

BOARD OF DIRECTORS' MEETING

➡ AGENDA

NOVEMBER 20, 2023, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *October Board Meeting p. 3
- III. *Presentation of FY 23-24 Audit
- IV. *Financial Report p. 5
- V. Committee Reports
 - A. *Marketing Committee p. 15
- VI. Staff Report p. 27
- VII. Old Business
- VIII. New Business
 - A. Update on Waste Management Study
 - B. *Board Vacancy - business representative
- IX. Public Forum
- X. Adjournment

* Denotes action items

Upcoming Meetings:

December 18, 11:30 am - Board Meeting

January 22, 11:30 am - 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

OCTOBER 16, 2023, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, October 16, 2023, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included board chair, Matthew DeBardelaben, Chip Barry, Lorie Matthews, John Sanders, and Blaine Wedekind. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Angela Lunsford, Karen Kakanis, and Robin Thomas.

I. Welcome

Matthew DeBardelaben welcomed everyone and called the meeting to order.

II. Minutes

Matthew DeBardelaben called for approval of the minutes from the September board meeting. Lorie Matthews made a motion to approve the minutes. Chip Barry seconded the motion, which was unanimously approved by the board.

III. Financial Report

Angela Lunsford delivered the report for the corporation explaining the various reports. Lorie Matthews made a motion to approve the financial report, and Matthew DeBardelaben seconded the motion, which was unanimously approved by the board.

IV. 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.

V. Old Business

Michele Hummel confirmed that Drew McKenna has resigned from the board due to work commitments. The board will consider a replacement in November.

VI. New Business

The board and staff discussed potential projects that DKA could undertake on their own or with potential partners. Staff will start working on a few projects and pull in necessary partners.

VII. Public Forum

There was no Public Forum.

VIII. Adjournment

With no other business, the meeting was adjourned.

Secretary

**Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD October 31, 2023**

	<u>Jul '23 - Jun '24</u>
OPERATING ACTIVITIES	
Net Income	508,560
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(563,301)
2020 · Accounts Payable	(9,432)
2600 · Accrued Payables	(46,824)
2700 · Accrued Wages	-
1350 · Prepaid Expenses	(825.00)
Net cash provided by Operating Activities	(111,822)
FINANCING ACTIVITIES	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	(111,822)
Cash at beginning of period	1,207,573
Cash at end of period	<u>1,095,751</u>
 Current Liabilities	 (30,590)
Accrued Payables	(277,676)
Accounts receivable and Other	569,786
 Subtotal	 261,519
 Projected Remaining Budgeted Income (Expenses)	
Revenue	523,381
Development	(115,000)
Quality of Life	(299,340)
Business Support	(36,657)
Marketing/Sponsorships	(207,879)
Administration	(184,786)
Subtotal	<u>(320,279)</u>
 Projected Cash - Before Minimum Reserve	 <u>1,036,991</u>
 Minimum Cash Balance - Reserve	 (150,000)
Projected Cash Availability	<u>886,991</u>

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD October 31, 2023

Project	Grants	Permit Date	Comp Date	YE 6/30/2024	Total
314 Union Ave (COK)	250,000			250,000	250,000
Hilton Parking Garage	50,000		10/31/2023	50,000	50,000
	<u>300,000</u>			<u>300,000</u>	<u>300,000</u>

