

# BOARD OF DIRECTORS' MEETING

## ➡ AGENDA

OCTOBER 20, 2025, 11:30 AM



- I. Welcome
- II. Approval of Minutes
  - A. \*August Board Meeting p. 3
  - B. \*September Board Meeting p. 5
- III. \*Financial Report
  - A. \*August Board Meeting p. 7
  - B. \*September Board Meeting p. 17
- IV. Committee Reports
  - A. \*Marketing Committee p. 27
- V. Staff Report p. 45
- VI. Old Business
- VII. New Business
  - A. Downtown Design Review Board Candidate
  - B. Mayor Kincannon to discuss possible increased sales tax for City
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

### Upcoming Meetings:

November 17, 11:30 – November Board Meeting

December 15, 11:30 – December 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**

**AUGUST 18, 2025, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, August 18, 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, and Nikki Elliott. 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 July Board Meeting. Nikki Elliott made a motion to approve the minutes. Natalea Cummings seconded the motion, which was unanimously approved by the board.

### **III. Financials**

Karen Kakanis delivered the report for the corporation, explaining the various reports. Natalea Cummings made a motion to approve the financial report, and Nikki Elliott seconded the motion, which was unanimously approved by the board.

### **IV. Staff Report**

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

### **V. Old Business**

There was no Old Business.

### **VI. 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. This matter will be discussed at the September Board Meeting.

### **VII. Public Forum**

Weldon Wright with WNM Waste discussed his new waste removal company based out of downtown.

Sara Houchins noted that Big Ears will be announcing an event in World's Fair Park for Oct 17 and 18. A press announcement will be released on August 19.

#### **VIII. Adjournment**

With no other business, the meeting was adjourned.

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Secretary

# **BOARD OF DIRECTORS' MEETING**

## **➤ MINUTES**

**SEPTEMBER 15, 2025, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, August 18, 2025, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included board chair, Mary Katherine Wormsley, Chip Barry, Natalea Cummings, and Gay Lyons. 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**

Due to the lack of a quorum, the board minutes could not be approved.

### **III. Financials**

Due to the lack of a quorum, the financials could not be approved.

### **IV. Committee Reports**

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

Callie Blackburn noted that the marketing committee met on September 10, 2025 and reviewed two sponsorships. Due to a lack of quorum, the event recommendations could not be approved; however, our services agreement allows the director to approve items up to \$5,000. DKA will approve up to \$4,000 now for Knox Pride due to the timing of their event. The remainder of the \$2,000 for Knox Pride Fest and the Winter's Farmer Market will be on the agenda for October.

### **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. This matter will be discussed at the September Board Meeting.

#### **VIII. Public Forum**

Sarah Houchins discussed Knoxville Broadcast happening on Oct 17 and 18 at World's Fair Park and the festival line up for Big Ears 2026.

#### **IX. Adjournment**

With no other business, the meeting was adjourned.

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Secretary

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

|                                                                            | <u>Jul '25 - Jun '26</u> |
|----------------------------------------------------------------------------|--------------------------|
| <b>OPERATING ACTIVITIES</b>                                                |                          |
| Net Income                                                                 | (42,829)                 |
| Adjustments to reconcile Net Income<br>to net cash provided by operations: |                          |
| 1110 - Other Receivable                                                    | 5,700                    |
| 1350 - Prepaid Expenses                                                    | 14,538                   |
| 1750 - Accumulated Depr - Leaseholds                                       | 207                      |
| 1760 - Accumulated Depr - Furniture                                        | 485                      |
| 2020 - Accounts Payable                                                    | (27,777)                 |
| 2600 - Accrued Payables                                                    | (61,985)                 |
| Net cash provided by Operating Activities                                  | (111,662)                |
| Net cash increase for period                                               | (111,662)                |
| Cash at beginning of period                                                | 2,014,745                |
| Cash at end of period                                                      | <u><u>1,903,083</u></u>  |
| <br>Current Liabilities                                                    | (22,292)                 |
| Accrued Payables                                                           | (1,043,288)              |
| <br>Accounts receivable and Other                                          | 3,215                    |
| Prepaid Expenses                                                           | 16,152                   |
| Fixed Assets                                                               | 54,257                   |
| Subtotal                                                                   | <b>(991,956)</b>         |
| <br>Projected Remaining Budgeted Income (Expenses)                         |                          |
| Revenue                                                                    | 1,187,870                |
| Development                                                                | (115,000)                |
| Quality of Life                                                            | (296,770)                |
| Business Support                                                           | (47,791)                 |
| Marketing/Sponsorships                                                     | (281,311)                |
| Administration                                                             | (248,889)                |
| Subtotal                                                                   | <b>198,110</b>           |
| <br>Projected Cash - Before Minimum Reserve                                | <u><u>1,109,237</u></u>  |
| Minimum Cash Balance - Reserve                                             | (150,000)                |
| <b>Projected Cash Availability</b>                                         | <u><u>959,237</u></u>    |

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD August 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 2 Periods Ended August 31, 2025

|                                      | July 2025 - August 2025 |                     |                     | July 2025 - June 2026 |             |
|--------------------------------------|-------------------------|---------------------|---------------------|-----------------------|-------------|
|                                      | Actual                  | Budget              | Variance            | Budget                | % Remaining |
| <b>Income</b>                        |                         |                     |                     |                       |             |
| 4020 CBID Assessment                 | 12,130                  | 200,000             | 187,870             | 1,200,000             | 99%         |
| 4100 Interest on Cash Reserves       | 6,992                   | 5,000               | (1,992)             | 30,000                | 77%         |
| <b>Total Income</b>                  | <b>\$ 19,121</b>        | <b>\$ 205,000</b>   | <b>\$ 185,879</b>   | <b>\$ 1,230,000</b>   | <b>98%</b>  |
| <b>Gross Profit</b>                  | <b>\$ 19,121</b>        | <b>\$ 205,000</b>   | <b>\$ 185,879</b>   | <b>\$ 1,230,000</b>   | <b>100%</b> |
| <b>Expenses</b>                      |                         |                     |                     |                       |             |
| 5100 Business Support                |                         |                     |                     |                       |             |
| 5150 Merchant Support                | 2,335                   | 8,333               | 5,998               | 50,000                | 95%         |
| <b>Total 5100 Business Support</b>   | <b>\$ 2,335</b>         | <b>\$ 8,333</b>     | <b>\$ 5,998</b>     | <b>\$ 50,000</b>      | <b>95%</b>  |
| 5200 Development                     |                         |                     |                     |                       |             |
| 5205 Special Projects                | -                       | 16,667              | 16,667              | 100,000               | 100%        |
| 5225 Path to Prosperity              | -                       | 2,500               | 2,500               | 15,000                | 100%        |
| <b>Total 5200 Development</b>        | <b>\$ -</b>             | <b>\$ 19,166.67</b> | <b>\$ 19,166.67</b> | <b>\$ 115,000.00</b>  | <b>100%</b> |
| 5300 Marketing Expenses              |                         |                     |                     |                       |             |
| 5305 Advertising                     | 2,290                   | 10,000              | 7,710               | 60,000                | 96%         |
| 5306 Print & Content Dev.            | 6,212                   | 10,000              | 3,788               | 60,000                | 90%         |
| 5360 Sponsorships - Events           | 10,000                  | 20,833              | 10,833              | 125,000               | 92%         |
| 5364 Downtown Scavenger Hunt         | 3,550                   | 3,333               | (217)               | 20,000                | 82%         |
| 5375 Website                         | 1,512                   | 5,000               | 3,488               | 30,000                | 95%         |
| 5376 Brand Refinement                | -                       | 1,667               | 1,667               | 10,000                | 100%        |
| <b>Total 5300 Marketing Expenses</b> | <b>\$ 23,563</b>        | <b>\$ 50,833</b>    | <b>\$ 27,270</b>    | <b>\$ 305,000</b>     | <b>92%</b>  |
| 5400 Administration                  |                         |                     |                     |                       |             |
| 5415 Office Lease Expenses           | 1,114                   | 3,667               | 2,553               | 22,000                | 95%         |
| 5420 Meals/Lodging/Travel            | 3,261                   | 1,000               | (2,261)             | 6,000                 | 46%         |
| 5430 Office Expenses                 | 767                     | 1,333               | 566                 | 8,000                 | 90%         |
| 5435 Bank Fees                       | -                       | 33                  | 33                  | 200                   | 100%        |
| 5440 Postage                         | 29                      | 417                 | 387                 | 2,500                 | 99%         |
| 5450 Professional Svc                | -                       | 2,000               | 2,000               | 12,000                | 100%        |
| 5460 Services Contract               | 33,785                  | 37,008              | 3,223               | 222,050               | 85%         |
| 5465 Professional Dev.               | -                       | 2,167               | 2,167               | 13,000                | 100%        |
| 5480 Software                        | 163                     | 250                 | 87                  | 1,500                 | 89%         |
| 5490 Insurance D&O                   | 142                     | 150                 | 8                   | 900                   | 84%         |
| <b>Total 5400 Administration</b>     | <b>\$ 39,261</b>        | <b>\$ 48,025</b>    | <b>\$ 8,764</b>     | <b>\$ 288,150</b>     | <b>86%</b>  |
| 5650 Quality of Life                 |                         |                     |                     |                       |             |
| 5655 Security                        | 10,990                  | 20,000              | 9,010               | 120,000               | 91%         |
| 5657 Ambassador Program              | 28,530                  | 28,530              | -                   | 171,180               | 83%         |
| 5659 Beautification                  | 9,889                   | 7,500               | (2,389)             | 45,000                | 78%         |
| 5663 Open Street Activation          | -                       | 1,667               | 1,667               | 10,000                | 100%        |
| 5664 Initiatives from Survey         | -                       | 20,833              | 20,833              | 125,000               | 100%        |
| <b>Total 5650 Quality of Life</b>    | <b>\$ 49,410</b>        | <b>\$ 78,530</b>    | <b>\$ 29,120</b>    | <b>\$ 471,180</b>     | <b>90%</b>  |
| 6000 Depreciation Expense            | 1,384.02                | -                   | (1,384.02)          |                       |             |
| <b>Total Expenses</b>                | <b>\$ 115,953</b>       | <b>\$ 204,888</b>   | <b>\$ 88,935</b>    | <b>\$ 1,229,330</b>   | <b>91%</b>  |
| <b>Net Income</b>                    | <b>\$ (96,832)</b>      | <b>\$ 112</b>       | <b>\$ 96,944</b>    | <b>\$ 670</b>         |             |

