

BOARD OF DIRECTORS' MEETING

➔ AGENDA

JUNE 17, 2024, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *May Board Meeting p.
- III. Committee Updates
 - A. *Development Committee p.
 - B. *Quality of Life Committee p.
- IV. Staff Report p.
- V. Old Business
- VI. New Business
- VII. Public Forum
- VIII. Adjournment

* Denotes action items

Upcoming Board Meetings:

July 15, 11:30 am

August 19, 11:30 am

September 16, 11:30 am

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

BOARD OF DIRECTORS' MEETING

➤ MINUTES

MAY 20, 2024, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, May 20, 2024, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included board chair, Matthew DeBardelaben, Chip Barry, Natalea Cummings, Vince Fusco, John Sanders, Adrienne Webster, Blaine Wedekind, and Mary Katherine Wormsley. DKA and Knoxville Chamber staff in attendance included: Michele Hummel and Angela Lundsford.

I. Welcome

Matthew DeBardelaben welcomed everyone and called the meeting to order.

II. Minutes

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

III. Financial Report

Angela Lundsford delivered the report for the corporation describing the various reports. Adrienne Webster made a motion to approve the financial report, and Natalea Cummings seconded the motion, which was unanimously approved by the board.

IV. Committee Reports

A. Development Committee

The Development Committee met on April 25 to review three grant applications. The applicants presented the requests, and the committee discussed each application. A recommendation was made 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.

B. Marketing Committee

The Marketing Committee met on May 14 and reviewed an event sponsorship from WDVX for the Blue Plate Special. In addition, the committee discussed ways DKA could help improve the experiences with block closures and move forward with the permanent scavenger hunt – Newts in Knoxville.

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

- \$5,000 for WDVX Blue Plate Special
- \$10,000 for marketing, branding, and/or activation requests for COK block closures
- \$20,000 for marketing, print, and initial launch of Newts in Knoxville

Adrienne Webster seconded the motion to approve WDVX Blue Plate Special for \$5,000, which was unanimously approved.

Vince Fusco seconded the motion for street activation for block closures for \$10,000, which was unanimously approved.

Mary Katherine Wormsley seconded the motion for \$20,000 for Newts in Knoxville which was unanimously approved.

C. Nominating Committee

Michele Hummel presented the nominating committee report and the slate of board candidates.

V. Staff Report

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

VI. Old Business

There was no Old Business.

VII. New Business

A. Discussion of Budget for FY 24-25

The board held a budget workshop in February, which was followed up with several meetings to discuss priorities and budget for the upcoming fiscal year. The board finalized the budget before the Annual Meeting in June.

B. City Parking Study Report

As the city has experienced growth over the last several years with more expected, the city contracted with Walker Consultants to manage existing parking assets and make recommendations for best practices. Tom Szubka with Walker Consultants presented the results of the parking study they conducted. Their full report is located on the city's website.

VIII. Public Forum

Kaye Bultemeier and Noel Kuck were not at the meeting but wrote a letter and asked that staff relay their concern over the proposed new project on Hill Ave, the blighted area on 700 block of Gay Street, and the free trolleys that are stopping in August.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

DEVELOPMENT COMMITTEE

➤ MINUTES

APRIL 25, 2024

Committee members present included: Mary Katherine Wormsley, chair, Matthew DeBardelaben, Chip Barry, Melinda Grimac, Mary Kathryn Kennard, Staff/Others: Michele Hummel.

Catalyst Project Applications:

YWCA/Keys of Hope

Request: \$250,000

Cost Estimate: \$11,500,000

The YWCA Knoxville and the Tennessee Valley will be renovating their building. This rehab project will include 17 new residential rooms, upgrading the dilapidated stairwell outside the building to allow a new entrance for residents, making the building and rooms ADA-compliant, and mechanical system upgrades such as HVAC, plumbing, etc.

This project will house 75 residential units to provide safe, affordable housing and counseling for women. They have raised \$9mm to date.

Benefit for downtown:

1. Prevent these women, many of whom have been homeless in the past, from being homeless as the program provides 75 women with housing and counseling.
2. Many of the residents work downtown, which is a good labor pool for our merchants.

DKA's grant, if approved, will be used for aesthetic improvements by renovating the unusable stairwell on Walnut and allowing a new entrance to the building for residents which will activate an area that is currently blighted.

Art & Culture Alliance of Greater Knoxville/Emporium

Request: \$200,000

Cost Estimate: \$4,000,000+

The Art & Culture Alliance (ACA) has been based in the Emporium Building for the last 18 years and recently renegotiated its lease, allowing them to be tenants until 2050. They are activating the lower/basement level of the Emporium to provide an immersive experience downtown and provide connectivity from the 100 block of Gay Street to the Old City. This renovation will also add performing spaces to the Emporium for various art groups to rent at an affordable rate.

Benefit for downtown:

1. Activating a current area downtown that has been prone to problems, thus improving public safety.
2. Aesthetic improvements to Jackson Ave, providing connectivity between Gay Street and the Old City.
3. Provide an affordable venue for performing artists/groups.

DKA's grant, if approved, will go towards activating the space under the Jackson Ave viaduct, the new entrance, and removing blight in the alley.

They have raised \$3.2 mm to date. The goal is to have everything complete by December 2025.

Historic Tennessee Theatre Foundation

Request: \$300,000

Cost Estimate: \$19,000,000+

The Foundation purchased four units next door to repurpose them for Tennessee Theatre's expansion in 2018. Unit 1 will serve as a separate gathering space for receptions and small-scale performances. The mezzanine level of Unit 1 and the space for Unit 3 will be physically connected to the theatre providing more lounge area, bar space/concessions, restrooms, etc. Unit 4 will be used as multi-purpose rooms for performances, rehearsals, and educational spaces for the theatre and other non-profit/art organizations. Unit 5 for administration space. In addition, all common spaces will be brought up to code.

Benefit for downtown:

1. Aesthetic improvements to the newly acquired building to restore and beautify the building.
2. Providing an educational/performance space for non-profit/art groups of the community.

Currently, the theatre provides 40-50 free events out of the 180 events they hold at the venue. In addition, they provide some events at a lower ticket price to allow more people to enjoy the arts and the theatre.

DKA's grant, if approved, will go towards aesthetic improvements to the building.

They have raised 14.2 mm to date. The project is expected to be completed by September 2025.

RECOMMENDATION

After discussion, a recommendation was made in the form of a motion to the Board to approve the following projects in one payment after 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

With no other business, the meeting was adjourned.

Improvements, services, proposed projects, proposed use of funds:

1. Promotion and marketing
2. Advertising
3. Health and sanitation
4. Public safety
5. Elimination of problems related to traffic and parking
6. Security services
7. Recreation
8. Cultural enhancements
9. Consulting concerning planning, management, and development activities
10. Maintenance of Improvements
11. Activities in support of business or residential recruitment, retention, and management development
12. Aesthetic improvements, including the decoration of any public space
13. Professional management, planning, and promotion of the District
14. Design assistance

**DOWNTOWN KNOXVILLE ALLIANCE
CATALYST PROGRAMS**

APPLICANT:

Contact: Marigail Mullin, Chief Capital Campaign Officer

Company Name: YWCA Knoxville and the Tennessee Valley

Mailing Address: 420 W. Clinch Ave.

