

NEIGHBORHOOD

COMMUNITY

SPRING 2018



PAULA A. YOUNG

DIRECTOR OF HOUSING & COMMUNITY DEVELOPMENT
SPEAKS ON DIVISION PROGRESSION & MLK50

IN THIS ISSUE:

Memphis Weatherization Assistance Program
A Taste of Memphis at Tiger Lane MLK's 50th Year Celebration

www.memphishcd.org



NEIGHBORHOOD CONNECT

Welcome to another issue of the City of Memphis - Division of Housing and Community Development's E-Newsletter, Neighborhood CONNECT. If you would like to contribute to the newsletter, please visit us at www.memphishcd.org/newsletter.html to upload your article and photos.



Paul Young

*Director
Housing & Community Development*



INSIDE STORY **A Taste of Memphis** **at Tiger Lane:** **A Pictorial**

A Taste of Memphis has served as a platform to share unique qualities and accomplishments about local neighborhoods and what indigenous leaders are doing to help make Memphis a better place in which to live, work, and play. During the event, we had a friendly competition based upon the best neighborhoods that best displayed their greatness. See the winners on Page 13.

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IN THIS ISSUE:

A TASTE OF MEMPHIS AT TIGER LANE: A PICTORIAL

On Friday, April 1, 2018, the Division of Housing and Community Development along with Memphis and Shelby County communities celebrated the 5th annual "Taste of Memphis" at Tiger Lane. See Page 13.

STARTING THE WEATHERIZATION CONVERSATION

The Tennessee Housing Development Agency and the Department of Energy has partnered with the City of Memphis Division of Housing and Community Development to deal with this problem of excessively high energy burdens by creating the City of Memphis Weatherization Assistance Program (WAP). The program works with a certified pre-energy auditor to perform an assessment to determine cost effective measures to weatherize a home and make it healthy and safe. Read more on Page 8.

50 YEARS LATER - DR. MARTIN LUTHER KING, JR

Dr. King's legacy stretches far beyond the civil rights movement. Despite struggles, oppression, ignorance and violence, Dr. King rose above the fray to fight for humanitarian rights for all people. Dr. King and other civil rights activists made a lasting impact utilizing nonviolent protests and a consistent message. View the pictorial of events around the city 50 years after King's assassination. View pictorial on Page 6.



BIRMINGHAM

NUSA

MAY 23-26, 2018

43RD ANNUAL CONFERENCE

BUILDING TOMORROW'S NEIGHBORHOODS TODAY

Neighborhoods, USA (NUSA) is proud to host its 43rd annual conference, May 23-26, 2018, in Birmingham, Alabama, where it will showcase the event's theme "BUILDING TOMORROW'S NEIGHBORHOODS TODAY". NUSA provides its members with the tools and training to improve and maintain great neighborhoods every year. These cutting-edge workshops provide an education for anyone who is committed to community improvement, whether you're a grass-roots activist or a professional.

Go to www.nusa.org to register today!



www.nusa.org



From the Desk of
Paul A. Young
Director of Housing & Community Development

On behalf of the entire HCD team, I extend our best wishes to you for a happy and successful year. While every year brings with it hope and resolve for success and progress in our city, this year has even more special meaning. That's because on this year, our city – and our nation – are celebrating and memorializing Dr. Martin Luther King Jr., a singular American hero whose life was dedicated to the American promise of freedom, equality, and social justice. HCD is proud to be part of the **"I Am Memphis"** program developed by Mayor Strickland and City Council to honor Dr. King. Our yearly **"A Taste of Memphis"** event on April 6 at Tiger Lane at the Fairgrounds is part of this agenda. It once again focuses on the rich diversity of our neighborhoods but also the unity of our people.

In addition, HCD is playing a role in two exceptional sculpture projects – **I AM A MAN Plaza** and **MLK Reflection Park** — that will commemorate Dr. King's legacy and reflect our city's values of fairness, equity, and good will. Both of these are part of HCD's Heritage Trail, economic development and community development program that includes a walking trail (*akin to the Black Heritage Trail in Boston*) that honors the African American business, intellectual, and cultural journey in Memphis. The 50th anniversary of Dr. King's slaying on the balcony of the Lorraine Motel becomes a time to remember his eloquent words that motivate and inspire us today just as they did during his lifetime. As HCD looks ahead to this year, we think of two quotations by Dr. King that particularly speak to our work: *"Not everybody can be famous but everybody can be great because greatness is determined by service,"* and *"Life's most persistent and urgent question is "What are you doing for others?"*

With the motivation of those words guiding us, HCD set out recently to write a new mission statement and vision for the first time in many, many years. The process involved many of our team members and our entire management team. As we move forward into this year and toward the Memphis bicentennial next year, we wanted our fellow citizens to know what our pledge is to them: Our vision is to make Memphis a world-class city by facilitating and delivering resources and services that improve the quality of life for every neighbor and neighborhood. The mission of HCD is to make our City and our neighborhoods strong, healthy, and thriving by providing loans and grants, education and expert advice, and direct and indirect services to our entire community.

