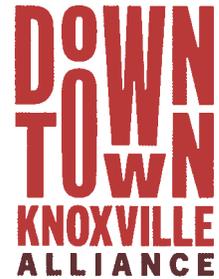


BOARD OF DIRECTORS' MEETING

➤ AGENDA

JULY 15, 2023, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *June Board Meeting p. 3
- III. *Financial Report p. 5
- IV. Committee Reports
 - A. Marketing p. 15
- V. Staff Report p. 39
- VI. Old Business
- VII. New Business
 - A. Election of Officers
 - B. Audit Engagement Letter
 - C. Disclosure Form
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

- August 19, 11:30 am - Board Meeting
- September 16, 11:30 am - Board Meeting
- October 21, 11:30 am - Board Meeting
- November 18, 11:30 am – Board Meeting

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

BOARD OF DIRECTORS' MEETING

➤ MINUTES

JUNE 17, 2024, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, June 17, 2024, at 5:00 pm at 17 Market Square, Knoxville, TN.

Board members present included board chair, Matthew DeBardelaben, Chip Barry, Natalea Cummings, Vince Fusco, Lorie Matthews, and, Adrienne Webster. DKA and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, and Robin Thomas.

I. Welcome

Matthew DeBardelaben welcomed everyone and called the meeting to order.

II. Minutes

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

III. Committee Reports

A. Development Committee

The Development Committee met on April 25 to review three grant applications. The Board reviewed the applications and recommendations at the May board meeting. The committee made a recommendation in the form of a motion to the Board to approve the following projects in one payment after the completion of their project:

YWCA: \$250,000
Art & Culture Alliance/Emporium: \$200,000
Tennessee Theatre \$300,000

With the following contingencies:

- If there is a sizable deviation from the project that was presented to DKA, the applicant must come back to DKA. This includes the staircase for the YWCA project, the activated space under the Jackson Ave viaduct for the Emporium project, and the exterior renovation of 612 S Gay Street for the Tennessee Theatre project.
- Projects must be completed by July 2026, if not the applicant can return to DKA to discuss a possible extension.
- As with all development grants, the project will be paid after completion once the applicant provides paid receipts showing the work for the exterior renovations, which must be submitted that are equal to or more than the approved grant. Funding is recommended:
 - \$100,000 from this year's Development Grant funds
 - \$650,000 from cash reserves

The three applicants made a presentation to the board. Per DKA's policy, a grant over \$50,000 must be reviewed at one board meeting and voted upon at the following board meeting.

YWCA: Lorie Matthews seconded the motion from the committee and the board approved the grant as requested for \$250,000.

Art & Culture Alliance: Natalea Cummings seconded the motion from the committee and the board approved the grant as requested for \$200,000.

Historic Tennessee Theatre Foundation: Adrienne Knight seconded the motion from the committee and the board approved the grant as requested for \$300,000.

B. Quality of Life

The Quality of Life Committee met on May 30 and reviewed several sponsorship opportunities.

A recommendation was made to the board in the form of a motion to approve the following:

- Art in Public Places – Sculptures \$10,000
- Art in Public Places – Mural Program \$15,000

Chip Barry seconded the motions to approve the recommendations as requested, which was unanimously approved.

The committee also discussed the need to clean Market Square Parking Garage. The garage is the most frequently used garage downtown and it is hard to keep clean. PBA has the garage power washed twice a year. The cost to clean the garage is \$1600. A recommendation is coming to the board in the form of a motion to pay for two cleanings so the garage is cleaned every quarter, two by DKA and two by PBA. Chip Barry seconded the motion, which was approved by the board.

IV. Staff Report

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

V. Old Business

There was no Old Business.

VI. Public Forum

There was no Public Forum.

VII. Adjournment

With no other business, the meeting was adjourned.

Secretary

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD June 30, 2024

Jul '23 - Jun '24

OPERATING ACTIVITIES

Net Income	(827,563)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	23,843
2020 · Accounts Payable	6,426
2600 · Accrued Payables	752,126
2700 · Accrued Wages	-
1350 - Prepaid Expenses	75.00
Net cash provided by Operating Activities	(45,092)

FINANCING ACTIVITIES

3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	(45,092)
Cash at beginning of period	1,723,336
Cash at end of period	1,678,244

Current Liabilities	(16,323)
Accrued Payables	(1,046,262)
Accounts receivable and Other	448
Prepaid Expenses	225
Subtotal	(1,061,912)

Projected Remaining Budgeted Income (Expenses)

Revenue	-
Development	-
Quality of Life	(116,486)
Business Support	(15,889)
Marketing/Sponsorships	(14,989)
Administration	-
Subtotal	(147,364)

Projected Cash - Before Minimum Reserve	468,968
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	318,968

Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD June 30, 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	350,000			6/30/2024	0	0
Art & Cultural Alliance	200,000			6/30/2024	0	0
Hilton Parking Garage	50,000		10/31/2023		50,000	50,000
	<u>1,100,000</u>				<u>50,000</u>	<u>50,000</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 June 30, 2024

