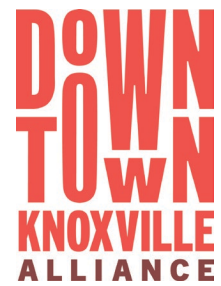


BOARD OF DIRECTORS' MEETING

➤ AGENDA

OCTOBER 21, 11:30 AM



- I. Welcome
- II. Approval of Minutes
 - A. *September Board Meeting p. 3
- III. *Financial Report p. 5
- IV. Committee Report - Marketing p. 13
- V. Staff Report p. 38
- VI. Old Business
- VII. New Business
- VIII. Public Forum
- IX. Adjournment

* Denotes action items

Upcoming Meetings:

November 18, 11:30 am – Board Meeting

December 16, 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

SEPTEMBER 16, 2024, 11:30 AM

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

Board members present included Mary Katherine Wormsley, chair, Chip Barry, Natalea Cummings, Nikki Elliott, Gay Lyons, Bobby McCarter, 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 August board meeting to be approved. Natalea Cummings made a motion to approve the minutes. Gay Lyons seconded the motion, which was unanimously approved by the board.

III. Equalization Process for Property Taxes from the City of Knoxville

Boyce Evans described the process the City goes through to develop a Certified Tax Rate (equalization process) for city property taxes after the county assesses property. DKA's assessment is not part of this equalization process.

If DKA were to adjust the tax rate, it would require a change with City Council and a public meeting.

DKA could adjust the rate to coincide with the Certified Tax Rate and any property tax adjustments. Mr. Evans shared a table showing what DKA's assessment rate would be if DKA followed the city's certified rate. DKA's assessment rate would be at .25 compared to the .32 as it currently stands. Each cent of the assessment rate is approximately \$31,000. If the rate was changed to .25 DKA's assessments would be down by \$215,000 this year.

IV. Financials

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

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

The Board needs to make recommendations for KTA Board to represent DKA's interest at the next board meeting.

VII. New Business

There was no Old Business.

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 September 30, 2024

Jul '24 - Jun '25

OPERATING ACTIVITIES

Net Income	(44,769)
Adjustments to reconcile Net Income to net cash provided by operations:	
1110 · Other Receivable	61,102
2020 · Accounts Payable	(1,705)
2600 · Accrued Payables	(1,250)
2700 · Accrued Wages	-
1350 - Prepaid Expenses	13,194.66
Net cash provided by Operating Activities	26,572

FINANCING ACTIVITIES

3900 · Change in NA - unrestricted	-
Net cash provided by Financing Activities	-
Net cash increase for period	26,572
Cash at beginning of period	1,556,077
Cash at end of period	1,582,650

Current Liabilities

	(5,495)
Accrued Payables	(1,058,520)
Accounts receivable and Other	5,530
Prepaid Expenses	75
Subtotal	(1,058,410)

Projected Remaining Budgeted Income (Expenses)

Revenue	1,046,214
Development	(115,000)
Quality of Life	(334,946)
Business Support	(49,705)
Marketing/Sponsorships	(224,219)
Administration	(205,253)
Subtotal	117,091

Projected Cash - Before Minimum Reserve

	641,331
Minimum Cash Balance - Reserve	(150,000)
Projected Cash Availability	491,331

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

Project	Grants	Permit Date	Comp Date	Accrued	YE 6/30/2024	Total
314 Union Ave (COK)	250,000		9/30/2022		0	0
YWCA Keys of Hope	250,000		6/30/2024		0	0
Tennessee Theatre	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 August 31, 2024

	Acct #	Jul 24	Aug 24	Sep 24	TOTAL	FY25 Budget	Remainder
Income							
CBID Tax Assessments	4020	6,239	66,631	5,530	78,400	1,125,000	1,046,600
Investment Income	4100	2,799	2,924	2,662	8,386	8,000	(386)
Total Income		9,038	69,556	8,192	86,786	1,133,000	1,046,214
Expenses							
Development							
Path to Prosperity	5225	-	-	-	-	15,000	15,000
Special Projects	5205	-	-	-	-	100,000	100,000
Total Development		-	-	-	-	115,000	115,000
Quality of Life							
Beautification	5659	81	80	84	245	70,000	69,755
Ambassador Program	5657	9,676	9,676	9,676	29,029	117,000	87,971
Residential - Other	5900	-	-	-	-	-	-
Residential	5901	-	-	-	-	3,000	3,000
Trash Compactor	5662	-	-	-	-	75,000	75,000
Open Street Activation	5663	-	-	-	-	10,000	10,000
Security	5655	3,080	5,225	2,475	10,780	100,000	89,220
Total Quality of Life		12,837	14,981	12,235	40,054	375,000	334,946
Business Support							
Business Support	5150	1,274	(979)	-	295	50,000	49,705
Total Business Support		1,274	(979)	-	295	50,000	49,705
Marketing Expenses							
Advertising General	5305	2,464	1,950	1,800	6,214	50,000	43,786
Print and Content Development	5306	798	802	3,187	4,787	55,000	50,213
Website - All Committees	5375	550	1,430	550	2,530	30,000	27,470
Downtown Scavenger Hunt	5364	-	-	6,250	6,250	20,000	13,750
Brand Refinement							
Events and Sponsorship	5360	21,000	-	-	21,000	110,000	89,000
Total Marketing Expenses		24,812	4,182	11,787	40,781	265,000	224,219
Administration							
Meals/Lodging/Travel	5420	-	-	945	945	6,000	5,055
Office Expense	5430	625	923	1,830	3,377	7,500	4,123
Bank Fees	5435	-	-	-	-	200	200
Postage	5440	17	34	15	66	2,500	2,434
Professional Dev.	5465	-	-	3,443	3,443	6,000	2,557
Professional Svc	5450	-	4,000	2,206	6,206	12,000	5,794
Svc Contract - Operations	5460	20,348	20,348	20,348	61,044	244,173	183,129
Insurance Directors/Officers	5750	75	75	75	225	900	675
Software	5480	69	69	75	213	1,500	1,287
Supplies	5470	-	-	-	-	-	-
Total Administration		21,133	25,449	28,938	75,520	280,773	205,253
Total Expenses		60,055	43,633	52,961	156,649	1,085,773	929,124
Change in NAV		(51,017)	25,922	(44,769)	(69,864)	47,227	(117,091)

