



ArtsMemphis®
Your support matters.



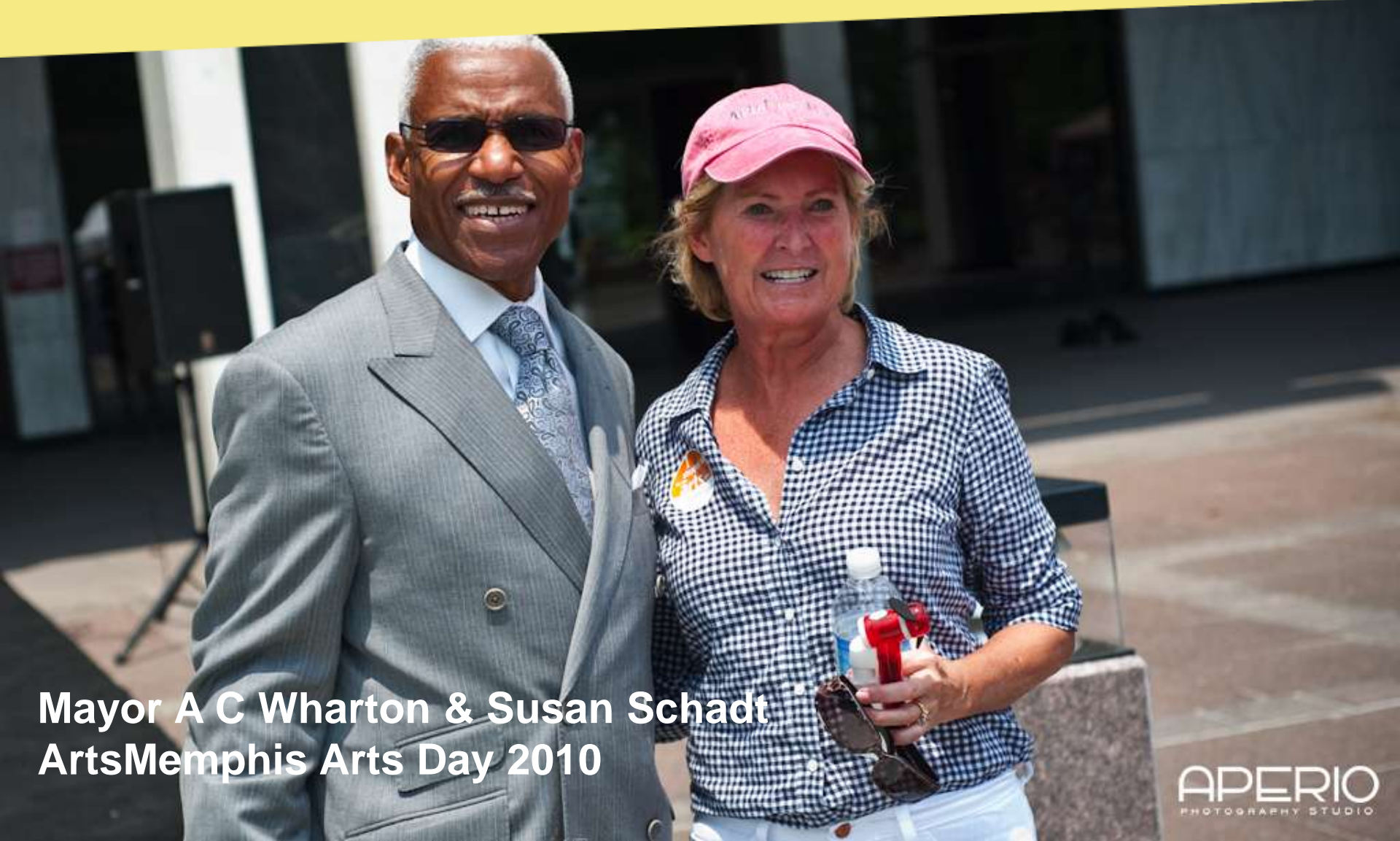
URBAN PROOF POINT:

The Arts Builds Cities & Economies

ArtsMemphis®
Your support matters.



- **Fundraising and grant making organization founded by volunteer community leaders in 1963**
- **Administer over 250 grants annually**
- **Allocated over \$40 million in the last 10 years**
- **Support 26 groups through annual operating & project support, fund arts education and outreach and oversee an Audience Development Initiative**