The HCD team was so engaged in the process that they also developed their pact with the city they serve:

The HCD Pact:

- P** – Promoting equity for our most vulnerable
- A** – Accountability in all things
- C** – Commitment to excellent customer service
- T** – Trailblazing with innovation

For all of us in HCD, these are more than words. They are our commitments to this great city. As Dr. King said, it is our service to others that gives each of us the opportunity for greatness. From fighting homelessness, giving children safer homes, providing affordable housing, and improving quality of life and creating jobs with marquee projects, HCD has a broad impact on the future of our city. We take this responsibility seriously, and because of it, we commit to you that we will provide the very best services possible to every citizen who reaches out to us for help. After all, as one HCD manager said: ***“We touch everybody in Memphis. Our work is to improve lives.”***





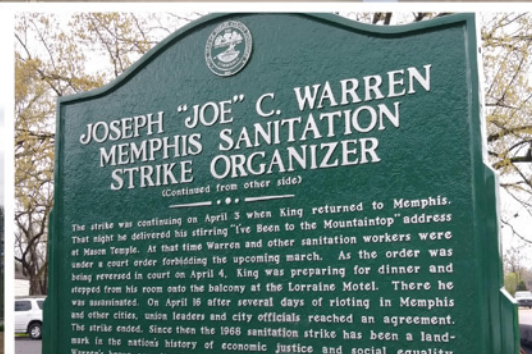
MLK50 A PICTORIAL

APRIL 4, 1968



When Martin Luther King Jr. was assassinated on April 4, 1968, it would change history as we know it forever. This year marked the 50th anniversary of King's death and many came out to celebrate the life, legacy and progression of one of the most notable figures in American history. The I AM A MAN commemoration rang out loud throughout the city this year with many events held ranging from the ribbon cutting for the revitalized Universal Life Building to the opening of Reflection Park in downtown Memphis. The City of Memphis Division of Housing & Community played its' part in keeping the dream and vision of Dr. Martin Luther King, Jr. alive.







MLK50 A PICTORIAL



I NEVER WISHED TO BE HOMELESS

A true short story of a homeless individual's return to society.

By Rose James

*Certified Manager- Leader of the Community Housing Programs
Homeless & Special Needs Department*

Let's just call her Cherry, to protect the innocence. Cherry grew up in a middle-class family of five. She was the youngest. After graduating from high school, she attended college in Memphis and worked part-time. She was a happy go-lucky person who lived life to the fullest. She simply believed that life was "as sweet as a bowl of cherries".

One day Cherry met a group of people on her college campus, who introduced her to new things, which included drugs. She quickly became a participant. Before you knew it, she was hooked. She flunked out of college and eventually lost her part-time job. Her family allowed her to come home to help her, but she was difficult to reach. She moved in with a family member, who was also on drugs. One night while sleeping on the couch, her family member was in a drug induced glazed and began to beat her repeatedly. She ran for her life and **CHERRY BECAME HOMELESS!!!**

I received a call from her mother requesting help for her homeless daughter. I referred her to one of our Home TBRA agencies. This agency served homeless individuals who were victims of domestic violence and drug addictions. She entered the program which included payment of rent and utilities for a 24 month period. The program also shepherded her through her addition and offered her job readiness courses. She became determined to complete the program. She went on several job interviews and was hired by Federal Express as a part-time employee. After working with them a short time, she became a **PERMANENT EMPLOYEE!!**

She successfully completed the HOME TBRA program and became **SELF-SUFFICIENT!**

She called me a couple of years later to give thanks for the referral. I told her that no thanks was necessary and that I only want to know what was her motivation to succeed. She simply replied, "**I NEVER WISHED TO BE HOMELESS**".

