

**BOARD OF DIRECTORS' MEETING**  
**➡ AGENDA**

**JANUARY 27, 2025, 11:30 AM**



- I. Welcome
- II. Approval of Minutes
  - A. \*December Board Meeting p. 3
- III. Financial Report
  - A. \*December Financials p. 5
- IV. Committee Report
  - A. \*Marketing p. 11
  - B. \*Quality of Life p. 51
- V. Staff Report p. 77
- VI. Old Business
- VII. New Business
  - A. New Office Space for DKA p. 79
- VIII. Public Forum
- IX. Adjournment

\* Denotes action items

**Upcoming Meetings:**

February 17, 10:00 Budget Workshop, 11:30 Board Meeting

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**

**DECEMBER 16, 2024, 11:30 AM**

The Board of Directors of Downtown Knoxville Alliance met on Monday, December 16, 2024, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included Mary Katherine Wormsley, chair, Chip Barry, Faris Eid, Gay Lyons, and Blaine Wedekind. DKA and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, Karen Kakanis, and Angela Lunsford.

### **I. Welcome**

Mary Katherine Wormsley, board chair, called the meeting to order. DKA did not have a quorum at the November board meeting; therefore several items from that meeting will be approved at this meeting.

### **II. Approval of Minutes**

#### **A. October Board Meeting Minutes**

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

#### **B. November Board Meeting Minutes**

Mary Katherine Wormsley called for the minutes from the November board meeting to be approved. Blaine Wedekind made a motion to approve the minutes. Gay Lyons seconded the motion, which was unanimously approved by the board.

### **III. Financial Audit Review**

Holly Leitner and Bill Snyder presented the audit results from FY 2023-2024 at the November board meeting. Faris Eid made a motion to approve the audit, which was seconded by Chip Barry and unanimously approved.

### **IV. Financials**

#### **A. Financials for October 2024**

Mary Katherine Wormsley called for approval of the financials. Chip Barry made a motion to approve the financials, and Blaine Wedekind seconded the motion, which was unanimously approved by the board.

#### **B. Financials for November 2024**

Angela Lunsford delivered the report for the corporation explaining the various reports. A motion was made by Faris Eid to approve the financials. Chip Barry seconded the motion, which was unanimously approved.

## **V. Committee Reports**

### **A. Marketing Report**

The Marketing Committee met on November 13, 2025. Staff discussed the two sponsorships the committee reviews. A recommendation coming to the board in the form of a motion was to approve Violins of Hope for \$10,000 and East TN Historical Society 2025 Programming for \$10,000.

Faris Eid seconded the motion to approve Violins of Hope for \$10,000, which was unanimously approved by the board.

Blaine Wedekind seconded the motion to approve East TN Historical Society 2025 Programming for \$10,000, which was unanimously approved by the board.

## **VI. 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.

## **VII. Old Business**

DKA will survey downtown property owners and stakeholders in January. The board reviewed the survey in November and made final recommendations for it this month. Staff will ask the City if they have any questions they would like to include in the survey.

## **VIII. New Business**

There was no New Business.

## **IX. Public Forum**

There was no Public Forum.

## **X. Adjournment**

With no other business, the meeting was adjourned.

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Secretary

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD December 31, 2024

	<u>Jul '24 - Jun '25</u>
<b>OPERATING ACTIVITIES</b>	
Net Income	12,660
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	94,764
2020 · Accounts Payable	(12,189)
2600 · Accrued Payables	20,000
2700 · Accrued Wages	-
1350 · Prepaid Expenses	9,694
Net cash provided by Operating Activities	124,928
<b>FINANCING ACTIVITIES</b>	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	124,928
Cash at beginning of period	2,004,987
Cash at end of period	<u><u>2,129,915</u></u>
<b>Current Liabilities</b>	(28,387)
Accrued Payables	(1,058,694)
<b>Accounts receivable and Other</b>	88,412
<b>Prepaid Expenses</b>	637
Subtotal	<b>(998,032)</b>
<b>Projected Remaining Budgeted Income (Expenses)</b>	
Revenue	233,240
Development	(115,000)
Quality of Life	(297,223)
Business Support	(22,170)
Marketing/Sponsorships	(186,702)
Administration	(126,698)
Subtotal	<b>(514,553)</b>
<b>Projected Cash - Before Minimum Reserve</b>	<u>617,331</u>
Minimum Cash Balance - Reserve	(150,000)
<b>Projected Cash Availability</b>	<u><u>467,331</u></u>

Downtown Knoxville Alliance  
Statement of Cash Flows  
Fiscal YTD December 31, 2024

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 November 30, 2024

Acct #	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	TOTAL	FY25 Budget	Remainder
<b>Income</b>									
4020	6,239	66,631	5,530	527,164	183,176	88,412	877,152	1,125,000	247,848
4100	2,799	2,924	2,652	2,483	3,054	8,686	22,608	8,000	(14,608)
<b>Total Income</b>	<b>9,038</b>	<b>69,556</b>	<b>8,192</b>	<b>529,646</b>	<b>186,230</b>	<b>97,098</b>	<b>899,760</b>	<b>1,133,000</b>	<b>233,240</b>
<b>Expenses</b>									
<b>Development</b>									
5225	-	-	-	-	-	-	-	15,000	15,000
5205	-	-	-	-	-	-	-	100,000	100,000
<b>Total Development</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>115,000</b>	<b>115,000</b>
<b>Quality of Life</b>									
5659	81	80	84	163	103	109	620	70,000	69,380
5657	9,676	9,676	9,676	9,676	9,676	9,676	58,058	117,000	58,942
5900	-	-	-	-	-	-	-	3,000	3,000
5901	-	-	-	-	-	-	-	75,000	75,000
5662	-	-	-	-	-	-	-	10,000	10,000
5663	-	-	-	-	-	-	-	100,000	100,000
5655	3,080	5,225	2,475	1,650	2,214	4,455	19,099	100,000	80,901
<b>Total Quality of Life</b>	<b>12,837</b>	<b>14,981</b>	<b>12,235</b>	<b>11,489</b>	<b>11,993</b>	<b>14,240</b>	<b>77,777</b>	<b>375,000</b>	<b>297,223</b>
<b>Business Support</b>									
5150	1,274	(979)	-	-	8,648	18,887	27,830	50,000	22,170
<b>Total Business Support</b>	<b>1,274</b>	<b>(979)</b>	<b>-</b>	<b>-</b>	<b>8,648</b>	<b>18,887</b>	<b>27,830</b>	<b>50,000</b>	<b>22,170</b>
<b>Marketing Expenses</b>									
5305	2,464	1,950	1,800	12,183	6,733	5,220	30,349	50,000	19,651
5306	798	802	3,187	2,551	1,700	2,107	11,144	55,000	43,856
5375	550	1,430	550	550	-	1,100	4,180	30,000	25,820
5364	-	6,250	375	-	-	-	6,625	20,000	13,375
5376	-	-	-	-	-	-	-	25,000	25,000
5360	21,000	-	-	10,000	-	20,000	51,000	110,000	59,000
<b>Total Marketing Expenses</b>	<b>24,812</b>	<b>4,182</b>	<b>11,787</b>	<b>25,659</b>	<b>8,433</b>	<b>28,426</b>	<b>103,298</b>	<b>290,000</b>	<b>186,702</b>
<b>Administration</b>									
5420	-	-	945	724	499	491	2,659	6,000	3,341
5430	625	923	1,830	1,057	506	1,809	6,749	7,000	251
5435	-	-	-	-	-	130	130	200	70
5440	17	34	15	15	20	14	116	2,500	2,384
5465	-	-	3,443	3,949	4,870	(53)	12,209	6,000	(6,209)
5450	-	4,000	2,206	2,041	-	-	8,248	12,000	3,752
5460	20,348	20,348	20,348	20,348	20,348	20,348	122,088	244,173	122,085
5490	75	75	75	71	71	71	438	900	462
5480	69	69	75	75	75	75	439	1,000	561
5470	-	-	-	-	-	-	-	-	-
<b>Total Administration</b>	<b>21,133</b>	<b>25,449</b>	<b>28,938</b>	<b>28,281</b>	<b>26,389</b>	<b>22,885</b>	<b>153,075</b>	<b>279,773</b>	<b>126,698</b>
<b>Total Expenses</b>	<b>60,055</b>	<b>43,633</b>	<b>52,961</b>	<b>65,429</b>	<b>55,464</b>	<b>84,438</b>	<b>361,980</b>	<b>1,109,773</b>	<b>747,793</b>
<b>Change in NAV</b>	<b>(51,017)</b>	<b>25,922</b>	<b>(44,769)</b>	<b>464,217</b>	<b>130,766</b>	<b>12,660</b>	<b>537,780</b>	<b>23,227</b>	<b>514,553</b>
Prior Year Sponsorships Reserve				40,833			40,833		
<b>NAV Total after Surplus Spending</b>	<b>(51,017)</b>	<b>25,922</b>	<b>(44,769)</b>	<b>423,384</b>	<b>130,766</b>	<b>12,660</b>	<b>496,946</b>		

# Downtown Knoxville Alliance

## Statement of Cash Flows

December 2024

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	TOTAL
<b>OPERATING ACTIVITIES</b>	
Net Income	12,659.98
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	94,763.97
1350 Prepaid Expenses	9,693.68
2020 Acc. Payable:Accounts Payable	-12,189.33
2600 Accrued Payables	20,000.00
<b>Total Adjustments to reconcile Net Income to Net Cash provided by operations:</b>	<b>112,268.32</b>
<b>Net cash provided by operating activities</b>	<b>\$124,928.30</b>
<b>NET CASH INCREASE FOR PERIOD</b>	<b>\$124,928.30</b>
Cash at beginning of period	2,004,987.00
<b>CASH AT END OF PERIOD</b>	<b>\$2,129,915.30</b>

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# Downtown Knoxville Alliance

## Profit and Loss

December 2024

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	TOTAL
Income	
4020 CBID Assessment	88,412.03
4100 Interest on Cash Reserves	8,686.33
<b>Total Income</b>	<b>\$97,098.36</b>
<b>GROSS PROFIT</b>	<b>\$97,098.36</b>
Expenses	
5100 Business Support	
5150 Merchant Support	18,887.05
<b>Total 5100 Business Support</b>	<b>18,887.05</b>
5300 Marketing Expenses	
5305 Advertising	5,219.51
5306 Print and Content Development	2,106.82
5360 Sponsorships - Events	20,000.00
5375 Website	1,100.00
<b>Total 5300 Marketing Expenses</b>	<b>28,426.33</b>
5400 Administration	
5420 Meals/Lodging/Travel	491.11
5430 Office Expenses	1,808.56
5435 Bank Fees	129.78
5440 Postage	14.49
5460 Services Contract	20,348.00
5465 Professional Dev.	-53.48
5480 Software	75.38
5490 Insurance D&O	70.84
<b>Total 5400 Administration</b>	<b>22,884.68</b>
5650 Quality of Life	
5655 Bike Patrol	4,455.00
5657 Ambassador Program	9,676.32
5659 Beautification	109.00
<b>Total 5650 Quality of Life</b>	<b>14,240.32</b>
<b>Total Expenses</b>	<b>\$84,438.38</b>
<b>NET OPERATING INCOME</b>	<b>\$12,659.98</b>
<b>NET INCOME</b>	<b>\$12,659.98</b>

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# Downtown Knoxville Alliance

## A/R Aging Detail

As of December 31, 2024

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
12/31/2024	Invoice	04302033	City of Knoxville.	01/31/2025	88,412.03	88,412.03
<b>Total for Current</b>					<b>\$88,412.03</b>	<b>\$88,412.03</b>
<b>TOTAL</b>					<b>\$88,412.03</b>	<b>\$88,412.03</b>

**MARKETING COMMITTEE MINUTES**  
**➔ JANUARY 21, 2025 | 3:00 PM**



Downtown Knoxville Alliance board members present included Chip Barry, City of Knoxville. Committee members present included Matthew DeBardelaben, Avison Young; Shera Petty, Visit Knoxville; Scott Bird, MoxCar Marketing + Communications; Lisa Allen, PBA WFP; and Dana Dalton, Downtown Resident. Staff members included Callie Blackburn.

**Sponsorship Requests**

Organization	Event	Request	Recommendation
Knox St. Patrick’s Day Parade Committee – Marianne Spence	Knox St. Patrick’s Day Parade Committee	\$5,000	\$2,500
Big Ears – Ashley Capps	Big Ears 2025	\$10,000	\$10,000
Art Education Department; Knoxville Museum of Art – Margo Clark	KMA Free Family Fun Days	\$2,000	\$2,000
Knoxville Opera – Kate Smith, Katie Spencer	Rossini Festival	\$5,000	\$5,000
Old City Association – Amanda March	Old City Market & Old City First Friday Block Party	\$14,000	\$10,000
<b>Total</b>			<b>\$29,500</b>

**Recommendations for Board Approval**

\$29,500 to be approved as outlined above for Event Sponsorships. FY 24-25 budget, summary of events, and event applications are attached.

