

# FY27 Operating Budget Request

Developing Downtown for a better  
Memphis & Shelby County.



■ DOWNTOWN  
■ MEMPHIS  
■ COMMISSION



# DMC: PROVIDING VALUE FOR OUR BUSINESS IMPROVEMENT DISTRICT

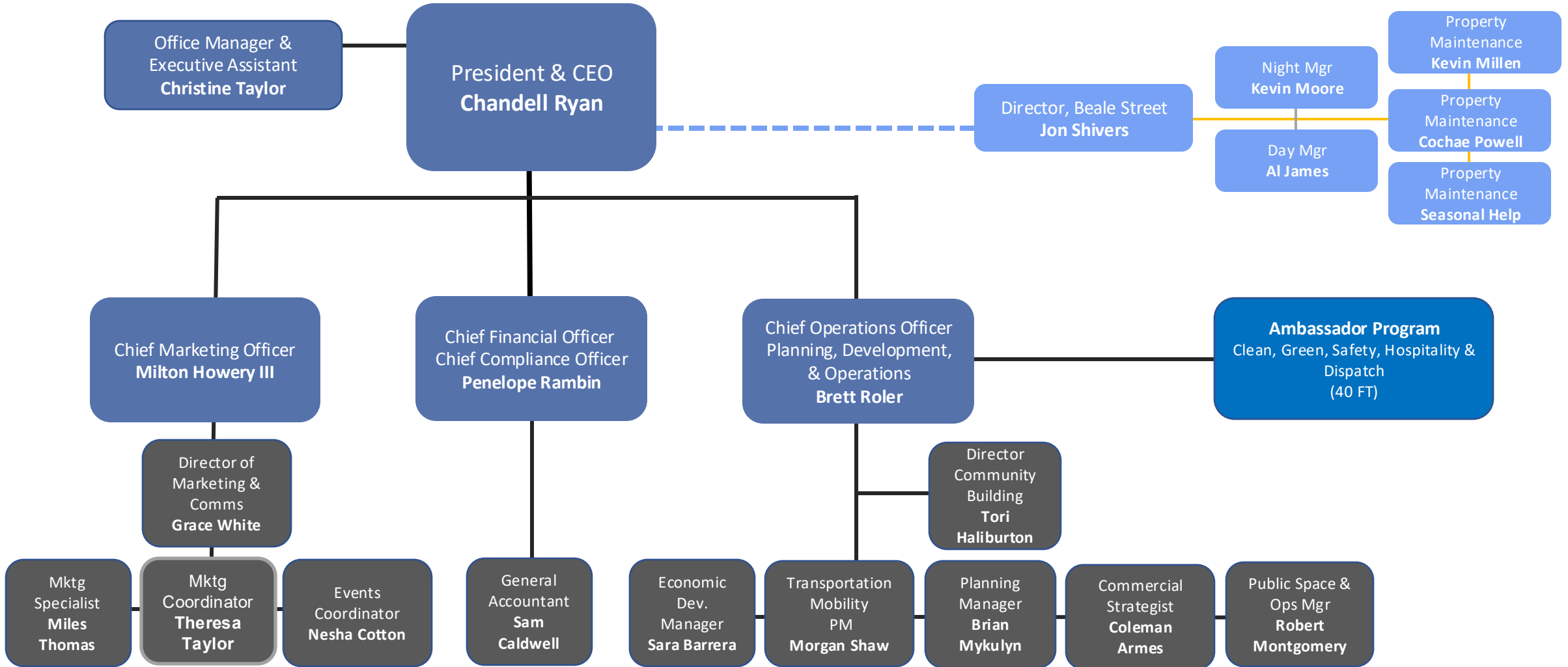
## Guided by City & County Board Appointees

The Memphis Central Business Improvement District (CBID) was established to give Downtown the focused redevelopment and operational attention it needs — funded entirely by the district itself and guided by City & County board appointees.

- Safer, cleaner, more welcoming streets
- Vibrancy & amenities that draw people in
- Less blight, higher property values
- Marketing that promotes the Core City



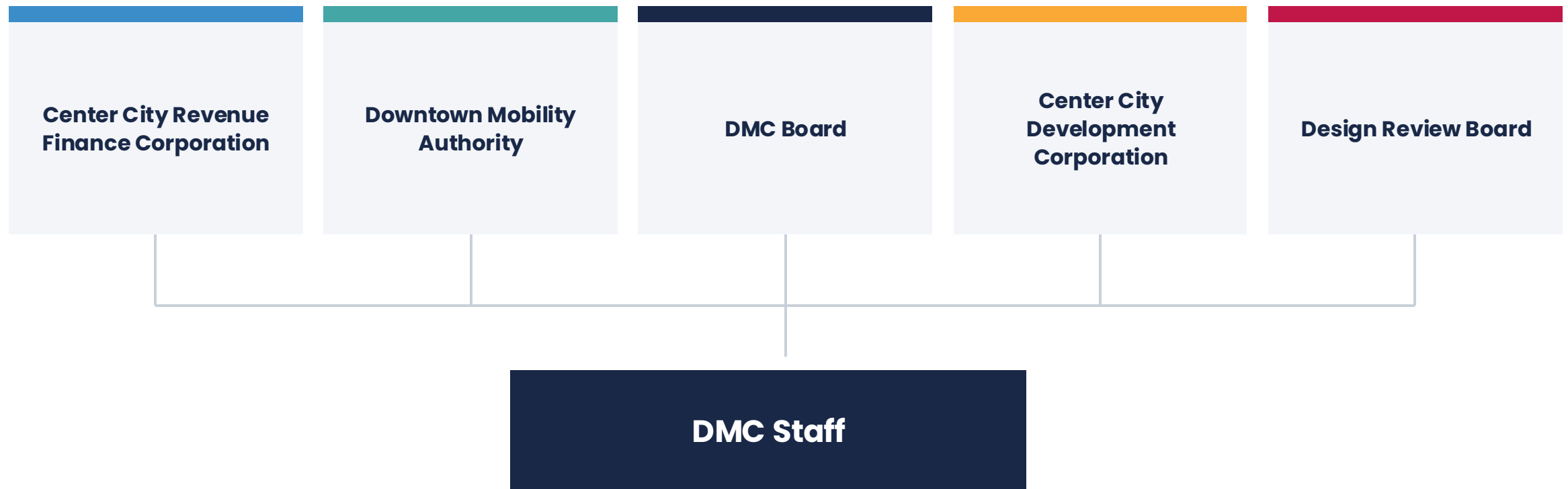
# FY2027 Staff & Roles



WHO WE ARE

# DMC Structure – Five Boards

Five boards with distinct authority and functions guide the DMC's work.



