



# 2023 MEMPHIS IN MAY INTERNATIONAL FESTIVAL ANNUAL REPORT

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MEMPHIS, TENNESSEE





# A LETTER FROM OUR BOARD CHAIRWOMAN AND OUR PRESIDENT & CEO

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As we reflect on the past year, we want to begin by expressing our profound appreciation and gratitude to the Memphis in May staff and board members, volunteers, vendor partners, sponsors, and patrons. Thank you for your steadfast support. You have remained a pillar of unwavering dedication and commitment to the organization and its mission, especially during a year that presented a myriad of challenges.

## **Returning Home to Tom Lee Park**

Returning home to Tom Lee Park - that has been the goal for Memphis in May since plans for a redesigned Tom Lee Park were revealed and our vision has consistently focused on bringing the festival events back to their riverfront home. Our Board of Directors worked diligently over the past several years, including through a pandemic, to ensure our return to the riverfront. This year, the excitement and anticipation were palpable as we finally marked the return to Tom Lee Park.

Delays in securing a lease agreement created initial uncertainty around our use of the park and if (or when) construction of the park would be completed. Preparations for the 2023 festival did not begin until late October 2022, critically late for large-scale events.

Mayor Jim Strickland assured us of a one-year hiatus from Tom Lee Park and City of Memphis officials gave directives that the park would be completed by April 2023. Anchoring our expectations to these commitments, we set out determined to make it work.

In a spirit of collaboration and compromise, we made significant fundamental changes to both the scope and size of our hallmark events—the Beale Street Music Festival (BSMF) and the World Championship Barbecue Cooking Contest. The changes were necessary to accommodate the park's 40% reduction in usable space and to meet the requirements of the City of Memphis, represented by Memphis River Parks Partnership (MRPP), for Memphis in May to use the redesigned park.

## **The Reality**

Regrettably, the outcome of the park's redesign does not accommodate our major events or provide the functional space we anticipated. While some of the requested and negotiated modifications made it to the final design, and all may adhere to the letter of the mediation agreement, the final product does not reflect a park built in the spirit of good faith and cooperation. Still, we were willing to make it work.

Our commitment to return to Tom Lee Park meant accepting a reduced capacity for our hallmark events and navigating a park still under construction when gates opened for BSMF in May 2023. Lowering the capacity for BSMF from 35,000 to 22,000 and reducing the number of barbecue teams from 240 to 150 represent just two examples of the substantial changes and challenges we faced as a result of our desire and aim to return to Tom Lee Park in 2023.

Further, Memphis in May pays to restore Tom Lee Park following our events each year. Over the last decade, the restoration expense has averaged \$61,832 annually. This year, Memphis in May was invoiced \$1,425,366 for its 2023 restoration fee.

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## Challenges of 2023

The national landscape of festivals and events has changed rapidly in recent years. Many festivals, including Memphis in May, have witnessed declining attendance due to factors ranging from economic challenges to growing public concerns regarding safety and crime.

In 2019, the most recent pre-Covid Memphis in May festival held in Tom Lee Park, we hosted more than 177,000 event attendees during the month of May, attracted a national Facebook media campaign promoting the festival and the City of Memphis, generated \$4.6 million in local tax dollars, and \$149 Million in economic impact.

By comparison, in 2023 the Beale Street Music Festival saw its lowest attendance in three decades at 37,805, while the World Championship Barbecue Cooking Contest had an attendance of 39,625. The Great American River Run remained a popular event for runners, with 2,092 registered participants.

In 2023, Memphis in May is reporting a record fiscal loss of \$3,483,500.

## Looking Ahead

Despite recent challenges, our not-for-profit mission, our purpose, and our spirit remain unbroken. Since its inception in 1977, Memphis in May International Festival has been woven into the city's cultural fabric of civic pride and hospitality.

With an eye on the future, we're formulating strategies to adapt and respond to ensure the festival remains a celebrated cornerstone in our community and a beacon to welcome visitors to our city.



