

MEMPHIS LIVING



For those interested in living near downtown **Memphis**, the **East Memphis** neighborhood encompasses immaculate homes, boutique shopping options and some of the city's best eateries in Hog & Hominy, Houston's and Interim. The area boasts quiet communities still easily accessible to downtown, with much of the population found in the professional ranks. Nestled in the neighborhood is the **University of Memphis**, an institution and major employer that provides a collegial feel across the community. You'll also find the Oak Court Mall, the Memphis Botanic Garden and 4,500-acre Shelby Farms Park. Connected to the latter is the **Shelby Farms Greenline**, a 10.8-mile walking, jogging and cycling path that runs directly through East Memphis.

Another premier option is **Germantown**, located just a few miles from East Memphis. This high-income area is one of Memphis' most sought-after locations for families seeking great public schools, large homes and a safe neighborhood to call home. Nearly 65 percent of residents are college graduates, and the area's per capita income of \$53,919 is nearly double the U.S. average. Germantown boasts a median home value of \$337,713. Enjoy a Memphis-Style stop at the **Germantown Commissary** for barbeque and ribs; catch a play at the Germantown Community Theatre; or dive into nature with a walk around Wolf River.

For those looking to venture farther afield, **Collierville** mixes modern suburbia with historic Tennessee charm. The town's nearly 50,000 residents can reach downtown Memphis in a half-hour commute, with more than 87 percent of employed Collierville residents working in white-collar professions. The area is a great option for families of all sizes, thanks to strong public schools and a low crime rate. If you're looking to enjoy the local cuisine scene, swing by **Café Piazza** for delicious pizza and wine. There are many antique shopping stops in Collierville, which also plays host to national retailers along the Avenue at Carriage Crossing.



MEMPHIS EDUCATION



Education in Greater Memphis revolves around the **Shelby County School District**, which ranks eighth in Tennessee for athletes and in the top 25 percent for diversity. You'll find some of the best public schools in the county in East Memphis – including White Station Elementary, Middle and High Schools, which all earn high praise for academics and student-teacher ratios on Niche.com. Freeman Optional School, which offers a strong K-8 learning environment, is a magnet school that ranks in the top 5 percent among public middle schools in Tennessee.

Voted the top school district in Greater Memphis and the seventh best in the state, the **Germantown Municipal School District** features two elementary schools, a K-8 school and a middle school all feeding into Houston High.

A short commute from the heart of Memphis is the **Collierville City School District**. Collierville City Schools are best known for their overall performance, diversity and athletics. Bailey Station and Sycamore are among five of the elementary schools in the district which provide pre-K and K-5 offerings. Collierville Middle and Schilling Farms Middle both feed into Collierville High, which U.S. News & World Report ranks among the nation's top schools.



MEMPHIS DINING



Great – or not so great – **dining** options can make or break a city. The good news? Memphis isn't lacking in this department, and who better to trust than FoodNetwork.com for the top eateries in the area? First up, we have **Cozy Corner BBQ**. This hole-in-the-wall barbeque joint resembles an old laundromat or grocery store but instead is a smoked-pork goldmine. Enjoy their pork butt, ribs, Cornish hen, chicken wings and beef summer sausage, all in the same visit if you'd like. They even have barbeque spaghetti.

<u>Gus's World Famous Fried Chicken</u> is another local spot known for its (you guessed it) ... fried chicken! The Daily Meal.com ranked this hometown favorite second nationally for its signature offering. The restaurant is located right in the heart of downtown Memphis, along Beale Street.

Dinner with a view more your style? **The Lookout** sits on the 28th floor of **The Pyramid** in downtown Memphis. Ride the country's tallest free-standing elevator on your way up, then indulge in menu items such as pan-seared duck breast, elk chops, jumbo seared scallops or blackened redfish.

You can't talk about Memphis dining with giving a nod to the great **Rendezvous** vs. **Central** debate. Try the ribs, BBQ nachos and pulled pork at both places and decide for yourself! Either way, you can't go wrong with both restaurants featuring some of the best smoked BBQ in the world.

