

# STATE OF DOWNTOWN **MEMPHIS 2014**





Photo by Phillip Van Zandt

## LETTER FROM THE PRESIDENT

We are often asked why special importance is placed on Downtown. Simply put, Downtown is the city's heart and soul and when Downtown is healthy, other areas in the city and county can prosper. Downtown embodies Memphis' history and character; it is the common gathering place for the whole region; and it is a primary economic driver for the city and county.



Although Downtown encompasses only a small area of the city - just 2% of Memphis' total footprint - Downtown generates 2.5 times that of the city in property tax revenue per acre, and almost 4 times that of the county. This relatively small area employs 17% of the entire Memphis workforce, serves as the region's tourism hub welcoming more than 5 million annual visitors, and is the city's anchor for culture and entertainment with 15 museums and premiere performance spaces. At a time when our city's residential population is decreasing, we have seen a 25% growth in Downtown residential over the past decade, and more than 1,000 new residential units are in the works. The demand to live Downtown shows no signs of slowing, and we are attracting new citizens to our city and county from around the world.

Downtown's property value per acre is 510% higher than the county's and 365% higher than the city's. Overall, Downtown's property values have increased 35% since 2005 despite the national real estate collapse of 2008, and of special note, South Downtown's property values have increased by 71% over the same time period.

Our organization was formed in 1977 to bring life and vitality back to a distressed Downtown to ultimately make Memphis a better city. City and business leaders at the time recognized that a healthy, vibrant Downtown is a catalyst for growth and sustainability throughout the rest of the city. Our organization's mission is to advance Memphis and Shelby County by making Downtown a better place to live, work, play and invest. We are seeing the tentacles of Downtown's vitality stretch into other Memphis neighborhoods like Crosstown, Overton Square, and Broad Avenue, and collectively we are becoming a new Memphis.

Paul Morris, President

# FY2014 Members

## Downtown Memphis Commission

### Board of Directors

Bob Lundy, Chairman	Bobbi Gillis
Carl Person, Vice Chairman	George Little
Sharon Leicham, Secretary	Isaac Northern
Al Lyons, Treasurer	Deni Reilly
Commissioner Steve Basar	George Shadroui
Councilman Edmund Ford	Ernest Strickland
Rep. Barbara Cooper	Terry Woodard
Rick Copeland	

## Center City Revenue Finance Corporation

Luke Yancy IV, Chair  
Carla Peacher-Ryan, Vice Chair  
Walter Person, Treasurer  
Marija Sokolov, Secretary  
Dana Burkett  
Sean Norris  
Robert Spence Jr.  
Martin Truitt  
Brandy Johnson-Ward

## Center City Development Corporation

Eric Mathews, Chairman  
Terence Patterson, Treasurer  
Andre Jones, Secretary  
Michael B. Chance  
Bob Lundy  
Melvin Jones  
Sharon Leicham  
Tanja Mitchell  
Carl Person

## Downtown Parking Authority

Odell Horton, Chairman  
Brandon Bryant, Vice Chairman  
Mary Sharp, Secretary  
Graham Askew  
Donnell Cobbins  
Farris DeBoard  
Rick Wagers

## Design Review Board

David Schuermann, Chair  
Ray Brown, Vice Chair  
Bill Denton, Secretary  
Greg Price  
Rebecca Conrad  
Suhair Lauck  
Carl Person  
Nancy Jane Baker

# FY 2014 State of Downtown Report

This document provides an overview of the growth and development activities of the Central Business Improvement District, the 6.5-square mile area defined as Downtown Memphis. This report is presented by the Downtown Memphis Commission (DMC), the organization charged with advancing Memphis and Shelby County by making Downtown Memphis a better place to work, live, learn, invest and visit. The City of Memphis and Shelby County governments established the Downtown Memphis Commission in 1977 to capitalize on Downtown's role as the economic, cultural, and governmental heart of the city and county. We are the official partnership between local government and the private business community in Downtown's development.



DMC is an independent, non-profit development agency not funded by city or county taxes. We are primarily funded by a special assessment on commercial properties in Downtown Memphis and fees paid by private Downtown developers. All of Memphis and Shelby County benefit from the work done by the DMC, but citizens and property owners outside of Downtown do not contribute to the DMC's operations or incentives.

The DMC staff serves as administrators for these entities by implementing operations, planning & development, marketing, and administrative functions for Downtown Memphis:

**Downtown Memphis Commission** Board of Directors oversees the overall direction and strategy of the organization.

**Center City Revenue Finance Corporation** has the authority to finance, own, lease, and dispose of properties in Downtown. CCRFC also has the power to issue tax incentives and bonds for property development.

**Center City Development Corporation** primarily promotes redevelopment and usage of property in Downtown by offering loans and grants to recruit new businesses and tenants, as well as low-interest loans for real estate projects.

**Downtown Parking Authority** assists with strategic planning for existing and future parking facilities in Downtown, manages seven public garages, owns five public garages, tracks rates and occupancies of other Downtown parking lots and structures,

and issues bonds for construction or acquisition of additional parking facilities.

**Design Review Board** reviews applications for all projects receiving financial incentives from DMC's affiliated agencies, as well as all signage and all public improvements in Downtown. DRB is also charged with developing and implementing Downtown's sign ordinance.

# LIVE.

Downtown's residential market is booming, particularly in the apartment sector with a 93% occupancy rate and nearly 1,000 new units in the works. Much of the new residential development is in South Downtown and is geared towards single-member households. Downtown's population growth rate since 2000 is almost 4.5 times that of Shelby County, and more single-family households with higher incomes are moving to Downtown. Downtown is an economically and racially diverse community comprised of more than 25 neighborhoods.