* City approval required

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

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

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

Downtown Knoxville Alliance
Profit & Loss Actual vs Budget June 30, 2024

Acct #	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	TOTAL	FY24 Budget	Remainder
Income															
4020 CBID Tax Assessments	19,389	1,773	6,485	569,786	-	-	-	-	-	-	-	-	597,433	1,125,000	527,567
4100 Investment Income	1,125	1,218	1,151	1,192	-	-	-	-	-	-	-	-	4,686	500	(4,186)
Total Income	20,514	2,991	7,636	570,978	-	-	-	-	-	-	-	-	602,119	1,125,500	523,381
Expenses															
Development															
5225 Path to Prosperity	-	-	-	-	-	-	-	-	-	-	-	-	-	15,000	15,000
5205 Special Projects	-	-	-	-	-	-	-	-	-	-	-	-	-	100,000	100,000
Total Development	-	-	-	-	-	-	-	-	-	-	-	-	-	115,000	115,000
Quality of Life															
5659 Beautification	77	77	3,533	84	-	-	-	-	-	-	-	-	3,771	90,000	86,229
5657 Ambassador Program	9,676	9,676	9,676	9,676	-	-	-	-	-	-	-	-	38,705	117,000	78,295
5900 Residential - Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5901 Residential	-	-	-	-	-	-	-	-	-	-	-	-	-	3,000	3,000
Special Art Project	-	-	-	-	-	-	-	-	-	-	-	-	-	50,000	50,000
Security	3,557	3,854	7,164	3,610	-	-	-	-	-	-	-	-	18,184	100,000	81,816
Total Quality of Life	13,310	13,607	20,373	13,370	-	-	-	-	-	-	-	-	60,660	340,000	299,340
Business Support															
5676 Business Support	523	2,779	5,957	4,259	-	-	-	-	-	-	-	-	13,518	50,000	36,482
Total Business Support	523	2,779	5,957	4,259	-	-	-	-	-	-	-	-	13,518	50,000	36,482
Marketing Expenses															
5305 Advertising General	3,536	1,688	5,387	3,191	-	-	-	-	-	-	-	-	13,802	50,000	36,198
5306 Print & Design	225	2,532	2,600	10,002	-	-	-	-	-	-	-	-	15,359	55,000	39,641
5375 Website - All Committees	550	1,195	1,840	6,058	-	-	-	-	-	-	-	-	9,643	30,000	20,357
5364 Downtown Scavenger Hunt	-	-	-	210	-	-	-	-	-	-	-	-	-	15,000	15,000
Events and Sponsorship	6,000	-	8,000	-	-	-	-	-	-	-	-	-	14,000	110,000	96,000
Total Marketing Expenses	10,312	5,414	17,828	19,460	-	-	-	-	-	-	-	-	52,804	240,000	207,196
Administration															
5420 Meals/ Lodging/ Travel	840	224	194	268	-	-	-	-	-	-	-	-	1,526	6,000	4,474
5430 Office Expense	505	525	685	492	-	-	-	-	-	-	-	-	2,207	7,000	4,793
5435 Bank Fees	19	18	18	18	-	-	-	-	-	-	-	-	73	200	127
5440 Postage	12	9	9	14	-	-	-	-	-	-	-	-	46	2,500	2,454
5465 Professional Dev.	-	-	-	2,475	-	-	-	-	-	-	-	-	2,475	6,000	3,525
5450 Svc Contract - Operations	-	1,000	-	2,000	-	-	-	-	-	-	-	-	3,000	12,000	9,000
5460 Insurance Directors/Officers	19,849	19,849	19,849	19,849	-	-	-	-	-	-	-	-	79,396	238,186	158,790
5750 Software	-	-	-	75	-	-	-	-	-	-	-	-	75	900	825
5480 Supplies	-	65	-	138	-	-	-	-	-	-	-	-	203	1,000	797
Total Administration	21,225	21,691	20,756	25,328	-	-	-	-	-	-	-	-	89,000	273,786	184,786
Total Expenses	45,370	43,491	64,914	62,418	-	-	-	-	-	-	-	-	215,983	1,058,786	842,803
Change in NAV	(24,856)	(40,500)	(57,278)	508,560	-	-	-	-	-	-	-	-	386,136	66,714	319,422
Board Approved Spending															
314 Union Avenue	-	-	0	0	0	0	0	0	0	0	0	0	0	-	-
Subtotal Board Approved Spending	0	0	0	0	0	0	0	0	0	0	0	0	0	-	-
NAV Total after Surplus Spending	(24,856)	(40,500)	(57,278)	508,560	0	0	0	0	0	0	0	0	386,136		

Downtown Knoxville Alliance

Statement of Cash Flows

October 2023

	TOTAL
OPERATING ACTIVITIES	
Net Income	508,560.12
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-563,301.47
1350 Prepaid Expenses	-825.00
2020 Acc. Payable:Accounts Payable	-9,432.42
2600 Accrued Payables	-46,823.67
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-620,382.56
Net cash provided by operating activities	\$ -111,822.44
NET CASH INCREASE FOR PERIOD	\$ -111,822.44
Cash at beginning of period	1,207,573.26
CASH AT END OF PERIOD	\$1,095,750.82

