

A large steel arch bridge with lights, reflected in water at sunset. The bridge is illuminated with small lights along its arch, and the sky is a mix of orange and blue. The bridge's reflection is clearly visible in the water below.

MEMPHIS
BRAND

Why Memphis Guide

Summer 2025



Welcome to Memphis – A City of Soul and Innovation

Discover Why Memphis is Calling You Home!

Are you ready to experience a city where culture, creativity, and community thrive?

Welcome to Memphis, where the rhythm of the Mississippi mingles with the pulse of progress! Here, you'll find a vibrant blend of history and innovation, affordability, opportunity, and an undeniable sense of soul. Whether you're planning your next adventure, building your career, or searching for a new place to call home, Memphis is the city where you can do it all.

Let's show you why!

Affordable Living Means Endless Possibilities

Did you know Memphis is ranked among the top 10 most affordable cities in America? That's right! Here, you'll find a city that lets your dollar stretch further so you can focus on what truly matters.

Most Affordable Large City In America For Families

#1

According to 2025 SmartAsset study

Cost of Living is

11% Lower

Than the National Average

State Income Tax

\$0

For single adults, Memphis ranks

#3

In Affordability

Utilities are

19% Cheaper

Than the National Average.

Housing costs are

14% Lower

Than the National Average

Healthcare costs are

14% Less

Than the National Average

Average Monthly Rent

\$1,138

According to RentCafe

In Memphis, you gain the freedom to focus on what truly matters

Your money goes further whether you are looking to rent or buy. Without the weight of financial strain, you can invest in experiences that nourish a more well-rounded life, from exploring or getting involved in the city's rich arts and culture experiences to enjoying its incredible food and outdoor spaces. Here, you can build a life that is fulfilling.



Memphis Ranks as the Most Affordable City for Families in 2025

According to SmartAsset, a combined household income of just under \$198,400 allows a Memphis family of four to comfortably cover their living expenses while still saving for the future.



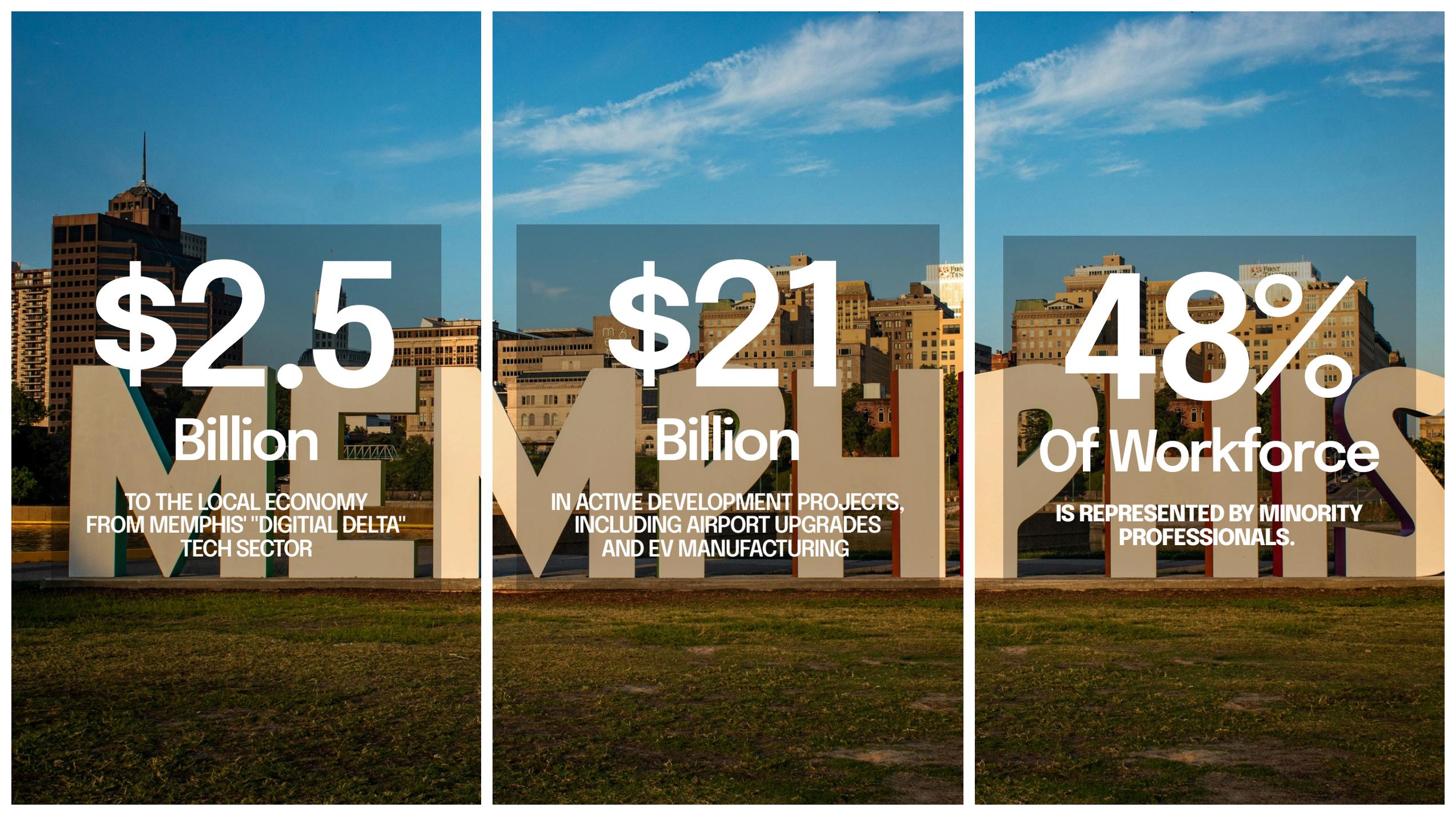
Memphis' Cooper-Young Neighborhood Named Among Top 5 'Coolest' in America