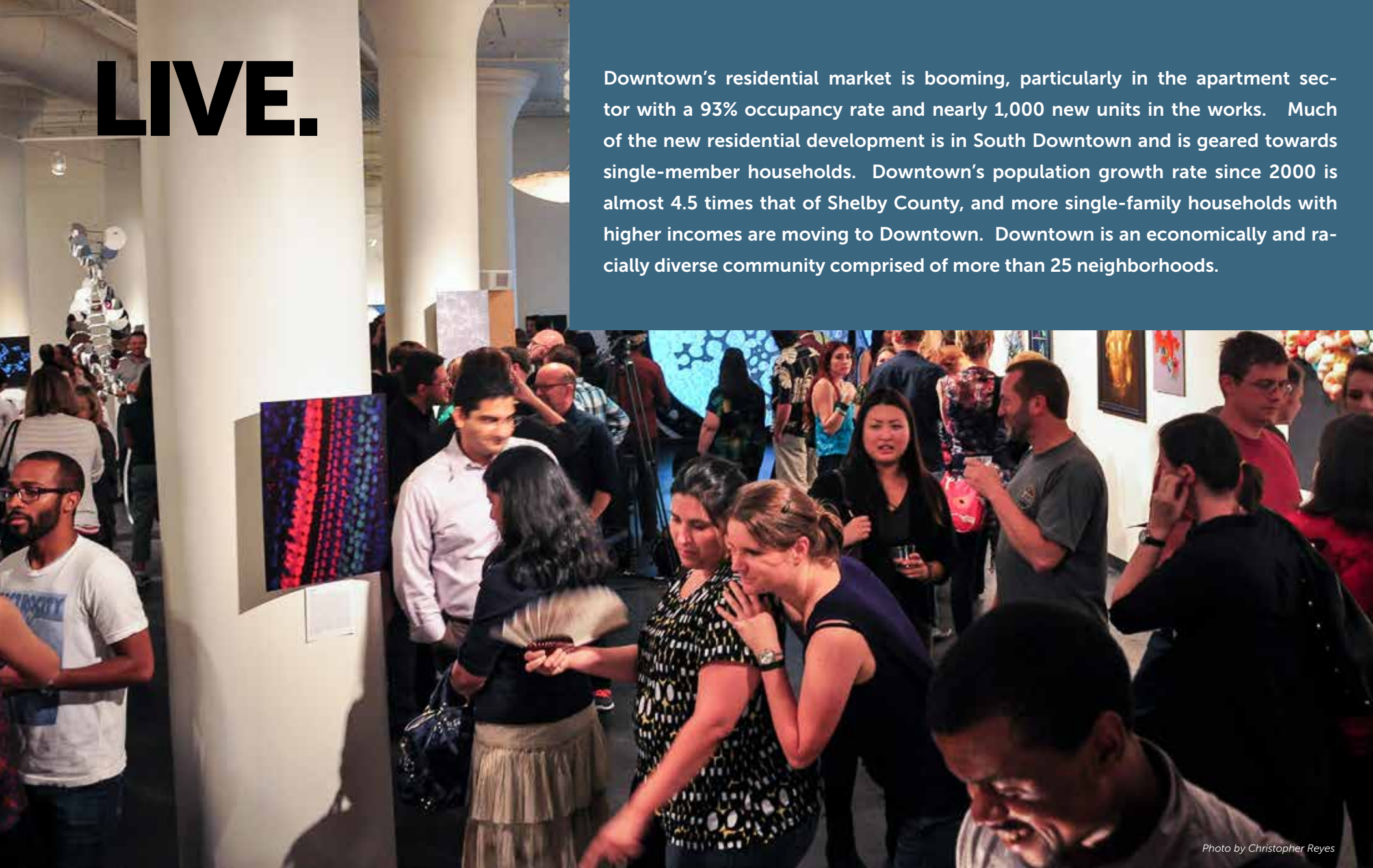


Photo by Christopher Reyes



Photo by Andrew Breig



Photo by Christopher Reyes



Photo by Chip Chockley



Photo by Chip Chockley

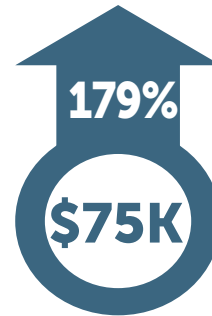
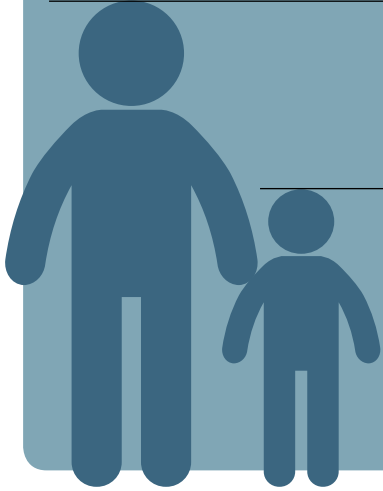
# 24,300 Downtown residents and 12,200 households

## POPULATION GROWTH RATE SINCE 2000

**Downtown**  
**25.4%**

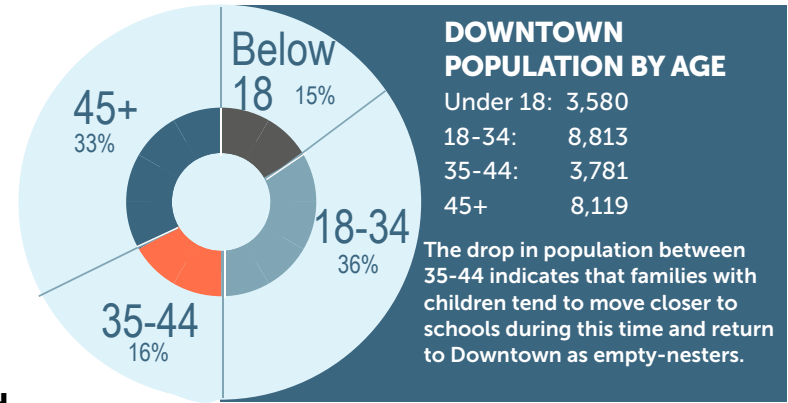
**County**  
**5.8%**

In a time when the city is experiencing a negative growth rate overall, Downtown continues to draw new residents. 33% of residents in Downtown are from other states or countries.



## DOWNTOWN INCOME GROWTH \$75K SINCE 2000

179% increase in people making more than \$75K, compared to 21% increase in the City and 36% increase in the County. Source: Nielsen Site Reports



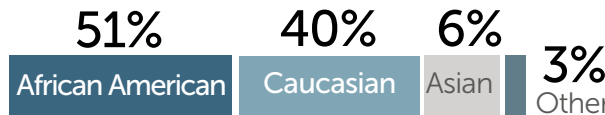
**APARTMENT OCCUPANCY 93%**

Apartment occupancy, even with new apartment inventory, remains strong and indicates demand for more apartments. Almost **1,000** apartments units are under development in Downtown. Average apartment rent rate is **\$1,017**. Source: Downtown Memphis Commission

Average Downtown home sale cost in 2013:  
**\$195,000**

Source: Memphis Area Assn of Realtors

## RACIAL DIVERSITY OF DOWNTOWN



Source: Nielsen Site Reports

## HOUSEHOLD GROWTH RATE SINCE 2000

**DOWNTOWN 37.7%**

**COUNTY 6.3%**

Household growth in Downtown is outpacing population growth based on the influx of single-person households.

Source: Nielsen Site Reports

## RESIDENTIAL SNAPSHOT BY DISTRICT

DISTRICT	2000 POPULATION	2014 POPULATION	GROWTH RATE	APT OCCUPANCY	AVG RENT
The Core	4,494	6,917	54%	95%	\$1,167
North Downtown	5,895	8,731	48%	90%	\$1,090
South Downtown	2,591	3,320	28%	96%	\$975
Medical District	6,395	5,325	-16%	93%	\$700

Source: Nielsen Site Reports, Downtown Memphis Commission

# WORK.

Downtown employs almost 17% of Memphis' entire workforce and is headquarters to Tennessee's largest law firm, advertising agency, medical institution and banking institution, and to Fortune 500 company AutoZone. Downtown's largest work segment is healthcare, employing 31% of Downtown's workforce. Investment in medical facilities indicates that this employee sector will continue to grow. Downtown jobs offer higher salaries with nearly 60% paying more than \$40/K per year. Downtown offers a connected and walkable office campus with more than 100 restaurants, 60 shops and other amenities like health clubs and day cares that are attractive to the workforce.