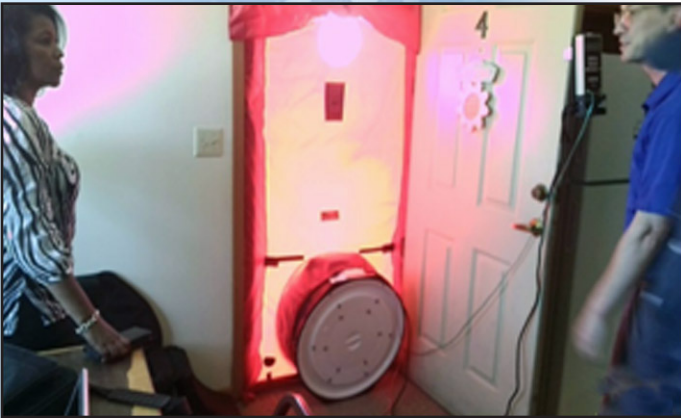
Update: She's still living in Memphis and continues to be a part of society!!



STARTING THE WEATHERIZATION CONVERSATION

By Chad Bowman

City of Memphis Weatherization Program Manager



Contractor and Auditor discuss the blower door test

The Mid-South and Memphis is a region that typically has its share of all 4 seasons. Now, some seasons are shorter or longer than others. However, Memphis' coldest month is January when the average temperature overnight is 31.3°F. July is the warmest month of the year, where the average day time temperature rises to 92.1°F, and that does not include the heat index. Last summer Memphis had temperatures well above the 100-degree mark. So what's all the talk about the weather? Well, the weather dictates how we feel in our homes during the most extreme seasons of winter and summer, and it impacts our utility bills, which could prove to be a burden. This is referred to as an "energy burden", and Memphis has the highest energy burden in the United States followed by New Orleans and Birmingham.

Energy burden is basically the annual percentage of household income spent on utility bills. This means that Memphis spends

more of their income on utility bills than any other city in the nation. Half of the low-income households in Memphis have an energy burden greater than 13.2%, and the national average is 3.5%. I'm sure that Memphians would rather spend a chunk of their income on something else, instead of giving a good percentage of it to MLGW. It actually isn't MLGW's fault. In fact, Memphis has the lowest utility rates in Tennessee, and it is comparable to the rest of the country's utility rates. A lot of the reason that Memphis has a high energy burden stems from the age of the housing stock in Memphis. Many homes in Memphis are not properly insulated and are drafty, or leaky. This causes a lot of hot and cold air to infiltrate and escape the homes during the summer and winter months. This also causes the HVAC systems to over-perform or under-perform resulting in higher costs for homeowners. During the summer, some homes have A/C units that struggle to keep the home cool when hot air is infiltrating



Contractor replacing HVAC condenser units that were emitting high levels of carbon monoxide



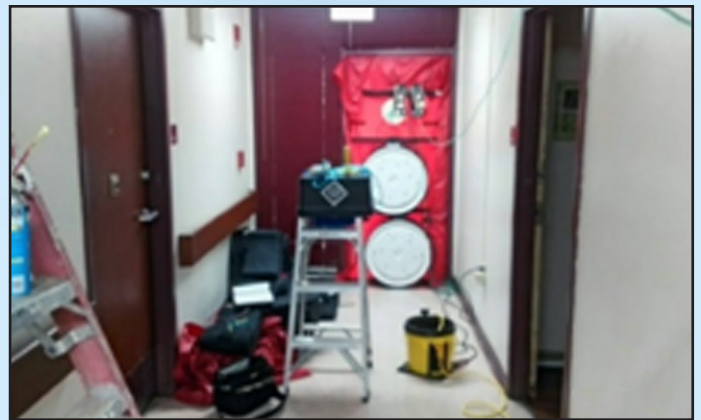
Sealing air ducts for better HVAC performance as an excellent weatherization measure

into the home. During the winter, furnaces have a challenge keeping the home warm when cold drafts of air counteract the heated air from the furnaces.

The Tennessee Housing Development Agency and the Department of Energy have decided to partner with the City of Memphis Division of Housing and Community Development to deal with this problem of excessively high energy burdens by creating the City of Memphis Weatherization Assistance Program (WAP). The way the program works is that a certified pre-energy auditor performs an assessment to determine cost effective measures to weatherize a home and make it healthy and safe. Secondly, a weatherization contractor makes improvements to the home by installing energy conservation measures such as insulation; caulking and sealant to reduce air infiltration; performing tune-ups and repairs to heating and cooling systems; replacing appliances to improve efficiency and

safety; and replacing incandescent lighting with compact fluorescent bulbs. Weatherization crews also address energy-related health and safety concerns, particularly carbon monoxide and combustion safety.

