

# TOUR GUIDE



CROSTOWN CONCOURSE



**FOOD + DRINKS**   **MUSIC + ART**   **WELLNESS + SELF-CARE**

1350 CONCOURSE AVE • MEMPHIS, TN, • [CROSTOWNCONCOURSE.COM](http://CROSTOWNCONCOURSE.COM)



# SO MUCH. TO EXPERIENCE



Welcome to Crosstown, so named for the intersecting trolley tracks at Cleveland and Poplar that connected Memphians commuters to the neighborhood in 1927. Today, Crosstown remains a hub where Memphians of all backgrounds come together to live, work, dine, shop, go to school, and experience the arts in the heart of the city.

Bordered by Poplar and Jackson Ave., the Crosstown neighborhood is located two miles from downtown and is anchored by Crosstown Concourse, a 1,200,000 sq ft

marvel of architectural rehabilitation housed in an old Sears distribution center.

Whether you are a hometown explorer, or an international visitor, Crosstown will pull you into its magical time warp, where the past is still present and the future is already here: the cutting edge music performances, whimsical public art, treasured artifacts of Memphis history, delicious eateries, and forward-thinking spirit of the many organizations, retailers, residents, and visitors of Crosstown will keep you coming back.







# CONTENT

|                                 |           |
|---------------------------------|-----------|
| <b>HISTORY</b>                  | <b>2</b>  |
| <b>DIRECTORY</b>                | <b>6</b>  |
| <b>FOOD + DRINKS</b>            | <b>8</b>  |
| <b>MUSIC + ART</b>              | <b>12</b> |
| <b>WELLNESS<br/>+ SELF-CARE</b> | <b>18</b> |
| <b>ITINERARIES</b>              | <b>22</b> |
| <b>PARKING MAP</b>              | <b>25</b> |
| <b>AMENITIES</b>                | <b>25</b> |
| <b>INTERVIEWS</b>               | <b>26</b> |
| <b>PARCELS</b>                  | <b>28</b> |





# THE HISTORY OF **CROSTOWN CONCOURSE**







**E**arly in the morning on August 27, 1927, a skyscraper, ten stories tall and the size of a fifteen-acre farm, was unveiled to the public. Sears Crosstown, the latest structure in the Sears mail-order empire, was a new regional distribution center that anticipated the advent of Memphis as the nation's distribution center.

More than thirty-five thousand Memphians gathered that day at this formerly vacant lot to see the grand opening of the Sears Crosstown building. Across the Bluff City, thousands of other Memphians were in



virtual attendance for the event thanks to WMC Radio, which was broadcasting the opening.

Chamber of Commerce president Phil Canale spoke, comparing the new building to the pyramid of the original Egyptian



# HISTORY

city named Memphis. He added that while the pyramid of ancient Egypt was a tomb for the dead, the new Memphis structure was giving the world “a living thing for the living.” Finally, Mayor Paine introduced the featured speaker, Julius Rosenwald, the chairman of the board of directors of Sears, Roebuck & Company.

Rosenwald was not just a businessman; he was the nation’s leading benefactor of public education for African American children across the South. Rosenwald became the leading contributor to Washington’s Tuskegee Institute and also Fisk University. He poured millions of dollars into education for Black schoolchildren in the South, helping build nearly five thousand schools and even homes for African American teachers.

On that hot August day in Memphis, Rosenwald was a visionary for all Memphians and Mid-Southerner. In his speech, he prophesied to Memphians, “Your city will learn in time that the opening this morning of a Sears Roebuck & Co. plant is an epoch-making event.” That turned out to be an understatement. From that day forward, the Sears Crosstown building has been a symbol of many Memphians’ hopes, wishes and dreams.



Long before Graceland became the nation’s second most-visited residence (behind only the White House), there were three places that became the destination spots for tourists coming to Memphis: the Peabody Hotel, the Zoo at Overton Park and Sears Crosstown.

And then, in the 1980s, Sears went into a precipitous decline in the face of a new generation of competitors that ironically used the very techniques that Sears, Roebuck & Company had created, applying them in the emerging internet age. Sears began closing many of its older buildings across the nation.

By 1993, the Sears Crosstown building had become vacant. The surrounding Midtown neighborhood that had once been the site of restaurants, stores and one of Memphis’s earliest and largest movie theaters went into a state of decline. Soon, Sears Crosstown was not the only vacant building in the Crosstown neighborhood.

Then, in the second decade of the new century, an eclectic group emerged that shared a vision for Sears Crosstown. The first visionaries included an art historian, an artist and a local businessman with a long history of philanthropic investment in the city. They were later joined by a development team, a minister-doctor and several local, well-respected institutions in arts, education and healthcare. These very different people, businesses and organizations eventually came to share the same vision: that Sears Crosstown could be resurrected as a vertical urban village populated by physicians, artists





and musicians, educators, entrepreneurs, residents and scores of others coming to take part in the community.

For decades, millions of people had flocked to Sears Crosstown to grant wishes for themselves, their families and friends. It was affectionately known as the “Wish Building.” These new visionaries now saw Sears Crosstown as a place where people would gather again, this time for healing, learning, creating, shopping and living.

That vision would become a reality as Crosstown Concourse opened in August 2017, ninety years after Mayor Paine cut the ribbon for the opening of the original building on August 27, 1927. What was once a national hub for the distribution of goods was on its way to being transformed into a local heart for the cultivation of well-being, shifting focus from products to people, from commodity to quality of life.

