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Community Building - The Creation of Volfest at the University of Tennessee

Bradford Powell Bricken
University of Tennessee - Knoxville

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Appendix E - UNIVERSITY HONORS PROGRAM
SENIOR PROJECT - APPROVAL

Name: Bradford P. Bricken

College: CBA Department: Marketing

Faculty Mentor: Mark E. Collins

PROJECT TITLE: Community Building - The
Creation of Volfest at the University
of Tennessee

I have reviewed this completed senior honors thesis with this student and certify that it is a project commensurate with honors level undergraduate research in this field.

Signed: Mark E Collins Faculty Mentor

Date: 7/16/02

General Assessment - please provide a short paragraph that highlights the most significant features of the project.

Comments (Optional):

Bradford did an excellent job of critical thinking as he prepared this proposal. It is an important & viable event for our UT community and should be seriously considered by the university administration.

ME Collins

Community Building – The Creation of VolFest at the University
of Tennessee

Bradford P. Bricken

Mark Collins, Advisor

Senior Honors Project

July 15, 2002

Bradford P. Bricken

Mark Collins, Advisor

Senior Honors Project

July 15, 2002

Community Building – The Creation of VolFest at the University of Tennessee

Throughout my tenure at the University of Tennessee, I have longed to help build and create more of a community-oriented campus feel year-round. I remember being amazed, during my first fall semester in Knoxville, at how close and strong the camaraderie and traditions are with Tennessee Football. There is nothing like seeing Volunteers of the past, present, and future converge in one central location to celebrate and cheer for their school. The premise behind this project was to design an event that would elicit the same response and feeling but did not center on athletics. The event was to be open without assigned seating, where the University community to come together, mingle, get to know one another better, and most importantly have a good time. After researching other schools and different ways they have built community, it was obvious that UT needed a campus-wide spring festival, known hereafter as VolFest.

Community building is nothing new. It is defined as shared values and ideals that brings us to higher levels of understanding, commitment, and performance and instills a sense of identity and belonging. In nature, every animal seeks a comfortable environment in which they can thrive. Humans are no different. Throughout history, man has built camps, villages, towns, and great cities in the best possible effort to make it a comfortable and appealing environment that it could thrive and grow. Scholars have

long known of the benefits of building a strong community. George Bernard Shaw once said:

I am of the opinion that my life belongs to the community, and as long as I live, it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die, for the harder I work, the more I live. Life is no 'brief candle' to me. It is a sort of splendid torch which I have got hold of for a moment, and I want to make it burn as brightly as possible before handing it on to future generations.

The goal of such a festival is to instill the kind of pride and belonging that Shaw speaks of at the University. The ultimate goal is to foster productive relationships that will generate a healthy community.

The logic behind the event is to provide a springtime event that all students, faculty, staff, and alumni could participate. There is not one event that appeals to a large mass of individuals, besides athletic events. This would be the chance for everyone to interact, celebrate UT, and have a good time. Many student groups have expressed interest and this is a list of those on board.

- SGA
- CPC
- IFC
- Panhellenic
- BCPC
- URHC
- RecSports
- SPEAK

- MSA
- I-House

This is a tremendous opportunity for each student organization to recruit new members, share information and ideas, and to interact and make a positive name within the University community. Each of these organizations sponsors various and popular events during the course of the Spring Semester. It is the hope of VolFest to bring the popularity of each of the various events into one campus-wide event. This way attendance for each event is increased by the sheer number participating, not to mention the extra numbers that are attracted by its increase in size. Another benefit is that each organization is not publicizing an individual event, but they are all publicizing the bigger event. It incorporates the all-for-one, one-for-all philosophy. The way to bring in the rest of the community is with the national and local talent that generates the mass-appeal and interest.

The location of the event will be the new Humanities Mall and Timeline. The perimeter of the event (shown in the map) will be outlined with a makeshift fencing with security on hand to keep the area secured. There will be two entrances with security checking bags and keeping crowd control. Upon entering the festival area, everyone will be given a wristband that will allow mobility in and out of the area. Depending on size, the event will be staffed by an outside security company or off-duty UT Police Officers. Other staffers will be Student Organizations, their advisors, and other University personnel in Student Affairs.