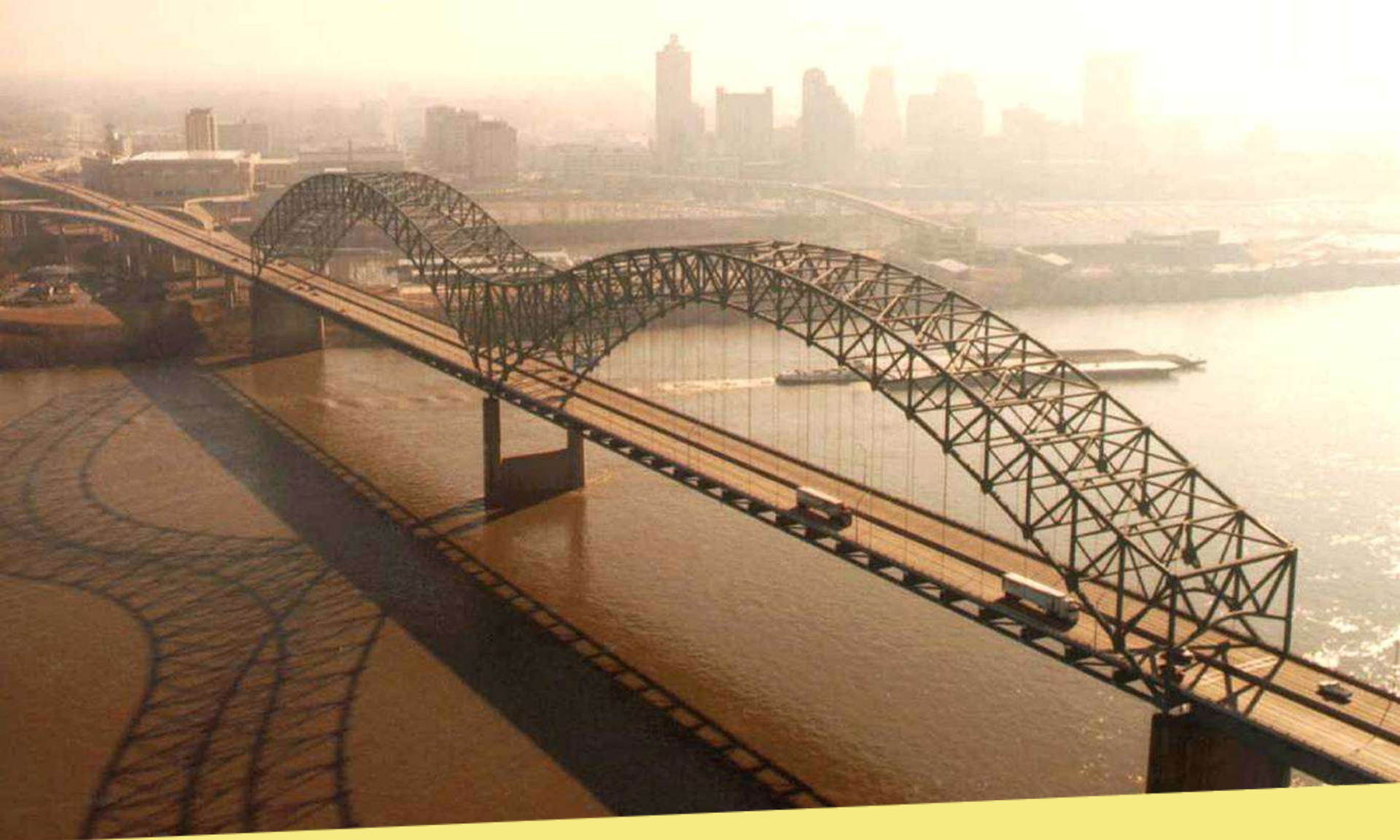


Mayor A C Wharton & Susan Schadt
ArtsMemphis Arts Day 2010

What the Arts Can Do for a City

1. Revitalize
Neighborhoods
2. Build
Communities
3. Attract and
Retain Talent
4. Drive Innovative
Thinking





ArtsMemphis®
Your support matters.

An aerial photograph of Memphis, Tennessee, taken at sunset. The Mississippi River flows through the city, with the iconic yellow arch bridge visible in the background. The downtown skyline is filled with various skyscrapers and buildings, some of which are illuminated. In the foreground, a large baseball stadium is visible, packed with spectators. The overall scene captures the vibrant energy and architectural diversity of the city.

Memphis Defined

The beliefs, values and legacy that
define the Memphis identity.

ArtsMemphis®
Your support matters.



ArtsMemphis®
Your support matters.



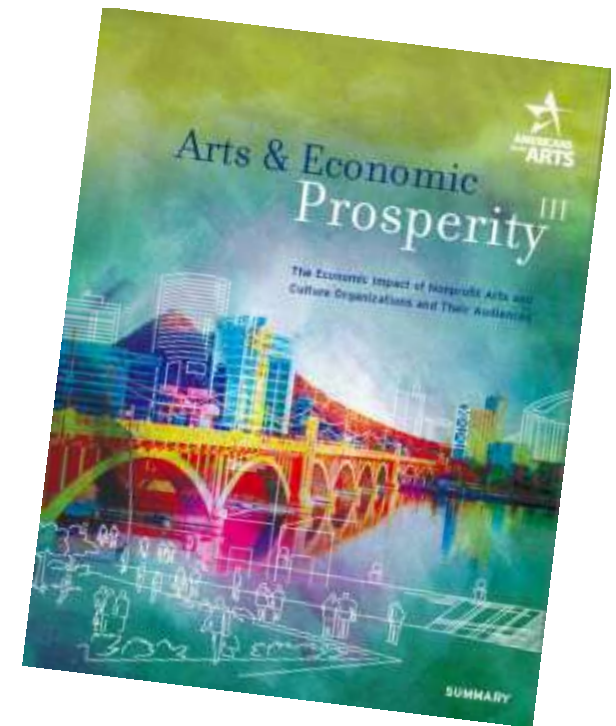
ArtsMemphis®
Your support matters.



ArtsMemphis®
Your support matters.