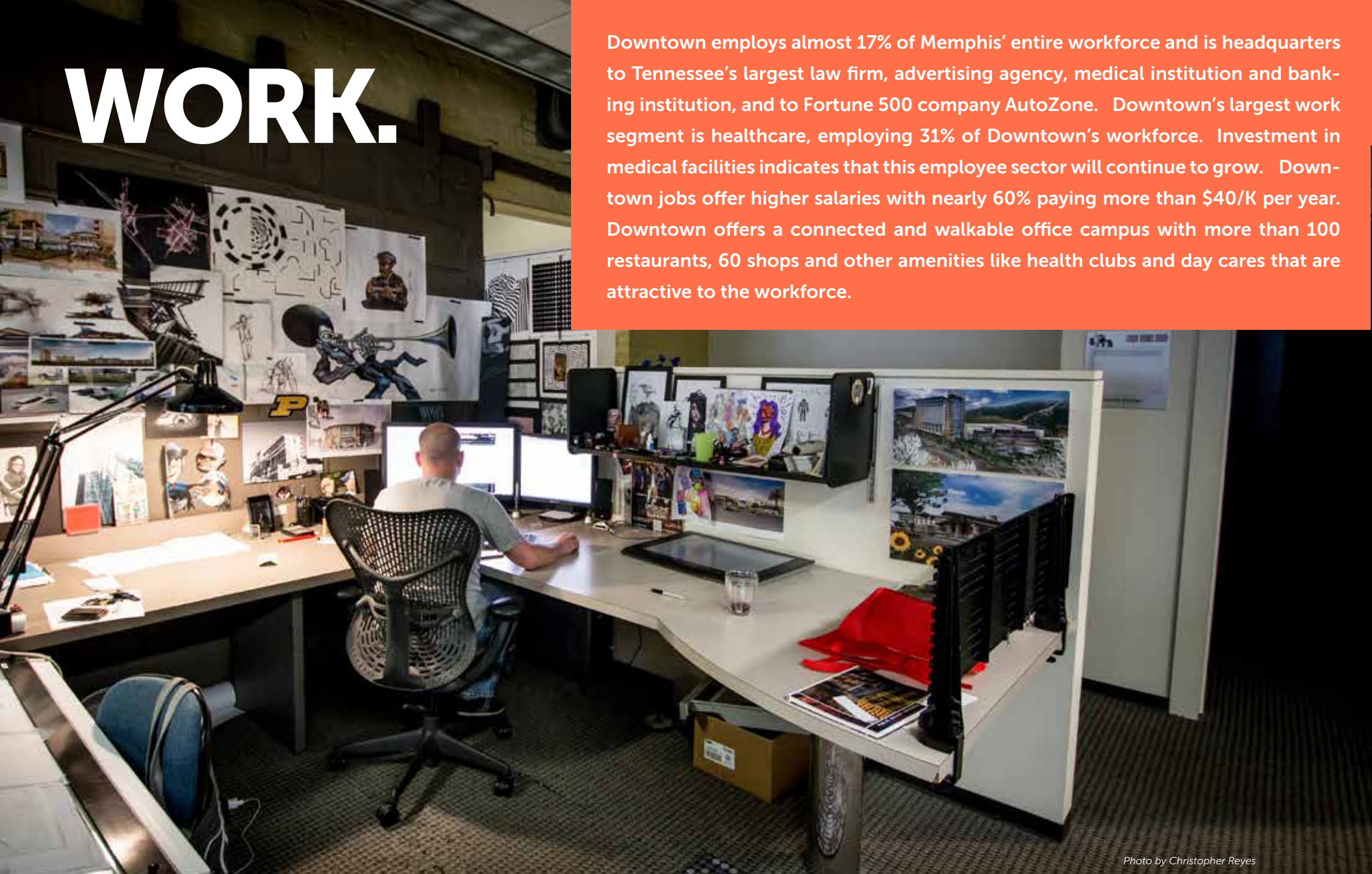


Photo by Christopher Reyes



Photo by Christopher Reyes



Photo by Andrew Breig



Photo by Andrew Breig



Photo by Christopher Reyes

# 63,308 Downtown employees

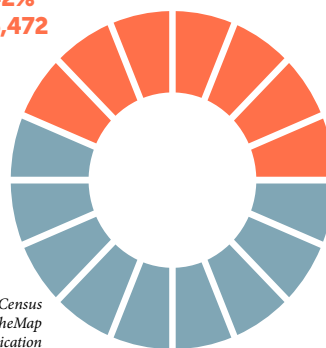


Downtown employs  
**16.7%**  
of Memphis' entire workforce in an area that is only 2% of Memphis' total footprint.

Source: U. S. Census OnTheMap Application

## Public Sector Jobs

42%  
26,472



Source: U. S. Census OnTheMap Application

## Private Sector Jobs

58%  
36,836

**8,544**  
higher education students  
in Downtown

Source: Downtown Memphis Commission

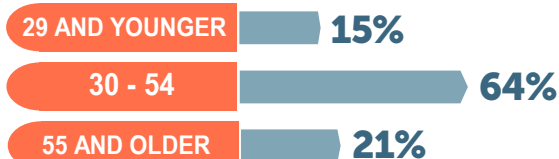
## AVERAGE OFFICE SPACE RENT:

	Downtown	East	385 Corridor
Class A	\$17.12/sq ft	\$24.05	\$19.88
Class B	\$15.25/sq ft	\$17.87	\$17.58

Source: CB Richard Ellis, as of June 30, 2014

**59%** of Downtown jobs  
earn more than  
\$3,333/month

## AGE OF DOWNTOWN EMPLOYEES



Source: U. S. Census OnTheMap Application

## NUMBER OF PEOPLE ...

Living in Downtown but employed outside is 5,502  
Employed in Downtown but living outside is 60,807  
Living and employed in Downtown is 2,501

Source: U. S. Census OnTheMap Application

## COMMUTE TIMES TO DOWNTOWN:

Arlington, TN: 34 min  
Bartlett, TN: 28 min  
Collierville, TN: 38 min  
Cordova, TN: 25 min  
Germantown, TN: 27 min  
Millington, TN: 19 min  
Olive Branch, MS: 30 min  
Raleigh, TN: 17 min  
Southaven, MS: 16 min  
West Memphis, AR: 10 min



**Average Commute Time in Memphis is 21 Minutes**

## LARGEST EMPLOYERS DOWNTOWN

Methodist LeBonheur
St. Jude
UT
Shelby County
Veterans Affairs
Regional One Health
Southwest TN Community College
AutoZone
First Horizon
City of Memphis
Raymond James
State of TN