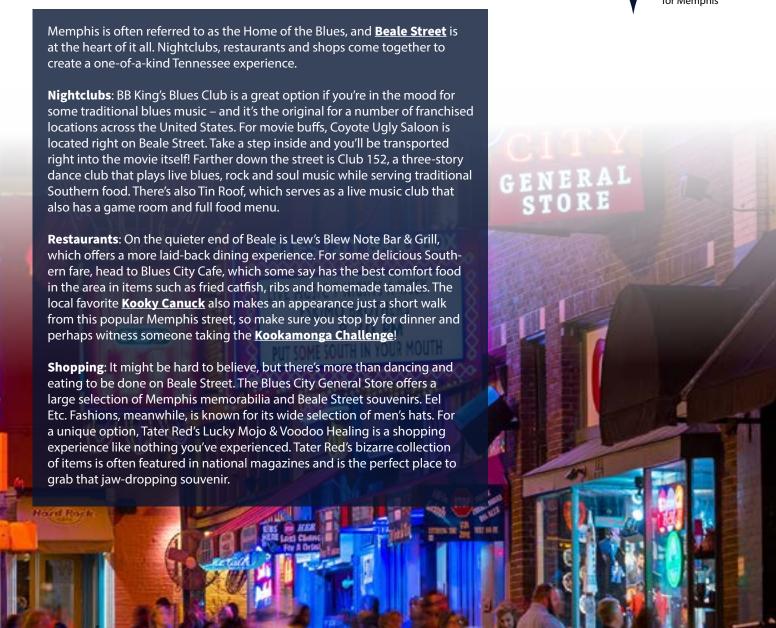


The Lookout



MEMPHIS NIGHTLIFE





PRE GAME MITH US LPPY HOUR 4-7

MEMPHIS SHOPPING

While great food and nightlife are Memphis staples, the city's shopping scene is notable as well. MemphisTravel.com recognizes a number of shopping destinations: Carriage Crossing, the Shops of Saddle Creek, the Broad Avenue Arts District, Overton Square, South Main, Oak Court Mall and Wolfchase Galleria.

Carriage Crossing, one of two open-air shopping malls in the area, offers an array of stores and is located conveniently in Collierville. **The Shops of Saddle Creek**, meanwhile, are prime real estate for the sophisticated shopper in you. Browse brands such as Anthropologie, Kate Spade New York, Lucky Brand Jeans and Madewall.

The **Broad Avenue Arts District** is an up-and-coming Memphis neighborhood that offers shopping in the form of unique gifts, apparel and artwork. Don't forget to head over to **Overton Square**, which is packed with restaurants, shops and activities galore. There you'll find more than your run-of-the-mill stores, with options like Breakaway Running and the Attic, which caters to men and women of all style preferences and sizes. Last but certainly not least is **South Main**, referred to as "a boutique hopper's dream."

And fear not: You can still find a traditional indoor shopping mall experience. **Oak Court Mall** is home to well known stores like Macy's, Dillards, Hollister, LOFT and Banana Republic. Looking for a midday shopping snack? You're in luck: The mall has a Godiva Chocolatier as well as a full food court!

Wolfchase Galleria is another indoor shopping option that houses more than 120 stores, making it the largest mall in Shelby County. From luxury stores to souvenir shops, this venue is a tremendous fit for shoppers of all ages and tastes.



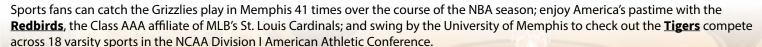
MEMPHIS ENTERTAINMENT

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Residents and visitors alike will find no shortage of events, games, festivals and fun sprawled across the city of Memphis. A major hub of **Memphis entertainment** is the FedEx Forum, home of the NBA's **Grizzlies** and host to many of the world's biggest names in music, from Drake to the Red Hot Chili Peppers, Elton John and Carrie Underwood.

On the southwest corner of historic Beale Street, you'll find the historic **Orpheum Theatre**, a 2,500-seat venue that showcases an array of plays, musicians, dance, education and special events year-round. The venue, which is featured on the National Register of Historic Places, has been carefully renovated and maintained. Keep your eyes peeled for one of the Orpheum's most famous patrons, Mary, the ghost of a 12-year-old girl said to call the theater home since its opening in 1928.

Memphis is home to a variety of music festivals and fairs across the calendar. The **Beale Street Music Festival** has remained a staple of the city's music scene for more than 40 years, while the **MEMPHO Music Festival** features great tunes, foods and a camping experience unlike any other in the area – just to name a few.





MEMPHIS CULTURE



Memphis is home to the **National Civil Rights Museum**, featuring more than 260 artifacts, interactive exhibits and audio tours which walk visitors through more than 50 years of civil rights history. The museum highlights the lives and accomplishments of leaders such as Martin Luther King Jr. and Rosa Parks while recalling iconic civil rights events such as the Montgomery Bus Boycott and beyond.