**Leigh Shockey**  
2023 Board Chairwoman



**James L. Holt**  
President & CEO

# MEMPHIS IN MAY FESTIVAL OVERVIEW



The 46th Edition of the Memphis in May International Festival was the much anticipated “Return to the River” in the newly re-landscaped Tom Lee Park.

Unfortunately, heavily publicized delays by the MRPP to provide a workable lease for the use of Tom Lee Park threw the festival into question. It was necessary for Mayor Strickland to intervene and help address the rigid restrictions imposed by the MRPP that would have made the festival impossible to produce in the park. A lease was finally executed on March 3, 2023, just six weeks before set-up would begin and the MRPP did not complete the April construction deadline as directed by the City of Memphis.



With a reduction of approximately 40% of useable space along with a new battery of stringent restrictions, the new park presented a host of operational challenges and substantial changes were necessary. The Blues Tent was moved to Handy Park on Beale Street and offered free of charge to the public, approximately 80 barbecue teams were turned down and the entire Patio Porkers division was eliminated, with fewer vendors, nearly zero production parking, relocating production and other assets to share the emergency lane with the public along Riverside Drive, just to name a few. A “Park Protection Pledge” was initiated to demonstrate the organization’s commitment to taking care of Tom Lee Park, along with signage and collateral in place at both events.



Despite these “back-of-house” challenges, not visible to the general public, the Beale Street Music Festival and World Championship Barbecue Cooking Contest was well received by attendees and the Great American River Run remains a solid favorite. All events enjoyed substantial national and local media attention including two national networks filming for network shows during the World Championship Barbecue Cooking Contest – with a few celebrity sightings too!





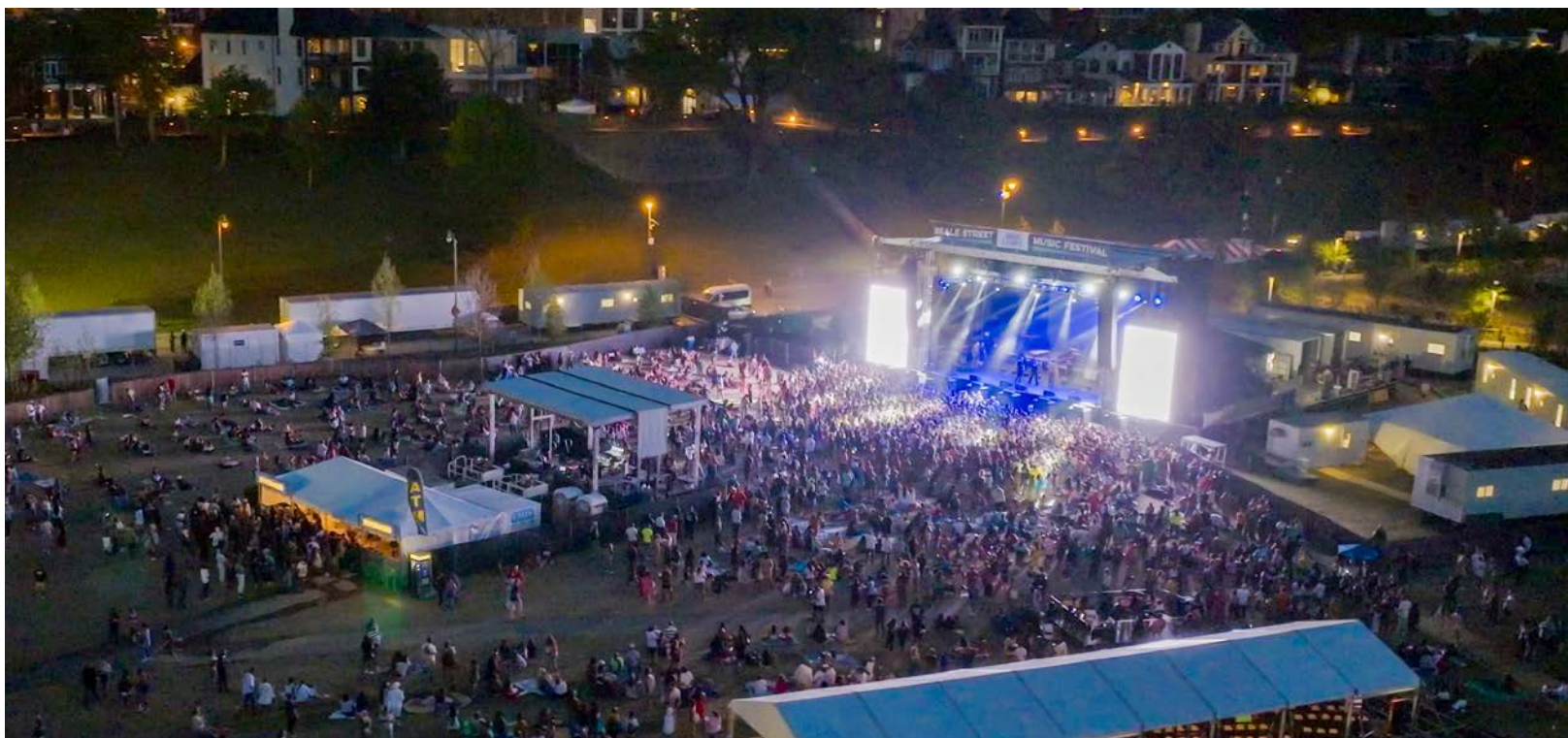
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The 2023 International Salute to Malaysia was warmly embraced and was enhanced by the strong support of the local Malaysian community. Exhibits, films, cuisine, and live performances shared the authentic culture of the vibrant, diverse Asia-Pacific nation. The Ambassador to the US from Malaysia, H.E. Dato Seri Nazri Aziz led a delegation visiting Memphis during International Week and was feted at the 2023 International Gala on May 12th.