## Downtown is headquarters to some of Tennessee's largest employers:

### Largest Law Firm In Tennessee:

Baker Donelson Bearman & Caldwell

### Largest Banking Institution by Revenue in Tennessee:

First Tennessee

### Largest Medical Institution in Tennessee:

Methodist Le Bonheur

### Largest Advertising Agency in Tennessee:

archer>malmo

## DOWNTOWN WORKFORCE CATEGORY:

Health Care and Social Assistance	19,955	31.50%
Public Administration	16,509	26.10%
Finance and Insurance	4,977	7.90%
Accommodation & Food Services	4,296	6.80%
Educational Services	4,060	6.40%
Professional, Scientific, & Technical Services	2,585	4.10%
Administration & Support	1,589	2.50%
Manufacturing	1,576	2.50%
Real Estate, Rental & Leasing	979	1.50%
Wholesale Trade	892	1.40%
Retail Trade	819	1.30%
Information	805	1.30%
Arts, Entertainment, & Recreation	637	1.00%
Utilities	551	0.90%
Construction	517	0.80%
Transportation and Warehousing	389	0.60%
Management of Companies and Enterprises	262	0.40%
Other Services	1,895	3.00%

Source: U. S. Census OnTheMap Application

# PLAY.

Downtown is the county's economic driver for tourism with an estimated 5 million visitors and \$236 million annual impact in hotel stays alone. New attractions like Bass Pro Outdoor World, the Harahan Bridge Bicycle path, Beale Street Landing, National Civil Rights Museum's renovation, Blues Hall of Fame and Memphis Music Hall of Fame will continue to build Downtown as an attractor. Beale Street, Tennessee's top tourism revenue generator, is fully leased. Opportunities to increase Downtown tourism point to needed decisions on Memphis Cook Convention Center renovation, expanding Beale Street's footprint both east and west, repurposing Peabody Place Mall, and creating more attractions and hotels between and around AutoZone Park and FedExForum.



Photo by Christopher Reyes



Photo by Andrew Breig



Photo by Christopher Reyes



Photo by Andrew Breig



# More than 5 million annual visitors

## MOST DOWNTOWN TOURISTS ORIGINATE FROM:

### DOMESTIC MARKETS

Nashville  
Dallas/Ft. Worth  
Chicago  
Atlanta  
St. Louis

Mississippi and Arkansas

### INTERNATIONAL MARKETS

Canada  
United Kingdom  
Australia  
Japan  
Germany  
France

Benelux Countries

Source: Memphis Convention & Visitors Bureau

**4,117** Downtown Hotel Rooms

**37** Downtown Hotels

2013 Economic Impact of Downtown Overnight Guests:

**\$236,869,160**

Source: Memphis Convention & Visitors Bureau

**\$397**

Average daily expenditure for convention delegate

**\$340**

Average daily expenditure for corporate and leisure traveler

Source: Memphis Convention & Visitors Bureau

Beale Street is Tennessee's top tourism revenue generator with more than 4 million annual visitors

### HOTEL OCCUPANCY RATES BY PEER CITY COMPARISON



Source: Memphis Convention & Visitors Bureau

Downtown is the region's cultural, sports and entertainment hub with 15 museums, FedExForum, AutoZone Park, Orpheum Theatre and the Cannon Center.

**\$294 MILLION**

INVESTMENT IN NEW AND RENOVATED DOWNTOWN ATTRACTIONS

- Bass Pro Outdoor World \$193 million
- Beale Street Landing \$40 million
- Blues Hall of Fame \$2 million
- Harahan Bridge Project \$20 million
- Orpheum Leadership Centre \$14 million
- National Civil Rights Museum \$25 million

Source: Downtown Memphis Commission

2013 Downtown Retail Sales: \$1,185,596,658

2013 Downtwon Sales Tax Revenue: \$40,917,351

Source: TN Dept of Revenue

New Downtown attractions are expected to bring more than 1 million new annual visitors to Memphis.

96% of tourists polled would recommend Memphis to friends and relatives

Source: Memphis Convention & Visitors Bureau



# Downtown Districts: Overview

## NORTH DOWNTOWN

**Neighborhoods:** Mud Island (includes 13 communities), Uptown, and The Pinch

**Population:** 8,731

**Residential Growth Since 2000:** 48%

**Property Value Increase since 2005:** 24%

**Development Projects:** Bass Pro Outdoor World, St. Jude Campus Expansion, Harbor Island Apartments

### Overview:

- North Downtown has the highest concentration of single-family housing stock in Downtown and is where the majority of the families with children reside.
- While Mud Island is nearing its development capacity, Uptown, with its proximity to the St. Jude campus and areas of underused land, presents a good opportunity for family-oriented services and retail and additional single-family development.
- The Uptown II plan looks to the area along the Wolf River Harbor to create vibrant green spaces and park areas.
- Bass Pro Outdoor World is expected to transform The Pinch by bringing in an estimated 1 million annual visitors to the neighborhood.

### Opportunities:

- More family housing and family-oriented amenities in Uptown
- Retail, restaurant and hotel opportunities in the Pinch to serve new Bass Pro clientele
- Better connections to The Core and Memphis Cook Convention Center

## THE CORE

**Neighborhoods:** Peabody Place, Court Square, Civic Center, Cotton Row, Beale Street, Madison Avenue Corridor

**Population:** 6,917

**Residential Growth Since 2000:** 54%

**Property Value Increase since 2005:** 24%

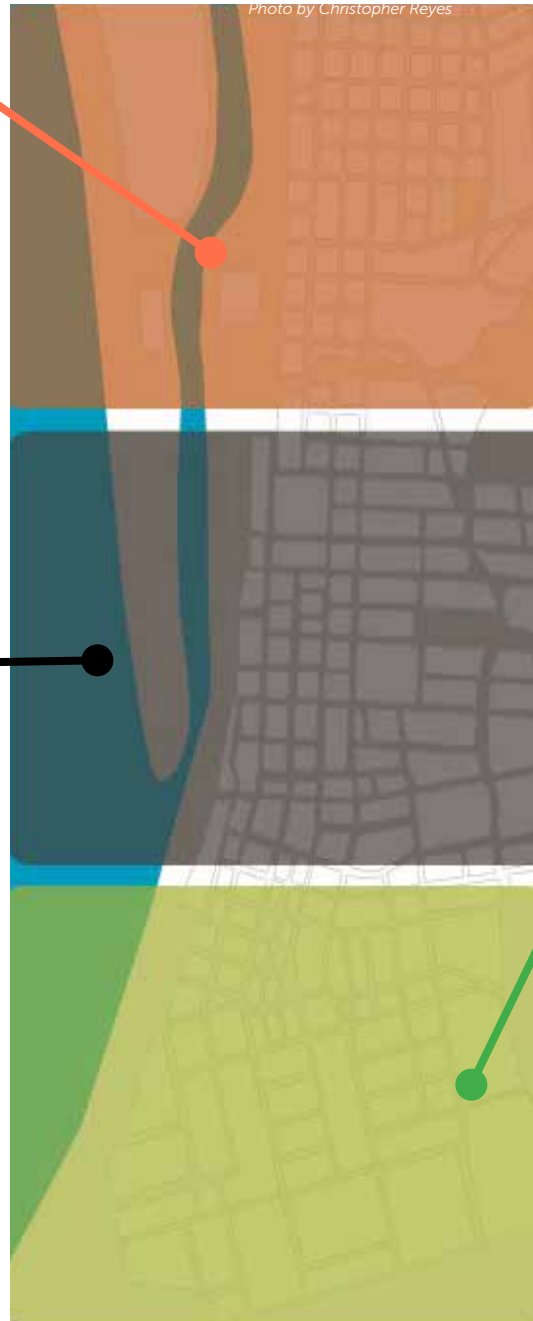
**Development Projects:** Toof Building Apartments, Beale Street Landing

