore, and Aaron Thompson. Downtown Knoxville and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, Karen Kakinis, Angela Lunsford.

I. Welcome

Nikki Elliott chaired the meeting and called it to order.

II. Approval of Minutes

Nikki Elliott called for approval of the minutes from the August board meeting. Faris Eid made a motion to approve the minutes. Gay Lyons seconded the motion, which was unanimously approved by the board.

III. Financials

Angela Lunsford delivered the financial report, explaining the various reports. Courtney Bergmeier made a motion to approve the report. Aaron Thompson seconded the motion, which was unanimously approved by the board.

IV. Committee Report - Marketing

A. Marketing

The Marketing Committee met on September 9 to review four sponsorships. The committee made the following recommendations in the form of a motion to the board:

- Chanukah Celebration/Chabad of Knoxville for $4,000. The motion was seconded by Gay Lyons, which was unanimously approved by the board.
- Old City Passport/Old City Association for $2,000. The motion was seconded by Courtney Bergmeier and unanimously approved by the board.
- Phil Kline's UnSilent Night/Nief-Norf for $1,000. The motion was seconded by the Gay Lyons and unanimously approved by the board.
- Sundae Funday/Ice Rink/City of Knoxville for $5,500. The motion was seconded by Gay and approved by the board by the vote of 5-0 with Elle Moore recusing herself as she is employed by the city.

B. Quality of Life

Security Cameras on Market Square

KPD submitted a request to DKA for $31,069.84 to purchase and install cameras in the Market Square area. The request includes six cameras, four fixed devices and two pan-tilt-zoom (PTZ) cameras. Footage from the cameras will be retained for 30 days or less. The cameras will not include facial recognition or license plate recognition capabilities.

The committee discussed the request and felt that the cameras would be a helpful addition to downtown's safety and security efforts and provide KPD with another tool to assist with calls for service and investigations in the downtown area. The request also aligns with feedback received through DKA's survey conducted last year, which identified increased safety and security measures as a priority.

The committee made a recommendation in the form of a motion to the board to fund the request as presented for $31,069.84. Gay Lyons seconded the motion, which was approved with the board by the vote of 5-0, with Ellie Moore recusing herself as she is employed by the city.

Mounted Patrol

Last year, KPD established a Mounted Patrol unit, and DKA helped move the program forward by providing funding for the purchase of three horses.

KPD has submitted a request to DKA in the amount of $10,000 for continued support and maintenance of the program. The funds would be used for operational expenses, including feed, veterinary care, boarding, and other related costs.

The committee discussed DKA's interest in continuing to support the Mounted Patrol and helping maintain the program on an annual basis, particularly since the mounted patrols are primarily utilized in the downtown area.

The committee made a recommendation in the form of a motion to the board to fund $10,000 for continued support of the Mounted Patrol. Gay Lyons seconded the motion, which was approved by the board with the vote of 5-0, with Ellie Moore recusing herself as she is employed by the city.

V. Staff Report

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

VI. Old Business

There was no Old Business.

VII. New Business

Linda Conaway with ReLAUNCH will be at the October meeting to provide an update on this program.

VIII. Public Forum

Sara Houchins thanked DKA for the recent promotion for Big Ears.

IX. Adjournment

The meeting was adjourned.

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Secretary

BOARD OF DIRECTORS' MEETING
MINUTES

OCTOBER 19, 2026, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, October 19, 2026, at 11:30 am at the Emporium, 100 S. Gay Street.

Board members present included chair – Natalea Cummings, Nikki Elliott, and Ellie Moore. Downtown Knoxville Alliance and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, Karen Kakinis, Angela Lunsford.

I. Welcome

Natalea Cummings chaired the meeting and called it to order.

II. Approval of Minutes

Due to lack of quorum, the minutes were not approved.

III. Financials

Angela Lunsford delivered the financial report and provided an explanation of the various reports. Due to the lack of quorum, the financial report was not approved.

IV. Staff Report

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

V. Old Business

There was no Old Business.

VI. New Business

Linda Conaway, President, and Dylan Slemp, Executive Director, of ReLAUNCH provided an update on their program. ReLAUNCH was formed in 2024 and started services in 2025. They began by providing shelter space for three months and grew into a day space serving more than 150 people daily. The Office of Housing Stability expanded its support to $90,000 for 2026 seasonal shelter and $585,000 for day-space shelter to their program. ReLAUNCH shared some of their achievements such as 90+ unhoused clients transported to family, 180+ in treatment, and through coordinated efforts with other non-profits provided dependable daily meals, dignified hygiene, and a reduction of EMS calls to the mission district.

VII. Public Forum

Sara Houchins provided an update on Big Ears and there was a discussion on how downtown businesses can support them and they can support downtown businesses.

VIII. Adjournment

The meeting was adjourned.

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Secretary

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD September 30, 2026

	Jul '26 - Jun '27
OPERATING ACTIVITIES	
Net Income	(127,005)
Adjustments to reconcile Net Income	
to net cash provided by operations:	
1110 - Other Receivable	(2,433)
1350 - Prepaid Expenses	13,596
1750 - Accumulated Depr - Leaseholds	219
1760 - Accumulated Depr - Furniture	485
2020 - Accounts Payable	53,659
2600 ·Accrued Payables	8,750
Net cash provided by Operating Activities	(52,731)
INVESTING ACTIVITIES	-
1650 ·Leashold Improvements	-
Net cash provided by Financing Activities	-
Net cash increase/(decrease) for period	(52,731)
Cash at beginning of period	1,111,569
Cash at end of period	**1,058,838**
Current Liabilities	(61,171)
Accrued Payables	(252,647)
Accounts receivable and Other	4,564
Prepaid Expenses	2,561
Fixed Assets	49,634
Subtotal	**(257,059)**
Projected Remaining Budgeted Income (Expenses)	
Revenue	1,256,826
Development	(115,000)
Quality of Life	(385,012)
Business Support	(32,712)
Marketing/Sponsorships	(283,424)
Administration	(228,063)
Subtotal	**212,614**
Projected Cash - Before Minimum Reserve	**1,014,394**
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	**864,394**

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD September 30, 2026

Project	Grants	Permit Date	Comp Date	Accrued
Art & Cultural Alliance	10,000			6/30/2024
Women's Suffrage Museum	100,000			6/1/2026
Embassy Suites Facade Grant	100,000			6/15/2026
	210,000			

*** City approval required**
Note: Farragut Building/Hyatt Place, 530 S. Gay Street
In 2015, DKA Board agreed to receive $4,578 and abate the increased incremental assessments during the project's 25-year PILOT term which ends 3/17/41.

*** City approval required**
Note: Church + Henley formerly State Supreme Court, 700 Henley Street
In 2019, DKA approved a 10-year abatement of the incremental assessment for the State Supreme Court project starting 48 months after developers close on the two parcels to allow for construction and project stabilization. DKA will continue to receive assessments for both properties based on the acquisition cost. DKA's assessment is expected to be approx. $3,208 during the abatement time. The City's 25 year PILOT term ends 3/4/48. The property closed on 9/30/19. DKA's abatement ends 9/30/2033.

Note: Suffrage Museum: 706 S. Gay Street and 708 S. Gay Street
A recommendation in the form of a motion to approve $50,000 for 706 S. Gay Street and $50,000 for 708 S. Gay Street with the contingency that the Suffrage Coalition closes on 708 S Gay Street . The committee recommended that $85,000 from the FY 25-26 Budget and $15,000 from Available Cash Reserves.

Downtown Knoxville Alliance
Budget Variance Report
For the 3 Periods Ended September 30, 2026

	July 2026 - September 2026			July 2026 - June 2027		
	Actual	Budget	Variance	Budget	Remaining	75% Remaining
Income						
4020 CBID Assessment	3,583	309,250	305,667	1,237,000	1,233,417	100%
4100 Interest on Cash Reserves	6,591	7,500	909	30,000	23,409	78%
Total Income	**$ 10,174**	**$ 316,750**	**$ 306,576**	**$ 1,267,000**	**$ 1,256,826**	**99%**
Gross Profit	**$ 10,174**	**$ 316,750**	**$ 306,576**	**$ 1,267,000**	**$ 1,256,826**	**99%**
Expenses						
5100 Business Support						
5150 Merchant Support	22,288	13,750	(8,538)	55,000	32,712	59%
Total 5100 Business Support	**$ 22,288**	**$ 13,750**	**$ (8,538)**	**$ 55,000**	**$ 32,712**	**59%**
5200 Development						
5205 Special Projects	-	25,000	25,000	100,000	100,000	100%
5225 Path to Prosperity	-	3,750	3,750	15,000	15,000	100%
Total 5200 Development	**$ -**	**$ 28,750.00**	**$ 28,750.00**	**$ 115,000.00**	**$ 115,000.00**	**100%**
5300 Marketing Expenses						
5305 Advertising	5,383	16,250	10,867	65,000	59,617	92%
5306 Print & Content Dev.	19,403	16,250	(3,153)	65,000	45,597	70%
5360 Sponsorships - Events	17,500	35,000	17,500	140,000	122,500	88%
5364 Downtown Scavenger Hunt	3,189	5,000	1,811	20,000	16,811	84%
5375 Website	1,100	7,500	6,400	30,000	28,900	96%
5376 Brand Refinement	-	2,500	2,500	10,000	10,000	100%
Total 5300 Marketing Expenses	**$ 46,576**	**$ 82,500**	**$ 35,924**	**$ 330,000**	**$ 283,424**	**86%**
5400 Administration						
5415 Office Lease Expenses	4,226	5,500	1,274	22,000	17,774	81%
5420 Meals/Lodging/Travel	1,433	1,500	67	6,000	4,567	76%
5430 Office Expenses	2,314	2,000	(314)	8,000	5,686	71%
5435 Bank Fees	266	50	(216)	200	(66)	-33%
5440 Postage	21	625	604	2,500	2,479	99%
5450 Professional Svc	-	3,000	3,000	12,000	12,000	100%
5460 Services Contract	51,951	57,070	5,119	228,280	176,329	77%
5465 Professional Dev.	6,455	3,250	(3,205)	13,000	6,545	50%
5480 Software	415	625	210	2,500	2,085	83%
5490 Insurance D&O	238	225	(13)	900	662	74%
Total 5400 Administration	**$ 67,317**	**$ 73,845**	**$ 6,528**	**$ 295,380**	**$ 228,063**	**77%**
5650 Quality of Life						
5655 Security	10,000	37,000	27,000	148,000	138,000	93%
5657 Ambassador Program	42,795	42,795	-	171,180	128,385	75%
5659 Beautification	303	15,000	14,697	60,000	59,697	99%
5663 Open Street Activation	-	1,250	1,250	5,000	5,000	100%
5664 Initiatives from Survey	31,069	21,250	(9,819)	85,000	53,931	63%
Total 5650 Quality of Life	**$ 84,167**	**$ 117,295**	**$ 33,128**	**$ 469,180**	**$ 385,013**	**82%**
6000 Depreciation Expense	2,110.26	-	(2,110.26)			
Total Expenses	**$ 222,458**	**$ 316,140**	**$ 93,682**	**$ 1,264,560**	**$ 1,044,212**	**83%**
Net Income	**$ (212,284)**	**$ 610**	**$ 212,894**	**$ 2,440**	**$ 212,614**	

