BOARD OF DIRECTORS' MEETING
AGENDA

SEPTEMBER 21, 2026, 11:30 AM

I. Welcome

II. *Approval of Minutes
- A. August 2026 Board Meeting — p. 3

III. *Approval of Financials
- A. Approval of August Financials — p. 5

IV. Committee Report
- A. *Marketing — p. 15
- B. *Quality of Life — p. 59

V. Staff Report — p. 75

VI. Old Business
- A. Update from ReLAUNCH - Linda Conaway

VII. New Business

VIII. Public Forum

IX. Adjournment

* Denotes action items

Upcoming Meetings:
- October 19, 11:30 am – October Board Meeting
- November 16, 11:30 - November Board Meeting
- December 21, 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 17, 2026, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, August 17, 2026, at 11:30 am at the Emporium, 100 S. Gay Street.

Board members present included Chip Barry, Courtney Bergmeier, Natalea Cummings, Faris Eid, Gay Lyons, Bobby McCarter, and Aaron Thompson. Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, Karen Kakinis, Angela Lunsford.

I. Welcome

Natalea Cummings chaired the meeting and called it to order.

II. Approval of Minutes

Natalea Cummings called for approval of the minutes from the June board meeting. Bobby McCarter made a motion to approve the minutes. Gay Lyons seconded the motion, which was unanimously approved by the board.

Natalea Cummings called for approval of the minutes from the July board meeting. Chip Barry made a motion to approve the minutes. Bobby McCarter seconded the motion, which was unanimously approved by the board.

III. Financials

Natalea Cummings called for approval of the financial report ending June 30, 2026. Bobby McCarter made a motion to approve the financial report, Gay Lyons seconded the motion, and the motion was unanimously approved by the board.
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Natalea Cummings called for approval of the financial report ending July 31, 2026. Faris Eid made a motion to approve the financial report, Gay Lyons seconded the motion, and the motion was unanimously approved by the board.

IV. Committee Report - Marketing

The Marketing Committee met July 8. The committee reviewed the HoLa Festival sponsorship. The committee made a recommendation in the form of a motion to approve the HoLa Festival for $5,000. Bobby McCarter seconded the motion, which was unanimously approved by the board.

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. Election of Officers

A slate was put forth for the following officers:

Chair: Natalea Cummings
Vice-Chair: Nikki Elliott
Secretary: Gay Lyons
Treasurer: Faris Eid

Bobby McCarter made a motion to approve the slate of officers. Chip Barry seconded the motion, which was unanimously approved by the board.

VIII. Public Forum

Shera Petty with Visit Knoxville provided an update of upcoming events.

IX. Adjournment

The meeting was adjourned.

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Secretary

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

	Jul '26 - Jun '27
OPERATING ACTIVITIES	
Net Income	(48,016)
Adjustments to reconcile Net Income	
to net cash provided by operations:	
1110 - Other Receivable	1,149
1350 - Prepaid Expenses	14,546
1750 - Accumulated Depr - Leaseholds	219
1760 - Accumulated Depr - Furniture	485
2020 - Accounts Payable	(77,305)
2600 · Accrued Payables	(2,510)
Net cash provided by Operating Activities	(111,433)
INVESTING ACTIVITIES	-
1650 · Leashold Improvements	-
Net cash provided by Financing Activities	-
Net cash increase/(decrease) for period	(111,433)
Cash at beginning of period	1,223,002
Cash at end of period	**1,111,569**
Current Liabilities	(7,512)
Accrued Payables	(243,897)
Accounts receivable and Other	2,130
Prepaid Expenses	16,157
Fixed Assets	50,338
Subtotal	**(182,784)**
Projected Remaining Budgeted Income (Expenses)	
Revenue	1,261,262
Development	(115,000)
Quality of Life	(440,446)
Business Support	(54,049)
Marketing/Sponsorships	(312,806)
Administration	(252,648)
Subtotal	**86,312**
Projected Cash - Before Minimum Reserve	**1,015,097**
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	**865,097**

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

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

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

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

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

Downtown Knoxville Alliance
Budget Variance Report
For the 2 Periods Ended August 31, 2026

	July 2026 - August 2026			July 2026 - June 2027		
	Actual	Budget	Variance	Budget	Remaining	83% Remaining
Income						
4020 CBID Assessment	1,149	206,167	205,017	1,237,000	1,235,851	100%
4100 Interest on Cash Reserves	4,589	5,000	411	30,000	25,411	85%
Total Income	**$ 5,738**	**$ 211,167**	**$ 205,428**	**$ 1,267,000**	**$ 1,261,262**	**100%**
Gross Profit	**$ 5,738**	**$ 211,167**	**$ 205,428**	**$ 1,267,000**	**$ 1,261,262**	**100%**
Expenses						
5100 Business Support						
5150 Merchant Support	951	9,167	8,216	55,000	54,049	98%
Total 5100 Business Support	**$ 951**	**$ 9,167**	**$ 8,216**	**$ 55,000**	**$ 54,049**	**98%**
5200 Development						
5205 Special Projects	-	16,667	16,667	100,000	100,000	100%
5225 Path to Prosperity	-	2,500	2,500	15,000	15,000	100%
Total 5200 Development	**$ -**	**$ 19,166.67**	**$ 19,166.67**	**$ 115,000.00**	**$ 115,000.00**	**100%**
5300 Marketing Expenses						
5305 Advertising	1,898	10,833	8,935	65,000	63,102	97%
5306 Print & Content Dev.	6,557	10,833	4,276	65,000	58,443	90%
5360 Sponsorships - Events	5,000	23,333	18,333	140,000	135,000	96%
5364 Downtown Scavenger Hunt	3,189	3,333	144	20,000	16,811	84%
5375 Website	550	5,000	4,450	30,000	29,450	98%
5376 Brand Refinement	-	1,667	1,667	10,000	10,000	100%
Total 5300 Marketing Expenses	**$ 17,194**	**$ 55,000**	**$ 37,806**	**$ 330,000**	**$ 312,806**	**95%**
5400 Administration						
5415 Office Lease Expenses	2,829	3,667	838	22,000	19,171	87%
5420 Meals/Lodging/Travel	1,335	1,000	(335)	6,000	4,665	78%
5430 Office Expenses	552	1,333	781	8,000	7,448	93%
5435 Bank Fees	266	33	(233)	200	(66)	-33%
5440 Postage	13	417	404	2,500	2,487	99%
5450 Professional Svc	-	2,000	2,000	12,000	12,000	100%
5460 Services Contract	34,634	38,047	3,413	228,280	193,646	85%
5465 Professional Dev.	2,637	2,167	(471)	13,000	10,363	80%
5480 Software	308	417	109	2,500	2,192	88%
5490 Insurance D&O	158	150	(8)	900	742	82%
Total 5400 Administration	**$ 42,732**	**$ 49,230**	**$ 6,498**	**$ 295,380**	**$ 252,648**	**86%**
5650 Quality of Life						
5655 Security	-	24,667	24,667	148,000	148,000	100%
5657 Ambassador Program	28,530	28,530	-	171,180	142,650	83%
5659 Beautification	204	10,000	9,796	60,000	59,796	100%
5663 Open Street Activation		833	833	5,000	5,000	100%
5664 Initiatives from Survey	-	14,167	14,167	85,000	85,000	100%
Total 5650 Quality of Life	**$ 28,734**	**$ 78,197**	**$ 49,463**	**$ 469,180**	**$ 440,446**	**94%**
6000 Depreciation Expense	1,406.84	-	(1,406.84)			
Total Expenses	**$ 91,018**	**$ 210,760**	**$ 119,742**	**$ 1,264,560**	**$ 1,174,949**	**93%**
Net Income	**$ (85,279)**	**$ 407**	**$ 85,686**	**$ 2,440**	**$ 86,313**	

Accrued Payables at 08.31.26

Marketing/Branding/Activation Requests/COK Street Closures	FY24	$	3,456.21
Art & Cultural Alliance - Emporium Project	FY24	$	10,000.00
Sustainable Solutions - Cigarette Litter Prevention & Recycling	FY26	$	3,190.48
East TN History Center - For 2026 Programming	FY26	$	5,000.00
Knoxville Museum of Art for 2026 Programming	FY26	$	5,000.00
2026 Old City Market & 1st Friday Block Parties	FY26	$	5,000.00
13th Knox Asian Festival at World's Fair Park - August 29-30, 2026	FY26	$	2,500.00
City of Knoxville Concerts on the Square	FY26	$	2,000.00
Old City Association Rhinestone Fest - June 5-6, 2026	FY26	$	1,500.00
European Culture Festival - August 16, 2026	FY26	$	1,250.00
Women's Suffrage Museum	FY26	$	100,000.00
Embassy Suites Knoxville Downtown - Façade Grant	FY26	$	100,000.00
Hola Hora Latina - 26th Annual HoLa Festival - October 10, 2026	FY26	$	5,000.00
		$	243,896.69

Downtown Knoxville Alliance

Statement of Cash Flows

August 2026

Account Name	Total
OPERATING ACTIVITIES	
Net Income	(48,015.62)
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	1,149.36
1350 Prepaid Expenses	14,545.59
1750 Accumulated Depreciation:Accumulated Depr - Leaseholds	218.75
1760 Accumulated Depreciation:Accumulated Depr - Furniture	484.67
2020 Acc. Payable:Accounts Payable	(77,305.31)
2600 Accrued Payables	(2,510.06)
Total for Adjustments to reconcile Net Income to Net Cash provided by operations:	**($63,417.00)**
Net cash provided by operating activities	**($111,432.62)**
NET CASH INCREASE FOR PERIOD	**($111,432.62)**
Cash at beginning of period	**$1,223,001.82**
CASH AT END OF PERIOD	**$1,111,569.20**

Downtown Knoxville Alliance
Balance Sheet
As of August 31, 2026

	As of August 31, 2026	As of August 30, 2025	Change	% Change
ASSETS				
Current Assets - Bank Accounts				
1000 Cash & Cash Equiv.				
1012 First Bank Checking	(64,400.47)	(26,765.91)	(37,634.56)	-140.61%
1014 First Bank ICS	910,699.12	1,066,812.78	(156,113.66)	-14.63%
1020 Investments - Cert Dep and MM				
1022 FirstBank CD 0680	-	103,966.25	(103,966.25)	-100.00%
1036 Home Federal CD 2895	265,270.55	256,141.99	9,128.56	3.56%
1037 First Century CD 0328	-	245,000.00	(245,000.00)	-100.00%
1038 Truist CD 6084	-	258,104.31	(258,104.31)	-100.00%
Total 1020 Investments - Cert Dep and MM	**$ 265,270.55**	**$ 863,212.55**	**$ (597,942.00)**	**-69.27%**
Total 1000 Cash & Cash Equiv.	**$ 1,111,569.20**	**$ 1,903,259.42**	**$ (791,690.22)**	**-41.60%**
Total Bank Accounts	**$ 1,111,569.20**	**$ 1,903,259.42**	**$ (791,690.22)**	**-41.60%**
Accounts Receivable				
1110 Other Receivable	-	3,214.92	(3,214.92)	-100.00%
Total Accounts Receivable	**$ -**	**$ 3,214.92**	**$ (3,214.92)**	**-100.00%**
Other Current Assets				
1350 Prepaid Expenses	16,156.87	16,152.25	4.62	0.03%
Total Other Current Assets	**$ 16,156.87**	**$ 16,152.25**	**$ 4.62**	**0.03%**
Total Current Assets	**$ 1,127,726.07**	**$ 1,922,626.59**	**$ (794,900.52)**	**-41.34%**
Fixed Assets				
1650 Leasehold Improvements	15,750.00	14,928.65	821.35	5.50%
1660 Furniture & Equipment	44,412.62	40,712.62	3,700.00	9.09%
1700 Accumulated Depreciation				
1750 Accumulated Depr - Leaseholds	(3,039.68)	(414.68)	(2,625.00)	-633.02%
1760 Accumulated Depr - Furniture	(6,785.38)	(969.34)	(5,816.04)	-600.00%
Total 1700 Accumulated Depreciation	**$ (9,825.06)**	**$ (1,384.02)**	**$ (8,441.04)**	**-609.89%**
Total Fixed Assets	**$ 50,337.56**	**$ 54,257.25**	**$ (3,919.69)**	**-7.22%**
Other Assets				
1925 Security Deposit	2,130.48	2,130.48	-	0.00%
Total Other Assets	**$ 2,130.48**	**$ 2,130.48**	**$ -**	**0.00%**
TOTAL ASSETS	**$ 1,180,194.11**	**$ 1,979,014.32**	**$ (798,820.21)**	**-40.36%**
LIABILITIES AND EQUITY				
Current Liabilities - Accounts Payable				
2020 Accounts Payable	7,512.43	22,468.58	(14,956.15)	-66.56%
Total 2000 Acc. Payable	**$ 7,512.43**	**$ 22,468.58**	**$ (14,956.15)**	**-66.56%**
Total Accounts Payable	**$ 7,512.43**	**$ 22,468.58**	**$ (14,956.15)**	**-66.56%**
Other Current Liabilities				
2600 Accrued Payables	243,896.69	1,043,288.34	(799,391.65)	-76.62%
Total Other Current Liabilities	**$ 243,896.69**	**$ 1,043,288.34**	**$ (799,391.65)**	**-76.62%**
Total Current Liabilities	**$ 251,409.12**	**$ 1,065,756.92**	**$ (814,347.80)**	**-76.41%**
Total Liabilities	**$ 251,409.12**	**$ 1,065,756.92**	**$ (814,347.80)**	**-76.41%**
Equity				
3900 Change in NA - unrestricted	1,014,064.33	1,010,089.64	3,974.69	0.39%
Net Income	(85,279.34)	(96,832.24)	11,552.90	11.93%
Total Equity	**$ 928,784.99**	**$ 913,257.40**	**$ 15,527.59**	**1.70%**
TOTAL LIABILITIES AND EQUITY	**$ 1,180,194.11**	**$ 1,979,014.32**	**$ (798,820.21)**	**-40.36%**

