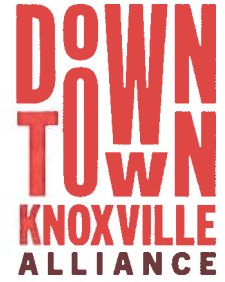


BOARD OF DIRECTORS' MEETING
➤ AGENDA

NOVEMBER 18, 2024, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *October Board Meeting p. 3
- III. *Financial Audit Review p. 5
- IV. *Financial Report p. 19
- V. *Committee Report - Marketing p. 25
- VI. Staff Report p. 47
- VII. Old Business
- VIII. New Business
- IX. Public Forum
- X. Adjournment

* Denotes action items

Upcoming Meetings:

December 16, 11:30 am - Board Meeting

January 27, 11:30 am – Board Meeting

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

BOARD OF DIRECTORS' MEETING

➤ MINUTES

OCTOBER 21, 2024, 11:30 AM

The Board of Directors of Downtown Knoxville Alliance met on Monday, October 21, 2024, at 11:30 am at 17 Market Square, Knoxville, TN.

Board members present included Mary Katherine Wormsley, chair, Chip Barry, Natalea Cummings, Fars Eid, Nikki Elliott, Vince Fusco, and Blaine Wedekind. DKA and Knoxville Chamber staff in attendance included: Callie Blackburn, Michele Hummel, Karen Kakanis, and Angela Lunsford.

I. Welcome

Mary Katherine Wormsley called the meeting to order.

II. Minutes

Mary Katherine Wormsley called for the minutes from the September board meeting to be approved. Nikki Elliott made a motion to approve the minutes. Vince Fusco seconded the motion, which was unanimously approved by the board.

III. Financials

Angela Lunsford delivered the report for the corporation explaining the various reports. Nikki Elliott made a motion to approve the financial report, and Fars Eid seconded the motion, which was unanimously approved by the board.

IV. Committee Reports

A. Marketing Report

The Marketing Committee met on October 21 and reviewed three sponsorship requests: Winter Farmer's Market, Tour de Lights, and Seniors Got Talent. The committee made a recommendation in the form of a motion to approve Winter's Market for \$5,000 and Tour de Lights for \$5,000. A recommendation did not go forward for Seniors Got Talent but DKA will assist with marketing the event. Natalea Cummings seconded the motion, which was approved as presented.

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

A. KTA Board Representation

DKA rep for the KTA Board expires in December. The board discussed several names to recommend for the KTA Board. Staff will confirm the nominee and send recommendations to Mayor Kincannon.

B. Discussion of DKA Boundaries

The board discussed the state legislation that allowed BIDs to be developed. The Code did not provide explicit authority to expand the boundaries. The board would like to hire Mark Mamontov to help lay out a plan as to how to expand the boundaries.

The board discussed the big-picture items that DKA could undertake and decided to survey stakeholders to hear from them.

VII. New Business

There was no Old Business.

VIII. Public Forum

Shera Petty with Visit Knoxville reminded everyone of the upcoming Knox Film Fest November 12-14.

IX. Adjournment

With no other business, the meeting was adjourned.

Secretary

DOWNTOWN KNOXVILLE ALLIANCE

FINANCIAL STATEMENTS

JUNE 30, 2024

DOWNTOWN KNOXVILLE ALLIANCE

YEAR ENDED

JUNE 30, 2024

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INDEPENDENT AUDITOR'S REPORT

Board of Directors
Downtown Knoxville Alliance
Knoxville, Tennessee

Opinion

We have audited the accompanying financial statements of Downtown Knoxville Alliance (a nonprofit organization), which comprise the statement of financial position as of June 30, 2024, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Downtown Knoxville Alliance as of June 30, 2024, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Downtown Knoxville Alliance and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Downtown Knoxville Alliance's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Downtown Knoxville Alliance's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Downtown Knoxville Alliance's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Bible Harris Smith, P.C.
Knoxville, Tennessee
, 2024

DOWNTOWN KNOXVILLE ALLIANCE

STATEMENT OF FINANCIAL POSITION
JUNE 30, 2024

ASSETS

ASSETS

Cash and Cash Equivalents	\$ 1,678,244
Accounts Receivable	449
Prepaid Expenses	<u>225</u>

TOTAL ASSETS \$ 1,678,918

LIABILITIES AND NET ASSETS

LIABILITIES

Accounts Payable and Accrued Liabilities	\$ 43,980
Grants Payable	<u>1,000,000</u>

TOTAL LIABILITIES 1,043,980

NET ASSETS

Without Donor Restriction	<u>634,938</u>
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TOTAL LIABILITIES AND NET ASSETS \$ 1,678,918

DOWNTOWN KNOXVILLE ALLIANCE

STATEMENT OF ACTIVITIES
JUNE 30, 2024

REVENUES AND OTHER SUPPORT	
City of Knoxville Assessments	\$ 1,183,135
Interest Income	<u>14,574</u>
TOTAL REVENUES AND OTHER SUPPORT	<u>1,197,709</u>
EXPENSES	
Program:	
Business Support	52,720
Beautification	50,864
Development	791,420
Marketing	221,580
Quality of Life	<u>289,705</u>
Total Program	1,406,289
General and Administrative Expense	<u>141,742</u>
TOTAL EXPENSES	<u>1,548,031</u>
CHANGE IN NET ASSETS	(350,322)
NET ASSETS - WITHOUT DONOR RESTRICTION - BEGINNING OF YEAR	<u>985,260</u>
NET ASSETS - WITHOUT DONOR RESTRICTION - END OF YEAR	<u>\$ 634,938</u>

DOWNTOWN KNOXVILLE ALLIANCE

STATEMENT OF FUNCTIONAL EXPENSES
YEAR ENDED JUNE 30, 2024

	Program Activities			
	Business Support	Beautification	Development	Marketing
Allocation of Service Contract	\$ 13,210	\$ 7,990	\$ 26,420	\$ 13,210
Advertising	-	-	-	53,319
Ambassador Program	-	-	-	-
Bank Fees	-	-	-	-
Beautification	-	42,874	-	-
Bike Patrol	-	-	-	-
Covid-19 Initiatives	-	-	-	-
Development Grants	-	-	650,000	-
Downtown Scavenger Hunt	-	-	0	11,997
Insurance	-	-	-	-
Meals/Lodging/Travel	-	-	-	-
Merchant Support	39,510	-	-	-
Miscellaneous Printing	-	-	-	42,231
Office Expenses	-	-	-	-
Other Program Allocation	-	-	-	-
Path to Prosperity	-	-	15,000	-
Postage	-	-	-	-
Prior Year Sponsorship Expense	-	-	-	-
Professional Development	-	-	-	-
Professional Fees	-	-	-	-
Quality of Life	-	-	-	-
Residential Projects/Initiative	-	-	-	-
Software	-	-	-	-
Special Projects	-	-	100,000	-
Sponsorship - Events	-	-	-	68,667
Website	-	-	-	32,156
Total Expenses	\$ 52,720	\$ 50,864	\$ 791,420	\$ 221,580

(CONTINUED ON PAGE 6)