Downtown Knoxville Alliance

Statement of Cash Flows

September 2024

	TOTAL
OPERATING ACTIVITIES	
Net Income	-44,768.69
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1110 Other Receivable	61,101.73
1350 Prepaid Expenses	13,194.66
2020 Acc. Payable:Accounts Payable	-1,705.23
2600 Accrued Payables	-1,250.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	71,341.16
Net cash provided by operating activities	\$26,572.47
NET CASH INCREASE FOR PERIOD	\$26,572.47
Cash at beginning of period	1,556,077.39
CASH AT END OF PERIOD	\$1,582,649.86

Downtown Knoxville Alliance

Profit and Loss

September 2024

	TOTAL
Income	
4020 CBID Assessment	5,529.60
4100 Interest on Cash Reserves	2,662.33
Total Income	\$8,191.93
GROSS PROFIT	\$8,191.93
Expenses	
5300 Marketing Expenses	
5305 Advertising	1,800.00
5306 Print and Content Development	3,187.16
5364 Downtown Scavenger Hunt	6,250.00
5375 Website	550.00
Total 5300 Marketing Expenses	11,787.16
5400 Administration	
5420 Meals/Lodging/Travel	945.15
5430 Office Expenses	1,829.60
5440 Postage	15.18
5450 Professional Svc	2,206.49
5460 Services Contract	20,348.00
5465 Professional Dev.	3,443.32
5480 Software	75.38
5490 Insurance D&O	75.00
Total 5400 Administration	28,938.12
5650 Quality of Life	
5655 Bike Patrol	2,475.00
5657 Ambassador Program	9,676.32
5659 Beautification	84.00
Total 5650 Quality of Life	12,235.32
Total Expenses	\$52,960.60
NET OPERATING INCOME	\$ -44,768.67
NET INCOME	\$ -44,768.67

Downtown Knoxville Alliance
Balance Sheet
As of September 30, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Cash & Cash Equiv.	0.00
1014 First Bank ICS	734,493.24
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.	\$ 1,582,649.86
Total Bank Accounts	\$ 1,582,649.86
Accounts Receivable	
1110 Other Receivable	5,529.60
Total Accounts Receivable	\$ 5,529.60
Other Current Assets	
1350 Prepaid Expenses	75.00
Total Other Current Assets	\$ 75.00
Total Current Assets	\$ 1,588,254.46
TOTAL ASSETS	\$ 1,588,254.46
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
2000 Acc. Payable	0.00
2020 Accounts Payable	5,494.78
Total 2000 Acc. Payable	\$ 5,494.78
Total Accounts Payable	\$ 5,494.78
Other Current Liabilities	
2600 Accrued Payables	1,058,519.99
Total Other Current Liabilities	\$ 1,058,519.99
Total Current Liabilities	\$ 1,064,014.77
Total Liabilities	\$ 1,064,014.77
Equity	
3900 Change in NA - unrestricted	594,103.57
Net Income	-69,863.88
Total Equity	\$ 524,239.69
TOTAL LIABILITIES AND EQUITY	\$ 1,588,254.46

Downtown Knoxville Alliance

A/P Aging Detail

As of September 30, 2024

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
1 - 30 days past due							
09/25/2024	Bill	DK-INV-000013	Ciris Content	09/25/2024	20	1,200.00	1,200.00
Total for 1 - 30 days past due						\$1,200.00	\$1,200.00
Current							
09/30/2024	Bill	INV012671	Knoxville Chamber	10/01/2024	14	62.85	62.85
09/30/2024	Bill	09302024	Callie Blackburn	10/15/2024	0	491.45	491.45
09/30/2024	Bill	20090707	Designsensory	10/16/2024	-1	550.00	550.00
09/21/2024	Bill	INV8766	CrowdRiff Inc.	10/21/2024	-6	1,290.48	1,290.48
09/26/2024	Bill	1797	Moore, Mitch	10/26/2024	-11	100.00	100.00
09/30/2024	Bill	DKA-100124	Southern Bloom Social	10/30/2024	-15	1,800.00	1,800.00
Total for Current						\$4,294.78	\$4,294.78
TOTAL						\$5,494.78	\$5,494.78

Downtown Knoxville Alliance

A/R Aging Detail

As of September 30, 2024

DATE	TRANSACTION TYPE	NUM	CUSTOMER	DUE DATE	AMOUNT	OPEN BALANCE
Current						
09/30/2024	Invoice	04302030	City of Knoxville.	10/31/2024	5,529.60	5,529.60
Total for Current					\$5,529.60	\$5,529.60
TOTAL					\$5,529.60	\$5,529.60

MARKETING COMMITTEE MINUTES

 **OCTOBER 21, 2024 | 11:30 AM**



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; Dana Dalton, downtown resident; Heather Albrecht, Bliss; and Lisa Allen, PBA WFP. Staff members included Michele Hummel and Callie Blackburn.

Sponsorship Requests

Organization	Event	Request	Recommendation
Nourish Knoxville Charlotte Tolley, CEO Ellie Moore, COO	Winter Farmers Market	\$5,000	\$5,000
Visit Knoxville / Bike Walk Knoxville Kim Bumpas, President	Tour de Lights	\$5,000	\$5,000
Morning Pointe Foundation Miranda Perez, Executive Director	Seniors Got Talent	\$5,000	-
Total			\$10,000

Recommendation for Board Approval

\$10,000 to be approved as outlined above for Event Sponsorships. FY 24-25 budget, summary of events, and event applications are attached.

Primary discussion points:

Winter Farmers Market – Nourish Knoxville is requesting \$5,000 for their Winter Farmers Market. These funds will cover continued operational costs, onsite signage, market staffing, KPD fees, and road closures. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$5,000.

Tour de Lights – Visit Knoxville is requesting \$5,000 for Tour de Lights, in partnership with Bike Walk Knoxville. These funds will cover the costs of the road closures for the bike ride, as well as event organization and promotion. **Recommendation:** The committee made a recommendation in the form of a motion to the board to fund the request as presented for \$5,000. Shera Petty with Visit Knoxville refrained from the motion.

Seniors Got Talent – The Morning Pointe Foundation requested \$5,000 for their Seniors Got Talent event. The requested amount was a fundraising effort, with the funds to be used for student scholarships for nursing, occupational therapy, and social workers for East TN colleges, to reduce the area’s critical staffing shortages. **Recommendation:** The committee reviewed the grant application. Due to lack of a motion, no recommendation will be recommended to the board.

Other Discussion

Katie Spencer, with the Knoxville Opera, is seeking individuals and downtown merchants who are interested in serving on the Rossini Festival Committee. If you are interested or know of someone who would be, please let Callie know and you will be put into contact.