Economic Proof Points

- **\$101.7 million industry in Memphis**
- **Supports 3,616 full-time jobs**
- **Generates \$74.7 million in household income to local residents**
- **Delivers \$9 million in local and state government revenue**





South Main Historic Arts District

ArtsMemphis®
Your support matters.

ArtsMemphis®

Your support matters.





photo: Jim Kiihnl Photography

South Main Historic Arts District

artspace
building better communities through the arts



HYDE FAMILY FOUNDATIONS

ArtsMemphis®
Your support matters.





Soulsville USA

ArtsMemphis®
Your support matters.



ArtsMemphis®
Your support matters.

ArtsMemphis®
Your support matters.



ArtsMemphis®

Your support matters.



Stax Music Academy

APERIO
PHOTOGRAPHY STUDIO



Heart of the Arts

ArtsMemphis®
Your support matters.



UrbanArt Commission

ArtsMemphis®
Your support matters.



Playhouse on the Square



ArtsMemphis®
Your support matters.





ArtsMemphis®

Your support matters.



Levitt Shell



ArtsMemphis®
Your support matters.

ArtsMemphis®
Your support matters.

“City of Choice”



The Best Cities for Young Artists

10:30 am Friday Apr 22, 2011 by [Annemarie Dooling](#)

Memphis



Move over Austin, 'cause with a cheap cost of living and lots of public art works, Memphis is attracting your hipsters. They may have sauntered in for the delicious home cooked meals, but creative minds have come to love the sleepy Southern town thanks to initiatives like Live from Memphis and the Urban Art Commission. The crowning achievement, Memphis in May, is a month-long shindig celebrating foodies, at the World Championship BBQ Cooking Contest, musicians, at the Beale Street Music Festival, and a kitschy International Week where one far-flung country is celebrated. [Guerilla artists](#), you've met your match. No medium is too weird for Memphis.



ArtsMemphis®
Your support matters.

ArtsMemphis®
Your support matters.



Blues Foundation



**Mara Walker (Americans for the Arts), Ray Pohlman (AutoZone),
Susan Schadt and Jim Herr (Boeing)**

ArtsMemphis®
Your support matters.



ArtsMemphis®
Your support matters.

ArtsMemphis®

Your support matters.



Ballet Memphis



ArtsMemphis®
Your support matters.

ArtsMemphis®

Your support matters.



Playhouse on the Square



ArtsMemphis®
Your support matters.



Can't find the
art form that
interests you?
**There's an
app for that.**

ArtsMemphis®
Your support matters.

U.S. FISH & WILDLIFE SERVICE
FEDERAL DUCK STAMP ART CONTEST



ArtsMemphis®
Your support matters.

ArtsMemphis®

Your support matters.

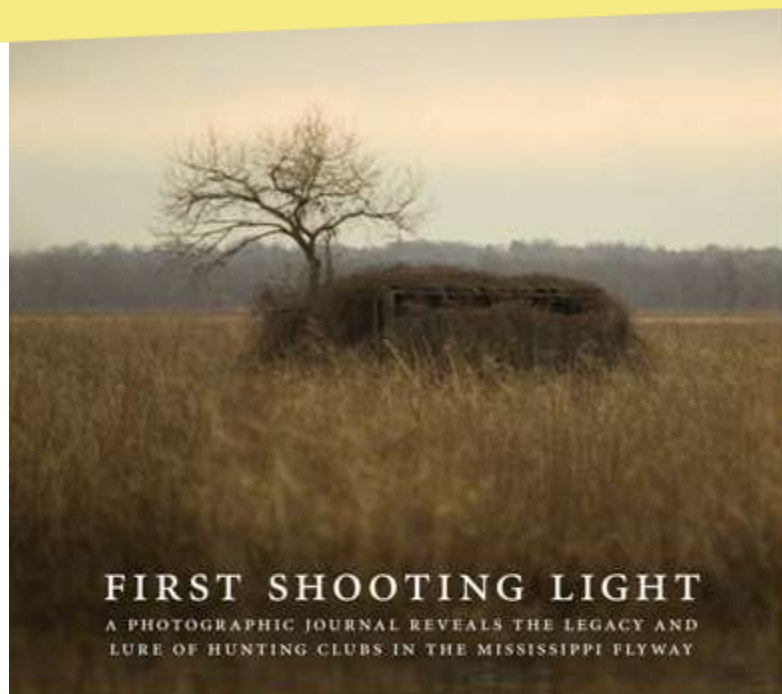




ArtsMemphis®
Your support matters.

ArtsMemphis®

Your support matters.



FIRST SHOOTING LIGHT

A PHOTOGRAPHIC JOURNAL REVEALS THE LEGACY AND LURE OF HUNTING CLUBS IN THE MISSISSIPPI FLYWAY

"...close your eyes and take a trip down memory lane to the greatest days of your life spent like the ones mentioned in the following pages."

PAUL TUDOR JONES II

\$70



\$45

"This book is a real gift to anyone who loves the South and its traditions, and above all good food."

