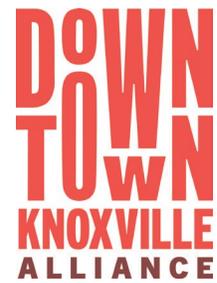


BOARD OF DIRECTORS' MEETING

➔ AGENDA

MAY 20, 2024, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *April Board Meeting p. 2
- III. *Financial Report p. 4
- IV. Committee Updates
 - A. Development Committee p. 12
 - B. Marketing Committee p. 51
 - C. Nominating Committee
- V. Staff Report p. 72
- VI. Old Business
- VII. New Business
 - A. Discussion of Budget for FY 24-25 p. 73
 - B. City Parking Study Report
- VIII. Public Forum
 - A. Letter from Kaye Bultemeier and Noel Kuck
- IX. Adjournment

* Denotes action items

Upcoming Board Meetings:

June 17, 5:00 pm

July 15, 11:30 am

August 19, 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

APRIL 15, 2024, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, April 15, 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, 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 March board meeting. Mary Katherine Wormsley made a motion to approve the minutes. Natalea Cummings 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. Vince Fusco made a motion to approve the financial report, and Blaine Wedekind seconded the motion, which was unanimously approved by the board.

IV. Update on Path to Prosperity

DKA has previously invested in the Knoxville Chamber's Path to Prosperity. Mike Odom, the CEO of the Knoxville Chamber, presented an update on the program and discussed current economic development projects and initiatives that have a positive impact downtown.

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

The board will accept nominations for four board positions: two business representatives, one resident, and one shareholder. Nominations are due April 30.

The board discussed the budget priorities for the coming year and how they impact the budget.

VIII. Public Forum

There was no Public Forum.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

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

Jul '23 - Jun '24

OPERATING ACTIVITIES

Net Income	63,559
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(28,144)
2020 · Accounts Payable	43,910
2600 · Accrued Payables	(51,541)
2700 · Accrued Wages	-
1350 - Prepaid Expenses	75.00
Net cash provided by Operating Activities	27,859

FINANCING ACTIVITIES

3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	27,859
Cash at beginning of period	1,673,854
Cash at end of period	1,701,713

Current Liabilities	(51,133)
Accrued Payables	(254,709)
Accounts receivable and Other	118,253
Prepaid Expenses	375
Subtotal	(187,214)

Projected Remaining Budgeted Income (Expenses)

Revenue	-
Development	(100,000)
Quality of Life	(174,651)
Business Support	(20,235)
Marketing/Sponsorships	(72,792)
Administration	(50,540)
Subtotal	(418,219)

Projected Cash - Before Minimum Reserve	1,096,280
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Minimum Cash Balance - Reserve	(150,000)
--------------------------------	-----------

Projected Cash Availability	946,280
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Downtown Knoxville Alliance
Statement of Cash Flows
Fiscal YTD April 30, 2024

Project	Grants	Permit Date	Comp Date	YE 6/30/2024	Total
314 Union Ave (COK)	250,000			250,000	250,000
Hilton Parking Garage	50,000		10/31/2023	50,000	50,000
	<u>300,000</u>			<u>300,000</u>	<u>300,000</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	TOTAL	FY24 Budget	Remainder	
Income														
CBID Tax Assessments	4020	19,389	1,773	6,485	569,786	34,010	45,466	47,394	225,733	90,109	118,253	1,158,397	1,125,000	(33,397)
Investment income	4100	1,125	1,218	1,151	1,192	1,166	1,207	1,208	1,132	798	1,214	11,410	500	(10,910)
Total Income		20,514	2,991	7,636	570,978	35,175	46,672	48,601	226,865	90,907	119,467	1,169,807	1,125,500	(44,307)
Expenses														
Development														
Path to Prosperity	5225	-	-	-	-	-	-	-	-	-	15,000	15,000	15,000	-
Special Projects	5205	-	-	-	-	-	-	-	-	-	-	-	100,000	100,000
Total Development		-	-	-	-	-	-	-	-	-	15,000	15,000	115,000	100,000
Quality of Life														
Beautification	5659	77	77	3,533	84	1,852	3,470	90	83	8,582	(3,344)	14,504	90,000	75,496
Ambassador Program	5657	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	9,676	96,763	117,000	20,237
Residential - Other	5900	-	-	-	-	-	-	-	-	-	-	-	-	-
Residential	5901	-	-	-	-	-	-	-	-	-	-	-	3,000	3,000
Special Art Project		-	-	-	-	-	-	-	-	-	-	-	50,000	50,000
Security	5700	3,557	3,854	8,012	3,610	15,547	4,509	20,551	3,901	4,932	5,610	74,081	100,000	25,919
Total Quality of Life		13,310	13,607	21,221	13,370	27,075	17,655	30,317	13,660	23,190	11,942	185,349	360,000	174,651
Business Support														
Business Support	5150	523	2,779	5,957	4,259	10,044	4,264	672	924	143	200	29,765	50,000	20,235
Total Business Support		523	2,779	5,957	4,259	10,044	4,264	672	924	143	200	29,765	50,000	20,235
Marketing Expenses														
Advertising General	5305	3,536	1,688	5,387	3,191	15,935	6,428	2,045	4,553	3,164	1,943	47,869	50,000	2,131
Print & Design	5306	225	2,532	2,600	10,002	11,082	3,212	424	3,316	1,553	1,340	36,284	55,000	18,716
Website - All Committees	5375	550	1,195	1,840	6,058	6,940	1,840	676	838	4,228	2,180	26,345	30,000	3,655
Downtown Scavenger Hunt	5364	-	-	-	210	-	-	-	-	-	2,000	2,210	15,000	12,790
Events and Sponsorship	5360	6,000	-	8,000	-	10,000	-	29,000	-	21,500	-	74,500	110,000	35,500
Total Marketing Expenses		10,312	5,414	17,828	19,460	43,956	11,480	32,144	8,706	30,444	7,462	187,208	260,000	72,792
Administration														
Meals/ Lodging/ Travel	5420	840	224	194	268	398	-	427	205	166	319	3,041	6,000	2,959
Office Expense	5430	505	525	685	492	641	510	571	659	1,249	553	6,390	7,000	610
Bank Fees	5435	19	18	18	18	18	18	18	18	18	18	181	200	19
Postage	5440	12	9	9	14	11	14	18	9	15	422	534	2,500	1,966
Professional Dev.	5465	-	-	-	2,475	-	-	940	-	-	-	3,415	6,000	2,585
Professional Svc	5450	-	1,000	-	2,000	3,386	2,420	1,250	-	-	-	10,056	12,000	1,944
Svc Contract - Operations	5460	19,849	19,849	19,849	19,849	19,849	19,849	19,849	19,849	19,849	19,849	198,490	238,186	39,696
Insurance Directors/Officers	5750	-	-	-	75	75	75	75	75	75	75	525	900	375
Software	5480	-	65	-	138	69	69	69	69	69	69	616	1,000	384
Supplies	5470	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Administration		21,225	21,691	20,756	25,328	24,447	22,954	23,217	20,883	21,440	21,304	223,246	273,786	50,540
Total Expenses		45,370	43,491	65,762	62,418	105,522	56,353	86,351	44,174	75,218	55,908	640,567	1,058,786	418,219
Change in NAV		(24,856)	(40,500)	(58,126)	508,560	(70,347)	(9,681)	(37,750)	182,692	15,689	63,559	529,240	66,714	462,526

Downtown Knoxville Alliance

Statement of Cash Flows

April 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	63,558.58
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-28,144.47
1350 Prepaid Expenses	75.00
2020 Acc. Payable:Accounts Payable	43,910.46
2600 Accrued Payables	-51,540.58
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-35,699.59
Net cash provided by operating activities	\$27,858.99
NET CASH INCREASE FOR PERIOD	\$27,858.99
Cash at beginning of period	1,673,853.72
CASH AT END OF PERIOD	\$1,701,712.71

Downtown Knoxville Alliance
Balance Sheet
As of April 30, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1012 First Bank Checking	708,859.94
1016 Regions - Checking	147,609.52
Total 1005 Cash	\$ 856,469.46
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1026 First Century Bank	255,817.77
1027 SunTrust MM Account	248,080.41
1029 Home Federal Bank - MM	245,269.56
Total 1020 Investments - Cert Dep and MM	\$ 845,243.25
Total 1000 Cash & Cash Equiv.	\$ 1,701,712.71
Total Bank Accounts	\$ 1,701,712.71
Accounts Receivable	
1110 Other Receivable	118,253.38
Total Accounts Receivable	\$ 118,253.38
Other Current Assets	
1350 Prepaid Expenses	375.00
Total Other Current Assets	\$ 375.00
Total Current Assets	\$ 1,820,341.09
TOTAL ASSETS	\$ 1,820,341.09
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
2020 Accounts Payable	51,132.89
Total 2000 Acc. Payable	\$ 51,132.89
Total Accounts Payable	\$ 51,132.89
Other Current Liabilities	
2600 Accrued Payables	254,709.40
Total Other Current Liabilities	\$ 254,709.40
Total Current Liabilities	\$ 305,842.29
Total Liabilities	\$ 305,842.29
Equity	
3900 Change in NA - unrestricted	985,259.17
Net Income	529,239.63
Total Equity	\$ 1,514,498.80
TOTAL LIABILITIES AND EQUITY	\$ 1,820,341.09