DOWNTOWN TODAY

# A Downtown Worth Investing In

**91K**

2024 DAYTIME POPULATION

**24.3K**

DOWNTOWN RESIDENTS

**73.5K**

DOWNTOWN WORKFORCE

**85%**

2019 FOOT TRAFFIC RETAINED

**9.7K**

BACHELOR'S DEGREES DOWNTOWN

**57.6%**

MILLENNIAL OR GEN Z RESIDENTS

**+15%**

DOWNTOWN PRIVATE SECTOR GROWTH, 2014-2023

**Goals:**

**MORE PEOPLE  
HIGHER PROPERTY VALUES**

2025 APPRAISED VALUE PER ACRE

**\$1.85M**

CBID — generated per acre

**\$399,162**

MEMPHIS — PER ACRE

**\$245,257**

SHELBY COUNTY — PER ACRE

Downtown generates roughly 4.6x the value per acre of the City — and 7.5x the County.

2025-2028

# The Downtown Action Plan

Our three-year roadmap for Downtown — a shared agenda that aligns the DMC, our partners, and the community around a clear set of priorities and measurable outcomes.



## Read the full plan

Scan to download the Downtown Action Plan & Spotlight Report.



# Built With Our Board & Community

The Action Plan was shaped through direct engagement — bringing the DMC's boards, civic partners, and Downtown citizens together to set a shared agenda.

## 01 DMC Boards & Staff Retreat

Leadership and staff aligned on priorities for the next three years.



## 02 Civic & Agency Partners

City of Memphis, MLGW, MATA and other partners helped shape the plan.

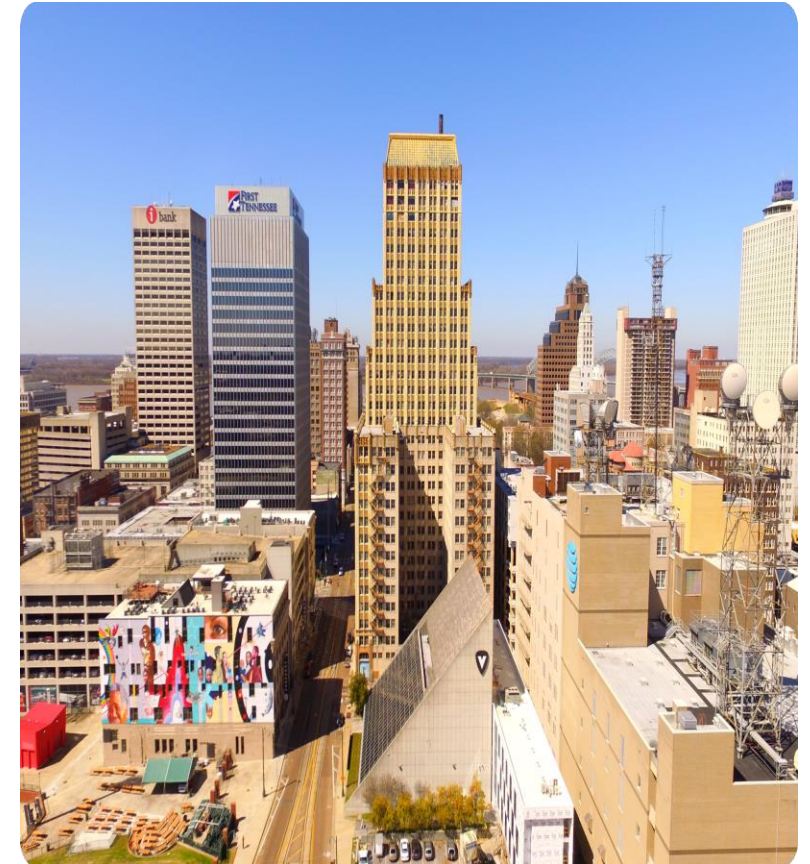


## 03 Downtown Citizens

Residents and business owners weighed in on the future of the Core City.

# Five Priorities Guiding Our Work

- 01** Make Downtown attractive, safe & welcoming
- 02** Reduce blight & fill ground-floor vacancy
- 03** Grow the tax base of Memphis & Shelby County
- 04** Build a bold, unified identity for Downtown
- 05** Expand the DMC's ability to do its mission-critical work



# Strategic Focus for the Next Three Years

## Make Main Street the main thing

Strengthen Main Street Mall as the central pedestrian spine and core of Downtown.

## Target investment to connect assets

Direct strategic investment into the Downtown Core to link catalytic development sites and anchors.

## Maximize walkability

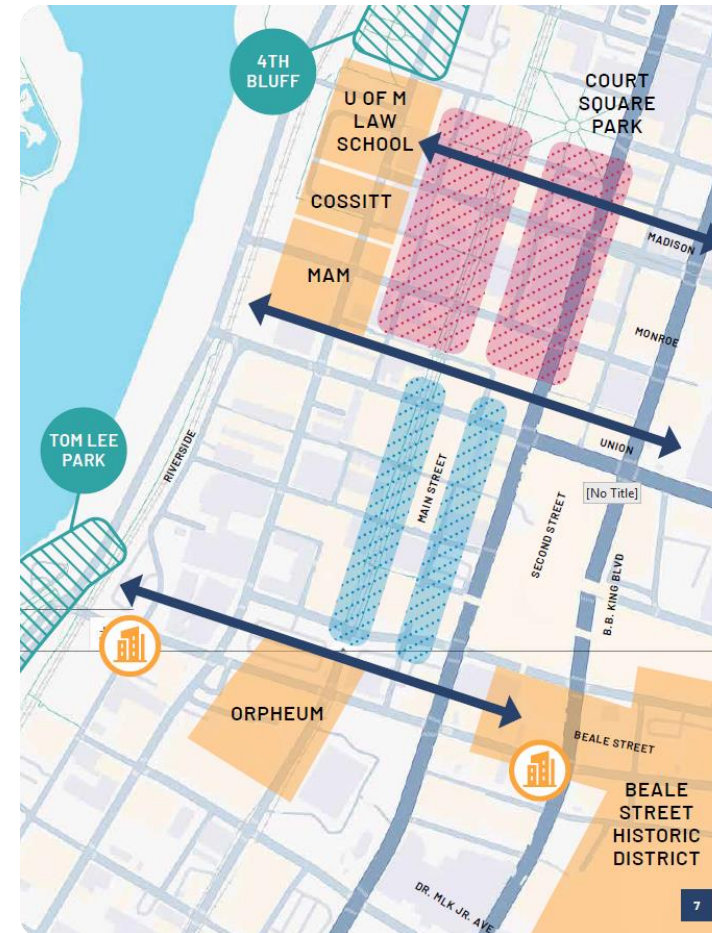
Strengthen pedestrian connectivity throughout Downtown and the Riverfront.



# Main Street Strategy – Detailed View

Strengthen Main Street Mall as the central pedestrian spine and core of Downtown – focused on three great blocks as a test case.

-  **Concentrated anti-blight focus**
-  **Three great blocks as a test case**
-  **New Main Street retail focus**
-  **Catalytic redevelopment sites**



# Four Strategic Pillars Guiding DMC Budget

01

## Public Safety & Hospitality

Ancillary support of MPD and the hospitality industry.