Next Meeting

The next Marketing Committee meeting is scheduled for Wednesday, November 13 at 3:00 PM

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

	FY 22-23 Requests	FY 22-23 Funded	FY 23-24 Requests	FY 23-24 Funded	FY 24-25 Requests	FY 24-25 Funded
Budget		90,000		110,000		110,000
Previously Approved						
Annoor Academy - International Food Fest	10,000	5,000				
Asian Culture Center of TN - Asian Festival	25,000	5,000			10,000	
Asian Culture Center of TN - Japanese New Year						
Big Ears - Big Ears Festival	10,000	8,000	10,000	10,000		
Big Ears - Our Common Nature	5,000	5,000				
Bike Walk Knoxville - Tour de Lights**	2,500	2,000	2,500	1,500		
City of Knoxville - Concerts in the Park						
City of Knoxville - Concerts on the Square	3,000	3,000	3,000	3,000		
Downtown Knoxville - Peppermint Grove						
Downtown Knoxville - Spring Lighting						
Dogwood Arts - 2024 Events			12,000	8,500		
Dogwood Arts - Arts Festival	6,000	6,000				
Dogwood Arts - Chalk Walk	2,500	2,500				
Dogwood Arts - Southern Skies	5,000	1,500				
East TN Hist Society - Children's Gallery						
East TN Hist Society - annual events	5,000	5,000	10,000	10,000		
East TN Hist Society - Lights! Camera! East	5,000	5,000				
Event Pro LLC - Knox Food Fest						
HoLa Hora Latina - HoLa Festival	5,000	5,000	5,000	5,000	5,000	
Knox Co - Children's Festival of Reading	3,000	3,000	3,000	3,000		
Knox Pride Festival & Parade					13,600	
Knoxville Community Media - Fall 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 Museum of Art - Free Family Fun Day(s)***			1,300	2,000		
Knoxville Opera - Musical Theater Marathon						
Knoxville Opera - Rossini Festival	5,000	5,000	5,000	5,000		
Knoxville Opera - Spring Regatta						
Make Music Knoxville - Carol Cart	3,400	2,000				
Maker City - Maker City Summit	5,000	-				
Nourish Knoxville - Farmers' Market	10,000	10,000	1,000	10,000		
Nourish Knoxville - Winter Market			5,000	5,000		
Old City Assn - Dolly Fest/Rhinestone Fest	10,000	2,000	5,000	2,500		
Old City Assn - Old City Market	8,000	6,000	5,000	5,000		
River & Rail Theatre - 2021-22 Season*						
Solastalgia - Cattywampus Puppet Council					12,000	
Southern Fried Poetry Slam	19,750	3,500				
WDVX - Blue Plate Special	5,000	5,000				
Approved to Date	158,150	89,500	75,800	74,500	40,600	-
Balance Prior to Requests		500		35,500		110,000

* Board chose to fund outside of Event Budget

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

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

Requests/Recommendation	Requests	Proposed
Knoxville Asian Festival	10,000	
HoLa Festival	5,000	
Knox Pride	13,600	
Solastalgia	12,000	
Total Current Requests	40,600	-
Remaining Balance		110,000

	Winter Farmer's Market	Seniors Got Talent	Tour de Lights
Request	\$5,000	\$5,000	\$5,000
Dates	Every Saturday (10 AM – 2 PM) December 7 – 21, 2024 + January 18 – March 29, 2025.	Tuesday, November 12, 2024	Saturday, December 14, 2024
Location	Market Square	Bijou Theatre	Downtown Knoxville
History	Prior Years: 11 Funded by DKA: 1	Prior Years: 3 Funded by DKA: 0	Prior Years: 17 Funded by DKA: 4
Most Recent Funding	\$5,000 FY 23-24	-	\$1,500 (contingent) FY 23-24
Event Producer	Nourish Knoxville	Morning Pointe Foundation	Bike Walk Knoxville & Visit Knoxville
Other Sponsors	Grayson Subaru; seeking more sponsors. In kind donations in place from local businesses.	22 in total so far. See packet for full list.	In-kind sponsorships only at this time.
General Admission	Free	TBD	Free
Expected Attendance	18,600 for last WFM season	500	Thousands, additional demographic data TBD
Total Expenses	\$23,504	\$21,100	-
Projected Profit	Breakeven	\$27,150	-
Request/% of Exp	21%	23%	-
Request/Attendee	\$1.20 in person only	\$42 in person / ticket sales?	-
Use of Funds	Operational costs, onsite signage, market staffing, KPD fees and road closures.	Funds used for student scholarships for nursing, occupational therapy, and social work for East TN colleges, to reduce our critical staffing shortages.	Covering costs of road closures for the bike ride as well as event organization.

**Downtown Knoxville Alliance
Sponsorship Request Application**



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

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

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

Sponsorship Guidelines:

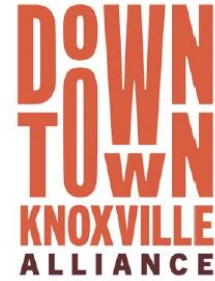
- All events are evaluated based on current merits, regardless of funding in the past.
- Preference will be given to events, segments of events, and activities that are free and provide reasonably widespread public access and benefit, although exceptions may be made if circumstances warrant.
- Paid ticketed events, for-profit, or fund-raising events are typically not considered.
- The Downtown Knoxville Alliance strives to distribute sponsorships equitably to events throughout the central business district (e.g., World’s Fair Park, Market Square, Volunteer Landing, Old City, Gay Street, Union Ave, etc.) and throughout the calendar year. Preference will be given to locations and times that have not historically had significant programming.
- As a general rule, sponsorships will not exceed 20% of total event expenses.
- Sponsorships are awarded based on the merits of a stand-alone event. Therefore, a single organization can submit and receive approval for multiple events throughout the year.

Requirements:

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

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

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Nourish Knoxville's Winter Farmers Market

Date(s): Every Saturday (10 AM - 2 PM), December 7 - 21, 2024 + January 18 – March 29, 2025.

Location: December: Market Square (south of the ice rink), Union Ave (between Walnut St & Gay St), and Market St (between Union Ave and Clinch Ave). January - March: Market Square.