Cooper-Young has been ranked No. 5 on LoveExploring's list of the "coolest neighborhoods" in America, standing out among top destinations in cities like New York, Austin, and Los Angeles.



Memphis Named One of the Top Trending Destinations in the U.S.

Memphis has earned a spot as one of the fastest-rising travel destinations in the country, according to Tripadvisor's Travelers' Choice Awards.

The image shows a Memphis skyline at dusk with a large 'MEMPHIS' sign in the foreground. The letters are white with colorful vertical stripes. A semi-transparent grey box is overlaid on the image to contain text.

\$2.5

Billion

**TO THE LOCAL ECONOMY
FROM MEMPHIS' "DIGITAL DELTA"
TECH SECTOR**

\$21

Billion

**IN ACTIVE DEVELOPMENT PROJECTS,
INCLUDING AIRPORT UPGRADES
AND EV MANUFACTURING**

48%

Of Workforce

**IS REPRESENTED BY MINORITY
PROFESSIONALS.**

A woman with long, wavy hair, wearing a red top and a bracelet, is flexing her right bicep. She is looking upwards and to the right with a determined expression. The background is dark with a subtle light gradient.

**Memphis is the only major
U.S. city where women own
more small businesses than
men.**

Our support for diverse entrepreneurs, robust infrastructure development, and fostering technological advancements on a global level is cultivating a growing workforce driving economic progress.



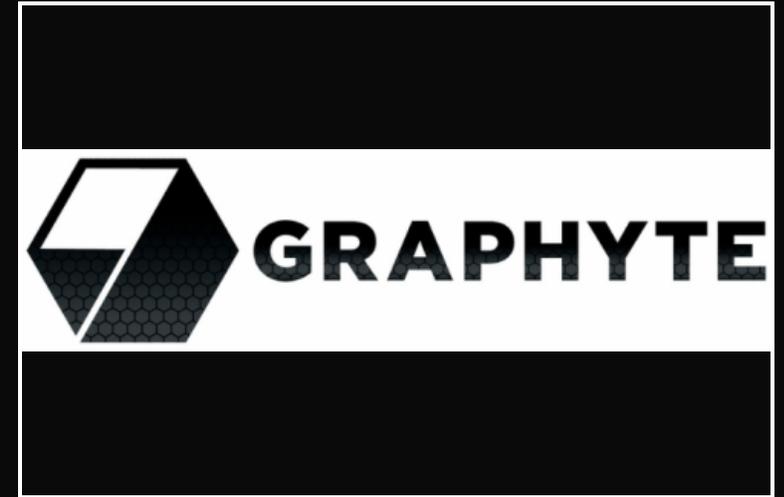
Memphis Marks A Banner Year of Growth, Innovation and Cultural Triumphs

\$21 Billion in Development & National Recognition by Forbes, National Geographic, and the Grammys, Memphis Is Elevating its Role as the Epicenter of Soul.



