



## *One Sheet: Talent*

Memphis is a city unlike any other. It has big-city amenities and opportunity, but with a hometown feel, making it the perfect place for up-and-coming talent to find community, build a network, and make their mark on the world. The unparalleled authenticity of Memphis fosters a truly unique community where originality and soul come together to create change, making it a city of choice for young talent to dream big. Memphis welcomes and wraps its arms around doers, dreamers, and believers eager to make a difference and change the world around them. That's why *Time Magazine* ranked Memphis as the fourth leading city where millennials are moving, and why Memphis continues to bloom alongside top talent.

The cost of living, which is consistently at least 12% lower than the national average, allows diverse, multicultural millennials to live the life they want, find a rhythm all their own, and make an impact. *Forbes* magazine listed Memphis as the fourth most attractive destination for college graduates seeking work after graduation based on work environment, compensation, growth opportunities, and more. The job opportunity and competitive cost of living has created a renaissance in downtown Memphis, where the apartment occupancy rate is at 94% and more than 7,000 college students and medical residents reside. Alongside residential, commercial, and population increases, there has also been a wave of investment in recreation. There has been more than \$4.4 billion invested in major recreational, medical, educational, tourism, and lifestyle-oriented projects recently completed or underway that allow people to experience the firm architecture of soul on which Memphis was built.

Memphis has a diverse economy – from life sciences and health care to manufacturing and logistics, arts organizations and nonprofits to education and entrepreneurs – there's a wealth of opportunity for America's top talent to meet career aspirations and make a mark. A highly connected network of incubators, accelerators, and resources make Memphis the perfect place for a restless entrepreneur to turn an ideas into scalable businesses:

- EPIcenter is the hub of the Greater Memphis entrepreneurship movement.
- Bioworks is the Mid-South's go-to organization for creating companies, jobs, and investment in bioscience and sustainability.
- Leadership Memphis prepares and mobilizes leaders to work together.
- Undercurrent connects young talent with the most interesting people and places around Memphis.

Here, a side hustle as an artisan can be turned into a living, an idea for social justice can be talked over with the mayor, and an entrepreneur's biggest aspirations can be realized.

Memphis is in a period of evolution and discovery, and now more than ever is the time to discover yourself alongside it. While others cities become more generic, Memphis protects and builds on its authenticity to maintain its integrity as the Capital of Soul, and it welcomes you to join.