JULIA REED

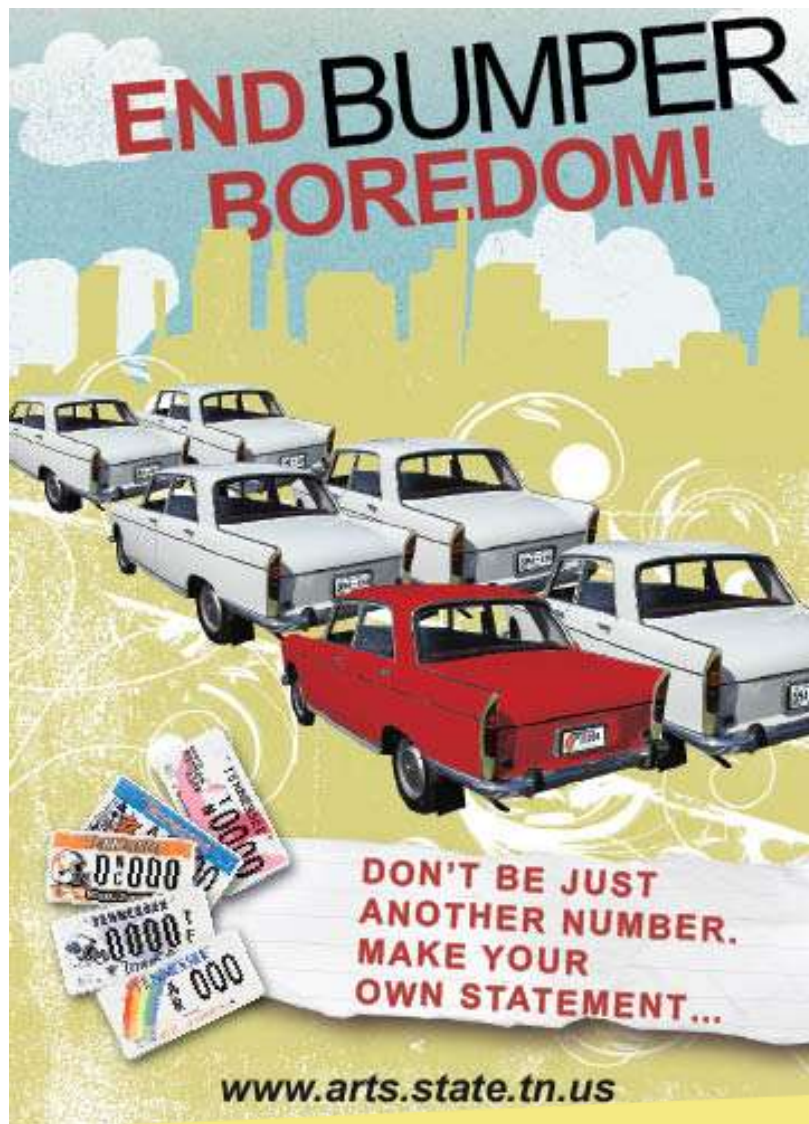


WILD ABUNDANCE

RITUAL, REVELRY & RECIPES OF THE SOUTH'S FINEST HUNTING CLUBS

CELEBRATING THE BEST OF THE SPORTING SOUTH

END BUMPER BOREDOM!



**DON'T BE JUST
ANOTHER NUMBER.
MAKE YOUR
OWN STATEMENT...**

www.arts.state.tn.us



ArtsMemphis®
Your support matters.

Tennessee General Assembly

Western Tennessee Legislators

Senator Ophelia Ford

Senator Dolores Gresham

Senator Brian Kelsey

Senator Jim Kyle

Senator Beverly Marrero

Senator Mark Norris

Senator Reginald Tate

Representative Karen Camper

Representative Jim Coley

Representative Barbara Cooper

Representative John DeBerry

Representative Lois DeBerry

Representative Craig Fitzhugh

Representative G. A. Hardaway

Representative Mike Kernell

Representative Ron Lollar

Representative Steve McManus

Representative Larry Miller

Representative Antonio Parkinson

Representative Barrett Rich

Representative Jeanne Richardson

Representative Curry Todd

Representative Joe Towns

Representative Johnnie Turner

Representative Mark White

Ballet on Wheels



ArtsMemphis®
Your support matters.

20 Cities You Don't Want to Live In ... Yet

11 of 22



» More Slideshows



Memphis, TN

The Bad: Memphis made it to the list for its high crime rate and high obesity and diabetes rates, according to city-data.com. Plus, its unemployment rate is 9.4 percent.

The Good: Memphis is rich with culture, famous for blues, gospel and country music -- Johnny Cash, Elvis Presley, Isaac Hayes and B.B. King all got their starts here. "Memphis has a great sense of place -- it's interesting and colorful with unique cultural assets," Sperling said. It's also home to more than a dozen universities, two of the largest private hospitals in the country, and its central location for the south and Midwest makes it attractive for business. It's home to three Fortune 500 companies, including FedEx.

