



MEMPHIS
HERITAGE
TRAIL

Experience the African American Journey

The Curriculum



INTRODUCTION

The Memphis Heritage Trail (MHT) aims to restore and promote community development, highlighting historical landmarks and the achievements of African Americans in Memphis, TN. The MHT focuses on the landmarks and preservation of rhetoric and heritage of Memphis communities that highlight pivotal moments in history (The Civil War, Civil Rights, Jim Crow). Because Memphis is a historically significant city, as well as comprised of many talents, the MHT curriculum aims to target urban Memphis youth and provide them with the opportunity to learn about the MHT, contribute to the heritage installation, and promote cultural tourism and economic development.

CURRICULUM OBJECTIVE

The MHT curriculum aims to provide Memphis youth with the opportunity to educate, contribute to the heritage trail, and encourage economic development. Through various partnerships and activities designed in the unit, youth will have the opportunity to learn about key places and figures along the trail, while they develop creative projects that will be featured. The MHT plans to combine the use of music, photography, visual art, creative writing, graphic design, and interactive technology to engage youth and prompt them to contribute their piece of Memphis heritage.

THE CURRICULUM

Unit One- Battle for Freedom

Objective: This unit aims to highlight the contributions of African-American and historical landmarks centered on the Civil War and Reconstruction.

MHT Target Locations: Memphis Massacre Site, Fort Pickering, and Freedman's Bureau

Local Partnerships: TN Heritage Area Preservation, Shelby County Historical Commission, Center for Historic Preservation, University of Memphis, NAACP



Unit Two- Push for Freedom

Objective: This unit aims to highlight the contributions of African-American, particularly African-American women and children during the Civil Rights Movement and the overall push for equality in Memphis, through the use of photography and art.

MHT Target Locations: Clayborn Temple and the Civil Rights Museum, Withers Collection Museum.

Local Partnerships: Withers Collection Museum and Gallery, Clayborn Temple, Civil Rights Museum

Unit Three: Movement in the Music

Objective: This unit aims to highlight vernacular musical tradition of Memphians through the use of music, visual arts, and creative writing.

MHT Target Locations: Beale Street, W.C. Handy Park, WLOK Radio Station, WDIA Memphis

Local Partnerships: Stax Music Academy, Historic Daisy Theater, Hattiloo Theater, Collage Dance Studio, Memphis College of Art

Unit Four: Economic Development and Entrepreneurial Excellence

Objective: This unit aims to highlight hospitality and tourism in Memphis, TN as well as promote black entrepreneurial contributions and lesser known historical black businesses through the use of technology and creative devices.

MHT Target Locations: Universal Life Building, Tri-State Bank, Robert R. Church Park, Solvent Savings Bank,

Local Partnerships: Tri-State Bank, R.S. Lewis Funeral Home, Makeeda Butter Cookies, Heritage Tours, a Tour of Memphis, Cloud901, Hattiloo Theater

***Note:** The MHT curriculum unit directly targets Memphis youth by preparing them for economic development in areas of hospitality/tourism (youth tour guides, small business mentorship), technological innovation (coding, graphic design), and cultural preservation (creative writing, music, and visual art collaborations). The MHT curriculum will serve as a device to educate in the areas of History and Humanities, and provide youth intervention with an emphasis to target crime prevention.*