

- 2.5% minority-owned businesses percentage of 2008 total gross receipts in Memphis-Shelby County

Year Four

- Fifteen (15) MWBEs funded through the Loan Fund
- 15.0% increase in Memphis-Shelby County corporate/government contract monies awarded to local minority-owned firms
- 3.5% increase in 2009 Memphis-Shelby County minority employment
- 5.0% increase in 2009 average wages for Memphis-Shelby County minority employees

Year Five

- Twenty (20) MWBEs funded through the Loan Fund
- 20% increase in Memphis-Shelby County corporate/government contract monies awarded to local minority-owned firms
- 5.0% increase in 2010 Memphis-Shelby County minority employment
- 7.5% increase in 2010 average wages for Memphis-Shelby County minority employees
- 3.5% minority-owned businesses percentage of 2010 total gross receipts in Memphis-Shelby County

Goal E: Make Memphis a “Place of Choice” for Knowledge Workers

Strategy 13: Revitalize Memphis’ Downtown and Mississippi Riverfront, with priority given to the Beale Street Landing and Promenade projects. This process includes:

- Implementing Beale Street Landing with public funds over next two years
- Resolving Promenade legal issues
- Contracting with private developers to implement existing Promenade plan beginning 2010

Accountable Organization: Riverfront Development Corporation

Activity Benchmarks and Performance Measures: TBD

Strategy 14: Establish Shelby County’s park system as one of the premier in the country, by 1) enhancing Shelby Farms Park and 2) developing a county-wide “greenprint” -- a seamless system linking Shelby Farms Park, reinvigorated riverfront parks, and other parkland via the Wolf River Greenway, Memphis Greenline, and other green corridors.

Accountable Organization: Shelby County Government and Shelby Farms Management Entity

Program Description and Year 1 Activity Benchmark:

The new Shelby Farms Management Entity will oversee the development of a Master Plan for Shelby Farms.

Activity Benchmarks and Performance Measures: TBD