**38%**

OF BUDGET

02

## Beautification & Clean / Green

Maintenance, litter removal, landscaping & anti-blight work.

**19%**

OF BUDGET

03

## Community Building & Development

Programs that promote growth and Downtown development.

**16%**

OF BUDGET

04

## Marketing, Events & Activation

Intentional programming, marketing & community support.

**27%**

OF BUDGET

FOCUS AREA 01

# Public Safety & Hospitality

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Ancillary support of the Memphis Police Department and the hospitality industry.

**38%**

OF FY27 BUDGET

**\$2.67M**

ALLOCATED

01

# A Safer, More Welcoming Downtown

## The Ambassador Program

A 40-person full-time team covering clean, green, safety, hospitality & dispatch — a visible, friendly presence on Downtown streets every day.

## Downtown Safety Network

Launching Summer 2026 — connecting key Downtown businesses by radio to the Downtown Command Center for faster, coordinated response.

END-OF-YEAR HIGHLIGHTS · JUNE-DEC 2025

**2,635**

BUSINESS VISITS

**2,635**

HOSPITALITY INTERACTIONS

**1,060**

DIRECTIONS PROVIDED

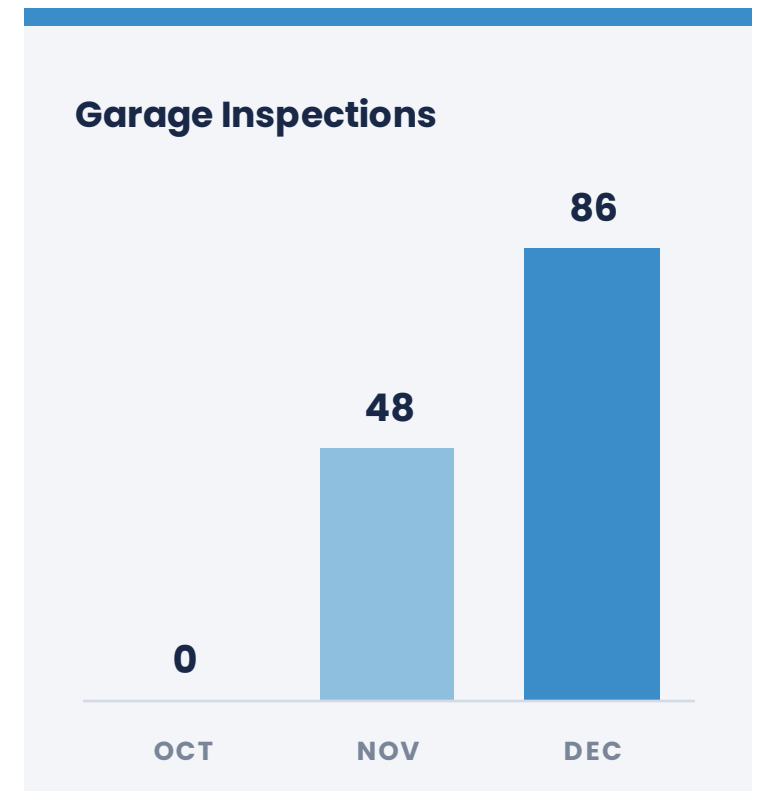
**161**

COURTESY ESCORTS



# Momentum Through Q4 2025

Ambassador activity climbed steadily across the fourth quarter as Downtown moved into its busiest season.



December reflects peak holiday-season activity across Downtown.

FOCUS AREA 02

# Beautification & Clean / Green

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Maintenance, litter removal, landscaping and anti-blight work across the district.

**19%**

OF FY27 BUDGET

**\$1.31M**

ALLOCATED

02

# A Cleaner Canvas for Downtown

6,545

PUBLIC FIXTURES &  
TRASH CANS CLEANED

2,101

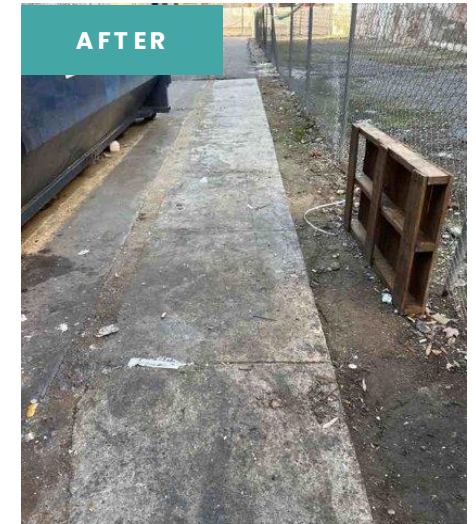
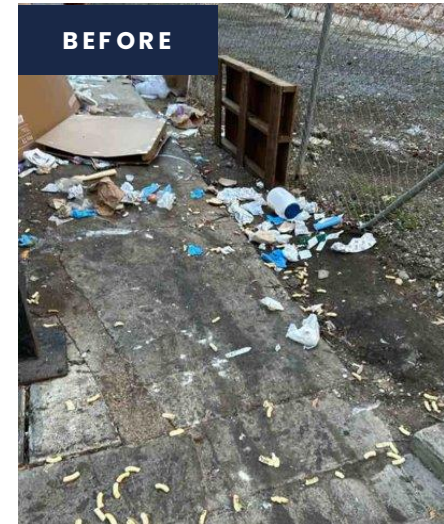
POSTERS & STICKERS  
REMOVED

