



LET THE GOOD TIMES ROLL.

JACKSON STATE UNIVERSITY vs. **TENNESSEE STATE UNIVERSITY**

September 10, 2022 | 6 p.m. | Liberty Bowl Memorial Stadium, Memphis

- Founded in 1990 by Fred Jones, the rivalry is held in Memphis, Tenn., roughly 200 miles from both Jackson, Miss., and Nashville, Tenn., to form the perfect neutral-site venue
- 30 Classics have been contested – every year except 2018 (lightning) and 2020 (COVID-19)
- Combined attendance of the 30 Classics is 1,355,136 with a high of 61,171 in 1997; every Classic since 2002 has surpassed 42,000 fans, making it one of the most successful HBCU “Classics” in the country
- Jackson State and Tennessee State have faced off in all but two Classics (in 1991, Mississippi Valley State replaced JSU; and in 1993, Grambling State replaced JSU)
- Tennessee State leads the series against Jackson State, 17-11, having won 13 of the last 17 meetings
- In the 2021 game, Jackson State prevailed, 38-16, before 46,171 fans as JSU freshman QB Shedeur Sanders earned MVP honors
- Since 1990, a combined payout of over \$13 million has been earned by the participating schools
- The Classic provides an economic benefit of \$29.2 million to the Greater Memphis economy
- The 2021 Classic aired on ESPN3 and was televised later in the evening on ESPNU
- Jackson State and Tennessee State are two of the nation’s most heralded HBCU football programs, combining for 16 black national championships, 14 first-round NFL Draft picks and six Hall of Famers, including JSU’s Walter Payton and TSU’s Richard Dent
- 52 players who competed in the Classic have gone on to the NFL; with 4 first-round draft picks (Lester Holmes in 1993; Sylvester Morris and Rashard Anderson in 2000; and Dominique Rodgers-Cromartie in 2008)
- Two former NFL greats squared off for the first time as head coaches in the 2021 Classic – JSU’s Deion Sanders and TSU’s Eddie George

**2019 Southern Heritage Classic
Market Assessment**



Submitted By:
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2019 SOUTHERN HERITAGE CLASSIC MARKET ASSESSMENT

PROJECT PURPOSE

The research project fulfilled the following objectives:

- [1] Trend analyses.
 - [a] Demographic data were collected to compare with previous analyses yielding an up-to-date event patron composite.
 - [b] Behavioral and attitudinal data was collected to compare with previous analyses.

- [2] Media usage. Data was generated to determine media responsiveness.

- [3] Sponsor affinity and recall.
 - [a] Data was generated to determine patron affinity for Classic sponsors.
 - [b] Data was generated to assess patron familiarity with Classic sponsors as determined by unaided sponsor recall.

- [4] Economic benefits analysis.
 - [a] Data was generated to project a Classic Economic Benefit to the city of Memphis.
 - [b] Data was generated to reflect event patron spending and does not include corporate sponsor, media partner, or organizer spending.

RESEARCH PROTOCOL

To properly execute the objectives of this research project an intercept survey format was employed. A survey team of six University of Memphis students was trained prior to the event under the supervision of Dr. Richard Irwin. Each survey was self-administered following an introduction by the survey team member. To enhance the sample size, data was also collected online using an electronic version of the instrument posted on the Classic website before and after the game. A total of 416 responses were collected and deemed usable for analysis. Data were entered and analyzed using the Statistical Package for the Social Sciences (version 12.0). Dr. Cody Havard, Associate Professor in the Kemmons Wilson School at the University of Memphis, served as a consultant, providing insight on survey sponsorship item inclusion, analysis and interpretation.

KEY FINDINGS

- The direct economic benefit was \$14.6 million with the total economic benefit to \$29.2 million.
- Classic attendees continue to enjoy tailgating as 82.7% of the respondents engaged in tailgating, 14.2% more than attending the game. Extrapolation of the data indicates that approximately 70,000 attended 2019 Classic events with an additional 4,416 visiting Memphis with event attendees.
- The Classic continues to draw a veteran audience (averaging more than 9 years of attendance) with more than half (66.5%) attending at least 6 times.
- More than half of event patrons (53.8%) resided in the Memphis area.
- Half (50%) of the Classic patrons are 35-54 years old age with income more than \$50,000.
- Patrons continue to consider the Classic as a “gathering” of great importance. The average group size for friends was 14 and family was 9, while those entertaining business associated hosted on average 7 people. Respondents displayed greater interest in social interaction than “watching football.” Undoubtedly, the game has become an ideal mechanism for annual gatherings.
- Classic attendees demonstrate significant interest in Southern Heritage Classic sponsors more than half indicating a “likeliness” that they would sample or purchase sponsor products/services. Likewise, almost half indicated they had notice or engaged with sponsor activation.
- Email was the primary source of Classic information, while word-of-mouth was second and radio third. Respondents provided insight regarding use of Classic new media, with Facebook representing the 4th most popular source of Classic information.

EVENT PATRON ECONOMIC BENEFITS ANALYSIS

An Economic Benefits Analysis was conducted to determine the amount of “new/retained” dollars poured into the Memphis economy by (or on behalf of) event patrons due to the 2019 Southern Heritage Classic. Results of this analysis reveal:

- Approximately 70,000 patrons participated in events associated with the 2019 Southern Heritage Classic.
- Slightly less than 50% of the respondents were visitors to the Memphis area.
- Those event patrons visiting Memphis continued to spend an average of 1 night in a local hotel.
- 20% of the visitors accompanied by a travel party member who did not partake in Classic events yielding an additional 4,416 visitors to Memphis.
- The average weekend spend per party was \$450.
- Research supports the counting spending by residents toward economic impact because these residents would have spent that money outside the geographic area attending some other event or spent money at the same event had it been held in another market. In support of this theory, approximately ten percent (10%) of local respondents cited spending at least one night in a Memphis hotel during the Classic weekend.
- \$14,620,450 of direct economic benefit resulting in “new” or “retained” dollars infused into the Memphis economy by event patrons and participants.

Typically, an indirect expenditure analysis (multiplier) is applied to the initial economic stimulus (direct expenditures) to determine the total economic benefit. Budgetary restraints of the study (prohibitive costs of an *input-output model*) limited the opportunity for a categorical indirect expenditure analysis. Likewise, this figure does not include spending by out-of-market corporate sponsor activation or media partners who are not local businesses or spending from an account that is not managed locally (only personal travel expenses were estimated). Therefore, a multiplier of two (2) is commonly used (signifying one additional *turnover* of each new dollar brought into the economy as well as spending unaccounted for in data collection) which would result in a total economic benefit of approximately \$29.2 million, if all local event-induced spending is included.

It is important to recognize that this figure represents the event’s economic *benefit* and does not represent the economic *impact*, which necessitates a comprehensive analysis of costs incurred. Such costs may include production costs to the event manager and local government (security, police, and stadium management) as well as opportunity costs for the hospitality industry (alternative bookings or lost bookings due to the demand) or the facility.

EVENT PATRON PROFILE

Classic Attendance Frequency

Item	Percentage Recognized					
	1999	2002	2008	2011	2014	2019
1 Year	39%	21.1%	18.6%	18.8%	10.8%	4.6%
2 – 5 Years	30%	40.8%	28.5%	34.3%	37.6%	28.0%
6 – 9 Years	17%	17.2%	12.8%	10.1%	11.2%	11.7%
10 + Years	14%	20.9%	40.1%	36.6%	40.4%	54.8%
Average Years Attended		5.11	8.11	7.74	9.38	12.31

Respondent Residential Zip Code

Location	Percentage Recognized				
	2002	2008	2011	2014	2019
Memphis	79.5%	71.0%**	41.3%	49.6%	53.8%
Nashville, TN	4.8%	2.1%	4.4%	6.5%	4.3%
Jackson, MS	5.3%	8.3%	2.1%	7.9%	8.2%
Other	10.4%	18.6%	52.2%	36.0%	33.7%

**Reported as Memphis Metropolitan Statistical Area

Respondent Age

Item	Percentage Recognized					
	1999	2002	2008	2011	2014	2019
18-24	18%	15.4%	15.5%	24%*	12.5%	4.7%
25-34	26%	35.8%	25.4%	16.7%	18.1%	12.8%
35-44	27%	25.2%	24.4%	25.5%	24.1%	19.2%
45-54	19%	14.4%	21.2%	18.3%	23.5%	30.8%
55+	10%	9.3%	13.5%	15.5	21.7%	32.4%
Average Age	37.64	36.44	39.28	37.65	41.82	41.8

*Due to the emphasis on social media sampling younger respondents was encouraged.

Respondent Total Annual Household Income

Item	Percentage Recognized				
	2002	2008	2011	2014	2019
<\$25,000	18.7%	15.9%	17.2%	14.5%	6.0%
\$25,000-\$49,999	42.4%	28.8%	34.7%	31.8%	18.2%
\$50,000-\$74,999	19.2%	26.4%	21.6%	26.2%	21.4%
\$75,000-\$99,999	10.6%	10.5%	13.7%	10.1%	13.9%
\$100,000 - \$124,999	4.3% (\$100-124)	10.8% (\$100-124)	7.2%	8.3%	10.6%
\$125,000 +	4.8%	7.5%	5.2%	6.4%	14.2%

What Classic events will you attend?

Event	Volume Attending			
	2008	2011	2014	2019
Classic Tailgate	78.7%	88.0%	78.4%	82.7%
Classic Football Game	64.5%	60.0%	64.1%	68.5%
Classic Parade	6.5%	8.8%	22.3%	29.3%
Classic Battle of the Bands	5.4%	5.5%	19.6%	26.4%
Classic Concert	N/A	4.0%	8.3%	26.7%

- Extrapolation of the data indicates that nearly 70,000 people attend Southern Heritage Classic events.
- The volume of tailgaters only was again slightly more than 10,000.
- It appears that more patrons are engaged in more Classic events perhaps bundling their event experiences.

Within your immediate party, please indicate the number in each category.

Item	Frequency Percentage Recognized			
	2008	2011	2014	2019
Friends	64.0%	61.3%	62.2%	59.1%
Family	55.1%	65.9%	63.4%	62.3%
Business Associates	9.9%	9.3%	13.6%	13.2%
Other	3.8%	7.2%	6.2%	8.2%

- Average based only those who reported attending with friends, family or business associate.
- *Average influenced by several respondents hosting large groups.

Rank the order the following six items for their importance to your attending the Classic. Rank the most important item with a 1, the next most important item with a 2, and so on until the least important item is ranked a 6. Please be sure to use a different number for each item.

Item	Average Rank	Ranked Most Important
Socialize	1.91	47.3%
Enjoyment	2.85	13.9%
Heritage/Culture	3.11	19.0%
Watch Football Game	3.47	17.2%
Meet New People	4.17	1.9%
Business Purposes	5.34	2.3%

- Not surprisingly, the football game ranks as the fourth (4th) most important variable to Classic patrons.

Which team do you most likely identify with?

	Percentage
Jackson State University	30.0%
Tennessee State University	47.2%
Neither	10.3%
Both	13.0%

Sponsor Affinity Items		
Item	Frequency	
	Average Score ¹	Agree ²
How attractive was sponsor promotional material at Classic events?	4.74	57.9%
How engaging was sponsor promotional material at Classic events?	4.49	53.1%
How much attention did you pay to sponsor promotional material at Classic events?	4.41	52.1%

Sponsor Affinity Items		
Item	Frequency	
	Average score ¹	Agree ²
I am more likely to use Classic sponsor goods/services.	4.85	60.2%
I am more likely to buy from a Classic sponsor.	4.89	59.1%
I am more likely to consider Classic sponsors the next time I choose.	4.99	62.0%
I am more likely to follow Classic sponsors via social media.	4.70	56.1%
I have used Classic sponsor goods/services because of their relationship with the event.	4.68	56.7%
I have considered Classic sponsors when making a purchase decision because of their relationship with the event.	4.51	53.2%
I have started using a specific brand or product due to a company's sponsorship of the Classic.	4.19	42.4%
I have switched product brands due to a company's sponsorship of the Classic.	3.97	38.1%

¹Survey items included a 7-point scale with 7 = Strongly Agree and 1 = Strongly Disagree.

²Responses of 5, 6 and 7 were combined to represent an Agree.

Respondents appear more likely to "test" Class sponsor products than to fully commit patronage.

Results indicating that over one-third of respondents are willing to "switch brands" is noteworthy.

2019 SOUTHERN HERITAGE CLASSIC SPONSOR ASSESSMENT

Sponsor	Top of Mind Sponsorship Recall			Total Recall
	1	2	3	
FedEx	77	7	2	21.40%
Autozone	11	11	4	7.50%
Nike	7	4	4	6.01%
Coors	5	4	1	3.85%
Allstate	4	2	6	3.40%
Carrier Corp	1	0	2	2.64%
Kroger	5	1	1	2.40%
McDonalds	4	0	0	1.92%
Ford	2	2	3	1.92%
Cracker Barrel	0	5	1	1.92%
City of Memphis	1	0	0	1.44%
First Tennessee Bank	0	3	0	1.44%
Highway Safety	0	0	1	1.20%

* Data reported based on hierarchy of sponsor recall by respondents (1st company listed, 2nd company listed, and so on). For instance, while approximately 21% of the entire sample cited FedEx as a Classic sponsor seventy-seven (or 50% of the 155 who attempted to recall at least one sponsor) initially cited FedEx as a Classic sponsor whereas eleven initially cited AutoZone as a Classic sponsor. Most of the 155 respondents listed multiple organizations (up to as many as 25), with those listed in the table above identified by at least 5 respondents. For example, although Carrier was listed three times in the above table, they were the 5th sponsor cited by 5 respondents.