### Overview

- The Core has the highest residential, workforce and visitor density in the county.
- Adaptive reuse of many large historic buildings into residential projects over the past decade have transformed The Core into the fastest-growing residential community in the county.
- The Core is the region's entertainment and tourism hub as the home to Beale Street, FedExForum, AutoZonePark, The Orpheum, Memphis Cook Convention Center, Beale Street Landing, 10 museums, and the highest concentration of hotel space.
- It also serves as an anchor for employment with First Tennessee, AutoZone, and 10 large office buildings.

### Opportunities:

- More retail to support residents, employees and tourists
- Recruitment of upstarts and creative businesses looking for urban worklife and lower office rates
- Repurposing of Peabody Place Mall and adding more attractions and hotels in and around Beale Street and AutoZone Park



## MEDICAL DISTRICT

**Neighborhoods:** Victorian Village, The Edge, Medical District Proper

**Population:** 5,325

**Residential Growth Since 2000:** -17%

**Property Value Increase since 2005:** 45%

**Development Projects:** Southwest Tennessee Community College Nursing, Natural Sciences and Biotechnology Building, Medical Education & Research Institute Imaging Lab, UT Baptist Research Park, Regional One Health renovations, UT Health Science Center, Southern College of Optometry, VA Medical Center renovation, Methodist ER Room and Lobby renovation, Sears Crosstown

### Overview:

- The Medical District holds Downtown's highest concentration of property development and investment with more than \$1.2 billion in projects underway or recently completed.
- There are more than 8,000 students enrolled in the medical education institutions within the Medical District.
- While residential has declined over the past decade, the district's growing workforce and education base points to a high need for market rate and student housing.
- Efforts are underway in Victorian Village and The Edge to offer more housing and amenities.

### Opportunities:

- Offer more housing and residential amenities catering to students and medical professionals in The Edge and Victorian Village
- Better pedestrian connections from Medical District to The Core

## SOUTH DOWNTOWN

**Neighborhoods:** South Main, South Bluffs, South End, SoFo, French Fort

**Population:** 3,320

**Residential Growth Since 2000:** 28%

**Property Value Increase since 2005:** 71%

**Development Projects:** Chisca Hotel Apartments, Orpheum Leadership Center, South Junction Phase 1 and 2, Printers Alley and Printers Alley Annex, New Blossom Apartments, Crescent Bluff Apartments, Blues Hall of Fame, ArtSpace

### Overview:

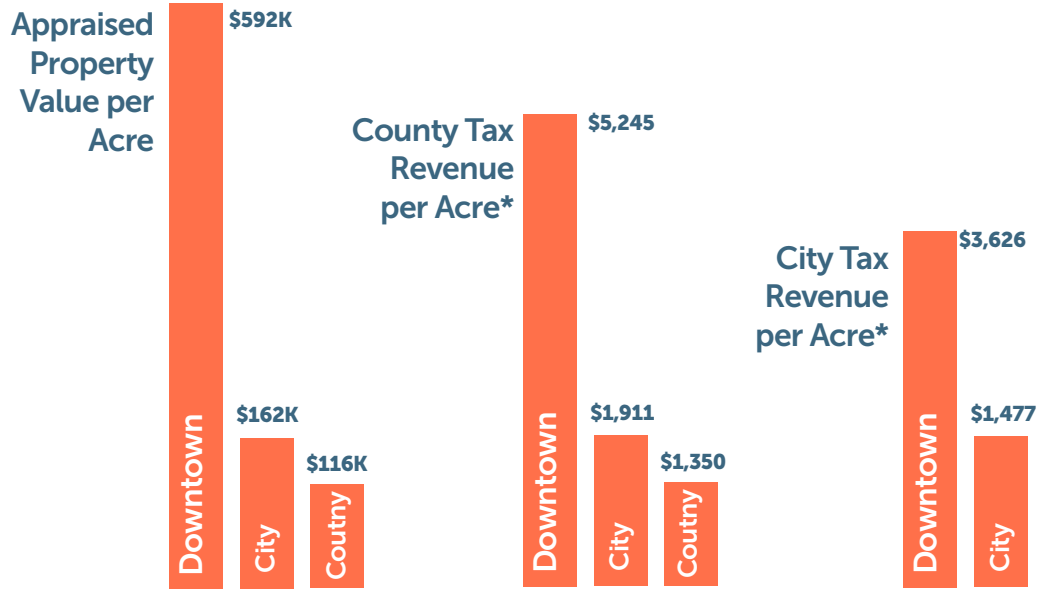
- Several residential developments are underway in the South Main and South End which are expected to bring more than 1,000 new residents within the next 2 years.
- 71% increase in property values since 2005 (during an economically challenging period) points to good opportunity for property investment
- South Main sees high demand for small office space catering to creative industries.
- While South Downtown is largely local, new attractions and events will continue to draw tourists seeking authentic Memphis experiences.