Downtown Knoxville Alliance

Profit and Loss

April 2024

	TOTAL
Income	
4020 CBID Assessment	118,253.38
4100 Interest on Cash Reserves	1,213.68
Total Income	\$119,467.06
GROSS PROFIT	\$119,467.06
Expenses	
5100 Business Support	
5150 Merchant Support	200.00
Total 5100 Business Support	200.00
5200 Development	
5225 Path to Prosperity	15,000.00
Total 5200 Development	15,000.00
5300 Marketing Expenses	
5305 Advertising	1,942.50
5306 Print and Content	1,339.64
5364 Downtown Scavenger Hunt	2,000.00
5375 Website	2,180.00
Total 5300 Marketing Expenses	7,462.14
5400 Administration	
5420 Meals/Lodging/Travel	318.88
5430 Office Expenses	552.66
5435 Bank Fees	18.00
5440 Postage	421.64
5460 Services Contract	19,849.00
5480 Software	68.83
5490 Insurance D&O	75.00
Total 5400 Administration	21,304.01
5650 Quality of Life	
5655 Bike Patrol	5,610.00
5657 Ambassador Program	9,676.33
5659 Beautification	-3,344.00
Total 5650 Quality of Life	11,942.33
Total Expenses	\$55,908.48
NET OPERATING INCOME	\$63,558.58
NET INCOME	\$63,558.58

Downtown Knoxville Alliance

A/P Aging Detail

As of April 30, 2024

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
04/28/2024	Bill	04282024	Conservation Cooperative	05/03/2024	6	3,500.00	3,500.00
04/25/2024	Bill	196706	Graphic Creations	05/05/2024	4	832.32	832.32
04/10/2024	Bill	000148	The Tomato Head Inc.	05/10/2024	-1	58.70	58.70
04/25/2024	Bill	20090043	Designsensory	05/10/2024	-1	1,540.00	1,540.00
04/11/2024	Bill	000151	The Tomato Head Inc.	05/11/2024	-2	260.18	260.18
04/23/2024	Bill	04232024	KUB	05/13/2024	-4	81.00	81.00
04/30/2024	Bill	04302024	Thomas, Robin	05/15/2024	-6	657.42	657.42
04/30/2024	Bill	11489	MoxCar.	05/15/2024	-6	112.50	112.50
04/26/2024	Bill	2404544	High Resolutions, Inc	05/16/2024	-7	232.30	232.30
04/24/2024	Bill	5220	Gregory's Greenhouse Production, LLC	05/25/2024	-16	75.00	75.00
04/25/2024	Bill	INV104403	Off Duty Management, Inc.	05/25/2024	-16	1,100.00	1,100.00
04/30/2024	Bill	050124	Southern Bloom Social	05/30/2024	-21	1,890.00	1,890.00
04/30/2024	Bill	INV012137	Knoxville Chamber	05/31/2024	-22	19,849.00	19,849.00
04/30/2024	Bill	INV011565	Knoxville Chamber	05/31/2024	-22	15,000.00	15,000.00
04/30/2024	Bill	INV012136	Knoxville Chamber	05/31/2024	-22	4,687.91	4,687.91
04/30/2024	Bill	INV012134	Knoxville Chamber	05/31/2024	-22	156.56	156.56
04/30/2024	Bill	INV106318	Off Duty Management, Inc.	06/01/2024	-23	1,100.00	1,100.00
Total for Current						\$51,132.89	\$51,132.89
TOTAL						\$51,132.89	\$51,132.89

Downtown Knoxville Alliance

A/R Aging Detail

As of April 30, 2024

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
04/30/2024	Invoice	04302024	City of Knoxville.	05/31/2024	118,253.38	118,253.38
Total for Current					\$118,253.38	\$118,253.38
TOTAL					\$118,253.38	\$118,253.38

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

DEVELOPMENT COMMITTEE

➤ MINUTES

APRIL 25, 2024

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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 (paid over two fiscal years)

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:

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Art & Culture Alliance/Emporium: \$200,000

Tennessee Theatre \$300,000

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- Projects must be completed by July 2026, if not the applicant can return to DKA to discuss a possible extension.
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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

YWCA
420 Clinch Ave , Knoxville TN
December 21, 2023

PROJECT HARD COSTS	PROJECT TOTAL
Building construction costs	\$9,438,346
Additional site costs	\$0
Alternates	
#1 - Minimal Basement completion	\$0
#2 -	\$0
#3 -	\$0
#4 -	\$0
General Conditions, General Requirements & Fee (included in Bldg Construction Cost above)	\$0
Construction Contingency (3% included in Building Construction Cost above)	\$0
Design Contingency (3% included in Building Construction Cost above)	\$0
Escalation (3% included in Building Construction Cost above)	\$0
VE Suggested Items	\$0
TOTAL	\$9,438,346

SOFT COSTS	
Furniture, fixtures and equipment allowance	\$650,000
Audio Visual equipment allowance	\$32,000
Phone/Security/IT/Data Network allowance	\$54,000
Artwork and Accessories	\$10,000
TOTAL	\$746,000

OTHER COSTS	
A/E Fees \$500,000 Original design + \$98,200 Additional Services (VE scope change/Haz Mat)	\$598,200
Owner's Rep Fees	\$0
CM Preconstruction Fees (included in Building Construction Cost above)	\$0
FFE Design Fees	\$35,000
Specialty Consultants	\$0
Fees and Permits (included in Building Construction Cost above)	\$0
Construction Testing	\$30,000
Geotechnical Testing	\$0
Site Survey	\$7,500
Environmental Hazmat Consulting/Construction Oversight	\$9,675
Environmental survey Phase 1 ESA & HUD EA	\$6,000
Administration / Miscellaneous / Additional Services / Reimbursables	\$15,000
TOTAL	\$701,375
Subtotal	\$10,885,721
Owners Contingency (5%)	\$544,286
TOTAL PROJECT BUDGET	\$11,430,000

NOTES:
1. Moving Expenses Not Included.
2. Office Equipment and Accessories are not included.

**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.

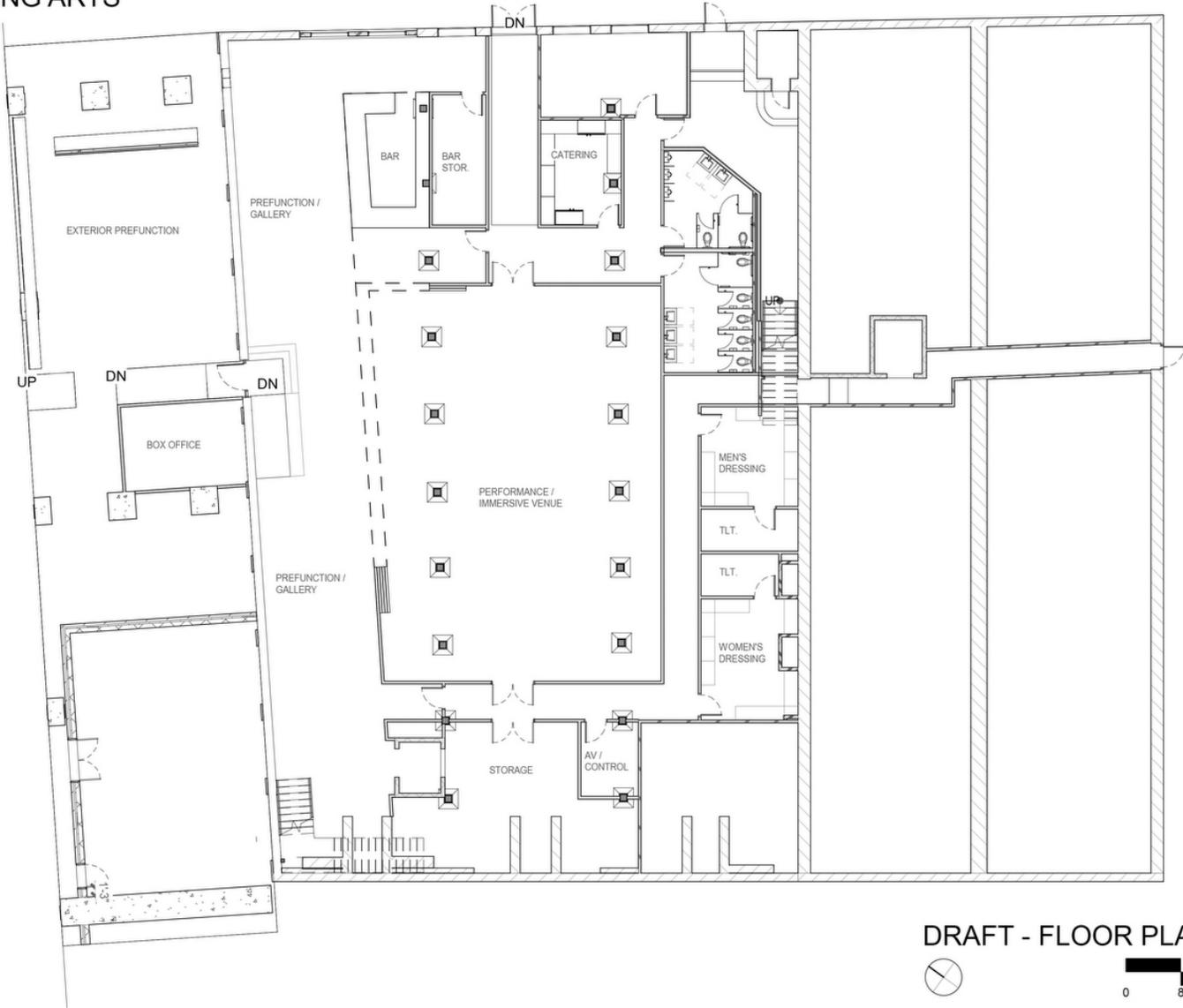
**Please send completed application to: Michele Hummel, at
mhummel@downtownknoxville.org Applications submitted without maps, drawings
and budgets will not be accepted.**



MHM



JACKSON AVENUE



MHM

DRAFT - FLOOR PLAN DIAGRAM



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.**



TENNESSEE
KNOXVILLE

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.

