

# BOARD OF DIRECTORS' MEETING

## ➡ AGENDA

NOVEMBER 17, 2025, 11:30 AM



- I. Welcome
- II. Approval of Minutes
  - A. \*October Board Meeting p. 3
- III. \*Financial Report p. 5
- IV. Committee Reports
  - A. \*Marketing Committee p. 15
  - B. \*Quality of Life Committee p. 67
- V. Staff Report p. 93
- VI. Old Business
- VII. New Business
  - A. Downtown Design Review Board Candidate
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

### Upcoming Meetings:

December 15, 11:30 – December Board Meeting

January 26, 11:30 – January Board Meeting

February 16, 11:30 – February 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 20, 2025, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, October 20, 2025, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included board chair, Mary Katherine Wormsley, Chip Barry, Ilana Brodt, Natalea Cummings, Nikki Elliott, Gay Lyons, Bobby McCarter, Blaine Wedekind. DKA and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, and Karen Kakanis,

### **I. Welcome**

Mary Katherine Wormsley chaired the meeting and called the meeting to order.

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

Mary Katherine Wormsley called for approval of the minutes from the August Board Meeting. Chip Barry made a motion to approve the minutes. Blaine Wedekind seconded the motion, which was unanimously approved by the board.

Mary Katherine Wormsley called for approval of the minutes from the September Board Meeting. Bobby McCarter made a motion to approve the minutes. Chip Barry seconded the motion, which was unanimously approved by the board.

### **III. Financials**

Mary Katherine Wormsley called for approval of the financial report ending August 30, 2025. Natalea Cummings made a motion to approve the financial report, and Nikki Elliott seconded the motion, which was unanimously approved by the board.

Mary Katherine Wormsley called for approval of the financial report ending September 30, 2025. Nikki Elliott made a motion to approve the financial report, and Chip Barry seconded the motion, which was unanimously approved by the board.

### **IV. Committee Reports**

#### **A. Marketing Report**

The marketing committee met on September 10, 2025 and reviewed two sponsorships. Due to a lack of quorum at the September Board meeting the event recommendations could not be approved; however, DKA's services agreement allows the director to approve items up to \$5,000. It was decided that DKA will approve up to \$4,000 for Knox Pride due to the timing of their event. However, the Pride Fest did not hold their event and DKA did not pay for their sponsorship. The sponsorship has been withdrawn.



The marketing committee made a recommendation in the form of a motion to the Board to support Nourish Knoxville's Winter Farmers Market for \$,5000.

Nikki Elliott seconded the motion, which was unanimously approved for \$5,000.

**V. Staff Report**

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

**VI. Old Business**

There was no Old Business.

**VII. New Business**

**A. Design Review Board Candidate**

Matthew DeBardelaben is currently the DKA representative for the Design Review Board and is on the ballot for City Council. If elected, DKA needs to find a new representative on the board. Staff asked the board to consider potential representatives.

**B. Mayor Kincannon to discuss**

Mayor Kincannon discussed the city proposed ½ cent sales tax increase to invest in Knoxville's neighborhoods. The Neighborhood Investment Plan defines where the increased money will be equitably distributed on programs such as sidewalks, parks, greenways, facilities, housing, and road paving/traffic calming projects. Groceries, rent, gas, prescriptions, property tax, utilities and healthcare visits will not be affected.

**VIII. Public Forum**

Sarah Houchins discussed the Knoxville Broadcast that occurred on Oct 17 and 18 at World's Fair Park and the various activities around the event.

**IX. Adjournment**

With no other business, the meeting was adjourned.

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Secretary



Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD October 31, 2025

	<b>Jul '25 - Jun '26</b>
<b>OPERATING ACTIVITIES</b>	
Net Income	428,979
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(517,492)
1350 - Prepaid Expenses	(34,480)
1750 - Accumulated Depr - Leaseholds	219
1760 - Accumulated Depr - Furniture	485
2020 · Accounts Payable	16,457
2600 · Accrued Payables	65
Net cash provided by Operating Activities	(105,768)
<b>INVESTING ACTIVITIES</b>	-
1650 · Leashold Improvements	(3,700)
Net cash provided by Financing Activities	(3,700)
Net cash increase/(decrease) for period	(109,468)
Cash at beginning of period	1,837,600
Cash at end of period	<b>1,728,132</b>
 <b>Current Liabilities</b>	 (86,487)
Accrued Payables	(1,036,678)
 <b>Accounts receivable and Other</b>	 518,102
<b>Prepaid Expenses</b>	36,095
<b>Fixed Assets</b>	57,372
Subtotal	<b>(511,597)</b>
 <b>Projected Remaining Budgeted Income (Expenses)</b>	
Revenue	684,993
Development	(100,000)
Quality of Life	(379,566)
Business Support	(11,275)
Marketing/Sponsorships	(204,937)
Administration	(199,608)
Subtotal	<b>(210,392)</b>
 <b>Projected Cash - Before Minimum Reserve</b>	 <b>1,006,143</b>
Minimum Cash Balance - Reserve	(150,000)
<b>Projected Cash Availability</b>	<b>856,143</b>



Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD October 31, 2025

Project	Grants	Permit Date	Comp Date	Accrued	YE 6/30/2026	Total
314 Union Ave (COK)	250,000		9/30/2022		0	0
YWCA Keys of Hope	250,000		6/30/2024		0	0
Tennessee Theatre	300,000		6/30/2024		0	0
Art & Cultural Alliance	200,000		6/30/2024		0	0
	<u>1,000,000</u>				<u>0</u>	<u>0</u>

\* City approval required

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

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

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

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

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

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



**Downtown Knoxville Alliance**  
**Budget Variance Report**  
For the 4 Periods Ended October 31, 2025

	July 2025 - October 2025			July 2025 - June 2026		
	Actual	Budget	Variance	Budget	Remaining	% Remaining
<b>Income</b>						
<b>4020 CBID Assessment</b>	530,232	400,000	(130,232)	1,200,000	669,768	56%
<b>4100 Interest on Cash Reserves</b>	14,776	10,000	(4,776)	30,000	15,224	51%
<b>Total Income</b>	<b>\$ 545,007</b>	<b>\$ 410,000</b>	<b>\$ (135,007)</b>	<b>\$ 1,230,000</b>	<b>\$ 684,993</b>	<b>56%</b>
<b>Gross Profit</b>	<b>\$ 545,007</b>	<b>\$ 410,000</b>	<b>\$ (135,007)</b>	<b>\$ 1,230,000</b>	<b>\$ 684,993</b>	<b>56%</b>
<b>Expenses</b>						
<b>5100 Business Support</b>						
<b>5150 Merchant Support</b>	38,725	16,667	(22,058)	50,000	11,275	23%
<b>Total 5100 Business Support</b>	<b>\$ 38,725</b>	<b>\$ 16,667</b>	<b>\$ (22,058)</b>	<b>\$ 50,000</b>	<b>\$ 11,275</b>	<b>23%</b>
<b>5200 Development</b>						
<b>5205 Special Projects</b>	-	33,333	33,333	100,000	100,000	100%
<b>5225 Path to Prosperity</b>	15,000	5,000	(10,000)	15,000	-	0%
<b>Total 5200 Development</b>	<b>\$ 15,000.00</b>	<b>\$ 38,333.33</b>	<b>\$ 23,333.33</b>	<b>\$ 115,000.00</b>	<b>\$ 100,000.00</b>	<b>87%</b>
<b>5300 Marketing Expenses</b>						
<b>5305 Advertising</b>	34,620	20,000	(14,620)	60,000	25,380	42%
<b>5306 Print &amp; Content Dev.</b>	39,667	20,000	(19,667)	60,000	20,333	34%
<b>5360 Sponsorships - Events</b>	15,000	41,667	26,667	125,000	110,000	88%
<b>5364 Downtown Scavenger Hunt</b>	3,550	6,667	3,117	20,000	16,450	82%
<b>5375 Website</b>	7,226	10,000	2,774	30,000	22,774	76%
<b>5376 Brand Refinement</b>	-	3,333	3,333	10,000	10,000	100%
<b>Total 5300 Marketing Expenses</b>	<b>\$ 100,063</b>	<b>\$ 101,667</b>	<b>\$ 1,603</b>	<b>\$ 305,000</b>	<b>\$ 204,937</b>	<b>67%</b>
<b>5400 Administration</b>						
<b>5415 Office Lease Expenses</b>	2,836	7,333	4,497	22,000	19,164	87%
<b>5420 Meals/Lodging/Travel</b>	2,022	2,000	(22)	6,000	3,978	66%
<b>5430 Office Expenses</b>	2,181	2,667	485	8,000	5,819	73%
<b>5435 Bank Fees</b>	-	67	67	200	200	100%
<b>5440 Postage</b>	63	833	771	2,500	2,437	97%
<b>5450 Professional Svc</b>	-	4,000	4,000	12,000	12,000	100%
<b>5460 Services Contract</b>	74,788	74,017	(771)	222,050	147,262	66%
<b>5465 Professional Dev.</b>	6,101	4,333	(1,768)	13,000	6,899	53%
<b>5480 Software</b>	339	500	161	1,500	1,161	77%
<b>5490 Insurance D&amp;O</b>	213	300	87	900	687	76%
<b>Total 5400 Administration</b>	<b>\$ 88,543</b>	<b>\$ 96,050</b>	<b>\$ 7,507</b>	<b>\$ 288,150</b>	<b>\$ 199,607</b>	<b>69%</b>
<b>5650 Quality of Life</b>						
<b>5655 Security</b>	24,464	40,000	15,536	120,000	95,536	80%
<b>5657 Ambassador Program</b>	57,060	57,060	-	171,180	114,120	67%
<b>5659 Beautification</b>	10,090	15,000	4,910	45,000	34,910	78%
<b>5663 Open Street Activation</b>	-	3,333	3,333	10,000	10,000	100%
<b>5664 Initiatives from Survey</b>	-	41,667	41,667	125,000	125,000	100%
<b>Total 5650 Quality of Life</b>	<b>\$ 91,614</b>	<b>\$ 157,060</b>	<b>\$ 65,446</b>	<b>\$ 471,180</b>	<b>\$ 379,566</b>	<b>81%</b>
<b>6000 Depreciation Expense</b>	2,790.86	-	(2,790.86)			
<b>Total Expenses</b>	<b>\$ 336,737</b>	<b>\$ 409,777</b>	<b>\$ 73,040</b>	<b>\$ 1,229,330</b>	<b>\$ 895,384</b>	<b>73%</b>
<b>Net Income</b>	<b>\$ 208,271</b>	<b>\$ 223</b>	<b>\$ (208,048)</b>	<b>\$ 670</b>	<b>\$ (210,392)</b>	



# Downtown Knoxville Alliance

## Statement of Cash Flows

October 2025

	TOTAL
OPERATING ACTIVITIES	
Net Income	428,978.91
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	(517,492.02)
1350 Prepaid Expenses	(34,480.00)
1750 Accumulated Depreciation:Accumulated Depr - Leaseholds	218.75
1760 Accumulated Depreciation:Accumulated Depr - Furniture	484.67
2020 Acc. Payable:Accounts Payable	16,456.54
2600 Accrued Payables	64.93
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>(534,747.13)</b>
<b>Net cash provided by operating activities</b>	<b>\$ (105,768.22)</b>
INVESTING ACTIVITIES	
1660 Furniture & Equipment	(3,700.00)
<b>Net cash provided by investing activities</b>	<b>\$ (3,700.00)</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$ (109,468.22)</b>
Cash at beginning of period	1,837,600.02
<b>CASH AT END OF PERIOD</b>	<b>\$1,728,131.80</b>



**Downtown Knoxville Alliance**  
**Balance Sheet**  
**As of October 31, 2025**

	As of Oct 31, 2025	As of Oct 31, 2024 (PY)	Change	% Change
<b>ASSETS</b>				
Current Assets - Bank Accounts				
1000 Cash & Cash Equiv.				
1012 First Bank Checking	(19,561.91)	(37,771.39)	18,209.48	48.21%
1014 First Bank ICS	988,447.41	692,227.05	296,220.36	42.79%
1020 Investments - Cert Dep and MM				
1022 FirstBank CD 0680	-	96,075.51	(96,075.51)	-100.00%
1036 Home Federal CD 2895	256,141.99	245,791.89	10,350.10	4.21%
1037 First Century CD 0328	245,000.00	256,981.97	(11,981.97)	-4.66%
1038 Truist CD 6084	258,104.31	249,307.25	8,797.06	3.53%
Total 1020 Investments - Cert Dep and MM	\$ 759,246.30	\$ 848,156.62	\$ (88,910.32)	-10.48%
Total 1000 Cash & Cash Equiv.	\$ 1,728,131.80	\$ 1,502,612.28	\$ 225,519.52	15.01%
Total Bank Accounts	\$ 1,728,131.80	\$ 1,502,612.28	\$ 225,519.52	15.01%
Accounts Receivable				
1110 Other Receivable	517,797.03	527,163.83	(9,366.80)	-1.78%
Total Accounts Receivable	\$ 517,797.03	\$ 527,163.83	\$ (9,366.80)	-1.78%
Other Current Assets				
1350 Prepaid Expenses	36,094.58	20,078.34	16,016.24	79.77%
Total Other Current Assets	\$ 36,094.58	\$ 20,078.34	\$ 16,016.24	79.77%
Total Current Assets	\$ 2,282,023.41	\$ 2,049,854.45	\$ 232,168.96	11.33%
Fixed Assets				
1650 Leasehold Improvements	15,750.00	-	15,750.00	
1660 Furniture & Equipment	44,412.62	-	44,412.62	
1700 Accumulated Depreciation				
1750 Accumulated Depr - Leaseholds	(852.18)	-	(852.18)	
1760 Accumulated Depr - Furniture	(1,938.68)	-	(1,938.68)	
Total 1700 Accumulated Depreciation	\$ (2,790.86)	\$ -	\$ (2,790.86)	
Total Fixed Assets	\$ 57,371.76	\$ -	\$ 57,371.76	
Other Assets				
1925 Security Deposit	2,130.48	-	2,130.48	
Total Other Assets	\$ 2,130.48	\$ -	\$ 2,130.48	
<b>TOTAL ASSETS</b>	<b>\$ 2,341,525.65</b>	<b>\$ 2,049,854.45</b>	<b>\$ 291,671.20</b>	<b>14.23%</b>
<b>LIABILITIES AND EQUITY</b>				
Current Liabilities - Accounts Payable				
2020 Accounts Payable	86,486.87	17,703.28	68,783.59	388.54%
Total 2000 Acc. Payable	\$ 86,486.87	\$ 17,703.28	\$ 68,783.59	388.54%
Total Accounts Payable	\$ 86,486.87	\$ 17,703.28	\$ 68,783.59	388.54%
Other Current Liabilities				
2600 Accrued Payables	1,036,678.27	1,043,693.99	(7,015.72)	-0.67%
Total Other Current Liabilities	\$ 1,036,678.27	\$ 1,043,693.99	\$ (7,015.72)	-0.67%
Total Current Liabilities	\$ 1,123,165.14	\$ 1,061,397.27	\$ 61,767.87	5.82%
Total Liabilities	\$ 1,123,165.14	\$ 1,061,397.27	\$ 61,767.87	5.82%
Equity				
3900 Change in NA - unrestricted	1,010,089.64	634,936.90	375,152.74	59.09%
Net Income	208,270.87	353,520.28	(145,249.41)	-41.09%
Total Equity	\$ 1,218,360.51	\$ 988,457.18	\$ 229,903.33	23.26%
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 2,341,525.65</b>	<b>\$ 2,049,854.45</b>	<b>\$ 291,671.20</b>	<b>14.23%</b>



# Downtown Knoxville Alliance

## Profit and Loss

### October 2025

	Oct 2025	Oct 2024 (PY)	Change	% Change
<b>Income</b>				
4020 CBID Assessment	517,797.03	527,163.83	(9,366.80)	-1.78%
4100 Interest on Cash Reserves	4,875.28	2,482.58	2,392.70	96.38%
<b>Total Income</b>	<b>\$ 522,672.31</b>	<b>\$ 529,646.41</b>	<b>-\$ 6,974.10</b>	<b>-1.32%</b>
<b>Gross Profit</b>	<b>\$ 522,672.31</b>	<b>\$ 529,646.41</b>	<b>-\$ 6,974.10</b>	<b>-1.32%</b>
<b>Expenses</b>				
5100 Business Support				
5150 Merchant Support	16,541.13	-	16,541.13	
<b>Total 5100 Business Support</b>	<b>\$ 16,541.13</b>	<b>\$ -</b>	<b>\$ 16,541.13</b>	
5200 Development				
5225 Path to Prosperity	15,000.00	-	15,000.00	
<b>Total 5200 Development</b>	<b>\$ 15,000.00</b>	<b>\$ -</b>	<b>\$ 15,000.00</b>	
5300 Marketing Expenses				
5305 Advertising	959.55	12,183.12	(11,223.57)	-92.12%
5306 Print and Content Development	7,300.00	2,550.78	4,749.22	186.19%
5360 Sponsorships - Events	5,000.00	10,000.00	(5,000.00)	-50.00%
5364 Downtown Scavenger Hunt	-	375.00	(375.00)	-100.00%
5375 Website	2,500.00	550.00	1,950.00	354.55%
<b>Total 5300 Marketing Expenses</b>	<b>\$ 15,759.55</b>	<b>\$ 25,658.90</b>	<b>\$ (9,899.35)</b>	<b>-38.58%</b>
5400 Administration				
5415 Office Lease Expenses	810.16	-	810.16	
5420 Meals/Lodging/Travel	670.79	1,178.07	(507.28)	-43.06%
5430 Office Expenses	1,187.78	1,040.84	146.94	14.12%
5435 Bank Fees	-	40.45	(40.45)	-100.00%
5440 Postage	19.98	15.18	4.80	31.62%
5450 Professional Svc	-	2,041.30	(2,041.30)	-100.00%
5460 Services Contract	24,110.39	20,348.00	3,762.39	18.49%
5465 Professional Dev.	-	3,470.62	(3,470.62)	-100.00%
5480 Software	87.95	75.38	12.57	16.68%
5490 Insurance D&O	-	70.84	(70.84)	-100.00%
<b>Total 5400 Administration</b>	<b>\$ 26,887.05</b>	<b>\$ 28,280.68</b>	<b>\$ (1,393.63)</b>	<b>-4.93%</b>
5650 Quality of Life				
5655 Security	4,441.25	1,650.00	2,791.25	169.17%
5657 Ambassador Program	14,265.00	9,676.34	4,588.66	47.42%
5659 Beautification	96.00	163.00	(67.00)	-41.10%
<b>Total 5650 Quality of Life</b>	<b>\$ 18,802.25</b>	<b>\$ 11,489.34</b>	<b>\$ 7,312.91</b>	<b>63.65%</b>
6000 Depreciation Expense	703.42	-	703.42	
<b>Total Expenses</b>	<b>\$ 93,693.40</b>	<b>\$ 65,428.92</b>	<b>\$ 28,264.48</b>	<b>43.20%</b>
<b>Net Operating Income</b>	<b>\$ 428,978.91</b>	<b>\$ 464,217.49</b>	<b>-\$ 35,238.58</b>	<b>-7.59%</b>
<b>Other Expenses</b>				
5355 Prior Year Sponsorships Reserve (deleted)	-	40,833.33	(40,833.33)	-100.00%
<b>Total Other Expenses</b>	<b>\$ -</b>	<b>\$ 40,833.33</b>	<b>\$ (40,833.33)</b>	<b>-100.00%</b>
<b>Net Other Income</b>	<b>\$ -</b>	<b>\$ (40,833.33)</b>	<b>\$ 40,833.33</b>	<b>100.00%</b>
<b>Net Income</b>	<b>\$ 428,978.91</b>	<b>\$ 423,384.16</b>	<b>\$ 5,594.75</b>	<b>1.32%</b>