DOWNTOWN KNOXVILLE ALLIANCE

STATEMENT OF FUNCTIONAL EXPENSES
YEAR ENDED JUNE 30, 2024

	Program Activities		G&A	
	Quality of Life	Total Program	G&A	Grand Total
Allocation of Service Contract	\$ 84,479	\$ 145,309	103,587	\$ 248,896
Advertising	-	53,319	-	53,319
Ambassador Program	116,116	116,116	-	116,116
Bank Fees	-	-	217	217
Beautification	-	42,874	-	42,874
Bike Patrol	89,110	89,110	-	89,110
Covid-19 Initiatives	-	-	-	-
Development Grants	-	650,000	-	650,000
Downtown Scavenger Hunt	-	11,997	-	11,997
Insurance	-	-	675	675
Meals/Lodging/Travel	-	-	5,987	5,987
Merchant Support	-	39,510	-	39,510
Miscellaneous Printing	-	42,231	-	42,231
Office Expenses	-	-	14,133	14,133
Other Program Allocation	-	-	-	-
Path to Prosperity	-	15,000	-	15,000
Postage	-	-	1,851	1,851
Prior Year Sponsorship Expense	-	-	-	-
Professional Development	-	-	3,487	3,487
Professional Fees	-	-	10,056	10,056
Quality of Life	-	-	-	-
Residential Projects/Initiative	-	-	-	-
Software	-	-	1,749	1,749
Special Projects	-	100,000	0	100,000
Sponsorship - Events	-	68,667	-	68,667
Website	-	32,156	-	32,156
Total Expenses	\$ 289,705	\$ 1,406,289	\$ 141,742	\$ 1,548,031

DOWNTOWN KNOXVILLE ALLIANCE

STATEMENT OF CASH FLOWS
JUNE 30, 2024

CASH FLOWS FROM OPERATING ACTIVITIES

Change in Net Assets	\$ (350,322)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided By (Used In) Operating Activities:	
(Increase) Decrease in Assets:	
Accounts Receivable	8,016
Prepaid Expenses	(225)
Increase (Decrease) in Liabilities:	
Accounts Payable and Accrued Liabilities	(13,426)
Grants Payable	<u>700,000</u>
Net Cash Provided By (Used In) Operating Activities	<u>344,043</u>
NET INCREASE (DECREASE) IN CASH	344,043
CASH & CASH EQUIVALENTS - BEGINNING OF YEAR	<u>1,334,201</u>
CASH & CASH EQUIVALENTS - END OF YEAR	<u>\$ 1,678,244</u>

DOWNTOWN KNOXVILLE ALLIANCE

NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2024

Note 1 - Summary of Significant Accounting Policies

The Organization - Downtown Knoxville Alliance (Organization), formerly known as Knoxville Central Business Improvement District Management Corporation, is a nonprofit organization established on April 5, 1993, to assist in developing and beautifying the downtown area of Knoxville, Tennessee.

Substantially all revenues are derived from assessments on downtown property owners collected by the City of Knoxville. Activities include making renovation/development grants for projects within the defined area of the Central Business Improvement District and support of downtown activities and events.

General - The Organization's policy is to prepare its financial statements on the accrual basis. Under this method, revenues are recognized when earned and expenses are recognized when incurred.

Tax-Exempt Status - The Organization qualifies as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code; therefore, no provision has been recognized for income taxes in the accompanying financial statements.

Effective with the fiscal year beginning July 1, 2009, authoritative guidance for the uncertainty in income taxes became effective under the provisions of FASB ASC 740. The standard prescribes a threshold of "more likely than not" for recognition and derecognition of tax positions taken or expected to be taken in a tax return. The Organization determined that there were no matters that would require recognition in the financial statements or which may have any effect on its tax-exempt status. As of June 30, 2024 the statute of limitations for tax years 2020 through 2022 remains open with the U.S. federal jurisdiction or the various states and local jurisdictions in which the Organization files tax returns. It is the Organization's policy to recognize interest and/or penalties related to uncertain tax positions, if any, in income tax expense. As of June 30, 2024, the Organization had no accruals for interest and/or penalties.

Basis of Presentation - Financial statement presentation follows the recommendations of the Financial Accounting Standards Board (FASB) in its Statement of Financial Accounting Standards Update ASU 2016-14. The Organization reports information regarding its financial position and activities according to two classes of net assets that are based upon the existence or absence of restrictions on use that are placed by its donors: net assets without donor restrictions and net assets with donor restrictions.

Net assets without donor restrictions are resources available to support operations and not subject to donor restrictions. The only limits on the use of net assets without donor restrictions are the broad limits resulting from the nature of the Organization, the environment in which it operates, the purposes specified in its corporate documents and its application for tax-exempt status, and any limits resulting from contractual agreements with creditors and others that are entered into in the course of its operations.

Net assets with donor restrictions are subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, such as those that the donor stipulates that resources be maintained in perpetuity.

Revenue Recognition - Contributions are recorded on the date on which they are pledged. Currently, substantially all Organization revenues are derived from City of Knoxville tax assessments. Assessments are recorded when collected by the City of Knoxville as reported by the City to the Organization. Past due assessments, interest and penalties are not recorded until collected by the City as reported by the City to the Organization. The assessments contain a single delivery element at a single point in time when ownership, risks, and rewards transfer from the City to the Organization.

Expense Allocation – Certain categories of expenses are attributable to more than one program or supporting function and are allocated on a reasonable basis that is consistently applied. Directly identifiable expenses are charged to programs and supporting services. General and administrative expenses include those expenses that are not directly identifiable with any other specific function, but to provide for the overall support and direction of the Organization. Contract service agreement costs are allocated based on estimated time incurred for each functional category.

Cash Equivalents - The Organization generally considers all certificates of deposit and highly liquid instruments purchased with a maturity of three months or less to be cash equivalents.

Receivables - Receivables are stated at the amount management expects to collect from balances outstanding at year-end. No allowance for doubtful accounts is considered necessary. At June 30, 2024, substantially all accounts receivable are from the City of Knoxville.

Property and Equipment –It is the Organization’s policy that property and equipment that are purchased are recorded at cost. Expenditures greater than \$5,000 for repairs, maintenance and betterments that materially prolong the useful lives of assets are capitalized. Property and equipment is depreciated over the estimated useful lives of the assets. Maintenance, repairs, and minor renewals are charged to expense; betterments or major renewals and improvements that materially prolong the life of the assets are capitalized. At June 30, 2024, the Organization did not hold or own any property and equipment.

Grants Payable – Grants payable represent all unconditional grants that have been authorized prior to year-end, but remain unpaid as of the statement of financial position date. Conditional grants are expensed and considered payable in the period the conditions are substantially satisfied.

Use of Estimates - The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets, including the liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from these estimates.

Agency Transactions - The Organization's policy, if it acts as an intermediary or agent, is to record the receipt and disbursement of financial assets specified for a beneficiary as assets and liabilities of the Organization. Accordingly, there is no effect on the statement of activities.

Advertising - Advertising costs are expensed as incurred and totaled \$53,319 for the year.

In-Kind Contributions - Contributions of donated non-cash assets are recorded at their fair values in the period received.

Subsequent Events- Management has evaluated subsequent events through, 2024, the date the financial statements were available to be issued.

Note 2 – Information Regarding Availability and Liquidity

Financial assets in excess of daily cash requirements can be invested in certificates of deposit and money market funds.

The following table reflects the Organization’s financial assets as of June 30, 2024, reduced by amounts that are not available to meet general expenditures within one year of the statement of financial position date because of contractual restrictions or internal board designations.