The talent will be showcased on a main stage during the event. The stage will be located at the base of the Humanities hill that will be terraced down. Approximate

dimensions of the stage should be 36' X 24'. The stage should be covered, so in the unlikely event of rain, the show will go on. Weather in the springtime in East Tennessee is anyone's guess. However, a key to the festival's success is the outdoor atmosphere and must be maintained. Some of the most popular events in history have had some rain. VolFest will be no exception as long as the spectators and the equipment are safe.

Along the length of the Mall (parallel to the timeline), the festival-type activity will take place. This will be an eclectic mixture of student organizations, food and apparel vendors, and other assorted carnival-type activity. This area is especially important to the idea of community building. The diversity and wide assortment of activity going on will be a learning experience for all in attendance.

The talent that will be booked will also be a diverse mixture of national, local, and student talent. It is through this type of booking that will bring in the audience that does not have the immediate connection to a student organization. With the expectation of appealing to a large audience, a healthy mixture of different types and genres of talent will be utilized. Here is a list of acts and talent that was recorded from brainstorming sessions with representatives from the various student organizations.

Headliner Acts (1-2)

- Ben Harper
- Guster
- John Mayer
- Oar
- Weezer
- Outkast

- Kenny Chesney
- Dixie Chicks
- Sister Hazel
- Ludacris
- Fabolous
- Eddie Money
- Lynyrd Skynyrd
- Jay-Z
- Jennifer Lopez

- Peter Frampton

- Dave Chappelle

- Bernie Mac

Supporting Acts (3-4)

- Pat McGee band

- Jupiter Coyote

- Acoustic Syndicate

- G Love and the Special Sauce

- Gran Torino

- String Cheese Incident

- Marshall Tucker Band

These acts and talent were considered in the spring of 2002 and are subject to change depending on popularity and pricing. The biggest consideration as to whom and what to book depends on the budget and finding funding has proven to be the most difficult task.

It is imperative that the planning committee for the first VolFest, consider and have several plans. With the first festival, it may be hard to sell sponsorships for financial backing: because with any event, it is hard to sell it without history. However, other funding sources are available. In the spring of 2002, a proposal was submitted to the R.E.S. Board to secure funding from student fees. The request was denied, based on the opinion, that there was no money for anything new for the next year. I would urge the planning committee to resubmit a more detailed proposal for the following year, because it makes the most sense that a majority of the funding for a campus festival would come from student fees. This should be Plan A. However, if funding cannot be secured, it is recommended a back-up plan be in place for a smaller, less expensive VolFest.

This back-up plan should consist of each said organization, plus any others, contributing a percentage of an agreed upon scaled-down budget. After a budget is in place, then the planning committee will be able to decide on expenses and what acts or talent will fit that particular budget. This will be Plan B. These two plans are the financially risk-free plans because the money is in hand, up-front.

There is another plan that involves a risk on behalf of the sponsoring organizations. This plan can vary on the decided size of the event. If only part of the money can be raised up front, it is possible to raise the additional revenue on ticket sales.

If the acts and talent are right and prices fair, this should work. This is Plan C. However, if it falters, then the sponsoring organizations will be paying the difference out of pocket.

The event's popularity will not be based on its size or expense, but will be based on how smoothly everything runs. Therefore, it is not imperative that the following budget be followed exactly. However, for the purpose of showing how the budget should be divided, I have used a budget based on \$50,000. This would be an ideal budget, however, it is likely to be much smaller until the event gains history, popularity, and momentum. This budget breakdown is very basic and straightforward:

\$30,000 National Talent

10,000 Local and Regional Talent

5,000 Production Costs (includes staging, security, set-up, fees, hospitality, etc)

5,000 Miscellaneous Expenses and Reserve Funds

\$50,000

If Plan C is used or a combination of them all, then advanced tickets will have to be sold. This is very tricky because ticket pricing will have to correlate with what acts are booked. However, if the above acts are used and VolFest is operating on a \$50,000 budget, the expected audience should total around 5,000. Based on these figures, recommended ticket prices are as follows:

Student Tickets - \$10

Faculty and Staff Tickets - \$15

Guests - \$25

Alumni - Tickets available through the UT Alumni Association

Any additional revenue will be used to enhance and expand VolFest for the following year.