Although those who attended the events enjoyed themselves sharing favorable reviews, the combined attendance for the two largest events, held in the “new” Tom Lee Park was 77,430, marking the lowest attendance in over thirty years. The two events attracted 110,083 in 2022 and over 175,000 in 2019 in the old Tom Lee Park. The Great American River Run remains strong attracting 2092 registered runners this year, up from 1614 in 2022. An abbreviated International Salute to Malaysia was presented due to the late start.

Attendance was impacted by a late start due to the uncertainty of a lease and the current crime wave prevalent in Memphis, an unprecedented number of top-name concert events in the area, as well as the eroding economic outlook.

The income from our three major events in 2023 was \$8,279,272. Overall, this was a disappointing result but reflects the current industry and market trends in addition to challenges related to Tom Lee Park.



# 2023 FINANCIAL SUMMARY

## STATEMENT OF ACTIVITIES

REVENUES	2023* *Unaudited	2022	2021	2023* *Unaudited	2022	2021
Festival Events	5,126,646	8,410,395	1,050,388	61.92%	51.92%	41.38%
Sponsorships	2,082,789	2,304,110	1,041,235	25.16%	14.22%	41.02%
Contributions	55,390	190,395	7,525	0.67%	1.18%	0.30%
Other Income	898,836	5,682,312	63,590	10.86%	35.08%	2.51%
Interest Income	5,600	503	123	0.07%	0.00%	0.00%
Unrestricted Investments Income	110,011	(389,205)	375,520	1.33%	-2.40%	14.79%
<b>Total Revenues</b>	<b>8,279,272</b>	<b>16,198,510</b>	<b>2,538,381</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>

EXPENSES	2023* *Unaudited	2022	2021	2023* *Unaudited	2022	2021
Festival Events	4,912,766	5,246,954	1,606,507	41.70%	42.27%	63.10%
Management & General	1,950,825	1,998,022	834,206	16.60%	16.09%	32.76%
Marketing & Advertising	387,123	282,164	71,117	3.29%	2.27%	2.79%
Sponsor & Donor Benefits	46,129	49,554	19,410	0.39%	0.40%	0.76%
International, Performers & Educational Programming	4,408,210	4,762,533	4,715	37.52%	38.36%	0.19%
Miscellaneous Programming	57,719	74,772	10,119	0.49%	0.60%	0.40%
<b>Total Expenses</b>	<b>11,762,772</b>	<b>12,413,999</b>	<b>2,546,074</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>

