

BOARD OF DIRECTORS' MEETING

➤ AGENDA

FEBRUARY 17, 2025, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *January Board Meeting p. 3
- III. Financial Report
 - A. *Financials p. 5
- IV. Staff Report
 - A. *Contract for Ambassador Program p. 15
p. 17
- V. Old Business
- VI. New Business
 - A. New Office Space for DKA p. 27
 - B. Update on Survey
- VII. Public Forum
- VIII. Adjournment

* Denotes action items

Upcoming Meetings:

March 17, 11:30 Board Meeting

April 21, 11:30 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

JANUARY 27, 2025, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, January 27, 2025 at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included Mary Katherine Wormsley, chair, Chip Barry, Natalie Cummings, Faris Eid, Nikki Elliott, Gay Lyons, and Bobby McCarter. DKA and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, and Karen Kakanis.

I. Welcome

Mary Katherine Wormsley, board chair, called the meeting to order.

II. Approval of Minutes

Mary Katherine Wormsley called for the minutes from the December board meeting to be approved. Chip Barry made a motion to approve the minutes. Bobby McCarter seconded the motion, which was unanimously approved by the board.

III. Financials

Karen Kakanis delivered the report for the corporation explaining the various reports. A motion was made by Nikki Elliott to approve the financials. Gay Lyons seconded the motion, which was unanimously approved.

IV. Committee Reports

A. Marketing Report

The Marketing Committee met on January 21, 2025. The committee reviewed five sponsorships. A recommendation coming to the board in the form of a motion was to approve Knox St Patrick's Day Parade for \$2,500; Big Ears for \$10,000, KMA Free Family Fun Days for \$2,000, Rossini Festival for \$5,000, and Old City Market/Old City First Friday for \$10,000; with \$24,500 coming from the current event's budget and \$5,000 from street closure activation, which was accrued last year.

Faris Eid seconded the motion to approve the recommendations, which the board unanimously approved.

B. Quality of Life Committee

The Quality of Life Committee met on January 23, 2025. The committee reviewed four sponsorships. The recommendation coming to the board in the form of a motion was to approve KPD's Mounted Horses for \$55,485; Pet Waste Program for \$3,500; Art in Public Places – Sculptures for \$10,000; and Art in Public Places for \$17,500.

Faris Eid seconded the motion to approve the recommendations and the board approved the motion. Bobby McCarter recused himself from the Art in Public Places sponsorships as he is on the board of Dogwood Arts.

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

Staff noted that the chamber will be moving out of downtown in late spring and DKA needs to find new offices within the BID. The staff have been looking for space and would like to be moved by the end of April. The board authorized Mary Katherine Wormsley to act on their behalf and approve a contract for a new office in order to expedite the move. Staff will present a budget for the new office at the next board meeting.

VIII. Public Forum

Shera Petty with Visit Knoxville shared the 2025 Visitor's Guide with the board.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

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

	<u>Jul '24 - Jun '25</u>
OPERATING ACTIVITIES	
Net Income	(53,959)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(15,114)
2020 · Accounts Payable	(3,329)
2600 · Accrued Payables	104,485
2700 · Accrued Wages	-
1350 · Prepaid Expenses	(19,282)
Net cash provided by Operating Activities	12,800
FINANCING ACTIVITIES	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	12,800
Cash at beginning of period	2,129,915
Cash at end of period	<u>2,142,716</u>
Current Liabilities	(25,058)
Accrued Payables	(1,163,179)
Accounts receivable and Other	103,526
Prepaid Expenses	19,919
Subtotal	(1,064,792)
Projected Remaining Budgeted Income (Expenses)	
Revenue	121,240
Development	(115,000)
Quality of Life	(194,889)
Business Support	(21,924)
Marketing/Sponsorships	(146,410)
Administration	(103,611)
Subtotal	(460,593)
Projected Cash - Before Minimum Reserve	<u>617,331</u>
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	<u>467,331</u>

