



COMMUNITY ENGAGEMENT

Since the planning process began in 2008, community engagement was essential to building and sustaining relationships integral to implementing Memphis Heritage Trail. With an emphasis on including diverse voices,

over 100 meetings representing various sectors of greater Memphis were invited to participate in the planning process through workgroup meetings and public presentations. These community conversations laid the foundation for mutually supportive relationships and a shared vision for the implementation of Memphis Heritage Trail.

Stakeholders were strongly interested in creating a Trail reflective of the heritage and history of the designated area, particularly including culturally relevant content and untold narratives. Additionally, they viewed state-of-the art technology, a distinctive web presence, and social media as key elements in promoting and marketing the Trail. As the Trail moves toward implementation, stakeholders suggested connections with other heritage and civil rights trails across Tennessee and in the Delta Region.



HONORARY BOARD

Individuals recognized for their lifelong commitment to advancing human rights and strengthening the socio-cultural and economic status of the City of Memphis.

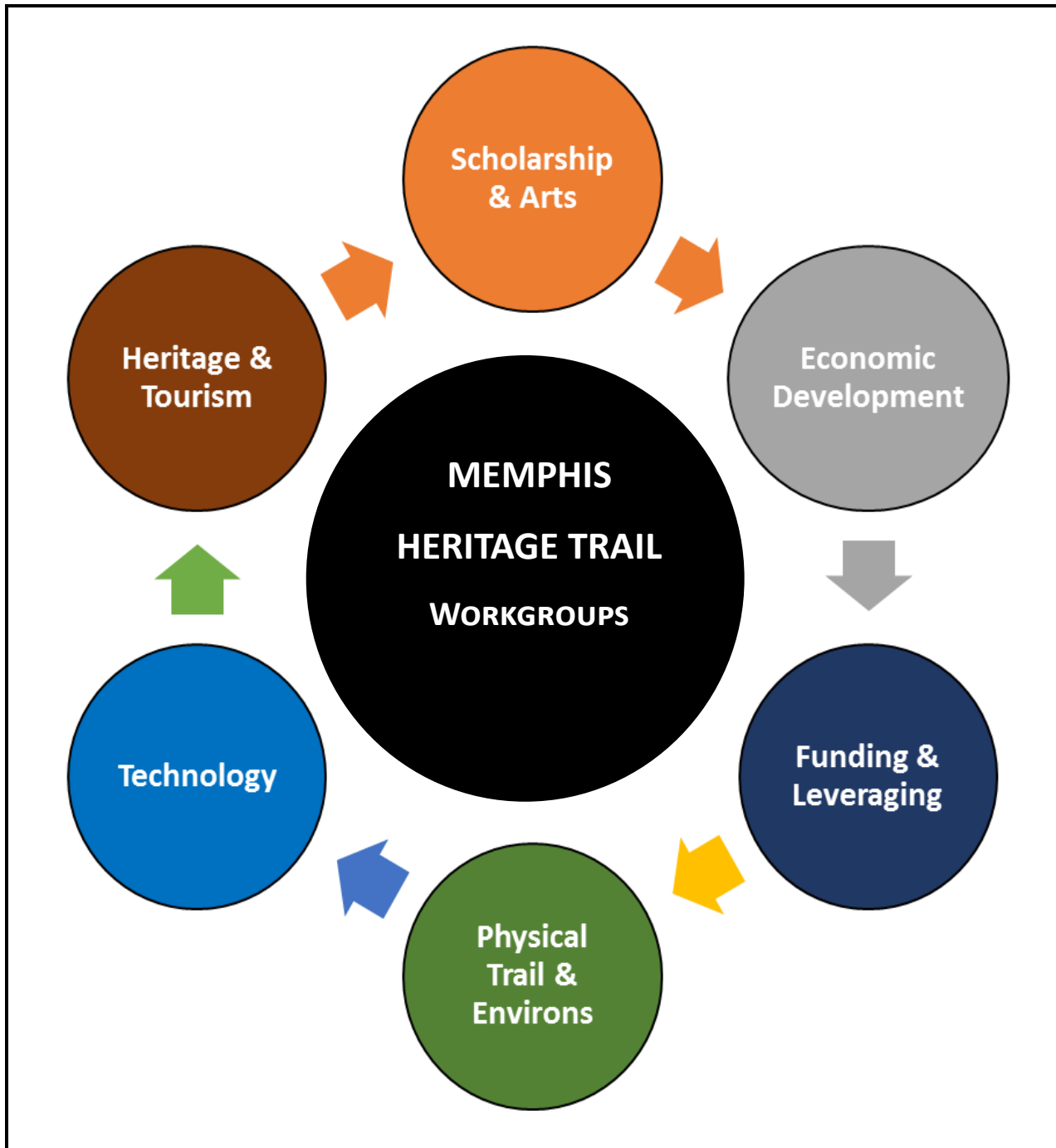
ADVISORY BOARD

Individuals with interest and expertise in initiatives and projects that promote the growth of Memphis. Possessed the knowledge and skills to make recommendations that inform the overall success of the Trail.

WORKGROUPS

Individuals with similar skillsets and interests who met regularly to plan strategic components of the Trail. The workgroups included:

- **Scholarship and Arts.** Integrate education and the arts within the Trail.
- **Economic Development.** Identify opportunities to increase the economy and standard of living among residents, businesses and other stakeholders within the Trail.
- **Funding and Leveraging.** Identify funding sources for operations, maintenance and sustainability
- **Physical Trail and Environs.** Design key physical features along the MHT that can be linked to health and wellness, green spaces, street design, and other sustainable natural resources.
- **Technology.** Examine how common technologies can be used to promote the MHT and generate revenues.
- **Heritage and Tourism.** Determine the best strategies to tell relatable stories that engage both local visitors and tourists.