Accrued Payables at 09.30.26

Marketing/Branding/Activation Requests/COK Street Closures	FY24	$	3,456.21
Art & Cultural Alliance - Emporium Project	FY24	$	10,000.00
Sustainable Solutions - Cigarette Litter Prevention & Recycling	FY26	$	3,190.48
East TN History Center - For 2026 Programming	FY26	$	5,000.00
Knoxville Museum of Art for 2026 Programming	FY26	$	5,000.00
2026 Old City Market & 1st Friday Block Parties	FY26	$	5,000.00
13th Knox Asian Festival at World's Fair Park - August 29-30, 2026	FY26	$	2,500.00
City of Knoxville Concerts on the Square	FY26	$	2,000.00
Old City Association Rhinestone Fest - June 5-6, 2026	FY26	$	1,500.00
Women's Suffrage Museum	FY26	$	100,000.00
Embassy Suites Knoxville Downtown - Façade Grant	FY26	$	100,000.00
Hola Hora Latina - 26th Annual HoLa Festival - October 10, 2026	FY26	$	2,500.00
Chabad of Knoxville Chanukah Celebration - December 6, 2026	FY26	$	4,000.00
Old City Association - Old City Passport	FY26	$	2,000.00
Nief-Norf - Phil Kline's Unsilent Night - December 4, 2026	FY26	$	1,000.00
City of Knoxville Sunday Funday (Ice Rink) 11/27/26-01/03/27	FY26	$	5,500.00
		$	252,646.69

Downtown Knoxville Alliance

Statement of Cash Flows
September 2026

Account Name	Total
OPERATING ACTIVITIES	
Net Income	-127,005.30
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-2,433.29
1350 Prepaid Expenses	13,595.59
1750 Accumulated Depreciation:Accumulated Depr - Leaseholds	218.75
1760 Accumulated Depreciation:Accumulated Depr - Furniture	484.67
2020 Acc. Payable:Accounts Payable	53,658.70
2600 Accrued Payables	8,750.00
Total for Adjustments to reconcile Net Income to Net Cash provided by operations:	**$74,274.42**
Net cash provided by operating activities	**-$52,730.88**
NET CASH INCREASE FOR PERIOD	**-$52,730.88**
Cash at beginning of period	**$1,111,569.20**
CASH AT END OF PERIOD	**$1,058,838.32**

Downtown Knoxville Alliance
Balance Sheet
As of September 30, 2026

	As of Sep 30, 2026	As of Sep 30, 2025	Change	% Change
ASSETS				
Current Assets - Bank Accounts				
1000 Cash & Cash Equiv.				
1012 First Bank Checking	(57,438.62)	(9,903.14)	(47,535.48)	-480.00%
1014 First Bank ICS	851,006.39	984,290.61	(133,284.22)	-13.54%
1020 Investments - Cert Dep and MM				
1022 FirstBank CD 0680	-	103,966.25	(103,966.25)	-100.00%
1036 Home Federal CD 2895	265,270.55	256,141.99	9,128.56	3.56%
1037 First Century CD 0328	-	245,000.00	(245,000.00)	-100.00%
1038 Truist CD 6084	-	258,104.31	(258,104.31)	-100.00%
Total 1020 Investments - Cert Dep and MM	**$ 265,270.55**	**$ 863,212.55**	**$ (597,942.00)**	**-69.27%**
Total 1000 Cash & Cash Equiv.	**$ 1,058,838.32**	**$ 1,837,600.02**	**$ (778,761.70)**	**-42.38%**
Total Bank Accounts	**$ 1,058,838.32**	**$ 1,837,600.02**	**$ (778,761.70)**	**-42.38%**
Accounts Receivable				
1110 Other Receivable	2,433.29	305.01	2,128.28	697.77%
Total Accounts Receivable	**$ 2,433.29**	**$ 305.01**	**$ 2,128.28**	**697.77%**
Other Current Assets				
1350 Prepaid Expenses	2,561.28	1,614.58	946.70	58.63%
Total Other Current Assets	**$ 2,561.28**	**$ 1,614.58**	**$ 946.70**	**58.63%**
Total Current Assets	**$ 1,063,832.89**	**$ 1,839,519.61**	**$ (775,686.72)**	**-42.17%**
Fixed Assets				
1650 Leasehold Improvements	15,750.00	15,750.00	-	0.00%
1660 Furniture & Equipment	44,412.62	40,712.62	3,700.00	9.09%
1700 Accumulated Depreciation				
1750 Accumulated Depr - Leaseholds	(3,258.43)	(633.43)	(2,625.00)	-414.41%
1760 Accumulated Depr - Furniture	(7,270.05)	(1,454.01)	(5,816.04)	-400.00%
Total 1700 Accumulated Depreciation	**$ (10,528.48)**	**$ (2,087.44)**	**$ (8,441.04)**	**-404.37%**
Total Fixed Assets	**$ 49,634.14**	**$ 54,375.18**	**$ (4,741.04)**	**-8.72%**
Other Assets				
1925 Security Deposit	2,130.48	2,130.48	-	0.00%
Total Other Assets	**$ 2,130.48**	**$ 2,130.48**	**$ -**	**0.00%**
TOTAL ASSETS	**$ 1,115,597.51**	**$ 1,896,025.27**	**$ (780,427.76)**	**-41.16%**
LIABILITIES AND EQUITY				
Current Liabilities - Accounts Payable				
2020 Accounts Payable	61,171.13	70,030.33	(8,859.20)	-12.65%
Total 2000 Acc. Payable	**$ 61,171.13**	**$ 70,030.33**	**$ (8,859.20)**	**-12.65%**
Total Accounts Payable	**$ 61,171.13**	**$ 70,030.33**	**$ (8,859.20)**	**-12.65%**
Other Current Liabilities				
2600 Accrued Payables	252,646.69	1,036,613.34	(783,966.65)	-75.63%
Total Other Current Liabilities	**$ 252,646.69**	**$ 1,036,613.34**	**$ (783,966.65)**	**-75.63%**
Total Current Liabilities	**$ 313,817.82**	**$ 1,106,643.67**	**$ (792,825.85)**	**-71.64%**
Total Liabilities	**$ 313,817.82**	**$ 1,106,643.67**	**$ (792,825.85)**	**-71.64%**
Equity				
3900 Change in NA - unrestricted	1,014,064.33	1,010,089.64	3,974.69	0.39%
Net Income	(212,284.64)	(220,708.04)	8,423.40	3.82%
Total Equity	**$ 801,779.69**	**$ 789,381.60**	**$ 12,398.09**	**1.57%**
TOTAL LIABILITIES AND EQUITY	**$ 1,115,597.51**	**$ 1,896,025.27**	**$ (780,427.76)**	**-41.16%**

Downtown Knoxville Alliance
Profit and Loss
September 2026

	Sep 2026	Sep 2025 (PY)	Change	% Change
Income				
4020 CBID Assessment	2,433.29	305.01	2,128.28	697.77%
4100 Interest on Cash Reserves	2,002.38	2,909.04	(906.66)	-31.17%
Total Income	**$ 4,435.67**	**$ 3,214.05**	**$ 1,221.62**	**38.01%**
Gross Profit	**$ 4,435.67**	**$ 3,214.05**	**$ 1,221.62**	**38.01%**
Expenses				
5100 Business Support				
5150 Merchant Support	21,336.83	21,131.47	205.36	0.97%
Total 5100 Business Support	**$ 21,336.83**	**$ 21,131.47**	**$ 205.36**	**0.97%**
5300 Marketing Expenses				
5305 Advertising	3,485.41	30,770.58	(27,285.17)	-88.67%
5306 Print and Content Development	12,846.48	25,472.69	(12,626.21)	-49.57%
5360 Sponsorships - Events	12,500.00	-	12,500.00	
5375 Website	550.00	3,214.75	(2,664.75)	-82.89%
Total 5300 Marketing Expenses	**$ 29,381.89**	**$ 59,458.02**	**-$ 30,076.13**	**-50.58%**
5400 Administration				
5415 Office Lease Expenses	1,396.99	911.99	485.00	53.18%
5420 Meals/Lodging/Travel	97.74	(1,034.87)	1,132.61	109.44%
5430 Office Expenses	1,761.79	226.69	1,535.10	677.18%
5440 Postage	7.80	13.32	(5.52)	-41.44%
5460 Services Contract	17,316.85	16,892.55	424.30	2.51%
5465 Professional Dev.	3,817.58	5,226.23	(1,408.65)	-26.95%
5480 Software	107.07	87.95	19.12	21.74%
5490 Insurance D&O	79.17	70.84	8.33	11.76%
Total 5400 Administration	**$ 24,584.99**	**$ 22,394.70**	**$ 2,190.29**	**9.78%**
5650 Quality of Life				
5655 Security	10,000.00	9,032.24	967.76	10.71%
5657 Ambassador Program	14,265.00	14,265.00	-	0.00%
5659 Beautification	99.00	105.00	(6.00)	-5.71%
5663 Open Street Activation	31,069.84	-	31,069.84	
Total 5650 Quality of Life	**$ 55,433.84**	**$ 23,402.24**	**$ 32,031.60**	**136.87%**
6000 Depreciation Expense	703.42	703.42	-	0.00%
Total Expenses	**$ 131,440.97**	**$ 127,089.85**	**$ 4,351.12**	**3.42%**
Net Operating Income	**$ (127,005.30)**	**$ (123,875.80)**	**$ (3,129.50)**	**-2.53%**
Net Income	**$ (127,005.30)**	**$ (123,875.80)**	**$ (3,129.50)**	**-2.53%**

Downtown Knoxville Alliance

A/R Aging Summary Report

As of Sep 30, 2026

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	Total
City of Knoxville.	2,433.29					2,433.29
TOTAL	**2,433.29**					**$2,433.29**

Downtown Knoxville Alliance

A/P Aging Summary Report

As of Sep 30, 2026

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	Total
Callie Blackburn	120.00					120.00
Card Services Center - Mastercard	5,089.36					5,089.36
Center for European Cultures & Connections	1,250.00					1,250.00
Christmas Decor Plus More	18,800.00					18,800.00
Graphic Creations	2,178.49					2,178.49
HOLA Hora Latina	2,500.00					2,500.00
Knoxville Chamber	17,572.76					17,572.76
Knoxville News Sentinel	3,071.52					3,071.52
KUB	99.00					99.00
Professional Sports Publications	7,250.00					7,250.00
Southern Bloom Social	3,240.00					3,240.00
TOTAL	**61,171.13**					**$61,171.13**