Other sources of revenue that are available other than tickets are sponsorships and concession fees. Like was mentioned before, sponsorships are hard to sell for an event that has no history. Therefore, this is another reason that the first VolFest run smoothly and effectively. However, it is still recommended that the sponsorship opportunities be sold. It may be for a discounted price for the first year, but once the sponsors enjoy the success it will be easier to resale. Four sponsorship levels have been created ranging from \$20,000 to \$3,000. Below are the sponsorship levels that have been devised.

Big Orange Sponsor -	\$20,000
Gold Sponsor -	\$10,000
Silver Sponsor -	\$5,000
Bronze Sponsor -	\$3,000

When selling sponsorships, potential sponsors want to know what they are receiving in return. Possible benefits include, but not limited to,

- Prime sign space around the event
- Preferred vendor status (i.e.-Coca-Cola would be the only soft drink company allowed to sell its product on the premises)
- Set placement in the Program
- Inclusion of item(s) in promotional giveaways
- Formal presentation on stage
- Set number of mentions by the M.C. during the festival
- Opportunity to air commercial during the festival

- Logo featured prominently in all VolFest advertisements
- Logo featured prominently on all VolFest web pages
- Sponsor to be included in all pre-event and post-event press releases

These benefits will need to be tweaked as to allow the most and the best of the benefits to the highest sponsorship level and so on. Another possibility is that businesses are much more likely to buy into an event that is raising money for a particular charity, because it reflects well on the company and is tax-deductible. Attached is a list of businesses and contact information that was used for Dance Marathon. It is also recommended that the planning committee look into underwriters for certain expenses such as food, flyers, printing, and hotels.

The third way of bringing in revenue is through concession fees. For those vendors that do not purchase a sponsorship, a certain fee should be established for their participation. Many of the local and regional vendors can be contacted through A.C. Entertainment or through the Coliseum.

The timing of the event is also a key to its success. The recommended date is for a weekend in April. The weather should be getting warmer, but without being too close to final exams. The time line for the weekend-long VolFest will start out on a Friday during the lunch hour at the U.C. Plaza with the I-House Food Fair. Friday night will be host to the C.E.B.'s student Battle of the Bands. During the day on Saturday, there will be a mixture of acts with the main headliner coming that night. The student Battle of the Bands winner will open for the main act. There is also discussion of working Carnicus into this scenario. Because of its increasing Greek exclusivity, it would be nice to bring a scaled-back version of this campus classic into the main campus culture. If this is the

case, it is recommended that the skits be intertwined with acts and talent during the day on Saturday with the awards presented that evening.

It is obvious that the planning of an event of this caliber is a huge undertaking. The planning process should be conducted by a committee consisting of a representative from each of the participating organizations. The Chair of the committee shall be the President of the SGA or an appointee. Reasoning behind this is that the SGA President is an elected position to govern the affairs of the entire student body. Therefore, when dealing with student money and the whole student population, it should be someone directly elected, responsible, and accountable to the student body. Each task shall be divided up so that each student representative to the planning committee will be responsible for fulfilling that duty with the assistance of his/her organization. Attached is a time-line checklist that should be followed.

VolFest has the potential to be a very popular and tradition-rich event. The strong recommendation is to start small and manageable. Again, the way to ensure that this event continues is make sure that it is run smoothly and effectively. The main concern is that those in attendance are having fun and are comfortable. If the first event goes well, there is no doubt that it will grow to the magnitude and prominence imagined. Again, it is most imperative that no matter how large or small the event is, it must be run well. All the details need to be addressed and contingency plans in place.