Downtown Knoxville Alliance
Balance Sheet
As of October 31, 2023

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	
1012 First Bank Checking	109,514.12
1016 Regions - Checking	147,609.52
Total 1005 Cash	\$ 257,123.64
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1026 First Century Bank	252,375.47
1027 SunTrust MM Account	246,018.89
1029 Home Federal Bank - MM	244,157.31
Total 1020 Investments - Cert Dep and MM	\$ 838,627.18
Total 1000 Cash & Cash Equiv.	\$ 1,095,750.82
Total Bank Accounts	\$ 1,095,750.82
Accounts Receivable	
1110 Other Receivable	569,786.01
Total Accounts Receivable	\$ 569,786.01
Other Current Assets	
1350 Prepaid Expenses	825.00
Total Other Current Assets	\$ 825.00
Total Current Assets	\$ 1,666,361.83
TOTAL ASSETS	\$ 1,666,361.83
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2020 Accounts Payable	30,590.29
Total 2000 Acc. Payable	\$ 30,590.29
Total Accounts Payable	\$ 30,590.29
Other Current Liabilities	
2600 Accrued Payables	277,676.33
Total Other Current Liabilities	\$ 277,676.33
Total Current Liabilities	\$ 308,266.62
Total Liabilities	\$ 308,266.62
Equity	
3900 Change in NA - unrestricted	972,169.27
Net Income	385,925.94
Total Equity	\$ 1,358,095.21
TOTAL LIABILITIES AND EQUITY	\$ 1,666,361.83

Downtown Knoxville Alliance

Profit and Loss

October 2023

	TOTAL
Income	
4020 CBID Assessment	569,786.01
4100 Interest on Cash Reserves	1,191.66
Total Income	\$570,977.67
GROSS PROFIT	\$570,977.67
Expenses	
5100 Business Support	
5150 Merchant Support	4,258.84
Total 5100 Business Support	4,258.84
5300 Marketing Expenses	
5305 Advertising	3,190.91
5306 Print and Content	10,001.61
5364 Downtown Scavenger Hunt	210.00
5375 Website	6,057.50
Total 5300 Marketing Expenses	19,460.02
5400 Administration	
5420 Meals/Lodging/Travel	267.82
5430 Office Expenses	491.67
5435 Bank Fees	18.00
5440 Postage	14.49
5450 Professional Svc	2,000.00
5460 Services Contract	19,849.00
5465 Professional Dev.	2,474.72
5480 Software	137.66
5490 Insurance D&O	75.00
Total 5400 Administration	25,328.36
5650 Quality of Life	
5655 Bike Patrol	3,610.00
5657 Ambassador Program	9,676.33
5659 Beautification	84.00
Total 5650 Quality of Life	13,370.33
Total Expenses	\$62,417.55
NET OPERATING INCOME	\$508,560.12
NET INCOME	\$508,560.12

Accrued Payables at 10.31.23

Old City Association	FY23	\$3,000.00
City of Knoxville (314 Union Ave)	FY23	\$250,000.00
Conervation Cooperative	FY23	\$3,500.00
Grant for Hilton Parking Garage / 500 Clinch Ave.	FY23	\$0.00
City of Knoxville Concerts on the Square	FY23	\$0.00
Asian Culture Center - Asian Festival 8/25 - 8/26/23	FY23	\$0.00
Anoor Academy - Int'l Food Fest August 19, 2023	FY23	\$0.00
East TN Historical Society, August - October 2023 events	FY23	\$2,500.00
WDVX Blue Plate Special	FY23	\$0.00
Ambassador Accrual October	FY24	\$9,676.33
Jazz Concerts 8 weekly jazz concerts	FY24	\$1,000.00
CBID off Duty officer OT salary reimbursement	FY23	\$0.00
Hola Festival 9/16 - 9/17/23	FY24	\$0.00
Bike Walk	FY24	\$3,000.00
Nourish Knoxville	FY24	\$5,000.00
		\$277,676.33

