

## **WXMX / Agenda**

**October 5, 2014**

**6:00am – 7am**

### **Shelby Farms**

Shelby Farms Park Conservancy, the 501(c)3 nonprofit organization that manages and operates Shelby Farms Park and Shelby Farms Greenline is excited to announce major improvements that will give the park new amenities, more adventures, healthier ecology and a lot more to love.

Heart of the Park is a visionary reimagining of Patriot Lake - a well-loved but ecologically dysfunctional lake in the center of the Park, which was created when dirt was needed to cap a nearby landfill. From humble beginnings, the Heart of the Park will become a vibrant and diverse community hub, an environmental teaching tool, an important part of the business plan to sustain the Park, a gathering place for health and recreation, relaxation and big water adventure. It will be an exemplar for innovative urban landscape design, environmentally responsive architecture, and world class programming for health, happiness and inclusion for the Mid-South.

They will expand Patriot Lake from 52 acres to nearly 80 acres, dramatically improving the watershed, health of the landscapes and lake ecology through the installation of a liner, planting thousands of native trees, shrubs and other vegetation and shaping landscapes to the north to ensure groundwater flows into the lake.

A new Visitor Center will include education space, a cafe, a gift shop and a big front porch where visitors can watch sailboats and kayaks on the lake. A new boat rental kiosk will allow patrons to rent canoes, kayaks and paddle boats. A signature "farm-to-table" restaurant and rustic retreat center on the east end of the Heart of the Park will offer a dramatic view of the expanded lake. Children will enjoy a new water play area, along with an educational Wetland Walk. The quiet forest walk on the south side of the lake will feature wet-footed trees.

Spooky Nights at Shelby Farms Park is one of the largest annual fundraisers for Shelby Farms Park Conservancy. The event will feature the only haunted trail in Memphis, zombie paintball hayrides, zombie laser tag, nocturnal nature hikes, headless horseman hayrides, pumpkin painting, food trucks and more! Spooky Nights will be open every Friday and Saturday night from October 3-November 1 (including Halloween). Jen Andrews, Director of Development and Communications discussed Heart of the Park and Spooky Nights.

### **Humane Society of Memphis**

The Humane Society of Memphis & Shelby County has worked in the Memphis community since 1933 to give injured and abused dogs and cats a second chance at life. The organization provides a safe place to recover, nutritious food and outstanding veterinary care for an average of 300 animals at a time. HSMSC staff and volunteers provide training, affection and socialization to the animals in their care to help them be adopted successfully into new and loving homes. HSMSC's funding comes exclusively

from private donations. Katie Pemberton discussed the importance of the Humane Society and recapped the outcome of the ASPCA Rachael Ray \$100K Challenge that ended at the beginning of September.

**October 12, 2014**

**6:00am – 7am**

## **Pink Heals Memphis**

The organization started in 2007 by a fire fighter to help people battling cancer with a focus on women and what they mean to us in our daily lives! We have taken the theme of the Public Safety with pink fire trucks and pink police cars to serve our community by putting people first instead of causes. We believe that money raised in our communities, counties and states should remain there, giving us the option to either put it towards research or deliver one hundred percent of the money generated by fundraisers to the people that need it most! We believe that too many large corporate charities use a labor of love to raise money to sustain their own organization with little left to actually go to the people that are battling this horrible disease. We're one of the only charities that help other charities and tax based organizations raise money with our brand without having to control the fundraising dollars. Our goal at the national level is to create chapters to help implement this program in each one of our communities throughout the country. 100% of the money donated to each one of our chapters goes back to the public either by way of local charity or actual people in need of help! Fire Chief Todd Conklin talked about the importance of Pink Heals Memphis and gave the list of locations to visit the Memphis pink fire truck during Breast Cancer Awareness Month.