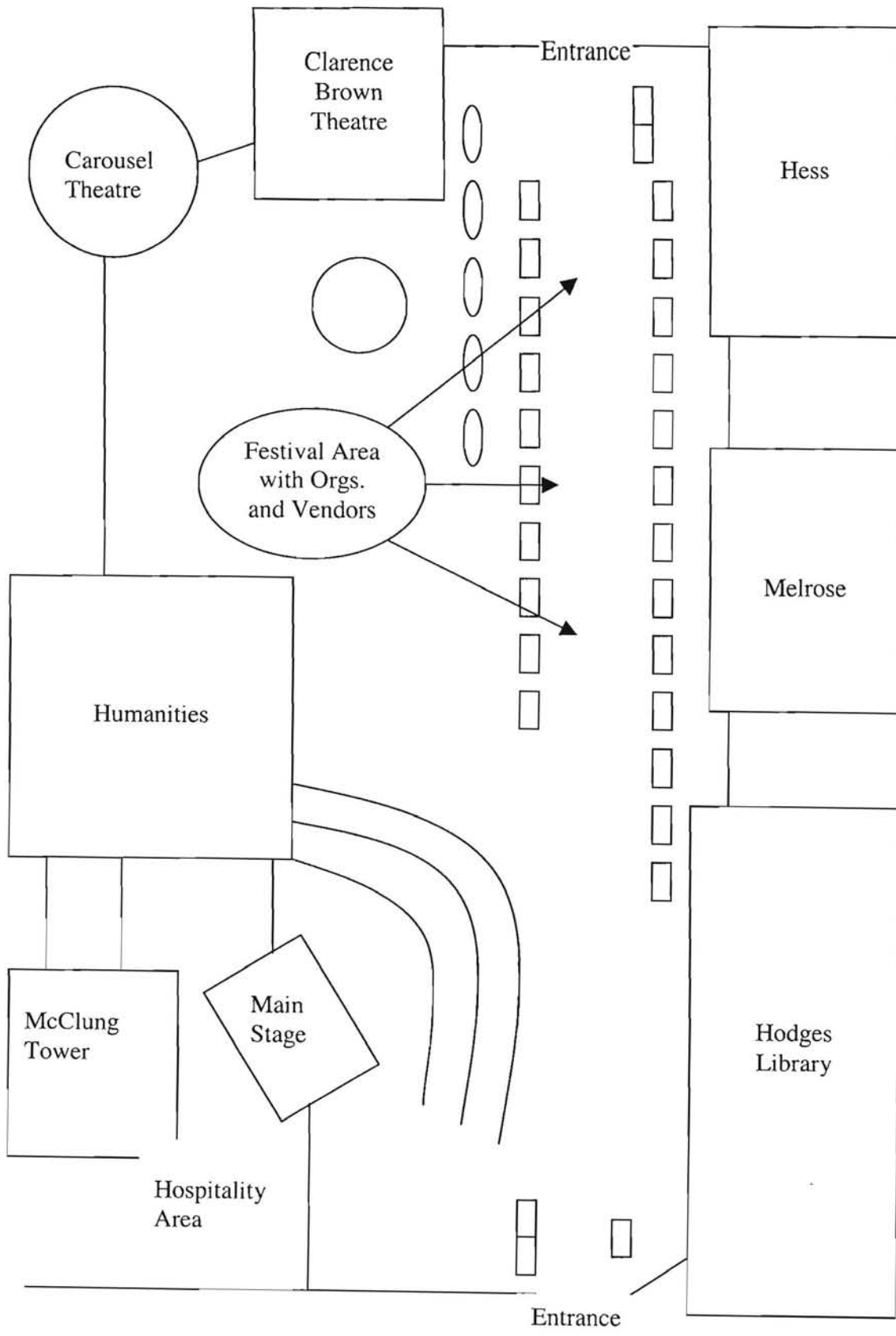
In a climate where a majority of the public is jaded and separated on issues such as race, gender, religion, creed, lifestyle, sexuality, and beliefs, a University should be the place where everyone should have the opportunity to learn, share, grow, and be

comfortable. An event such as VolFest is exactly the type of event where everyone can come together, celebrate, learn, share, grow, and have a good time.

Task	Assigned	Due Date	Completed	Notes
Publicity				
Beacon Ad		1 month out		
Beacon Campus Calendar		1 week out		
Poster Design/Duplication		2 months out		
Flyer Design/Duplication		2 months out		
Poster/Flyer Distribution		2 weeks out		
Residence Halls				
The Hill				
Humanities				
UC				
The Strip				
Off-Campus Housing				
Art and Architecture				
Student Services				
Press Release		2 weeks out		
Set Up Press Conference		1 week out		
VolVision		1 month out		
Faculty Letters		2 weeks out		
RA Letters		2 weeks out		
Chalking		2 weeks out		
Table on UC Plaza		2 weeks out		
UC Display Cabinet				
Reserved		6 months out		
Set-Up		2 weeks out		
UC Banner Space				
Reserved		6 months out		
Set-Up		2 weeks out		
Task	Assigned	Due Date	Completed	Notes
Finance				
Develop Budget		7 months out		
Secure Funding		6 months out		
Sponsorship Sales/Commitments		6 months out		
Vendor Contracts		3 months out		