Financial Assets at Year End:	
Cash and Cash Equivalents	\$ 1,678,244
Accounts Receivable	449
Total Financial Assets	<u>1,678,693</u>
Less amounts not available to be used within one year:	
Contingent grants and grants payable expected to be paid	<u>1,000,000</u>
	<u>1,000,000</u>
Financial assets available to meet general expenditures over the next twelve months	<u>\$ 678,693</u>

Note 3 – Contract Services

Another nonprofit organization provides certain services to the Organization. These services include operations administration, marketing services, accounting and financial oversight, professional services, insurance, recommendations for improvements and capital expenditures, contract negotiating, services to ensure compliance with applicable laws and to maintain licenses and permits, and other management services. This amount has been allocated among the Organization’s various functional areas. On July 1, 2020 the Organization renewed the contract services agreement for a five-year period. The current agreement is cancelable by either party with 90 days’ notice. The total paid for these services during the year ended June 30, 2024 was \$248,896.

Note 4 – Grants Payable and Abatements

Because of their ownership and development of properties, either as individuals or as owners of companies within the Central Business Improvement District, current Board Members may have received grants from the Organization while not serving on the Board. If they, or a company they are involved in, requests funding for any project while a Board Member of the Organization, that Board Member will recuse themselves from voting on any project they have involvement with and will disclose this activity to the Board for consideration. There were no such grants payable at June 30, 2024.

The Board has approved grants to be paid in 2024 totaling \$1,000,000. This amount is recorded as Grants Payable at June 30, 2024.

In July 2019 the Board agreed to a 10-year abatement of incremental tax assessments related to the State Supreme Court project. The abatement is effective during the construction period and for 10 years following construction. During the construction and abatement period, the Organization will receive assessments based on the project's acquisition cost, which total approximately \$3,300 per year.

Note 5 - Concentrations of Risk

The Organization maintains seven accounts with five local financial institutions. The accounts are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000. At June 30, 2024, cash deposits exceeded federally insured limits by \$6,982.

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

	<u>Jul '24 - Jun '25</u>
OPERATING ACTIVITIES	
Net Income	423,384
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	(521,634)
2020 · Accounts Payable	12,089
2600 · Accrued Payables	26,007
2700 · Accrued Wages	-
1350 · Prepaid Expenses	(20,003.34)
Net cash provided by Operating Activities	(80,158)
FINANCING ACTIVITIES	
3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	(80,158)
Cash at beginning of period	1,582,650
Cash at end of period	<u><u>1,502,492</u></u>
 Current Liabilities	 (17,583)
Accrued Payables	(1,043,694)
 Accounts receivable and Other	 527,164
Prepaid Expenses	20,078
Subtotal	(514,035)
 Projected Remaining Budgeted Income (Expenses)	
Revenue	516,568
Development	(115,000)
Quality of Life	(323,457)
Business Support	(49,705)
Marketing/Sponsorships	(223,561)
Administration	(175,972)
Subtotal	(371,127)
 Projected Cash - Before Minimum Reserve	 <u><u>617,331</u></u>
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	<u><u>467,331</u></u>

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

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

* City approval required

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

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

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

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

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

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

Downtown Knoxville Alliance
 Profit & Loss Actual vs Budget October 31, 2024

Acct #	Jul 24	Aug 24	Sep 24	Oct 24	TOTAL	FY25 Budget	Remainder
Income							
4020	6,239	66,631	5,530	527,164	605,564	1,125,000	519,436
4100	2,799	2,924	2,662	2,483	10,868	8,000	(2,868)
	9,038	69,556	8,192	529,646	616,432	1,133,000	516,568
Expenses							
Development							
5225	-	-	-	-	-	15,000	15,000
5205	-	-	-	-	-	100,000	100,000
	-	-	-	-	-	115,000	115,000
Quality of Life							
5659	81	80	84	163	408	70,000	69,592
5657	9,676	9,676	9,676	9,676	38,705	117,000	78,295
5900	-	-	-	-	-	-	-
5901	-	-	-	-	-	3,000	3,000
5662	-	-	-	-	-	75,000	75,000
5663	-	-	-	-	-	10,000	10,000
5655	3,080	5,225	2,475	1,650	12,430	100,000	87,570
	12,837	14,981	12,235	11,489	51,543	375,000	323,457
Business Support							
5150	1,274	(979)	-	-	295	50,000	49,705
	1,274	(979)	-	-	295	50,000	49,705
Marketing Expenses							
5305	2,464	1,950	1,800	12,183	18,397	50,000	31,603
5306	798	802	3,187	2,551	7,338	55,000	47,662
5375	550	1,430	550	550	3,080	30,000	26,920
5364	-	-	6,250	375	6,625	20,000	13,375
5376	-	-	-	-	-	25,000	25,000
5360	21,000	-	-	10,000	31,000	110,000	79,000
	24,812	4,182	11,787	25,659	66,439	290,000	223,561
Administration							
5420	-	-	945	724	1,669	6,000	4,331
5430	625	923	1,830	1,057	4,434	7,000	2,566
5435	-	-	-	-	-	200	200
5440	17	34	15	15	81	2,500	2,419
5465	-	-	3,443	3,949	7,392	6,000	(1,392)
5450	-	4,000	2,206	2,041	8,248	12,000	3,752
5460	20,348	20,348	20,348	20,348	81,392	244,173	162,781
5490	75	75	75	71	296	900	604
5480	69	69	75	75	288	1,000	712
5470	-	-	-	-	-	-	-
	21,133	25,449	28,938	28,281	103,801	279,773	175,972
Total Expenses							
	60,055	43,633	52,961	65,429	222,078	1,109,773	887,695
	(51,017)	25,922	(44,769)	464,217	394,354	23,227	371,127
Prior Year Sponsorships Reserve							
				40,833	40,833		
NAV Total after Surplus Spending							
	(51,017)	25,922	(44,769)	423,384	353,520		

Downtown Knoxville Alliance

Statement of Cash Flows

October 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	423,384.16
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	-521,634.23
1350 Prepaid Expenses	-20,003.34
2020 Acc. Payable:Accounts Payable	12,088.50
2600 Accrued Payables	26,007.33
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-503,541.74
Net cash provided by operating activities	\$ -80,157.58
NET CASH INCREASE FOR PERIOD	\$ -80,157.58
Cash at beginning of period	1,582,649.86
CASH AT END OF PERIOD	\$1,502,492.28

Downtown Knoxville Alliance
Balance Sheet
As of October 31, 2024

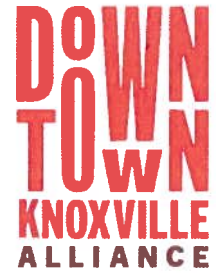
	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1014 First Bank ICS	654,335.66
1020 Investments - Cert Dep and MM	
1022 FirstBank CD 0680	96,075.51
1036 Home Federal CD 2895	245,791.89
1037 First Century CD 0328	256,981.97
1038 Truist CD 6084	249,307.25
Total 1020 Investments - Cert Dep and MM	\$ 848,156.62
Total 1000 Cash & Cash Equiv.	\$ 1,502,492.28
Total Bank Accounts	\$ 1,502,492.28
Accounts Receivable	
1110 Other Receivable	527,163.83
Total Accounts Receivable	\$ 527,163.83
Other Current Assets	
1350 Prepaid Expenses	20,078.34
Total Other Current Assets	\$ 20,078.34
Total Current Assets	\$ 2,049,734.45
TOTAL ASSETS	\$ 2,049,734.45
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2020 Accounts Payable	17,583.28
Total 2000 Acc. Payable	\$ 17,583.28
Total Accounts Payable	\$ 17,583.28
Other Current Liabilities	
2600 Accrued Payables	1,043,693.99
Total Other Current Liabilities	\$ 1,043,693.99
Total Current Liabilities	\$ 1,061,277.27
Total Liabilities	\$ 1,061,277.27
Equity	
3900 Change in NA - unrestricted	634,936.90
Net Income	353,520.28
Total Equity	\$ 988,457.18
TOTAL LIABILITIES AND EQUITY	\$ 2,049,734.45