## **The Memphis Library Foundation**

The Memphis Library Foundation was established in 1994 for the purpose of organizing and conducting a capital campaign to build the Benjamin L. Hooks Central Library. The original goal was set at \$20 million and at the end of the campaign in January 2003, the Foundation had raised \$21.5 million. Since its inception, a total of nearly \$30 million has been raised to enhance the important work of the Library.

The *Memphis Public Library & Information Center (MPLIC)* is committed to satisfying the customer's need to know. With 18 Library locations throughout the Greater Memphis area, MPLIC offers an array of programs, services, and resources for citizens and visitors to enjoy. They include JobLINC mobile career services, LINC/2-1-1 telephone referral services, a TV and radio station (WYPL TV-18, WYPL FM 89.3), a small business center, laptops for checkout and free Wi-Fi access, in addition to books, e-books, DVDs, records, compact discs, and educational programs for children, teens, and adults.

The Memphis Library Foundation will host its annual Libration event in three 'chapters' on Oct. 16 and 17, benefiting the Memphis Public Library. The festivities begin with Chapter One on Oct. 16 from 7 to 10 p.m. at the Galloway Mansion for an exclusive evening with New York Times bestselling author, Jess Walter. Chapter Two brings

Walter to the Benjamin L. Hooks Central Library on Oct. 17 at 11 a.m. for a free public talk and book signing. Libration will conclude with Chapter Three on Oct. 17 from 7 to 10 p.m. at the Benjamin L. Hooks Central Library with a huge celebration featuring live music, a silent auction, dinner buffet, beer garden, wine, a signature cocktail, silent disco. Diane Jalfon with The Library Foundation discussed the Foundation and the event.

**October 19, 2014**

**6:00am – 7am**

## **Levitt Shell**

Built in 1936 and recognized as the site of Elvis Presley's first professional rock-n-roll show, the Levitt Shell is an outdoor performing arts pavilion located in the heart of Midtown, Memphis in the beautiful Overton Park. Every year the Levitt Shell puts on more than 50 free concerts and events, made possible by the generous support of the community and encouraging common ground through the arts. During the 1930s and 1940s, the Shell was the site of the memorable Memphis Open Air Theater (MOAT) orchestra performances, light opera and musicals. In 1947 the Memphis Federation of Musicians launched its Music under the Stars series, free to the public.

Over the years, there have been numerous efforts, some to revitalize the Shell, and some to destroy it. In 2005, the Shell partnered with the City of Memphis and the Mortimer & Mimi Levitt Foundation to renovate the Shell and present 50 free concerts every year. It was renamed Levitt Shell at Overton Park and renovation was begun in 2007. It opened again with free music for all on September 4, 2008.

In 2005 the Friends of the Levitt Pavilion Memphis, Inc. was formed to spearhead the restoration and ongoing operation of the Shell. Friends of the Levitt Pavilion Memphis, Inc. is a Tennessee not-for-profit corporation (501(c)(3)) responsible for the planning, funding and administration of the Levitt Shell. Anne Pitts, Director of the Levitt Shell talked about the free Fall Concert Series to benefit The Shell.

## **Jimi Jamison Tribute to benefit St. Jude**

St. Jude Children's Research Hospital opened on February 4, 1962 and was founded by the late entertainer Danny Thomas. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. They have treated children from all 50 states and from around the world. On average, 7,800 active patients visit the hospital each year, most of whom are treated on an outpatient basis. The hospital has 78 inpatient beds and treats upwards of 260 patients each day while being the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. It's the first institution established for the sole purpose of conducting basic and clinical research and treatment into catastrophic childhood diseases, mainly cancer. Research findings at St. Jude are shared freely with doctors and scientists all over the world.

Jimi Jamison, a prominent Memphis Musician and lover of St. Jude, was honored after his sudden September death with a tribute concert to Benefit St. Jude. His daughter Amy talked about him and the tribute.

**October 26, 2014**

**6:00am – 7am**

## **Ronald McDonald House**

Ronald McDonald House®, a program of Ronald McDonald House® Charities of Memphis is a "home-away-from-home" for families who are in Memphis while their child is receiving treatment for cancer or another catastrophic illness at St Jude Children's Research Hospital. All families stay completely free of charge.