**Primary discussion points:**

**Knox St. Patrick’s Day Parade** – The Parade Committee is requesting \$5,000 for their 2025 parade. These funds will cover operational costs, security, floats, and AV of the parade to be held downtown on Saturday, March 15, 2025. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$2,500.

**Big Ears 2025** – Big Ears is requesting \$10,000 for the 2025 festival. These funds will cover the artist fees and production fees, as well as support of the Downtown Restaurant Program for the 2025 festival. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$10,000.

**Free Family Fun Days** – The Knoxville Museum of Art is requesting \$2,000 for KMA's Free Family Fun Days. These funds will cover the costs of the event, art supplies, local musical entertainment, make and take crafts, and traveling exhibitions for two programmed events (March 22 and August 30, 2025). **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$2,000.

**Rossini Festival** – The Knoxville Opera is requesting \$5,000 for the 22<sup>nd</sup> Annual Rossini Festival. These funds will cover logistics, staging, tenting, set up and tear down, labor, paid marketing, material costs and some performer compensation. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$5,000.

**Old City Market** – The Old City Association is requesting \$14,000 for their Old City Markets and Old City First Friday Block Parties for 2025. The Old City Market includes the 2<sup>nd</sup> Sunday of each month, and the First Friday Block Parties include the 1<sup>st</sup> Friday of each month between April and December. These funds will cover marketing for the events, cost of print materials, signage, tenting, merchandise for market volunteers and attendees, projected labor costs, etc. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$10,000.

#### **Next Meeting**

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

**Downtown Knoxville Alliance - Event Sponsorships  
FY 24-25 (as of July 1, 2024)**

	FY 22-23 Requests	FY 22-23 Funded	FY 23-24 Requests	FY 23-24 Funded	FY 24-25 Requests	FY 24-25 Funded
<b>Budget</b>		<b>90,000</b>		<b>110,000</b>		<b>110,000</b>
<b>Previously Approved</b>						
Annoor Academy - International Food Fest	10,000	5,000				
Asian Culture Center of TN - Asian Festival	25,000	5,000			10,000	5,000
Asian Culture Center of TN - Japanese New Year						
Big Ears - Big Ears Festival	10,000	8,000	10,000	10,000		
Big Ears - Our Common Nature	5,000	5,000				
Bike Walk Knoxville - Tour de Lights**	2,500	2,000	2,500	1,500	5,000	5,000
City of Knoxville - Concerts in the Park						
City of Knoxville - Concerts on the Square	3,000	3,000	3,000	3,000		
Downtown Knoxville - Peppermint Grove						
Downtown Knoxville - Spring Lighting						
Dogwood Arts - 2024 Events			12,000	8,500		
Dogwood Arts - Arts Festival	6,000	6,000				
Dogwood Arts - Chalk Walk	2,500	2,500				
Dogwood Arts - Southern Skies	5,000	1,500				
East TN Hist Society - Children's Gallery						
East TN Hist Society - annual events	5,000	5,000	10,000	10,000	10,000	10,000
East TN Hist Society - Lights! Camera! East TN	5,000	5,000				
Event Pro LLC - Knox Food Fest						
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000		
Knox Pride Festival & Parade					13,600	6,000
Knoxville Community Media - Fall Concerts	5,000	-				
Knoxville Jazz Orchestra - Jazz at the Emporium			5,000	1,000		
Knoxville Jazz Orchestra - Jazz on the Square			3,000	3,000		
Knoxville Jewish Day School - Violins of Hope					10,000	10,000
Knoxville Museun of Art - Free Family Fun Day(s)***			1,300	2,000		
Knoxville Opera - Musical Theater Marathon						
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000		
Knoxville Opera - Spring Regatta						
Make Music Knoxville - Carol Cart	3,400	2,000				
Maker City - Maker City Summit	5,000	-				
Nourish Knoxville - Farmers' Market	10,000	10,000	1,000	10,000		
Nourish Knoxville - Winter Market			5,000	5,000	5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest	10,000	2,000	5,000	2,500		
Old City Assn - Old City Market	8,000	6,000	5,000	5,000		
River & Rail Theatre - 2021-22 Season*						
Solastalgia - Cattywampus Puppet Council					12,000	5,000
Southern Fried Poetry Slam	19,750	3,500				
WDVX - Blue Plate Special	5,000	5,000				
<b>Approved to Date</b>	<b>158,150</b>	<b>89,500</b>	<b>75,800</b>	<b>74,500</b>	<b>70,600</b>	<b>51,000</b>
<b>Balance Prior to Requests</b>		<b>500</b>		<b>35,500</b>		<b>59,000</b>

	<b>Knox St. Patrick's Day Parade</b>	<b>Big Ears 2025</b>	<b>KMA Free Family Fun Days</b>
<b>Request</b>	\$5,000	\$10,000	\$2,000
<b>Dates</b>	Saturday, March 15, 2025	March 27 – 30, 2025	Saturday, March 22 & Saturday, August 30, 2025
<b>Location</b>	Downtown; Gay St.	Various Downtown locations	Knoxville Museum of Art
<b>History</b>	Prior Years: 7 Funded by DKA: 0	Prior Years: 11 Funded by DKA: 4	Prior Years: 21 Funded by DKA: 1
<b>Most Recent Funding</b>	-	\$10,000	\$2,000
<b>Event Producer</b>	Knox St. Patrick's Day Parade Committee	Big Ears	Art Education Department; Knoxville Museum of Art
<b>Other Sponsors</b>	Visit Knoxville, Cherokee Distributing, local families and foundations	See packet for full list.	KMA active fundraiser, in-kind and family donors.
<b>General Admission</b>	Free	Various pass prices + Free to the public community events	Free
<b>Expected Attendance</b>	5,000+	45,000	2,100+
<b>Total Expenses</b>	\$28,205	\$3,569,500	\$12,150
<b>Projected Profit</b>	\$26,795	Breakeven	Breakeven
<b>Request/% of Exp</b>	17.7%	0.28%	16%
<b>Request/Attendee</b>	\$1 per person	\$0.22 per person	\$0.95 per person
<b>Use of Funds</b>	Operational costs, security, floats, and AV	Artist fees, production fees, support of the Downtown restaurant program.	Covering costs of event, art supplies, local musical entertainments, make & take crafts, & traveling exhibitions.

	<b>22<sup>nd</sup> Annual Rossini Festival</b>	<b>Old City Markets (&amp; First Friday Block Parties)</b>
<b>Request</b>	\$5,000	\$14,000
<b>Dates</b>	April 12-13, 2025	Old City Markets: 2 <sup>nd</sup> Sunday of each month; First Friday Block Parties: 1 <sup>st</sup> Friday of Each month between April and December
<b>Location</b>	Various Downtown areas	100 Block of W Jackson
<b>History</b>	Prior Years: 21 Funded by DKA: 5	Prior Years: 6 Funded by DKA: 6
<b>Most Recent Funding</b>	\$5,000	\$5,000
<b>Event Producer</b>	Knoxville Opera	Old City Association
<b>Other Sponsors</b>	Event Rentals by Rothchild, YMCA of East TN, WATE, Eagle Distributing, Knoxville Beverage Company, Visit Knox, Metropolitan Knoxville Airport Authority	Sponsorship securing still in active process; see packet for current tactics.
<b>General Admission</b>	Free	Free
<b>Expected Attendance</b>	30,000	Various, ~1,000 per market. Up to 1,500 for festivals; Rhinestone Fest. See packet.
<b>Total Expenses</b>	\$173,825	\$97,995
<b>Projected Profit</b>	Breakeven	Breakeven
<b>Request/% of Exp</b>	3%	14%
<b>Request/Attendee</b>	\$0.16 in person only	-
<b>Use of Funds</b>	Logistics, staging, tenting, set up, tear down, labor, paid marketing, some performer compensations, material costs.	Marketing for the events, cost of print materials and signage, tenting, merchandise for market volunteers and attendees, projected labor costs, etc.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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

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

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

**Sponsorship Guidelines:**

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

**Requirements:**

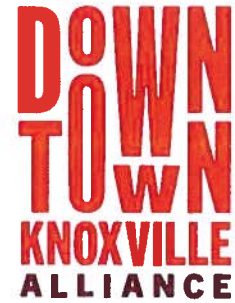
- Sponsored events should include the Downtown Knoxville Alliance as a sponsor in all pre-event publicity, marketing materials, websites, posters, and event materials. Information on downtown parking should also be included.
- A post-event evaluation is required within 45 days of the event. Payments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

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



**Downtown Knoxville Alliance  
Sponsorship Request Application**

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**Event: Knox St Patrick's Parade**

**Date(s): Saturday, March 15, 2025**

**Location: Downtown Knoxville (Gay Street)**

**Produced by: Knox St. Patrick's Parade Committee**

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

**Event History:**

**7 (2020, 2021 canceled due to COVID and 2022 cancelled due to snow) prior years  
0 years of previous Alliance funding**

**Contact: Marianne Spence / Chandle Turbyville**

**Phone: 865-755-8293 / 865-235-9956**

**Address: 1070 Hayslope Drive, Knoxville, TN 37919**

**Email: [knoxstpatrickspade@gmail.com](mailto:knoxstpatrickspade@gmail.com)**

**Event description:**

**We are a proud nonprofit organization supporting our local community and great city of Knoxville. Our "party with a purpose" is more than just a good time. The 2024 Knox St. Patrick's Parade had over 500 participants and brought nearly 5,000 visitors and substantial dollars to downtown Knoxville. We are an all-volunteer run event and have raised over \$100K since 2017.**

**50+ parade units stroll the parade route through the heart of downtown Knoxville, where restaurants, bars and shops benefit from the crowds. The parade has grown each year, helping name Knoxville as the 13th BEST city to celebrate St. Patrick's Day in the US.**

**Additional sponsors:**

**Visit Knoxville, Cherokee Distributing, local families and foundations**

**Planned use of funds requested:**

**Funds requested will go toward growing costs Security, Floats and Sound.**

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

**Our projected attendance is 5,000+. Visit Knoxville measures the event through Placer AI Labs Inc.**

**Everyone is Irish on St. Patrick's Day. Our parade is a family-friendly public event, open to all. (We've even seen a few pets attend.)**

**We have had over 25,000 website views, 9,500 site visitors and have 2,600+ social followers.**

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

**Downtown merchants can participate in the parade, have a float in the parade, sponsor the parade, and welcome parade goers to their place of business.**

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

**Our parade positively impacts downtown Knoxville the entire weekend of St. Patrick's Day. Restaurants, bars, shops and hotels reap benefits of those who come to participate in and view the parade. Over 500 participants plus over 5,000 watchers spend the day downtown.**

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

**Lack of funding would negatively affect our ability to offset growing costs for security among other costs to keep the area safe, including medical support and contingency plans for unexpected changes like weather.**



# **KNOX ST. PATRICK'S PARADE**

**2024 REPORT  
2025 BUDGET & MARKETING PLAN**



# **KNOX ST. PATRICK'S PARADE**

## **NON-PROFIT INFORMATION**

**EID:**  
83-1871019

**FISCAL YEARS ENDS:**  
December 31

**DATE OF EXEMPTION**  
July 23, 2018

**MISSION:**  
The mission of Knox St. Patrick's Parade is to celebrate Irish Heritage in East Tennessee while providing financial support to non-profit agencies whose efforts provide for the communities' most vulnerable persons and families.

**BOARD OF DIRECTORS:**

**Chandle Turbyville**  
*Founder & Co-Chair*

**Christy Connor Watkins**  
*Founder & Co-Chair*

**Mary Croft**  
*Officer*

**Marianne Spence**  
*Officer*

**Justin Croft**

**Josh Turbyville**



## KNOX ST. PATRICK'S PARADE 2023-24 EXPENSE REPORT

### Revenue

Contributions	
Pot of Gold Sponsors	\$25,000.00
Blarney Stone Sponsors	\$5,000.00
Luck of the Irish Sponsor	\$7,000.00
Individuals (cash donations)	\$7,555.00
Parade Participants Dues	\$4,400.00
<b>Total Contributions/Income</b>	<b>\$48,955.00</b>

### Expenditures

Committee Meetings	\$2,783.09
All Occasions Rentals for stage & VIP	\$2,506.14
KPD Security	\$7,165.12
EMS	\$540.00
Insurance	\$972.87
Parade Floats	\$7,468.23
Printing (Ulrich)	\$714.58
Advertisement	\$913.99
Golf Cart	\$250.00
Sound	\$2,700.00
ENT Portables	\$196.65
Decorations	\$571.65
Volunteer Vests	\$150.00
Misc	\$155.55
<b>Total Expenses</b>	<b>\$27,087.87</b>



# KNOX ST. PATRICK'S PARADE

## 2024-25 PROJECTED BUDGET

### Revenue

#### *Contributions*

Pot of Gold Sponsors	\$30,000
Blarney Stone Sponsors	\$5,000
Luck of the Irish Sponsor	\$7,000
Individuals (cash donations)	\$8,600
Parade Participants Dues	\$4,400

**Total Contributions/Income** **\$55,000**

### Expenditures

Committee Meetings	\$2,000
All Occasions Rentals for stage & VIP	\$2,600
KPD Security	\$7,800
EMS	\$600
Insurance	\$1,000
Parade Floats	\$8,200
Printing (Ulrich)	\$730
Advertisement	\$935
Golf Cart	\$300
Sound	\$2,900
ENT Portables	\$200
Decorations	\$590
Volunteer Vests	\$150
Misc	\$200

**Total Expenses** **\$28,205**



## **KNOX ST. PATRICK'S PARADE**

### **2025 MARKETING & PROMOTION PLAN**

## **BUSINESS SUMMARY**

### **Our Company**

We are a proud nonprofit 501 c3 organization supporting our local community and the great city of Knoxville. Our sponsors are local businesses and families and all monies raised benefit those in need in our area.