Acct #	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	TOTAL	FY24 Budget	Remainder
Income															
4020	19,389	1,773	6,485	569,786	34,010	45,466	47,394	225,733	90,109	118,253	24,291	448	1,183,135	1,125,000	(58,135)
4100	1,125	1,218	1,151	1,192	1,166	1,207	1,208	1,132	798	1,214	1,422	1,741	14,574	500	(14,074)
	20,514	2,991	7,636	570,978	35,175	46,672	48,601	226,865	90,907	119,467	25,713	2,189	1,197,709	1,125,500	(72,209)
Expenses															
Development															
5225	-	-	-	-	-	-	-	-	-	15,000	-	-	15,000	15,000	-
5205	-	-	-	-	-	-	-	-	-	-	-	100,000	100,000	100,000	-
	-	-	-	-	-	-	-	-	-	15,000	-	100,000	115,000	115,000	-
Quality of Life															
5659	77	77	3,533	84	1,852	3,470	90	83	8,582	(3,344)	82	28,288	42,874	90,000	47,126
5657	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	116,116	117,000	884
5900	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5901	-	-	-	-	-	-	-	-	-	-	-	-	-	3,000	3,000
5700	3,557	3,854	8,012	3,610	15,547	4,509	20,551	3,901	4,932	5,610	5,479	4,964	84,524	100,000	15,476
	13,310	13,607	21,221	13,370	27,075	17,655	30,317	13,660	23,190	11,942	15,237	42,928	243,514	360,000	116,486
Business Support															
5150	523	2,779	5,957	4,259	10,044	4,264	672	924	143	200	612	3,734	34,111	50,000	15,889
	523	2,779	5,957	4,259	10,044	4,264	672	924	143	200	612	3,734	34,111	50,000	15,889
Marketing Expenses															
5305	3,536	1,688	5,387	3,191	15,935	6,428	2,045	4,553	3,164	1,943	3,640	1,671	53,180	50,000	(3,180)
5306	225	2,532	2,600	10,002	11,082	3,212	424	3,316	1,553	1,340	3,020	854	40,198	55,000	14,842
5375	550	1,195	1,840	6,058	6,940	1,840	676	838	4,228	2,180	550	3,280	30,176	30,000	(176)
5384	6,000	-	8,000	-	10,000	-	29,000	-	21,500	-	35,000	-	109,500	15,000	3,003
5360	10,312	5,414	17,828	19,460	43,956	11,480	32,144	8,706	30,444	7,462	51,997	5,805	245,011	260,000	14,989
Administration															
5420	840	224	194	268	398	-	427	205	166	319	1,189	35	4,264	6,000	1,736
5430	440	525	685	492	641	510	571	659	1,249	553	1,623	860	8,808	7,000	(1,808)
5435	19	18	18	18	18	18	18	18	18	18	18	18	217	200	(17)
5440	12	9	9	14	11	14	14	9	15	422	582	735	1,851	2,500	649
5465	-	-	-	2,475	-	-	940	-	-	-	-	-	3,415	6,000	2,585
5450	-	1,000	-	2,000	3,386	2,420	1,250	-	-	-	-	-	10,056	12,000	1,944
5460	19,849	19,849	19,849	19,849	19,849	19,849	19,849	19,849	19,849	19,849	24,913	25,492	248,896	238,186	(10,710)
5750	-	-	-	75	75	75	75	75	75	75	75	75	900	900	225
5480	65	65	-	138	69	69	69	69	69	69	69	69	1,000	1,000	182
5470	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	21,225	21,691	20,756	25,328	24,447	22,954	23,217	20,883	21,440	21,304	28,470	27,285	279,000	273,786	(5,214)
Total Expenses															
	45,370	43,491	65,762	62,418	105,522	56,353	86,351	44,174	75,218	55,908	96,317	179,752	916,636	1,058,786	142,150
	(24,856)	(40,500)	(58,126)	508,560	(70,347)	(9,681)	(37,750)	182,692	15,689	63,559	(70,604)	(177,563)	281,073	66,714	214,359
Change in NAV															
Board Approved Spending															
314 Union Avenue (accrued 9/30/22)	-	-	-	-	-	-	-	-	-	-	-	-	0	-	-
YWCA Keys of Hope Grant	-	-	-	-	-	-	-	-	-	-	-	250,000	250,000	-	-
Historic Tennessee Theatre (\$200k cash reserve)	-	-	-	-	-	-	-	-	-	-	-	200,000	200,000	-	-
Arts & Cultural Alliance	-	-	-	-	-	-	-	-	-	-	-	200,000	200,000	-	-
Subtotal Board Approved Spending	-	-	-	-	-	-	-	-	-	-	-	650,000	650,000	-	-
NAV Total after Surplus Spending	(24,856)	(40,500)	(58,126)	508,560	(70,347)	(9,681)	(37,750)	182,692	15,689	63,559	(70,604)	(177,563)	(827,563)	(368,927)	-368,927

Downtown Knoxville Alliance

Profit and Loss

June 2024

	TOTAL
Income	
4020 CBID Assessment	447.56
4100 Interest on Cash Reserves	1,741.31
Total Income	\$2,188.87
GROSS PROFIT	\$2,188.87
Expenses	
5100 Business Support	
5150 Merchant Support	3,734.26
Total 5100 Business Support	3,734.26
5200 Development	
5800 Dev. Grants	750,000.00
Total 5200 Development	750,000.00
5300 Marketing Expenses	
5305 Advertising	1,670.86
5306 Print and Content Development	854.14
5375 Website	3,280.48
Total 5300 Marketing Expenses	5,805.48
5400 Administration	
5420 Meals/Lodging/Travel	35.08
5430 Office Expenses	859.87
5435 Bank Fees	18.00
5440 Postage	735.45
5460 Services Contract	25,492.27
5480 Software	68.83
5490 Insurance D&O	75.00
Total 5400 Administration	27,284.50
5650 Quality of Life	
5655 Bike Patrol	4,963.75
5657 Ambassador Program	9,676.34
5659 Beautification	28,288.00
Total 5650 Quality of Life	42,928.09
Total Expenses	\$829,752.33
NET OPERATING INCOME	\$ -827,563.46
NET INCOME	\$ -827,563.46

Downtown Knoxville Alliance
Balance Sheet
As of June 30, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	
1012 First Bank Checking	-51,494.94
1014 First Bank ICS	734,120.85
1016 Regions - Checking	147,609.52
Total 1005 Cash	\$ 830,235.43
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1026 First Century Bank	256,981.97
1027 SunTrust MM Account	249,307.25
1029 Home Federal Bank - MM	245,643.79
Total 1020 Investments - Cert Dep and MM	\$ 848,008.52
Total 1000 Cash & Cash Equiv.	\$ 1,678,243.95
Total Bank Accounts	\$ 1,678,243.95
Accounts Receivable	
1110 Other Receivable	447.56
Total Accounts Receivable	\$ 447.56
Other Current Assets	
1350 Prepaid Expenses	225.00
Total Other Current Assets	\$ 225.00
Total Current Assets	\$ 1,678,916.51
TOTAL ASSETS	\$ 1,678,916.51
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2020 Accounts Payable	16,322.69
Total 2000 Acc. Payable	\$ 16,322.69
Total Accounts Payable	\$ 16,322.69
Other Current Liabilities	
2600 Accrued Payables	1,046,262.07
Total Other Current Liabilities	\$ 1,046,262.07
Total Current Liabilities	\$ 1,062,584.76
Total Liabilities	\$ 1,062,584.76
Equity	
3900 Change in NA - unrestricted	985,259.17
Net Income	-368,927.42
Total Equity	\$ 616,331.75
TOTAL LIABILITIES AND EQUITY	\$ 1,678,916.51

