

## Request for City Council Approval

The Tourism Commission would like to have this grant request placed on the next council meeting agenda.

I have attached the Grant Request from the Knoxville Chamber, the Tourism Commission were in agreement to submit this for approval from the City Council.

Several suggestions were made by the commission on the use of the ads and air times for advertising. They recommended intensifying the ads in November and December and decreasing the numbers in January.

Thank You

Sharry Johnson

Knoxville Chamber of Commerce  
Living Windows, Lighted Parade and Local Holiday Shopping Media Plan

**Living Windows and The Lighted Parade Promotion** **\$100.00**  
Colored advertisements for these events running in a Holiday Celebration Special which will be inserted into the Journal Express, The Marion County Reminder, and shopping circulars in Ottumwa, Chariton, Oskaloosa and Centerville.

**Journal Express and Marion County Reminder Ads** **\$235.00**  
3x3x5 advertisements detailing the events of Living Windows and the Lighted Parade which will run over 2 weeks in the Journal Express and The Marion County Reminder.

**KNIA/KRLS Radio Ads and Online Advertising** **\$987.00**  
60 advertisements to air between November 1, 2016 and January 31, 2017. Initial advertisements will promote Living Windows/Lighted Parade and will continue beyond these events encouraging listeners and online readers to shop locally in Knoxville for the Holiday Season.

**Journal Express/Marion Co. Reminder/Oskaloosa Shopper Ads** **\$954.00**  
6 weeks worth of 2x5 ads encouraging folks to shop in Knoxville for the holiday season which will run in the Journal Express, Oskaloosa Shopper, and Marion County Reminder which will also be circulated in Chariton.

**Total Requested: \$2,278.00**

**Promotion of Tourism/Impact on Knoxville Economy/Impact on Knoxville Tourism**

Living Windows and The Lighted Parade are annual traditions which bring many townspeople to downtown Knoxville to ring in the Holiday Season. These events coincide with fun activities and open houses held in many local businesses. It is necessary to inform Knoxville of the date, times and scheduled events which will take place during Living Windows and the Lighted Parade. To this end, The Chamber of Commerce is requesting funds for advertising on local radio station KNIA/KRLS for airtime and ads which will be posted on the station's website. The Chamber is also requesting funds for ads detailing the scheduled events in the Journal Express and Marion County Reminder which will run in the weeks leading up to November 18.

This year, the Chamber of Commerce is also looking to attract people from outside communities and is looking to advertise in the prevalent print media in surrounding counties. The current media plan proposed by the Chamber of Commerce will place colored advertisements for Living Windows and The Lighted Parade in the Journal Express, The Marion County Reminder which reaches all communities in Marion County as well as Chariton, and circulating shoppers in Ottumwa, Oskaloosa and Centerville. With this focus on out-of-town

advertising, the Chamber of Commerce is hoping to reach new audiences and bring them to Knoxville to help celebrate these events and patronize local businesses.

Beyond the events of Living Windows and The Lighted Parade, the Chamber of Commerce wants to encourage people to shop local through the remainder of the Holiday Season. To achieve this, the Chamber of Commerce is requesting funds for media plans with KNIA/KRLS, the Journal Express, the Marion County Reminder and the Oskaloosa Shopper which remind reading and listening audiences about the many businesses and services which Knoxville has to offer as they prepare to go about their holiday shopping. In addition to promoting Living Windows and The Lighted Parade, KNIA/KRLS would continue to air ads promoting local shopping through January of 2017. Additionally, ads in the Journal Express, The Marion County Reminder and the Oskaloosa Shopper will also promote visiting Knoxville to shop. Ideally this will provide a boost to the local economy and bring people in from outside of the community who normally would not think to visit Knoxville.

CONFIDENTIAL

APPLICATION FOR EVENT GRANT  
FROM TOURISM COMMISSION

APPLICANTS FULL NAME Jacob B. Hughes

ORGANIZATION NAME Knoxville Chamber of Commerce

ADDRESS 2175 East St. PHONE (615) 828-7555

NAME OF EVENT (FUNDING WILL BE USED FOR) Living Windows/Lighted Parade/Holiday Shopping

DATE OF EVENT 11/18/16 LOCATION OF THE EVENT Knoxville, Tenn.

AMOUNT BEING REQUESTED 2,275.00

FUNDS MUST BE USED TO PROMOTE TOURISM. Please signify your purpose for funds being requested. (Funds cannot be used for food, drink or alcoholic beverages)

Please see attached.

HOW WILL THIS EVENT IMPACT KNOXVILLE'S ECONOMY?

Please see attached.

HOW WILL THIS EVENT IMPACT KNOXVILLE'S TOURISM?

Please see attached.

YOU WILL BE REQUIRED TO REPORT BACK TO THE TOURISM COMMISSION ON THE SUCCESS OF THIS EVENT AND DOCUMENTATION AS TO HOW YOUR GRANT FUNDS WERE USED.  
ALL FUNDS MUST BE REQUESTED 90 DAYS PRIOR TO THE EVENT DATE.  
ALL GRANTS WILL BE REVIEWED BY THE TOURISM COMMISSION AND FINAL APPROVAL MUST BE GIVEN BY THE KNOXVILLE CITY COUNCIL.

SIGNATURE OF APPLICANT Jacob B. Hughes DATE 10/31/16

Application reviewed Date \_\_\_\_\_ Approved \_\_\_\_\_ Denied \_\_\_\_\_  
City Council Approved \_\_\_\_\_ Denied \_\_\_\_\_ Date \_\_\_\_\_