Since 2017, we have raised over \$100K for CCETN. And, with proceeds from our last three parades, we have funded scholarships to high school seniors in Knoxville, TN.

### **Promotion**

Our strategy focuses on personal and organic opportunities to reach new participants and supporters and engage existing ones. We promote our parade in the following ways:

- [knoxstpatricksparade.com](http://knoxstpatricksparade.com)
- Social media
- Working with local organizations and schools for volunteering and sponsorship opportunities.
- Maximizing support from local media for, tv, radio and newspaper coverage.



# KNOX ST. PATRICK'S PARADE

## 2025 MARKETING & PROMOTION PLAN

### MARKETING CHANELS

**Website** *knoxstpatricksparade.com*

Total Views:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
2022	748	2.0K	5.6K	65	113	33	37	45	159	109	167	299	9,367
2023	1.2K	2.1K	12.8K	125	102	74	74	153	144	118	277	228	17,386
2024	808	2.9K	20.1K	194	94	98	184	159	189	252	59		25,080

### Facebook

1.7k followers

### Instagram

623 followers

### X

183 followers

### LinkedIn

193 followers

### Email Marketing

Brevo email platform



**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: 2025 Big Ears Festival

Date(s): March 27-30, 2025

Location: TN Theatre, Bijou Theatre, The Standard, Civic Auditorium, Boyd's Jig & Reel, The Point, Jackson Terminal, Mill & Mine, Knoxville Visitors' Center, St. John's Episcopal Church, Knoxville Civic Auditorium, Regas Square Events, Church Street UMC, First Presbyterian Church, Regal Riviera

Produced by: Big Ears

Sponsorship amount requested: \$10,000

Event History:

\_\_\_ First-time event      (#) 11 prior years      (#) 4 years of previous Alliance funding

Contact: Casey Fox      Phone: 865-207-5024

Address: 900 S. Gay St, Ste. 1601

Email: casey@bigearsfestival.org

**Event description:**

Big Ears' mission is to collaborate with artists, audiences, and communities to create joyful, meaningful, and transcendent cultural experiences that defy boundaries, fuel curiosity, ignite the spirit, and nourish the soul. The impact areas on which we focus our work are:

1. Arts Presenting: Big Ears works to sustain world-class cultural events in Knoxville that provide innovative, enriching, and transformative experiences for all, while maintaining a unique curatorial vision.
2. Arts Access: Big Ears cultivates deep public engagement with, and access to, innovative arts experiences that spark curiosity, build community, and open minds to a broad spectrum of sound and creativity.

The 2025 Big Ears Festival will take place March 27-30, presenting nearly 200 concerts, talks, workshops, film screenings, residencies, and more in over a dozen venues across downtown Knoxville. With the addition of the Knoxville Civic Auditorium venue in 2023, attendance increased by 48%, and we expect similar numbers – 8,000+ ticketed attendees per day – this year. Ticket sales are well ahead of where they were in December 2023. Additionally, we estimate that 5,000 will exclusively attend non-ticketed free events.

To increase arts accessibility, all programming at four of our official venues – the Knoxville Museum of Art, the Visit Knoxville Visitors Center, the Emporium, and UT's Downtown Gallery – are free and open to the public. East Tennessee residents are able to attend dozens of festival events without purchasing a festival pass.

Since launching a refreshed and recommitted community engagement program in 2022, Big Ears has provided 300+ hours of free youth arts education, partnered with more than 40 local nonprofits to present free-to-the-public performances programming. We have provided scholarships for seventy-five emerging and established artists to attend the festival at no cost and offered students from the University of Tennessee and Pellissippi State Community College opportunities to earn on-the-job experience in audio production and artist hospitality through our festival intern program.

**Additional sponsors:**

Aslan Foundation, Haslam Family Foundation, City of Knoxville, Knox County, Cherokee Distributing, National Endowment for the Arts, Tennessee Arts Commission, MacArthur Foundation, Hays Foundation, Visit Knoxville, The Shifting Foundation, The Aaron Copland Fund for Music, Boyd's Jig and Reel, KBrew, Downtown Wine & Spirits, Three Rivers Market, Sanders Pace Architecture, Merchant & Gould

**Planned use of funds requested:**

Downtown Knoxville sponsorship funds will be used to pay artist and production fees for Big Ears' free-to-the-public community events during the festival weekend and to support our Downtown restaurant partnership program. The Big Ears Festival meal program is designed to provide festival artists access to meals in lieu of festival-style catering or buyout during their time at the festival while simultaneously showcasing and promoting downtown Knoxville's world-class restaurants and dining scene. Big Ears provides up to four vouchers per day to artists and essential touring personnel and these vouchers can then be redeemed at participating restaurants, similar to gift cards or cash, for food and non-alcoholic beverages. We then reimburse these restaurants at the end of the festival weekend.

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

Big Ears uses both quantitative and qualitative methods for evaluating the success of the festival. We carefully track the sale and pace of ticket purchases to assess enthusiasm for the festival. At each community engagement event, we count the number of audience members as well as the amount and type of music that is presented at each concert.

Ticket sales have already outpaced every previous year, and we once again anticipate a sold-out event. Between ticket purchasers and free event attendees, we project an audience of 45,000 over the course of the weekend. 2024 festival attendees came from 49 states and 18 countries. On average, 30% of festival passes are purchased by residents of the Knox Metro Area, and thousands more East Tennessee residents attend our free concerts and programs. The 70% of ticket purchasers who travel from outside of Knoxville spend the entire festival weekend eating, sleeping, and shopping in Downtown Knoxville. In 2024, the Big Ears Festival's local economic impact was \$69.8 million.

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

Partnerships with downtown businesses are vital to Big Ears' success. We work with Visit Knoxville to provide a hotel reservation portal and food and shopping recommendations for out-of-town guests on our website, and local restaurants provide hospitality services to artists and audiences alike. Knoxville

hoteliers and restaurateurs regularly report the Big Ears Festival to be their most profitable weekend of the year, and a welcome harbinger of spring after slow winter business.

Big Ears partners with Nothing too Fancy to create festival merchandise, Downtown Wine & Spirits and KBrew provide in-kind support for artist hospitality, and more than two dozen downtown restaurants participate in a meal program for staff and artists. In 2025, we are hosting multiple special events for donors and VIP passholders at the Five-Thirty Lounge on the Hyatt Place rooftop.

In partnership with the Downtown Knoxville Alliance, more than two dozen local businesses open their doors to Big Ears attendees with First Friday-type concerts and exhibitions. We look forward to continuing – and deepening – this engagement with local businesses through ongoing partnership with the DKA.

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

Big Ears' 2024 economic impact analysis showed that the event brought a financial boost of \$69,885,396 to Knoxville and the regional economy over the four-day festival. While thousands of Knoxville residents attend Big Ears' free events, more than 70% of those who purchased a festival pass traveled from outside the Knox Metro Area, bringing in outside dollars that would not otherwise have been spent in Knoxville. Several local business owners report record-breaking weekends each year. The message is clear: a vibrant arts community not only keeps residents and their discretionary spending close to home; it also attracts visitors who spend money and help local businesses thrive.

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

Having the support of the Downtown Knoxville Alliance is incredibly meaningful for the festival as we continue working to ensure the Knoxville community is engaged with and invested in the success of the event. While a lack of funding would not impact the scale of the festival on the whole, it would have a negative impact on the breadth and depth of free-to-the-public community-focused events we can present in 2025, as well as our engagement with local businesses.

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)



# BIG EARS FESTIVAL

## 2025 Big Ears Festival Provisional Project Budget

<b>Festival Expenses</b>		
	Artist Hospitality	
	Catering & Per Diem	\$55,000.00
	Transportation	\$22,500.00
	Travel / Hotel - Artist	\$250,000.00
	ASCAP/BMI	\$6,000
	Backline	
	General	\$100,000.00
	Pianos	\$20,000.00
	Content	
	Audio	\$50,000.00
	Photo / Video	\$50,000.00
	Free Community Programming	\$50,000
	Festival Operations	
	RFID Credentials	\$47,000.00
	Equipment Rental	\$1,000.00
	Signage	\$7,500.00
	Shipping / Postage	\$500.00
	Supplies - Ops	\$2,500.00
	Tents, Tables, Chairs (Rentals)	\$20,000.00
	Insurance	\$24,000.00
	Marketing	
	Graphic Design	\$30,000.00
	Advertising	\$60,000.00
	Printed Program	\$18,000.00
	Publicist	\$35,000.00
	Website & App	\$30,000.00
	Merchandise	
	Artist Merch Settlement	\$40,000.00

	Merch Production	\$55,000.00
	Merchant Service Fees (Square)	\$3,500.00
Music Rental		\$2,500.00
Preservation & Facility Fees		\$42,000.00
Production		
	Lights	\$30,000.00
	Sound	\$150,000.00
	Staging	\$12,500.00
	Supplies - Production	\$10,000.00
	Video - Production	\$40,000.00
Festival Staff / Labor		
	Police & EMS	\$20,000.00
	Security	\$90,000.00
	Staff Catering / Travel	\$45,000.00
	Staffing	\$310,000.00
	Festival Staff Payroll Tax	\$10,000.00
	Stagehands	\$60,000.00
Talent		
	Exhibitions (Talks & Panels)	\$20,000.00
	Film	\$15,000.00
	Music	\$1,600,000.00
Venue Rental		\$95,000.00
VIP		\$40,000.00
<b>Total Festival Expense</b>		<b>\$3,569,500.00</b>

<b>Festival Income</b>	
Ticket Sales	\$2,400,000.00
Concessions	\$20,000.00
Merchandise	\$75,000.00
Corporate Sponsorships	\$200,000.00
Government Grants	\$180,000.00
Foundation Grants	\$500,000.00
Individual Contributions	\$194,500.00
<b>Total Festival Income</b>	<b>\$3,569,500.00</b>



## 2025 Big Ears Festival Marketing & Promotion

Big Ears contracts with Pitch Perfect PR, a music public relations firm based in Chicago, as well as local company MoxCar for publicity and media relations. The festival's lineup announcement in September 2024 was picked up by most major music outlets, including Rolling Stone, Pitchfork, Spin, and Stereogum. The lineup is advertised in local, regional, and international publications, including *Blank News*, *The Nashville Scene*, and *The Wire*.

Major media outlets regularly provide previews and reviews of the festival. These include the *Knoxville News Sentinel*, *ArtsKnoxville*, *Blank News*, *Compass*, and *Inside of Knoxville*; local TV channels WBIR, WVLT and WATE; WUOT and WDVX radio stations; and other local and regional media. National press mentions include the *New York Times*, *Rolling Stone*, *Wall Street Journal*, *Oxford American*, *The New Yorker*, the *Guardian*, and NPR, among others.

Our social media reach is 45,000, our e-newsletter has 36,300 subscribers, and our website, [bigearsfestival.org](http://bigearsfestival.org) averages 861,000 page views per year, with 128,000 individual users.

On-site promotion during the festival includes light-pole banners throughout downtown and branded wraps on Knoxville trolleys.