Accrued Payables at 5.31.24

City of Knoxville (314 Union Ave) accrued 9/30/22	FY23	\$250,000.00
K-Town Connect, Visit Knox	FY24	-\$29,029.00
Ambassador Accrual April 2024	FY24	\$9,676.33
Ambassador Accrual May 2024	FY24	\$9,676.33
Ambassador Accrual June 2024	FY24	\$9,676.34
Jazz Concerts 8 weekly jazz concerts	FY24	\$0.00
Dogwood Arts	FY24	\$0.00
Knoxville Museum	FY24	\$1,000.00
Knoxville Opera	FY24	\$0.00
Old City Market	FY24	\$2,500.00
East Tennessee Historical Society 2024 Events	FY24	\$5,000.00
Old City Association - Rhinestone Festival 6/7-6/8/24	FY24	\$1,250.00
Nourish Knoxville - Market Sq Farmers Market	FY24	\$0.00
City of Knox - Concerts on the Square	FY24	\$1,500.00
Knox Co. Public Library - Children's Festival of Reading May 24	FY24	\$0.00
Knoxville Jazz Orchestra	FY24	\$1,500.00
Knoxville Music Literary Guide	FY24	\$5,000.00
WDVX Blue Plate Special Year Round 6 days/week	FY24	\$0.00
Marketing/branding/activation requests COK street closures	FY24	\$10,000.00
Marketing/branding/initial launch of Newts in Knox	FY24	\$20,000.00
YWCA Keys of Hope Grant	FY24	\$250,000.00
Art & Cultural Alliance - Emporium Project	FY24	\$200,000.00
Tennessee Theatre - \$300k total; \$100k current year Dev Grants	FY24	\$300,000.00
Dogwood Arts for Art in Public Places - Mural Program	FY24	\$0.00
Dogwood Arts for Art in Public Places - Sculpture Program	FY24	\$0.00
Market Square Power Wash (total of 2)	FY24	\$3,200.00
Computer and Accessories	FY24	-\$4,687.91
		\$1,046,262.09

Downtown Knoxville Alliance

A/P Aging Detail

As of June 30, 2024

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
06/30/2024	Bill	06302024	Dogwood Arts	06/30/2024	11	4,250.00	4,250.00
06/13/2024	Bill	INV118078	Off Duty Management, Inc.	07/13/2024	-2	1,100.00	1,100.00
06/30/2024	Bill	11564	MoxCar.	07/15/2024	-4	618.75	618.75
06/30/2024	Bill	DKA-070124	Southern Bloom Social	07/30/2024	-19	1,440.00	1,440.00
06/30/2024	Bill	2882	Loch and Key Productions	07/30/2024	-19	79.20	79.20
06/30/2024	Bill	INV012284	Knoxville Chamber	07/31/2024	-20	5,643.27	5,643.27
06/30/2024	Bill	INV121490	Off Duty Management, Inc.	07/31/2024	-20	1,100.00	1,100.00
06/30/2024	Bill	INV012295	Knoxville Chamber	07/31/2024	-20	991.47	991.47
06/30/2024	Bill	INV123008	Off Duty Management, Inc.	08/04/2024	-24	1,100.00	1,100.00
Total for Current						\$16,322.69	\$16,322.69
TOTAL						\$16,322.69	\$16,322.69

Downtown Knoxville Alliance

A/R Aging Detail

As of June 30, 2024

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
06/30/2024	Invoice	04302027	City of Knoxville.	07/31/2024	447.56	447.56
Total for Current					\$447.56	\$447.56
TOTAL					\$447.56	\$447.56

Downtown Knoxville Alliance

Statement of Cash Flows

June 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	-827,563.46
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	23,843.27
1350 Prepaid Expenses	75.00
2020 Acc. Payable:Accounts Payable	6,426.47
2600 Accrued Payables	752,126.34
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	782,471.08
Net cash provided by operating activities	\$ -45,092.38
NET CASH INCREASE FOR PERIOD	\$ -45,092.38
Cash at beginning of period	1,723,336.33
CASH AT END OF PERIOD	\$1,678,243.95

MARKETING COMMITTEE MINUTES

 **JULY 10, 2024 | 3:00 PM**



Downtown Knoxville Alliance board members present included Natalea Cummings, Mast General. Committee members present included Shera Petty, Visit Knoxville; Scott Bird, Mox Car Marketing + Communications; Dana Dalton, downtown resident. Staff members included Callie Blackburn.

Sponsorship Requests

Organization	Event	Request	Recommendation
HoLa Hora Latina Pedro Thomas, President	HoLa Festival	\$5,000	\$5,000
Asian Culture Center of TN Kumi Alderman, Executive Director	Knox Asian Festival	\$10,000	\$5,000
East Tennessee Equality Council John Camp, CEO Knox Pride	Knox Pride Fest	\$13,600	\$6,000
Cattywampus Puppet Council Rachel Milford, Exec/Artistic Director	Solastalgia	\$12,000	\$5,000
Total			\$21,000

Recommendation for Board Approval

\$21,000 to be approved as outlined above for Event Sponsorships. FY 24-25 budget, summary of events, and event applications are attached.

Primary discussion points:

HoLa Festival – The request was submitted to cover the festival expenses, and offset expenses accrued from the rental of WFP. The festival opted to charge \$3/attendee last year to track attendance and offset parking costs, which proved successful. This model will continue.

Knox Asian Festival – The request was submitted for the 11th Annual Knox Asian Festival for festival promotion, booking, and execution. Committee noted to ensure funds were approved for use of the festival and its promotion, not the subsequent independent economic impact study.

Knox Pride – The requested funds will assist with overhead costs, bookings, and offsetting the costs for the nonprofit. Additionally, the org would like to keep the event free and open to the public. Note that the event was moved from Pride Month in the summer to now take place in October due to student attendance.

Solastalgia – As this is a new event, C.P.P. requested any pertinent feedback from the committee. The committee recommends assessing the event weekend, and its impact during the UT game.

Other Discussion

The committee discussed ongoing plans and updates for the 24/7 Newts in Knoxville scavenger hunt and the previously held merchants meeting discussing program merchandise.