Downtown Knoxville Alliance

A/R Aging Detail

As of October 31, 2023

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
10/31/2023	Invoice	361	City of Knoxville.	11/30/2023	569,786.01	569,786.01
Total for Current					\$569,786.01	\$569,786.01
TOTAL					\$569,786.01	\$569,786.01

Downtown Knoxville Alliance
A/P Aging Detail
As of October 31, 2023

Date	Transact ion Type	Num	Vendor	Due Date	Past Due	Amount	Open Balance
10/24/2023	Bill	10	Beuerlein, Karin	10/24/2023	17	1,000.00	1,000.00
10/30/2023	Bill	10302023	City of Knoxville Office of Special Events	10/30/2023	11	1,500.00	1,500.00
10/31/2023	Bill	12	The Tomato Head Inc.	11/03/2023	7	243.03	243.03
10/27/2023	Bill	193304	Graphic Creations	11/06/2023	4	495.84	495.84
10/26/2023	Bill	2310481	High Resolutions, Inc	11/15/2023	-5	232.30	232.30
10/31/2023	Bill	10312023	Thomas, Robin	11/15/2023	-5	1,525.39	1,525.39
10/25/2023	Bill	193250	Graphic Creations	11/24/2023	-14	4,727.26	4,727.26
10/31/2023	Bill	INV011023	Knoxville Chamber	11/30/2023	-20	19,849.00	19,849.00
10/31/2023	Bill	13	Lauren LeBlanc	11/30/2023	-20	531.00	531.00
10/31/2023	Bill	2574	Loch and Key Productions	11/30/2023	-20	388.80	388.80
10/31/2023	Bill	INV011235	Knoxville Chamber	11/30/2023	-20	97.67	97.67
TOTAL						\$ 30,590.29	\$ 30,590.29

MARKETING COMMITTEE

➤ MINUTES

NOVEMBER 7, 2023 2:00 PM



Downtown Knoxville Alliance board members present included Matthew DeBardelaben. Committee members present included Lisa Allen, Public Building Authority; Heather Beck, BarberMcMurry Architects; Scott Bird, Mox Car Marketing + Communications; Dana Dalton, downtown resident; Shera Petty, Visit Knoxville; Kat Torbett, Loch & Key Productions. Staff members included Robin Thomas.

Event Sponsorship Requests

Summary and application attached.

Organization	Event	Request	Recommendation
East TN Historical Society	2024 Events	\$10,000	\$10,000
Total			\$10,000

Recommendation for Board Approval

\$10,000 for 2024 events including Every Day Arts (Apr 6), Downtown Home Tour (June 8), History Hootenanny (Aug 17), Football Fridays (September), Monsters at the Museum (Oct 26), and Featured Exhibition (opening October).

Other Discussion

General discussion on reduced day-time foot traffic due to hybrid work schedules and ideas on how to attract alternative demographics including grandparents with children, retirees, home school organizations, etc. Research on these ideas will continue.

Downtown Knoxville Alliance - Event Sponsorships
FY 23-24 (as of October 31, 2023)

