

BOARD OF DIRECTORS' MEETING

➡ AGENDA

SEPTEMBER 18, 2023, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *August Board Meeting p. 3
- III. *Financial Report p. 5
- IV. Committee Reports
 - A. Marketing Committee p. 13
- V. Staff Report p.
- VI. Old Business
- VII. New Business
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

October 16, 11:30 am - Board Meeting
November 20, 11:30 am - Board Meeting
December 18, 11:30 am - Board Meeting

This meeting, and all communications between Board Members, are subject to the provisions of the Tennessee Open Meetings Act.

BOARD OF DIRECTORS' MEETING

➡ MINUTES

AUGUST 21, 2023, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, August 21, 2023, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included board chair, Matthew DeBardelaben, Chip Barry, Vince Fusco, Lorie Matthews, John Sanders, and Adrienne Webster. DKA and Knoxville Chamber staff in attendance included: Michele Hummel, Karen Kakanis, and Robin Thomas.

I. Welcome

Matthew DeBardelaben welcomed everyone and called the meeting to order.

II. Minutes

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

III. Financial Report

Karen Kakanis delivered the report for the corporation explaining the various reports. Adrienne Webster made a motion to approve the financial report, and Lorie Matthews seconded the motion, which was unanimously approved by the board.

IV. Committee Reports

A. Business Support

Robin Thomas discussed the Business Support meeting that was held on August 9. The committee reviewed New and Closed Businesses and Business Support Initiatives for 2023-2024. The committee discussed 2022 revenue numbers from the TN Department of Revenue, opportunities to help promote downtown businesses, and continued challenges related to parking, hiring, and lunch traffic.

V. Staff Report

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

VI. Old Business

There was no Old Business.

VII. New Business

There was no New Business.

VIII. Public Forum

Matthew DeBardelaben read an email from Jeff Talman that he asked to be included during the public forum portion of our meeting, as he was not able to attend the meeting in person. Mr. Talman is a candidate for city mayor. The note included information on his background and priorities if elected Mayor.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

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

	<u>Jul '23 - Jun '24</u>
OPERATING ACTIVITIES	
Net Income	(40,500)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	17,616
2020 · Accounts Payable	2,673
2600 · Accrued Payables	(30,853)
2700 · Accrued Wages	-
Net cash provided by Operating Activities	(51,064)
FINANCING ACTIVITIES	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	(51,064)
Cash at beginning of period	1,308,982
Cash at end of period	<u><u>1,257,918</u></u>
 Current Liabilities	 (30,464)
Accrued Payables	(309,324)
 Accounts receivable and Other	 1,773
Subtotal	(338,015)
Projected Remaining Budgeted Income (Expenses)	
Revenue	1,101,995
Development	(115,000)
Quality of Life	(333,083)
Business Support	(46,698)
Marketing/Sponsorships	(244,274)
Administration	(230,870)
Subtotal	<u><u>132,070</u></u>
Projected Cash - Before Minimum Reserve	<u><u>1,051,973</u></u>
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	<u><u>901,973</u></u>

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

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

* City approval required

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

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

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

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

	Acct #	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	TOTAL	FY24 Budget	Remainder
Income																
CBID Tax Assessments	4020	19,389	1,773	-	-	-	-	-	-	-	-	-	-	21,162	1,125,000	1,103,838
Investment income	4100	1,125	1,218	-	-	-	-	-	-	-	-	-	-	2,343	500	(1,843)
Total Income		20,514	2,991	-	-	-	-	-	-	-	-	-	-	23,505	1,125,500	1,101,995
Expenses																
Development																
Path to Prosperity	5225	-	-	-	-	-	-	-	-	-	-	-	-	-	15,000	15,000
Special Projects	5205	-	-	-	-	-	-	-	-	-	-	-	-	-	100,000	100,000
Total Development		-	-	-	-	-	-	-	-	-	-	-	-	-	115,000	115,000
Quality of Life																
Beautification	5659	77	77	-	-	-	-	-	-	-	-	-	-	154	90,000	89,846
Ambassador Program	5657	9,676	9,676	-	-	-	-	-	-	-	-	-	-	19,353	117,000	97,647
Residential - Other	5900	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Residential	5901	-	-	-	-	-	-	-	-	-	-	-	-	-	3,000	3,000
Special Art Project															50,000	50,000
Security	5700	3,557	3,854	-	-	-	-	-	-	-	-	-	-	7,410	100,000	92,590
Total Quality of Life		13,310	13,607	-	-	-	-	-	-	-	-	-	-	26,917	360,000	333,083
Business Support																
Business Support	5676	523	2,779	-	-	-	-	-	-	-	-	-	-	3,302	50,000	46,698
Total Business Support		523	2,779	-	-	-	-	-	-	-	-	-	-	3,302	50,000	46,698
Marketing Expenses																
Advertising General	5305	3,536	1,688	-	-	-	-	-	-	-	-	-	-	5,224	50,000	44,776
Print & Design	5306	225	2,532	-	-	-	-	-	-	-	-	-	-	2,757	55,000	52,243
Website - All Committees	5375	550	1,195	-	-	-	-	-	-	-	-	-	-	1,745	30,000	28,255
Downtown Scavenger Hunt														-	15,000	15,000
Events and Sponsorship	5360	6,000	-	-	-	-	-	-	-	-	-	-	-	6,000	110,000	104,000
Total Marketing Expenses		10,312	5,414	-	-	-	-	-	-	-	-	-	-	15,726	260,000	244,274
Administration																
Meals/ Lodging/ Travel	5420	840	224	-	-	-	-	-	-	-	-	-	-	1,064	6,000	4,936
Office Expense	5430	505	525	-	-	-	-	-	-	-	-	-	-	1,031	7,000	5,969
Bank Fees	5435	19	18	-	-	-	-	-	-	-	-	-	-	37	200	163
Postage	5440	12	9	-	-	-	-	-	-	-	-	-	-	22	2,500	2,478
Professional Dev.	5465	-	-	-	-	-	-	-	-	-	-	-	-	-	6,000	6,000
Professional Svc	5450	-	1,000	-	-	-	-	-	-	-	-	-	-	1,000	12,000	11,000
Svc Contract - Operations	5460	19,849	19,849	-	-	-	-	-	-	-	-	-	-	39,698	238,186	198,488
Insurance Directors/Officers	5750	-	-	-	-	-	-	-	-	-	-	-	-	-	900	900
Software	5480	-	65	-	-	-	-	-	-	-	-	-	-	65	1,000	935
Supplies	5470	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Administration		21,225	21,691	-	-	-	-	-	-	-	-	-	-	42,916	273,786	230,870
Total Expenses		45,370	43,491	-	-	-	-	-	-	-	-	-	-	88,862	1,058,786	969,924
Change in NAV		(24,856)	(40,500)	-	-	-	-	-	-	-	-	-	-	(65,356)	66,714	(132,070)
Board Approved Spending																
314 Union Avenue				0	0	0	0	0	0	0	0	0	0	0	-	-
0										0				0		
Subtotal Board Approved Spending				0	0	0	0	0	0	0	0	0	0	0	-	-
NAV Total after Surplus Spending		(24,856)	(40,500)	0	0	0	0	0	0	0	0	0	0	(65,356)		