289

GRAFFITI TAGS  
REMOVED

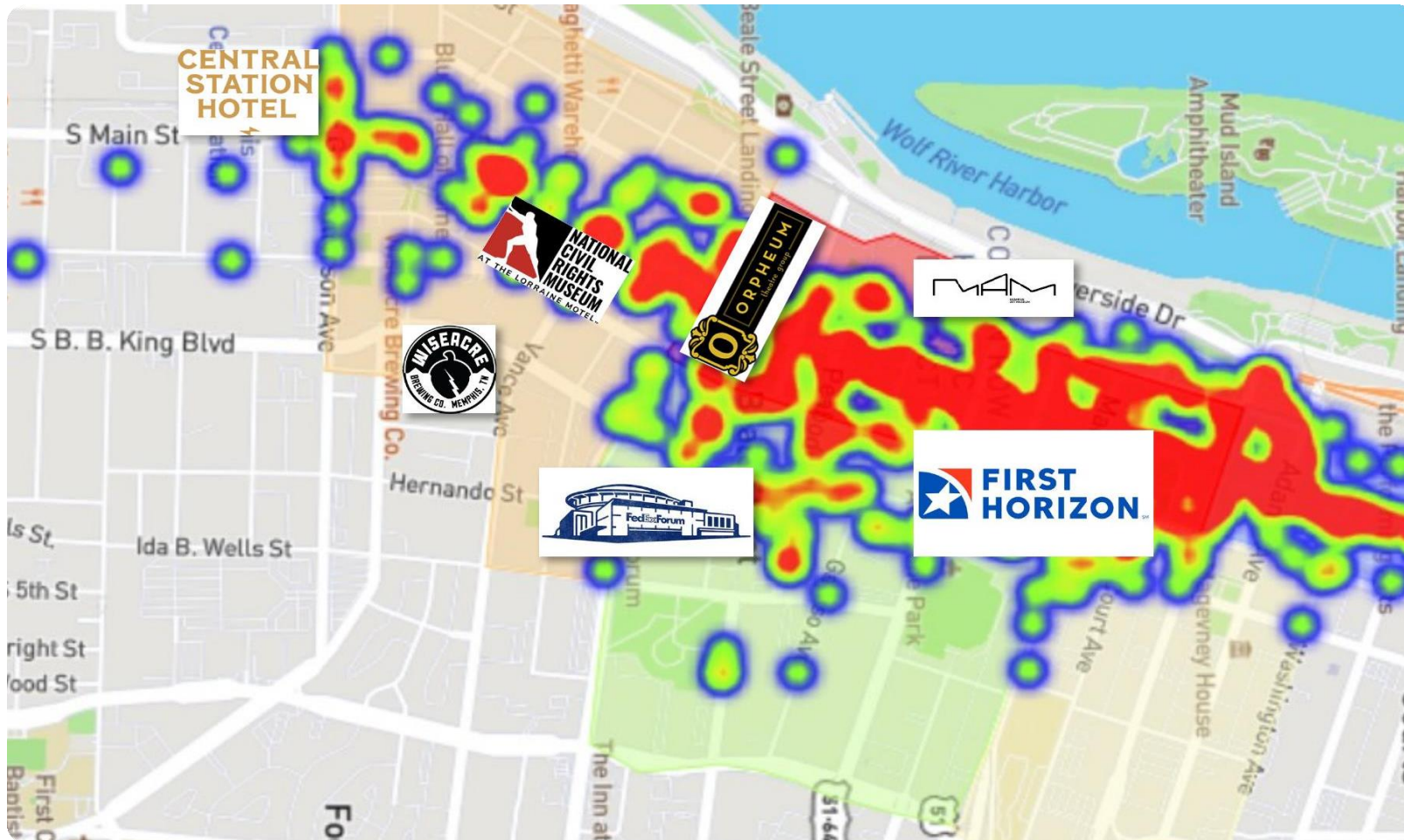
7,500+

NEW PLANTINGS  
ACROSS DOWNTOWN



Year-round maintenance keeps Downtown ready for residents, workers and visitors — and protects the public investment already in the ground.

# Clean & Green Tasks – Q3 Coverage

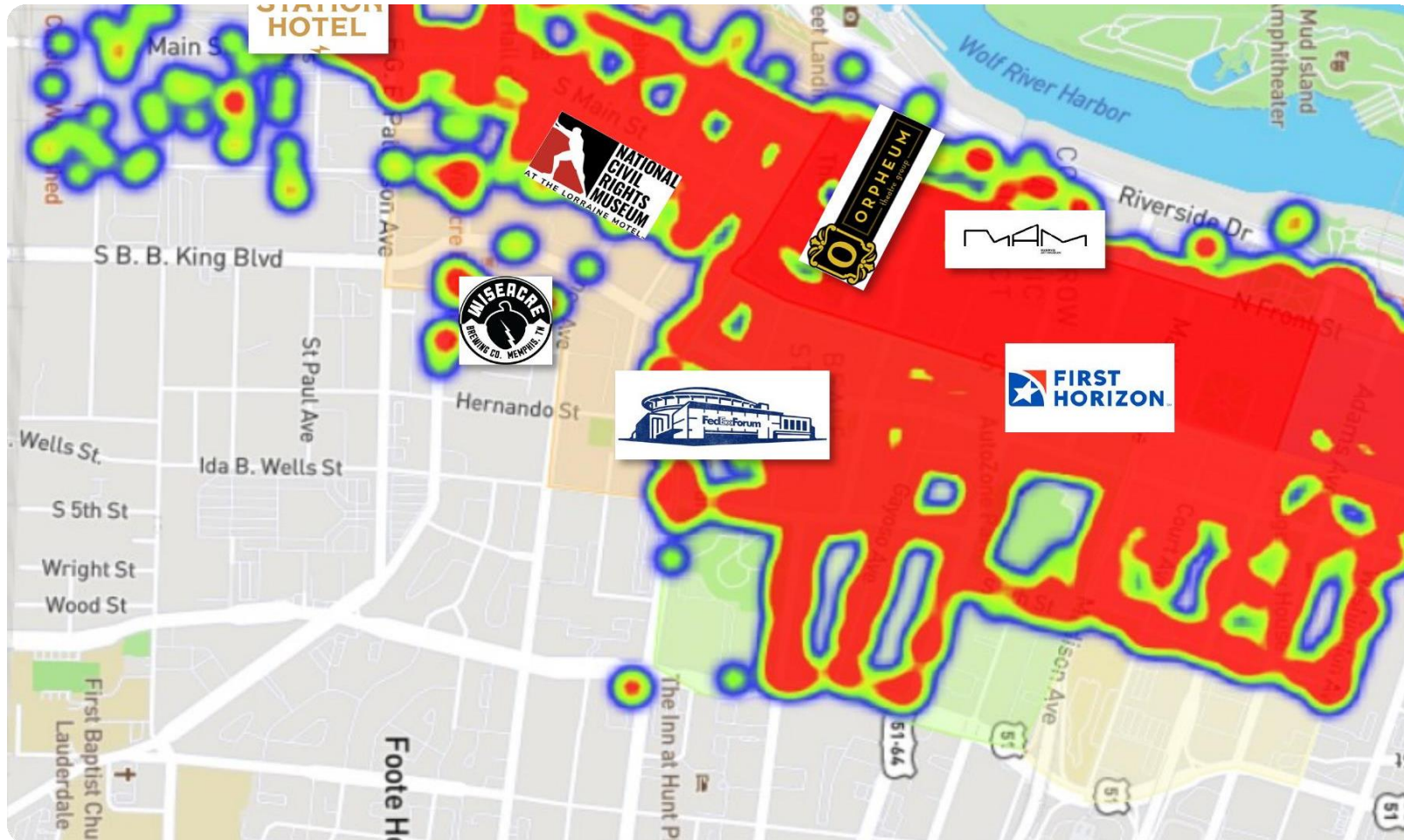


## 3RD QUARTER

### Where the Work Happens

This heat map shows the concentration of Clean & Green tasks completed across Downtown in the third quarter – densest along the Main Street corridor and core blocks.