Downtown Knoxville Alliance
Profit and Loss
August 2026

	Aug 2026	Aug 2025 (PY)	Change	% Change
Income				
4020 CBID Assessment	-	3,214.92	(3,214.92)	-100.00%
4100 Interest on Cash Reserves	2,201.29	3,367.02	(1,165.73)	-34.62%
Total Income	**$ 2,201.29**	**$ 6,581.94**	**$ (4,380.65)**	**-66.56%**
Gross Profit	**$ 2,201.29**	**$ 6,581.94**	**$ (4,380.65)**	**-66.56%**
Expenses				
5100 Business Support				
5150 Merchant Support	358.34	449.16	(90.82)	-20.22%
Total 5100 Business Support	**$ 358.34**	**$ 449.16**	**-$ 90.82**	**-20.22%**
5300 Marketing Expenses				
5305 Advertising	1,430.29	862.04	568.25	65.92%
5306 Print and Content Development	5,713.48	2,722.29	2,991.19	109.88%
5360 Sponsorships - Events	5,000.00	-	5,000.00	
5364 Downtown Scavenger Hunt	3,189.27	3,550.00	(360.73)	-10.16%
5375 Website	-	550.00	(550.00)	-100.00%
Total 5300 Marketing Expenses	**$ 15,333.04**	**$ 7,684.33**	**$ 7,648.71**	**99.54%**
5400 Administration				
5415 Office Lease Expenses	1,455.08	201.83	1,253.25	620.94%
5420 Meals/Lodging/Travel	34.92	490.42	(455.50)	-92.88%
5430 Office Expenses	156.33	279.87	(123.54)	-44.14%
5435 Bank Fees	266.12	-	266.12	
5440 Postage	8.58	16.28	(7.70)	-47.30%
5460 Services Contract	17,316.85	16,892.55	424.30	2.51%
5465 Professional Dev.	-	875.00	(875.00)	-100.00%
5480 Software	137.06	87.95	49.11	55.84%
5490 Insurance D&O	79.17	70.84	8.33	11.76%
Total 5400 Administration	**$ 19,454.11**	**$ 18,914.74**	**$ 539.37**	**2.85%**
5650 Quality of Life				
5655 Security	-	7,308.11	(7,308.11)	-100.00%
5657 Ambassador Program	14,265.00	14,265.00	-	0.00%
5659 Beautification	103.00	98.00	5.00	5.10%
Total 5650 Quality of Life	**$ 14,368.00**	**$ 21,671.11**	**$ (7,303.11)**	**-33.70%**
6000 Depreciation Expense	703.42	692.01	11.41	1.65%
Total Expenses	**$ 50,216.91**	**$ 49,411.35**	**$ 805.56**	**1.63%**
Net Operating Income	**$ (48,015.62)**	**$ (42,829.41)**	**$ (5,186.21)**	**-12.11%**
Net Income	**$ (48,015.62)**	**$ (42,829.41)**	**$ (5,186.21)**	**-12.11%**

Downtown Knoxville Alliance

A/P Aging Summary Report

As of Aug 31, 2026

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	Total
Callie Blackburn	120.00					120.00
Card Services Center - Mastercard	1,445.70					1,445.70
Dogwood Arts, Inc.	5,000.00					5,000.00
Graphic Creations	481.31					481.31
High Resolutions, Inc	323.41					323.41
Knoxville Chamber	142.01					142.01
TOTAL	**7,512.43**					**$7,512.43**

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

Date	Transaction Type	Num	Name	Amount
08/14/2026	Bill Payment (Check)	3000	Hummel, Michele	(44.70)
08/14/2026	Bill Payment (Check)	3009	Visit Knoxville	(42,795.00)
08/21/2026	Bill Payment (Check)	3003	Southern Bloom Social	(3,668.00)
08/21/2026	Bill Payment (Check)	3005	Graphic Creations	(3,189.27)
08/21/2026	Bill Payment (Check)	3006	MoxCar.	(1,586.25)
08/21/2026	Bill Payment (Check)	3007	Nief-Norf	(1,500.00)
08/28/2026	Bill Payment (Check)	3010	Knoxville Police Department	(11,407.18)
08/28/2026	Bill Payment (Check)	3011	KUB	(103.00)
08/28/2026	Bill Payment (Check)	3012	Knoxville Chamber	(107.07)
				(64,400.47)

MARKETING COMMITTEE MINUTES

SEPTEMBER 9, 2026 | 3:00 PM

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

Sponsorship Requests

Organization	Event	Request	Recommendation
Chabad of Knoxville, Miriam Esther Wilhelm	Chanukah Celebration	$5,000	$4,000
Old City Association; Sacha Keenan (Digital Motif)	Old City Passport	$4,500	$2,000
Nief-Norf; Alex Daly	Phil Kline's UnSilent Night	$1,000	$1,000
City of Knoxville; Elaine Frank	Sundae Funday (Ice Rink)	$5,500	$5,500
Total			**$12,500**

Recommendations for Board Approval
$12,500 to be approved as outlined above for Event Sponsorships. FY 26-27 budget, summary of events, and event applications are attached.

Primary discussion points:

Chanukah Celebration – Chabad of Knoxville is requesting $5,000 for the 2026 Community Chanukah Celebration to be held in Market Square. The event will be partnering with the City of Knoxville to be an official Christmas in the City Event. The event will be held Sunday, December 6, 2026. These funds will be used for security, programming, signage, entertainment, and event operations.

Recommendation: The committee made a recommendation to the board to fund the request for $4,000. Chip Barry and Lisa Allen with the City of Knoxville recused their recommendation. *Funds are to be used for security ($2,000) and cups for the hot chocolate service ($1,250) throughout the week of festivities.*

Old City Passport – Digital Motif, on behalf of The Old City Association, is requesting $4,500 for advertising and promotion of the Old City Passport. The passport is an extension of the Visit Knoxville app that incentivizes visits to Old City businesses. These funds will be used by Digital Motif for strategic marketing of the Old City Passport through Visit Knoxville app downloads.

Recommendation: The committee made a recommendation to the board to fund the request for $2,000. *The committee requests that said funds go to Digital Motif's Meta advertising trial media budget rather than the outlined professional services budget.* Shera Petty with Visit Knoxville recused her recommendation.

Unsilent Night – Nief-Norf is requesting $1,000 for Unsilent Night to be held in downtown Knoxville. The event will be held Sunday, December 4, 2026. These funds will be used for music licensing, marketing and promotion, media production stipend, and additional Bluetooth speakers.

Recommendation: The committee made a recommendation to the board to fund the request as presented for $1,000.

Sundae Funday – The City of Knoxville Special Events is requesting $5,500 for Sundae Fundays as part of Holidays on Ice. The event will be held every Sunday from November 27, 2026 – January 3, 2027. These funds will be used supplying materials for Sundae Fundays at the ice rink, where each rink participant gets a free ice cream sundae.

Recommendation: The committee made a recommendation to the board to fund the request as presented for $5,500. Chip Barry and Lisa Allen with the City of Knoxville recused their recommendation.

Next Meeting
The next Marketing Committee meeting is scheduled for Wednesday, November 11, 2026, at 3:00 PM.

Downtown Knoxville Alliance
Sponsorship Request Application

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

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

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

Sponsorship Guidelines:

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

Requirements:

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

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

2026-2027

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

	FY 24-25 Requests	FY 24-25 Funded	FY 25-26 Requests	FY 25-26 Funded
Budget		**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	5,000	5,000	5,000	5,000
Bike Walk Knoxville - Open Streets			5,000	3,300
Cattywampus Puppet Council (Solastalgia)	12,000	5,000		
City of Knoxville - Concerts on the Square	4,000	4,000		
City of Knoxville - Holidays on Ice			8,000	5,000
Dogwood Arts - Events	9,000	9,000	10,000	10,000
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
Knox Co - Children's Festival of Reading	3,000	3,000	10,000	5,000
Knox Pride Festival & Parade	13,600	6,000		
Knoxville Jazz Orchestra - Jazz at the Emporium				
Knoxville Jazz Orchestra - Jazz on the Square				
Knoxville Jewish Day School - Violins of Hope	10,000	10,000		
Knoxville Museun of Art - Programming	2,000	2,000	10,000	10,000
Knoxville Opera - Musical Theater Marathon				
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000
Nief Norf - SYNNERGY	?	5,000	7,500	3,000
Nief-Norf - Unsilent Night			?	500
Nourish Knoxville - Farmers' Market	10,000	10,000	15,000	15,000
Nourish Knoxville - Winter Market	5,000	5,000	5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest	5,000	3,000		
Old City Assn - Old City Market	14,000	5,000	15,000	10,000
St. Patrick's Day Parade	5,000	2,500	5,000	3,000
WDVX - Blue Plate Special	5,000	5,000		
Approved to Date	**152,600**	**119,500**	**132,500**	**109,800**
Balance Prior to Requests		**(9,500)**		**15,200**

Requests/Recommendation
Chanukah Celebration
Old City Passport
Unsilent Night
Sundae Funday

Total Current Requests

Remaining Balance

	2026 Knoxville Community Chanukah Celebration	Old City Passport	Phile Kline's Unsilent Night	2026 Sundae Fundays (Holidays on Ice)
Request	$5,000	$3,500 - $4,500	$1,000	$5,500
Dates	?????	July 21 – November 30, 2026	December 4, 2026 5:00 – 6:30 PM	November 27, 2026 – January 3, 2027
Location	Market Square	The Old City	Emporium / Downtown	Market Square
History	Prior Years: 8 Funded by DKA: 0	First time event	Prior Years: 13 Funded by DKA: 1	Prior Years: 20 Funded by DKA: 1
Most Recent Funding	N/A	N/A	$500	$5,000
Event Producer	Chabad of Knoxville	Old City Association	Nief-Norf	City of Knoxville Special Events
Other Sponsors	Chabad of Knoxville Anticipated: Knoxville Jewish Alliance, City of Knoxville, Visit Knoxville, Knox County, Market Square businesses, individual community donors, local business sponsors.	Visit Knoxville, Robin Easter Designs, Boyd Sports, Smokies, One Knox, multiple Old City participating businesses (see packet)	Currently exploring partnerships	Home Federal Bank, B97.5, Knoxville Ice Bears, WBIR, Regal, Knox Vegas DJs, Axle Logistics
General Admission	Free	Free	Free	Rink Admission ($12/$9 pp)
Expected Attendance	300	TBD (see packet)	~90 participants 1000 audience members	19,000 – 20,000
Total Expenses	$25,500	~$4,500 (initial) Ongoing costs TBD after agency review	$3,150	$5,500 (for Sundae Funday portion of ice rink; supplies and DKA branded cups)
Projected Profit	N/A	-	-$2,150	Breakeven
Request/% of Exp	19.6%	-	31%	100%
Request/Attendee	$16	-	$3.15	-
Use of Funds	Family programming, entertainment booking, hospitality partnership with Market Square businesses, marketing, signage, and event operations.	Strategic marketing of Old City passport, app downloads, and Old City business patronage.	Music licensing, staff, social media promotion, printed materials, media production stipend, additional Bluetooth speakers. If possible: small event items. (see packet)	Sundae Funday at the ice rink on Sundays between 2-4 PM. Each rink participant will get a free ice cream sundae.