## CONSTRUCTION FACTS

- The facade of the building is 60% glass.
- 3,200 window panels were replaced but were meticulously fabricated to match the originals.
- The mortar between all 7 million exterior bricks was replaced by 120 workers over the course of 14 months. If you lined every brick up end-to-end, it would span the distance from Memphis to New Orleans!
- Workers installed 15 miles of HVAC duct and 32 miles of sprinkler piping through the course of renovation.
- Concourse contains a state-of-the-art central plant capable of heating and cooling 730 3-bedroom homes.



# YOU ARE HERE

**Crosstown Concourse Is Centered Around Three Different Atria:**

- Central Atrium
- East Atrium
- West Atrium

Wayfinding maps and directories are located throughout the building that show where you are and which atrium is closest. This tour follows the same color coding as the maps to help guide you through the building.



Visit online for more info about dining options.



## WEST ATRIUM

|                |   |
|----------------|---|
| L1   137       | ABNER'S                                       |
| L1-3   106/142 | CHURCH HEALTH                                 |
| L2   241       | CHURCH HEALTH YMCA                            |
| L1   144       | CONCOURSE MANAGEMENT OFFICE                   |
| L4   446       | CROSTOWN DENTAL GROUP, LLC   DANIEL BIRD, DDS |
| L1   129       | GLOSS NAIL BAR                                |
| L1   123       | HERO & SAGE                                   |
| L1   115       | HOPE CREDIT UNION                             |
| L4   450       | INNOVATIVE DENTAL TECHNOLOGIES                |
| L1   111       | MADISON PHARMACY                              |
| L4   434       | MEMPHIS EDUCATION FUND                        |
| L1   133       | MEMPOPS                                       |
| L1   125       | MILI'S FLOWERS                                |
| L4   437       | TEACH FOR AMERICA - MEMPHIS                   |
| L1   119       | VIA   |
| L1   147       | VIBE FOODS                                    |
| L1   117       | SNKRR BAR                                     |

## CLAYBROOK PASS

|                    |                                       |
|--------------------|---------------------------------------|
| L1   106           | CHURCH HEALTH PHYSICAL REHABILITATION |
| L1   106           | CHURCH HEALTH URGENT CARE             |
| 1264 CONCOURSE AVE | CROSTOWN BREWING CO.                  |
| L1   103           | NEXAIR                                |