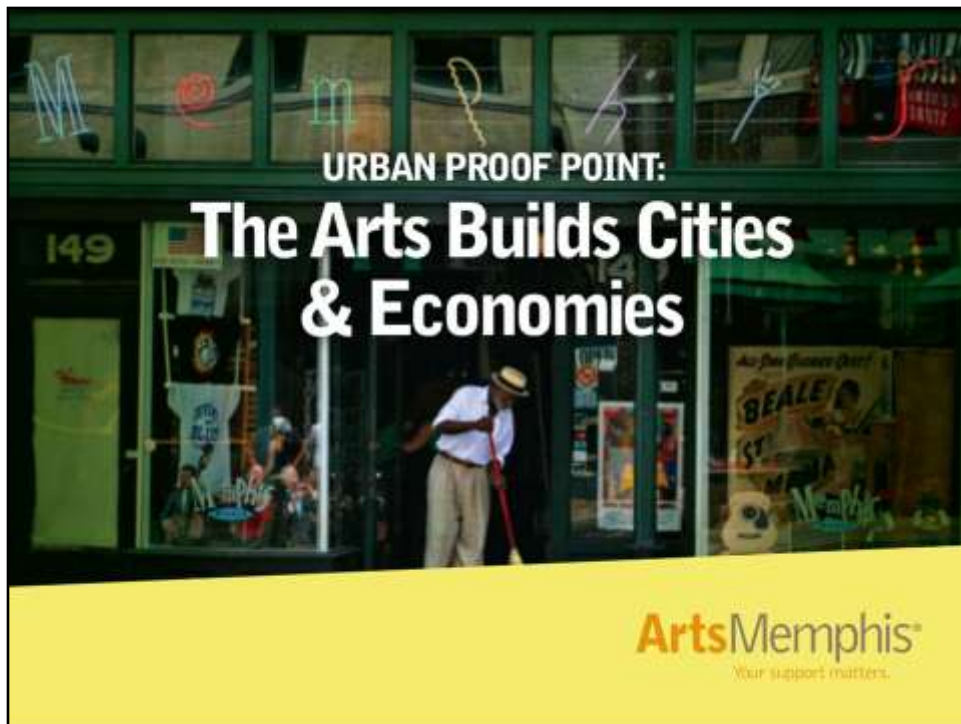
The Recovery: Memphis is an interesting example of a targeted recovery: There is a push here to focus on growth in existing parts of the economy -- medical and biosciences. And, in an encouraging sign for the U.S. economy as well as the economy of Memphis, FedEx reported its average daily volume of box shipments rose 2.4 percent in the quarter ended Feb. 28.



ArtsMemphis®
Your support matters.



First of all I would like to thank Senator Mark Norris for hosting the SLC Conference in our great city of Memphis and I would also like to thank Sen John Unger for requesting information and this session about the importance of the arts in building communities. And finally many thanks to my co-presenter for that very informative and inspiring presentation. On behalf of artists, arts organizations, audiences, and people throughout the region who care about Memphis, the arts, and our quality of life, I thank you for being with us today to let us show you why.



Memphis is the right urban proof point that investment in the arts builds cities and economies. Art works here...in Memphis.



ArtsMemphis is leader in our area for arts funding, advocacy and information sharing.
(↓)

Here's a quick snapshot of our organization: We have been around nearly 50 years and show a breadth and depth of arts support unmatched in West Tennessee, (↓)making over 250 grants this year with a focus on oversight and volunteer leadership. (↓) Over the last 10 years we've allocated over \$40MM thru nine grant opportunities including, (↓) annual operating & project support to 26 vibrant, diverse arts organizations, arts education and outreach efforts and oversee an Audience Development Initiative.



An organization like ArtsMemphis does not work alone. We draw on the resources of our community -- the arts groups that we fund, corporate partners and foundation supporters. Our history and expertise make us the go-to agency for the arts in our community. Our city, state and county government often relies on us to be their arts partner and we rely on them when developing plans and projects for the area.



We've already heard from Dr. Rosenfeld about what the arts can do for a city. Today, I've been asked to show you some specific, successful examples from Memphis.



We sit at the confluence of the Mississippi and Wolf Rivers, but our soul sits at the confluence of the classical and populist art forms - and what emerges is... vibrant, unforgettable - and indispensable.



Memphis, like other cities, (↓) is defined by its peoples' beliefs and values. It's also defined by a cultural legacy unlike few others in history. (click)



The birthplace of Rock 'n' Roll, Soul, and the Blues, Memphis music emerged from real American voices - people in transition from a poor, rural, agrarian South to a gritty city that grew up on cotton, the slave trade, railroads and riverboats. That hardscrabble experience found its way into dance, theatre, photography, film and literature.



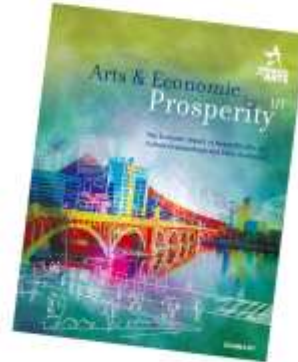
Spicy, sweet, and a little greasy, Memphis throws elbows when it dances fast, and swings its hips when it dances slow. Both the place and the art are unique in character and identity. Memphis has juice.



Most people know the arts define our culture. What they may not know is what the arts mean for our economy.

