YOUR ADVENTURE IN

Memphis

BEAT RETREAT
Beale Street has 21 music venues and was declared Home of the Blues by an act of Congress in 1977.
If legendary eats, soulful sounds, and outstanding art are your ingredients for a good time, then this Mississippi River city is for you. Here, everyone from history lovers to BBQ buffs can find their fancy. Forget walkin’ in Memphis. Let’s roll!

BY AMANDA GLEASON

BEGIN YOUR ADVENTURE HERE

What might be included in your ideal afternoon?
FINGER FOOD
Dry-rubbed ribs: a main attraction in Memphis.

HUNGRY FOR MORE? GET YOUR FILL WHEN YOU...
River Inn of Harbor Town
Dig into crab cakes with grain mustard sauce and Asian slaw at Paulette’s Restaurant, a Memphis institution nestled inside this cozy getaway.

Follow the ’Cue
We’re not blowing smoke when we tell you Memphis is a hotbed of barbecue. The city is home to nearly 80 beef and pork purveyors, which range from off-the-radar eateries to legendary establishments like Corky’s and Charlie Vergos’ Rendezvous. Don’t know where to start? Join Lance Silkes’ three-hour Tastin’ Round Town tour, which includes six stops. “Dry rub is what defines Memphis barbecue,” Silkes says. You’ll taste what he’s talking about in dishes like pulled pork nachos from Central BBQ and the Bar-B-Q Shop’s signature barbecue spaghetti. But pace yourself: You’ll want to save room for Cozy Corner’s cooked-to-perfection ribs. “The fire inside the smoker is built really low,” Silkes says. “This allows time for moisture to build, creating a hybrid between barbecuing and grilling.” How’s that for a meat and greet? tastinroundtown.com

GETTING THERE
Fly into Memphis International Airport (MEM). mscaa.com

Which piques your curiosity the most?

Then your most ideal hotel is...
River Inn of Harbor Town
The Peabody Memphis
Madison Hotel

Adventure In Memphis

Photography courtesy of JASTIN FOX BURK/MEMPHIS CONVENTION VISITORS BUREAU

If your perfect afternoon might involve...
DIG DEEPER INTO OUR COUNTRY’S EQUALITY STRUGGLE AS YOU…

Honor an Icon

Few places can incite such powerful emotions as the National Civil Rights Museum, located at the Lorraine Motel, where Dr. Martin Luther King Jr. was assassinated on April 4, 1968. Though some of the museum’s exhibits are closed for renovations through early 2014, there’s still plenty to leave you awestruck. Begin across the street at the Legacy Building, where James Earl Ray fired the fateful shot. Here you can eye artifacts, including the bullet removed from King’s body, while also discovering the stories of other civil rights leaders. End your tour at the motel, in an exhibit only open during the renovation: the balcony where MLK spent his last moments. As you stand outside Room 306, an audio program plays “Precious Lord, Take My Hand,” the trailblazer’s favorite song.
civilrightsmuseum.org  Your adventure continues...

SACRED SETTING
The site of Dr. Martin Luther King Jr.’s assassination.

THEN SPEND SOME TIME AT...

The Memphis Zoo
Only four U.S. zoos house giant pandas. You can find two of these endangered animals—Ya Ya and Le Le—at this family-friendly hangout.

Sun Studio
On July 5, 1954, Elvis Presley recorded his first single, “That’s All Right,” inside this modest storefront, which earned Sun Studio the reputation of being the birthplace of rock ‘n’ roll.

civilrightsmuseum.org

GETTING AROUND
The downtown trolley scoots visitors to popular attractions like Beale Street and Sun Studio. If further exploring is on your itinerary, visit the airport’s website for rental car options.
matatransit.com, mscaa.com

Which creative genre pleases your inner aesthete?
**Eye Exotic Art**

African headdresses. Ethiopian healing scrolls. Mexican terracotta figurines. Those are just some of the treasures you’ll find at the Memphis Brooks Museum of Art, whose collection of 9,000 objects ranges from ancient artifacts to contemporary pieces. You can scope out a Greco-Roman marble torso believed to date back to the first century B.C.; French sculptor Antoine-Louis Barye’s 1840 bronze tiger statue; and the oil masterpiece “Slaying of the Medusa,” perfected in 1680 by Luca Giordano, one of the most influential Neapolitan painters of the second half of the 17th century. Since time can fly when you’re surrounded by so much astounding art, plan your trip on a Thursday, when the museum keeps its doors open late to host artists’ talks, gallery tours, and film screenings. Let the good times roll! brooksmuseum.org

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**GETTING OUT**

On select nights from November 29 through December 30, winter revelers can sip hot cocoa and roast s’mores at the Memphis Botanic Garden. memphisbotanicgarden.com

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**Which dish tickles your taste buds?**

**Hog & Hominy**

Pizza fanatics revel in this esteemed eatery’s wood-fired pies. Try the Baja, topped with cherry tomatoes, mozzarella, basil, garlic, and olive oil.