SOUTHERN HERITAGE CLASSIC MEDIA

Main Source of Southern Heritage Classic Information			
Source	Frequency		
	2011	2014	2019
Email	12.7%	30.6%	52.4%
Word of Mouth	26.3%	44.2%	42.5%
Radio	12.7%	37.5%	37.3%
Facebook	13.4%	40.0%	23.3%
TV	8.5%	28.1%	23.3%
Internet Searches	8.2%	14.7%	20.0%
Newspaper	5.6%	13.4%	10.1%
Mail Outs	1.6%	6.4%	9.4
Twitter	4.7%	12.4%	8.9%
Other	4.2%	7.3%	8.9%

- Respondents in 2014 and 2019 were encouraged to cite all sources whereas in 2011 respondents were encouraged to cite the primary source.
- Traditional sources such as Email and Word of Mouth remain two of the main sources of information for attendees.
- Of those citing Other, Alumni and school groups were the most popular responses.

CLASSIC 2022



33RD

**SOUTHERN
HERITAGE
CLASSIC**

Presented by **FedEx**



JACKSON STATE

TENNESSEE STATE



**LET THE
GOOD
TIMES
ROLL.**

September 8-10, 2022



YOUR PARTICIPATION

Sponsorship is the lifeblood of any public event. Certainly, it is no different with the Southern Heritage Classic, which completed its 32nd year, thanks in large part to our network of corporate partners. Without your support, this cultural celebration would not be a success. We work hard to ensure your investment with us is a win-win for all sides involved.



INCREASED SOCIAL INTERACTION

A 2019 economic survey indicated that **75,000** patrons participated in Classic events. Over half (**54.8%**) of respondents said that they have attended the Classic for 10+ years. The group size continues to grow, as the average size for groups was **14** people.

DOWN THE SKY

A USAF VIRTUAL AIRBORNE EXPERIENCE



RELIABLE PERFORMANCE

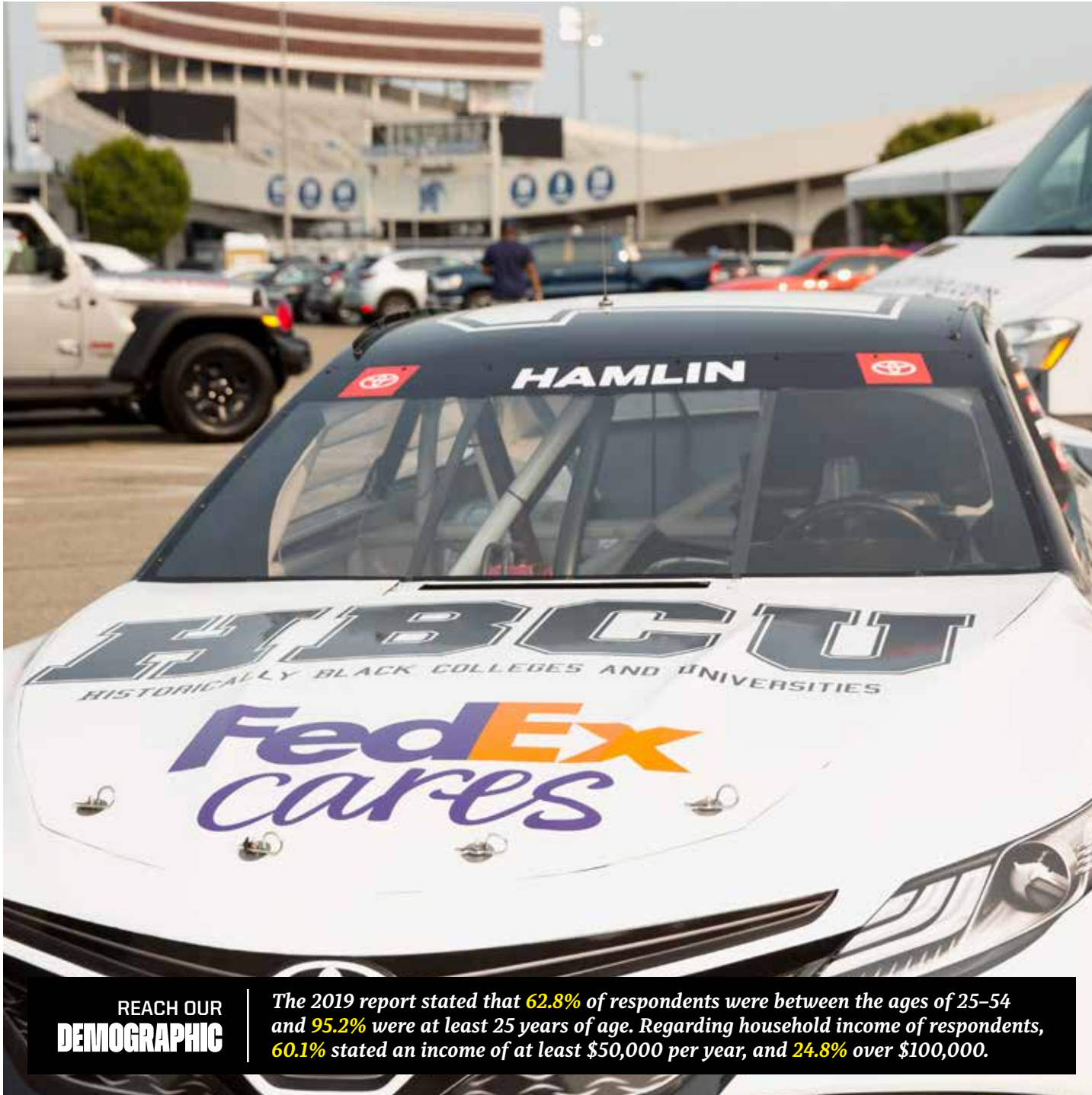
Since 2002, the Southern Heritage Classic has drawn a consistent attendance of at least **42,000** fans. The Classic's Facebook page has secured over **40,000** fans, and the Classic Game Replay on YouTube has topped **57,000** views.

SPONSOR ACTIVATION

Supporting sports and communities are ways corporate sponsors can build social capital.

The involvement of many of our corporate sponsors has continued to grow over the years. Several of our most committed sponsors set up booths for fan-related activities, as well as employee recruitment.





**REACH OUR
DEMOGRAPHIC**

The 2019 report stated that **62.8%** of respondents were between the ages of 25–54 and **95.2%** were at least 25 years of age. Regarding household income of respondents, **60.1%** stated an income of at least \$50,000 per year, and **24.8%** over \$100,000.

BRAND LOYALTY

Connecting with people in a meaningful, creative and consistent way at an event results in an enhanced image and brand loyalty.

A market assessment of the 2019 Southern Heritage Classic conducted by Dr. Richard Irwin of the University of Memphis indicated that 62% of respondents said they'd be most likely to consider a purchase of a sponsored product.





COME JOIN US.

The Southern Heritage Classic gets better every year. We are already working hard to make the 2022 Classic Weekend one to remember for years.

City of Memphis and the Classic create an ideal partnership. We look forward to working with you in 2022 and beyond.

FUTURE DATES:

- September 10, 2022
- September 9, 2023
- September 14, 2024



Fred Jones Jr., Founder
(901) 486-5543 cell
smc@smcentertainment.net



Memphis City Council
Summary Sheet Instructions

1. Resolution appropriates the sum of \$350,000.00 in Other Project Cost to implement the FY22 Urban Art Plan, CIP Project Number EN22301 funded by G. O. Bonds. District and Super District are not applicable for this project.
2. Division of Engineering
3. There is not a change to an existing ordinance or resolution.
4. Resolution does not require a new or amended contract.
5. This resolution requires an appropriation of \$350,000.00 in CIP funds funded by G. O. Bonds chargeable to ~~FY21~~ Capital Improvement Budget.
6. Requesting Same Night Minutes

FY22

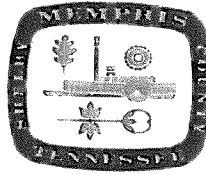
RESOLUTION

WHEREAS, the Council of the City of Memphis did include Urban Art, CIP Number EN22300 as part of the FY 2022 Capital Improvement Budget; and

WHEREAS, it is necessary to transfer funds from EN22300 Coverline to EN22301 and appropriate those funds in the amount of \$350,000.00 funded by G. O. Bonds General in other project costs of EN22301 to continue the implementation of the Urban Art Plan.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that there be and is hereby appropriated the sum of \$350,000.00 in Other Cost funded by G. O. Bonds General, chargeable to FY 2022 Capital Improvement Budget with said appropriation being credited as follows:

Project Title:	Urban Art	\$350,000.00
Project Number:	EN22301	G. O. Bonds



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

Resolution to approve red-line transfer of \$150,000 from full time salaries to misc. professional services in operating funds as an offset to personnel transfers from the City to Memphis Museums Inc. (MMI).

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

Memphis Parks

3. State whether this is a change to an existing ordinance or resolution, if applicable.

N/A

4. State whether this will impact specific council districts or super districts.

All districts benefit from the facilities and services provided by MMI.

5. State whether this requires a new contract, or amends an existing contract, if applicable.

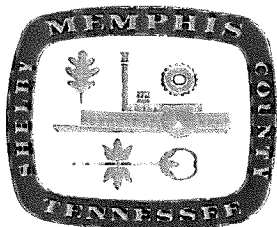
This resolution is a result of amending contract #N9755

6. State whether this requires an expenditure of funds/requires a budget amendment

This resolution and red-line reallocates funds from personnel to misc. professional services.

7. If applicable, please list the MWBE goal and any additional information needed

N/A



Resolution approving a red line transfer within The Division of Memphis Parks operating budget to reallocate funds from full time salaries to misc. professional services to offset personnel transfers from the City of Memphis to Memphis Museums Inc. (MMI)

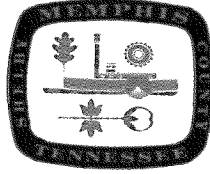
WHEREAS, the City of Memphis, through its Division of Memphis Parks, has an existing management agreement with MMI through contract #N9755 to manage and operate the museum facilities; and

WHEREAS, the Division of Memphis Parks is amending contract #N9755 to include a payment to MMI to offset personnel transfers from the City to MMI; and

WHEREAS, the Division of Memphis Parks is requesting approval for a red line transfer of \$150,000 from full time salaries to misc. professional services in the Museums service center; and

WHEREAS, the Division of Memphis Parks will use the reallocation of funds to disburse a management payment for the positions transferred from the City to MMI

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that this red line transfer is hereby approved in accordance with the terms set forth therein outlining committed operational, financial and other stipulated criteria as to both parties in the approved Agreement.



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

This is a resolution for the transfer of appropriated funds from completed projects to IT Project #IT01004.

SAME NIGHT Minutes requested.

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

Information Technology Division

3. State whether this is a change to an existing ordinance or resolution, if applicable.

N/A

4. State whether this will impact specific council districts or super districts.

All Districts

5. State whether this requires a new contract, or amends an existing contract, if applicable.

N/A

6. State whether this requires an expenditure of funds/requires a budget amendment

Requires budget amendment via transfer of G.O. bond funds from four CIP projects to one CIP project.

7. If applicable, please list the MWBE goal and any additional information needed

N/A



RESOLUTION

To transfer \$299,467 allocated and appropriated funding from four completed Information Technology CIP projects to IT01004 – Implementation Modernization.

WHEREAS various Capital Improvement Program (CIP) projects retain unspent allocations or unencumbered appropriations that are sufficient and available for other uses; and

WHEREAS cost overruns have been incurred in IT01004 – Implementation Modernization, a project through which the City is implementing the Kronos Workforce Dimensions and Workforce Telestaff system throughout the City's divisions for the purpose of improving Payroll Accuracy and Automation, Labor Transparency, Labor Productivity, Employee Engagement, Compliance and Governance and Efficient Scheduling practices. The additional cost overruns are due to additional hardware, software, and professional services that will need to be procured to complete the implementation; and

WHEREAS available funding to supplement said overruns has been identified in the following CIP projects:

ISO1061-Oracle Release 12 Upgrade (\$229,744)

ISO1070-Website/Intranet Upgrade (\$3,161)

ISO1075-HRMS Management System Cloud (\$66,228)

ISO1078-Community Center Network Upgrade (\$334); and

WHEREAS it is necessary to transfer \$299,467 of allocated and appropriated funding from the above four projects to Implementation Modernization, project number IT01004;

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that the Fiscal Year 2022 CIP Budget be amended by transferring allocations and appropriations totaling **\$299,467** from Projects IS01061; IS01070; IS01075; and IS01078 to Project IT01004 for **Information Technology**.

A resolution to amend the Council FY 22 grant allocations

WHEREAS, the FY 22 Operating Budget included \$2.6 million in funding for the Council's Grants Program with an equal apportionment to the 13 members in the amount of \$200,000; and

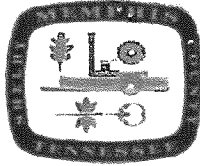
WHEREAS, the Memphis City Council reviewed the applications and allowed presentations by prospective organizations wherein members were able to select individual grant award amounts to the organizations that successfully completed the application process; and

WHEREAS, members of the Council were afforded the opportunity to designate their full FY 22 \$200,000 allotment during the passage of the budget or to hold a portion of their allotment in abeyance with further consideration and distribution of their remaining funds to be decided by resolution at a later date; and

NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS CITY COUNCIL that the following request for disbursement(s) of remaining funds be approved as follows:

ORGANIZATION NAME	AMOUNT
Memphis Area Youth Association	\$5,000
TOTAL	\$5,000

Sponsor:
Edmund Ford, Sr.



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

Resolution to accept/allocate/appropriate grant funds in the amount of Sixty Three Thousand Three Hundred Fifteen Dollars & Zero Cents (\$63,315.00) from State of TN, Office of the Sec. of State, TN State Library and Archives.