City: Knoxville State: TN Zip: 37902

Telephone: 865-523-6126 Cell: 865-599-6065

Email: mmullin@ywcaknox.com

PROJECT LOCATION/OWNERSHIP:

Street Address (attach a GIS map with site shown):

420 W. Clinch Ave.
Knoxville, TN 37902

Who owns the property at this time?

YWCA Knoxville and the Tennessee Valley

Will you purchase the property/land or do you currently own the property/land?

No. YWCA owns the property.

What is the property's use at this time?

The Nancy J. Land YWCA Center in downtown Knoxville is home to the Jenny Boyd Keys of Hope Program. The program provides women with safe, affordable housing and counseling for up to two years, empowering them to become self-sufficient. The 58-bed facility has 24-hour staff which provides support and monthly programming to assist with goal planning, career advancement, self-care, budgeting and obtaining permanent housing. More information on the Jenny Boyd Keys of Hope program and its amazing impact can be found below.

Is the building historic? Yes.

If yes, please describe the history and recognition:

The Nancy J. Land YWCA Center has roots dating back 110 years and in 2025, the current building will be 100 years old. Its origin is fascinating: a place which has supported women for over a century was built on funds raised by women! While YWCA had been established in Knoxville since 1899, the organization never had a "home of its own." In 1914, women created and sold a special edition of the Knoxville News Sentinel to raise funds toward the purchase of the Brown home at Clinch Avenue and Walnut Street, where the

organization taught classes and provided the only housing for women in the city. Replacing the Brown home, the current facility was erected in 1925. Women have always lived in the building, supported by different programs that emerged with need. It has been the longtime home of the Keys of Hope program, which was renamed the Jenny Boyd Keys of Hope Program in 2021 through a generous gift from Randy and Jenny Boyd and The Boyd Foundation as part of the Keys of Hope capital campaign.

Give a brief description of the use for this property after the project is completed.

Please see submitted drawings.

After the project is completed, the Nancy J. Land YWCA Center will remain home to the Jenny Boyd Keys of Hope Program. The building will be completely renovated to include 30% more rooms to serve more women.

As one of the oldest organizations in East Tennessee, YWCA Knoxville has improved the lives of women and their families since 1899 through its dedication to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

The well-established yet flexible program structure of the Jenny Boyd Keys of Hope Program enables residents to overcome personal hardships, gain financial independence and develop necessary social skills to become productive, contributing citizens in our community.

In the past five years, 428 women in need, including victims of domestic violence and those recovering from substance abuse were served by the program. Overall, 90% of women enrolled for three months or longer who successfully complete the program maintain steady employment and move into permanent housing. That's an impressive success rate that has an impact on individual lives that is far more important and beneficial than any success statistic can articulate. This program changes lives.

The Keys of Hope campaign is a multi-year effort to raise more than \$11 million to renovate the nearly 100 old building, adding 17 rooms for women and making other needed improvements. The historic building will be updated and preserved, and the facilities will be enhanced to further the mission of YWCA Knoxville.

An in-depth study was conducted to explore the options and costs for the building and found that renovating the building and staying in the current location is the best course of action so that residents have access to public transportation, proximity to government and social services and placement in an aspirational environment among downtown professionals.

The building is currently not fully disability-accessible and has outdated mechanical systems, disintegrating plumbing systems and substantial energy inefficiency. Renovation and restoration efforts will address safety, ADA compliance, mechanical system repair such as HVAC, plumbing updates, space design to better utilize the space available to accommodate 17 more resident rooms, structural repair, masonry and concrete repair, design services for overall aesthetic updates and more. The building is in extreme disrepair and needs critical updates to be a safe space for residents.

The Jenny Boyd Keys of Hope Program has a major focus on improving overall health for residents who participate in a variety of classes, workshops and social opportunities, including monthly wellness classes, financial literacy classes, quarterly goal assessments, communication skills classes, computer skills

training, access to health care and dental services, help with job preparation and interviewing and assistance with obtaining permanent housing.

The program also supports Downtown Knoxville. The vibrancy of downtown benefits from diversity of residents, including a range of economic statuses – not just those who can afford downtown residences. Women in the program are inspired by self-sufficient women and men who travel to work each day, dress professionally and interact with them downtown. Conversely, it provides an opportunity for downtown professionals to mentor these women with a simple conversation through a crosswalk, and in turn, be inspired as well. We believe that if Knoxville wants these women to succeed and be a part of the community, we should not isolate them in their own community, but rather make them part of the core of Knoxville. The Nancy J. Land YWCA Center provides other community programming to benefit the city center, including youth swim lessons and health and fitness classes.

Importantly, the program and center address issues of homelessness. Investing in YWCA's renovation and expansion reduces long-term costs of homelessness for taxpayers and increases workforce and regional economic development. On any given day, approximately 7,256 Tennesseans are homeless. The annual taxpayer cost for a chronically homeless person is \$35,578, while the annual YWCA cost for one woman in the Keys of Hope program is \$4,030. Women who complete the program maintain steady employment, move into permanent housing and reclaim roles as contributing members of society. At any given time, there are up to 58 women housed in the facility, with more than 142 served each year and 428 in the past five years. This program is a proven solution to homelessness. We look forward to serving 30% more women once this project is completed.

Construction timeline:

Start date: Slated to start in approximately the third quarter of 2024.

Completion date: Estimated to take 12 months from the start of construction, to be completed approximately in the third quarter of 2025.

TAX INFORMATION:

Not applicable since YWCA Knoxville and the Tennessee Valley is a 501(c)3 entity.

CAPITAL INVESTMENT:

Please include a budget which outlines:

- **Project cost – land cost, construction estimates, build out for retail tenant ready space, professional services, other soft cost**
- **Complete financial information, including anticipated project revenues, expenses and cash flow**
- **Construction timeline**

Please see submitted budget documentation.

The current cost estimate is \$11,430,000, which fluctuates based on variances in material and labor costs. The timeline of the project includes an estimated construction start date in Q3 2024 with the active construction phase estimated to be 12 months, pending formal bids to come prior to May 2024, concluding approximately in Q3 2025. The cost of the specific project for this funding request – the staircase

renovation for the center – is \$250,000 with the costs of masonry, concrete and other materials for the staircase included in the line items of the attached main project budget.

Additional expenses beyond construction costs includes:

- Rent for another facility to house residents during construction, \$30,000 per month
- Interest cost during construction of approximately \$200,000
- Foundation administrative costs of \$15,000 per month

Financing plan description including a statement of sources and uses of funds:

Information below is current as of Jan. 31, 2024.

The breakdown of fund buckets is as follows:

- Cash and investments: \$4,389,000
- Pledges: \$3,498,000
- HUD Grant: \$2 million
- Total: nearly \$9.9 million

YWCA's capital campaign includes 35 active committee members who are raising local donor dollars.