Economic Proof Points

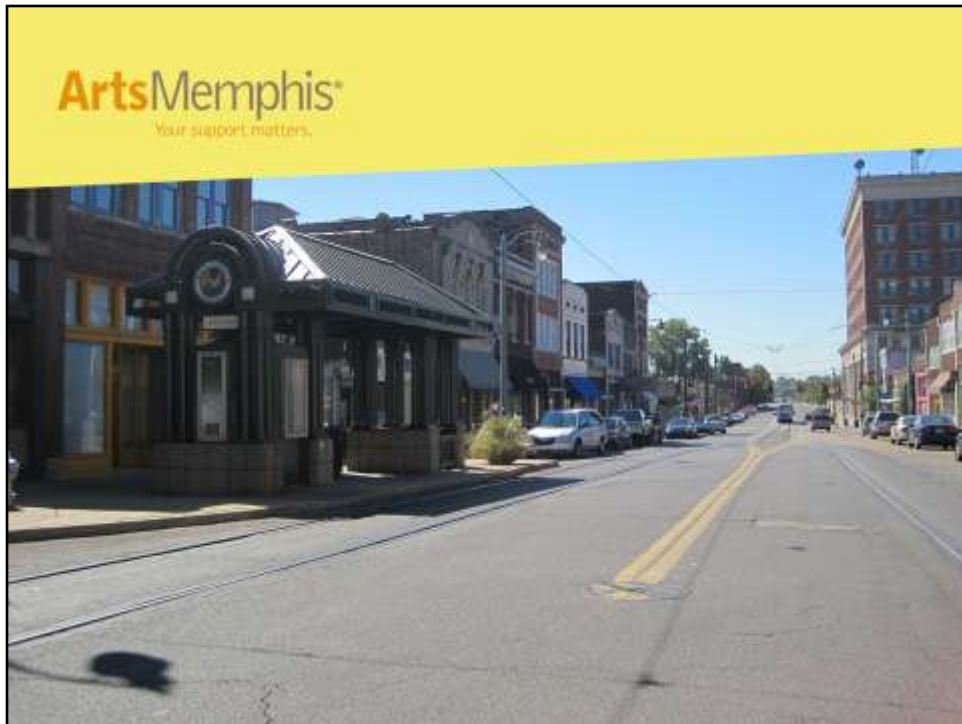
- **\$101.7 million industry in Memphis**
- **Supports 3,616 full-time jobs**
- **Generates \$74.7 million in household income to local residents**
- **Delivers \$9 million in local and state government revenue**



An economic prosperity study conducted by AFTA in a 2003 study showed that the nonprofit arts alone are a nearly \$102 million industry in Memphis, generating more than 3,500 jobs, pumping money into the economy and raising local and state government revenue. We're updating this study, a two-year process, and the final results will be available in June 2012, and we are convinced that the new figures will be even more impressive.



You can look around our city and see concrete examples of what the arts have done to stimulate neighborhood revitalization.



For instance, the South Main Historic Arts District right here in downtown Memphis.



The arts have led the redevelopment of this area, including the emergence of galleries, retail, festivals/events and restaurants, as well as the new Graduate Center for the Memphis College of Art.



The Mayor and the Division of Housing and Community Development have been working with the organization Artspace to create an affordable live/work area for artists on South Main. ArtsMemphis helped spearhead this effort by presenting to NEA Chair Rocco Landesman and executing a artist survey for input on devising the best plan for their needs. We want to send a message to the nation that we support our arts and our artists and that we are a City of Choice.



Another neighborhood revitalization example...Just Southeast of here is the legendary STAX recording studio and record label, which launched musicians such as Otis Redding and Isaac Hayes and was **THE** major influence on American soul music during the 1960s and 70s.

Unfortunately, this seminal recording studio started falling into disrepair in the 70s...



But in 1998, a group of dedicated Memphians banded together to preserve this landmark institution.



The area has been reborn as a museum and charter school, Stax Museum of American Soul Music, the crown jewel of a \$100 million neighborhood redevelopment called Soulsville.



The STAX Music Academy, mentors young people, using music as its tool. It focuses on the youth in the surrounding neighborhood to develop their leadership and academic potential and inspire them to become catalysts for change in their community.



Now let me take you through the “Heart of the Arts,” a consortium of 18 arts organizations who are located on a one-mile long zipper-zone in Midtown Memphis. Their goal is to strengthen Midtown’s ‘sense of place’ and improve the livability of this great neighborhood, which starts at the (click)



Cooper-Young Neighborhood, a now-burgeoning district, home to many emerging artists, organizations and retail spaces. The entrance to Cooper Young is a beloved public art icon in Memphis, executed by our UrbanArt Commission .



The Heart of the Arts continues north for a mile through Midtown Memphis, passing (CLICK)



the new \$15MM home of Playhouse on the Square, a state-of-the-art facility modeled after the famous Steppenwolf Theatre in Chicago. This stunning venue is home to our professional theatre and to many arts groups that lease the facility for productions of a certain size.



The zipper zone culminates at Overton Park, a confluence of some of Memphis's premier arts and cultural institutions...Memphis College of Art (click)



Our City art museum, Memphis Brooks Museum of Art. (click)



The Memphis Zoo (click)



and the newly refurbished Levitt Shell, which was injected with new life by a 2007 gift from Levitt Pavilions, a national nonprofit that funds performing arts venues like the Shell as community gathering spaces. Speaking of community...you go to the Levitt Shell on a Friday night and there's people of all races, all ages, all walks of life having a great time... TOGETHER... FOR FREE.

These kind of cultural assets help create an environment of fermentation for creativity and connection..



In March 2010, Memphis Mayor A C Wharton laid out a bold new strategy for making Memphis a “City of Choice.” The first distinctive asset he cites for our competitive advantage is Creativity: music, culture, entrepreneurship. These are key for producing an environment that draws creatives; educated, skilled workers; and executive talent to our city.