Next Meeting

The next Marketing Committee meeting is scheduled for Wednesday, September 11 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
Budget		90,000		110,000		110,000
Previously Approved						
Annoor Academy - International Food Fest	10,000	5,000				
Asian Culture Center of TN - Asian Festival	25,000	5,000			10,000	
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		
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		
East TN Hist Society - Lights! Camera! East	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	
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000		
Knox Pride Festival & Parade					13,600	
Knoxville Community Media - Fall Concert!	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 Museum 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		
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	
Southern Fried Poetry Slam	19,750	3,500				
WDVX - Blue Plate Special	5,000	5,000				
Approved to Date	158,150	89,500	75,800	74,500	40,600	-
Balance Prior to Requests		500		35,500		110,000

* Board chose to fund outside of Event Budget

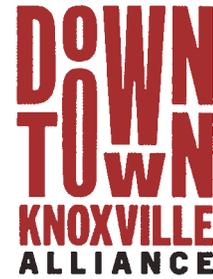
**23-24 funding includes guarantee of \$1500 plus \$1500 contingent on additional sponsorships, contingency

***23-24 funding includes events in March and August

Requests/Recommendation	Requests	Proposed
Knoxville Asian Festival	10,000	5,000
HoLa Festival	5,000	5,000
Knox Pride	13,600	6,000
Solastalgia	12,000	5,000
Total Current Requests	40,600	21,000
Remaining Balance		89,000

	11 th Knox Asian Festival	HoLa Festival 2024	Solastalgia	Knox Pride Parade & Festival 2024
Request	\$10,000	\$5,000	\$12,000	\$13,600
Dates	Sept. 7 th 6 PM – 8 PM and Sept. 8 th 10:30 AM – 6 PM	Sept. 21 st and Sept. 22 nd	Oct. 11 th and Oct. 13 ^h	Oct. 4 th and Oct. 5 th
Location	World's Fair Park	World's Fair Park	World's Fair Park, Krutch	Gay St. (10/4) and World's
History	Prior Years: 11 Funded by DKA: 6	Prior Years: 24 Funded by DKA: 4	Prior Years: 0 First time event	Prior Years: 20
Most Recent Funding	\$5,000 FY 22-23 \$25,000 request	\$5,000 FY 23-24 \$5,000 request	N/A	N/A
Event Producer	Asian Culture Center of TN	HoLa Hora Latina	Cattywampus Puppet Council	East Tennessee Equality
Other Sponsors	Hard Rock Café, Knox County, Department of Treasure, Arts and Culture alliance, VK	Arts and Culture Alliance, TN Arts Commission, City of Knoxville, South Arts, Mortgage Insurance Group, Rural Health	The Tennessee Arts Commission (Creative Placemaking Grant & Arts Builds Communities Grant), the Arts & Culture Alliance,	Visit Knoxville, Cherokee Distributing, Kroger, Clayton Homes, Regions Bank, First Horizon, South Press Coffee, various departments at UT,
General Admission	\$3 for adults, children free	\$3.00	Free	Free
Expected Attendance	75,000 / post event tracking	14,000+ in person over the course of both days	1,200	60,000
Total Expenses	\$175,000	\$92,700	\$74,150	\$73,000
Projected Profit	Breakeven	Breakeven	Breakeven	Breakeven
Request/% of Exp	17.5%	5.3%	16.1%	9.9%
Request/Attendee	\$0.13 in person only	\$0.35 in person only	\$10 in person only	\$0.21 in person only
Use of Funds	Festival promotion, booking, and execution.	World's Fair Park expenses	Material and performance expenses	Overhead cost, bookings, offsetting costs for nonprofit

**Downtown Knoxville Alliance
Sponsorship Request Application**



The goal of the Downtown Knoxville Alliance Sponsorship Program is to help support events that add to the vibrancy and enjoyment of Downtown Knoxville. 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, information on how the event positively impacts Downtown Knoxville (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:

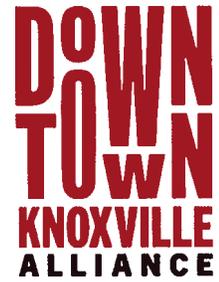
- All events are evaluated based on current merits, regardless of funding in the past.
- Preference will be given to events, segments of events, and activities that are free and provide reasonably widespread public access and benefit, although exceptions may be made if circumstances warrant.
- Paid ticketed 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 (e.g., World's Fair Park, Market Square, Volunteer Landing, Old City, Gay Street, Union Ave, etc.) and throughout the calendar year. Preference will be given to locations and times that have not historically had significant programming.
- 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 rthomas@downtownknoxville.org, mailed or delivered to Downtown Knoxville Alliance, Attn: Robin Thomas, 17 Market Square, Knoxville, TN 37902. For questions, call 865.246.2653.

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: 11th Knox Asian Festival

Date(s): Sep 7th 6PM – 8PM, Sep 8th 10:30AM – 6PM

Location: World Fair Park

Produced by: Asian Culture Center of TN

Sponsorship amount requested: \$10,000

Event History:

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

Contact: Kumi Alderman Phone: 831-241-1189

Address: PO BOX 31793 Knoxville TN 37930

Email: info@knoxasianfestival.com

Event description:

11thKnox Asian Festival
Sep 7th 2024 6PM – 9PM(VIP Event)
Sep 8th 2024 10:30 AM – 6:00 PM(public)
@ World's Fair Park

Prepare to experience authentic foods, exciting performances, and traditional Activities that represent the Asian cultures of Japan, Indonesia, China, Philippines, Vietnam, Taiwan, India, Bangladesh, Thailand, Malaysia, Cambodia Korea, Nepal & Myanmar. Knox Asian Festival got the BEST Arts and Culture Festival in the South in 2023 by The Southeast Festivals & Events Association.

What's Happening in 2024: 4 Ninjas are coming from Japan. After the parade, Clayton- Bradley Academy Orchestra will play Asian theme music. During the festival, booths for each country will have Food Vendors, Activities, & Performances on 3 stages all day. We are educational Festival with the passport Program that you can travel to learn each culture. We invited the world traveling Music and performing arts group from Asia.

www.knoxasianfestival.com

Additional sponsors: See our website. <https://www.knoxasianfestival.com/sponsor/>
Hard Rock café, Knox County, Department of Treasure, Arts and Culture alliance, Visit Knoxville, TVA, TN Arts Commission, THE BOYD foundation, PILOT, DENSO, FEDEX and much more.

Planned use of funds requested:

The Asian Culture Center of Tennessee is planning to use of funds includes hiring a professional business measurement company, ~~AngelouEconomics~~ (AE), to conduct an independent economic impact analysis of the Knoxville Asian Festival. This analysis, estimated to cost between \$5,000 to \$10,000, will encompass various facets such as:

Jobs Created: AE will assess the festival's contribution to job creation, both directly and indirectly, within the Knoxville area.