Accrued Payables at 10.31.24

City of Knoxville (314 Union Ave) accrued 9/30/22	FY23	\$250,000.00
Old City Market	FY24	\$2,500.00
City of Knox - Concerts on the Square	FY24	\$1,500.00
Knoxville Jazz Orchestra	FY24	\$1,500.00
Knoxville Music Literary Guide	FY24	\$5,000.00
Market Square Power Wash (total of 2)	FY24	\$3,200.00
Marketing/branding/activation requests COK street closures	FY24	\$8,320.00
Marketing/branding/initial launch of Newts in Knox	FY24	\$19,174.00
YWCA Keys of Hope Grant	FY24	\$250,000.00
Art & Cultural Alliance - Emporium Project	FY24	\$200,000.00
Tennessee Theatre - \$300k total; \$100k current year Dev Grants	FY24	\$300,000.00
Visit Knox Tour de Lights	FY25	\$2,500.00
		\$1,043,694.00

MARKETING COMMITTEE MINUTES

 **NOVEMBER 13, 2024 | 3:00 PM**



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

Sponsorship Requests

Organization	Event	Request	Recommendation
Stanford Eisenberg Knoxville Jewish Day School Sari Kagan & Michael Grider	Violins of Hope	\$10,000	\$10,000
East TN Historical Society Kelley Weatherly-Sinclair	2025 Programming	\$10,000	\$10,000
Total			\$20,000

Recommendation for Board Approval

\$20,000 to be approved as outlined above for Event Sponsorships. FY 24-25 budget, summary of events, and event applications are attached.

Primary discussion points:

Violins of Hope – The Stanford Eisenberg Knoxville Jewish Day School is requesting \$10,000 for their Violins of Hope event. These funds will cover operational costs and marketing for the Violins of Hope downtown exhibit. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$10,000.

East TN History Center Events – The East TN Historical Society is requesting \$10,000 for their 2025 programming. These funds will cover the costs, event organization, marketing, and promotion for their slate of events for the 2025 calendar year. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$10,000.

Next Meeting

The next Marketing Committee meeting is scheduled for Tuesday, January 21, 2025 at 3:00 PM

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

	FY 22-23	FY 22-23	FY 23-24	FY 23-24	FY 24-25	FY 24-25
	Requests	Funded	Requests	Funded	Requests	Funded
Budget		90,000		110,000		110,000
Previously Approved						
Annoor Academy - International Food Fest	10,000	5,000				
Asian Culture Center of TN - Asian Festival	25,000	5,000			10,000	5,000
Asian Culture Center of TN - Japanese New Year						
Big Ears - Big Ears Festival	10,000	8,000	10,000	10,000		
Big Ears - Our Common Nature	5,000	5,000				
Bike Walk Knoxville - Tour de Lights**	2,500	2,000	2,500	1,500	5,000	5,000
City of Knoxville - Concerts in the Park						
City of Knoxville - Concerts on the Square	3,000	3,000	3,000	3,000		
Downtown Knoxville - Peppermint Grove						
Downtown Knoxville - Spring Lighting						
Dogwood Arts - 2024 Events			12,000	8,500		
Dogwood Arts - Arts Festival	6,000	6,000				
Dogwood Arts - Chalk Walk	2,500	2,500				
Dogwood Arts - Southern Skies	5,000	1,500				
East TN Hist Society - Children's Gallery						
East TN Hist Society - annual events	5,000	5,000	10,000	10,000	10,000	
East TN Hist Society - Lights! Camera! East TN	5,000	5,000				
Event Pro LLC - Knox Food Fest						
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000	5,000	5,000
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000		
Knox Pride Festival & Parade					13,600	6,000
Knoxville Community Media - Fall Concerts	5,000	-				
Knoxville Jazz Orchestra - Jazz at the Emporium			5,000	1,000		
Knoxville Jazz Orchestra - Jazz on the Square			3,000	3,000		
Knoxville Jewish Day School - Violins of Hope					10,000	
Knoxville Museum of Art - Free Family Fun Day(s)***			1,300	2,000		
Knoxville Opera - Musical Theater Marathon						
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000		
Knoxville Opera - Spring Regatta						
Make Music Knoxville - Carol Cart	3,400	2,000				
Maker City - Maker City Summit	5,000	-				
Nourish Knoxville - Farmers' Market	10,000	10,000	1,000	10,000		
Nourish Knoxville - Winter Market			5,000	5,000	5,000	5,000
Old City Assn - Dolly Fest/Rhinestone Fest	10,000	2,000	5,000	2,500		
Old City Assn - Old City Market	8,000	6,000	5,000	5,000		
River & Rail Theatre - 2021-22 Season*						
Solastalgia - Cattywampus Puppet Council					12,000	5,000
Southern Fried Poetry Slam	19,750	3,500				
WDVX - Blue Plate Special	5,000	5,000				
Approved to Date	158,150	89,500	75,800	74,500	70,600	31,000
Balance Prior to Requests		500		35,500		79,000

* Board chose to fund outside of Event Budget

**23-24 funding includes guarantee of \$1500 plus \$1500 contingent on additional sponsorships, contingency no

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

Requests/Recommendation	Requests	Proposed
Violins of Hope	10,000	10,000
East TN Historical Society Programming	10,000	10,000
Total Current Requests	20,000	20,000
Remaining Balance		59,000

	Violins of Hope (Exhibit)	East TN Historical Society
Request	\$10,000	\$10,000
Dates	Exhibit will run March 2, 2025 – April 9, 2025.	Multiple, see packet
Location	108 S. Gay Street	East TN History Center
History	Prior Years: 1 Funded by DKA: 0	Prior Years: multiple Funded by DKA: various (see packet)
Most Recent Funding	-	\$10,000 (2024)
Event Producer	Stanford Eisenberg Knoxville Jewish Day School	East TN Historical Society
Other Sponsors	Lilienthal Gallery, Digital Motif, Junction 35, KSO, TN Holocaust Commission, UT Judaic Studies Department, and the City of Knoxville	Various, see packet for full details based on each event.
General Admission	Free	Various, Free on Sundays and free for children anytime
Expected Attendance	3,000 for exhibit 3,000 for concerts	Various, see packet. 23,000 + for all programming.
Total Expenses	Exhibit total only: \$113,200	Featured exhibits: \$145,000 Downtown Homes Tour: \$6,350 Football Friday: \$5,685 History Hootenanny: \$7,670 Monsters at the Museum: \$2,250
Projected Profit	See packet	See packet
Request/% of Exp	8.8%	5.9%
Request/Attendee	\$1.60 in person only	\$0.43 in person only
Use of Funds	The project consists of three key components: education, exhibit, and performances. DKA funds will be used to develop a meaningful and impactful downtown exhibit.	Funds will be used for 2025 programming: Home Runs and Home Teams, Downtown Home Tour, Women in Music (Featured Exhibition), Football Friday, History Hootenanny, Monsters at the Museum.

**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, how the event positively impacts the central business district (including residents, businesses, or visitors), and proof of nonprofit status if applicable. Previous three-year actual income and expenses for the event should also be submitted if applicable.