Memphis Startup Ecosystem of Incubators and Accelerators Fuels Success for Young Founders

What sets Memphis apart is not just its storied past but the resilience and resourcefulness of its people, the business-friendly environment, and its position as a hub for key industries.



Memphis-Based Graphyte Recognized Among Most Innovative Sustainable Companies

Recently named one of Fast Company's most innovative sustainable companies of 2025, Memphis' own Graphyte is gearing up for a major expansion as it scales up production capabilities

“ Memphis is positioned to become a hotbed for startups and innovation, fueled by a significant influx of wealth and talent from coastal cities to the South. With an estimated \$100 billion in wealth migration and the relocation of major tech players like xAI and Oracle to Tennessee cities, Memphis is poised to capitalize on this trend and establish itself as a thriving ecosystem for entrepreneurship and technological advancement.,,

Nam Lee

Managing Partner Pollen Studios
Memphis, TN



For Those Who Change The World, Welcome Home.

As an evolving smart city with soul, Memphis is where talent and opportunity meet. The city is a hub for thriving careers in tech, healthcare, and logistics, fueled by a solid foundation in higher education.

Memphis' St. Jude Children's Research Hospital Is The

#1

Non-profit brand in US

Over

1,300

Technology companies operate in Memphis.

Memphis is among six cities that claim

TWO

Public Universities with Carnegie R1 designation.

Tech Job Growth is Projected at

7.7%

By 2026

Memphis is home to

22

colleges, universities, and postsecondary institutions

At the intersection of Innovation and Soul

Memphis boasts a vibrant higher education and occupational ecosystem, with numerous startups and established companies pushing the boundaries of innovation. Brands like St. Jude, FedEx, and AutoZone are driving innovation and offering exceptional career opportunities.



Memphis Organizations Recognized by Forbes and Fast Company for Fostering Next Gen Workforce

St. Jude Children's Research Hospital, ALSAC, and First Horizon Honored for Exceptional Commitment to Employee Growth, Innovation and Long-Term Career Success



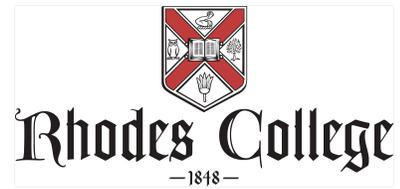
UTHSC Achieves Carnegie R1 Designation, Strengthening Memphis' Research Landscape

Recognized by the Carnegie Classification of Institutions of Higher Education, the R1 status represents the highest level of research activity. This achievement places Memphis among an elite group of just six U.S. cities that host two public universities with this distinction, as the University of Memphis also holds R1 status.



FedEx Named One of the World's Most Admired Companies for 25th Consecutive Year

In Forbe's annual "World's Most Admired Companies" report, FedEx holds the No. 20 position overall, marking its 25th straight year in the top 20. The company also remains the highest-ranked delivery service on the prestigious list.





Building Memphis Together

We are a city of doers, dreamers, and believers. A place that is open to fresh ideas, welcomes artists and businesses, and believes in a diverse, affordable, and supportive community for all.

7,000

The number of non-profits in Memphis.

\$100 Million

Given to local artists and organizations from ARTSMemphis alone.

\$153 Million

Amount donors gave to the Community Foundation of Memphis in FY 2025.

“Memphis is the most
giving city in America.”

CHRONICLE OF PHILANTHROPY



No matter your background, Memphis welcomes you with open arms, offering a true sense of belonging and a vibrant community that thrives on connection, inclusion, and shared experiences.



Tom Lee Park Named One of the Top 10 Urban Developments in the Americas

Tom Lee Park, the 31-acre civic gem located along the Mississippi River, has just been named one of the top 10 urban developments in the Americas by the Urban Land Institute (ULI), earning a prestigious ULI Americas Award for Excellence.



How This Memphis Theater is Saving Black Storytelling

Hattiloo Theater uses a multidisciplinary theatrical approach as a means to center, humanize, and heal Black communities through the stories of Black life.