Produced by: Nourish Knoxville

Sponsorship amount requested: \$5,000

Event History:

N/A First-time event 11 prior years 1 years of previous Alliance funding

Contact: Ellie Moore **Phone:** 865-805-8687

Address: Nourish Knoxville, PO Box 2422, Knoxville, TN 37901

Email: ellie@nourishknoxville.org

Event description:

Nourish Knoxville Winter Farmers Market is a vibrant community event showcasing the best of East Tennessee's local produce, artisanal goods, and handcrafted products. This free event is dedicated to making fresh, local food accessible to all, with a focus on inclusivity. We accept SNAP and double its value with the Double Up Food Bucks program, ensuring that everyone can enjoy nutritious, farm-fresh foods year-round.

In addition to fresh produce, the market features local artisan craft vendors, offering a wide range of handmade goods that reflect the creativity and talent of our region. From unique gifts to everyday essentials, these vendors bring an extra layer of richness to the market experience.

We also incubate small-scale prepared food businesses, giving emerging local entrepreneurs a platform to share their culinary creations with the community. These food vendors add to the market's diversity, offering everything from ready-to-eat meals to locally made treats that highlight the flavors of our region.

Our commitment to the community extends to our monthly, free children's programming, which provides engaging, educational activities centered on local food and agriculture. The Winter Farmers Market is not just a shopping destination—it's a community space where accessibility, inclusion, local craftsmanship, and culinary entrepreneurship are celebrated.

Additional sponsors:

Grayson Subaru is proudly serving as the presenting sponsor for the 2024-2025 Winter Farmers Market, helping us bring this vibrant community event to life. We are also actively seeking additional sponsorships to support key programs like Nourish Kids, our beloved monthly children's activity series, which offers exciting opportunities for partners to make a meaningful impact.

Beyond financial support, we are fortunate to receive in-kind contributions from downtown businesses such as Frothy Monkey, Tomato Head, and Status Dough, whose generosity benefits our dedicated staff and volunteers. These partnerships are vital to the success of the Winter Farmers Market, and we welcome the chance to collaborate with other businesses and organizations that share our commitment to community, inclusivity, and local food.

Planned use of funds requested:

The requested funds will be strategically allocated to enhance the Winter Farmers Market experience, ensuring it remains a cornerstone event that drives community engagement and supports downtown Knoxville's economic development. Funds will be used to cover critical operational costs, including market staff salaries, which are essential for the smooth execution and management of the market. Additionally, the grant will help cover KPD fees for necessary road closures (December), ensuring a safe and accessible environment for all attendees.

To further elevate the market's presence and attract more visitors downtown, a portion of the funds will be invested in onsite advertising and signage. This will not only boost visibility for the market but also increase foot traffic to nearby businesses, creating a ripple effect that benefits the broader downtown economy. By supporting the Winter Farmers Market, this grant will contribute to the continued growth and vibrancy of downtown Knoxville, making it a thriving destination for residents and visitors alike.

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

We expect the 2024-2025 Winter Farmers Market to attract similar attendance to last year, which saw about 18,600 visitors over 14 market days, despite 7 rainy days. Our dedication to hosting a reliable, rain-or-shine event enhances visitor engagement.

We track attendance systematically with volunteers counting crowds every 30 minutes in designated zones using click counters. The data is recorded and analyzed in Excel for accuracy. This year, we're improving our demographic insights with Visit Knoxville's Placer.ai profiles, which provide detailed information on visitor age, income, shopping behaviors, and more for December and January - March. These insights, alongside our manual counts, offer a fuller picture of visitor frequency, dwell time, and overall engagement, allowing us to refine our marketing efforts. We proudly serve a diverse economic demographic, contributing to the market's success and enriching downtown Knoxville.

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

We are committed to maintaining a positive, collaborative relationship with downtown merchants and welcome their participation in various capacities. Here are some of the ways downtown businesses can engage with the Winter Farmers Market:

1. **Vendor Participation:** Downtown merchants of independent origin have the opportunity to become vendors at the market, allowing them to showcase and sell their local-made products directly to a diverse audience. This helps integrate them into the broader downtown shopping experience. One of our strongest examples is Paysan Bagels & Bread, co-owned by Matt Gallaher with Emilia, a Market Square brick-and-mortar business.
2. **Sponsorship Opportunities:** Merchants can explore sponsorship packages to enhance their visibility and support the market outside vendorship. Sponsorships provide various levels of recognition, including featured advertising, prominent signage, and acknowledgment in market communications.
3. **In-Kind Contributions:** Many downtown merchants, such as Frothy Monkey, Status Dough, Cruze Farm, and Tomato Head, support the market through in-kind contributions. We continue to welcome such support, which benefits both our volunteers and the market community.
4. **Board Involvement:** Our board includes a diverse group of downtown leaders and residents who demonstrate strong commitment and involvement in our operations. Notable members include Brian Strutz of A Dopo Pizzeria, Stuart Cassell of the Stuart I. Cassell Firm, and Dimpal Patel of Embassy Suites, as well as Amy Brooks from Knoxville-Knox County Planning, Nena Potter from Tombras, and Cullen Wojcik with Knox Defense. Additionally, we are proud to have downtown residents Bryson Walker and Zoe Fuller on our board. This robust downtown representation underscores our commitment to the vibrancy and success of downtown Knoxville.

We are open to exploring additional ways for downtown merchants to get involved during the winter months, whether through vendor opportunities, collaborative marketing, or other mutually beneficial partnerships. We deeply value the contributions of our local businesses and look forward to furthering our collaboration within the downtown community.

How will this event positively impact downtown?

The Winter Farmers Market plays a pivotal role in shaping the downtown Knoxville experience, benefiting both residents and businesses. Here's how the event positively impacts the area:

1. **Economic Growth:** By drawing approximately 18,600 visitors annually, the market significantly boosts foot traffic to downtown businesses. This influx helps increase patronage of local shops, restaurants, and services, contributing to the economic vitality of the area.
2. **Community Hub:** Beyond serving as a marketplace for fresh, locally grown produce, the Winter Farmers Market acts as a vibrant community gathering place. It fosters a sense of belonging and pride in our city, bringing people together to connect, exchange ideas, and celebrate community.
3. **Local Business Support:** The market provides a crucial platform for local farmers, artisans, and small-scale food businesses to showcase their products. This support for local enterprises enhances economic sustainability and promotes the growth of small businesses within the community.
4. **Tourism and Enhanced Downtown Vitality:** As one of the few major events in downtown during the winter months, the market attracts both locals and tourists, enhancing the allure of Market Square. This boost in visitor numbers benefits local hotels, restaurants, and attractions, further establishing downtown as a vibrant destination.
5. **Community Well-Being:** By promoting healthy eating habits and providing a space for community engagement, the market supports the well-being of downtown residents. Our commitment to inclusivity and access ensures that everyone can participate in and benefit from the market. Initiatives like SNAP acceptance, Double Up Food Bucks, and Nourish Kids highlight our commitment to healthier eating and greater access to nutritious options.