The capital campaign has raised nearly \$9.9 million to date from various sources including:

- Knox County: \$400,000
- City of Knoxville: \$575,000
- United States Federal Government: \$2 million
- Gifts and grants from a total of 75 private donors, corporations and foundations: \$6.5 million

YWCA will pursue additional requests to meet the total goal, including New Market Tax Credits and fundraising of private dollars, and the launch of a community-wide public fundraising campaign. An additional \$1.5 million has been requested in state grant funding from the State of Tennessee.

When the expansion and renovations are complete, YWCA Knoxville & the Tennessee Valley operating funds will supply the required maintenance, preservation and program funding in future years.

Are you receiving any other financial assistance from other organizations or governmental entity?

If so, please describe:

Yes. Please see the breakdown in the previous section for funds from other organizations and governmental entities.

ASSISTANCE REQUESTED:

Describe what assistance you are specifically requesting from CBID:

YWCA Knoxville and the Tennessee Valley requests \$250,000 to restore a local landmark staircase and building entry in the Nancy J. Land YWCA Center, home to the Jenny Boyd Keys of Hope Program.

Depicted in artwork of Downtown Knoxville, and formerly a sought-after location for photography in the area, the double circular staircase leading up to the Walnut Street entrance of the center is a well-known

architectural feature and an iconic spot. Unfortunately, due to crumbling concrete and other disrepair, the staircase is unsafe, and the entrance is currently closed.

The funding will help to restore the staircase and Walnut Street entrance, bringing it back to its original splendor. The community will again have a beautiful architectural feature, and the residents will have a new dedicated entrance upon renovation of the building.

For this support, Downtown Knoxville Alliance (DKA) will have naming rights for the staircase and entryway. Outdoor signage will be installed, providing DKA with a public-facing opportunity for visibility for the restoration support. Major naming gifts will be recognized on the YWCA website and media materials about the renovation. Additionally, MoxCar Marketing + Communications, our shared public relations partner, will draft two short articles for publication in DKA's Downtown Knoxville e-newsletter, one about the naming partnership, and another when the project is complete, inviting recipients to come enjoy the renovated landmark.

Think of the women who have had such challenging circumstances ascending the staircase to enter a renovated facility created with love and hard work in support of their dedication to pursue a better life. Think of how this leads to combatting homelessness – an important facet of DKA's interests in pursuit of a thriving and vibrant Downtown Knoxville. This ultimately supports business and tourism, health and human services and a safer community. It promotes a diverse community in this area that hundreds of women will call their temporary home. It starts with many generous people and organizations offering support to put together the parts and pieces that, when assembled, will make a great impact – life changing impacts, in fact.

Thank you for your consideration and feel free to reach out to Marigail Mullin for additional information or to answer any questions.

Please send completed application to: Michele Hummel, at mhummel@downtownknoxville.org Applications submitted without maps, drawings and budgets will not be accepted.





YWCA DOWNTOWN RENOVATION

Description	Revised Budget 2-27-23
General Conditions	\$ 552,420
PreConstruction	\$ 45,000
Special Conditions	\$ 46,248
Earthwork & Utilities	NIC
Deep Foundation	NIC
Demolition/ Abatement	\$ 558,593
Paving (Asphalt/ Pervious)	NIC
Landscape/ Irrigation/ Segmented Retaining Wall	NIC
Decorative Metal Fences & Gates	NIC
Concrete	\$ 98,755
Masonry	\$ 45,013
Structural & Miscellaneous Steel/ Metal Fabrication & Stairs	\$ 37,471
Finish Carpentry/ Architectural Millwork/ Casework/ Tops	See GT
Waterproofing/ Caulking / Joint Sealants	See GT
Metal Panels	NIC
Roofing, Flashing & Roof Accessories	\$ 28,555
Aluminum Storefront/ Glazing/ Curtain Wall	\$ 43,871
Drywall & Acoustical	\$ 895,199
Flooring	\$ 544,872
Paint & Wall Coverings	\$ 204,217
Elevators/ Escalators	\$ 23,092
Fire Protection	\$ 383,035
Plumbing & HVAC	\$ 2,605,820
Electrical	\$ 1,508,094
General Trades	\$ 482,325
Proposed Escalation	\$ 243,077
Design Contingency	\$ 243,077
CM Estimating & Construction Contingency	\$ 243,077
CM Warranty Reserve	\$ 35,327
Bldg. Permit	\$ 24,401
CM Provided Insurance	\$ 175,076
CM Profit	\$ 371,731
CM P & P Bonds	\$ -
TOTAL	\$ 9,438,346

**DOWNTOWN KNOXVILLE ALLIANCE
CATALYST PROGRAMS**

APPLICANT:

Contact: Liza Zenni

Company Name: Arts & Culture Alliance of Greater Knoxville

Mailing Address: 100 South Gay Street, Suite 201

City: Knoxville State: TN Zip: 37902

Telephone: 865-523-7543 Cell: 865-382-6742

Email: LZ@knoxalliance.com

PROJECT LOCATION/OWNERSHIP:

Street Address (attach a GIS map with site shown): 100 South Gay Street

Who owns the property at this time? Boghani Properties LLC

Will you purchase the property/land or do you currently own the property/land?

Boghani Properties owns the land. The Arts & Culture Alliance has a lease with the City of Knoxville, which has a lease with Boghani Properties for the space to 2050.

What is the property's use at this time?

The space to be upfitted is currently unoccupied but it is part of the Emporium Center for Arts & Culture.

Is the building historic? YES X NO

Give a brief description of the use for this property after the project is completed. Attach drawings of existing and proposed improvements.

For 18 years the Emporium Center has acted as a robust economic development tool for downtown Knoxville by attracting business and foot traffic to the 100 Block of Gay Street. Now that much-needed infrastructure work such as the 100 Block Streetscape, replacement of the Gay street viaduct, and the rebuilding of the Jackson Avenue viaduct is complete, downtown can finally realize the full economic development potential of the Emporium project. ACA's capital project will provide connectivity from Gay Street to the Old City; transform a basement space

into an exciting attraction; animate the underground sidewalk; and mount a large projection screen in its Gay Street window promoting the activities within.

Construction time line: See Attached.

TAX INFORMATION:

Include latest property tax statement from Knox County Assessor’s Office. All outstanding City and County taxes must be paid, including CBID assessment prior to development assistance request being approved.

Tax parcel ID number(s) 094EG044

Current Assessment \$2,380,040

Current tax bill: City 60,098.68 County \$37,540.79

Estimated assessment after project is completed: City _____ County _____

Estimated tax bill after project is complete: City _____ County _____

Retail sales estimate: _____

Estimated sales tax generation on completed project: _____

CAPITAL INVESTMENT:

Please include a budget which outlines:

- Project cost – land cost, construction estimates, build out for retail tenant ready space, professional services, other soft cost
- Complete financial information, including anticipated project revenues, expenses and cash flow
- Construction timeline

Financing plan description including a statement of sources and uses of funds:

The Arts & Culture Alliance (ACA) has already secured 75% of the project costs in multi-year commitments to the project. Both the City of Knoxville and Knox County have committed \$200,000/year for FY 2024, FY 2025, and FY 2026. In addition, the FY 2025 State of Tennessee Budget included \$2,000,000 for the project and was approved by the Legislature on 4/18/24. ACA is approaching a couple of private foundations to complete the project.