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

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

* City approval required

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

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

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

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

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

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

Downtown Knoxville Alliance
 Profit & Loss Actual vs Budget January 31, 2025

Acct #	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	TOTAL	FY25 Budget	Remainder
Income										
4020 CBID Tax Assessments	6,239	66,631	5,530	527,164	183,176	88,412	103,526	980,678	1,125,000	144,322
4100 Investment Income	2,799	2,924	2,662	2,483	3,054	8,686	8,473	31,082	8,000	(23,082)
Total Income	9,038	69,556	8,192	529,646	186,230	97,098	112,000	1,011,760	1,133,000	121,240
Expenses										
Development	-	-	-	-	-	-	-	-	15,000	15,000
Path to Prosperity	-	-	-	-	-	-	-	-	100,000	100,000
Special Projects	-	-	-	-	-	-	-	-	115,000	115,000
Total Development	-	-	-	-	-	-	-	-	-	-
Quality of Life										
5659 Beautification	81	80	84	163	103	109	86,594	87,214	70,000	(17,214)
5657 Ambassador Program	9,676	9,676	9,676	9,676	9,676	9,676	9,676	67,734	117,000	49,266
5900 Residential - Other	-	-	-	-	-	-	-	-	3,000	3,000
5901 Residential	-	-	-	-	-	-	-	-	75,000	75,000
5662 Trash Compactor	-	-	-	-	-	-	-	-	10,000	10,000
5663 Open Street Activation	-	-	-	-	-	-	-	-	100,000	100,000
5655 Security	3,080	5,225	2,475	1,650	2,214	4,455	6,064	25,163	100,000	74,838
Total Quality of Life	12,837	14,981	12,235	11,489	11,993	14,240	102,334	180,111	375,000	194,889
Business Support										
5150 Business Support	1,274	(979)	-	-	8,648	18,887	246	28,076	50,000	21,924
Total Business Support	1,274	(979)	-	-	8,648	18,887	246	28,076	50,000	21,924
Marketing Expenses										
5305 Advertising General	2,464	1,950	1,800	12,183	6,733	5,220	4,827	35,176	50,000	14,824
5306 Print and Content Development	798	802	3,187	2,551	1,700	2,107	5,964	17,108	55,000	37,892
5375 Website - All Committees	550	1,430	550	550	-	1,100	-	4,180	30,000	25,820
5364 Downtown Scavenger Hunt	-	-	6,250	375	-	-	-	6,625	20,000	13,375
5376 Brand Refinement	-	-	-	-	-	-	-	-	25,000	25,000
5360 Events and Sponsorship	21,000	-	-	10,000	-	20,000	29,500	80,500	110,000	29,500
Total Marketing Expenses	24,812	4,182	11,787	25,659	8,433	28,426	40,291	143,590	290,000	146,410
Administration										
5420 Meals/ Lodging/ Travel	-	-	945	724	499	491	285	2,944	6,000	3,056
5430 Office Expense	625	923	1,830	1,057	506	1,809	656	7,405	7,000	(405)
5435 Bank Fees	-	-	-	-	-	130	-	130	200	70
5440 Postage	17	34	15	15	20	14	22	138	2,500	2,362
5465 Professional Dev.	-	-	3,443	3,949	4,870	(53)	-	12,209	6,000	(6,209)
5450 Professional Svc	-	4,000	2,206	2,041	-	-	1,630	9,878	12,000	2,122
5460 Svc Contract - Operations	20,348	20,348	20,348	20,348	20,348	20,348	20,348	142,436	244,173	101,737
5490 Insurance Directors/Officers	75	75	75	71	71	71	71	508	900	392
5480 Software	69	69	75	75	75	75	75	515	1,000	485
5470 Supplies	-	-	-	-	-	-	-	-	-	-
Total Administration	21,133	25,449	28,938	28,281	26,389	22,885	23,088	176,163	279,773	103,611
Total Expenses	60,055	43,633	52,961	65,429	55,464	84,438	165,959	527,939	1,109,773	581,834
Change in NAV	(51,017)	25,922	(44,769)	464,217	130,766	12,660	(53,959)	483,820	23,227	460,593
Prior Year Sponsorships Reserve				40,833				40,833		
NAV Total after Surplus Spending	(51,017)	25,922	(44,769)	423,384	130,766	12,660	(53,959)	442,987		

Downtown Knoxville Alliance

Statement of Cash Flows

January 2025

	TOTAL
OPERATING ACTIVITIES	
Net Income	-53,959.37
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-15,114.28
1350 Prepaid Expenses	-19,281.82
2020 Acc. Payable:Accounts Payable	-3,329.21
2600 Accrued Payables	104,485.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	66,759.69
Net cash provided by operating activities	\$12,800.32
NET CASH INCREASE FOR PERIOD	\$12,800.32
Cash at beginning of period	2,129,915.30
CASH AT END OF PERIOD	\$2,142,715.62

Downtown Knoxville Alliance

Profit and Loss

January 2025

	TOTAL
Income	
4020 CBID Assessment	103,526.31
4100 Interest on Cash Reserves	8,473.24
Total Income	\$111,999.55
GROSS PROFIT	\$111,999.55
Expenses	
5100 Business Support	
5150 Merchant Support	246.00
Total 5100 Business Support	246.00
5300 Marketing Expenses	
5305 Advertising	4,827.21
5306 Print and Content Development	5,964.08
5360 Sponsorships - Events	29,500.00
Total 5300 Marketing Expenses	40,291.29
5400 Administration	
5420 Meals/Lodging/Travel	284.97
5430 Office Expenses	655.99
5440 Postage	22.36
5450 Professional Svc	1,630.00
5460 Services Contract	20,348.00
5480 Software	75.38
5490 Insurance D&O	70.84
Total 5400 Administration	23,087.54
5650 Quality of Life	
5655 Security	6,063.75
5657 Ambassador Program	9,676.34
5659 Beautification	86,594.00
Total 5650 Quality of Life	102,334.09
Total Expenses	\$165,958.92
NET OPERATING INCOME	\$ -53,959.37
NET INCOME	\$ -53,959.37