Overall, the Winter Farmers Market significantly enhances the downtown Knoxville experience by fostering economic growth, supporting local businesses, and creating a vibrant community gathering place. We remain dedicated to our mission of creating an inclusive and thriving marketplace that benefits both our residents and the local economy.

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

The lack of Downtown Knoxville Alliance funding would significantly affect the Winter Farmers Market's operational efficiency, community programs, and vendor support. As a smaller market compared to our flagship Market Square Farmers Market, we can't close streets to accommodate additional vendors from January through March, limiting potential income from booth fees. This funding is crucial for employing year-round staff and maintaining a viable, low-barrier retail outlet for local vendors. Continued support from the Alliance is essential to sustain and enhance the market's role as a vibrant part 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)**

Marketing plan:

Nourish Knoxville's commitment to robust marketing strategies is evident through our diverse approaches to promoting our markets and programming. With a focus on maximizing our social media presence and leveraging partnerships within the community, we ensure effective outreach and engagement. Here's an overview of our 2023/2024 Winter Farmers Market (WFM) marketing plan:

Social Media: We maintain active profiles on Instagram (@nourishmarkets) and Facebook to connect with our audience. Our content strategy includes regular updates, behind-the-scenes looks, vendor spotlights, and market highlights. We use stories and posts to engage followers, create and promote Facebook events for market days and special events like Nourish Kids, and leverage Instagram and Facebook ads to boost visibility. We also encourage and share user-generated content to further enhance engagement.

Amplified Outreach: The Winter Farmers Market is prominently featured in the East Tennessee Local Food Guide, which reaches 31 counties. This guide includes a detailed listing and a market ad, and is widely distributed across various community hubs such as retail businesses, grocers, restaurants, and healthcare providers. Additionally, we regularly promote the Winter Farmers Market on Nourish Knoxville's Instagram and Facebook accounts to increase regional visibility.

Strategic Press Engagement: We issue well-crafted press releases for the December and January openings, highlighting unique features and events of the market. We also cultivate relationships with local media to secure coverage, including live broadcasts and feature articles. Furthermore, we engage local bloggers and influencers to include the market in holiday gift guides and post-holiday highlights.

On-Ground Promotion: At the Market Square Farmers Market in October and November, we use eye-catching signage and distribute handbills to build anticipation for the Winter Farmers Market. During the Winter Farmers Market, we provide brochures and promotional materials at our information booth and vendor booths, and extend this distribution to neighboring businesses. We also deploy temporary signage during events to highlight sponsors and share crucial market information. Local guides and brochures, such as the East Tennessee Local Food Guide and Knox County Farmers Market brochures, are prominently available to enhance visibility.

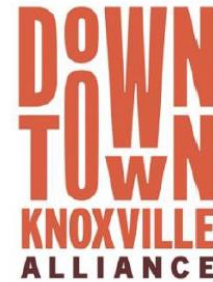
Kids Programming: We promote free children's activities scheduled for the 2nd Saturday of each Winter Farmers Market through Facebook events, Instagram posts, the Nourish Knoxville event calendar, and our monthly e-newsletter, which reaches 13,000 subscribers. Collaborations with community partners like Knox County Health Department, Second Harvest of East Tennessee, and Ijams Nature Center help enhance these activities and broaden our outreach.

Collaborative Partner Outreach: We work with organizations such as the Community Action Committee (CAC), Knox County Health Department, Knoxville's Community Development Corporation (KCDC), and the Knoxville-Knox County Food Policy Council to promote SNAP, Double Up Food Bucks, and Nourish Kids. These partnerships help us engage specific demographics and increase market attendance among underserved communities that might not otherwise visit downtown Knoxville.

Event Engagement: We participate in workplace wellness fairs, community outreach events, and other local activities during the winter and spring. These tabling opportunities allow us to engage face-to-face with potential marketgoers, share information about the Winter Farmers Market, and promote upcoming events.

Winter Farmers Market	
	Jan - Apr 2021 (8 dates)
Income	
Booth and App Fees	\$2,545
Grants	\$1,000
Sponsorships (Grayson & DKA)	\$3,000
Total Income	\$6,545
Expense	
Accounting Fees	\$900
Insurance	\$500
SNAP Expenses	
Advertising/Marketing	\$120
Port-a-johns/Handwashing station	
Security	
Software/Processing Fees	
Supplies	\$780
Payroll & Benefit Expenses	\$21,204
Total Expense	\$23,504
10% Indirect Organizational Cos	\$2,350
Net Profit/Loss	#####

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Morning Pointe Foundation Seniors Got Talent

Date(s): Tuesday, November 12, 2024

Location: Bijou Theatre 803 S. Gay St. Knoxville, TN 37902

Produced by: Morning Pointe Foundation and Morning Pointe Senior Living

Sponsorship amount requested: \$5,000

Event History:

___ First-time event (#) 3 prior years (#) 0 years of previous Alliance funding

Contact: Miranda Perez Phone: 423-883-5633

Address: 6020 Arbury Way, Ooltewah, TN 37363

Email: mperez@ihpllc.com

Event description:

The Morning Pointe Foundation proudly presents **Seniors Got Talent** – an exciting annual talent competition that showcases the incredible skills and creativity of local seniors from across the region. This event is a celebration of talent, energy, and the vibrant spirit of our senior community, held in front of a live audience at some of the most historic theaters across four cities. This year’s event will take place on **November 12th at 7 p.m.** at the renowned **Bijou Theatre** in Knoxville, Tennessee. The stars of the evening will be talented seniors ages 60 and up, who will perform a variety of acts including singing, dancing, comedy, magic, and more. Auditions are ongoing through **October 4th**, and all seniors meeting the age requirement are encouraged to showcase their talents.

Out of the many auditioning, only ten seniors or groups will be selected to perform in the grand finale, where they will vie for the following prizes:

- **1st Place: \$1,000**
- **2nd Place: \$500**
- **3rd Place: \$250**

Contestants will be judged by local seasoned industry experts on criteria including technical ability, stage presence, appearance/costume, difficulty of the act, and originality/creativity. The audience will also play a key role by voting for their favorite act to determine the **People’s Choice** winner.