Downtown Knoxville Alliance
Sponsorship Request Application

Event: **2026 Knoxville Community Chanukah Celebration**

Date(s):

Location: Market Square, Downtown

Produced by: Chabad of Knoxville

Sponsorship amount requested: _____$5,000_______

Event History:

____ First-time event (#) _8___ prior years (#) _0_ years of previous Alliance funding

Contact: Miriam Esther Wilhelm Phone: ___865-386-3827______________

Address: 7148 Wellington Drive

Email: me@kjds.org

Event description:
The Knoxville Community Chanukah Celebration builds on Chabad of Knoxville's more than 25-year tradition of presenting public Chanukah celebrations. Over the past decade, many of these celebrations have taken place in downtown Knoxville. This year's event expands that established downtown tradition with enhanced family programming, partnerships with Market Square businesses that encourage attendees to explore downtown, support local merchants, and experience Knoxville's city center.

The celebration features the annual public menorah lighting, Chanukah parade, live entertainment, children's activities, and educational experiences that highlight the universal themes of Chanukah, hope, freedom, and the triumph of light over darkness. A new Downtown Hospitality Partnership will invite Market Square businesses to host complimentary hot chocolate stations outside their storefronts, creating opportunities for attendees to explore downtown while engaging with local merchants. The celebration is designed to complement downtown's holiday attractions, encouraging attendees to spend the evening shopping, dining, and enjoying seasonal attractions such as the Market Square ice skating rink before and after the program.

Free and open to the public, the celebration welcomes members of Knoxville's Jewish community and the broader community alike. Invitations will also be extended to local elected officials, civic leaders, and community partners, reflecting the event's role as a community-wide celebration that brings together residents and visitors of all backgrounds in the heart of downtown Knoxville.

Anticipated Community Partners

- Chabad of Knoxville

- Knoxville Jewish Alliance
- City of Knoxville (invited/community partner)
- Visit Knoxville
- Knox County
- Market Square businesses
- Individual community donors
- Local business sponsors (currently being solicited)

Planned use of funds requested:
Funding will support expanded family programming, entertainment, the Downtown Hospitality Partnership with Market Square businesses, event operations, marketing, signage, and visitor experience enhancements that will help grow the celebration into a premier downtown holiday event.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees.
We anticipate approximately 300 attendees. Attendees are expected to include members of Knoxville's Jewish community, families and individuals of all backgrounds, downtown residents, college students, young professionals, and visitors from throughout Knoxville and the surrounding region. Attendance will be estimated through volunteer counts, hospitality distribution, parade participation, and participation in family activities.

What opportunities, if any, will be provided for downtown merchants to participate?
Downtown businesses will be invited to become Downtown Hospitality Partners by hosting complimentary hot chocolate stations outside their storefronts during the celebration. Chabad of Knoxville will provide the hot chocolate, serving supplies, and event signage, while participating businesses will welcome attendees and introduce them to their stores.

This partnership encourages visitors to walk throughout Market Square, interact with local merchants, and explore downtown before and after the celebration. Participating businesses will also be recognized through event promotions and marketing materials.

Attendees will be encouraged to arrive early and remain downtown after the celebration to dine, shop, and visit participating Market Square businesses.

How will this event positively impact downtown?
The event activates Market Square by bringing families and visitors downtown for a free holiday celebration that encourages them to explore local businesses and enjoy Knoxville's city center. Through the Downtown Hospitality Partnership, attendees will be welcomed at participating businesses throughout Market Square, creating meaningful connections between visitors and merchants while increasing pedestrian activity during the holiday season.

By combining a long-standing public Chanukah celebration with partnerships involving Market Square businesses, family-friendly programming, and the Downtown Hospitality Partnership, the event encourages attendees to shop, dine, and explore downtown Knoxville before, during, and after the celebration. By complementing other seasonal attractions, including the Market Square ice skating rink, the celebration helps create a vibrant holiday experience that encourages visitors to spend more time downtown.

Our long-term vision is to grow this established celebration into one of downtown Knoxville's signature holiday traditions, attracting increasing numbers of residents and visitors each year.

What effect would lack of Downtown Knoxville Alliance funding have on this event?
Without Downtown Knoxville Alliance support, the event would still take place, but on a significantly smaller scale. Funding will allow us to expand programming, increase family activities, improve hospitality, enhance marketing, and create a more engaging downtown experience that attracts additional visitors and supports local businesses.

Attach the following:

Projected *budget*, including detailed income and expenses **Attached**
Detailed marketing and promotion plans **Attached**
Previous three-year *actual* financial results (if applicable) *This proposal represents an expanded vision for the Knoxville Community Chanukah Celebration. As prior celebrations were not budgeted or tracked as a standalone event in this format, three-year historical financial statements are not available.*
Proof of nonprofit status (if applicable) **Attached**

2026 Knoxville Community Chanukah Celebration Projected Event Budget

The Knoxville Community Chanukah Celebration is a free, family-friendly holiday event that brings together hundreds of residents and visitors in the heart of downtown Knoxville to celebrate the universal themes of hope, freedom, resilience, and the triumph of light over darkness.

The celebration features Knoxville's iconic public menorah lighting, the annual Chanukah Parade, live entertainment, children's activities, complimentary hot chocolate and Chanukah donuts, and educational opportunities that share the story and message of Chanukah. Open to people of all backgrounds, the event creates a welcoming space where families can experience the traditions of Chanukah while enjoying a festive holiday celebration in downtown Knoxville.

As the event continues to grow, our vision is for the Knoxville Community Chanukah Celebration to become one of downtown's signature holiday traditions, a celebration that draws families, visitors, and community members together while increasing foot traffic, supporting local businesses, and showcasing downtown Knoxville as a vibrant, welcoming destination during the holiday season.

The following budget outlines the projected costs associated with producing this free public event.

Category	**Projected Cost**
Community Hospitality	
Chanukah donuts	$750
Hot chocolate & supplies	$750
Custom printed cups	$1,250
Beverage warmers and tables	$950
Serving supplies	$250
Hospitality setup & décor	$500
Hospitality Subtotal	**$4,450**
Community Menorah Parade	
Car menorahs (30)	$4,500
Car mounting hardware	$800
Parade Subtotal	**$5,750**
Public Menorah Display	
Public menorah transportation, setup & storage	$2,000
Downtown signage	$750
Educational materials	$350

Security for public menorah	$750
Installation, permits & logistics	$250
Display enhancements	$1,150
Display Subtotal	**$5,250**

Festival Experience

Entertainment	$2,500
Children's activities	$2,500
Event security	$2,500
Operations & volunteer support	$1,500
Event marketing	$500
Photography & media	$600
Event experience enhancements	$450
Festival Subtotal	**$10,050**

Total Projected Event Budget | $25,500 |

Knoxville Community Chanukah Celebration Marketing Plan

Our marketing strategy is designed to achieve four goals: attract attendees, promote participating businesses, recognize sponsors, and encourage visitors to spend time shopping and dining in downtown Knoxville.

8–10 Weeks Before the Event

- Launch event branding and promotional graphics.
- Create the Facebook Event page and begin social media promotion.
- Submit the event to community calendars (Downtown Knoxville Alliance, Visit Knoxville, local media calendars, etc.).
- Announce the event through Chabad of Knoxville's email newsletter and website.
- Begin outreach to Market Square businesses to participate in the Downtown Hospitality Partnership.
- Recognize presenting sponsors in initial event announcements and promotional materials.

4–6 Weeks Before the Event

- Distribute posters and flyers to participating downtown businesses, community centers, schools, synagogues, churches, libraries, and community partners.
- Launch targeted Facebook and Instagram advertising to families throughout the Knoxville area.
- Encourage participating Market Square businesses and community partners to promote the event through their own social media channels.
- Send press releases and media advisories to local television, radio, newspapers, and online publications.
- Feature sponsors through social media spotlights and include sponsor logos on printed and digital promotional materials, as appropriate to sponsorship level.

2 Weeks Before the Event

- Increase social media frequency with countdown posts, entertainment highlights, children's activities, parade details, and participating businesses.
- Send reminder emails to community mailing lists.
- Personally invite local elected officials, civic leaders, and community organizations.
- Continue recognizing sponsors through social media and event communications.

Event Week & Event Day

- Daily countdown posts and event reminders.
- Encourage sponsors and participating businesses to share the event with their audiences.
- Install event signage (where permitted).
- Recognize sponsors through event signage, printed materials, announcements during the program, and signage at sponsored activities, including the Downtown Hospitality Partnership.

After the Event

- Share photos and videos highlighting the celebration and downtown partnerships.

- Publicly thank sponsors, participating Market Square businesses, volunteers, Downtown Knoxville Alliance (if funded), and community partners through social media, email, and post-event communications.

KNOXVILLE COMMUNITY

CHANUKAH

— CELEBRATION —

IN MARKET SQUARE

Creating a DOWNTOWN HOLIDAY EXPERIENCE

A FESTIVE EVENING FOR THE WHOLE COMMUNITY

COMMUNITY • HOSPITALITY • CELEBRATION • DOWNTOWN

1 DOWNTOWN HOSPITALITY PARTNERSHIP

Participants visit participating Market Square businesses for complimentary hot chocolate.

2 FAMILY ACTIVITIES

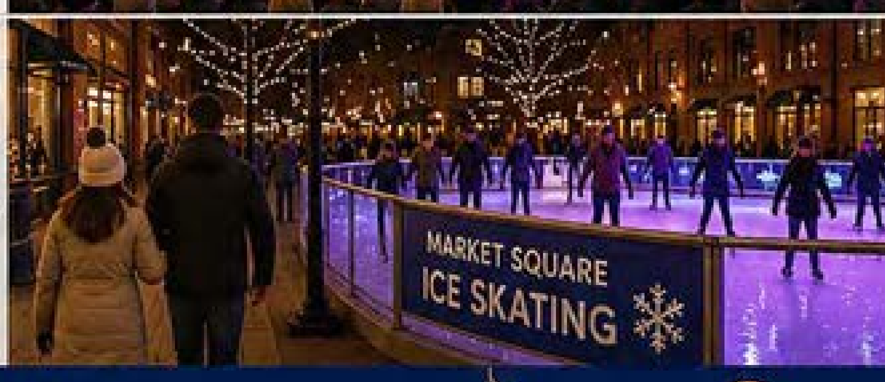
Children enjoy crafts, music, and Chanukah activities.

3 COMMUNITY CELEBRATION

Public menorah lighting, Chanukah parade, and live entertainment.

4 EXPLORE DOWNTOWN

Guests continue shopping, dining, and enjoying Market Square's holiday atmosphere.



COME FOR THE CELEBRATION.
STAY FOR THE DOWNTOWN EXPERIENCE.
Together, we light up Market Square.