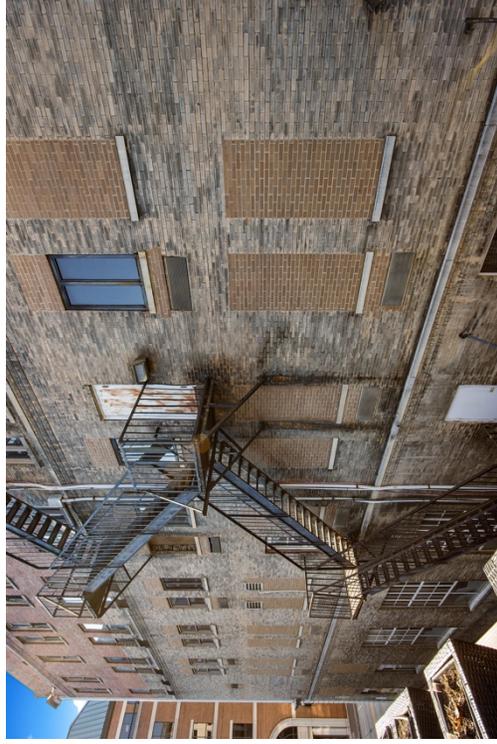
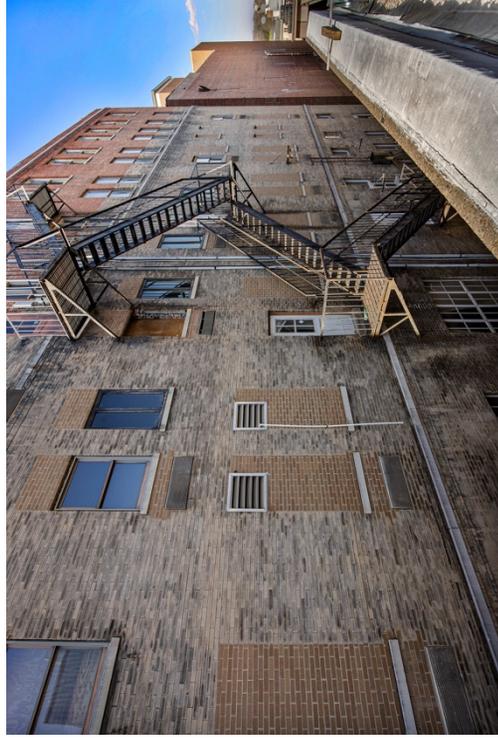
Thank you for your careful consideration. I am available to answer any questions you may have.

Sincerely,

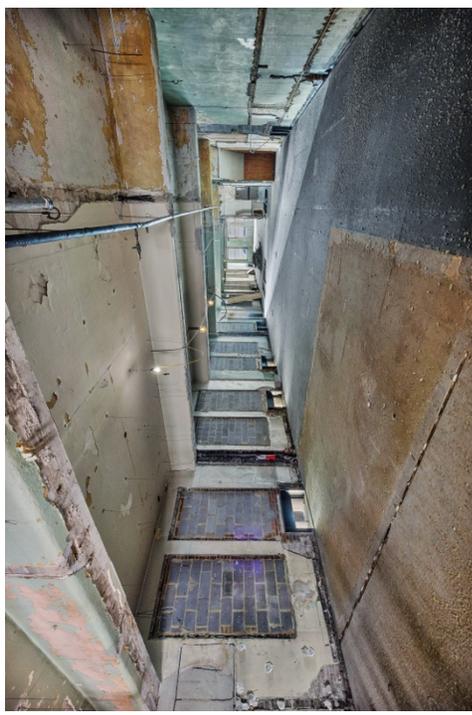
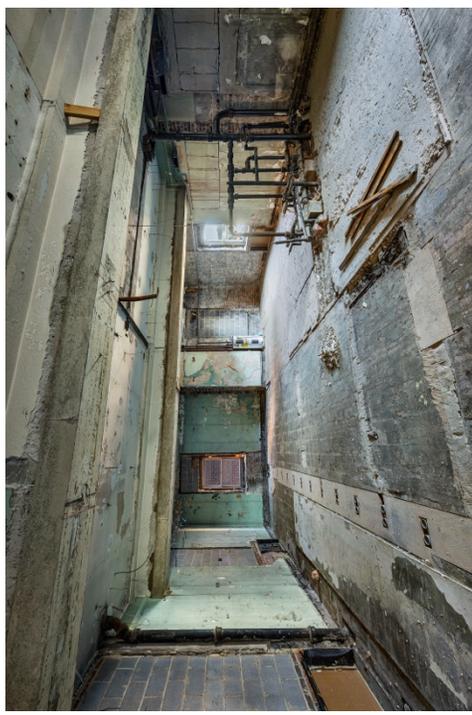


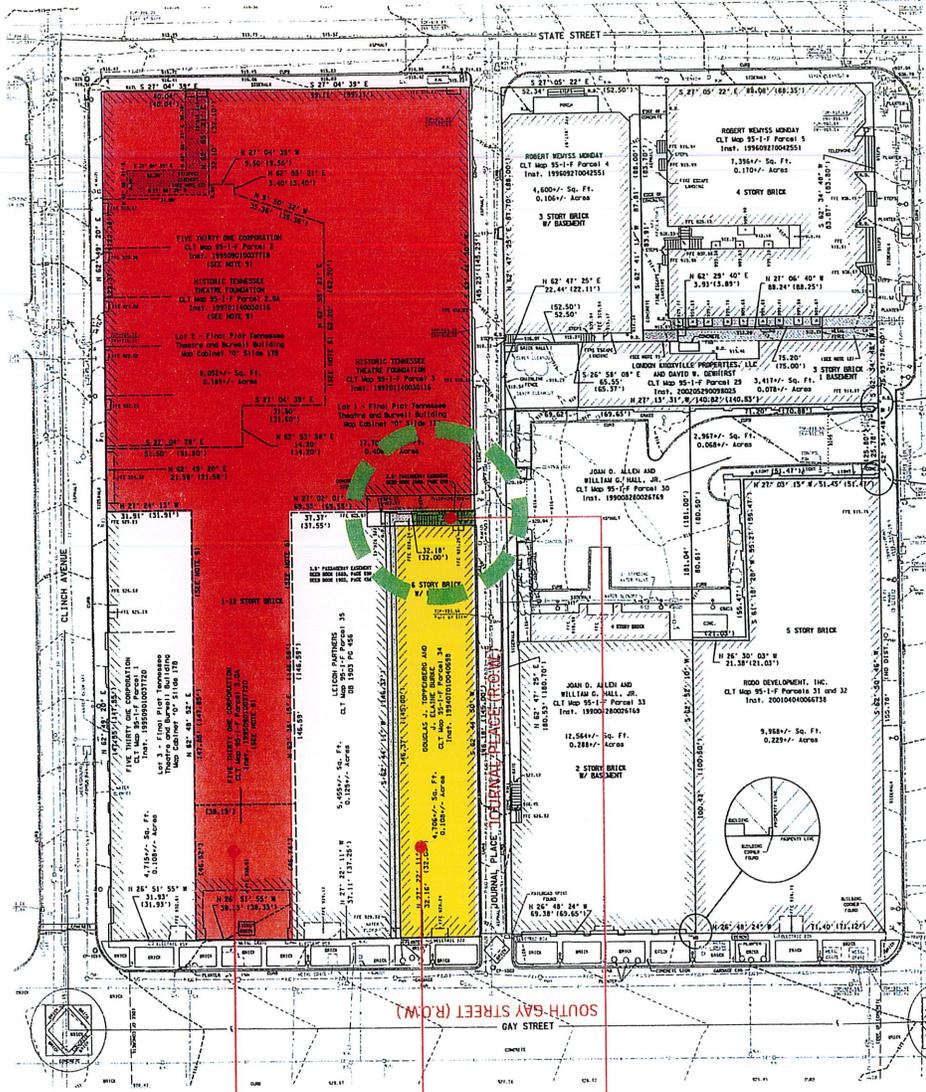
Becky Hancock
Executive Director

Exterior of 612 S Gay Street



Upper Floors of 612 S Gay Street





THE HISTORIC TENNESSEE THEATRE

THE HISTORIC MECHANIC'S BANK & TRUST BUILDING

PROPOSED BUILDING CONNECTOR LOCATION

THE HISTORIC MECHANIC'S BANK & TRUST BUILDING
AN ADDITION TO THE HISTORIC TENNESSEE THEATRE

612 SOUTH GAY STREET

SURVEY
N.T.S.