Downtown Knoxville Alliance

Balance Sheet

As of January 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1012 First Bank Checking	-12,871.55
1014 First Bank ICS	1,297,971.20
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1036 Home Federal CD 2895	250,611.26
1037 First Century CD 0328	256,981.97
1038 Truist CD 6084	253,947.23
Total 1020 Investments - Cert Dep and MM	857,615.97
Total 1000 Cash & Cash Equiv.	2,142,715.62
Total Bank Accounts	\$2,142,715.62
Accounts Receivable	
1110 Other Receivable	103,526.31
Total Accounts Receivable	\$103,526.31
Other Current Assets	
1350 Prepaid Expenses	19,919.30
Total Other Current Assets	\$19,919.30
Total Current Assets	\$2,266,161.23
TOTAL ASSETS	\$2,266,161.23
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Acc. Payable	0.00
2020 Accounts Payable	25,058.23
Total 2000 Acc. Payable	25,058.23
Total Accounts Payable	\$25,058.23
Other Current Liabilities	
2600 Accrued Payables	1,163,178.99
Total Other Current Liabilities	\$1,163,178.99
Total Current Liabilities	\$1,188,237.22
Total Liabilities	\$1,188,237.22
Equity	
3900 Change in NA - unrestricted	634,936.90
Net Income	442,987.11
Total Equity	\$1,077,924.01
TOTAL LIABILITIES AND EQUITY	\$2,266,161.23

Accrued Payables at 01.31.25

City of Knoxville (314 Union Ave) accrued 9/30/22	FY23	\$250,000.00
Old City Market	FY24	\$2,500.00
Knoxville Jazz Orchestra	FY24	\$1,500.00
Market Square Power Wash (total of 2)	FY24	\$3,200.00
Marketing/branding/activation requests COK street closures	FY24	\$8,320.00
Marketing/branding/initial launch of Newts in Knox	FY24	\$19,174.00
YWCA Keys of Hope Grant	FY24	\$250,000.00
Art & Cultural Alliance - Emporium Project	FY24	\$200,000.00
Tennessee Theatre - \$300k total; \$100k current year Dev Grants	FY24	\$300,000.00
Tour de Lights	FY25	\$2,500.00
Viloinis of Hope	FY25	\$5,000.00
2025 Programming - East TN Historical Society	FY25	\$5,000.00
Big Ears Festival	FY25	\$10,000.00
Old City Market & First Friday Block Party	FY25	\$10,000.00
Knoxville Opera - Rossini Festival	FY25	\$5,000.00
Knox St. Patrick's Day Parade	FY25	\$2,500.00
Knoxville Museum of Art - Free Family Fun Day	FY25	\$2,000.00
KPD Mounted Patrol Unit Expansion	FY25	\$55,485.00
Art in Public Places - Sculpture Program	FY25	\$10,000.00
Art in Public Places - Mural Program	FY25	\$17,500.00
Conservation - Pet Waste Project	FY25	\$3,500.00
		\$1,163,179.00

Downtown Knoxville Alliance

A/P Aging Detail

As of January 31, 2025

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
01/31/2025	Bill	INV013282	Knoxville Chamber	02/01/2025	11	269.48	269.48
01/24/2025	Bill	203753	Graphic Creations	02/15/2025	-3	246.00	246.00
01/31/2025	Bill	INV013379	Knoxville Chamber	02/15/2025	-3	20,348.00	20,348.00
01/31/2025	Bill	DKA-20325	Southern Bloom Social	02/15/2025	-3	1,800.00	1,800.00
01/31/2025	Bill	11897	MoxCar.	02/15/2025	-3	506.25	506.25
01/31/2025	Bill	01312025	Callie Blackburn	02/15/2025	-3	139.49	139.49
01/31/2025	Bill	0006893616	Knoxville News Sentinel	02/20/2025	-8	1,749.01	1,749.01
Total for Current						\$25,058.23	\$25,058.23
TOTAL						\$25,058.23	\$25,058.23

Downtown Knoxville Alliance

A/R Aging Detail

As of January 31, 2025

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
01/31/2025	Invoice	04302034	City of Knoxville.	02/28/2025	103,526.31	103,526.31
Total for Current					\$103,526.31	\$103,526.31
TOTAL					\$103,526.31	\$103,526.31

BOARD OF DIRECTORS' MEETING



STAFF REPORT FOR FEBRUARY 2025

MARKETING

- Newsletter released on January 31 promoting new winter mural and ongoing events.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 211,157 followers (previous: 208,745; 203,339; 201,091). Includes Facebook, Instagram, X, TikTok, Threads, and LinkedIn.
- Continued work on Newts in Knoxville (24/7 scavenger hunt) including coordination with legal team, COK, design with Preston Farabow, and branding with Robin Easter Design. Newt molds arrived at casting facility in Florida. Expected sculptures to be completed and returned to Preston by mid-March. Meetings for planning and launch to be determined.
- The next Marketing Committee meeting will be held on March 12.

BUSINESS SUPPORT

- Website update and promotion for February 7 First Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.
- Various Valentine's Day activations happening throughout the month of February to engage visitors with Downtown businesses between the holidays and Spring events and programming.