Increase/(Decrease) in Unrestricted Net Assets	(3,483,500)	3,784,511	(7,693)
Net Assets at the Beginning of the Year	5,896,577	2,085,066	2,092,759
Net Assets at the End of the Year	2,386,077	5,869,577	2,085,066

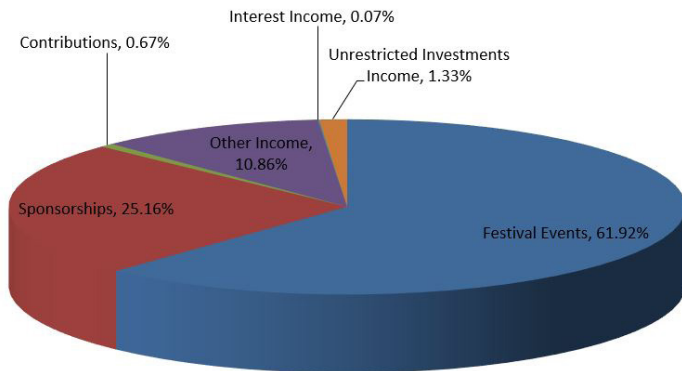
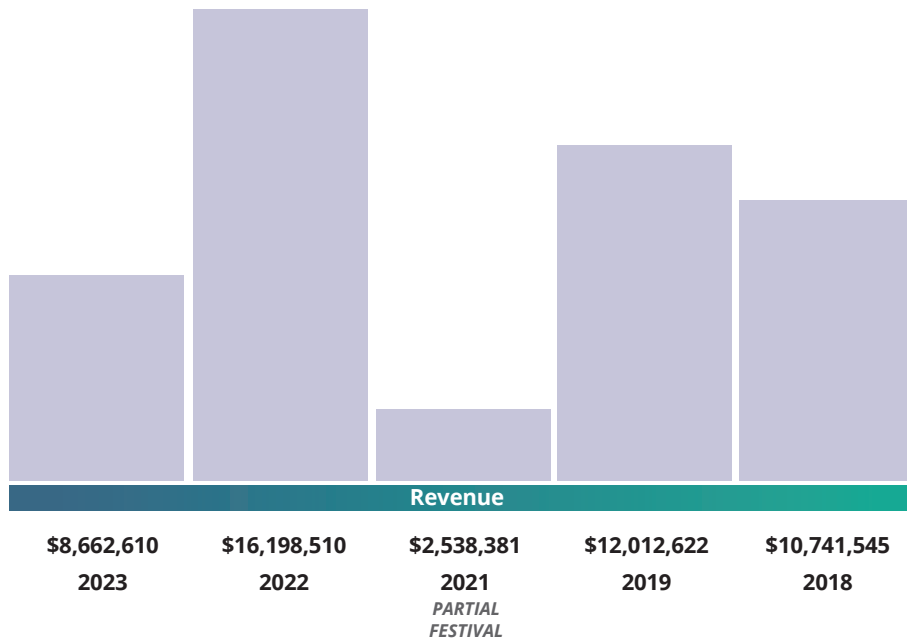
\* Organization's fiscal year end is July 31, 2023. Final results are presented at calendar year end following annual audit.

\* Includes Government grant funds related to COVID recovery.