### Opportunities:

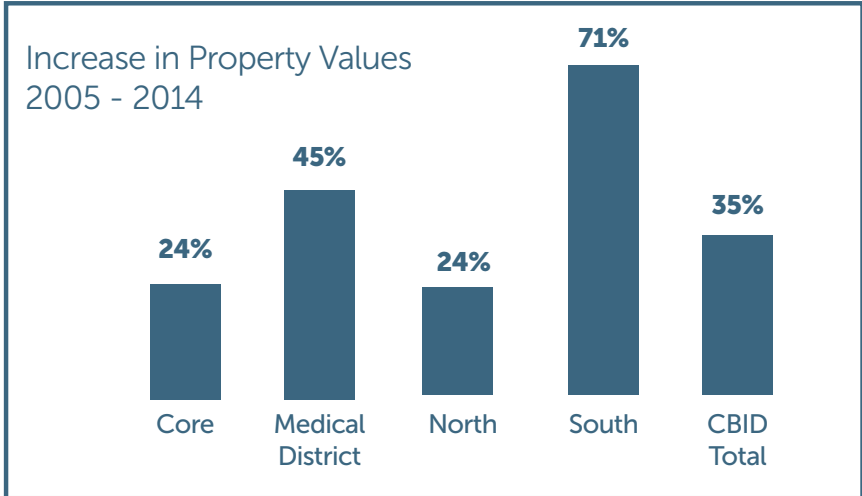
- More retail, restaurants in South Main to support influx of new residential and The Core's tourism base
- Infill residential development in SoFo and SouthEnd

# Increase in Downtown Property Values

Property tax revenue generated in Downtown Memphis per acre is **2.5 times that of the city** and almost **4 times that of the county.**

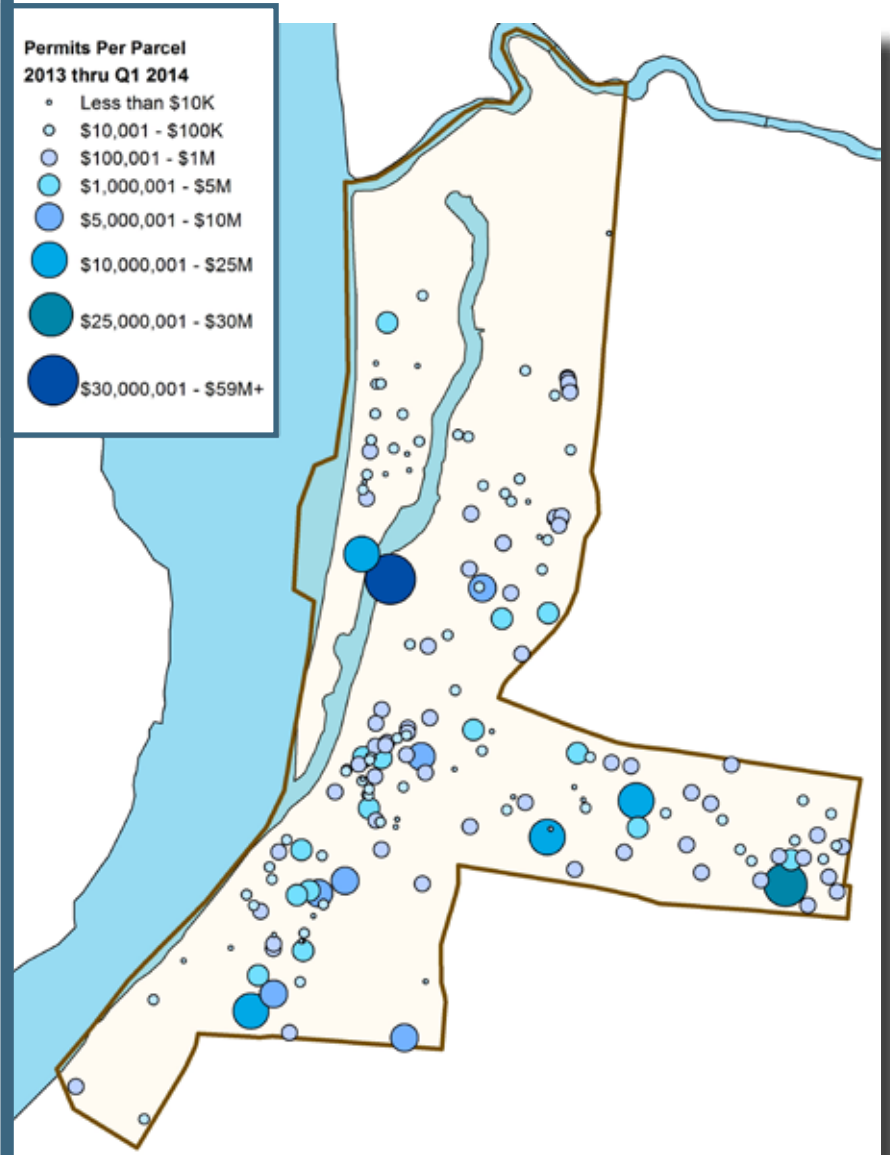


\* Includes taxes generated by properties with active CCRFC PILOTS



Source: Shelby County Assessor and Downtown Memphis Commission

# Permitted Development in Downtown 2013 through Q1 2014



Source: Shelby County Assessor

# Transforming Downtown ....



## Main to Main Multi-Modal Connector Project / Harahan Bridge

Construction is underway on this \$40 million project which includes 10 miles of streetscape, utility, sidewalk and roadway improvements from Uptown to South Main and conversion of the Harahan Bridge into a bicycle and pedestrian bridge. Downtown Memphis Commission is the manager for the Main to Main project. The project is expected to be complete in 2016.



## Bass Pro Outdoor World Construction

Construction is well underway on the conversion of The Pyramid into a 220,000-sf mega Bass Pro Shop Outdoor World, complete with an aquarium, museum, zip lines, bowling alley, floating docks, aviary and hotel.



## Tennessee Brewery "Untapped" Project

One of the most notable projects this year was the effort to save the long-abandoned historic Tennessee Brewery from demolition. Private citizens and volunteers spearheaded a project called, "Untapped", which included a 6-week launch of a craft brew house with food trucks and diverse programming. The project resulted in more than 25,000 attendees, \$350,000 in revenue and ultimately led to a contract on the building, saving it from being torn down.

## Sears Crosstown

This ambitious project includes a \$180 million renovation of a vacant Sears distribution center to include 600,000 sf of office space, 63,000 sf of retail space, 260 residential apartments and a 1,130-space parking garage.



## Chisca Hotel

Construction is underway on the \$27 million renovation of a historic 8-story hotel into 161 apartments, 5,500-sf of ground for commercial space, and a 110-space parking garage. A restaurant, Lyfe Kitchen, has signed a lease as a tenant.



## Orpheum Performing Arts and Leadership Centre

Construction is underway on the \$15 million three-story educational facility that will host 19 performing arts programs for more than 52,000 students annually.

# Downtown Memphis Commission FY 2014 Incentivized Projects

Payment-In-Lieu-of-Taxes (PILOTs)  
approved by Center City Revenue Finance Corp

Printer's Alley Annex	Renovation of vacant warehouse and new construction for residential project	9.5 years
Toof Building	Renovation of historic 5-story property into approximately 50 rental apartments and approximately 2,500 square feet of ground floor commercial/retail space	15 years
Sears Crosstown	Renovation to include 600,000 square feet of office space, 63,000 square feet of retail space, 260 residential rental units, a 1,130 space parking garage	20 years

## Memphis Medical Center's Notable Projects



Southwest Tennessee Community College's College of Nursing, Sciences and Biotech, \$18 million



St. Jude's Radiological Science Space Center, \$94 million



UT Translational Science Research Building \$49 million



Memphis VA campus renovations, \$44 million



Methodist University Hospital's ER facility and helipad recently completed \$33 million



### Fighting Blight

The DMC Anti-Blight Team organized a comprehensive survey of all 8,000+ parcels located within the CBID. The team assigned ratings to all properties based on the condition of the properties. The information highlights areas of blight concentration. The DMC developed an internal database to track updates on known blighted properties. This will help ensure proper actions are being taken by property owners and/or local officials in addressing blight in Downtown Memphis.