Sponsorship Guidelines:

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

Requirements:

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

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

**Downtown Knoxville Alliance
Sponsorship Request Application**

Event: Violins of Hope Knoxville - Exhibit

Date(s): March 2, 2025 – April 9, 2025

Location: 108 S Gay St, Knoxville, TN 37902

Produced by: Stanford Eisenberg Knoxville Jewish Day School

Sponsorship amount requested: \$10,000

Event History:

____ First-time event (#) __1__ prior years (#) ____ years of previous Alliance funding

Contact: Miriam Esther Wilhelm

Phone: 865-386-3827

Address: 8042 Gleason Road Knoxville TN 37919

Email: me@kids.org

Event description: The Stanford Eisenberg Knoxville Jewish Day School is honored to bring Violins of Hope: Strings of the Holocaust to Knoxville in March 2025. Violins of Hope is a collection of over 50 restored violins that were played by Jewish musicians during the Holocaust. These instruments have survived concentration camps, ghettos, pogroms, and long journeys to tell remarkable stories of injustice, suffering, resilience, and survival.

These life-changing opportunities will inspire each visitor to pause, reflect, and reconnect with our shared humanity:

EDUCATION – In March 2025, educators and KSO musicians will tour East Tennessee middle and high schools as well as churches, synagogues, recreation centers, and senior centers with the Violins of Hope. This transformative program will reach five thousand students and adults, emphasizing messages of hope, acceptance, and resilience through music, bringing the violins’ stories alive.

EXHIBITION – Violins of Hope: Strings of the Holocaust will be exhibited in Knoxville from March 3rd - April 9th, 2025. This educational and historical exhibition will be designed by acclaimed architect and exhibition designer Louis Gauci and will guide visitors through the history of the Holocaust as well as the hope represented by the violins, with a message of acceptance and resilience.

PERFORMANCES – The Violins of Hope Concert Event will be at the Tennessee Theatre on March 5th and April 8th. The Knoxville Symphony Orchestra will bring the stories of the violins alive in TWO special performances!

Additional sponsors:

Lilienthal Gallery, Digital Motif, Junction 35, KSO, TN Holocaust Commission, UT Judaic Studies Department, and the City of Knoxville are collaborating as we begin to secure additional sponsors and community partnerships.

Planned use of funds requested:

The Violins of Hope project consists of three key components, and we intend to utilize the sponsorship from the Downtown Alliance to develop a meaningful and impactful exhibit. This exhibit will be free and accessible to the public.

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

Based on attendance data from the 2019 Violins of Hope project, we anticipate attracting at least 3,000 visitors to the exhibit between March 2nd and April 9th. Additionally, we expect around 3,000 attendees for the associated concerts, which were sold out in 2019. We also anticipate a high-profile ribbon-cutting ceremony with dignitaries on March 2nd, which is expected to draw a few hundred attendees downtown.

To accurately measure attendance, we will have docents stationed at the exhibit who will record visitor numbers every hour. For the concerts, ticket sales will provide an exact count of participants. The ribbon-cutting event will be invitation-only, and an organizer will keep track of attendees.

This initiative is designed as a cross-cultural, global exhibition, and we expect to engage a diverse audience with a wide range of cultural interests.

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

A dedicated committee will engage local merchants in sponsorship opportunities. The Violins of Hope exhibit, along with the ribbon-cutting ceremony and concerts, will drive increased foot traffic to the Gay Street quarter, encouraging visitors who may not typically explore downtown to discover local businesses.

To further enhance this initiative, we plan to organize "Bring a Friend" dinner events prior to each concert, providing additional opportunities for downtown merchants to benefit from increased patronage.

Given the significant recent developments in the downtown area, attendees will have the chance to experience its vibrant atmosphere. This initiative aims to create a proactive and positive experience for all guests, showcasing the beauty and vitality of downtown Knoxville.

How will this event positively impact downtown?

This event will significantly enhance the vibrancy of downtown Knoxville by attracting a diverse audience, particularly those who may not typically visit the area. The timing of the event in March will allow visitors to experience the recent developments, including the stadium and other downtown expansions, creating an inviting atmosphere for exploration.

By engaging attendees in various activities, such as the Violins of Hope exhibit and associated concerts, we will encourage them to enjoy local restaurants and shops, fostering a sense of community and support for downtown merchants. This positive experience is likely to leave a lasting impression, motivating visitors to return to downtown Knoxville in the future.

Overall, the event will not only boost foot traffic but also promote a renewed appreciation for the area's cultural offerings and its ongoing revitalization, contributing to the long-term economic health and community spirit of downtown Knoxville.

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

The absence of funding from the Downtown Knoxville Alliance would significantly hinder our ability to successfully host the Violins of Hope exhibit. This support is crucial not only for the logistical execution of the event but also for our capacity to create a meaningful and impactful experience for the community. Without this partnership, we would face increased financial stress, limiting our resources for promotional efforts, exhibit design, and programming.

It is evident that The Downtown Knoxville Alliance plays a vital role in fostering community engagement and revitalization. Your support would enhance our ability to attract a diverse audience, ensuring the event's success and its positive impact on downtown. We are eager to establish this partnership, because without your support we risk diminishing the overall reach and significance of the event, ultimately detracting from our goal of uniting the community for this rare educational opportunity.

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)

Marketing and Promotional Plan for Violins of Hope Exhibit

Objective:

To raise awareness and drive ticket sales for the Violins of Hope exhibit and accompanying concerts, while fostering community engagement and support for local businesses.

Target Audience

1. **Primary:**
 - o Adults aged 25–70 interested in history, music, arts, and culture.
 - o Patrons of symphonies and community events in Knoxville.
 - o Members and organizations within the local Jewish community.
 2. **Secondary:**
 - o Local businesses, potential sponsors, and media outlets.
 - o Schools, educators, and students (middle school and up) focused on history and Holocaust education.
-

Key Messaging

- The Violins of Hope exhibit features instruments that symbolize resilience and hope, played by Jewish musicians during the Holocaust.
 - The performances and exhibit highlight how music transcends differences and unites communities.
 - The downtown exhibit is free to the public. Proceeds from the concert event will support the Knoxville Jewish Day School (KJDS) and help maintain affordable tuition for families.
-

Marketing Strategies**Phase 1: Awareness & Initial Promotion (October 1 – November 30, 2024)**

1. **Social Media Campaigns**
 - o **Kickoff Announcement (October 1):** Launch on Facebook and Instagram, detailing event dates, performances, and sponsorship opportunities.
 - o **Content Sharing:** Post weekly historical facts, musician stories, and engaging quotes to foster interaction. Create Facebook events for the exhibit and performances.
 - o **Parking Information:** Include details about downtown parking options in event promotions.
2. **Paid Advertising**
 - o **Targeted Ads:** Utilize social media and print media to reach local audiences interested in arts and culture. Focus on the historical significance of the violins.
 - o **Sponsor Recognition:** Ads will acknowledge the Downtown Knoxville Alliance as a key sponsor in all promotions.
 - o **Budget Allocation:** 40% of the advertising budget for this phase.
3. **Press Releases**
 - o **First Press Release (Mid-October):** Announce the event to local media outlets, emphasizing its cultural significance and partnership with KJDS. Highlight the involvement of the Downtown Knoxville Alliance.
4. **Local Partnerships**

- o Engage with local businesses for sponsorship opportunities, promoting mutual benefits through shared marketing efforts.
-

Phase 2: Engagement & Ticket Sales Push (December 1, 2024 – February 28, 2025)

1. **Enhanced Social Media Engagement**
 - o **Content Variety:** Share behind-the-scenes content, testimonials, and interviews with key figures, increasing post frequency to 3–4 times a week.
 - o **Countdown Reminders:** Regularly remind followers about the exhibit and performances, including ticket purchase links.
 2. **Targeted Advertising**
 - o **Retargeting Campaigns:** Focus on individuals who have shown interest in the event but haven't purchased tickets yet.
 - o **Urgency Messaging:** Use phrases like "Limited opportunities remaining!" to encourage user action.
 - o **Budget Allocation:** 40% of the advertising budget for this phase.
 3. **Second Press Release (Early December):**
 - o Highlight exhibit hours, concert ticket availability, and the benefits of attendance to KJDS. Reinforce community engagement through local media outlets.
-