Why Attend?

- **Expected Attendance:** With an anticipated audience of over 500 people, this event offers a rich experience for both performers and spectators.
- **Support a Good Cause:** Proceeds from the event will support the Morning Pointe Foundation, which provides vital nursing and caregiver scholarships and caregiver support programs.
- **Sponsorship Opportunities:** Businesses can benefit from significant exposure through pre- and post-event marketing, while supporting a great cause.

Last year's event was a resounding success, with comedian Corkey Miller, our winner, landing an audition on America's Got Talent. This year promises to be just as thrilling, with an expected star-studded lineup of local seniors ready to entertain and inspire.

Join us for an unforgettable evening of talent and celebration and help us raise much-needed funds for the Morning Pointe Foundation. Invite your friends and family to witness this incredible showcase of local talent and cheer on our amazing senior stars!

Additional sponsors:

- Propel Insurance
- ETPS
- Chick-Fil-A
- Yardi
- HealthPRO Heritage -
- First Horizon
- Hillcrest Healthcare
- Shalom Hospice
- Light Chapel
- Home Instead
- Med Force Staffing
- Hope Springs Adult Day Care Center
- Care Around The Block
- Life Care of Blount County -
- Clinch River Home Health
- Caring Senior Move
- Alzheimer's Tennessee
- Iron Rock Life & Safety
- HouseCall Primary Care
- Volunteer Hearing
- Sherwin Williams
- APHIX Lawn Service

Planned use of funds requested:

The sponsorship funds will be dedicated to annual scholarships for students pursuing degrees in nursing, occupational therapy, and social work at East Tennessee regional colleges, including Pellissippi State, Roane State Community College, and Walters State Community College—key educational partners of the Morning Pointe Foundation. These scholarships often make the crucial difference between students obtaining their degrees or having to abandon their educational goals due to financial constraints.

By reducing or eliminating the need for students to work while studying, these grants allow them to fully focus on their education, ultimately leading to greater success in their chosen fields. This initiative is particularly vital as the healthcare sector, especially in senior living, continues to face a significant shortage of nurses and clinical staff—a challenge that has been exacerbated by the COVID-19 pandemic.

The Morning Pointe Foundation is committed to addressing this shortage by supporting aspiring healthcare professionals who are passionate about making a difference in the lives of seniors. By equipping these students with the education and tools they need, we are not only changing their lives but also enhancing the quality of care provided to seniors in their aging journey. This is truly a win-win situation for everyone involved—students, healthcare providers, and the seniors who benefit from their dedication and expertise.

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

The projected attendance for this event is expected to be around 500 attendees. The audience will span all age groups, but the majority will likely be individuals ages 45 and up. We anticipate drawing attendees from across the greater Knoxville area. This also includes ticket holders and contestants from Lenoir City, Powell, Hardin Valley, and Clinton all representing the diverse population that makes up Knoxville.

The event is open to contestants ages 60 and up, and participation is not limited to Morning Pointe Senior Living residents—in fact, most contestants are from the broader community. In addition to the family and friends of the contestants, we also expect to see a significant presence of senior living industry partners and associates, including those working at the community level, in leadership roles, and in political capacities.

Actual attendance will be measured through a comprehensive accounting of ticket sales provided by the Bijou Theatre following the event. This method ensures an accurate count of attendees and provides insight into the demographics and reach of our event.

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

Downtown partners and businesses are always welcome and encouraged to participate in our event. We actively invite area businesses not only to attend but also to consider becoming sponsors. Sponsorship offers a unique opportunity for significant recognition and branding during the live event, as well as in all post-event press. This includes multiple videos, social media posts, press releases, and TV coverage, which will prominently feature our sponsors and especially our top contributors.

How will this event positively impact downtown?

This event is a full-day production that brings significant activity and energy to the downtown area. With multiple Morning Pointe associates spending most of the day downtown prepping for

the big show, there's a constant buzz of activity that benefits local businesses. Meals are brought in for our team, and when contestants arrive, they often venture out for lunch and dinner in between rehearsals, supporting local restaurants and eateries.

Furthermore, after the event, it's common for participants and attendees to gather for celebratory after-parties at nearby establishments, creating additional foot traffic and business for downtown venues. This influx of visitors not only provides a direct economic boost but also introduces new customers to downtown businesses. Many of these attendees may be connecting with local shops and restaurants for the first time, potentially setting the stage for repeat visits in the future.

As an annual event with a growing fan base, this production has a sustained positive impact on downtown Knoxville, contributing to its vibrancy and economic vitality year after year.

By partnering with us, downtown merchants can increase their visibility within the community, align their brand with a positive, high-profile event, and show their support for the local senior community and aspiring nurses and senior living associates. This collaboration creates a mutually beneficial relationship, enhancing the experience for attendees while providing valuable exposure for our business partners.

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

The Downtown Knoxville Alliance's funding is crucial for the success of this event, not only in terms of enhancing its visibility but also in its capacity to attract top-level sponsors and maximize community engagement. Sponsorship opportunities, such as those available for our Diamond and Presenting Sponsors, provide invaluable benefits including pre-produced commercials aired during the live show, VIP seating, and prominent recognition across all marketing platforms. These sponsorships are instrumental in elevating the event and ensuring its continued success. You can view the detailed sponsorship benefits [here](#).

Funding from the Downtown Knoxville Alliance would significantly enhance our ability to serve more students in the fields of nursing and other areas critical to the senior living industry. This support helps the Morning Pointe Foundation continue to empower local students, contributing to the local economy by helping to employ more residents in these essential roles.

Moreover, the Knoxville Downtown Alliance's broad name recognition and reach could take this important fundraiser and community event to a new level. With your support, we could attract more ticket buyers, engage more sponsors, and ultimately serve more students, amplifying the positive impact on our community. Your involvement would not only elevate the event but also ensure its sustainability, helping us to continue providing valuable educational opportunities for years to come.

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)

2024

MORNING POINTE FOUNDATION SENI★RS G★T TALENT SPONSOR TODAY!

BUY YOUR \$200
PEOPLE'S CHOICE
PADDOLES!

CHATTANOOGA, TN - JULY 29

LEXINGTON, KY - SEPT 10

FRANKLIN, TN - OCT 15

KNOXVILLE, TN - NOV 12

SPONSORSHIP OPPORTUNITIES:

Scan the QR code
to learn more or
sponsor



\$500 - Bronze

- 2 Tickets to Main Event & Taste of Morning Pointe
- Listed as Sponsor on program
- Autographed SGT Poster by the contestants.