MIHM

MHIM



United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

EXP. 12/31/84

For NPS use only
received **DEC 27 1982**
date entered

1. Name

historic Mechanics' Bank and Trust Company Building

and/or common City and County Bank

2. Location

street & number 612 South Gay Street N/A not for publication

city, town Knoxville N/A vicinity of ~~congressional district~~

state Tennessee code 047 county Knox code 093

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input checked="" type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Ron Cunningham, et al

street & number 612 South Gay Street

city, town Knoxville N/A vicinity of state Tennessee 37917

5. Location of Legal Description

courthouse, registry of deeds, etc. Registrar of Deeds, City-County Building

street & number 400 Main Street

city, town Knoxville state Tennessee 37902

6. Representation in Existing Surveys

title Knoxville, Fifty Landmarks has this property been determined eligible? yes no

date 1976 federal state county local

depository for survey records Knoxville Heritage, Incorporated

city, town Knoxville state Tennessee

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The Mechanics' Bank and Trust Company Building, located on the main street of the central business district of Knoxville, Tennessee is a brick and stone banking and office building with five stories plus mezzanine and basement. Designed in a derivative version of the Second Renaissance Revival in an Italian mode, the front facade is highly sculptured East Tennessee marble. A rectangle in plan, the building was originally constructed in 1907 with three stories. In 1923 an additional two stories were very sensitively and carefully added. While there have been some alterations to the facade, the quality of the original design has not been lost. The main floor banking lobby still contains some original marble and plaster work. The office floors have been much altered over the years. The building is located in a densely developed area of Knoxville. The immediate surroundings include other structures of compatible age and character. The building retains its architectural integrity.

The building is located in a densely developed area at 612 South Gay Street, the main street of Knoxville's central business district. Located in the middle of the block with the facade directly adjacent to the sidewalk, the building both benefits from and contributes to an environs containing other significant buildings. A mid-block alley, directly adjacent to the side of the building, helps provide visual definition, causing the building to stand out. The building also has a high sense of visual presence due to the immediately adjacent buildings on either side being two stories in height. Yet the narrow width and overall scale of the building does not overpower these adjoining structures.

The original portion of the building was constructed in 1907 and was designed in a derivative version of the Second Renaissance Revival style. Originally there were three stories, mezzanine, and basement. The plan is a rectangle with the narrow dimension parallel to the street. The building is constructed of marble, brick, and reinforced concrete. An additional two stories added in 1923 used the same materials and plan, and followed the same design scheme. The roof is a flat composition roof. An elevator penthouse, a relatively recent addition, is visible from some angles. To date, no information concerning the architect or builder has been discovered.

The west facade, or front, faces Gay Street and is constructed of marble quarried in East Tennessee. The facade is organized into three bays: vertically, the base of main floor and mezzanine form one portion of the facade, and the upper four floors the remainder. A heavy cornice and entablature separates the two portions. The base is constructed of smooth marble with the horizontal joints deeply rusticated. The central bay, slightly recessed, is flanked on either side by semi-engaged smooth columns with Ionic capitals, running from a horizontal marble pedestal to the entablature. The main entryway, in the center, has a marble surround and a stylized flat pedimental hood, supported by console brackets at the mezzanine floor level, with the rustication turning to define the arch stones, and a heavy console bracket at the keystone. This window has a very fine curvilinear design in leaded beveled glass. The bays to either side of the central bay are defined by pilasters at each side formed by slightly projecting the rusticated marble. Each pilaster has an Ionic capital. In the center of each of these bays is a tall narrow window. In the upper portion of the facade, the center bay is also slightly recessed (a balustrade runs across in front of this recess at the second and again at the fourth floor levels; a similar balustrade is also directly above this bay at the roof level). A pair of vertical rectangular windows occurs at each floor level in this bay. The remaining bays, to each side of the center, have a single centered window at each floor level. At the roof level, a heavy cornice runs across the entire front. At each of the end bays this cornice is supported by a pair of heavy console brackets, flanking a bas relief cartouche. At the top of the middle bay recess, a second highly stylized cornice, supported by a single centered bracket, supports the roof cornice. Directly above this bracket is a sculptured arm and hammer, the symbol of the Mechanics' Bank. On top of the roof cornice,

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

FOR NPS USE ONLY
RECEIVED
DATE ENTERED

Mechanic's Bank and Trust Company Building
CONTINUATION SHEET ITEM NUMBER 7 PAGE 2

above the end bays, is a solid balustrade, projected slightly from the center bay balustrade previously described. The decorative stone at the top of the building, including balustrades, cornice brackets, etc., was carefully removed from its original location on the top of the third floor and relocated to its present position in 1923. In the central bay, a decorative panel in the spandrel between the second and third floors was not duplicated at the spandrel between the fourth and fifth floors in the addition. In all other aspects, the front facade of the 1923 addition essentially exactly matches the 1907 portion. The original one over one sash windows have been replaced by aluminum framed windows, as has the front entry door. A metal and plastic sign extends over a portion of the entablature at the base, but is superficially attached.

The north facade is visible only from a very narrow manway. There are no interesting features. A clay tile parapet cap runs along the top of the wall which is made of red brick. A few windows occur at the fifth floor level. There is some evidence of other window openings that have been bricked up.

The east or rear facade is also of red brick. Organized in three bays, the center bay is solid brick with no openings. Each end bay has one window at each level, although several of these have been bricked. The southern bay also has one doorway into the basement level.

The south facade, facing the alley, is constructed of a buff brick up to the third floor level. The 1923 addition has red brick above this point. Slightly corbeled brick string courses occur between the mezzanine and second floors, between the third and fourth floors, and at the roof level. A metal fire escape is attached approximately in the middle, extending from the fifth floor to the mezzanine level. Windows occur at the fourth and fifth floor levels. There is evidence of similar windows, now bricked, on the other levels. At the main floor level, large oversize multi-light metal windows exist. At the eastern end of the building, the slope of the alley allows two small window openings into the basement level.

The interiors of the main floor and mezzanine still have some original finishes remaining, but only in portions. The building entry foyer is smooth pink marble, has two round smooth marble columns flanking the entry into the banking lobby. The banking lobby has marble wainscoting remaining and heavily decorated plaster beams. Most of the interior features have been either covered or lost. The office floors have been remodeled several times and have no distinguishing features visible.

There are no outbuildings or dependancies associated with the building.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800–1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
<input type="checkbox"/> invention				

Specific dates 1907, 1923 **Builder/Architect** Unknown

Statement of Significance (in one paragraph)

Nominated under criteria category "C"

The Mechanics' Bank and Trust Company Building, currently known as the City and County Bank, is an outstanding example of the Second Renaissance Revival style. The location of the building, as well as the high quality of the design, have caused the building to have an impact on the city's environment greater than the size of the building would ordinarily warrant. The building site has contained a financial institution since the 1870's. The present building has housed a number of financial institutions since its construction in 1907 as the main office of the Mechanics' Bank and Trust Company. The facade is especially significant for the high quality of the decorative elements, several of which are the best examples in the city from this period. The building is also noteworthy for the skill, sensitivity, and attention to detail used in adding two additional stories to the building in 1923. The interior of the building, while substantially altered, still contains several important features in marble and decorative plaster, especially in the foyer and banking lobby.

In 1907 the Mechanics' National Bank, organized in 1882, re-organized as the Mechanics' Bank and Trust Company. As a part of the re-organization, a new building was constructed at 612 South Gay Street. In 1922 the Mechanics' Bank merged with the Union National Bank and consolidated offices in another location. The building then became the home of the Bankers' Trust Company which added two floors to the building in 1923. The building has also housed the Commercial National Bank; the Commercial Branch of the Hamilton National Bank (United American Bank); and the City and County Bank, which continues to occupy the main floor.

The primary significance of the building derives from the high quality of the architectural design of the facade. Constructed of East Tennessee marble, the building is an exceptionally fine local example of the Second Renaissance Revival Style. Smaller buildings adjacent to it on either side, and the high quality of the design, have enabled the building to have a great impact on the city's environment. Its location on the city's main business street, in one of the historically busiest blocks, has also made it a landmark. The quality of the marble carving, especially the column capitals, brackets, cartouches, balustrades, and lintels are at least equal to any in the city. Of special curiosity is the carving of the arm and hammer at the top of the facade, the symbol of the Mechanics' Bank. The beveled leaded glass, above the entry door, in a beautiful curvilinear design, is very rare in commercial buildings in the city and is of the highest quality. It is the only known historic example of that size in the downtown area. While the office floor windows have lost their original sash, the overall impact of the design has not been greatly lessened. The overall quality of the original design was also recognized in 1923 when the building was expanded by two additional floors. The original decorative cornice work, balustrade, and other items were very carefully relocated to their new position and the additional building fabric constructed in keeping with the original design.