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

Library Division

3. State whether this is a change to an existing ordinance or resolution, if applicable.

N/A

4. State whether this will impact specific council districts or super districts.

This will impact all Council Districts/Super Districts.

5. State whether this requires a new contract, or amends an existing contract, if applicable.

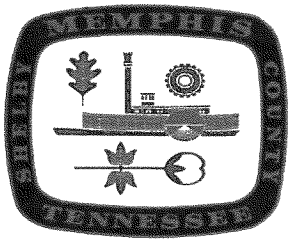
This requires a new contract between the City of Memphis and the State of Tennessee, Office of the Secretary of State, Tennessee State Library and Archives.

6. State whether this requires an expenditure of funds/requires a budget amendment

The FY22 Budget will need amending.

7. If applicable, please list the MWBE goal and any additional information needed

N/A



A Resolution to accept, allocate and appropriate grant funds in the amount of sixty three thousand three hundred fifteen dollars and zero cents (\$63,315.00) to the City of Memphis /Memphis Public Library & Information Center from the the State of Tennessee, Office of the Secretary of State, Tennessee State Library and Archives.

WHEREAS, the City of Memphis, Division of Library Services, Memphis Public Library & Information Center has received grant funds in the amount of sixty three thousand three hundred fifteen dollars and zero cents (\$63,315.00) from the State of Tennessee, Office of the Secretary of State, Tennessee State Library and Archives; and

WHEREAS, these funds will be used for program and COVID -19 enhancement supplies; and

WHEREAS, the Memphis Public Library will provide a partial match of \$15,828.00; and

WHEREAS, it is necessary to accept, allocate, and appropriate the grant funds in the amount of sixty three thousand three hundred fifteen dollars and zero cents (\$63,315.00) for program and COVID -19 enhancement supplies; and

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that grant funds in the amount of sixty three thousand three hundred fifteen dollars and zero cents (\$63,315.00) for program and COVID -19 enhancement supplies be accepted by the City of Memphis;

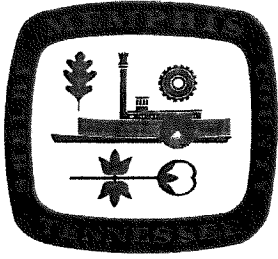
BE IT FURTHER RESOLVED, that the Fiscal Year 2022 Operating Budget be and is hereby amended by allocating and appropriating the revenues and expenditures for program and COVID -19 enhancement supplies in the amount of sixty three thousand three hundred fifteen dollars and zero cents (\$63,315.00) as follows:

Revenue

Tennessee State Library and Archives	<u>\$63,315.00</u>
TOTAL	\$63,315.00

Expenditures

Supplies	<u>\$63,315.00</u>
TOTAL	\$63,315.00



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

Resolution approving the 2022 Budget of the Memphis Light, Gas and Water Division for operation and maintenance expenses and capital expenditures.

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

Memphis Light, Gas and Water Division

3. State whether this is a change to an existing ordinance or resolution, if applicable.

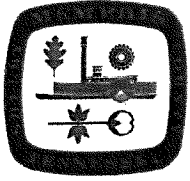
Not applicable.

4. State whether this requires a new contract, or amends an existing contract, if applicable.

Not applicable.

5. State whether this requires an expenditure of funds/requires a budget amendment.

Not applicable.



A resolution to approve the 2022 Electric, Gas and Water
Operations and Capital Budget.

WHEREAS, the Board of Light, Gas and Water Commissioners has submitted a proposed budget for the Memphis Light, Gas and Water Division for operation and maintenance expenses for the calendar year 2022, and the capital expenditures for 2022; and

WHEREAS, the Board of Commissioners has approved said budget and submitted to the City Council with the recommendation of the Board for approval; and

WHEREAS, the Council has, through its MLGW Committee and other interested members of the Council, reviewed the budget and conducted hearings thereon; and

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that the attached 2022 Budget of the Memphis Light, Gas and Water Division for operation and maintenance expenses and capital expenditures is approved.

EXCERPT
from
MINUTES OF MEETING
of
BOARD OF LIGHT, GAS AND WATER COMMISSIONERS
CITY OF MEMPHIS
held
October 20, 2021

The President presented the proposed budgets for the Electric, Gas and Water Divisions for 2022 operating expenses and capital expenditures to the Board of Light, Gas and Water Commissioners. Such annual budgets have been prepared in compliance with Chapter 381 of the Private Acts of 1939, as amended, and include the applicable revenues, expenses and capital improvements for each system. These budgets have been reviewed by the Budget Review Committee and the applicable management staff, and copies have been provided to each member of the Board with opportunity given for each member to ask questions.

The President has recommended approval and adoption of the Budgets as presented by the Board of Light, Gas and Water Commissioners.

NOW THEREFORE BE IT RESOLVED BY THE Board of Light, Gas and Water Commissioners:

- (1) THAT, the Budgets for the Electric, Gas and Water Divisions for the 2022 operating expenses and capital expenditures, as presented by the President, be adopted and in effect for the fiscal year 2022, subject to the consent and approval of the Council of the City of Memphis, and
- (2) THAT, the President and Secretary - Treasurer are hereby authorized to amend the budgets to reflect the outcome of on-going negotiations of economic items under the Memorandum of Understanding between MLGW and IBEW Local 1288 subject to ratification of such changes and amendments by this Board.

I hereby certify that the foregoing is a true copy of a resolution adopted by the Board of Light, Gas and Water Commissioners at a regular - ~~special~~ meeting held on 20th day of October, 2021, at which a quorum was present.


Secretary - Treasurer

SUBSTITUTE ORDINANCE NO. _____

ORDINANCE TO AMEND CHAPTER 25-200, SECTION 1,
OF THE CITY OF MEMPHIS CODE OF ORDINANCES
GOVERNING THE CITY PENSION SYSTEM TO ALLOW CERTAIN
INDIVIDUALS TO EXTEND PARTICIPATION IN THE
DEFERRED RETIREMENT OPTION PLAN

WHEREAS, the City of Memphis, Tennessee (the "City") has adopted a pension system for general employees and for police officers and firefighters known as the City of Memphis Retirement System, as amended, restated and supplemented from time to time, consisting of a 1948 plan (that part of the system benefiting employees participating under the provisions of sections 25-60 through 25-100) and a 1978 plan (that part of the system benefiting employees participating under the provisions of sections 25-160 through 25-201) as amended in 2012; and a 2016 plan (that part of the system benefiting employees participating under the provisions of sections 25-210 through 25-274), currently established under City Ordinance Chapter 25, Articles I through VII, Divisions 1, 2 and 3 (collectively, "the Pension System"); and

WHEREAS, as part of its 1978 plan (that part of the pension system benefiting employees participating under the provisions of sections 25-160 through 25-201) the City has established a Deferred Retirement Option Plan (DROP), the terms and provisions of which are set forth in section 25-200; and .

WHEREAS the City of Memphis desires to allow certain individuals currently participating in the DROP program to extend their election and continue participation in the DROP during such extension as provided in this ordinance.

NOW, THEREFORE,

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF MEMPHIS, that the Pension System shall be amended as follows:

Section 1. Pension Ordinance Amendments

Ordinance Amendment. Sec, 25-200 is hereby amended by adding the following new subparagraph (K) thereto, which shall provide as follows:

(K) *DROP Extension.* Notwithstanding the election made in section (C) of this section, at the request of the City for such employee to continue employment for the benefit of the City, an employee who holds the position and title of Library Director ("eligible employee") may elect to extend his/her DROP end date and continue participation in DROP for up to forty-eight (48) calendar months beyond the original elected DROP end date in subsection (C) of this section. To effectuate such election, the eligible employee shall submit, prior to the end of his/her current

DROP end date on forms required by the City of Memphis Human Resources Office a written election to extend the DROP end date and continue participation in the DROP program. Upon acceptance of such election by the City of Memphis Human Resources Director, the provisions of subsections (D), (E), and (F) of this section will continue to apply.

Section 2. Severability.

The provisions of this Ordinance are hereby declared to be severable. If any of the sections, amendments, provisions, sentences, clauses, phrases, or parts hereof are held unconstitutional or void, the remainder of this Ordinance shall continue in full force and effect.

Section 3. Effective Date.

The provisions of this Ordinance shall take effect from and after the date it shall have been passed by the Council, signed by the Chairman of the Council, certified and delivered to the Office of Mayor in writing by the comptroller and become effective as otherwise provided by law.

SPONSOR:

City Administration

Approved:

Mayor, City of Memphis



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

A Resolution requesting the approval of the sale of city owned property acquired by the City Tax Sale #2 EXH #574, located at 273 E. Maryland Avenue in Memphis, Shelby County, Tennessee 38126, Parcel#013033 00007

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

General Services

3. State whether this is a change to an existing ordinance or resolution, if applicable.

This is not a change to an existing ordinance or resolution.

4. State whether this will impact specific council districts or super districts.

Council District 6 and Super district 8

5. State whether this requires a new contract, or amends an existing contract, if applicable.

N/A

6. State whether this requires an expenditure of funds/requires a budget amendment

This does not require expenditure of funds nor a budget amendment.

7. If applicable, please list the MWBE goal and any additional information needed

N/A



Council Resolution

A Resolution approving the sale of a city owned property known as 273 E. Maryland Avenue, Memphis, TN 38126, Parcel ID# 013033 00007

WHEREAS, the City of Memphis owns the property known as 273 E. Maryland Avenue, Memphis, TN 38126 ("The Property") was acquired in the City Tax Sale #2 EXH #574 and is further identified by Shelby County Tax Assessor as Parcel # 013033 00007 containing 0.107 acres, more or less; *and*

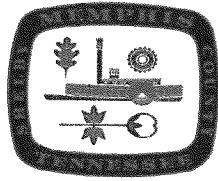
WHEREAS, the sale of the subject Property will increase the City's General Fund, generate tax revenue, and eliminate blight and maintenance cost for the City of Memphis; and

WHEREAS, Carlos McCalister, submitted an offer of Eight Hundred Fifty Dollars (\$850.00) along with a Eighty Five Dollar (\$85.00) Earnest Money deposit to the City of Memphis Real Estate Office; and

WHEREAS, *it is* ~~is~~ deemed to be in the best interest of the citizens of the City of Memphis and County of Shelby that this request be considered subject to the terms and conditions set forth in the Offer to Purchase and in City Ordinance 5637.

NOW, THEREFORE BE IT RESOLVED by the Council of the City of Memphis that the offer made by Carlos McCalister, on the above described property is hereby accepted subject to the City Ordinance 5637, Amendment to section 2-291-1(A) which states in part, "The city real estate manager shall place a value on all properties being considered for sale in a manner herein determined and on all properties having an estimated and probable value of \$10,000.00 or less shall place a value without obtaining an independent appraisal."

BE IT FURTHER RESOLVED, that subject to the Ordinance, the City of Memphis Real Estate Office shall prepare and arrange for the execution of the quit claim deed, and any other documents incidental to the completion of the transfer, and the Mayor of the City of Memphis is hereby authorized to execute said deeds or any other documents necessary to complete the sale and conveyance.



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

Transferring allocations and appropriations totaling \$1,200,000 from a completed General Services project to CIP Project #GS01032 – CoMEM Phase II.

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

General Services

3. State whether this is a change to an existing ordinance or resolution, if applicable.

Does not change an existing ordinance

4. State whether this will impact specific council districts or super districts.

5. State whether this requires a new contract, or amends an existing contract, if applicable.

A new contract will be required

6. State whether this requires an expenditure of funds/requires a budget amendment

A budget amendment is needed to transfer funds from a project to CIP Project #GS01032 – CoMEM Phase II.

7. If applicable, please list the MWBE goal and any additional information needed

N/A



A Resolution transferring allocations and appropriations from a completed General Services projects to CIP Project #GS01032 – CoMEM Phase II.

WHEREAS, for the betterment of the Memphis community, this Administration’s objective is to complete projects that are ready for construction and/or continued improvement in a timely manner; and

WHEREAS, General Services has new and existing projects that have completed their design phase and are ready for construction and/or continued improvement; and

WHEREAS, CIP Project CoMEM Phase II, project #GS01032 is one such project, with the design phase complete and now ready to move to the construction phase; and

WHEREAS, CIP Project CoMEM Phase II, project #GS01032 was established FY15; and

WHEREAS, the total estimated construction cost of the Municipal Complex - Phase II was budgeted to be \$15,400,000; and

WHEREAS, a weaken supply chain has added unforeseen costs of approximately \$1.2 million; and

WHEREAS, General Services has identified the following completed project with available funds to cover this shortfall:

GS01007 – Major Modification		\$1,200,000
	Total	\$1,200,000

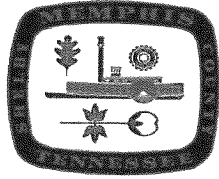
WHEREAS, it is necessary to transfer allocations and appropriations totaling \$1,200,000 from the identified project to CIP Project #GS01032 – CoMEM Phase II.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that there be and is hereby transferred allocations and appropriations totaling \$1,200,000 from the following project:

GS01007 – Major Modification		\$1,200,000
	Total	\$1,200,000

to Contract Construction funded by G O Bonds – General in CIP project #GS01032 – CoMEM Phase II and credit as follows:

Project Title:	CoMEM Phase II
Project Number:	GS01032
Amount:	\$1,200,000



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

Transferring allocations and appropriations totaling \$901,000 from several completed General Services projects to CIP Project #CD01101.

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

General Services

3. State whether this is a change to an existing ordinance or resolution, if applicable.

Does not change an existing ordinance

4. State whether this will impact specific council districts or super districts.

5. State whether this requires a new contract, or amends an existing contract, if applicable.

A new contract will be required

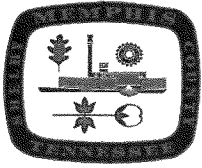
6. State whether this requires an expenditure of funds/requires a budget amendment

A budget amendment is needed to transfer funds from several projects to CIP Project #CD01101 – Raleigh Vehicle Maintenance Shop.