# Clean & Green Tasks – Q4 Coverage



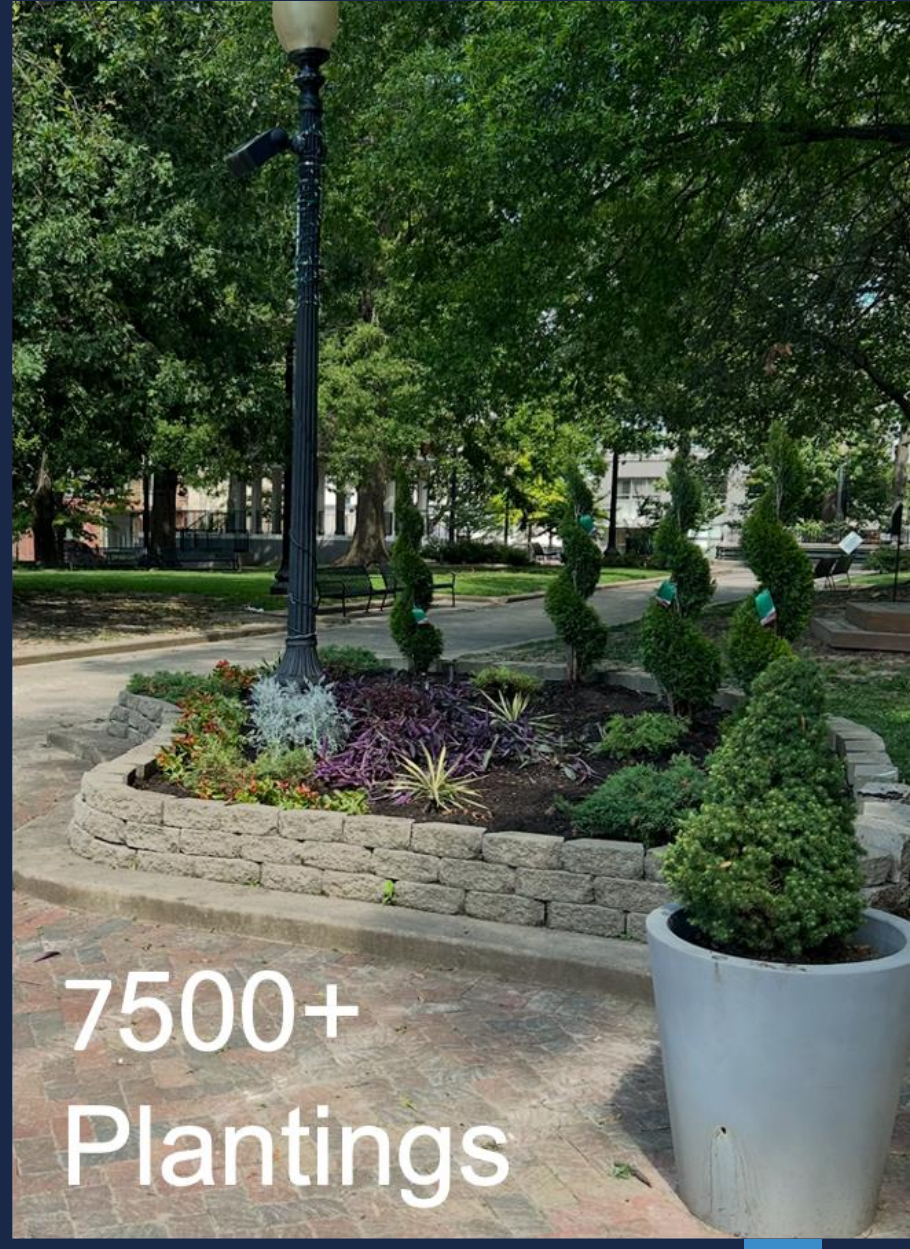
## 4TH QUARTER

Fourth-quarter coverage shows the Ambassador team sustaining intensive activity across the core and extending maintenance further into surrounding blocks.

BEFORE



AFTER



7500+ Plantings

BEFORE



AFTER



# Surveying Downtown's Tree Wells

# 245

## TREE WELLS SURVEYED

Downtown's street trees were surveyed across three of its central public spaces:

- **Main Street Mall**
- **Court Square Park**
- **Civic Center Plaza**



*Main Street Mall's tree-lined corridor — and the shaded, walkable Downtown it creates.*

# The Downtown Action Team

A cross-agency team dedicated to keeping the Downtown a safe, clean and attractive destination – through shared responsibility and streamlined communication and action..

## PARTNERS

- **City of Memphis**
- **MLGW**
- **MATA**
- **Downtown Memphis Commission**

## OBJECTIVES

- 1 Create a maintenance MOU**  
Establish a memorandum of understanding for regular, shared maintenance.
- 2 Assess infrastructure**  
Identify and prioritize current public infrastructure problems.
- 3 Define clear action steps**  
Create clear, actionable steps with assigned responsibility.
- 4 Track progress**  
Measure and report on results over time.

# Vance Sidewalk Repair Project

## RFP FOR PHASE 1 (OF 3)

### Timeline

2026–2028, delivered in three phases.

### Funding

Funded by the TN Department of Health Project Diabetes Grant.

