



ORGANIZATION HISTORY

OUR HISTORY

In 1947, New York newspaper reporter John Gunther, came into town, checked out the area, then returned to New York and wrote in his book *Inside U.S.A.* that “Knoxville, Tennessee is the ugliest city in America!”. Thus, in 1955 members of the Knoxville Garden Club led by Betsey Creekmore, Martha Ashe and Betsy Goodson, along with a group of concerned citizens with a vision began a civic beautification project - “The Dogwood Trails.” The natural beauty of Knoxville, its dogwoods, azaleas, and spring flora seemed to be the vehicle to “polishing” Knoxville’s image.

The trails brought many people from across the region to enjoy the springtime beauty. As visitors increased, area business and community leaders realized an opportunity to provide entertainment to showcase our city. A Charter of Incorporation was signed on March 31, 1961, creating the first ever Dogwood Arts Festival. This allowed the organization to advance, promote, support and foster educational programs, charitable undertakings, art programming, and horticultural experiences for the purpose of emphasizing the cultural opportunities of the City of Knoxville, Tennessee.

Over the past 67 years Dogwood Arts has evolved to become a year-round celebration of our beautiful community and the thousands of artists and musicians who share their talents with us.

OUR MISSION

Dogwood Arts promotes and celebrates the art, culture and natural beauty of our region.

MILESTONES

1955: Dogwood Trails established
1961: First Dogwood Arts Festival
1970: Bob Hope appears at Festival
1972: Elvis Presley performs at Stokley Athletics Center
1977: First Limited Edition Print
1978: House & Garden Show established
2009: Bazillion Blooms and Chalk Walk established
2014: 60th Anniversary of the Dogwood Trails
2016: 55th Anniversary of the Dogwood Arts Festival
2018: 40th Anniversary of the House & Garden Show
2018: 10th Anniversary of the Chalk Walk
2018: 10th Anniversary of Bazillion Blooms
2019: 10th Anniversary of Rhythm N’ Blooms
2020: 65th Anniversary of the Dogwood Trails
2022: Inaugural Southern Skies Music Festival



123 W JACKSON AVENUE
KNOXVILLE, TN 37902
(865) 637-4561
DOGWOODARTS.COM

MARKETING + MEDIA: SOCIAL MEDIA [2021-2022 SEASON DATA]



MARKETING & MEDIA

Dogwood Arts media values include radio, tv, social media, billboards, print and digital media both purchased and donated as in-kind sponsorships. **Our media values for the 2021-2022 season surpassed \$400,000.** Our media partners include: East Tennessee PBS, Go! Knoxville, Summit Media, Knoxville News Sentinel, Lamar, Midwest Communications, M&M Broadcasting, Shopper-News, WATE, WBIR, WDVX, WFGW, WFIV, WJBZ, WMYL, WTNZ, WUTK, and WVLT. *All media values were defined by Media Directions.*

MEDIA VALUES BY PROGRAM

PROGRAM	2021-2022
BAZILLION BLOOMS	\$95,000
HOUSE & GARDEN SHOW	\$104,120
APRIL CELEBRATION (Chalk Walk, Trails Program, Dogwood Arts Festival)	\$121,259
SOUTHERN SKIES	\$85,271

MARKETING + MEDIA: SOCIAL MEDIA [2021-2022 SEASON DATA]