### Beale Street

At the request of the City of Memphis, Downtown Memphis Commission is serving as interim management for this 2-block entertainment district. Over the past year, Hard Rock relocated on the street and will open the Memphis Music Hall of Fame, and Sweetie Pie's restaurant and the Tin Roof have signed new tenant leases. Beale Street is currently 100% occupied.



### South Junction Apts

When complete, this \$26 million residential project will fill eight vacant acres with 281 apartments in the South End neighborhood.



### Printers Alley

This \$7 million residential project includes renovation of existing historic warehouses and construction of a new building to include 51 units.



### Toof Building Apts

The \$7 million renovation of this historic property will include 50 apartments and 2,500 sf of commercial space across from the Visible Music College.

### Storefront Improvement Grants

approved by Center City Development Corp

High Cotton Brewery	New tasting room	\$50K
Botto Jewelry	Existing retailer	\$5K
Book Juggler	New retail shop	\$4K

### Retail Forgivable Loan

approved by Center City Development Corp

Stock & Belle	Apparel and gifts	\$40K
---------------	-------------------	-------

### Development Loans

approved by Center City Development Corp

Printer's Alley Annex	Renovation /new construction for 20 apartments	\$95K
-----------------------	--	-------

FY 2014 Design and Signage Projects  
approved by Design Review Board

Project Applications	79
Design Project Approvals	6
Signage Applications	73

# Downtown Memphis Commission FY2014 Highlights

The work of the Downtown Memphis Commission is guided by a Strategic Plan that is comprised of nine defined goals to advance Downtown Memphis. Below are the goals and the 2013-2014 FY highlights of the DMC staff.



## DOWNTOWN IS ATTRACTIVE FOR REAL ESTATE DEVELOPMENT AND INVESTMENT.

- DMC staff answered around 30 inquiries per week regarding development activity in the Downtown area.
- DMC worked aggressively with the owners of the Chisca Apartments to ensure that the project stayed on course.
- DMC modified its PILOT program to promote more development along the Main to Main Multi-Modal Project, resulting in more development interest in the proximity of the project.
- Served as project manager for the Main to Main initiative, which includes infrastructure repairs from Uptown through South Main along Main Street and transformation of the Harahan Bridge into a pedestrian and bike path across the Mississippi River.
- Instrumental in identifying funding sources to fill funding gap in Main to Main project, including securing a \$1 million grant from the Plough Foundation.
- Worked with Mayor Wharton to formulate the City's plans for Downtown development.
- Over half of the 188 properties identified in the Downtown Blighted Properties database have undergone improvements, are being improved, or the owners are working with the DMC towards making improvements.

- Implemented several components for the South Main District to better package and market the district's businesses and assets: advertising campaign, developed 9 webisodes, neighborhood tours, promotional video, website, social media components, and pole banners.
- More than doubled Facebook fan base from 9,500 to more than 29,000.
- Produced and distributed 40,000 semi-annual 16-page Get Down guides highlighting retail, culture, food and more in Downtown.
- Produced a new visitors guide and website for Beale Street and managed social media.
- Coordinated Downtown Dining Week with 35 participating restaurants.
- Managed DowntownMemphisCommission.com site that highlights incentives and initiatives of the Downtown Memphis Commission.
- Published the 2013 Downtown Strategic Plan.
- Published a 2013 "state of downtown" report.
- Hosted more than 40 presentations and tours to community, business and civic groups.
- Developed interactive historic walking tour of South Main.
- Launched in-depth study of The Edge district to create market and promotional materials for the district.

## PEOPLE IN GREATER MEMPHIS VALUE DOWNTOWN AND UNDERSTAND THE BENEFITS OF WORKING, LIVING, LEARNING, SHOPPING, INVESTING AND VISITING DOWNTOWN.

- Initiated Downtown Works campaign to increase awareness of working in Downtown, with a 9-minute high-quality recruitment video distributed to office brokers, talent recruiters, realtors, and the public at-large. Viewed by more than 123,000 on Facebook and YouTube.
- Produced weekly Get Down newsletter highlighting weekly events, news, shopping and dining. Estimated weekly readership is 10,000.
- Managed the entertainment website, "Get Downtown Memphis" which was voted as the best non-media website in Memphis in the Memphis Flyer poll.

## DOWNTOWN IS FRIENDLY AND SAFE.

- MPD reported a 16% year over year drop in crime within the Downtown precinct.
- Blue Suede Brigade collectively spent 14,400 hours on the street welcoming visitors, greeting residents and workers, assisting homeless and those in need, working with MPD and private security and more.
- DMC's on-street private security team responded to 608 calls relating to panhandling, open containers, public intoxication and parking tickets.

## DOWNTOWN IS CLEAN AND GREEN.

- Installed the first of seven community compactors in General Washburn Escape Alley, eliminating all dumpsters in the area. De-



Photo by Christopher Reyes



Photo by Phillip Van Zandt



Photo by Christopher Reyes

sign work is underway for the remaining six pads and completion is expected in early 2015.

- DMC oversaw weekly clean-up by Shelby County inmate work crews on Downtown streets, alleys and parks, resulting in 2,880 bags of trash collected.
- Supported efforts of South Main residents to reinstall recycling bins at the Memphis Farmers Market location.
- Held annual Electronics Recycling Day which collected 8 tons of materials.
- Sponsored clean up days with "Clean Memphis" and other organizations.
- Contracted with ServiceMaster by Stratos to maintain landscaping and plantings along Main Street Mall and in Court Square.
- Installed holiday lighting and décor on Main Street, Court Square Park and at Rockey Feller Center at AutoZone Park.
- Issued new RFP and selected new vendors for 2014 holiday lighting and storage program.

## GETTING TO AND AROUND DOWNTOWN IS EASY, ENJOYABLE AND AFFORDABLE.

- Monitored and maintained safety, cleanliness, operations, and affordability for 7 DPA garages.
- Launched new interactive parking map.
- Updated and replaced pedestrian wayfinding maps.
- Repaired and reinstalled pedestrian and vehicular wayfinding signage.
- Implemented ParkWhiz, an online parking reservation system in the three DPA garages.
- Installed comment cards and launched an online survey to gauge customer satisfaction for DPA garage customers and have received an overall 4.3 rating out of a possible 5 (as the highest score).
- Managed 14 electric car charging stations in DPA garages.
- Created and posted map of Downtown bike routes/racks.
- Hosted annual Bike to Work Day event with more than 300 participants.
- Co-hosted the city's first Open Streets party in celebration of the Riverside Drive pedestrian and bicycle pilot project.