7. If applicable, please list the MWBE goal and any additional information needed

N/A

City Council Resolution – Transferring allocations and appropriations to CIP Project #CD01101
Raleigh Vehicle Repair Shop



A Resolution to transfer \$901,000 appropriated funding from several completed General Services projects to CIP Project #CD01101 – Raleigh Vehicle Repair Shop.

WHEREAS, for the betterment of the Memphis community, this Administration’s objective is to complete projects that are ready for construction and/or continued improvement in a timely manner; and

WHEREAS, there are new and existing projects that have completed their design phase and are ready for construction and/or continued improvement; and

WHEREAS, CIP Project #CD01101- Raleigh Vehicle Maintenance Shop is one such project, ready to be completed but in need of additional funding due to unforeseen costs of approximately \$901,000; and

WHEREAS, General Services has identified the following completed projects with available funds to cover this shortfall:

GS01007 - Major Modification	\$584,446
GS19201 - OCH FY19 Major Mod roofing	219,962
GS21101 - FY21 Major Mod- Roofing	15,604
GS20105 - FY'20 Major Mod (Carpentry)	80,988
Total	\$901,000

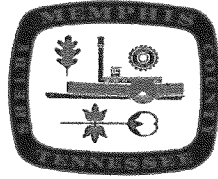
WHEREAS, it is necessary to transfer allocations and appropriations totaling \$901,000 from the identified projects to CIP Project #CD01101- Raleigh Vehicle Repair Shop.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that there be and is hereby transferred allocations and appropriations totaling \$901,000 from the following projects:

GS01007 - Major Modification	\$584,446
GS19201 - OCH FY19 Major Mod roofing	219,962
GS21101 - FY21 Major Mod- Roofing	15,604
GS20105 - FY'20 Major Mod (Carpentry)	80,988
Total	\$901,000

to Contract Construction funded by G O Bonds – General in CIP Project #CD01101- Raleigh Vehicle Repair Shop and credit as follows:

Project Title:	Raleigh Vehicle Repair Shop
Project Number:	CD01101
Amount:	\$901,000



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

Transferring allocations and appropriations totaling \$94,345 from a completed General Services project to CIP Project #GS20102 – Major Mod-Electric.

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

General Services

3. State whether this is a change to an existing ordinance or resolution, if applicable.

Does not change an existing ordinance

4. State whether this will impact specific council districts or super districts.

5. State whether this requires a new contract, or amends an existing contract, if applicable.

A new contract will be required

6. State whether this requires an expenditure of funds/requires a budget amendment

A budget amendment is needed to transfer funds from a project to CIP Project #GS20102 – Major Mod-Electric.

7. If applicable, please list the MWBE goal and any additional information needed

N/A



A Resolution transferring allocations and appropriations from a completed General Services projects to CIP Project GS20102 – Major Mod-Electric

WHEREAS, for the betterment of the Memphis community, this Administration’s objective is to complete projects that are ready for construction and/or continued improvement in a timely manner; and

WHEREAS, General Services has new and existing projects that have completed their design phase and are ready for construction and/or continued improvement; and

WHEREAS, CIP Project #GS20102 – Major Mod-Electric is one such project, with the design phase complete and now ready to install the Asphalt Plant & Trailers Emergency Generator; and

WHEREAS, CIP Project #GS20102 – Major Mod-Electric was included in the FY20 CIP Budget; and

WHEREAS, the total estimated cost of the Asphalt Plant & Trailers Emergency Generator was budgeted to be \$345,000; and

WHEREAS, a shortfall has been identified due to unforeseen costs of approximately \$94,345; and

WHEREAS, General Services has identified the following completed project with available funds to cover this shortfall:

GS20105 - FY'20 Major Mod (Carpentry)	\$ 94,345
Total	\$94,345

WHEREAS, it is necessary to transfer allocations and appropriations totaling \$94,345 from the identified project to CIP Project #GS20102 – Major Mod-Electric.

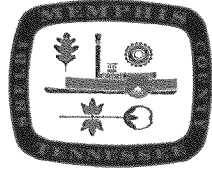
NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that there be and is hereby transferred allocations and appropriations totaling \$94,345 from the following project:

GS20105 - FY'20 Major Mod (Carpentry)	\$ 94,345
Total	\$94,345

City Council Resolution – Transferring funds to CIP Project # GS20102 – Major Mod-Electric

to Contract Construction funded by G O Bonds – General in CIP Project #GS20102 – Major Mod-Electric and credit as follows:

Project Title:	Major Mod-Electric
Project Number:	GS20102
Amount:	\$94,345



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

Transferring allocations and appropriations totaling \$1,500,000 from several completed General Services projects to CIP Project #GS22201-City Hall Exterior Cladding.

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

General Services

3. State whether this is a change to an existing ordinance or resolution, if applicable.

Does not change an existing ordinance

4. State whether this will impact specific council districts or super districts.

5. State whether this requires a new contract, or amends an existing contract, if applicable.

A new contract will be required

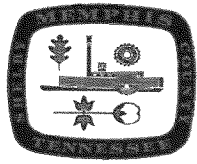
6. State whether this requires an expenditure of funds/requires a budget amendment

A budget amendment is needed to transfer funds from various projects to CIP Project #GS22201 – City Hall Exterior Cladding.

7. If applicable, please list the MWBE goal and any additional information needed

N/A

City Council Resolution – Transferring allocations and appropriations to CIP Project #GS22201
City Hall Exterior Cladding



A Resolution transferring allocations and appropriations from several completed General Services projects to CIP Project #GS22201- City Hall Exterior Cladding.

WHEREAS, for the betterment of the Memphis community, this Administration’s objective is to complete projects that are ready for construction and/or continued improvement in a timely manner; and

WHEREAS, General Services has new and existing projects that have completed their design phase and are ready for construction and/or continued improvement; and

WHEREAS, CIP Project City Hall Exterior Cladding, project #GS22201 is one such project, with the design phase complete and now ready to move to the construction phase; and

WHEREAS, CIP Project City Hall Exterior Cladding, project #GS22201 was established with a transfer from the FY22 cover line totaling \$4,900,000; and

WHEREAS, the total estimated cost of the cladding project is estimated to be \$6,400,000; and

WHEREAS, there is a shortfall of \$1.5 million; and

WHEREAS, General Services has identified the following completed projects with available funds to cover this shortfall:

GS01001 - City Hall Improvements	\$347,645
GS01046 - City Hall Conservation	289,748
GS18101 - FY18 Roofing Major Mod	83,912
GS19101 - FY19 Major Mod (Roofing)	279,903
GS19105 - FY19 Major Mod (Asphalt)	211,329
GS21101 - FY21 Major Mod- Roofing	287,463
Total	\$1,500,000

WHEREAS, it is necessary to transfer allocations and appropriations totaling \$1,500,000 from the identified projects to CIP Project #GS22201 – City Hall Exterior Cladding.

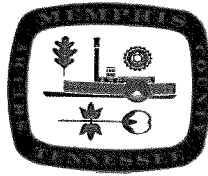
NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that there be and is hereby transferred allocations and appropriations totaling \$1,500,000 from the following projects:

City Council Resolution – Transferring allocations and appropriations to CIP Project #GS22201
City Hall Exterior Cladding

GS01001 - City Hall Improvements	\$347,645
GS01046 - City Hall Conservation	289,748
GS18101 - FY18 Roofing Major Mod	83,912
GS19101 - FY19 Major Mod (Roofing)	279,903
GS19105 - FY19 Major Mod (Asphalt)	211,329
GS21101 - FY21 Major Mod- Roofing	287,463
Total	\$1,500,000

to Contract Construction funded by G O Bonds – General in CIP project #GS22201 – City Hall Exterior Cladding and credit as follows:

Project Title:	City Hall Exterior Cladding
Project Number:	GS22201
Amount:	\$1,500,000



Memphis City Council Summary Sheet

1. Description of the Item (Resolution, Ordinance, etc.)

Resolution to transfer appropriation amount of \$463,175 from Architecture & Engineering to Contract Construction in Pleasant Hill Shelby Holmes Road Project, #PW01127 to fund street improvements. Same night minutes request.

2. Initiating Party (e.g. Public Works, at request of City Council, etc.)

Project initiated by the Public Works Division and administered by the Engineering Division.

3. State whether this is a change to an existing ordinance or resolution, if applicable.

NA

4. State whether this will impact specific council districts or super districts.

The project is located in Council District 3 and Super District 8.

5. State whether this requires a new contract, or amends an existing contract, if applicable.

Requires a new contract.

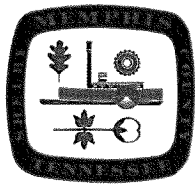
6. State whether this requires an expenditure of funds/requires a budget amendment

Requires a budget amendment.

7. If applicable, please list the MWBE goal and any additional information needed

MWBE goal is 49%.

Request same night meeting minutes.



RESOLUTION

This is a resolution to transfer an additional appropriation in the amount of \$463,175.00 from Architecture & Engineering to Contract Construction in Pleasant Hill Shelby Holmes Road Project Number PW01127 to fund a construction contract for Pleasant Hill Road improvements.

WHEREAS, the Council of the City of Memphis approved Pleasant Hill Shelby Holmes, project number PW01127, as part of the Public Works Fiscal Year 2022 Capital Improvement Budget; and

WHEREAS, a bid was accepted on September 22, 2021 for the Pleasant Hill Road improvements with the complying bid being \$1,631,595.11 submitted by Yucon, LLC; and

WHEREAS, total amount to fund the complying bid submitted by Yucon, LLC for the Pleasant Hill Road improvements equals \$1,713,175.00 (*100% contract funding plus 5% project contingencies funded by GO Bonds*); and

WHEREAS, a Resolution was approved on March 24, 2020 for a contract construction appropriation in the amount of \$1,250,000.00 funded by GO Bonds for Pleasant Hill Shelby Holmes, project number PW01127 to fund Pleasant Hill Road improvements; and

WHEREAS, it is now necessary to transfer an appropriation in the amount of \$463,175.00 from Architecture & Engineering to Contract Construction in Pleasant Hill Shelby Holmes Road Project Number PW01127 for additional funds to fulfill the complying bid with Yucon, LLC for Pleasant Hill Road improvements.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Memphis that the Fiscal Year 2022 Capital Improvement Budget be and is hereby amended by transferring an Architecture and Engineering appropriation, funded by G.O. Bonds and in the amount of \$463,175.00, to Contract Construction in Pleasant Hill Shelby Holmes, project number PW01127 – chargeable to the Fiscal Year 2022 Capital Improvement Budget and credited as follows:

Project Title:	Pleasant Hill Shelby Holmes
Project Number:	PW01127
Amount:	\$463,175.00

**RESOLUTION TO ACCEPT THE FINAL REPORT OF THE CITY COUNCIL
RENAMING COMMISSION**

WHEREAS, on July 21, 2020, the Memphis City Council approved a resolution establishing an advisory committee regarding City of Memphis street, park and place names; and

WHEREAS, in accordance with said resolution, the advisory committee, officially named the City Council Renaming Commission, was tasked with developing (1) a set of guiding principles to govern the submission and review of renaming recommendations submitted by the citizens of Memphis, (2) a list of public streets, parks and/or places recommended for renaming, and (3) an application process that citizens can use to submit future renaming recommendations; and

WHEREAS, in accordance with said resolution, upon completion of their duties, the City Council Renaming Commission was tasked with submitting a final report to the Memphis City Council, the report comprising a list of public streets, parks, and/or places recommended for renaming, accompanied by (1) a detailed explanation of why each public street, park, or place was chosen, (2) a list of proposed replacement names for each recommended public street, park, or place, and (3) a detailed explanation of why each proposed name represents a preferable replacement; and

WHEREAS, with the City Council Renaming Commission having completed its duties on October 21, 2021, the advisory committee now presents its final report to the Memphis City Council by way of Attachment A provided herein, with the following public streets, parks, and places recommended for renaming: Jackson Avenue, Lamar Avenue, Manassas Street, Butler Avenue, Stonewall Street, Beauregard Avenue, Dixie Road, Fourth Street, Audubon Park, Butler Park, Bellevue Tennis Center and Gaisman Community Center; furthermore, in accordance with the final report requirements, Attachment A, pages 5-19, provides (1) detailed explanations of why each public street, park, and place was chosen, (2) a list of proposed replacement names for each recommended public street, park, and place, as well as (3) a detailed explanation of why each proposed name represents a preferable replacement.

NOW, THEREFORE, BE IT RESOLVED the Memphis City Council hereby accepts the final report of the City Council Renaming Commission.

BE IT FURTHER RESOLVED, the Council will utilize the City Council Renaming Commission's final report when determining further action(s) related to City of Memphis street, park, or place renaming.

Sponsor:
Councilwoman Michalyn Easter-Thomas

FINAL REPORT
Submitted by
THE CITY COUNCIL RENAMING COMMISSION
November 16, 2021

Members of the City Council Renaming Commission

Kenya Bradshaw, Chair

Shawn Lynch, Esq., Vice Chair

Pastor Ashton Alexander

Thelma Crivens, Esq.

Luis Robinson Garcia

James “Jim” Gilliland

Benjamin Jabbour

Dr. Andre E. Johnson

Osie Lewis, Sr., Esq.

Elder Rosheay O. Ragland, II

Rev. Johnson E. Saulsberry, Jr.