Tom Tweel, one of the founders of the Memphis Ronalds McDonald House and his daughter Allison, a former board president and recently voted Super Women in business discussed the history of the House, their personal story, how the House is doing today and the upcoming 3rd Annual Radiothon with 98.1 The Max and News Talk 98.9.

## **Kiwanis Club of Collierville**

The Kiwanis Club of Collierville is a branch of Kiwanis International, a global organization of volunteers dedicated to improving the world one child and one community at a time. Working together, members achieve what one person cannot accomplish alone. The local branch has been part of the community for over 21 years serving in many ways with programs like the Angel Tree Christmas Gift Collection, Key Club Terrific Kids, Camp Smile, K Kids and more. Jill Engleken with Collierville Kiwanis and volunteer Kevin Vaughan talked about Collierville Haunted Trail to benefit the Kiwanis Club of Collierville.

## **American Heart Association – Mid South Chapter**

The American Heart Association is the nation's oldest, largest voluntary organization devoted to fighting cardiovascular diseases and stroke. Founded by six cardiologists in 1924, our organization now includes more than 22.5 million volunteers and supporters working tirelessly to eliminate these diseases. We fund innovative research, fight for stronger public health policies and provide lifesaving tools and information to save and improve lives. Our nationwide organization includes 144 local offices and nearly 2,700 employees. We moved our national headquarters from New York to Dallas in 1975 to be more centrally located. The American Stroke Association was created as a division in 1997 to bring together the organization's stroke-related activities.

**Our Mission:** Building healthier lives, free of cardiovascular diseases and stroke. Our mission drives everything we do.

**What We Do:** To improve the lives of all Americans, we provide public health education in a variety of ways.

We're the nation's leader in CPR education training. We help people understand the importance of healthy lifestyle choices. We provide science-based treatment guidelines to healthcare professionals to help ensure the best treatment for every patient, every time. We educate lawmakers, policy makers and the public as we advocate for changes to protect and improve the health of our communities. Mid South Heart Walk Director Lauren Brown talked about the upcoming annual Heart Walk.

**November 2, 2014**

**6:00am – 7am**

## **South Main Association**

The South Main Association is a 501C3 not-for-profit organization supported by membership dues and sponsorships. It is charged with forging new relationships and strengthening familiar ones while promoting and preserving the district.

The South Main Historic District is an area that is “coming back” --- coming back from being boarded up, dark, and deserted. This district grew up in the hustle and bustle of the boom era of train stations --- and we had two: Union Station and Central Station. Most of the buildings in the district were built between 1910 and 1920, and the area's businesses catered to railroad passengers and employees, with hotels, bars, restaurants, and other small businesses. Today, their artistic vibe includes restaurants, galleries, specialty boutiques, photography studios, graphic design firms, cultural attractions, farmers market, retail stores, and both newly constructed living quarters and renovated old buildings transformed into lofts, condos, apartments and a new Bocce ball court. President Brian Douglas and VP Russell Jackson discussed all that the district has to offer including upcoming events.

## **A Step Ahead Foundation**

A Step Ahead Foundation hopes to improve educational, economic, and health outcomes for women and their children in Memphis and Shelby County. By providing access to long-acting reversible contraception (LARC) the most effective reversible methods of birth control, their hope is to increase positive pregnancy outcomes for both the mother and the child, lower infant mortality, and improve family life. We hope to decrease poverty by reducing economic strain and encourage career opportunities before child birth. They provide a means for women to plan each child and every step of her life through education and long-acting reversible contraception (LARC).