	FY 20-21 Requests	FY 20-21 Funded	FY 21-22 Requests	FY 21-22 Funded	FY 22-23 Requests	FY 22-23 Funded	FY 23-24 Requests	FY 23-24 Funded
Budget		60,000		80,000		90,000		110,000
Previously Approved								
Annoor Academy - International Food Fest					10,000	5,000		
Asian Culture Center of TN - Asian Festival	n/a		20,500	5,000	25,000	5,000		
Asian Culture Center of TN - Japanese New Year			5,650	1,000				
Big Ears - Big Ears Festival			10,000	10,000	10,000	8,000		
Big Ears - Our Common Nature					5,000	5,000		
Bike Walk Knoxville - Tour de Lights**	n/a		2,500	2,500	2,500	2,000	2,500	3,000
City of Knoxville - Concerts in the Park	5,000	5,000						
City of Knoxville - Concerts on the Square			8,000	3,000	3,000	3,000		
Downtown Knoxville - Peppermint Grove	10,000	10,000						
Downtown Knoxville - Spring Lighting	10,000	10,000						
Dogwood Arts - Arts Festival	6,000	6,000	6,000	6,000	6,000	6,000		
Dogwood Arts - Chalk Walk	n/a		2,500	2,500	2,500	2,500		
Dogwood Arts - Southern Skies	n/a		5,000	5,000	5,000	1,500		
East TN Hist Society - Children's Gallery	2,500	2,500						
East TN Hist Society - late 2023 events					5,000	5,000		
East TN Hist Society - Lights! Camera! East TN					5,000	5,000		
Event Pro LLC - Knox Food Fest			10,001	5,000				
HoLa Hora Latina - HoLa Festival	5,000	5,000			5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	n/a		3,000	3,000	3,000	3,000		
Knoxville Community Media - Fall Concerts			10,000	-	5,000	-		
Knoxville Jazz Orchestra - Jazz at the Emporium							5,000	1,000
Knoxville Opera - Musical Theater Marathon	4,000	1,500						
Knoxville Opera - Rossini Festival	n/a		20,000	5,000	5,000	5,000		
Knoxville Opera - Spring Regatta	1,050	-						
Make Music Knoxville - Carol Cart					3,400	2,000		
Maker City - Maker City Summit					5,000	-		
Nourish Knoxville - Farmers' Market	10,000	10,000	10,000	10,000	10,000	10,000		
Nourish Knoxville - Winter Market							5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest			10,000	5,000	10,000	2,000		
Old City Assn - Old City Market	5,000	5,000	5,000	5,000	8,000	6,000		
River & Rail Theatre - 2021-22 Season*			10,000	-				
Southern Fried Poetry Slam					19,750	3,500		
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000	5,000	5,000		
Approved to Date	63,550	60,000	143,151	73,000	158,150	89,500	17,500	14,000
Balance Prior to Requests		-		7,000		500		96,000

* Board chose to fund outside of Event Budget

**23-24 funding includes guarantee of \$1500 plus \$1500 contingent on additional sponsorships

Requests/Recommendation	Requests	Proposed
East TN Historical Society - 2024 Events	10,000	10,000
Total Current Requests	10,000	10,000
Remaining Balance		86,000

	East TN Historical Society 2024 Programs
Request	\$10,000
Description	Events throughout 2024 including Every Day Arts (Apr 6), Downtown Home Tour (June 8), History Hootenanny (Aug 17), Football Fridays (September), Monsters at the Museum (Oct 26), and Featured Exhibition (opening October)
Dates	Throughout 2024
Location	Museum of East TN History
History	Prior Years: Funded by DKA: 1
Most Recent Funding	\$10,000 in 2023
Event Producer	East TN Historical Society
Other Sponsors	Vary by event
General Admission	Events are free, with the exception of Home Tour and Featured Exhibition. The museum is free to children 16 and under, school groups, and on Sundays.
Expected Attendance	n/a
Total Expenses	\$47,950 (related to listed events only, no staff overhead or general museum expenses included)
Request/% of Exp	20.1%
Request/Attendee	n/a
Use of Funds	General event expenses

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

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

We are primarily asking for funding for events that are free and open to the public; however we are including the Downtown Home Tour because of the sprawling and collaborative nature of the event in the downtown footprint. We have also included our next feature exhibition which will open in October 2024. Feature exhibitions are always free on Sundays and for children anytime.

In recognition and appreciation of the support of the Downtown Knoxville Alliance, we include the DKA as a partner on all events listed below. We also included DKA as a sponsor/partner at the Downtown Home Tour and the feature exhibition in 2023.

Total Requested Amount: \$10,000

Event: Everyday Arts

Date: Saturday, April 6, 2024 @ 10:00-4:00

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

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above

Event History: 1st year

Event Description: Join the East Tennessee Historical Society as we celebrate the Everyday Arts! Throughout history, people created items they needed – often in artistic ways. These crafts served a purpose, while also lending beauty to everyday life. From basketweaving to chair caning, spinning to quilting, meet modern-day artists who have mastered these ancient crafts. Explore the gallery to see historic examples of these arts and take your turn at creating your own at the make and take stations. This family-friendly event is free and open to the public.