Randall Tatum—City of Memphis, Division of Engineering (non-voting member)

Josh Whitehead, Esq. – Memphis and Shelby County Office of Planning and Development (non-voting member)

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Introduction

Public spaces such as streets and parks allow governments to honor and memorialize the people, places or events that contribute to the political, social and economic growth of a city, state and country. They also are a means through which a political jurisdiction can erect symbols that convey the dominance of certain ideological beliefs. For example, from the 19th through the mid-20th centuries, monuments, streets and parks in Memphis, Tennessee were closely aligned with the narratives of slavery, the Confederacy, the Lost Cause and Jim Crow-era white supremacy. The year 2013 was a pivotal year for removing symbolic representations of racist ideology in the city. In that year, three parks named for Confederate officers and generals were renamed: Confederate Park (now Memphis Fourth Bluff Park), Jefferson Davis Park (now River Garden Park) and Nathan Bedford Forrest Park (now Health Sciences Park). Statues that remained in two of the parks—Jefferson Davis in River Garden Park and Nathan Bedford Forrest in Health Sciences Park—were removed in 2017, after sale of the parks, or of interest in the parks, to a private nonprofit corporation. This movement to remove street and park names and statues that represent racist ideology is not only occurring in Memphis, but in cities in all the Southern states that were part of the Confederacy.

The Memphis City Council promotes the use of public space that embraces a common vision for the city, one that honors the contributions of all citizens, responds to dynamic change, and acknowledges the importance of varied interests. On July 21, 2020, the Memphis City Council approved a resolution “...Establishing an Advisory Committee Regarding City of Memphis Street, Park and Place Names.” This Resolution implements a new Ordinance (#5759) giving the Memphis City Council renaming powers related to street, park and place names within the City of Memphis. The Resolution calls for creation of an advisory body, the City Council Renaming Commission (CCRC or the Commission). This Commission is tasked with making three recommendations to the City Council: (1) a set of guiding principles that would govern submission and review of renaming recommendations submitted by the citizens of Memphis; (2) a list of streets, parks or places recommended for renaming; and (3) an application process that citizens can use to submit future renaming recommendations. In addition, the Ordinance requires public involvement in all aspects of the renaming process, including public education on the significance of renaming streets, parks and places; specific renaming recommendations; and public input on any proposed renaming recommendations.

The Resolution creating the Commission provided for research assistance by student interns from local colleges and universities. This included research related to the history and practice of naming public spaces (referred to as toponymy) and research on individuals after whom local parks, streets or places in Memphis were named. Due to the continuing Coronavirus pandemic this research assistance was not available. Students either were not on campus or remained in their dormitories because of restrictions imposed by local or state health authorities or local colleges and universities. In addition, physical access to certain venues in the city were limited at times. Instead, members of the Commission volunteered to conduct the research for the project, within the parameters of safety and available and accessible resources. Since events occurring during the Jim Crow era (i.e., 1877-1965) required more time and intensive library

research, results during that period are more limited. Even with these limitations, the CCRC developed a comprehensive report that complies with the Resolution's requirements.

A. Renaming Principles

A major responsibility pursuant to the Resolution was to recommend a cohesive set of principles that could guide the public's and the City Council's current and future renaming recommendations. After development of the principles, the CCRC would then develop a process the public could use to submit renaming recommendations. The CCRC adopted the following principles to recommend to the City Council:

- Streets, parks and place names should promote values shared by the entire Memphis community, such as respect, unity and diversity.
- Naming preferences initiated by neighborhood groups seeking to rename streets, parks or places in their neighborhoods should promote and preserve important neighborhood values, such as collective responsibility, friendship and sharing.
- Streets, parks, and places named for individuals or events should reflect contributions or achievements by Memphians and notable non-Memphians from all sectors of society, including activities or events related to public service and business development; religion and philanthropy; social justice and social support; music, art and city life; neighborhood identity; and state or national identity.
- Final selection of street, park or place names shall be based on the best interests of the City, as determined by the Memphis City Council. These interests include, but are not limited to, interests related to the renaming principles, planning and engineering concerns and public comments.

The Commission believes these principles will help members of the public recommend names that are both unifying and inclusive.

B. Renaming Guidelines

The Commission also developed a permanent application process that members of the public can follow in making renaming recommendations in the future (See Appendix A, Principles, Guidelines and Application Procedures). There are three basic requirements for submitting applications. First, if the recommendation is an individual's name, the individual must be deceased. However, a living individual may be recommended if the purpose is to honor a philanthropic donation. Second, members of the public must provide a "detailed reason" (if any) why a name should be replaced and why the replacement name is preferred. Lastly, the recommendation must reflect public support. This can include letters of support from community members or organizations or any other information that reflects support from the entire Memphis community or a specific neighborhood. Members of the City Council or the CCRC may submit

(a) an existing and a replacement name; (b) a preferred name to be honored without submitting an existing name to be replaced; or (c) a name that should be replaced without submitting a proposed replacement name.

C. Renaming Recommendations

1. Methodology

In conducting research on streets, parks or places for possible renaming, the Commission voted to identify (1) streets, parks or places that were named for Confederate officers, leaders, sympathizers, and events, and (2) streets, parks or places that were named for individuals who actively and/or publicly promoted racist ideology about African Americans, Native Americans or other people of color. This latter category included slave owners, elected and appointed local, state or national governmental and non-governmental leaders, and influential public figures. The CCRC's historical research included streets or parks named for individuals (or events) who primarily were active during the time period between 1819 and 1964/65. The cut-off dates of 1964/65 are the years that the United States Congress began adopting sweeping legislation that prohibited discrimination on the basis of race, sex and national origin, thus rendering unlawful existing Jim Crow laws and customs.

Since there are over 9,000 roadways or streets and over 160 parks and places in Memphis, the CCRC decided to limit its historical research to major streets and parks. These are the streets and parks that are most recognizable by the public and are frequently named for prominent individuals or events in the city, state or nation. In technical terms, major roadways or streets are classified by the city's Division of Engineering as arterial roadways. They include streets such as Union Avenue, Poplar Avenue, Winchester Road and Jackson Avenue. The major parks are technically described as regional parks, based on the classification system of the city's Division of Parks and Neighborhoods. These parks serve the entire city and surrounding areas, as opposed to a specific neighborhood or community. They include Overton Park, Audubon Park, Martin Luther King Park and Liberty Park. Given the importance of the Memphis Riverfront to the tourism industry and to citywide celebrations in Memphis, parks along the Riverfront were included in this research as well. Riverfront parks include Mud Island Park, Greenbelt Park, Ashburn-Coppock Park, Butler Park, Chickasaw Heritage Park, E.H. Crump Park, Martyrs Park, Tom Lee Park and Vance Park.

Based on available and accessible research, the Commission identified for possible replacement 15 names associated with racist ideologies. Volunteers wrote biographies of these individuals or events. The biographies included the accomplishments for which they were honored, any history of racist actions or beliefs, and other information that was relevant to interpreting their public lives (See Appendix B for both the biographies and the research sources).

The names were:

E.H. Crump (street and park)

John Overton (park)
James Winchester (street)
Andrew Jackson (street)
William E. Butler (street and park)
John James Audubon (park)
Lucius Lamar (street)
Thomas Jonathan “Stonewall” Jackson (Stonewall Street)
P.G.T Beauregard (street)
Battle of Bull Run or Manassas (street)
Thomas Jefferson (street)
James Madison (street)
George Washington (street)
James Monroe (street)
Dixie (street)

2. Original Names Retained

The Commission decided to retain the names of seven persons after whom streets or parks were named, despite their record of racist ideology: Thomas Jefferson, James Madison, George Washington, James Monroe, E.H. Crump, John Overton and James Winchester. These persons engaged in extraordinary undertakings central to creating a common identity or recognizing a common humanity among all people. For example, Jefferson, Madison, Washington and Monroe helped to establish the foundational principles and rights that formed the United States of America. These principles and rights, including the Declaration of Independence, the Bill of Rights and the United States Constitution, forged our common identity as residents and citizens of the United States. At the time they made these significant contributions they, unfortunately, had a morally flawed understanding of equality and inclusiveness. Over time, Congress and the courts expanded the concept of equality to clarify that all residents and citizens of the United States share that common identity, regardless of race, sex or ethnicity.

John Overton and James Winchester established and helped develop a place where individuals would have a common identity as residents of Memphis, Tennessee, including raising families, working, voting and enjoying the other benefits of residency. Overton and Winchester laid the foundation for creating that common identity, even though African Americans and other people of color had to fight for the right to be recognized as part of that common identity. Finally, E.H. Crump was a segregationist, but understood that belief in the sanctity of life is the most basic element that defines a common humanity for all people, regardless of race, sex or ethnicity. He, therefore, strongly opposed physical violence against African Americans by members of the Ku Klux Klan. In 1923, he led a massive effort to defeat successfully all but one person on a slate of Ku Klux Klan candidates who were running for political office in Memphis. To convey a comprehensive understanding of the lives of John Overton and E.H. Crump, the Commission recommends that historical markers citing both their racial history and their contributions to Memphis be placed in the parks and by statues named for them.

3. Names Recommended for Replacement

The Commission made recommendations to replace the following eight names that are attached to streets and/or parks: Andrew Jackson (Jackson Avenue), William E. Butler (Butler Street and Butler Park), Lucius Lamar (Lamar Avenue), Thomas “Stonewall” Jackson (Stonewall Street), P.G.T. Beauregard (Beauregard Street), John James Audubon (Audubon Park), the Battle of Bull Run or Manassas (Manassas Street, 2 sections) and Dixie Road. There is a clear distinction between the recommended replacement names and those not recommended for replacement. First, six of the eight names recommended to be replaced are affiliated with the Confederacy. The Commission does not support individuals who worked against the interests of the United States of America. The two remaining names—Jackson and Audubon—have specific issues detailed below.

The Commission recognizes that Andrew Jackson was also one of the founders of Memphis and was a U.S. President, positions that normally are worthy of being recognized in public spaces. However, Jackson also advocated for and signed into law the Indian Removal Act of 1830, a national policy that resulted in the forced relocation of Native Americans from southeastern areas of the country to land west of the Mississippi River. This forced relocation was characterized by death, disease, and famine, and is now referred to as the Trail of Tears. The route through Memphis, Tennessee, called the Bell Route, is one of the Federally recognized routes of the Trail of Tears that was taken by members of the Cherokee tribe during their forced relocation. Ironically, this route is now Jackson Avenue. The Commission does not consider it appropriate that Andrew Jackson, a leading advocate for the forced relocation of Native Americans, should have his name appended to one of the routes that became part of the Trail of Tears. Rather than promote a common identity or common humanity, his actions further divided the country.

The last name—John James Audubon—was recommended for replacement because Audubon did not dedicate any part of his life to promoting unity among all people. He was a slave owner; he believed in African American and Native American inferiority; and he was an opponent of the abolitionist movement. We recognize that he was a world-renowned naturalist and painter. However, we were interested in actions or beliefs that had the potential to unite people of all races and ethnicities with a common identity or a common humanity. His opposition to the abolitionist movement and promotion of white supremacist ideology illustrate his desire to maintain racial, social, civic and legal divisions among the races.

In addition to the eight names discussed above, the Commission received other recommendations from CCRC and City Council members. Three were for people or places deserving of honor without reference to any negative historical information associated with the existing name. In this regard, Commission members voted to honor Judge Teresa Jones and Ms. Ida B. Wells-Barnett. It also voted to change the name of the community center at Gaisman Park to the Memphis International Community Center, in recognition of the large Latinx population in the community that contributes to the rich diversity of Gaisman Park. As stated above, the Commission also recommends placing an historical marker next to the statues of John Overton and E.H. Crump in Overton Park, as well as a marker in Crump Park, highlighting both their history as slave owners or segregationists and their contributions to the City of Memphis. A narrative of the recommendations is outlined below.

RENAMING RECOMMENDATIONS OF THE CITY COUNCIL RENAMING COMMISSION

1. Current Name: Jackson Avenue (Andrew Jackson, 1767-1845)

In 1794 John Overton purchased the land that eventually would become Memphis, Tennessee. By agreement, half of Overton's land was purchased by Andrew Jackson, who sold part of his land to members of the Winchester family. In 1819, Overton, Jackson and James Winchester began planning for the new city of Memphis, Tennessee. By 1824, however, Jackson had sold the remaining interest in his land to John C. McLemore. By 1826, the year Memphis was incorporated by the State of Tennessee, John Overton, James Winchester and John C. McLemore owned interests in the land constituting Memphis, Tennessee. Overton, Winchester and McLemore continued to be involved extensively in Memphis' growth and development. After 1824, Andrew Jackson played no role in the growth and development of Memphis, Tennessee.

Andrew Jackson was a vocal advocate for a national policy on the relocation of Native Americans. When he became President, he signed into law the Indian Removal Act of 1830, which forced the relocation of the Southern tribes of Native Americans to land west of the Mississippi River. Thousands of Native Americans suffered and died during the march westward. This relocation is referred to as the Trail of Tears. The Bell Route, which came through Memphis, was part of the Trail of Tears taken by members of the Cherokee tribe. According to Mr. Gordon Swisher of the Trail of Tears Association, the Bell Route "came into Shelby County on Stage Road and went to Raleigh, TN. From Raleigh, they took the Old Raleigh Road to Memphis on the north side of the Fourth Chickasaw Bluff on Auction Street, where the detachment crossed the Mississippi River to Marion, Arkansas. Later, the name Old Raleigh Road was changed to Jackson Avenue."

Proposed Name: Cherokee Parkway

Jackson Avenue in Memphis, Tennessee is an important street in United States history. It is one of the routes taken by the Cherokee Indians in various southeastern states who were forced by the Indian Removal Act of 1830 to move from their ancestral homelands to land west of the Mississippi River. The entire route, known as the Trail of Tears, was marked by malnutrition, exposure, disease and death. The route that included what is currently Jackson Avenue is known as the Bell Route, led by John Bell. It is described by Mr. Graydon Swisher II, a member of the Trail of Tears Association and the Shelby County Historical Commission.