# Downtown Knoxville Alliance

## Statement of Cash Flows

August 2025

|                                                                                      | TOTAL                  |
|--------------------------------------------------------------------------------------|------------------------|
| OPERATING ACTIVITIES                                                                 |                        |
| Net Income                                                                           | (42,829.41)            |
| Adjustments to reconcile Net Income to Net Cash provided by operations:              |                        |
| 1110 Other Receivable                                                                | 5,699.78               |
| 1350 Prepaid Expenses                                                                | 14,537.67              |
| 1750 Accumulated Depreciation:Accumulated Depr - Leaseholds                          | 207.34                 |
| 1760 Accumulated Depreciation:Accumulated Depr - Furniture                           | 484.67                 |
| 2020 Acc. Payable:Accounts Payable                                                   | (27,777.30)            |
| 2600 Accrued Payables                                                                | (61,985.00)            |
| <b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b> | <b>(68,832.84)</b>     |
| <b>Net cash provided by operating activities</b>                                     | <b>\$ (111,662.25)</b> |
| NET CASH INCREASE FOR PERIOD                                                         | <b>\$ (111,662.25)</b> |
| Cash at beginning of period                                                          | 2,014,745.45           |
| <b>CASH AT END OF PERIOD</b>                                                         | <b>\$1,903,083.20</b>  |

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

|                                          | As of Aug 31, 2025     | As of Aug 31, 2024 (PY) | Change               | % Change      |
|------------------------------------------|------------------------|-------------------------|----------------------|---------------|
| <b>ASSETS</b>                            |                        |                         |                      |               |
| Current Assets - Bank Accounts           |                        |                         |                      |               |
| 1000 Cash & Cash Equiv.                  |                        |                         |                      |               |
| 1012 First Bank Checking                 | (26,942.13)            | (33,526.14)             | 6,584.01             | 19.64%        |
| 1014 First Bank ICS                      | 1,066,812.78           | 741,566.91              | 325,245.87           | 43.86%        |
| 1020 Investments - Cert Dep and MM       |                        |                         |                      |               |
| 1022 FirstBank CD 0680                   | 103,966.25             | 96,075.51               | 7,890.74             | 8.21%         |
| 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 | \$ 863,212.55          | \$ 848,156.62           | \$ 15,055.93         | 1.78%         |
| Total 1000 Cash & Cash Equiv.            | \$ 1,903,083.20        | \$ 1,556,197.39         | \$ 346,885.81        | 22.29%        |
| Total Bank Accounts                      | \$ 1,903,083.20        | \$ 1,556,197.39         | \$ 346,885.81        | 22.29%        |
| Accounts Receivable                      |                        |                         |                      |               |
| 1110 Other Receivable                    | 3,214.92               | 66,631.33               | (63,416.41)          | -95.18%       |
| Total Accounts Receivable                | \$ 3,214.92            | \$ 66,631.33            | \$ (63,416.41)       | -95.18%       |
| Other Current Assets                     |                        |                         |                      |               |
| 1350 Prepaid Expenses                    | 16,152.25              | 13,269.64               | 2,882.61             | 21.72%        |
| Total Other Current Assets               | \$ 16,152.25           | \$ 13,269.64            | \$ 2,882.61          | 21.72%        |
| Total Current Assets                     | \$ 1,922,450.37        | \$ 1,636,098.36         | \$ 286,352.01        | 17.50%        |
| Fixed Assets                             |                        |                         |                      |               |
| 1650 Leasehold Improvements              | 14,928.65              | -                       | 14,928.65            |               |
| 1660 Furniture & Equipment               | 40,712.62              | -                       | 40,712.62            |               |
| 1700 Accumulated Depreciation            |                        |                         |                      |               |
| 1750 Accumulated Depr - Leaseholds       | (414.68)               | -                       | (414.68)             |               |
| 1760 Accumulated Depr - Furniture        | (969.34)               | -                       | (969.34)             |               |
| Total 1700 Accumulated Depreciation      | \$ (1,384.02)          | \$ -                    | \$ (1,384.02)        |               |
| Total Fixed Assets                       | \$ 54,257.25           | \$ -                    | \$ 54,257.25         |               |
| 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>\$ 1,978,838.10</b> | <b>\$ 1,636,098.36</b>  | <b>\$ 342,739.74</b> | <b>20.95%</b> |
| <b>LIABILITIES AND EQUITY</b>            |                        |                         |                      |               |
| Current Liabilities - Accounts Payable   |                        |                         |                      |               |
| 2020 Accounts Payable                    | 22,292.36              | 7,320.01                | 14,972.35            | 204.54%       |
| Total 2000 Acc. Payable                  | \$ 22,292.36           | \$ 7,320.01             | \$ 14,972.35         | 204.54%       |
| Total Accounts Payable                   | \$ 22,292.36           | \$ 7,320.01             | \$ 14,972.35         | 204.54%       |
| Other Current Liabilities                |                        |                         |                      |               |
| 2600 Accrued Payables                    | 1,043,288.34           | 1,018,936.66            | 24,351.68            | 2.39%         |
| Total Other Current Liabilities          | \$ 1,043,288.34        | \$ 1,018,936.66         | \$ 24,351.68         | 2.39%         |
| Total Current Liabilities                | \$ 1,065,580.70        | \$ 1,026,256.67         | \$ 39,324.03         | 3.83%         |
| Total Liabilities                        | \$ 1,065,580.70        | \$ 1,026,256.67         | \$ 39,324.03         | 3.83%         |
| Equity                                   |                        |                         |                      |               |
| 3900 Change in NA - unrestricted         | 1,010,089.64           | 634,936.90              | 375,152.74           | 59.09%        |
| Net Income                               | (96,832.24)            | (25,095.21)             | (71,737.03)          | -285.86%      |
| Total Equity                             | \$ 913,257.40          | \$ 609,841.69           | \$ 303,415.71        | 49.75%        |
| <b>TOTAL LIABILITIES AND EQUITY</b>      | <b>\$ 1,978,838.10</b> | <b>\$ 1,636,098.36</b>  | <b>\$ 342,739.74</b> | <b>20.95%</b> |

**Accrued Payables at 08.31.25**

|                                                                  |      |                |
|------------------------------------------------------------------|------|----------------|
| City of Knoxville (314 Union Ave) accrued 9/30/22                | FY23 | \$250,000.00   |
| Market Square Power Wash (total of 2)                            | FY24 | \$3,200.00     |
| Marketing/branding/activation requests COK street closures       | FY24 | \$3,937.52     |
| YWCA Keys of Hope Grant                                          | FY24 | \$250,000.00   |
| Art & Cultural Alliance - Emporium Project                       | FY24 | \$200,000.00   |
| Tennessee Theatre - \$300k total; \$100k current year Dev Grants | FY24 | \$300,000.00   |
| 2025 Programming - East TN Historical Society                    | FY25 | \$5,000.00     |
| Old City Market & First Friday Block Party                       | FY25 | \$5,000.00     |
| Knoxville Museum of Art - Free Family Fun Day                    | FY25 | \$1,000.00     |
| City of Knoxville / Concerts on the Square                       | FY25 | \$2,000.00     |
| Asia Culture Center of TN - Knox Asian Festival                  | FY25 | \$2,500.00     |
| Office Relocation                                                | FY25 | \$5,960.35     |
| Sustainable Solutions - Cigarette Litter Prevention & Recycling  | FY26 | \$9,690.48     |
| HoLa Hora Latina - 25th Annual Hola Festival                     | FY26 | \$2,500.00     |
| Anoor Academy of Knoxville - 20th International Food Festival    | FY26 | \$2,500.00     |
|                                                                  |      | <hr/>          |
|                                                                  |      | \$1,043,288.35 |

# Downtown Knoxville Alliance

## Profit and Loss

### August 2025

|                                      | Aug 2025              | Aug 2024 (PY)       | Change                | % Change        |
|--------------------------------------|-----------------------|---------------------|-----------------------|-----------------|
| <b>Income</b>                        |                       |                     |                       |                 |
| 4020 CBID Assessment                 | 3,214.92              | 66,631.33           | (63,416.41)           | -95.18%         |
| 4100 Interest on Cash Reserves       | 3,367.02              | 2,924.32            | 442.70                | 15.14%          |
| <b>Total Income</b>                  | <b>\$ 6,581.94</b>    | <b>\$ 69,555.65</b> | <b>\$ (62,973.71)</b> | <b>-90.54%</b>  |
| <b>Gross Profit</b>                  | <b>\$ 6,581.94</b>    | <b>\$ 69,555.65</b> | <b>\$ (62,973.71)</b> | <b>-90.54%</b>  |
| <b>Expenses</b>                      |                       |                     |                       |                 |
| 5100 Business Support                |                       |                     |                       |                 |
| 5150 Merchant Support                | 1,731.89              | (978.70)            | 2,710.59              | 276.96%         |
| <b>Total 5100 Business Support</b>   | <b>\$ 1,731.89</b>    | <b>\$ (978.70)</b>  | <b>\$ 2,710.59</b>    | <b>276.96%</b>  |
| 5300 Marketing Expenses              |                       |                     |                       |                 |
| 5305 Advertising                     | 261.60                | 1,950.06            | (1,688.46)            | -86.59%         |
| 5306 Print and Content Development   | 2,040.00              | 801.69              | 1,238.31              | 154.46%         |
| 5364 Downtown Scavenger Hunt         | 3,550.00              | -                   | 3,550.00              |                 |
| 5375 Website                         | 550.00                | 1,430.00            | (880.00)              | -61.54%         |
| <b>Total 5300 Marketing Expenses</b> | <b>\$ 6,401.60</b>    | <b>\$ 4,181.75</b>  | <b>\$ 2,219.85</b>    | <b>53.08%</b>   |
| 5400 Administration                  |                       |                     |                       |                 |
| 5415 Office Lease Expenses           | 201.83                | -                   | 201.83                |                 |
| 5420 Meals/Lodging/Travel            | 1,365.42              | 49.38               | 1,316.04              | 2665.13%        |
| 5430 Office Expenses                 | 279.87                | 873.45              | (593.58)              | -67.96%         |
| 5440 Postage                         | 16.28                 | 34.39               | (18.11)               | -52.66%         |
| 5450 Professional Svc                | -                     | 4,000.00            | (4,000.00)            | -100.00%        |
| 5460 Services Contract               | 16,892.55             | 20,348.00           | (3,455.45)            | -16.98%         |
| 5480 Software                        | 87.95                 | 68.83               | 19.12                 | 27.78%          |
| 5490 Insurance D&O                   | 70.84                 | 75.00               | (4.16)                | -5.55%          |
| <b>Total 5400 Administration</b>     | <b>\$ 18,914.74</b>   | <b>\$ 25,449.05</b> | <b>\$ (6,534.31)</b>  | <b>-25.68%</b>  |
| 5650 Quality of Life                 |                       |                     |                       |                 |
| 5655 Security                        | 7,308.11              | 5,225.00            | 2,083.11              | 39.87%          |
| 5657 Ambassador Program              | 14,265.00             | 9,676.34            | 4,588.66              | 47.42%          |
| 5659 Beautification                  | 98.00                 | 80.00               | 18.00                 | 22.50%          |
| <b>Total 5650 Quality of Life</b>    | <b>\$ 21,671.11</b>   | <b>\$ 14,981.34</b> | <b>\$ 6,689.77</b>    | <b>44.65%</b>   |
| 6000 Depreciation Expense            | 692.01                | -                   | 692.01                |                 |
| <b>Total Expenses</b>                | <b>\$ 49,411.35</b>   | <b>\$ 43,633.44</b> | <b>\$ 5,777.91</b>    | <b>13.24%</b>   |
| <b>Net Operating Income</b>          | <b>\$ (42,829.41)</b> | <b>\$ 25,922.21</b> | <b>\$ (68,751.62)</b> | <b>-265.22%</b> |
| <b>Net Income</b>                    | <b>\$ (42,829.41)</b> | <b>\$ 25,922.21</b> | <b>\$ (68,751.62)</b> | <b>-265.22%</b> |