The city is also famous for being the home of the King of Rock & Roll, Elvis Pressley. The Pressley family mansion, **Graceland**, is the second most visited home in the United States, behind only the White House, with more than 650,000 visitors each year. Music fans will enjoy a comprehensive recollection of the life of Elvis and his explosion onto the rock and Hollywood scenes.

Take time to explore the **Pink Palace Museum**, a unique location dedicated to the exploration and culture of the Mid-South through dioramas, audiovisuals and riveting exhibitions. Learn from the award-winning medical exhibit how health care became the largest industry in Memphis. History enthusiasts of all types will find intriguing exhibits, from dinosaur exploration to the six yellow fever epidemics Memphis residents experienced in the 19th century.



Pink Palace Museum





MEMPHIS DAY TRIPS





A four-hour drive north from Memphis will land you in **St. Louis**, the Gateway to the West. Located on the western bank of the mighty Mississippi River, St. Louis is known for its beer, baseball, blues and iconic arch gracing the skyline.

If you're up for a creature feature, get up close and personal with the animals at the **St. Louis Zoo**. One of the city's free attractions and nation's leading zoological parks, this zoo is home to more than 16,000 animals – many of whom are rare and / or endangered.

And why not take a tour of the world-famous <u>Anheuser-Busch</u> factory, where you can visit the Budweiser Clydesdales and sample a variety of choice beer brands? For a bird's-eye view of the city, take a 630-foot ride to the top of the <u>Gateway Arch</u> – the planet's tallest, opening in 1965. Afterward, visit the <u>Jefferson National Expansion Museum</u> and view where Lewis and Clark set out on their expedition west.

In the mood for some sports? Cheer on the 11-time World Series champion <u>Cardinals</u> at Busch Stadium; score a match with the United Soccer League's <u>Saint Louis FC</u> at World Wide Technology Soccer Park; or hit the ice with the <u>Blues</u> at the Enterprise Center. A longstanding melting pot of cultures and cuisines, St. Louis offers something for all.

Eat among locals at <u>Pappy's Smokehouse</u>, voted the best barbeque restaurant in town by TripAdvisor. Pappy's serves it up Memphis style after slow-smoking its pork up to 14 hours over sweet applewood or cherrywood. For a more upscale dining experience, head to <u>Broadway Oyster Bar</u>. A casual French Quarter-style restaurant, bar and music venue, Broadway specializes in Cajun, Creole and seafood cuisines.

For a sweet treat, hit **Pie Oh My!** for made-from-scratch pies, quiches and scones. Afterward, head downtown to 1000 Spruce Start Bar, an arcade-style setup with games, DJs and dancing – or grab drinks at 360 Rooftop, located atop the St. Louis Hilton at the Ballpark. Rooftop sits nearly 400 feet above the downtown scene, offering views of the city unlike any other.

MEMPHIS DAYTRIPS



Nashville, Tennessee's capital and the home of country music, lies three hours northeast of Memphis. The Music City is a prime destination that offers something for everyone. Visit the **Country Music Hall of Fame & Museum** and get an exclusive look at plaques dedicated to the genre's finest – from Patsy Cline to Garth Brooks. Walk among artifacts such as Elvis Presley's solid-gold limousine, and take in one of the world's most influential recording studios, Studio B.

Discover why Nashville is also nicknamed the **Athens of the South**. Home to a full-scale replica of the Parthenon in Greece, the city houses the beloved attraction filled with replica statues found in the original structure as well as a remarkable art collection.

A visit to Opryland USA for a show at the **Grand Ole Opry** is a must! The historic venue and its corresponding radio show put Nashville on the map as the Country Music Capital of the World in the 1920s. The Opry routinely hosts top performers such as Brad Paisley, Keith Urban and Carrie Underwood. And don't forget to book a behind-the-scenes tour there ... it's an experience you don't want to miss.

Channel your inner sports fan by catching one of Nashville's many professional and college teams in action. Enjoy the clashes of the NFL's <u>Titans</u> at Nissan Stadium; watch the NHL's <u>Predators</u> at Bridgestone Arena; the <u>Nashville Soccer Club</u> will satisfy your soccer fandom; and turn the town black and gold with <u>Vanderbilt University athletics</u>.

For a sampling of Nashville's famous fried fare, try **Prince's Hot Chicken Shack**, known as the Original Authentic Nashville Hot Chicken. For a trendier spot in East Nashville, experience **The Treehouse Restaurant**, popular for its Mushroom Noodles and Concord Grape Sorbet. And no trip to Nashville is complete without a drink in one of its many watering holes. Hunker down in the **3 Crows Bar** for a fully local experience or enjoy it all as you bar-hop along Broadway.