Currently the building houses a number of professional offices in addition to the bank. Rehabilitation work is ongoing as a part of a commercial condominium project.

9. Major Bibliographical References

Knoxville City Directories
Greater Knoxville Illustrated by American Illustration Co., c.1910.
Souvenir History of Knoxville by W.M. Goodman, 1908.
"The Mechanics Banks of Knoxville" by Dr. Charles P. White, 1976.

10. Geographical Data

Acreeage of nominated property 0.5

Quadrangle name Knoxville, Tennessee

Quadrangle scale 1:24000

UMT References

A

1	7	2	3	6	8	6	0	3	9	8	3	7	9	0
Zone		Easting				Northing								

B

Zone		Easting				Northing								

C

Zone		Easting				Northing								

D

Zone		Easting				Northing								

E

Zone		Easting				Northing								

F

Zone		Easting				Northing								

G

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification The property nominated is 145' x 32' as shown on Knox County property tax map 95 **I**. The property nominated is essentially the footprint of the building.

List all states and counties for properties overlapping state or county boundaries

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title Ronald E. Childress, Principal

organization Childress and Associates, Architects date September 18, 1982

street & number 524a South Gay Street, P.O. Box 2641 telephone (615) 523-1917

city or town Knoxville state Tennessee 37901

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

Deputy State Historic Preservation Officer signature Herbert L. Hays

title Executive Director, Tennessee Historical Commission

date 12/15/82

For NPS use only

I hereby certify that this property is included in the National Register

Signature of the National Register

Chief of Registration

MARKETING COMMITTEE

➤ MINUTES



MAY 14, 2024 3:00 PM

Downtown Knoxville Alliance board members present included Chip Barry and Natalea Cummings. Committee members present included Lisa Allen, Public Building Authority; Scott Bird, MoxCar Marketing + Communications; Shera Petty, Visit Knoxville; Kat Torbett, Loch & Key Productions. Visitors included Cameron Wurtsbaugh, Mast General Store. Staff members included Michele Hummel, Callie Blackburn, and Robin Thomas.

Event Sponsorships

Tony Lawson and Nelson Gullett presented a request for the WDVX Blue Plate Special. Summary and application attached. Recommendation is for funding at requested amount of \$5,000.

Introduction

Callie Blackburn was introduced to the committee.

Sponsorship Application

Changes to the existing sponsorship application were discussed to further clarify the boundary of the central business district. Modifications (attached) are to become effective immediately.

2023-2024 Budget

Assuming approval of \$5,000 funding for WDVX, there is a remaining balance of \$30,500 for FY 2023-2024. The committee discussed effective uses of remaining funds including:

Street Closers

The City of Knoxville is considering a series of ongoing closures where streets are closed to traffic and open to pedestrians, similar to the pilot on the 400 block of Gay Street in Nov/Dec 2023 and the 100 block during May First Friday ArtWalk. COK will manage these street closures and provide businesses and organizations within the closure the opportunity to activate the area to engage the public. In order to improve these experiences, the committee discussed ideas related to branding, signage, and marketing, and making funds available for simple infrastructure ideas like temporary sound and/or lighting.

Newts in Knoxville

The logistics plans for the 24/7 permanent scavenger hunt was reviewed (attached). The committee discussed long-term strategies related to promotion and program expansion, as well as making funds available for print, promotion, and community engagement to ensure a strong and successful launch.

2024-2025 Budget

Budget for 2024-2025 was discussed. There are several additional events that are expected to present requests in the next fiscal year. The committee felt that the current budget of \$110,000 would be an adequate budget for 2024-2025.

2024-2025 Meeting Schedule

Preliminary dates for meetings throughout 2024-2025 were discussed. Proposed dates will be communicated to the committee.

Motions to the Board for Approval

The following recommendations are made as motions to the board to be funded from Events and Sponsorship.

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

**Downtown Knoxville Alliance - Event Sponsorships
FY 23-24 (as of March 31, 2024)**

	FY 20-21 Requests	FY 20-21 Funded	FY 21-22 Requests	FY 21-22 Funded	FY 22-23 Requests	FY 22-23 Funded	FY 23-24 Requests	FY 23-24 Funded
Budget		60,000		80,000		90,000		110,000
Previously Approved								
Annoor Academy - International Food Fest					10,000	5,000		
Asian Culture Center of TN - Asian Festival	n/a		20,500	5,000	25,000	5,000		
Asian Culture Center of TN - Japanese New Year			5,650	1,000				
Big Ears - Big Ears Festival			10,000	10,000	10,000	8,000	10,000	10,000
Big Ears - Our Common Nature					5,000	5,000		
Bike Walk Knoxville - Tour de Lights**	n/a		2,500	2,500	2,500	2,000	2,500	1,500
City of Knoxville - Concerts in the Park	5,000	5,000						
City of Knoxville - Concerts on the Square			8,000	3,000	3,000	3,000	3,000	3,000
Downtown Knoxville - Peppermint Grove	10,000	10,000						
Downtown Knoxville - Spring Lighting	10,000	10,000						
Dogwood Arts - 2024 Events							12,000	8,500
Dogwood Arts - Arts Festival	6,000	6,000	6,000	6,000	6,000	6,000		
Dogwood Arts - Chalk Walk	n/a		2,500	2,500	2,500	2,500		
Dogwood Arts - Southern Skies	n/a		5,000	5,000	5,000	1,500		
East TN Hist Society - Children's Gallery	2,500	2,500						
East TN Hist Society - annual events					5,000	5,000	10,000	10,000
East TN Hist Society - Lights! Camera! East TN					5,000	5,000		
Event Pro LLC - Knox Food Fest			10,001	5,000				
HoLa Hora Latina - HoLa Festival	5,000	5,000			5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	n/a		3,000	3,000	3,000	3,000	3,000	3,000
Knoxville Community Media - Fall Concerts			10,000	-	5,000	-		
Knoxville Jazz Orchestra - Jazz at the Emporium							5,000	1,000
Knoxville Jazz Orchestra - Jazz on the Square							3,000	3,000
Knoxville Museun of Art - Free Family Fun Day(s)***							1,300	2,000
Knoxville Opera - Musical Theater Marathon	4,000	1,500						
Knoxville Opera - Rossini Festival	n/a		20,000	5,000	5,000	5,000	5,000	5,000
Knoxville Opera - Spring Regatta	1,050	-						
Make Music Knoxville - Carol Cart					3,400	2,000		
Maker City - Maker City Summit					5,000	-		
Nourish Knoxville - Farmers' Market	10,000	10,000	10,000	10,000	10,000	10,000	1,000	10,000
Nourish Knoxville - Winter Market							5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest			10,000	5,000	10,000	2,000	5,000	2,500
Old City Assn - Old City Market	5,000	5,000	5,000	5,000	8,000	6,000	5,000	5,000
River & Rail Theatre - 2021-22 Season*			10,000	-				
Southern Fried Poetry Slam					19,750	3,500		
WDVX - Blue Plate Special	5,000	5,000	5,000	5,000	5,000	5,000		
Approved to Date	63,550	60,000	143,151	73,000	158,150	89,500	75,800	74,500
Balance Prior to Requests		-		7,000		500		35,500

* Board chose to fund outside of Event Budget

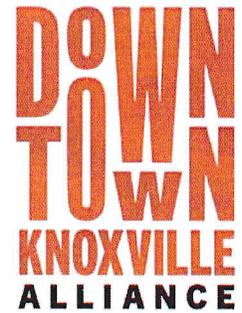
**23-24 funding includes guarantee of \$1500 plus \$1500 contingent on additional sponsorships, contingency not met

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

Requests/Recommendation	Requests	Proposed
WDVX - Blue Plate Special	5,000	5,000
Total Current Requests	5,000	5,000
Remaining Balance		30,500

	Blue Plate Special
Request	\$5,000
Dates	Year round Monday – Saturday 6 days a week Friday at Barley's (outside of district)
Location	Knoxville Visitors Center
History	Prior Years: 20 Funded by DKA: 9
Most Recent Funding	\$5,000 FY 22-23 \$5,000 request
Event Producer	WDVX – Cumberland
Other Sponsors	Barley's, Corp for Public Broadcasting, TN Arts Commission, Visit Knoxville
General Admission	Free
Expected Attendance	12,000+ in person plus broadcast and webcast
Total Expenses	\$91,100 (allocated staff overhead included)
Projected Profit	Breakeven
Request/% of Exp	5.5%
Request/Attendee	\$0.42 in person only
Use of Funds	Book, host, promote, engineer, and produce show

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: The WDVX Blue Plate Special

Date(s): May 1, 2024 - April 30, 2025

Location: Knoxville Visitor Center, 301 S Gay St. and Barley's

Produced by: Cumberland Communities Communication Corp. - WDVX

Sponsorship amount requested: \$5,000

Event History:

___ First-time event (#) 20 prior years (#) 9 years of previous Alliance funding

Contact: Tony Lawson

Phone: 865-544-1029

Address: 301 S. Gay St.