QUALITY OF LIFE

- Researching hospitality worker's parking programs to help develop downtown.
- The new contract for the ambassador program will increase from \$117,000 to \$171,000, which includes expanded services, new vehicle, increased personnel, and salary increases for staff. This contract will remain the same for two years.
- Two newsletters
 - Merchants and Residents: road closures
 - Everyone: survey

OTHER

- Continuing to work on new office space for DKA.
- Met with City about ice rink replacements. Planning a meeting with downtown businesses regarding ways to help them during the holidays.
- TV/Radio Interviews
 - WVLT – Living East TN, holiday activities
 - WVLT – downtown events and how shopping downtown helps the economy
 - Newstalk 990 – upcoming events and activities in downtown



K-Town Expansion Option 1

Annual Budget, Wages, and Bill Rates

PRICING	Hospitality Ambassadors	Team Leaders	Operations Manager
Pay Rate	\$ 21.60	\$ 25.00	\$ 40.26
FICA	\$ 1.65	\$ 1.91	\$ 3.08
WC	\$ 1.39	\$ 1.61	\$ 2.59
Liability	\$ 0.71	\$ 0.83	\$ 1.33
Unemployment	\$ 0.72	\$ 0.84	\$ 1.34
Subtotal	\$ 26.08	\$ 30.19	\$ 48.61
Weekly Hours	240	70	30
Annual Hours	12,480.00	3,640.00	1,560.00
Annual Billing	\$ 325,476.40	\$ 109,873.40	\$ 75,830.76
Overhead	\$ 3.93	\$ 3.93	\$ 3.93
Benefits	\$ 2.69	\$ 2.69	\$ 2.69
Profit	\$ 3.20	\$ 3.20	\$ 3.20
Bill Rate	\$ 35.90	\$ 40.00	\$ 58.43
Weekly Hours	240	70	30
Annual Hours	12,480.00	3,640.00	1,560.00
Annual Billing	\$ 447,977.45	\$ 145,602.87	\$ 91,143.39
ANNUAL BILLING			\$ 684,723.71

Budget Summary

BUDGET SUMMARY		
Category	\$	%
Labor	\$ 511,180.56	74.66%
Benefits	\$ 47,493.16	6.94%
Labor Related (background checks, recruiting, awards, etc.)	\$ 5,486.25	0.80%
Uniforms	\$ 9,371.25	1.37%
Cell Phones	\$ 5,760.00	0.84%
Equipment (Truck, ATLVs, other 'capital' equipment)	\$ 14,280.36	2.09%
Equipment Related (fuel, maintenance, insurance, parking)	\$ 5,277.64	0.77%
Water (Pressure Washer & Office Location)	\$ 150.00	0.02%
Supplies and Tools	\$ 5,640.00	0.82%
Office Supplies & Printing	\$ 855.00	0.12%
Taxes & Miscellaneous	\$ 1,182.00	0.17%
Administrative Support (mgmt., travel, postage, etc.)	\$ 21,510.67	3.14%
Profit (9.0% of total)	\$ 56,536.82	8.26%
ANNUAL TOTAL	\$ 684,723.71	100.0%



K-Town Expansion Option 1

Equipment

Capital Equipment				
Items	Unit Price	Qty	Total	Amortized
EV UTV (GEM Car)	\$ 24,500.00	1.00	\$ 24,500.00	\$ 9,212.89
E-Bike	\$ 1,500.00	2.00	\$ 3,000.00	\$ 1,128.11
Relays	\$ 118.00	7.00	\$ 826.00	\$ 310.61
Computers & Printer	\$ 2,300.00	1.00	\$ 2,300.00	\$ 864.88
iPhones/SMART Devices	\$ 450.00	7.00	\$ 3,150.00	\$ 1,184.51
Vehicle Wrap	\$ 4,200.00	1.00	\$ 4,200.00	\$ 1,579.35
TOTAL			\$ 37,976.00	\$ 14,280.36

Schedule

SCHEDULE	
Hospitality Ambassadors	240
Team Leaders	70
Operations Manager	30.00
Weekly Total	340.00
Annual	17,680.00
FTE Employees	8.50



K-Town Expansion Option 1

Deployment

Position	Zone	Task	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
Hospitality Ambassadors	All	Walking Patrol	7am - 3:30pm	8			8	8	8	8	40
	All	Walking Patrol	7am - 3:30pm	8	8	8			8	8	40
	All	Walking Patrol	7am - 3:30pm		8	8	8	8	8		40
	All	Walking Patrol	7am - 3:30pm	8	8	8	8			8	40
	All	Walking Patrol	3pm-11:30pm			8	8	8	8	8	40
	All	Walking Patrol	3pm-11:30pm			8	8	8	8	8	40
Team Leaders	All	Supervision	7am - 3:30pm	8	8			8	8	8	40
	All	Supervision	3pm-11:30pm				6	8	8	8	30
Operations Manager	All	Working Manager	7am - 3:30pm			6		8	8	8	30
				32	32	46	46	56	64	64	
Total Scheduled Weekly Hours											340