◀ CROSTOWN BREWING CO



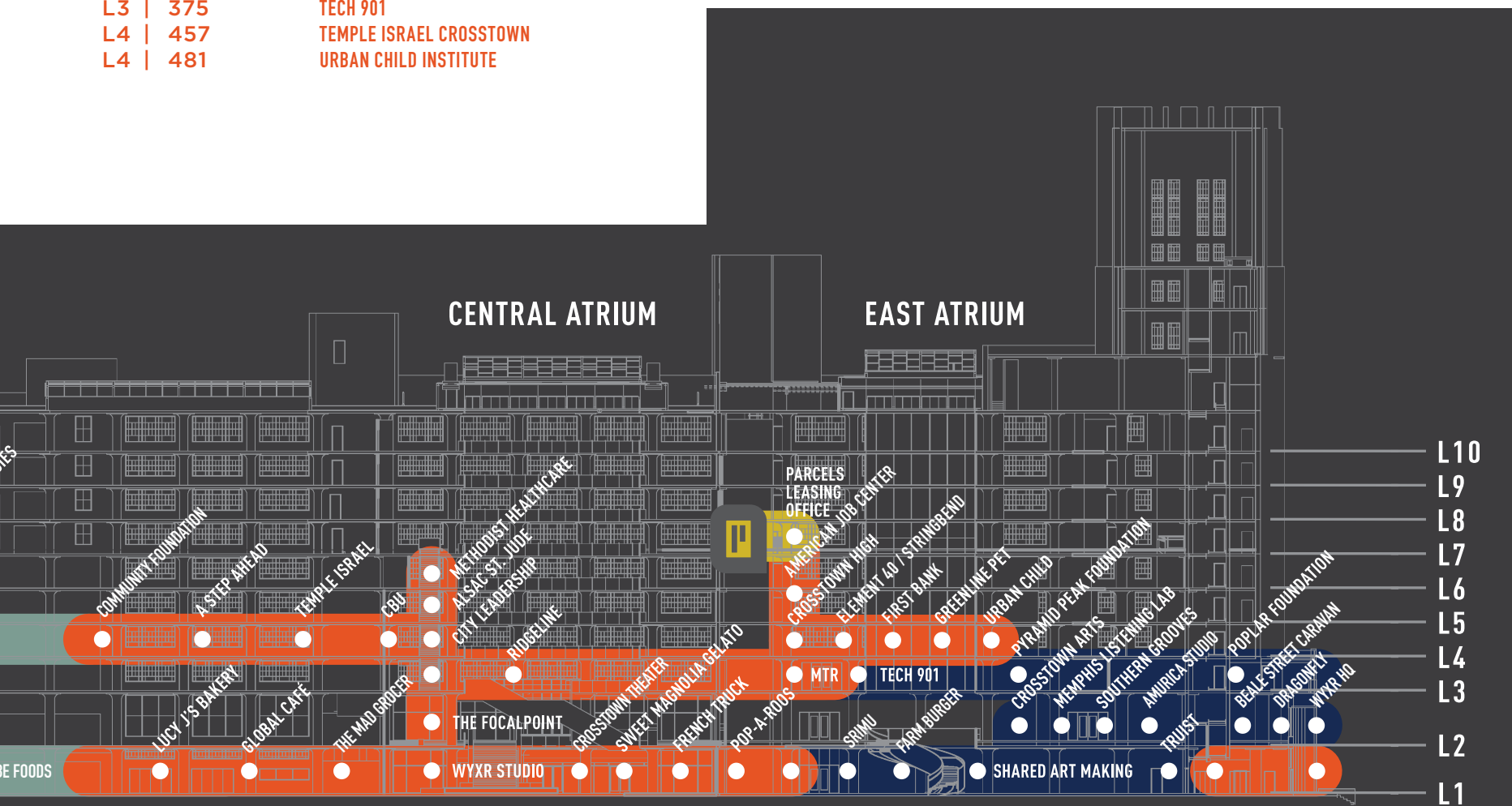


## CENTRAL ATRIUM

|                     |   |
|---------------------|---|
| L4   451            | A STEP AHEAD FOUNDATION                       |
| L5   563            | ALSAC / ST. JUDE CHILDREN'S RESEARCH HOSPITAL |
| L6   600            | AMERICAN JOB CENTER                           |
| L4   462            | CHRISTIAN BROTHERS UNIVERSITY                 |
| L4   463            | CITY LEADERSHIP                               |
| L4   458            | COMMUNITY FOUNDATION                          |
| 1350 CONCOURSE AVE. | CROSTOWN THEATER                              |
| L4   467            | FIRST BANK                                    |
| L1   167            | FRENCH TRUCK COFFEE                           |
| L2   264            | THE FOCAL POINT & CHURCH HEALTH EYE CARE      |
| L1   157            | GLOBAL CAFÉ                                   |
| L4   469            | GREENLINE PET                                 |
| L1   151            | LUCY J'S BAKERY                               |
| L1   163            | THE MAD GROCER                                |
| L3   366            | MEMPHIS TEACHER RESIDENCY                     |
| L6   664            | METHODIST LE BONHEUR HEALTHCARE               |
| L7   750            | PARCELS LEASING OFFICE                        |
| L7 — L10            | PARCELS RESIDENTIAL                           |
| L1   166            | POP-A-ROOS                                    |
| L3   364            | RIDGELINE                                     |
| L4   468            | STRINGBEND / ELEMENT 40                       |
| L1   168            | SWEET MAGNOLIA GELATO                         |
| L3   375            | TECH 901                                      |
| L4   457            | TEMPLE ISRAEL CROSTOWN                        |
| L4   481            | URBAN CHILD INSTITUTE                         |

## EAST ATRIUM

|                |                             |
|----------------|-----------------------------|
| L2   273       | AMURICA                     |
| L2   210       | BEALE STREET CARAVAN        |
| L1-2   280     | CROSTOWN ARTS               |
| L1   177       | SHARED ART MAKING           |
| 1365 TOWER AVE | CROSTOWN HIGH               |
| L2   205       | DRAGONFLY                   |
| L1   175       | FARM BURGER                 |
| L2   269       | MEMPHIS LISTENING LAB       |
| L3   387       | POPLAR FOUNDATION           |
| L2   271       | SOUTHERN GROOVES            |
| L1   178       | SRIMU                       |
| L1   183       | TRUIST                      |
| L3   383       | THE PYRAMID PEAK FOUNDATION |
| L2   206       | WYXR HQ                     |





# FOOD + DRINKS



Visit online for more info about dining options.

## ABNER'S



Abner's Famous Chicken is the place to go for all your chicken needs. Whether you are looking for a juicy fried chicken, or a healthy salad, we have something for everyone at Abner's!



## ART BAR



## ART BAR

Art Bar at Crosstown Arts is a full-service bar serving a curated list of wines and craft beers and a menu of artful, cutting-edge cocktails. The cocktail menu features drinks made with local, fresh, and foraged ingredients from Memphis and around the world.

## BOA TOAN

Discover a fresh, upscale twist on traditional Vietnamese cuisine at Boa Toan. This modern eatery reimagines classic dishes with a sophisticated flair, offering an exceptional dining experience that blends authenticity with contemporary style. Crosstown Concourse is thrilled to welcome Boa Toan to our vertical village, elevating the culinary scene while honoring the vibrant Vietnamese community.

## COMING FALL 2024





## CHURCH HEALTH KITCHEN

The Church Health Nutrition Hub offers a hands-on, community cooking class series--Cook Well, Be Well--where participants learn to cook and eat healthier. The class series is free and open to the public. Private groups can also book the kitchen for a Service Project, cooking for Church Health patients. To register for classes or for more information, go to [www.churchhealth.org/cwbw](http://www.churchhealth.org/cwbw) or email [nutrition@churchhealth.org](mailto:nutrition@churchhealth.org).

## CROSTOWN BREWING CO.

Crosstown Brewing Company is a vibrant reflection of the neighborhood. It's scrappy, quirky, and driven by a passion for building something amazing. More than just great beer, they're now serving up a delicious menu of fresh, flavorful food to complement your favorite brews. Enjoy our unique beers and tasty bites at the Concourse taproom or purchase beer to-go at a store near you!



## FARM BURGER

We take pride in our grassfed beef, and we partner with local farmers like Homeplace Pastures, Sweet Nothings, Bonnie Blue Farms, and Marmilu to create meals that are savory, seasonal, and delicious.