Downtown Knoxville Alliance
Uncleared Checks Report
as of September 30, 2026

Date	Transaction Type	Num	Name	Amount
08/14/2026	Bill Payment (Check)	3000	Hummel, Michele	(44.70)
08/28/2026	Bill Payment (Check)	3010	Knoxville Police Department	(11,407.18)
09/18/2026	Bill Payment (Check)	3020	Card Services Center - Mastercard	(5,627.06)
09/25/2026	Bill Payment (Check)	3022	Knoxville Police Department	(31,069.84)
09/25/2026	Bill Payment (Check)	3024	Knoxville Police Department	(10,000.00)
				(58,148.78)

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD October 31, 2026

	Jul '26 - Jun '27
OPERATING ACTIVITIES	
Net Income	614,334
Adjustments to reconcile Net Income	
to net cash provided by operations:	
1110 - Other Receivable	(671,807)
1350 - Prepaid Expenses	(28,249)
1750 - Accumulated Depr - Leaseholds	219
1760 - Accumulated Depr - Furniture	485
2020 - Accounts Payable	(42,130)
2600 ·Accrued Payables	(10,000)
Net cash provided by Operating Activities	(137,148)
INVESTING ACTIVITIES	-
1650 ·Leashold Improvements	-
Net cash provided by Financing Activities	-
Net cash increase/(decrease) for period	(137,148)
Cash at beginning of period	1,058,838
Cash at end of period	**921,690**
Current Liabilities	(19,041)
Accrued Payables	(242,647)
Accounts receivable and Other	676,371
Prepaid Expenses	2,561
Fixed Assets	49,634
Subtotal	**466,878**
Projected Remaining Budgeted Income (Expenses)	
Revenue	580,607
Development	(115,000)
Quality of Life	(370,653)
Business Support	(26,306)
Marketing/Sponsorships	(270,968)
Administration	(200,103)
Subtotal	**(402,423)**
Projected Cash - Before Minimum Reserve	**986,145**
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	**836,145**

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD October 31, 2026

Project	Grants	Permit Date	Comp Date	Accrued
Women's Suffrage Museum	100,000			6/1/2026
Embassy Suites Facade Grant	100,000			6/15/2026
	200,000			

*** City approval required**
Note: Farragut Building/Hyatt Place, 530 S. Gay Street
In 2015, DKA Board agreed to receive $4,578 and abate the increased incremental assessments during the project's 25-year PILOT term which ends 3/17/41.

*** City approval required**
Note: Church + Henley formerly State Supreme Court, 700 Henley Street
In 2019, DKA approved a 10-year abatement of the incremental assessment for the State Supreme Court project starting 48 months after developers close on the two parcels to allow for construction and project stabilization. DKA will continue to receive assessments for both properties based on the acquisition cost. DKA's assessment is expected to be approx. $3,208 during the abatement time. The City's 25 year PILOT term ends 3/4/48. The property closed on 9/30/19. DKA's abatement ends 9/30/2033.

Note: Suffrage Museum: 706 S. Gay Street and 708 S. Gay Street
A recommendation in the form of a motion to approve $50,000 for 706 S. Gay Street and $50,000 for 708 S. Gay Street with the contingency that the Suffrage Coalition closes on 708 S Gay Street . The committee recommended that $85,000 from the FY 25-26 Budget and $15,000 from Available Cash Reserves.

Downtown Knoxville Alliance
Budget Variance Report
For the 4 Periods Ended October 31, 2026

	July 2026 - October 2026			July 2026 - June 2027		
	Actual	Budget	Variance	Budget	Remaining	67% Remaining
Income						
4020 CBID Assessment	677,823	412,333	(265,489)	1,237,000	559,177	45%
4100 Interest on Cash Reserves	8,571	10,000	1,429	30,000	21,429	71%
Total Income	**$ 686,393**	**$ 422,333**	**$ (264,060)**	**$ 1,267,000**	**$ 580,607**	**46%**
Gross Profit	**$ 686,393**	**$ 422,333**	**$ (264,060)**	**$ 1,267,000**	**$ 580,607**	**46%**
Expenses						
5100 Business Support						
5150 Merchant Support	28,694	18,333	(10,361)	55,000	26,306	48%
Total 5100 Business Support	**$ 28,694**	**$ 18,333**	**$ (10,361)**	**$ 55,000**	**$ 26,306**	**48%**
5200 Development						
5205 Special Projects	-	33,333	33,333	100,000	100,000	100%
5225 Path to Prosperity	-	5,000	5,000	15,000	15,000	100%
Total 5200 Development	**$ -**	**$ 38,333.33**	**$ 38,333.33**	**$ 115,000.00**	**$ 115,000.00**	**100%**
5300 Marketing Expenses						
5305 Advertising	6,770	21,667	14,897	65,000	58,230	90%
5306 Print & Content Dev.	23,923	21,667	(2,257)	65,000	41,077	63%
5360 Sponsorships - Events	17,500	46,667	29,167	140,000	122,500	88%
5364 Downtown Scavenger Hunt	8,089	6,667	(1,423)	20,000	11,911	60%
5375 Website	2,750	10,000	7,250	30,000	27,250	91%
5376 Brand Refinement	-	3,333	3,333	10,000	10,000	100%
Total 5300 Marketing Expenses	**$ 59,032**	**$ 110,000**	**$ 50,968**	**$ 330,000**	**$ 270,968**	**82%**
5400 Administration						
5415 Office Lease Expenses	5,627	7,333	1,706	22,000	16,373	74%
5420 Meals/Lodging/Travel	2,206	2,000	(206)	6,000	3,794	63%
5430 Office Expenses	3,124	2,667	(457)	8,000	4,876	61%
5435 Bank Fees	266	67	(199)	200	(66)	-33%
5440 Postage	132	833	701	2,500	2,368	95%
5450 Professional Svc	-	4,000	4,000	12,000	12,000	100%
5460 Services Contract	76,628	76,093	(535)	228,280	151,652	66%
5465 Professional Dev.	6,455	4,333	(2,121)	13,000	6,545	50%
5480 Software	522	833	312	2,500	1,978	79%
5490 Insurance D&O	317	300	(17)	900	583	65%
Total 5400 Administration	**$ 95,277**	**$ 98,460**	**$ 3,183**	**$ 295,380**	**$ 200,103**	**68%**
5650 Quality of Life						
5655 Security	10,000	49,333	39,333	148,000	138,000	93%
5657 Ambassador Program	57,060	57,060	-	171,180	114,120	67%
5659 Beautification	397	20,000	19,603	60,000	59,603	99%
5663 Open Street Activation	-	1,667	1,667	5,000	5,000	100%
5664 Initiatives from Survey	31,069	28,333	(2,736)	85,000	53,931	63%
Total 5650 Quality of Life	**$ 98,526**	**$ 156,393**	**$ 57,867**	**$ 469,180**	**$ 370,654**	**79%**
6000 Depreciation Expense	2,813.68	-	(2,813.68)			
Total Expenses	**$ 284,344**	**$ 421,520**	**$ 137,176**	**$ 1,264,560**	**$ 983,030**	**78%**
Net Income	**$ 402,050**	**$ 813**	**$ (401,237)**	**$ 2,440**	**$ (402,424)**	

Accrued Payables at 10.31.26

Marketing/Branding/Activation Requests/COK Street Closures	FY24	$	3,456.21
Sustainable Solutions - Cigarette Litter Prevention & Recycling	FY26	$	3,190.48
East TN History Center - For 2026 Programming	FY26	$	5,000.00
Knoxville Museum of Art for 2026 Programming	FY26	$	5,000.00
2026 Old City Market & 1st Friday Block Parties	FY26	$	5,000.00
13th Knox Asian Festival at World's Fair Park - August 29-30, 2026	FY26	$	2,500.00
City of Knoxville Concerts on the Square	FY26	$	2,000.00
Old City Association Rhinestone Fest - June 5-6, 2026	FY26	$	1,500.00
Women's Suffrage Museum	FY26	$	100,000.00
Embassy Suites Knoxville Downtown - Façade Grant	FY26	$	100,000.00
Hola Hora Latina - 26th Annual HoLa Festival - October 10, 2026	FY26	$	2,500.00
Chabad of Knoxville Chanukah Celebration - December 6, 2026	FY26	$	4,000.00
Old City Association - Old City Passport	FY26	$	2,000.00
Nief-Norf - Phil Kline's Unsilent Night - December 4, 2026	FY26	$	1,000.00
City of Knoxville Sunday Funday (Ice Rink) 11/27/26-01/03/27	FY26	$	5,500.00
		$	242,646.69

Downtown Knoxville Alliance

Statement of Cash Flows

October 2026

	TOTAL
OPERATING ACTIVITIES	
Net Income	614,334.07
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	(671,806.89)
1350 Prepaid Expenses	(28,249.41)
1750 Accumulated Depreciation:Accumulated Depr - Leaseholds	218.75
1760 Accumulated Depreciation:Accumulated Depr - Furniture	484.67
2020 Acc. Payable:Accounts Payable	(42,129.66)
2600 Accrued Payables	(10,000.00)
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	**(751,482.54)**
Net cash provided by operating activities	**$ (137,148.47)**
NET CASH INCREASE FOR PERIOD	**$ (137,148.47)**
Cash at beginning of period	1,058,838.32
CASH AT END OF PERIOD	**$921,689.85**