K-Town Expansion Option 2

Annual Budget, Wages, and Bill Rates

PRICING	Hospitality Ambassadors	Team Leaders	Operations Manager
Pay Rate	\$ 21.60	\$ 25.00	\$ 40.26
FICA	\$ 1.65	\$ 1.91	\$ 3.08
WC	\$ 1.39	\$ 1.61	\$ 2.59
Liability	\$ 0.71	\$ 0.83	\$ 1.33
Unemployment	\$ 0.72	\$ 0.84	\$ 1.34
Subtotal	\$ 26.08	\$ 30.19	\$ 48.61
Weekly Hours	200	70	30
Annual Hours	10,400.00	3,640.00	1,560.00
Annual Billing	\$ 271,230.34	\$ 109,873.40	\$ 75,830.76
Overhead	\$ 3.26	\$ 3.26	\$ 3.26
Benefits	\$ 2.69	\$ 2.69	\$ 2.69
Profit	\$ 3.17	\$ 3.17	\$ 3.17
Bill Rate	\$ 35.20	\$ 39.31	\$ 57.73
Weekly Hours	200	70	30
Annual Hours	\$ 10,400.00	3,640.00	1,560.00
Annual Billing	\$ 366,121.18	\$ 143,085.20	\$ 90,064.38
ANNUAL BILLING			\$ 599,270.77

Budget Summary

BUDGET SUMMARY		
Category	\$	%
Labor	\$ 456,934.49	76.25%
Benefits	\$ 42,037.57	7.01%
Labor Related (background checks, recruiting, awards, etc.)	\$ 5,053.75	0.84%
Uniforms	\$ 8,268.75	1.38%
Cell Phones	\$ 5,040.00	0.84%
Equipment (Truck, ATLVs, other 'capital' equipment)	\$ 3,274.52	0.55%
Equipment Related (fuel, maintenance, insurance, parking)	\$ 1,592.94	0.27%
Water (Pressure Washer & Office Location)	\$ 150.00	0.03%
Supplies and Tools	\$ 5,640.00	0.94%
Office Supplies & Printing	\$ 805.00	0.13%
Taxes & Miscellaneous	\$ 1,182.00	0.20%
Administrative Support (mgmt., travel, postage, etc.)	\$ 19,810.67	3.31%
Profit (9.0% of total)	\$ 49,481.07	8.26%
ANNUAL TOTAL	\$ 599,270.77	100.0%



K-Town Expansion Option 2

Equipment

Capital Equipment				
Items	Unit Price	Qty	Total	Amortized
EV UTV (GEM Car)	\$ 24,500.00		\$ -	\$ -
E-Bike	\$ 1,500.00	2.00	\$ 3,000.00	\$ 1,128.11
Relays	\$ 118.00	6.00	\$ 708.00	\$ 266.23
Computers & Printer	\$ 2,300.00	1.00	\$ 2,300.00	\$ 864.88
iPhones/SMART Devices	\$ 450.00	6.00	\$ 2,700.00	\$ 1,015.30
Vehicle Wrap	\$ 4,200.00		\$ -	\$ -
TOTAL			\$ 8,708.00	\$ 3,274.52

