

BOARD OF DIRECTORS' MEETING

➡ AGENDA

SEPTEMBER 15, 2025, 11:30 AM



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

* Denotes action items

Upcoming Meetings:

September 15, 11:30 am – September Board Meeting

October 20, 11:30 – October Board Meeting

November 17, 11:30 – November 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.

Secretary

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

	<u>Jul '25 - Jun '26</u>
OPERATING ACTIVITIES	
Net Income	(42,829)
Adjustments to reconcile Net Income 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>
 Current Liabilities	(22,292)
Accrued Payables	(1,043,288)
 Accounts receivable and Other	3,215
Prepaid Expenses	16,152
Fixed Assets	54,257
Subtotal	(991,956)
 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	198,110
 Projected Cash - Before Minimum Reserve	<u><u>1,109,237</u></u>
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	<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
Income					
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%
Total Income	\$ 19,121	\$ 205,000	\$ 185,879	\$ 1,230,000	98%
Gross Profit	\$ 19,121	\$ 205,000	\$ 185,879	\$ 1,230,000	100%
Expenses					
5100 Business Support					
5150 Merchant Support	2,335	8,333	5,998	50,000	95%
Total 5100 Business Support	\$ 2,335	\$ 8,333	\$ 5,998	\$ 50,000	95%
5200 Development					
5205 Special Projects	-	16,667	16,667	100,000	100%
5225 Path to Prosperity	-	2,500	2,500	15,000	100%
Total 5200 Development	\$ -	\$ 19,166.67	\$ 19,166.67	\$ 115,000.00	100%
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%
Total 5300 Marketing Expenses	\$ 23,563	\$ 50,833	\$ 27,270	\$ 305,000	92%
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%
Total 5400 Administration	\$ 39,261	\$ 48,025	\$ 8,764	\$ 288,150	86%
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%
Total 5650 Quality of Life	\$ 49,410	\$ 78,530	\$ 29,120	\$ 471,180	90%
6000 Depreciation Expense	1,384.02	-	(1,384.02)		
Total Expenses	\$ 115,953	\$ 204,888	\$ 88,935	\$ 1,229,330	91%
Net Income	\$ (96,832)	\$ 112	\$ 96,944	\$ 670	

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)
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	(68,832.84)
Net cash provided by operating activities	\$ (111,662.25)
NET CASH INCREASE FOR PERIOD	\$ (111,662.25)
Cash at beginning of period	2,014,745.45
CASH AT END OF PERIOD	\$1,903,083.20

Downtown Knoxville Alliance
Balance Sheet
As of August 31, 2025

	As of Aug 31, 2025	As of Aug 31, 2024 (PY)	Change	% Change
ASSETS				
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	
TOTAL ASSETS	\$ 1,978,838.10	\$ 1,636,098.36	\$ 342,739.74	20.95%
LIABILITIES AND EQUITY				
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%
TOTAL LIABILITIES AND EQUITY	\$ 1,978,838.10	\$ 1,636,098.36	\$ 342,739.74	20.95%

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
		\$1,043,288.35

Downtown Knoxville Alliance

Profit and Loss

August 2025

	Aug 2025	Aug 2024 (PY)	Change	% Change
Income				
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%
Total Income	\$ 6,581.94	\$ 69,555.65	\$ (62,973.71)	-90.54%
Gross Profit	\$ 6,581.94	\$ 69,555.65	\$ (62,973.71)	-90.54%
Expenses				
5100 Business Support				
5150 Merchant Support	1,731.89	(978.70)	2,710.59	276.96%
Total 5100 Business Support	\$ 1,731.89	\$ (978.70)	\$ 2,710.59	276.96%
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%
Total 5300 Marketing Expenses	\$ 6,401.60	\$ 4,181.75	\$ 2,219.85	53.08%
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%
Total 5400 Administration	\$ 18,914.74	\$ 25,449.05	\$ (6,534.31)	-25.68%
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%
Total 5650 Quality of Life	\$ 21,671.11	\$ 14,981.34	\$ 6,689.77	44.65%
6000 Depreciation Expense	692.01	-	692.01	
Total Expenses	\$ 49,411.35	\$ 43,633.44	\$ 5,777.91	13.24%
Net Operating Income	\$ (42,829.41)	\$ 25,922.21	\$ (68,751.62)	-265.22%
Net Income	\$ (42,829.41)	\$ 25,922.21	\$ (68,751.62)	-265.22%