# Downtown Knoxville Alliance

## A/R Aging Detail

As of August 31, 2025

| DATE              | TRANSACTION TYPE | NUM      | CUSTOMER           | DUE DATE   | AMOUNT     | OPEN BALANCE |
|-------------------|------------------|----------|--------------------|------------|------------|--------------|
| Current           |                  |          |                    |            |            |              |
| 08/31/2025        | Invoice          | 07312026 | City of Knoxville. | 09/30/2025 | 3,214.92   | 3,214.92     |
| Total for Current |                  |          |                    |            | \$3,214.92 | \$3,214.92   |
| TOTAL             |                  |          |                    |            | \$3,214.92 | \$3,214.92   |

# Downtown Knoxville Alliance

## A/P Aging Detail

As of August 31, 2025

| DATE                                  | TRANSACTION<br>TYPE     | NUM           | VENDOR                                          | DUE DATE   | PAST<br>DUE | AMOUNT             | OPEN<br>BALANCE    |
|---------------------------------------|-------------------------|---------------|-------------------------------------------------|------------|-------------|--------------------|--------------------|
| 1 - 30 days past due                  |                         |               |                                                 |            |             |                    |                    |
| 08/22/2025                            | Bill Payment<br>(Check) | 2760          | Arts & Culture Alliance of Greater<br>Knoxville | 08/22/2025 | 17          | (710.16)           | (710.16)           |
| <b>Total for 1 - 30 days past due</b> |                         |               |                                                 |            |             | <b>\$ (710.16)</b> | <b>\$ (710.16)</b> |
| Current                               |                         |               |                                                 |            |             |                    |                    |
| 08/31/2025                            | Bill                    | INV014221     | Knoxville Chamber                               | 09/01/2025 | 7           | 16,892.55          | 16,892.55          |
| 08/31/2025                            | Bill                    | INV014147     | Knoxville Chamber                               | 09/01/2025 | 7           | 158.68             | 158.68             |
| 08/31/2025                            | Bill                    | DKA-<br>90125 | Southern Bloom Social                           | 09/15/2025 | -7          | 1,440.00           | 1,440.00           |
| 08/31/2025                            | Bill                    |               | Callie Blackburn                                | 09/30/2025 | -22         | 139.19             | 139.19             |
| 08/31/2025                            | Bill                    | 08312025      | Card Services Center - Mastercard               | 10/04/2025 | -26         | 3,409.60           | 3,409.60           |
| 08/31/2025                            | Bill                    | INV248193     | Off Duty Management, Inc.                       | 10/04/2025 | -26         | 962.50             | 962.50             |
| <b>Total for Current</b>              |                         |               |                                                 |            |             | <b>\$23,002.52</b> | <b>\$23,002.52</b> |
| <b>TOTAL</b>                          |                         |               |                                                 |            |             | <b>\$22,292.36</b> | <b>\$22,292.36</b> |

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

| <b>Date</b> | <b>Transaction Type</b> | <b>Num</b> | <b>Name</b>                                  | <b>Amount</b>         |
|-------------|-------------------------|------------|----------------------------------------------|-----------------------|
| 08/01/2025  | Bill Payment (Check)    | 2738       | Hummel, Michele                              | (176.22)              |
| 08/08/2025  | Bill Payment (Check)    | 2741       | Southern Bloom Social                        | (1,440.00)            |
| 08/15/2025  | Bill Payment (Check)    | 2747       | Working Horse Tack                           | (495.00)              |
| 08/15/2025  | Bill Payment (Check)    | 2750       | Loch and Key Productions                     | (3,550.00)            |
| 08/22/2025  | Bill Payment (Check)    | 2753       | The Tomato Head - Kingston Pk                | (229.69)              |
| 08/22/2025  | Bill Payment (Check)    | 2754       | Off Duty Management, Inc.                    | (990.00)              |
| 08/22/2025  | Bill Payment (Check)    | 2756       | HOLA Hora Latina                             | (2,500.00)            |
| 08/22/2025  | Bill Payment (Check)    | 2757       | Annoor Academy of Knoxville                  | (2,500.00)            |
| 08/22/2025  | Bill Payment (Check)    | 2758       | Knoxville Police Department                  | (11,552.98)           |
| 08/22/2025  | Bill Payment (Check)    | 2759       | Off Duty Management, Inc.                    | (990.00)              |
| 08/22/2025  | Bill Payment (Check)    | 2760       | Arts & Culture Alliance of Greater Knoxville | (710.16)              |
| 08/29/2025  | Bill Payment (Check)    | 2761       | The Tomato Head - Kingston Pk                | (210.08)              |
| 08/29/2025  | Bill Payment (Check)    | 2762       | Historic Old City Association                | (1,500.00)            |
| 08/29/2025  | Bill Payment (Check)    | 2763       | KUB                                          | (98.00)               |
|             |                         |            |                                              | <b>\$ (26,942.13)</b> |
|             |                         |            |                                              | <b>\$ (26,942.13)</b> |



Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD September 30, 2025

|                                                                            | <b>Jul '25 - Jun '26</b> |
|----------------------------------------------------------------------------|--------------------------|
| <b>OPERATING ACTIVITIES</b>                                                |                          |
| Net Income                                                                 | (123,876)                |
| Adjustments to reconcile Net Income<br>to net cash provided by operations: |                          |
| 1110 · Other Receivable                                                    | 2,910                    |
| 1350 - Prepaid Expenses                                                    | 14,538                   |
| 1750 - Accumulated Depr - Leaseholds                                       | 219                      |
| 1760 - Accumulated Depr - Furniture                                        | 485                      |
| 2020 · Accounts Payable                                                    | 47,562                   |
| 2600 · Accrued Payables                                                    | (6,675)                  |
| Net cash provided by Operating Activities                                  | (64,838)                 |
| <b>INVESTING ACTIVITIES</b>                                                | -                        |
| 1650 · Leashold Improvements                                               | (821)                    |
| Net cash provided by Financing Activities                                  | (821)                    |
| Net cash increase/(decrease) for period                                    | (65,659)                 |
| Cash at beginning of period                                                | 1,903,083                |
| Cash at end of period                                                      | <b>1,837,424</b>         |
| <br><b>Current Liabilities</b>                                             | <br>(69,854)             |
| Accrued Payables                                                           | (1,036,613)              |
| <br><b>Accounts receivable and Other</b>                                   | <br>2,435                |
| <b>Prepaid Expenses</b>                                                    | 1,615                    |
| <b>Fixed Assets</b>                                                        | 54,375                   |
| Subtotal                                                                   | <b>(1,048,042)</b>       |
| <br><b>Projected Remaining Budgeted Income (Expenses)</b>                  |                          |
| Revenue                                                                    | 1,207,665                |
| Development                                                                | (115,000)                |
| Quality of Life                                                            | (398,368)                |
| Business Support                                                           | (27,816)                 |
| Marketing/Sponsorships                                                     | (220,696)                |
| Administration                                                             | (226,495)                |
| Subtotal                                                                   | <b>219,290</b>           |
| <br><b>Projected Cash - Before Minimum Reserve</b>                         | <br><b>1,008,672</b>     |
| Minimum Cash Balance - Reserve                                             | (150,000)                |
| <b>Projected Cash Availability</b>                                         | <b>858,672</b>           |