43K FOLLOWERS



4M IMPRESSIONS



163K ENGAGEMENTS

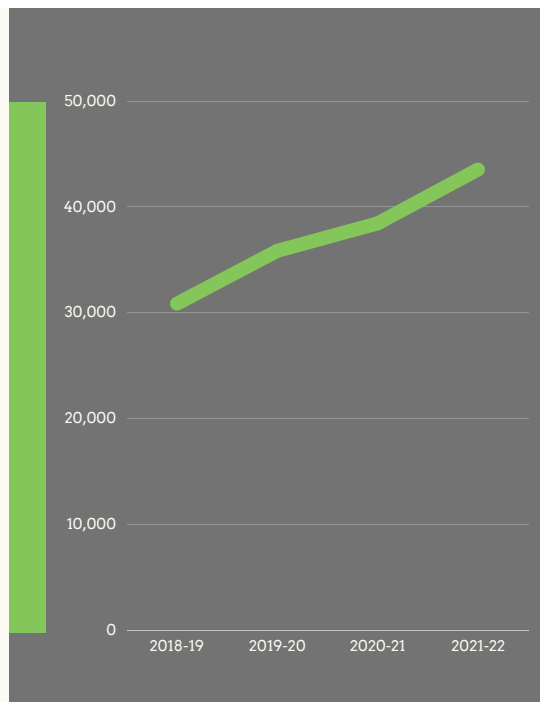
SOCIAL GROWTH

TOTAL AUDIENCE GROWTH
SINCE 2018-2019 SEASON

43,531 2022

30,862 2019

12,668 FOLLOWERS GAINED



ACCOUNTS

f @dogwoodartsknox
@southernskiesfest
@makerexchangeknox

i @dogwoodarts
@southernskiesfest
@makerexchangeknox

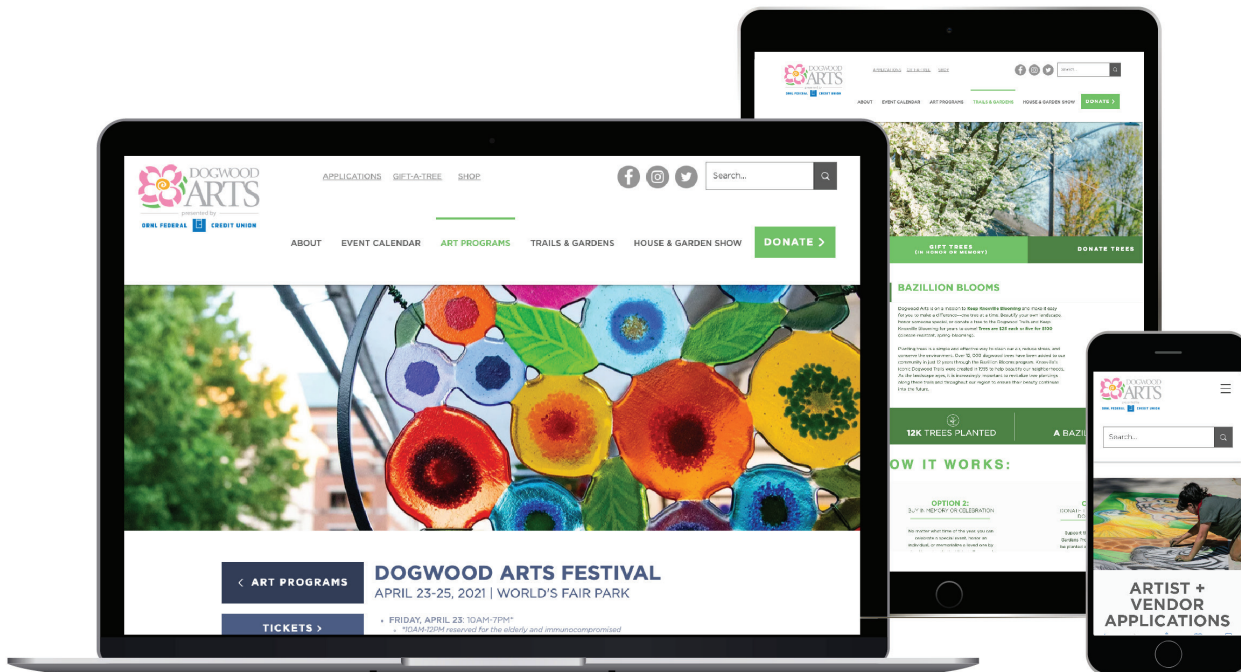
t @dogwoodarts
@southernskies_

TOTAL FOLLOWERS	43,531
FACEBOOK	19,830
INSTAGRAM	14,451
TWITTER	9,254

IMPRESSIONS 4,087,205

ENGAGEMENTS 163,152

MARKETING + MEDIA: WEBSITE & EMAIL [2021-2022 SEASON DATA]



DOGWOODARTS.COM

SITE SESSIONS: 122,045

UNIQUE VISITORS: 104,249

VISITORS

86% USING A MOBILE DEVICE

TOP STATES FOR TRAFFIC

TENNESSEE GEORGIA

CALIFORNIA NORTH CAROLINA

TEXAS

SOUTHERNSKIESMUSICFESTIVAL.COM

SITE SESSIONS: 29K

UNIQUE VISITORS: 12K

TOP STATES FOR TRAFFIC

TENNESSEE GEORGIA

NORTH CAROLINA VIRGINIA

FLORIDA

MAKERECHANGEKNOX.COM



MARKETING + MEDIA: EMAIL LISTSERV [2021-2022 SEASON DATA]