**Big Ears Festival**  
**Operating Budget Summaries**  
**Fiscal Year: July 1 - June 30**

	<b>FY 2023 FINAL</b>	<b>FY 2024 PROJECTED</b>	<b>FY 2025 BUDGET</b>
<b>REVENUE AND SUPPORT</b>			
<b>Earned revenue</b>			
Ticket sales & subscriptions	2,272,647	2,306,926	2,400,000
Performance fees/Contracted services	-	-	-
Endowment/investment Income	-	-	-
Advertising (programs, web site, etc.)	-	-	-
Tuition for education programs	-	-	-
Concessions	53,241	22,705	20,000
Net income from fundraising events	-	-	-
Other earned income: merchandise sales, charity/preservation fees (direct revenue offset), & investment income	242,877	137,040	155,000
<b>Subtotal earned revenue</b>	<b>2,568,765</b>	<b>2,466,671</b>	<b>2,575,000</b>
<b>Contributed support</b>			
Government grants	569,325	539,000	179,500
Foundation grants	1,054,941	695,140	1,070,500
Corporate grants	165,500	142,500	200,000
Individual contributions	452,873	435,000	450,000
In-kind support	-	-	-
<b>Subtotal contributed support</b>	<b>2,242,639</b>	<b>1,811,640</b>	<b>1,900,000</b>
<b>Total revenue and support</b>	<b>4,811,404</b>	<b>4,278,311</b>	<b>4,475,000</b>
<b>EXPENSES</b>			
<b>Program expenses</b>			
Musician salaries	-	-	-
Musical staff salaries	-	-	-
Guest artist and composer fees	1,557,696	1,773,598	1,600,000
Commission fees	-	-	-
Other program personnel	384,326	492,014	475,000
Travel, housing, & meals	239,736	319,963	327,500
Production, house & stagehands	486,690	309,769	381,580
Performance & rehearsal space	98,155	94,756	115,920
Music rental & license fees	8,130	7,825	8,500
Equipment rental	118,677	132,220	121,000
Marketing & promotion	112,078	126,404	173,000
Other program expenses: Insurance, Audio-Video Recording, Supplies, Signage, RFID Credentials, Festival Merchandise, Merchant Service Fees, Charity & Preservation Fees, and VIP benefit costs	318,776	350,601	367,000
<b>Subtotal program expenses</b>	<b>3,324,264</b>	<b>3,607,150</b>	<b>3,569,500</b>
<b>Administrative expenses</b>			
Administrative staff salaries	443,591	456,306	594,000
Staff benefits	24,818	30,000	40,000
Bookkeeping & accounting fees	53,616	54,000	65,000
Consultants, legal & insurance	9,687	11,602	7,250
Rent and utilities	54,836	40,170	44,200
Office supplies, materials & equipment	29,208	26,000	30,000
Travel and meetings	25,368	15,033	20,500
Professional development & dues	9,835	1,890	3,500
Other administrative expenses: Printing and postage, donor database, donor benefit cost, donation processing fees, amortization expense, janitorial service, bank charges	29,562	18,125	22,500
<b>Subtotal administrative expenses</b>	<b>680,521</b>	<b>653,126</b>	<b>826,950</b>
<b>Total expenses</b>	<b>4,004,785</b>	<b>4,260,276</b>	<b>4,396,450</b>
<b>Increase (decrease) in net assets</b>	<b>806,619</b>	<b>18,035</b>	<b>78,550</b>
<b>Net assets at beginning of period</b>	<b>1,413,653</b>	<b>2,220,272</b>	<b>2,238,307</b>

**Net assets at end of period**  
**Big Ears Festival**  
**Budget notes**

**2,220,272**

**2,238,307**

**Notes:**

Ticket sales line includes charity/preservation ticket fees, which are paid on the expense side to community nonprofits and theaters.

Some income and expense line items were higher in FY23 because we produced and presented an additional event: Our Common Nature: An Appalachian Celebration with Yo-Yo Ma and Friends.

Government revenue shows a significant decrease in the FY25 budget due to the end of three-year covid recovery funding we received through the State of Tennessee and the Shuttered Venue Operators Grant. We are working to recover these lost funds through foundation and individual donations.



**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: Free Family Fun Day

Date(s): Saturday, March 22, 2025 and Saturday, August 30, 2025

Location: Knoxville Museum of Art

Produced by: Art Education Department, Knoxville Museum of Art

Sponsorship amount requested: \$2,000

Event History:

     First-time event      (#) 21 prior years      (#) 1 years of previous Alliance funding

Contact: Margo Clark Phone: 865-934-2033

Address: 1050 World's Fair Park Drive, Knoxville, TN 37916

Email: [mclark@knoxart.org](mailto:mclark@knoxart.org)

**Event description:** Free Family Days have become a tradition at the museum. Twice yearly, we open our doors to the community for a day (11 am –3 pm) packed with ART and art activities. We fill Bailey Hall with make-your-own-crafts (with volunteers to help little hands), personal artisan presentations, musical entertainment, elaborate face painting, and magical moments. The theme of each Family Day is based on the original art in the museum's galleries—tying together the story of the art to the creations designed for the young artists who visit. Parents are encouraged to participate and make lasting creative impressions.

**Additional sponsors:** The KMA is an active fundraiser for its mission and educational outreach events. We have one sponsor (the Heinz family \$1,000) to date for the March event. Sponsors have previously included individuals (Mr. and Mrs. Joe Fielden) and in-kind donors.

**Planned use of funds requested:** Funds requested from Downtown Knoxville Alliance will be used to purchase supplies for the art-related projects offered in 4-5 art education stations during both Family Days. Funding also assists us in hiring a local musical entertainment. Make and take crafts are designed with children and their families in mind. Created objects relate to *Higher Ground*, which was recently re-installed and updated, or our current traveling exhibitions.

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

Last year, our two Free Family Fun Days attracted more than 2,100 visitors! Family Days are our most visited days. KMA volunteers and staff track daily attendance as guests enter the front entrance to the building. The KMA is proud to provide FREE admission to all, no matter their socioeconomic circumstances. The attendees for Family Day are families with children of all ages. For many families, this is their first visit to a professional, accredited museum. Parking is also nearby and free.

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

KMA Front desk staff and volunteers are asked daily about area attractions, where to eat, and shop. We promote Downtown Knoxville businesses and the wide variety of restaurants, art galleries, shops, and activities to all our guests who inquire, especially those from out of town. Market Square, Gay Street, and the Old City are always on the "must-visit" list. We also utilize Visit Knoxville materials and promotional videos inside the museum and have a dedicated space for merchants to provide brochures and menus for our visitors. The Downtown Knoxville Alliance will be listed as a sponsor of both Family Fun Days.

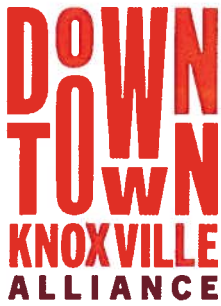
How will this event positively impact downtown?

Providing FREE, family-friendly, art-related entertainment on two weekends a year has a positive impact for our downtown neighborhood community. Our location is convenient to get to—between UT and downtown—offers free admission, and is easily accessed from I-40. Downtown parks, restaurants, and shops are all within walking distance. In March, Family Day will coincide with Market Square's Winter Farmers Market. We will inform our visitors that day (either through signage or a flyer) of the Farmer's Market and other downtown events and happenings that day.

Knoxville's only accredited art museum enhances our cultural understanding, promotes creativity, and inspires individuals within our community to excel. Our main attraction is the *Higher Ground* exhibition, which highlights original artwork from those who came before us and called East Tennessee home.

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

If the Downtown Knoxville Alliance does not grant funding, the KMA will still produce and hold Free Family Days in March and August. However, the amount and quality of art-making supplies would be reduced, as would our live entertainment. We believe that our programming is vital to our community. Events like KMA Free Family Days foster learning, critical thinking, and artistic skill development within our youth and their families.



# KMA (2) Family Days Projected Budget

## Expenses:

### Administrative Costs

Security and Facilities Services	\$3,000
5% of Education Curators, Visitor Service Manager, Gallery Guards, Volunteer Recruiter	\$3,000

### Supplies

Specific craft supplies (Guest artists, printmaking, etc.) and general craft supplies	\$600
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### Professional Services:

Royal Magic Events	\$2,000
Balloon decoration:	\$550
Professional Musicians:	\$1,500

**Sound equipment:** \$800

**Door Prizes:** \$100

**Outdoor Signage:** \$600

**Total** \$ 12,150

*Income: We have had sponsors in the past, but since COVID, sponsorships for this event have been mostly unsuccessful. As a relatively large cultural institution, we have successfully obtained general operational support from the City and State and private foundations. We have used these operational funds to cover this event costs.*



## KMA Family Day

### Previous actual financial results:

*As mentioned earlier in the narrative, KMA Family Day has become a tradition. The staff produces these events twice a year—each similar in structure, but original in the activities provided. The actual final expenses are very similar each year.*

#### **Total Family Days - Actual Expenses 2024**

##### **Administrative Costs**

Security and Facilities Services	\$3,000
5% of Education Curators, Visitor Service Manager, Gallery Guards, Volunteer Recruiter	\$3,000

##### **Supplies**

Specific craft supplies (Guest artists, printmaking, etc.) General craft supplies	\$600
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##### **Professional Services:**

Royal Magic Events	\$2,000
Balloon decoration:	\$520
Professional Musicians:	\$1,200

**Sound equipment:** \$800

**Door Prizes:** \$100

**Outdoor Signage:** \$549

**Total** \$ 11,769

# KMA FAMILY DAY

## MARKETING PLAN

KMA's marketing strategy is highly effective in attracting visitors to enjoy KMA Free Family Day.

Sponsors are prominently featured in KMA's Marketing Plan

### What We Do:

- **Press Releases** to all media outlets
- **Monthly Electronic Membership Newsletter**  
(7,300 households)
- Social Media Posts  
**Instagram** (2,163 followers)  
**Facebook** (18,118 followers)  
**Twitter** (19,691 followers)
- Contact traditional news media



**Contact Us**  
865-525-6101



**More Information**  
[www.knoxart.org](http://www.knoxart.org)



MARCH

**22**

11 AM -3PM

AUGUST

**30**

11 AM -3PM

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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**Event:** 22nd Annual Rossini Festival International Street Fair

**Date(s):** April 12-13, 2025

**Location:** Union, Clinch, and Church Ave between Gay St and Market St; Market Square; Market St; Krutch Park Extension

**Produced by:** Knoxville Opera

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

**Event History:**

\_\_\_ First-time event      (#) 21 prior years      (#) 5 years of previous Alliance funding

**Contact:** Jason Hardy, General Director & CEO      **Phone:** (o) 865-524-0795 (c) 404-441-7363

**Address:** 612 East Depot Avenue, Knoxville, TN 37917

**Email:** jhardy@knoxvilleopera.org

**Event description:**

The **Knoxville Opera Rossini Festival** is a celebration of the performing arts in East Tennessee. Designed as a European-style pedestrian street mall, the event hosts **hundreds of performers, food vendors, and artisans**. Families will be able to:

- enjoy non-stop entertainment on four different outdoor stages,
- purchase food and drinks (including beer/wine) from sidewalk tents and food trucks, and
- watch arts and crafts demonstrations, from wood carving to weaving.

Last year, the Rossini Festival identified several strategic initiatives to enhance the fair and ensure that it maintained its position as one of the **most significant events of its type in East Tennessee**:

- Leadership reinvigorated the international aspect of the fair by encouraging international food, drink, and vendor items.
- More modern vending methods and a new layout improved the experience for ALL stakeholders (attendees, vendors, downtown merchants, sponsors, performers, etc.)
- Operations were simplified and professionalized.
- The Festival was extended to 2 days, encouraging overnight guests in Knoxville, increasing tourism, and drawing a wider audience of regional and out-of-state visitors.
- Our Journey Around the World program was enhanced to **increase foot traffic to the storefronts of Downtown Knoxville Merchants**.

In 2025, we will continue these initiatives by:

- Maintaining our **2-day festival** model
- Vetting food vendors intentionally to curate the international element of the festival
- Expanding our Journey Around the World program further by **weaving in interactive experiences** for participants

**Additional sponsors:**

*Confirmed:* Event Rentals by Rothchild, YMCA of East TN, WATE, Eagle Distributing, Knoxville Beverage Company, Inc., Visit Knox, and Metropolitan Knoxville Airport Authority

**Planned use of funds requested:**

Funds will be used primarily toward **logistics** (staging, sound equipment, tenting, set up, tear down, and labor for similar), **paid marketing, and compensation for some performers**. We will also use this funding to cover **material costs** associated with our Journey Around the World program.

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

Since the festival is free and has multiple entry points, our best approximation of attendance is **determined by Placer.ai software that tracks traceable mobile devices** on the festival footprint within a given period.

While this number does not include untraceable devices or individuals without devices, it is the most accurate data point available. In 2024, our first year with access to this software, Placer.ai recorded 24,100 mobile devices at the Rossini Festival 2024. The YMCA FunZone sold 2,103 children's wristbands. This allows us to estimate the **total festival attendance to be 26,203**.

With the YMCA Fun Zone and much to see and do, the Festival is popular with families and is designed to be child-friendly. Most attendees are local, from East Tennessee, or are already visiting the area. A full demographic spectrum of individuals is observed at the Rossini Festival.

We hope to increase attendance to **30,000 traceable visitors** at the Rossini Festival 2025.

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

After the 2022 festival, we reached out to downtown merchants on and near the festival footprint to discover their thoughts about the Rossini Festival. We learned that most restaurants and bars fared well during the fair, but some storefronts received less traffic than they had hoped.