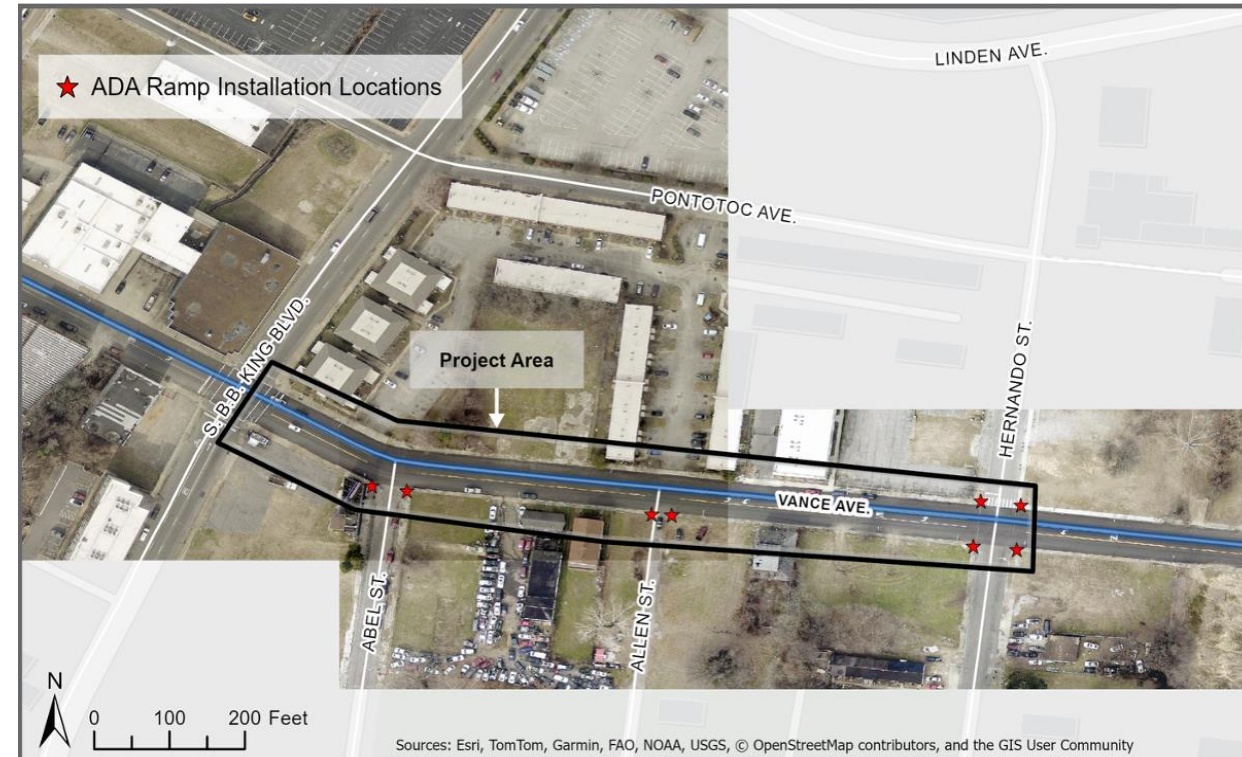
### Scope

Repair and replace sidewalk along Vance from S. Front St. to Lauderdale, add ADA ramps, and remove old curb cuts.

### Phase 1 focus

A high-need area between S. B.B. King and Hernando — roughly 1,200 linear feet and up to 8 ADA ramps.

*Phase 1 RFP responses due April 27.*



FOCUS AREA 03

# Community Building & Development

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Programs that promote growth and Downtown development for local entrepreneurs.

**16%**

OF FY27 BUDGET

**\$1.12M**

ALLOCATED

# Helping Local Business Take Root

9

## GRAND OPENINGS CELEBRATED RECENTLY

Hotel Pontotoc · Jay's Coffee & Cuisine · Tonica · Gym11 · KUYA · Playa Bowls  
· Malone Park Commons · Baron Von Oppenbean · Ritual

### Table Ready

Fills vacant, move-in-ready restaurant spaces so local food businesses can test the Downtown market at low rent.

### Open on Main

Pairs emerging retailers with vacant storefronts along the Main Street Mall to build a stronger retail ecosystem.

### Downtown Connect & Emerging Developers

A small-business series and developer pipeline — 153 attendees in 2026 — sharing the tools to grow.



# Downtown Connect: Small Business Series



## RECENT TOPICS

### Social Media Marketing

Building an audience and a consistent brand presence for a Downtown business.

### Vision to Velocity

The financial realities of scaling a small business sustainably.

### Accessing Capital

Navigating loans, grants and traditional financing options.

A bi-monthly small-business series created to share practical insight, tools, and resources for businesses operating in Downtown Memphis.

# Emerging Developers



## RECENT TOPICS

### **Money In May- Upcoming Meeting**

Make your project financially compelling from pitch to paperwork with the help of a group of trusted financial experts from Pathway Lending, LISC Memphis and Financial Federal Bank  
May 26 | 3pm

### **Utilizing Investment Credits – Hosted Jan. 2026**

Unlock the potential of your historic property with virtual workshop featuring experts in development, architecture & preservation.

### **Women Who Build – Hosted March 2026**

Networking, learning, and connecting with Women in the development space.

# Table Ready & Open On Main Program

**Initiative to fill vacant, move-in-ready retail and restaurant spaces.**

**Designed to help attract local businesses to downtown but also allowing them to test out their business & services in the downtown market with a low-risk.**

**Strengthening the business ecosystem and improving the pedestrian experience Downtown.**



# Six DMC Incentives That Lower the Barrier

Grants and loans that help new voices open doors, improve buildings, and bring traditional financing to Downtown projects.

01

## Pre-Development Grant

Lowers the barrier to entry for new and emerging developers.

02

## Downtown Development Loan

Targeted capital to help attract traditional financing to projects.

03

## Retail Tenant Improvement Grant

Closes the gap to get a retail space move-in ready.

04

## Exterior Improvement Grant

Matching funds for high-quality exterior building improvements.

05

## Downtown Sidewalk Repair Grant

Matching grant for sidewalk improvements on commercial property.

06

## Good Neighbor Grant

Exterior improvements in South City, Madison Heights, Uptown & Peabody-Vance.

FOCUS AREA 04

# Marketing, Events & Activation

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Intentional programming, marketing and community support that draws people Downtown.

**27%**

OF FY27 BUDGET

**\$1.90M**

ALLOCATED

# Attracting More People Downtown

**383,406**

TOTAL ATTENDANCE  
ACROSS 2025 ACTIVATIONS DMC  
EVENTS

**807**

LOCAL BUSINESSES  
SUPPORTED BY DMC

**364**

EVENTS PRODUCED,  
SPONSORED OR SUPPORTED  
BY DMC

**2K**

TOTAL DOWNTOWN EVENTS,  
FESTIVALS & ACTIVATIONS

**2M**

PEOPLE DRAWN TO  
DOWNTOWN EVENTS



## DMC-PRODUCED, SPONSORED OR SUPPORTED EVENTS

4th of July Celebration.

DMC Brought Back Downtown-6,000 Guests

Memphis Jazz Festival

New Event

Holiday Tree Lighting



2,000 guests

Holiday Parade on Beale



7,000 guests

Trolley Night



8,400 guests

## MARKETING, EVENTS & ACTIVATION

# The Downtown Press Trip

National journalists hosted on a curated Downtown press trip — carrying Memphis's story to audiences far beyond the city.

### FEATURED COVERAGE

- **Blavity**
- **Black Enterprise**
- **Essence**

### PITCH FOCUS

New developments · Living Downtown · Working Downtown · Local business owners



# Recent Press



**Forbes**

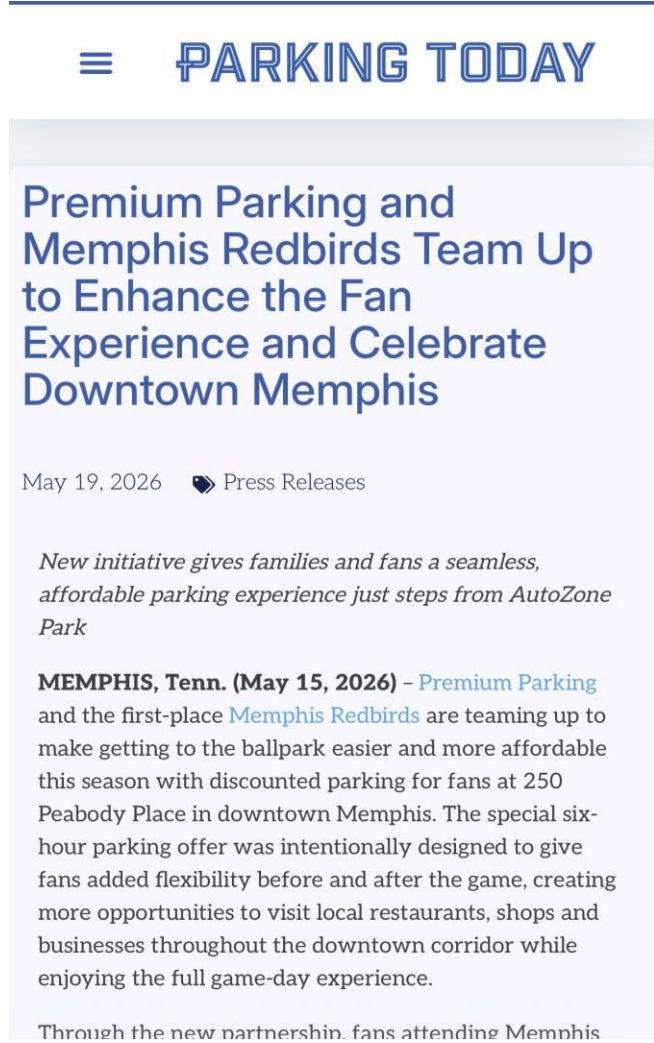
## At A Riverside Music Festival, The Power Of Memphis Is Undeniable