## FRENCH TRUCK COFFEE

This concept is at the core of all good food: use the best, freshest ingredients you can, treat them properly, serve them immediately, and the results will always be better than mass-produced.





## GLOBAL CAFÉ

Global Café, an international food hall, hosts immigrant/refugee food entrepreneurs cooking and selling an eclectic mix of affordably priced dishes from their home countries.

The Crosstown neighborhood is home to a very diverse population representing many different countries, which makes it the perfect home for us.



## LUCY J's

Lucy J's Bakery offers delicious breads, croissants, cookies, and special event cakes, we bake everything from scratch in the shop at Crosstown Concourse. Partnering with the Dorothy Day House, the bakery intentionally hires parents who are in or have transitioned out of a period of homelessness.

## THE MAD GROCER & DELI

Our grocery side is stocked with a multitude of unique finds, tasty treats and grocery staples. Our deli features in house, made from scratch deliciousness. From classic deli sides to vegetarian and vegan friendly options, our menu has been lovingly orchestrated by owners/operators (& award winning) Chef Max Hussey and Josie Terhune.. One of a kind options. Come one, come all, your mouth will thank you!



## MEMPOPS

MEMPopS offers delicious hand-crafted and seasonally-based pops that are as unique and genuine as the city for which they are named. Don't miss our chicken broth MEMpups for your furry friends too!







## POP-A-ROOS

A place where we tickle your taste buds with some of the best gourmet popcorn in Memphis! Also serving Kool Aid pickles in classic "red" and "purple" flavors!

## SRIMU

SriMu is the next evolution of cheese and is crafted with devotional intention. Universal; paleo, vegan, gluten free, and dairy free, our intentionally crafted and high vibrational cheese is created right here at Crosstown! SriMu floats through your digestive system like a prayer, igniting a greater level of awareness to support you in living a more vital, healthy and connected life. SriMu is better for our bodies, our animals, our planet and our children. Come try all our flavours in the SriMu cafe (opening in the fall).



## SWEET MAGNOLIA GELATO CO.

"For me, gelato is all about real flavor using natural and local ingredients," says owner Hugh Balthrop. "This is my passion." Ever had sweet potato gelato with candied pecans? What about lemon sweet tea sorbet? Wild blueberry frozen yogurt? Blackberry or watermelon sorbet? Stop by the shop and try any flavor today!

## VIBE FOODS

Vibe Foods Superfood Bar is 100% committed to serving real, clean, and delicious food. In a world full of fake, processed food, Vibe believes that eating to win is essential. Innovative recipes combine the best ingredients, including some of the most unique and powerful superfoods on the planet, to make your body feel great.

Vibe believes good food is medicine. Explore our menu and taste the Vibe difference today!





# MUSIC + ART



Scan here to visit  
Crosstown Arts  
for more info

## CROSTOWN ARTS

Crosstown Arts is a non-profit contemporary arts organization that offers opportunities and resources for the creative community, including a wide range of spaces for exhibitions, music performances, film and video screenings, and artist talks all open to the public.





## CROSTOWN THEATER

Crosstown Theater, a 417-seat black box theater, hosts Crosstown Arts' music and film programming as well as events organized by performing arts/music/film groups across the city. Highly considered acoustic treatments, state-of-the-art lighting, modular flooring, flexible seating arrangements, and a premiere sound system offer an ideal and intimate space for musical performances ranging from national headliners to Memphis-based musicians.



## THE GREEN ROOM

The Green Room offers guests a uniquely intimate listening experience without the typical distractions that accompany a bar or restaurant venue.

Located in the most historic section of Crosstown Concourse, and surrounded by other amenities of Crosstown Arts, such as Art Bar, The Green Room is committed to providing the best possible environment for the two most important components of a musical performance – the artist's work and the audience's listening experience.







## GALLERIES

In order to better connect artists, the creative process, and contemporary works of art to the city of Memphis and beyond, Crosstown Arts houses 7,000 square feet of exhibition space. Hosting a yearly roster of ten exhibitions.

Exhibitions in the Crosstown Arts galleries are always free and open to the public.

Opening receptions are scheduled for the first week of each exhibition and often include artist talks or lectures welcoming the public to the content of the show.

## SHARED ART

Crosstown Arts Shared Art Making is a workspace that provides everyone — from professionals to hobbyists — with common access to shared art-making facilities and equipment used in digital arts, music, woodworking, printmaking, and photography.

Members share a common space to grow their creative practice with access to high-end equipment, facilities, instruments, and work areas. It's a supportive environment where creative people work side by side with others who are interested in making and discovering.



## ARTIST RESIDENCY

Crosstown Arts offers multidisciplinary residencies in Memphis, TN, to visiting and Memphis-based artists and curators working in any creative discipline including visual and performing arts, music, film, and writing in all genres.

All residencies include a private studio workspace. Studios have varying configurations and amenities. In addition to a private practice space, musician residencies include other amenities through Crosstown Arts Musician & Artist Services department.

For more information on all programming and events visit [crosstownarts.org](http://crosstownarts.org)





Memphis Listening Lab is a curated collection of music and music history, a forum for music-related talks and performances, and a music education, appreciation, and experimentation space. The inaugural collection was generously donated by John King, co-founder of Ardent Records and longtime Memphis music promoter who famously broke iconic Memphis rock band Big Star. His gift of 30,000 45rpm singles, 10,000 LPs, 20,000 CDs, and over 1,000 unique pieces of musical history represents a lifetime of collecting and an incredibly wide spectrum of musical genres, all of which are free to the public for listening and learning enjoyment.

