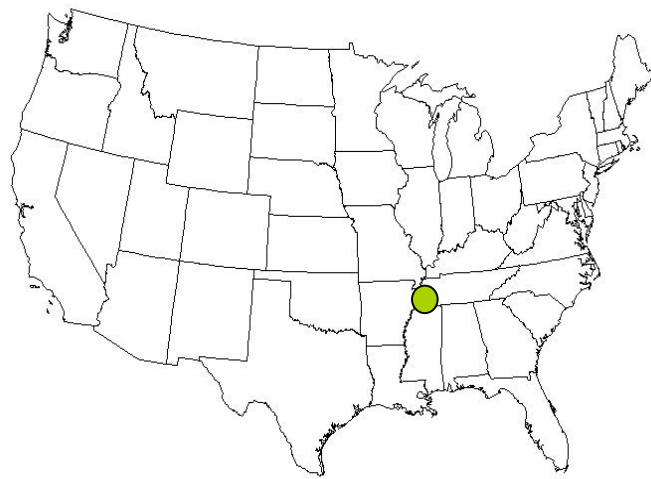


## Memphis: Birthplace of the Blues





# Live in Memphis

## About Memphis

**Memphis**, Tennessee, the birthplace of the blues, rock n' roll, and the former home of Elvis Presley, is a city with a **musical soul**. In addition to festivals, concerts, and events celebrating the city's musical history, Memphis' more than **674,000 residents** also enjoy outstanding **barbeque**, a temperate climate with more **sunny days** than Miami, **oak tree-lined streets**, **antebellum** homes, city **parks**, a **modern** skyline, and seemingly endless recreational and cultural activities. With all that the city offers, it's no wonder that more than 1 million tourists visit Memphis annually.

### Memphis Weather

Average Annual Temperature	62°
Warmest Month (average)	July (91°)
Coldest Month (average)	January (33°)
Average Annual Rainfall	49 inches

Located on a bluff over the Mississippi River, Memphis offers locals both a **small-town feel** – like friendly people, fresh air, and quick commutes – and **big city amenities** – like a world-recognized symphony, historical sites, museums, and the largest urban park in the country. With great **restaurants**, art **galleries**, historic Beale Street and Graceland, as well as parks and plenty of **green space**, Memphis has it all.

Memphis' economy is also **thriving**. Because of its location, within a one-day drive of two-thirds of the U.S. population, the city is a major trading, distribution, manufacturing, and exporting center, with three *Fortune* 500 companies headquartered in the city.

In addition, Memphis is home to multiple **universities**, including the University of Memphis, Christian Brothers University, the University of Tennessee Center for the Health Sciences, the Memphis College of Art, and Rhodes College.

## Economy

Memphis' **diverse** and **strong** economy makes it an appealing place to call home for both individuals and companies. In fact, three *Fortune* 500 companies – **FedEx**, **AutoZone**, and **International Paper** – are headquartered in the city, and 200 other *Fortune* 500 companies have offices in Memphis.

Historically, Memphis was a center for cotton, and today, **40%** of the nation's cotton crop is traded in the city. Not surprisingly, three of the world's largest cotton dealers are based in Memphis.

In addition to strong **banking**, **finance**, and **real estate** sectors, Memphis has a thriving **agribusiness** sector. Located in the middle of one of the most fertile agricultural regions in the country, Memphis is home to **Agricenter International**, an \$8 million, 140,000 square-foot exhibition center that is the world's largest **urban farm** and **research**

### Major Area Employers

- FedEx (Headquarters)
- Memphis City Schools
- Baptist Memorial Hospital
- Kroger
- University of Tennessee, Memphis
- First Tennessee Bank

**test facility.** Food production is also a major industry in Memphis, and the city is a key manufacturing and distribution center for agricultural goods and commodities.

**Science** and **technology** are major contributors to Memphis' economy, with a **\$6 billion health care** industry, a growing **biomedical research** field, and one of the most sophisticated city-wide **ISDN** and **fiber optics** networks in the country.

Perhaps most appealing is that all that Memphis offers can be had at a cost of living that is **9% lower** than the national average.

With **affordable** housing – the average home sells for about **\$125,000**, with luxury homes in the upscale, riverfront housing areas costing about \$250,000 – and **child care costs below** the national average, living in Memphis means that you can have it all for a lot less than in most parts of the country.