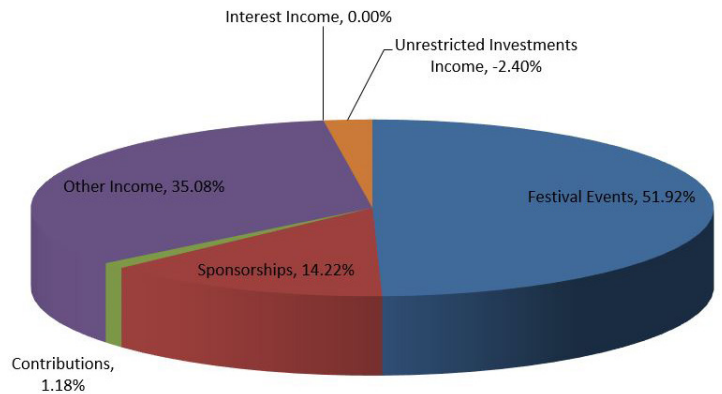
Note: The organization did not present festival events in 2020 and only presented a partial festival in 2021 due to COVID.

# MEMPHIS IN MAY

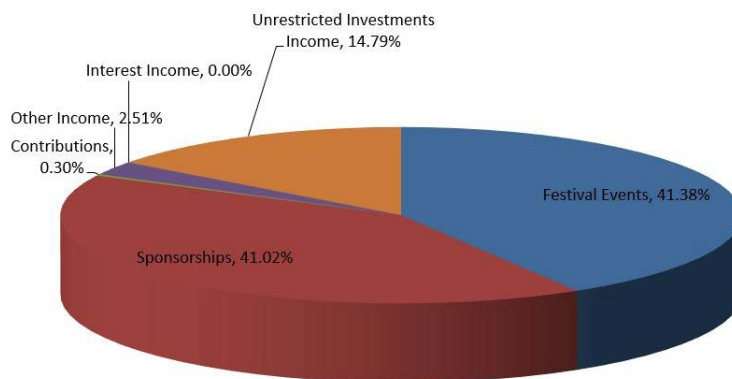
## 2023 COMPARATIVE REVENUE SUMMARY



2023 Revenues (Unaudited)



2022 Revenues



2021 Revenues

■ Festival Events

■ Contributions

■ Interest Income

■ Sponsorships

■ Other Income

■ Unrestricted Investments Income



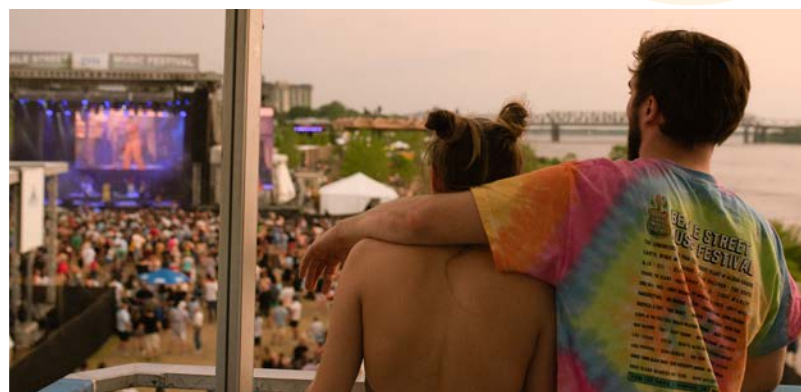


# BEALE STREET MUSIC FESTIVAL



For the first time since 2019 the Beale Street Music Festival rolled back into Tom Lee Park with a who's who of top artists on tour. A truly diverse menu of musical genres was on tap featuring headliners like The Lumineers, Greta Van Fleet, Robert Plant + Alison Krauss and Earth Wind & Fire had the world's hottest music flowing again with the Mississippi River as the backdrop.

Fan-favorite and Memphis' own GloRilla joined chart toppers like Hardy, Jazmine Sullivan, The Roots, AJR, 311, Gary Clark Jr, Ziggy Marley, Young the Giant, Halestorm, Live, PJ Morton, The Struts, Gov't Mule, Dru Hill, Mike D, Andy Grammer, Yola, Toadies, Lucinda Williams, Living Colour, Finesse2tymes, Big Boogie, Cameo, The Bar-Kays, White Reaper, Shovels & Rope, Phony PPL, Low Cut Connie, Marcy Playground, Moon Taxi, Beach Weather, Los Lobos, Keb Mo, North Mississippi Allstars, and many more!