Visitors can also enjoy the SoundRoom, a listening space designed by Jim Thompson of EgglestonWorks Audio, representing a truly unrivaled auditory experience. The SoundRoom's speaker system is tuned for reference quality audio and equipped with playback capabilities for nearly every conceivable music medium.



Music plays a significant role in all aspects of Crosstown Concourse, including its almost 100-year history as a distribution center for the Sears, Roebuck & Co. catalogue mail-order business. Historians have even argued that the Sears catalogue contributed to the development of Delta blues music. For example, the 1908 Sears catalogue offered steel-string guitars for \$1.89. Orders poured in from all across the South. Music historian Chris Kjorness writes, “There were no Delta blues before there were readily available steel-string guitars. And those guitars, which transformed American culture, were brought to the boondocks by Sears, Roebuck & Co.”

Today, that legacy of musical and creative impact lives on in an ecosystem of activity that weaves together the diverse spectrum of music-making. While Crosstown Concourse is home to dozens of offices and restaurants, hundreds of apartments, art galleries, shops, and a high school, it has also become a hub for music education, writing/composing, recording, performance, broadcast, and distribution.

Simply walk through the Central Atrium ground floor and you will discover DJs spinning records in the glass-faced broadcast studio of WYXR, a non-

profit, free-form community radio station that is a collaboration between Crosstown Concourse, the University of Memphis, and Daily Memphian. Over 90 volunteer DJs curate and share music of all genres and eras, with a tilt toward the legacy and current scene of Memphis music. Want to learn more? Visit the WYXR HQ in the west retail corridor to buy some merch and speak to someone on staff.

Continue to stroll to the back of the Central Atrium and out the glass doors, and you’ll run into the Crosstown Theater, a 420-seat black box theater owned and operated by Crosstown Arts. Highly considered acoustic treatments, state-of-the-art lighting, and a premiere sound system offer an ideal and intimate space for musical performances ranging from national headliners to Memphis-based musicians.

At the top of the red spiral staircase next to Farm Burger, you will arrive in the East Atrium, which houses Crosstown Arts’ galleries, Art Bar, and the Green Room, a 150-seat live performance venue outfitted in mid-century modern furniture and heavy velvet curtains. With multiple live concerts a week, including a wide range of genres, the Green Room offers guests a uniquely intimate listening experience

## SOUTHERN GROOVES

Southern Grooves is a purpose built recording studio located in the former SEARS cafeteria. The studio is the home base for Grammy award-winning recording engineer, producer, mixer, and native Memphian Matt Ross-Spang. Spang codesigned the space with world renown designers Steven Durr and Matt Schlachter. The studio is a unique combination of the best modern and vintage recording aesthetics and techniques. At roughly 3000 sqft, the studio includes a tracking room, control room, iso booth, office, lounge, kitchen and a one of a kind echo chamber!





without the typical distractions that accompany a bar or restaurant venue.

The Green Room and Crosstown Theater are only two of several Crosstown Arts programs supporting music and musicians in Memphis. Additional programs and spaces include a recording studio, with editing and production equipment and software, a musician-specific healthcare program managed through Church Health (a tenant in the building), an online performance platform, sync house, and an artist residency program. It is vital to the Crosstown Arts mission and vision that not only audiences, but also musicians and music professionals more generally are offered truly exceptional resources and amenities.

Around the corner in the Central Atrium, follow the signs to the Memphis Listening Lab, a one-of-a-kind music archive that is home to over 40,000 albums, 25,000 CDs, 2,000 music-related books, and much more. Visitors can check out albums and listen to them on custom-built turntables or, on occasion, in the separate Sound Room that houses a pair of hi-fi, Memphis-made EgglestonWorks speakers in a space with acoustics specifically designed for the speakers. Simply put, it is the best you can ever

hear recorded music. The Listening Lab also offers a varied selection of workshops, listening parties, and presentations along with free access to a small podcasting studio.

When leaving MLL, you might just bump into a well-known band or musician because right next door is Southern Grooves, the newest Memphis recording studio founded by GRAMMY award-winning producer Matt Ross-Spang. Mr. Spang chose Crosstown Concourse specifically because of its unusually rich cultural environment: "Recording is often just you in a room working long hours by yourself, but I prefer having people in a room together, feeding off of each other and capturing that magic. There's never been a studio anywhere that I know of with this kind of environment around it. Studios are usually in an empty part of town because you don't want a lot of foot traffic, but here at Crosstown, I can walk out of the studio and have a whole world out there."

Want to keep up with all the music events at Crosstown? Visit [crosstownconcourse.com](http://crosstownconcourse.com) to sign up for our newsletter.

**WYXR**  
MEMPHIS / 91.7 FM



WYXR, 91.7FM, is a freeform radio station that welcomes programmers of all genres and interests and encourages the discovery of music. What you'll hear will be a reflection of the creativity and diversity of our on-air volunteers. From Afrobeat and Neo Soul to Reggae, House, Hip-Hop, and more, each week offers an opportunity for discovery, for both the person who's playing and the person who's listening.

WYXR is the result of a ground-breaking partnership between the University of Memphis, *The Daily Memphian*, and Crosstown Concourse.

Listen live at **91.7 FM**, at [wyxr.org](http://wyxr.org), or on our app for Android and iPhone!





# WELLNESS + SELF-CARE



Visit online for more info  
aboutwellness + self-care.