Task	Assigned	Due Date	Completed	Notes
Tickets				
Advance Sales		2 months out		
Door Sales (Petty Cash)				
Comp Tickets				
Task	Assigned	Due Date	Completed	Notes
Programming				
Talent				
List Possibilities		7 months out		
Booking		6 months out		
Follow-Up		2 and 1 month out		
Line-up Schedule		3 months out		
Task	Assigned	Due Date	Completed	Notes
Site Preparation				
Site Reservations		6 months out		
Staging				
Reserved		3 months out		
Loading and Unloading				
Parking for Talent				
Set-up		Day Before		
Lights and Sound				
Reserved		3 months out		
Set-up		Morning of		
Perimeter Barricades		2 days out		
Security		3 months out		
Tables, Chairs, etc				
Reserved		3 months out		
Set-up		Morning of		
Hospitality Area				
Secured		Morning of		
Set-up		Day Before		
Special Needs Area				
Secured		Morning of		
Set-up		Day Before		
Facilities				

Porta-Potties		2 months out		
Festival Area				
Assignments for Orgs and Vendors		2 months out		
Set-up		Day Before		
Walkie-Talkies				
First-Aid				
Set-up		Morning of		
Task	Assigned	Due Date	Completed	Notes
Hospitality				
Airport/Transportation				
Reserve Vehicle		3 months out		
Reserve Hotel		3 months out		
Food				
Dressing Areas				
Task	Assigned	Due Date	Completed	Notes
Evaluation/Wrap Up				
Design evaluations		1 month out		
Collect evaluations		Day of		
Tally evaluations		1 week after		
Write Thank You Notes		1 week after		



Community Building

The Creation of a VolFest at the
University of Tennessee

Location

- "New" Humanities Mall
 - Staging at base of Hill
 - Festival atmosphere extending down timeline
 - Area Secured
 - 2 Entrances

Possible Acts

Acts will consist of 1-2 headliner bands or acts.

- | | |
|-----------------|------------------|
| - Ben Harper | - Sister Hazel |
| - Guster | - Ludacris |
| - John Mayer | - Fabolous |
| - Oar | - Eddie Money |
| - Weezer | - Eagles |
| - Outkast | - Dave Chappelle |
| - Kenny Chesney | - Bernie Mac |

Other Acts

- Will choose 3-4 opening national acts
 - Pat McGee band
 - Jupiter Coyote
 - Acoustic Syndicate
 - G Love and the Special Sauce
 - Gran Torino
 - String Cheese Incident
 - Marshall Tucker Band

Local Acts

- Want to showcase as many local and student acts as possible.
- Acts consisting of music, comedy, dance, etc.

Show me the Money!

- Proposed Budget
 - Total Budget of \$50,000
 - Budget Breakdown
 - » \$30K for national acts
 - » \$10K for local acts
 - » \$5K for production costs - Staging, lights, sounds, security, fees, and hospitality.
 - » \$5K for miscellaneous expenses

Proposed Revenue

- Revenue will come from the following:
 - Ticket revenue
 - Sponsorships
 - Concession Fees

Ticket Pricing

- Student Tickets - \$10.00
- Faculty, Staff - \$15.00
- Guests - \$25.00
- Alumni - Tickets only available through the UT Alumni Association

Sponsorship Levels

- *Getting by with some help from our friends!*
 - Four Sponsorship Levels from \$20k-3k.
- Big Orange Sponsor - \$20k
- Gold Sponsor – \$10k
- Silver Sponsor – \$5k
- Bronze Sponsor - \$3k

Student Organization Involvement

All student organizations are invited and encouraged to attend. Some that are already on board...

- SGA
- CPC
- IFC
- Panhellenic
- BCPC
- URHC
- RecSports
- SPEAK
- MSA
- I-House

Benefits for Student Orgs.

- Opportunity to Recruit
- Opportunity to share information and ideas
- Way to to interact with other organizations and the University Community.

When is this stellar event?

- Proposed Date is Friday-Saturday April 18-19, 2003
 - Friday will be Int'l Food Fair and Battle of the Bands
 - Saturday will be from Noon to Midnight with Acts mixed with skits, games, and ongoing Festival
 - » Eg...The 12 Best Hours of Your Life!

Why is Community Building Important?