ASSISTANCE REQUESTED:

Describe what assistance you are specifically requesting from CBID:

ACA is asking the Downtown Knoxville Alliance for \$200,000 in cash support for the project.

Together, the capital project's components will:

1. Generate positive economic benefits in jobs, tourism, night life;
2. Improve public safety by beautifying a currently blighted alley;
3. Promote connectivity between Gay Street and lower Jackson Avenue (Old City) via a staircase connecting the main gallery to the Fire Street level;
4. Improve walkability of the block by giving passengers in 3,000 passing cars/day a reason to park and get out to explore;
5. Help the Chamber reach its goal of attracting 25-54-year-old demographic by contributing to Knoxville's cool factor;
6. Provide an affordable venue for a diverse community of performing artists to present their work;
7. Create at least three full-time jobs and \$100,000 in contract labor.

The installation of a staircase leading to the Jackson Avenue level will increase rental income for the main gallery by 50%. Activation of the Fire Street level to the east and Jackson Avenue to the north will accommodate the critical need for 200 seat performances by the music, dance, and theater communities and 35-49 minute arts immersion experiences for the 360 degree projection of visual art works at \$15/person admission fees from which ACA will be able to collect \$100,000/year in ticket income. In addition, ACA should gross \$240,000 annually from private events. New income generated indirectly and directly from the project should total \$380,000/year.

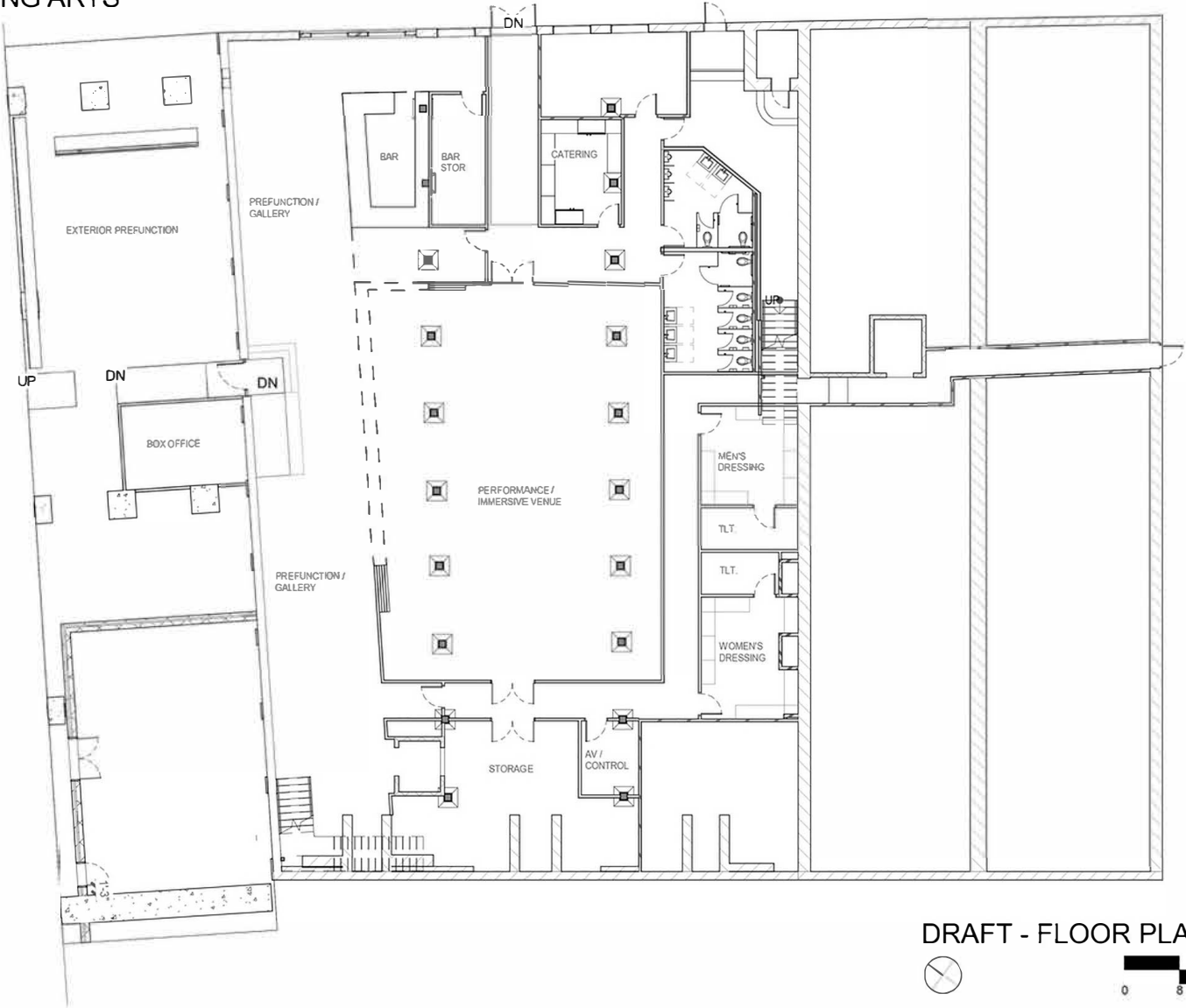
**Please send completed application to: Michele Hummel, at
mhummel@downtownknoxville.org Applications submitted without maps, drawings
and budgets will not be accepted.**



MHM



JACKSON AVENUE



DRAFT - FLOOR PLAN DIAGRAM



MHM

Emporium Performing Arts**Total Project Budget****December 15, 2023**

	COSTS
Emporium Construction Costs	\$2,561,500
GC/Gen Rq/Insurance/Permits/Fees/etc.	\$384,225
TOTAL Construction Cost	\$2,945,725
Contingency	\$294,573
MAXIMUM ALLOWANCE CONSTRUCTION COSTS (MACC)	\$3,240,298
SOFT COSTS	
Basic A/E/Landscape Fees (7%)	\$226,821
Theatre Consultant	\$79,500
Graphics / Signage	\$25,000
Site Survey	\$9,500
Landscaping Allowance	\$5,000
Geotechnical	\$5,000
Furniture/Bar Equip/Misc	\$75,000
Theatre Equipment (lighting/rigging/platforms/ Reimbursable, Printing, Travel Expenses	\$200,000
Audio/Visual/IT/Network equipment and wiring	\$100,000
Soft Cost Contingency (5%)	\$32,416
SOFT COSTS / FIELD CONSTRUCTION	\$760,237
TOTAL PROJECT COSTS	\$4,000,534

CAMPAIGN GOAL: \$4M
RAISED SO FAR: \$1.2M



Old City businesses will appreciate more than **\$1.5M in event-related spending.**



The project will **slow traffic by increasing walkability** which lowers stress and raises people's feelings of well-being.



The Emporium Expansion is **within a 10 minute walk**



of the new Smokies baseball stadium.



By putting new eyes on the street, the project will help **fight crime in the neighborhood.**

EMPORIUM EXPANSION IMPACT

The project's cool factor will **help the Chamber**



attract the 25-54 year old demographic, key to the city's growth.