This program officially launched in late September 2017, and has reached its maximum number of applications that can be accepted. However, there will be more openings as homes are weatherized throughout the year. The City of Memphis WAP is an income eligible program.



Auditors perform blower door tests to assess air leakage in entire apartment building

The elderly, persons with disabilities, and families with children are priority. Please periodically check the weatherization website at www.memphis-wap.org to see when applications will be accepted again. Also, please check out the Share the Pennies weatherization program offered by MLGW www.mlgw.com/sharethepennies.



Coming Your Way This Spring & Summer 2018

HOW 2 MONTHLY SERIES

Housing & Community Development
Office of Communications & Civic Engagement
Benjamin L. Hooks Central Library
3030 Poplar Avenue, Memphis, TN 38111
Sessions begin at 6:00pm

WEDNESDAY, MAY 16, 2018

Topic: How 2 Market Your Small Business with Technology
Speakers: Rhonnie Brewer, Chief Visionary Officer (CVO),
Socially Twisted Media

WEDNESDAY, JUNE 20, 2018

Topic: How 2 Successful Plan a Development Project
Speaker: Jocelyn Eddings, City of Memphis Housing & Community
Development, Real Estate Department

WEDNESDAY, JULY 18, 2018

Topic: How 2 Go Green in Your Home
Speaker: Chad Bowman, City of Memphis Housing & Community
Development Weatherization Assistance Program and
Cathy Marcinko, LeBonheur Children's Hospital

WEDNESDAY, AUGUST 15, 2018

Topic: How 2 Become a Certified Business with the City of Memphis
Speaker: Joann Massey, City of Memphis Office of Business and Diversity

To register, please contact us at (901) 636-6980
Housing & Community Development
Office of Communications & Civic Engagement
or online at www.memphishcd.org



A TASTE OF MEMPHIS AT TIGER LANE WINNERS

On Friday, April 1, 2018, the Division of Housing and Community Development along with Memphis and Shelby County communities celebrated the 5th annual “Taste of Memphis” at Tiger Lane. This event was specifically designed to showcase local neighborhoods, community development corporations (CDCs), faith-based organizations and many others. A Taste of Memphis has served as a platform to share unique qualities and accomplishments about local neighborhoods and what indigenous leaders are doing to help make Memphis a better place in which to live, work, and play. During the event, we had a friendly competition based upon the best neighborhoods that best displayed their greatness. The 2018 winners were:

Mayor Jim Strickland Awards 2018 Taste of Memphis Recipients

A Taste of Memphis at Tiger Lane Booth winners:

- 1st place – Soulsville Neighborhood Association
- 2nd place – Rozelle-Annesdale Area Association
- 3rd place – Kendale Neighborhood Watch (*not pictured*)

MLK50 Poster Contest Winners:

- 1st place – ESPN Academy Afterschool Program
- 2nd place – Sunny Cui – Grahamwood Elementary School
- 3rd place – Medha Gajula – Grahamwood Elementary
- Honorable Mention – Luke Ochoa – Grahamwood Elementary School

Special thanks to all of the neighborhoods and community groups that participated.

[VIEW PHOTOS OF MORE WINNERS ON NEXT PAGE.](#)



A TASTE OF MEMPHIS BOOTH CONTEST

1st Place - Soulsville Neighborhood Association



MLK50 POSTER CONTEST

1st Place - ESPN Academy Afterschool Program



Mayor Jim Strickland Awards 2018 Taste of Memphis Recipients



A TASTE OF MEMPHIS BOOTH CONTEST
2nd Place: Rozelle-Annesdale Area Association



MLK50 POSTER CONTEST
2nd Place: Sunny Cui – Grahamwood Elementary School



MLK50 POSTER CONTEST
3rd Place: Medha Gajula – Grahamwood Elementary



Honorable Mention MLK50 Poster Contest:
Luke Ochoa – Grahamwood Elementary School



**MLK50 Poster Contest Winners, Mayor Strickland,
HCD Director Paul Young and Grahamwood Art Teachers**



Honorable Mention MLK50 Poster Contest:
Luke Ochoa – Grahamwood Elementary School

