

SALES, SPORTS & CONVENTION SERVICES

Exceeded the quarterly sales definite booking goal by 4.8% with a total of 22 bookings equating to 34,473 delegate days.

Exceeded the quarterly sales lead goal by 16% generating 94 leads equating to 224,138 delegate days.

Attended six trade shows including Connect Association & Sports Marketplace, Professional Fraternities Association and S.P.O.R.T.S. Conference.

Hosted 16 site visits for potential booking opportunities, including American Society of Biomechanics, AwesomeSauce Events, Tennessee Department of Education, and Society for Outdoor Recreation Professionals.

Executed one sales blitz trip to Chicago. Sixteen appointments were conducted and include American Osteopathic Association, Society for Thoracic Surgeons and Association Management Center.

The Convention Services Team supported 45 events/meetings and 13 festivals in 1Q. Featured groups include USS Yorktown, Classic Thunderbird International Convention, 2nd Annual Showdown at the Sunsphere Tournament, ClanDonald USA Annual General Meeting, Cities United Annual Convening and Gold Wing Road Riders Association Wing Ding 40.

Partnership and support of local festivals included Scruffy City Hall Festival, Festival on the Fourth, Eighth of August Jubilee, Wonder of Hummingbirds Festival, East Tennessee History Fair, GermanFest, Knox Asian Festival, Tennessee Valley Fair, Wine on the Water, Hola Festival, Open Streets Knoxville, John Sevier Days Living History Weekend and Greek Fest.

Other convention and sports services activities included monthly meetings with City of Knoxville Special Events, conference call with Eventbrite to discuss ticketing options for USA Cycling and Bike Boat Brew & Bark, pre-promote materials for IDAA, pre-promote materials for International Society of Arboriculture, conference call with Tennessee Recreation and Parks Association, Cities United site visit at Overcoming Believers Church, Cities United Press Conference walk-thru at the Knoxville Convention Center, International Clarinet Association pre-planning meeting to discuss 2019 Clarinetfest, and Pedal for Alzheimer's committee meetings. The team also conducted meetings with Museum of Appalachia, KPD and All Occasions Party Rentals regarding Wing Ding Welcome Party, festival planning meetings with Big Ears, Second Harvest Music Feeds and Knox St. Patrick's Parade. Additional group planning meetings include American Astronomical Society, Dock Dogs World Championships, NASC Summer Board Retreat, NASC Symposium and TYR Pro Swim Series/USA Swimming.





MARKETING, COMMUNICATIONS & FILM

Partnered with the Tennessee Department of Tourist Development (TDTD) on a variety of projects including updates to the Cradle of Country Music/Tennessee Music Pathways (TMP) brochure. VK is also working with TDTD on the rollout of the TMP signage in Knoxville and the Songwriters event that will take place here in February as part of Tennessee Songwriters Week.

Produced promotional materials for Dock Dogs & Barktoberfest, including the microsite at <http://dockdogs.visitknoxville.com>, email blasts, pole banners, billboards and more.

Designed and installed new directional signage for the Outdoor Knoxville Adventure Center/Volunteer Landing located at the corner of Hill Avenue and Hall of Fame Drive.

Partnered with East Tennessee PBS and the Knoxville Jazz Orchestra on the production of Live at Lucille's. The shows will be taped in front of a live audience at East Tennessee PBS studios. Tapings began in September. Recorded programs will air on East Tennessee PBS in 2019.

Assisted on a Knoxville News Sentinel story focusing on First Friday, Downtown Knoxville: Artists, organizers reflect on importance of 15 years of First Fridays, published on September 5.

Partnered with the Innov865 Alliance on Innov865 Week by creating and installing graphics inside an elevator at the WATE studios for the recorded "Elevator Speeches".

Partnered with IMG to be the presenting sponsor of the Gameday App.

Provided information, content and a tour for the Knoxville Chamber for the production of the Chamber's anniversary book.

Hosted 7 journalists of various outlets, including Charlotte Magazine, Southern Lady Magazine, and Petit Futé Guidebook.

The Visit Knoxville blog had 37 posts go live. Partner writers include Jack Neely of Knoxville History Project, Eric McNew of KnoxFoodie, and several contributors from the Arts & Culture Alliance.

The VK Film Office assisted several projects from local and out-of-town production companies on projects that air on networks such as Investigation Discovery, Jewelry Television, HGTV, Travel Channel and in national ad campaigns across the country. The Film Office also worked with Sailor Bear Productions on Paul Harri's new feature film, Light from Light starring Jim Gaffigan (now in post-production) and with New Film Group on Rick DeWitt's film, Into the Wilderness, which the Film Office recruited to film in Knoxville. The Film Office also worked with Stargazer Entertainment, recruiting their feature film, "Purity Falls" to the area. The VK Film Office continues to work with Dave Moody at Elevating Entertainment, recruiting his most recent feature film, "No Time to Run", to shoot in Knoxville. Filming will begin at the end of October.



VISITOR SERVICES

Greeted 15,075 walk-in visitors to the Visitors Center, 4,571 (including 1,225 out of region) of which were for the WDVX live shows, including: Blue Plate Special, First Friday and Kidstuff.

Trained a total of 65 Knoxville Ambassadors through three regularly scheduled Gotta Know Knoxville (GKK) classes and one private class for the Knoxville Police Department's new recruit training program.

Created baskets for donation to many organizations, such as: UT New Student & Family Programs, SUDC Foundation, Goodwill, St. James Episcopal Church, and Legal Aid of East TN, to name a few.

Visit Knoxville Volunteers (VK Vols) were utilized by nine groups/events this quarter, during which a total of 258.5 man-hours were provided as a no-cost, service-added benefit to VK's groups and local events. This quarter also included a VK Vol training session where we covered commonly requested duties, a "how to" on signing up for a volunteer opportunity, role play activities and more.

The VK Gift Shop brought in six new products during the first quarter including Regas Seasoning, Watch Face Necklaces, VK Sports Commission Skyline T-Shirt, Neyland Stadium Puzzle, UT Checkers game, and a WDVX bandana. We also showcased and sold merchandise at five shows/events in Knoxville: Festival on the Fourth, Asian Festival, Wing Ding 40, Pandemonium Reigns, and Hola Festival.

Visitors Guide Requests – Requests are received from around the world. The Top 10 states requesting guides during the quarter were:

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| 1. Florida | 6. Ohio |
| 2. Texas | 7. Georgia |
| 3. Tennessee | 8. Pennsylvania |
| 4. Illinois | 9. Missouri |
| 5. North Carolina | 10. New York |

Visitors Center Traffic – The Top 10 states of visitors checking into the Visitors Center were:

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| 1. Tennessee | 6. California |
| 2. Florida | 7. Georgia |
| 3. Texas | 8. Virginia/Ohio |
| 4. New York | 9. South Carolina |
| 5. North Carolina | 10. Illinois |

The results of the lists above reflect Visit Knoxville's ad agency's digital ad placements.