Capital Improvements: The analysis will evaluate any infrastructure enhancements or investments resulting from the festival, which can contribute to the long-term development of the community.

Visitor Spending: AE will examine the spending patterns of festival attendees, including expenditures on tickets, merchandise, food, accommodations, and other related expenses.

Total Economic Benefits: The comprehensive report prepared by AE will quantify the overall economic benefits generated by the Knoxville Asian Festival, taking into account its impact on local businesses, tax revenues, and overall economic growth.

This economic impact analysis will provide valuable insights into the festival's significance to the Knoxville community, helping to inform future planning and decision-making processes.

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

Here's how actual attendance will be measured:

1, **Ticket Sales:** For the first time, tickets will be sold for the event, priced at \$3 for adults and free for children under 12 years old. Attendance numbers will be tracked through ticket sales, providing a concrete measure of the number of attendees.

2, **Professional Business Measurement Company:** The Asian Culture Center of Tennessee plans to hire ~~AngelouEconomics~~ (AE), a professional business measurement company, to conduct an independent economic impact analysis of the Knoxville Asian Festival. This analysis will include measuring various aspects such as jobs created, capital improvements, visitor spending, and total economic benefits. The comprehensive report prepared by AE will provide accurate data on the festival's impact, including attendance figures.

As for the demographics of anticipated attendees:

Given the diverse and inclusive nature of the event, attendees are expected to come from various backgrounds and demographics. This may include individuals interested in Asian culture, performing arts enthusiasts, members of the local Asian community, students from nearby universities, families seeking cultural experiences, and tourists visiting Knoxville. The festival aims to attract people of different ages, ethnicities, and socio-economic backgrounds, reflecting the rich diversity of Tennessee. The economic impact study conducted by AE will likely provide further insights into the demographics of attendees and their spending patterns, contributing to a better understanding of the festival's audience.

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

Please see our Sponsor benefit. For Example, If you become \$10,000 Golden sponsor,

Your organization gets

15 - Sep 7th VIP Ninja show Seats

6 - VIP Lunch on Sep 8th 12PM - 1PM

6 - VIP Front Seats on Sep 8th

6 - Official T-shirts

2 x 10x10 Tents Booth for you to participate – They can use this space

6 FREE Beers

Logo on T-shirt

2x4 Banner display

Logo on website

Appreciation Certificate

More options

<https://www.knoxasianfestival.com/sponsor/>

How will this event positively impact downtown?

The Knoxville Asian Festival, organized by the Asian Culture Center of Tennessee, is poised to have several positive impacts on downtown Knoxville:

Economic Stimulus: The festival is expected to attract a large number of attendees, leading to increased foot traffic in downtown areas. This influx of visitors can result in higher sales for local businesses, including restaurants, shops, and hotels, thus stimulating economic growth and supporting local entrepreneurship.

Cultural Enrichment: By showcasing diverse Asian cultures through performances, exhibitions, and culinary experiences, the festival adds vibrancy and diversity to downtown Knoxville. It provides residents and visitors alike with opportunities to engage with and learn about different cultural traditions, fostering cultural understanding and appreciation within the community.

Community Engagement: The festival serves as a platform for community engagement, bringing together people from various backgrounds and fostering a sense of belonging and inclusivity. It provides opportunities for interaction and dialogue, strengthening social bonds and promoting unity within the downtown community.

Tourism Promotion: The Knoxville Asian Festival has the potential to attract tourists from both within and outside the region, drawing attention to downtown Knoxville as a cultural hub and tourist destination. Increased tourism not only brings in revenue but also raises the city's profile, attracting further investment and development opportunities.

Enhanced Public Spaces: Hosting the festival in downtown Knoxville may necessitate the improvement or beautification of public spaces to accommodate the event. These enhancements can have lasting benefits beyond the festival, enhancing the attractiveness and functionality of downtown areas for residents and visitors alike.

Overall, the Knoxville Asian Festival has the potential to positively impact downtown Knoxville by boosting the local economy, enriching the cultural landscape, fostering community cohesion, promoting tourism, and enhancing public spaces.

What effect would lack of Downtown Knoxville Alliance funding have on this event?
We will not be able to produce accurate economic impact.

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)

Festival Event Expense			
Rent World Fair parks	23,000	23,000	23,000
Performing arts Fee	40,000	40,000	40,000
Volunteer t-shirt and food	5,000	5,000	5,000
Security Company Fee	20,000	20,000	20,000
Insurance	5000	5000	5000
Tent/table rental fee	20,000	20,000	20,000
Bath room rental fee	2000	2000	2000
VIP room rental and foods	2500	2500	2500
Advertisement	10,000	10,000	10,000
Poster Contest	500	500	500
Asian Film Festival	2,000	2,000	2,000
Comntracted work (Police, Secutiry)	30,000	30,000	30,000
Econoic impact study	10,000	10,000	10,000
Stage Music & screen Equipemnt	5,000	5,000	5,000
	175,000	175,000	175,000

Marketing Channels:

Social Media Campaigns:

Utilize platforms like Facebook, Instagram, Twitter, to create buzz.

Share engaging content such as behind-the-scenes glimpses, artist spotlights, and cultural trivia.

Encourage user-generated content with event hashtags.

Email Newsletters:

Send regular newsletters to subscribers with updates on performers, workshops, and activities.

Include exclusive discounts or early bird offers for ticket purchases.

Website Optimization:

Ensure the festival website is user-friendly and optimized for search engines.

Provide detailed information about the event schedule, participating artists, and ticketing.

Local Partnerships:

Collaborate with local businesses, cultural organizations, and educational institutions for cross-promotion. Distribute flyers, posters, and promotional materials in high-traffic areas.

Media Coverage:

Reach out to local newspapers, radio stations, and TV channels for event coverage.

Offer interviews with organizers, performers, and community leaders to generate interest.

Community Events:

Host pre-festival events like cultural workshops, film screenings, or cooking classes to build anticipation.

Sponsor or participate in other community events to raise awareness about the festival.

Timing:

Pre-Festival Promotion:

Begin promoting the festival at least 3-4 months in advance to build anticipation.

Ramp up marketing efforts as the event date approaches.

Peak Promotion Period:

Intensify promotional activities in the weeks leading up to the festival, focusing on ticket sales and event highlights. Leverage countdowns and teasers to maintain excitement.

Post-Festival Follow-Up:

Continue engaging with attendees after the festival through post-event surveys, thank-you emails, and social media recaps.