PARK DOWNTOWN
Easy access.
Multiple garages.

SHOP LOCAL
Support our Market Square merchants.

DINE DOWNTOWN
Enjoy local restaurants and treats.

ENJOY THE SEASON
Skate, stroll, and experience the magic of downtown!

OPEN TO ALL • FREE COMMUNITY EVENT • ALL ARE WELCOME!

Downtown Knoxville Alliance
Sponsorship Request Application

DOWNTOWN KNOXVILLE ALLIANCE

Event: Old City Passport

Date(s): July 21 - November 30, 2026

Location: The Heart of the Old City

Produced by: Old City Association

Sponsorship amount requested: $4,000

Event History:

X First-time event (#) ____ prior years (#) ____ years of previous Alliance funding

Contact: Gina Truitt, OCA Board / Boyd's Jig and Reel Phone: 865-805-1586

Address: 101 S. Central Street, Knoxville, TN 37902

Email: truittgina@hotmail gina@jigandreel.com

Event description: Old City Passport - Where Exploring is Rewarding. See attached flyer. ~~The~~ QR will take you to the landing page to get you started! The passports supports and promotes 31 businesses in the Old City. Get checked off at 15 locations and receive your choice of 4 tickets & swag to Smokies or OneKnox.

Additional sponsors: Visit Knoxville. They have created the back end of the passport and made the passport accessible through the VK app. Please see attached sheet for a total of existing support.

Planned use of funds requested: In short, funds will be used for strategic marketing to get people to download & use the app. See attached proposal from Digital Motif.

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

Please see the proposal from Digital Motif. This event can be very wide-spread with the proper marketing. Measurement would be ongoing through the time of the passport.

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

All businesses in the "Heart of the Old City" were contacted. 31 Businesses have extended offers to those using the passport.

How will this event positively impact downtown?

The goal is to drive customers to the Old City businesses. Old City businesses are diverse, unique, and local! This is a fun way to entice customers to explore The Old City!

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

The Old City passport needs people to know it exists in order to be truly successful. By using all techniques available, 31 businesses can be supported.

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)

HISTORIC OLD CITY PASSPORT

WHERE EXPLORING IS REWARDING!

Visit 15 of the participating locations, claim your perks, and you'll unlock an exclusive Old City Passport gift basket including a 4-pack of tickets to a Knoxville Smokies baseball game or a ONE KNOX soccer match for the '26 or '27 seasons.

OLDCITYKNOXVILLE.ORG/PASSPORT

An article which explains the Old City Passport program.
https://insideofknoxville.com/2026/08/new-old-city-passport-makes-exploring-even-more-rewarding/

The videos that are being used to promote the Old City Passport. There are three different versions so that each of the 31 participating businesses can be represented. There are vertical versions (denoted with a V) for those that prefer that layout. Old City Passport - Dropbox
https://www.dropbox.com/scl/fo/0pfwer98lsnq3jalhc3c2/AJSQl00XaPinhmhNAvy_A1I?rlkey=epawdoq4xj5jhy3i9otf0ef0o&st=s00z4d9s&e=2&dl=0

The landing page for the passport on the Old City Association website. This appears when people access the QR code on the flyers and handbills that I have been distributing. https://oldcityknoxville.org/passport/

Here is a list of the expenditures:

Visit Knoxville - per Clint Casey
We estimate the total overall value of Visit Knoxville support, site and app features, prize packages, back-end execution, et al. at $5,000.

Boyd Sports/Smokies/One Knox - per Lindsay Miller
Smokies cost to run the videos during games: $3,000
Dustin's cost in making the videos: $252
One Knox's cost to run videos during games: $4,000

Robin Easter Designs - per Robin Easter
RED has donated $2160 toward creative services — ads, web page, logo, posters, social graphics.

31 Old City Business Presenting Discount and Offers
The amount spent will be determined by passport usage.

Inside of Knoxville - per Leslie Bateman
Promotional Article done in kind to support the Campaign.

Request of DKA:
On behalf of the Old City Association and the businesses I am representing through the passport, I am asking the Downtown Knoxville Alliance for financial support to further our 31 businesses and our endeavors. I am requesting is $3,500-$4,500 to market the Passport through careful targeting through Digital Motif.

Please see the attached proposal presented by Digital Motif. It was designed based on meetings with Visit Knoxville, Robin Easter Designs, and myself.

List of Old City Business Presenting Discount and Offers

1. Awaken Coffee
a. Buy one drink and get one (of equal or lesser value) free! Limit 1.

2. Southern Grit
a. 50% off appetizer (excluding fried green tomatoes) with purchase of food. Limit 1.

3. Alchemy Lounge and Cigar Bar
a. $5 Old Fashioned. Limit 1.

4. Fin-Two Japanese Ale House
a. 50% off sushi roll. Limit 1.

5. Side Hustle
a. Free side with the purchase of any entree. Limit 1.

6. Curious Dog
a. Free sticker with purchase. Limit 1.

7. Osteria Stella
a. Free dessert with the purchase of any entree. Limit 1.

8. Corks Wine and Spirits
a. 10% off entire purchase. Limit one transaction.

9. Wagon Wheel
a. $1 off well drink. Limit 1.

10. Old City Java
a. $1 off any coffee or tea. Limit 1.

11. Barley's Taproom and Pizzeria
a. Free sticker with purchase. Limit 1.

12. Monkey's Bar
a. $10 house cocktail. Limit 1.

13. Urban Bar
a. $1 off any $3 or more draft beer. Limit 1.

14. The Back Pocket
a. 5% off purchase. Limit 1.

15. Hannah's Old City
a. Free cover charge. Limit 1.

16. Pilot Light
a. Free non-alcoholic beverage. Limit 1.

17. Pretentious Beer Co.
a. $1 off beer. Limit 1.

18. Cowboy Cantina
a. $3 Lone Star Draft or $3 Mystery Shot. Limit 1.

19. Boyd's Jig and Reel
a. $3 off any food item. Limit 1.

20. Good Golly Tamale
a. $1 off any tamale. Limit 1.

21. Two Bikes
a. Free sticker. Limit 1.

22. Southbound Nightclub
a. $5 well drink. 9-11pm. Limit 1.

23. Old City Sports Bar
a. $3 domestic draft. Limit 1.

24. Pour Taproom
a. Free pint of snacks with purchase. Limit 1.

25. Tesoro Gelato
a. $1 off any size gelato. Limit 1.

26. Fiori Bar and Kitchen
a. 20% off any item. Limit 1.

27. Chic Vintage
a. 5% off purchase (excludes purses and bags). Limit 1 transaction.

28. Amulet
a. $3 off any Blind Date with Magick kit. Limit 1.

29. Contra

a. $5 off any purchase $50+ OR $10 off any purchase of $100+. Limit 1.

30. Red Panda Grocery
a. 50% off any sandwich. Limit 1.

31. Kaizen
a. Free steamed bun of choice with purchase. Limit 1.

Old City Passport

Meta Advertising Campaign Proposal

Campaign period: ~September 9 through ~October 31, 2026

Introduction

Digital Motif recommends launching a geo-focused Facebook and Instagram advertising campaign that leads users directly to the Old City Passport webpage and the Visit Knoxville app-download experience.

The Old City Passport has a clear action to promote: download the Visit Knoxville app, explore participating Old City businesses, redeem exclusive offers, collect 15 verified stamps and unlock a high-value local sports prize.

Meta places that message in a high-frequency environment where potential participants can discover the program and act immediately from their phones. The campaign would be structured around the program's primary objective rather than awareness alone. Every element, including the campaign objective, geographic targeting, creative messaging and conversion tracking, would be designed to move users toward the app and Passport experience.

Campaign Objective

The primary objective is to increase Visit Knoxville app downloads and Old City Passport engagement during the September 9 through October 31 campaign period.

Primary outcomes include:

- Visit Knoxville app downloads
- Old City Passport registrations and activations
- Engagement with participating businesses and offers
- Verified stamps, check-ins or offer redemptions, when data is available

Leading indicators include:

- Old City Passport webpage visits
- Apple App Store clicks
- Google Play Store clicks
- Click-through rate
- Cost per landing-page view

- Cost per tracked app-store click

Supporting outcomes include:

- Increased awareness of the Old City Passport
- Increased awareness of participating Old City businesses
- Old City Passport Program Offer discovery
- Repeat exposure among priority Knoxville audiences
- Audience and geographic insights for future Old City marketing

Why Meta Ads Fit the Strategic Goal

High-Frequency Access to a Broad Local Audience

Facebook and Instagram provide access to a large cross-section of the Knoxville market. National research shows that 71% of U.S. adults use Facebook and 50% use Instagram. Approximately half of U.S. adults visit Facebook daily, while Instagram reaches 80% of adults ages 18 to 29.

This allows the campaign to reach potential Passport participants on platforms they already use regularly.

A Short Path from Interest to Participation

Users can move directly from an ad to the Old City Passport webpage, select the appropriate app store and download or open the Visit Knoxville app.

This reduces the number of steps between discovering the program and participating in it. Users do not have to remember the program name or search for it later.

A Strong Consumer Offer

The campaign would place an appealing and relevant offer in front of people who regularly dine, shop, attend events or spend time in and around downtown Knoxville.

The message is straightforward:

Get rewarded for exploring the Old City.

Users receive discounts, freebies or special incentives at participating businesses. Participants who complete 15 locations can receive a four-pack of tickets to a Knoxville Smokies or ONE Knoxville SC game.

A Rapid Optimization Feedback Loop

Meta can continuously evaluate which audience segments, geographic areas, placements and creative messages are producing the strongest response.

Campaign spending can then shift toward the combinations generating the greatest number of actions at the lowest cost.

This gives Digital Motif the ability to improve performance throughout the campaign rather than waiting until the campaign ends to determine what worked.

Campaign Strategy

Recommended Campaign Structure

Digital Motif will structure the campaign so Meta can identify which audiences and messages are most likely to advance toward the Old City Passport experience.

The campaign will begin with a controlled set of geographic segments and creative concepts. As performance data becomes available, spending will be consolidated toward the audiences and messages producing the strongest response.

The recommended campaign structure includes:

- Facebook and Instagram advertising
- Feed, Stories and Reels placements
- Mobile-first creative
- Direct traffic to the Old City Passport webpage
- Apple App Store and Google Play Store links
- Geographic audience testing
- Message and creative testing
- Placement and operating-system analysis
- Flexible budget pacing based on performance

The campaign would begin by optimizing for landing-page views or tracked app-store clicks. If Visit Knoxville can provide the necessary app integration, the campaign may be able to optimize toward verified app installs or selected in-app actions.

Priority Audience and Geographic Segments

The campaign will focus on Knoxville-area users with practical access to the Old City.

Separate geographic segments will be used where audience size and campaign volume allow. This will help identify which parts of the Knoxville market generate the strongest response.

Old City and Central Downtown

This segment will reach users who are already in or near the Old City and can act on the offer quickly.

University of Tennessee and Fort Sanders

This segment will reach students, staff, alumni and campus-adjacent audiences with strong proximity to downtown Knoxville.

South Knoxville

South Knoxville provides access to a nearby growth area with a strong connection to downtown dining, events and entertainment.

Historic North Knoxville

Historic North Knoxville includes neighborhoods with convenient access to the Old City and an affinity for local businesses, dining and experiences.

West Knoxville and the I-40 Corridor

This test segment will help determine whether the Passport offer can motivate participation beyond the immediate urban core.

Targeting Principle

Geography will be used to establish practical access to the Old City. Creative messaging will generate interest, while conversion data will help Meta identify the people most likely to act.

The campaign will not rely on proximity alone as an indication of intent.

DIGITAL motif
Sacha Kayy, LLC, DBA Digital Motif
108 S Gay St

Tel: +1 (865) 214-6367
E-mail: dm@digitalmotif.com
www.digitalmotif.com

Campaign Optimization

Digital Motif will actively monitor and optimize the campaign throughout the September 9 through October 31 campaign period.