Additional Sponsors: None (potential sponsor from Smoky Mountain Quilters Guild)

Planned use of funds requested: See budget

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 400-500 guests will attend this free event. We will have a staff member or volunteer present in the lobby to count the number of guests. We aim to attract families, visitors from around the East Tennessee region, tourists visiting for the day, and East Tennessee Historical Society members.

Event: Downtown Home Tour

Date: Saturday, June 8, 2024

Location: East Tennessee History Center and Downtown Knoxville

Produced by: East Tennessee Historical Society (ETHS)

Sponsorship Amount Requested: See total above

Event History: 2nd year with ETHS (City People for 30 years)

Event Description: The popular downtown home tour—a 30-year tradition started by the non-profit group City People—was hosted by the East Tennessee Historical Society in June 2023. The Downtown Home Tour offered a unique opportunity to see what urban living has to offer and go inside private residences that showcase the variety of homes that exist in downtown Knoxville. 2023's tour included homes in The Overlook, Elliott, Glencoe, Phoenix, Gallery Lofts, Marble Alley, and Regas Square. We are excited to continue this event in 2024 featuring more unique homes in the downtown area.

Additional Sponsors: We expect some of the same sponsors as in 2023, which included Downtown Realty, Raymond James, and Dewhirst Properties.

Planned use of funds requested: See budget

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 600 guests will attend this event. We will have an accurate count based on how many people purchase tickets for this event.

Event: History Hootenanny

Date: Saturday, August 17, 2024 @ 10:00-4:00

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

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above

Event History: 3rd year

Event Description: In partnership with the Knox County Public Library, the East Tennessee Historical Society will host the 3rd annual History Hootenanny. The event features the best of the East Tennessee History Center, including live music and fun activities in the Museum of East Tennessee History, genealogy workshops, a used local history book sale, shuttles to the Historic House Museums of Knoxville, walking tours, and much more! This year's theme is "East Tennessee Country Music Legends," which coincides with our feature exhibition *They Sang What They Lived: The Story of Carl and Pearl Butler*.

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

Planned use of funds requested: See budget

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 800-1000 guests will attend this free event. We will have a staff member or volunteer present in the lobby to count the number of guests. We aim to attract families, visitors from around the East Tennessee region, tourists visiting for the day, and East Tennessee Historical Society members.

Event: Football Friday

Date: September 2024 at 5:00-8:00 pm (date will be decided when the football schedule is announced)

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

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above

Event History: 2nd year

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

The event will take place on Market Street between Church and Clinch Ave, behind the East Tennessee History Center.

Additional Sponsors: None

Planned use of funds requested: See budget

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 400-500 guests will attend this event. We will have a staff member or volunteer present at the entrance to count the number of guests. In 2023, we brought awareness to the East Tennessee History Center and attracted visitors that had not engaged with us before. We also saw regular members attending.

Event: Feature Exhibitions

Date: October

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

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above

Exhibition Description: Each year changing exhibits are installed in the Rogers-Claussen Feature Gallery highlight special stories from East Tennessee's past. Recent exhibitions *Black & White: Knoxville in the Jim Crow Era*, *"It'll Tickle Yore Innards!" A Hillbilly History of Mountain Dew*, *You Should've Been There: The 1982 World's Fair*, *Shaver: An Artist of Rare Merit*, and *Lights! Camera! East Tennessee! They Sang What They Lived: The Story of Carl and Pearl Butler*, our current feature exhibition, will be on display from October 7, 2023 – August 18, 2024 and thanks the support of the Downtown Knoxville Alliance as a partner.

We are unable to announce the feature exhibition that will be showing in October 2024, but several ideas are being discussed with the staff, board, and respective committees.

Additional Sponsors: None

Event: Monsters at the Museum

Date: Saturday, October 26, 2024 @ 10:00-3:00

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

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total requested above

Event History: 6+ years

Event Description: The East Tennessee Historical Society invites you and your family to Monsters at the Museum, an event highlighting the histories and mysteries of Halloween. From Cherokee oral traditions to eerie Victorian mourning customs, we'll delve into the region's spooky and mysterious histories. The event will feature gallery trick-or-treating and a variety of Halloween-themed children's games, crafts, storytelling, and costume contests with prizes for different categories. This event is free for the entire family!