Downtown Knoxville Alliance

A/P Aging Detail

As of October 31, 2025

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
1 - 30 days past due							
10/01/2025	Bill	INV524	Visit Knoxville	10/16/2025	27	42,795.00	42,795.00
10/29/2025	Bill	1504	LMT Cleaning Solutions	10/29/2025	14	100.00	100.00
Total for 1 - 30 days past due						\$42,895.00	\$42,895.00
Current							
10/31/2025	Bill	INV014571	Knoxville Chamber	11/01/2025	11	24,110.39	24,110.39
10/31/2025	Bill	INV014547	Knoxville Chamber	11/01/2025	11	182.99	182.99
10/31/2025	Bill	10312025	Callie Blackburn	11/15/2025	-3	232.19	232.19
10/31/2025	Bill	10312025	Card Services Center - Mastercard	12/04/2025	-22	18,433.80	18,433.80
10/31/2025	Bill	INV273900	Off Duty Management, Inc.	12/06/2025	-24	632.50	632.50
Total for Current						\$43,591.87	\$43,591.87
TOTAL						\$86,486.87	\$86,486.87



# Downtown Knoxville Alliance

## A/R Aging Detail

As of October 31, 2025

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
10/31/2025	Invoice	07312028	City of Knoxville.	11/30/2025	517,797.03	517,797.03
Total for Current					\$517,797.03	\$517,797.03
TOTAL					\$517,797.03	\$517,797.03



**Downtown Knoxville Alliance**  
**Uncleared Checks Report**  
**as of October 31, 2025**

<b>Date</b>	<b>Transaction Type</b>	<b>Num</b>	<b>Name</b>	<b>Amount</b>
10/03/2025	Bill Payment (Check)	2786	Annoor Academy of Knoxville	(2500.00)
10/17/2025	Bill Payment (Check)	2804	Dogwood Arts, Inc.	(622.61)
10/17/2025	Bill Payment (Check)	2801	Knoxville Police Department	(3917.24)
10/24/2025	Bill Payment (Check)	2808	Hummel, Michele	(176.22)
10/31/2025	Bill Payment (Check)	2813	City of Knoxville Office of Special Events	(2000.00)
10/31/2025	Bill Payment (Check)	2814	KUB	(96.00)
10/31/2025	Bill Payment (Check)	2815	Off Duty Management, Inc.	(1,100.00)
10/31/2025	Bill Payment (Check)	2816	Off Duty Management, Inc.	(660.00)
10/31/2025	Bill Payment (Check)	2812	TSG Knoxville LLC	(6,700.00)
10/31/2025	Bill Payment (Check)	2811	Robin Easter Design	(2500.00)
11/01/2025	Bill Payment (Check)	2810	Arts & Culture Alliance of Greater Knoxville	710.16
				<b>(\$ 19,561.91)</b>







## MARKETING COMMITTEE MINUTES

 **NOVEMBER 12, 2025 | 3:00 PM**

Committee members present included Shera Petty, Visit Knoxville; Scott Bird, MoxCar Marketing + Communications; Lisa Allen, City of Knoxville; Dana Dalton, Downtown Resident; Chip Barry, City of Knoxville. Staff members included Callie Blackburn.

### Sponsorship Requests

Organization	Event	Request	Recommendation
East TN History Center; Kelley Weatherly-Sinclair	2026 Programming	\$10,000	\$10,000
Nief-Norf; Alex Dally	Phil Kline's Unsilent Night	Any	\$500
Visit Knoxville & Bike Walk Knoxville; Kim Bumpas	Tou de Lights	\$5,000	\$5,000
Knoxville Museum of Art; Christy Smith & Steven Matijcio	2026 Programming	\$10,000	\$10,000
City of Knoxville Special Events; Elaine Frank	2025 Holidays on Ice	\$8,000	\$5,000
<b>Total</b>			<b>\$30,500</b>

### Recommendations for Board Approval

\$30,500 to be approved as outlined above for Event Sponsorships. FY 25-26 budget, summary of events, and event applications are attached.

### Primary discussion points:

**History Center Programming** – The East TN History Center is requesting \$10,000 for their 2026 year-slate of events and programming. These funds will be used for help covering the event production costs (including supplies, materials, marketing, etc.).



**Recommendation:** The committee made a recommendation to the board to fund the request as presented for \$10,000.

**Unsilent Night** – Nief-Norf is requesting a donation in an unidentified dollar amount for the 2025 Unsilent Night event. The event will be held on December 5, 2025. These funds will be used for staff, execution, evaluation hours, social media, printed promotional materials, and a stipend for media associate to capture live footage & edit materials post-event. The funds will also be used to purchase of several Bluetooth speakers for those who cannot bring one

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

**Tour de Lights** – Visit Knoxville and Bike Walk Knoxville are requesting \$5,000 for Tour de Lights. The event will be held on December 13, 2025. These funds will be used to assist with covering the cost of KPD staffing and event organization.

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

**KMA Programming** – The Knoxville Museum of Art is requesting \$10,000 for their 2026 year-slate of events and programming. These funds will be used for help helps offset costs associated with events marketing & promotions

**Recommendation:** The committee made a recommendation to the board to fund the request as presented for \$10,000. Scott Bird sits on the KMA board and recused himself from the recommendation.

**Holidays on Ice** – The City of Knoxville Special Events is requesting \$8,000 for Holidays on Ice. The 2026 Season runs from November 28, 2025 through January 4, 2026. These funds will be used for “Sundae Fundays” (every ice rink participant will get a free small ice cream sundae on Sundays.), a silent disco at the rink, operational funding, & some fun give aways

**Recommendation:** The committee made a recommendation to the board to fund the request for \$5,000. Chip Barry and Lisa Allen from the City of Knoxville recused themselves from the recommendation.

### **Next Meeting**

The next Marketing Committee meeting is scheduled for Wednesday, January 14, 2026, at 3:00 PM.



## 2025-2026

### Downtown Knoxville Alliance - Event Sponsorships

FY 25-26 (as of July 1, 2025)

	FY 23-24	FY 23-24	FY 24-25	FY 24-25	FY 25-26	FY 25-26
	Requests	Funded	Requests	Funded	Requests	Funded
<b>Budget</b>		<b>110,000</b>		<b>110,000</b>		<b>125,000</b>
<b>Previously Approved</b>						
Annoor Academy - International Food Fest						
Asian Culture Center of TN - Asian Festival			10,000	5,000	7,000	5,000
Asian Culture Center of TN			10,000	5,000		
Big Ears - Big Ears Festival	10,000	10,000	10,000	10,000		
Bike Walk Knoxville - Tour de Lights	2,500	1,500	5,000	5,000		
Cattywampus Puppet Council (Solastalgia)			12,000	5,000		
City of Knoxville - Concerts on the Square	3,000	3,000	4,000	4,000		
Dogwood Arts - 2025 Events	12,000	8,500	9,000	9,000		
East TN Hist Society - annual events	10,000	10,000	10,000	10,000		
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000		
Knox Pride Festival & Parade			13,600	6,000		
Knoxville Jazz Orchestra - Jazz at the Emporium	5,000	1,000				
Knoxville Jazz Orchestra - Jazz on the Square	3,000	3,000				
Knoxville Jewish Day School - Violins of Hope			10,000	10,000		
Knoxville Museum of Art - Free Family Fun Day	1,300	2,000	2,000	2,000		
Knoxville Opera - Musical Theater Marathon						
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000		
Nief Norf - Synnergy Concert Series			?	5,000		
Nourish Knoxville - Farmers' Market	1,000	10,000	10,000	10,000		
Nourish Knoxville - Winter Market	5,000	5,000	5,000	5,000	5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest	5,000	2,500	5,000	3,000		
Old City Assn - Old City Market	5,000	5,000	14,000	5,000		
St. Patrick's Day Parade			5,000	2,500		
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000		
<b>Approved to Date</b>	<b>80,800</b>	<b>79,500</b>	<b>152,600</b>	<b>119,500</b>	<b>17,000</b>	<b>15,000</b>
<b>Balance Prior to Requests</b>		<b>30,500</b>		<b>(9,500)</b>		<b>110,000</b>

Requests/Recommendation	Requests Proposed
East TN History	10,000
Nief-Norf	???
Tour de Lights	5,000
KMA	10,000
Holidays on Ice	8,000

**Total Current Requests** **33,000**      -

**Remaining Balance** **110,000**



	East TN History Center 2026 Programming	Phil Kline's Unsilent Night Knoxville	Tour de Lights
<b>Request</b>	\$10,000	Any donation	\$5,000
<b>Dates</b>	Throughout the 2026 calendar year	December 5, 2025	December 13, 2025
<b>Location</b>	East TN History Center	Emporium / Downtown	
<b>History</b>	Prior Years: See packet Funded by DKA: See packet	Prior Years: 12 Funded by DKA: 0	Prior Years: 17 Funded by DKA: 5
<b>Most Recent Funding</b>	\$10,000	N/A	\$5,000
<b>Event Producer</b>	East Tennessee Historical Society	Nief-Norf	Bike Walk Knoxville and Visit Knoxville
<b>Other Sponsors</b>	Multiple per event; See packet for details	Special Opportunities - Arts Forward grant from the Tennessee Arts Commission	Epilepsy Foundation, Two Bikes, and Kickstand Community Bike Shop
<b>General Admission</b>	-	Free	Free
<b>Expected Attendance</b>	5,000 – 10,000 for all combined events	40-50 participants audience of 1,000+	1734 riders 2,500 attendees on site
<b>Total Expenses</b>	Multiple budgets/per event; see packet	FY 2025 Exp: \$84k FY 2025 Income: \$90k	\$50,000
<b>Projected Profit</b>	Mostly breakeven for all	-	Generates under \$15k
<b>Request/% of Exp</b>	-	-	10%
<b>Request/Attendee</b>	~\$1.00	-	\$2
<b>Use of Funds</b>	underwrite the production (including supplies, materials, marketing, etc.)	staff, execution, evaluation hours, social media, printed promotional materials, stipend for media associate to capture live footage & edit materials post-event, purchase of several Bluetooth speakers for those who cannot bring one	Assist with covering the cost of KPD and event organization.

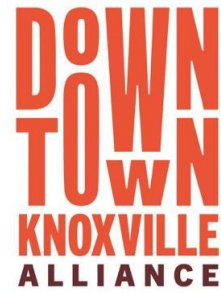


	<b>KMA 2026 Programming</b>	<b>2025 Holidays on Ice</b>
<b>Request</b>	\$10,000	\$8,000
<b>Dates</b>	Throughout the 2026 calendar year	November 28, 2025 - January 4, 2026
<b>Location</b>	Knoxville Museum of Art	Market Square
<b>History</b>	Prior Years: See packet Funded by DKA: See packet	Prior Years: 19 Funded by DKA: 0
<b>Most Recent Funding</b>	\$2,000 for ONLY Family Fun Day Series	N/A
<b>Event Producer</b>	Knoxville Museum of Art	City of Knoxville Special Events
<b>Other Sponsors</b>	Multiple per event; See packet for details	Home Federal Bank, B97.5, WBIR, Knoxville Ice Bears, Regal, Knox Vegas DJ's
<b>General Admission</b>	See packet	\$12
<b>Expected Attendance</b>	~10,000 for all combined events	20,000 +
<b>Total Expenses</b>	Multiple budgets/per event; see packet	\$118k
<b>Projected Profit</b>	Mostly breakeven for all	-
<b>Request/% of Exp</b>	-	6.7%
<b>Request/Attendee</b>	~\$1.00	\$0.04
<b>Use of Funds</b>	DKA support helps offset costs associated with events, marketing & promotions	Sundae Funday (every ice rink participant will get a free small ice cream sundae.), a silent disco at the rink, operational funding, & some fun give aways



## Downtown Knoxville Alliance Sponsorship Request Application

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

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

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

### Sponsorship Guidelines:

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

### Requirements:

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

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



## **Downtown Knoxville Alliance Sponsorship Request Application**

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### **Total Sponsorship Amount Requested: \$10,000**

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.

Instead of submitting multiple grant applications throughout the year, we are submitting one proposal and requesting funding for a wide range of events and activities that will take place throughout the calendar year.

We are primarily asking for funding for events that are free and open to the public; however, we have also included our feature exhibition which requires admission to gain entry Monday-Saturday (free on Sundays and for children anytime).

In recognition and appreciation of the support of the Downtown Knoxville Alliance, we will include the DKA as a partner on all events listed below and on our feature exhibition signage.

We thank DKA for the years of support of East Tennessee Historical Society events and look forward to working with you throughout 2025.

#### **Contact**

Kelley Weatherley-Sinclair

865-215-8883

[kellyws@easttnhistory.org](mailto:kellyws@easttnhistory.org)

East Tennessee History Center, 601 S. Gay St., Knoxville, TN 37902

[Easttnhistory.org](http://Easttnhistory.org)

The following pages are the events and programs that funds will go towards.



**Event:** Lines Were Drawn: The Treaty of the Holston and the Making of National Memory (feature exhibition)

**Date:** May 2026 – January 2027

**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:** As America approaches its 250th anniversary in 2026, the Museum of East Tennessee History proposes a landmark exhibition centered on James W. Wallace’s 1901 painting *The Treaty of the Holston*. The painting’s subject—the historic moment when representatives of the fledgling United States and the Cherokee Nation met in Knoxville in 1791—raises enduring questions about sovereignty, diplomacy, and the stories we choose to tell.

*Lines Were Drawn* invites visitors to examine the Treaty of the Holston not simply as a historical episode, but as a lens into the founding values of the United States, the contested nature of lawmaking, and the layered ways memory is created—through brushstrokes, textbooks, and public space.

To deepen the conversation and reflect multiple historic points of view, the Museum will commission two new large-scale works responding to Wallace’s original: one grounded in historical accuracy, and another from the Cherokee perspective, developed in collaboration with Cherokee historians and artists. These new interpretations, displayed alongside Wallace’s original, invite visitors to consider whose voices shape our national story—and how art has influenced, and continues to shape, what we choose to remember.

**Additional Sponsors:** We have received funds from the Tennessee Commission for the United States Semiquincentennial to help fund this project. Additional sponsors have not been identified at this time.

**Planned use of funds requested:** Funds from Downtown Knoxville Alliance will help underwrite the production (including supplies, materials, marketing, etc.) of this feature exhibition.

**What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.** Feature exhibitions are seen by thousands of locals and tourists throughout the year. In 2024, the Museum of East Tennessee History saw over 20,000 visitors from all 50 states and 60 countries from around the world.

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**Event:** East Tennessee History Fair/Festival (name TBD)

**Date:** Saturday, August 15, 2025 @ 10:00-5:00 (exact time TBD)

**Location:** Downtown Knoxville (Clinch Ave and Market St)

**Produced by:** East Tennessee Historical Society

**Sponsorship Amount Requested:** See total above

**Event History:** 13th year for History Fair (2007-2019) + 4 years of History Hootenanny (2022-2025)

**Event Description:** In recognition of the America’s Semiquincentennial (250<sup>th</sup>) in 2026, the East Tennessee Historical Society is excited to announce the return of one of the most popular public events in ETHS’s history. The East Tennessee History Fair was a long-standing event loved by the local and regional community. The goal of this event in 2026 is to provide an engaging, inclusive event that will encourage and inspire visitors to reflect on their local, state, and nation’s history and the role our community will play in the future.



As in previous years, this event will highlight regional historical and genealogical societies, museums, traditional craft/artisan demonstrators, musicians, authors, storytellers, films, and interactive community and children's areas. The sheer scale of partnerships for this event will draw in a diverse crowd to the downtown Knoxville area and offer meaningful engagement for the East Tennessee History Center, as well as downtown merchants, restaurants, and vendors.

**Additional Sponsors:** Sponsors include the Tennessee Arts Commission, Friends of the Knox County Public Library, Tennessee Theatre, and more. Partners include the McClung Historical Collection, Tennessee Archive of Moving Image and Sound, Knoxville History Project, University of Tennessee History Department, Historic House Museums of Knoxville, and more. A full sponsorship campaign to local businesses and individuals will be launched in early 2026. We also plan to apply for grant funding from the Smithsonian "Reckoning and Reimagining" cohort.