Optimization activities will include:

- Launching with enough variation to establish meaningful comparisons without dividing the budget too heavily
- Monitoring reach, frequency, click-through rate and cost per result
- Evaluating landing-page behavior and tracked app-store clicks
- Comparing performance by audience, geography, placement and creative concept
- Shifting spending toward the most efficient segments
- Preserving a modest testing budget for continued learning
- Refreshing or rotating creative if frequency increases and response begins to decline
- Monitoring Apple and Android response separately when possible

Measurement and Conversion Tracking

Two Implementation Paths

Digital Motif will pursue the deepest reliable level of conversion measurement available.

The recommended base implementation will measure the website journey from ad click to app-store selection. If Visit Knoxville can provide the required technical access, the campaign may be upgraded to optimize toward verified app installs or selected in-app events.

Path A: Passport Webpage Conversion Tracking

The recommended launch-ready approach is to install or configure the Meta Pixel on the Old City Passport webpage and create tracked events for Apple App Store and Google Play Store clicks.

UTM parameters and platform reporting will also be used to preserve campaign-level visibility.

This approach can measure:

- Ad impressions
- Reach
- Frequency
- Link clicks
- Landing-page views
- Apple App Store clicks
- Google Play Store clicks
- Cost per landing-page view
- Cost per tracked app-store click
- Response by audience, geography, creative and placement

This implementation requires access to the Old City Passport website, its consent controls and the appropriate Meta Business assets.

The campaign would optimize toward the deepest website event that produces enough volume for reliable delivery.

Path B: Direct App-Install and In-App Event Optimization

If Visit Knoxville's app owner and developer can provide access to Meta App Events, an approved mobile measurement partner or another compatible app-data integration, Digital Motif can evaluate optimization toward app installs and potentially deeper Passport actions.

Possible in-app events could include:

- App installation
- Passport registration
- Passport activation
- Participating-location check-in
- Offer redemption
- Verified stamp collection

This approach would provide stronger campaign attribution and a more direct optimization signal.

Direct app optimization requires cooperation and technical access from Visit Knoxville and its app-development partners. Any third-party development, SDK implementation or mobile-measurement fees are not included in Digital Motif's $1,500 professional-services fee and would be scoped separately if required.

How Success Will Be Evaluated

Media Efficiency

Digital Motif will report on:

- Reach
- Impressions
- Frequency
- Cost per thousand impressions
- Link clicks
- Click-through rate
- Landing-page views
- Cost per landing-page view
- App-store clicks
- Cost per tracked app-store click

App Impact

When Visit Knoxville provides the required data, Digital Motif will evaluate the change in overall Visit Knoxville app downloads during the campaign compared with an appropriate pre-campaign baseline.

Passport Impact

When available, Passport engagement reporting may include:

- Passport registrations
- Passport activations
- Offer views
- Offer redemptions
- Verified stamps
- Completed Passport participants
- Other available engagement metrics

Campaign Learning

The final campaign recap will provide insights on performance by:

- Geographic area
- Audience segment
- Creative concept
- Placement
- Operating system
- Message

- App-store selection

App-download and engagement lift will be treated as directional unless Visit Knoxville can provide campaign-level attribution or support a controlled measurement design. Baseline and campaign-period app data will be required for this analysis.

Creative Direction

Lead With the Reward and Make the Next Step Obvious

The strongest creative should communicate three ideas immediately:

- There are valuable perks available now.
- Exploring the Old City is easy and enjoyable.
- The Passport is available through the Visit Knoxville app.

Concepts should use recognizable local imagery and a direct mobile-first call to action.

Sample Ad Copy

Primary Text

Get rewarded for exploring the Old City. Download the Visit Knoxville app, open the Old City Passport and unlock exclusive offers at participating businesses. Complete 15 stops to earn a four-pack of tickets to a Knoxville Smokies or ONE Knoxville SC game.

Headline Options

- Old City Perks Are Waiting
- Explore. Get Stamped. Win Big.
- Your Old City Adventure Starts Here

Call to Action

- Download
- Learn More

Ad Examples


Old City Knoxville
Ad
Get rewarded for exploring the Old City. Download the Visit Knoxville app, open the Old City Passport and unlock exclusive ...See more
PROCURE YOUR
HISTORIC
OLD CITY
PASSPORT
EXPLORE FOR REWARDS!
Old City Passport: Earn Rewards in the Old City!
Download
Like
Comment
Share


oldcityknox
Ad
PROCURE YOUR
HISTORIC
OLD CITY
PASSPORT
EXPLORE FOR REWARDS!
oldcityknox Get rewarded for exploring the Old City. Download the Visit Knoxville ... more

DIGITAL motif
Sacha Kayy, LLC, DBA Digital Motif
108 S Gay St
Knoxville, TN 37902

Tel: +1 (865) 214-6367
E-mail: dm@digitalmotif.com
www.digitalmotif.com

Pricing & Scope of Work

The $1,500 professional-services fee includes:

- Campaign strategy, setup and launch
- Meta Pixel and conversion-tracking setup
- Geographic audience targeting and testing
- Ad copy and creative assembly using approved assets
- Campaign monitoring and optimization through October 31
- Final performance recap, audience insights and recommendations

Investment

Digital Motif Professional Services

- $1,500 one-time

Recommended Meta Media Budget

- $2,000 to $3,000

Total Recommended Campaign Investment

- $3,500 to $4,500

Media spending is separate from Digital Motif's professional-services fee and should be funded directly through the Meta advertising account.

The recommended $2,000 to $3,000 media range will give the campaign enough scale to reach multiple priority areas, generate actionable response data and optimize performance during the campaign period.

Responsibilities and Dependencies

Old City Passport will provide access to:

- Meta Business assets
- The Old City Passport website or content-management system
- Brand assets
- Creative assets
- Creative approvals

Visit Knoxville will provide baseline and campaign-period app download and engagement data if app-lift analysis is expected.

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Direct app-install or in-app event optimization will depend on Visit Knoxville's technical setup, permissions and developer participation.

Custom photography, custom video production, third-party development and mobile-measurement platform fees are outside this scope unless added through a separate written agreement.

Extension Option

If Old City Passport elects to continue promotion beyond October 31, ongoing campaign management and media recommendations will be scoped according to the extension period, advertising budget and creative requirements.

Longer-term pricing may be discounted relative to the initial campaign setup period.

Closing Recommendation

The Old City Passport combines an appealing local experience, immediate business-level value and a compelling completion reward.

A focused Meta campaign gives the program a direct and measurable way to reach Knoxville-area audiences where they already spend time. It also provides a short, convenient path from discovering the program to downloading the Visit Knoxville app and beginning the Passport experience.

Digital Motif recommends authorizing the $1,500 campaign package and a $2,000 to $3,000 Meta media budget for the September 9 through October 31, 2026 campaign period.

This campaign will create near-term awareness and participation while producing useful audience, creative and geographic insights for future Old City marketing.

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Downtown Knoxville Alliance
Sponsorship Request Application

Event: **Phil Kline's *Unsilent Night* Knoxville 2026**

Date(s): **December 4, 2026, 5:00 - 6:30 PM**

Location: **Emporium Arts Center / Downtown Knoxville**

Produced by: **Nief-Norf**

Sponsorship amount requested: **$1,000**

Event History:

X First-time event (#) **13** prior years (#) **1** year of previous Alliance funding

Contact: **Alexandra Dally** Phone: **(865) 773-4399**

Address: **100 S. Gay Street Suite 101**

Email: **adally@niefnorf.org**

Event description:

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

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

Additional sponsors:

None at the moment, though we would like to explore a local business/restaurant sponsorship and/or partner organizations if administrative planning time allows, now that the program is growing to involve more community members!

Planned use of funds requested:

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

If possible, we would also like to purchase small things to make the event even more welcoming day-of – extra hats/scarves/gloves, hand warmers, waters, hot cocoa, etc.!

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

In 2025, we had our highest attendance yet at 62 participants! This year, our goal is at least 90 — we were actually called out on Knoxville's subreddit last year by someone wondering what the group was, which led to around 30 individuals completing an interest form to be involved this season!

Nief-Norf now uses Zeffy as its digital ticketing/RSVP system — while the event is completely free and open to the public, attendees will need to purchase "tickets" in advance or upon arriving to track attendance and collect contact information for future engagement (and event thank-yous)!

Outside of participants, we will engage an estimated 1,000 audience members as we walk throughout Downtown Knoxville! Handing out small informational flyers explaining what we're performing, who we are, and how to get involved next year worked wonderfully in 2025, and we plan to do this again!

Anticipated demographics include:
· Knoxville community members interested in innovative arts experiences
· Holiday event participants
· First Friday supporters & attendees
· Local families & youth attending the WIVK Christmas Parade
· Anyone enjoying a night out in Downtown Knoxville!

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

If preparation time allows, we would love to involve one or multiple downtown businesses as partners or sponsors. The event is also deliberately held on Knoxville's First Friday to encourage attendance at Downtown gallery openings/etc. before and after *Unsilent Night*!

How will this event positively impact downtown?

We strategically host Unsilent Night on the first Friday in December to support both the WIVK Christmas Parade (added bonus that the roads are already closed by the time we're walking!) and local art galleries hosting First Friday events (specifically at the Emporium Arts Center). Additionally, we always host an optional post-event hang at a local restaurant downtown.

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

Unsilent Night **is a staple in our annual programming and will continue regardless of projected support. However, any additional financial support allows us to reach more of the community, alleviates strain on our staff, and ensures Nief-Norf remains a pillar of Knoxville's arts scene.**

This event was hosted in Downtown Knoxville for over a decade with no income of financial support, however, receiving funding last year to support Knoxville's event allowed us to host *Unsilent Night* in Johnson City and Chattanooga, which in turn brought participants and audience members to Knoxville for more of our programming (especially in June)! We are also expanding to host an *Unsilent Night* in Nashville this year :)

Additional materials:

https://niefnorf.notion.site/DKA-Unsilent-Night-Knoxville-2026-Sponsorship-Application-Additional-Materials-3ce65ff9d42a80ddb32cfe8ff01236b5?source=copy_link

DKA Unsilent Night Knoxville 2026 Sponsorship Application Additional Materials

Project Budget

All

Item	Category	Budgeted Amount
Sponsorships	Revenue	$1,000.00
Bluetooth Speaker Purchases	Expense	-$150.00
Hand Warmers, Extra Hats/Scarves/Gloves, Etc.	Expense	-$100.00
Event Flyers	Expense	-$50.00
Informational Hand-Outs	Expense	-$50.00
Paid Social Media Promotion (Instagram & Facebook)	Expense	-$100.00
Event Media Coverage	Expense	-$300.00
Music License Fee	Expense	-$400.00
Staff Preparation Hours	Expense	-$2,000.00
		Sum -$2,150.00

FY 2023 - 2025 Financials

Overview

Fiscal Year	Income	Expenses	Net
FY2023	$90,852.00	-$71,746.00	$19,106.00
FY2024	$86,830.46	-$92,822.68	-$5,992.22
FY2025	$90,246.42	-$84,060.65	$6,185.77

Marketing & Promotion Plan

Social Media & Email Marketing

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

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

Other

- Alex will schedule interviews with WUOT, WATE Living East TN, WDVX, WBIR, etc!
  - Interview with SummitMedia (Star 102.1, etc.) scheduled for Nov. 17th
- Posting information to local event boards & calendars (we have a list of about 20 that all our events get shared to!)
- Posting physical flyers in coffee shops, libraries, restaurants, etc. around town
- Sending personal invites to friends, family, past participants, & more
- Inviting individuals via our Facebook event
- Personally inviting local & state elected officials (we've actually had luck with this historically!)
- & more!

As of September 1st, Nief-Norf now has its own app — a digital community for all things new music, connecting our program participants, audience members, and new music enthusiasts worldwide. The app has the ability to send targeted push notifications, which we will use to remind our segmented Knoxville audience about *Unsilent Night* this year!