EMAIL LISTSERV [MAILCHIMP]

CONTACTS: 27,866
OPEN RATE: **28-33% ON AVERAGE**
641,254 EMAILS SENT LAST YEAR

DEMOGRAPHICS

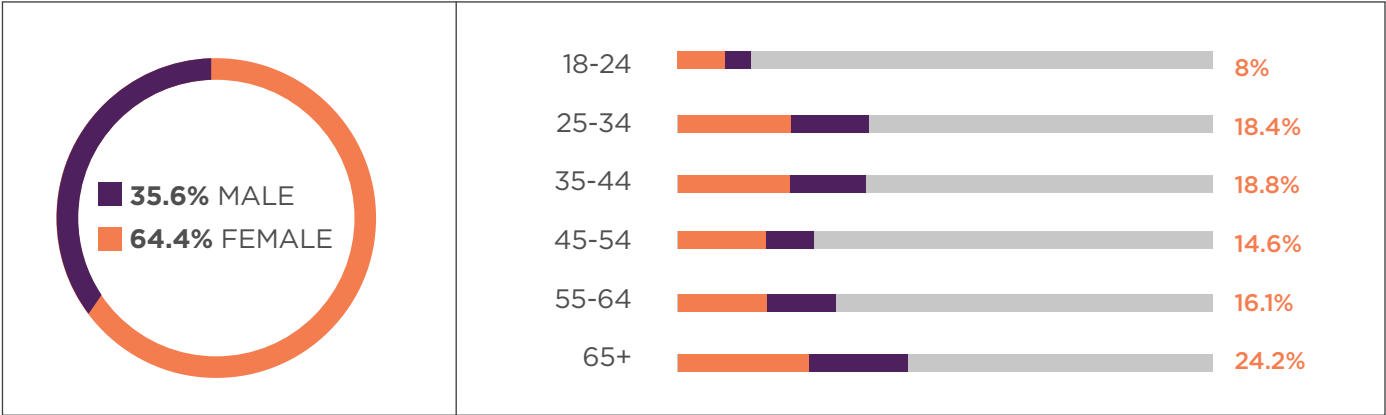
64% FEMALE
35% MALE

PREDICTED DEMOGRAPHICS

GENDER + AGE GROUPS

According to Mailchimp, "The average open rate for nonprofit emails is 25.96%, compared to the universal email open rate of 6%..."

The Dogwood Arts E-Blast is regularly opened by **6,000 - 6,800** subscribers



DOGWOOD ARTS EVENTS & PROGRAMS

VISUAL ART



ART IN PUBLIC PLACES SCULPTURE PROGRAM

Public art beautifies our streetscapes, contributes to civic pride, and identifies Knoxville as a growing arts destination. We celebrate not only the arts but our region's natural beauty during this year-round outdoor exhibition of large scale sculptures. Around twenty new artworks are placed in prominent locations each year.



ART IN PUBLIC PLACES MURAL PROGRAM

This program facilitates the connection between artists to local organizations interested in hiring them to create one-of-a-kind murals and art installations. Dogwood Arts also works with the City of Knoxville, the Public Arts Committee, and the Downtown Knoxville Alliance to create murals that highlight prominent sites in the heart of downtown Knoxville.



ART SLAM

A live art competition! Some of Knoxville's most talented artists create one-of-a-kind paintings on large-scale canvases during a 3-hour period during First Friday. Watch this art in action under the lights in Strong Alley and bid on your favorites. Auction proceeds will benefit the ongoing Strong Alley Mural Program.

LARGE EVENTS/FESTIVALS



CHALK WALK

Knoxville's downtown sidewalks turn into a seemingly infinite canvas for the region's most talented professional and student artists. Thousands of attendees watch our chalk artists in action during this one-day event located throughout Market Square & Krutch Park. Exceptional artists and their ephemeral artworks are awarded ribbons and cash prizes.



DOGWOOD ARTS FESTIVAL

Our spring festival promotes and celebrates our region's arts, culture, and natural beauty! With quality fine art booths, performing arts stages, food trucks, and a children's creation station, there's something for the entire community to enjoy. Over 15,000 residents and visitors enjoy the outdoor activities and art in the heart of our city each year.