- Served on the Alternative Transportation and Fuels Committee.
- Participated in city's Car-Free Challenge initiative for month of April

## DOWNTOWN IS ANIMATED, VIBRANT, AND FUN FOR EVERYONE.

- Coordinated the South Main Mosaic project, which will install 9 pieces of public art throughout South Main.
- Mentoring MCA students through the public art process using Main Street kiosk and crosswalk projects.
- Partnered with the Brooks Museum to create a, artwalk in South Main with Rhodes, U of M and MCA students inspired by the sculptural works of Marisol.
- Activated vacant spaces and windows with art installations.
- Helped facilitate Memphis Social, a national event that places art exhibits in unused spaces.
- Installed art work in vacant windows throughout Downtown.
- Installed a bocce ball court in South Main and hosted a Bocce Ball Tournament to launch it.
- Events produced by Downtown Memphis Commission included Court Square block party, holiday lighting and events, Downtown Alive, concerts and more.
- Downtown Memphis Commission events grant program helped support 25 concerts, festivals, family events, art exhibits and other activities.
- Produced more than 25 events on Beale Street and Handy Park, including a 7-week concert series, Memphis Jams.

## DOWNTOWN IS A GREAT PLACE TO WORK AND SHOP.

- Developed Downtown Works webpage and promotional video to increase awareness of working environment, available properties, broker contacts and more.
- Provided assistance when needed to brokers for prospect tours.
- Worked with existing tenants to encourage lease renewals.
- 9 new restaurants and 9 new retailers opened in Downtown.

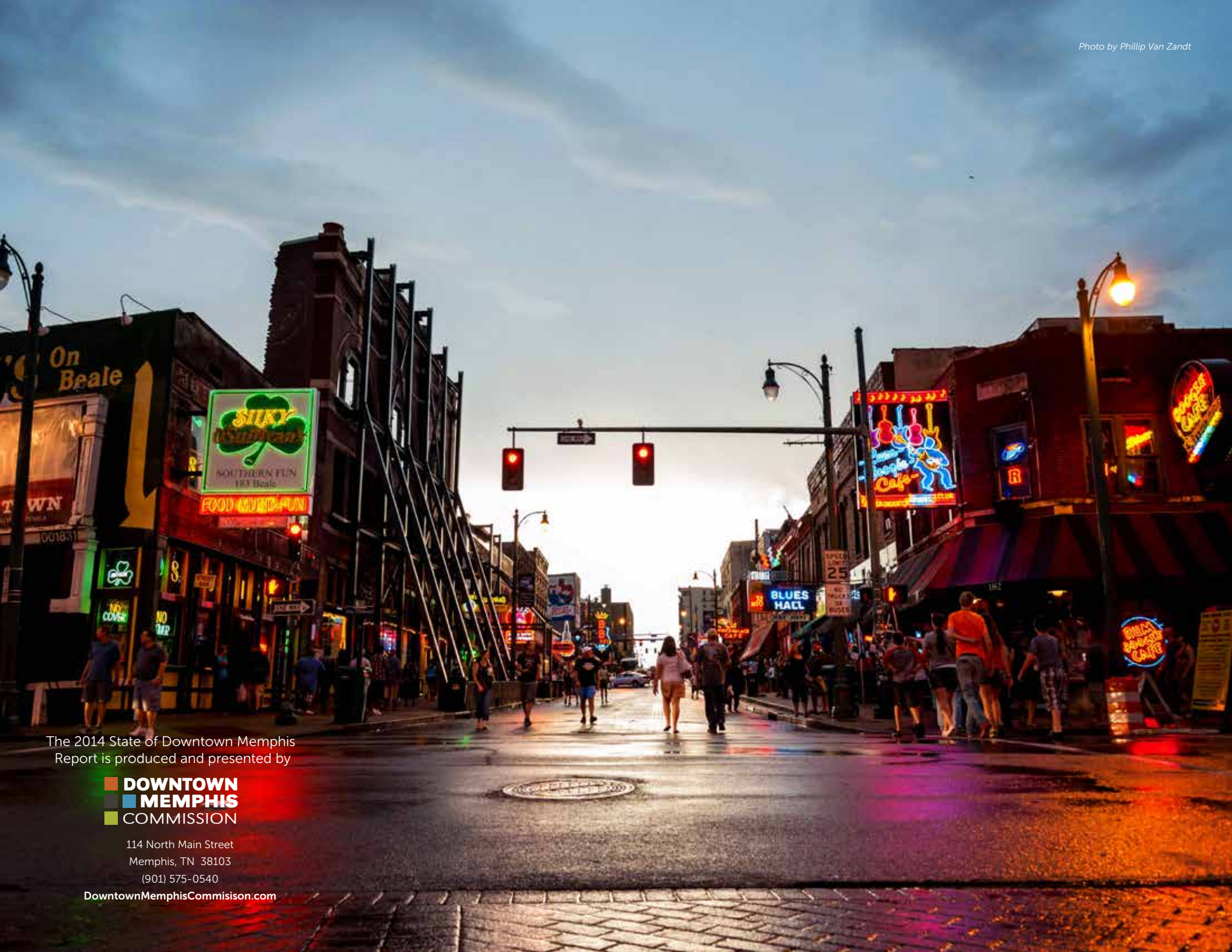
- Facilitated the opening of 2 pop-up shops in South Main.
- Printed and distributed 40,000 semi-annual retail guides.

## WOMEN- AND MINORITY-OWNED BUSINESSES HAVE EQUAL ACCESS TO CONTRACTING OPPORTUNITIES DOWNTOWN.

- Approximately 23% of design and construction hard costs (roughly \$443,855) associated with DMC-incented property and business development projects completed during the year was expended with women and/or minority-owned business (W/MBEs).
- Approximately \$820K of DMC's operations, which represents approximately 27% of total contract spending, was expended with W/MBEs.
- Worked with organizations such as the Mid-South Minority Business Council Continuum, Memphis Area Minority Contractors Association, et al, to ameliorate diversity inclusion results and to add value to business and property investment in Downtown Memphis.
- Exhibited at and sponsored the MMBC Economic Development Fair in August.

## PUBLIC SPACES IN DOWNTOWN MEMPHIS ARE WELL DESIGNED, BUILT AND MAINTAINED.

- Oversaw Main to Main improvement project which included sidewalk, streetscape and infrastructure repairs in Uptown and South Main areas.
- Completed remodel of Court Square Gazebo and installed new game tables and gardens in Court Square.
- Managed landscaping services for Main Street Mall and Court Square.
- Partnered with ServiceMaster by Stratos to maintain the Barking Lot dog park
- Launched "Poop The Scoop" campaign.



The 2014 State of Downtown Memphis Report is produced and presented by



114 North Main Street  
Memphis, TN 38103  
(901) 575-0540

[DowntownMemphisCommission.com](http://DowntownMemphisCommission.com)