Feel free to check out the app online at app.niefnorf.org :)

Downtown Knoxville Alliance
Sponsorship Request Application

Event: Holidays on Ice

Date(s): November 27, 2026 – January 3, 2027____

Location: Market Square ____

Produced by: City of Knoxville ____

Sponsorship amount requested: $5,500___________________

Event History:

____ First-time event (#) __20__ prior years (#) _1__ years of previous Alliance funding

Contact: Elaine Frank ________________________ Phone: ___865-215-2024__________________

Address: 400 Main Street____

Email: Efrank@knoxvilletn.gov____

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

____

____

____

____

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

Planned use of funds requested: To have Sundae Funday at the ice rink on Sunday's between 2pm-4pm, where every ice rink participant will get a free small ice cream sundae. ________________________

____

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

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

____

____

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

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

____

____

____

How will this event positively impact downtown?

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

____

____

____

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

We would not be able to have sundae funday. ____

____

____

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)

2025 Actual

Extra fun at Holidays on Ice

	Each Day	Days	Total
Sundae Funday	$ 750.00	6	$ 4,500.00
Silent Disco	$ 750.00	1	$ 750.00
Themed Giveaways			$ 560.00
DJ			$ 1,000.00
Santa		3	$ 1,000.00
		Total	$ 7,810.00

2026 Proposed Budget

Extra fun at Holidays on Ice

	Each Day	Days	Total
Sundae Funday	$ 750.00	6	$ 4,500.00
Silent Disco	$ 750.00	1	$ 750.00
Themed Giveaways			$ 600.00
DJ			$ 1,000.00
Santa			$ 1,300.00
Custom Ice cream cups	Qty 1000		$ 1,000.00
		Total	$ 9,150.00

RINK HOURS:

Regular Hours
November 27, 2026 - December 20, 2026
Monday through Thursday: 4:00 p.m. to 9:00 p.m.
Friday: 12:00 p.m. to 10:00 p.m.
Saturday: 10:00 a.m. to 10:00 p.m.
Sunday: 1:00 p.m. to 9:00 p.m.
**December 21: 2:00pm-10:00pm; Holidays on Ice will be hosting a little league hockey game and will not be open to the public until 2:00pm

Extended Hours
December 21, 2026 – January 3, 2027
Monday through Thursday: 1:00 p.m. to 9:00 p.m.
Friday: 12:00 p.m. to 10:00 p.m.
Saturday: 10:00 a.m. to 10:00 p.m.
Sunday: 1:00 p.m. to 9:00 p.m.

Special Holiday Hours for
Christmas & New Years
Christmas Eve: 11:00 a.m. to 4:00 p.m.
Christmas Day: Closed
December 26: 10:00 a.m. to 10:00 p.m.
New Year's Eve: 1:00 p.m. to 9:00 p.m.
New Year's Day: 10:00 a.m. to 10:00 p.m.

Weekly Promotions

Monday: Ice Bears Night
Receive $2 off admission with an Ice Bears ticket stub
Skate with Chilly and Ice Bear players Dec 8,15, 22

Tuesday: Themed Shenanigans
-Ideas include: Super Hero night, Beach/Luau skate on ice, 90's Country western skate night, Christmas Sweater, Silent Disco

Wednesday: Popular Theme Night
December 2: Dolly Night
December 9: TBD
December 16: Swiftee Evening
December 23: Holiday favorites
December 30: ABBA

Thursday: College Night
Receive $2.00 off admission with a College ID

Friday & Saturday: Skate Party
Skate to disco lights and DJ music provided by Knox Vegas DJ's

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

Marketing

We have rack cards that will be distributed
B97.5 will have radio promotions about the rink
WBIR will have TV promotions about the rink
We will have 5 Billboards
Social media graphics on Facebook & Instagram

QUALITY OF LIFE COMMITTEE
MINUTES

AUGUST 28, 2026, 11:30 AM

The Quality of Life Committee for Downtown Knoxville Alliance met on Friday, August 28 2026, at 11:30 am. Members present included committee chair Nikki Elliott, Tyler Janow, Lorie Matthews, and Ellie Moore. Staff included: Michele Hummel.

Security Cameras on Market Square

Staff provided background on a previous request for cameras. Approximately five or six years ago, several downtown property owners, residents, and businesses approached DKA about helping to fund the purchase of security cameras that could be installed on various downtown buildings. They also requested that KPD monitor the cameras for safety and security purposes. At that time, KPD did not have the technology or capability to manage the request.

Since then, DKA has continued to work with KPD on various downtown safety and security initiatives, including discussions surrounding the potential use of security cameras. KPD's Real-Time Information Center (RTIC) is now operational and is designed to support officers responding to calls for service and detectives conducting investigations. One component of the RTIC that helps provide officers with real-time information, rather than relying solely on information provided by a citizen who called 911 that may be nine or more minutes old, is a network of public and private security cameras. This network allows KPD to access available camera footage and gather additional information that may assist officers in responding to incidents and detectives in their investigations.

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

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

Recommendation: The committee made a recommendation in the form of a motion to the board to fund the request as presented for $31,069.84.

Mounted Patrol

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

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

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

Recommendation: A motion to the board to fund $10,000 for continued support of the Mounted Patrol.

With no other business, the meeting was adjourned.

Quality of Life Budget FY 26-27

	Budget	Expected Expenses for fiscal year	Year-to-Date Actuals	Request	Remaining
BUDGET					
Security	$ 148,000				
Off-Duty Officers - Old City		$ 78,000			
Off-Duty Officers - Market Square		$ 70,000			
Mounted Patrol				$ 10,000	
Total Security		$ 148,000	$ -		$ 138,000
Ambassador	$ 171,180		$ 14,265		$ 156,915
Open Street Activation	$ 5,000				$ 5,000
Beautification	$ 60,000				
Cigarette Litter Removal		$ 10,000			
Art in Public Places		$ 10,000			
Murals/Artist Alley		$ 17,500			
Conservation (Pet Waste Project)		$ 3,500			
KUB/Strong Alley Lighting		$ 1,200	$ 204		
Knox History Project		$ 5,000			
Keep Knoxville Beautiful					
Total Beautification		$ 47,200	$ 204	$ -	$ 59,796
Survey Initatives	$ 85,000		$ -	$ 31,070	$ 53,930
TOTAL	**$ 469,180**				**$ 413,641**

QUALITY OF LIFE
APPLICATION

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

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

MISSION

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

WHAT WE FUND

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

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

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

GUIDELINES/CRITERIA

1. Grants will be paid upon completion either through reimbursement or direct billing.

2. Any required permits for the work must be acquired.

3. Projects must be completed within 12 months of grant approval.

4. The Quality of Life Committee and Board will evaluate a project(s) based on submittals that meet the established criteria, budget, and mission that give the best overall return on investment to DKA.

5. All improvements must conform to the City of Knoxville's Building Codes, Zoning, if applicable, the D1 or H1 Design Guidelines, and/or approval from the City's Public Arts Committee.

APPLICATION

Name: Knoxville Police Department

Your Mailing Address: 1617 Saint Mary Street, Knoxville, TN 37917

Phone Number: (865)215-7000 Email Address: dgriffin@knoxvilletn.gov

Project Address: Market Square/Krutch Park Area

Requested Amount: $31,069.84 Total Project Costs: $31,069.84

1. Describe the project:

   Purchase/Installation of camera systems with remote viewing capability in the Downtown/Market Square Area.

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

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

   If so, how much: N/A

4. Anticipated state date: **08/05/2026** Anticipated completion: **02/05/2027**

5. Has this project received DKA funding in the past? If so, when and amount? No

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

   Allows Real Time Information Center live viewing when calls are received in the area. Enables review of camera footage to investigate crimes after they have been reported.

Velocity1 Technologies

Axis Solution- KPD Market Square (Omnia Contract R250307)

Prepared for **City of Knoxville**

By Stephen McKim | stephen.mckim@velocity1.io
Valid until Tuesday, August 25, 2026
Quote Number 12737
OMNIA-SYNNEX (R250307)

AN RJ YOUNG COMPANY

Axis Hardware — $29,789.83

Product	Quantity	Price	Amount
AXIS P3747-PLVE	3	$1,965.27	$5,805.81 $90.00 off ~~$5,895.81~~
AXIS Q6300-E 5 Megapixel Indoor/Outdoor Network Camera - Color - Dome - White - TAA Compliant	2	$1,965.60	$3,841.20 $90.00 off ~~$3,931.20~~
AXIS Q6358-LE Outdoor 4K Network Camera - Color - Dome - White	2	$3,156.59	$6,223.18 $90.00 off ~~$6,313.18~~
AXIS 1 TB Class 10/UHS-I (U3) microSDXC - 1 - TAA Compliant	8	$559.77	$4,388.16 $90.00 off ~~$4,478.16~~
AXIS T91B57 Pole Mount for Relay Module, Surveillance Cabinet	6	$114.27	$685.62
AXIS T91D61 Camera Mount for Network Camera, Cabinet, Holder, Mounting Bracket - White	4	$81.70	$326.80
AXIS T98A18-VE Surveillance Cabinet	5	$293.99	$1,469.95
Axis Tp3108-E Pendant Kit	4	$85.81	$343.24
AXIS TQ5001-E Pole/Wall Mount for PTZ Camera	2	$138.70	$277.40
AXIS TQ6812-E Solo Kit	2	$83.05	$166.10
Axis Tu8003 90 W Connectivity Midspan	6	$256.32	$1,537.92
Axis Lens M14 14.1 MM F2.0 Ir 4 PCS	2	$159.55	$319.10
CradlePoint 1-YR Netcloud Mobile Router Essentials Plan, And R980	5	$899.07	$4,405.35 $90.00 off ~~$4,495.35~~
OMNIA-SYNNEX (R250307) - Security	1	$0.00	$0.00

Your Six License — $980.00

Product	Quantity	Price	Amount
1 Year Prepaid Base License with Edge Storage	7	$150.00	$980.00 $70.00 off ~~$1,050.00~~

Velocity1 Labor — $300.01

Product	Quantity	Price	Amount
Security Professional Services Fee from V1	1	$300.01	$300.01

Velocity1 Shipping	**$0.00**

Taxes are NOT included and will be calculated at time of billing.
Shipping, handling and other fees may apply. We reserve the right to cancel orders arising from pricing or other errors.

Subtotal	$31,589.84
Discount	-$520.00 (1.65%)
Shipping	$0.00
Tax	$0.00
Total	**$31,069.84**

Scope of Work Details

Contracted Technician(s) Will (SOW)

The contracted Technician(s) shall perform on behalf of the Customer, services as described in the below SOW:

- Preflight Cameras for solution. Customer is doing full install themselves.

SCOPE OF WORK TERMS

Contracted Installers Responsibilities

- Review solution with onsite point of contact (POC) to ensure correct placement of hardware.
- Communicate with the customer installation dates/times and estimated project duration.
- Unbox provided hardware and materials.
- Inventory and inspect all hardware and materials to ensure all hardware is onsite and is in working order.
- Install each device per the manufacturer instructions.
  - Example: Cameras, Panels, Microphones, Speakers, Sound bars, Displays, etc. per the scoped solution approved by customer.
  - Additionally, install all equipment in such a way that it can easily be accessed, post-installation, for service and maintenance (including software updates and replacement).
  - Verify that all Cat. 6 cabling is terminated.
- Run and connect cables to appropriate devices for solution.
  - Test all cables to verify pin configuration and identify any breaks or other damage.
- Display Connections (if applicable):
  - Install any mounts and products to mounts after connecting all necessary cabling.
  - Remove existing products from mounts, connect necessary cabling, and re-mount products to new mounts.
- Perform solution test with customer to ensure proper performance.
- Train key users in the use of the devices. Document specifically who attended training and report back to the Velocity 1 team.
- Label cables, equipment, and remotes where they are necessary for optimal user experience.