Memphis Launches New Support Program for Local Brick-and-Mortar Businesses

In a bold new effort to strengthen small businesses and spark neighborhood growth, the City of Memphis has officially launched "Entrepreneurship City"—a new initiative designed to uplift mom-and-pop shops through direct financial support

The Ultimate Guide to Memphis

The Soul Experience





Memphis culture is dynamic! A fusion of music, art, food, and community creates a city that feels both modern and deeply rooted in tradition.



Celebrate

Memphis hosts hundreds of cultural events and festivals annually, reflecting its rich heritage in music, food, art, and community.



Visit

Memphis welcomes approximately 13.5 million domestic and international visitors each year.



Listen

Memphis' iconic music scene is a genre-blending powerhouse where blues, soul, hip-hop, indie rock, and Americana collide nightly on Beale Street and beyond, fueled by rising local artists and a legacy that still inspires fresh soundtracks.



Savor

Memphis' contemporary food scene is a soulful fusion of tradition and innovation, where iconic spots like The Four Way serve up classic Southern comfort alongside globally inspired fine dining, vibrant street eats, and inventive culinary startups that reflect the city's rich cultural diversity.



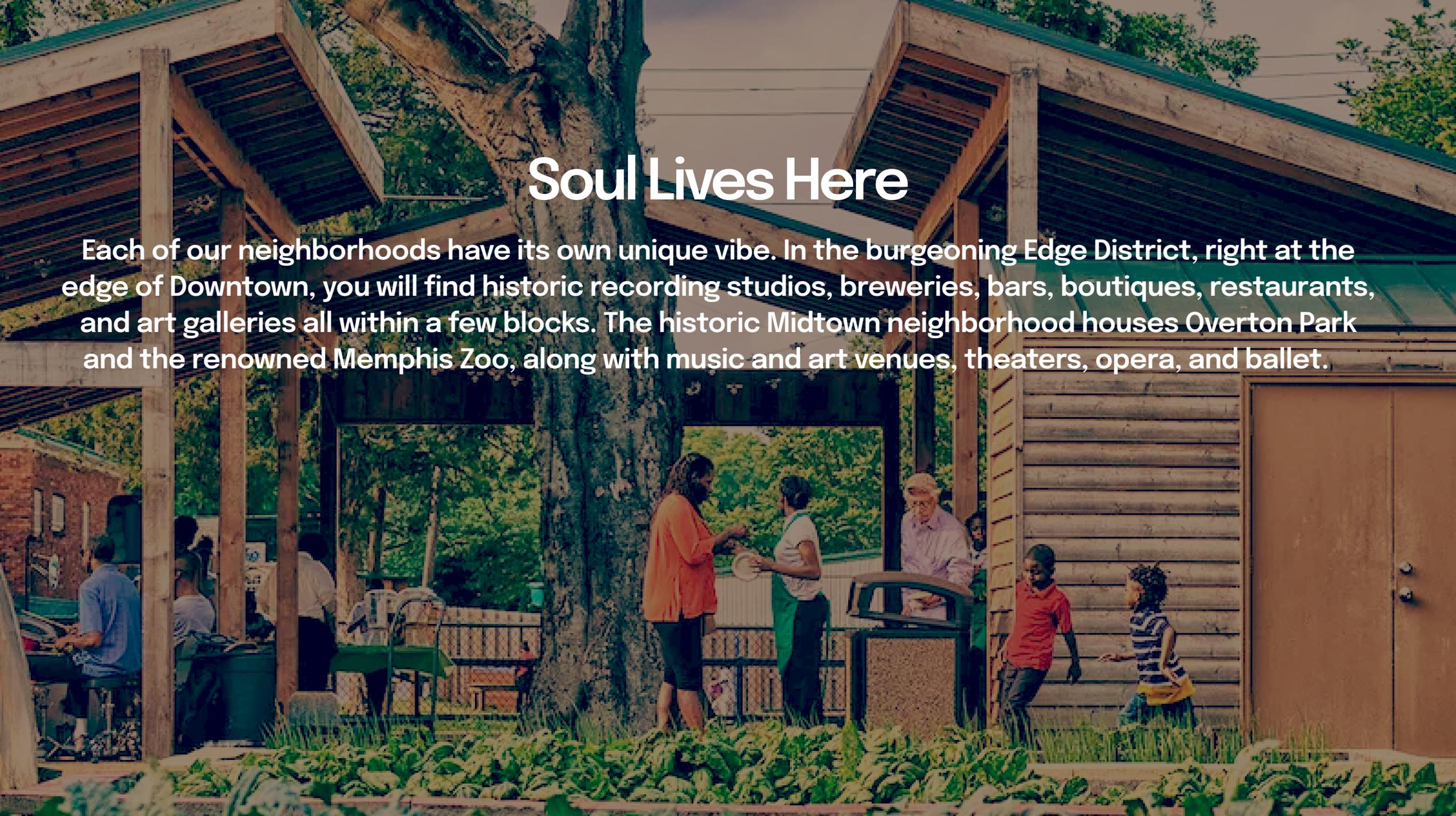
FACT: Memphis BBQ is world renowned and the city is home to the World Championship Barbeque Cooking Contest