Downtown Knoxville Alliance
Balance Sheet
As of October 31, 2026

	As of Oct 31, 2026	As of Oct 31, 2025	Change	% Change
ASSETS				
Current Assets - Bank Accounts				
1000 Cash & Cash Equiv.				
1012 First Bank Checking	(41,911.80)	(19,561.91)	(22,349.89)	-114.25%
1014 First Bank ICS	698,331.10	988,447.41	(290,116.31)	-29.35%
1020 Investments - Cert Dep and MM				
1036 Home Federal CD 2895	265,270.55	256,141.99	9,128.56	3.56%
1037 First Century CD 0328	-	245,000.00	(245,000.00)	-100.00%
1038 Truist CD 6084	-	258,104.31	(258,104.31)	-100.00%
Total 1020 Investments - Cert Dep and MM	**$ 265,270.55**	**$ 759,246.30**	**$ (493,975.75)**	**-65.06%**
Total 1000 Cash & Cash Equiv.	**$ 921,689.85**	**$ 1,728,131.80**	**$ (806,441.95)**	**-46.67%**
Total Bank Accounts	**$ 921,689.85**	**$ 1,728,131.80**	**$ (806,441.95)**	**-46.67%**
Accounts Receivable				
1110 Other Receivable	674,240.18	517,797.03	156,443.15	30.21%
Total Accounts Receivable	**$ 674,240.18**	**$ 517,797.03**	**$ 156,443.15**	**30.21%**
Other Current Assets				
1350 Prepaid Expenses	30,810.69	30,821.91	(11.22)	-0.04%
Total Other Current Assets	**$ 30,810.69**	**$ 30,821.91**	**$ (11.22)**	**-0.04%**
Total Current Assets	**$ 1,626,740.72**	**$ 2,276,750.74**	**$ (650,010.02)**	**-28.55%**
Fixed Assets				
1650 Leasehold Improvements	15,750.00	15,750.00	-	0.00%
1660 Furniture & Equipment	44,412.62	44,412.62	-	0.00%
1700 Accumulated Depreciation				
1750 Accumulated Depr - Leaseholds	(3,477.18)	(852.18)	(2,625.00)	-308.03%
1760 Accumulated Depr - Furniture	(7,754.72)	(1,938.68)	(5,816.04)	-300.00%
Total 1700 Accumulated Depreciation	**$ (11,231.90)**	**$ (2,790.86)**	**$ (8,441.04)**	**-302.45%**
Total Fixed Assets	**$ 48,930.72**	**$ 57,371.76**	**$ (8,441.04)**	**-14.71%**
Other Assets				
1925 Security Deposit	2,130.48	2,130.48	-	0.00%
Total Other Assets	**$ 2,130.48**	**$ 2,130.48**	**$ -**	**0.00%**
TOTAL ASSETS	**$ 1,677,801.92**	**$ 2,336,252.98**	**$ (658,451.06)**	**-28.18%**
LIABILITIES AND EQUITY				
Current Liabilities - Accounts Payable				
2020 Accounts Payable	19,041.47	81,486.87	(62,445.40)	-76.63%
Total 2000 Acc. Payable	**$ 19,041.47**	**$ 81,486.87**	**$ (62,445.40)**	**-76.63%**
Total Accounts Payable	**$ 19,041.47**	**$ 81,486.87**	**$ (62,445.40)**	**-76.63%**
Other Current Liabilities				
2600 Accrued Payables	242,646.69	1,036,678.27	(794,031.58)	-76.59%
Total Other Current Liabilities	**$ 242,646.69**	**$ 1,036,678.27**	**$ (794,031.58)**	**-76.59%**
Total Current Liabilities	**$ 261,688.16**	**$ 1,118,165.14**	**$ (856,476.98)**	**-76.60%**
Total Liabilities	**$ 261,688.16**	**$ 1,118,165.14**	**$ (856,476.98)**	**-76.60%**
Equity				
3900 Change in NA - unrestricted	1,014,064.33	1,010,089.64	3,974.69	0.39%
Net Income	402,049.43	207,998.20	194,051.23	93.29%
Total Equity	**$ 1,416,113.76**	**$ 1,218,087.84**	**$ 198,025.92**	**16.26%**
TOTAL LIABILITIES AND EQUITY	**$ 1,677,801.92**	**$ 2,336,252.98**	**$ (658,451.06)**	**-28.18%**

Downtown Knoxville Alliance
Profit and Loss
October 2026

	Oct 2026	Oct 2025 (PY)	Change	% Change
Income				
4020 CBID Assessment	674,240.18	517,797.03	156,443.15	30.21%
4100 Interest on Cash Reserves	1,979.34	4,875.28	(2,895.94)	-59.40%
Total Income	**$ 676,219.52**	**$ 522,672.31**	**$ 153,547.21**	**29.38%**
Gross Profit	**$ 676,219.52**	**$ 522,672.31**	**$ 153,547.21**	**29.38%**
Expenses				
5100 Business Support				
5150 Merchant Support	6,406.79	17,136.37	(10,729.58)	-62.61%
Total 5100 Business Support	**$ 6,406.79**	**$ 17,136.37**	**-$ 10,729.58**	**-62.61%**
5200 Development				
5255 Path to Prosperity	-	15,000.00	(15,000.00)	-100.00%
Total 5200 Development	**$ -**	**$ 15,000.00**	**$ (15,000.00)**	**-100.00%**
5300 Marketing Expenses				
5305 Advertising	1,386.40	959.55	426.85	44.48%
5306 Print and Content Development	4,520.00	7,300.00	(2,780.00)	-38.08%
5360 Sponsorships - Events	-	5,000.00	(5,000.00)	-100.00%
5364 Downtown Scavenger Hunt	4,900.00	-	4,900.00	
5375 Website	1,650.00	2,500.00	(850.00)	-34.00%
Total 5300 Marketing Expenses	**$ 12,456.40**	**$ 15,759.55**	**-$ 3,303.15**	**-20.96%**
5400 Administration				
5415 Office Lease Expenses	1,401.67	1,011.99	389.68	38.51%
5420 Meals/Lodging/Travel	772.74	670.79	101.95	15.20%
5430 Office Expenses	810.02	592.54	217.48	36.70%
5440 Postage	111.59	19.98	91.61	458.51%
5460 Services Contract	24,677.58	24,110.39	567.19	2.35%
5480 Software	107.07	87.95	19.12	21.74%
5490 Insurance D&O	79.17	70.84	8.33	11.76%
Total 5400 Administration	**$ 27,959.84**	**$ 26,564.48**	**$ 1,395.36**	**5.25%**
5650 Quality of Life				
5655 Security	-	4,441.25	(4,441.25)	-100.00%
5657 Ambassador Program	14,265.00	14,265.00	-	0.00%
5659 Beautification	94.00	96.00	(2.00)	-2.08%
Total 5650 Quality of Life	**$ 14,359.00**	**$ 18,802.25**	**$ (4,443.25)**	**-23.63%**
6000 Depreciation Expense	703.42	703.42	-	0.00%
Total Expenses	**$ 61,885.45**	**$ 93,966.07**	**$ (32,080.62)**	**-34.14%**
Net Operating Income	**$ 614,334.07**	**$ 428,706.24**	**$ 185,627.83**	**43.30%**
Net Income	**$ 614,334.07**	**$ 428,706.24**	**$ 185,627.83**	**43.30%**

Downtown Knoxville Alliance

A/R Aging Summary

As of October 31, 2026

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
City of Knoxville.	674,240.18					$674,240.18
TOTAL	**$674,240.18**	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$674,240.18**

Downtown Knoxville Alliance

A/P Aging Summary

As of October 31, 2026

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Callie Blackburn	120.00					$120.00
Card Services Center - Mastercard	9,151.36					$9,151.36
Ciris Content	1,200.00					$1,200.00
Internal Revenue Service	25.92					$25.92
Knoxville Chamber	132.55					$132.55
MoxCar.	6,780.00					$6,780.00
Southern Bloom Social	1,440.00					$1,440.00
The Tomato Head - Market Square	191.64					$191.64
TOTAL	**$19,041.47**	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$19,041.47**

Downtown Knoxville Alliance
Uncleared Checks Report
as of October 31, 2026

Date	Transaction Type	Num	Name	Amount
08/14/2026	Bill Payment (Check)	3000	Hummel, Michele	(44.70)
10/23/2026	Bill Payment (Check)	3040	Brown Bag - Downtown	(188.45)
10/23/2026	Bill Payment (Check)	3041	Card Services Center - Mastercard	(6,907.07)
10/29/2026	Bill Payment (Check)	3042	Arts & Culture Alliance of Greater Knoxville	(10,000.00)
10/29/2026	Bill Payment (Check)	3043	KUB	(94.00)
10/29/2026	Bill Payment (Check)	3044	Knoxville Chamber	(24,677.58)
				(41,911.80)

MARKETING COMMITTEE MINUTES

November 11, 2026 | 3:00 PM

Committee members present included Shera Petty, Visit Knoxville; Scott Bird, MoxCar Communications; Dana Dalton, Downtown Resident; Paris Woodhull, Downtown Maker; and Heather Beck, Barber McMurry. Staff members included Callie Blackburn.

Sponsorship Requests

Organization	Event	Request	Recommendation
Visit Knoxville, Kim Bumpas	Tour de Lights	$5,000	$5,000
Knoxville Museum of Art; Christy Smith	KMA 2027 Programming	$10,000	$10,000
Total			**$15,000**

Recommendations for Board Approval
$15,000 to be approved as outlined above for Event Sponsorships. FY 26-27 budget, summary of events, and event applications are attached.

Primary discussion points:

Tour de Lights – Visit Knoxville is requesting $5,000 for the 2026 Tour de Lights. The event will be held Saturday, December 12, 2026. The five-mile route will have a new location in 2026 beginning and ending at Covenant Health Park. The ride will feature sections of Central Street, Jackson Ave, Gay Street, and Summit Hill Drive to name a few. The requested funds will be used for covering costs for event organization and KPD security.

Recommendation: The committee made a recommendation to the board to fund the request as presented for $5,000. Shera Petty with the Visit Knoxville recused their recommendation.

KMA 2027 Programming – The Knoxville Museum of Art is requesting $10,000 for their 2027 slate of programming. The 2027 programming includes the Kevin Beasley Solo Exhibition, Artists on Location, KMA's Summer Art Academy, Finding Higher Ground: Roots of Appalachia, and October 2027 Free Admission. These funds will be used to cover events and programming costs, marketing, artist support, Summer Art Academy child scholarships, art supplies, teach support, and musician and artist fees.

Recommendation: The committee made a recommendation to the board to fund the request as presented for $10,000. Scott Bird (KMA board) recused their recommendation.

Next Meeting

The next Marketing Committee meeting is scheduled for Wednesday, January 13, 2026, at 3:00 PM.