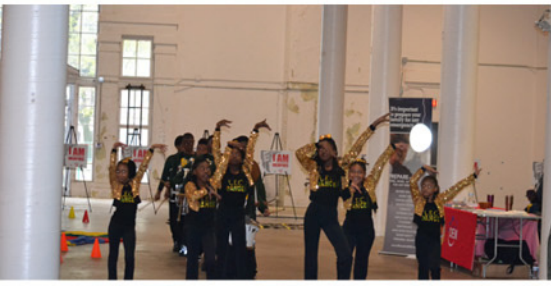
A TASTE OF MEMPHIS AT TIGER LANE

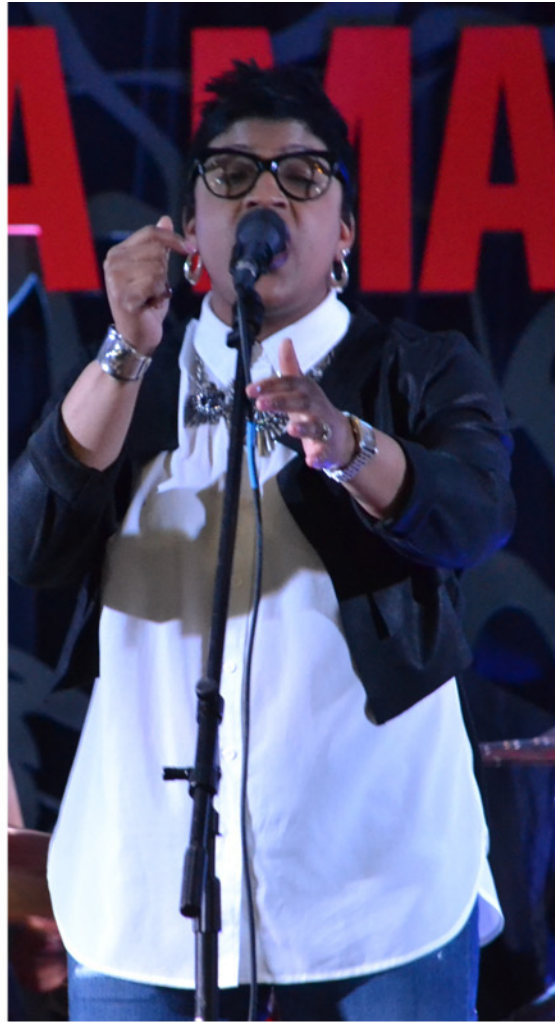




A TASTE OF MEMPHIS AT TIGER LANE

A TASTE OF MEMPHIS AT TIGER LANE



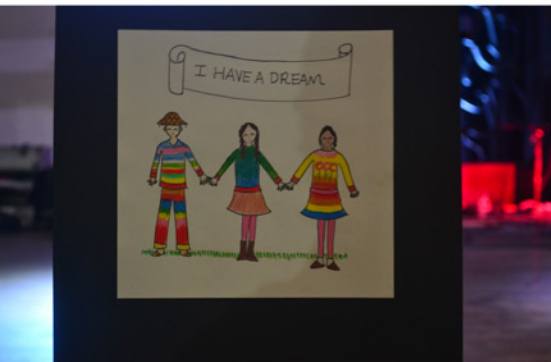


A TASTE OF MEMPHIS AT TIGER LANE

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A TASTE OF MEMPHIS AT TIGER LANE





A TASTE OF MEMPHIS AT TIGER LANE

MEMPHIS HERITAGE TRAIL SIGNAGE, APP AND ART INSTALLATIONS ROLLOUT

Residents and visitors can now see the bright new signs in the downtown area marking Memphis Heritage Trail (MHT) historic hotspots. The city's Office of Housing and Community Development has been working on the project since 2008 and is very eager for the project's roll out which also includes a smartphone app, virtual tours, wayfinding installation, curriculum for area schools and two major art additions (Martin Luther King, Jr. Reflection Site and the I AM A MAN Plaza).

"This has been a long time coming," said Felicia Harris, project manager for the MHT. "We are thrilled to share these historic African American gems.

MHT is a historic 20-block redevelopment area in downtown and south Memphis. It includes the area bordered by Beale Street on the north, Main Street on the west, Crump Boulevard on the south and Walnut Street on the east, and also links to the Orange Mound and Soulsville neighborhoods. MHT utilizes cultural tourism as an economic driver by connecting the dots between historical, cultural and community assets. It embraces economic development, recreation and education and preservation – weaving all of these together to create a conservation strategy. The area encompasses: Clayborn Temple, Mason Temple, the Universal Life Insurance Building, Wither's Gallery, Beale Street and the National Civil Rights Museum to name a few. The newest landmarks unveiled during MLK50 honor the 1968 sanitation workers and the legacy of Dr. Martin Luther King Jr. Three of our sites, the National Civil Rights Museum, Clayborn Temple and Mason Temple, are also on the United States Civil Rights Trail and tentatively listed as a World Heritage Designation.