Email: tlawson@wdvx.com

Event description: The WDVX Blue Plate Special is one of Knoxville's most unique cultural assets and attracts thousands of residents, tourists, and musicians every year. No other city has a community radio station that provides a live music show nearly every day and exports its programming throughout the world with live audio and video streams. The arts performance is presented every Monday through Thursday and Saturday at noon in the Knoxville Visitor Center where WDVX is located. On Fridays, the show moves to Barley's in the Old City and is rebranded as "The Big Plate." The show is free to attend, is simultaneously broadcast and webcast on wdvx.com, and is recorded for rebroadcast. Live videos of the performances are also streamed daily on YouTube and Facebook Live. Audio of the broadcasts are available to stream for two weeks through the station's audio archives. Full performance videos as well as shorter select videos of specific songs exist forever on our rapidly growing YouTube channel. The WDVXradio channel is approaching 2,000 videos in our YouTube archive.

WDVX Blue Plate Special performances are booked months in advance and feature a variety of genres, not just the Americana and Bluegrass music that is the core of WDVX programming. This approach gives our community a chance to hear a diversity of talented local musicians and international and touring artists. In addition, WDVX often works with local festivals and events such as Big Ears, Louie Bluiie Festival and others to book artists involved with those events and further promote other arts organizations from the city and region.

Artists receive advance air play as well as the opportunity to perform in a small venue with an engaged audience, promote their appearances and CDs and sell their merchandise. The show is hosted by Red Hickey, a WDVX staff member who also books the show. A professional sound technician mixes the show for the house audience and radio audience while also recording the program for rebroadcast. A videographer also employs a multi-camera setup to produce professional videos for our live streams and YouTube uploads. The WDVX Blue Plate Special is also an educational opportunity for students to learn

how to set up, mix and record live music as well as mic for broadcast. Interns and volunteers take Blue Plate Special videos and upload them to the WDVX YouTube channel.

Last calendar year nearly 12,000 people attended the WDVX Blue Plate Special with roughly 500 acts bringing over 1,000 different musicians to our stages. WDVX has made positive strides toward rebuilding the audience in the aftermath of COVID. Live streaming and archival streaming numbers also keep growing as we continue to expand our streaming and video capabilities.

WDVX community radio went on the air in 1997, and has been building community through music ever since. Over the years, musicians, music journalists, and recording engineers have told us that the station influenced their decision to move to the area. Visitors to Knoxville express delight at discovering the role WDVX plays in making our city so unexpectedly alive. We believe that the radio station in general, and The Blue Plate Special specifically, have played a large part in adding to the revitalization and vitality of Downtown Knoxville over the last two decades, and we are grateful to Downtown Knoxville Alliance for its role in helping WDVX continue its mission.

Additional sponsors: The WDVX Blue Plate Special also receives support from Barley's in the Old City, The Corporation for Public Broadcasting, The Tennessee Arts Commission, and Visit Knoxville.

Planned use of funds requested: Grant funds will be used to help pay station staff who book, host, promote, engineer, and produce the Blue Plate Special.

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

We project Blue Plate Special attendance in the coming year to continue on a path of incremental growth. The first three months of 2024 saw an increase in total attendance over the same period in 2023, even though we lost a full week of shows to the winter storm that hit Knoxville in January. As more and more people continue to return to live events in general, we expect to see that translate to Blue Plate Special attendance as well.

A staff member or volunteer performs a head count daily which includes a residential survey. In this past calendar year, roughly three quarters of attendees were from Knox County including Knoxville, 11% were from the area outside of Knox County (Blount, Anderson, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Loudon, Monroe, Morgan, Roane, Scott, and Sevier Counties), and 13% were visitors from outside Eastern Tennessee. In the past calendar year, the Blue Plate Special had visitors from most of the 50 states and hosted International visitors from Germany, Norway, Belgium, Kenya, Egypt, and many other countries.

The Blue Plate Special stage is located inside the Knoxville Visitors Center which is conveniently located downtown and has inexpensive parking nearby for visitors. More than one-third of the audience members are seniors. Because the Visitors Center is welcoming and accessible, we regularly have groups of developmentally delayed individuals attend the daily shows.

Audience estimates do not consider the broadcast of webcast audience which is in the thousands. From real time website information, we do know that the Blue Plate Special is our most listened to a program online. WDVX is counting the Facebook Live audience that makes these accessible to the homebound as well as showcase the live music experience available in Downtown Knoxville. Archived audio broadcasts on our website, along with archived videos on Facebook & YouTube, also combine to help the Blue Plate Special reach a larger audience than ever before.

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

WDVX welcomes downtown merchants to participate in the Blue Plate Special and other programs. Downtown merchants are welcome to sponsor this event/program or any others, which would provide them with on-air exposure. Additionally, WDVX will use downtown merchants for production support, hospitality, and crew meals. Because the show happens during the day, downtown restaurants and merchants will see increased traffic from our visitors.

How will this event positively impact downtown?

Knoxville has become known as a live music hub among musicians and passionate music fans. WDVX has been influential in nurturing that reputation by playing independent and local musicians on the air and booking them to play live on the Blue Plate Special, First Fridays, and Kids Stuff Live. The live Blue Plate Special's colorful broadcasts reinforce that there is always something to do in downtown Knoxville, and provide WDVX listeners a reason to become involved in the Downtown community during the workday. People who attend the Blue Plate Special enjoy downtown restaurants and coffee shops before and after the show, park in local lots, and shop at nearby stores. Downtown residents bring out-of-town guests to the Blue Plate to show off what is different and cool about their hometown. The show is a source of community pride and is a convenient, accessible, and dependable entertainment source for downtown residents.

Another positive impact is the "Downtown Knoxville" underwriting. These announcements will be read throughout the WDVX broadcast day in addition to mentions within the Blue Plate Special show. Announcements made during the Blue Plate are also included in the live video streams and YouTube videos of the full performances. These announcements inform listeners about how Downtown Knoxville is a vibrant place that they should visit.

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

WDVX is a listener supported radio station that relies on individual donations, business underwriters, and grants for its existence. In the case of the WDVX Blue Plate Special, DKA grant would help fund staff who book, host, produce, and engineer the show. This support also helps the station demonstrate to other granting organizations such as the Corporation for Public Broadcasting that most of its funding comes from the community through individuals, local businesses, events, and local and state grants. Your grant is significant to WDVX. We would spend more time fundraising on the air and seeking local business support without it. Having the support of DKA is also an acknowledgement that Knoxville values having a community radio station in downtown. The support enables us to approach sponsors with confidence. Further, the Downtown Knoxville Alliance's support for the Blue Plate Special enhances the station's efforts to achieve its mission while meeting DKA's goal of adding to the vibrancy and enjoyment of downtown Knoxville.

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)

	Annual Budget
WDVX	
Income for The Blue Plate Special	
Corporation for Public Broadcasting	\$29,100.00
Sponsorships (Barley's, Visit Knoxville)	\$24,000.00
Tennessee Arts Commission allocated to BPS	\$3,000.00
Downtown Knoxville Alliance	\$5,000.00
City of Knoxville and Knox County grants allocated to BPS	\$3,500.00
Live show donations	\$1,500
WDVX listener support	\$25,000.00
Total Event Revenue	\$91,100.00

Expenses for The Blue Plate Special	
Hosts/booking allocated to BPS	\$26,000.00
Announcer time allocated to BPS	\$7,500.00
Sound Engineers allocated to BPS	\$26,000.00
Webproducer allocated to BPS	\$4,000.00
Administrative time allocated to BPS	\$2,500.00
Artist Hospitality	\$200.00
Advertising & Promotion	\$1,000.00
Insurance	\$2,000.00
Webcasting fees, tower rentals, transmission fees, phones	\$5,000.00
IT services, server, archive service, web development	\$5,000.00
Equipment and maintenance	\$3,000.00
Payroll taxes, health insurance, employee retirement plan	\$8,500.00
Parking	\$400.00
Total Event Expenses	\$91,100.00

The WDVX Blue Plate Special			
Financial History			
2021 - 2023			
	2021	2022	2023
Revenue			
Grants & Sponsorships	\$35,100	\$35,100	\$35,100
Underwriting	\$24,000	\$24,000	\$24,000
Contributions	\$27,500	\$27,500	\$27,500
In-Kind	\$3,500	\$3,500	\$3,500
Revenue Totals	\$90,100	\$90,100	\$90,100
Expenses			
Personnel	\$59,000	\$59,000	\$59,000
Operations	\$26,600	\$26,600	\$26,600
Advertising and Promotion	\$1,000	\$1,000	\$1,000
Equipment and Supplies	\$3,500	\$3,500	\$3,500
Expenses Totals	\$90,100	\$90,100	\$90,100



The WDVX Blue Plate Special Marketing Plan 2024-25

WDVX is committed to continuing to be a cultural attraction for Knoxville and the region through providing a home for live music performance and quality programming residents can take pride in. By doing this, we can support the creative endeavors of area musicians and provide them with a platform to reach a larger audience.