**Planned use of funds requested:** See budget. Funds from Downtown Knoxville Alliance will help underwrite the production (including supplies, materials, marketing, rentals, etc.) of this event.

**What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees:** We project that approximately 5000-7000 guests will attend this free event. We will have staff members and volunteers present counting the number of guests and encouraging visitors to complete a demographics survey. We aim to attract visitors from around the East Tennessee region, tourists visiting for the day, and East Tennessee Historical Society members.

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## **Event: Monsters at the Museum**

**Date:** Saturday, October 24, 2026 @ 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:** 8+ years

**Event Description:** Monsters of all ages will join us at the Museum of East Tennessee history at the end of October. This popular, family friendly event features Halloween-themed children's crafts and activities, trick-or-treating throughout the Museum of East Tennessee History, Appalachian legends and lore, and more. In 2026, we plan to increase our Halloween history themed trick-or-treating stations and create a new scavenger hunt in the McClung Historical Collection library on the 3<sup>rd</sup> floor. This event is great for bringing families downtown and introducing them to East Tennessee history.

**Additional Sponsors:** Partners include the McClung Historical Collection (Knox County Public Library). Sponsors include Mast General Store and individual donors/members.

**Planned use of funds requested:** See budget. Funds from Downtown Knoxville Alliance will help underwrite the production (including supplies, materials, marketing, etc.) of this event.

**What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees:** In 2025 we counted approximately 550 guests, and we project that approximately 600-700 guests will attend this event in 2026. 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 by providing a fun, engaging way to interact with the Museum of East Tennessee History and the East Tennessee History Center.

In 2025 we conducted a brief demographics survey at this event for the first time. We found that....



- 79% of visitors in attendance were from Knox County (beyond downtown Knoxville CBID zip codes), with additional visitors coming from 11 other surrounding counties.
- 50% of those visitors were under the age of 18 and 39% between the ages of 31-64.
- 55% said it was their first time visiting the Museum of East Tennessee History.

These numbers showed that we were attracting many young families to the downtown Knoxville area, many of which visited other downtown businesses and restaurants.

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

We welcome partnerships with downtown merchants and companies. For an event as large as the East Tennessee History Fair, we anticipate partnering with downtown merchants by way of sponsorship/advertising, encouraging themed window displays, and inviting visitors to shop and eat downtown. Downtown merchants and restaurants who would like to participate will receive recognition as we advertise the festival and in our printed program.

Monsters at the Museum will also follow similar models on a smaller scale.

In addition, we deliver promotional postcards and flyers to the businesses and regularly make recommendations to locals and tourists on where eat, shop, and visit while they are downtown.

### **How will these events positively impact downtown?**

All these events combined are expected to bring between 5,000-10,000 individuals and families to the East Tennessee History Center and downtown Knoxville area, and exponentially more visiting our feature exhibitions. We have found that guests do not simply attend our events. They shop in downtown stores and visit bars and restaurants and other attractions.

In addition, according to Tim Yates, our guest services manager, we average four questions per day in 2024 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.

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## **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.
- Postcards/flyers are distributed to all Knox County Public Library branches and in downtown businesses.
- 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.
- All events are listed on community calendars such as Visit Knoxville, TN Vacation, and others.



## Lines Were Drawn: The Treaty of the Holston and the Making of National Memory

### Budget projections:

Description	Unit Cost	Quantity	Cost
Commissioning fee for two new large-scale works responding to Wallace's original: one grounded in historical accuracy, and another from the Cherokee perspective, developed in collaboration with Cherokee historians and artists	\$17,500	2	\$35,000
Contributing scholar fee for the development of exhibition content related to treaty-making and the Treaty of the Holston	\$2,500	1	\$2,500
Commissioning fee for a poet to provide words representing voices not represented	\$2,500	1	\$2,500
Research (fees, image acquisition, travel)	\$3,750	1	\$3,750
Object handling (painting relocation)	\$3,500	1	\$3,500
Object handling (loans)	\$1,200	1	\$1,200
Gallery preparation	\$1,750	1	\$1,750
Exhibition graphics and didactics	\$9,000	1	\$9,000
Building graphics and wayfinding	\$3,000	1	\$3,000
Gallery guide	\$2,500	1	\$2,500
Translation services	\$3,000	1	\$3,000
		TOTAL	\$67,700.00



# History Festival 2026 Budget Estimate

Saturday, August 15, 2026

## EXPENSES

Item	Vendor	Category	2019 Actual	2026 Estimate	Notes
Print Ads	Knoxville Focus, WUOT	Advertising	933.88	1,000.00	Including print, radio, tv, etc
Facebook/Social Media Ads		Advertising		300.00	
Musical Performance Fees	Various	Musicians	3,500.00	5,000.00	
Road Closure, Permit, and Special Events Lawn Fee	City of Knoxville & Lakeshore Park Conservency	Permits/Insurance	380.00		Including road closure, animal permits, special events, etc
Noise Permit	City of Knoxville	Permits/Insurance		50.00	
Temporary Traffic Control Permit	City of Knoxville	Permits/Insurance		50.00	
Event Insurance		Permits/Insurance		1,000.00	
Programs	Ulrich Printing	Printing	1,325.00	2,000.00	Programs - 3,000
Flags	Allen Sign Co	Printing	1,328.00		4 feather flags
Postcards	Ulrich Printing	Printing		1,500.00	
Postage		Printing		500.00	
Posters	Ulrich Printing	Printing	121.54	200.00	
Sponsor Stickers	Ulrich Printing	Printing	111.32		
Signs	Ulrich Printing	Printing		1,000.00	advertising and directional signs
Tshirts/Merch		Printing		2,000.00	
Sound Engineer	Anteflow	Professional Fees	600.00	1,500.00	Sound engineer
Emcee	Freddy Smith	Professional Fees	300.00		
Walking Tours	Knoxville History Project & Knoxville Walking Tours	Professional Fees	200.00	300.00	
HHK & Museum Participant Stipends		Professional Fees	600.00	1,000.00	
Kid's Stuff Children's Programs	Sean McCullugh	Professional Fees	300.00		
Davy Crockett Storytelling	Jimmy Claborn	Professional Fees	200.00		
Photography	Chuck Cooper	Professional Fees	50.00	500.00	
Raku Pottery - Artist Stipend	Peter Rose	Professional Fees	250.00		
Motorcoach Rentals	Knoxville Tours	Professional Fees	1,950.00	3,500.00	2 shuttles
Other Performance Stipends		Professional Fees		1,000.00	
Toilet Rentals	East Tennessee Portables	Rentals	240.00	600.00	
Event Rentals	All Occasions	Rentals	1,433.42	9,000.00	Including tents, tables, chairs, stage, etc.
Security	Knoxville Police Department	Security	330.00	1,000.00	\$50/hour (4 hour minimum)
EMS	Knoxville Fire Department	Security		1,240.00	\$160/EMS (4 hour minimum)
Volunteer/Vendor Food & a few other things		Supplies	759.67	800.00	
Children's Area Supplies		Supplies	259.01	400.00	
Other Supplies		Supplies	34.60		history hound medals and zip ties
Total Estimate				35,440.00	



Total in Ledger

15,306.44

Category	2019 Total	2026 Estimate
Advertising	933.88	1,300.00
Musicians	3,500.00	5,000.00
Permits	380.00	1,100.00
Printing	2,885.86	7,200.00
Professional Fees	4,450.00	7,800.00
Rentals	1,673.42	9,600.00
Security	330.00	2,240.00
Supplies	1,053.28	1,200.00
Total	15,206.44	35,440.00

INCOME		
Sponsors		2026 Estimate
TN Arts Commission		\$4,000.00
Downtown Knoxville Alliance **		\$7,000.00
Gary Wade		\$2,500.00
Baker Donelson		\$1,000.00
Knox Co Public Library?		\$1,000.00
VIP Ticket Sales?		
Vendor Fees?		
Total		\$15,500.00

Notes

\*\*Downtown Knoxville Alliance funding is spread throughout all public programs. This is just an estimate.

Due to rising costs, I estimate that this event is going to cost a significant amount more than pre-Covid. Potentially, there is wiggle room depending on the scale of the event, however certain expenses will be non-negotiable such as security and permit fees and insurance costs. I believe there are a few ways to recoup some of the cost by charging a small vendor fee and offering a ticketed VIP area. I've identified a few potential income sources that \*should\* be reliable.

Submitted by Kelley Weatherley-Sinclair on 10/10/2025



# 2026 Monsters at the Museum Budget Estimate Saturday, October 24, 2026

## EXPENSES

Item	Vendor	Category	2025 Actual	2026 Estimate	Notes
Postcard	Ulrich Printing	Advertising	\$758.81	\$900.00	2800 postcards. Many distributed throughout Downtown and in libraries postage to members/donors
Postage	Ulrich Printing	Advertising	\$353.30	\$400.00	
Facebook Advertising	Facebook	Advertising	\$50.00	\$50.00	
Signs	Ulrich Printing	Printing	\$0.00	\$200.00	
Programs	In House	Printing		\$50.00	
Photographer	Eric Manneschmidt	Professional Fees	\$0.00	\$250.00	
Walking Tour	Laura Still	Professional Fees	\$0.00	\$150.00	
Trick or Treat Non-Candy Items	Oriental Trading	Supplies	\$205.25	\$100.00	
Candy	Sam's Club	Supplies	\$54.78	\$100.00	Will need more in 2026
Stickers	Sticker Mule	Supplies	\$0.00	\$250.00	Will need more in 2026
Treat Bags	Amazon	Supplies	\$27.99	\$100.00	
Craft Supplies		Supplies		\$100.00	
Step and Repeat Sign	Fabric Sign Guys	Supplies	\$0.00	\$0.00	Will reuse the sign purchased in 2024.
Volunteer Snacks	Sam's Club	Supplies	\$78.97	\$100.00	
Décor	Publix	Supplies	\$33.99	\$50.00	
<b>Total</b>			<b>\$1,450.13</b>	<b>\$2,650.00</b>	

## INCOME

Sponsor			2025 Actual	2026 Estimate	Notes
Downtown Knoxville Alliance**			\$1,000.00	\$1,500.00	
Individual Sponsors			\$450.00	\$1,000.00	
Mast General			In-Kind	In-Kind	candy donation
<b>Total</b>			<b>\$1,450.00</b>	<b>\$2,500.00</b>	

## Notes

\*\*Downtown Knoxville Alliance funding is spread throughout all public programs. This is just an estimate.

\*The numbers from 2025 are still in progress due to the event only just finishing. The numbers for 2026 are based off of my best guess for 2025 and previous years.



## Downtown Knoxville Alliance Sponsorship Request Application

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Event: [Phil Kline's \*Unsilent Night\* Knoxville](#)

Date(s): [December 5, 2025, 5:00 - 6:30 PM](#)

Location: [Emporium Arts Center / Downtown Knoxville](#)

Produced by: [Nief-Norf](#)

Sponsorship amount requested: [Any!](#)

Event History:

☒ First-time event      (#) [12](#) prior years      (#) [0](#) years of previous Alliance funding

Contact: [Alexandra Dally](#)

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

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

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

Event description:

[Phil Kline's \*Unsilent Night\*](#) is a mobile outdoor sound sculpture in which the audience becomes the performers. Composed in 1992, this multi-track electronic ambient piece has become a beloved annual holiday tradition in over one hundred cities around the world.

[All ages are welcome, and there is absolutely no performance or musical experience required! Each participant simultaneously plays one of four pre-recorded tracks from any device as they walk together on a pre-determined route, transforming the city into a living, luminous soundscape. The entire piece is 45 minutes long, creating a layered listening experience that constantly changes as it travels through space and time.](#)

[Nief-Norf has hosted \*Unsilent Night\* in Knoxville since 2012, and is thrilled to be expanding to Johnson City & Chattanooga for the first time this year!](#)

Additional sponsors:

[We have recently received the Special Opportunities - Arts Forward grant from the Tennessee Arts Commission, a portion of which is allocated to \*Unsilent Night\* expenses across Knoxville, Johnson City, and Chattanooga. For this event, we typically do not pursue corporate sponsorships from local restaurants and businesses, just because the scope has historically been relatively small!](#)



Planned use of funds requested:

Downtown Knoxville Alliance funding will directly support staff planning/execution/evaluation hours, social media promotion, printed promotional materials, a stipend for our media associate to capture live footage & edit materials post-event, purchase of several Bluetooth speakers for those who cannot bring one, & more! As this event is always completely free, these funds will also ensure the longevity of *Unsilent Night* and Nief-Norf within the Knoxville community.

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

For the past several years, we have had 40-50 participants — our goal is at least 65 for this season! While the event is free and open to the public, we will encourage attendees to complete an RSVP form in advance and at the event (if they haven't already), allowing us to track attendance numbers and gather contact information for future engagement.

Outside of participants, we will engage an estimated 1,000 audience members as we walk throughout Downtown Knoxville! This year, we plan to hand out small informational flyers explaining what we're performing, who we are, and how to get involved next year!

Anticipated demographics include:

- Knoxville community members interested in innovate arts experiences
- Holiday event participants
- First Friday supporters & attendees
- Local families & youth attending the WIVK Christmas Parade
- Anyone enjoying a night out in Downtown Knoxville!

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

We have not yet explored involving downtown merchants for this event! This is definitely something we're open to in the future though!

How will this event positively impact downtown?

We strategically host *Unsilent Night* on the first Friday in December to support both the WIVK Christmas Parade and local art galleries hosting First Friday events (specifically at the Emporium Arts Center)! Additionally, we always host an optional post-event hang at a local restaurant downtown.

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

We're *incredibly* grateful for the support from the Tennessee Arts Commission — this event has run for 12 years with absolutely no income! Needless to say, *Unsilent Night* is a staple in our annual programming and will continue regardless of projected support. However, any additional financial support allows us to reach more of the community, alleviates strain on our staff, and ensures Nief-Norf remains a pillar of Knoxville's arts scene.

Additional materials:

[https://niefnorf.notion.site/DKA-Unsilent-Night-Knoxville-2025-Sponsorship-Application-Additional-Materials-2a565ff9d42a8060a186ec6d8d09bde3?source=copy\\_link](https://niefnorf.notion.site/DKA-Unsilent-Night-Knoxville-2025-Sponsorship-Application-Additional-Materials-2a565ff9d42a8060a186ec6d8d09bde3?source=copy_link)





# DKA Unsilent Night Knoxville 2025 Sponsorship Application Additional Materials

## 💰 PROJECT BUDGET

I realize the budget for this event is a tad janky, so please don't hesitate to reach out if clarification is needed!

📄 Table

≡ ⬆️ 🔍

Ad Item	Category	# Budgeted Amount	# Current Met	Σ Percentage Met	
Grant Support	Revenue	\$0.00	\$825.00		
Sponsorships	Revenue	\$0.00	\$0.00		
Event Flyers	Expense	\$0.00	-\$50.00		
Paid Social Media Promo	Expense	\$0.00	-\$100.00		
Event Media Coverage	Expense	-\$250.00	-\$250.00	100%	
Music License Fee	Expense	-\$400.00	-\$400.00	100%	
Staff Hours	Expense	-\$2,000.00	-\$200.00	10%	
SUM		-\$2,650.00	-\$175.00		



Ad Item	Category	Budgeted Amount	Current Met	Percentage Met
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# Tennessee Arts Commission - Arts Forward Grant Notes!

This one-time rolling grant opportunity was announced in October, and receiving an award so soon was completely unexpected — which is why we didn't originally plan to receive grant support for *Unsilent Night!* To keep costs low, and especially because we typically do not bring in any income for this event, our expenses have always just consisted of the music license fee & staff planning hours. We're *incredibly* thrilled and grateful to have the opportunity to put a bit more money behind the promotion of this event, and can't wait to (hopefully) see tangible results in the event turnout for this year & future ones!

For transparency, below are the funds we have been awarded specifically for *Unsilient Night* Knoxville (1/3 of the total *Unsilient Night* award, as it will be split between each city):

**Music License Fee: \$400**

**Social Media Promotion: \$100**

**Event Flyers: \$50**

**Media Coverage: \$75**

**Staff Hours: \$200**

# MARKETING & PROMOTION PLAN

# Social Media & Email Marketing

As a majority of our social media audience actually isn't in Knoxville, we strategically keep the *Unsilent Night* - specific posts to a minimum, and instead rely on other marketing strategies for this event!

	Instagram / Facebook	Email Newsletter
October	Season Announcement Save-The-Date Post	Season Announcement Knoxville Save-The-Date
November	Event Preview Reel (paid promotion) Knoxville-Specific Info Post (paid promotion) Reminders on Stories!	PRESS RELEASE Knoxville Reminder
December	Final reminders on stories Live event coverage Recap videos/etc.	Event Details (sent to RSVPs — parking, app link, etc.)

## Other

- Alex will schedule interviews with WUOT, WATE, WDVX, WBIR, etc!
- Posting information to local event boards & calendars
- Posting physical flyers in coffee shops, libraries, restaurants, etc. around town
- Sending personal invites to friends, family, past participants, & more
- Inviting individuals via our Facebook event
- Personally inviting local elected officials
- & more!