Gather feedback for future improvements and start planning for the next edition.

By implementing this detailed marketing and promotion plan, the 11th Knox Asian Festival can effectively raise awareness, drive attendance, and celebrate Asian culture in the Knoxville community.

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: HoLa Festival 2024

Date(s): Saturday and Sunday, September 21 and 22, 2024

Location: World's Fair Park Performance Lawn

Produced by: HoLa Hora Latina

Sponsorship amount requested: \$5,000

Event History:

 First-time event (#) 24 prior years (#) 4 years of previous Alliance funding

Contact: Pedro Tomás Phone: 865-919-6672

Address: 100 South Gay Street, Suite 112, Knoxville, TN. 37902

Email: ptomas@holafestival.org / casahola@holafestival.org

Event description: The HoLa Festival has been a signature event for the Knoxville Community for 22 years. The event takes place during Hispanic Heritage Month which is from September 15-October 15. This culturally important event promotes Hipanic/LatinX art and culture to the Knoxville Community through art, crafts, food, music, parades, children's activities, fireworks and more.

The event is part of our Mission Statement at HoLa Hora Latina:

Our mission is to promote unity in the community by creating bridges between the Hispanic/LatinX communities and the community at large; through art, culture, education and leadership.

Additional sponsors: The deadline for our sponsors has not yet arrived but we have the usual Art and Culture Alliance, The TN Arts Commission, The City of Knoxville, South Arts and as of right now the only corporate sponsorships that have committed are Mortgage Insurance Group and Rural Health Organization.

Planned use of funds requested: World's Fair Park expenses

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

Last year, we had around 8,000 attendees on Saturday night and about 6,000 on Sunday. We usually get our numbers from the police department but since we charged one dollar per person with children free, we were able to get a more accurate count and this year, thanks to Visit Knoxville, we will have an AI device which will track the number of cell phones inside the venue.

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

We will be attracting a major influx of people to the area and our Downtown Merchants will have an opportunity to sell their products or participate as food vendors. Businesses can also advertise with us or sponsor us for their advertisement.

How will this event positively impact downtown?

The event will bring many folks to the Downtown area from within the county and beyond. they usually will go to the festival, and then visit the Downtown area and take advantage of all the fun _____ opportunities that Downtown Knoxville offers, with its beautiful architecture, shops, restaurants, bars, and theatres.

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

It will be extremely difficult to have the funds to pay for the rental of World's Fair Park Performance Venue and all of its components such as electric posts, etc..., and the workers at the site whose fee has now gone up to \$50 per hour per worker. The cost of the police presence has also skyrocketed, especially now that the police payroll goes through an outsource that charges \$5 more per hour per policeman.

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)

Operating Budget
Fiscal Year January 2024 - December 2024

	Expense on all categories of grants	2,500.00		
	Postage and printing	4,500.00		
	Various Grants	3,000.00		
	Salaries	32,000.00		
	Equipment, supplies, materials	5,000.00		
	Utilities	1500.00		
	Occupancy	8000.00		
	Insurance	7200.00		
	First Friday Monthly Art Event	7000.00		
	HoLa Festival 2024	125,000.00		
	Other Events	5000.00		
	Promotion	4000.00		
	Casa HoLa Merchandise	6000.00		
	Sponsorships, Donations and Sponsorships	5000.00		
	Gov't Legal Documents	200.00		
	Total Budget for 2024	215,900.00		

Hola Festival 2024 / Budget Expenses		
	World's Fair Park Rental and Fees	14,000
	Insurance	3,000
	Security	1,500
	Port-a Potties	800
	Ice	600
	Fireworks	8,000
	Entertainment	20,000
	Beverages	3,000
	Police	4,000
	City Fees	300
	Banners	3,500
	Printing and Advertising	4,000
	Tent and Equipment Rentals	15,000
	Sound and Lights and stage Equipment	13,000
	Other unexpected expenses	2,000
		92,700
Hola Festival 2024 / Budget Income		
	Predicted door fee \$3.00 per person	20,000
	Alcohol Bands	1,000
	T-shirt and Passport sales	500
	Beverage Sales	6,000
	Beer Sales	4,000
	Food Sales	25,000
	Corporate Sponsorships	30,000
	Booth Rentals for food, crafts and non-profits	6,000
		92,500

HoLa Festival 2024 / Detailed marketing and promotion plans

Due to limited funds for this event, HoLa Hora Latina tries its best to promote the HoLa Festival with as minimum cost as possible.

1. Television:

- We always have a several spots at WBIR's "Live at Five at Four" the previous week and the week of the HoLa Festival.
- WVLT usually helps us with commercial spots for a discounted price. These commercials run the previous week and the week of the HoLa Festival. They also helped us at last minute with Telemundo advertising, so we are planning on reaching out to them again this year.

2. Radio:

- We have not been lucky at all with local radio stations about helping out with sponsorships or discounted spots.
- We do have a great relationship with La Líder WKZX 93.5 FM who work out a very nice deal with and have done so for many years. The spots run constantly during the week of the HoLa Festival which attracts a lot of our Hispanic/LatinX community.

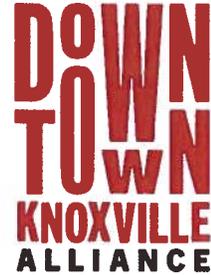
3. Social media:

- The HoLa Festival is advertised on our website: www.holahoralatina for months prior to the dates of the HoLa Festival.
- Our **Facebook** account reaches hundreds of people a month and the HoLa Festival is advertised here and updated every week one month prior to the HoLa Festival.
- We also use our **Instagram** account to continuously advertise the HoLa Festival beginning one month prior to the event.
- Our relationship with the Latino Task Force allows us to share the information for the HoLa Festival which is passed on to all the members of that social organization whose members are many organizations of our Hispanic/LatinX community.

4. Flyers and Posters:

- Our posters are delivered to Schools and passed along all businesses who are willing to help us in the downtown area.
- Flyers are passed out at every occasion in which HoLa Hora Latina is involved and during our own events at the Cas HoLa Gallery. This is already in effect there.