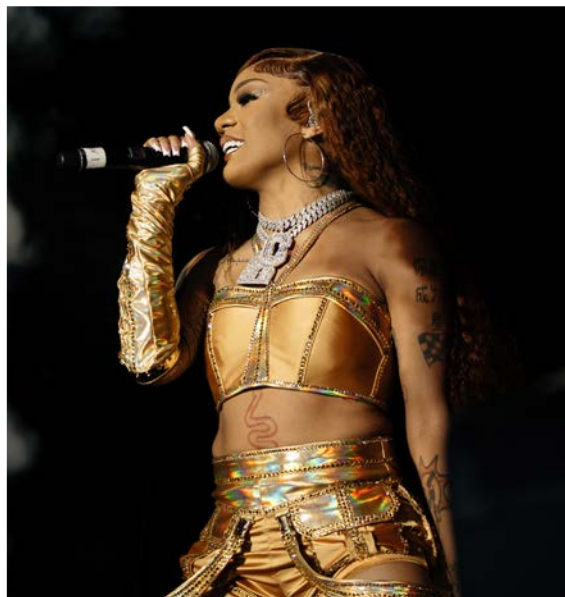


Beale Street Music Festival is known for having something for almost every musical taste and the 2023 lineup nailed it.

Booking and planning began extremely late due to uncertainty with Tom Lee Park and the conflict around a signed lease was promoted to the media until early March. Numerous adjustments were made to accommodate the smaller space which was not designed to host large events. The popular Blues Stage, a mainstay of BSMF and part of the heritage of the City of Memphis was moved out of the festival grounds to Handy Park, where it was open to the public free of charge (and at a financial loss). While the move was necessary to preserve the blues element in the lineup, it created complications for fans that wanted to attend all BSMF stages.

Fans found their way around the “new” Tom Lee Park with fewer vending options, often in out-of-the-way locations, but they seemed to adjust to the new winding layout, took the navigation challenges in stride and enjoyed the shade from the new trees. 86% of attendees said they would recommend BSMF to a friend.

The Beale Street Music Festival was impacted by the audience erosion trend affecting many civic and some commercial music festivals in markets outside major population centers. An unprecedented number of competing concert events in the area (such as Lizzo, Janet Jackson, Dave Matthews Band and Taylor Swift) pulled entertainment dollars out of the market, along with the Memphis-specific challenges related to crime, combined with the uncertainty around Tom Lee Park led to a significant decrease in admissions for the 2023 Beale Street Music Festival. Attendance for the 2023 event was 37,805, the lowest attendance in over 30 years.







# WORLD CHAMPIONSHIP BARBECUE COOKING CONTEST



The best competition barbecue cooking teams on the planet brought the smoke back to Tom Lee Park as they have for over four decades.

"Ribdiculous Bar-B-Krew" originally from New York City was named GRAND CHAMPION for the World Championship Barbecue Contest by taking the top honor with their championship entry in the Ribs category. For the first time in 22 years the Rib category won Grand Champion. The team has competed since 2009 and this award is their first primary category win catapulting them to the top.

First place in shoulder went to Memphis own "Sweet Cheeks", first place in Whole Hog went to "Hometown BBQ" and first place in Ribs went to "Ribdiculous Bar-B-Krew."

150 competition cooking teams from three foreign countries, twenty-two states and Puerto Rico vied for over \$140,000 in cash prizes along with the priceless bragging rights from winning the Memphis in May World Championship Barbecue Cooking Contest.







Festival attendees enjoyed an action-packed schedule all week with seminars, tastings and nightly entertainment including sauce wrestling, Memphis' own Al Kapone, the Sugarhill Gang, Cracker, Nolan Taylor and Dale Watson.

Barbecue fans sampled competition barbecue and learned from the pros at the sold-out Kingsford Tour of Champions and the popular BBQ Alley

Recognized as the most prestigious barbecue cooking contest, this year's event back on the river generated excitement and buzz. Food Network was on site filming season two of the hit show BBQ USA starring celebrity chef **Michael Symon**. Emmy-nominated actor and producer **Anthony Anderson** and renowned actor, producer, and comedian **Cedric The Entertainer** attended the festival to learn from the best pitmasters in the business as they take their love of barbeque to the next level to start their own barbeque empire, **AC Barbeque** and will premiere on A&E Fall 2023.