A Step Ahead Foundation obtained its 501(c)(3) non-profit status on August 30, 2011. Starting September 1, 2011 they had seven existing community clinics providing the

medical services for long-acting reversible contraception (LARC). The vision for this program began when its founder, Claudia Haltom was a Judicial Magistrate at the Memphis and Shelby County Juvenile Court for 17 years. While sitting as a judge, she heard numerous cases involving children who were abused, neglected, abandoned or delinquent. Claudia talked about the foundation and the upcoming luncheon and art sale benefit.

**November 9, 2014**

**6:00am – 7am**

## **Memphis Business Academy College Fair**

Since the independent charter school Memphis Business Academy was created in 2005, they have focused on making a difference with children in the Memphis area. What makes the learning experience at MBA unique is the ability to infuse subjects related to business, economics, and financial literacy into the core curriculum of Shelby County Schools. Their belief is that by relating academic subjects to the business world, they help students build a better future and encourage "young executives" to one day help support the economic well-being of our community. Stephanie Golden, Senior Counselor at MBA discussed the upcoming free college fair that was open to the public.

## **House of Mews**

The House of Mews is a non-profit cat sanctuary that has adopted over 10,000 cats since its inception in February of 1994. This has been accomplished entirely by unpaid. Their success has led to being featured nationally, internationally, and locally in radio, TV and print media. Their continued success depends on people, volunteers, adoptions and donations. Founder Elain Harvey and adopter and volunteer Susan Sowell gave a history of the House and talked about the upcoming Meowathon Walk benefit.

**November 16, 2014**

**6:00am – 7am**

## **Methodist Cancer Center Luncheon**

Iconic film and television actor and dedicated activist in the fight against cancer, Rob Lowe was the guest speaker at the annual Methodist Cancer Center Luncheon on November 21 at The Peabody Hotel. He talked about his life and career and his family's struggles with cancer and the reasons he speaks at these events all around the country. Proceeds from this event benefitted the West Cancer Center in Memphis, Tennessee.

## **Red Cross Mid South Chapter**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. Laura Vaughan, Executive Director, talked about the importance of the chapter and the upcoming annual Red Boa Ball benefit.

**November 23, 2014**

**6:00am – 7am**

## **New Ballet Ensemble**

The New Ballet School's mission is to bring together children from all backgrounds by providing a professional standard of training, regardless of the ability to pay. Founded in 2001, New Ballet is a bridge-building Community School of the Arts, serving youth from every corner of the Mid South, providing access to excellence in training. Children and adults from vastly diverse economic and cultural backgrounds come together on a daily basis in an arts space where the common denominators are excellence and innovation in dance. The bridges they've built in the process remain a principle focus of the organization's leadership.

With support from funding partners, need based scholarships serve over 59% of the New Ballet student population. The out of school time program, based in the historic Cooper Young neighborhood, is a resource for dance training for both the serious pre-professional student and those who want to experience personal growth through the art of dance. Title 1 school residencies, public and school performances and community partnerships with human service organizations and community centers serve participants in Orange Mound, Binghampton, and Hickory Hill. Summer intensives bring experts from around the nation to teach challenging classes and repertoire. Performance contributes vitality to local culture, training for young aspirational dancers. New Ballet School students perform in annual productions, at cultural institutions, in schools and for community service projects.

In the process, Memphis youth come to know one another by discovering their similarities and understanding their differences while sharing a passion for the art of dance. Performance training readies students for college level programs and auditions. Exposure to multi-cultural dance and different dance genres promotes college readiness as well as a versatile corps of students who are prepared for twenty-first century dance innovation. In their tenth season, NBE was commissioned to perform at the John F. Kennedy Center in Washington D.C. with a premiere of a new work by Artistic Director Katie Smythe and the Ensemble. The work, based on Duke Ellington's MLK Suite and was commissioned by the Kennedy Center and accompanied live by the National Symphony Orchestra as part of NEW MOVES: Symphony + Dance. November 10, 2014 NBE was awarded the National Arts and Humanities Youth Program Award in Washington D.C.

Director and founder Katie Smythe accepted the award along with student Briana Brown, a junior at Immaculate Conception. Kathie Symthe talked about their trip to the White House. The award is the highest honor a creative youth program can receive.