Downtown Knoxville Alliance

Statement of Cash Flows

August 2023

	TOTAL
OPERATING ACTIVITIES	
Net Income	-40,499.92
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	17,615.63
2020 Acc. Payable:Accounts Payable	2,672.89
2600 Accrued Payables	-30,852.67
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-10,564.15
Net cash provided by operating activities	\$ -51,064.07
NET CASH INCREASE FOR PERIOD	\$ -51,064.07
Cash at beginning of period	1,308,981.78
CASH AT END OF PERIOD	\$1,257,917.71

Downtown Knoxville Alliance

Balance Sheet

As of August 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1005 Cash	0.00
1012 First Bank Checking	173,987.86
1016 Regions - Checking	247,609.52
Total 1005 Cash	421,597.38
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1026 First Century Bank	251,253.08
1027 SunTrust MM Account	245,206.17
1029 Home Federal Bank - MM	243,785.57
Total 1020 Investments - Cert Dep and MM	836,320.33
Total 1000 Cash & Cash Equiv.	1,257,917.71
Total Bank Accounts	\$1,257,917.71
Accounts Receivable	
1110 Other Receivable	1,773.23
Total Accounts Receivable	\$1,773.23
Total Current Assets	\$1,259,690.94
TOTAL ASSETS	\$1,259,690.94
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	0.00
2020 Accounts Payable	30,464.31
Total 2000 Acc. Payable	30,464.31
Total Accounts Payable	\$30,464.31
Other Current Liabilities	
2600 Accrued Payables	309,323.65
Total Other Current Liabilities	\$309,323.65
Total Current Liabilities	\$339,787.96
Total Liabilities	\$339,787.96
Equity	
3900 Change in NA - unrestricted	985,259.17
Net Income	-65,356.19
Total Equity	\$919,902.98
TOTAL LIABILITIES AND EQUITY	\$1,259,690.94

Downtown Knoxville Alliance

Profit and Loss

August 2023

	TOTAL
Income	
4020 CBID Assessment	1,773.23
4100 Interest on Cash Reserves	1,218.21
Total Income	\$2,991.44
GROSS PROFIT	\$2,991.44
Expenses	
5100 Business Support	
5150 Merchant Support	2,779.00
Total 5100 Business Support	2,779.00
5300 Marketing Expenses	
5305 Advertising	1,687.84
5306 Print and Content	2,531.57
5375 Website	1,195.00
Total 5300 Marketing Expenses	5,414.41
5400 Administration	
5420 Meals/Lodging/Travel	224.08
5430 Office Expenses	525.49
5435 Bank Fees	18.00
5440 Postage	9.45
5450 Professional Svc	1,000.00
5460 Services Contract	19,849.00
5480 Software	65.00
Total 5400 Administration	21,691.02
5650 Quality of Life	
5655 Bike Patrol	3,853.60
5657 Ambassador Program	9,676.33
5659 Beautification	77.00
Total 5650 Quality of Life	13,606.93
Total Expenses	\$43,491.36
NET OPERATING INCOME	\$ -40,499.92
NET INCOME	\$ -40,499.92