# FY 2023 - 2025 FINANCIALS

Overview

≡ ⬆ 🔍

Ad	Fiscal Year	#	Income	#	Expenses	Σ	Net
	FY2023	<div>📄 OPEN</div>	\$90,852.00		-\$71,746.00		\$19,106.00
	FY2024		\$86,830.46		-\$92,822.68		-\$5,992.22
	FY2025		\$90,246.42		-\$84,060.65		\$6,185.77

## 🔍 PROOF OF NON-PROFIT STATUS

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

DEPARTMENT OF THE TREASURY

Date: JUL 30 2014

Employer Identification Number:  
30-0782885  
DLN:  
404209123

NIEF-NORF  
PO BOX 31432  
KNOXVILLE, TN 37930

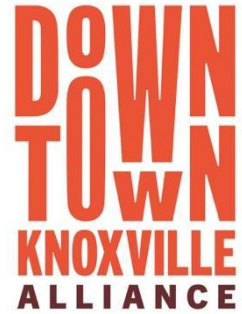
Contact Person:  
CUSTOMER SERVICE  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
509(a) (2)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
May 16, 2013  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

ID# 31954



**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: **Tour de Lights**

Date(s): **December 13th, 2025**

Location: **Downtown Knoxville — The five-mile route will begin and end at Mary Costa Plaza, featuring sections of Gay Street, Church Street, State Street, and Summit Hill Drive. 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 17 years with 5 years of previas DKA funding.**

Contact: Kim Bumpas

Phone: 865-771-4931

Address: 301 South Gay Street Knoxville, TN 37902

Email: kbumpas@visitknoxville.org

**Event description:**

Tour de Lights is a free, family-friendly holiday bike ride and market 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 Mary Costa Plaza, showcasing East Knoxville—including the Parkridge 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:**

At this time, 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 event's leisurely pace and festive atmosphere make it especially appealing to families with children, recreational riders, and community groups of all ages and backgrounds. In 2024, approximately over 1700 riders officially registered, with additional unregistered participants and spectators attending the accompanying Holiday Market and Expo up to 2400 attendees (Placer Reports Attached). For the upcoming event, attendance will be tracked through online registration, which is now required for both ride participation and the costume contest. This process will allow for a more 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. We had over 2400 in attendance last year.

**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 make adjustments to 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.

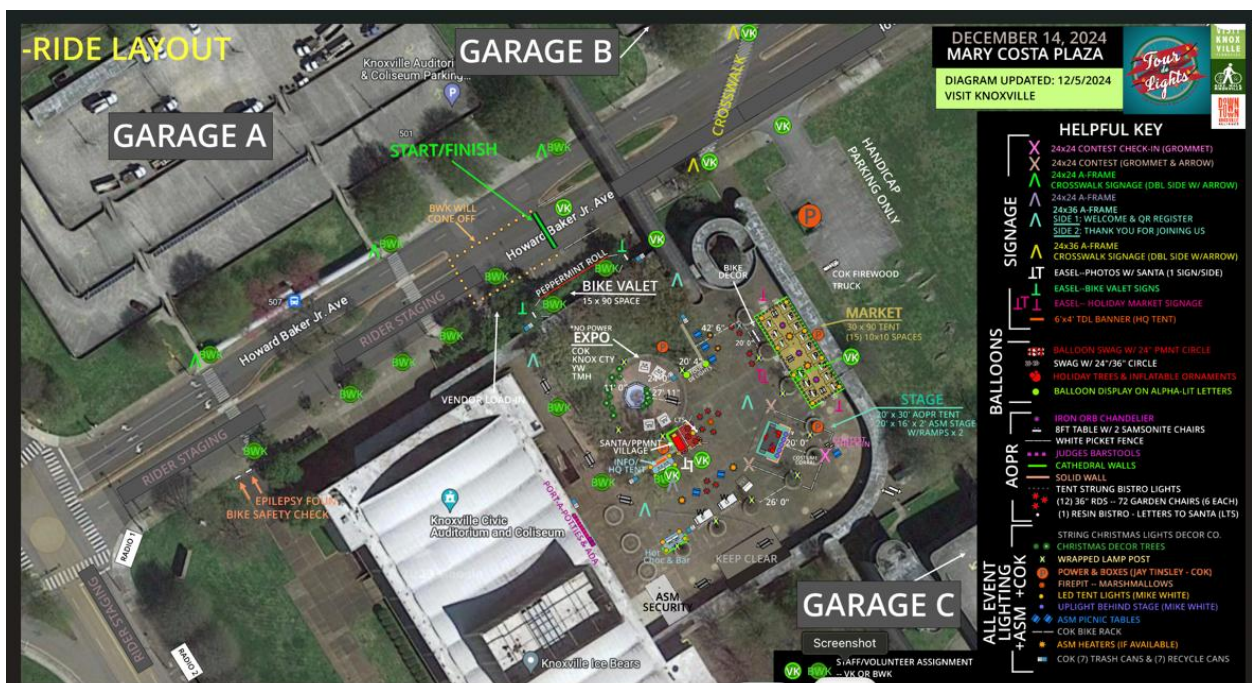
**Budget Summary**

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 like Santa, photo areas, and activity zones. 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!





## 2024-2025 Ride Layout





Attach the following:

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





Placer.ai

# 2024 Tour de Lights Overview

Dec 14 - Dec 14, 2024

Property:

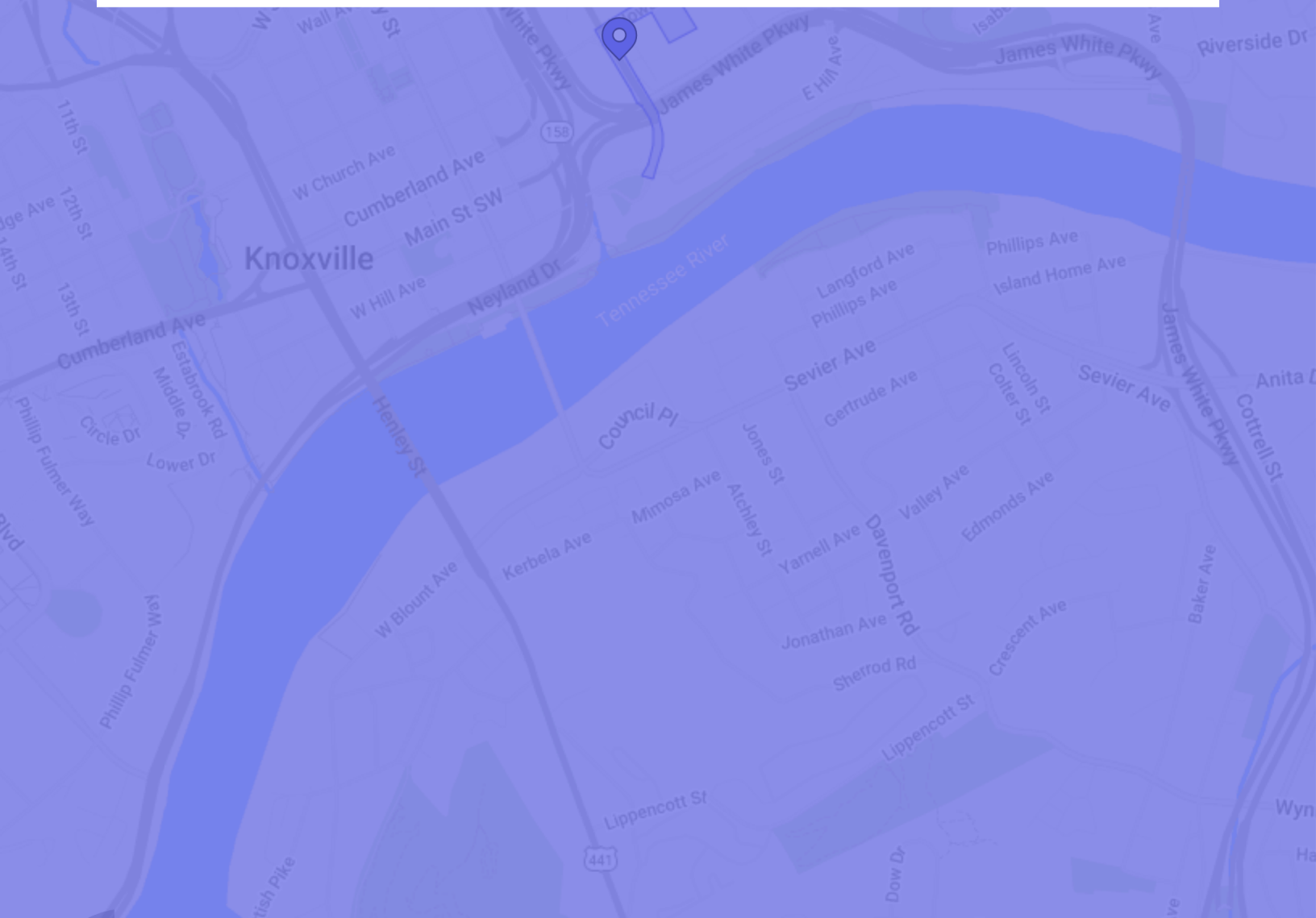
KT

**Knoxville Tour de Lights**

644 Hall of Fame Drive, Knoxville, TN 37915

**Applied Filters:**

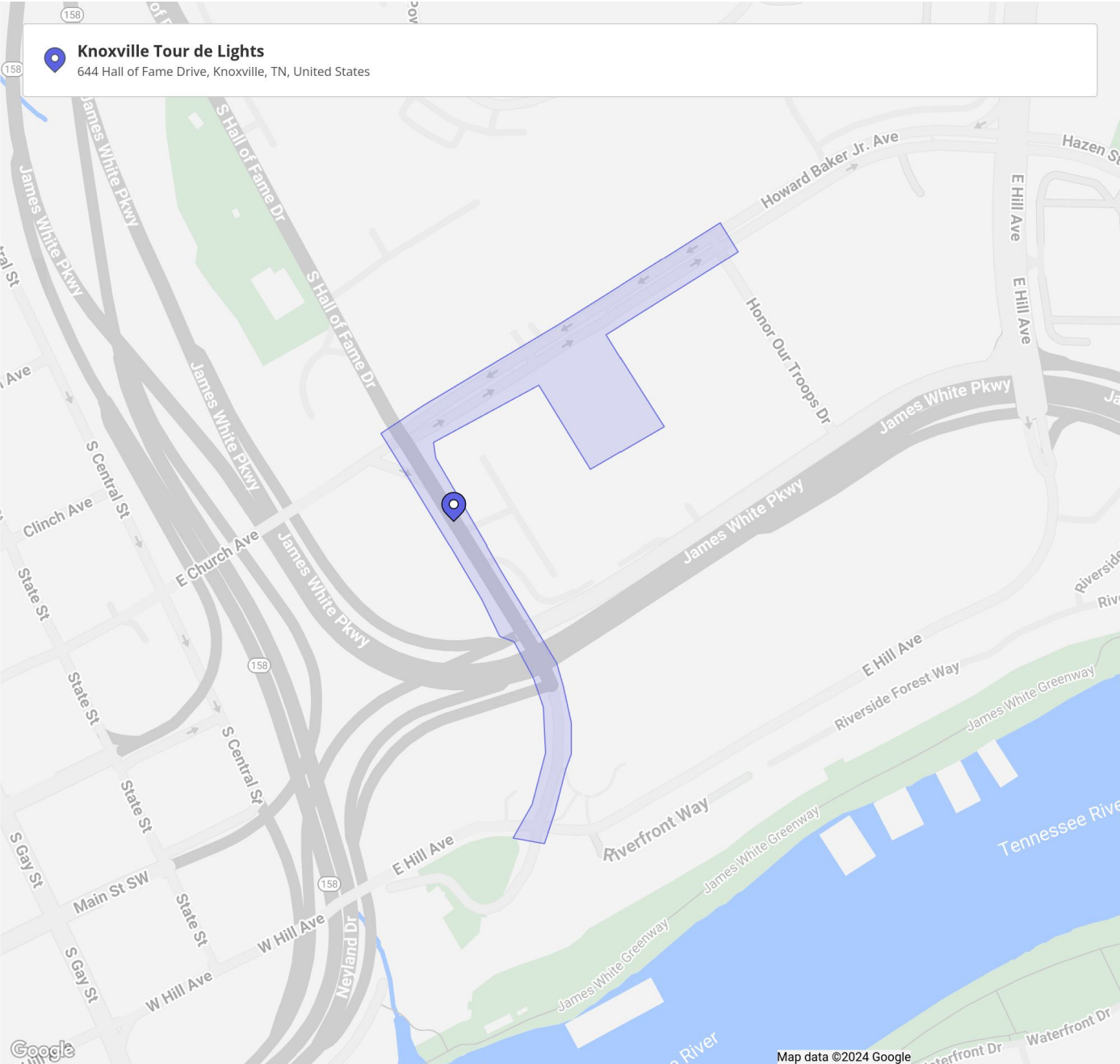
Time of Day: 3pm - 10pm | Length of Stay: All Visits





# 2024 Tour de Lights Overview

Dec 14 - Dec 14, 2024





# 2024 Tour de Lights Overview

Dec 14 - Dec 14, 2024

## Metrics

**Knoxville Tour de Lights**  
644 Hall of Fame Drive, Knoxville, TN 37915

Visitors	2.4K	Avg. Dwell Time	45 min
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Dec 14th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# 2024 Tour de Lights Overview

Dec 14 - Dec 14, 2024

## Audience Overview

### Summary

Property	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
<div><div></div><div>Knoxville Tour de Lights</div><div>Hall of Fame Drive, Knoxville, TN</div></div>	\$77.9K	45.0%	White (82.8%)	2.28
<div><div></div><div>Tennessee</div><div></div></div>	\$65.4K	29.9%	White (72.2%)	2.47

Dec 14th, 2024 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





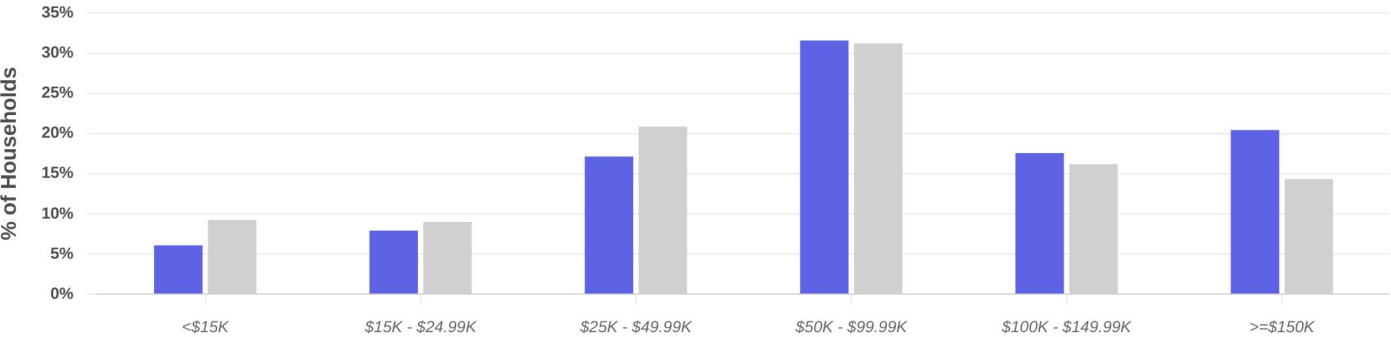
# 2024 Tour de Lights Overview

Dec 14 - Dec 14, 2024

## Household Income

**Knoxville Tour de Lights**  
644 Hall of Fame Drive, Knoxville, TN 37915

Tennessee



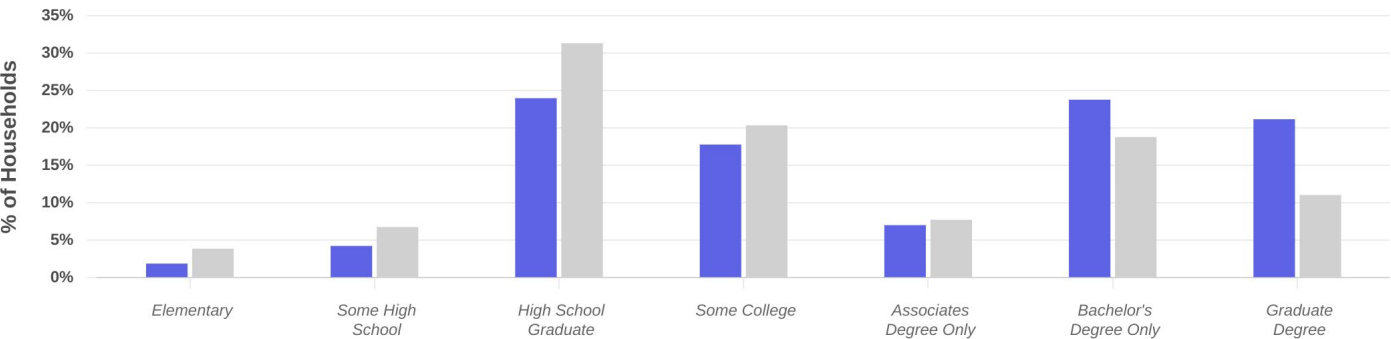
Dec 14th, 2024 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Education

