

Downtown SUMMIT

Break-out Session: Tourism & Special Events

Summit Comment

Retail

- Develop overall retail strategy
- Focus on renting downtown retail space
- Develop student housing downtown to support and draw retail
- Draw clearance center downtown (Proffits, Saks)
- Restructure tax incentives to incent retail
- Educate businesses on foot traffic downtown

Overall Events Strategy

- Consolidate community calendar
- Promote events that reflect cultural heritage
- Develop list of downtown partners and resources
- Partner downtown groups on events
- Generate a more unified marketing fund among downtown partners
- Evaluate events and survey audiences

Downtown's Heart & Soul: Cultural Heritage

- Promote Knoxville's assets
 - Civil War history and sites
 - Bijou Theater
 - Literary aspects
 - Regional music and country music walking tour
 - Scientific history - Oak Ridge
 - Performing arts

Parking Education

- Add better signs from interstate
- Add better signs downtown for public parking
- Add "New Parking Garage Coming" signs
- Market the regular trolley service to parking lots
- Develop and distribute parking brochure