## CHURCH HEALTH

As a faith-based health care not-for-profit, Church Health believes in caring for one another as we'd all like to be cared for. That's why we commit every day to making the highest quality health care accessible to more Memphians—especially those facing social and economic challenges—so we can all live our lives with dignity, vitality and joy.



## CHURCH HEALTH YMCA

The Church Health YMCA is a place that brings people together with an integrated approach that promotes wellness of spirit, mind, and body. Experience a variety of cardio and strength training equipment, wellness classes, and a seasonal pool, along with access to childcare through our partnership with The Well by Church Health Center. If you're looking to up your workout experience, our skilled Personal Trainers can help you find the perfect routine!







MADISON PHARMACY

**CROSTOWN DENTAL**

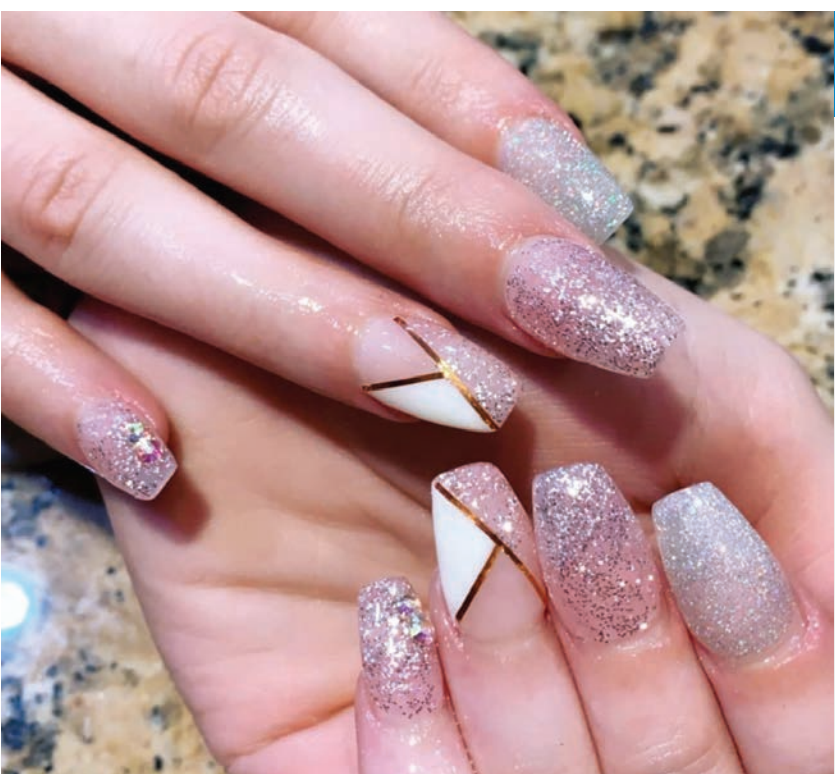
Never stress about going to the dentist again. Come to crosstown dental group, the home of smart dentistry where going to the dentist is fun and our top of the line dental technology delivers efficient service, such as, crowns in an hour.



**FOCAL POINT**  
@ CROSTOWN CONCOURSE

**FOCAL POINT**

FocalPoint is a Southern College of Optometry Clinical Facility that offers exclusive designer eyewear lines, including eco-friendly frames, in our Eyewear Salon of Memphis. Our state-of-the-art technology offers the most precise eyewear fitting possible, with a 3D eyewear design and printing boutique option coming in 2018.



**GLOSS NAIL BAR**

**GLOSS NAIL BAR**

Gloss Nail Bar is a family-owned nail salon in Memphis. Since the business belongs to us, we've been running it with all our hearts and minds.

We offer a wide range of nail polish colors from gels to acrylics and dip powders, all from trusted brands that are gentle on your skin and nails, so sit back, sip on a complimentary cocktail, and enjoy a blissful spa experience!



## HERO & SAGE HAIR SALON

We are a full service hair salon for all hair types - featuring stylists specialized in extensions, natural hair, and barbershop cuts, so no matter what type of hair you have, we can take care of you!



## MADISON PHARMACY

One of the last few independently-owned pharmacies in the MidSouth, Madison Pharmacy aims to improve your overall health and reduce your medications and costs through Nutritional Supplements and lifestyle modifications. We are here to encourage you and make your life better.



## MILI'S FLOWERS & GIFTS

Stocked with fresh flowers, Mili's features a stem bar where customers can curate their own arrangements. However, if you'd rather leave that to the experts, helpful staff can create a beautiful arrangement for you. Mili's also features imported gift items from Mexico, such as milagros (chams), alebrijes (sculptures), and sugar skulls, as well as a selection of children's gifts, handmade dolls, children's books in Spanish, and wooden toys. In addition to flowers and gifts, Mili's is also the official merch shop for Crosstown Concourse-related tee-shirts and other branded items.







## ST. JUDE CHILDREN'S RESEARCH HOSPITAL

St. Jude block-leases forty apartments inside Crosstown Concourse to house visiting fellows, PhD residents and families with children being treated at the hospital. St. Jude's fundraising arm, ALSAC, where employees who work tirelessly to raise funds for St. Jude's research and patient care.

STAY CONNECTED TO  
**CROSTOWN CONCOURSE**

# CURIOUS TO KNOW MORE?



SCAN HERE TO JOIN OUR WEEKLY NEWSLETTER





# ITINERARIES



## FAMILY-FRIENDLY

Enjoy Crosstown Concourse with the whole family!