**Knoxville Tour de Lights**  
644 Hall of Fame Drive, Knoxville, TN 37915

Tennessee



Dec 14th, 2024 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





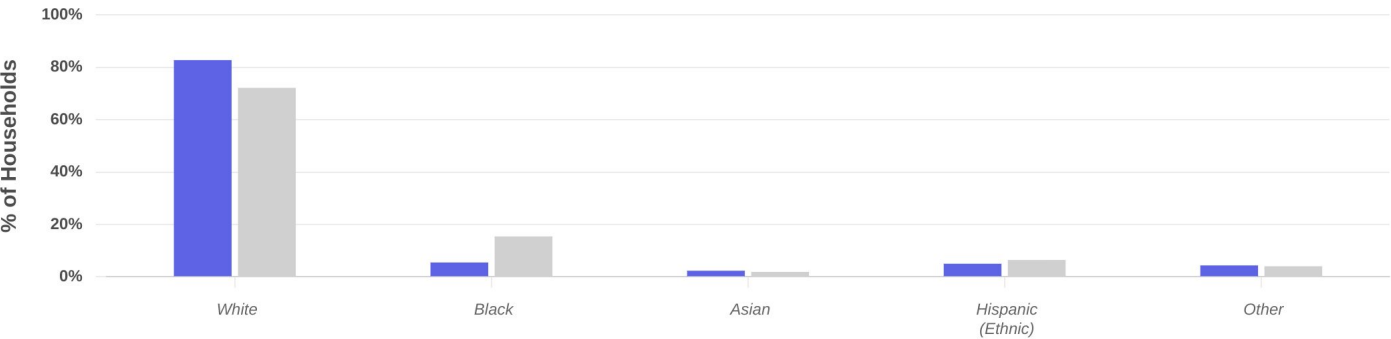
# 2024 Tour de Lights Overview

Dec 14 - Dec 14, 2024

## Ethnicity

**Knoxville Tour de Lights**  
644 Hall of Fame Drive, Knoxville, TN 37915

Tennessee



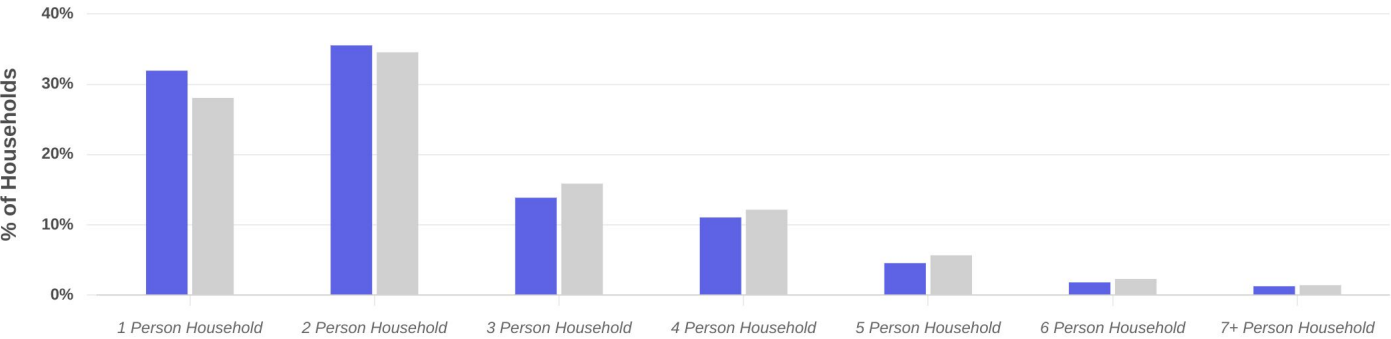
Dec 14th, 2024 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Household Size

**Knoxville Tour de Lights**  
644 Hall of Fame Drive, Knoxville, TN 37915

Tennessee



Dec 14th, 2024 | Data Source: STI: Popstats  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



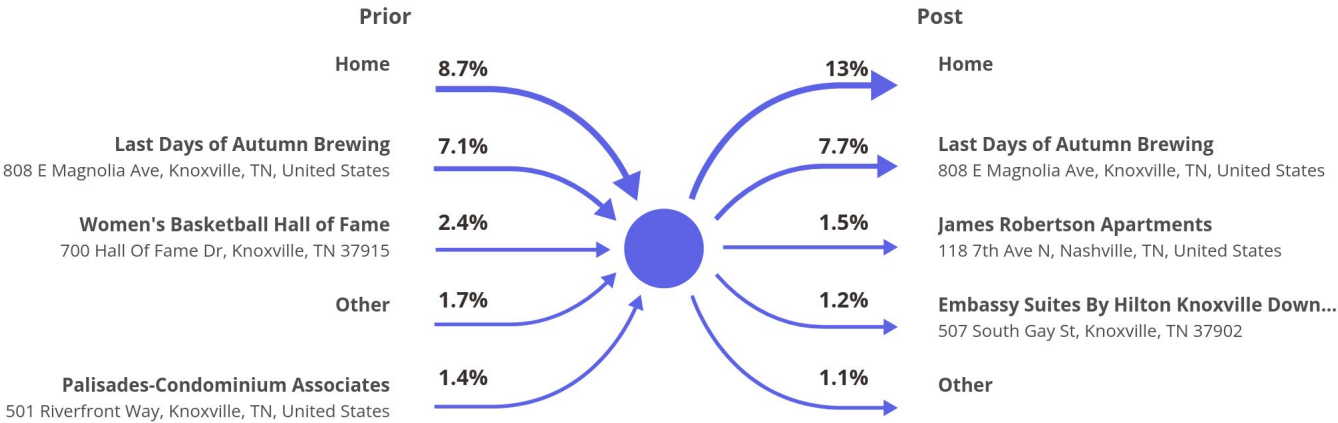


# 2024 Tour de Lights Overview

Dec 14 - Dec 14, 2024

## Visitor Journey

**Knoxville Tour de Lights**  
644 Hall of Fame Drive, Knoxville, TN 37915



Show by: | Dec 14th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Favorite Places

Knoxville Tour de Lights / Hall of Fame Drive, Knoxville, TN

Rank	Name	Distance	Visitors
1	Knoxville Civic Coliseum / 500 Howard Baker Ave, Knoxville, TN 37915	0.1 mi	2.4K (98.9%)
2	Last Days of Autumn Brewing / 808 E Magnolia Ave, Knoxville, TN 37917	0.8 mi	303 (12.4%)
3	Oak Ridge City Center / 13445 Main St, Oak Ridge, TN 37830	19.4 mi	182 (7.4%)
4	The Westcott Center / 1554 Oak Ridge Turnpike, Oak Ridge, TN 37830	20.2 mi	134 (5.5%)
5	Women's Basketball Hall of Fame / 700 Hall of Fame Dr, Knoxville, TN 37915	0.1 mi	115 (4.7%)
6	Pinnacle at Turkey Creek & Pavilion of Turkey Creek / 11251 Parkside Dr, Knoxville, TN 37934	14.1 mi	108 (4.4%)
7	Kroger / 1550 Oak Ridge Tpke, Oak Ridge, TN 37830	20.2 mi	103 (4.2%)
8	State Street Garage / 500 State St, Knoxville, TN 37902	0.2 mi	87 (3.6%)
9	Market Square Garage / 402 Walnut St, Knoxville, TN 37902	0.5 mi	82 (3.4%)
10	Krutch Park / 504 Market St, Knoxville, TN 37902	0.3 mi	78 (3.2%)

Category: All Categories | Min. Visits: 1 | Dec 14th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





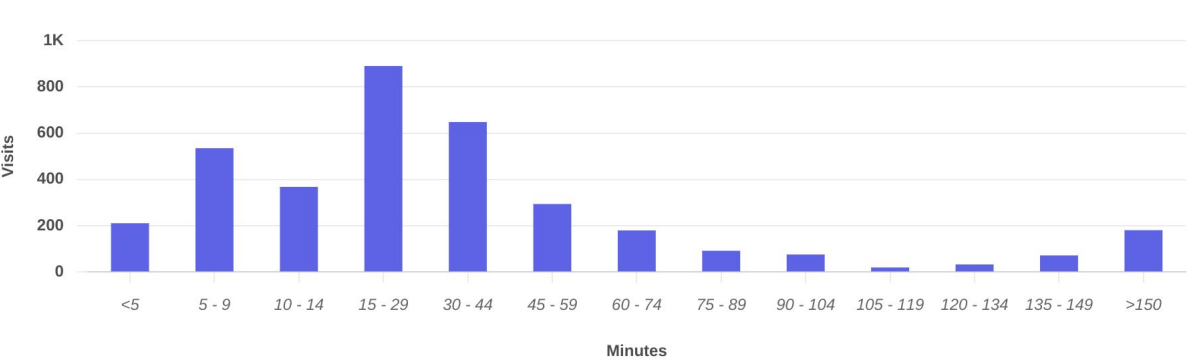
# 2024 Tour de Lights Overview

Dec 14 - Dec 14, 2024

## Visit Duration

### Knoxville Tour de Lights

644 Hall of Fame Drive, Knoxville, TN 37915

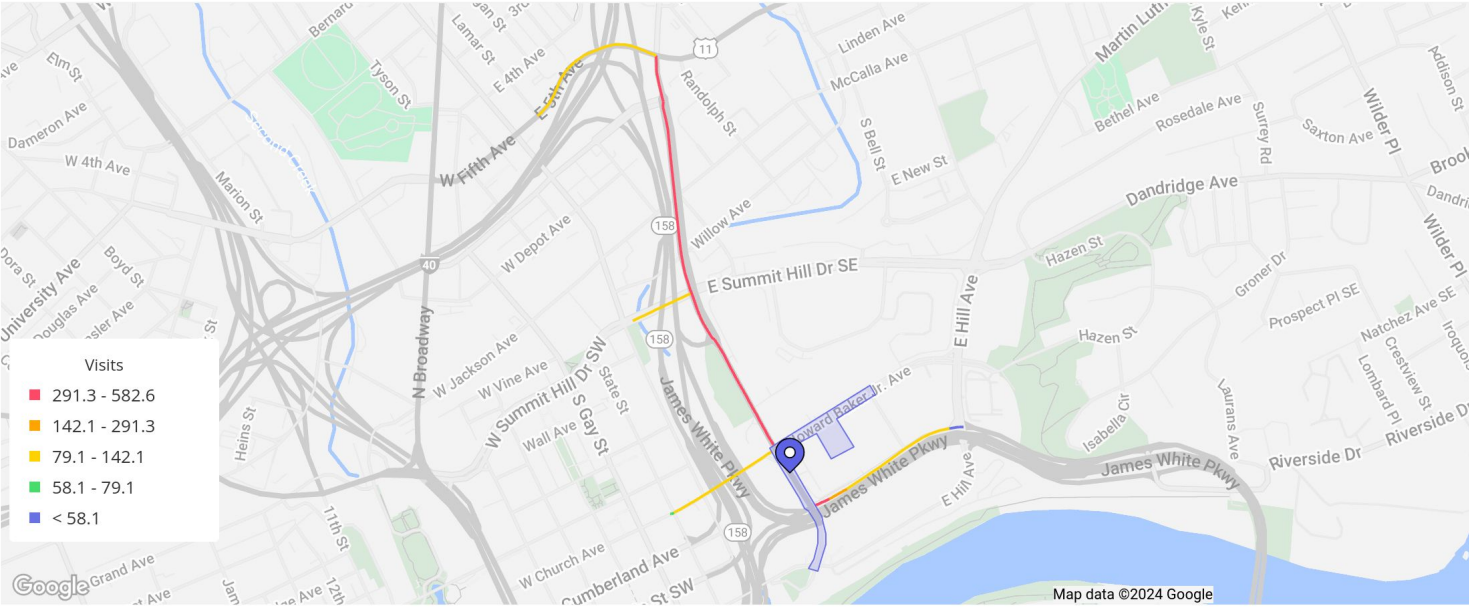


Average Stay	45 min
Median Stay	26 min

Visits | Dec 14th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)



## Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Dec 14th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)





## Knoxville Museum of Art

### 2026 Downtown Knoxville Alliance Sponsorship Proposal

Total Sponsorship Amount Requested for 2026: \$10,000

KNOXVILLE  
MUSEUM OF ART



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## Introduction

The Knoxville Museum of Art (KMA) celebrates East Tennessee's diverse visual culture and its connections to the broader currents of world art. With free admission and parking, the KMA welcomed more than **66,000 visitors** last year and remains committed to being accessible and inclusive for all.

The museum has launched a new curatorial initiative, *Appalachian Imaginary*, which expands on our long-term commitment to telling East Tennessee's story while placing it in dialogue with national and international conversations. This vision draws on the region's diverse histories, voices, and creative traditions, offering fresh perspectives through exhibitions, performances, and public programs.

Support from the Downtown Knoxville Alliance makes it possible for the KMA to present **free, high-profile events that bring thousands of residents and cultural tourists into downtown Knoxville each year**. These programs generate foot traffic for restaurants and shops, showcase Knoxville as a cultural destination, and provide meaningful opportunities for community connection.

Instead of submitting multiple applications, the KMA is submitting a comprehensive 2026 proposal for \$10,000 to support a variety of major events and programs throughout the year.

In recognition of this generous partnership, the DKA will be acknowledged as a sponsor on event signage, newsletters, lobby signage, and the 2026 Donor Wall, and will receive invitations to the annual Clayton Awards Luncheon.

We are deeply grateful for the DKA's longstanding support and look forward to building on this collaboration in 2026.

## Contact:

Christy Smith, Assistant Director of Development

[csmith@knoxart.org](mailto:csmith@knoxart.org) | 865-934-2049

Knoxville Museum of Art | 1050 World's Fair Park Drive | [knoxart.org](http://knoxart.org)



## PROGRAMS & EVENTS SUPPORTED BY DKA FUNDING

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### Finding Higher Ground Public Program Series

- **Dates:** January – December 2026
- **Sponsorship Amount Requested:** \$10,000

#### Description:

Finding Higher Ground is a new series of educational programming and events that will explore the winding narrative featured in the KMA's permanent exhibition. *Higher Ground: A Century of the Visual Arts in East Tennessee* is an ongoing exhibition exploring the rich and diverse art history of the region. Now featured in the KMA's newly renovated street-level galleries, the exhibition includes 60 works from artists such as Catherine Wiley, Charles Krutch, Beauford Delaney, Carl Sublett, Robert Birdwell, Kermit "Buck" Ewing, and Joseph Delaney.

Programs for 2025-26 include:

- **Beauford at the Bistro at the Bijou** - What happens when you combine art, jazz, and fine cuisine in an intimate downtown setting? Beauford at the Bistro at the Bijou! This special event at Bistro at the Bijou, in collaboration with the KMA, is designed to give guests a memorable evening with live jazz by the Greg Tardy Trio and gumbo inspired by Knoxville-born modernist painter Beauford Delaney's own recipe.
- *Raking Light: The Lasting Influence of Walker Evans* — a spotlight exhibition with gallery tour, lecture, and Q&A, complemented by cocktails and light hors d'oeuvres.
- A performance by Grammy-nominated musician **Daniel Kimbro**, whose nationally recognized career and deep Appalachian roots align with the KMA's vision. His concert is expected to attract a large and diverse audience from across the region.

#### Planned Use of Funds:

DKA support will underwrite **marketing, promotion, and guest engagement** (including professional artists, entertainment, and hospitality) to ensure these events are well attended and welcoming.



#### Attendance:

Past Higher Ground-related events have drawn **200–400 attendees** each. We expect similar or greater turnout for 2026 programs, tracked through the museum's front desk registration system.



## Family Fun Day

- **Dates:** March and August 2026 (two one-day events)
- **Sponsorship Amount Requested:** \$2,000 (\$1,000 each event)

### Description:

The KMA Family Fun Day is a FREE community event welcoming families from Knoxville and beyond to the Knoxville Museum of Art for a lively day filled with creativity, entertainment, and fun for all ages. The KMA offers free hands-on art activities, including paper arts, painting, printmaking, and sculpture. Guests can also enjoy live music, gallery tours, face painting, balloon artists, caricatures, and more. Family Fun Day is the perfect way to explore the KMA, make memories, and connect with the community. The August 2025 Family Fun Day was held in collaboration with the Knoxville Asian Festival; this partnership highlights the community-driven nature of this event.

**Additional Sponsors:** DKA has been a sustaining event sponsor since March 2024. Other past sponsors that we expect to continue include Joe and Kiki Fielden, the Lawson Family Foundation, Vicki Kinser, and Bob and Elizabeth Williams.

### Planned Use of Funds:

DKA support will underwrite **marketing, promotion, and guest engagement** (including professional artists/face painters, entertainment, and musicians) to ensure these events are well attended and welcoming.

### Attendance:

Past Family Fun Days have drawn between **850–1,200 guests in just four hours**, making this one of KMA's most popular annual programs. These events consistently introduce new audiences to downtown Knoxville and encourage families to extend their visit to nearby restaurants and shops.





## **Wayne White Solo Exhibition (with Big Ears Collaboration)**

- **Dates:** March 26 – July 12, 2026
- **Sponsorship Amount Requested:** \$1,000

### **Description:**

The Chattanooga-born artist Wayne White will present a kaleidoscopic exhibition of paintings, drawings, sculpture, and a newly commissioned puppet constructed on-site in collaboration with Cattywampus. The exhibition will coincide with the **Big Ears Festival**, Knoxville's internationally recognized music and arts event. Our signature programming is always **FREE** and open to the public, thanks to sponsorships like this, and includes:

- **Cocktails & Conversation** – lively evening artist talks
- **Dine & Discover** – lunchtime lectures with discussion
- **2nd Sunday Art Activities** – hands-on workshops for families

### **Planned Use of Funds:**

DKA support will cover **PR, marketing, and audience hospitality**—including receptions and community engagement activities—for opening events and public programming.

### **Attendance:**

The 2025 Big Ears/KMA partnership alone drew **4,670 additional museum visitors** in just three days. We expect this exhibition and its programming to bring **thousands of visitors downtown**, many of whom are cultural tourists traveling specifically for Big Ears and KMA.





## Artists on Location

- **Dates:** April 19–25, 2026
- **Sponsorship Amount Requested:** \$1,500

### Description:

During this live, on-site painting event, artists from across the country will paint throughout downtown Knoxville and the Great Smoky Mountains. The week culminates in a free public showcase and sale at the KMA, plus a new **Small Art Saturday** to broaden community access.

Although this is a fundraising event, the funds come from selling artwork. Artists receive 60% of the sales, while the KMA receives 40%. Over time, the Museum has built a highly popular event that not only offers visiting artists an exceptional experience, but also invites the Knoxville community to see their own city through a new and exciting lens. Generous volunteers host artists in their homes, creating opportunities for meaningful cultural exchange, while local businesses and gathering spaces showcase the vibrancy of downtown. To enhance this sense of shared experience, we are seeking additional funding to further support both the artists' time in Knoxville and the community's engagement with their work.

**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 Laws Interiors.

### Planned Use of Funds:

DKA support will fund **marketing, promotion, and hospitality for visiting artists**, ensuring Knoxville is highlighted as both a creative hub and a welcoming downtown destination.

### Attendance:

The 2025 event drew over **500 visitors in one night**. With the addition of Small Art Saturday, we anticipate **750–1,000 visitors** in 2026, in addition to the downtown exposure created when artists paint in Market Square, the Old City, and other public locations.