**The Cupboard Restaurant**

The hearty servings of country-fried steak and other Southern favorites at this Memphis fixture have pleased hungry crowds since 1943.

**Rum Boogie Cafe**

Get into the groove at this rousing hangout on Beale Street, where more than 360 guitars hang from the ceiling — each one autographed by stars like Billy Joel and B.B. King.

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**SHOW TIME**

Many pieces in the African Galleries were created for festivals and masquerades.
What’s your guilty pleasure?

Then indulge at...

Dinstuhl’s
This family-run business has been treating sweets lovers to goodies like pecan fudge, peanut brittle, and chocolate-covered cherries for more than a century.

Flashback
Vintage jewelry and clothing, antique typewriters, and more await behind the doors of this throwback shop, whose collection is especially strong in items from the ’60s and ’70s.

Orpheum Theatre
This historic venue’s 35th annual auction, held November 16, puts more than 400 items (including valuable artwork) up for bid.

Watch this
To see some of our adventures come to life, visit our YouTube channel, SWASpiritMagazine.

Eager to see how Memphis earned its musical mojo? Then...

Get Groovin’

Start your tour at Elvis’ beloved Graceland estate, where you can sneak peeks at where the world’s most storied musical performer spent his days. Since The King’s wardrobe was often as loud as his songs, spend some time exploring the new exhibit that features more than 20 of the flashy jumpsuits Presley wore during his performances in Las Vegas. Then head to the Stax Museum of American Soul Music, located in the former recording studio of Stax Records, where the careers of Otis Redding and Wilson Pickett were launched. Keep up the good vibrations at the Memphis Rock ‘n’ Soul Museum, which traces the city’s musical roots back to 1930s sharecroppers. Jukeboxes are spread throughout, guaranteeing there will be a whole lotta shakin’ goin’ on.

elvis.com, staxmuseum.com, memphisrocknsoul.org

Home Alone
Elvis in the living room at Graceland in March 1965.

PHOTOGRAPHY COURTESY OF ELVIS PRESLEY ENTERPRISES
If Memphis isn’t on your radar, then you may not be as in tune as you thought. From a thriving arts and music scene to a booming health care industry, this riverfront locale is causing quite a stir. We caught up with some of its savviest locals—from CEOs to small-business owners and even Priscilla Presley—to find out what makes living, working, and kicking back here so grand. Their insight, mixed with must-know facts on Memphis’ culture, workforce, and events, sing the song of life in this friendly city.
Life Adventure In Memphis

“Memphis is a feeling that penetrates your soul, primarily due to our diverse musical heritage. When you’re the home of the blues, the birthplace of rock ‘n’ roll, and the cradle of soul, you have a unique ability to appeal to people on an emotional level. We’re seeing an increase in the number of international visitors, and our residents, who are some of our greatest assets, have a way of making them feel welcome. We constantly hear how pleasantly surprised people are with how friendly our residents tend to be and how much there is to do. Memphis is a destination so rich in offerings that there’s something for everyone.”

— Kevin Kane
President and CEO
Memphis Convention & Visitors Bureau

“Charlie Vergos’ Rendezvous is a family-owned business started by my father in 1948. He invented what people now call dry ribs. We’ve catered to Air Force One, American embassies around the world, and have also hosted presidents, rock stars, and royalty. There’s good barbecue all over Memphis. However, if you have just one night to eat barbecue here, it should be at our restaurant. It’s truly one of the country’s most unique restaurants.”

— John C. Vergos
Co-owner
Charlie Vergos’ Rendezvous

Facts of Play in Memphis

• More than 10 million people visit each year.
• In January, National Geographic Traveler named Memphis among its 20 best trips of 2013.
• In September, readers of 10Best.com, a division of USA Today Travel, ranked Graceland No. 1 and the National Civil Rights Museum No. 3 on its list of “Best Iconic American Attractions.”

Play in Memphis

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Life Adventure In Memphis

“They say ‘if music were a religion, then Memphis would be Jerusalem, and Sun Studio, its most sacred shrine.’ That’s a tenet we’ve taken seriously since Sam Phillips established Sun Studio in 1952. We’ve played host to the greatest names in rock ‘n’ roll: legends like B.B. King, Johnny Cash, Jerry Lee Lewis, and, of course, Elvis Presley. These days we also play host to visitors from all over the world while continuing to offer a full service recording experience after regular business hours. It’s an honor to be part of Memphis’ rich musical history.”