We constantly promote the WDVX Blue Plate Special and its sources of support. The annual value of marketing for the Blue Plate Special is \$51,000 and uses a number of platforms. The Blue Plate Special show is promoted at least once every hour on WDVX 89.9, on remote translators 102.9 and 93.9, and on its live internet stream. Upcoming Blue Plate artists are also promoted through airplay. Additionally, shows are posted to a calendar on wdvx.com that lists upcoming shows along with artist bios and links to artist videos and websites.

Blue Plate Special shows are also promoted through WDVX social media platforms such as Facebook, X, and Instagram. Facebook posts are created daily to promote the show and send notifications to WDVX's 26,000 followers. Additional posts are created after each show with photos from that day's show. These posts routinely reach over 1,200 followers.

Upcoming shows are also promoted through the WDVX e-newsletter to over 7,000 subscribers, on Instagram to an additional 6,400 followers, and on X to over 7,000 followers. All performances are also streamed live through WDVX's YouTube channel and on Facebook Live. Full performance videos are available indefinitely on those platforms. Select songs and performances will also be broken out individually on the WDVXradio YouTube channel to be viewed by our nearly 6,000 subscribers and others. As our flagship show, the Blue Plate Special is also mentioned on stage at other WDVX events and is included in promotional materials to donors for WDVX fundraising events.

CLOSE: Thank you for supporting live music on the WDVX Blue Plate Special... Presented by Barley's Taproom and Pizzeria on Jackson Avenue in Knoxville's Old City... home of the Friday Big Plate.... Additional support comes from the Senior Financial Group, Downtown Knoxville Alliance, the Corporation for Public Broadcasting, The Tennessee Arts Commission, Crowne Plaza Knox and Visit Knoxville...Join us Monday through Thursday and on Saturday at noon inside the Knoxville Visitor's Center for the WDVX Blue Plate Special. (mention the artist that will be playing on the next show) ...Follow WDVX on Facebook and watch the WDVX Blue Plate Special anytime you choose. Subscribe to the WDVX YouTube channel to see select video performances and more.

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's **central business district**. The program is focused on supporting new events as they establish additional community support and funding, as well as established events that bring more people to Downtown Knoxville to work, live, shop and play.

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

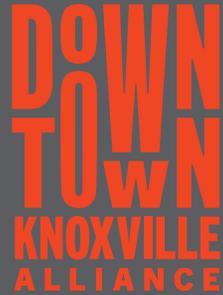
The application must include a projected budget (including detailed income and expenses), information on how the event will be promoted, ~~information on~~ how the event positively impacts **the central business district Downtown Knoxville** (including residents, businesses, or visitors), and proof of 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 **typically** 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. **A map of the district boundaries can be found at downtownknoxville.org/map.**
- As a general rule, sponsorships will not exceed 20% of total event expenses.
- Sponsorships are awarded based on the merits of a stand-alone event. Therefore, a single organization can submit and receive approval for multiple events throughout the year.

Requirements:

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



Installation of Permanent Scavenger Hunt

LOGISTICS PLAN • MAY 2024

Case Study: Mice on Main (Greenville, SC)

In Greenville, SC, nine bronze mice have taken up permanent residence along Main Street.

Inspired by the children's book Goodnight Moon, "Mice on Main" was brought to life in 2000 and has become a beloved scavenger hunt. Visitors use clues to hunt for each mouse as they stroll through the district.

The city has embraced the mice and created merchandise, books, and more.



The Newts of Knoxville

Building on the success of Downtown Knoxville's Where's Waldo, Wicked Cool Cats, and The Elf on the Shelf Adventure®, Newts in Knoxville is a self-guided scavenger hunt available 24/7, 12 months a year.

More salamander species call Southern Appalachian home than any other place on Earth. Newts, which live both in water and on land, are perfect for an urban scavenger hunt and will be produced at actual size to be "hidden" in a variety of places.

The scavenger hunt will motivate visitors to explore downtown with the potential to grow into a must-see attraction with minimal maintenance.

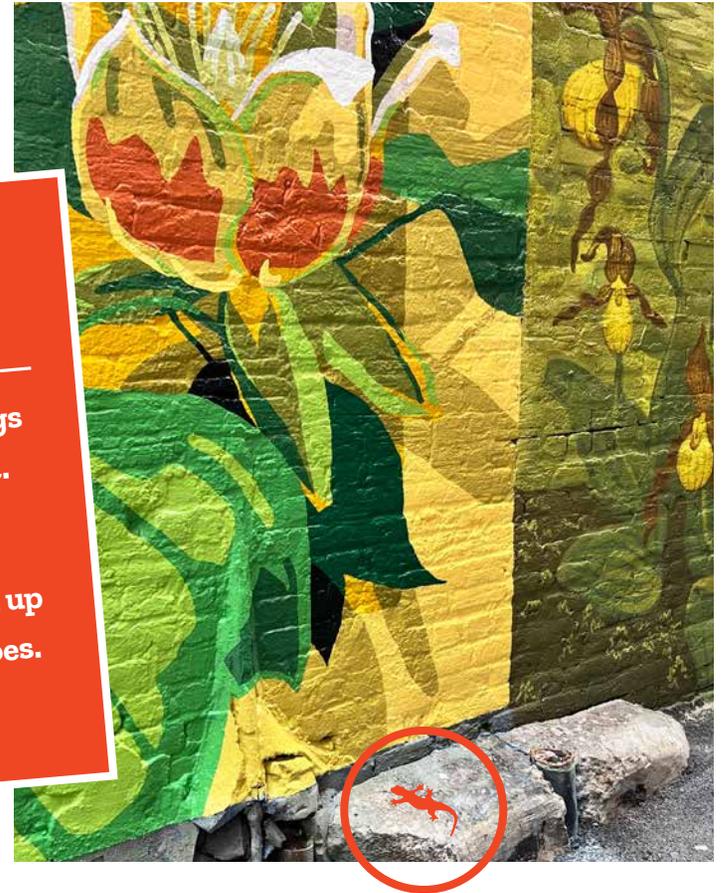
The scavenger hunt will be tourist and family-focused, but also fun for locals and interesting for adults.

Clues will be written in a clever way so that the hunt can be enjoyed with minimal knowledge of the city.

Businesses will be encouraged to develop merchandise for visitors to take home to reinforce a positive memory of the city.

**In an alley on Union,
Nate the Newt chases art—
He loves to find paintings
that speak to his heart.**

**Hint:
Nate has always looked up
to artists—and still does.**



Creating and installing the mini-sculptures

Similar to mice in Greenville, Newts will be made of durable bronze and installed with screws, adhesive, or other permanent fastener appropriate to the specific site.

Following approval of proposed locations, local metal artist Preston Farabow will design and produce 12 individual newt sculptures, each unique to its specific location.

Two castings of each sculpture will be initially produced, one for installation and one as replacement. Master molds will be created for future castings as needed.

Farabow can be contracted for installation or oversight of installation as preferred by COK.

Funding of design, production, installation, marketing and ongoing maintenance will be provided by the Downtown Knoxville Alliance.



Proposed locations and current needs

Preliminary sites have been identified. Keeping safety in mind, newts will be tucked in corners, close to buildings, and out of footpath areas.

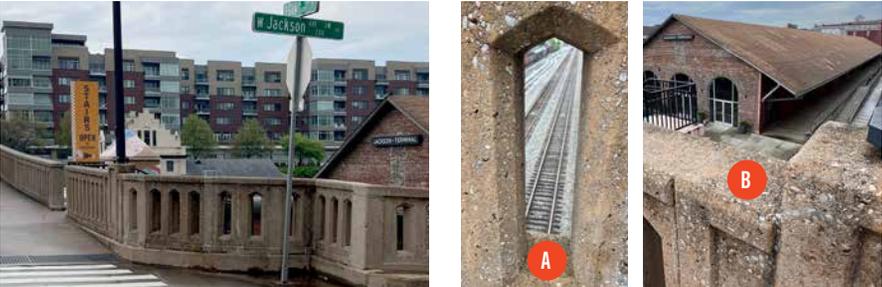
Current considerations:

- Sites include both private and public property.
- Preliminary approvals have been obtained from several private property owners.
- If location is on sidewalk along edge of privately owned building, does this require property owner approval, COK approval, or both?
- What approvals are required by COK for installation at proposed locations (pages 6 through 9)?
- Several proposed locations include A and B options for further discussion with artist. Before moving forward with designs, are there installation concerns at any of these locations?