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## Summer Art Academy

- **Dates:** June & July 2026 (8-week program)
- **Sponsorship Amount Requested:** \$2,000

### Description:

The KMA's Summer Art Academy provides morning and afternoon art classes for children ages 3–17, taught by certified art teachers. Courses include drawing, printmaking, sculpture, and mixed media. Scholarships ensure that children from low-income households can attend regardless of financial barriers.

**Additional Sponsors:** Publix, Emerson Automation Solutions, National Endowment of the Arts, Arts & Cultural Alliance, City of Knoxville, L'Amour du Vin Fund-a-Cause, and the TN Arts Commission.

### Planned Use of Funds:

DKA support will fund **student scholarships, outreach marketing, and classroom amenities**, ensuring more families downtown and across Knoxville can access this life-changing program.

### Attendance:

In 2025, the program reached a record **437 registrations**, with **146 scholarships awarded**. With DKA's expanded support, even more students will have access in 2026.



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## Sponsored Admission

- **Dates:** Several months in 2026 available
- **Sponsorship Amount Requested:** \$2,500

### Description:

In 2008, the Knoxville Museum of Art (KMA) discontinued its admission fees to ensure that arts and cultural experiences are accessible to the entire community regardless of the ability to pay. Free admission is a core institutional value that creates a friendly exchange at the KMA's front door and helps communicate the message that everyone is welcome.

After the fees were waived in 2008, visitor attendance grew tremendously. Today, the KMA attracts more than 65,000 visitors annually who see the museum's lively exhibitions, expansive permanent collection, outdoor sculpture gardens, and more.

The KMA is a popular field trip destination for East Tennessee schools and assisted living residents. Docent tours, family days, lunchtime and evening adult programs, and children's art education events also attract individuals, families, and group tours. All of these activities are **FREE**.

**Additional Sponsors:** Regular, free admission sponsors include: Regions Bank, Emerson Automated Solutions, Home Federal Bank, First Horizon, Publix, and the Guild of the KMA.

### Planned Use of Funds:

DKA support helps offset costs associated with free admission, including **visitor services and guest experience enhancements**, ensuring that downtown Knoxville remains a cultural destination open to all.





## Opportunities for Downtown Merchants to Participate

KMA events bring **thousands of visitors into Knoxville’s downtown core each year**. Many programs encourage attendees to explore surrounding businesses before or after their museum experience. We regularly partner with downtown restaurants and vendors for catering and host visiting artists in local hotels. Programs such as Artists on Location also take place directly in Market Square and the Old City, creating visibility and engagement opportunities for downtown businesses.

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## Positive Impact on Downtown Knoxville

The KMA’s free admission policy and high-profile programming attract diverse audiences from across East Tennessee and beyond, increasing foot traffic and visibility for the downtown district. By offering family-friendly festivals, nationally recognized exhibitions, and collaborative events with organizations like Big Ears and the Knoxville Asian Festival, the museum helps reinforce downtown Knoxville as a vibrant destination for arts and culture. These programs draw new and repeat visitors, boost restaurant and retail activity, and highlight downtown as a welcoming hub of creativity, learning, and community connection.

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## Effect of Lack of Downtown Knoxville Alliance Funding

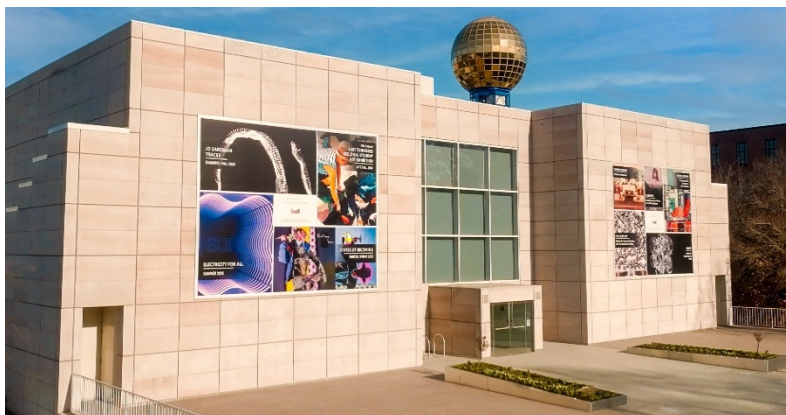
Without DKA’s partnership, the KMA could be forced to reduce the scope and accessibility of these programs—meaning fewer free events, diminished collaboration with downtown merchants, and reduced opportunities to draw new and repeat visitors downtown. DKA’s continued support ensures Knoxville’s cultural reputation grows, while residents, merchants, and visitors all share in the benefits.

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## TOTAL REQUEST: \$10,000

- Finding Higher Ground: \$1,000
- Family Fun Day: \$2,000
- Wayne White Exhibition: \$1,000
- Artists on Location: \$1,500
- Summer Art Academy: \$2,000
- Sponsored Admission: \$2,500

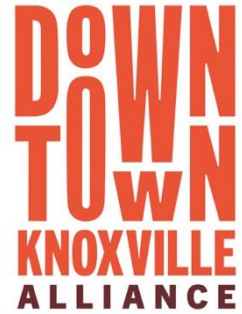
**Total:** \$10,000





**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: Holidays on Ice

Date(s): November 28, 2025 – January 4, 2026 \_\_\_\_\_

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

Produced by: City of Knoxville \_\_\_\_\_

Sponsorship amount requested: \$8,000 \_\_\_\_\_

Event History:

\_\_\_\_\_ First-time event      (#) \_\_19\_\_ prior years      (#) \_\_\_\_\_ years of previous Alliance funding

Contact: Elaine Frank \_\_\_\_\_ Phone: \_\_865-215-2024\_\_\_\_\_

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

Email: Efrank@knoxvilletn.gov \_\_\_\_\_

**Event description:** The ice rink has been in Downtown Knoxville since 2006, the City has been over the ice rink since 2010. Holidays on Ice is an open aired ice rink with real ice in the middle of Market Square for the holiday season. We offer different theme nights and encourage couples, families and friends to come downtown and make it a complete holiday outing with ice skating, looking at the lights, the Peppermint Trail and Elf on the Shelf. Admission for the ice rink includes skate rental \_\_\_\_\_

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**Additional sponsors:** Home Federal Bank, B97.5, WBIR, Knoxville Ice Bears, Regal, Knox Vegas DJ's

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**Planned use of funds requested:** To have Sundae Funday at the ice rink on Sunday's between 2pm-4pm, where every ice rink participant will get a free small ice cream sundae. Also to have a silent disco at the rink and funding for running the rink and add some fun give aways \_\_\_\_\_

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

19,000-20,000 people, we will have a count of actual participants that come into the rink\_\_\_\_\_

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

They can advertise to families/couples to eat dinner and go to the rink. They can take advantage of marketing to the participants that come to the rink \_\_\_\_\_

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

Holidays on Ice will add in the feel of the holiday atmosphere for the 6 weeks that it is open. They will be open every day unless it is raining and will be closed Christmas Day. \_\_\_\_\_

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

We may not have as many different un days or giveaways. \_\_\_\_\_

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Attach the following:

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



## **RINK HOURS:**

### **Regular Hours**

**November 28, 2025 - December 21, 2025**

Monday through Thursday: 4:00 p.m. to 9:00 p.m.

Friday: 12:00 p.m. to 10:00 p.m.

Saturday: 10:00 a.m. to 10:00 p.m.

Sunday: 1:00 p.m. to 9:00 p.m.

**\*\*December 21: 2:00pm-10:00pm; Holidays on Ice will be hosting a little league hockey game and will not be open to the public until 2:00pm**

### **Extended Hours**

**December 22, 2025 - January 4, 2026**

Monday through Thursday: 1:00 p.m. to 9:00 p.m.

Friday: 12:00 p.m. to 10:00 p.m.

Saturday: 10:00 a.m. to 10:00 p.m.

Sunday: 1:00 p.m. to 9:00 p.m.

### **Special Holiday Hours for**

#### **Christmas & New Years**

Christmas Eve: 11:00 a.m. to 4:00 p.m.

Christmas Day: Closed

December 26: 1:00 p.m. to 9:00 p.m.

New Year's Eve: 1:00 p.m. to 9:00 p.m.

New Year's Day: 1:00 p.m. to 9:00 p.m.

## **Weekly Promotions**

### **Monday: Ice Bears Night**

Receive \$2 off admission with an Ice Bears ticket stub

Skate with Chilly and Ice Bear players Dec 8,15, 22

### **Tuesday: Decade Night**

Ice skate to your favorite holiday tunes and classic hits from each decade, music provided by Knox Vegas DJ!

December 2: 1960's & 1970's

December 9: 1980's

December 16: 1990's

December 23: Christmas from all decades

December 30: Classic Hits from all decades



**Wednesday: Popular Theme Night**

December 3: Wicked Fun Night

December 10: Swiftie Evening

December 17: Disney Favorites

December 24: T'was the Day before Christmas

December 31: Party like its 2026

**Thursday: College Night**

Receive \$2.00 off admission with a College ID

December 11 – Enjoy a Silent Disco while skating at Holidays on Ice

**Friday & Saturday: Skate Party**

Skate to disco lights and DJ music provided by Knox Vegas DJ's

**Sunday: Sundae Funday!**

Skaters will get a free ice cream sundae on Sundays between the hours of 2pm-4pm, and you will be able to get your photo taken with Santa every Sunday from 3pm-5pm

## Marketing

We have rack cards that will be distributed

B97.5 will have radio promotions about the rink

WBIR will have TV promotions about the rink

We will have 5 Billboards:

- 1 at Alocá HWY @ Louisville

- 1 at 3029 Chapman HWY

- 1 at 6700 Kingston Pike

- 1 at Weisgarber Rd S/O Middlebrook Pike

- 1 at 5105 Clinton HWY

Social media graphics on Facebook & Instagram



<b>Funds Available ( USD ): Account</b>	<b>Funds Available ( USD ): Budget</b>	<b>Funds Available ( USD ): Encumbrance (Contracted PO)</b>
240013.011140.7200.0313.000000.000000	\$ 6,000.00	\$ -
240013.011140.8331.0313.000000.000000	\$ 16,000.00	\$ -
240013.011140.8399.0313.000000.000000	\$ 165,000.00	\$ 118,000.00
240013.011140.8412.0313.000000.000000	\$ 1,500.00	\$ -
240013.011140.8630.0313.000000.000000	\$ 90,000.00	\$ -
	<b>\$ 278,500.00</b>	<b>\$ 118,000.00</b>



**Funds Available ( USD ):**

**Actual of what has been  
spent**

**Funds Available ( USD ):  
What is left**

\$	-	\$	6,000.00
\$	341.60	\$	15,658.40
\$	44,698.50	\$	2,301.50
\$	-	\$	1,500.00
\$	-	\$	90,000.00
\$	<b>45,040.10</b>	\$	<b>115,459.90</b>



<b>Funds Available ( USD ): Account</b>	<b>Funds Available ( USD ): Budget</b>	<b>Funds Available ( USD ): Encumbrance (Contracted PO)</b>
240013.011140.7200.0313.000000.000000	\$ 6,000.00	\$ -
240013.011140.7499.0313.000000.000000	\$ 4,729.94	\$ 4,729.94
240013.011140.8120.0313.000000.000000	\$ 2,500.00	\$ -
240013.011140.8331.0313.000000.000000	\$ 8,370.00	\$ -
240013.011140.8399.0313.000000.000000	\$ 175,000.00	\$ 25,000.00
240013.011140.8412.0313.000000.000000	\$ 1,500.00	\$ -
240013.011140.8630.0313.000000.000000	\$ 90,300.00	\$ -
	\$ 288,399.94	\$ 29,729.94



**Funds Available ( USD ):****Actual of what has been  
spent****Funds Available ( USD ):****What is left**

\$	5,811.25	\$	188.75
\$	-	\$	-
\$	-	\$	2,500.00
\$	5,780.32	\$	2,589.68
\$	156,627.12	\$	(6,627.12)
\$	1,027.87	\$	472.13
\$	88,488.82	\$	1,811.18
\$	257,735.38	\$	934.62



<b>Funds Available ( USD ): Account</b>	<b>Funds Available ( USD ): Budget</b>	<b>Funds Available ( USD ): Encumbrance</b>
240013.011140.7200.0313.000000.000000	\$ 3,150.00	\$ -
240013.011140.7499.0313.000000.000000	\$ 64,870.00	\$ 4,729.94
240013.011140.8120.0313.000000.000000	\$ 1,500.00	\$ -
240013.011140.8331.0313.000000.000000	\$ -	\$ -
240013.011140.8399.0313.000000.000000	\$ 152,210.00	\$ 25,000.00
240013.011140.8412.0313.000000.000000	\$ -	\$ -
	\$ 221,730.00	\$ 29,729.94



Funds Available ( USD ):		Funds Available ( USD ):	
Actual		Funds Available	
\$	3,141.26	\$	8.74
\$	60,140.00	\$	0.06
\$	-	\$	1,500.00
\$	18.00	\$	(18.00)
\$	103,000.00	\$	24,210.00
\$	1,383.52	\$	(1,383.52)
\$	167,682.78	\$	24,317.28



<b>Funds Available ( USD ): Account</b>	<b>Funds Available ( USD ): Budget</b>	<b>Funds Available ( USD ): Encumbrance</b>
240013.011140.6103.0313.000000.000000	\$ -	\$ -
240013.011140.6401.0313.000000.000000	\$ -	\$ -
240013.011140.6406.0313.000000.000000	\$ -	\$ -



Funds Available ( USD ):		Funds Available ( USD ):	
Actual		Funds Available	
\$	22,500.00	\$	(22,500.00)
\$	1,395.00	\$	(1,395.00)
\$	326.25	\$	(326.25)
\$	24,221.25	\$	(24,221.25)







# QUALITY OF LIFE COMMITTEE

## ➡ MINUTES

NOVEMBER 7, 2025, 9:00 AM

The Quality of Life Committee for Downtown Knoxville Alliance met on Wednesday, November 7, 2025, at 11:30 am. Members present included committee chair Nikki Elliott, Tyler Janow, Lorie Matthews, Ellie Moore. Zack Roskop. Board Members: Natalea Cummings, Gay Lyons, and Mary Katherine Wormsley. Staff included: Michele Hummel.

### **Knox History Project**

Paul James presented the Knoxville History Project. They are seeking a grant for \$5,000 to fund installation of three new Downtown Art Wraps. The three paintings selected for funding are:

- “Vine and Central, Knoxville, TN” by Joseph Delaney at Summit Hill Drive and S. Central.
- “Winter Sunshine” by Catherine Wiley at Henley Street and W. Clinch
- “Three Chieftains” by TeD Burnett at West Cumberland Ave and Locust St.

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

### **ReLaunch**

Linda Conaway and Sarah Matlock with ReLaunch are opening a low barrier day shelter in the downtown area. ReLaunch started in June 2024 and started helping with warming shelters during the cold weather.

The Office of Housing and Stability issued a RFP to gain more shelter in the community for homeless services. ReLaunch was awarded \$475,648 for this program. They signed a contract with the City to provide a day shelter under the bridge off Broadway tailored to support the unhoused population. They would like to bring basic needs, medical, etc. to help provide more stabilization for the unhoused population. They will provide these services under the bridge at Broadway and the courtyard at KARM.

The foundation helping with the start up cost has placed their funds on hold and they are seeking \$94,000. (Edit – the updated number is \$50,000). They will start the day shelter on Monday, November 10. They expect to serve 200 people at the beginning.

End goal for them is to restore dignity and provide basic stabilization to the unhoused population with the goal of getting people in permanent housing.

The committee discussed the aspects of the program and their concerns, which included:

- Are they prepared to start and sustain this program over the winter
- Will they be able to secure additional funding
- Will they be able to get enough volunteers
- DKA has heard many times the concern over the unhoused population and this program is aimed to provide assistance to this population during the day.
- Volunteers will actively come to downtown areas to help push the unhoused population to the day shelter
- There was support from the committee to see this succeed but members would prefer to see the program further along.

Recommendation: Fund \$15,000 under the QoL Survey Initiatives and will revisit in March or April 2025.

With no other business, the meeting was adjourned.



## Quality of Life Budget FY 25-26

### BUDGET

#### Security

Off-Duty Officers  
Mounted Patrol  
Total Security

#### Ambassador

#### Open Street Activation

#### Beautification

Cigarette Litter Removal  
Art in Public Places  
Murals/Artist Alley  
Conservation (Pet Waste Project)  
KUB/Strong Alley Lighting  
Knox History Project  
Total Beautification

#### Survey Initiatives

#### TOTAL

FY 25-26 Budget				
Budget	Expected Expenses for fiscal year	Year-to-Date Actuals	Recomm.	Remaining
\$ 120,000				
		\$ 23,831		
		\$ 23,831		\$ 96,169
\$ 171,180		\$ 57,060		\$ 114,120
\$ 20,000				\$ 20,000
\$ 45,000				
		\$ 9,690		
	\$ 10,000			
	\$ 17,500			
	\$ 3,500			
	\$ 1,200	\$ 400		
			\$ 5,000	
		\$ 10,090		\$ 29,910
\$ 75,000		\$ -	\$ 15,000	\$ 60,000
\$ 431,180		\$ 90,982		\$ 320,198

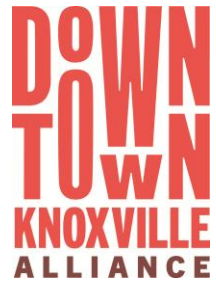






## QUALITY OF LIFE

### ➡ APPLICATION



The Quality of Life Committee was created to assist with beautification, parking, and security as well as other projects that contribute to the quality of life in downtown. The committee reviews and monitors current programs and projects in each of these areas and makes recommendations to the Board. In addition, the committee will identify ideas for additional programs or projects that would enhance the quality of life in downtown.