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 TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
1 - 30 days past due							
08/22/2025	Bill Payment (Check)	2760	Arts & Culture Alliance of Greater Knoxville	08/22/2025	17	(710.16)	(710.16)
Total for 1 - 30 days past due						\$ (710.16)	\$ (710.16)
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- 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
Total for Current						\$23,002.52	\$23,002.52
TOTAL						\$22,292.36	\$22,292.36

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

Date	Transaction Type	Num	Name	Amount
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)
				\$ (26,942.13)
				\$ (26,942.13)

MARKETING COMMITTEE MEETING

AGENDA

September 10, 2025, 3:30 PM



Sponsorship Requests

- Nourish Knoxville; Winter Farmers Market
- Knox Pride Festival & Parade

Discussion:

Recommendations for Board

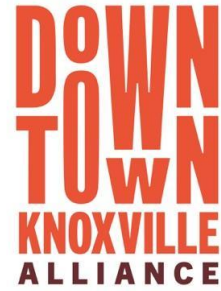
2024-2025

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

	FY 23-24 Requests	FY 23-24 Funded	FY 24-25 Requests	FY 24-25 Funded	FY 25-26 Requests	FY 25-26 Funded
Budget		110,000		110,000		125,000
Previously Approved						
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		
Approved to Date	80,800	79,500	152,600	119,500	12,000	10,000
Balance Prior to Requests		30,500		(9,500)		115,000
Requests/Recommendation					Requests	Proposed
Winter Farmers Market					5,000	
Knox Pride Fest & Parade					10,000	
Total Current Requests					15,000	-
Remaining Balance						115,000

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

Downtown Knoxville Alliance Sponsorship Request Application



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

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

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

Sponsorship Guidelines:

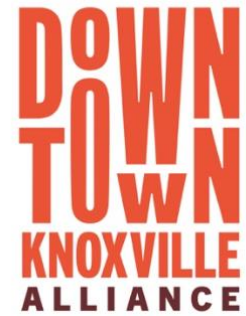
- All events are evaluated based on current merits, regardless of funding in the past.
- Preference will typically be given to events, segments of events, and activities that are free and provide reasonably widespread public access and benefit.
- Paid ticketed events, for-profit, or fund-raising events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

Requirements:

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

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

**Downtown Knoxville Alliance
Sponsorship Request Application**



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

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

Email: ellie@nourishknoxville.org

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 Mar 2023 (13 dates)	Dec 2023 Mar 2024 (14 dates)	Dec 2024 Mar 2025 (14 dates)	Dec 2025 Mar 2026 (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.

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

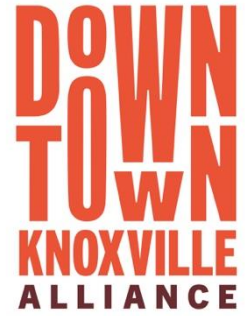
- Attendance counted every 30 minutes via volunteer counters in designated zones.
 - Social media metrics (reach, engagement, shares) tracked regularly.
 - Newsletter analytics (open rates, click-throughs) monitored to gauge audience engagement.
 - Field trip and organizational participation numbers 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



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:

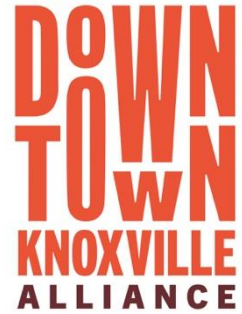
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- As a general rule, sponsorships will not exceed 20% of total event expenses.
- Sponsorships are awarded based on the merits of a stand-alone event. Therefore, a single organization can submit and receive approval for multiple events throughout the year.

Requirements:

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

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

**Downtown Knoxville Alliance
Sponsorship Request Application**



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.

___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

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

___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.

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.

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)

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