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD September 30, 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 3 Periods Ended September 30, 2025

|                                      | July 2025 - September 2025 |                     |                     | July 2025 - June 2026 |                      |             |
|--------------------------------------|----------------------------|---------------------|---------------------|-----------------------|----------------------|-------------|
|                                      | Actual                     | Budget              | Variance            | Budget                | Remaining            | % Remaining |
| <b>Income</b>                        |                            |                     |                     |                       |                      |             |
| 4020 CBID Assessment                 | 12,435                     | 300,000             | 287,565             | 1,200,000             | 1,187,565            | 99%         |
| 4100 Interest on Cash Reserves       | 9,901                      | 7,500               | (2,401)             | 30,000                | 20,099               | 67%         |
| <b>Total Income</b>                  | <b>\$ 22,335</b>           | <b>\$ 307,500</b>   | <b>\$ 285,165</b>   | <b>\$ 1,230,000</b>   | <b>\$ 1,207,665</b>  | <b>98%</b>  |
| <b>Gross Profit</b>                  | <b>\$ 22,335</b>           | <b>\$ 307,500</b>   | <b>\$ 285,165</b>   | <b>\$ 1,230,000</b>   | <b>\$ 1,207,665</b>  | <b>98%</b>  |
| <b>Expenses</b>                      |                            |                     |                     |                       |                      |             |
| <b>5100 Business Support</b>         |                            |                     |                     |                       |                      |             |
| 5150 Merchant Support                | 22,184                     | 12,500              | (9,684)             | 50,000                | 27,816               | 56%         |
| <b>Total 5100 Business Support</b>   | <b>\$ 22,184</b>           | <b>\$ 12,500</b>    | <b>\$ (9,684)</b>   | <b>\$ 50,000</b>      | <b>\$ 27,816</b>     | <b>56%</b>  |
| <b>5200 Development</b>              |                            |                     |                     |                       |                      |             |
| 5205 Special Projects                | -                          | 25,000              | 25,000              | 100,000               | 100,000              | 100%        |
| 5225 Path to Prosperity              | -                          | 3,750               | 3,750               | 15,000                | 15,000               | 100%        |
| <b>Total 5200 Development</b>        | <b>\$ -</b>                | <b>\$ 28,750.00</b> | <b>\$ 28,750.00</b> | <b>\$ 115,000.00</b>  | <b>\$ 115,000.00</b> | <b>100%</b> |
| <b>5300 Marketing Expenses</b>       |                            |                     |                     |                       |                      |             |
| 5305 Advertising                     | 33,661                     | 15,000              | (18,661)            | 60,000                | 26,339               | 44%         |
| 5306 Print & Content Dev.            | 32,367                     | 15,000              | (17,367)            | 60,000                | 27,633               | 46%         |
| 5360 Sponsorships - Events           | 10,000                     | 31,250              | 21,250              | 125,000               | 115,000              | 92%         |
| 5364 Downtown Scavenger Hunt         | 3,550                      | 5,000               | 1,450               | 20,000                | 16,450               | 82%         |
| 5375 Website                         | 4,726                      | 7,500               | 2,774               | 30,000                | 25,274               | 84%         |
| 5376 Brand Refinement                | -                          | 2,500               | 2,500               | 10,000                | 10,000               | 100%        |
| <b>Total 5300 Marketing Expenses</b> | <b>\$ 84,304</b>           | <b>\$ 76,250</b>    | <b>\$ (8,054)</b>   | <b>\$ 305,000</b>     | <b>\$ 220,696</b>    | <b>72%</b>  |
| <b>5400 Administration</b>           |                            |                     |                     |                       |                      |             |
| 5415 Office Lease Expenses           | 2,026                      | 5,500               | 3,474               | 22,000                | 19,974               | 91%         |
| 5420 Meals/Lodging/Travel            | 1,351                      | 1,500               | 149                 | 6,000                 | 4,649                | 77%         |
| 5430 Office Expenses                 | 994                        | 2,000               | 1,006               | 8,000                 | 7,006                | 88%         |
| 5435 Bank Fees                       | -                          | 50                  | 50                  | 200                   | 200                  | 100%        |
| 5440 Postage                         | 43                         | 625                 | 582                 | 2,500                 | 2,457                | 98%         |
| 5450 Professional Svc                | -                          | 3,000               | 3,000               | 12,000                | 12,000               | 100%        |
| 5460 Services Contract               | 50,678                     | 55,513              | 4,835               | 222,050               | 171,372              | 77%         |
| 5465 Professional Dev.               | 6,101                      | 3,250               | (2,851)             | 13,000                | 6,899                | 53%         |
| 5480 Software                        | 251                        | 375                 | 124                 | 1,500                 | 1,249                | 83%         |
| 5490 Insurance D&O                   | 213                        | 225                 | 12                  | 900                   | 687                  | 76%         |
| <b>Total 5400 Administration</b>     | <b>\$ 61,656</b>           | <b>\$ 72,038</b>    | <b>\$ 10,382</b>    | <b>\$ 288,150</b>     | <b>\$ 226,494</b>    | <b>79%</b>  |
| <b>5650 Quality of Life</b>          |                            |                     |                     |                       |                      |             |
| 5655 Security                        | 20,023                     | 30,000              | 9,977               | 120,000               | 99,977               | 83%         |
| 5657 Ambassador Program              | 42,795                     | 42,795              | -                   | 171,180               | 128,385              | 75%         |
| 5659 Beautification                  | 9,994                      | 11,250              | 1,256               | 45,000                | 35,006               | 78%         |
| 5663 Open Street Activation          | -                          | 2,500               | 2,500               | 10,000                | 10,000               | 100%        |
| 5664 Initiatives from Survey         | -                          | 31,250              | 31,250              | 125,000               | 125,000              | 100%        |
| <b>Total 5650 Quality of Life</b>    | <b>\$ 72,812</b>           | <b>\$ 117,795</b>   | <b>\$ 44,983</b>    | <b>\$ 471,180</b>     | <b>\$ 398,368</b>    | <b>85%</b>  |
| <b>6000 Depreciation Expense</b>     | 2,087.44                   | -                   | (2,087.44)          |                       |                      |             |
| <b>Total Expenses</b>                | <b>\$ 243,043</b>          | <b>\$ 307,333</b>   | <b>\$ 64,289</b>    | <b>\$ 1,229,330</b>   | <b>\$ 988,374</b>    | <b>80%</b>  |
| <b>Net Income</b>                    | <b>\$ (220,708)</b>        | <b>\$ 168</b>       | <b>\$ 220,876</b>   | <b>\$ 670</b>         | <b>\$ 219,291</b>    |             |

# Downtown Knoxville Alliance

## Statement of Cash Flows

September 2025

|                                                                                      | TOTAL                 |
|--------------------------------------------------------------------------------------|-----------------------|
| OPERATING ACTIVITIES                                                                 |                       |
| Net Income                                                                           | (123,875.80)          |
| Adjustments to reconcile Net Income to Net Cash provided by operations:              |                       |
| 1110 Other Receivable                                                                | 2,909.91              |
| 1350 Prepaid Expenses                                                                | 14,537.67             |
| 1750 Accumulated Depreciation:Accumulated Depr - Leaseholds                          | 218.75                |
| 1760 Accumulated Depreciation:Accumulated Depr - Furniture                           | 484.67                |
| 2020 Acc. Payable:Accounts Payable                                                   | 47,561.75             |
| 2600 Accrued Payables                                                                | (6,675.00)            |
| <b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b> | <b>59,037.75</b>      |
| <b>Net cash provided by operating activities</b>                                     | <b>\$ (64,838.05)</b> |
| INVESTING ACTIVITIES                                                                 |                       |
| 1650 Leasehold Improvements                                                          | (821.35)              |
| <b>Net cash provided by investing activities</b>                                     | <b>\$ (821.35)</b>    |
| <b>NET CASH INCREASE FOR PERIOD</b>                                                  | <b>\$ (65,659.40)</b> |
| Cash at beginning of period                                                          | 1,903,083.20          |
| <b>CASH AT END OF PERIOD</b>                                                         | <b>\$1,837,423.80</b> |

**Downtown Knoxville Alliance**  
**Balance Sheet**  
**As of September 30, 2025**

|                                          | As of Sep 30, 2025     | As of Sep 30, 2024 (PY) | Change               | % Change      |
|------------------------------------------|------------------------|-------------------------|----------------------|---------------|
| <b>ASSETS</b>                            |                        |                         |                      |               |
| Current Assets - Bank Accounts           |                        |                         |                      |               |
| 1000 Cash & Cash Equiv.                  |                        |                         |                      |               |
| 1012 First Bank Checking                 | (10,079.36)            | (34,475.69)             | 24,396.33            | 70.76%        |
| 1014 First Bank ICS                      | 984,290.61             | 769,088.93              | 215,201.68           | 27.98%        |
| 1020 Investments - Cert Dep and MM       |                        |                         |                      |               |
| 1022 FirstBank CD 0680                   | 103,966.25             | 96,075.51               | 7,890.74             | 8.21%         |
| 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 | \$ 863,212.55          | \$ 848,156.62           | \$ 15,055.93         | 1.78%         |
| Total 1000 Cash & Cash Equiv.            | \$ 1,837,423.80        | \$ 1,582,769.86         | \$ 254,653.94        | 16.09%        |
| Total Bank Accounts                      | \$ 1,837,423.80        | \$ 1,582,769.86         | \$ 254,653.94        | 16.09%        |
| Accounts Receivable                      |                        |                         |                      |               |
| 1110 Other Receivable                    | 305.01                 | 5,529.60                | (5,224.59)           | -94.48%       |
| Total Accounts Receivable                | \$ 305.01              | \$ 5,529.60             | \$ (5,224.59)        | -94.48%       |
| Other Current Assets                     |                        |                         |                      |               |
| 1350 Prepaid Expenses                    | 1,614.58               | 75.00                   | 1,539.58             | 2052.77%      |
| Total Other Current Assets               | \$ 1,614.58            | \$ 75.00                | \$ 1,539.58          | 2052.77%      |
| Total Current Assets                     | \$ 1,839,343.39        | \$ 1,588,374.46         | \$ 250,968.93        | 15.80%        |
| Fixed Assets                             |                        |                         |                      |               |
| 1650 Leasehold Improvements              | 15,750.00              | -                       | 15,750.00            |               |
| 1660 Furniture & Equipment               | 40,712.62              | -                       | 40,712.62            |               |
| 1700 Accumulated Depreciation            |                        |                         |                      |               |
| 1750 Accumulated Depr - Leaseholds       | (633.43)               | -                       | (633.43)             |               |
| 1760 Accumulated Depr - Furniture        | (1,454.01)             | -                       | (1,454.01)           |               |
| Total 1700 Accumulated Depreciation      | \$ (2,087.44)          | \$ -                    | \$ (2,087.44)        |               |
| Total Fixed Assets                       | \$ 54,375.18           | \$ -                    | \$ 54,375.18         |               |
| 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>\$ 1,895,849.05</b> | <b>\$ 1,588,374.46</b>  | <b>\$ 307,474.59</b> | <b>19.36%</b> |
| <b>LIABILITIES AND EQUITY</b>            |                        |                         |                      |               |
| Current Liabilities - Accounts Payable   |                        |                         |                      |               |
| 2020 Accounts Payable                    | 69,854.11              | 5,614.78                | 64,239.33            | 1144.11%      |
| Total 2000 Acc. Payable                  | \$ 69,854.11           | \$ 5,614.78             | \$ 64,239.33         | 1144.11%      |
| Total Accounts Payable                   | \$ 69,854.11           | \$ 5,614.78             | \$ 64,239.33         | 1144.11%      |
| Other Current Liabilities                |                        |                         |                      |               |
| 2600 Accrued Payables                    | 1,036,613.34           | 1,017,686.66            | 18,926.68            | 1.86%         |
| Total Other Current Liabilities          | \$ 1,036,613.34        | \$ 1,017,686.66         | \$ 18,926.68         | 1.86%         |
| Total Current Liabilities                | \$ 1,106,467.45        | \$ 1,023,301.44         | \$ 83,166.01         | 8.13%         |
| Total Liabilities                        | \$ 1,106,467.45        | \$ 1,023,301.44         | \$ 83,166.01         | 8.13%         |
| Equity                                   |                        |                         |                      |               |
| 3900 Change in NA - unrestricted         | 1,010,089.64           | 634,936.90              | 375,152.74           | 59.09%        |
| Net Income                               | (220,708.04)           | (69,863.88)             | (150,844.16)         | -215.91%      |
| Total Equity                             | \$ 789,381.60          | \$ 565,073.02           | \$ 224,308.58        | 39.70%        |
| <b>TOTAL LIABILITIES AND EQUITY</b>      | <b>\$ 1,895,849.05</b> | <b>\$ 1,588,374.46</b>  | <b>\$ 307,474.59</b> | <b>19.36%</b> |