Downtown Knoxville Alliance
Sponsorship Request Application

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

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

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

Sponsorship Guidelines:

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

Requirements:

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

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

2026-2027

Dowtown Knoxville Alliance - Event Sponsorships
FY 26-27 (as of July 1, 2026)

	FY 24-25 Requests	FY 24-25 Funded	FY 25-26 Requests	FY 25-26 Funded	FY 26-27 Requests	FY 26-27 Funded	
Budget		**110,000**		**125,000**		**140,000**	
Previously Approved							
Annoor Academy - International Food Fest							August/May
Asian Culture Center of TN - Asian Festival	10,000	5,000	7,000	5,000			Sept/July
Asian Culture Center of TN	10,000	5,000					-
Big Ears - Big Ears Festival	10,000	10,000	10,000	10,000			March/Jan
Bike Walk Knoxville - Tour de Lights	5,000	5,000	5,000	5,000			Dec/Sept
Bike Walk Knoxville - Open Streets			5,000	3,300			
Cattywampus Puppet Council (Solastalgia)	12,000	5,000					Oct/July
Chabad of Knoxville - Chanukah Celebration					5,000	4,000	Oct/Dec
City of Knoxville - Concerts on the Square	4,000	4,000					May/March
City of Knoxville - Holidays on Ice			8,000	5,000	5,500	5,500	Nov/Jan
Dogwood Arts - Events	9,000	9,000	10,000	10,000			Apr/Jan
East TN Hist Society - annual events	10,000	10,000	10,000	10,000			annual/Nov
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000	5,000	5,000	Sept/July
Knox Co - Children's Festival of Reading	3,000	3,000	10,000	5,000			May-March
Knox Pride Festival & Parade	13,600	6,000					Oct/July
Knoxville Jazz Orchestra - Jazz at the Emporium							-
Knoxville Jazz Orchestra - Jazz on the Square							May-March
Knoxville Jewish Day School - Violins of Hope	10,000	10,000					-
Knoxville Museun of Art - Programming	2,000	2,000	10,000	10,000			annual/Jan
Knoxville Opera - Musical Theater Marathon							-
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000			Apr/Jan
Nief Norf - SYNNERGY	?	5,000	7,500	3,000			Dec
Nief-Norf - Unsilent Night			?	500	1,000	1,000	Dec
Nourish Knoxville - Farmers' Market	10,000	10,000	15,000	15,000			May/March
Nourish Knoxville - Winter Market	5,000	5,000	5,000	5,000			Dec/Sept
Old City Assn - Dolly Fest/Rhinestone Fest	5,000	3,000					June/March
Old City Assn - Old City Market	14,000	5,000	15,000	10,000			Apr/Jan
Old City Assn - Old City Passport					4,500	2,000	?/?
St. Patrick's Day Parade	5,000	2,500	5,000	3,000			Jan/March
WDVX - Blue Plate Special	5,000	5,000					annual/May
Approved to Date	**152,600**	**119,500**	**132,500**	**109,800**	**21,000**	**17,500**	
Balance Prior to Requests		**(9,500)**		**15,200**		**122,500**	

Requests/Recommendation	**Requests**	**Proposed**
Tour de Lights	5,000	
KMA 2027 Programming	10,000	
Total Current Requests	**15,000**	
Remaining Balance		**122,500**

	Tour de Lights 2026	Knoxville Museum of Art (2027 Programming)
Request	$5,000	$10,000
Dates	December 12, 2026	2027 calendar year (see packet)
Location	Covenant Health Park; Downtown Knoxville	Knoxville Museum of Art
History	Prior Years: 18 Funded by DKA: 6	See packet
Most Recent Funding	$5,000	$10,000
Event Producer	Visit Knoxville; Bike Walk Knoxville	Knoxville Museum of Art
Other Sponsors	Epilepsy Foundation, Two Bikes, Kickstand Community Bike Shop. Currently seeking additional sponsors.	Big Ears Festival, The KMA Guild, private donors, Ancient Lore Village, Harper Auto Square, Publix, First Horizon, TN Arts Commission, Arts & Culture Alliance, the City of Knoxville & more.
General Admission	Free	Free
Expected Attendance	2,600 (2025 numbers)	(see packet for estimates) ~7,500 for events ~65,000 total free admission
Total Expenses	$50,000	Ongoing costs for programming & exhibits
Projected Profit	N/A	N/A
Request/% of Exp	10%	-
Request/Attendee	$1.90	>$5.00
Use of Funds	Covering costs for event organization and KPD security	Event and programming costs, marketing, artist support, Summer Art Academy child scholarships, art supplies, teacher support, musician and artist fees.

Downtown Knoxville Alliance
Sponsorship Request Application

Event: **Tour de Lights**

Date(s): **December 12, 2026**

Location: **Downtown Knoxville — The five-mile route will have a new location in 2026 beginning and ending at Covenant Health Park. The ride will feature sections of Central Street, Jackson Ave, Gay Street, E 4th Street, Church Street, and Summit Hill Drive to name a few. The route highlights key areas of downtown and surrounding neighborhoods, offering participants a festive and scenic ride through the heart of the city. Produced by: Visit Knoxville supported by Bike Walk Knoxville**

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

Event History: **This event has existed for 18 years with 6 years of previous DKA funding.**

Contact: Kim Bumpas Phone: 865-771-4931

Address: 301 South Gay Street Knoxville, TN 37902

Email: kbumpas@knoxville.org

Event description:
Tour de Lights is a free, family-friendly holiday bike ride that brings the community together to celebrate the season in a uniquely Knoxville way. Co-hosted by Bike Walk Knoxville and Visit Knoxville, the event features a five-mile route beginning and ending at Covenant Health Park, showcasing North Knoxville—including the 4th and Gill neighborhood—and culminating with a festive grand finale ride down Gay Street.

Participants are encouraged to embrace the holiday spirit by decorating their bikes and themselves, while also supporting downtown businesses before and after the ride. The event engages neighborhoods, merchants, and spectators alike, creating a joyful, inclusive experience that highlights the vibrancy and connectivity of downtown Knoxville during the holidays.

Additional sponsors:
Currently, Tour de Lights has confirmed sponsorship support through donated time and resources from the Epilepsy Foundation, Two Bikes, and the Kickstand Community Bike Shop. These partners play a key role in helping with event logistics, community engagement, and participant support. As planning continues, we are actively seeking additional sponsorship opportunities to further enhance the event experience and help offset production and operational costs.

Planned use of funds requested:
Assist with covering the cost of KPD and event organization.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.
Tour de Lights consistently attracts thousands of participants and spectators from across the Knoxville region, creating a vibrant and inclusive downtown experience. The leisurely pace of the event and festive atmosphere make it especially appealing to families with children, recreational riders, and community groups of all ages and backgrounds.

In 2025, attendance exceed expectations with an increase in Placer AI data for a total event attendance of 2,600 (Placer Reports Attached), which included 896 registered riders. Please note that registration is not mandatory. For the upcoming event, attendance will be once again encouraged through online registration. This process along with Placer AI data will continue to allow for an accurate and comprehensive number of attendees, while also helping to capture basic demographic information about participants and enhance future event planning.

What opportunities, if any, will be provided for downtown merchants to participate?
Downtown merchants have several opportunities to participate in and benefit from Tour de Lights. We encourage businesses to remain open during the event and take advantage of the increased foot traffic by offering specials or themed promotions, as participants and spectators are encouraged to shop, dine, and explore before and after the ride. Merchants may also get involved through sponsorship opportunities that include visibility on event marketing channels such as the website, social media, and on-site signage. In addition, businesses along the route are invited to decorate their storefronts, host watch parties, or contribute prizes for the costume contest—all of which add to the festive atmosphere and community spirit that make Downtown Knoxville shine during the holiday season.

How will this event positively impact downtown?
Tour de Lights generates significant positive impact for Downtown Knoxville by drawing thousands of participants and spectators into the heart of the city. The ride's route through downtown—especially along South Gay Street—creates an energetic, family-friendly atmosphere where the community gathers to celebrate the holiday season together. The event showcases downtown's walkability, vibrancy, and sense of place, while encouraging attendees to shop, dine, and explore before and after the ride. Hosting the event on a Saturday evening further supports local businesses by driving extended foot traffic and creating opportunities for increased sales and visibility. Ultimately, Tour de Lights enhances the overall holiday experience downtown and reinforces Knoxville's reputation as a welcoming, festive, and connected community.

What effect would lack of Downtown Knoxville Alliance funding have on this event?
The support of the Downtown Knoxville Alliance is instrumental in ensuring the continued success of Tour de Lights. This funding helps offset essential production and safety costs that make the event both high-quality and accessible to the community. Without this support, Visit Knoxville would need to secure additional sponsorships or adjust event elements such as décor, programming, or amenities to maintain the same standard of experience. Simply put, the Downtown Knoxville Alliance's contribution directly impacts our ability to deliver this signature holiday tradition at the scale and quality our community has come to expect.

Budget Summary
Tour de Lights is operated with an overall expense investment in the low-$50,000 range, driven by key production and safety needs. The largest expense was KPD support, followed by infrastructure and event elements ranging from tents and lighting to décor, signage, awards, and family-friendly activations. These investments helped create a high-quality and safe community celebration that continues to grow in attendance and visibility. On the revenue side, the event generates under $15,000 through sponsorship, vendor participation, and on-site sales. Overall, Tour de Lights remains a significant community tradition,

supported by Visit Knoxville and partners, that delivers strong local engagement and holiday impact well beyond the financial return. The support of DKA as one of our larger partners is vital to the success of the event!

Tour de Lights

Join Us

DECEMBER 12, 2026 • 3:30PM – 7:30PM

AT COVENANT HEALTH PARK!

SCHEDULE OF EVENTS

3:30PM • FESTIVITIES BEGIN & BIKE VALET OPENS

5:00PM • COSTUME CONTEST JUDGING

6:00PM • TOUR DE LIGHTS RIDE BEGINS

6:00PM–7:00PM • LIVE CLASSIC HOLIDAY MUSIC ON STAGE

7:15PM • GRAND PRIZE DRAWING & COSTUME CONTEST AWARDS
MUST BE PRESENT TO WIN!

7:30PM • SMOKIES WINTER WONDERLAND LIGHT SHOW
SEPERATE EVENT–VIEW ADMISSION DETAILS & POLICIES

VISIT KNOXVILLE TENNESSEE

SCAN TO REGISTER

BIKE WALK KNOXVILLE

DOWNTOWN KNOXVILLE ALLIANCE









VISITKNOXVILLE.COM/TOURDELIGHTS

Knoxville Museum of Art
Downtown Knoxville Alliance Partnership Proposal | 2027

KNOXVILLE
MUSEUM OF ART

Total Sponsorship Amount Requested for 2027: $10,000

The Knoxville Museum of Art is deeply grateful to the Downtown Knoxville Alliance for its support of our programming in 2026. Your investment has helped the KMA bring free, accessible arts experiences to thousands of residents and visitors while strengthening Knoxville's reputation as a vibrant arts and culture destination.

Last year, DKA support was used across a range of programs—from exhibitions and public programming to arts education, visiting artists, and free admission. By spreading the investment across the year, your support helped us create multiple opportunities for people to experience the KMA and engage with downtown Knoxville.

We are excited to share the impact of our partnership through a final report following the completion of the DKA-sponsored events of 2026. The report will provide attendance numbers, stories, photographs, and other measures of the ways your support has contributed to the KMA and the broader downtown community.

For 2027, we would like to build on this successful model with an another request for $10,000 in annual sponsorship, distributed across five programs and initiatives. Together, these investments will support free public programming, arts education, cultural tourism, and increased access to the museum throughout the year.

A Partnership That Extends Beyond the Museum
The KMA's impact on downtown Knoxville extends beyond our building. Museum programs bring residents and cultural tourists into the downtown core, encourage visitors to explore nearby restaurants and businesses, and provide opportunities for local businesses to participate in and benefit from cultural activity.

With DKA's continued support, the KMA can build on that momentum in 2027 by presenting programming that is free, accessible, culturally diverse, and designed to bring people together in downtown Knoxville.