Accrued Payables at 8.31.23

Old City Association	FY23	\$3,000.00
City of Knoxville (314 Union Ave)	FY23	\$250,000.00
Conervation Cooperative	FY23	\$3,500.00
Grant for Hilton Parking Garage / 500 Clinch Ave.	FY23	\$50,000.00
City of Knoxville Concerts on the Square	FY23	\$1,500.00
Asian Culture Center - Asian Festival 8/25 - 8/26/23	FY23	\$2,500.00
Anoor Academy - Int'l Food Fest August 19, 2023	FY23	\$0.00
East TN Historical Society, August - October 2023 events	FY23	\$5,000.00
WDVX Blue Plate Special	FY23	\$0.00
Ambassador Accrual July	FY23	\$9,676.33
Ambassador Accrual August	FY23	\$9,676.33
Jazz Concerts 8 weekly jazz concerts	FY24	\$1,000.00
Visit Knoxville: Ktown Connect July-September 2023	FY24	-\$29,029.00
Hola Festival 9/16 - 9/17/23	FY24	\$2,500.00
		\$309,323.66

Downtown Knoxville Alliance

A/P Aging Detail

As of August 31, 2023

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
08/31/2023	Bill	08312023	Annoor Academy of Knoxville	08/31/2023	13	2,500.00	2,500.00
08/31/2023	Bill	08312023	HOLA Hora Latina	08/31/2023	13	2,500.00	2,500.00
08/31/2023	Bill	INV010842	Knoxville Chamber	08/31/2023	13	53.41	53.41
08/22/2023	Bill	08222023	KUB	09/11/2023	2	77.00	77.00
08/31/2023	Bill	08312023	Thomas, Robin	09/15/2023	-2	2,343.33	2,343.33
08/29/2023	Bill	2308480	High Resolutions, Inc	09/18/2023	-5	331.24	331.24
08/30/2023	Bill	2308520	High Resolutions, Inc	09/19/2023	-6	225.33	225.33
08/31/2023	Bill	INV010761	Knoxville Chamber	09/30/2023	-17	19,849.00	19,849.00
08/31/2023	Bill	DKA-090123	Southern Bloom Social	09/30/2023	-17	2,085.00	2,085.00
08/31/2023	Bill	38566	Bible Harris Smith, P. C.	09/30/2023	-17	500.00	500.00
Total for Current						\$30,464.31	\$30,464.31
TOTAL						\$30,464.31	\$30,464.31

Downtown Knoxville Alliance

A/R Aging Detail
As of August 31, 2023

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
08/31/2023	Invoice	359	City of Knoxville.	09/30/2023	1,773.23	1,773.23
Total for Current					\$1,773.23	\$1,773.23
TOTAL					\$1,773.23	\$1,773.23

MARKETING COMMITTEE

➡ MINUTES

SEPTEMBER 12, 2023 3:00 PM



Downtown Knoxville Alliance board members present included Chip Barry and Matthew DeBardelaben. Committee members present included Lisa Allen, Public Building Authority; Heather Beck, BarberMcMurry Architects; Scott Bird, Mox Car Marketing + Communications; Dana Dalton, downtown resident; Shera Petty, Visit Knoxville; Chad Youngblood, See Why Consulting. Staff members included Michele Hummel and Robin Thomas.

Event Sponsorship Requests

Individuals representing two events presented requests. Summary and applications are attached.

Organization	Event	Request	Recommendation
Bike Walk Knoxville	Tour de Lights	\$2,500	\$3,000 w/ contingencies
Nourish Knoxville	Winter Farmers' Market	\$5,000	\$5,000
Total			\$8,000

Tour de Lights – The recommendation includes a guarantee of \$1,500 with an additional \$1,500 contingent on new sponsors for the 2023 event. The committee liked the idea of the event growing to include on-site activities at the launch/end location (thus the increase of potential maximum amount), but also felt strongly that additional sponsors are critical to long-term viability and growth.

Winter Farmers' Market – Although not a contingency of the recommendation, the committee discussed DKA's visibility as a sponsor for the Winter Farmers' Market as well as the Market Square Farmers' Market. This concern has been communicated to Nourish Knoxville with a request that increased visibility of DKA sponsorship be considered in on-site signage, social media, etc.

Recommendation for Board Approval

Up to \$8,000 including:

- \$5,000 for Winter Farmers' Market.
- Up to \$3,000 for Tour de Lights including \$1,500 guaranteed and up to \$1,500 dollar-for-dollar match of additional sponsorships, not including Visit Knoxville or in-kind sponsorships. Total sponsorship also contingent on confirmation of final route to include Gay Street and launch/end of event within the central business district.

Other Discussion

General discussion of marketing campaigns for remainder of 2023 and early 2024.