In response to this feedback, we invited downtown Knoxville merchants to join our **Journey Around the World program** in 2023. Using our Journey Around the World App, children, and their families were encouraged to enter storefronts in search of the international country flag "hidden" inside that store. At each store, participants would also find part of a longer passphrase that, after their "Journey," could be turned in for a prize at Knoxville Opera's Journey Around the World tent.

In 2024, we remodeled the Journey Around the World experience by **shortening and simplifying** the scavenger hunt. We offered multiple scavenger hunt tracks that went to various downtown storefronts. To reach an older audience, we offered a 21+ path to showcase Knoxville's vibrant bar and restaurant scene on the festival footprint.

With these changes, we saw a **significant increase in participation** from 99 participants in 2023 to 430 participants in 2024. Over 50 participating parties were over the age of 21.

We also received **overwhelmingly positive feedback from participating downtown merchants**, who appreciated how manageable the participation requirements were and expressed enthusiasm about being part of the event.

In 2025, we will host the Journey Around the World program again, offering **three new tracks** for attendees to explore, including two family-friendly tracks and a special 21+ track. Each track will be based on the story of an opera.

To enhance the family-oriented tracks, we will incorporate a **DIY musical instrument craft** at the end of each journey. This hands-on activity will bring operatic music to life for children and families, encouraging greater participation and making the experience even more memorable.

With a \$5,000 grant, the Downtown Knoxville Alliance may again sponsor the Journey Around the World experience.

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

In the 21 years of offering the Rossini Festival as a free public event, Knoxville Opera has managed to attract **over half a million visitors to the downtown Festival footprint**. Most visitors are from East Tennessee and will likely revisit the area in the months following the Festival. The Festival introduces newcomers to the **culture and feel of Knoxville's downtown establishments** and celebrates international influence on the arts in our region. In keeping with Knoxville Opera's mission, the Festival helps bring visitors in contact with opera and other performing arts and artists in East Tennessee.

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

Simply put, rising costs are significantly affecting the Knoxville Opera's ability to offer the Festival on an ongoing basis. Without the collective support of organizations like the Downtown Knoxville Alliance, we could not cover the costs of staging the Rossini Festival.

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)





# KNOXVILLE OPERA

## Rossini Festival Budget and Financial History

### 2025 Budget

#### Revenue

Sponsorships	85,015
Beverage Sales	37,000
Booth Rental	45,000
Merch Sales (net)	7,000
<b>TOTAL REVENUE</b>	<b>174,015</b>

#### Expenses

KO Staff	60,000
Beverages (+ assoc fees)	16,000
Paid Entertainment	6,000
Parking Lot Rental	4,000
Mrkt Square Expenses	1,500
Sound Equipment Rental	10,000
Tent and Stage Rentals	20,000
Toilet Rentals	2,800
Penske Truck Rental	600
Permits (not alcohol)	125
Square Fees	200
VIP Tent	3,500
Signage	6,000
Marketing	10,000
Insurance	6,000
Emergency Personnel	14,000
Setup-takedown Labor	11,100
Other/Misc	2,000
<b>TOTAL EXPENSES</b>	<b>173,825</b>

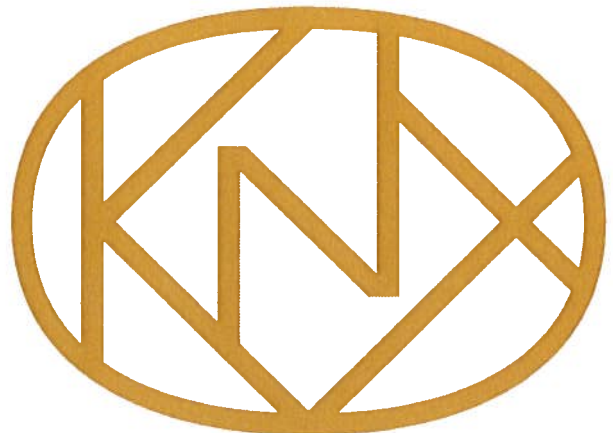
**Net 190**

### Financial History

#### Financial History

	2022	2023	2024
<b>Revenue</b>	207,366	151,732.75	189,825.88
<b>Expenses</b>	-235,571	-108,159	-154,208.81
<b>Net Loss</b>	-54,000	43,574.14	35,617.07

*Due to COVID-19, there was no 2020 or 2021 Rossini Festival*





## **Knoxville Opera Rossini Festival International Street Fair** 2025 Marketing and Promotion Plans

Knoxville Opera seeks to create vocal and theatrical experiences that entertain, provoke, and console. We do this by giving voice to stories that connect us. The heart of our annual Rossini Festival lies in our ability to amplify the voices of numerous local artists, artisans, creators, entertainers, and businesses, each with their unique stories to tell. This festival is a celebration of the rich tapestry of international cultures within our local community, offering an opportunity for us to foster connections among our residents. Our marketing objectives for this event encompass raising awareness, fostering engagement, and facilitating education. We aim to introduce our community to the festival, its diverse local vendors, engage with them, and warmly embrace them as valued members of our vibrant community. Moreover, we aspire to educate one another about the multitude of cultures and stories we have to share.

### **Print:**

Leading up to the Festival, our event garners extensive coverage and prominent features in several local publications, including CityView, Knox TN Today, Knoxville Focus, Go! Knoxville, and Mountain Escapes, spanning a four-week period. The exposure we receive is typically either negotiated as an in-kind gift by the provider, often as part of a larger marketing commitment for our operas, or graciously provided for free as a goodwill gesture.

### **Radio:**

Knoxville Opera has forged strong partnerships with WIVK, WOKI, and WUOT, ensuring comprehensive radio coverage of our event.

### **Digital and Social Media:**

We will harness the power of our social media presence across all platforms, including Facebook, Instagram, and Twitter, to promote organic traffic and run paid social media advertisements aimed at both returning and new audiences for this event. Last year, our social media presence reached over 100,000k and with our increased marketing budget this year we intend to see that more than double.

### **Display Ads:**

We collaborate with various outlets, such as WATE-TV, New2Knox, VisitKnox, Arts Knoxville,

Inside Knoxville, and others to promote our programming. We will provide these outlets with the necessary content to raise awareness about the Rossini Festival and ensure that their audiences are informed about the free access available to them.

### **Press:**

Commencing four weeks before the event, Knoxville Opera circulates a press release that consistently garners attention. We were featured on WATE, WVLT, WBIR, Knox News, B97.5, and others just last year.

### **Partners:**

The amplification of our event extends to our partners, who naturally promote it among their client bases. We also benefit from generous social media and email newsletter support from the Tennessee Department of Tourism, TN Education Lottery, and numerous other event sponsors and local media partners, enhancing the festival's reach and impact.

**Downtown Knoxville Alliance  
Sponsorship Request Application**

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Event: Old City Markets, First Friday Block Parties

Date(s): Our Old City Markets occur on the 2<sup>nd</sup> Sunday of each month, and our First Friday Block Parties occur on the 1<sup>st</sup> Friday of each month between April and December.

Location: 100 Block of W Jackson Ave between State St and Central Ave

Produced by: Old City Association

Sponsorship amount requested: \$14,000

Event History:

     First-time event            (#) 6 prior years            (#) 6 years of previous Alliance funding

Contact: Amanda March

Phone: (865) 599-0616

Address: 132 W Jackson Ave

Email: oldcitymarketknox@gmail.com

**Event description:**

The Old City Market has been a marketplace for artists and makers to sell their locally crafted goods since 2018. Under the guidance of the Old City Association, Inc (a non-profit organization), the Market is operated by the Director, Amanda March, with support and mentorship from a committee of the founding members. While we are entering our seventh year, 2025 will represent a new chapter for the Old City Market. At the suggestion of the City, we have added First Friday markets to our schedule to support the ongoing First Friday festivities downtown. The Old City Market is also thrilled to welcome the Covenant Health Park to our Old City footprint in 2025. We expect a significant influx of foot traffic to our markets, which will bode well not only for our vendors, but also for the sponsors whose logos will proudly be displayed at the Old City Association tent at each event. Though only a monthly market, many vendors tell us they rely on the income from our markets to make ends meet. We do not take that lightly, and we aim to provide the best experience for every vendor and market-goer alike.

Our markets in 2025 will take place each second Sunday and first Friday from April through December. Sunday markets are day markets, which are held from 11am to 4pm, and Friday markets are night markets and held from 5pm to 9pm.

**Additional sponsors:**

Due to the schedule of the Old City Market, January through March serves as a period of reflection on the past season and planning for the upcoming season. As such, additional sponsors have not been

secured at this time. However, the sponsorship plan for 2025 is three-pronged with a central theme of pouring love and appreciation back into our city. Our grand idea is simple: the more people who love and enjoy our markets, the more people who will be willing to give back to it. There are three main groups of people we are hoping to secure sponsorships from: downtown neighboring businesses, those passionate about live entertainment by local performers, and past sponsors who recognize the importance of the Old City Market's impact on our city (and on their businesses!).

### 1. Old City Businesses

We will appeal to those in the Old City who will reap the benefits of the foot traffic the market brings in. We aim to evoke a sense of community that will encourage neighboring brick-and-mortar shops to pitch in for the good of their own company as well as their downtown neighbors'. We have been fortunate to receive continued support from RALA and Robin Easter Design, and we hope to add more neighbors to that list in the coming year. This past season, we received positive feedback from local shops including Curious Dog, who made a point to thank us for the business our markets brought them throughout the year.

### 2. Performing Arts Enthusiasts

We would also like to tap into the thriving performing arts scene in Knoxville. While our bread and butter is artists and makers, we also provide an opportunity for local bands and musicians to perform live. Finding business owners who are passionate about providing live entertainment to the Knoxville community will hopefully help secure sponsorship for the music and entertainment portions of our events. We have heard an abundance of positive feedback about the inclusion of music to our events, but in order to provide live music, we (of course!) must pay the performers. We hope to have the budget to carry on providing performers the opportunity to play during markets in the 2025 season.

### 3. Past Sponsors

The 2024 market season brought us some truly wonderful sponsors. First Horizon, RALA, Robin Easter Design, The Blom Shop, Knox Brew Hub, all joined Downtown Knoxville Alliance in supporting the Old City Market. We want to create a market that does *so well* for our sponsors that they recognize the return on their investment and are eager to continue supporting the Old City Market year after year. It is our goal each year to have past sponsors return, and while nothing is set in stone, we do have hope that we will be supported again by many of last season's sponsors.

### **Planned use of funds requested:**

As Market Director, Amanda considers herself the middlewoman between vendors, sponsors, and market-goers. It is vital to her that vendors feel supported, sponsors feel as though their money is well-invested, and the general public has a chance to enjoy Downtown Knoxville in ways that will foster appreciation for and a sense of belonging to our downtown community. As we all know, there are so many mundane-yet-crucial aspects of event planning such as event insurance, portable bathrooms, and security. Of course, our primary focus of every event we plan is safety. Once those necessities are covered, we can use funds to serve the three main groups of people involved in our events (in no particular order):

1. Vendors - Our vendors are only successful if we can get people to the markets. Marketing each event as well as possible is the primary concern for our vendors. Therefore, we plan to have a marketing strategy that will include boosted and collaborative posts on social media to reach the largest number of people. We are also researching the best way to maximize visibility of our posts on social media, such as adhering to algorithmic suggestions of posts, stories, live videos, and more. Marketing will be a top priority for funding in 2025.

2. Sponsors - Our sponsors generously give to our market in exchange for recognition and visibility. We would like to purchase a banner to be displayed with our 2025 sponsors' logos printed on it. The banner will be displayed at the Old City Association tent for each event. Our tent also hosts an annual chili cookoff as well as serves as a greeting tent on the State St. side of our market. Because of this, sponsors' logos are the first thing guests see upon entering the market. Sponsors also benefit from the boosted and collaborative posts mentioned above, as sponsors are tagged in each event post.

3. Attendees - Our market-goers are top of mind when planning and executing events. We have been excited to hear that Old City Market attendees are interested in purchasing Market or Association related merchandise. We hope to have the budget to purchase hats, t-shirts, and sweatshirts from local business owners for next season. We saw great success from our holiday themed markets, and we have considered a Vols themed market for the start of term in August or possibly Homecoming in November. Last season, as the cold weather rolled in, the City provided a firepit to keep everyone warm. We also passed out candy at our All Hallows event and provided caramel apple fixings for our Fall Fest event. We take extra steps to make sure our market-goers have a memorable time. As much fun as our events are, they do require quite a bit of funding, which is why sponsors like the Downtown Knoxville Alliance are crucial in the success of our events!

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

Attendance at our market varies, but at our lowest attendance, we estimate about 600-700 guests. This is often due to poor weather, which we understand is a factor with an outdoor market. Our larger events, such as Rhinestone Fest can see up to 1,500 guests. From our Old City Association tent at the informal entrance of the market, we do our best to keep a headcount of people entering the market and then use that information to average the attendance for the entirety of the event.