\$1,000 - Silver

- 2 Tickets to Main Event, Taste of Morning Pointe, & VIP seating.
- Listed as Sponsor on all Sponsorship Materials: Print, Website, Social Media, and all digital marketing platforms and post-show videos.
- Autographed SGT Poster by the contestants.

\$2,500 - Gold

- 4 Tickets to Main Event, Taste of Morning Pointe, & VIP seating .
- Listed as Sponsor on all Sponsorship Materials: Print, Website, Social Media, and all digital marketing platforms and post-show videos.
- Autographed SGT Poster by the contestants.

\$5,000 - Diamond

- 15-second pre-produced commercial by sponsor to air during live show.
- 5 Tickets to Main Event, Taste of Morning Pointe, & VIP seating.
- Listed as Sponsor on all Sponsorship Materials: Print, Website, Social Media, and all digital marketing platforms and post-show videos.
- Autographed SGT Poster by the contestants.

\$12,000 - Presenting Sponsor

- 30-second pre-produced commercial by sponsor to air at the beginning of the show.
- 8 Tickets to Main Event, Taste of Morning Pointe, & VIP seating.
- Listed as Main Presenting Sponsor on all Sponsorship Materials: Print, Website, Social Media, and all digital marketing platforms and post-show videos and pre and post marketing campaigns.
- Autographed SGT Poster by the contestants.

Morning Pointe Foundation

Statement of Financial Position

As of August 28, 2024

	JAN - DEC 2022	JAN - DEC 2023	JAN 1 - AUG 28, 2024
ASSETS			
Current Assets			
Bank Accounts			
First TN Checking	85,034.44	98,825.98	146,846.89
Paypal funds	0.00	0.00	0.00
Petty Cash	100.00	100.00	100.00
Savings - First TN	283,512.47	295,917.77	305,738.01
Total Bank Accounts	\$368,646.91	\$394,843.75	\$452,684.90
Accounts Receivable			
Pledges/donations Receivable	1,500.00	500.00	1,500.00
Total Accounts Receivable	\$1,500.00	\$500.00	\$1,500.00
Other Current Assets			
First Tennessee CD	0.00	0.00	0.00
Prepaid Expenses	1.00	1.00	1.00
Uncategorized Asset	0.00	0.00	0.00
Undeposited Funds	0.00	0.00	0.00
Total Other Current Assets	\$1.00	\$1.00	\$1.00
Total Current Assets	\$370,147.91	\$395,344.75	\$454,185.90
TOTAL ASSETS	\$370,147.91	\$395,344.75	\$454,185.90
LIABILITIES AND EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
Accounts Payable (A/P)	0.00	0.00	0.00
Total Accounts Payable	\$0.00	\$0.00	\$0.00
Total Current Liabilities	\$0.00	\$0.00	\$0.00
Total Liabilities	\$0.00	\$0.00	\$0.00
Equity			
Designated by the Board - Scholarship Programs	1.00	1.00	1.00
Designated by the Board - Scholarship Programs 2017 (deleted)	0.00	0.00	0.00
Designated by the Board - Scholarship Programs 2022 (deleted)	2,500.00	0.00	0.00
Designated by the Board - Scholarship Programs 2023	14,500.00	7,500.00	1,000.00
Designated by the Board - Scholarship Programs 2024		8,000.00	19,000.00
Designated by the Board - Scholarship Programs 2025			26,500.00
Designated by the Board - Scholarship Programs 2026			23,500.00
Designated by the Board - Scholarship Programs 2027			12,000.00
Designated by the Board - Scholarship Programs 2028			10,000.00
Total Designated by the Board - Scholarship Programs	17,001.00	15,501.00	92,001.00
Retained Earnings	275,071.89	346,646.91	281,843.75
Net Revenue	78,075.02	33,196.84	80,341.15
Total Equity	\$370,147.91	\$395,344.75	\$454,185.90
TOTAL LIABILITIES AND EQUITY	\$370,147.91	\$395,344.75	\$454,185.90

Projected Budget for Seniors Got Talent Knoxville

Income:

1. **Sponsorships:** \$40,000
 - Presenting \$12,000
 - Platinum Sponsors: \$5,000
 - Gold Sponsors: \$2,500
 - Silver Sponsors: \$1,000
 - Bronze Sponsors: \$500
2. **Ticket Sales:** \$5,000
 - Approx. 500 tickets at \$10 each
3. **Donations:** \$2,000
 - Individual and corporate donations
4. **Merchandise Sales:** \$250
 - Event T-shirts
5. **People's Choice Votes:** \$1,000

Total Income: \$48,250

Expenses:

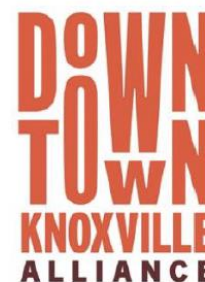
1. **Venue Rental:** \$9,000
 - Bijou Theatre rental and related costs
2. **Winning Packages:** \$1,750
 - \$1,000 for the grand prize and \$750 for runner-up prizes
 - \$350 for winner's trophies
3. **Taste of Morning Pointe:** \$3,000
 - Catering for attendees and contestants
4. **Contestants' Food and Drinks:** \$300
 - Refreshments for participants
5. **Volunteer Food and Drinks:** \$400
 - Refreshments for volunteers
6. **T-Shirts:** \$2,000
 - Production costs for event merchandise
7. **Print Programs and Signage:** \$4,000
 - Printing costs for event programs and signage
8. **Judges' Gifts:** \$300
 - Gifts for event judges

Total Expenses: \$21,100

Net Income (Projected): \$27,150

This budget outlines the financial aspects of the event, including expected income from various sources and detailed expenses for running the event. The projected net income will help fund nursing scholarships and support the Morning Pointe Foundation's mission.

**Downtown Knoxville Alliance
Sponsorship Request Application**



Event: Tour de Lights

Date(s): Saturday, December 14th

Location: Mary Costa Plaza (Holiday Market & Expo), ride route through East Knoxville & Downtown

Produced by: Bike Walk Knoxville & Visit Knoxville

Sponsorship amount requested: \$5,000

Event History:

___ First-time event 17 prior years 4 years of previous Alliance funding

Contact: Lindsey Kimble

Phone: 574-850-6767

Address: 903 Windgate St, Knoxville, TN 37919

Email: lindsey.kimble@bikewalktn.org

Event description:

Tour de Lights is a fun, free, family-friendly holiday bike ride hosted by Bike Walk Knoxville and Visit Knoxville! Participants are encouraged to get in the holiday spirit by decorating themselves and their bikes. The event engages neighborhoods and businesses, along with others who come out to view the festivities.