As Memphis battles public perception and its own state legislature, one of the world's great music cities begins to get its groove back on the banks of the Mississippi River.

By [Joe Sills](#), Contributor. Joe Sills is a writer and photographer focusing on ... [Follow Author](#)

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**PARKING TODAY**

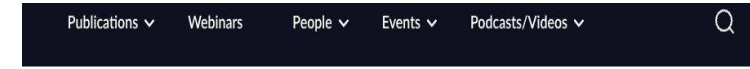
## Premium Parking and Memphis Redbirds Team Up to Enhance the Fan Experience and Celebrate Downtown Memphis

May 19, 2026 [Press Releases](#)

*New initiative gives families and fans a seamless, affordable parking experience just steps from AutoZone Park*

**MEMPHIS, Tenn. (May 15, 2026)** - Premium Parking and the first-place [Memphis Redbirds](#) are teaming up to make getting to the ballpark easier and more affordable this season with discounted parking for fans at 250 Peabody Place in downtown Memphis. The special six-hour parking offer was intentionally designed to give fans added flexibility before and after the game, creating more opportunities to visit local restaurants, shops and businesses throughout the downtown corridor while enjoying the full game-day experience.

Through the new partnership, fans attending Memphis



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**eventualists** Podcast Hosted by Hannah Elston & Taylor Smith  **meetings TODAY** PEOPLE + PLACES [Marketing](#) [Subscribe](#)

[South \(Destination\)](#)

## How Groups Can Feel the Inspiration and Emotion of Memphis, Tennessee

April 14, 2026 | [Jeff Heilman](#)



A photograph of a bright, modern interior space, likely a living room or lounge area. It features large windows with colorful stained glass or decorative panels. A white sofa is positioned in the foreground, and a coffee table is in front of it. The room is well-lit, with light coming from the windows and interior lamps.

MARKETING, EVENTS & ACTIVATION

# Shared Media Marketing – 2025

Follower growth across the DMC's two channel families, compared to 2024.

DOWNTOWN MEMPHIS CHANNELS

Facebook

**86,244**

▲ 16.65% vs 2024

Instagram

**66,318**

▲ 11.72% vs 2024

LinkedIn

**6,250**

▲ 19.14% vs 2024

TikTok

**2,339**

*New channel in 2025*

BEALE STREET CHANNELS

Facebook

**66,394**

▲ 3.22% vs 2024

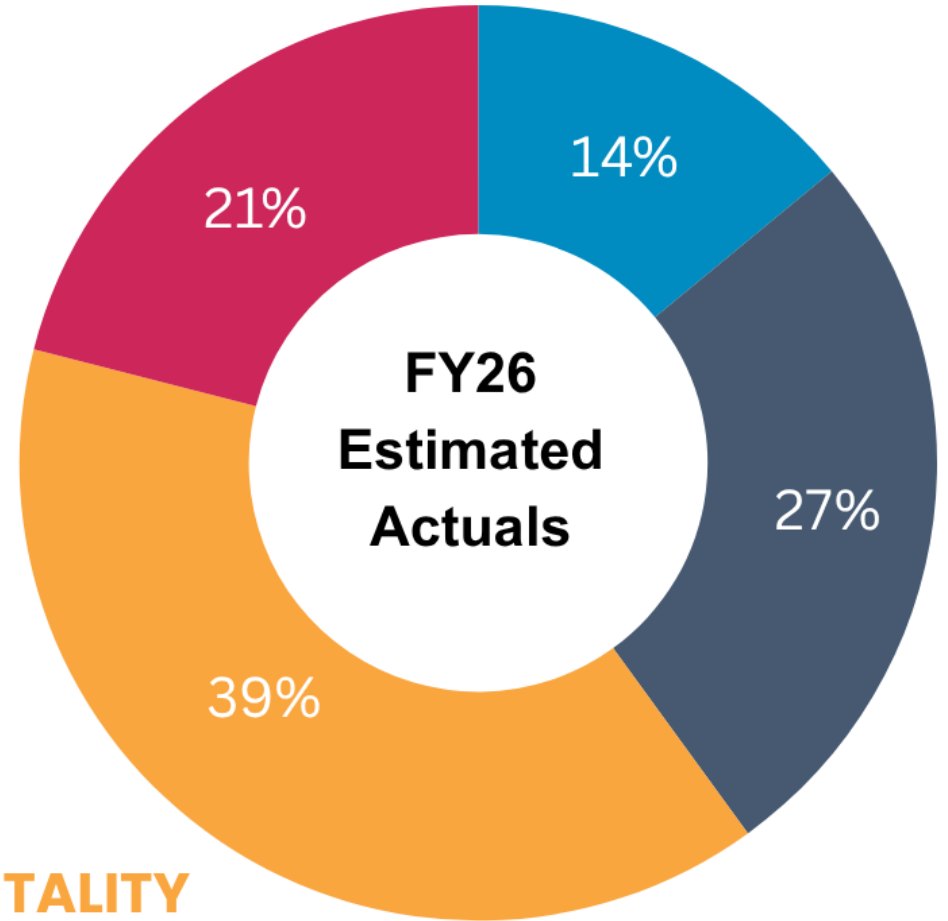
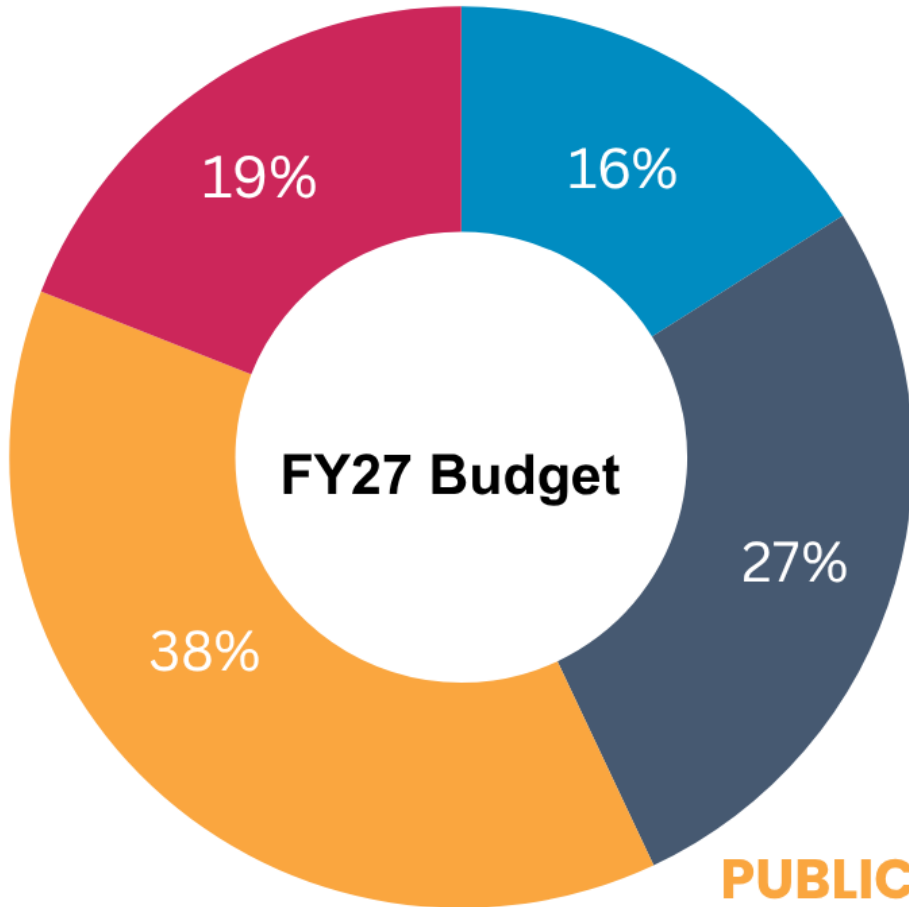
Instagram