Our markets have seen steady support from our community members over the years. Historically, we have predominantly seen downtown residents and college aged students in attendance, but we are eager to expand to more of the Knoxville community! Our market is designed to be enjoyable for people of all ages (and fur babies of all ages, too!). Some of our vendors even create sparkly tumblers or crocheted dolls that younger children love. We would truly love to see people of every demographic represented at our markets.

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

We jump at any opportunity to include our downtown merchants (especially those in the Old City) in our market plans. Currently, we do our best to funnel market attendees to local shops, restaurants, and galleries throughout the city to show our neighboring brick-and-mortar stores some love. RALA and Robin Easter Design, two of our longest running sponsors, are Old City neighbors. They provide not only financial support, but they also are kind enough to offer volunteer manpower when larger events call for it. When we have had discussions of providing food at our events, downtown merchants are always preferable to continue giving back to the downtown community.

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

So many ways! Our main goal (besides providing a space for incredible artists and makers to sell their work!) is to create a sense of belonging in the Old City. We want everyone to feel welcome and that we are genuinely glad they came out to attend our event. We accomplish this by inviting friendly vendors who engage with guests of the market. We hear time and time again how much vendors (and by extension, market guests) enjoy our market. We have been told that we create a friendly, supportive space for vendors and market-goers alike. Our Market Director, Amanda, walks each market and chats

with vendors and guests to cultivate a sense of community around our gatherings. It is incredibly rewarding to see people begin their small businesses (often small side hustles when we meet them) graduate from the stages of our markets. Dogwood Arts is generous enough to host an Emergent Makers tent for newer vendors who might not otherwise have been accepted to markets. These vendors often lack experience, so the Emergent Makers tent serves as a stepping stone to their own tent. Over the years we have even seen vendors graduate from our humble market and go on to do big things like owning their own brick and mortar stores. We are so proud of them and humbled that the Old City Market can be part of their journeys.

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

Unfortunately, without the continued support from the Downtown Knoxville Alliance, our events would heavily suffer. As mentioned, we expect record numbers of people populating the Old City due to additional event dates as well as the opening of the new stadium. We never aim to profit but only to provide our market-goers with a safe and fun place to make core memories surrounded by the history and liveliness of the city. This year sponsorships will be vital for our market. We will need not only to match the money raised last year, but we will need to far surpass it to uphold the standard of events that our vendors and guests are accustomed to. We are deeply grateful for the support Downtown Knoxville Alliance has offered the Old City Market in the past, and we are hopeful that your support (along with the support of other kind sponsors) can carry us through this exciting new year.

**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)

Type	Rate	Method	Forecast												Forecast
			2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	
Second Sunday Booth Fees (32 vendors)	\$50	Per Event	January	February	March	April	May	June	July	August	September	October	November	December	Total
First Friday Booth Fees (20 vendors at minimum)	\$50	Per Event	No Markets	No Markets	No Markets	\$1,600.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$14,400.00
Special Events Booth Fees (32 vendors)	\$50	Per Event	No Markets	No Markets	No Markets	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$1,600.00	\$9,000.00
Rhinestone Fest Profit	Varies	Per Event	No Markets	No Markets	No Markets	\$36,300.00									\$36,300.00
Merch Sales	Varies	Per Purchase	No Markets	No Markets	No Markets	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$900.00
Membership Sales	Varies	Per Purchase	No Markets	No Markets	No Markets	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$450.00
Sponsorships	Varies	One-Time from different sources												estimated/asking	\$26,000.00
<b>Total Income</b>															<b>\$102,950.00</b>

**EXPENSES**

Type	Rate	Method	Forecast												Forecast
			2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	
Misc./Brand	Varies	Per Event	January	February	March	April	May	June	July	August	September	October	November	December	Total
Misc. Entertainment	Varies	Per Event	No Markets	No Markets	No Markets	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,500.00
Holiday Market Extras	Varies	Per Event	No Markets	No Markets	No Markets	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$250.00	\$1,350.00
New Merch Rollout	\$1,200.00	One-Time													\$1,200.00
Table Setup	\$300.00	One-Time													\$300.00
Rhinestone Fest Expenses	Varies	Per Event					\$35,380.00								\$35,380.00
Event Insurance (2 events/month)	\$200	Per Event	No Markets	No Markets	No Markets	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$3,600.00
Portables (2 events/month)	\$80.00	Per Event	No Markets	No Markets	No Markets	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$1,440.00
Engineers (Only for 2nd Sunday)	\$825.00	Per Event	No Markets	No Markets	No Markets	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$7,425.00
Advertising/Marketing (2024 Budget - \$7,000)	N/A	Monthly	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$583.33	\$3,500.00
Branding/Merch (2024 Budget - \$3,500)	N/A	Monthly	\$291.67	\$291.67	\$291.67	\$291.67	\$291.67	\$291.67	\$291.67	\$291.67	\$291.67	\$291.67	\$291.67	\$291.67	\$3,000.00
Supplies (2024 Budget - \$300)	N/A	Monthly	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$300.00
Service Charges (2024 Budget - \$1,500)	N/A	Monthly	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$1,500.00
Payroll Expenses (approx. 20 hr / week)	\$25	Per Hour	\$2,166.67	\$2,166.67	\$2,166.67	\$2,166.67	\$2,166.67	\$2,166.67	\$2,166.67	\$2,166.67	\$2,166.67	\$2,166.67	\$2,166.67	\$2,166.67	\$26,000.00
<b>Total Expenses</b>															<b>\$97,995.00</b>



## **Old City Market - Marketing Plan for 2025**

- **Promotional Materials**

- We plan on printing and creating promotional materials to hang around the Old City/Downtown areas. This will include:
  - Our biggest goal is to have an Old City Association booth with Old City merchandise to include: tote bags, t-shirts, sweatshirts, hats, and more!
  - 11x14 posters with market dates and sponsorship acknowledgements
  - Smaller handouts to leave at Old City/Downtown businesses with all market info for the 2025 season
  - Large banners to hang around the Old City on Market days
  - We hope to finally acquire banners to hang on the light poles lining the Old City on Central and Jackson.
  - On market days, we always set up directional signage on sandwich boards which are placed around the Old City (Magnolia & Central, Summit & Central, Summit & Gay, and at the top of the Gay St. stairwell leading to the Old City).
  - Branded table setup; table cloth and tent cover with OCA logo
  - Retractable banner with sponsors logos displayed for the OCA Tent

- **Social Media**

- As we all know, social media is key in marketing plans nowadays. We plan to do the following with our social media:
  - Buy ads and pay to promote posts on Instagram and Facebook to get the dates and vendor information to as many people as possible.
  - Create and promote Facebook events for each market
  - Cross promote with local businesses and organizations including: Old City Association, Old City Businesses, Rhinestone Fest, The Maker City, Downtown Knoxville, New2Knox, and Visit Knoxville

- **Additional promotion plans**

- Contacting local event promoters to get the Old City Market listed on their calendars including: Old City Knoxville, Downtown Knoxville, Visit Knoxville, Inside of Knoxville, and more.
- We plan to run ads about the market with local news organizations/papers including: WBIR, WATE, KnoxNews, local radio stations, etc.
- We hope to work with Robin Easter Design to finally create Old City Market merchandise that could be sold at local shops including: Rala, Bethie Lou's, and the Knoxville Visitors Center.



# QUALITY OF LIFE COMMITTEE

## ➤ MINUTES

**JANUARY 23, 2025, 1:00 PM**

The Quality of Life Committee for Downtown Knoxville Alliance met on Thursday, January 23, 2025, at 1:00 pm. Members present included committee chair Nikki Elliott, Zack Roskop, and Brian Pittman. Staff included: Callie Blackburn & Michele Hummel.

### **KPD Mounted Horses**

Knoxville Police Department presented a request to add two additional horses to their mounted patrol to provide community-oriented policing and outreach. This will bring the total of horses to four for their mounted patrol. The goal is to incorporate these patrols during peak hours downtown and special events. Officers will be trained for 150 hours before becoming a mounted officer. The horses will be used daily, not just during special events.

Recommendation: The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$55,485.

### **Conservation Cooperative – Pet Waste Program**

This program was started in 2004 with the first dispenser placed at the Country Music Park. Today Conservation Cooperative has over 26 dispensers throughout the downtown area with thousands of bags being used each year, helping to eliminate pet waste on our sidewalks and green space.

Recommendation: The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$3,500.

### **Dogwood Arts – Art in Public Place Sculpture Program**

Dogwood Arts is requesting \$10,000 for Art in Public Places Sculpture Program, which is a year-round juried exhibition of large-scale outdoor sculptures. The total program is \$86,000. A majority of the sculptures are located in downtown.

Recommendation: The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$10,000.

### **Dogwood Arts – Art in Public Places Mural Program**

Dogwood Arts is requesting \$17,500 for Art in Public Places Mural Program for continual support to grow the mural program, highlighting prominent alleys and other urban spaces downtown. DKA's funding helps provide stipends to the artist to cover the cost of materials and time to produce the work in the alley.

Recommendation: The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$17,500.

### **Survey**

The committee reviewed the downtown survey and made a few suggestions.

With no other business, the meeting was adjourned.

## Quality of Life Budget FY 24-25

**BUDGET**

<b>FY 24-25 Budget</b>				
	<b>Budget</b>	<b>Year-to-Date Actuals</b>	<b>Requested</b>	<b>Remaining</b>
<b>Security</b>	\$ 100,000	\$ 22,963	\$ -	\$ 77,037
<b>Ambassador</b>	\$ 117,000	\$ 58,058	\$ -	\$ 58,942
<b>Beautification</b>	\$ 145,000			
Trash Compactor		\$ 75,000		
Planters		\$ 75		
KPD - Mounted Horses			\$ 55,485	
Parking Maps in Public Garages				
Mardi Grawl Clean-up				
Market Square Parking Garage				
Art in Public Places			\$ 10,000	
Murals/Artist Alley			\$ 17,500	
Conservation (Pet Waste Project)			\$ 3,500	
KUB/Strong Alley Lighting		\$ 545		
	\$ 145,000	\$ 75,620	\$ 86,485	\$ (17,105)
<b>Open Street</b>	\$ 10,000	\$ -	\$ -	\$ 10,000
<b>Residents</b>	\$ 3,000			\$ 3,000
<b>TOTAL</b>	<b>\$ 375,000</b>	<b>\$ 156,641</b>	<b>\$ 86,485</b>	<b>\$ 131,874</b>

**APPLICATION**

Name: Knoxville Police Department

Your Mailing Address: 1617 Saint Mary Street, Knoxville

Phone Number: 865-215-7000 Email Address: rmorrow@knoxvilletn.gov

Project Address: **1617 Saint Mary's Street Knoxville TN, 37917**

Requested Amount: \$55,485 Total Project Costs: \$61,650.

1. Describe the project:

**It shall be purpose of the Mounted Patrol Unit to provide community orientated policing to the citizens and visitors to the Downtown 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 in the funding of two additional horses, equipment, and costs associated with expanding our current program.**

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  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: 07/01/2025 Anticipated completion: Permanent

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?

**By employing officers on horseback, will not only will it provide for a safer environment, it will also afford for a much higher level of community engagement through continues interactions with residents and visitors to the downtown and Old City areas.**

# Mounted Patrol DKA Application Budget Request

<b>Item</b>	<b>Cost</b>
(2) Draft Horses	\$36,000.00
Shipping of 2 Draft Horses	\$3,000.00
Saddles and Tack	\$5,900.00
Boarding Fees	\$10,750 Yearly
Feed	\$4,000 Yearly
Operational Cost	<u>\$2,000.00</u>
	Wormer, supplements, etc
<b>Total Estimated Cost</b>	<b>\$61,650.00</b>

## 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: Mark Campen d/b/a Conservation Cooperative

Your Mailing Address: 1429 S. Courtney Oak Ln. Knoxville, TN 37938

Phone Number (865) 414-5593 \_\_\_\_\_ Email Address mcampen7@hotmail.com

Project Address: Downtown Knoxville/ CBID

Requested Amount: \$3,500. Total Project Costs: \$10,000.

1. Describe the project:

The first bag dispenser was installed in 2004 in the Cradle Of Country Music Park, which is still one of the most used dispensers. There are now 26 dispensers downtown and in the periphery, which are serviced weekly with this funding.

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  No  
**N/A**

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

If so, how much: Yes. Funding from other sources help cover costs outside of downtown. There are approximately 80 dispensers in the city. This request covers downtown and the areas immediately in the downtown vicinity.

4. Anticipated start date: 1/1/2025 Anticipated completion: 12/31/2025

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

Since 2004, this project has been funded and grown to the current amount to help cover its growth. The requested amount has not been increased in many years.

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

Thousands of bags are used downtown every year, helping keep pet waste from accumulating. The waste reduction helps keep the green spaces and sidewalk areas cleaner, reducing odor and the potential of city goers from stepping in pet waste. Our

initial involvement originated from concern for water quality. Encouraging pet owners to pick up their pets waste reduces the large amount of fecal contaminants in every pile that inevitably runs off into nearby creeks and the river.