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

	FY 20-21 Requests	FY 20-21 Funded	FY 21-22 Requests	FY 21-22 Funded	FY 22-23 Requests	FY 22-23 Funded	FY 23-24 Requests	FY 23-24 Funded
Budget		60,000		80,000		90,000		110,000
Previously Approved								
Annoor Academy - International Food Fest					10,000	5,000		
Asian Culture Center of TN - Asian Festival	n/a		20,500	5,000	25,000	5,000		
Asian Culture Center of TN - Japanese New Year			5,650	1,000				
Big Ears - Big Ears Festival			10,000	10,000	10,000	8,000		
Big Ears - Our Common Nature					5,000	5,000		
Bike Walk Knoxville - Tour de Lights	n/a		2,500	2,500	2,500	2,000		
City of Knoxville - Concerts in the Park	5,000	5,000						
City of Knoxville - Concerts on the Square			8,000	3,000	3,000	3,000		
Downtown Knoxville - Peppermint Grove	10,000	10,000						
Downtown Knoxville - Spring Lighting	10,000	10,000						
Dogwood Arts - Arts Festival	6,000	6,000	6,000	6,000	6,000	6,000		
Dogwood Arts - Chalk Walk	n/a		2,500	2,500	2,500	2,500		
Dogwood Arts - Southern Skies	n/a		5,000	5,000	5,000	1,500		
East TN Hist Society - Children's Gallery	2,500	2,500						
East TN Hist Society - late 2023 events					5,000	5,000		
East TN Hist Society - Lights! Camera! East TN					5,000	5,000		
Event Pro LLC - Knox Food Fest			10,001	5,000				
HoLa Hora Latina - HoLa Festival	5,000	5,000			5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	n/a		3,000	3,000	3,000	3,000		
Knoxville Community Media - Fall Concerts			10,000	-	5,000	-		
Knoxville Jazz Orchestra - Jazz at the Emporium							5,000	1,000
Knoxville Opera - Musical Theater Marathon	4,000	1,500						
Knoxville Opera - Rossini Festival	n/a		20,000	5,000	5,000	5,000		
Knoxville Opera - Spring Regatta	1,050	-						
Make Music Knoxville - Carol Cart					3,400	2,000		
Maker City - Maker City Summit					5,000	-		
Nourish Knoxville - Farmers' Market	10,000	10,000	10,000	10,000	10,000	10,000		
Old City Assn - Dolly Fest/Rhinestone Fest			10,000	5,000	10,000	2,000		
Old City Assn - Old City Market	5,000	5,000	5,000	5,000	8,000	6,000		
River & Rail Theatre - 2021-22 Season*			10,000	-				
Southern Fried Poetry Slam					19,750	3,500		
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000	5,000	5,000		
Approved to Date	63,550	60,000	143,151	73,000	158,150	89,500	10,000	6,000
Balance Prior to Requests		-		7,000		500		104,000

* Board chose to fund outside of Event Budget

Requests September 2023

	Requests	Proposed
Bike Walk Knoxville - Tour de Lights*	2,500	3,000
Nourish Knoxville - Winter Farmers' Market	5,000	5,000
Total Current Requests	7,500	8,000
Remaining Balance		96,000

* Proposed funding includes guarantee of \$1500 plus \$1500 contingent on additional sponsorships

	Tour de Lights	Winter Farmer's Market
Request	\$2,500	\$5,000
Description	Holiday bike ride.	Producer-only farmers' market held every Saturday.
Dates	December 9	Dec 2, 2023 – Mar 30, 2024, except Dec 30, Jan 6, Jan 13
Location	Pending: start and end at Mary Costa Plaza	Market Square
History	Prior Years: 15 Funded by DKA: 3	Prior Years: 10 Funded by DKA: 0
Most Recent Funding	\$2,000 FY 22-23 \$2,500 request	n/a
Event Producer	Bike Walk Knoxville & Visit Knoxville	Nourish Knoxville
Other Sponsors	2023 sponsors pending	Grayson Subaru, others
General Admission	free	free
Expected Attendance	1,000+	20,000+
Total Expenses	\$16,100	\$36,456
Request/% of Exp	15.5%	13.7%
Request/Attendee	\$2.50	\$0.25
Use of Funds	KPD and general event expenses	Staffing and supplies

Downtown Knoxville Alliance Sponsorship Request Application

Event: Tour de Lights

Date(s): Saturday, December 9th, 2023

Location: Downtown Knoxville (5 mile route). While the route is not yet finalized, we are hoping the route will start and end at Mary Costa Plaza and include sections of Gay St, Church St, State St, and Summit Hill Dr.

Produced by: Bike Walk Knoxville & Visit Knoxville

Sponsorship amount requested: \$2,500

Event History:

____ First-time event (#) 15 prior years (#) 3 years of previous Alliance funding

Contact: Lindsey Kimble

Phone: 574-850-6767

Address: 903 Windgate St, Knoxville, TN 37919

Email: lindsey.kimble@bikewalktn.org

Event description:

Tour de Lights is a fun, free, family friendly holiday bike ride hosted by Bike Walk Knoxville and Visit Knoxville! We are still waiting on confirmation from the City, but the proposed route this year will start and end at Mary Costa Plaza and is about five miles long (once we have the route confirmed, we will share!). Participants are encouraged to get in the holiday spirit by decorating themselves and their bikes. The event engages neighborhoods and businesses, along with others who come out to view the festivities.

Additional sponsors:

At this time, we do not have any other event sponsors confirmed. We are working on the logistics of the event and then will be reaching out to sponsors. Three Rivers Market, Mast General Store, and Epilepsy Foundation are typically in kind sponsors.

Planned use of funds requested:

Assist with covering the cost of KPD and event organization.

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

Past Tour de Lights events have attracted thousands of participants of all ages and from across the Knoxville community. The slow, easy pace of the ride particularly appeals to families with young children and less-experienced riders. Due to the nature of the event, it is difficult to measure event attendance and participation and collect data on the demographics of attendees, but it is a widely loved community event that engages community members from across Knoxville and the surrounding region. We are considering doing some sort of registration this year, which would assist with tracking attendance.