**Accrued Payables at 09.30.25**

|                                                                  |      |                |
|------------------------------------------------------------------|------|----------------|
| City of Knoxville (314 Union Ave) accrued 9/30/22                | FY23 | \$250,000.00   |
| Market Square Power Wash (total of 2)                            | FY24 | \$3,200.00     |
| Marketing/branding/activation requests COK street closures       | FY24 | \$3,937.52     |
| YWCA Keys of Hope Grant                                          | FY24 | \$250,000.00   |
| Art & Cultural Alliance - Emporium Project                       | FY24 | \$200,000.00   |
| Tennessee Theatre - \$300k total; \$100k current year Dev Grants | FY24 | \$300,000.00   |
| 2025 Programming - East TN Historical Society                    | FY25 | \$5,000.00     |
| Old City Market & First Friday Block Party                       | FY25 | \$5,000.00     |
| City of Knoxville / Concerts on the Square                       | FY25 | \$2,000.00     |
| Office Relocation                                                | FY25 | \$5,285.35     |
| Sustainable Solutions - Cigarette Litter Prevention & Recycling  | FY26 | \$9,690.48     |
| HoLa Hora Latina - 25th Annual Hola Festival                     | FY26 | \$2,500.00     |
|                                                                  |      | <hr/>          |
|                                                                  |      | \$1,036,613.35 |

# Downtown Knoxville Alliance

## Profit and Loss

### September 2025

|                                      | Sep 2025               | Sep 2024 (PY)         | Change                | % Change        |
|--------------------------------------|------------------------|-----------------------|-----------------------|-----------------|
| <b>Income</b>                        |                        |                       |                       |                 |
| 4020 CBID Assessment                 | 305.01                 | 5,529.60              | (5,224.59)            | -94.48%         |
| 4100 Interest on Cash Reserves       | 2,909.04               | 2,662.33              | 246.71                | 9.27%           |
| <b>Total Income</b>                  | <b>\$ 3,214.05</b>     | <b>\$ 8,191.93</b>    | <b>\$ (4,977.88)</b>  | <b>-60.77%</b>  |
| <b>Gross Profit</b>                  | <b>\$ 3,214.05</b>     | <b>\$ 8,191.93</b>    | <b>\$ (4,977.88)</b>  | <b>-60.77%</b>  |
| <b>Expenses</b>                      |                        |                       |                       |                 |
| 5100 Business Support                |                        |                       |                       |                 |
| 5150 Merchant Support                | 21,131.47              | -                     | 21,131.47             |                 |
| <b>Total 5100 Business Support</b>   | <b>\$ 21,131.47</b>    | <b>\$ -</b>           | <b>\$ 21,131.47</b>   |                 |
| 5300 Marketing Expenses              |                        |                       |                       |                 |
| 5305 Advertising                     | 30,770.58              | 1,800.00              | 28,970.58             | 1609.48%        |
| 5306 Print and Content Development   | 25,472.69              | 3,187.16              | 22,285.53             | 699.23%         |
| 5364 Downtown Scavenger Hunt         | -                      | 6,250.00              | (6,250.00)            | -100.00%        |
| 5375 Website                         | 3,214.75               | 550.00                | 2,664.75              | 484.50%         |
| <b>Total 5300 Marketing Expenses</b> | <b>\$ 59,458.02</b>    | <b>\$ 11,787.16</b>   | <b>\$ 47,670.86</b>   | <b>404.43%</b>  |
| 5400 Administration                  |                        |                       |                       |                 |
| 5415 Office Lease Expenses           | 911.99                 | -                     | 911.99                |                 |
| 5420 Meals/Lodging/Travel            | (1,034.87)             | 1,316.60              | (2,351.47)            | -178.60%        |
| 5430 Office Expenses                 | 226.69                 | 1,458.15              | (1,231.46)            | -84.45%         |
| 5440 Postage                         | 13.32                  | 15.18                 | (1.86)                | -12.25%         |
| 5450 Professional Svc                | -                      | 2,206.49              | (2,206.49)            | -100.00%        |
| 5460 Services Contract               | 16,892.55              | 20,348.00             | (3,455.45)            | -16.98%         |
| 5465 Professional Development        | 5,226.23               | 3,443.32              | 1,782.91              | 51.78%          |
| 5480 Software                        | 87.95                  | 75.38                 | 12.57                 | 16.68%          |
| 5490 Insurance D&O                   | 70.84                  | 75.00                 | (4.16)                | -5.55%          |
| <b>Total 5400 Administration</b>     | <b>\$ 22,394.70</b>    | <b>\$ 28,938.12</b>   | <b>\$ (6,543.42)</b>  | <b>-22.61%</b>  |
| 5650 Quality of Life                 |                        |                       |                       |                 |
| 5655 Security                        | 9,032.24               | 2,475.00              | 6,557.24              | 264.94%         |
| 5657 Ambassador Program              | 14,265.00              | 9,676.32              | 4,588.68              | 47.42%          |
| 5659 Beautification                  | 105.00                 | 84.00                 | 21.00                 | 25.00%          |
| <b>Total 5650 Quality of Life</b>    | <b>\$ 23,402.24</b>    | <b>\$ 12,235.32</b>   | <b>\$ 11,166.92</b>   | <b>91.27%</b>   |
| 6000 Depreciation Expense            | 703.42                 | -                     | 703.42                |                 |
| <b>Total Expenses</b>                | <b>\$ 127,089.85</b>   | <b>\$ 52,960.60</b>   | <b>\$ 74,129.25</b>   | <b>139.97%</b>  |
| <b>Net Operating Income</b>          | <b>\$ (123,875.80)</b> | <b>\$ (44,768.67)</b> | <b>\$ (79,107.13)</b> | <b>-176.70%</b> |
| <b>Net Income</b>                    | <b>\$ (123,875.80)</b> | <b>\$ (44,768.67)</b> | <b>\$ (79,107.13)</b> | <b>-176.70%</b> |

# Downtown Knoxville Alliance

## A/R Aging Detail

As of September 30, 2025

| DATE              | TRANSACTION TYPE | NUM      | CUSTOMER           | DUE DATE   | AMOUNT   | OPEN BALANCE |
|-------------------|------------------|----------|--------------------|------------|----------|--------------|
| Current           |                  |          |                    |            |          |              |
| 09/30/2025        | Invoice          | 07312027 | City of Knoxville. | 10/31/2025 | 305.01   | 305.01       |
| Total for Current |                  |          |                    |            | \$305.01 | \$305.01     |
| TOTAL             |                  |          |                    |            | \$305.01 | \$305.01     |