The application program was created to assist the committee to review and evaluate requests for funds and make appropriate recommendations. Proposals are selected based on their ability to add to the downtown's vitality and must benefit the public.

## MISSION

Ensuring a vibrant, flourishing downtown is the primary mission of the Downtown Knoxville Alliance (DKA). Formed in 1993 as a Central Business Improvement District (CBID), the district encompasses a .67 square mile area. Property owners within the designated area pay a special assessment that is used to make improvements, enhance services and promote downtown. Regardless of the initiative, our focus is clear – create the best experience possible to attract and retain a thriving community of residents, businesses, and visitors in Downtown Knoxville.

## WHAT WE FUND

The DKA is a 501(c)3 charged with making downtown improvements. Any grants that are awarded must benefit the public. The organization's founding documents provide the direction where DKA's funds are awarded and/or spent. These areas include:

- Promotion and marketing
- Advertising
- Health and sanitation
- Public safety
- Elimination of problems related to traffic and parking
- Security services
- Recreation
- Cultural enhancements
- Consulting concerning planning, management, and development activities
- Activities in support of business or residential recruitment, retention, and management development



- Aesthetic improvements, including the decoration of any public space
- Professional management, planning, and promotion of the District
- Design assistance

## GUIDELINES/CRITERIA

1. Grants will be paid upon completion either through reimbursement or direct billing.
2. Any required permits for the work must be acquired.
3. Projects must be completed within 12 months of grant approval.
4. The Quality of Life Committee and Board will evaluate a project(s) based on submittals that meet the established criteria, budget, and mission that give the best overall return on investment to DKA.
5. All improvements must conform to the City of Knoxville's Building Codes, Zoning, if applicable, the D1 or H1 Design Guidelines, and/or approval from the City's Public Arts Committee.



## APPLICATION

Name: Paul James / Knoxville History Project

Your Mailing Address: 123 S. Gay Street, Suite C, Knoxville TN 37902

Phone Number: 865-337-7723 (office); 865-300-4550 (cell)

Email Address: paul@knoxhistoryproject.org

Project Address: 123 S. Gay Street, Suite C, Knoxville TN 37902

Requested Amount: \$5,000 Total Project Costs: \$5,000

### 1. Describe the project:

The Knoxville History Project seeks a grant of \$5,000 to fund the installation of three new Downtown Art Wraps.

Downtown Art Wraps is a vibrant and ever-changing public art and history education initiative located on the streets of Knoxville. The program engages residents and visitors to discover the city's rich artistic heritage by showcasing some of the important artworks made by Knoxville and regional artists from the past. These artists were largely born and raised here, made prominent work here, or honed their talents in Knoxville before transitioning onto a national, or international, stage.

Arts Wraps transform plain traffic engineering boxes (found at every intersection where there is a traffic light) by applying colorful vinyl reproductions of artworks.

Since 2017, KHP has funded the installation of 43 art wraps, the majority of which are located within the CBID. The wraps typically last for a period of five years and then are swapped out due to wear and tear, sun bleaching, and also to keep the series fresh.

An interpretive panel on each art wrap features a photograph and a short biography describing the artist's connection to Knoxville.

KHP partners with leading institutions to select the artworks, including the Knoxville Museum of Art, McClung Historical Collection, Beck Cultural Exchange Center, McClung Museum, and others. Artworks by the cream of Knoxville artists include Robert Birdwell, Lloyd Branson, Beauford and Joseph Delaney, C. Kermit "Buck" Ewing, Charles Krutch, Albert Milani, Carl Sublett, and Catherine Wiley.



Our official partners are the City of Knoxville, Knoxville Museum of Art, and Visit Knoxville.

The three paintings selected for funding are:

- “Vine and Central, Knoxville, Tennessee,” 1940 by Joseph Delaney at Summitt Hill Drive and S. Central Street (this is the exact intersection depicted in the painting). The art file will be shared by the Knoxville Museum of Art and permission by the Estate of Joseph Delaney, Mark K. Williams, Administrator C.T.A.
- “Winter Sunshine,” circa 1925 by Catherine Wiley (near Fort Sanders where she grew up and had her studio). The art file will be shared by the McClung Historical Collection.
- “Three Chieftains” by Ted Burnett at W. Cumberland Avenue at Locust Street. The art file will be shared by the Knoxville Museum of Art. (Note: this post-mounted traffic box is smaller than the above floor-mounted boxes.)

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

N/A

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

**If so, how much:**

No, not for these three art wraps. However, we have received funding to install other art wraps in the past 12 months from the State of Tennessee Arts Commission, City of Knoxville 202 Funds, and contributions from individuals through National Giving Day in November 2024. We also have several corporate donors who contribute every five years.

**4. Anticipated state date:** 10/01/22025 **Anticipated completion:** 4/30/2026\*

\*The wraps will likely be installed by the end of November. However, prolonged cold weather can cause delays. Our local installer, Graphic Creations, cannot easily affix the vinyl during cooler temperatures.

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

Yes. In 2025, KHP received \$5,000 from DKA to help fund the design and printing of a free educational booklet, “Knoxville: A Walking Music History Guide” and the reprinting of “Knoxville: A Walking Literary Guide,” which are distributed to area residents and visitors for free. Both guides are also accessible online for all. Following feedback from DKA’s Quality of



Life Committee, we also added numerous links to musical performances and select readings from of key literary works so that online readers can easily experience these works.

In 2022, DKA contributed \$1,500 as a sponsor for the first printing of the Literary Guide.

In 2019, DKA contributed \$4,900 for three art wraps:

- Untitled by Beauford Delaney at Henley Street and Clinch Avenue
- Agglomerate by Richard Clarke at Central Street and Summit Hill Drive
- Smoky Mountains by Charles Krutch at E. Hill Avenue at Hall of Fame Drive. This was a large utility box adjacent to the “Mirror/Runner” sculpture across from James White’s Fort and was done in response to a request by the RiverHill Gateway Neighborhood group.

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

Downtown Art Wraps are designed to increase historical and cultural awareness and enhance the vibrancy of downtown. Over the past 25 years, the rediscovery of Knoxville’s sometimes secret history has proven to be a key to the city’s revitalization. National press coverage strongly suggests that Knoxville’s history and historic preservation have been major factors in raising the city’s profile, both in the boom of tourism and in the community’s own re-discovery of itself, expressed through downtown re-development, as well as popular festivals, compelling exhibits, and new books and documentaries - all features of a healthy city. History can also be a source of inspiration for creativity.

To add another perspective, we recently asked Stephen Wicks, the respected longstanding curator at the Knoxville Museum of Art, what he considered to be the value of the series:

“The Knoxville Museum of Art is pleased to be among several local cultural organizations participating in the Knoxville History Project’s Traffic Box Art Wraps of Knoxville program. The program celebrates the city’s art and history in compelling visual form. Targeting areas of high pedestrian traffic, the program has been effective as a key form of civic beautification—transforming unsightly utility boxes into colorful, engaging, and accessible arts and culture conversation points for the city’s increasingly robust local and tourist pedestrian traffic. Each art wrap offers a large color reproduction of an historic photograph or work of art from a local cultural institution, thus serving to preserve and promote the legacies of talented artists from our area. The quality of the imagery and accompanying explanatory text is outstanding. The selection images is diverse, and well placed. Above all, Knoxville’s art wrap program serves notice to local residents and tourists alike that Knoxville and vicinity possess a visual arts history that is rich, diverse, compelling, and worth celebrating.” *Stephen Wicks, Curator, Knoxville Museum of Art, April 23, 2025.*



In addition, the art wraps add to the beautification of downtown. Aside from public statues, and the rotating artworks curated by Dogwood Arts, art wraps are the few examples of semi-permanent art fixtures around downtown. Since the vinyl wraps feature an anti-graffiti ingredient, we see little tagging or willful damage to the wraps. City Traffic Engineering have attested to the fact that the wraps help prevent graffiti on traffic boxes.

To engage the public, we have a brochure available at Visit Knoxville, Knoxville Museum of Art, Union Ave Books, and the East Tennessee History Center, that promotes the series. A feature article on the art wraps appeared in the July 2025 issue of *West Knoxville Lifestyle* magazine. See: <https://citylifestyle.com/articles/celebrating-8-years-of-downtown-art-wraps>



## APPLICATION CHECKLIST

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

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

Return all application packages to:

Michele Hummel  
Downtown Knoxville Alliance  
[mhummel@downtownknoxville.org](mailto:mhummel@downtownknoxville.org)

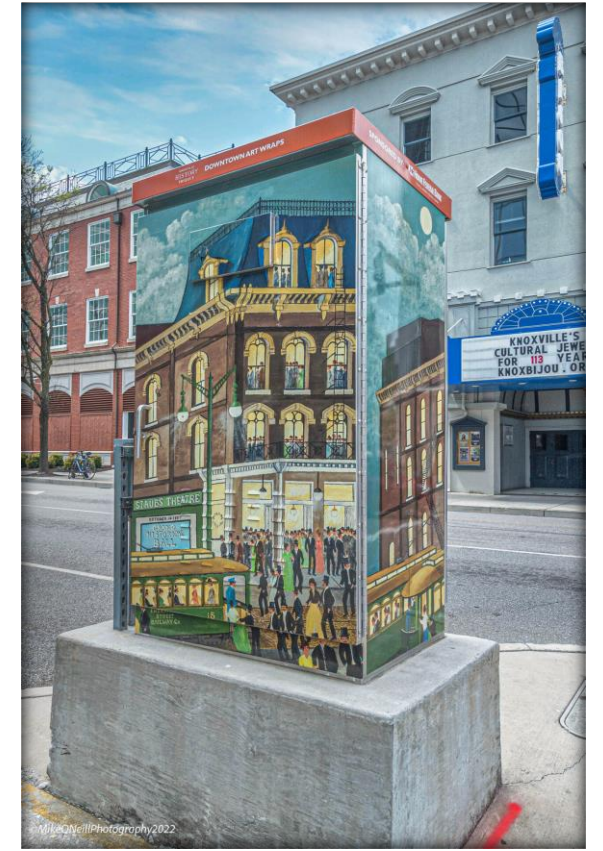
If you have any questions, please contact us at 865.246.2654



KNOXVILLE  
HISTORY  
PROJECT

# DOWNTOWN ART WRAPS

*Recommendations for Funding by Downtown Knoxville Alliance  
July 2025*







Location:

Summitt Hill Drive  
at S. Central Street

***“Vine and Central, 1925”  
by Joseph Delaney***

Permission from the Estate  
of Joseph Delaney, Mark. K.  
Williams, Administrator  
C.T.A.

This painting depicts life on this very block featuring the traveling minstrel shows that played at the Bijou Theatre in the 1920s. These shows were watched by Black and white audiences and reflect the complex history of the times.



To replace the current wrap  
installed in May 2024.





Location:

Henley Street  
*At W. Clinch Avenue*

***“Winter Sunshine, ca. 1925” by Catherine Wiley***  
*McClung Historical Collection*

Recognized as one of Knoxville’s most influential artists of the early 20<sup>th</sup> century, Wiley grew up in Fort Sanders. She first attended UT and later taught there. She is widely regarded as Tennessee’s greatest Impressionist and left behind a significant body of work and a lasting artistic legacy.



To replace the current wrap  
installed in December 2024.





***“Three Chieftains, ca. 1955” by Ted Burnett***  
*Knoxville Museum of Art*

A Knoxville artist, Burnett often incorporated Jewish themes in his work, as seen on two other art wraps nearby on Summit Hill Drive. In the 1950s, he ran the Ted Burnett School of Art locally.

Location:

W. Cumberland Avenue  
at Locust Street



The unwrapped traffic signal  
box on  
W. Cumberland Avenue  
at Locust Street



**Downtown Art Wraps Project Budget 2025**

	<i><b>Unit/Per Box</b></i>
Art Wrap Design & Installation (approx \$800 + \$00 + \$700)	\$ 2,300
KHP Staff Time for 5 Years (project coordination/monitoring/cleaning/promoting) (\$900 per art wrap)	\$ 2,700
Files of the artworks are provided for free by local institutions.	\$ -
<b>Total</b>	<b>\$ 5,000</b>





## REQUEST FOR FUNDING

**PHASE I: \$125,000 urgently needed** - One-time start-up costs & two months of operating costs.

**PHASE II: \$275,000** – Sustainability funding to take our Community to the next level.

### EXECUTIVE SUMMARY:

We deeply appreciate the generous support of our community—both financially and through conversations, connections, and shared vision—which has advanced our mission and focus for providing homeless services.

ReLAUNCH submitted a proposal to the Office of Housing and Stability's (OHS) Request for Proposal (RFP) on September 1, 2025.

Recognizing our unwavering commitment to inter-agency collaboration, resource optimization, and life-saving capabilities, **ReLAUNCH has been awarded \$475,648.08, from OHS**, which fully funds Day Space Programming as well as up to 30 days of Temporary Warming Shelter, through the remainder of the fiscal year (June 30, 2026).

This award enables ReLAUNCH to provide essential services for our unhoused community. As we progress, we will simultaneously begin our capital campaign to focus on our core mission:

**ESTABLISHING EMERGENCY LOW-BARRIER HOMELESS SHELTER**

### STATEMENT OF NEED

ReLAUNCH is requesting two phases of funding:

#### **Phase I - \$125,000**

Due to OHS reimbursement cycle, we need to raise enough capital to bankroll start-up costs including one-time expenses and recurring operating expenses. This need is urgent to Launch our program and any amount helps.

#### **Phase II - \$275,000**

We have delayed fundraising in favor of maximizing RFP funding opportunities. This has highlighted the necessity for a targeted fundraising campaign to add more homeless shelter beds.

We are seeking financial support to cover vital staffing needs, not included in our RFP funding for the first 12 months. Your contribution will serve as foundational support as we launch our capital campaign.

#### Prepared for:

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#### Prepared by:

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## APPENDIX – PHASE I

TABLE OF CONTENTS		
Page 1	RFP Award Summary and Request	<ul style="list-style-type: none"> <li>• Summary of award and RFP context</li> <li>• Breakdown of funds requested</li> </ul>
Page 2	RFP Award Budget	<ul style="list-style-type: none"> <li>• Summary of Details on item expenses funded</li> </ul>
Page 3	DAY Space Programming Details	<ul style="list-style-type: none"> <li>• Highlights of Program Details</li> <li>• Measurables and Goals</li> <li>• Operations</li> </ul>
Page 4	RFP Staffing Plan	<ul style="list-style-type: none"> <li>• Summary of Staffing Request</li> <li>• Proposed Schedule with costs for respective programming</li> </ul>

### RFP AWARD SUMMARY

The budget below reflects the funds awarded for the specific expenses indicated. This award is for the remainder of the city’s fiscal year ending June 30, 2026, with the option for the OHS to renew for an additional fiscal year.

ReLAUNCH will invoice monthly, with RFP payments received 4-6 weeks later. To cover this gap, it is essential that we have start-up costs and two months of operating costs in reserve.

For additional context, the OHS has secured funding in the amount of \$600,000 from the City of Knoxville (\$300,000) and Knox County (\$300,000) to support homeless services - with an emphasis on shelter and stabilizing services. Today, 10/30/2025, we received the final draft contract and the option to begin accruing costs effective 11/1/2025. The OHS has expressed that while each fiscal year must be approved, it is the intention of the OHS strategic plan, currently supported by the City of Knoxville and Knox County, to continue seeking funding for these operations.

**We will regularly provide comprehensive updates and metrics to the OHS, and are also pleased to share these metrics, along with any additional information of interest, with our supporters.**

PHASE I: Breakdown of off-cycle LAWSON FAMILY FOUNDATION funding request	
Start-up Costs – Day Space Programming	\$15,000.00
2-Month Reserve – Operating Costs	\$110,000.00
<b>TOTAL REQUEST</b>	<b>\$125,000.00</b>



## RFP AWARD BUDGET

Item Description		Start-Up Expenses	Warming Shelter 30 Days	Day Space 8 month	Total RFP Award	Start-Up Costs
Start-Up Expenses	Administrative - Liability Insurance		\$ 812.50	\$ 6,500.00	\$ 7,312.50	\$ 7,312.50
Start-Up Expenses	Signage, Printing and Copying			\$ 1,200.00	\$ 1,200.00	\$ 1,200.00
Start-Up Expenses	Equipment - IT Hardware (Computers/phones)			\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Start-Up Expenses	<a href="#">Equipment - Security Equipment Metal Detection Wand</a>			\$ 375.00	\$ 375.00	\$ 375.00
Start-Up Expenses	<a href="#">Equipment - Two-way Radios</a>			\$ 800.00	\$ 800.00	\$ 800.00
Start-Up Expenses	HMIS License			\$ 500.00	\$ 500.00	\$ 500.00
Start-Up Expenses	Conex Storage Container			\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
<b>TOTAL</b>			<b>\$ 812.50</b>	<b>\$ 14,875.00</b>	<b>\$ 15,687.50</b>	<b>\$ 15,687.50</b>
Item Description		Operating Costs	Warming Shelter 30 Days	Day Space 8 month	Total RFP Award	2-month Operating Costs
Administrative Costs - Indirect	Administrative - Banking, technology, printing			\$ 2,100.00	\$ 2,100.00	\$ 525.00
Administrative Costs - Indirect	Administrative - Professional Services (finance/legal)	\$ 625.00	\$ 625.00	\$ 5,000.00	\$ 5,625.00	\$ 1,250.00
Supplies	<a href="#">Inventory - Medical/PPE: Basic First Aid Supplies</a>	\$ 625.00	\$ 625.00	\$ 5,000.00	\$ 5,625.00	\$ 1,250.00
Supplies	<a href="#">Inventory - Medical/PPE: Biohazard Sharps Containers</a>	\$ 312.50	\$ 312.50	\$ 2,500.00	\$ 2,812.50	\$ 625.00
Supplies	Medical/PPE: CPR masks, gloves, sanitizer	\$ 437.50	\$ 437.50	\$ 3,500.00	\$ 3,937.50	\$ 875.00
Supplies	Personal Hygiene items			\$ 7,500.00	\$ 7,500.00	\$ 1,875.00
Supplies	Service - Bus Passes			\$ 3,650.00	\$ 3,650.00	\$ 912.50
Supplies	Toilet Paper, Paper Towels, Cleaning Products	\$ 625.00	\$ 625.00	\$ 5,000.00	\$ 5,625.00	\$ 1,250.00
Security	Security - negotiated at \$28/hr	\$ 10,080.00	\$ 10,080.00	\$ 91,980.00	\$ 102,060.00	\$ 22,995.00
Staffing (including case management)	See Staffing Schedule Tab	\$ 15,600.00	\$ 15,600.00	\$ 244,625.58	\$ 260,225.58	\$ 61,156.39
Rent/Lease Facility Costs	Rent for bathrooms and parking lot			\$ 44,800.00	\$ 44,800.00	\$ 11,200.00
Rent/Lease Facility Costs	Maintenance and Utilities for TSA	\$ 4,000.00	\$ 4,000.00	\$ 12,000.00	\$ 16,000.00	\$ 3,000.00
<b>TOTAL</b>			<b>\$ 32,305.00</b>	<b>\$ 427,655.58</b>	<b>\$ 459,960.58</b>	<b>\$ 106,913.89</b>



## **DAY SPACE PROGRAMMING**

We are launching an extensive day-space program beneath the bridge in the Mission District. This initiative is dedicated to supporting our most vulnerable unsheltered individuals by providing a safe, welcoming, daytime space for this population.