- Interaction
- Understanding
- Respect
- Pride
- Fun
- Educational

Thank You

Questions or Comments?

Company	Address1	City	State	Postal Code	Phone	Initial Letter	Phone Call
Natural Alternatives Salon	4928 Homberg Drive	Knoxville	TN	37919	588-3738	10/9/01	
Hanson Gallery	5607 Kingston Pike	Knoxville	TN	37919	584-6097	10/9/01	
Simoniz Car Wash	6005 Kingston Pike	Knoxville	TN	37919	584-4622	10/9/01	
Ruby Tuesday	750 Brakebill Road	Knoxville	TN	37924	971-1799	10/9/01	
Circuit City	151 N Peters Road	Knoxville	TN	37923	694-9922	10/9/01	
Circuit City	2940 East Towne Mall Circle	Knoxville	TN	37924	546-3595	10/9/01	
Naples Italian Restaurant	5500 Kingston Pike	Knoxville	TN	37919	584-5033	10/9/01	
Regal Cinemas	7600 Kingston Pike	Knoxville	TN	37919	769-3909	10/9/01	
Kimball's Jewelers	7240 Kingston Pike	Knoxville	TN	37919	584-0026	10/9/01	
Texas Roadhouse	7522 Kingston Pike	Knoxville	TN	37919	584-4150	10/9/01	
JC Penney	North Mall Road	Knoxville	TN	37924	524-6909	10/9/01	
JC Penney	7600 Kingston Pike	Knoxville	TN	37919	693-4110	10/9/01	
Bi-Lo	130 N Forest Park Blvd	Knoxville	TN	37919	602-2345	10/9/01	
Goody's Family Clothing	400 Goody's Lane	Knoxville	TN	37922	966-2000	10/9/01	
Blue Ridge Mountain Sports	4471 Kingston Pike	Knoxville	TN	37919	588-2638	10/9/01	
Talbots	5614 Kingston Pike	Knoxville	TN	37919	584-3714	10/9/01	
Gateway Country	7810 Kingston Pike	Knoxville	TN	37919	692-9914	10/9/01	
West Town Mall	7600 Kingston Pike	Knoxville	TN	37919	693-0292	10/9/01	
Nascar Cafe	1425 Hurley Drive	Sevierville	TN	37862	428-7223	10/9/01	
Rocky Top Books	2116 Cumberland Avenue	Knoxville	TN	37916	293-2665	10/9/01	
Disc Exchange	2615 Chapman Hwy	Knoxville	TN	37920	573-5710	10/9/01	
Disc Exchange	8420 Kingston Pike	Knoxville	TN	37919	470-0120	10/9/01	
Kroger	4918 Kingston Pike	Knoxville	TN	37919	584-0210	10/9/01	
Star 93.1	8419 Kingston Pike	Knoxville	TN	37919	693-1020	10/9/01	
Party City	8503 Kingston Pike	Knoxville	TN	37919	691-4469	10/9/01	

Company	Address1	City	State	Postal Code	Phone	Initial Letter	Phone Call
Now Audio Video	8416 Kingston Pike	Knoxville	TN	37919	693-4525		
Brown Squirrel Furniture	9901 Sherrill Lane	Knoxville	TN	37932	693-1291		
Cricket Communications	7600 Kingston Pike	Knoxville	TN	37919	690-4162		
Marble Slab Creamery	4911 Kingston Pike	Knoxville	TN	37919	766-0290		
Smoky Mountain Resorts	204 Sharon Drive	Pigeon Forge	TN	37863	429-4023		