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

We encourage downtown merchants to be open for business on the date of the event, as we will encourage folks to come early and stay after the ride to support local businesses by shopping, eating at restaurants, etc. We also have sponsorship opportunities available to downtown merchants that would provide them with publicity on our website, social media, and at the event.

Downtown merchants can support and participate in Tour de Lights by providing drinks and snacks after the event, as Mast General Store has for several years. Businesses could also provide prizes for the costume contest and decorate their storefronts located along the route.

How will this event positively impact downtown?

Riding through downtown and especially along South Gay St is an iconic part of Tour de Lights and community members gather on the sidewalks in large numbers to cheer on ride participants. The event will bring thousands of participants and spectators to downtown. These attendees are encouraged to support local businesses before and after the ride, which provides lots of positive exposure to businesses in Downtown Knoxville. Additionally, we hope that hosting the event on a Saturday evening will make it possible for folks to come early and stay after for shopping, food and drinks in the downtown area. This event is one part of what makes the holiday season in Downtown Knoxville so special.

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

The support of the Downtown Knoxville Alliance would be a huge assistance in making this fun annual event possible. Without funding from the Downtown Knoxville Alliance, we would need to look elsewhere for additional sponsors to help cover the cost of the event.

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)

2023 Tour De Lights Budget			
Revenue:	Budget		Actual:
Downtown Knoxville Alliance	\$2,500		
I Bike KNX	\$300	Photographer	
T-shirt Sales	\$500		
Other Sponsors	\$2,500		
Donations			
Total Revenue	\$5,800		
Expenses:			
KPD	\$8,300		
EMS			
Bike Walk Knoxville Management and Planning Fee	\$6,500		
Misc./Ancillaries	\$1,000	Fliers, graphics, etc.	
Photographer	\$300	TPO Covering the Cost	
Sound System	\$0	Free with radio partner	
T-Shirts	\$0		
Total Expenses	\$16,100		
In Kind Donations			
Mast General	\$0	Hot Chocolate	
Three Rivers Market	\$0	Cookies	
Expense Less Revenue Total	\$0		

2022 Tour De Lights Budget

Revenue:	Budget:		Actual:	
Downtown Knoxville Alliance	\$2,000		\$2,000	
I Bike KNX	\$300	Photographer	\$300	
T-shirt Sales	\$500			
Other Sponsors	\$2,500		\$1,500	Printshop, Hi Wire, Superpedestrian, South Landing Fitness
Donations			\$100	Physio Lab
Total Revenue	\$5,300		\$3,900	
Expenses:				
KPD	\$8,300		\$10,200	
EMS			\$400	
Bike Walk Knoxville Management and Planning Fee	\$6,500		\$6,500	
Misc./Ancillaries	\$1,000	Fliers, graphics, etc.	\$274.38	
Photographer	\$300	TPO Covering the Cost	\$300	
Sound System	\$0	Free with radio partner		
T-Shirts	\$0		\$0	
Total Expenses	\$16,100		\$17,674.38	
In Kind Donations				
Mast General	\$0	Hot Chocolate		
Three Rivers Market	\$0	Cookies		
Expense Less Revenue Total	(\$13,774)			
This does not include VK staff time				

Tour De Lights 2021 Budget

Expenses

Activity	Budget	2021 Actual Cost	2021 Notes
KPD Expense	\$8,300.00	\$8,300.00	
Bike Walk Agreement	\$5,000.00	\$5,000.00	
Misc	\$1,000.00	\$692.31	Sponsor Banner (\$167.31), EMT (\$400), Portable Toilet (\$125)
Sound System	\$0.00	\$0.00	
Market Square	\$0.00	\$0.00	
T-Shirt (100)	\$1,000.00	\$2,062.50	
Photographer	\$300.00	\$0.00	Paid for by TPO
Expense Grand Total	\$15,600.00	\$16,054.81	

Revenues

CBID	\$2,500.00	\$2,500.00	
Sponsors	\$2,500.00	\$1,250.00	AAA - \$1,000, The Tomato Head - \$250
T-Shirts Sales (100)	\$2,000.00	\$560.00	
Visit Knoxville Merchandise		\$87.07	
Revenue Grand Total	\$7,000.00	\$4,397.07	

Expense less Revenue Total	-\$8,600.00	-\$11,657.74
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Downtown Knoxville Alliance
Sponsorship Request Application



Event: Nourish Knoxville's Winter Farmers' Market

Date(s): Every Saturday, Dec 2, 2023 – Mar 30, 2024, except Dec 30, 2023 and Jan 6 & 13, 2024

Location: Market Square

Produced by: Nourish Knoxville

Sponsorship amount requested: \$5,000

Event History:

 First-time event 10 prior years 0 years of previous Alliance funding

Contact: Charlotte Tolley or Ellie Moore Phone: 865-805-8687

Address: PO Box 2422, Knoxville, TN 37901

Email: info@nourishknoxville.org (Charlotte) or ellie@nourishknoxville.org (Ellie)

Event description:

A producer-only farmers' market featuring locally grown produce, meat, eggs, and other farm products along with prepared foods, artisan crafts, and more. Everything found at any Nourish Knoxville Market is grown or made within 150 miles of the city center. The Winter Farmers' Market started in January 2014 at the Blue Slip Winery, then moved to Central United Methodist Church in 2015. During the pandemic-related shutdowns in 2020, the market moved outdoors, and then to Mary Costa Plaza for 2021, the pandemic location for the Market Square Farmers' Market. In Jan. 2022, we officially moved the Winter Farmers' Market to Market Square. The 2023/2024 Winter Farmers' Market will be on Market Square for its third year, where we plan to stay for the foreseeable future. We accept SNAP benefits (food stamps) at all our markets and offer Nourish Kids every second Saturday, where children participate in an activity and receive \$5 to spend on fresh fruits and vegetables at the market.