**MEASURES AND OBJECTIVES:** ReLAUNCH's comprehensive approach to Day Space Programming will provide a de facto Day Center without the additional overhead and infrastructure typically required to operate a stand-alone Day Center facility. Success will be measured by individuals served as we:

- Welcome each individual with kindness, tailoring support to individual's unique needs, enabling them to regain their sense of dignity and achieve stability.
- Provide subsistence, hygiene, clothing, conflict de-escalation, overdose prevention, basic first aid and encouraging a more sanitary environment.
- Function as a central hub to enable strong inter-agency collaboration, ensuring no individual is left unsupported.
- Establish trust and rapport with this population by implementing organizational structure and security protocols to minimize predatory behavior.

### **OPERATIONS:**

- Hours of Operations: 7 days/week, 365 days/year, during daylight hours.
- Services Provided:
  - Bathrooms and Showers: Partnership with a local homeless service provider (still fine-tuning details) to utilize facilities to provide bathrooms, handwashing, and showers during daylight hours, to our guests under the bridge.
  - Basic First Aid, Clothing and Hygiene Products: We will partner with current agencies providing these services and supplementing collection and distribution of donated items for: basic first aid, hygiene products, clothing and survival gear (sleeping bags, hot hands, etc).
  - Water, Coffee, and Meals: We have teamed up with many individuals and organizations and will begin coordinating and supplementing meals and beverages under the bridge to ensure consistent subsistence. This will ensure we have consistency each day.
  - Outreach Command Center: We are partnering with agencies including multiple health care agencies to bring medical care, mental health resources, and treatment options directly under the bridge. Having daily eyes on this space will help our community optimize emergency resources, responses and mostly, critical treatment for our neighbors.
  - Resource Navigation: We have trauma-informed trained staff knowledgeable in helping individuals seek services and resources, referral to higher health care needs such as substance misuse treatment, emergency medical and mental health care.
  - Transportation: Providing bus passes and coordinating transportation through participating agencies. Emergency transportation through EMS (for emergency needs).
- Security and Safety Measures:
  - Controlled access with navigators tracking entry and connecting clients to resources.
  - Reinforce fencing to secure the area.
  - Hire contracted security for physical safety during open hours.



## RFP STAFFING PLAN

The Annual staffing budget plan and proposed schedules to support the services awarded in the RFP. Please note:

- Only 50% of the Executive Director salary was proposed for the RFP funding. Particularly as we anticipate 50% of the Executive Director's time to go toward the organization's strategic planning and sustainability outside of the RFP operations.
- We did not include the salary for a fundraising manager as we felt this request was outside of the direct operations which the RFP supports. However, we do see this position as essential in diversifying our donor portfolio.

Day Space Schedule/Budget	Sun	Mon	Tues	Wed	Thur	Fri	Sat	8 month cost
Security (12-hr shifts)	7am-7pm	7am-7pm	7am-7pm	7am-7pm	7am-7pm	7am-7pm	7am-7pm	\$ 91,980.00
Executive Director* (50% of Salary-Benefitted)	Will fill-in for Homeless Services Manager during Shelter Months							\$ 38,037.51
Operations Manager (Benefitted)				3pm-7pm	7am-7pm	7am-7pm	7am-7pm	\$ 61,560.33
Homeless Services Manager** (Benefitted)				3pm-7pm	7am-7pm	7am-7pm	7am-7pm	\$ 53,390.20
Day Space Manager (Benefitted)***	7am-7pm	7am-7pm	7am-7pm	7am-11am				\$ 53,390.20
Full-Time Attendant (Benefitted)***	7am-7pm	7am-7pm	7am-7pm	11am-3pm				\$ 38,247.34
TOTAL 8 MONTH COST FOR DAY SPACE SECURITY (\$91,980.00) and STAFFING (\$244,625.58)								\$ 336,605.58
30-Day Warming Shelter Schedule/Budget				Hours	Daily Cost	30-Day Cost	Total RFP FUNDING	
Security (12-hr shift @ \$28.00/hr)	7pm	7am	\$ 336.00	\$ 10,080.00		Day Space	Security	\$ 91,980.00
Homeless Services Manager**	5 pm	1 am	**Covered w/ Day Space			Shelter	Security	\$ 10,080.00
Supervisor Attendant (\$20/hr - non benefitted)	1 am	9 am	\$ 160.00	\$ 4,800.00		Day Space	Staffing	\$ 244,625.58
Shelter Attendant (\$15/hr - 1099 employee)	9 pm	9 am	\$ 180.00	\$ 5,400.00		Shelter	Staffing	\$ 15,600.00
Shelter Attendant (\$15/hr - 1099 employee)	7pm	7am	\$ 180.00	\$ 5,400.00		Total RFP STAFFING		\$ 362,285.58
TOTAL 30-DAY COST FOR SECURITY (\$10,080.00 and STAFFING (\$15,600.00)			\$ 856.00	\$ 25,680.00				
*Will fill-in as Day Space Manager during non-shelter months								
**Will operate as Day Space Alternating Manager during non-shelter months								
***During Shelter months will assist with opening shelter in the pm and clearing shelter in the am								



## APPENDIX – PHASE II

TABLE OF CONTENTS		
Page 1	Summary and Request	<ul style="list-style-type: none"> <li>• Summary of strategic campaign plan</li> <li>• Breakdown of funds requested</li> </ul>
Page 2	Summary Justification for Expenses	<ul style="list-style-type: none"> <li>• Salary – Executive Director</li> <li>• Salary – Fundraising Manager</li> <li>• Budget for Fundraising</li> <li>• Disbursement</li> </ul>
Page 3	Staffing Plan Budget	<ul style="list-style-type: none"> <li>• Detailed expenses for budget</li> </ul>
Page 4	Job Description	<ul style="list-style-type: none"> <li>• Executive Director</li> </ul>
Page 5	Job Description	<ul style="list-style-type: none"> <li>• Development Manager</li> </ul>

### STRATEGIC STAFFING AND FUNDRAISING CAMPAIGN SUMMARY

Day Space Programming launches our organization to provide essential services, but ReLAUNCH’s priority is to offer shelter, limiting barriers to entry to encourage our chronically street homeless individuals to come inside and find stability. This effort would move the needle in addressing public health issues resulting from chronic homelessness.

While we appreciate the opportunity and commitment from the City of Knoxville and Knox County in providing essential stabilizing services within the Day Space, there remains much work to be done to increase shelter beds in our community.

We deeply appreciate the support we have received from our donors today. However, meaningful progress in addressing homelessness demands collective action from numerous organizations and individuals.

*If a lot of us could do a little, that would be a lot!*

Therefore, our Phase II request aims to position ReLAUNCH for long-term diversified sustainability by providing one year of funding for staffing strategic oversight and fundraising efforts.

Breakdown of Funding Request		
EXPENSE	REQUEST	TIMELINE REQUESTED
Salary - Executive Director (supplemented)	~\$46,000.00	November, 2025
Salary - Development Manager	~\$82,000.00	December, 2025
Fundraising Budget	~\$25,000.00	December, 2025
Capital for Building Lease/Improvements	\$122,000.00	Throughout 2026
<b>TOTAL REQUEST</b>	<b>\$275,000.00</b>	



## **SUMMARY JUSTIFICATION FOR EXPENSES**

### **SALARY – EXECUTIVE DIRECTOR**

- The RFP funding will cover only half of the Executive Director’s salary, as we expect the Executive Director (ED) to dedicate 50% of their time to organizational strategic planning and long-term sustainability unrelated to RFP activities.
- The annual expense of the ED salary, (base of \$75,000 + benefits is \$93,485.44)
- Recruitment: Linda Conaway, co-founder of ReLAUNCH, will transition from President to Executive Director. She has relocated her residence closer to the mission district and has halted flipping real estate to dedicate more time to supporting Knoxville’s most vulnerable individuals.
- **REQUEST: \$46,742.72 (50% of \$93,485.44) to supplement the RFP for one year.**
- **TIMEFRAME FOR FUNDING: Effective November 10; however, the candidate has expressed willingness to waive an additional half of the salary supplement, contingent upon successful fundraising.**

### **SALARY – FUNDRAISING MANAGER**

- Since this position is not included within the direct operations outlined by the RFP, we are requesting funding for a fundraising manager.
- We consider this role essential for broadening our donor base, leading a capital campaign for shelter construction, and ensuring that the related expenses are distributed more equitably throughout our community rather than concentrated among a select few.
- Recruitment: We have identified a candidate willing to come on board at \$65,000.00 base salary; the board has yet to extend an offer.
- **REQUEST: \$82,080.44 – one year salary (base + benefits)**
- **TIMEFRAME FOR FUNDING: Upon successful funding commitment, ReLAUNCH Board of Directors will collaborate with the Executive Director to hire a qualified candidate.**

### **FUNDRAISING and SHELTER BUILDING BUDGET**

- To set ReLAUNCH up for success in our capital fundraising campaign, we are requesting a start-up budget to cover costs such as venue expenses, event supplies, and tabling costs to gain exposure for our mission and marketing material.
- **REQUEST: \$25,000.00 (Fundraising); \$122,000 (Building lease/renovations)**
- **TIMEFRAME FOR FUNDING: At the earliest convenience as the Executive Director has already begun fundraising efforts.**

**DISBURSEMENT:** ReLAUNCH is open to various disbursement schedules for the requested funds, such as quarterly or semi-annual payments.



## STAFFING PLAN BUDGET

The plan below represents a comprehensive staffing plan for costs reimbursable through the RFP as well as costs for which additional funding is needed.

FULL ORGANIZATION ANNUAL STAFFING PLAN	Base Salary	401(K) 3%	WC Rate	WC Premium	SS 6.2%	Medicare 1.45%	FUTA .6%	SUTA 2.7%	Health Ins Premium	Employer Portion - 80%	Totals
Day Space Security (12-hr/day,\$28/hr, 365 days, 12 months)	Not Applicable										\$ 122,640.00
Temporary Shelter Security (12-hr shift @ \$28.00/hr)	Not Applicable										\$ 10,080.00
Executive Director - (50% Charged to RFP)	\$ 75,000.00	\$ 2,250.00	.10/\$100	\$ 75.00	\$ 4,650.00	\$1,087.50	\$ 450.00	\$2,025.00	\$ 9,934.92	\$ 7,947.94	\$ 93,485.44
Fundraising Manager (Not Charged to RFP)	\$ 65,000.00	\$ 1,950.00	.10/\$100	\$ 65.00	\$ 4,030.00	\$ 942.50	\$ 390.00	\$1,755.00	\$ 9,934.92	\$ 7,947.94	\$ 82,080.44
Operations Manager (40 hours/on-call)	\$ 65,000.00	\$ 1,950.00	.10/\$100	\$ 65.00	\$ 4,030.00	\$ 942.50	\$ 390.00	\$1,755.00	\$ 9,934.92	\$ 7,947.94	\$ 82,080.44
Homeless Services Manager (40 hours/on-call)	\$ 55,000.00	\$ 1,650.00	1.03/\$100	\$ 566.50	\$ 3,410.00	\$ 797.50	\$ 330.00	\$1,485.00	\$ 9,934.92	\$ 7,947.94	\$ 71,186.94
Day Space Manager (40 hours/on-call)	\$ 55,000.00	\$ 1,650.00	1.03/\$100	\$ 566.50	\$ 3,410.00	\$ 797.50	\$ 330.00	\$1,485.00	\$ 9,934.92	\$ 7,947.94	\$ 71,186.94
Day Space Attendant (3-12 hr shifts = 36 hrs)	\$ 37,440.00	\$ 1,123.20	1.03/\$100	\$ 385.63	\$ 2,321.28	\$ 542.88	\$ 224.64	\$1,010.88	\$ 9,934.92	\$ 7,947.94	\$ 50,996.45
Supervisor Attendant (\$20/hr - non benefitted)	Not Applicable										\$ 4,800.00
Shelter Attendant (\$15/hr - 1099 employee)	Not Applicable										\$ 5,400.00
Shelter Attendant (\$15/hr - 1099 employee)	Not Applicable										\$ 5,400.00
<b>Total</b>	<b>\$352,440.00</b>	<b>\$ 10,573.20</b>	<b>\$ -</b>	<b>\$ 1,723.63</b>	<b>\$ 21,851.28</b>	<b>\$ 5,110.38</b>	<b>\$ 2,114.64</b>	<b>\$ 9,515.88</b>	<b>\$ 59,609.52</b>	<b>\$ 47,687.62</b>	<b>\$ 599,336.63</b>

NOTE: The three bottom positions are for 30-days of warming shelter personnel currently budgeted in the RFP.

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## **JOB DESCRIPTION - EXECUTIVE DIRECTOR**

- Full-Time, Exempt
- Salary Range: \$75,000–\$110,000/year
- Roles & Responsibilities:
  - Responsible for working with the Board of Directors to ensure program excellence through strategic planning, financial oversight, and effective administration.
  - Regulatory Compliance with all Federal, State and Local Government agencies.
  - Recommend timelines and resources to meet strategic goals.
  - Ability to build partnerships with diverse stakeholders, including service providers, funders, and community organizations.
  - Engage volunteers, board members, partners, and funders.
  - Serve as a de facto non-voting Board Member to support the Board of Directors; participate in board meetings and guide operational strategy.
  - Hire, develop and retain a strong senior management team.
  - Track program growth and outcomes, regularly reporting to boards and stakeholders.
  - Grow fundraising and revenue initiatives to ensure sustainability and expand operations.
  - Improve organizational communications and strengthen brand identity.
  - Build networks to identify new opportunities.
  - Represent the organization publicly and share program results.
  - Monitor program operations for compliance with grant, contract, and reporting requirements.
- Qualifications:
  - Bachelor's degree and at least 10 years' senior management experience, with a record of driving organizational growth.
  - Dedication to high-quality, data-driven programs.
  - Skills in management, staff development, strategic planning, and budgeting.
  - Skills in conflict resolution, de-escalation, and crisis management.
  - Organizational, communication, and leadership skills for developing effective teams.
  - Excellent communication abilities across teams.
  - Entrepreneurial, adaptable, and collaborative.
  - Demonstrates integrity, positive attitude, and alignment with mission.
- Reports to: Board of Directors



## DEVELOPMENT DIRECTOR

- Employment Type: Full-Time, Exempt
- Salary Range: \$60,000–\$75,000 per year
- Roles & Responsibilities:
  - Provide strategic leadership for all fundraising, development, and marketing operations to promote the organization's long-term financial sustainability.
  - Develop and implement a comprehensive fundraising strategy encompassing individual contributions, corporate partnerships, dedicated events, and planned giving programs.
  - Identify, cultivate, solicit, and steward relationships with donors, funders, foundations, and community stakeholders.
  - Collaborate with executive and program teams to assess funding requirements, craft cases for support, and develop compelling narratives illustrating organizational impact.
  - Maintain meticulous donor and prospect records using CRM/donor management systems; analyze giving patterns and prepare timely, relevant reports.
  - Execute effective donor stewardship initiatives, including acknowledgments, recognition, and engagement activities.
  - Plan and manage fundraising events, campaigns, and appeal across multiple channels to optimize revenue generation and stakeholder involvement.
  - Formulate and direct marketing, communications, and public relations strategies, including social media, newsletters, website oversight, and annual reporting.
  - Serve as an organizational representative at community events, funder meetings, and networking functions to enhance visibility and reputation.
  - Monitor and report on development activities and fundraising outcomes to the Executive Director and Board of Directors.
  - Stay informed about current fundraising methods, philanthropic trends, and nonprofit development best practices to continuously advance organizational capacity.
  - Collaborate closely with the Board of Directors to support their involvement in fundraising and strengthen their roles as organizational ambassadors.
- **Qualifications:**
  - Bachelor's degree in nonprofit management, communications, public relations, business, or related field preferred. Equivalent professional experience will be considered.
  - At least 3 years of fundraising/development experience with proven results meeting goals.
  - Strong nonprofit fundraising and donor relations knowledge.
  - Excellent writing, storytelling, and donor outreach.
  - Proficient in donor databases/CRM systems (e.g., Bloomerang, DonorPerfect, Salesforce).
  - Demonstrated ability to run fundraising campaigns and events.
  - Strong organizational/project management skills; able to juggle multiple deadlines.
  - Outstanding interpersonal skills for building relationships with donors, funders, board members, and the community.
  - Experience in marketing/communications (social media, newsletters, website, PR) preferred.
  - Committed to support individuals experiencing homelessness.
- Reports to: Executive Director