DM in Old City

Company	Address1	City	State	PostalCode	
673-6100 Banana Joe's	106 S. Central St.	Knoxville	TN	37902	
521-0092 Barley's Taproom and Pizzeria	200 East Jackson Ave.	Knoxville	TN	37915	NO Call Back
544-4300 Blue Cat's <i>gran Tenno Night</i>	125 East Jackson Ave.	Knoxville	TN	37915	NO Wednesday 4 James O'Reil
546-3742 Lucille's	106 N. Central St.	Knoxville	TN	37902	-
525-2333 Manhattan's	101 S. Central St.	Knoxville	TN	37902	main office phone
637-4255 Patrick Sullivan's	100 N. Central St.	Knoxville	TN	37902	→ 521-6704
525-5839 Sassy Ann's	820 N. 4th Ave	Knoxville	TN	37917	
524-8188 The Pilot Light <i>copy big</i>	106 Jackson Ave	Knoxville	TN	37915	
522-4699 Spicy's	109 Central Street	Knoxville	TN	37902	→ <i>West Country</i>
525-3675 Fiction	214 W. Jackson Ave.	Knoxville	TN	37915	→ <i>1pm Thurs</i>
* Lord Lindsey's	214 W. Jackson Ave.	Knoxville	TN	37915	
* Cup-A-Joe in the Old City	132 W. Jackson Ave.	Knoxville	TN	37915	
546-4528 Java-Old City	109 S. Central St.	Knoxville	TN	37902	→ Disconnected
544-0100 New City Cafe	102 S. Central Street	Knoxville	TN	37902	→ NO

Mailed 11/8/01

Company	Address1	City	State	PostalCode	WorkPhone	Info
Radio Shack	7329 Kingston Pike	Knoxville	TN	37919	584-3481	
COMP USA	9341 Kingston Pike	Knoxville	TN	37922	670-1880	
Computer Depot	6549 Clinton Hwy	Knoxville	TN	37912	947-0749	
Town House Interiors	5605 Kingston Pike	Knoxville	TN	37919	588-0517	
Braden's Fine Furniture & Interiors	1335 Western Ave	Knoxville	TN	37921	549-5000	
Knoxville Wholesale Furniture	6700 Papermill Drive	Knoxville	TN	37919	588-5777	
Clayton's Wholesale Furniture Co.	517 N Gay Street	Knoxville	TN	37917	522-0881	
The Furniture Gallery	314 Merchants Drive	Knoxville	TN	37912	281-7577	
The Oak Factory	9294 Kingston Pike	Knoxville	TN	37922	691-3577	
Futopia	4411 Kingston Pike	Knoxville	TN	37919	602-2100	
Haverty's Furniture Co.	9641 Kingston Pike	Knoxville	TN	37922	694-7572	
La-Z-Boy Furniture Galleries	9605 Kingston Pike	Knoxville	TN	37922	690-1740	
The Bed Store	7815 Kingston Pike	Knoxville	TN	37919	690-7708	
CAT's Compact Discs & Cassette	7337 Kingston Pike	Knoxville	TN	37919	584-2933	

Sam Goody	7600 Kingston Pike	Knoxville	TN	37919	531-3272	
Crouch Florist & Gifts	2120 Cumberland Ave	Knoxville	TN	37916	637-5683	
GCO Carpet Outlet	10029 Parkside Drive	Knoxville	TN	37922	675-3630	
GCO Carpet Outlet	5307 Washington Pike	Knoxville	TN	37918	522-3619	
Earth Traverse Outfitters	2815 Sutherland Ave	Knoxville	TN	37919	524-0000	
Dutch Girl Cleaners	5103 Kingston Pike	Knoxville	TN	37919	588-8071	
Prestige Cleaners	4837 Kingston Pike	Knoxville	TN	37919	584-7701	
King Cleaners	5929 Kingston Pike	Knoxville	TN	37919	588-5784	
By the Tracks Bistro	5200 Kingston Pike	Knoxville	TN	37919	558-9500	
Italian Market & Grill	9648 Kingston Pike	Knoxville	TN	37922	690-2600	
Miyabi Japanese Steakhouse	8207 Kingston Pike	Knoxville	TN	37919	691-3121	
Outback Steakhouse	314-A Merchants Drive	Knoxville	TN	37912	281-0999	
Outback Steakhouse	330 N Peters Rd	Knoxville	TN	37922	539-2540	
Savelli's Italian Restaurant	3055 Sutherland Ave	Knoxville	TN	37919	521-9085	