## **Lifeblood**

Lifeblood is the Memphis region's only non-profit volunteer blood center, dedicated to meeting the needs of patients, healthcare facilities, medical professionals and the community at large by building exceptional relationships between volunteer donors and Lifeblood's caring employees. Every year Lifeblood supplies more than 100,000 units of blood and blood products for local patient transfusion. Because Memphis is the eighth largest medical center in the United States and hosts the second busiest trauma center in the nation at The Med, the need for blood is constant. Unfortunately, over one-third of our blood supply is currently being imported from other volunteer blood centers throughout the country. Our goal is to eliminate the dependence on other communities. Through neighborhood donor centers and a full schedule of mobile blood drives, Lifeblood makes it easy and convenient to donate blood throughout the year. Community Relations Director Debra Brown spoke about the importance of donating especially during their Bears for LeBonheur campaign.

## **Shelby Farms**

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of the Park and talked about the importance of their capital campaign as well as the annual Starry Nights.

**November 30, 2014**

**6:00am – 7am**

## **The Bar Kays Foundation**

This scholarship memorializes Allen A. Jones, former producer and mentor of the Bar-Kays. Applicants must be graduating high school seniors from Memphis City Schools who plan to attend LeMoyne-Owen College or previous recipients attending LMOC. As African Americans, they are great supporters of historical black colleges. The range of scholarships is \$1,500 to \$2,600. To apply just contact the Community Foundation of Greater Memphis. For years the Bar-Kays, like many other popular bands, have taken the time out go overseas and give our troops a taste of home.

“We definitely acknowledge how important it is for entertainers to say thank you to all those men and women who risk their life to protect our country. We’ve visited and performed for the troops in Iraq, Kuwait and Bagdad. And despite the uncomfortable heat, we wouldn’t trade that experience for the world.” Band member Larry Dotson talked about their 50 years in the music business and scholarship fund for students attending LeMoyne Owen College.

## **Botanic Garden**

Memphis Botanic Garden is a 501(c)3 non-profit organization and strives to enhance lives by connecting people with nature, increasing awareness and appreciation of our environment. The 96-acre property includes [28 specialty gardens](#), which provide an in-depth look into various families of plants, flowers, and trees. [My Big Backyard](#) family garden offers a place for jumping, splashing, digging, creating, and discovering the joys of time spent outdoors. The renowned Seijaku-en, Japanese Garden of Tranquility, is a popular attraction, with its recognizable red drum bridge and unique cultural features. Our newly-opened Herb Garden is one of the largest in the nation, and offers unique opportunities for programming and visitor experience.

Memphis Botanic Garden serves over 40,000 school-aged children annually through [organized education programs](#), offering them the opportunity to get outdoors and learn through hands-on activities and nature play. Students come from 192 area schools, including 102 Memphis public schools where 83% of the children qualify for lunch assistance programs, reaching an under-served population through our educational programs. We invite you to join us for a year-round schedule of special events and programs, including the [Live at the Garden Summer Concert Series](#), monthly [wine tastings](#), [family activities](#), [art exhibits](#), [classes](#), [workshops](#), and more.

Mary Helen Butler with the Botanic Garden discussed Snowy Nights in My Big Backyard, Breakfast with Santa and other annual winter festivities which benefit the Garden.

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**December 7, 2014**

**6:00am – 7am**

## **Watoto Memphis**

Using the performing arts and history to improve the academic and social skills of children and youth and reflecting the love that all children have for performing arts activities and the rich and historical musical culture of African American people, the Watoto Memphis Performing Arts Academy was formed. The program uses a variety of Afro-centric performing arts and literary styles, including blues, jazz, gospel, Negro spiritual, contemporary Afro-centric movement, and Black poetic composition and expression, to introduce students to the historical experiences of their ancestors. Watoto program youth have their unique experience of singing, dancing and performing their way through history, an approach that improves their self image and teaches them to appreciate their cultural heritage. Hundreds of children have had their lives positively impacted by the Watoto programs. Donald O'Conner talked about celebrating 30 years in the community as well as their holiday program which lends to building self esteem in children in urban communities in Memphis.