REGIONAL ART EXHIBITION

The exhibition highlights our region's contemporary visual art scene with fine art encompassing all styles and genres. Both emerging and established artists are selected to participate in the exhibition located at Knoxville's Emporium Center for the Arts.

EVENT SPOTLIGHT: 2022 DOGWOOD ARTS FESTIVAL

WORLD'S FAIR PARK

ATTENDANCE: 15K

ARTISTS: 94

16 STATES REPRESENTED / 13 DIFFERENT MEDIUMS



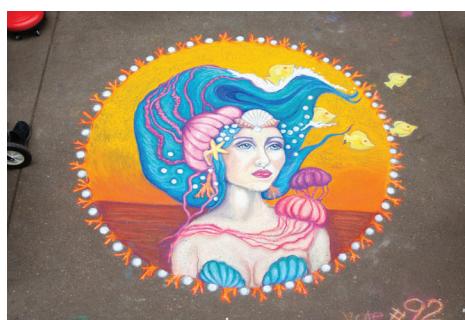
EVENT SPOTLIGHT: 2022 CHALK WALK

MARKET SQUARE / KRUTCH PARK

ATTENDANCE (EST.): 30K

ARTIST SQUARES: 130

12 CATEGORIES



DOGWOOD ARTS EVENTS & PROGRAMS

YOUTH ART



A VERY SPECIAL ARTS FESTIVAL

This festival brings together differently abled children for a day of fun and creativity! Over 400 students from 15 participating Knox County Schools explore the arts through a variety of creative experiences including: art-making, acting, instrument-playing, singing, and dancing. This heartwarming event proves that there are no limits when it comes to the arts.



ART KITS FOR KIDS

The Art Kit for Kids program provides free art and educational supplies to underserved youth in our community. To date, Dogwood Arts has compiled and distributed 13,800 Art Kits to students of all ages across East Tennessee. Now more than ever, it's important that we invest in and inspire the next generation of artists. Going forward, the program will focus on providing an Art Kit to every student entering the 5th grade in Knox, Anderson, and Blount County.



EPIPHONE STUDENT GUITAR DESIGN CONTEST

The contest is open to all high school and middle school students living in East Tennessee. 20 Guitar designs created by youth artists are selected and displayed at the Songbirds Museum, a one-of-a-kind guitar museum located in Chattanooga, Tennessee, and at the Dogwood Arts Gallery in Knoxville, Tennessee.



SYNERGY

Students learn many valuable lessons by creating art during their school day - self-expression, risk taking, problem solving, and collaboration. Our Synergy exhibition showcases the important creative work that students and art educators are producing in the classroom in a professional gallery setting at the Clayton Center for the Arts.



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DOGWOOD ARTS EVENTS & PROGRAMS

NATURAL BEAUTY



BAZILLION BLOOMS

Dogwood Arts annual tree planting campaign takes us back to our roots! Bazillion Blooms was established to keep our dogwood tree population vibrant and healthy for the future. Along with local nursery partners, over 11,000 dogwood trees have been planted in our region since 2009.



BIKES & BLOOMS

Produced with Two Bikes, visitors and residents can experience the Dogwood trails the lean, green way – on a bicycle by way of an organized ride! These family friendly bike rides through scenic neighborhoods and on local greenways help riders learn how to do their own road rides.



HIKES & BLOOMS

Focusing on the idea of a healthy lifestyle, folks are encouraged to get out and enjoy nature by walking, running or biking the Dogwood Trails! Hit the trails & greenways on your own or join the guided interpretative hikes for interesting facts, features, and flora about unique locations.



TRAILS & GARDENS

Highlighting the natural beauty of our region, visitors from around the country flock to our beautiful area to explore more than 85 miles of blooming neighborhood trails as they enjoy a walk, bike or drive on the iconic Dogwood Trails throughout Knoxville.

EVENT SPOTLIGHT: 2022 TRAILS & GARDENS

WEST HILLS DOGWOOD TRAIL: FIRST NEW TRAIL ESTABLISHED IN 21 YEARS

ALL 13 TRAILS SPONSORED: THANK YOU REALTY EXECUTIVES!