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Knox Pride Parade & Fest 2024 _____

Date(s): 10/4 – 10/5 _____

Location: Gay Street (10/4) & World's Fair Park (10/5) _____

Produced by: East Tennessee Equality Council DBA Knox Pride _____

Sponsorship amount requested: \$13600 _____

Event History:

____ First-time event (#) 20+ prior years (#) ____ years of previous Alliance funding

Contact: John Camp _____ Phone: 865-406-2492

Address: 4028 Chapman Hwy, Knoxville, TN 37920 _____

Email: john@knoxpride.com _____

Event Description: Knox Pride Parade & Fest is the city's annual Pride celebration serving queer folks in Knoxville, Knox County, and throughout East Tennessee. Knox Pride is the largest free pride in the south. We work hard with community partners and sponsors to keep this event free as we serve so much of rural Appalachia we want to be a no-barrier space for anyone to celebrate. We also have over 100 local queer and minority vendors at this event, with over 50 local service providers and community partner that not only table but show support to the attendees of the parade and festival, along with 75 local drag artists, fringe artists, bands, speaker, ~~etc~~ representing all walks of queer life in East Tennessee. It is a ~~weekend~~ week of celebration, community, and empowerment. _____

Additional sponsors: Visit Knoxville, Cherokee Distributing, Kroger, Clayton Homes, Regions Bank, First Horizon, South Press Coffee, various departments at UT, Volkswagen, Grayson Subaru, Warner Bros Discovery, and more _____

Planned use of funds requested: Helping with overhead cost, covering local entertainer fees, and offsetting costs to be low barrier to our non profit partners tabling at the event _____

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

We receive a diverse group within the queer community and allies for this event. Moving to October has opened up more young folks, families, college students, and our older population with better temperatures and the accessibility of World's Fair Park. We are moving to completely sober event this year where we will not serve beer or alcohol to be able to no barrier for young people and people in recovery. We want as many queer populations and allies to enjoy, celebrate, educate, and have community at this event with no barriers. _____

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

We partner with many downtown folks who receive more patrons before, after, or during Pride Fest who live locally or travel from the region for this event. Folks come for the whole weekend and explore the surrounding areas. Many downtown businesses partner at Pride Fest, have food trucks, booths, and show support. This quickly identifies them as safe spaces to enjoy over the weekend to our out of town guests but also lets locals know safe spaces to enjoy all year long _____

How will this event positively impact downtown?

Promoting diversity, inclusion and representation of Knoxville as a whole specifically downtown Knoxville being connected to World's Fair Park. Attendees of the festival are also renting hotel rooms, paying for parking downtown, have dinner and drinks throughout the weekend at downtown businesses, and shopping downtown in general. Downtown Knoxville has embraced Knox Pride for years and our patrons in turn patron downtown Knoxville year round. _____

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

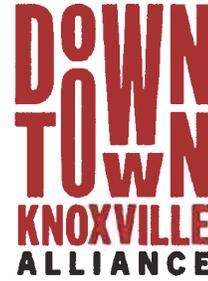
All funding from grants and sponsors help up keep Pride Fest free (no pride our size is free at this point) which makes it accessible to all. It also helps up pass the savings on to our vendors and non profit partners to be able to better serve their clients within our communities. We have not raised vending fees in 5 years because of sponsors and grants. Our non-profit partners pay a nominal fee of \$50 to table for the weekend. Money from sources like you all keep Pride free and make sure we are accessible not only to our community members but service providers directly effecting our community. This also enables us to offer scholarships for free booth space when community partners cannot afford

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)

Category	Estimate Pricing		Actual Pricing
Venue	\$11,000.00	World's Fair Park	
Festival Materials	\$7,500.00	All Occasions	
Insurance	\$8,500.00		
Signage	\$1,500.00		
Golf Carts	\$1,500.00		
Decorations	\$2,500.00		
ASL	\$1,500.00		
Security	\$3,500.00		
Merch	\$5,000.00		
Volunteer/Back Stage	\$3,500.00		
EMS	\$2,000.00		
KPD Fest/Parade	\$10,000.00		
Sound and Lighting	\$5,000.00		
Entertainment	\$5,000.00		
Knox Pride Parade	\$5,000.00		
Total	\$73,000.00		

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Solastalgia

Date(s): Friday, Oct. 11th & Sunday, Oct. 13th, 2024

Location: World's Fair Park Amphitheater and Krutch Park/Embassy Suites

Produced by: Cattywampus Puppet Council & Dragonfly Aerial Arts

Sponsorship amount requested: \$12,000

Event History:

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

Contact: Rachel Milford Phone: 865-300-3736

Address: 2306 Lawson Ave, Knoxville, TN 37917

Email: cattywampuspuppetcouncil@gmail.com

Event description:

In collaboration with local community partner Dragonfly Aerial Arts, Cattywampus Puppet Council will create and present *Solastalgia* this fall, a public theater piece bringing together artists across disciplines in Knoxville and exploring the broad effects of climate change and other related social and economic issues currently affecting our local community. The show will be a multidisciplinary spectacle performed Oct. 11th & 13th at the World's Fair Park Amphitheater and in downtown Krutch Park. It will include a circus and theater component at the Amphitheater, a participatory procession to downtown Krutch Park led by Cattywampus's community marching band, and a culminating performance of vertical dance and giant lantern puppets in the Park and on the side of the Embassy Suites building. Both evening performances will be free of charge and open to all ages.

For more information about Cattywampus's work, visit www.cattywampuspuppets.org

Additional sponsors:

The Tennessee Arts Commission (Creative Placemaking Grant & Arts Builds Communities Grant), the Arts & Culture Alliance, Appalachian Community Fund, Waymakers Collective, and Alternate Roots

Planned use of funds requested:

Funds requested will support material and performance expenses for this event. This will include art making materials for the creation of giant puppets, costumes, sets and props, as well as payment for light and sound design & tech, musicians, and other performers (*see budget for more details*).

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

We project 600 audience members per performance night (1,200 total) and will measure these numbers through counting World's Fair Park Amphitheater attendees. As this will be an outdoor

production involving a short procession through downtown Knoxville and a culminating vertical dance and lantern puppet performance in Krutch Park, we also expect additional participation from community members who will unexpectedly encounter this piece while out and about in downtown Knoxville. We estimate an additional 250+ individuals will encounter this event each night in this spontaneous manner.

Cattywampus and Dragonfly each bring with us a wealth of partnerships and deep relationships within diverse cross-sections of our community cultivated through more than a decade of community-based art programming. These partners include Centro Hispano, Rooted East, the Boys & Girls Club, the YWCA, Bike Walk Knoxville and many others, as well as broader institutions such as Knox County Schools and UTK. In addition to engaging in outreach to the Knoxville community at large, we plan to work with our partners located in and focused on serving poor and working class, Black and brown, LGBTQ+, and disabled communities within Knoxville to help encourage their communities to attend. We expect diverse and intergenerational demographics for this event, reflecting all of the communities we serve.