We will gather for a Holiday Market & Expo at Mary Costa Plaza featuring local businesses and organizations from 3:30-7:00 pm. The Tour de Lights bike ride will kick off at 5:30 pm. The 2024 route will be the same as last year's, starting and ending outside the Knoxville Civic Auditorium & Coliseum.

Additional sponsors:

At this time, we do not have other monetary sponsors confirmed. Three Rivers Market, Mast General Store, and the Epilepsy Foundation of East TN typically provide in-kind sponsorships, and the Appalachian Mountain Biking Club is an in-kind sponsor this year. We will continue to reach out to other potential sponsors.

Planned use of funds requested:

Assist with covering the costs of road closures for the bike ride and event organization.

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

Past Tour de Lights events have attracted thousands of participants of all ages and from across the Knoxville community. The slow, easy pace of the ride particularly appeals to families with young children and less-experienced riders. We will offer free registration through Eventbrite again this year and can acquire additional attendance and demographic data through Placer AI.

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

We will encourage folks to come early and stay after the event to support downtown businesses by shopping, eating at restaurants, etc. We also have sponsorship opportunities available to downtown merchants that would provide them with publicity on our website, social media, and at the event.

Downtown merchants can support through participating in the Holiday Market & Expo at Mary Costa Plaza. Businesses could also provide prizes for the costume contest and decorate their storefronts located along the route.

How will this event positively impact downtown?

Riding through downtown and especially along South Gay St is an iconic part of Tour de Lights and community members gather on the sidewalks in large numbers each year to cheer on ride participants. The event will bring thousands of participants and spectators to downtown. These attendees are encouraged to support local businesses before and after the ride, providing lots of positive exposure to businesses in Downtown Knoxville. Additionally, we hope that hosting the event on a Saturday evening will make it possible for folks to come early and stay after for shopping, food and drinks in the downtown area. This event is one part of what makes the holiday season in Downtown Knoxville so special.

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

The support of the Downtown Knoxville Alliance would be a huge assistance in making this fun annual event possible. Without funding from the Downtown Knoxville Alliance, we would need to look elsewhere for additional sponsors to help cover the cost of the event.

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)

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2	Grants and other assistance to domestic individuals. See Part IV, line 22				
3	Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	19,500.	14,625.	4,875.	0.
6	Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7	Other salaries and wages				
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9	Other employee benefits				
10	Payroll taxes	1,492.	1,119.	373.	0.
11	Fees for services (nonemployees):				
a	Management				
b	Legal				
c	Accounting	2,100.	0.	2,100.	0.
d	Lobbying				
e	Professional fundraising services. See Part IV, line 17				
f	Investment management fees				
g	Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)				
12	Advertising and promotion	985.	985.	0.	0.
13	Office expenses	2,863.	216.	2,647.	0.
14	Information technology	1,189.	1,189.	0.	0.
15	Royalties				
16	Occupancy				
17	Travel	752.	0.	752.	0.
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	925.	0.	925.	0.
20	Interest				
21	Payments to affiliates				
22	Depreciation, depletion, and amortization				
23	Insurance	1,045.	0.	1,045.	0.
24	Other expenses. Itemize expenses not covered above (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a	OPEN STREET KNOXVILLE	546.	546.	0.	0.
b	TN BIKE SUMMIT	308.	308.	0.	0.
c	SAFE ROUTE TO SCHOOL	1,234.	1,234.	0.	0.
d	KIDS LOVE BIKE	990.	990.	0.	0.
e	All other expenses	45,631.	35,097.	10,534.	0.
25	Total functional expenses. Add lines 1 through 24e	79,560.	56,309.	23,251.	0.
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

**SCHEDULE O
(Form 990 or 990-EZ)**

Department of the Treasury
Internal Revenue Service

Name of the organization

BIKE WALK TENNESSEE

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2020

**Open to Public
Inspection**

Employer identification number

27-0754945

Pt VI, Line 2: BOARD MEMBER CAROLINE COOLEY IS RELATED TO PRESIDENT LINDSEY
KIMBLE.

Pt VI, Line 11b: IN JANUARY BOARD MINUTES, FORM 990 WAS PUT ON BIKE WALK TN
GOOGLE DRIVE, ALL BOARD DIRECTORS HAVE ACCESS.

Pt VI, Line 12c: OFFICER AND BOARD MEMBERS ARE REQUIRED TO DISCLOSE CONFLICTS
ANNUALLY.

Pt VI, Line 18: ALL DOCUMENTS ARE AVAILABLE BY REQUEST IN WRITING.

Pt IX, Line 24e:

Description: CONTRACT EMPLOYEE

Total: \$7,570

Program services: \$836

Management and general: \$6,734

Fundraising: \$0

Description: CERTIFICATION FEES

Total: \$0

Program services: \$0

Management and general: \$0

Fundraising: \$0

Description: GIFTS & PROMO

Total: \$150

Program services: \$0

Management and general: \$150

Fundraising: \$0

Description: BUSINESS FEES

Total: \$420

Name of the organization BIKE WALK TENNESSEE	Employer identification number 27-0754945
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Program services: \$0

Management and general: \$420

Fundraising: \$0

Description: AMERICORP EXPENSES

Total: \$766

Program services: \$766

Management and general: \$0

Fundraising: \$0

Description: FOOD

Total: \$0

Program services: \$0

Management and general: \$0

Fundraising: \$0

Description: GRAPHIC DESIGN & PRINTING

Total: \$250

Program services: \$250

Management and general: \$0

Fundraising: \$0

Description: SUPPLIES

Total: \$1,661

Program services: \$1,245

Management and general: \$416

Fundraising: \$0

Description: MISCELLANEOUS EXP

Total: \$2,558

Program services: \$0

Management and general: \$2,558

Name of the organization BIKE WALK TENNESSEE	Employer identification number 27-0754945
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Fundraising: \$0

Description: SPONSORSHIP EXP

Total: \$32,000

Program services: \$32,000

Management and general: \$0

Fundraising: \$0

Description: ANNUAL REPORT

Total: \$160

Program services: \$0

Management and general: \$160

Fundraising: \$0

Description: PAYPAL FEES

Total: \$96

Program services: \$0

Management and general: \$96

Fundraising: \$0