Phase 3: Final Push & Event Launch (March 1 – April 8, 2025)

1. **Final Countdown Campaign**
 - o **Daily Posts:** Create urgency with daily countdowns and share engaging visuals to build excitement.
 - o **User-Generated Content:** Encourage attendees to post their experiences, creating a buzz around the event.
 2. **Final Paid Advertising**
 - o **Last Chance Promotions:** Target ads to reach those who haven't visited the exhibit or purchased concert tickets, emphasizing the historical impact and emotional significance of the final performance.
 - o **Budget Allocation:** 20% of the advertising budget for this phase.
 3. **Final Press Release (Late February):**
 - o Remind the community of the exhibit's opening and performances, emphasizing the cultural impact and community support.
-

Inclusion of Downtown Knoxville Alliance

- **Sponsorship Recognition:** The Downtown Knoxville Alliance will be prominently featured as a sponsor in all pre-event publicity, marketing materials, websites, posters, and event materials.
 - **Collaborative Promotions:** Jointly promote events and initiatives to enhance community engagement and visibility.
-

This comprehensive marketing and promotional plan aims to create excitement and awareness for the Violins of Hope exhibit, fostering a sense of community pride while driving attendance and supporting

local businesses. In addition to the above marketing plan we are collaborating with local dignitaries and celebrities to engage with the Violins of Hope and to raise awareness. Mayor Kincannon is committed to being at the ribbon cutting and one concert, Hallerin Hilton Hill is on board to help promote the event as well. We are in conversation with other well-known Knoxville names and .

Budget for Violins of Hope Exhibit and Concerts

Expenses

Expense Item	Amount (\$)
Cost to Bring the Violins (including insurance and all non-shipping expenses)	40,000
School Outreach	8,000
Tennessee Theatre Rental	21,200
Knoxville Symphony Orchestra	29,000
Marketing	20,000
Public Relations Professional	14,000
Violins of Hope Exhibition Costs	10,000
Transportation of Violins	4,000
Security	7,200
Music Rentals and Commissions for Concerts	5,000
Actors	5,000
Insurance	2,000
Ribbon Cutting Event	2,500
VIP Reception	3,500
Miscellaneous	2,000
Total Expenses	173,400

Income

Income Source	Amount (\$)
Anticipated Sponsorships (to cover all expenses)	\$173,400
Ticket Sales from Concerts (Anticipated)	TBD
Total Income	TBD

**Violins of Hope
Budget**

March 2025

	<u>Budget 2019</u>	<u>Porjected Budget 2025</u>
Revenue		
Ticket Sales Box Office	\$ 164,320.00	TBD
VOH Sponsorship	\$ 115,000.00	\$ 150,000.00
In-Kind and non-cash donations	\$ 54,300.00	\$ 23,400.00
Total Revenue	\$ 333,620.00	
Expense:		
Violins of Hope Program	\$ 30,000.00	\$ 40,000.00
Knoxville Symphony Orchestra Fee	\$ 21,000.00	\$ 29,000.00
Tennessee Theatre	\$ 29,000.00	\$ 21,200.00
Transportation of Violins	\$ 18,000.00	\$ 4,000.00
Violins of Hope Exhibit	\$ 12,000.00	\$ 10,000.00
School Outreach	\$ 8,000.00	\$ 8,000.00
Security	\$ -	\$ 7,200.00
Actors	\$ 3,000.00	\$ 5,000.00
Insurance	\$ 1,000.00	\$ 2,000.00
Promotional Costs	\$ 67,500.00	\$ 34,000.00
Ribbon Cutting Event	\$ 1,500.00	\$ 2,500.00
Music Rentals and Commissions for Concert	\$ 3,000.00	\$ 5,000.00
VIP Reception	\$ 3,500.00	\$ 3,500.00
Miscellaneous	\$ 2,000.00	\$ 2,000.00
Total Expenses	\$ 180,600.00	\$ 173,400.00

In Kind

Comments

We haven't set exact ticket price yet

Sharing cost with others cities
Cases from 2019 are in good condition and able to be used.
Two trips from Israel

We paid a lot for a marketing firm last year. We have a lot of marketing being donated this year and have a new firm that we believe will be even more effective and we are spending less.

**Downtown Knoxville Alliance
Sponsorship Request Application**



Total Sponsorship Amount Requested: \$10,000

The **East Tennessee Historical Society** offers a full range of events as we seek to connect with the people of East Tennessee and tell the stories of our region. We are located in downtown Knoxville at the East Tennessee History Center at 601 S. Gay Street. Except for two large fundraising events that require renting another (larger) venue, our events take place in downtown Knoxville.

Instead of submitting multiple grant applications throughout the year, we are submitting one proposal and requesting funding for a wide range of events and activities that will take place throughout the calendar year.

We are primarily asking for funding for events that are free and open to the public; however, we are including the Downtown Home Tour because of the sprawling and collaborative nature of the event in the downtown footprint. We have also included our next two feature exhibitions which will open in March and October 2025. Feature exhibitions are always free on Sundays and for children anytime.

In recognition and appreciation of the support of the Downtown Knoxville Alliance, we will include the DKA as a partner on all events listed below and on our feature exhibition signage.

We thank DKA for the years of support of East Tennessee Historical Society events and look forward to working with you throughout 2025.

Contact

Kelley Weatherley-Sinclair

865-215-8883

kelseyws@easttnhistory.org

East Tennessee History Center, 601 S. Gay St., Knoxville, TN 37902

Easttnhistory.org

The following pages are the events and programs that funds will go towards.

Event: Home Runs and Home Teams: How Tennessee Changed the Game (feature exhibition)

Date: March – October 2025

Location: East Tennessee History Center, 601 S. Gay Street, Knoxville, TN 37902

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above

Exhibition Description: The East Tennessee History Center is planning *Home Runs and Home Teams* for the spring of 2025, a baseball exhibition to coincide with the opening of the new Smokies Stadium in downtown Knoxville. We are excited to dive into the state's history of the sport, regional stories, and how Tennessee changed the game. The exhibit will feature stories and objects from games, players, and moments that shaped our state's baseball history from the origins of the game to the American tradition it is today. More information and updates about this exhibition will be posted on our website in the coming months.

Additional Sponsors: Many are in the works, including The Boyd Foundation.

Planned use of funds requested: Funds from Downtown Knoxville Alliance will help underwrite the production (including supplies, materials, marketing, etc.) of this feature exhibition.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees. Feature exhibitions are seen by thousands of locals and tourists throughout the year. In 2023, the Museum of East Tennessee History saw over 20,000 visitors from all 50 states and 68 countries from around the world.

Event: Downtown Home Tour

Date: Saturday, June 14, 2025

Location: East Tennessee History Center and Downtown Knoxville

Produced by: East Tennessee Historical Society (ETHS)

Sponsorship Amount Requested: See total above

Event History: 3rd year with ETHS (City People for 30 years)

Event Description: The popular downtown home tour—a 30-year tradition started by the non-profit group City People—is now hosted by the East Tennessee Historical Society. The Downtown Home Tour offers a unique opportunity to see what urban living has to offer and go inside private residences that showcase the variety of homes that exist in downtown Knoxville. 2024's tour included homes in Fire Street Lofts, Marble Alley Lofts, Kendrick Place, Holston Condominiums, Burwell Condominiums, James Park House, and the Medical Arts Building. We are excited to continue this event in 2025 featuring more unique homes in the downtown area.