**10,751**

▲ 15.55% vs 2024

# Budget Overview: FY27

<b>DMC BUDGET OVERVIEW</b>										
FY27 Budget compared to previous years										
	<b>FY27 Budget</b>	<b>FY26 Projected Actuals</b>	<b>Variance</b>	<b>%</b>		<b>FY26 Adopted Budget</b>	<b>Variance from Projected Actuals</b>	<b>%</b>	<b>FY25 Actuals</b>	<b>FY24 Actuals</b>
<b>Income</b>										
<b>CBID Assessment</b>	5,820,000	6,028,905	(208,905)	-3%		4,796,493	1,232,412	26%	4,703,472	4,802,370
<b>Operations and Interest Income</b>	105,000	118,177	(13,177)	-11%		105,000	13,177	13%	97,990	110,045
<b>Transfers In</b>	1,167,181	515,000	652,181	127%	Transfers from affiliated agencies and outside funding sources	1,049,239	(534,239)	-51%	75,881	-
<b>Total Income</b>	<b>7,092,181</b>	<b>6,662,082</b>	<b>430,099</b>	<b>6%</b>		<b>5,950,732</b>	<b>711,350</b>	<b>12%</b>	<b>4,877,344</b>	<b>4,912,415</b>
<b>Expenses</b>										
<b>Wages &amp; Salaries</b>	1,459,016	1,268,866	190,150	15%	3 new positions - Admin/Mktg/Operations	1,266,661	2,205	0%	2,078,099	2,031,377
<b>Benefits &amp; Staff Development</b>	384,726	357,503	27,222	8%		365,635	(8,132)	-2%	580,207	601,830
<b>Dues &amp; Subscriptions</b>	55,950	51,190	4,760	9%		47,750	3,440	7%	60,813	73,616
<b>Office Expense</b>	247,721	265,159	(17,437)	-7%		238,326	26,833	11%	286,416	345,621
<b>Insurance Expense</b>	39,021	42,268	(3,247)	-8%		44,987	(2,719)	-6%	59,610	33,206
<b>Professional Fees</b>	143,600	159,563	(15,963)	-10%		66,600	92,963	140%	74,951	136,442
<b>Marketing, Events &amp; Activation</b>	1,115,168	1,036,753	78,415	8%	FY26 projected has increased activation from Original FY26 budget; keeping same level for FY27	491,388	545,365	111%	416,560	334,172
<b>Community Building &amp; Development</b>	396,020	346,241	49,779	14%		328,520	17,721	5%	238,695	227,536
<b>Public Safety &amp; Hospitality</b>	2,133,544	2,033,480	100,064	5%	Adding team member for unhoused	1,957,644	75,836	4%	385,518	351,783
<b>Beautification and Clean &amp; Green</b>	1,027,416	1,012,722	14,694	1%		1,073,221	(60,499)	-6%	608,659	654,512
<b>Total Expenses</b>	<b>7,002,181</b>	<b>6,573,745</b>	<b>428,436</b>	<b>7%</b>		<b>5,880,732</b>	<b>693,013</b>	<b>12%</b>	<b>4,789,528</b>	<b>4,790,095</b>
<b>Depreciation Expense</b>	<b>90,000</b>	<b>88,337</b>	<b>1,664</b>			<b>70,000</b>	<b>18,337</b>		<b>87,816</b>	
<b>Net Income</b>	<b>(0)</b>	<b>(0)</b>	<b>(0)</b>			<b>(0)</b>	<b>(0)</b>		<b>(0)</b>	<b>122,320</b>



**PUBLIC SAFETY & HOSPITALITY**  
**BEAUTIFICATION & CLEAN & GREEN**  
**COMMUNITY BUILDING & DEVELOPMENT**  
**MARKETING, EVENTS & ACTIVATION**

# Funded by Downtown, for Downtown

The DMC receives no City or County tax dollars. The CBID is funded entirely through a special assessment on commercial property within the district.

**\$0.65**

## PER \$100 OF ASSESSED VALUE

The assessment rate applied to commercial property in the district.

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**\$25K+**

## MINIMUM APPRAISED VALUE

Only commercial properties appraised above \$25,000 are assessed.

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**\$0**

## CITY & COUNTY TAX DOLLARS

Every dollar of DMC funding is generated by Downtown itself.



## IN SUMMARY

# DMC: Creating Regional Value

- 1 No City or County tax dollars — funded entirely by Downtown
- 2 Safer, cleaner and more welcoming streets and neighborhoods
- 3 Vibrancy and amenities that attract residents, workers and visitors
- 4 Reduced blight — and rising property values across the Core City
- 5 Marketing that promotes Downtown as a destination to live, work and visit
- 6 A 40-person Ambassador Program on the street every day



**THANK YOU FOR YOUR CONSIDERATION**

## **Developing Downtown for a better Memphis & Shelby County.**

**Chandell Ryan** President & CEO

Downtown Memphis Commission · 114 N Main Street, Memphis TN



**■ DOWNTOWN  
■ MEMPHIS  
■ COMMISSION**