# Downtown Knoxville Alliance

## A/P Aging Detail

As of September 30, 2025

| DATE                           | TRANSACTION TYPE     | NUM        | VENDOR                                       | DUE DATE   | PAST DUE | AMOUNT      | OPEN BALANCE |
|--------------------------------|----------------------|------------|----------------------------------------------|------------|----------|-------------|--------------|
| 1 - 30 days past due           |                      |            |                                              |            |          |             |              |
| 09/01/2025                     | Bill                 | 2507717    | High Resolutions, Inc                        | 09/21/2025 | 23       | 582.93      | 582.93       |
| 09/26/2025                     | Bill Payment (Check) | 2779       | Arts & Culture Alliance of Greater Knoxville | 09/26/2025 | 18       | (710.16)    | (710.16)     |
| Total for 1 - 30 days past due |                      |            |                                              |            |          | \$ (127.23) | \$ (127.23)  |
| Current                        |                      |            |                                              |            |          |             |              |
| 09/30/2025                     | Bill                 | 12336      | MoxCar.                                      | 09/30/2025 | 14       | 25,125.00   | 25,125.00    |
| 09/01/2025                     | Bill                 | INV245745  | Off Duty Management, Inc.                    | 10/01/2025 | 13       | 990.00      | 990.00       |
| 09/30/2025                     | Bill                 | INV014342  | Knoxville Chamber                            | 10/01/2025 | 13       | 16,892.55   | 16,892.55    |
| 09/23/2025                     | Bill                 | 37383      | WorkSpace Interiors                          | 10/08/2025 | 6        | 675.00      | 675.00       |
| 09/11/2025                     | Bill                 | INV250652  | Off Duty Management, Inc.                    | 10/11/2025 | 3        | 990.00      | 990.00       |
| 09/29/2025                     | Bill                 | 09292025   | Annoor Academy of Knoxville                  | 10/14/2025 | 0        | 2,500.00    | 2,500.00     |
| 09/30/2025                     | Bill                 | DKA-100125 | Southern Bloom Social                        | 10/15/2025 | -1       | 1,800.00    | 1,800.00     |
| 09/30/2025                     | Bill                 | 09302025   | Callie Blackburn                             | 10/15/2025 | -1       | 174.25      | 174.25       |
| 09/30/2025                     | Bill                 | 20092079   | Designsensory                                | 10/16/2025 | -2       | 550.00      | 550.00       |
| 09/18/2025                     | Bill                 | INV253401  | Off Duty Management, Inc.                    | 10/18/2025 | -4       | 660.00      | 660.00       |
| 09/21/2025                     | Bill                 | INV12335   | CrowdRiff Inc.                               | 10/21/2025 | -7       | 1,489.75    | 1,489.75     |
| 09/25/2025                     | Bill                 | INV256378  | Off Duty Management, Inc.                    | 10/25/2025 | -11      | 1,265.00    | 1,265.00     |
| 09/30/2025                     | Bill                 | INV11529   | CrowdRiff Inc.                               | 10/30/2025 | -16      | 4,781.25    | 4,781.25     |
| 09/30/2025                     | Bill                 | 16428      | Knoxville Police Department                  | 10/30/2025 | -16      | 1,414.37    | 1,414.37     |
| 09/30/2025                     | Bill                 | 16427      | Knoxville Police Department                  | 10/30/2025 | -16      | 1,405.63    | 1,405.63     |
| 09/30/2025                     | Bill                 | 16429      | Knoxville Police Department                  | 10/30/2025 | -16      | 1,097.24    | 1,097.24     |
| 09/30/2025                     | Bill                 | 0007316195 | Knoxville News Sentinel                      | 10/31/2025 | -17      | 1,477.52    | 1,477.52     |
| 09/30/2025                     | Bill                 | INV014333  | Knoxville Chamber                            | 10/31/2025 | -17      | 102.54      | 102.54       |
| 09/28/2025                     | Bill                 | INV259233  | Off Duty Management, Inc.                    | 11/01/2025 | -18      | 1,210.00    | 1,210.00     |
| 09/30/2025                     | Bill                 | 09302025   | Card Services Center - Mastercard            | 11/04/2025 | -21      | 5,381.24    | 5,381.24     |
| Total for Current              |                      |            |                                              |            |          | \$69,981.34 | \$69,981.34  |
| TOTAL                          |                      |            |                                              |            |          | \$69,854.11 | \$69,854.11  |

**Downtown Knoxville Alliance**  
**Uncleared Checks Report**  
as of September 30, 2025

| Date       | Transaction Type     | Num  | Name                          | Amount                |
|------------|----------------------|------|-------------------------------|-----------------------|
| 08/01/2025 | Bill Payment (Check) | 2738 | Hummel, Michele               | (176.22)              |
| 08/29/2025 | Bill Payment (Check) | 2762 | Historic Old City Association | (1,500.00)            |
| 9/26/2025  | Bill Payment (Check) | 2780 | Ciris Content                 | (1,200.00)            |
| 9/26/2025  | Bill Payment (Check) | 2781 | Painter 1 of Knoxville        | (821.35)              |
| 9/26/2025  | Bill Payment (Check) | 2778 | Designsensory                 | (625.00)              |
| 9/26/2025  | Bill Payment (Check) | 2783 | Card Services Center          | (4,703.12)            |
| 9/26/2025  | Bill Payment (Check) | 2784 | KUB                           | (105.00)              |
| 9/26/2025  | Bill Payment (Check) | 2777 | High Resolutions, Inc.        | (238.51)              |
| 9/26/2025  | Bill Payment (Check) | 2779 | Arts & Culture Alliance       | (710.16)              |
|            |                      |      |                               | <b>\$ (10,079.36)</b> |

## MARKETING COMMITTEE MINUTES

 **SEPTEMBER 10, 2025 | 3:30 PM**

Committee members present included Shera Petty, Visit Knoxville; Scott Bird, MoxCar Marketing + Communications; Lisa Allen, City of Knoxville; Heather Beck, BarberMcMurry Architects. Staff members included Michele Hummel and Callie Blackburn.

### Sponsorship Requests

| Organization                           | Event                         | Request  | Recommendation  |
|----------------------------------------|-------------------------------|----------|-----------------|
| Nourish Knoxville;<br>Ellie Moore      | Winter Farmers<br>Market      | \$5,000  | \$5,000         |
| East TN Equality Council;<br>John Camp | Knox Pride Fest<br>and Parade | \$10,000 | \$6,000         |
| <b>Total</b>                           |                               |          | <b>\$11,000</b> |

### Recommendations for Board Approval

\$11,000 to be approved as outlined above for Event Sponsorships. FY 25-26 budget, summary of events, and event applications are attached.

### Primary discussion points:

**Winter Farmers Market** – Nourish Knoxville is requesting \$5,000 for their 2025/2026 season Winter Farmers Market. The Winter Markets will be held every Saturday from 10 AM – 2 PM from December 6 – 20, 2025 and January 17 – March 28, 2026. The funds will be used for Staffing costs, port-a-john rentals during ice rink weeks, KPD fees for December road closures, as well as onsite advertising.

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

**Knox Pride Fest and Parade** – East Tennessee Equality Council is requesting \$10,000 for the 2025 Knox Pride Parade and Festival. The parade will be held on October 3, 2025, and the festival will be held on October 4, 2025. These funds will be used for help covering local overhead. (Local & minority businesses and entertainers will be prioritized.)

**Recommendation:** The committee made a recommendation to the board to fund the for \$6,000.

**Next Meeting**

The next Marketing Committee meeting is scheduled for Wednesday, November 12, 2025, at 3:00 PM.

## 2024-2025

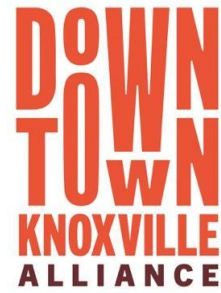
### Downtown Knoxville Alliance - Event Sponsorships FY 25-26 (as of July 1, 2025)

|                                                  | FY 23-24<br>Requests | FY 23-24<br>Funded | FY 24-25<br>Requests | FY 24-25<br>Funded | FY 25-26<br>Requests | FY 25-26<br>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(s) | 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              |                      |                    |
| 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>12,000</b>        | <b>10,000</b>      |
| <b>Balance Prior to Requests</b>                 |                      | <b>30,500</b>      |                      | <b>(9,500)</b>     |                      | <b>115,000</b>     |
| <b>Requests/Recommendation</b>                   |                      |                    |                      |                    | <b>Requests</b>      | <b>Proposed</b>    |
| Winter Farmers Market                            |                      |                    |                      |                    | 5,000                |                    |
| Knox Pride Fest & Parade                         |                      |                    |                      |                    | 10,000               |                    |
| <b>Total Current Requests</b>                    |                      |                    |                      |                    | <b>15,000</b>        | <b>-</b>           |
| <b>Remaining Balance</b>                         |                      |                    |                      |                    |                      | <b>115,000</b>     |

|                            | Winter Farmers Market                                                                                                    | Knox Pride Fest & Parade                                                                                       |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>Request</b>             | \$5,000                                                                                                                  | \$10,000                                                                                                       |
| <b>Dates</b>               | Every Sat. (10 AM – 2PM),<br>Dec. 6 – Dec. 20, 2025 + Jan.<br>17 – March 28, 2026                                        | October 3 & 4, 2025                                                                                            |
| <b>Location</b>            | Market Square (after ice rink)                                                                                           | Gay St. & World's Fair Park                                                                                    |
| <b>History</b>             | Prior Years: 12<br>Funded by DKA: 2                                                                                      | Prior Years: 20<br>Funded by DKA: 1                                                                            |
| <b>Most Recent Funding</b> | \$5,000                                                                                                                  | \$6,000                                                                                                        |
| <b>Event Producer</b>      | Nourish Knoxville                                                                                                        | East TN Equality Council                                                                                       |
| <b>Other Sponsors</b>      | Grayson Subaru; presenting.<br>In kind support: Ruby<br>Sunshine, Cruze Farm, Status<br>Dough. Grant funding.            | Walmart, US Bank, Grayson<br>Subaru, Walgreens, Choice<br>Health Network, Club XYZ,<br>Boost Mobile, + others. |
| <b>General Admission</b>   | Free                                                                                                                     | Free                                                                                                           |
| <b>Expected Attendance</b> | <b>2025/2026:</b><br>20,000 – 20,500<br><br><b>2024/2025:</b> 19,650<br><b>2023/2024:</b> 18,600                         | 60,000                                                                                                         |
| <b>Total Expenses</b>      | \$35,099                                                                                                                 | \$45,100                                                                                                       |
| <b>Projected Profit</b>    | breakeven                                                                                                                | -                                                                                                              |
| <b>Request/% of Exp</b>    | 14%                                                                                                                      | 22%                                                                                                            |
| <b>Request/Attendee</b>    | \$0.25                                                                                                                   | \$0.16                                                                                                         |
| <b>Use of Funds</b>        | Staffing costs, port-a-john<br>rentals during ice rink weeks,<br>KPD fees for Dec. road<br>closures, onsite advertising. | Help covering local overhead.<br>Local & minority businesses &<br>entertainers prioritized.                    |

## 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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**Event:** Nourish Knoxville's Winter Farmers Market

**Date(s):** Every Saturday (10 AM – 2 PM), December 6 – December 20, 2025 + January 17 – March 28, 2026.

**Location:** December: Market Square (south of the ice rink), Union Ave (between Walnut St & Gay St), and Market St (between Union Ave and Clinch Ave). January - March: Market Square.

**Produced by:** Nourish Knoxville

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

**Event History:**

|                      |                |                                      |
|----------------------|----------------|--------------------------------------|
| N/A First-time event | 12 prior years | 2 years of previous Alliance funding |
|----------------------|----------------|--------------------------------------|

**Contact:** Ellie Moore      **Phone:** 865-805-8687

**Address:** Nourish Knoxville, PO Box 2422, Knoxville, TN 37901

**Email:** [ellie@nourishknoxville.org](mailto:ellie@nourishknoxville.org)

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**Event description:**

Nourish Knoxville's Winter Farmers Market is one of downtown's most reliable winter traditions, drawing thousands of visitors every week from December through March. As a free, open-air, rain-or-shine market, it creates a steady community gathering place during a season when few other recurring events take place downtown. Unlike one-time or occasional events, the Winter Farmers Market brings people downtown week after week - making it part of their regular routine while complementing the city's cultural and retail offerings. More than an event, it feels like a weekly grocery trip with neighbors, centered on fresh, local food.