Swing by **Lucy J's Bakery** for delicious homemade cinnamon rolls and then to **French Truck** for a coffee before heading to the outdoor main plaza to play in the fountains or practice your biking or roller skating skills on the smooth pavement. If you'd rather have a more relaxing experience, wander over to the vegetable and flower garden and meditation fountain across from **Crosstown Brewing Co.** and enjoy the hummingbirds flocking to the feeders. Then wander through the **Crosstown Arts** galleries, which are always free and open to the public.

For lunch, there are multiple unique options perfect for the kiddos, from **Farm Burger's** "Lil Farmers" menu to **Abner's** "pigskin" baked potatoes and junior plates. Not to mention, kids eat free on Wednesdays after 5 PM at Abner's! And what's a meal without a bit of dessert? Top off your meal with a frozen treat from **MemPops** or **Sweet Magnolia Gelato!**

You can walk off all of that energy with a Crosstown Adventure Scavenger Hunt (request a copy at the front desk in the central atrium) or a tour of the public murals throughout the building, each accompanied by a video of the artists who created them.

The **Church Health YMCA** offers even more ways to play - with the outdoor pool (seasonal), and YPlay at **The Well** for the kids while you work out.

Wrap up your day with freshly popped **Pop-A-Roos** popcorn and some light reading on the giant library stairs in the central atrium, which is stocked with books for all ages. Finally, journey back in time at the **Memphis Listening Lab**. Explore a collection of over 50,000 records, rediscover your favorite classics, or introduce your kids to the magic of vinyl for the first time. What a day!



Visit online for more info about dining options.





## WEEKEND WITH FRIENDS

Can't agree on where to go with your friends this weekend? Come to Crosstown Concourse where you can do it all!

Round up your crew and head to **Crosstown Brewing Company** for an epic hangout! Quench your thirst with their award-winning beers and fuel up with their new menu featuring crowd-pleasing eats like fresh pizza and Memphis-style honey gold wings. Enjoy a flight of seasonal brews while you battle it out in a friendly game of giant Jenga.

Next, try out a new look at **Hero & Sage** or head over to **Gloss Nail Salon** and get yourself one of the best pedicures around. Go the traditional route, or be more adventurous with a CBD volcano treatment (you read that right!). Or stop by **Mili's Flowers and Gifts** to treat yourselves to a bouquet as you shop their curated selection of accessories, home goods, and more.

Once you're nice and relaxed, walk your superstar feet over to the central atrium and watch the **WYXR** community radio in action, live on the air. Next, head upstairs and explore the **Crosstown Arts** galleries.

All of that fun is hungry work! **Global Café** has you covered with a one-of-a-kind international cuisine experience, accompanied by some of the best margaritas in town. Your last mind-blowing stop of the day is an archive of over 50,000 records at **Memphis Listening Lab** that you can research, check out, and listen to on turntables in the lab!







## DATE NIGHT

Friday night calls for a Crosstown Concourse adventure. Ignite the spark with your special someone without leaving the building or traveling across town!

Start your evening with a handcrafted cocktail at **Art Bar**, a hidden gem nestled within **Crosstown Arts**. Immerse yourself in the mid-century charm as you sip on seasonal favorites. Capture the magic with a selfie under the “Today and Always” neon sign or on the iconic red staircase before embarking on a culinary journey at **Global Café**. This vibrant food hall showcases the talents of immigrant and refugee

entrepreneurs, offering an array of international delights. Craving something lighter? Check out **SriMu’s** Wine and Cheese Cafe for organic wine and incredible plant-based-not-cheese boards!

For a sweet ending, Indulge your sweet tooth at **Sweet Magnolia Gelato**, where southern-inspired flavors elevate the classic Italian dessert. Conclude your evening with a live music performance at **The Green Room** or **Crosstown Theater**, where you can discover talented musicians and enjoy the buzzing music scene of Memphis.



## BUSY WORKDAY

You’ve come to the right place for a dose of work day motivation! With free Wifi throughout the building and an abundance of seating areas, Crosstown Concourse is a great place to spend your work day.

May we suggest you start with an order of avocado toast and freshly roasted coffee from **French Truck Coffee**, or an energizing smoothie bowl from **Vibe Foods**?