Average Per Capita Income	\$37,792
Housing (2-bedroom apt.):	\$635
Median House Price:	\$124,697
Transportation	Access to a car essential
Public Transportation	\$2
Annual Childcare (preschool)	\$5,500

## Recreation

Memphis' **temperate climate** lends itself to an outdoor lifestyle year-round. In addition, the city's annual rainfall is evenly distributed, keeping the city lush and green all year.

For **bicyclists**, there are more than **60 miles** of shared roadway city streets. Intended for commuter use as well as recreation, riders can follow five neighborhood tours or ride to many city attractions and commercial areas, including **downtown**, the **riverfront**, **parks**, **museums** and **gardens**.

Average Commute	23 minutes
Recreation	Boating, golfing, fishing, hiking, water parks, zoos, and much more!

Memphis has considerable **green space**, including **166 city parks** encompassing more than **3,200 acres**. In addition, there are **110 playgrounds** in the city, more than a dozen public and private courses for golfers, as well as dozens of public tennis courts.

For those who like to **hike** and **camp**, the 154,564-acre **Holly Springs National Forest** just a few miles south of the city fits the bill with its numerous hiking trails, lakes for **swimming** and **fishing**, an impressive display of seasonal beauty, and even mushroom and berry picking. And for further enjoyment of the great outdoors, visit the **Meeman-Shelby Forest** – the most visited state park in Tennessee – home to forests of oak and hickory trees, two lakes for **sailing** and **boating**, and miles of hiking and **bridle** trails.

Sports enthusiasts can cheer on the **NBA Memphis Grizzlies** in the \$250 million FedEx Forum, and also root on the city's professional hockey team, the Memphis River Kings, and the minor league baseball team, the Memphis Redbirds.

From **summer picnics** in the parks, to the **Children's Museum**, the **Memphis Zoo**, and the **Mud Island River Park** and its canoe, kayak, and bike rentals, Memphis offers enticing recreational activities for all ages.

## Arts & Culture

Memphis is home to numerous festivals that showcase and celebrate the area's history, culture and music. Perhaps the best-known celebration is **Memphis in May International Festival**, a month-long festival that hosts the city's largest events like the Beale Street Music Festival, the World Championship Barbecue Cooking Contest, and the Sunset Symphony.

In addition, there are arts and cultural events to be found year-round in Memphis, and not surprisingly, many of them are musically inspired. The famous **Beale Street** offers nightclubs and music, and the annual Elvis International Tribute Week celebrates the King and his music. Of course, Memphis is also home to **Graceland**, Elvis' former home. Music enthusiasts will enjoy visiting the Stax Museum of **American Soul Music** and the Smithsonian's **Rock 'n Soul Museum**.

With five major theaters, performance arts, including **ballet, opera, symphony, dance troupes, and theater** can all be enjoyed in Memphis.

Memphis' **history** can be experienced at the **National Civil Rights Museum**, housed in the Lorraine Motel, the site of the assassination of Dr. Martin Luther King, Jr. The museum was founded to preserve the legacy of Dr. King and that of the civil rights movement.

Also home to numerous **art museums** including the Art Museum at the University of Memphis, the Belz Museum of Asian and Judaic Art, and the Brooks Museum of Art, and to **botanic gardens**, Memphis offers endless possibilities for arts and cultural activities.

## Work for Memphis City Schools

### Memphis City Schools: Reform Strategy

Though Memphis City Schools (MCS) faces challenges like most urban districts – including one of the highest child-poverty rates in the country – the future of the district has never looked **brighter**.

MCS gained new momentum with the appointment of **Kriner Cash** as superintendent in June 2008. Dr. Cash's reform agenda has already **demonstrated gains** in elementary, middle, and high school math, 10<sup>th</sup> grade English, and 11<sup>th</sup> grade writing assignments. In addition, MCS has increased **Advanced Placement enrollment** and strengthened its ties to the **community**. In the spring of 2009, the State Legislature voted to raise the cap on charter schools, enabling MCS to nearly **double** the number of **charter schools** in the district.

Memphis City Schools Quick Stats:	
# Schools	209
# Students	105,000
# Employees	15,000 (approx.)
District Budget	\$875 million
Governance Model	Elected School Board
Superintendent	Kriner Cash (since June 2008)

In November 2009, the Bill & Melinda Gates Foundation awarded Memphis City Schools a **\$90 million** grant to fund the **Teacher Effectiveness Initiative (TEI)** and ensure that there is an effective teacher in every classroom in the district.

TEI has four components:

- (1) measuring and defining **effective** teaching;
- (2) improving the ways that teachers are **recruited, hired, and retained**;
- (3) better **supporting, utilizing, and compensating** existing teachers; and
- (4) improving the **surrounding context** for teachers.