*Conservation Cooperative's*

2025 PET WASTE BAG DISPENSER PROJECT



## **Current dog bag stations installed as of January 3, 2025:**

(In bold are Downtown Knoxville locations)

**O. P. Jenkins at Summit Hill (2)**

**100 Block Gay St./ Emporium (1)**

**W. Depot @ Marble City Food Hall (1)**

**Summer Pl. @ Walnut (1)**

**Locust St. (1)**

**Market Square (1)**

**Krutch Park area (3)**

**Wall Ave. (2)**

Sequoyah Hills (11)

Lakeshore Park (7)

Danny Mayfield Park (1)

Mary James Park (1)

Island Home Blvd (3)

Island Home Park (1)

Turkey Creek Wetland Park and Greenway (4)

**East of OP Jenkins/ Summit Hill (1)**

Old North Knoxville/ Oklahoma Ave area (3)

**Downtown Dog Park (3)**

James Agee Park (1)

Caswell Park/ Ashley Nicole Dream Playground (1)

Victor Ashe Park (2)

Sam Duff Memorial Park (2)

**Volunteer Landing Marina and Greenway (2)**

Fairmont-Emoriland (3)

Sutherland Ave. (2)

**Southern Glass Building (1)**

Emory Place (1)

**Depo at Central (1)**

Suttree Landing Park (3)

Edgewood Park (2)

**State St. and S. Central (2)**

Jacksboro Pike area (2)

Fountain City Park (3)

Charter-Doyle Park (2)

Holston River dog Park (2)

Northwest Middle School walking trail (1)

**Women's Basketball Hall of Fame (1)**

**Marble Alley (2)**

**Old City (2)**

## **New locations *proposed***

**Church @ State St., Marble Alley (Embassy valet parking area, Firestation @ Chesapeake's**

**Volunteer Landing greenway to Ned McWherter Park (2)**

West Hills Park/ Jean Teague Greenway 2-3

World's Fair Park 1-3 (may have been installed already-TN IWL supplied PBA with 2-3 spring 2008)

Tyson Park 2-3

### **FUTURE FUNDING:**

With over 80 boxes installed and many more proposed, we need more funds to continue and grow this project. The data shows, if you install them they will get used!

**2004-2006:** 3,000 bags and 9 new boxes installed

**2007:** 5,000 bags and 7 new boxes

**2008:** 11,200 bags used, 8 new boxes

**2009:** 35,000 bags and 5 new boxes

**2010-2011:** 42,000 bags and 4 new boxes

**2011-2012:** 67,000 bags and 4 new boxes

**2012-2013:** 68,000 bags and 5 new boxes

**2013-2014:** 82,000 bags and 3 new boxes

**2014-2015:** 120,000 bags and 4 new boxes

**2015-2016:** 110,000 bags and 4 new boxes

**2016-2017:** 110,000 bags and 5 new boxes

Calculations and project renewal have switched from city fiscal year to calendar year.

**2017 Totals:** 115,000 bags and 5 new boxes

**2018:** 116,000 bags and 6 new dispensers

**2019:** 129,000 bags and 5 new dispensers

**2020-2022:** 150,000+ each year (88 cases, 2000 bags per case)

**2023-present** A pallet+ of 90-100 cases are used each year.

**PAST and POTENTIAL SPONSORS:**

City of Knoxville Engineering, Parks and Rec. and Public Service

City People

Water Quality Forum

Kingston Pike-Sequoyah Hills Homeowners Association

Central Business Improvement District/ **Downtown Knoxville Alliance**

Neighborhood organizations

Veterinarian offices and other pet related businesses

Prestige Cleaners

Downtown restaurants

**Annual Budget is \$10K: (\$3,500) Downtown Knoxville Alliance, (\$3K) City of Knoxville, (\$3K) Kingston Pike-Sequoyah Hills Association, (\$500) Forest Heights Neighborhood Association.**



## QUALITY OF LIFE

### ➤ APPLICATION



Name: Dogwood Arts, Inc.

Your Mailing Address 123 W Jackson Avenue | Knoxville, TN 37902

Phone Number: 865-637-4561      Email Address: [sjenkins@dogwoodarts.com](mailto:sjenkins@dogwoodarts.com)

Project Address: Downtown Knoxville

Requested Amount: \$10,000      Total Project Costs: \$86,000

#### 1. Describe the project:

The Art in Public Places Sculpture Program is a year-round juried exhibition of large-scale outdoor sculptures on display throughout downtown Knoxville, Emory Place, South Knoxville, West Knoxville, McGhee Tyson Airport, Maryville, and Oak Ridge. While we are always working to expand sculpture placements to outlying areas, the focal point of the exhibition is always Krutch Park - where the largest collection of sculptures are installed. The artwork is replaced each year as part of the annual exhibition following a nationwide 'Call to Artists,' and juried selection process. The 2024 exhibition includes work from 24 nationally recognized artists from 14 different states.

We work with a member of the Public Art Committee to jury the show each year and each accepted artist signs a 1 year lease agreement including a travel stipend. The lease includes transport, delivery, and assisted install of the piece as well as removal of the sculpture at the end of the lease agreement. The funds we raise for the program also cover the cost of a large crane rental, street closures, and security for the installation weekend. In addition to the lease amount, artists also have an opportunity to win additional award money totaling \$8,000. 5 of the 6 awards are assigned by the juror in the selection process with the 6th award established via an online voting campaign for People's Choice.

A \$10,000 grant from the Downtown Knoxville Alliance will cover the cost of the lease and installation expenses for two of the sculptures in Krutch Park. We will include a sign with each sculpture that identifies the pieces supported by DKA sponsorship. We also produce an annual brochure to help promote our Art in Public Places program that drives visitors to downtown Knoxville to see the works of art in person.



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  No

Not required

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

If so, how much: We anticipate receiving \$76,000 from other sources to fund the current sculpture placements and are continuously looking for new opportunities to add placements to the exhibition. Those would require additional funding.

4. Anticipated state date: June, 2025 Anticipated completion: June, 2025
5. Has this project received DKA funding in the past? If so, when and amount? This project received \$5,000 annually from 2013-2015, \$2,000 in 2016, \$5,000 in 2017 & 2018, \$10,000 in 2019 - 2024.
6. How does your project help enhance DKA's mission to make downtown a better place in which to live, work and play?

Public Art in our city center is an immediate indicator that Knoxville is vibrant and full of cultural opportunity for residents and visitors alike. With the annual investment by the City of Knoxville, Downtown Knoxville Alliance, and private donors, Dogwood Arts is able to bring an incredible concentration of artwork that enriches the lives of our residents, excites visitors, and makes an undeniable statement that Knoxville, TN is thriving. The program also gives Knoxville visibility on a national level as artists from across the country recognize the opportunities this program affords. While the sculptures themselves are large, the community of sculptors working in the US is relatively small and they share opportunities with their peers and followers. With the short term lease approach of this program, we are able to share a wonderful array of different types of sculptures without the tremendous cost of purchasing and maintaining the artwork long term.

As a city with a thriving creative culture, we draw more visitors, retain more current residents, and inspire talented individuals from across the country to move here. Combined with the incredible list of other art and culture happenings downtown, these assets drive economic and social development in a way that is uniquely Knoxville.

FY25\_Dogwood Arts AIPP Sculpture Budget

	FY23 Actual	FY24 Actual	FY 25 Budget	NOTES
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4000 · Application Fees	\$ 1,530.00	\$ 1,742.38	\$ 2,000.00	
4025 · Revenue	\$ 11,300.00	\$ 10,000.00		Sculpture Sales
4030 · Donations				
4035 · Endowment Contributions				
4040 · Grants	\$ 50,000.00	\$ 50,000.00	\$ 55,000.00	
4050 · Sponsor	\$ 23,500.00	\$ 30,950.00	\$ 30,000.00	
4060 · Ticket Sales				
4200 · In-Kind				
<b>Total Income</b>	<b>\$ 86,330.00</b>	<b>\$ 92,692.38</b>	<b>\$ 87,000.00</b>	
<b>Cost of Goods Sold</b>				
5050 · Advertising & Promotions	\$ 650.00	\$ 1,325.00	\$ 800.00	
5100 · Artists' Commissions	\$ 67,290.00	\$ 71,850.00	\$ 63,000.00	
5150 · Awards	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	
5250 · Contract Labor		\$ 640.00		
5300 · Cost of Goods Sold				
5350 · Decorations				
5400 · Musicians & Performers				
5450 · Expense Account			\$ 1,000.00	
5500 · Food	\$ 2.29	\$ 68.28	\$ 250.00	
5550 · Gardeners				
5650 · Inkind Expense				
5675 · Insurance Expense	\$ 2,539.00	\$ 2,539.00	\$ 2,500.00	
5750 · Judge Expense		\$ 400.00	\$ 750.00	
5760 · Licenses/Fees	\$ 149.00	\$ 299.00	\$ 300.00	
5850 · Postage				
5900 · Printing	\$ 1,769.84	\$ 1,980.00	\$ 2,200.00	
5940 · Professional Fees				
6000 · Rent - Venue				
6020 · Rent - Equipment, Tents, Event	\$ 3,346.00	\$ 5,976.00	\$ 4,000.00	
6050 · Signs	\$ 2,066.17	\$ 1,438.29	\$ 2,500.00	
6170 · Sound Lights Production/Misc				
6200 · Supplies	\$ 116.79	\$ 231.59	\$ 300.00	
6250 · Security	\$ 450.00	\$ 475.00	\$ 600.00	
6275 · Service Fees	\$ 248.79	\$ 132.16	\$ 250.00	
6300 · Shipping				
6320 · Supporter Gifts				
6400 · Transportation	\$ 27.88	\$ 244.45	\$ 200.00	
<b>Total COGS</b>	<b>\$ 86,655.76</b>	<b>\$ 95,598.77</b>	<b>\$ 86,650.00</b>	
<b>Gross Profit</b>	<b>\$ (325.76)</b>	<b>\$ (2,906.39)</b>	<b>\$ 350.00</b>	

\*Budget does not include any Dogwood Arts Staff time



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## ART IN PUBLIC PLACES: SCULPTURES

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# ART IN PUBLIC PLACES: SCULPTURES

The 2024-25 Art in Public Places Sculpture Exhibition includes **40 pieces** by artists from **14 different states**.



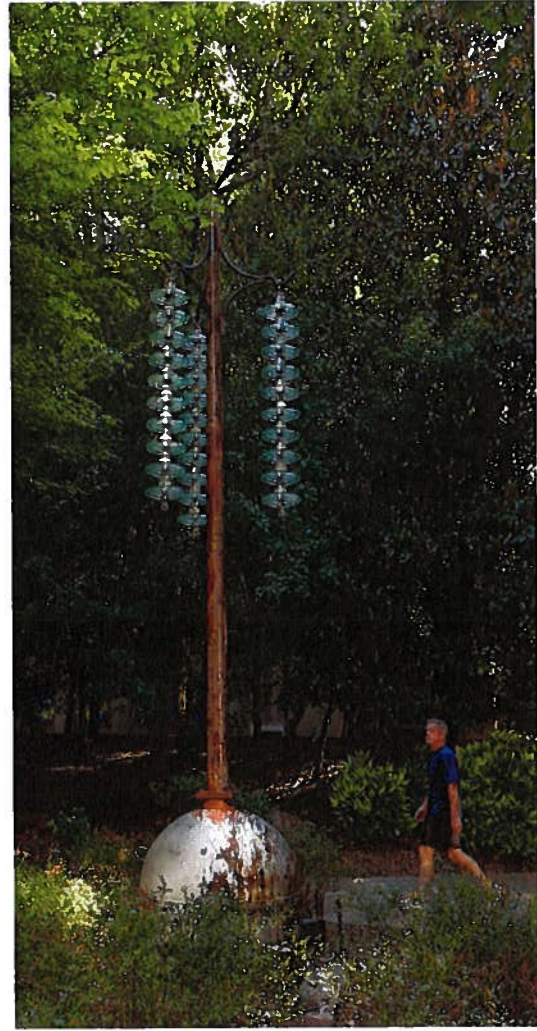
18 public sculptures in Krutch Park



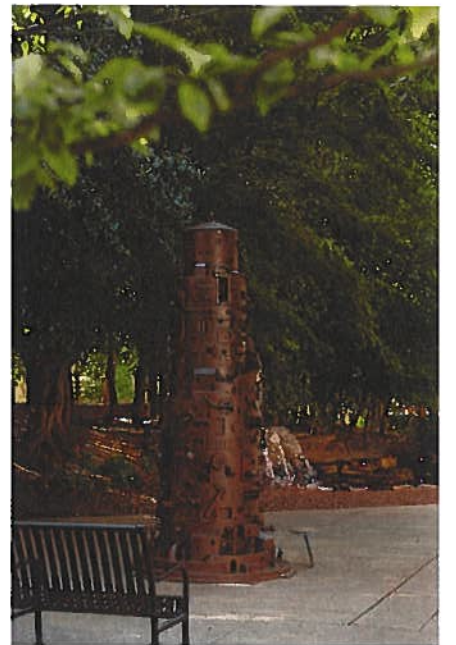
The cover of the AIP Brochure features a colorful illustration of a dog wearing a hat. Below the illustration, there is a list of sponsors including Dogwood Arts, Dogwood Federal Credit Union, and various local businesses. The text "DOGWOOD ARTS ART IN PUBLIC PLACES 2024-2025" is prominently displayed.