Additional Sponsors: None

Planned use of funds requested: See budget

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 400-500 guests will attend this event. We will have a staff member or volunteer present at the entrance to count the number of guests. Our goal is to attract families to the Museum of East Tennessee History.

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

In 2023, we welcomed partnerships with downtown merchants and companies. We had participation with local employers, such as 21st Mortgage, to offer their team members discounted tickets to purchase drinks. For the Downtown Home Tour, 15 downtown businesses agreed to be Promotion Partners. We sent them digital content which they shared, using whatever forms of social media they use at a time convenient for them each week. In addition, we'll be delivering promotional postcards and flyers to the businesses. In return we will list the Partners in the tour booklet, all at no cost to merchants.

How will these events positively impact downtown?

All of these events combined brought around 2,000 individuals and families to the East Tennessee History Center. We expect that number to grow in 2024.

We have found that guests do not simply attend our events. They shop in downtown stores and visit bars and restaurants and other attractions. A vibrant downtown requires people enjoying themselves in our beautiful, walkable downtown.

In addition, according to Tim Yates, our guest services manager, we average three questions per day that we characterize as "Visitor Center" queries regarding other places and activities to enjoy in downtown Knoxville.

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

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

Marketing Plan

- Our regular email communications with members and beyond reach over 8,000 people twice a month.
- Targeting advertising on social media will reach well beyond our 18,400 followers.
- Our member mailing list averages about 1,800 contacts. All of which receive regular event updates and calendars via mail.

- Press Releases go out to a list of approximately 300 regional East Tennessee regional media outlets.
- These events are usually featured in local news segments and blogged about in various Knoxville online publications, such as WATE and Inside of Knoxville.
- All events are listed on community calendars such as Visit Knoxville, TN Vacation, and others.

East Tennessee Historical Society Event Budgets

Income	Everyday Arts (April 2024)	Downtown Home Tour (June 8, 2024)
Tickets	Free	\$12,500 (ticket sales from 2023)
Sponsors		\$3,000 (sponsors from 2023)
Advertsments		\$250 (ads from 2023)
Merchandise		\$32 (sales from 2023)
Total	\$0	\$15,782

Expenses		
Printing	\$1,500 (postcard, mailing, programs, signs, etc)	\$3,100 (postcards, mailing, programs, signs)
Advertising	\$50	
Rentals		\$2,000 (shuttles)
Guest Speakers/Musicians/Artists	\$1,000	
Supplies	\$250 (volunteer snacks/lunches and other supplies)	\$3,000 (volunteer tshirts, lunch, and other supplies)
Permits/Insurance		
Other	\$500 (photographer)	
Total	\$3,300	\$8,100

Total Expenses for all Events = \$47,950

Other East Tennessee Historical Society Events

*No funding requested

Little History Lessons (ongoing)

Brown Bag Lectures (ongoing)

History Hootenanny (August 17, 2024)	Football Friday (September 2024)
Free	Free
\$4,000 (sponsors from 2023)	
\$4,000	\$0

\$1,500 (postcard, mailing, programs, signs)	\$1600 (postcard, mailing, signs)
\$50	\$50
\$5,000 (UTK shuttles)	\$200 (bike racks, chairs, etc)
\$2,800 (Walking Tours and musicians)	\$2,600 (Musicians/sound)
\$800 (volunteer snacks/lunch and supplies)	\$400 (wristbands, beverages, and cups)
	\$1,000
\$500 (photographer)	\$2,000 (police/EMS)
\$10,650	\$7,850

Feature Exhibition (October 2024)	Monsters at the Museum (October 28, 2023)
Free on Sundays. Children always free.	Free
	\$0

\$8,000 (graphics)	\$1,500 (postcard, mailing, signs)
\$2,000	\$50
\$1,000 (av, media)	\$500 (storyteller, walking tours)
\$2,000 (building supplies)	\$500 (candy, craft supplies, prizes)
\$2,000 (misc, travel, admin)	\$500 (Photographer)
\$15,000	\$3,050