- 1 Jackson Ave Ramp**
- 2 100 Block of Gay St**
- 3 200 Block of Gay St**
- 4 300 Block of Gay Street**
- 5 400 Block of Gay Street**
- 6 400 Block of Gay Street**
- 7 Strong Alley**
- 8 Market Square**
- 9 Krutch Park**
- 10 East TN History Museum**
- 11 500 Block of Gay Street**
- 12 Tennessee Theatre**



Proposed locations

LOCATIONS	PUBLIC	PRIVATE	LOCATION IN DETAIL	PROPOSED CLUES
<p>1 Jackson Ave Ramp</p> <p>Northeast corner of Gay and Jackson on concrete ramp railing</p>	●			<p>Nico the Newt said a curious thing:</p> <p>"I'm happy whenever the train whistle sings."</p> <p>Hint: It takes just a wee bit of effort to "track" Nico down.</p>
<p>2 100 Block of Gay St</p> <p>Mid-block (possibly private property) on wall of Emporium or sidewalk along edge</p>	TBD	TBD		<p>A bit south of Jackson, Nina Newt finds delight</p> <p>In a secret locale where the ground glows at night.</p> <p>Hint: Nina enjoys being off the grid—but just barely.</p>
<p>3 200 Block of Gay St</p> <p>Cradle of Country Music Park, sidewalk or planter (TBD once park is more developed)</p>	●			<p>Norris the Newt has a real country twang</p> <p>When he saw the big sculpture, his first thought was "Dang!"</p> <p>Hint: Norris thinks this Gay Street locale hits it out of the park.</p>

Proposed locations

LOCATIONS	PUBLIC	PRIVATE	LOCATION IN DETAIL	PROPOSED CLUES
<p>4 300 Block of Gay Street Mid-block on sidewalk tucked under fire hydrant</p>	●			<p>If you're walking on Gay Street, you couldn't be hotter—</p> <p>It's where Nadia Newt has a newt's nose for water.</p> <p>Hint: You could say Nadia has a burning curiosity about downtown.</p>
<p>5 400 Block of Gay Street Gallery Loft building</p>		●		<p>The newt who's named Nigel prefers Gay and Wall</p> <p>To find him, it helps to be lucky—or tall.</p> <p>Hint: Nigel's all about the high life. Literally.</p>
<p>6 400 Block of Gay Street Gay Street Clock</p>	TBD	TBD		<p>The newt known as Nellie is normally late</p> <p>But a smart move to Gay Street has altered her fate.</p> <p>Hint: Nellie decided it was time to get serious about punctuality.</p>

Proposed locations

LOCATIONS	PUBLIC	PRIVATE	LOCATION IN DETAIL	PROPOSED CLUES
<p>7 Strong Alley</p> <p>South end close to Union on ground or pipe along wall just inside alley</p>	TBD	TBD		<p>In an alley on Union, Nate the Newt chases art—</p> <p>He loves to find paintings that speak to his heart.</p> <p>Hint: Nate has always looked up to artists—and still does.</p>
<p>8 Market Square</p> <p>Archway leading to Miller's Building on archway or ground beside archway</p>	●			<p>Noelle is the newt who explores Market Square—</p> <p>Her haunt has a cool architectural flair.</p> <p>Hint: The charm of this spot is very real—but the windows aren't! OR When hiking around downtown, Noelle appreciates good arch supports.</p>
<p>9 Krutch Park</p> <p>Rock along creek</p>	●			<p>Naomi the Newt says it's time for a dip</p> <p>A swim that refreshes will brighten her trip.</p> <p>Hint: For Naomi, there's no place like home—except maybe Krutch Park.</p>

Proposed locations

LOCATIONS	PUBLIC	PRIVATE	LOCATION IN DETAIL	PROPOSED CLUES
<p>10 East TN History Museum</p> <p>Small bench area south of entrance</p>		●		<p>Noah the Newt is a fan of the past</p> <p>He's found a cool spot and he's having a blast.</p> <p>Hint: Now museum, now you don't.</p>
<p>11 500 Block of Gay Street</p> <p>Northeast corner of Gay and Clinch on sidewalk close to building under SEC sign</p>	TBD	TBD		<p>Neyland the Newt is an SEC fan</p> <p>Who just had to see where the conference began.</p> <p>Hint: Neyland won't have to crawl far to spend the night in comfort.</p>
<p>12 Tennessee Theatre</p> <p>Box office window</p>		●		<p>Nya the Newt will be catching a show</p> <p>But she must score a ticket before she can go.</p> <p>Hint: So many great theaters—but only one Grand Entertainment Palace.</p>

BOARD OF DIRECTORS' MEETING

➤ STAFF REPORT FOR MAY 2024

DEVELOPMENT

- Development Committee met April 25, reviewed and recommended three projects for funding – Art & Culture Alliance, Tennessee Theatre, YWCA.

MARKETING

- Newsletters released on May 2—First Friday ArtWalk, list of events, and Block Party (postponed due to weather).
- Ongoing updates to social media and online engagement; website updates for businesses, event calendar, and Insider's Guide.
- Social Media – 181,877 followers (previous: 177,313; 174,013; 171,762). Includes Facebook, Instagram, X, TikTok, Threads, and recently added LinkedIn.
- Review and update of all social media access for increased security.
- Marketing Committee meeting held on May 14. Recommendations in board package.
- Coordination with COK, private property owners, and metal artist on identifying installation sites for Newts in Knoxville (24/7 scavenger hunt).

BUSINESS SUPPORT

- Website update and promotion for May 3 First Friday ArtWalk.
- Information to businesses on monthly events and conventions impacting staffing.
- Planning for Waldo scavenger hunt July 1 – 31.
- Business Support committee meeting scheduled for Friday, June 7 at 9 AM.

QUALITY OF LIFE

- Parking Evaluation was released on 5/15.
- Quality of Life Committee will meet the week of May 28.
- Continue to provide road closure notifications to businesses.
- Continue to assist with Market Square permits.

OTHER

- Callie Blackburn joined the team as Marketing Director.
- Merchant MeetUP will be held on May 21, 3:00.
- Held brainstorming session to discuss potential projects that could replace the ice rink when it moves in 2025.
- Interviews:
 - WBIR interview – springtime events, local shopping
 - WATE – spring/summer events
 - TN Ledger - impact of live music at downtown events
- Preparing for Annual Meeting
 - Annual Meeting Postcard mailed
 - Held Nominating Committee met May 1 & May 6
 - Packets will be mailed May 31

Downtown Knoxville Alliance
Draft Budget for FY 24-25

	BUDGET FY 23-24	DRAFT BUDGET FY 24-25
Income		
CBID Tax Assessment	\$ 1,125,000	\$ 1,125,000
Investment Income	\$ 500	\$ 8,000
Total Income	\$ 1,125,500	\$ 1,133,000
Expenses		
Business Support		
Merchant Support	\$ 50,000	\$ 50,000
Total Business Support	\$ 50,000	\$ 50,000
Development		
Special Projects/Impact Program	\$ 100,000	\$ 100,000
Path to Prosperity	\$ 15,000	\$ 15,000
Total Development	\$ 115,000	\$ 115,000
Marketing Expenses		
Advertising General	\$ 50,000	\$ 50,000
Print & Content Development	\$ 55,000	\$ 55,000
Website-all committees	\$ 30,000	\$ 30,000
Events and Sponsorships	\$ 110,000	\$ 110,000
Brand Refinement	\$ -	\$ 25,000
Downtown Scavenger Hunt	\$ 15,000	\$ 20,000
Total Marketing Expenses	\$ 260,000	\$ 290,000
Quality of Life		
Security	\$ 100,000	\$ 100,000
Ambassador Program	\$ 117,000	\$ 117,000
Beautification	\$ 90,000	\$ 70,000
Trash Compactor	\$ -	\$ 75,000
Open Street Activation	\$ -	\$ 10,000
Residential	\$ 3,000	\$ 3,000
Total Quality of Life	\$ 310,000	\$ 375,000
Administration		
Meals/Lodging/Travel	\$ 6,000	\$ 6,000
Office Expense/Supplies	\$ 7,000	\$ 7,000
Bank Fees	\$ 200	\$ 200
Postage	\$ 2,500	\$ 2,500
Professional Development	\$ 6,000	\$ 6,000
Professional Services	\$ 12,000	\$ 12,000
Services Contract	\$ 238,186	\$ 244,173
Insurance Directors/Officers	\$ 900	\$ 900
Software	\$ 1,000	\$ 1,000
Total Administration	\$ 273,786	\$ 279,773
Total Expenses	\$ 1,008,786	\$ 1,109,773
Change in NAV	\$ 116,714	\$ 23,227

Priorities Discussion

1. Office Market Engagement
 - a. Engage large companies in Knox County
 - b. Include members of large office companies in the Business Support Committee
 - c. Form a committee or taskforce for office tenants to discuss potential engagement ideas for downtown employees
 - d. Bringing back Pop-Up Shops
2. Office Space for DKA
3. Develop a better connection with UT
 - a. Bringing students downtown
 - b. Retaining students after graduation
4. Activate Market Square during the holidays in place of the icerink
5. Enrich connections to multipurpose stadium
6. Direct pedestrians from Market Square and/or Locust Street garages to Market Square
7. Krutch Park Extension Improvements
8. Increase budget for events
9. Potential funding partner for day shelter

From Quality of Life Committee:

1. Adding trashcans with pet waste dispensers at every block/intersection in downtown
2. Clean the trash on the outskirts of downtown that are often left unattended.
3. Work with developers of new construction on possible areas for artist to draw on plywood vs plain boarding around the construction area.