

World Cup Final in Knoxville: watch-party picks for Spain vs Argentina

2026-07-17

90° | 40% chance of precipitation

Sunrise 6:31 a.m. | Sunset 8:51 p.m.

Post of the Day

Knoxville has shown up for the World Cup — and Mayor Indya Kincannon thinks it's proof we're “[a soccer town](#).”

The tournament wraps up with Spain taking on Argentina in the FIFA World Cup Final at 3 p.m. this Sunday, July 19. Whether you're rooting for a team or just want to soak up the atmosphere, [Kern's Bakery](#) and several other local bars are ready to host your crew. *Psst* — this [World Cup Watch Party Radar](#) is a great place to start.

Events

Feature your event [here](#), or make a bigger splash

News Notes

Coming Soon

Club XYZ's former Happy Holler space may not stay empty for long. A beer permit application points to [a new bar called Good Judy's](#) opening at the longtime LGBTQ+ gathering spot, though few details have been released. (*Knoxville News Sentinel*)

Number

[\\$160 million](#). That's how much the University of Tennessee will receive over the next decade for its BRIDGES Engine project, which converts underused farmland into perennial grass crops

that can be manufactured into products like automotive parts + construction and packaging materials.

Transit

Driving through downtown this weekend? [Keep an eye out](#) for temporary stop signs at three intersections on Gay Street as the city upgrades traffic signals.

Biz

A new nuclear fuel facility and development center is [headed to Oak Ridge](#). TRISO-X's hub will be located at the Horizon Center Industrial Site and bring over 1,100 new jobs to the area.
(WATE)

Try This

Looking for a sweet way to cool off? National Ice Cream Day is this Sunday, July 19 — the perfect excuse to treat yourself to a scoop from one of [these local ice cream spots](#). (Visit *Knoxville*)

List

According to TIME Magazine, [Dollywood](#) is one of [America's Best Private Companies](#) for 2026, based on employee satisfaction and company impact. Lucky for us, the theme park is less than an hour away and makes for a perfect summer day trip.

Finance

CrossPoint Polymer Technologies is proving that [business growth](#) can do *more than* boost profits. With support from First Financial Bank, founder Ben Schmidt has built a company focused on sustainability, local impact, and long-term success. *Ready for your next business milestone?* [First Financial can help you get there](#).*

Weather

When natural disasters strike, staying connected matters. That's why [T-Mobile](#) invests in AI-powered network intelligence and an expanding fleet of support assets, ensuring those impacted can reach loved ones. See how the wireless carrier is [committed to showing up for local communities](#) when it matters most.*

Shop

Your new favorite sneakers just dropped. Meet the [Skechers AERO Series](#), a collection of four styles built to support runners + walkers through every mile. Our top pick: the [AERO Burst](#), with lightweight cushioning and podiatrist-certified arch support to keep you comfortable through everything from daily miles to hitting your next PR.*

Read

AI is projected to eliminate 300 million jobs in the next five years. Yours doesn't have to be one of them. With [Superhuman AI's free newsletter](#), you can learn essential AI skills, tools, and news in just three minutes a day — taking you from AI-overwhelmed to AI-savvy. [Subscribe now](#).*

Community

From upcoming concerts and festivals to new bites around town, it's the middle of summer, and there's no shortage of adventure. If you've loved what you've found in our newsletter so far, [support us with a contribution](#) to keep the good news in your inbox every morning.

Event Spotlight



Bring a laptop and a dream

Ever wished you could build a tool to make your life easier? At [#KnoxvilleBuiltThis](#) on Wednesday, July 22, *you'll bring the idea*, and AI experts from CGI Federal will help you make it come to life.

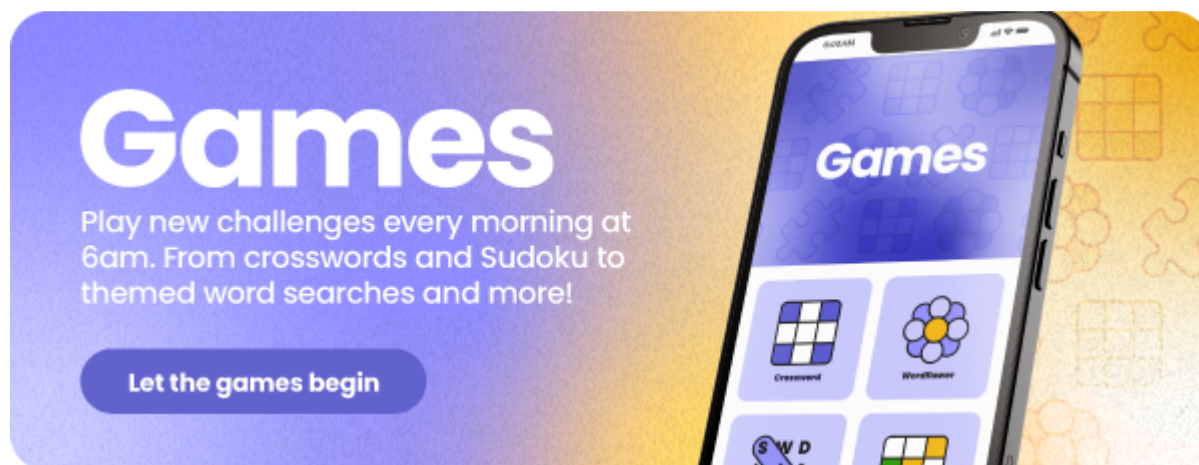
During the hands-on community build night in the Old City, attendees will use AI platforms like ChatGPT or Claude to turn personal projects from concept to reality. Think: a custom recipe organizer, a family photo archive, or a small business assistant.

Bonus: There will also be pizza and plenty of time to connect with fellow Knoxvilleans. [Register to save your spot](#) — *did we mention it's free?*

The Buy

What's got The Buy team excited this month? *Back to school sales are rolling in*. Kick off the savings with up to 70% off men's and women's Gap Factory, this weekend only:

- 🛍️ 70% off: Grab Gap's [top-rated women's crewneck tees](#) for as low as \$6 a pop — go for solid colors like shocking pink or patterns like lemon print.
- 🛍️ 70% off: This [trendy ribbed tank](#) comes in baby blue and black for under \$9, perfect to pair with shorts for summer and jeans for cool days ahead.
- 🛍️ 60% off: Get a [straw tote bag](#) for under \$25 — *score*.
- 🛍️ 60% off: Grab [jelly ballet flats](#) on sale for \$20 and be on trend for less.
- 🛍️ 60% off: With tons of five-star reviews, these [men's khaki shorts](#) are as low as \$18 and come in green, tan, blue, and more.



The Wrap

Need to *wine* down this weekend? Several Knoxville spots landed on Wine Spectator's 2026 Restaurant Awards list for standout wine programs. J.C. Holdway, Brazeiros Churrascaria, and Osteria Stella are among those raising a glass. [See all the winners](#).