But there's more! Memphis cuisine is pure comfort, combining traditional recipes with modern cuisines and a whole lot of soul. Find everything from authentic soul food, Mexican taquerias, Vietnamese dining, Indian cuisine, nationally recognized upscale dining, and plant-based eateries.

Completely Original.

Memphis is a city where musical legends are made—from the electrifying performances of Elvis Presley, the King of Rock 'n' Roll, to the soulful guitar mastery of B.B. King, both of whom shaped the city's timeless legacy. This rich foundation still pulses through the city's streets, fueling the rise of hip-hop innovators like Three 6 Mafia, 8Ball & MJG, and Yo Gotti. Propelled by generations of storytelling and a deep well of creativity, Memphis continues to influence the hip-hop world with its signature authenticity and energy. With a dynamic underground scene and an ever-expanding roster of new talent, Memphis welcomes everyone to experience the vibrant spirit and musical magic that make the city an enduring icon—from blues and rock to the bold sounds of hip-hop today.



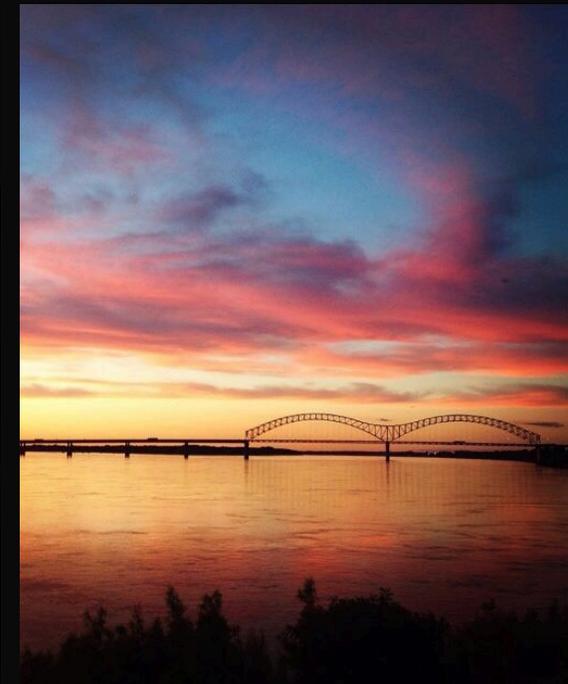
A vibrant community garden scene with people of various ages and ethnicities engaged in activities like planting and socializing under a wooden pergola structure. The scene is set outdoors with lush green plants in the foreground and a large tree in the background. The overall atmosphere is warm and communal.

Soul Lives Here

Each of our neighborhoods have its own unique vibe. In the burgeoning Edge District, right at the edge of Downtown, you will find historic recording studios, breweries, bars, boutiques, restaurants, and art galleries all within a few blocks. The historic Midtown neighborhood houses Overton Park and the renowned Memphis Zoo, along with music and art venues, theaters, opera, and ballet.

Undeniable.

You'll see spectacular sunsets downtown from our award-winning riverfront park, just steps from iconic Beale Street, the FedEx Forum (home of the Grizzlies), the historic Orpheum Theatre, the renowned National Civil Rights Museum, and the South Main Arts District – one of several hubs with live music, food, and arts scene that is undeniably Memphis.