The [Bell Route] "came into Shelby County on Stage Road and went to Raleigh, TN. From Raleigh, they took the Old Raleigh Road to Memphis on the north side of the Fourth Chickasaw Bluff on Auction Street, where the detachment crossed the Mississippi River to Marion, Arkansas. Later the name Old Raleigh Road was changed to Jackson Avenue."

The routes of the Trail of Tears, which cover nine states, are now recognized by the United States government as the Trail of Tears National Historic Trail.

There currently is a marker along the Bell Route (Jackson Avenue) memorializing the Trail of Tears. Renaming this route Cherokee Parkway, instead of the current Jackson Avenue, is another way to acknowledge the humanity of the Cherokee Indians and their arduous journey westward. It is also a way to recognize the historical nature of the street or route itself.

2. Current Name: Lamar Avenue (Lucius Lamar, 1825-1893)

Lucius Lamar, a resident of the State of Mississippi, was an active Confederate sympathizer, officer, and official. He co-drafted the “Ordinance of Succession” from the United States of America for the State of Mississippi, became a lieutenant colonel in the Confederate army, and was appointed Confederate minister to Russia by Jefferson Davis, president of the Confederacy. After his civil rights were restored post-Civil War, Lamar served in elected and appointed Federal positions, including the position of Associate Supreme Court Justice. Even after the Civil War, however, Lucius Lamar maintained his white supremacist views about African Americans.

Proposed Name: Vanguard Avenue

Definitions of Vanguard: A group of people leading the way in new developments or ideas. (Oxford Dictionary); the forefront of an action or movement (Merriam-Webster Dictionary)

Lamar Avenue (US 78) is a major part of the freight transportation system in the United States. As such, there are numerous commercial establishments on the street that support the transportation industry. Presently, the City of Memphis is in the process of changing the use and perception of Lamar Avenue from an “auto-centric” street to a street with businesses that serve the various neighborhoods anchored by the Lamar corridor. These include the historic neighborhoods of Orange Mound, Glenview, Annesdale and Rozelle. To encourage the establishment of more community-oriented businesses along Lamar Avenue, the City Council approved a change in zoning status for the section of Lamar Avenue between South Bellevue and Prescott, which contains almost 200 parcels. The change allows for more diversity in the types of commercial establishments permitted on the street, such as restaurant, apparel, and nonprofit businesses.

The Commission proposes a new name that is consistent with the new focus and new perception of the street, while also recognizing the thoroughfare being both “auto-and-freight-centric.” We believe that the new name, “Vanguard Avenue,” accomplishes this goal. Vanguard Avenue will have an array of retail establishments that will “lead the way” or “be at the forefront” for economic and community revitalization. The new Orange Mound Tower is an example of one business that is already at the vanguard of change. Two innovative Memphians purchased the United Equipment Building, which had been closed for 20 years, and an adjacent 80,000 square foot warehouse, both on Lamar Avenue. The owners plan to build apartments in the space as well as make available commercial space for businesses related to restaurants, health and wellness, music production and the visual arts.

**3. Current Name: Manassas Street (between Union Avenue and Madison Avenue)
(First Battle of Bull Run or Manassas, 1861)**

The Battle of Bull Run (1861) is considered the first major battle of the U.S. Civil War. It took place in Prince William County, Virginia, near the city of Manassas. President Lincoln ordered General Irvin McDowell of the Union Army to mount an offensive attack to quickly end the war. However, the Confederate soldiers won. The Confederate forces referred to the battle as the First Battle of Manassas.

Proposed Name: Black Lives Matter Street

Black Lives Matter Street is an appropriate name for the section of Manassas Street bordering Health Sciences Park. This name symbolically changes the public profile of a geographic area of the city that once perpetuated in public space the notion that Black lives did not matter. Health Sciences Park's original name was Nathan Bedford Forrest Park. Nathan Bedford Forrest, whose statue was removed from the park in 2017, was a slave owner, slave trader, Civil War General and founder of the Ku Klux Klan, all titles that generated disrespect for, and negative actions toward, African Americans. Additionally, the First Battle of Bull Run (Manassas) represented maintaining the institution of slavery, and, like the statue, a street named Manassas Avenue that bordered the former Forrest Park also helped to perpetuate a public declaration that Black lives do not matter. It is now a moral imperative to symbolically disabuse these nefarious beliefs and actions by declaring in that same geographic area that Black Lives Matter.

4. Current Name: Audubon Park (John James Audubon, 1785-1851)

John James Audubon was an internationally known naturalist and artist who documented and painted the birds of America. He authored a famous book entitled *The Birds of America*. Notwithstanding, Audubon was a slave owner who considered both African Americans and Native Americans as inferior persons. He was also an opponent of the abolitionist movement, the major movement organized by a group of Black and White Americans to end slavery in the United States. In October 2021, the Audubon Naturalist Society, a 124-year-old organization of environmentalists, voted to remove the name Audubon from its official organizational title because of Audubon's association with slavery. The news release stated, in part: "The deliberate and thoughtful decision to change our name is part of our ongoing commitment to creating a larger and more diverse community of people who treasure the natural world and work to preserve it."

Proposed Name: Miriam DeCosta-Willis Park (In honor of Dr. Miriam DeCosta-Willis)

Dr. Miriam DeCosta-Willis (1934-2020), an African American scholar and advocate for justice and equality, was a native of Florence, Alabama. She spent most of her adult life in Memphis, Tennessee, both as a university professor helping to educate tomorrow's youth and as a civil rights advocate seeking to eliminate racial discrimination against African Americans. In reviewing her professional life, Dr. DeCosta-Willis' dedication to rigorous academic scholarship began while she was still a college student. She received a bachelor's degree in Spanish from

Wellesley College, where she graduated Phi Beta Kappa; and, in 1967, she was awarded a Ph.D. degree in Romance Languages from Johns Hopkins University. After marrying her then-husband, Russell Sugarmon of Memphis, Tennessee, Dr. DeCosta-Willis moved to Memphis and began her career in academia in 1957 at LeMoyne College and Owen College. In 1966, she became the first African American faculty member at Memphis State University (now the University of Memphis), eventually becoming an Associate Professor of Spanish. Upon leaving Memphis State University in the late 1960s, Dr. DeCosta-Willis held a series of prestigious academic and administrative positions at various colleges and universities, including Howard University, George Mason University, the University of Maryland (Baltimore) and, again, at LeMoyne-Owen College and the University of Memphis. Her scholarly research was in Afro-Hispanic, African American and Latin American literature and culture. Her scholarly research includes publishing or editing books, book chapters, articles and book reviews.

After retiring from university life, Dr. DeCosta-Willis settled in her adopted home of Memphis, Tennessee. In fact, she contributed to research on the history of Memphis, Tennessee by writing two books on African Americans in Memphis: Notable Black Memphians (2008, reprinted in 2020) and Black Memphis Landmarks (2010). In 2018, the Memphis organization Women of Achievement honored her with the Women of Achievement Award in Steadfastness for her “lifetime of achievement.” Her public service to Tennessee and Memphis includes memberships on the Tennessee Humanities Council, the Federation of State Humanities Councils, the University of Memphis Center for Research on Women, the Shelby County Historical Commission and the Memphis Chapter of the NAACP.

Although Dr. DeCosta-Willis’ academic and professional achievements as an African American woman are notable, the essence of her life was not one of personal success or achievement. She was a humanitarian who believed in and fought for equal justice for all. And while her parents were well-educated, she and her family still encountered the societal discrimination that all African Americans faced as they sought to create a better life for themselves. For example, Dr. DeCosta-Willis applied for and was denied admission into Memphis State University’s graduate program in Romance Languages in 1957 because the university did not accept African Americans at that time. *It is worth repeating* that she later became the first African American professor at the University of Memphis. Despite her ultimate success in attaining her personal goals, she was keenly aware that the majority of African Americans faced even greater obstacles than she faced in obtaining basic rights and services, including the right to vote, equal education and employment opportunities and adequate health care. Thus, as she pursued her own dreams, Dr. DeCosta-Willis simultaneously fought for rights and opportunities for all people of color.

As a young person she marched with her mother during the famous Montgomery Bus Boycott. Much of her civil rights activity occurred in Memphis, where she was jailed for participating in civil rights demonstrations. As chair of the Memphis NAACP’s Education

Committee, she also led a boycott of local public schools in the 1960s, in order to pressure the school board to provide equal educational opportunities for African American children.

Dr. DeCosta-Willis is recognized professionally for her scholarly work in African American and Latin American literature and culture. She believed that all residents of the City of Memphis also had a right to pursue and achieve their personal and professional goals; and she worked to ensure that discrimination and prejudice were not impediments to their pursuits. Her professional and humanitarian contributions to higher education, to civil rights and to this city's history continue to enrich Memphis.

5. Current Name: a. Butler Park (Dr. William E. Butler, 1790-1882)

b. Butler Avenue (Dr. William E. Butler)

Dr. William E. Butler was the founder of, and a resident of, Jackson, Tennessee. He purchased and sold land in Memphis in the 1820s. He was a "Confederate sympathizer" who actively "equipped and maintained" Confederate soldiers from the 6th Tennessee Regiment" in Jackson, Tennessee during the Civil War. Dr. Butler preferred settling in Jackson, Tennessee over Memphis. He believed that the Jackson, Tennessee area was more conducive to business activity and development.

Proposed Name: a. Joyce Blackmon Park (In honor of Ms. Joyce Blackmon)

b. Joyce Blackmon Avenue (In honor of Ms. Joyce Blackmon)

Joyce Blackmon (1939-2020) was born in Memphis, Tennessee and pursued her undergraduate and graduate degrees in education and counseling at the University of Memphis. She spent over twenty years as a guidance counselor at legacy Memphis City Schools, but later accepted the challenge to make even greater contributions to the City of Memphis. Ms. Blackmon's work in Memphis is a model for understanding the meaning of public service: She pursued the common good for all Memphians. She contributed to the City's well-being both professionally and as a model volunteer.

Professionally, Ms. Blackmon was the first African American and the first woman to become a vice-president at Memphis Light, Gas and Water, breaking the glass ceiling for others who would follow her. As a volunteer, she and a group of women from various racial and religious backgrounds played a major role in reducing racial tensions in Memphis after the assassination of Dr. Martin Luther King. Ms. Blackmon was one of five women who founded the Memphis Chapter of the Panel of American Women. This group of women met with civic and religious organizations at schools, churches and other locations to have open dialogue about prejudice and discrimination. They led discussions with various multi-racial and multi-ethnic groups to encourage attendees to discuss and resolve among themselves sensitive issues related to race and religion. Their efforts led to a greater focus on citywide initiatives on understanding and appreciating racial and religious diversity (The other four founders of the Memphis Chapter of the

Panel on American Women were Happy Jones, Modean Thompson, Jeanne Varnell and Jocelyn Wurtzburg).

Ms. Blackmon engaged in other civic activities that reflected her desire to support and serve others for the common good. She was a past chairman of Memphis in May, and served on the boards of Girls, Inc., Goodwill Industries, the Memphis Urban League and the Memphis Black Arts Alliance. In honor of her involvement in and appreciation for the arts, an arts fellowship was established in her name at the Brooks Museum of Art: The Joyce Blackmon Curatorial Fellowship in African American Art and Art of the African Diaspora.

Ms. Blackmon's civic and professional life was a life of service. Her desire was to bring out the best in others, and, collectively, create a better Memphis.

6. Current Name: Stonewall Street (Thomas Jonathap " ã U v q p g y c ,1824 " L c e m u q p 1863)

General Stonewall Jackson was a general in the Confederate army. He successfully commanded a brigade at the first Battle of Bull Run and eventually became one of the most successful generals in the Confederacy.

Proposed Name: Initial recommendation by the surrounding residential community

7. Current Name: Beauregard Avenue (P.G.T. Beauregard, 1818-1893)

General P.G.T. Beauregard was a Confederate general. He led the attack on Fort Sumter in South Carolina, which was the attack that started the Civil War.

Proposed Name: Initial recommendation by the surrounding residential community

8. Current Name: Manassas Street (excluding the section between Union Avenue and Madison Avenue; See #3 above) (First Battle of Bull Run or Manassas, 1861)

The Battle of Bull Run is considered the first major land battle of the U.S. Civil War. It took place in Prince William County, Virginia, near the city of Manassas. President Lincoln ordered General Irvin McDowell of the Union Army to mount an offensive attack to quickly end the war. However, the Confederate soldiers won. The Confederate forces referred to the battle as the First Battle of Manassas.

Proposed Name: Initial recommendation by the surrounding residential community

9. Current Name: Dixie Road

Dixie is the name that generally refers to the Southern United States, especially the culture of the South after the Civil War that institutionalized racism and prejudice.

Proposed Name: Initial recommendation by the surrounding residential community

10. Current Name: Bellevue Tennis Center at Jesse Turner Park

Proposed Name: Teresa Jones Tennis Center (in honor of Judge Teresa Jones)

Judge Teresa Jones (1960-2021) was one of Memphis' distinguished public servants. Her intelligence, her integrity and her prudence were her defining qualities, regardless of the position she held. Judge Jones received a B.A. in Communications and Business from Lane College and a Juris Doctor degree from the University of Memphis law school. Judge Jones performed at the highest level of achievement during her legal and public service careers. She was chief prosecutor for the City of Memphis and was later appointed, and then elected, as Judge for Division 1 of the Memphis Municipal Court. In addition to performing judicial duties, she was a school board member at Legacy Memphis City Schools (and Shelby County Schools) for 8 years, including two years as Board chair.

Judge Jones gave willingly of her time to support other important causes. She served on the Lane College Board of Trustees and on the Sickle Cell Anemia Foundation. She was also an adjunct professor of law at the University of Memphis law school.