Schedule

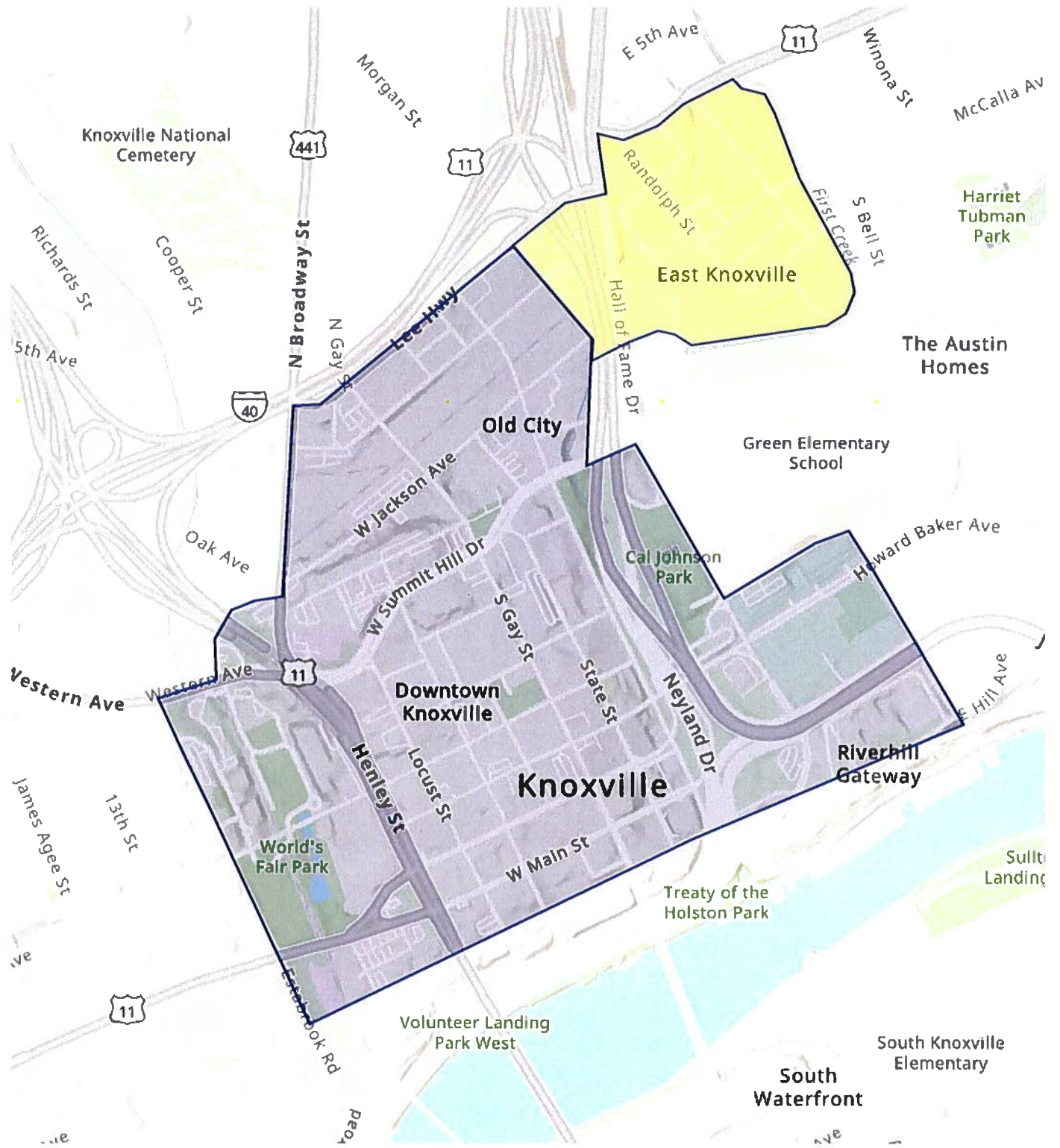
SCHEDULE	
Hospitality Ambassadors	200
Team Leaders	70
Operations Manager	30.00
Weekly Total	300.00
Annual	15,600.00
FTE Employees	7.50



K-Town Expansion Option 2

Deployment

Position	Zone	Task	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
Hospitality Ambassadors	All	Walking Patrol	7am - 3:30pm	8			8	8	8	8	40
	All	Walking Patrol	7am - 3:30pm	8	8	8			8	8	40
	All	Walking Patrol	7am - 3:30pm		8	8	8	8	8		40
	All	Walking Patrol	7am - 3:30pm								0
	All	Walking Patrol	3pm-11:30pm			8	8	8	8	8	40
	All	Walking Patrol	3pm-11:30pm			8	8	8	8	8	40
Team Leaders	All	Supervision	7am - 3:30pm	8	8			8	8	8	40
	All	Supervision	3pm-11:30pm				6	8	8	8	30
Operations Manager	All	Working Manager	7am - 3:30pm			6		8	8	8	30
Total Scheduled Weekly Hours				24	24	38	38	56	64	56	300



Knoxville National Cemetery

441

11

11

McCalla Av

Harriet Tubman Park

Randolph St

East Knoxville

First Creek

The Austin Homes

Old City

Green Elementary School

40

N Broadway St

Lee Hwy

Hall of Fame Dr

Oak Ave

W Jackson Ave

Cal Johnson Park

Howard Baker Ave

W Summit Hill Dr

S Gay St

Western Ave

11

Downtown Knoxville

Neyland Dr

Riverhill Gateway

Knoxville

E Hill Ave

World's Fair Park

Henley St

Locust St

W Main St

Treaty of the Holston Park

Sully Landing

11

Volunteer Landing Park West

South Knoxville Elementary

South Waterfront



Below is a breakdown of the substantial additions for moving forward to include the below and stadium....

- Draft Budget Option 1 (break down below) – **MY Recommendation and would be a \$55,064 increase per partner annually to the program (Breakdown also below)**
- Draft Budget Option 2 (break down below)
- Pic of the Gem Car – **It’s NEEDED!**
- New Footprint to include the baseball stadium

Option 1:

- **Addition of one part-time(30 hours) Team Lead**
- **Addition of two full-time Hospitality Ambassadors**
- **Addition of 4-seater Gem Car**
- **Increase all Ambassador(both programs) to \$21 per hour**
- **Increase all Team Leads(both programs) to \$24 per hour**
- **Increase OM salary to \$82,500 annually**

Option 2:

- Addition of one part-time(30 hours) Team Lead
- Addition of one full-time Hospitality Ambassador
- Increase all Ambassador(both programs) to \$21 per hour
- Increase all Team Leads(both programs) to \$24 per hour
- Increase OM salary to \$82,500 annually

I look forward to your questions and I know time is of the essence so let me know anything we might need for further consideration. And once all in agreement – I would recommend an April 1st start with a vision of how to fund (I could come of with some proposals for you to consider).