Additional sponsors:

Grayson Subaru: Presenting Sponsor, Knoxville Food Tours: Daily Nourish Kids Sponsor for Saturday, Dec. 9.

Planned use of funds requested:

The funds requested will help us cover staff costs and purchase new supplies and on-site signage.

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

We anticipate our attendance to be similar to the 2022/2023 Winter Farmers' Market season, which saw an estimated 20,700 visitors over 13 days. We conduct crowd counts every half hour by walking through the market with a tally counter and count the number of people in the market footprint. Our visitors include downtown residents, tourists, and greater Knoxville residents. During December, we see more tourists and local families with their out-of-town guests for holiday shopping, while January through March sees more full-time residents. We see a wide economic diversity, attracting downtown residents from subsidized housing to high-end condos.

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

We strive to maintain a positive, collaborative relationship with downtown merchants for all our markets. Many downtown chefs shop the market for ingredients and our vendors often make product deliveries to restaurants on their market days. We also work with downtown businesses as in-kind sponsors, including Frothy Monkey for coffee and Tomato Head for food for our volunteers. As a retail-focused event, the Winter Farmers' Market is a part of the overall downtown shopping experience on Saturday mornings.

How will this event positively impact downtown?

The Winter Farmers' Market is one of the few special events happening in downtown during the winter months. Our nonprofit, Nourish Knoxville, cultivates healthy communities by supporting relationships between local farmers, producers, and the public. We apply that mission to our downtown markets by bringing local farmers and makers directly to the city's center to create a vibrant marketplace that is open to all and to provide a community gathering place. During the slow, winter months, the Winter Farmers' Market enlivens Market Square.

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

The Winter Farmers' Market is much smaller than our flagship market, the Market Square Farmers' Market, and we are not permitted to close streets to add additional vendors for January through March, which greatly reduces the potential for income from vendor booth fees. We rely on additional revenue to employ year-round staff to operate our Winter Farmers' Market so that we can provide a viable, low-barrier retail outlet for local food, farm, and craft vendors year-round.

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)

Marketing plan:

Nourish Knoxville's commitment to robust marketing strategies is evident through our diverse approaches to promoting our markets and programming. With a focus on maximizing our social media presence and leveraging partnerships within the community, we ensure effective outreach and engagement. Here's an overview of our 2023/2024 Winter Farmers' Market (WFM) marketing plan:

1. Social Media:

Our social media presence is the cornerstone of our marketing efforts. Our flagship Instagram account, @nourishmarkets, boasts a substantial following. We maintain an active posting schedule across platforms, particularly Facebook and Instagram. We also utilize Facebook events to build excitement and awareness for the market and its programming.

2. Amplified Outreach:

The Winter Farmers' Market is also promoted by its parent nonprofit, Nourish Knoxville, in a variety of ways. The WFM is promoted across 31 East Tennessee counties through Nourish Knoxville's East Tennessee Local Food Guide, a printed publication featuring a Nourish Markets ad as well as a Winter Farmers' Market listing in the farmers' market section of the guide. The East Tennessee Local Food Guide is a free publication distributed to retail businesses, grocers, restaurants, municipal buildings, healthcare providers, corporate headquarters, events & event centers, farmers' markets, visitors' centers, and many more community hubs across East Tennessee. Nourish Knoxville also maintains a social media presence on Instagram and Facebook that promotes local food regionally and our Winter Farmers' Market specifically. This unified strategy bolsters our market visibility beyond Knoxville.

3. Strategic Press Engagement:

Our Winter Farmers' Market openings in December and January are supported by well-crafted press releases. The local media's consistent positive response is often reflected in live broadcasts on opening days. December Winter Farmers' Markets are especially well-received by the media and are featured in many local bloggers/social media influencer's local gift guides, and the post-holiday reopening usually garners many in-studio spots as the WFM is often one of the few events occurring in January.

4. On-ground Promotion:

Capitalizing on the bustling Market Square Farmers' Market crowds, we strategically employ physical promotion of the upcoming Winter Farmers' Market season through signage highlighting the upcoming schedule in prominent locations throughout the market footprint as well as actively distribute handbills during October and November at the Market Square Farmers' Market, ensuring direct visibility to our target audience. Our East Tennessee Local Food Guide and Knox County Farmers' Market brochures featuring Winter Farmers' Market promotions are available at our information booth all season as well as at vendor booths throughout the market.

