



## ***Narrative***

*It takes soul to find a rhythm that's all your own, to give more than you take, and to change the world around you. It takes soul to be a Memphian.*

*Soul transformed ideas into empires. Soul defined a new generation of sound. Soul is going to give the world cures. Each of us gives a piece of ourselves to this city in whatever way we can, and that's what makes up our collective soul.*

*Memphis has changed the world... and we're not done yet. We are a city of doers, dreamers, and believers. We create, we invent, we experiment. That's what drives this unstoppable city.*

*We live where originality and soul uniquely come together to create change. Here along the mighty Mississippi, people and ideas mix to do something magical and redefine the world around us. Now a new generation is taking its turn, hungry to make an impact and create change yet again.*

*Welcome to Memphis, our city of soul. Don't forget to bring yours.*

## ***#BringYourSoul***

### ***Key Points***

- Memphis has the energy and excitement of a big city but with a small, hometown feel, all enhanced by the soul and authenticity that comes with a rich cultural heritage and strong legacy. This makes it an extraordinary place for individuals to plug and play while making a difference.
  - ✓ The cost of living in Memphis is consistently at least **17%** lower than the national average, allowing people to live the kind of life they want.
  - ✓ In 2021, Forbes highlighted Memphis as one of top ten most affordable places to buy a home in the country.
  - ✓ Over \$544.5 million was invested in major revitalization projects across Memphis between 2014-2017, revamping everything from entertainment and theater districts to outdoor parks and residential spaces. The momentum has continued in 2021 with the announcement of an unprecedented multi-year \$200 million investment called Accelerate Memphis.
  
- Memphis remains one of the leading tourist destinations in the world.
  - ✓ 12.4 million people visit each year to see more than 60 attractions in Memphis.
  - ✓ The tourism industry in Memphis provides 176,500 jobs and generated \$3.6 billion in 2019.
  - ✓ Memphis has a diverse array of unexpected attractions, including one of only a handful of black repertory theaters in the U.S., Hattiloo Theatre; professional sports teams anchored by NBA giants, the Memphis Grizzlies; fine art museums; the only

ornamental metal museum in the country; a nationally-ranked, incredible zoo; award winning performing art; and international art, music, entertainment and culture festivals that attract thousands of visitors.

- Memphis is a place where entrepreneurs can grow and scale their ideas and where businesses that have changed the world came to life. [In fact, AfroTech recognized Memphis as one of the best cities for Black entrepreneurs.](#)

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- ✓ In 2020, Afrotech named Memphis as a top market for Black entrepreneurs
  - ✓ Memphis leads the 25 largest U.S. cities in rate of growth in the number of women-owned businesses.
- Memphis has become a national leader in adaptive reuse of space and urban development. ✓  
An abandoned Sears Roebuck building 1.5 million square feet in size was redeveloped into a vertical urban village with retailers, restaurants, non-profits, and a high school in a low-income bracket neighborhood. Overall, the \$200 million-dollar project has had a direct and indirect economic impact of \$330 million.
    - ✓ Shelby Farms Park, which at 4,500 acres is one of the largest urban parks in the country, saw a host of improvements since 2016. The updates have made it the perfect venue to host major events such as Ironman' 70.3 event in October of 2021.
    - ✓ The 6.5 square mile Downtown Memphis has \$3.9 billion in planned and realized construction projects, including the \$751.5 million development Walk on Union , \$40 million in bike/pedestrian improvements, and a \$604 million investment in developing the Pinch District.
  - Memphis is a hub for giants in healthcare, global commerce, and logistics. ✓ Fortune 500 company FedEx remains headquartered in Memphis and has been recognized by *Fortune*, *Forbes*, and countless other publications for its commitment to diversity and women employment, innovation practices, and logistics development. ✓ Fortune 500 company AutoZone remains headquartered in Memphis and is one of three of the world's largest 2000 public companies based in Memphis (FedEx, AutoZone, International Paper).
    - ✓ Memphis is home to St. Jude Children's Research Hospital, which employs more than 3,200 clinicians, researchers, postdoctoral fellows, administrators and information technology specialists from around the globe, including Peter Doherty, PhD, a Nobel Prize Winner. In 2021, St. Jude announced their \$11.5 billion expansion project which will add even more talent to our robust workforce.
  - Memphis has one of the richest, most diverse, and cultured arts and education environments in the world.
    - ✓ The local non-profit arts industry in Memphis drives \$197.3 million in annual spending and supports the equivalent of more than 6,100 full-time jobs.
    - ✓ Memphis is nationally recognized for its excellence in high arts organizations, including Hattiloo Theatre, a leading African American repertory theatre, Ballet Memphis, a nationally acclaimed, diverse ballet company, and countless museums.

- ✓ Innovative education models in Memphis have been lauded and funded by entities including the Bill and Melinda Gates Foundation, Hyde Family Foundation, Race to the Top, and many more for rethinking academic pipelines.

➤ From Dr. King's legacy to modern economic justice, Memphis is a leader in the fight for civil rights.

- ✓ The Census Bureau shows that Memphis is the first major metro area to have a minority-majority population.

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- ✓ Memphis is home to the National Civil Rights Museum, a Smithsonian affiliate that is nationally noted as one of the nation's premier heritage and cultural museums and one of 5% of museums to be accredited by the American Alliance of Museums.
  - ✓ The City of Memphis, Greater Memphis Chamber, and Minority Business Council have aggressive programs to stimulate economic justice by growing and scaling minority businesses and encouraging the private sector's minority spending programs.
  - ✓ In 2017, the City of Memphis honored the sacrifice made by the sanitation workers and the I AM A MAN movement with grants to each 1968 worker of \$50k supplemented by an additional \$20k from the Memphis City Council – nearly a \$1 million commitment. The City also created both the I AM A MAN Plaza and MLK Reflection to commemorate Dr. King's life and legacy on the 50th anniversary of his assassination.
  - ✓ The Memphis Heritage Trail connects the many important and culturally significant civil rights sites of the city, honoring the great legacies of Clayborn Temple to Mason Temple to City Hall.
- Memphians are known for their giving and spirit of generosity.
- ✓ In 2020, Wallet Hub recognized Memphis as one of the more caring cities in the country following *The Chronicle of Philanthropy's* ranking of Memphis as the most giving city in America in 2017.
  - ✓ Among the 50 largest regions in the U.S., Memphis is #1 in the number of non-profit organizations per 10,000 population.
  - ✓ Memphis is home to St. Jude Children's Research Hospital, which was named the best pediatric cancer hospital by *U.S. News & World Report* in 2017, and saves children from cancer without ever sending their families a bill.