Each Saturday, farmers, food producers, and artisans highlight the best of East Tennessee agriculture and creativity, offering everything from seasonal produce to prepared foods and handmade goods. Together, these weekly markets add up: during the 202 - 2025 season, nearly 20,000 visits across 14 market days cemented the Winter Farmers Market as a cornerstone of winter activity in the city center.

Accessibility is central to the market's mission: SNAP benefits are accepted and doubled through Double Up Food Bucks, monthly free children's activities are offered through Nourish Kids, and small local businesses are incubated with a low-barrier entry point to connect with the community. With operations led by Nourish Knoxville - whose offices are downtown - and strong involvement from local businesses, residents, and leaders, the Winter Farmers Market is more than a place to shop. It's a dependable winter gathering space built by downtown for downtown, celebrating local food, creativity, and connection.



**Additional sponsors:**

Grayson Subaru is the presenting sponsor of the 2025 - 2026 Winter Farmers Market, helping ensure the market's continued success throughout the season. We welcome additional sponsorships to strengthen the event and highlight community partners who share a commitment to downtown's vitality.

In-kind support from downtown businesses such as Ruby Sunshine, Cruze Farm, and Status Dough also plays a vital role. Their donations of food, beverages, and other resources sustain and appreciate our volunteers and staff, directly supporting the people who make the market possible each week. These contributions strengthen the connection between the market and downtown's food and retail community.

Beyond sponsorships, Nourish Knoxville secures grant funding that supports our broader mission of food access and local food promotion. The Tennessee Department of Health's Project Diabetes grant funds our produce incentive programs, including Nourish Kids and SNAP/Double Up Food Bucks. More recently, we received our first federal award through the USDA Farmers Market Promotion Program, expanding our local food promotion efforts across East Tennessee.

Because these grants fund regional and programmatic work, sponsorships and DKA funding are essential to sustaining the Winter Farmers Market itself as a reliable, inclusive, and distinctly downtown weekly event.

**Planned use of funds requested:**

The requested funds will sustain the Winter Farmers Market as a reliable weekly gathering that draws people downtown from December through March. Specifically, funding will cover:

- Staffing costs to ensure smooth operations and a welcoming experience for downtown merchants, City Employees, market vendors, and visitors each week;
- December port-a-john rentals, ensuring restroom access when the market footprint shifts south to accommodate the ice rink and is farther from the Market Square Garage facilities.
- KPD fees for road closures in December, creating a safe and accessible environment for attendees; and
- Onsite advertising and signage specific to the Winter Farmers Market, increasing visibility and drawing more visitors into downtown.

By supporting these operational needs, the Downtown Knoxville Alliance helps ensure the Winter Farmers Market remains a strong anchor during the city's slowest season. These investments make it possible for the market to maintain its weekly rhythm, offering shoppers dependable access to fresh, local food while reinforcing its role as a consistent and vibrant downtown destination.

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

Based on steady year-over-year growth since relocating to Market Square, we anticipate attendance for the 2025 - 2026 Winter Farmers Market will increase by approximately 5 - 6%, reaching 20,000 - 20,500 visitors across 14 market days. Attendance has risen from 18,600 visitors in 2023 - 2024 to 19,650 in 2024 - 2025, a growth pattern that has held consistently each year. This trend demonstrates that the market is not only a reliable weekly destination but also one that continues to expand its reach, reinforcing its role as a consistent community gathering space downtown.

Attendance is measured systematically with volunteer counters stationed in designated zones every 30 minutes, with data compiled and analyzed to monitor year-over-year growth.

The Winter Farmers Market serves a wide cross-section of the community, including families, young professionals, and older residents, as well as visitors from surrounding counties who come downtown for the market experience. We also work with local businesses, nonprofits, and professional groups to provide tailored “field trips” that introduce new audiences to the market and to downtown. Past partners include Centro Hispano, reaching ESL families in Knoxville, and the Knoxville Bar Association, engaging young attorneys. By offering SNAP/Double Up Food Bucks and free children’s programming, the market remains welcoming and accessible to diverse economic groups.

This combination of steady growth, routine attendance, community partnerships, and inclusivity highlights the market’s unique role as a dependable winter destination for East Tennesseans.

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

The Winter Farmers Market offers multiple ways for downtown merchants to engage with the event and its community:

- **Vendor Participation:** Independent downtown businesses are invited to vend at the market, showcasing their products to a diverse audience. Examples include Paysan Bagels & Bread/Emilia.
- **Sponsorship:** Merchants can increase visibility by sponsoring the market, aligning their brand with a well-attended, reliable winter event.
- **In-Kind Support:** Many downtown businesses contribute food, beverages, or volunteer support, sustaining staff and volunteers while reinforcing their connection to the market.
- **Board & Committee Representation:** Downtown leaders from the private sector, government, and neighborhood community actively guide the market. Current representatives include Fiona McAnally (City of Knoxville), Patrick Hollis (Mabry Hazen House), Lila Honaker (University of Tennessee), Dimpal Patel (Embassy Suites), Zoe Fuller and Bryson Walker (downtown residents), Cullen Wojcik (Knox Defense), and Nena Potter (Tombras).

In addition, Ellie Moore, COO of Nourish Knoxville, serves on the Downtown Quality of Life Committee with the Downtown Knoxville Alliance and is actively involved with the newly formed downtown merchant group focused on Market Square, Union Avenue, and Gay Street. This group works to strengthen relationships between downtown merchants and the City of Knoxville, advocate for a diverse array of programming, and improve engagement and visitation in the district.

By both providing opportunities for downtown merchant engagement with our markets and participating in Downtown Knoxville Alliance activities, Nourish Knoxville not only invites downtown merchants into our markets but also actively engages with them to support the broader vitality of the district.

And as always, we would love to find more ways to collaborate with downtown partners. Whether through vending, sponsorship, marketing, or other forms of engagement, we value local businesses’ contributions and look forward to deepening connections across the downtown community.

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

The Winter Farmers Market’s biggest impact is as a winter foot traffic driver. With nearly 20,000 visits across 14 market days in 2024 - 2025, the market provides a weekly, consistent draw during a season

when downtown typically sees fewer visitors. While officially an event, it functions as a regular grocery experience for many attendees, offering fresh produce and locally made foods. This reliability brings people to Market Square who may not otherwise visit on a routine basis, complementing existing merchants and cultural events rather than competing with them. Key impacts include:

- **Drives Economic Growth:** Visitors often extend their trip to dine, shop, and explore downtown, supporting restaurants and retailers during the slowest sales season.
- **Enhances Visibility & Branding:** Weekly markets reinforce downtown Knoxville's identity as a year-round destination.
- **Supports Small Businesses:** Vendors include both local entrepreneurs and established downtown names, creating cross-promotion that benefits the wider business community.
- **Boosts Tourism:** The market draws both Knoxville residents and visitors, making downtown a winter destination.
- **Fosters Community Engagement:** Quiet winter Saturdays are transformed into lively gatherings, strengthening connection and downtown pride among residents and visitors.

By consistently involving downtown businesses, residents, leaders, and Nourish Knoxville staff - whose offices are in the heart of the city - the Winter Farmers Market is not just an event that happens downtown. It is downtown, complementing and energizing the district's merchants, cultural offerings, and public life.

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

Without DKA funding, the Winter Farmers Market's ability to serve as a winter traffic engine for downtown would be compromised. Staffing, road closures, and visibility efforts rely on this support. Because the Winter Market cannot generate as much income from vendor fees as larger markets, outside funding is critical to maintaining it as a viable, low-barrier outlet for local vendors *and* as a consistent driver of downtown visits.

Without this support, downtown would lose one of its few recurring winter events, weakening foot traffic and reducing the steady economic impact the market delivers to downtown merchants during the off-season.

#### **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)

| Winter Farmers Market |                                   |  |  |                                    |                                    |                                    |                                    |
|-----------------------|-----------------------------------|--|--|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
|                       |                                   |  |  |                                    |                                    |                                    | Projected                          |
|                       |                                   |  |  | Dec 2022<br>Mar 2023<br>(13 dates) | Dec 2023<br>Mar 2024<br>(14 dates) | Dec 2024<br>Mar 2025<br>(14 dates) | Dec 2025<br>Mar 2026<br>(14 dates) |
| Income                |                                   |  |  |                                    |                                    |                                    |                                    |
|                       | Booth and App Fees                |  |  | \$25,440                           | \$27,755                           | \$29,510                           | \$29,500                           |
|                       | Grants                            |  |  | \$1,500                            | \$1,500                            | \$1,500                            | \$1,500                            |
|                       | Sponsorships (Grayson & DKA)      |  |  | \$3,000                            | \$8,300                            | \$8,300                            | \$8,300                            |
|                       | Total Income                      |  |  | \$29,940                           | \$37,555                           | \$39,310                           | \$39,300                           |
| Expense               |                                   |  |  |                                    |                                    |                                    |                                    |
|                       | Accounting Fees                   |  |  | \$1,200                            | \$1,200                            | \$1,400                            | \$1,400                            |
|                       | Insurance                         |  |  | \$500                              | \$500                              | \$500                              | \$500                              |
|                       | SNAP Expenses                     |  |  | \$716                              | \$191                              |                                    |                                    |
|                       | Advertising/Marketing             |  |  | \$500                              | \$237                              | \$183                              | \$500                              |
|                       | Port-a-johns/Handwashing station  |  |  | \$420                              | \$560                              | \$420                              | \$420                              |
|                       | Security                          |  |  | \$1,170                            | \$2,350                            | \$1,513                            | \$1,279                            |
|                       | Software/Processing Fees          |  |  | \$2,200                            | \$1,563                            | \$2,400                            | \$2,500                            |
|                       | Supplies                          |  |  | \$500                              | \$450                              | \$37                               | \$500                              |
|                       | Payroll & Benefit Expenses        |  |  | \$26,016                           | \$27,969                           | \$27,834                           | \$28,000                           |
|                       | Total Expense                     |  |  | \$33,222                           | \$35,020                           | \$34,286                           | \$35,099                           |
|                       | 10% Indirect Organizational Costs |  |  | \$3,322                            | \$3,502                            | \$3,429                            | \$3,510                            |
|                       | Net Profit/Loss                   |  |  | -\$6,604                           | -\$967                             | \$1,595                            | \$691                              |

## **2025 - 2026 Winter Farmers Market Marketing Plan**

### **Introduction:**

The Winter Farmers Market provides a reliable weekly gathering downtown from December through March, connecting residents, visitors, and downtown employees to fresh, local food and community programming. This marketing plan builds on past successes while introducing new strategies, including a Winter Farmers Market newsletter, to expand reach, increase engagement, and strengthen downtown vibrancy during the slower winter season. Our target audiences include families, downtown residents, regional visitors, and participants from local organizations and professional groups.