Current Funding Model vs New Funding Model

Partners	Annual Investment	New Annual Investment
City	\$116,116	\$171,180
County	\$116,116	\$171,180
Down Knox	\$116,116	\$171,180
Visit Knox	\$116,116*	\$171,180
	\$464,464	\$684,723

*VK provides all admin and mgmt. work and housing for downtown program

Office Budget

	One-Time	Monthly	Yearly
Rent		\$ 730	\$ 8,760
Phone/Internet		\$ 116	\$ 1,392
Parking		\$ 65	\$ 780
Insurance		\$ 165	\$ 1,980

Desks, Furniture,
Conference Table,
Chairs \$ 25,000

Contractor/Walls \$ 13,500

Moving \$ 800

3 /hr min. probably manage ourselves for cheaper

Phone sets \$ 400

Printer/Scanner \$ 250

Kitchen Setup

(coffee, water
dispenser, fridge) \$ 500

TV/projector \$ 500

at some point we need to add

Cleaning/Vacuum \$ 200

\$ 41,150 \$ 1,076 \$ 12,912



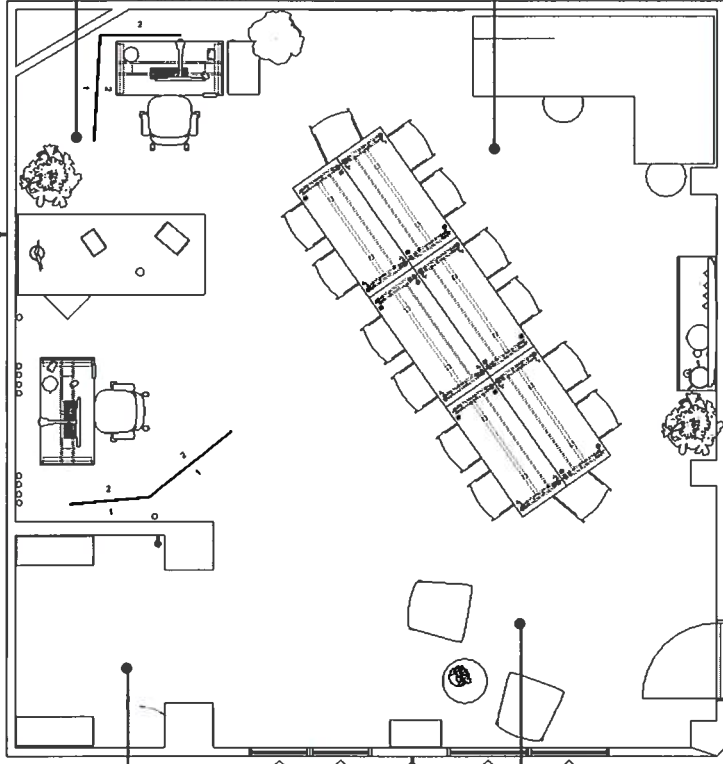
Downtown Knoxville Alliance

2.12.25

Proposal 1

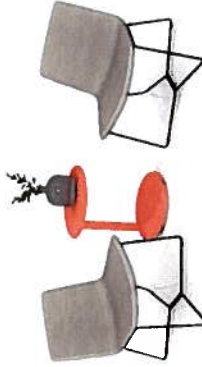


Storage Room

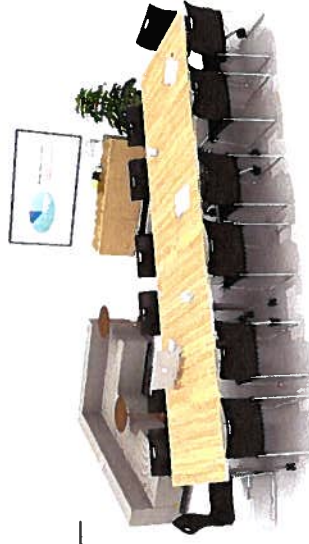