Customer Responsibilities

- Cabling (if existing) is in place and accessible. If cable is to be installed by provider, cable paths are defined and free of major obstacles.
- Hardware (if existing) and being utilized as part of the provided solution is assumed to be industry standard, code compliant, and operational.
- Provide access to all areas where products are to be installed.
- Provide room for installation and training.
- Provide any licensing (Microsoft, Zoom, etc.) 72 hours in advance of installation (if applicable).
- Provide IT assistance for IP addresses and network questions as needed. If you do not have an on-site IT employee, the contracted installer requires a pre-meeting with your 3rd Party IT provider.
- Provide contractor ID badge for all technicians (if required).
- Provide a staging area or room for technicians.
- Provide network configuration and management of devices on their network (if applicable).
- Provide access to service entrances, elevators, etc. where they are required.
- Provide parking for oversized installation vehicles.
- Provide adequate space for the disposal of boxes and trash from the installation.

General Assumptions

- All work will be performed during normal business hours, Monday through Friday, 8:00 a.m. to 5:00 p.m., except holidays unless otherwise agreed to in advance.
- All tasks will be performed over a consecutive timeframe unless otherwise agreed to by all parties.
- Installation height is no more than 10' from floor (no lift required).
- Electrical power is within 4' of equipment requiring electrical power.
- Installation does not include suspension hang from above floor/ceiling.
- Ceilings are drop ceilings (unless determined differently during site assessment).
- Lift will be provided by installer or customer for areas deemed necessary (additional cost if provided by installer).
- All newly installed cabling will be industry standard.
- All newly installed cables entering the communications closets will be dressed and organized by industry standard.
- All newly installed above ceiling cabling will be installed throughout the entire facility meeting all state and local codes.
- Bundle cabling will utilize existing cabling paths. If cabling paths do not exist, the provider is not responsible for providing conduit, cable tray, wire molding, etc. unless otherwise provided in agreed upon cost.
- Floor plans will be provided, if requested, prior to technicians arriving onsite.
  - Floor plans should include locations of cable runs and AP placement.
- Core drilling is not required for any cable runs.
- All customer provided equipment is onsite (if not being brought to job by the installer).
- Location/area is ready for installation.
- Site contact will be available when the technician arrives, and when the technician leaves to show completion of job.
- Any product that needs to be installed will follow local codes for installation.
- Installer to provide all necessary materials for the installation. If hardware or materials are purchased to complete the project, these costs are accounted for in pricing.
- Pricing assumes that no specialty equipment is necessary for the installation, which includes scissor lifts, specialty tools, etc.
- While the installer observes and follows all OSHA regulations, any safety training required for specific job sites will be considered out of scope and will be billable to the customer.
- SOW, drawings, and documentation are reviewed and approved before pre-install checklist and kickoff meeting are conducted, and schedules are reviewed and approved.
- This SOW is for the installation is only for what is included in quote. No additional equipment, whether existing or new, will be installed, configured, or tested per this Scope of Work.
- Servers or VMware are preconfigured and ready for software to be loaded (if applicable).
- Any deviation from the included Build of Materials within the quote is considered out of scope and a Change Order will be processed.
- All changes during the project will be submitted in the form of a change order and signed off by the customer prior to that work being completed.
- Any work outside of this scope of work and assumptions will be billed as Time & Materials or an agreed upon Change Order.
- Pricing (unless specified) does not include electrical work where an Electrician is required.
- Accurate Structural and Electrical drawings may be required to complete work.
  - If required, these drawings must be provided prior to starting any work. If we have not received the drawings, or the drawings provided are not accurate, our technician/Engineer will show the Customer where they believe the equipment or cables should be mounted or installed. The Engineer will Red Line the drawings provided and will require customer signature of proposed change before the Engineer will complete this part of the installation.
- Necessary insurance certification is provided prior to work commencement.
- No Demarcation cabling included in this proposal.

Project (Onboarding) Services

The Onboarding Specialist provided by V1 will work alongside both the contracted installation team and the customer to diligently perform and carry out all their obligations under the agreement and will provide the services listed in the agreement.

The V1 Onboarding Specialist will:

- Perform all feasible services requested by the company in accordance with all applicable laws, this agreement, and the decisions of the company representative not in conflict with this agreement or any applicable laws.
- Provide all feasible services in accordance with the dates and milestones set post-execution of the contractual agreement.
- Prepare and submit to the company representative all proposed change orders, project schedules, and any additional procedures in a timely manner.

The Customer will:

- Continuously support Velocity 1 and the contracted installer in the project to the best of their ability. The customer will comprehensively inform Velocity 1 about the companies that are the subject of the agreement, all aspects essential to the project, and will fully provide documents and/or information deemed necessary by Velocity 1 in a timely manner.
- Immediately check interim results, documents, minutes of meetings, etc. submitted by Velocity 1 for accuracy and completion. The customer will inform Velocity 1 immediately in written form of any necessary or desired corrections or additions.

System Programming and Customer Training

The contracted installer will be responsible for all hardware devices programming, testing, and basic end user training (1 hour required).
Loading of any database, including definition of access levels, alarm points, time zones, or any other user defined data is the responsibility of the customer/ owner to specify.

Change Orders

Any changes to this agreement shall require an approved change order, which shall modify the scope of work, proposal cost, and timeline of the project. This agreement defines and limits the equipment to be furnished as part of this proposal. The terms of this agreement govern the entire project, including any potential change order.

All change orders must be sent to Velocity 1 and signed off by the customer. The contracted installer shall not perform additional work without an official request from Velocity 1, which has been approved by both the customer and the contracted installer.

If the customer and/ or installer decide to perform work without an official change order from Velocity 1, the contracted installer will risk not being paid by Velocity 1 for the work performed and therefore must be paid directly by the customer.

Workmanship Warranty

The contracted installer shall warranty their initial work (labor) for one year from the installation date. This only includes labor related to the specified scope of work for the solution that was originally provided. Work requested to be performed outside the initial scope and work and not related to this workmanship warranty will be chargeable to the customer unless covered by an additional support plan that was purchased at the time of agreement.

Product Warranty

The product warranty does not include batteries, electrical surges, lightning damage, software upgrades and repairs, communication devices that are no longer supported by communication pathways, obsolete components, and components exceeding manufacturer's useful life. The contracted installer is not the manufacturer of the equipment and other than the labor warranty (above), the Customer agrees to look exclusively to the manufacturer of the equipment for repairs under its warranty coverage, if any. If the customer chooses for additional fee or if covered by a support plan, the contracted installer can provide a labor quote to assist with work related to warrantied products post installation.

The contracted installer makes no express warranties as to any matter whatsoever, including, without limitation to, unless prohibited by law, the condition of the equipment, its merchantability, or its fitness for any particular purpose, and the contracted installer shall not be liable for consequential damages.

Unless otherwise specified, no equipment provided by the contracted installer is represented to be medical grade, FDA approved, or intended for use by a healthcare professional or healthcare facility or to diagnose, treat, cure, or prevent a disease or medical condition. The contracted installer does not represent nor warrant that the system may not be compromised or circumvented, or that the system will prevent any loss by burglary, hold- up, or otherwise; or that the system will in all cases provide the protection for which it is installed**.**

The contracted installer expressly disclaims any implied warranties, including implied warranties of merchantability or fitness for a particular purpose. The warranty does not cover any damage to material or equipment caused by accident, misuse, attempted or unauthorized repair service, modification, or improper installation by anyone other than the contracted installer. The Customer acknowledges that any affirmation of fact or promise made by the contracted installer shall not be deemed to create an express warranty unless included in this agreement in writing; that the Customer is not relying on the contracted installer's skill or judgment in selecting or furnishing a system suitable for any particular purpose and that there are no warranties which extend beyond those on the face of this agreement, and that the contracted installer has offered additional and more sophisticated equipment for an additional charge which the Customer has declined. The Customer's exclusive remedy for the contracted installer's breach of this agreement or negligence to any degree under this agreement is to require the contracted installer to repair or replace, at the contracted installer's option, any equipment which is non-operational.

This Limited Warranty is independent of and in addition to any service contracted. This Limited Warranty gives you specific legal rights and you may also have other rights which vary from state to state. If required by law, the contracted installer will procure all permits required by local law and will provide, when requested, a Certificate of Workman's Compensation prior to starting work.
Warranty exceptions: Acts of Nature, vandalism, misuse of system, device causing failure or modification/alteration of devices by non (Installer) personnel.

Permits & Licensing

The contracted installer will make sure all appropriate permits are included in their Scope of Work or work with the customer to obtain what is needed. The contracted installer will also carry all local and state licenses needed for the solution being installed.

Union Labor

The customer understands and acknowledges that this project is being performed without utilizing a Union labor force. If a customer requires Union labor the contracted installer will, upon request, associate the appropriate parties to complete.

Confidential Information

Each Party may make available to the other access to certain trade secrets and other confidential technical, business, and financial information, including the contents of this Agreement and the Exhibits thereto (collectively, "Confidential Information"). So long as and to the extent that Confidential Information is marked "Confidential" or "Proprietary" (if in tangible form) or is not generally available to the public from other sources, each Party shall safeguard such Confidential Information in the manner in which it safeguards its own confidential information, and shall not disclose Confidential Information to its employees, contractors, and agents, except to the extent necessary to enable it to fulfil its obligations under this agreement. The customer shall indemnify the contracted installer from third party liability arising from any unintended use or unauthorized disclosure.

Debris Disposal

The contracted installer will dispose of debris created by their work in owner furnished trash bins or containers at the site. If different arrangements need to be made, this must be requested and could result in additional fees.

Parking and Storage

The customer shall furnish and make available to the contracted installer at the site all reasonable storage, parking access for oversized installation vehicles, and convenient delivery space for their work.

Elements Beyond the Control of Installer

The schedule of any other contractors involved in this project shall be made in consultation with the contracted installer, and unless otherwise agreed to, shall provide time for the contracted installer to perform their work on an 8-hour day, 40-hour week basis. This proposal does not include provision for the contracted installer to perform overtime work for delays not caused by the installer.

An additional charge to the contract shall be made for any mutually agreed upon overtime. The contracted installer shall not be responsible for delays or default that are occasioned by caused of any kind that are beyond their control, including but not limited to delays or defaults of Architects, the Owner, the Contractor, and Subcontractors, other third parties, civil disorders, labor disputes, and Acts of God.

The contracted installer shall be entitled to equitable adjustments in the amount of the contract for delays caused by anything that is beyond their control.

Third Party Materials

For third party installs in which additional product is needed and those materials or equipment that are included in their proposal become temporarily or permanently unavailable for reasons beyond the control and without the fault of the contracted installer, then in the case of such temporary unavailability, the contracted installer reserves the right to supply and install alternative equipment subject to availability.

Delays

The contracted installer shall not be liable for any delay in the performance of the work resulting from or attributed to acts or circumstances beyond the contracted installer’s control, including, but not limited to; acts of God, fire, riots, labor disputes, conditions of the premises, acts or omissions of the purchaser, owner or other contractors, suppliers or subcontractors not instructed by (Installer).

Insurance

Contracted installer’s insurance coverage can be furnished when requested. No credit will be given, or premium paid by the contracted installer for insurance afforded by others.

Occupational Safety and Health

The work will be completed in accordance with local Health & Safety ordinances.

Internet Service Provider Requirements

It is imperative that a reliable and stable internet service provider be contracted at the installation site. Customer acknowledges that signals and transmissions are transmitted over telephone lines, wire, airwaves, internet, VOIP, radio or cellular, or other modes of communication and passed through communication networks wholly beyond the control of the installer and are not maintained by the installer. The installer shall not be responsible for any failure that prevents any transmission of data.

Mold, Obstacles and Hazardous Conditions

The Customer shall notify Velocity 1/ contracted installer in writing of any undisclosed, concealed, or hidden conditions in any area where installation is planned, and the Customer shall be responsible for removal of such conditions. In the event the installer discovers the presence of suspected asbestos or other hazardous material, the installer shall stop all work immediately and notify the Customer. It shall be the Customer’s sole obligation to remove such conditions from the premises, and if the work is delayed due to the discovery of suspected asbestos or other hazardous material or conditions, then an extension of time to perform the work shall be allowed and the Customer agrees to compensate the installer for any additional expenses caused by the delay until work can resume. If the installer, in its sole discretion, determines that continuing the work poses a risk to the installer or its employees or agents, the installer may elect to terminate this agreement on three (3) day notice to the Customer and the Customer shall compensate the installer for all services rendered and material provided to date of termination. The installer shall be entitled to remove all its equipment and uninstalled equipment and material from the job site. Under no circumstances shall the installer be liable to the Customer for any damage caused by mold or hazardous conditions or remediation thereof.