The Best Cities for Young Artists

10:30 am Friday Apr 22, 2011 by [Aimee Marie Dooling](#)

Memphis



Move over Austin, 'cause with a cheap cost of living and lots of public art works, Memphis is attracting your hipsters. They may have sauntered in for the delicious home cooked meals, but creative minds have come to love the sleepy Southern town thanks to initiatives like Live from Memphis and the Urban Art Commission. The crowning achievement, Memphis in May, is a month-long shindig celebrating foodies, at the World Championship BBQ Cooking Contest, musicians, at the Beale Street Music Festival, and a kitschy International Week where one far-flung country is celebrated. [Guerrilla artists](#), you've met your match. No medium is too weird for Memphis.

An online article that appeared in April asserted that Memphis is one of the 8 best cities for young artists, with a low cost of living, a great spirit of collaboration and buy-in from city government and community organizations to help emerging artists thrive.



With a focus on creative industries like new media, design, innovation, and the arts, the mayor's mission is to drive modern knowledge-based economies. To make Memphis a creative capital of the South, we need new, smart incentives.



What we DO have is an authenticity and a foundation of culture that creatives recognize the world over.



Just last month ArtsMemphis was invited to the national conference of Americans for the Arts to present a case study on successful corporate partnership. At that conference, Ray Pohlman, vice president of government relations at AutoZone, said that one of the major reasons for partnering with the arts is that a culturally engaged city is important to attracting and retaining talent, esp. executive leadership.



Further, He said an artistic culture is healthy for innovation, inspiring companies to think more creatively about solutions...even for the auto parts industry.



The arts develop the kind of thinker and manager businesses must have more of if they are to remain competitive in the global workforce.



All of these strategies we've been discussing this morning help create and sustain a flourishing cultural and arts environment. I want to talk to you a little bit more specifically how the community is helping ArtsMemphis make this happen.

Our **mission is:** Raising funds to ensure excellence in the arts and build a vibrant cultural community for everyone.



The arts help bring people together. Three years ago ArtsMemphis spearheaded an Audience Development Initiative (or ADI, as we call it) beginning with 40 participants. Today, ADI includes more than 200 organizations across the community working together to broaden, deepen and diversify audiences.



One major focus of the ADI is a community-wide cultural calendar on artsmemphis.org. On any given day, there are over 200 current and upcoming events. Any community can host a similar calendar, which lets people know how to plug into your community, engages participation and instills pride and sense of place for citizens.



As an outgrowth of the ADI, and to further underscore collaborative efforts, we launched the ArtsMemphis iPhone app, a first-of-its-kind mobile application that allows users to search events, post reviews, mark calendars, and much more. This App was cited in The Washington Post and other major newspapers for its innovation.



In 2005, we started a biannual fundraising partnership with Ducks Unlimited, the conservation organization headquartered in Memphis. We took two seemingly different ideas – the arts and wildlife conservation – and turned them into a single, compelling message about improving our entire area.



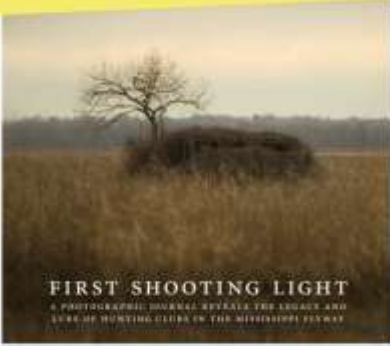
Partnering with DU has brought in so many new donors to the arts – outdoorsmen and hunters who recognize that, while they may not want to go to the opera on a Friday night, a great city needs the arts to be strong.




CTA includes a week of events like art exhibitions, lectures and our annual free Family Day at the nationally renowned Shelby Farms Park, which draws people for fishing, arts and wildlife activity booths and performances.

To date, Conservation Through Art has raised \$3 million for ArtsMemphis and DU.

ArtsMemphis®
Your support matters.



FIRST SHOOTING LIGHT
A PHOTOGRAPHIC JOURNAL REVEALS THE LEGACY AND
LEGEND OF HUNTING CLUBS IN THE MISSISSIPPI DELTA



WILD ABUNDANCE
A SPECIAL, BAKERY & BOUTIQUE OF THE SOUTH'S FINEST MUSTARD CLUBS

"...close your eyes and take a trip down memory lane to the greatest days of your life spent like the ones mentioned in the following pages."
—PAUL TRENDA, JUNE 11