More than **5,000 rural residents will drive into Knoxville** for the project's events.



More Downtown residents live

alone than in 98.7% of America. They need the project's connectivity.



The Expansion will attract more than **14,000 visitors bringing \$1.1M** in tourism spending to town.



The Expansion will also provide a home for **37 local performing arts groups**



... and boost **local employment opportunities** by \$300,000 a year!





P.O. Box 2506
Knoxville, Tennessee 37901
Phone: 865-523-7543
Fax: 865-523-7312

Benefits of Emporium Expansion Project

- In just two months, there have been six burglaries or aggravated assaults in the block surrounding the project. By putting eyes on the street and improving the physical appearance of the area, the project will **discourage crime** and help keep the neighborhood safe.
- The project provides **critical connectivity** between Old City businesses and the main level of Gay Street two stories above. When completed, adjacent businesses will appreciate a first-year **increase of \$1.5M in sales** as a result of the project.
- More than **14,000 travelers** will come to enjoy the project's events, contributing **\$1.1M in event related spending** to the local economy.
- Drivers of the 3,000 cars/day driving along Jackson Avenue will park and get out to experience the project's activities and watch its outside live video screens. The **increased walkability** will help lower their rates of obesity, diabetes, asthma, and heart disease.
- More downtown Knoxville residents live alone than in 98.7% of America. The intensified use of the public space around the project will help lower stress, raise endorphin levels, and raise the frequency of interactions between residents, **building ties** among neighbors.
- Locating **the project within a 10-minute walk of the new Smokies stadium** will help build a network that connects walkable neighborhoods, reducing fatal auto accidents by a factor of three along Jackson Avenue heading into the stadium and give people transportation options like walking and biking to games.
- A Chamber study gauges Knoxville's failure to retain the 25-54-year-old demographic (key to the city's ability to grow business) at a near crisis level. The project's arts immersion experiences will supply **the cool factor** the Chamber says it needs.
- On any given day, 37 local performing arts groups are looking for a place to present their work. The project will help provide a home for some of them, boosting **local employment opportunities** by \$300,000/year.

**DOWNTOWN KNOXVILLE ALLIANCE
CATALYST PROGRAMS**

APPLICANT:

Contact: Becky Hancock

Company Name: Historic Tennessee Theatre Foundation

Mailing Address: 604 S Gay St

City: Knoxville State: TN Zip: 37902

Telephone: 865-684-1200 Cell: 865-617-7443

Email: bhancock@tennesseetheatre.com

PROJECT LOCATION/OWNERSHIP:

Street Address (attach a GIS map with site shown): 612 S Gay St, Units 1, 3, 4, & 5

Who owns the property at this time? Historic Tennessee Theatre Foundation

Will you purchase the property/land or do you currently own the property/land? Currently own

What is the property's use at this time? Vacant (formerly commercial office/professional use), except for Units 2 & 6, which are professional use (Units 2 & 6 not owned by the applicant)

Is the building historic? YES NO

If yes, please describe the history and recognition: Listed in the National Register of Historic Places, January 27, 1983. (Registration #83003043, attached.) Area of significance: architecture, primarily for the design of the façade. The first four floors were constructed in 1907, the top two floors in 1923. Some of the original interior details on the first floor/Unit 1 (plaster ornamentation, original bank vault) are still intact.

Give a brief description of the use for this property after the project is completed. Attach drawings of existing and proposed improvements. The four units owned by the Historic Tennessee Theatre Foundation will be repurposed to serve as an expansion of the Tennessee Theatre's function as a multi-purpose performing arts venue. Except for the few historic interior details in Unit 1 mentioned above, the remainder of Unit 1 and all of Units 3, 4, & 5 are empty shells. The street level of Unit 1 will serve as a separate gathering space for receptions and small-scale performances. The mezzanine level of Unit 1 and Unit 3 will be physically connected to the Theatre to provide more lounges and lobby spaces, additional restrooms, concessions service points, and circulating areas. Unit 4 will be utilized as a multi-purpose rehearsal, performance, and educational space for both Tennessee Theatre programs and those of other nonprofit arts & culture organizations. Unit 5 will be used as administrative space for Theatre staff. Additionally, after decades of neglect, all common areas/elements will be fully renovated as needed to create an energy-efficient, safe, and code-compliant structure, resulting in a total building renovation.

Construction timeline: Start date: April 2024 Completion date: July 2025 (est.)

TAX INFORMATION:

Include latest property tax statement from Knox County Assessor’s Office. All outstanding City and County taxes must be paid, including CBID assessment prior to development assistance request being approved.

Tax parcel ID number(s) 095IF-002; 095IF-034; 095IF-03401A; 095IF-03401B; 095IF-03401C

Current Assessment Total City Assessment: \$1,003,600.00 Total DKA Assessment: \$3,212.00

Current tax bill (total 2023): City \$24,596.70 County \$9,150.00

Estimated assessment after project is completed: City TBD* County TBD*

Estimated tax bill after project is complete: City TBD* County TBD*

Retail sales estimate: n/a

Estimated sales tax generation on completed project: TBD*

***Please note** that as a 501c3 not for profit corporation, the Historic Tennessee Theatre Foundation property assessment is calculated differently than other private or commercial property located in the CBID. Therefore, our tax payments are much lower. However, the Tennessee Theatre draws an average of 225,000 people annually to downtown, with the majority of these patrons being residents of Knox County, demonstrating the Theatre’s positive impact on the quality of life of local residents. Additionally, some patrons are visitors from outside Knox County. For example, during two weeks of a recent Broadway show run, ZIP code data for approximately 25,000 ticketholders showed they came from 48 Tennessee counties and from 34 other states. These visitors contribute to the local tax base. Finally, the Tennessee Theatre also creates hundreds of FTE jobs annually and pays local vendors, suppliers, and professionals more than \$1.5 million annually for goods and services. The Tennessee Theatre is a cultural and economic engine for downtown Knoxville and the entire nine-county region.

CAPITAL INVESTMENT:

Please include a budget which outlines:

- Project cost – land cost, construction estimates, build out for retail tenant ready space, professional services, other soft cost
- Complete financial information, including anticipated project revenues, expenses and cash flow
- Construction timeline

Please see next page.

Sources of Funds

Funds Received - already spent	\$ 3,100,867.32
Funds Received - available to spend	\$ 10,000,000.00
COK Historic Preservation Fund Grant	\$ 210,000.00
Pledges Receivable	\$ 750,000.00
Proposed Credit Line (to be repaid)	\$ 5,000,000.00
Funds to be Identified/Secured	\$ 164,595.10
Total Sources	\$ 19,225,462.42

Uses of Funds

Property Purchase and Associated Costs	\$ 2,445,656.00
Building and Site Work (Construction Costs)	\$ 14,125,173.85
Furniture, Fixtures & Equipment	\$ 250,000.00
Soft Costs	\$ 2,404,632.57
Total Project Cost	\$ 19,225,462.42

Anticipated project revenues, expenses, and cash flow: The 612 S Gay Street renovation project will activate unused spaces and integrate them into the mission and activity of the current Theatre property. Operations and administrative costs of the finished spaces will become part of the Theatre's overall budget. The existing nonprofit organization is currently operating with a positive cash flow, and we expect the new spaces at 612 S Gay Street to function under the same general operational model. Revenues will be generated from additional concessions sales, event space rental by external parties, donations and annual fees received from theatre patrons and supporters, and ticket sales to events occurring in the spaces.