In recognition of this generous partnership, the DKA will be acknowledged as a sponsor on event signage, in newsletters, on lobby signage, on the KMA website, and on the 2027 Donor Wall, and will receive invitations to the annual Clayton Award Luncheon.

We are grateful for the Downtown Knoxville Alliance's partnership and look forward to another year of creating meaningful experiences for our community and visitors to our city.

Contact:
Christy Smith, Assistant Director of Development
csmith@knoxart.org | 865-934-2049

Knoxville Museum of Art | 1050 World's Fair Park Drive | knoxart.org

PROGRAMS AND EVENTS SUPPORTED BY DKA FUNDING

Exhibition: *Kevin Beasley* Solo Exhibition



Dates: January 29 – April 25, 2027
Location: Knoxville Museum of Art
Sponsorship Amount Requested: $3,500

Program Description: The Knoxville Museum of Art will present a solo exhibition of the work of contemporary artist Kevin Beasley from January 29 through April 25, 2027. Beasley is known for a multidisciplinary practice that incorporates sculpture, sound, performance, and found materials, creating immersive works that explore identity, culture, place, and the physical and social environments we inhabit.

The exhibition will continue the KMA's *Appalachian Imaginary* initiative, which seeks to expand the ways East Tennessee and Appalachia are understood by placing the region in dialogue with broader national and international conversations. Through exhibitions, performances, and public programs, *Appalachian Imaginary* embraces the complexity and diversity of the region while creating opportunities for audiences to encounter new ideas and perspectives.



A particularly exciting component of the exhibition will be a concert by Mon Rovîa, presented in partnership with Big Ears. An Afro-Appalachian folk artist, Mon Rovîa brings together contemporary music and Appalachian traditions in a way that reflects the KMA's interest in exploring the many voices and creative traditions that shape the region.

The concert will be presented as part of both the **Big Ears Festival** and the public programming surrounding the *Kevin Beasley* exhibition, creating a unique intersection of contemporary visual art and music. The collaboration will bring Big Ears audiences to the KMA while introducing museum audiences to an artist whose work offers a contemporary and expansive interpretation of Appalachian identity.

This partnership builds on the KMA's successful relationship with Big Ears. In 2026, the KMA's collaboration with the festival resulted in 3,200 additional visitors to the museum over four days.

Additional Sponsors: Big Ears; [additional sponsors to be determined]

Planned Use of Funds Requested: Funds from the Downtown Knoxville Alliance will support the public programming accompanying the Kevin Beasley exhibition, with particular emphasis on the Mon Rovîa concert and related production, marketing, and audience hospitality.

DKA support will help make it possible for the KMA to continue bringing nationally and internationally recognized artists to downtown Knoxville while creating connections between visual art, music, and the broader cultural community.

What is the projected attendance for this program? How will actual attendance be measured? Describe the demographics of anticipated attendees. The *Kevin Beasley* exhibition and its accompanying programs are expected to attract audiences from Knoxville and throughout East Tennessee, as well as cultural tourists visiting the region for the Big Ears Festival. The Mon Rovîa concert in particular has the potential to draw both existing Big Ears audiences and new visitors to the KMA.

The KMA's Front Desk registration system enables the museum to track attendance at on-site events, while ticketing and registration information for individual programs will provide additional measures of participation. The museum will use these systems to document attendance and evaluate the program's reach.

The KMA's audience includes local residents, families, students, artists, collectors, cultural tourists, and visitors attending major downtown cultural events. By connecting the *Kevin Beasley* exhibition with Big Ears and Mon Rovîa, the KMA will create an opportunity for audiences who may primarily identify as music or festival enthusiasts to engage with contemporary visual art in the heart of downtown Knoxville.

Event: Artists on Location

Dates: April 12–18, 2027
Locations: *Plein air* artists will paint throughout Knoxville, including downtown locations such as Market Square and the Old City, as well as other locations throughout the city. The week will culminate in a free, public showcase and sale at the Knoxville Museum of Art.
Sponsorship Amount Requested: $1,000



Program Description: Artists on Location is an annual *plein air* painting event that brings talented artists from throughout the country to Knoxville to capture the city's architecture, neighborhoods, landscapes, and distinctive sense of place.

Throughout the week, juried artists will paint outdoors in and around Knoxville, giving residents and visitors the opportunity to watch artists work in real time. Artists have previously painted at locations including Market Square, the Old City, Ijams Nature Center, Knoxville Botanical Gardens, and Old Gray Cemetery.

The week culminates at the Knoxville Museum of Art with a free showcase and sale featuring paintings created during the event. In 2026, a *La Petite* Sale and Show was introduced the day after the opening reception. This sale features smaller artworks at a lower price point, making the program more accessible to new art collectors. The *La Petite* Sale and Show was a success and will be included again in 2027. The program offers the public a unique opportunity to see Knoxville through the eyes of visiting artists while providing participating artists with an introduction to the city's vibrant arts community.

Artists on Location also creates a direct connection between the KMA and downtown Knoxville. Visiting artists spend the week exploring the city, painting in public spaces, and experiencing Knoxville's restaurants, businesses, and cultural attractions. The event brings artists and art collectors into the downtown area while encouraging residents and visitors to explore Knoxville as both a destination for the arts and a place to experience the creative process firsthand.

Additional Sponsors: The KMA Guild, and past sponsors have included: Laurie and Rick Dover, G&G Interiors, Leslie & Ken Parent, Ancient Lore Village, Janet and Russell Greer, Harper Auto Square, Janet Harper, Richard Jansen, and Law's Interiors.

Planned Use of Funds Requested: Funds from the Downtown Knoxville Alliance will support the hosting and production of Artists on Location, including expenses associated with welcoming visiting artists to Knoxville and providing opportunities for them to experience downtown restaurants and businesses.

The KMA hosts visiting artists through generous community volunteers who provide lodging, while the museum organizes opportunities for artists to experience Knoxville's restaurants, entertainment, and cultural attractions. DKA support will help enhance this experience and strengthen the connection between the visiting artists and downtown Knoxville.



What is the projected attendance for this program? How will actual attendance be measured? Describe the demographics of anticipated attendees. Artists on Location attracts artists, art collectors, KMA members, local residents, families, and visitors from throughout the region. Because the artists work in public locations throughout Knoxville during the week, the program also reaches people who may not otherwise visit the museum.

The 2026 Artists on Location event brought more than 870 visitors to the KMA for its two-day public showcase. (Up from 500 in 2025!) The event has continued to grow, and the addition of programming throughout the week creates opportunities for engagement both throughout downtown Knoxville and at the museum.

The KMA will track attendance at the final showcase and sale through its Front Desk registration system and will use available program and event data to document participation.

PROGRAM: Summer Art Academy



Dates: June & July 2027
Location: Knoxville Museum of Art
Sponsorship Amount Requested: $1,000

Program Description: The Knoxville Museum of Art's Summer Art Academy provides morning and afternoon art classes for children ages 3–17. Classes are taught by certified art teachers and are designed to meet the developmental needs and interests of different age groups.

Students have the opportunity to explore a variety of artistic disciplines, including drawing, printmaking, sculpture, and mixed media. Each one-week session concludes with an exhibition of student artwork, giving children the opportunity to share their work with family and friends and experience the pride of seeing their creations displayed in a museum setting.

SCHOLARSHIP PROGRAM IMPACT: Summer Art Academy provides an important opportunity for children to experience high-quality arts education regardless of their family's ability to pay.

Scholarships allow children from low-socioeconomic-status households to participate in the Academy. Parents and guardians apply for scholarship assistance and provide documentation of income to determine eligibility.

The KMA seeks to ensure that financial circumstances do not prevent a child from participating in a program that encourages creativity, imagination, self-expression, and critical thinking. Support from community partners allows the museum to provide scholarships while also covering the costs of art supplies, materials, and teacher support.

The 2026 Summer Art Academy had a total of 357 students attend over the summer, taught by 12 teachers and approximately 20 volunteers. 108 students attended camp through the Summer Art Academy scholarship program (about 32% of students). The museum will continue to expand access to this program in 2027 so that more children can experience meaningful arts education during the summer months.

Additional Sponsors: Publix, Emerson Automation Solutions, First Horizon, Axle Logistics, National Endowment for the Arts, Arts & Cultural Alliance, City of Knoxville, and the Tennessee Arts Commission.

Planned Use of Funds Requested: Funds from the Downtown Knoxville Alliance will support scholarships for children who would otherwise be unable to participate, as well as art supplies, materials, and teacher support.

What is the projected attendance for this program? How will actual attendance be measured? Describe the demographics of anticipated attendees. Summer Art Academy serves children ages 3–17

from Knoxville and communities throughout East Tennessee. Participants include children from families who pay tuition as well as children who receive scholarship assistance.

Registration records will provide an accurate measure of enrollment and scholarship participation. The KMA will track the number of students participating, the number of scholarships awarded, and the number of individual class registrations.

In addition to providing direct access to arts education, the program introduces young people and their families to the Knoxville Museum of Art and creates an ongoing connection between families and the museum.



PROGRAM: *Finding Higher Ground*: ***Roots of Appalachia***

Dates: October 2027
Location: Knoxville Museum of Art
Sponsorship Amount Requested: $2,000



Program Description: *Roots of Appalachia* is a new free community music and storytelling event developed as part of the KMA's *Finding Higher Ground* initiative and its broader exploration of the Appalachian region through the lens of the Appalachian Imaginary. The event celebrates the rich musical, cultural, and artistic traditions of Appalachia while providing the museum an opportunity to bring those traditions to a broad downtown audience.

KMA will host the inaugural *Roots of Appalachia* event on October 18, 2026, featuring Daniel Kimbro, a Grammy-nominated bluegrass musician whose distinctive storytelling style is an ideal fit for the event's focus on the connections between music, place, history, and community. The 2026 program will also feature support from local musicians Shane Smith and Madison Casey, with barbecue provided by Dead End BBQ.

Building on the first year's program, KMA hopes to expand *Roots of Appalachia* in 2027 to include traditional Appalachian craftspeople and makers, such as woodworkers, quilters, and dulcimer makers. In addition to purchasing handmade work, visitors would have the opportunity to see artists actively demonstrating their crafts and sharing the knowledge and traditions behind their work. This addition would create a more immersive experience, broaden the event's appeal, and provide meaningful visibility and sales opportunities for regional artists and makers.

Additional Sponsors: Big Ears, Mast General Store, and the Tennessee State Museum are confirmed partners for the inaugural event, with additional sponsorship support currently being sought.

Planned Use of Funds Requested: DKA support would help KMA expand this free community event by covering artist fees, production costs, supplies, marketing, and the addition of traditional craft demonstrations. By bringing together music, storytelling, food, and traditional Appalachian arts, *Roots of Appalachia* has the potential to become a distinctive annual event that draws residents and visitors to downtown Knoxville and celebrates our region's cultural traditions.