Additional Sponsors: We plan to approach everyone who sponsored in 2024, including Home Federal Bank, Alliance Sotheby's International, Knoxville Downtown Realty, Dewhurst Properties, Mast General Store, and Ullrich Print Plus. We have also identified additional prospects that we will be approaching in the coming months.

Planned use of funds requested: See budget. Funds from Downtown Knoxville Alliance will help underwrite the production (including supplies, materials, marketing, etc.) of this event.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 600 guests will attend this event. We will have an accurate count based on how many people purchase tickets for this event.

Event: History Hootenanny

Date: Saturday, August 16, 2025 @ 10:00-4:00

Location: East Tennessee History Center, 601 S. Gay Street, Knoxville, TN 37902

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above

Event History: 4th year

Event Description: In partnership with the Knox County Public Library, the East Tennessee Historical Society will host the 4th annual History Hootenanny. The event features the best of the East Tennessee History Center, including live music and fun activities in the Museum of East Tennessee History, genealogy workshops, a used local history book sale, shuttles to local historic sites, walking tours, and much more! The 2025 theme will be "East Tennessee Sports History" which will coincide with our feature exhibition *Home Runs and Home Teams: How Tennessee Changed the Game*.

Additional Sponsors: Sponsors include the Tennessee Arts Commission, Friends of the Knox County Public Library, Tennessee Theatre, and more. Partners include the McClung Historical Collection, Tennessee Archive of Moving Image and Sound, Knoxville History Project, University of Tennessee History Department, Historic House Museums of Knoxville, and more.

Planned use of funds requested: See budget. Funds from Downtown Knoxville Alliance will help underwrite the production (including supplies, materials, marketing, etc.) of this event.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 1000-1500 guests will attend this free event. We will have a staff member or volunteer present in the lobby to count the number of guests. We aim to attract families, visitors from around the East Tennessee region, tourists visiting for the day, and East Tennessee Historical Society members.

Event: Football Friday

Date: September or October 2025 at 5:30-8:30 pm (date will be decided when the football schedule is announced)

Location: East Tennessee History Center, 601 S. Gay Street, Knoxville, TN 37902

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above

Event History: 3rd year

Event Description: Guests will enjoy a Friday night pep rally on Market Street, which included a visit from Smokey's Spirit Squad, live music, delicious food, and beverages. Guests also enjoyed an appearance by UT Athletic Historian and/or UT History makers, who will share UT sports history and experiences. We were also pleased to continue to show historic UT football footage ranging from the 1920s-60s with our partners at the Tennessee Archive of Moving Image and Sound, as well as a children's craft and history station.

Additional Sponsors: Sponsors will probably include Schulz Brau Brewing Co, Bacon and Co, and more. Partners include the Tennessee Archive of Moving Image and Sound, Knoxville History Project, and more.

Planned use of funds requested: See budget. Funds from Downtown Knoxville Alliance will help underwrite the production (including supplies, materials, marketing, etc.) of this event.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 500-600 guests will attend this event. We will have a staff member or volunteer present at the entrance to count the number of guests. In 2024, we brought awareness to the East Tennessee History Center and attracted visitors that had not engaged with us before. We also saw regular members attending.

Event: I've Endured: Women in Old-Time Music (feature exhibition)

Date: October 2025 – February 2026

Location: East Tennessee History Center, 601 S. Gay Street, Knoxville, TN 37902

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total above

Exhibition Description: Old-time music is described and experienced in different ways and for different purposes, but at its heart, old-time is mountain folk music with strong ties to Appalachia and the diverse peoples who have called it home. While old-time music has primarily been related to “hillbilly music” and its roots and branches can be found in the development of country and bluegrass, it is one of the melting pots of American culture, connecting to multiple genres, influences, and instruments.

Women have always been central to old-time music – in the home and on the stage, and as instrumentalists and singers, preservationists, activists, promoters, and cultural memory keepers. I've Endured: Women in Old-Time Music highlights the many women who have been integral to this music, exploring the challenges they've faced making a career in the field, the ways they have impacted the genre, and their vision for the future of old-time. Join us to see, hear, and experience their stories in this award-winning traveling exhibit from the Birthplace of Country Music Museum! More information and updates about this exhibition will be available on our website in 2025.

Additional Sponsors: None at this time, however we have a list of prospects.

Planned use of funds requested: Funds from Downtown Knoxville Alliance will help underwrite the production (including supplies, materials, marketing, etc.) of this feature exhibition.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees. Feature exhibitions are seen by thousands of locals and tourists throughout the year. In 2023, the Museum of East Tennessee History saw over 20,000 visitors from all 50 states and 68 countries from around the world.

Event: Monsters at the Museum

Date: Saturday, October 25, 2025 @ 10:00-3:00

Location: East Tennessee History Center, 601 S. Gay Street, Knoxville, TN 37902

Produced by: East Tennessee Historical Society

Sponsorship Amount Requested: See total requested above

Event History: 7+ years

Event Description: Monsters of all ages will join us at the Museum of East Tennessee history at the end of October. This popular, family friendly event features Halloween-themed children's crafts and activities, trick-or-treating throughout the Museum of East Tennessee History, Appalachian legends and lore, and more. In 2025, we plan to increase our Halloween history themed trick-or-treating stations and create a new scavenger hunt in the McClung Historical Collection library on the 3rd floor. This event is great for bringing families downtown and introducing them to East Tennessee history.

Additional Sponsors: Partners include the McClung Historical Collection. Sponsors include Mast General Store and others.

Planned use of funds requested: See budget. Funds from Downtown Knoxville Alliance will help underwrite the production (including supplies, materials, marketing, etc.) of this event.

What is the projected attendance for this event? How will actual attendance be measured? Describe the demographics of anticipated attendees: We project that approximately 600-700 guests will attend this event. We will have a staff member or volunteer present at the entrance to count the number of guests. Our goal is to attract families to the Museum of East Tennessee History.

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

We always welcome partnerships with downtown merchants and companies. We had participation with local employers, such as 21st Mortgage, to offer their team members discounted tickets to purchase drinks at Football Friday. For the Downtown Home Tour, 15 downtown businesses agreed to be Promotion Partners. We sent them digital content which they shared, using whatever forms of social media they use at a time convenient for them each week. For History Hootenanny, we partner with the Tennessee Theatre and other downtown organizations to provide programming. And for Monsters at the Museum, Mast General is always generous with their candy. Whenever a downtown business or organization participates in one of our events, we make sure to recognize them in our promotional materials.

In addition, we deliver promotional postcards and flyers to the businesses and regularly make recommendations to locals and tourists on where eat, shop, and visit while they are downtown.

How will these events positively impact downtown?

All of these events combined are expected to bring over 2,700 individuals and families to the East Tennessee History Center, and exponentially more visiting our feature exhibitions.

We have found that guests do not simply attend our events. They shop in downtown stores and visit bars and restaurants and other attractions. A vibrant downtown requires people enjoying themselves in our beautiful, walkable downtown.

In addition, according to Tim Yates, our guest services manager, we average three questions per day that we characterize as "Visitor Center" queries regarding other places and activities to enjoy in downtown Knoxville.

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

Lack of funding could result in a reduction in scope. It would also decrease our ability to promote the events via printing postcards, flyers, etc. We do use digital promotion, but printed postcards have proven to be effective in reaching people. If our promotional reach is limited, it may affect attendance and reduce opportunities for community engagement.