This page of the brochure provides information about the exhibition, including the location "COUNTY / MARYVILLE" and a list of artists and their works. It also features a photograph of a sculpture made of wooden planks.

AIPP Brochure  
7,000 copies distributed locally







**3 new sculpture sites** introduced in 2024

## APPLICATION

Name: \_\_\_\_\_ Dogwood Arts, Inc.

Your Mailing Address: 123 W Jackson Avenue | Knoxville, TN 37902

Phone Number: 865-637-4561      Email Address: [sjenkins@dogwoodarts.com](mailto:sjenkins@dogwoodarts.com)

Project Address: Downtown Knoxville (Strong Alley and other possible locations)

Requested Amount: 17,500 Total Project Costs: \$27,500

### 1. Describe the project:

The Art in Public Places Mural Program - Downtown Knoxville

Dogwood Arts is thrilled to continue working with the Downtown Knoxville Alliance, the City of Knoxville, and the Public Art Committee to continue to grow our Art in Public Places Mural Program highlighting prominent alleys and other urban spaces in the heart of our city. While we are constantly looking for new opportunities to expand the mural program, Strong Alley, also known as Artist Alley, is the centerpiece of our efforts within the city center.

For FY 2025, we have already commissioned 3 new murals this year (completed in December) and are continuing the quarterly mural that changes out every three months on the corner of Strong Alley and Union Avenue. We will also commission 4-6 other new murals in the spring and summer of 2025 – artist and final size of murals TBD as negotiations for each are finalized.

Support from Downtown Knoxville Alliance and others allows us to provide stipends to the artists to cover the costs of materials and time to produce the work in the alley. It also covers cost of anti-graffiti coating and bi-weekly mural maintenance and cleanup of graffiti as needed (and where easily repairable). Any remaining funding helps cover a portion of the cost of the annual AIPP Sculpture and Mural brochure that we produce and distribute widely each year throughout the county in various supporting businesses as well as in hotels and visitor centers in surrounding counties.

We sincerely appreciate the continued investment by DKA to keep this important art destination energized and evolving and we work diligently to maximize the impact of this investment by keeping costs as low as possible. Artists are generally eager to have their work shown in this space and that helps us maintain a high level of quality of artwork while stretching the artist commission fees to accommodate more works of art. However, rising costs of materials in the last few years have required us to increase our square foot pricing to help artists cover those. Therefore we would like to ask the committee to consider increasing the amount of funding from DKA by \$2,500 over last year. This amount will be passed directly on to the artists and will also help cover the rising costs of supplies such as primer and anti-graffiti coating that we supply.

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

Not required



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

If so, how much:

We are working on an additional \$10,000 of sponsorships to support efforts in the alley and beyond. And we hope that the work we do in Strong Alley will lead to other opportunities in other large spaces. Those would require additional funding not included in this budget.

3. Anticipated state date: Ongoing Anticipated completion: Ongoing

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

This project received \$11,300 in 2018, \$15,050 in 2019, \$15,000 in FY2020 through FY2024

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

Art in Public Places Mural and Sculpture Programs, which are part of the multi-million dollar economic impact that Dogwood Arts creates in our community each year, are visible markers of the positive energy and excitement currently experienced by everyone visiting our thriving city center. In particular, the mural program is extremely popular across all demographics appealing to a diverse population who are excited about the medium. Artist Alley (aka Strong Alley) is always a draw when visitors travel through Knoxville and local residents enjoy exploring the Alley on regular visits downtown to see the new work that pops up intermittently throughout the year.

As one of our 20 year-round programs and events, Dogwood Arts helps maximize the impact of the DKA funding by leveraging our relationships with all of the major media outlets in the region to promote the program. We also share updates to the program and the artists involved through our social media channels – 58,000 followers and growing

The positive energy and beauty created by the murals in Strong Alley can be spread beyond the alley by finding additional locations in the Downtown Knoxville Alliance footprint to do a similar approach with small, rotating murals OR by adding large-scale permanent murals in new spaces. As evidenced by the enthusiasm we have received for our most recent large-scale mural project called KnoxWalls at Emory Place, if we can locate willing building owners and get assistance with financing, together we can build new destination points that will draw people across the downtown footprint highlighting both local artists as well as internationally known artists from across the nation.

FY25\_DKA Quality of Life\_DogwoodArts\_AIPP Murals\_Budget

	FY23 Actual	FY24 Actual	FY25 Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4000 · Application Fees			
4025 · Revenue			
4030 · Donations			
4035 · Endowment Contributions			
4040 · Grants	15,200.00	15,000.00	17,500.00
4045 · AmerRescuePlan GRANT		30,000.00	
4050 · Sponsor			10,000.00
4060 · Ticket Sales			
4200 · In-Kind			
<b>Total Income</b>	<b>15,200.00</b>	<b>45,000.00</b>	<b>27,500.00</b>
<b>Cost of Goods Sold</b>			
5050 · Advertising & Promotions		200.00	500.00
5100 · Artists' Commissions	10,950.00	40,739.92	18,000.00
5150 · Awards			
5250 · Contract Labor	6,682.84	2,274.33	5,000.00
5300 · Cost of Goods Sold			
5350 · Decorations			
5400 · Musicians & Performers			
5450 · Expense Account			
5500 · Food		341.00	350.00
5550 · Gardeners			
5650 · Inkind Expense			
5675 · Insurance Expense			
5750 · Judge Expense			
5760 · Licenses/Fees			
5850 · Postage			
5900 · Printing	53.69	150.00	250.00
5940 · Professional Fees			
6000 · Rent - Venue			
6020 · Rent - Equipment, Tents, Event			
6050 · Signs	81.52	191.85	250.00
6170 · Sound Lights Production/Misc			
6200 · Supplies	168.38	1,138.73	2,500.00
6250 · Security			
6275 · Service Fees	7.45	257.39	300.00
6300 · Shipping			
6320 · Supporter Gifts			
6400 · Transportation			
<b>Total COGS</b>	<b>17,943.88</b>	<b>45,293.22</b>	<b>27,150.00</b>
<b>Gross Profit</b>	<b>-2,743.88</b>	<b>-293.22</b>	<b>350.00</b>

\*Budget does not include any Dogwood Arts Staff time





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## ART IN PUBLIC PLACES: MURALS

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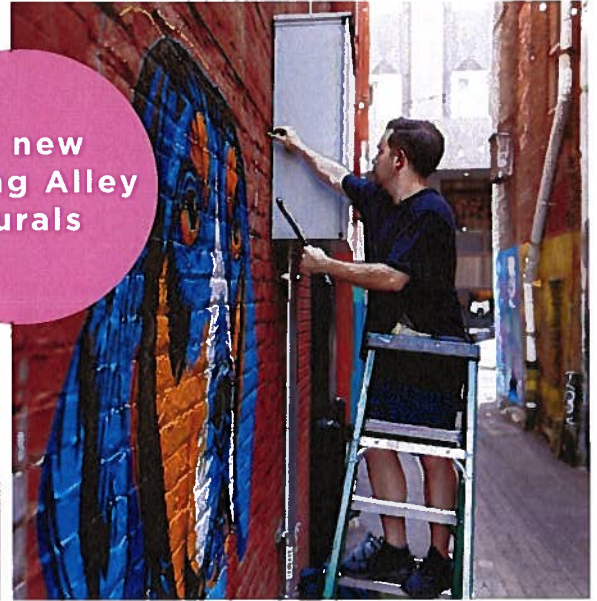


# ART IN PUBLIC PLACES: MURALS

14 new murals painted in Strong Alley during the 2023-24 season, new permanent signage installed



14 new Strong Alley Murals

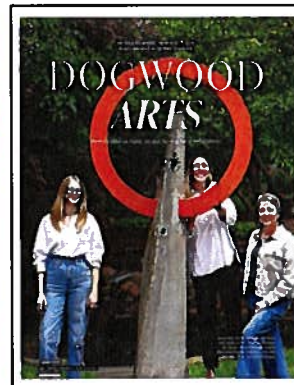
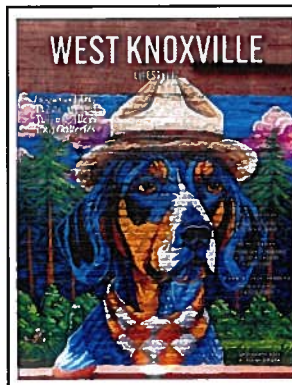


AIPP Brochure  
7,000 copies distributed locally



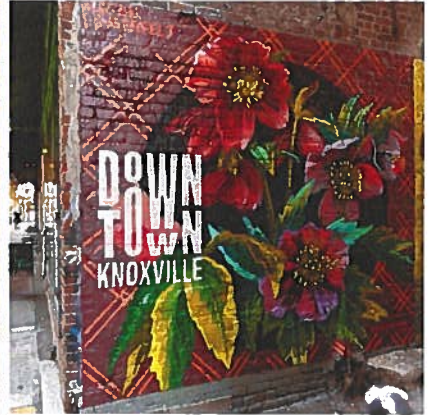
New Permanent Signage  
Strong Alley Signs with DKA logo

In Print:  
Mural program cover feature in the September 2024 issue of West Knoxville Lifestyle Magazine





**Seasonal Mural by Megan Lingerfelt**  
7,000 copies distributed locally



**On Social:**

The DKA Seasonal Mural dominated our top posts on Instagram in 2024 – all four were among our most liked posts with almost 4k likes total.

**Additional Strong Alley Murals completed in 2024:**







# BOARD OF DIRECTORS' MEETING



## STAFF REPORT FOR JANUARY 2025

### MARKETING

- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Digital marketing ad campaigns in process; winter/seasonal activations/Valentine's Day
- Social Media – 208,745 followers (previous: 203,339; 201,091; 198,255). 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.
- Marketing Committee meeting held on January 21. Recommendations in board package.

### BUSINESS SUPPORT

- Website update and promotion for January 3 First Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.

### QUALITY OF LIFE

- The Quality of Life Committee met January 23.
- Two newsletters to downtown merchants and residents - upcoming closures, activities, etc.
- Met with Kim Bumpus regarding K Town Connect/Ambassadors regarding updating the contract with Block by Block.

### OTHER

- Spoke in favor of utilizing the new upcoming software program in regards to assisting with security/safety in downtown at City Council.
- Looking for new offices for DKA.
- Working with vendors for options for possible ideas to take the place of the ice rink.
- The City has asked DKA to look for ways to support the hospitality employees in downtown with parking.
- TV/Radio Interviews
  - WVLT – Living East TN, holiday activities
  - WVLT – downtown events and how shopping downtown helps economy



## Potential Office Space:

### 100 S. Gay Street/Art & Culture Alliance

700 sq ft, open concept \$750/month (\$9,000/year), \$12,500 to take wall up to ceiling  
25'6" x 24'4" rectangle  
Provides the flexibility to utilize common space for larger meetings/Annual Meetings  
ADA compliant

### 422 S. Gay Street/Cable Piano Building

1376 SF, \$2,523/month (32,000+/year)  
Plenty of space  
ADA Compliant  
Closed offices vs open space

### 900 S Gay Street/First Horizon

1200 SF, \$16/SF (\$19,200/year)  
Close to the dentist office/retail space

### 800 S. Gay Street/First Horizon (Regas floor)

7<sup>th</sup> floor, 2 private offices, \$1416/month (16,992/year+)  
Internet, common area, included  
Meeting rooms \$39/hour – 90 days out for conference room

### 520 Summit Hill – Langley

Lobby office space  
1692 SF, \$19/SF (\$2697/month, \$32,148/year)

### 625 S Gay Street/Two Centre Square

Too much space – old cafe space  
ADA Compliant

### 445 S Gay Street/Miller's Building

One office, no conference room space  
ADA Compliant

### 9 Maret Square/above Soccer Taco

1400 SF, \$2,343/month  
Residential apartment  
Not ADA compliant

## Talked with:

Joe Petre, Justin Cazana, Mary Katherine Wormsley  
Matthew DeBardelaben, Jay Cobble, Dewhirst Properties

## Several nonprofits (co-locating)

Visit Knoxville, East TN Foundation. Leadership Knoxville,  
Knox Entrepreneur Center, Tennessee Theatre, Knox Fellows, Legacy Park,  
East TN History Center