What is the projected attendance for this program? How will actual attendance be measured? Describe the demographics of anticipated attendees. As a free community event, *Roots of Appalachia* is designed to welcome audiences from throughout Knoxville and East Tennessee, including families, music enthusiasts, cultural tourists, longtime residents, and individuals who may not regularly attend traditional museum programs.

The event is expected to attract both existing KMA audiences and new visitors interested in Appalachian music and storytelling. The KMA's Front Desk registration system will be used to track attendance, providing an accurate measure of participation.

The museum will also document the program through photographs, marketing reach, and audience feedback to help measure its broader community impact.

PROGRAM: October Free Admission

Dates: October 2027
Location: Knoxville Museum of Art
Sponsorship Amount Requested: $2,500

Program Description: Since 2008, the Knoxville Museum of Art has offered free admission to ensure that arts and cultural experiences are accessible to everyone, regardless of their ability to pay.

Free admission is a core institutional value at the KMA. It creates a welcoming experience at the museum's front door and communicates a simple but important message: everyone is welcome.

The KMA attracts more than 65,000 visitors annually who come to experience exhibitions, the permanent collection, outdoor sculpture gardens, educational programs, and special events. Free admission also makes the museum a popular destination for East Tennessee school groups, families, assisted living residents, tourists, and community organizations.

Sponsoring free admission for October will help the KMA maintain this important commitment while providing an additional opportunity for residents and visitors to experience the museum during a particularly active period of fall programming.

October will include the KMA's *Finding Higher Ground: Roots of Appalachia* community event, as well as programming related to the museum's exhibitions. The combination of free admission and free public programming creates a welcoming destination for residents and visitors, encouraging them to spend time in the downtown area.





Additional Sponsors: Regular free admission sponsors have included Regions Bank, Emerson Automation Solutions, Home Federal Bank, First Horizon, Publix, the Rogers Foundation, and the Guild of the KMA.

Planned Use of Funds Requested: Funds from the Downtown Knoxville Alliance will help offset the costs of maintaining free admission in October and allow the KMA to continue welcoming visitors without an admission fee.

DKA's investment will help ensure that cost is not a barrier to visiting the museum while contributing to the broader cultural activity and foot traffic of downtown Knoxville.





What is the projected attendance for this program? How will actual attendance be measured? Describe the demographics of anticipated attendees. The KMA typically welcomes between 4,000 and 11,000 visitors per month, depending on the season and programming schedule. DKA was a free-admission sponsor in August 2026, and total attendance that month was 6,698. Free admission enables the museum to serve a broad audience, including local residents, families, students, school groups, tourists, cultural visitors, and individuals from economically disadvantaged communities.

October attendance will be measured through the KMA's Front Desk registration system, which enables the museum to accurately track visitors to the museum and participation in on-site programs.

By sponsoring free admission for October, the Downtown Knoxville Alliance will help make the KMA accessible to thousands of visitors while supporting the museum's role as a free cultural destination.

Opportunities for Downtown Merchants to Participate

The Knoxville Museum of Art's programs bring visitors to downtown Knoxville year-round and create opportunities for local businesses to engage with museum audiences. KMA frequently partners with downtown restaurants, caterers, hotels, and other businesses when hosting exhibitions, performances, lectures, family programs, and special events. Visiting artists and speakers are also encouraged to experience downtown Knoxville through local dining, lodging, and entertainment.

Several of the programs included in this proposal have particularly strong connections to downtown. **Artists on Location** places visiting artists throughout Knoxville, including in Market Square and the Old City, encouraging participants and the public to explore downtown businesses while artists work. The ***Kevin Beasley*** **exhibition and Mon Rovîa performance**, presented in partnership with Big Ears, will connect KMA audiences with one of Knoxville's major cultural tourism events and bring additional visitors into the downtown area. Community programs such as ***Roots of Appalachia*** and KMA's **Summer Art Academy** further encourage residents and visitors to make the museum part of their downtown experience.

Positive Impact on Downtown Knoxville

KMA contributes to a vibrant downtown by providing free access to art, cultural experiences, educational programs, and nationally recognized exhibitions that attract both local residents and visitors from throughout the region. With more than 65,000 visitors annually, the museum is an important cultural destination within downtown Knoxville.

The programs supported by this proposal will help KMA continue to attract diverse audiences to downtown throughout the year. The *Kevin Beasley* exhibition and Mon Rovîa performance will build on KMA's successful partnership with Big Ears, while Artists on Location will activate public spaces throughout downtown and connect visitors with local businesses. Summer Art Academy and *Roots of Appalachia* will provide accessible, family-friendly and community-centered experiences that encourage residents to visit and engage with downtown cultural institutions.

By supporting free and affordable programming, the Downtown Knoxville Alliance helps make downtown Knoxville a place where people come not only to work and shop, but also to experience art, music, learning, and community. These cultural experiences contribute to the overall vitality of downtown and help reinforce Knoxville's reputation as a welcoming and creative destination.

Effect of Lack of Downtown Knoxville Alliance Funding

DKA funding allows the Knoxville Museum of Art to offer a broader range of free and accessible programming while strengthening connections between the museum and downtown Knoxville. Without this support, KMA would have fewer resources available for public programming, artist engagement, educational opportunities, and community events.

A reduction in DKA support could mean scaling back the number or scope of free programs, limiting opportunities to bring artists and performers to Knoxville, and reducing KMA's ability to collaborate with downtown businesses and cultural partners. It could also make it more difficult to provide the level of programming that attracts visitors from outside the immediate area and encourages them to spend additional time downtown.

DKA's investment is much more than support for individual events. This year in particular, DKA has played a wonderful and instrumental role in helping KMA expand and strengthen our free public programming, allowing us to bring more artists, performers, and cultural experiences to the community. We are incredibly grateful for DKA's long-standing support of the Knoxville Museum of Art and of the arts community more broadly. We value this partnership deeply and are excited to continue working together to bring engaging, accessible arts experiences to downtown Knoxville for years to come.



QUALITY OF LIFE COMMITTEE
MINUTES

NOVEMBER 6, 2026, 9:00 AM

The Quality-of-Life Committee for Downtown Knoxville Alliance met on Friday, November 6, 2026, at 9:00 am. Members present included committee chair Nikki Elliott, Faris Eid, Zoe Fuller, Tyler Janow, Gay Lyons, Lorie Matthews, and Brian Pittman. Staff included: Michele Hummel. DKA Stakeholder: Cynthia Moxley.

ReLAUNCH
Linda Conaway, President, and Dylan Slemp, Executive Director, provided an update on ReLAUNCH Knoxville. They explained that the program began by providing warming shelter assistance during cold weather and has since expanded into a daytime service facility serving more than 150 individuals daily.

Program Funding & Accomplishments
ReLAUNCH reported that the Office of Housing Stability has provided $90,000 for seasonal shelter services for 2026 and $585,000 for daytime shelter operations. The current contract with the City runs through June 30, 2027.

ReLAUNCH highlighted several accomplishments, including:

- Transporting more than 90 unhoused individuals to reunite with family.
- Assisting more than 180 individuals in entering treatment.
- Coordinating with other nonprofit organizations to provide consistent daily meals and dignified hygiene services.
- Contributing to a reduction in EMS calls within the Mission District.

Funding Request
ReLAUNCH is requesting $150,000 in flexible funding, allocated as follows:

- $100,000 for operational expenses and upfront program costs.
- $50,000 toward the development of a $5 million capital campaign for a long-term program and facility. This would include a feasibility study, architectural services, and other preliminary development costs.

Long-term vision is to establish a campus outside downtown where individuals can access housing, learn trades, and receive support through various programs.

Short-term vision: ReLAUNCH is currently exploring a plan to lease the adjacent Ray's property for 36 months, with an option to purchase for $1.3 million. The proposed location would connect existing under-bridge services with a homeless services center and shelter. Upon completion, the facility is expected to accommodate approximately 100 unhoused individuals and up to 30 individuals requiring respite care.

Committee Recommendation
The committee supports ReLAUNCH and other organizations working to address homelessness and improve services for the unhoused population, which will also improve security/concerns from downtown visitors, merchants, and residents. However, the committee recommends that the Board defer approval of funding until ReLAUNCH provides:

- A detailed program budget, including actual expenditures and projected expenses.
- A clear breakdown of the funding request and how the requested funds would be allocated and utilized.

ReLAUNCH is scheduled to meet with the City in November. The committee would like a better understanding of the City and County's direction regarding this program and their broader approach to services for the unhoused population.

Additional Follow-Up
DKA will invite Erin Read, Director of the Office of Housing Stability, to meet with the committee for a broader discussion regarding current homelessness initiatives, challenges, and opportunities for DKA to collaborate with the city and other organizations.

Discussion of cleanliness around downtown

Staff met with local realtors last week, who expressed concerns regarding the unhoused population and overall cleanliness of downtown. Realtors reported hearing similar concerns from prospective buyers and current residents, particularly regarding safety and cleanliness.

Staff are obtaining quotes for cleaning the alleyways surrounding Market Square. The committee supported moving forward with the cleanup but emphasized that the city should be involved in the effort and contribute to ongoing maintenance and cleaning initiatives.

With no further business, the meeting was adjourned.

A Pathway Indoors

Executive Summary and $150,000 Flexible Funding Request

Executive Summary

Founded in 2026, ReLAUNCH has made rapid progress as a new entrant in Knoxville's homeless-services sector. In 12 months, it has grown from a bold idea into a coordinated frontline response—providing three months of shelter, building day-space programming serving more than 150 people daily, and creating a dependable hub for meals, hygiene, medical outreach, treatment connections, transportation, and partner services.

ReLAUNCH has transported more than 90 people by Greyhound and Uber to reconnect with family or enter treatment, and has helped more than 180 unhoused and other vulnerable individuals access treatment. Daily, dependable meals reduce hunger anxiety, while showers and portable toilets provide dignified, healthy access to hygiene.

In partnership with AMR, KAPA, KARM's Summit Medical Clinic, Knox Street Medicine Outreach, and the Knox County Health Department, ReLAUNCH has strengthened emergency and medical response and contributed to a 32% decline in EMS calls in the Mission District. Working closely with the Knoxville Police Department, ReLAUNCH has also significantly reduced predatory behavior in the day space.

Since meeting with the Downtown Knoxville Alliance around this time last year, the Joint Office of Housing Stability has renewed and expanded its support, making available $90,000 for the 2026 seasonal shelter and $585,000 for day-space programming.

ReLAUNCH requests a flexible $150,000 contribution from the Downtown Knoxville Alliance to stabilize operations, establish reserves, secure building access, and launch the $5 million campaign for a permanent downtown resource.

Impact at a Glance

- **Three months of shelter** provided during a period of urgent need.
- **150+ individuals served daily** through accessible day-space programming.
- **90+ individuals transported** to reconnect with family or enter treatment.
- **180+ individuals connected to treatment**, including unhoused and other vulnerable community members.
- **Dependable daily meals and dignified hygiene** through coordinated food, showers, and portable toilets.
- **32% reduction in EMS calls** in the Mission District through coordinated outreach and emergency-medical partnerships.
- **Improved day-space safety** through added security and close collaboration with the Knoxville Police Department.