## **Big Brothers Big Sisters of the Mid South**

For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. As the nation's largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through 18, in communities across the country. They develop positive

relationships that have a direct and lasting effect on the lives of young people. They develop positive relationships that have a direct and lasting effect on the lives of young people. The Big Brothers Big Sisters Mission is to help children reach their potential through one-to-one relationships with mentors that have a measurable impact on youth. The Big Brothers Big Sisters Vision is successful mentoring relationships for all children who need and want them, contributing to brighter futures, better schools, and stronger communities for all. CEO Adrienne Bailey talked about different ways people can get involved such as The Giving Tree Program that 1 Mid South school started and noted that January is Mentoring Month.

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**December 14, 2014**

**6:00am – 7am**

## **MIFA**

MIFA, or Memphis inner Faith Association, supports the independence of vulnerable seniors and families in crisis through the high-impact programs. MIFA's senior programs are designed to promote independence, health, companionship and dignity. MIFA's Meals on Wheels delivers 1,200 hot, nutritious lunches daily to seniors at their homes and at

congregate sites. MIFA's family programs provide basic services to prevent homelessness, stabilize families and encourage independence. Emergency Services provides assistance with rent, utilities, food, clothing and other necessities for families suffering from an unexpected loss of income. Adrian Hill talked about the services MIFA offers seniors in the Mid-South.

## **Harahan Bridge Project**

The Harahan Bridge spans the Mississippi River, connecting vibrant downtown Memphis, Tennessee and Arkansas. The city of Memphis and Crittenden County (AR) are interested in reopening the former roadways for bicycle and pedestrian traffic. A bikeway on the north side of the Harahan Bridge will present spectacular views of Memphis and the Mississippi River.

In 1917, the bridge's roadways and approaches were purchased by the City of Memphis and Crittenden County. The roadways were in service from 1917 - 1949, when the Memphis-Arkansas Bridge was completed. Thousands of cars used the Harahan Bridge to cross the river safely each day, and for years, it was the automobile crossing south of St. Louis.

The Main Street to Main Street Connector Project formalizes a partnership with the states of Tennessee and Arkansas and the municipalities of Memphis and Shelby County, TN and West Memphis and Crittenden County, AR. The Main Street to Main Street Connector Project is a 10-mile regional, multi-modal corridor that will increase and improve alternative transportation options in the Memphis metro area and connect Tennessee to Arkansas via a converted roadway bridge with a new multi-use trail. The scope of work for this project will include streetscape, utility, sidewalk, roadway including reopening the Harahan Bridge Roadway as a bike/ped crossing. The proposal is to utilize only the North side roadway.

The Harahan Bridge Boardwalk may qualify for several sources of funding. A short greenway will connect the Concrete Ramp to Dacus Lake Road. West Memphis MPO has a plan to connect downtown West Memphis to the Harahan Bridge using existing roads and greenways along the I-55 easement. West Memphis has a long term plan to create a park just south of the bridge as well.

The Riverfront Development Corporation (RDC) has a long range plan to extend the Riverwalk, past the Harahan Bridge, south to Desoto and Riverside parks, among other things. Greg Maxted, Exec Director of the Harahan Bridge Project, a private non-profit, discussed the timeline and goals of the project.