Construction Timeline: The Tennessee Theatre has engaged Partners Development for project management services. Construction manager Jenkins & Stiles will perform all construction services. A building permit was issued March 1, 2024 by the City of Knoxville, and the project will begin in April 2024. A detailed construction schedule shows completion within 12 months. We are planning on the project being complete and fully operational within 12 – 15 months from commencement of construction.

Financing plan description including a statement of sources and uses of funds: See above chart for sources and uses of funds. The Theatre has accumulated ~\$14M in gifts/pledges/other funds towards the total project cost of \$19,225,462. The Theatre has arranged a \$5M credit line facility with FirstBank, and together with the accumulated funds, the credit line facility will allow the project to continue uninterrupted while the Theatre aggressively pursues the balance in private fundraising, governmental support, grants, and other gifts. The ultimate objective is to ensure the credit line is fully paid to avoid the burden of ongoing debt service payments for the expansion project. This strategy will allow the Theatre to continue to operate at its highest efficiency.

Are you receiving any other financial assistance from other organizations or governmental entity? If so, please describe: Yes. The Tennessee Theatre has received to date a grant of \$250,000 from Knox County (FY19) and a \$100,000 grant from the City of Knoxville (FY19). The project also received a \$210,000 grant from the City of Knoxville's Historic Preservation Fund (FY19), restricted to common areas/elements. All other funding to date is private (individuals, for-profit corporations, family foundations,

and Theatre-generated funds). We are seeking more funding from Knox County, the City of Knoxville, and the State of Tennessee in the current fiscal year, but no additional public funding has been secured as of the submittal of this application. Additional private sources of funding will be pursued, as well via a public capital campaign, until all the money needed is raised.

ASSISTANCE REQUESTED:

Describe what assistance you are specifically requesting from CBID: The Historic Tennessee Theatre Foundation respectfully requests from CBID a total grant of \$300,000 payable over two fiscal years (\$150,000 in FY24 and \$150,000 in FY25). This request aligns with DKA's mission of ensuring a vibrant, flourishing downtown and attracting and retaining a thriving community of residents, businesses, and visitors in Downtown Knoxville. Particularly, this project will enhance the Theatre's ability to better serve a) all event attendees via additional restrooms, concessions, and lounge areas; and b) people partaking in education, outreach, and community partnership programs, whether it be those presented/produced by the Tennessee Theatre or by other users of the spaces (nonprofit arts & culture organizations, community groups, businesses, private individuals etc.). This project will help secure a programmatically diverse, culturally relevant, and financially stable future for the Tennessee Theatre.

Please send completed application to: Michele Hummel, at mhummel@downtownknoxville.org Applications submitted without maps, drawings and budgets will not be accepted.

**HISTORIC
 TENNESSEE THEATRE
 FOUNDATION**

April 3, 2024

Ed Rottmann
President

Downtown Knoxville Alliance
 17 Market Square, Suite 201
 Knoxville, TN 37902

Rick Blackburn
Vice President

To the DKA Board of Directors / Review Panel:

Jenny Swanson
Secretary

Please find attached an application to receive funds from the DKA Catalysts Programs.

Jason Hamilton
Treasurer

For nearly a century, the Tennessee Theatre in downtown Knoxville has presented entertainment of all types on its stage and screen, creating countless memories for generations of East Tennessee residents and visitors, numbering in the millions.

Thomas Boyd
Kim Bumpas
Rob Candelino
Cory Chapman
Jim Clayton
Matt Eyre
Andrew Hart

The Historic Tennessee Theatre Foundation was chartered in 1996. The nonprofit had a mission to both preserve the old movie palace and transform it into a fully functional and stunningly beautiful performing arts venue. The goal was reached in 2005 with the completion of a comprehensive, \$30 million renovation that set the Tennessee Theatre on a bright and sustainable path toward the future.

Jeff Hay
Dylan Jones
Omar Jubran
Jeannette Mills

That massive renovation brought more activity and life to the Theatre, and the board and Theatre leadership began focusing on how the organization could make the greatest impact in the community and ensure that everyone was welcomed and enriched by the Theatre's programming.

Katrice Jones Morgan
John W. Nelson
Liz Sherrod
Latisha Stubblefield
Sandi Swilley
Hannah Whatley

While the 2005 renovation improved the stage and backstage areas and preserved the iconic beauty of the lobbies and auditorium, the physical limitations of the existing Theatre building presented major challenges in connecting with new audiences and expanding our reach, especially in education and community partnerships. And with a busier Theatre, we needed even more restrooms and concession service points. We also wished for separate areas to gather smaller groups of patrons and supporters, and we were quickly running out of office space. We have reached capacity in every sense of the word.

Becky Hancock
Executive Director

Continuing to ensure that diverse arts and cultural entertainment remains in downtown Knoxville and enriches the community through education, outreach, and partnerships *in addition* to entertainment, the Tennessee Theatre purchased a majority of the Mechanics' Bank and Trust Building at 612 South Gay Street in early 2019. The spaces in the 612 Building are the perfect fit for a Tennessee Theatre expansion, based on the adjacent location and the ability to connect this building to the Theatre's auditorium foyers. This physical connection and access to an additional 16,000 square feet of space will address virtually all the challenges experienced as a result of the Theatre's busy calendar and will help fulfill the desire to better serve the entire region.

After a pandemic-induced pause on the project, we completed architectural plans to renovate the building and transform the spaces we own to support and enhance Theatre activity, such as additional restrooms and concessions located on the balcony level; a separate gathering space in the street-level former bank lobby; flexible rehearsal and community space for education, outreach, and nonprofit partnerships; and administrative offices to accommodate our growing staff.

Most notably and to ensure relevance and impact for years to come, the space will create more availability for the Theatre's growing education programming and community outreach, such as performances, special presentations, master classes, workshops, arts educator training, and summer camps for kids.

We are excited for community partners and arts organizations who also enhance the entire region through their own programming, education, and community outreach. This includes the Knoxville Symphony Orchestra, Knoxville Opera and Knoxville Jazz Orchestra; nonprofit groups such as the Boys & Girls Clubs of the Tennessee Valley, Big Ears Festival, Knox County Public Library, MUSE Knoxville, and the East Tennessee History Center. They too – and many more – will have opportunities to use this new space for their own education, partnerships, rehearsals, and fundraising events.

We have engaged the services of a stellar group of project partners: the design team at McCarty Holsaple McCarty, construction manager Jenkins & Stiles, and project management Partners Development. Each has been essential to ensure this project is well planned and executed. The Tennessee Theatre board of directors, both current and past, actively support this project and publicly tout its potential.

To date, the Theatre has secured just over \$14 million for this project that has a grand total (property acquisition, construction costs, and project soft costs) of \$19 million. The project will begin in April, and we anticipate full completion in 12 to 15 months.