—John Schorr
CEO & President
Sun Studio

The artists and artistic innovations that have come from Memphis have changed the world. The vibe is one of enormous possibilities: There are very few obstacles here for artists. If you have an idea, there is a community that will do everything it can to help. For 50 years, ArtsMemphis has supported our cultural community by providing annual support, financial oversight, advocacy, and mentoring to many diverse organizations. In the last 10 years, due to the generous support of residents, ArtsMemphis has allocated more than $40 million to fund projects, which include a new facility for Playhouse on the Square, the city’s only professional resident theater company, and Ballet Memphis’ River Project, which commissions choreographers to create new works based on the Mississippi River. In addition, organizations like the Memphis Symphony Orchestra—the largest employer of musicians in the tri-state area—contribute greatly to our community by employing artists from around the world that come to Memphis to become members of our creative class and work tirelessly to engage the community. We’re a culture of innovators, and we are making things happen in Memphis.”

—Susan Schadt
President & CEO
ArtsMemphis

Facts of Play in Memphis

• In September, the NBA’s Memphis Grizzlies were named “Best Sports Franchise in North America” by ESPN The Magazine.
• In May, Travel + Leisure ranked Memphis No. 5 on its list of the “Best U.S. Cities for Affordable Getaways.”

FINE TUNES
Catch musicals like Purlie at Playhouse on the Square.
“Somebody asked me this morning what I missed about Memphis, and I said everything.”

—Elvis Presley

March 1960 press conference at Graceland after returning from service in the U.S. Army

“It was a difficult decision to open Graceland for tours, inviting the public into our private family home. Since that first tour, we have now welcomed more than 18 million people through the front door and helped give birth to a new industry in Memphis—tourism.”

—Priscilla Presley

“Elvis Presley took great pride in his hometown of Memphis. Wherever he went throughout his career—whether it was on tour around the country, filming movies in Hollywood, traveling to Hawaii, or performing in Las Vegas—he always came home to Graceland in the city he loved the most, Memphis. Elvis and this city gave birth to a genre of music that moved the world, influenced generations of musical artists and fans, and forever changed entertainment and pop culture. In 2014—60 years after the birth of rock ‘n’ roll, we’ll celebrate this important milestone with a year of special events at Graceland and throughout Memphis.”

—Jack Soden

President & CEO

Elvis Presley Enterprises
“The Peabody Duck March is one of Memphis’ top three visitor attractions. The tradition dates back to 1933, when the general manager, Frank Schutt, and his friend, Chip Barwick, put ducks in the lobby fountain in the middle of the night as a practical joke. When they returned the next morning, the ducks were still there, along with a crowd of delighted onlookers. And so they stayed. Eighty years later, crowds continue to flock to see them.”
—Douglas Browne
General Manager
The Peabody Memphis

“What makes the National Civil Rights Museum so powerful is the poignancy of place. The experience one receives when going through the museum is transformational, powerful, and emotional. It’s visceral; it transcends most museum experiences. When you walk in the door you never know what you’ll receive, but when you come out, your life is changed forever.”
—Beverly Robertson
President
National Civil Rights Museum

“Located about 100 miles south of Memphis, Tupelo is a must-stop for music lovers. Guests can visit the house that Elvis was born in to see the humble beginnings that gave rise to the greatest entertainer the world has ever known.”
—Neal McCoy
Executive Director
Tupelo Convention & Visitors Bureau

Facts of Play in Memphis

• Each year, more than 50,000 people visit the house in Tupelo, Mississippi, where Elvis was born.
• Between 200 and 1,000 guests attend each twice-daily Duck March at The Peabody Memphis hotel, wherein a parade of mallards makes its way to and from the lobby fountain.

“A GRAND AFFAIR
The Peabody Memphis celebrates its 145th anniversary in 2014.

IN GOOD HANDS Gladys Presley bought her son his first guitar here, in 1945.
“I love being in a city that’s so deeply rooted in history and music, and that’s also known for great food like we serve at Genghis Grill. We’re the largest build-your-own stir fry concept in America and have three locations around Memphis. We can cater to every diet in the world, whether you’re a protein lover, vegetarian, or if you prefer gluten-friendly options. We have it all!”

—Fayaz Abdul
Operating Partner (Memphis, Jackson, and Murfreesboro)
Genghis Grill

“Madison Hotel is Memphis’ hip boutique hotel, boasting luxurious decor with a modern, artful vibe. Our rooftop, Twilight Sky Terrace, delights guests with craft cocktails and astounding views of the Mississippi River. And Eighty3, recently named a best new restaurant by readers of our city magazine, specializes in global cuisine with southern sensibilities. All three make for an amazing Memphis experience. The juxtaposition of our hotel’s traditional Southern hospitality in an environment that’s more urban cool and contemporary always surprises and delights guests. Memphis is a city of cultural diversity. We’re a small town with a big heart, and residents love to share every aspect of the city.”