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

We plan to actively engage downtown merchants through opportunities to flyer and help us publicize this free public art event, as well offering them advertising space in our event program. We expect many audience members to patronize downtown businesses both before and after our event each night for dinner, drinks, and/or additional shopping.

How will this event positively impact downtown?

We believe this event will expose our Knoxville community to new ways of experiencing public art, as well as support many of our local downtown businesses throughout the weekend. The vertical dance and giant lantern puppet elements of this piece are two artistic mediums that will be debuted for the first time in Knoxville through this event. We expect this to generate significant excitement and buzz for the downtown district and lead to future economic opportunities for downtown businesses and tourism. [See an example of vertical dance here from the group we've been training with.](#)

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

Funding from Downtown Knoxville Alliance would have significant impact in bringing this innovative piece of theater to life this October and allowing us to offer tickets free of charge to our community. We feel committed to increasing accessibility to the arts in Knoxville and DKA funding would directly make this possible.

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)

Solastalgia Budget

Oct. 11th & 13th, 2024

World's Fair Park & Krutch Park

INCOME	Source	Amount	Notes
Grants	Waymakers Collective	\$12,000	Received
	ARP Grant (COVID recovery from City of Knoxville)	\$20,000	Received
	Appalachian Community Fund	\$4,000	Received
	Alternate ROOTS	\$5,000	Received
	Tennessee Arts Commission~Creative Placemaking	\$15,150	Received
	Tennessee Arts Commission~Art Builds Community	\$4,000	Applied
Sponsorships	Downtown Knoxville Alliance	\$12,000	Applied
Program Ads	Various Businesses	\$2,000	
TOTAL INCOME (Actual and Projected)		\$74,150	
EXPENSES (Creation through performance):			
Artistic Creation	Script writing	\$1,500	
	Musical Composition	\$2,000	
	Circus Choreographers	\$1,500	
	Vertical Dance Choreographers	\$4,000	
	Costume Designer	\$500	
	Giant Puppet Creation	\$1,500	
	Shadow Puppet Creation	\$350.00	
	Set & Props Creation	\$1,000.00	
	Artistic Direction	\$5,000	
	Project Management	\$5,000	
Vertical Dance Training	Bandaloop residency~Travel	\$2,037.63	
	Bandaloop residency~Food	\$500	
	Bandaloop residency~Training	\$4,000	
Material Expenses	Materials: Costumes	\$500	
	Materials: Giant Puppets, Sets, Props	\$2,000	
	Publicity: Flyer Design & Printing	\$1,000	
	Publicity: Radio Ads	\$500	
	Rigging Equipment for Vertical Dance	\$4,900	4 dancers @ \$1225 per dancer
	Engineer Drawing for Vertical Dance	\$1,500	
	Riggers for Vertical Dance Training	\$9,600	\$800/day for 2 riggers/day @ 6 days
	Wall Construction for Training	\$2,802.00	
	Travel Costs for Riggers	\$2,010.00	
	Programs: Printing Costs	\$250	
Performance Expenses (Oct. 11th & 13th)	Performers	\$8,000	16 Performers @ \$500/performer
	Stage Manager	\$500	
	Light Tech	\$500	
	Sound Tech	\$500	
	Musicians	\$2,000	4 musicians @ \$500/each
	Lighting Designer	\$500	
	Lighting Technicians at Krutch Park	\$1,000	
	Riggers for Vertical Dance	\$3,200	2 days @ \$800/day
	World's Fair Park Rental	\$4,000	
TOTAL EXPENSES:		\$74,150	

Solastalgia Marketing & Promotion

Details	Timeline	Notes
Promotional Video for Social Media	Create in late July/August; Release in September	Pop Fizz Productions will create and film this video piece with footage from creation process and Save-the-Date for the event. We will share out via IG & Facebook and ask community partners to share as well.
Flyer	Graphic designer will finalize by mid-August; Flyers will begin going up in September	11x18 Flyer will be distributed throughout downtown, North, South, & East Knox, and surrounding areas. It will also be shared via social media and our websites. DKA will be listed as a sponsor on this flyer.
Handbills	Graphic designer will finalize by mid-August; Handbills will begin going up in September	These 4x6 handbills will be distributed to community partners such as Knox County Schools, Centro Hispano, Rooted East, Boys & Girls Club, Dogwood Arts, the KMA, etc to send home with their students, families, and clients. DKA will be listed as a sponsor on this handbill.
Social Media	Mid-July-Oct. 13th	Both Cattywampus & Dragonfly will actively post updates via Instagram and Facebook on show creation, performance dates, sponsors, etc from mid-July through the event weekend.
Website	Mid-July-Oct. 13th	Both Cattywampus & Dragonfly will share the flyer, sponsor logos (including DKA) and event details on our organizational websites.
Radio	September & October	We plan to run radio ads with WUTK, WUOT, and WDVX advertising this event
Outreach to Community Partners	August-October	We will actively outreach to community partners, fellow arts organizations and downtown businesses via email, flyers, and social media and ask them to share with their wider networks.

BOARD OF DIRECTORS' MEETING



STAFF REPORT FOR JULY 2024

MARKETING

- Newsletter released on June 21 promoting the new summer mural and ongoing events.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 188,311 followers (previous: 184,450; 181,877; 177,313). Includes Facebook, Instagram, X, TikTok, Threads, and recently added LinkedIn.
- Continued work on Newts in Knoxville (24/7 scavenger hunt) including coordination with COK, design with Preston Farabow, and branding with Robin Easter Design. Merchants meeting held on June 6.
- Marketing Committee meeting held on July 10. Recommendations in board package.

BUSINESS SUPPORT

- Waldo Scavenger Hunt started July 5 with 42 downtown businesses.
- Website update and promotion for July 7 First Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.

QUALITY OF LIFE

- Artist Alley was remurled last month.
- Continuing to provide road closure notifications to business.
- Continuing to work with KPD on security issues related to downtown.
- Continuing to provide additional KPD off duty officers in the Old City and Market Square.

OTHER

- 4 TV interviews – Downtown Shopping during summer, Where's Waldo, Importance of Shopping Local
- Wrapping up last fiscal year
- Updated all DKA passwords with extra security
- Working with attorney to develop an agreement with property owners/Newts in Knoxville.