Open Office

- Height adjustable desks
- Mobile Screens
- Worktable no storage



Lounge Space



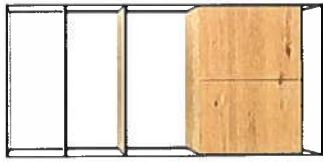
Conference space

- Flip top tables
- Stacking chairs

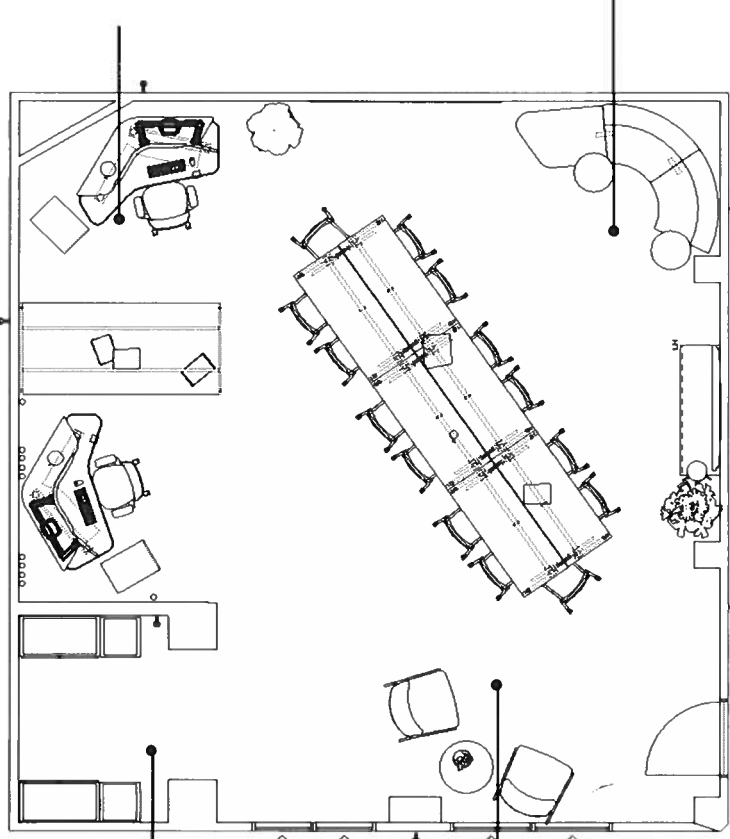
- Plants, lighting, and monitor arms for rendering purposes only

Total: \$24,100

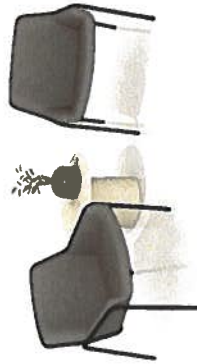
Proposal 2



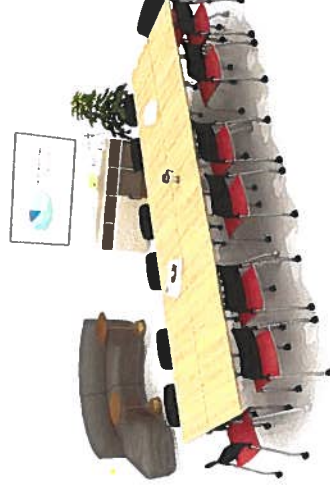
Storage Room



Open Office
Mobile files
Stationary screens
Worktable no storage



Lounge Space



Conference space
Flip top tables
Stacking chairs

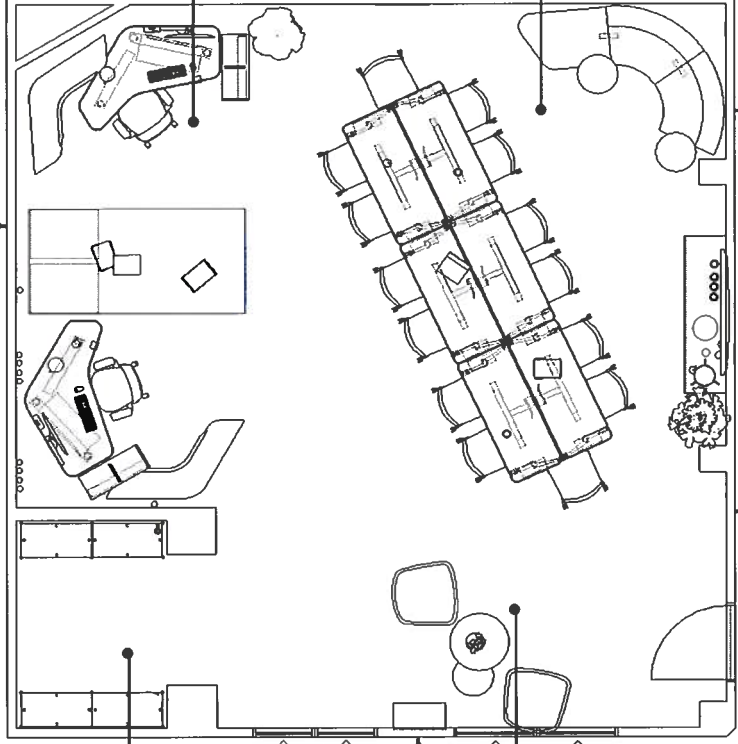
- Plants, lighting, and monitor arms for rendering purposes only

Total: \$34,650

Proposal 3



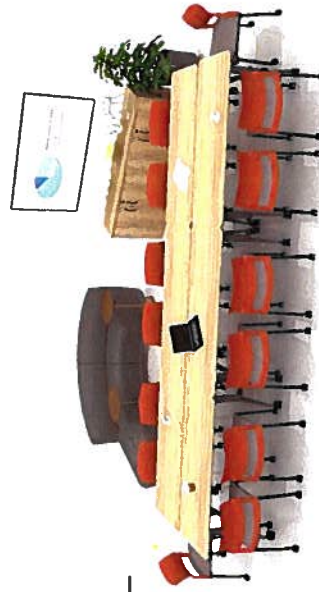
Storage Room
Closed cubbies



Open Office
Storage towers
Worktable with files



Lounge Space



Conference space
Flip top tables
Stacking chairs

- Plants, lighting, and monitor arms for rendering purposes only
Total: \$45,050