MEMPHIS HERITAGE TRAIL CLUSTER GROUPS

<p>SCHOLARSHIP and ARTS</p> <ul style="list-style-type: none"> • Local Historians & Scholars • K-12 Schools • Colleges / Universities • Non-Profit Agencies • Community Ambassadors 	<p>PHYSICAL TRAIL and EVIRONS</p> <ul style="list-style-type: none"> • Transportation • Sustainable Resources • Parks & Green Connections • Health & Wellness • Storm Water Management
<p>ECONOMIC DEVELOPMENT</p> <ul style="list-style-type: none"> • Workforce Development • Small Business Development • Entrepreneurship • Neighborhood Business Development • Corporate / Private Sector • Residential Revitalization 	<p>TECHNOLOGY</p> <ul style="list-style-type: none"> • Virtual Tours • Apps • Social Media Platforms • GIS • Data Mapping • Audio & Video
<p>FUNDING and LEVERAGING</p> <ul style="list-style-type: none"> • Private Sector Contributions • Sponsorships • Naming Rights • Grants • Local, State and Federal Funding 	<p>HERITAGE and TOURISM</p> <ul style="list-style-type: none"> • Cultural Identity • Social Impact • Eco-Tourism • Cultural Sustainability • Marketing & Promotion

KEY RECOMMENDATIONS FROM STAKEHOLDERS

Discussion Point 1 **How can Memphis Heritage Trail stimulate business ventures and investments while contributing to the local economy?**

- Marketing/promotion strategies with local businesses
- Offer discounts, coupons and other incentives to local restaurants
- Initiate food truck days that coincide with specific Trail events
- Build sightseeing tours with local tourism companies
- Create an app of local artwork related to the Trail
- Build social impact into economic growth
- Develop marketing packages that connect to other Memphis venues
- Monetize artwork connected to the Trail

Discussion Point 2 **How can Memphis Heritage Trail improve the standard of living among residents within the Trail boundaries?**

- Employ residents and other stakeholders
- Improve the skillsets of potential employees
- Create jobs to sustain the Trail
- Address blight and other aesthetic concerns
- Develop partnerships that can lead to business development,

Discussion Point 3 **What type of stories and narratives should be integrated within Memphis Heritage Trail?**

- Civil Rights
- Poor People's Campaign
- I Am A Man—Memphis Sanitation Strike
- Church Park and other historical parks in proximity to the Trail
- Music
- Reconstruction
- Freedmen's Bureau Schools
- Immigrants and migrant populations

Discussion Point 4 **What strategies can be used to engage educational institutions (colleges/schools) and their respective student bodies within Memphis Heritage Trail?**

- Include art faculty from schools and colleges in the selection committee for artwork along the Trail
- Develop project-based learning and community service projects for schools
- Incorporate Trail resources into school curricula
- Develop a youth volunteer or stewardship program

Discussion

Point 5

How can common technologies be used to promote Memphis Heritage Trail and generate revenue?

- Connect/link local business websites to the Trail
- Like, share, comments and live stream on Facebook
- Create virtual tours
- Upload pictures on Instagram
- Focus on local internet platforms to promote the Trail
- Position the Trail as a staycation for local citizens
- Use acronyms and pictures to tell Trail stories
- Invite others to share their stories related to the Trail (StoryCorps)
- Utilize snapchat
- Place listening posts with video along the Trail

Discussion

Point 6

How can Memphis Heritage Trail contribute to the health and well-being of visitors?

- Include walking trails with mile markers
- Install water fountains and sanitary stations
- Develop exercise stations in strategic locations
- Include rest areas along the walking trail
- Provide the necessary conveniences of accessibility for individuals with various levels of physical capacities

Discussion

Point 7

How can the works of professional and neighborhood artists be integrated within Memphis Heritage Trail?

- Promote student involvement through art classes in local schools
- Provide opportunities for neighborhood artists to exhibit their works at designated points along the Trail
- Initiate RFP process whereby professional artists can submit artworks for inclusion on the Trail
- Institute measures to ensure that artworks are high quality representations and accurate depictions of events associated with the Trail
- Stage live theatrical presentations representing key stories associated with the Trail



MEMPHIS HERITAGE TRAIL PLANNING TEAM

HONORARY ADVISORY BOARD

Doug Bailey
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Michael Cody
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ARTS & EDUCATION

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Levi Frazier Jr.
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Ernestine Jenkins
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Alison Kiner
Richard Lou
Tony Nicholson
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Linda Steele
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Elton Weaver
Bennie West
Charles Williams

FUNDING & LEVERAGING

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Van Turner
Jason Wexler
Russell Wiggington
David Williams

ECONOMIC DEVELOPMENT

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Kai Brewer
Charles Carpenter
Jeffrey Higgs
Eric Robertson
Terry Sanders
Madeline Taylor
Cassandra Webster

HERITAGE & TOURISM

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Carnita Atwater
Henry Ford

Teri Freeman
Art Gilliam
Wanda Hunsucker
Loretta Hurt
Rebecca Hutchinson
James Joyner
Devin Kyles
Peris J. Lester
Vesleska Lipford
Daphne McFerrin
Marticus Muhammad
Nicole Muhammad
Joan Lee Nelson
Jimmy Ogle
Johnson Saulsberry
Clyde Venson
Rosalind Withers

PHYSICAL ENVIRONMENT

Steve Barnes
Molly Beard
Connie Binkowitz
Jaske Goff

TECHNOLOGY

See Prodigy Arts Report on
Memphis Heritage Trail website
for details.