Numerous adjustments were made to accommodate the smaller space available in the "new" Tom Lee Park. Regrettably, approximately 80 barbecue teams, some 20+ year veterans, were turned away from contest entry in 2023.

Other challenges included fewer vendors, nearly zero production parking, relocating production and other assets to share the emergency lane with the public along Riverside Drive, and significant changes to load-in and additional site-related restrictions for teams. Teams signed a "Park Protection Pledge" to demonstrate their commitment to taking care of Tom Lee Park and the positive cooperation from teams was overwhelming.

As predicted, the World Championship Barbecue Cooking Contest was a smaller event due the loss of operational space, consequentially reflected in attendance. Attendance at the 2023 festival was 39,625 down from 68,177 in 2019 the last full-scale WCBCC held in Tom Lee Park.







# GREAT AMERICAN RIVER RUN

## HALF MARATHON, 10K & 5K



Now a Memphis Memorial Day tradition, downtown and the Mississippi Riverfront was again the backdrop for the 7th edition of the Great American River Run. Runners from 40 states and 3 foreign countries converged on Beale Street for another amazing Memphis run with 2092 registered runners.

The race started with a fireworks send-off led by an electric VW pace car from Gossett Motors through downtown Memphis and along the Mississippi River. In 2023 over \$8,700 in cash prizes was up for grabs with extra prize money added for the top finishers in both the 10K and 5K runs. Cash prizes for King and Queen of the hill was also awarded.

The Great American River Run offers something for runners at any level with a Half-marathon, a 10K and for fun runners a 5K.







The run starts and finishes on historic Beale Street, and guides runners through downtown Memphis, past Memphis attractions and along the majestic Mississippi River while grooving to the sights and sounds of on-course entertainment including Blind Mississippi Morris, DJMad FX, the Grizz Girls, and more.

Finishing strong, the run is known for the popular post-race party featuring a massive post-race feast with a bounty of real food, and plenty of beer.

96% of runners surveyed said they would return next year and 89% expressed overall satisfaction with the run.

Top finishers for the 2023 Great American River Run are Half Marathon Male, Shadrack Keter, Chapel Hill, NC; Half Marathon Female, Lydia Mathathi, Columbia, SC; 10K Male, Elliot Knerschild, Memphis, TN; 10K Female, Caroline Peyton, Memphis, TN; 5K Male Jake Arnold, Germantown, TN; 5K Female, Lydia Tankersley, Memphis, TN.







# INTERNATIONAL SALUTE TO MALAYSIA

The 2023 International Salute to Malaysia was warmly embraced and was enhanced by the strong support of the local Malaysian community. Exhibits, films, cuisine, and live performances shared the authentic culture of the vibrant, diverse Asia Pacific nation.

The Ambassador to the U.S. from Malaysia, H.E. Dato Seri Nazri Aziz led a delegation visiting Memphis during International Week with a robust schedule including a tour of FedEx, the National Ornamental Metal Museum, MOSH, STAX and Beale Street. The Ambassador also met with FedEx President & CEO Richard Smith and Memphis Mayor Jim Strickland and was the guest of honor at welcome reception attended by the Malaysian community.

The festival benefited from strong cooperation and assistance from the Embassy of Malaysia in Washington DC as well as coordination support from the Ministry of Tourism, Arts and Culture in Kuala Lumpur.

Memphis area school children utilized the custom Malaysia Curriculum Guide as teachers folded Malaysia into their classrooms. At the Education Awards Ceremony on April 20th, Kaitlyn Bulla from Eliane Neely's class at Farmington Elementary School was selected for the Grand Prize in the Children's Poster Contest.