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### **1. Social Media Engagement**

- Platforms: Instagram, Facebook, and LinkedIn.
  - Activities: Weekly posts highlighting vendors, seasonal programming (Nourish Kids, SNAP/Double Up Food Bucks), market updates, and winter features.
  - Goals & Impact:
    - Increase social media reach by 15%.
    - Encourage attendees to share experiences online, building a sense of community and word-of-mouth promotion.
    - Drive both new and returning visitors to the weekly market.
- 

### **2. Winter Farmers Market Newsletter (New Initiative)**

- Audience: Subscribers gathered from tabling events, special events, Winter Farmers Market (WFM), Market Square Farmers Market, and New Harvest Farmers Markets, expanding beyond typical WFM attendees.
  - Content: Seasonal produce highlights, easy recipes, downtown parking tips, other downtown events, and features on Nourish Knoxville programs.
  - Frequency: Monthly throughout the winter season.
  - Goals & Impact:
    - Increase awareness of weekly markets and downtown visitation.
    - Encourage repeat visits by highlighting market convenience, programming, and complementary downtown events.
    - Strengthen community connection and engagement with local businesses.
    - Track performance via open rates, click-throughs, and correlations with attendance.
- 

### **3. Strategic Partnerships**

- Collaborations: Downtown employers, nonprofits, professional groups, and regional organizations.

- Activities: Tailored field trips, internal outreach, cross-promotion through partner networks, and joint marketing campaigns.
  - Goals & Impact:
    - Increase group and organizational visits by 5%.
    - Expand market awareness to diverse audiences.
    - Strengthen connections between downtown businesses, visitors, and the Winter Farmers Market.
- 

#### **4. Signage & Visibility**

- At-market signage providing information about hours, programming, and vendors.
  - Handbills highlighting the winter season, weekly schedule, programming, and parking.
  - Goals & Impact:
    - Increase first-time attendance.
    - Improve visitor experience and wayfinding.
    - Reinforce downtown visibility and brand recognition.
- 

#### **5. Media & Community Engagement**

- Media: Press releases, feature stories, and live coverage to generate excitement.
  - Community: Participation in downtown festivals, interactive experiences, volunteer-driven outreach, and group visits/field trips.
  - Goals & Impact:
    - Generate measurable media impressions and public visibility.
    - Increase community participation and market attendance.
    - Build connections with diverse demographic groups, supporting inclusivity.
- 

#### **6. Measurement & Evaluation**

- Attendance counted every 30 minutes via volunteer counters in designated zones.
  - Social media metrics (reach, engagement, shares) tracked regularly.
  - Newsletter analytics (open rates, click-throughs) monitored to gauge audience engagement.
  - Field trip and organizational participation numbers collected and analyzed.
  - Feedback from vendors, visitors, and partners used to assess satisfaction and community impact.
- 

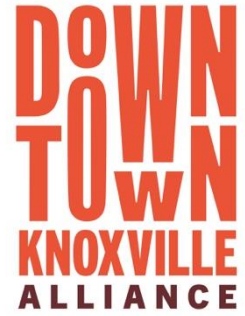
#### **Conclusion:**

By combining social media, the new Winter Farmers Market newsletter, strategic partnerships, signage,

media engagement, and community outreach, the Winter Farmers Market will maintain its weekly rhythm, expand participation by an anticipated 5 - 6%, and provide measurable benefits to downtown Knoxville. These efforts strengthen local businesses, increase winter foot traffic, foster community connection, and reinforce the market's role as a dependable, inclusive, and vibrant downtown destination.

## 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:

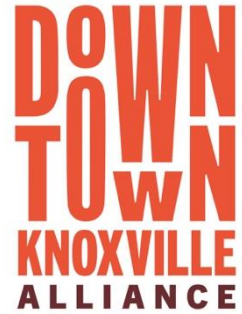
- Sponsored events should include the Downtown Knoxville Alliance as a sponsor in all pre-event publicity, marketing materials, websites, posters, and event materials. Information on downtown parking should also be included.
- A post-event evaluation is required within 45 days of the event. Payments 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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Event: \_Knox Pride Fest 2025\_\_\_\_\_

Date(s): \_10/4/2025\_\_\_\_\_

Location: \_World's Fair Park\_\_\_\_\_

Produced by: \_\_East Tennessee Equality Council\_\_\_\_\_

Sponsorship amount requested: \_\_\$10,000\_\_\_\_\_

Event History:

\_\_\_\_ First-time event      (#) \_\_20+\_\_ prior years      (#) \_\_1\_\_ years of previous Alliance funding

Contact: \_JohnCamp\_\_\_\_\_

Phone: \_8654062492\_\_\_\_\_

Address: \_POBox30315,Knoxville,TN37930\_\_\_\_\_E

Email:

\_\_\_\_john@knoxpride.com\_\_\_\_\_

Event description: \_\_\_\_\_

\_\_\_\_Annual KNOx Pride Festival

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional sponsors:\_\_\_\_Wal Mart, US Bank, Walgreens, Grayson Subaru, Choice Health Network,

Club XYZ, Boost Mobile, etc\_\_\_\_\_

\_\_\_\_\_

Planned use of funds requested: \_To help cover overhead. Local & minority businsses and

enterainers prioritized\_\_\_\_\_

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

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\_\_\_We see a diverse group of individuals of all facets of queerness along with allies, families, local community orgs, city, and state representatives. We use hand counters at the front gate\_\_\_\_\_

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

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\_\_\_Sponsorship, the ability to have a booth, we also directly impact downtown businesses for the festival and parade with folks staying to shop and eat before, during, and after our events.

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How will this event positively impact downtown? \_\_\_Along with bringing a good amount of tourism dollars to the weekend, it is also a great opportunity for community to recognize they live in a city that is actively supporting them, which is huge in our country right now. It also gives folks an opportunity to meet and interact with over 120 local vendors, services, and community downtown Knoxville and the surrounding city have to offer. \_\_\_\_\_

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What effect would lack of Downtown Knoxville Alliance funding have on this event? \_\_\_\_\_N/A

Attach the following:

Projected *budget*, including detailed income and expenses

Detailed marketing and promotion plans

Previous three-year *actual* financial results (if applicable)

Proof of nonprofit status (if applicable)

| <b>Pride Fest 2025 Budget</b> | <b>Category</b>                | <b>Est Cost</b> | <b>Actual Cost</b>            |
|-------------------------------|--------------------------------|-----------------|-------------------------------|
|                               |                                |                 |                               |
| <b>World's Fair Park</b>      | <b>Venue</b>                   | <b>8500</b>     |                               |
| <b>Clabough</b>               | <b>Security</b>                | <b>3000</b>     |                               |
| <b>KPD</b>                    | <b>Security</b>                | <b>1500</b>     |                               |
|                               | <b>EMS</b>                     | <b>1500</b>     |                               |
|                               | <b>Décor</b>                   | <b>2500</b>     |                               |
| <b>All Occasion</b>           | <b>Tents / Tables / Chairs</b> | <b>5000</b>     |                               |
| <b>Zoo Knox</b>               | <b>Sound / Lighting</b>        | <b>1600</b>     |                               |
|                               | <b>DJ</b>                      |                 | <b>included in Sound Cost</b> |
|                               | <b>Entertainment</b>           | <b>3000</b>     |                               |
|                               | <b>Headliners</b>              | <b>2500</b>     |                               |
|                               | <b>Insurance</b>               | <b>8000</b>     |                               |
|                               | <b>Volunteers</b>              | <b>1500</b>     |                               |
|                               | <b>ASL</b>                     | <b>2000</b>     |                               |
|                               | <b>Merch</b>                   | <b>3000</b>     |                               |
|                               | <b>Golf Carts</b>              | <b>500</b>      |                               |
|                               | <b>Signage</b>                 | <b>1000</b>     |                               |
|                               |                                |                 |                               |
| <b>Running Total</b>          |                                | <b>45100</b>    |                               |



# BOARD OF DIRECTORS' MEETING



## STAFF REPORT FOR OCTOBER 2025

### MARKETING

- October Newsletter released promoting Wicked Cool.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 242,952 followers (previous: 229,196; 225,474; 220,955). Includes Facebook, Instagram, X, TikTok, Threads, YouTube, and LinkedIn.
- Newts in Knoxville: Newt website is live! Local media campaigns in progress. Commercial to play in all Knox DMA movie theatres for November and December; capturing Wicked 2, Zootopia 2, and Avatar 3 audiences.
- Marketing Committee meeting held on September 10. September's board meeting did not meet quorum. Recommendations in board package. Note that Knox Pride was canceled, and no longer needs the requested funds.
- The next Marketing Committee meeting will be held on November 12.

### BUSINESS SUPPORT

- Website update and promotion for October 3 First Friday ArtWalk.
- October information to businesses on monthly events and conventions impacting staffing.
- Wicked Cool promotions underway: Cool Cats, treats & specials, events, & décor.
- Trick or Treat event scheduled for October 31 Market Square.
- Ribbon Cutting for the new office scheduled for Monday, November 17 after board meeting.
- Holiday 2025 planning and promotions underway.

### QUALITY OF LIFE

- Quality of Life meeting scheduled for Friday, November 7 at 11:30.
- Working with KPD on new plan for downtown security and nights/weekends DKA will hire off duty patrol officers.
- Scheduling a meeting with the Mayor to discuss survey and areas we can work together to accomplish some initiatives.
- Newsletter to residents for upcoming closures, events, District 6 Forum.

### OTHER

- Office move – getting closer! We should be in the new office for the November meeting.
- Audit for FY 24-25 is currently underway.
- Staff attended the International Downtown Association Conference a few weeks ago.
- Media request – WATE: Wicked Cool, WBIR – Wicked Cool