Memphis culture is a celebration of rhythm, flavor, and history! From the soulful sounds of Beale Street to the mouthwatering barbecue that brings people together, Memphis invites everyone to experience its vibrant, welcoming spirit.



From Beale Street, With Love: Black Culture is Thriving In Memphis Through Its Rich History, Musical Talent, and More

Memphis is often hailed as the birthplace of blues and barbecue, but it offers much more. With over 64% of its population identifying as Black, culture is alive and thriving in “Bluff City.”



I ate my way through Memphis and found so much more than barbecue

A city in flux, the old and new co-exist in gritty, neon-filled Memphis. That’s especially evident in the food scene.



A Culture Guide To Memphis, Tennessee

As the largest Black city in America, Memphis is an inherent culture driver with sprawling arts, entertainment and entrepreneurial scenes.

Welcome to Memphis, Our city of soul. Don't forget to bring yours.

In Memphis, we live where originality and soul uniquely come together to create change. Here along the mighty Mississippi, people and ideas mix here to do something magical and redefine the world around us. Now a new generation is taking its turn, hungry to make an impact and create change yet again.





Memphis Brand

Memphis stands as a global icon, celebrated for its legendary music, authentic cultural roots, and a brand synonymous with creativity and soul.

90%

of American Millennials find Memphis extremely, very, or somewhat appealing for the creatives class -- individuals who create new ideas, technologies, and creative content.

76%

of Americans and 88% of residents agree Memphis is a city with soul.

Attraction, Excitement & Curiosity

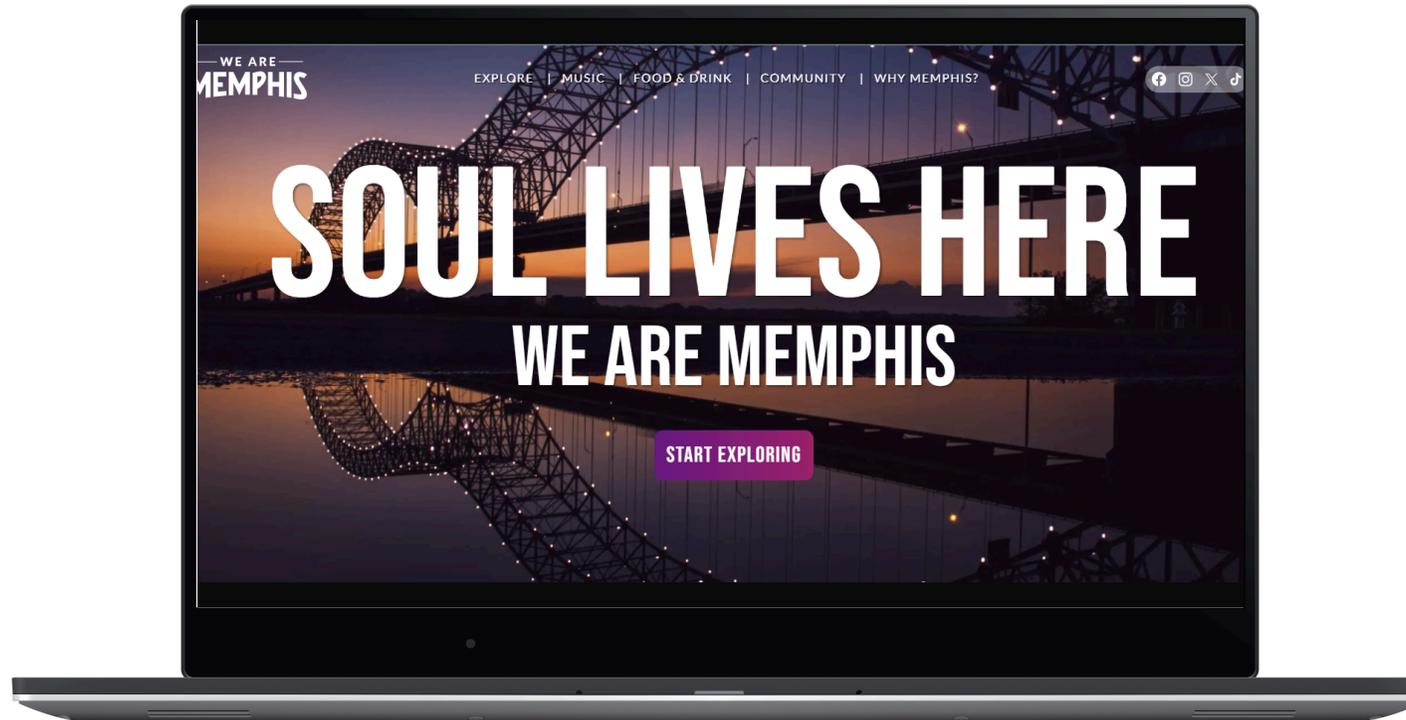
are the top feelings associated with Memphis nationally.