**December 21, 2014**

**6:00am – 7am**

## **Salvation Army**

The Salvation Army's Adult Rehabilitation Center is a men's residential work-therapy program for substance abusers. Spiritual, social and emotional assistance are provided for

those who have lost the ability to cope with their problems and provide for themselves. Professional staff, volunteer support, and a structured environment, combined with work experience in the Family Stores, prepare these men to re-enter society and return to gainful employment. Many of those who have been rehabilitated are reunited with their families and resume a normal life. Every potential participant undergoes a simple intake interview to ensure the ARC program is the best possible match for them. If the interview process determines it's not, every effort is made to refer the individual to a program that will be. A long-term commitment of at least six months is required so patterns of poor decision-making can be broken and replaced with positive life choices. Applicants with a desire to get help may be referred by families, friends, courts, clergy and community leaders or may simply call the Intake Office at 901-531-1750 to make an appointment or get more information about the local ARC program.

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## **Lifblood**

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blood and blood products for local patient transfusion. Because Memphis is the eighth largest medical center in the United States and hosts the second busiest trauma center in the nation at The Med, the need for blood is constant. Unfortunately, over one-third of our blood supply is currently being imported from other volunteer blood centers throughout the country. Our goal is to eliminate the dependence on other communities. Through neighborhood donor centers and a full schedule of mobile blood drives, Lifeblood makes it easy and convenient to donate blood throughout the year. Community Relations Director Debra Brown spoke about the importance of donating especially during their Bears for LeBonheur campaign in which donors could sign a card attached to a teddy bear which went to a child at LeBonheur Children's Hospital.

**December 28, 2014**

**6:00am – 7am**

## **COOL**

COOL (College Offers Opportunities for Life) is a college readiness and life/academic preparedness program providing students from G.W. Carver and Booker T. Washington high schools with higher education counseling, life skills training, ACT preparation, mentorship opportunities and assistance with the college admissions process. Eligibility requirements for the COOL program are as follows: you must be a first-generation college student (parents have not received a four-year degree), have an unweighted GPA between 2.0 and 3.0 at program entry, submit their most recent report card, be low-income, verified through check stubs, TANF letters, etc, submit a 200 - 300 word essay stating why you want to pursue college or other postsecondary plans after high school, and complete an interview. Priority will be given to male participants. There are two ways to apply for the COOL program: online and paper form. Adrian Hill, Program Director for COOL discussed college readiness and life/academic preparedness.

## **Harahan Bridge Project**

The Harahan Bridge spans the Mississippi River, connecting vibrant downtown Memphis, Tennessee and Arkansas. The city of Memphis and Crittenden County (AR) are interested in reopening the former roadways for bicycle and pedestrian traffic. A bikeway on the north side of the Harahan Bridge will present spectacular views of Memphis and the Mississippi River.

In 1917, the bridge's roadways and approaches were purchased by the City of Memphis and Crittenden County. The roadways were in service from 1917 - 1949, when the Memphis-Arkansas Bridge was completed. Thousands of cars used the Harahan Bridge to cross the river safely each day, and for years, it was the automobile crossing south of St. Louis.

The Main Street to Main Street Connector Project formalizes a partnership with the states of Tennessee and Arkansas and the municipalities of Memphis and Shelby County, TN and West Memphis and Crittenden County, AR. The Main Street to Main Street Connector Project is a 10-mile regional, multi-modal corridor that will increase and

improve alternative transportation options in the Memphis metro area and connect Tennessee to Arkansas via a converted roadway bridge with a new multi-use trail. The scope of work for this project will include streetscape, utility, sidewalk, roadway including reopening the Harahan Bridge Roadway as a bike/ped crossing. The proposal is to utilize only the North side roadway.

The Harahan Bridge Boardwalk may qualify for several sources of funding. A short greenway will connect the Concrete Ramp to Dacus Lake Road. West Memphis MPO has a plan to connect downtown West Memphis to the Harahan Bridge using existing roads and greenways along the I-55 easement. West Memphis has a long term plan to create a park just south of the bridge as well.

The Riverfront Development Corporation (RDC) has a long range plan to extend the Riverwalk, past the Harahan Bridge, south to Desoto and Riverside parks, among other things. Greg Maxted, Exec Director of the Harahan Bridge Project, a private non-profit, discussed the timeline and goals of the project.