FEATURED TRAILS: ACTIVITIES IN 3 NEIGHBORHOODS

FEATURED GARDENS: SPRING & SUMMER

• TOTAL ATTENDANCE: 3,071



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EVENT SPOTLIGHT: 2022 SOUTHERN SKIES MUSIC FESTIVAL

WORLD'S FAIR PARK



DOGWOOD ARTS EVENTS & PROGRAMS

CULTURE

FIRST FRIDAY

FIRST FRIDAY

On the first Friday of each month, downtown streets come alive for an evening of gallery openings and unique art experiences. Dogwood Arts' monthly exhibitions support the creativity of local and regional artists.

LARGE EVENTS/FESTIVALS



HOUSE & GARDEN SHOW

The show provides visitors the chance to shop hundreds of retailers and manufacturers exhibiting products, offering services and advice on interior design, home improvement, gardening, and more. The House & Garden Show is the largest annual fundraiser for Dogwood Arts.



SOUTHERN SKIES MUSIC FESTIVAL

This one-day music event is curated by The Dirty Guv'nahs and features musical acts across two stages, food trucks, craft beer, wine, specialty cocktails, a Maker Market, and more.

MAKER EXCHANGE

MAKER EXCHANGE

A space to discover Knoxville's artists and makers. Maker Exchange is a new space located on World's Fair Park in between the Marriot and Tennesseean. Dogwood Arts curates the art program, hosts maker events, and manages the sale of work on display at Maker Exchange.

PROGRAM SPOTLIGHT: MAKER EXCHANGE



MAKER EXCHANGE

710 Clinch Avenue
Knoxville, TN 37902

A space to discover Knoxville's artists and makers. Maker Exchange is a new space located on World's Fair Park in between the Marriot and Tennesseean. Dogwood Arts curates the art program, hosts maker events, and manages the sale of work on display at Maker Exchange.



We've put our town's heart and soul into every detail of this unique collection of spaces. From coffee mugs to the art and fine crafts on display, and even much of the furniture, we sourced everything we could from Knoxville's Makers to immerse visitors in a truly, authentically Maker City celebration.



@makerechangeknox



@makerechangeknox



DOGWOOD ARTS SPONSORS

PRESENTING SPONSOR



MAJOR CORPORATE SPONSORS



DOGWOOD ARTS SPONSORS + SUPPORTERS

PRESENTING SPONSOR

ORNL Federal Credit Union

MAJOR CORPORATE SPONSORS

City of Knoxville
Downtown Knoxville Alliance
East Tennessee Foundation
ExpressFrame
Home Federal Bank
Knox County
Knoxville Utilities Board
The Pilot Company
Realty Executives
Regal Entertainment Group
Tennessee Arts Commission
T-Mobile
Visit Knoxville

SPONSORS

All Occasions Party Rentals
Ashe's Wine & Spirits
Axle Logistics
Cherokee Distributing Company
Clayton Center for the Arts
Constellation Wines
Covenant Health
Crowne Plaza
Doug & Kathy Slocum
First Horizon Bank
Graphic Creations, Inc.
Home Federal Bank
Knoxville Chamber of Commerce
K-VA-T Food Stores (Food City)
Metropolitan Knoxville Airport Authority
Pattersons Home Appliances
Prestige Cleaners
Steve & Mary Ellen Brewington
Sugarlands Distilling Company
Thompson Charitable Foundation
Town of Farragut

SUPPORTING ORGANIZATIONS

Akima Women's Club of Knoxville
All Convention Exhibition Services
Arrowmont School of Arts & Crafts
Centro Hispano
Civitan Club of West Knox
Ellenburg Landscaping
Epiphone
Girls, Inc.
Hedstrom Design
Holly's Eventful Dining
Image Matters
Knoxville Garden Club
Knoxville Convention Center
Knoxville Museum of Art
Mayo Garden Centers
Northshore Nursery
Songbird Foundation
Stanley's Greenhouses & Plant Farm
US Cellular
Zoo Knoxville

MEDIA SPONSORS

Cumulus Media
East Tennessee PBS
Go! Knoxville
Knoxville News Sentinel
Media Directions Advertising, Inc.
Midwest Communications
Shopper-News
Summit Media
WATE
WBIR
WDX
WFGW
WFIV
WJBZ
WMYL
WTNZ
WUTK
WVLT



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CREDIT UNION