Marketing Plan

- Our regular email communications with members and beyond reach over 8,000 people twice a month.
- Targeting advertising on social media will reach well beyond our 18,400 followers.
- Our member mailing list averages about 1,800 contacts. All of which receive regular event updates and calendars via mail.
- Postcards/flyers are distributed to all Knox County Public Library branches and in downtown businesses.
- Press Releases go out to a list of approximately 300 regional East Tennessee regional media outlets.
- These events are usually featured in local news segments and blogged about in various Knoxville online publications, such as WATE and Inside of Knoxville.
- All events are listed on community calendars such as Visit Knoxville, TN Vacation, and others.

Budget Estimates for Feature Exhibitions

We are still finalizing details for both exhibitions. Below are the projected expenses.

Home Runs and Home Teams: How Tennessee Changed the Game

\$125,000

I've Endured: Women in Old-Time Music

\$15,000-\$20,000

2025 Downtown Home Tour Expense-Income Estimate

Item	Vendor	Category	2023 Actual	2024 Actual	2025 Estimate	Notes
Postcards	Ulrich Printing	Advertising	442.77	316.32	400.00	Postcards for mailer. Additional for downtown distribution and libraries
Tour Booklet	Ulrich Printing	Printing	1,599.50	310.24	400.00	
Volunteer T-Shirts		Supplies	1,648.00	1,216.00	0.00	
Extra Lanyards		Supplies	108.73		0.00	
Volunteer Party		Supplies	343.81	456.00	500.00	
UTK Buses	UTK History Department	Professional Fees	855.00	2,577.46	2,500.00	
Volunteer Orientation		Supplies	112.82	0.00	0.00	
Volunteer Snacks/Drinks		Supplies	70.06		100.00	
Signs		Printing	601.25	412.50	400.00	
Flags	Vispronet	Supplies	622.14	0.00	0.00	
Facebook Ad		Advertising		109.93	100.00	
VIP Party Catering		Professional Fees		1,051.98	1,500.00	
Supplies		Supplies		181.68	200.00	
Bartender		Professional Fees		250.00	250.00	

Total Expenses \$5,604.00 \$6,882.11 \$6,350.00

Sponsors		2023 Actual	2024 Actual	2025 Estimate	Notes
VIP Tickets		4,657.15	5,000.00	5,000.00	
Advance Tickets		6,078.62	6,150.00	6,500.00	
Day of Tickets		1,750.00	1,150.00	1,200.00	
Misc Tickets			600.00		
Presenting Sponsor	Home Federal	2,000.00	2,000.00	2,000.00	
Transportation Sponsor	Dewhurst Properties	1,200.00	1,200.00	1,200.00	
Volunteer Sponsor	Mast General		1,200.00	1,200.00	
VIP Party Sponsor	Alliance Sotheby's International Realty		1,800.00	1,800.00	
Event Sponsor	Knoxville Downtown Realty		1,800.00	1,800.00	
Ad Sales		250.00		500.00	
T-Shirt Sales		31.77		100.00	

Total Income \$16,560.15 \$20,900.00 \$21,300.00

**Downtown Knoxville Alliance funding is spread throughout all public programs. This is just an estimate.

2025 Monsters at the Museum Income-Expenses Estimate

Expenses

Item	Vendor	Category	2023 Actual	2024 Actual	2025 Estimate	Notes
Postcard	Ulrich Printing	Advertising	0.00	852.29	900.00	2800 postcards. Many distributed throughout Downtown and in libraries
Postage	Ulrich Printing	Advertising	0.00	300.00	400.00	postage to members/donors
Facebook Advertising	Facebook	Advertising	50.00	25.00	50.00	
Signs	Ulrich Printing	Printing	148.00	176.00	200.00	
Photographer	Eric Manneschmidt	Professional Fees	250.00	250.00	250.00	
Walking Tour	Laura Still	Professional Fees	150.00	0.00	150.00	
Trick or Treat Non-Candy Items	Oriental Trading	Supplies	101.70	186.16	100.00	
Candy	Sam's Club & Walmart	Supplies	137.53	0.00	100.00	
Prizes	ETHS	Supplies	64.61	0.00	0.00	
Stickers	Sticker Mule	Supplies	0.00	175.00	0.00	
Treat Bags		Supplies	95.97	0.00	0.00	
Craft Supplies		Supplies	79.55	41.97	50.00	
Other Education Supplies		Supplies	0.00	31.36	50.00	
Step and Repeat Sign (Photobooth)	Fabric Sign Guys	Supplies	0.00	297.60	0.00	Will reuse the sign purchased in 2024.
Volunteer Snacks	Sam's Club	Supplies	7.96	32.38	50.00	
Volunteer Lunch	Harby's Pizza	Supplies	0.00	150.00	150.00	
Total			\$1,085.32	\$2,631.00	\$2,250.00	

Income

Sponsor			2023 Actual	2024 Actual	2025 Estimate	Notes
Downtown Knoxville Alliance**				\$2,700.00	?	
Mast General				In-Kind	In-Kind	Donate candy for the event
Total				\$2,700.00		

**Downtown Knoxville Alliance funding is spread throughout all public programs. This is just an estimate.

2025 History Hootenanny Expense-Income Estimate

Item	Vendor	Category	2023 Actual	2024 Actual	2025 Estimate	Notes
Postcards	Ulrich Printing	Advertising	675.00	679.38	900.00	Postcards for mailer. Additional for downtown distribution and libraries
Postage	Ulrich Printing	Advertising	347.00	300.00	400.00	
Signs	Ulrich Printing	Advertising	213.20	413.50	200.00	Ulrich Printing for promo signs
Facebook Ad		Advertising	50.00	100.00	100.00	
Programs		Printing	0.00	19.50	20.00	Printed in-house. Overage assigned to Hootenanny
UTK Buses	UTK History Department	Professional Fees	3,510.00	2,139.86	2,400.00	shuttles to historic sites
Walking Tours	Jack Neeley & Laura Still	Professional Fees	300.00	150.00	300.00	Jack Neeley and Laura Still
Musicians	various bands	Professional Fees	650.00	2,250.00	2,000.00	
Photographer	Eric Manneschmidt	Professional Fees	500.00	500.00	500.00	
Honorarium	Bradley Reeves	Professional Fees	0.00	200.00	0.00	honorarium for work on the Carl and Pearl Butler documentary/exhibit
Honorarium	Rachel Nanstad	Professional Fees	0.00	200.00	0.00	honorarium for work on the Reed Sisters documentary
Sound Engineer	Tennessee Theatre	Professional Fees	0.00	921.25	0.00	Overage needed at the TN. Friends of the Library paid for the rest.
Tshirts		Supplies	238.00	0.00	200.00	Tshirts at cost for staff/vols. May not need as many.
Craft/Education Supplies		Supplies	176.00	246.98	250.00	
Volunteer Lunch		Supplies	248.75	210.00	300.00	Pizza
Volunteer Snacks/Drinks		Supplies	28.24	59.26	100.00	Dunkin' Donuts, snacks, drinks
Total Expenses			\$6,935.99	\$8,389.73	\$7,670.00	

Sponsors			2023 Actual	2024 Actual	2025 Estimate	Notes
TN Arts Commission			0.00	4,700.00	4,000.00	ABC Grant covered musicians, professional fees, signs, and postcards
Downtown Knoxville Alliance**			1,250.00	2,700.00	2,500.00	
Baker Donelson			1,000.00	1,000.00	1,000.00	
US Bank			2,500.00		2,500.00	
John Trotter			1,000.00		1,000.00	

Total Income 5,750.00 \$8,390.00 \$11,000.00

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