—Angie Hines
General Manager
Madison Hotel

Facts of Play in Memphis

• In March, Forbes included Memphis on its list of the top 15 U.S. cities with emerging downtowns.
• Memphis is home to more than 30 public and private golf courses. The annual St. Jude Classic, held each June, is the only PGA event held in Tennessee.
Life Adventure In Memphis

“I love everything about Memphis—the people, food, scenery, trees, and water. We have some of the best drinking water in the world. Our low cost of living makes Memphis a great place to live, and we’re evolving in many ways. For example, not too many years ago, you’d be hard-pressed to find a bicycle lane, but now we’ve got 58 miles of them. New restaurants are opening every day, and the downtown pedestrian mall is busy with both tourists and local residents. Everyone knows about our barbecue, which is the best in the world, and Elvis, but many are surprised to learn about our rich culture. Whether you visit the Memphis Brooks Museum of Art or the National Ornamental Metal Museum, you’ll find our facilities are world-class. Come check us out—I think you’ll be surprised, too!”

—John W. Moore
President and CEO
Greater Memphis Chamber

Facts of Life in Memphis

• According to the U.S. Census Bureau, the population in 2012 was 646,889.
• The average November high temperature is 62 degrees.
• In March, Memphis was ranked No. 6 on Travel + Leisure’s list of “America’s Most Charming Accents.”
• As of August, the average home price in Memphis was $142,363.

“Memphis International Airport is unique in that we’re the second-largest air cargo airport in the world, and we’re close to top attractions like Graceland, which is only a few miles away. We have great facilities without the crowds of people you see in some airports, and a beautiful terminal that allows travelers to get in and out quickly and efficiently. First-time visitors to the city are often surprised at how friendly our residents are. Everyone here has a smile and a greeting, and they want to help visitors to our community.”

—Larry D. Cox
President & CEO, Memphis–Shelby County Airport Authority
Life Adventure In Memphis

“Memphis has grit and an edginess that makes it a top destination for businesses, visitors, and families. Our region benefits from a terrific higher education community and a strong talent pool, and AutoZone is proud to call Memphis home to our headquarters. Our company has a rich culture, characterized by tradition, recognition, and a company-wide commitment to customer service. This city has built an ecosystem very favorable to entrepreneurs: From logistics and mentorship to incubators and launch events, we’ve created a home for individuals to develop, launch, and advance their businesses. And the opportunities continue to grow.”

—Bill Rhodes
Chairman, President & CEO
Customer Satisfaction
AutoZone, Inc.

Work in Memphis

“Memphis is a logistics and distribution mecca thanks to its central location and temperate climate. The city has an international airport, an active trucking corridor, a rail center and a river port, all of which play an important role in making Memphis a critical location for logistics. From Memphis, our customers have the fastest and broadest possible access to world markets for their products.”

—David J. Bronczek
President and CEO
FedEx Express

Facts of Work in Memphis

- In August, Business Facilities magazine ranked Memphis the No. 1 logistics leader in the world among air cargo hubs, due largely to the presence of FedEx’s global hub in the city.
- A study conducted in June by career information site Glassdoor named Memphis one of the top cities in the country for employee satisfaction.
“Although ServiceMaster is 84 years old, it only moved its headquarters to Memphis in 2007. The move made it easier for our $3.2 billion company’s corporate leadership to work shoulder-to-shoulder with its seven business units and to hire the best and the brightest. Our greatest recruiting tool is getting people to visit Memphis, because once they do, they can’t help but fall in love with the city. Memphis’ historic, culturally diverse, and vibrant community really has something for everyone.”

—Robert Gillette
CEO
The ServiceMaster Company

“First Tennessee Bank was founded in downtown Memphis in 1864, and we’re still here. That tells you that we consider Memphis a great place to work and live. We do business across the state, but our headquarters remains here. This is a very livable city with beautiful neighborhoods and parks, a low cost of living, a vibrant live music and sports scene, and family-oriented amenities. It’s also a great place to do business, with a long line of entrepreneurs like B.B. King and Justin Timberlake. First Tennessee has deep roots here, and our foundation supports financial literacy, education, economic development, health care, and the arts. We share the dreams of our friends and neighbors for a healthy, prosperous community. As we plan for our 150th anniversary next year, First Tennessee is ready to serve our customers and community for the next 150 years.”

—Bryan Jordan
Chairman, President & CEO
First Horizon National Corporation
(parent company of First Tennessee Bank)

**Facts of Work in Memphis**
- ServiceMaster is comprised of seven brands: American Home Shield, AmeriSpec, Furniture Medic, Merry Maids, ServiceMaster Clean, Terminix, and TruGreen.

**CHECK IT OUT** First Tennessee Bank has 48 locations in and around Memphis.

**KNOCK ON WOOD**
Furniture Medic specializes in furniture repair and wood restoration.