Right to Subcontract Special Services

The Customer agrees that the installer is authorized and permitted to subcontract any services to be provided by the installer to third parties who may be independent of the contracted installer, and that the contracted installer shall not be liable for any loss or damage sustained by the Customer by reason of fire, theft, burglary, or any other cause whatsoever caused by the negligence of third parties. The Customer appoints the installer to act as the Customer’s agent with respect to such third parties, except that the installer shall not oblige the Customer to make any payments to such third parties. The Customer acknowledges that this agreement, and particularly those paragraphs relating to the installer's disclaimer of warranties, exemption from liability, even for its negligence, limitation of liability and indemnification, inure to the benefit of and are applicable to any assignees, subcontractors, manufacturers, vendors, and the installer.

Customer’s Duty to Supply Electric and Communication Service

The Customer agrees to furnish, at the Customer expense, all 110 Volt AC power, electrical outlet, ARC Type circuit breaker and dedicated receptacle, Internet connection, high-speed broadband cable, or DSL, and DHCP IP Addresses as deemed necessary by the contracted installer.

SECURITY SUPPORT PLANS & TERMS

Description	Remote Plan	Basic Plan	Plus Plan	Standard Rates
Support Cost	$100 per month*	$200 per month*	$350 per month*	No Charge
Remote	Included	Included	Included	$100 per hour
On Site	$200 per hour	$175 per hour	$150 per hour	$250 per hour
Included Hours	0 Hours on Site	12 Hours on Site	24 Hours on Site	0 Hours on Site
Plans Per Site	*per site location	*per site location	*per site location	n/a

Support Cost- Billed monthly based on selected plan.
Included Hours- Not Chargeable/ Resets every 12 months.

3 Hour Minimum per on site call.
On site time/hourly rate includes travel and lodging.

PREMIUM PLAN- available for $75,000+ Solutions
Support Cost- 1% of overall solution per month.*
All inclusive Plan- Includes remote & on site.
**per site location*

Overview

This below outlines the Service Level Agreement (SLA) offered by Velocity (V1) to end-users for the provisioning of Technical Support services required to support and maintain Velocity 1's technology and products.

Goals & Objectives

The purpose is to disclose the elements and commitments that are in place by V1 to provide consistent Technical Support and delivery to end-user(s).

This agreement:

- Provides clear reference to service ownership, accountability, roles and/or responsibilities.
- Presents a clear, concise, and measurable description of service provision to the end-user.
- Is intended to match perceptions of expected service provision with actual service support & delivery.

SERVICE AGREEMENT

V1 offers three support level options: **Remote, Basic, Plus and Premium** Support for end-users who choose to purchase directly from V1 and to not choose to utilize the basic support that comes through the Vendor's standard warranties.

If a support plan is not selected by the customer, those customers will still receive support at standard service and travel rates as lined out in the agreement. In addition, those customers who did not purchase a support plan will still follow the Service Parameters, Escalations, and Severity Levels as laid out in this document.

Support is entitled to the end-user of the specific product or software. End-user is defined as the individual or organization that purchases products and services through V1.

Support Service Entitlement	*Premium Support*	*Basic/ Plus Support*
Normal Business Hours Email Support	Top Priority	After Premium Holders
Normal Business Hours Remote Support	Top Priority	After Premium Holders
Normal Business Hours On Site Support	Top Priority	After Premium Holders

MAINTENANCE AND SUPPORT AGREEMENT

Service Scope

Support includes the following:

- Monitored email support.
- Remote Assistance/ Training (contingent upon remote access to system).
- Onsite support/ Training if determined is needed based on remote troubleshooting.
- Camera adjustments and repositioning (not to include moving).
- Preventative maintenance performed during on-site visits or requested by customer.
- Coverage of equipment provided by V1 that is still under manufacturer warranty or extended warranties purchased. If an item is out of warranty and unable to be repaired, the customer would need to replace the item at their cost.
- Testing network cables and POE ports on Network Switches
- Replacement of dead cameras.

Support does not include the following:

- Configuring and supporting product(s) not purchased through V1 or that are out of warranty.
- Creating newly designed solution(s) that is not considered part of originally scoped solution.
- Support determined as negligence by the customer.
- Camera relocation.
- Support determined due to an Act of God.

Service Assumptions

Assumptions related to in-scope services and/or components include:

- End-user provides network infrastructure within their own environment – no V1 responsibility.
- End-user provides reasonable assistance to help diagnose problems (access to end-user network if required/desired, etc.)
- End-user responsible to provide a scissor or boom lift for cameras not accessible by ladder.

Billing Calculations

All support tickets include a minimum 3 hour charge, inclusive of travel and lodging (if needed). Post the initial 3 hours (per initiated ticket), all additional support hours are calculated on 15-minute increments.

Service Block Hours (if included in selected plan)
Support hours are calculated on 15-minute increments. Based on the selected plan, these block hours will renew after 12 months of the service plan being activated (30 days post installation). Block hours do not accumulate or role over.

Service Parameters
Customer will then reach out to Velocity 1's support team. In doing so, the following parameters are in place:

Email Contact: 1st Level of Contact
- Monitored 8:00 AM-5:00 PM Monday-Friday (CDT/CST)
- Emails received during non-business hours will be responded to during regular business hours.
- help@velocity1.io

Remote Support: 2nd Level of Support
- Offered 8:00 AM-5:00 PM Monday-Friday (CDT/CST)
- Customer contacted by support team to set up remote session during regular business hours.

Remote Support: 3rd Level of Support
- Offered 8:00 AM-5:00 PM Monday-Friday (CDT/CST)
- Customer contacted by support team to schedule on site visit during regular business hours.

Problem Acknowledgement
- V1 to log end-user issue(s) and upon request, supply trouble-ticket case number, within specified service response timeframe.

Problem Resolution
- V1 to document and attempt to replicate end-user issue.
- Engineering resources to be engaged contingent upon issue severity, at V1's discretion.
- Resolution times will be dependent on problem and severity and complexity.

Problem Escalation
- The end-user reports an issue or outage to V1's support team— help@velocity1.io
- End-user provides the following: Description of the problem.
- Description of how the issue impacts your end user's business.
- Detailed description of how to reproduce the problem.
- Provide any error codes received.
- Pictures of errors or failures (where applicable).
- Other information as deemed necessary to troubleshoot the problem.
- Contact information and brief summary of products that appear to be of concern.
- V1 assists to triage the issue and assess severity level and priority.
- V1 will undertake to resolve the issue through troubleshooting (remotely) and deploy on site if necessary.
- V1 to engage engineering resources if applicable to resolve the problem.
- Issue Severity will determine delivery of a fix to address problem in applicable timeframe. V1 reserves the right to determine priority and timing and delivery of fixes to end-user.

Severity Levels
Severity 1 (Critical)
- A mission critical supported product service is down, and no workaround is immediately available.
- The supported solution/ system is completely down/unavailable and vital to customer's daily business.
- A crucial supported component is not functioning, resulting in the halt of all operations and critical business impact.

Severity 2 (High)
- An end-user is unable to use an entire critical component or business-critical feature as described in the documentation and the issue affects a significant number of end-users.
- A significant performance degradation of the end-user technical services due to supported components that causes a high impact on business operations for a significant number of end-users.

Severity 3 (Limited Functionality)
- End-user can use the solution provided; however, there is a non-critical loss of functionality.
- Issue affects some, but not all of the users.
- The functionality of some components is impaired but allows the users to continue using the solution.
- The issue is not always reproducible, or the issue is intermittent.

Service Cancellation
Service plans are set up as monthly recurring charges. A 90 day notice of cancellation is required. If the customer choses to cancel their service plan, this must be done in writing by emailing help@velocity1.io. Once the cancellation is initiated, the plan will be set to close out 90 days from this written notification. Monthly charges will remain during this 90 day period. All remaining block hours will be removed at this time, and the customer will be moved to a standard service plan.

Service Terms & Conditions
Velocity1 shall not be responsible for the failure to meet a Service Level commitment if the failure is caused by: (i) any breach or non-compliance, or the negligence or intentional acts or omissions of an end-user or its employees or agents; (ii) a fault with any equipment, software or systems not furnished by V1 or that is deemed out of warranty, (iii) problems, or configuration or integration issues with an end-user's own systems, computers or network facilities, (iv) unavailability of the internet or failure of communication networks or power services, or (v) force majeure events, including without limitation, causes beyond V1's reasonable control, including but not limited to act of God, man-made or natural disasters, material shortages, war, riot, terrorist acts, strikes, delays in transportation, viruses, utility failures, interruption of telecommunications or the Internet service, or inability to obtain labor or materials through its regular sources.

Axis Terms & Conditions (link)


Streetside TVA Side
(1/3) New camera
(2/3) New camera
(3/3) New camera
Google
50 ft
Imagery ©2026 Airbus, Maxar Technologies
Report a map error

APPLICATION

Name: Knoxville Police Department Mounted Patrol Unit

Your Mailing Address: 1617 Saint Mary Street Knoxville Tn, 37917

Phone Number: (865) 215-7298 Email Address: rmorrow@knoxvilletn.gov

Project Address: Downtown Business District

Requested Amount: $10,000.00 Total Project Costs: $10,000

1. Describe the project:

   This is a project to assist with funding for the Mounted Patrol Unit regarding horse care (for example: feed, veterinary care, etc.).

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

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

   If so, how much: No

4. Anticipated state date: 08/05/2026 Anticipated completion: TBD

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

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

   It shall be purpose of the Mounted Patrol Unit to provide community orientated policing to the citizens and visitors to the Downtown, Market Square and the Old City areas by being the ambassadors of the Knoxville Police Department and the city as a whole. This shall be accomplished through community engagement and high visibility patrols during peak hours and special events. The Department is seeking assistance with providing on-going care of the horses for the Mounted Patrol Unit.

Budget for Mounted Patrol

Item	Cost
Boarding Fees	$26,875.00
Farrier Service	$2,600.00
Feed	$6,000.00
Operational Cost	$6,000.00
Veterinary	$4,000.00
Helmets/Riding Boots	$5,000.00
Horse Hoof Boots	$1,500.00
Total Estimated Cost	$51,975.00

BOARD OF DIRECTORS' MEETING

STAFF REPORT FOR SEPTEMBER 2026

MARKETING

- September Newsletter released promoting fall events and upcoming promotions.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 263,023 followers (previous: 258,660, 255,908, 249,246). Includes Facebook, Instagram, X, TikTok, Threads, YouTube, and LinkedIn.
- The next Marketing Committee meeting will be held on November 11. (Final in 2026)

BUSINESS SUPPORT

- Website update and promotion for September 4 First Friday ArtWalk.
- Sept. information to businesses on monthly events & conventions impacting staffing.
- Planning continues for fall and Wicked Cool promotions (Cool Cats, costume contest, Trick or Treat on the Square, lighting and décor, and themed business specials). Starts Oct. 1.
- Preparing in advance for holiday promotions; renewing contract with Elf on the Shelf.

QUALITY OF LIFE

- Work to improve the cleanliness and safety of Market Square alleyways.
- Continued newsetter for events/road closures.
- Held QoL Meeting to review requests.

OTHER

- Meeting individually with City Council members to review DKA's budget priorities and gather their input on key opportunities, challenges, and future priorities for downtown.
- Took part in a Waco Texas city visit to Knoxville to discuss downtown development.
- Working on FY 25-26 Audit.
- Staff attended the International Downtown Association Conference Sept 2-4.
- Media Inquiries: WVLT: business updates, WATE: Tourism/Increased visitors in downtown