Silverspoon American Cafe	7240 Kingston Pike	Knoxville	TN	37919	584-1066	
Regas Riverside Tavern	950 Volunteer Landing Ln	Knoxville	TN	37915	637-0303	
Olive Garden	7206 Kingston Pike	Knoxville	TN	37919	584-7300	
Hooter's Restaurant	8050 Kingston Pike	Knoxville	TN	37919	694-4668	
The Kalamata Kitchen	4405 Kingston Pike	Knoxville	TN	37919	909-9900	
Don Pablo's Mexican Kitchen	8088 Kingston Pike	Knoxville	TN	37919	531-5600	
Cracker Barrel	9214 Park West Blvd	Knoxville	TN	37923	690-6060	
The Chop House	9700 Kingston Pike	Knoxville	TN	37922	531-2467	
Aubrey's Restaurant	192 S. Campbell Station Rd	Farragut	TN	37922	671-2233	
Carrabba's Italian Grill	324 N Peter's Rd	Knoxville	TN	37922	692-2223	
Applebee's Neighborhood Grill	6928 Kingston Pike	Knoxville	TN	37919	588-0766	
Hard Rock Cafe	515 Parkway	Gatlinburg	TN	37738		
Books-a-Million	8513 Kingston Pike	Knoxville	TN	37919	691-2665	
Borders Music & Books	202 Morrell Rd	Knoxville	TN	37919	769-4084	

Mailed 11/8/01

Company	Address1	City	State	PostalCode	WorkPhone	Info\
Calloway's Lamps & Shades	5714 Kingston Pike	Knoxville	TN	37919	522-2627	Call back 2 wks. prior to event.
Best Buy	8925 Twon & Country Circle	Knoxville	TN	37923	769-5332	
Baker-Peters Jazz Club	9000 Kingston Pike	Knoxville	TN	37923	690-3110	Pick up \$20 gift certifi Anne 1-4 M-F
The Orangery	5412 Kingston Pike	Knoxville	TN	37919	588-2147	
Walgreen District Office	1600 Downtown W Blvd	Knoxville	TN	37919	767-1770 247-914 -2500	NO
Pier 1 Imports	3224 East Towne Mall Cir	Knoxville	TN	37924	724-6060 817-252-8808	
Pier 1 Imports	8301 Kingston Pike	Knoxville	TN	37919	613-7000	
Futon World	6915 Kingston Pike	Knoxville	TN	37919	584-6847	Leigh → Call back in a couple of weeks

Ober Gatlinburg-Main Office	1001 Parkway	Gatlinburg	TN	37738	436-5423	2 shirts passes 500000
Knoxville Zoo	PO Box 6040-3500 Knoxville Zoo Drive	Knoxville	TN	37914	637-5331	William Becker 637-1943
Pigeon Forge Super-Speedway	3275 Parkway	Pigeon Forge	TN	37863	429-4639	
Dollywood-Mary Lyda Wellons	1020 Dollywood Lane	Pigeon Forge	TN	37863	428-9610	- get message - probably will give 2 tickets
Bristol Motor Speedway-Fern Greenway	151 Speedway Blvd	Bristol	TN	37620	764-1161	
Ski Beech-Gill Adams Marketing Dir.	1007 Beech Mountain Parkway	Beech Mountain	NC	28604	1-800-438-2093	lets arrange
Sugar Mountain Marketing Dept.	1009 Sugar Mountain Dr.	Banner Elk	NC	28604	800-784-2768	x info get to schedule a group UC, 8:30 - 6:00

Label Industries

Shirts, cozies

Michael 691-5141

Goody Bags

Ad in brochure?

VIP Reception Shirts?

UC, 8:30 - 6:00

UC, 8:30 - 6:00

Masashi
Torredo
Hawaii

Company	Address1	City	State	PostalCode	WorkPhone	Info
Scenic Helicopter Tours	1949 Winfield Dunn Pkwy	Sevierville	TN	37876	428-6929	
Space Needle	115 Historic Nature Trail	Gatlinburg	TN	37738	436-4629	
Ripley's Believe it or not Museum	800 Parkway	Gatlinburg	TN	37738	436-5096	3019- Amanda 4- believe it 4- motion theat. 4- haunted adv.
Adventure Golf	2925 Pigeon Forge Parkway	Pigeon Forge	TN	37863	453-9233	
Adventure Raceway	2945 Pigeon Forge Pkwy	Pigeon Forge	TN	37863	428-2971	
Flyaway Indoor Sky Diving	3106 Pigeon Forge Pkwy	Pigeon Forge	TN	37863	453-7777 453-1289 Attn: Robbie	Yes- will send something
Hillbilly Golf	340 Parkway	Gatlinburg	TN	37738	436-7470	
Nascar Speedpark	1545 Parkway	Sevierville	TN	37862	908-5500 Robbie 24/7/365	

611-5141
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