\$70

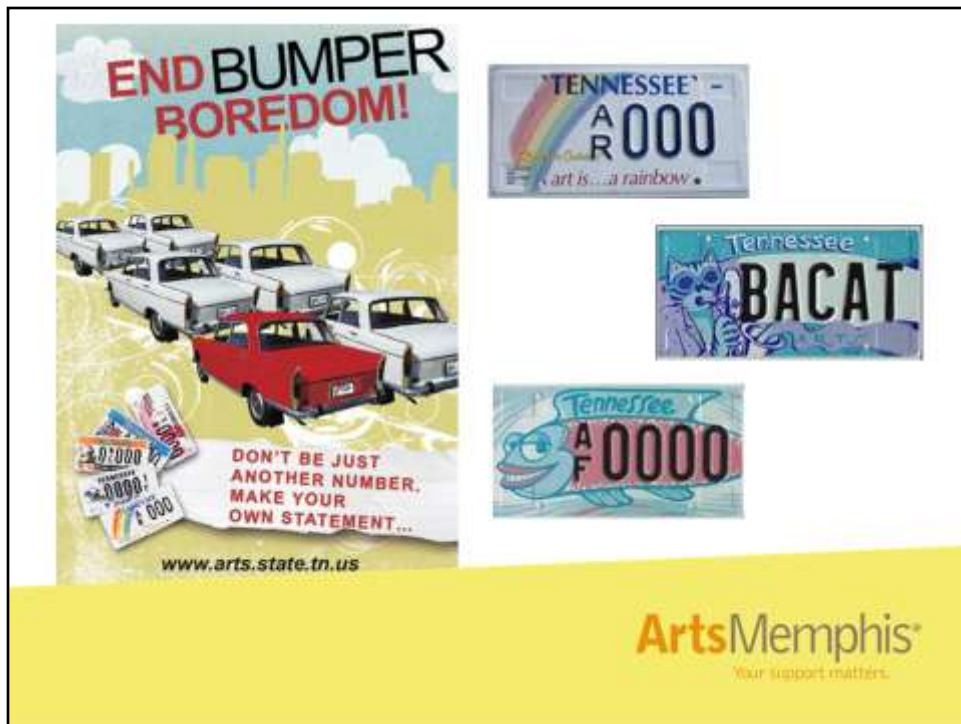
\$45

"This book is a real gift to anyone who loves the South and its traditions, and above all good food."
—JAN 16, 2016

CELEBRATING THE BEST OF THE SPORTING SOUTH

As part of CTA, We've also generated an earned revenue stream through the publication of two books, *First Shooting Light* and *Wild Abundance*. Each celebrates the unique culture of Southern duck hunting clubs, southern rituals and traditions, and have garnered rave reviews in The Huffington Post, Garden & Gun and Barron's.

We knew we needed to get creative about finding funds for the art. We had an ambitious vision and took a risk, but one that has paid off financially and one that creates an national profile for Memphis and the mid-south.



We are proud of the Tennessee General Assembly's commitment to the revenue-generating license plate program, which provides 70% of our state funding for the arts, and

Tennessee General Assembly

Western Tennessee Legislators

Senator Ophelia Ford
Senator Dolores Gresham
Senator Brian Kelsey
Senator Jim Kyle
Senator Beverly Marrero
Senator Mark Norris
Senator Reginald Tate
Representative Karen Camper
Representative Jim Coley
Representative Barbara Cooper
Representative John DeBerry
Representative Lois DeBerry
Representative Craig Fitzhugh

Representative G. A. Hardaway
Representative Mike Kernell
Representative Ron Lollar
Representative Steve McManus
Representative Larry Miller
Representative Antonio Parkinson
Representative Barrett Rich
Representative Jeanne Richardson
Representative Curry Todd
Representative Joe Towns
Representative Johnnie Turner
Representative Mark White

ArtsMemphis®
Your support matters.

we're grateful to our state legislators for valuing the arts and working with us.



So how do you find your ArtsMemphis? Seek an organization that is creative about raising the profile of the arts in your community. With the arts, you've got people on the ground level who want to work with government, businesses, foundations and each other to see their areas thrive. Let your arts council or arts commission have a place at the table when you're thinking about driving local economies. The arts council will be able to lead passionate advocates and know how to tap into your culture.

ArtsMemphis®
Your support matters.

See All SlideShows

20 Cities You Don't Want to Live In ... Yet

11 of 22

More Slideshows

Memphis, TN

The Bad: Memphis made it to the list for its high crime rate and high obesity and diabetes rates, according to city-data.com. Plus, its unemployment rate is 9.4 percent.

The Good: Memphis is rich with culture, famous for blues, gospel and country music — Johnny Cash, Elvis Presley, Isaac Hayes and B.B. King all got their starts here. "Memphis has a great sense of place — it's interesting and colorful with unique cultural assets," Sperring said. It's also home to more than a dozen universities, two of the largest private hospitals in the country, and its central location for the south and Midwest makes it attractive for business. It's home to three Fortune 500 companies, including FedEx.

The Recovery: Memphis is an interesting example of a targeted recovery. There is a push here to focus on growth in existing parts of the economy — medical and biosciences. And, in an encouraging sign for the U.S. economy as well as the economy of Memphis, FedEx reported its average daily volume of box shipments rose 2.4 percent in the quarter ended Feb. 28.

Recommend 2K

Twitter LinkedIn MORE

We've achieved a lot, but we have enormous strides to make. In March CNBC included Memphis on its list of "20 Cities You Don't Want to Live In...Yet." We've all heard the bad statistics...but this article shows how Memphis is on the rise. The first thing it cites for why Memphis will succeed: our rich cultural assets. Culture alone can't make a city succeed, but, as we've seen...it can play a part in driving economies, creating jobs and improving quality of life.



Cities and states can only thrive when elected..., business, philanthropic, and artistic leadership are active and committed to working together for success. I encourage you to vote for funding for the arts and remember the vital role that a cultural community plays in improving your state. With the right infrastructure, support and opportunities...arts workers and creative entrepreneurs will rise to the occasion. You'll see results...on the streets and on your bottom line.

I want to show you a very brief video that we know will inspire you when you're thinking about the arts in your city...