MHT is considered the epicenter of African American history, heritage and culture and will also include a walking trail with historical markers. The Trail has projected opportunities of an economic development impact of more than 1,000 jobs and \$84 million in new tourism revenue. Throughout downtown signs will mark routes on four historic loops broken into categories named Civil Rights, Business and Entertainment, Historic Commerce and Historic Residential. The signs will include directions, photos, historic facts and QR codes (matrix barcodes that open various information when scanned) that access videos.

As the project has grown, so has the notoriety of MHT and locations along the Trail. More historic locations are coming forward, such as the Smithsonian Exhibit at Rock and Soul Museum, Paradise Event Center (formerly Club Paradise where B.B. King, Aretha Franklin and Tina Turner once performed), installations like the Equality Trailblazers artwork to commemorate the Women's Suffrage Movement and the Tennessee Women's Heritage Trail, neighborhood anti-blight initiatives and unveiling more Memphis stories. "Our wayfinding signage and smartphone app was recently launched," Harris said. "What is really exciting is that it will tell a collective story to the user. It will bring Memphis' history to life."

Featuring videos, photos and maps, the app will give users historic photos and videos that will paint a picture of the



people and events that occurred at MHT locations. Beacons will be placed at various places along the trail and will notify passersby, through their smartphone, that they are in the vicinity of a MHT location. They can then visit the landmark or access the app for additional information about the location.

"The technology we have is state of the art," Harris said. "The beacons can connect with Bluetooth phones and let visitors know that they are near an historic place."

A MHT curriculum for grades K-12 was piloted this summer at Kirby High School's (KHS) Summer Institute by KHS history teacher and MHT volunteer Lauren Barksdale. The project received a National Parks Service grant to host a teacher summer institute in July. Plans are in the works for the curriculum to be available to Shelby County School teachers this fall. The curriculum is broken into four units based on aspects of Memphis heritage and creative devices such as writing, art, graphic design and music. It focuses on figures and events in Memphis history such as Robert Church and the Church legacy, the all-black military units who fought during the Civil War (Fort Pickering) and the legacy of Beale Street.

"We wanted to base the curriculum around what makes up the city's heritage," said Barksdale. "There's no way to tell the story of the city without mentioning the Civil Rights Movement, the Civil War and our cultural gems. However, we wanted to include lesser known narratives that make up our heritage that give a full scope of this city's beauty." It's been a long ten years, but MHT leaders and community stakeholders know all of the tireless work will be worth it when Memphis' history can be archived, told and shared with all. "This has been the most rewarding project I have worked on. I can't think of anything better than sharing the African American treasures of Memphis with the rest of the world."

For more information on MHT, visit: www.memphisheritagetrail.com or on Facebook at www.facebook.com/Memphis-Heritage-Trail. MHT videos can be watched on the YouTube channel. The app is available for free on Android and iPhone platforms, as well as a web-based interface. It can be downloaded at the App Store, Google Play or the MHT website.



LISTEN TO OUR PODCAST

CITY OF MEMPHIS - DIVISION OF HOUSING & COMMUNITY DEVELOPMENT



HOSTED BY:

Paul A. Young, *Director of Housing & Community Development*
Joyce Cox, *Manager, Office of Communications and Civic Engagement*

For more information, please contact us at (901) 636-6980

GO TO WWW.MEMPHISHCD.ORG TO LISTEN TO OUR LATEST EPISODES.



Green and Healthy Homes

SPECIAL GUEST:

Dr. Alisa Haushalter,
DNP, RN, PHN-BC Director



A Taste of Memphis and MLK50

SPECIAL GUESTS:

Terri Freeman, *President-National Civil Rights Museum*
Shirley Cobbins, *Volunteer-A Taste of Memphis*

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DIVISION OF HOUSING & COMMUNITY DEVELOPMENT



The **mission of HCD** is to make our City and our neighborhoods strong, healthy, and thriving by providing loans and grants, education and expert advice, and direct and indirect services to our entire community.

Honest, Committed, Dependable. We are HCD!

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