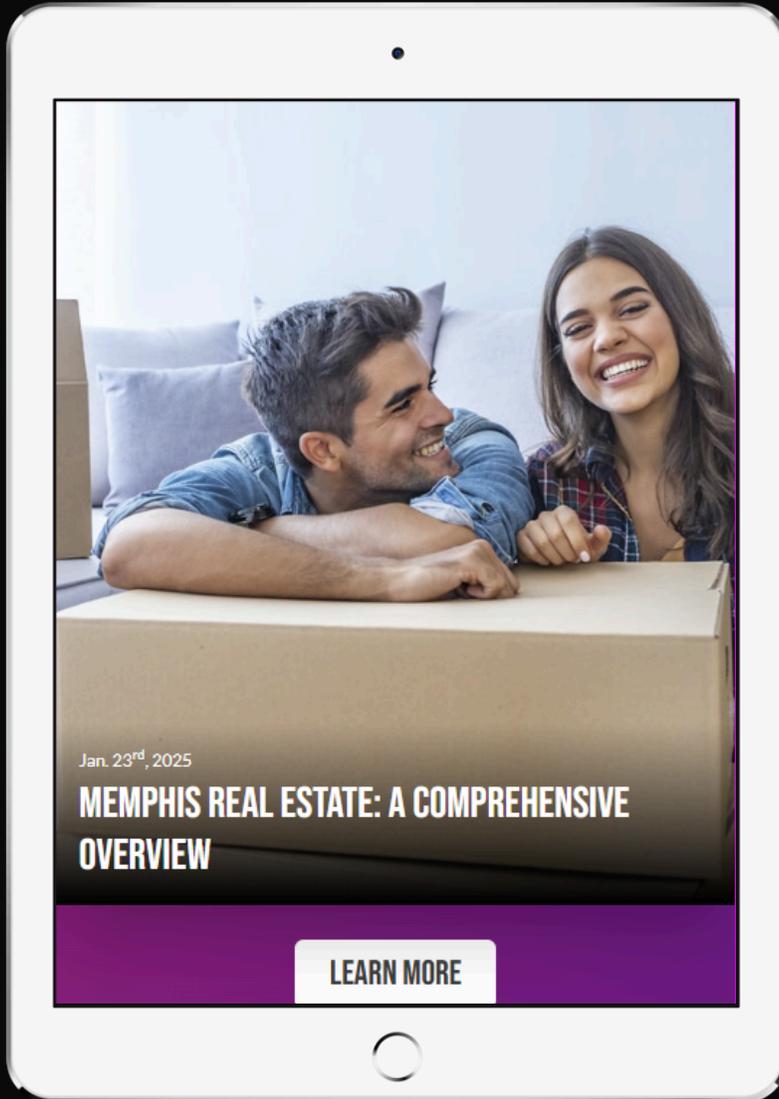
Welcome Home.

Whether you are building your career, raising a family, or looking for a city with character and opportunity, Memphis offers it all with soul. Memphis is more than a city—it is a movement. With a reputation as the most giving city in America, Memphis builds strong, inclusive communities. Here, ambition meets opportunity, history fuels the future, and everyone has a place to thrive.

Together, WeAreMemphis.com



WeAreMemphis.com is a dynamic platform celebrating Memphis' rich culture, music, food, and community, while showcasing opportunities and inspiring pride in the city's unique soul.



WhyMemphis.com

WhyMemphis.com is your gateway to the vibrant spirit of Memphis. It offers an engaging look into the city's dynamic culture, thriving opportunities, and unmatched lifestyle—inviting you to explore, connect, and experience the soul of Memphis like never before!

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