Despite having an active public life, Judge Jones still found time for her personal passion: She was an avid, competitive tennis player, and was an active member of the American Tennis Association. It is fitting that she found a passion that could relieve her of her major, and sometimes stressful, commitments to public service.

11. Current Name: Gaisman Community Center at Gaisman Park

Proposed Name: Memphis International Community Center

The CCRC recommends changing the name of the Gaisman Community Center to the Memphis International Community Center to highlight the diverse Latinx cultures within the community surrounding Gaisman Park and to inform the entire Memphis community that the community center at Gaisman Park is an ideal place to learn about and celebrate the various cultures represented in this city. The Latinx population in zip code 38122, the zip code within which Gaisman Park is located, is 22.1% of the total population in that zip code. This is the highest of any zip code in the city. The Latinx population represents various countries in Latin America, including Mexico, Colombia, Guatemala, Venezuela and Honduras. While there are some common cultural traditions among these countries, each one possesses unique national traditions, resulting in zip code 38122 becoming an international enclave within a racially and ethnically

diverse city. Through a focus on the international aspects of the Gaisman Park community, all Memphians could learn about cultural activities and traditions from other countries that contribute to this city's diversity, leading to a deeper appreciation of and respect for this city's multicultural populations.

In presenting this recommendation, the CCRC recognizes that the City of Memphis is renowned for its celebration of the rich cultural heritage of the various nationalities and racial/ethnic groups represented in the city's population and in the world. Memphis cultural festivals include the Italian Festival (Marquette Park), the Greek Festival (Annunciation Greek Orthodox Church), the Juneteenth Celebration (Health Sciences and Douglass Parks), the Latino Memphis Festival (Overton Park), the Memphis in May International Festival (Tom Lee Park; various countries), Africa in April (Robert R. Church Park), and the Japanese Festival (Memphis Botanic Garden). Although these celebrations are held only once per year, they foster an appreciation of the people and cultures that contribute to the unity and vibrancy of our city and country. Therefore, the Commission seeks to present an idea related to the renaming and administration of the community center space: a vision establishing a permanent "Memphis International Community Center" (MICC) within the Memphis Parks System. This intercultural center would extend the City of Memphis' appreciation and recognition of international cultural traditions from a series of annual events and activities to a permanent program of year-round events and activities highlighting international cultural traditions.

In addition to continuing the annual events sponsored by the various parks and churches, the proposed citywide MICC Center would plan, implement and host international events and activities that all residents of Memphis can enjoy on a permanent, year-round basis. This would allow a focus on cultural traditions from other international groups represented in the city, such as Asian cultural traditions. The center could sponsor such activities as weekly or monthly classes in conversational Spanish; in Japanese flower arrangement (Ikebana); in Asian or Caribbean cooking; in Latin music; in salsa, tango, or Irish step dancing; or in African art. Annual events could include holiday traditions around the world, or an international food or art festival. This idea would expand the proposed MICC at Gaisman Park to serving two communities: the community that is traditionally served by the park, and the entire Memphis community for intercultural programs, activities, and enrichment.

12. Current Name: Fourth Street (from Crump Avenue to Beale Street)

Proposed Name: Ida B. Wells-Barnett Street

Ida B. Wells-Barnett (1862-1931) was an educator, journalist, civil rights activist and women's rights activist. She was born in Holly Springs, Mississippi and attended Rust College. Upon the death of her parents, she moved to Memphis, Tennessee to support herself and her siblings. Although she started working as a teacher in Memphis, the city is also where she began her lifelong career in investigative journalism and civil rights advocacy. Ms. Wells-Barnett started working as a journalist for various local and national African American newspapers and began writing "controversial" articles on the violence and prejudice that existed during the Jim Crow era.

After observing the brutal killing of three African American men by a White mob in Memphis, Ms. Wells-Barnett began her life-long crusade of documenting and writing articles and editorials on the killing and lynching of African American men throughout the South. She eventually published a pamphlet---*The Red Record*---on lynching and violence against African Americans since slavery. After a White mob destroyed the building where her newspaper was located, Ms. Wells-Barnett left Memphis and relocated to Chicago, Illinois. However, she continued to write and lecture about lynching and other atrocities directed at African Americans. In 2020 she was awarded a Pulitzer Prize special citation “[f]or her outstanding and courageous reporting on the horrific and vicious violence against African Americans during the era of lynching.” (*Wikipedia*)

There were many dimensions to Ms. Wells-Barnett’s life. She continued her career as a civil rights crusader, but also became involved in other important social issues, such as women’s rights. Ms. Wells-Barnett and a White female colleague organized the Alpha Suffrage Club in Chicago, which focused on voting rights and political participation by African American women. She also participated in the national women’s suffrage movement, challenging the national movement to become more inclusive. Finally, Ms. Wells-Barnett and her husband organized the National Fellowship League, an organization to support African American men who needed housing or other support or who were seeking employment opportunities. Numerous awards have been created by various organizations in the name of Ida B. Wells-Barnett, and she was inducted into the National Women’s Hall of Fame in 1988.

Ida B. Wells-Barnett was courageous, persistent, analytical and inquisitive, qualities that were necessary for the deep commitment to justice and equality that she exhibited during her lifetime. In 2021, the City of Memphis recognized her contributions and achievements by authorizing the placement of a statue of her in one of the City’s public spaces, located at the corner of Fourth Street and Beale Street – the site of her newspaper office and printing presses.

13. Historical Place Markers for John Overton and Mayor E.H. Crump

The CCRC recommends that historical markers be placed beside the statues of John Overton and E.H. Crump in Overton Park and that a marker for E.H. Crump be placed at the site of Crump Park. The marker for John Overton would reflect both his history as a co-founder of the City of Memphis and his life as a slave owner. The marker for Mayor E.H. Crump would reflect both his political influence and dominance in Memphis and his active support of segregation.

D. Education and Community Engagement

The Commission worked continuously to inform the Memphis community of the substance and significance of its work and to ensure that the community had opportunities to provide feedback on the Commission's work. First, it provided periodic public education sessions to Commission members and members of the listening and viewing public who observed the Commission's virtual meetings. For example, at the beginning of this project, the Education Subcommittee provided a general overview of the topic of access to public spaces. That presentation discussed the importance of public space to the life of a city, the historical significance of public space in Southern cities during the post-Civil War era, and the national trend of eliminating representations of the Confederacy in public spaces. Later in the project, members of the Education Subcommittee reported on the experiences of other cities and states in eliminating monuments, streets and other representations of slavery and the Civil War. The Commission also provided an email address that the public could access to comment on its work.

After the Commission completed its recommendations, it presented its Initial Report to the Memphis community. The Commission held two virtual neighborhood town hall meetings to educate the public on the city's new renaming Ordinance, to discuss the Initial Report with citizens, and to receive feedback from the community on the Commission's renaming recommendations. The meetings, sponsored by Kudzukian, were available on YouTube and Facebook. During the virtual meetings, comments were received via YouTube, email and Facebook. Commission members had lively and timely interactions with citizens. The public was also given access to the renaming principles and the application process and form that citizens can use to submit renaming recommendations.

E. Recommendations

The Commission completed the three core requirements of the Resolution within the twelve-month allocated time period, which expired in October 2021. The Commission developed new renaming principles and application guidelines; submitted renaming recommendations; and submitted an Initial Report to the Memphis community, including receiving input from the public on the report. Due to the time allocated for the work, plus restrictions imposed by the pandemic, the Commission was not able to complete important work for two mini-projects related to the renaming recommendations.

Neighborhood Streets

The Commission no longer has the authority to convene neighborhood meetings in the residential areas where streets are recommended for renaming. The streets are: Stonewall Street, Beauregard Street, a section of Manassas Street, and Dixie Road. In this report, the Commission recommended that residents of the neighborhoods where these streets are located play the primary role in renaming these streets. This requires identifying and sending notices about the renaming application process to residents of the affected communities, contacting any relevant neighborhood associations, and having a series of meetings with neighborhood residents. This project can occur

only if the City Council approves the recommended changes. However, City Council's actions will occur outside the allotted time period of the Commission's existence.

First Responders

Since the renaming process can apply to recommendations from any interested individual or organization, we received information that the Memphis Police Department had problems with some streets that had the same or similar names. These names have caused complications in responding to the correct location when citizens need assistance. In correspondence with Commission member Mr. Luis Garcia, Assistant Police Chief Don Crowe requested Commission review of the following street names:

Long Street
Longstreet Drive
East Street
East Drive
Dexter Road
Dexter Lane
Navaho Lane
Navaho Avenue
Oakwood Street
Oakwood Drive

Resolution of this type of renaming issue involves additional interactions with the Memphis Police Department and with residents of the affected communities. This is an effort that is worthy of pursuit, since it involves the safety of citizens. However, this task could not be completed within the allotted time.

There, undoubtedly, could be other issues that would emerge as this new renaming responsibility evolves. Although the one-year allocated time period of the Commission produced significant results, our experience indicates that a more fluid, on-going process is needed to respond to the various issues that could emerge in implementing a new Ordinance. Of particular interest is allowing residential neighborhoods affected by street renaming the time to submit their own renaming suggestions. Considering this background, the Commission makes the following recommendations going forward:

CCRC Recommendation 1. Develop an internal administrative process for receiving and reviewing requests to rename streets, parks and places. This process would eliminate the need to reconstitute the Commission. Instead, it would be a permanent, on-going process that citizens can invoke at any time. The Renaming Guidelines would then be adapted to the new process.

CCRC Recommendation 2. If the above recommendation on Neighborhood Streets is adopted, notify the communities of the work of the Commission and give appropriate community organizations a specific time period for submitting renaming recommendations.

CCRC Recommendation 3. If the above recommendation on First Responders is adopted, appoint an interagency committee to implement the recommendation. The committee would reach out to the affected neighborhoods to recommend appropriate name changes.

APPENDIX A: Renaming Principles, Guidelines and Application Procedures



CITY COUNCIL RENAMING COMMISSION

RENAMING PRINCIPLES, GUIDELINES AND APPLICATION PROCEDURES

I. Renaming Principles

- A. Streets, parks and place names should promote values shared by the Memphis community, such as respect, unity and diversity.
- B. Naming preferences initiated by neighborhood groups seeking to rename streets, parks or places in their neighborhoods should promote and preserve important neighborhood values, such as collective responsibility, friendship and sharing.
- C. Streets, parks and places named for individuals or events should reflect contributions or achievements by Memphians or non-Memphians from all sectors of society, including activities or events related to public service and business development; religion and philanthropy; social justice and social support; music, art and city life; neighborhood identity; and state or national identity.
- D. Final selection of street, park and place names shall be based on the best interests of the City, as determined by the Memphis City Council. These interests include, but are not limited to, interests related to the renaming principles, planning and engineering concerns and public comments.

II. Renaming Guidelines

A. Appropriate Names

Streets, parks and places can be named for historical figures or events, individuals who have excelled in their fields or made significant contributions to the city, state or nation; contemporary cultural events; geographic locations or markers; environmental

features; or any other category consistent with the renaming principles. The *Street Naming Guide for Memphis and Shelby County, Tennessee*, as prepared by the City of Memphis' Engineering Division, shall be followed as close as practicable when making recommendations on any street renaming.

B. Living vs. Deceased Persons

If the proposed name is an individual, the person must be deceased, except parks or places may be renamed for living individuals in circumstances where the purpose of the renaming is to honor a philanthropic donation to the park or place.

III. Application Procedures

A. Applications from the public. The application procedures for submitting recommendations initiated by members of the public are listed below.

1. Submit a written narrative (a) identifying the original street, park or place name and, if applicable, the specific reason it should be replaced; and (b) providing the justification for the specific replacement name. The narrative should be submitted to the Chair of the CCRC at the Memphis City Council Office either electronically at ccrc@memphistn.gov or physically to City Hall, 125 N. Main Street, Suite 514, Memphis, TN 38103.
2. Submit proof of community support for the replacement name (e.g., letters from individuals, groups or organizations, signed petitions).
3. If the replacement name is an individual from Memphis, submit proof that the individual's family has been consulted. An application is not deemed incomplete if it lacks this information; furthermore, this requirement may be waived on a case-by-case basis by the Naming Criteria Subcommittee.
4. After the application is received, it shall be forwarded to the Research Subcommittee.

B. Recommendations from members of the Memphis City Council and CCRC

1. General recommendations. Any member of the Memphis City Council or the CCRC may submit to the CCRC Chair written recommendations for renaming any street, park or place he or she chooses, including the reason, if any, for the renaming and a justification for selecting the replacement

name. These recommendations may fall into any of the following three classifications:

- i. The name of an existing street, park or place (EN) to be changed but no proposed name (PN) to apply to that EN;
- ii. An EN with a designated PN;
- iii. A PN without a designated EN.

The CCRC Chair shall submit these recommendations to the Research Subcommittee, which shall review the recommendation as an application.

2. Recommendations from the Research Subcommittee

- i. On a recurring basis, the Research Subcommittee shall forward the Naming Criteria Subcommittee a list of street, park and place names eligible for renaming under the Principles and Guidelines listed above, prioritizing those streets, parks and places named after Confederate officers, Confederate sympathizers, persons who have publicly promoted racist views or other individuals, causes or events that most contradict these Principles and Guidelines.
- ii. The Research Subcommittee shall also forward the Naming Criteria Subcommittee a list of streets that, due to an existing disjointed naming protocol or other abnormality, interferes with the efficient functioning of the City's fire, police and emergency personnel. The list will include evidence supporting the Research Subcommittee's determination of this safety interference for each street.