5. Kids Programming:

Nourish Kids, our free children's activities offered on the 2nd Saturday of each Winter Farmers' Market, serves as a great way to get young families out of the house and down to Market Square during the cold, winter months. For Nourish Kids specifically, we orchestrate a promotional strategy that includes crafting Facebook events and cross-promoting them on Instagram. We also promote Nourish Kids activities in the nourishknoxville.org event calendar and the monthly Nourish Knoxville e-newsletter, which has close to 10k subscribers, for an added layer of outreach. Additionally, we collaborate with community partners such as Ijams Nature Center and the Knoxville Botanical Gardens to provide activities at each event, expanding the reach of both organizations.

7. Collaborative Partner Outreach:

Leveraging partnerships with organizations like the Community Action Committee (CAC), Knox County Health Department, and Knoxville Knox-County Food Policy Council, we facilitate targeted promotion of

our nutrition incentive programs, including SNAP, Double Up Food Bucks, and Nourish Kids. These targeted promotions enhance our engagement with specific demographics that may not otherwise visit downtown Knoxville.

8. Event Engagement:

During the winter and spring months, we actively participate in a range of community events, including workplace wellness fairs and community outreach events. These tabling events provide Nourish Knoxville with an invaluable, face-to-face platform to present our diverse markets and programs to a wide range of potential marketgoers and program participants in a unique and meaningful way.

Winter Farmers' Market							
							Projected
				Jan - Apr 2021 (8 dates)	Jan - Apr 2022 (8 dates)	Dec 2022 - Mar 2023 (13 dates)	Dec 2023 - Mar 2024 (14 dates)
Income							
	Booth and App Fees			\$2,545	\$14,900	\$25,440	\$27,100
	Grants			\$1,000	\$1,000	\$1,500	\$1,500
	Sponsorships			\$3,000	\$3,000	\$3,000	\$3,000
	Total Income			\$6,545	\$18,900	\$29,940	\$31,600
Expense							
	Accounting Fees			\$900	\$900	\$1,200	\$1,200
	Insurance			\$500	\$500	\$500	\$500
	SNAP Expenses				\$423	\$716	\$46
	Advertising/Marketing			\$120	\$430	\$500	\$500
	Port-a-johns/Handwashing station					\$420	\$560
	Security					\$1,170	\$2,350
	Software/Processing Fees				\$1,200	\$2,200	\$2,800
	Supplies			\$780	\$450	\$500	\$500
	Payroll & Benefit Expenses			\$21,204	\$22,950	\$26,016	\$28,000
	Total Expense			\$23,504	\$26,853	\$33,222	\$36,456
	10% Indirect Organizational Costs			\$2,350	\$2,685	\$3,322	\$3,646
	Net Profit/Loss			-\$19,309	-\$10,638	-\$6,604	-\$8,502

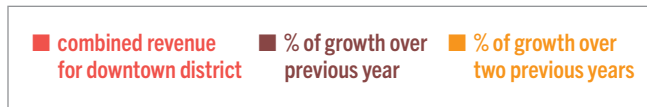
Impressive by any comparison

2022 revenue growth report for Downtown Knoxville*

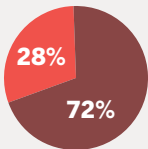
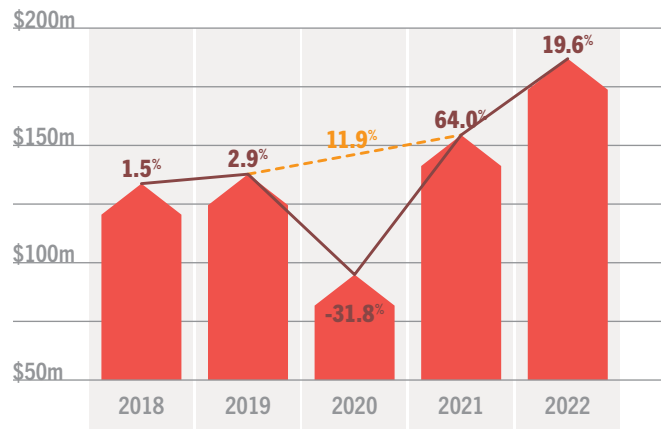
DOWNTOWN
KNOXVILLE
ALLIANCE

More than just a rebound

Even after bouncing back from a shutdown year, Knoxville continues to prove eager to spend money downtown. In comparison to an average of 4% yearly growth over the past four years, 2022's **19.6% growth** is simply jawdropping.



Overall downtown growth



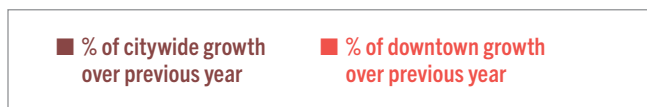
% of total district revenue

■ Retail and Service
■ Restaurants

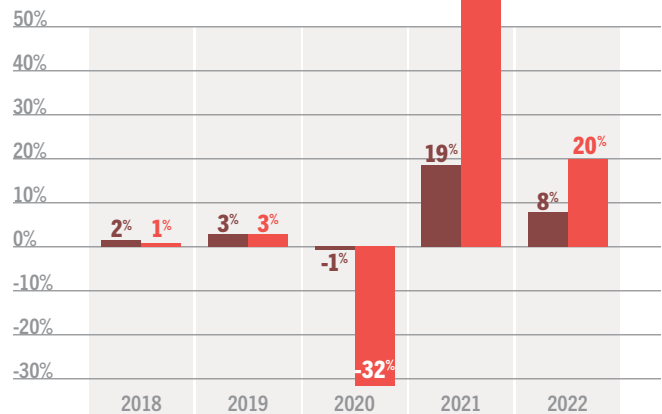
It's not solely dining out that feeds downtown growth. Retail and service businesses continue to comprise about **28% of downtown revenue**.