The opportunity: Convert proven impact into lasting infrastructure that brings people indoors and strengthens downtown Knoxville.

Request and Justification for Need

The request: $150,000 in flexible funding to stabilize operations, build reserves, secure initial building access, and begin the $5 million capital campaign.

ReLAUNCH is finalizing negotiations for property adjacent to the current day space while working with the City on proposed contract amendments that would connect under-bridge services to a multi-story homeless service center and shelter. At completion, the facility will accommodate 100 unhoused individuals and up to 30 people requiring respite care. Near the Greyhound bus stop and Mission District services, it is positioned to become an anchor resource for Knoxville's downtown economic district.

Why Having Shelter Matters

- **24/7 access:** Continuous staffing, shelter, safety, meals, outreach, referrals, and partner services.
- **Year-round hygiene:** Indoor plumbing will replace portable toilets and outdoor shower trailers with reliable restrooms and showers appropriate for every season.
- **Secure storage and waste reduction:** When people have no safe place for personal belongings, items may be lost, damaged, or discarded, contributing to visible waste. Storage will help participants preserve essential possessions and reduce unnecessary disposal in public spaces.
- **Pet-inclusive access:** ReLAUNCH will allow pets, removing a common barrier for people who may otherwise avoid shelter or services rather than separate from a companion animal.
- **Downtown benefit:** Moving hygiene, storage, and support indoors can improve sanitary conditions, reduce dependence on temporary outdoor infrastructure, and support cleaner shared public spaces.
- **Long-term pathway:** The lease-with-option-to-buy creates a route toward ownership and a durable community asset.

Why This Investment Benefits Downtown Knoxville

Knoxville-Knox County's 2025 Point-in-Time Count identified 1,174 people experiencing homelessness: 814 in emergency shelter, 115 in transitional housing, and 245 without shelter. Even with more than 400 temporary warming-center beds open during extreme cold, the community still had more people seeking shelter than available beds. Knoxville-Knox County 2025 Point-in-Time Count Report.

The need is visible in the downtown public realm. From July through September 2025, K-Town Connect ambassadors recorded 671 welfare checks, 79 outreach contacts, seven outreach referrals, and 62,554 pieces of litter collected downtown. These figures show the scale of daily human need and the continuing pressure on shared public spaces. K-Town Connect July–September 2025 Quarterly Report.

This is a local issue: KnoxHMIS reported that 75% of new clients in the second quarter of 2026 previously lived in Knoxville or Knox County. A 24/7 resource would give local neighbors consistent access to shelter, hygiene, storage, meals, medical outreach, and referrals while supporting a welcoming downtown. KnoxHMIS Community Dashboard.

Evidence for Bringing People Inside

Evidence supports bringing people indoors: Housing First studies report fewer emergency-department visits and hospitalizations, more days housed, and better long-term housing outcomes. Reviews also find reduced public-service costs or greater cost-effectiveness, including a median U.S. benefit-to-cost ratio of 1.80:1. Downtown guidance recommends Housing First, coordinated partnerships, stakeholder balance, and data-driven programs. Outcomes review; cost review; economic review; downtown guidance.

Funding Breakdown and Support

Priority	Use of Flexible Funding
Current operations and reserve	Advance eligible shelter and service expenses while City reimbursement is pending.
Building access costs	Secure the 36-month lease by meeting initial rent and security-deposit requirements, preserving a time-sensitive opportunity to establish the future downtown service center and shelter.
Phase 1 architectural design and permitting	Launch preliminary feasibility, architectural design, and permitting—the first step toward a buildable, fundable facility plan; anticipated cost is approximately $50,000.
Total Request	**$150,000 in flexible funding**

BUDGET ASSUMPTIONS

Category	Annualized Amount	Share of Complete Assumptions
Rent	$156,000.00	13.0%
Utilities	$72,000.00	6.0%
Staffing	$819,000.00	68.1%
Administrative	$60,000.00	5.0%
Operations	$96,000.00	8.0%
Total complete assumptions	$1,203,000.00	**100.0%**

Bed-Night Cost Comparison

Based on 100 shelter beds, 30 medical respite beds, 365 operating nights, and the annual operating assumptions above, ReLAUNCH would provide 47,450 available bed-nights per year.

Comparison	Bed-Night Cost	Basis
ReLAUNCH blended shelter and medical respite	**$25.35**	$1,203,000 ÷ 47,450 available bed-nights
National shelter planning range	$15–$60	Typical U.S. nightly cost per person; service level and location vary

ReLAUNCH's figure is a blended available-capacity cost across shelter and medical respite beds—not a separate clinical respite rate. Costs vary by region, occupancy, staffing, and service intensity. National shelter planning reference; U.S. HHS medical respite brief.

Illustrative National Shelter Operating Mix

Shelter costs vary by region, facility, staffing, services, and in-kind support. These planning ranges are not HUD standards and should be refined with local costs and program design.

Operating Category	Illustrative Share	Typical Cost Drivers
Personnel and benefits	60%–75%	24/7 coverage, supervision, safety, case management, outreach, and benefits.
Facility and occupancy	12%–20%	Rent, utilities, maintenance, insurance, security systems, and repairs.
Participant services and supplies	8%–15%	Food, hygiene, transportation, storage, pet accommodations, and program supplies.
Administration and compliance	5%–10%	Finance, HR, reporting, technology, audit, insurance, and grant compliance.
Contingency and reserve	3%–8%	Reimbursement delays, emergencies, inflation, and unanticipated operating needs.

Ranges overlap because organizations classify shared costs differently; use them for comparison, not as fixed targets. HUD homelessness data and reporting resources.

Sustainability and Community Support

ReLAUNCH expects reimbursement for eligible operating costs, but must pay expenses first. This catalytic bridge request—not an annual request—would provide working capital, accelerate activation, and prevent service interruptions.

Campaign Plan and Progress to Date

Downtown Knoxville Alliance's early support helped ReLAUNCH turn opportunity into measurable results. The next phase pairs operational stability with a time-sensitive path to a permanent downtown resource.

Property Acquisition and Development Framework

- **Three-year lease with purchase option:** ReLAUNCH has a verbal agreement for a 36-month lease with an option to purchase the property for $1.3 million and is awaiting committed funds before signing.
- **Occupancy costs and timing:** The triple-net lease is $13,000 per month, with approximately $4,000 in property taxes. Six months of rent reserves are required up front, and building access could begin as early as December 1, 2026. ReLAUNCH will also be responsible for modifications, permitting, and related project costs.

- **Zoning pathway:** The property is located in the DK-E district, one of four zoning districts where ReLAUNCH can request special-use approval for a shelter.

What We Have in Place

- **Architectural leadership:** Architect and new board member Cara Knapp brings experience designing spaces for unhoused people, knowledge of the property, and City planning and zoning expertise. She previously helped secure ReLAUNCH's shelter permit in two weeks through pro bono work.
- **City coordination:** The Joint Office of Housing Stability and Knoxville Housing and Neighborhood Development have invited ReLAUNCH to discuss how to bring the facility online as quickly as possible.
- **Public-funding strategy:** Operating requests will go to the Joint Office of Housing Stability; capital requests will go through Knoxville Housing and Neighborhood Development.
- **Renewed public operating support:** The Joint Office of Housing Stability has made available $90,000 for the 2026 seasonal shelter and $585,000 for day-space programming. Because this support is reimbursement-based, ReLAUNCH must pay eligible expenses first; flexible funding provides the working capital needed to avoid service interruptions.

Leveraged Community Support

- **Food:** Ministries, community groups, and University of Tennessee catering events donate food for 150 people receiving three meals daily—164,250 meals annually. Using the average USDA August 2026 Thrifty Food Plan for adults ages 20–50, the estimated annual leveraged value is **$515,340**, or **$3.14 per meal**. USDA monthly food-cost reports.
- **Clothing, hygiene items, and other essentials:** Community partners donate these supplies, further reducing direct operating costs.
- **United Way and volunteers:** ReLAUNCH used United Way's platform to attract more than 4,000 volunteer sign-ups in its first six months and was invited to a panel on effective volunteer engagement. United Way also awarded a transportation grant and a two-year, $20,000 Community Partner grant.

Campaign Launch

Phase 1 will define scope, costs, approvals, and a credible investment path. Over three to five years, the $5 million campaign will support property acquisition and phased transformation into a welcoming, multi-story service center and shelter with stronger infrastructure, year-round hygiene, and expanded capacity. Upon completion of the campaign and facility, ReLAUNCH intends to petition the City to close the current day space and reallocate that funding to the new day center. The City has expressed strong interest in this potential outcome.

An Invitation to Partner

The Downtown Knoxville Alliance gave ReLAUNCH an early opportunity to prove what focused, community-based action can accomplish. We are deeply grateful for that confidence—and for the measurable results it helped make possible. A flexible **$150,000 award** now would protect that progress, secure a time-sensitive building opportunity, and launch the work required to create a permanent downtown service center and shelter. With the Alliance's continued partnership, Knoxville can turn one year of momentum into lasting infrastructure that brings people indoors, strengthens the downtown district, and serves the entire community.

BOARD OF DIRECTORS' MEETING
STAFF REPORT FOR NOVEMBER 2026

MARKETING

- November Newsletter released promoting winter/holiday.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 264,648 followers (previous: 264,022, 263,023, 258,660). Includes Facebook, Instagram, X, TikTok, Threads, YouTube, and LinkedIn.
- Marketing Committee meeting was held on November 11. See recommendations for board.
- The next Marketing Committee meeting will be held on January 13.

BUSINESS SUPPORT

- Website update and promotion for November 6 First Friday ArtWalk.
- November information to businesses on monthly events & conventions impacting staffing.
- Wicked Cool promotions ended on 11/1. The Trick or Treat had 4,200 attendees (based on Placer AI data). This was double from 2025. Merchant impact survey results pending.
- Winter/Holiday promotions continue: Peppermint Trail, Elf on the Shelf, holiday decor. Promotions go live on November 27 and run through January 3, 2027.

QUALITY OF LIFE

- Met with real estate professionals who shared their concerns from prospective residents and businesses regarding the safety and general cleanliness concerns of downtown.
- Development Committee met to discuss a request from ReLAUNCH and discuss pressure washing in the Market Square alleyways.
- Newsletters for residents and merchants: closures, events, etc.

OTHER

- City Council approved the FY 26-27 Budget.
- Staff Is finalizing the FY 25-26 Audit with Bible Harris Smith. Board will review in December.
- Media Inquiries/Interviews: WATE: Halloween/Wicked Cool
- Talked with the City Ambassadors about DKA and how we partner with the city.