“We know that teachers are the **foundation** for our students’ success and, ultimately, our community’s success,” said Kriner Cash. “Through TEI, we will build upon the knowledge and dedication of one of Memphis’ greatest resources, our teachers, and **transform** the educational landscape of not just our city, but of the entire teaching profession.”

#### About Memphis Students:

% Low Income Students	83%
% English Language Learners	4.5%
% African American	86%
% White	7%
% Latino and Hispanic	6%
% Asian American	3%
% Other	1%

## Memphis Schools: Leadership

### Kriner Cash

Superintendent, Memphis City Schools

In June 2008, Kriner Cash was selected to become the 12<sup>th</sup> Superintendent in the history of Memphis City Schools (MCS). Prior to coming to MCS, he served for four years as the **Chief of Accountability and System-wide Performance** for Miami-Dade County Public Schools in Florida, a district with more than 340,000 students from over 100 countries and 392 schools.

Since becoming Superintendent of MCS, the largest school system in Tennessee and the 23<sup>rd</sup> largest in the nation, Dr. Cash has initiated more than **60 strategic reform initiatives** in academics and business operations, which have begun to transform the culture and performance in the district. These reform initiatives focus on **six critical factors** which Dr. Cash has identified as systemic “fault lines” for students which must be addressed:

- (1) pre-K **literacy**;
- (2) **health** and wellness;
- (3) **retention** and overage for grade;
- (4) **safety** and discipline;
- (5) **mobility**; and
- (6) teacher **effectiveness**.

Previously, Dr. Cash has served as Superintendent of Schools, Martha’s Vineyard Public Schools in Massachusetts; Associate Dean, Program Director, and Assistant Professor, Howard University, School of Education; and Department Chair, Director of Teacher Education, Assistant Professor, and Program Developer/Evaluator, Massachusetts College of Liberal Arts. He earned a doctor of education degree in Cultural Diversity and Curriculum Reform from the University of Massachusetts, a master of arts in Administration and Policy Analysis from Stanford University, and a bachelor of arts in Political Science from Princeton University.

# Resources

## Living in Memphis:

City of Memphis	<a href="http://www.cityofmemphis.org">http://www.cityofmemphis.org</a>
Citysearch	<a href="http://memphis.citysearch.com/">http://memphis.citysearch.com/</a>
CNN Cost of Living Calculator	<a href="http://cgi.money.cnn.com/tools/costofliving/costofliving.html">http://cgi.money.cnn.com/tools/costofliving/costofliving.html</a>
Craigslist	<a href="http://memphis.craigslist.org/">http://memphis.craigslist.org/</a>
Greater Memphis Chamber	<a href="http://memphischamber.com/">http://memphischamber.com/</a>
Memphis Area Guide	<a href="http://memphistn.areaguides.net/">http://memphistn.areaguides.net/</a>
Memphis Business Journal	<a href="http://memphis.bizjournals.com/memphis/">http://memphis.bizjournals.com/memphis/</a>
Memphis Convention and Visitors Bureau	<a href="http://www.memphistravel.com/">http://www.memphistravel.com/</a>
Memphis Daily News	<a href="http://www.memphisdailynews.com/">http://www.memphisdailynews.com/</a>
Memphis Map and Visitors Guide	<a href="http://www.nxtbook.com/nxtbooks/memphis/map2009/">http://www.nxtbook.com/nxtbooks/memphis/map2009/</a>
The Commercial Appeal	<a href="http://www.commercialappeal.com/">http://www.commercialappeal.com/</a>
Wikipedia	<a href="http://en.wikipedia.org/wiki/Memphis,_Tennessee">http://en.wikipedia.org/wiki/Memphis,_Tennessee</a>
Yelp	<a href="http://www.yelp.com/search?find_desc=&amp;ns=1&amp;find_loc=Memphis%2C+TN">http://www.yelp.com/search?find_desc=&amp;ns=1&amp;find_loc=Memphis%2C+TN</a>

## Working for Memphis City Schools:

Council of the Great City Schools	<a href="http://cgcs.org/">http://cgcs.org/</a>
Education Week	<a href="http://www.edweek.org/ew/index.html">http://www.edweek.org/ew/index.html</a>
Memphis City Schools	<a href="http://www.mcsk12.net">http://www.mcsk12.net</a>
Teach Memphis	<a href="http://www.teachmemphis.org/">http://www.teachmemphis.org/</a>