The request for a generous grant from DKA of \$300,000 (payable over two fiscal years) will be a pivotal and transformative donation that will help us meet our ambitious goal. A completed application and relevant documents are attached for your review.

Just as the 2005 renovation did, this project will transform the future of the Tennessee Theatre and set the stage for an exciting second century. We cannot wait to show the entire community and greater East Tennessee region how this once-in-a-generation opportunity will breathe new life into another beautiful historic building on Gay Street in downtown Knoxville, while enhancing and enriching the mission and programming of a treasured landmark, the Official State Theatre of Tennessee.

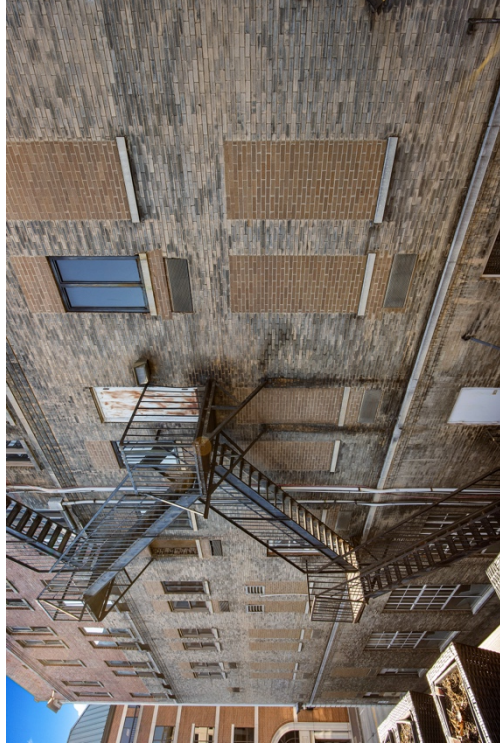
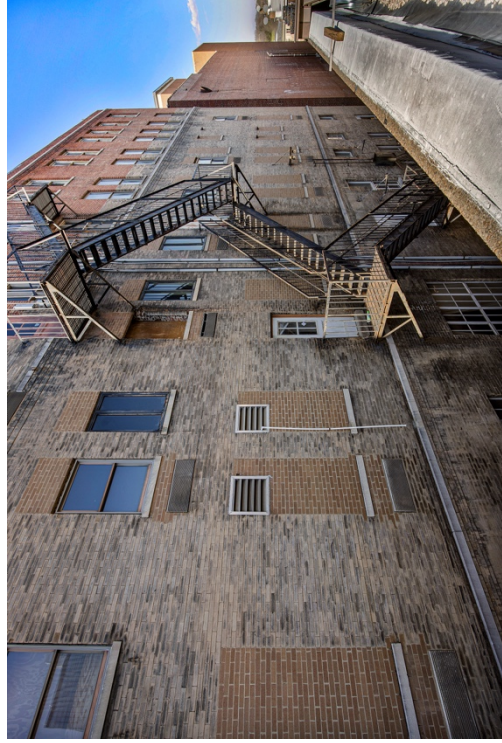
Thank you for your careful consideration. I am available to answer any questions you may have.

Sincerely,



Becky Hancock
Executive Director

Exterior of 612 S Gay Street



QUALITY OF LIFE COMMITTEE

➤ MINUTES

MAY 30, 2024, 11:30 AM

The Quality-of-Life Committee for Downtown Knoxville Alliance met on Monday, May 30, 2024, at 11:30 at Market Square. Members present included committee chair - Lorie Matthews, Nikki Elliott, Vince Fusco, and Brian Pittman. Staff included: Michele Hummel.

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. DKA's funding will cover the cost of the lease plus installation expenses for two of the sculptures in Krutch Park.

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 \$15,000 for Art in Public Places Mural Program for continual support to grow the mural program, which highlights 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 \$15,000.

Cleaning Market Square Garage

Market Square Parking Garage is the most frequently used garage, which causes it to be one of the dirtiest garages. It is cleaned daily but heavily cleaned twice a year. The cost to power wash the garage is \$1,600. In an effort to make it more appealing to downtown guests, residents, and employees, DKA would like to contribute to its cleaning. The garage is currently cleaned by PBA twice a year.

Recommendation: The committee made a recommendation in the form of a motion to the board to pay for two additional cleanings per year in the amount of \$3,200.

Budget Discussion

The committee discussed priorities/projects for the upcoming year.

General Committee discussion

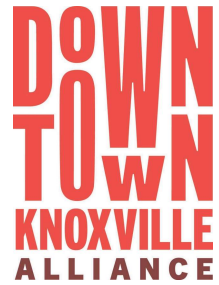
With no other business, the meeting was adjourned.

Quality of Life Budget FY 23-24

FY 23-24 Budget			
	Budget	Year-to-Date Actuals	Requested Remaining
BUDGET			
Security	\$ 100,000	\$ 76,006	\$ - \$ 23,994
Ambassador	\$ 117,000	\$ 96,763	\$ - \$ 20,237
Beautification	\$ 90,000		
Planters		\$ 230	
Design Srvs/Artists Mockups			
Beautification/Holiday		\$ 6,750	
Parking Maps in Public Garages		\$ 1,685	
Mardi Grawl Clean-up			
Market Square Parking Garage			\$ 3,200
Art in Public Places			\$ 10,000
Artist Alley			\$ 15,000
Conservation (Pet Waste Project)		\$ 3,500	
Downtown History Lit. Project		\$ 5,000	
KUB/Strong Alley Lighting		\$ 930	
	\$ 90,000	\$ 18,095	\$ 28,200 \$ 43,705
Special Art Project	\$ 50,000	\$ -	\$ - \$ 50,000
Residents	\$ 3,000		\$ 3,000
TOTAL	\$ 360,000	\$ 190,864	\$ 28,200 \$ 140,936

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

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 put on display throughout downtown Knoxville, Emory Place, South Knoxville, West Knoxville, McGhee Tyson Airport, and Oak Ridge. While we are adding sculpture placements in 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. Dogwood Arts sends out a 'Call to Artists,' and sculptors who are interested in participating submit applications with photos of up to three sculptures for consideration. The pieces are created by exceptional artists working in the East Tennessee region and throughout the United States.

We will work with the Public Art Committee to select a juror each year and each accepted artist signs a 1 year lease agreement including a travel stipend - half paid to them upon install of the piece and half paid to them when they retrieve the sculpture the following year. Artists also have an opportunity to win additional award money totaling \$8,000. During the year, sculptures are promoted in 5,000 brochures and showcased online at www.dogwoodarts.com. We also produce an online contest in July encouraging the public to vote for their favorite artwork.

A \$10,000 sponsorship from the Downtown Knoxville Alliance covers the cost of the lease plus installation expenses for two of the sculptures in Krutch Park. This year's exhibition will be changed out the week of June 17. The sculptures are celebrated throughout the year and add interest and excitement to our downtown. We include a sign with each sculpture sponsored that highlights the DKA sponsorship as well as providing the name of the piece and the artist.

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 \$65,000 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: 06/17/2024 Anticipated completion: 06/17/2025

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 - 2023.

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

Public Art of any type in a city center is an immediate indicator that a city is vibrant and full of cultural opportunity for residents and visitors alike. With the annual investment by the City, Downtown Knoxville Alliance, and other like minded supporters, 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 that 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.