C. Subcommittee Review

1. The Research Subcommittee shall research both the existing and proposed names included in the application for compliance with the Renaming Principles and Guidelines. The Subcommittee shall forward its findings, along with the application, to the Naming Criteria Subcommittee.
2. The Naming Criteria Subcommittee shall review the applications to ensure compliance with the Application Procedures listed above. The Naming Criteria Subcommittee may utilize the eligibility lists generated by the

Research Subcommittee referenced in Sub-Section III.B.2 above for those applications involving ENs deemed ineligible to be changed under the Principles and Guidelines listed above and for those applications without an EN.

3. Upon completion of its review, the Naming Criteria Subcommittee shall forward its recommendation to the Commission.

D. Commission Review

An interim report will be conducted for each application forwarded to the Commission. This report will be shared with individuals, organizations, groups and agencies for public comment. The Commission shall conduct a public hearing on each application, to be held no earlier than ten days after the interim report is published for public comment. Upon the close of the public hearing, the Commission shall recommend approval, conditional approval or rejection of the application, or hold the matter in abeyance until some future meeting. All recommendations shall be forwarded, along with a final report, to the Memphis City Council, for action. The final report shall include the recommendation of the Commission and will indicate whether the application or request was submitted by a member of the public, by a member of the Memphis City Council or CCRC, or by the Research Subcommittee. The Commission shall make every effort to send its recommendations to the Memphis City Council in groups rather than individually. The Memphis City Council shall make the final decision to name or rename a street, park or place. The interim and final reports shall follow the format and contain the content as prescribed by Ordinance No. 5759 that created the City Council Renaming Commission.

E. Sunset

The CCRC operates under a sunset provision as approved by the Memphis City Council. No action shall be taken on applications submitted after September 27, 2021, unless the sunset provision is extended by the Memphis City Council.

**APPENDIX B: Biographies of Individuals or Places Considered for
Replacement**

Biographies

1. **Edmund Hull Crump (1874-1954): Mayor of Memphis and Political Power Broker; segregationist**

E.H. Crump was one of the most influential politicians and power brokers in the history of Memphis. He was also a segregationist who opposed the integration of parks, movie theatres and other public accommodations. He openly criticized African American leaders in Memphis who advocated for racial equality and blocked pro-civil rights leaders from speaking in Memphis (e.g., A. Phillip Randolph).

Mayor Crump also acted to support African American citizens at critical times. Since African Americans were not allowed to have picnics in Overton Park, Crump actively supported efforts by a group of African American citizens to establish a separate park for African Americans, despite opposition or disregard by members of the Park Commission and other public officials. In 1913, the Frederick Douglass Park was established, becoming the first municipal park for African Americans in Memphis, Tennessee. Crump was also a strong opponent of the Ku Klux Klan and vigorously fought against a slate of Ku Klux Klan candidates who were running for public office in 1923 in Memphis. All but one of the candidates were defeated.

A park and a street in the city are named for E.H. Crump. There is also a statue of him in Overton Park.

Sources:

- a. Beverly Bond and Janann Sherman, Memphis in Black and White, (South Carolina: Arcadia Publishing, 2003).
- b. Miriam DeCosta-Willis, Black Memphis Landmarks, (Jonesboro: GrantHouse Publishers, 2010).
- c. G. Wayne Dowdy, A Brief History of Memphis, (Charleston, S.C.: The History Press, 2011).
- d. Otis Sanford, From Boss Crump to King Willie: How Race Changed Memphis Politics, (Knoxville: University of Tennessee Press, 2017).
- e. Lamar Whitlow Bridges, "Editor Mooney Versus Boss Crump," (1966), West Tennessee Historical Society Papers 1947-2015.

2. **John Overton (1766-1833): Founder of Memphis, Tennessee; slave owner**

In 1794 John Overton purchased the land that eventually would become Memphis, Tennessee. By agreement, half of Overton's land was purchased by Andrew Jackson, who sold part of his land to members of the Winchester family. In 1819, Overton, Jackson and James Winchester began planning for the new city of Memphis, Tennessee. By 1824, however, Jackson had sold the remaining interest in his land to John C. McLemore. By 1826, the year Memphis was incorporated by the State of Tennessee, John Overton, James Winchester and John C. McLemore owned interests in land constituting Memphis, Tennessee. Overton, Winchester and McLemore continued to be involved extensively in Memphis' growth and development. Two of Overton's descendants became mayors of the city.

Overton Park is named for John Overton. There is a statue of him in the park.

Sources:

- a. Beverly Bond and Janann Sherman, Memphis in Black and White, (South Carolina: Arcadia Publishing, 2003).
- b. Storyboard Memphis (@storyboardmemphis.org), *Union Avenue Anthology, Part I, The Plan of Memphis: 1783-1827*.
- c. John Overton, *Wikipedia.org*

3. James Winchester (1752-1826): Founder of Memphis, Tennessee; slave owner

In 1794 John Overton purchased the land that eventually would become Memphis, Tennessee. By agreement, half of Overton's land was purchased by Andrew Jackson, who sold part of his land to members of the Winchester family. In 1819, Overton, Jackson and James Winchester began planning for the new city of Memphis, Tennessee. By 1824, however, Jackson had sold the remaining interest in his land to John C. McLemore. By 1826, the year Memphis was incorporated by the State of Tennessee, John Overton, James Winchester and John C. McLemore owned interests in land constituting Memphis, Tennessee. Overton, Winchester and McLemore continued to be involved extensively in Memphis' growth and development. James Winchester's son Marcus was the first mayor of Memphis.

Winchester Road is named for James Winchester.

Sources:

- a. Beverly Bond and Janann Sherman, Memphis in Black and White, (South Carolina: Arcadia Publishing, 2003).
- b. Storyboard Memphis (@storyboardmemphis.org), *Union Avenue Anthology, Part I, The Plan of Memphis: 1783-1827*.

4. Andrew Jackson (1767-1845): Founder of Memphis, Tennessee; President of the United States; slave owner; leading proponent of Native American relocation

In 1794 John Overton purchased the land that eventually would become Memphis, Tennessee. By agreement, half of Overton's land was purchased by Andrew Jackson, who sold part of his land to members of the Winchester family. In 1819, Overton, Jackson and James Winchester began planning for the new city of Memphis, Tennessee. By 1824, however, Jackson had sold the remaining interest in his land to John C. McLemore. By 1826, the year Memphis was incorporated by the State of Tennessee, John Overton, James Winchester and John C. McLemore owned interests in land constituting Memphis, Tennessee. Overton, Winchester and McLemore continued to be involved extensively in Memphis' growth and development. After 1824, Andrew Jackson played no role in the growth and development of Memphis, Tennessee.

Andrew Jackson was a vocal advocate for a national policy on the relocation of Native Americans. When he became President, he signed into law the Indian Removal Act of 1830, which forced the relocation of the Southern tribes of Native Americans to land west of the Mississippi River. Thousands of Native Americans suffered and died during the march westward. This

relocation is referred to as the Trail of Tears. The Bell Route, which came through Memphis, was part of the Trail of Tears taken by members of the Cherokee tribe. According to Mr. Gordon Swisher of the Trail of Tears Association, the Bell Route “came into Shelby County on Stage Road and went to Raleigh, TN. From Raleigh, they took the Old Raleigh Road to Memphis on the north side of the Fourth Chickasaw Bluff on Auction Street, where the detachment crossed the Mississippi River to Marion, Arkansas. Later the name Old Raleigh Road was changed to Jackson Ave.”

Jackson Avenue is named for Andrew Jackson.

Sources:

- a. Beverly Bond and Janann Sherman, Memphis in Black and White, (South Carolina: Arcadia Publishing, 2003).
- b. Storyboard Memphis (@storyboardmemphis.org.), *Union Avenue Anthology, Part I, The Plan of Memphis: 1783-1827*.
- c. Andrew Jackson, *Wikipedia.org*
- d. Andrew Jackson, *History.com*
- e. Email communication from Mr. Gordon Swisher, member of the Trail of Tears Association and the Shelby County Historical Commission, to Mr. Ben Jabbour, member, City Council Renaming Commission, March 5, 2021.

5. Dr. William E. Butler (1790-1882): Founder of Jackson, Tennessee; Confederate sympathizer

Dr. Butler purchased and sold land in Memphis in the 1820s. He was the founder of, and a resident of, Jackson, Tennessee. He was a “Confederate sympathizer” who actively “equipped and maintained” Confederate soldiers from the 6th Tennessee Regiment” in Jackson, Tennessee during the Civil War. Dr. Butler preferred settling in Jackson, Tennessee over Memphis. He believed that the Jackson, Tennessee area was more conducive to business activity and development.

Butler Park and Butler Street are named for Dr. William E. Butler.

Sources:

- a. Paul Coppock, “History in Memphis Street Names,” (1957), West Tennessee Historical Society Papers.
- b. Johnson, Seal. “Dr. William Edward Butler: Founder of the City of Jackson,” in Smith, Jonathan. *Magisterial Resolutions of Respect and Other Records*, Jackson, TN, 1996, *tngenweb.org*

6. John James Audubon (1785-1851): Naturalist and painter; slave owner

John James Audubon was an internationally known naturalist and artist who documented and painted the birds of America. He authored a famous book entitled *The Birds of America*. Audubon was a slave owner who considered both African American and Native Americans as inferior persons. He was also an opponent of the abolitionist movement, the major movement organized by a group of Black and White Americans to end slavery in the United States.

In October 2021, the Audubon Naturalist Society, a 124-year-old organization of environmentalists, voted to remove the name Audubon from its official organizational title because of Audubon's association with slavery. The news release stated, in part: "The deliberate and thoughtful decision to change our name is part of our ongoing commitment to creating a larger and more diverse community of people who treasure the natural world and work to preserve it."

Audubon Park is named for John James Audubon.

Sources:

- a. Gregory Nobles, "The Myth of John James Audubon," audubon.org/news/the-myth-john-james-audubon
- b. J. Drew Lanham, "What do we do about John James Audubon," Audubon Magazine, Spring 2021.
- c. Press Statement, "Audubon Naturalist Society Announces Decision to Change its Name," October 22, 2021, anshome.org

7. Lucius Lamar (1825-1893): Confederate sympathizer, Confederate officer and Confederate official; U.S. congressman, U.S. Senator, Secretary of the Interior, and U.S. Supreme Court Justice

Lucius Lamar, a resident of the State of Mississippi, was an active Confederate sympathizer, officer, and official. He co-drafted the "Ordinance of Succession" from the United States of America for the State of Mississippi, became a lieutenant colonel in the Confederate army, and was appointed Confederate minister to Russia by Jefferson Davis, president of the Confederacy. After his civil rights were restored post-Civil War, Lamar served in elected and appointed Federal positions, including the position of Associate Supreme Court Justice. Even after the Civil War, however, Lucius Lamar maintained his white supremacist views about African Americans.

Lamar Avenue is named for Lucius Lamar.

Sources:

- a. Paul Coppock, "History in Memphis Street Names," (1957), West Tennessee Historical Society Papers.
- b. Lamar, Lucius Quintus Cincinnatus (2006), In M.I. Urofsky (Ed.), *Biographical encyclopedia of the Supreme Court*. library.cqpress.com
- c. Lucius Lamar, Wikipedia.org

8. Stonewall Jackson (1824-1863): Confederate general

Stonewall Jackson served as a general in the Confederate army. General Jackson successfully commanded a brigade at the First Battle of Bull Run and eventually became one of the most successful generals in the Confederacy.

Stonewall Avenue is named for Stonewall Jackson.

Sources:

- a. Stonewall Jackson, American Battlefield Trust, *battlefields.org*
- b. Stonewall Jackson, *History.com*

9. Pierre Gustav Toutant-Beauregard (1818-1893): Confederate general

General Beauregard led the attack on Fort Sumter in South Carolina, which marked the beginning of the Civil War.

Beauregard Street is named for P.G.T. Beauregard.

Sources:

- a. P.G.T. Beauregard, American Battlefield Trust, *Battlefields.org*
- b. Pierre Gustav Toutant-Beauregard, *History.com*

10. First Battle of Bull Run (Manassas, 1861): Civil War battle

The Battle of Bull Run (i.e., Manassas) is considered the first major land battle of the U.S. Civil War. It took place on July 21, 1861 in Prince William County Virginia. President Lincoln ordered General Irvin McDowell of the Union Army to mount an offensive attack to quickly end the war. However, the Confederate soldiers won. The Confederate forces referred to the battle as the First Battle of Manassas.

Manassas Street is named for the First Battle of Bull Run (Manassas).

Sources:

- a. Battle of Bull Run, *History.com*
- b. Battle of Bull Run, *Wikipedia.org*

11-14. George Washington (1732-1799); Thomas Jefferson (1743-1826); James Madison (1751-1836); and James Monroe (1758-1831): Presidents of the United States; slave owners

These presidents were some of the country's Founding Fathers. They played pivotal roles in the United States gaining its independence as a nation and in establishing the country's democratic form of government. Their contributions included:

- i. George Washington: Presided over the First Constitutional Convention that drafted the Constitution of the United States; first President of the United States of America
- ii. Thomas Jefferson: Drafted the Declaration of Independence; third President of the United States of America
- iii. James Madison: Developed many of the ideas that led to the development of the United States Constitution; wrote essays supporting ratification of the Constitution; helped draft the Bill of Rights; fourth President of the United States of America

- iv. James Monroe: Established the sovereignty of the American continent through the Monroe Doctrine; fifth President of the United States of America

Sources:

- a. George Washington, *History.com*
- b. Thomas Jefferson, *History.com*
- c. James Madison, *History.com*
- d. James Monroe, *History.com*

15. Dixie: Symbol of the South

The word Dixie is a general name for the Southern states that joined the Confederacy during the Civil War. Used after the Civil War, it denotes pride in a Southern way of life that promoted racial segregation and white supremacist ideology.

Sources:

- a. Dixie, *History.com*
- b. Dixie, *Wikipedia.org*