The signature performance, "Malaysia! Live in Memphis" featured the Malaysian dance troupe Jabatan Kebudayaan & Kesenian Negara (JKKN) brought in from Kuala Lumpur just for the salute. JKKN performed two shows during International Week at the Cannon Center for the Performing Arts, an early show for Memphis area school children and the public performance in the evening.

Malaysian blues band Azmyl & the Truly Asia performed on the Blues Stage on Beale as part of the Beale Street Music Festival. Malaysian films were presented at Malco Studio on the Square in coordination with Indie Memphis.

The "Cuisine of Malaysia" dinner featuring cuisine prepared by Chef Ismail Ahmad, at the Peabody's Chez Philippe was sold out and enjoyed rave reviews.

Exhibits included beautiful and valuable metalwork from the Islamic Arts Museum of Malaysia at the National Ornamental Metal Museum. A remarkable collection from the Sarawak Museum at MOSH, and Malaysian handicrafts and posters from the Malaysian Handicraft Corporation and National Gallery of Malaysia at the Central Library's Goodwyn Gallery.

International Week culminated with "A Magical Night in Malaysia" at the Skyway Room in the Peabody Hotel with Ambassador, H.E. Dato Seri Nazri Aziz as the guest of honor. Chef Ismail Ahmad designed the menu and The Temptations Review kept the audience on their feet until the last song.



# MEMPHIS IN MAY INTERNATIONAL FESTIVAL

## 2023 BOARD OF DIRECTORS

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*Program Specialist*



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*WCBCC Programming*

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### 2023 COMMUNITY PROGRAM PARTNERS

Benjamin L. Hooks Central Library

Cannon Center for the Performing Arts

Indie Memphis

Memphis Botanic Garden

Museum of Science and History

National Ornamental Metal Museum

Renasant Convention Center

Shelby County Schools

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The Peabody Hotel

### 2023 PHOTO AND VIDEO

Logan Schaal

Ally Perkins

Kaeyla Willis

Saji Madapat

Lawrence Hsia

Frank Chin

Casey Mabry

Bobby Donaby

Adarryll Jackson

Madelaine Wheeler

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Video: Julian Harper

Video: Walt Bullwinkle

Video: Logan York









# CORPORATE & BUSINESS SUPPORT

## FROM OUR 2023 SPONSORS

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*Memphis in May relies on corporate sponsors to help support the festival financially. We are fortunate to work with several outstanding local, regional and national companies, many of which have been with Memphis in May for over a decade and in some instances since our inception. On behalf of all Memphis in May constituencies, THANK YOU!*

1910 Frameworks & Gallery	HHM CPAs	Smoky Mountain Distributors
1924 Wine	Home Depot	Society Insurance
Al & Janet Lyons	Honda	Southland Casino & Hotel
Alation	IMEC	Starry
Aldi	International Paper	Stella Rosa Wine
Amazon	IQVIA	Stinson's Industrial
<b>Anheuser-Busch/Eagle Distributing</b>	Jelly Belly Candy	Sunbelt Rentals
Ashoc Energy	Jim Beam	Sylvamo
Assurance Emergency Lighting	Keras Automotive	Tennessee Highway Safety Office
Betly	<b>Kingsford</b>	Tennessee Tourism
Big Green Egg	Kroger	Terminix
Bird	Leaf Filter	Three Finger Jack Wine
BlueCross BlueShield of Tennessee	Little Bites	Tinder Box of Memphis
Blue Sky Couriers	Lloyd's BBQ	Tito's Vodka
BluSky Restoration	LoCo Cookers	T-Mobile
Brain Food	LSI Graphics	Travel Nurses
Bush's	Maker's Mark	TruGreen
Butterball Turkey	MATA	<b>TVA</b>
C4 Smart Energy	Melinda's Foods	UNITS of Memphis
<b>Cattlemen's BBQ Sauce</b>	Memphis Airport Authority	UPS
CHEF iQ	Memphis Area Prevention Coalition	US Air Force
CN Railways	Memphis BBQ Supply	US Army
Coca-Cola	Memphis Capital Group	US Multimodal
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