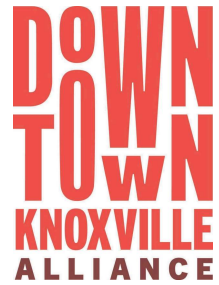
As a city with a thriving creative culture, we draw more visitors, retain more current residents, and inspire talented individuals from across the country to move here. Combined with the incredible list of other art and culture happenings downtown, these assets drive economic and social development in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

FY24_Dogwood Arts AIPP Sculpture Budget

	Actual Jul '22 - Jun 23	Budget Jul '23 - Jun 24
Ordinary Income/Expense		
Income		
4000 · Application Fees	\$ 1,530.00	\$ 2,000.00
4025 · Revenue	\$ 11,300.00	
4030 · Donations		
4035 · Endowment Contributions		
4040 · Grants	\$ 50,000.00	\$ 55,000.00
4050 · Sponsor	\$ 23,500.00	\$ 30,000.00
4060 · Ticket Sales		
4200 · In-Kind		
Total Income	\$ 86,330.00	\$ 87,000.00
Cost of Goods Sold		
5050 · Advertising & Promotions	\$ 650.00	\$ 800.00
5100 · Artists' Commissions	\$ 67,290.00	\$ 63,000.00
5150 · Awards	\$ 8,000.00	\$ 8,000.00
5250 · Contract Labor		
5300 · Cost of Goods Sold		
5350 · Decorations		
5400 · Musicians & Performers		
5450 · Expense Account		\$ 1,000.00
5500 · Food	\$ 2.29	\$ 250.00
5550 · Gardeners		
5650 · Inkind Expense		
5675 · Insurance Expense	\$ 2,539.00	\$ 2,500.00
5750 · Judge Expense		\$ 750.00
5760 · Licenses/Fees	\$ 149.00	\$ 300.00
5850 · Postage		
5900 · Printing	\$ 1,769.84	\$ 2,200.00
5940 · Professional Fees		
6000 · Rent - Venue		
6020 · Rent - Equipment, Tents, Event	\$ 3,346.00	\$ 4,000.00
6050 · Signs	\$ 2,066.17	\$ 2,500.00
6170 · Sound Lights Production/Misc		
6200 · Supplies	\$ 116.79	\$ 300.00
6250 · Security	\$ 450.00	\$ 600.00
6275 · Service Fees	\$ 248.79	\$ 250.00
6300 · Shipping		
6320 · Supporter Gifts		
6400 · Transportation	\$ 27.88	\$ 200.00
Total COGS	\$ 86,655.76	\$ 86,650.00
Gross Profit	\$ (325.76)	\$ 350.00

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

Project Address: Downtown Knoxville

Requested Amount: \$15,000 Total Project Costs: \$24,700

1. Describe the project:



The Art in Public Places Mural Program - Downtown Knoxville

Dogwood Arts is thrilled to continue working with the City of Knoxville, the Public Art Committee, and Downtown Knoxville Alliance 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.

For 2024, we will continue the quarterly mural that changes out every three months on the corner of Strong Alley and Union Avenue. But we are also excited to be introducing new muralists to the alley with artists working collaboratively this spring. We are currently working to establish a block of time in the next 2-3 months where 6 artists who have recently completed a mural workshop will complete a series of murals in the alley within the same or overlapping time frames. We will also include a community prep day where volunteers can help clean and prep the walls prior to the event. This will be something we will share with our local media and will certainly be a focal point for live and recorded reporting.

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 bi-weekly mural maintenance and clean up of graffiti as needed (and where easily repairable). This funding also helps cover 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.

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

4. Anticipated state date: Ongoing Anticipated completion: Ongoing

5. 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 2020 through 2023

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

The positive energy and development that Downtown Knoxville is currently experiencing is further enhanced by the 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. In particular, the mural program is extremely popular across all demographics appealing to a diverse population who are excited about the medium. The Artist 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.

We are particularly excited about the plan to have multiple artists working in the alley at the same time this spring to draw media attention to the efforts and ensure that even more people are aware of this cultural opportunity.

Examples of Strong Alley Murals:



FY24_DKA Quality of Life_DogwoodArts_AIPP Murals_Budget

Actual Jul '22
- Jun 23

Budget Jul
'23 - Jun 24

Ordinary Income/Expense

Income

4000 · Application Fees		
4025 · Revenue		
4030 · Donations		
4035 · Endowment Contributions		
4040 · Grants	15,200.00	25,000.00
4045 · ARP GRANT		
4050 · Sponsor		
4060 · Ticket Sales		
4200 · In-Kind		
Total Income	15,200.00	25,000.00

Cost of Goods Sold

5050 · Advertising & Promotions		500.00
5100 · Artists' Commissions	10,950.00	12,000.00
5150 · Awards		
5250 · Contract Labor	6,682.84	5,000.00
5300 · Cost of Goods Sold		
5350 · Decorations		
5400 · Musicians & Performers		
5450 · Expense Account		1,500.00
5500 · Food		100.00
5550 · Gardeners		
5650 · Inkind Expense		
5675 · Insurance Expense		
5750 · Judge Expense		
5760 · Licenses/Fees		
5850 · Postage		
5900 · Printing	53.69	100.00
5940 · Professional Fees		
6000 · Rent - Venue		
6020 · Rent - Equipment, Tents, Event		
6050 · Signs	81.52	500.00
6170 · Sound Lights Production/Misc		
6200 · Supplies	168.38	5,000.00
6250 · Security		
6275 · Service Fees	7.45	
6300 · Shipping		
6320 · Supporter Gifts		
6400 · Transportation		
Total COGS	17,943.88	24,700.00
Gross Profit	-2,743.88	300.00

BOARD OF DIRECTORS' MEETING

STAFF REPORT FOR JUNE 2024

MARKETING

- Shift to summer marketing including website, Market Square banners, garage elevator posters, etc.
- Newsletter released on May 23 promoting patios and summer events.
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 184,450 followers (previous: 181,877; 177,313; 174,013). 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.

BUSINESS SUPPORT

- Waldo Scavenger Hunt starts July 1 with 42 downtown businesses.
- Website update and promotion for June 7 First Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.
- Business Support committee meeting planned for June 7 to be rescheduled.

QUALITY OF LIFE

- Held a QoL Committee Meeting on May 30.
- Continue to provide road closure notifications to businesses.
- Continue to assist with Market Square permits.

OTHER

- Merchant MeetUP was held on May 21, 3:00. Erin Read discussed Knoxville-Knox County Office of Housing Stability's efforts to help the unhoused population, and Scott Schimmel discussed the parking study some of the downtown merchants created.
- Met with the City of Knoxville Finance Department to discuss equalization process. The city is tentatively scheduled to be at the July board meeting to discuss with the board.
- DKA will hold another brainstorming session to discuss potential projects that could replace the ice rink when it moves in 2025 on Tuesday, June 25 at 11:30.
- Interviews:
 - WATE – spring/summer events
- Preparing for Annual Meeting
 - Packets will be mailed May 31
 - Ensuring quorum, gathering proxies for those unable to attend meeting