Bigger swings, bigger gains

While the city center was hit harder by COVID, we also had an amazing comeback in 2021. Downtown's **20% growth in 2022** both outpaces and supports the overall city's success.



Downtown compared to City

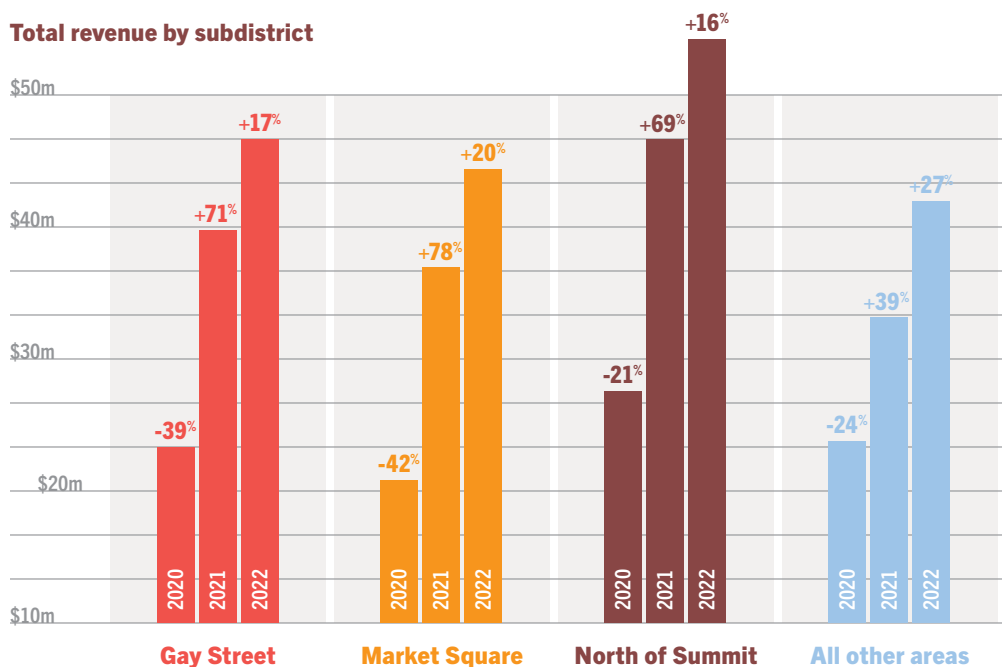


*Numbers reflect taxable revenue of restaurants, retail, and service businesses within the Downtown Knoxville Central Business Improvement District. Statistical data provided by the Research Section of the Tennessee Department of Revenue.

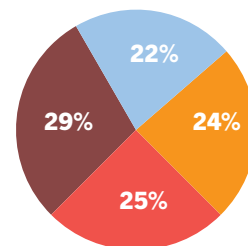
All of downtown is thriving

Growth is strong across all of Downtown Knoxville with gains that are even better than ever.

Total revenue by subdistrict



Percentage by subdistrict



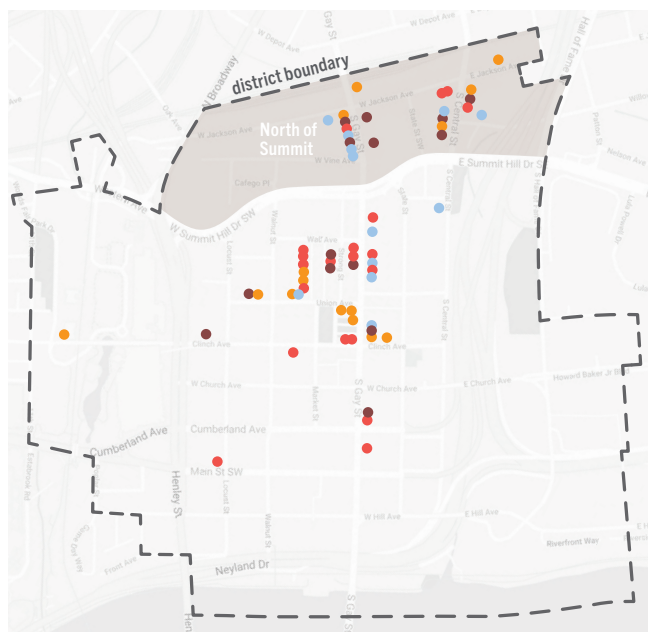
Downtown revenue is evenly divided with all subdistricts contributing from **22% to 29%.**

New places to explore

Developers and business owners continue to show a strong commitment to the central business district with new places for residents and visitors to explore and enjoy. An impressive **49 ground-floor businesses** opened over the past three years, with an additional 12 opened or planned for 2023.

● 2020 ● 2021 ● 2022 ● 2023

Source: Downtown Knoxville Alliance as of August 31, 2023



Ensuring a vibrant 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 0.67-square-mile area and is supported by property assessments to make improvements, enhance services and promote downtown. For more information, visit downtownknoxville.org.