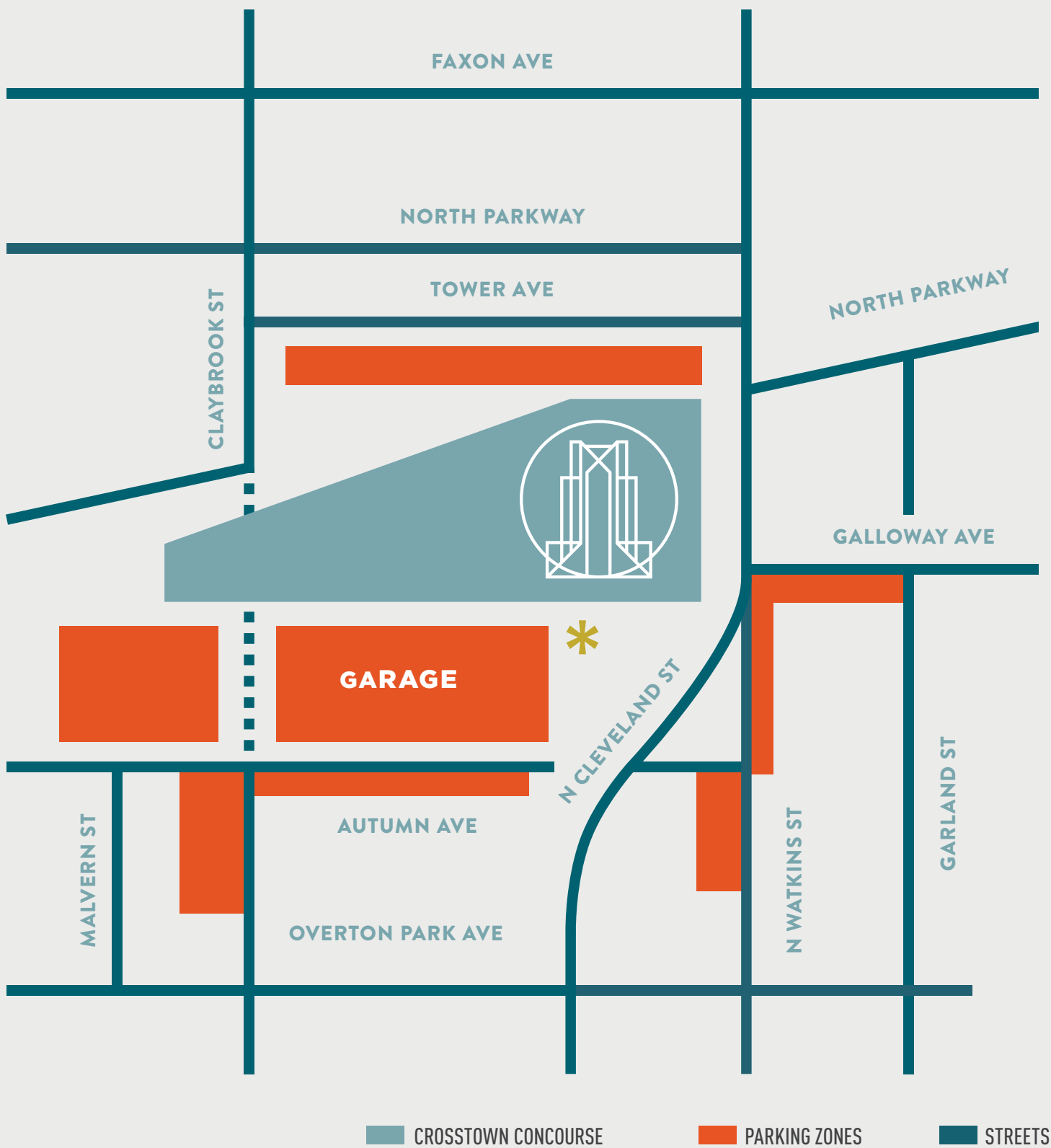
Now that you’re all fueled up, head on up to the fourth, fifth, or seventh floors in the central atrium, the second-floor balcony, or under the massive fans in the main plaza canopies for quiet spots (and charging outlets) to get some work done. And if you have a small team or an important meeting coming up, don’t forget that our conference room (located next to Farm Burger and just behind the famous red stairs) is available for meeting rentals.

After a few productive hours, mosey down to **Mad Grocer** for a deli sandwich or salad that you can enjoy at indoor or outdoor picnic tables.

Take advantage of that change of scenery to reset your focus and work a few more hours until you feel you’ve earned a sweet afternoon treat – we recommend **Lucy J**, **Pop-A-Roos**, **Sweet Magnolia Gelato**, or **MemPops**!

Once you’ve slammed your laptop shut, you deserve a handcrafted **Global Café** margarita or a seasonal favorite from Art Bar. Cap off the perfect day by heading to Crosstown Theater for **Crosstown Arts’** \$5 Thursday film series.





## CONCOURSE AMENITIES

- Free parking
- Free WIFI
- Church Health YMCA
- Hope Credit Union
- Truist ATMs
- Community Garden and Plaza
- Multiple Indoor and Outdoor Common Area Community Spaces



# INTERVIEWS



## JARED BOYD

### **What does an ideal day at Crosstown Concourse look like for you?**

I love to sleep in and stroll into Crosstown Concourse just before lunchtime, get settled, set up everything I need to knock out, and grab something delicious from the deli at The Mad Grocer. No two days are the same at WYXR. We're always meeting with potential partners and collaborators, getting to know local artists, and helping our more than 100 DJs stay motivated behind the soundboard in our studio. I'd say a good day is a day we spend working with our pals to make our community better.

### **What is your favorite event or concert you have attended here?**

Tia Henderson sang my socks off in the Green Room one evening. I felt personally blessed to be in the building to witness it. Since then, I swear by Tia's voice. Whenever I need to prove to someone that Memphis still has soul, she's the first call I make.

### **How has Crosstown Concourse impacted your life?**

Even before I had a job in the building, I came to Crosstown weekly to get out of my former office and around the energy of creatives and caring community folks. Being a part of the beat of the building has added purpose to my expression, and I take great pride to be able to program music to fill these corridors. Whenever I'm in the building, I'm keeping a close eye on the way people do subtle things to show that they are not just hearing the music I provide passively, but living into its groove. That rush keeps me centered, seen, and in sound mind whenever I walk into Crosstown Concourse.



## CRAIG BREWER

### **What impact has the Crosstown Concourse rehabilitation had on the community?**

As I've watched Concourse grow over the last couple of years, I feel like it's the first time we have a place where the full spectrum of Memphis creativity has a place to hang out. I see old and young musicians working together, and the racial makeup is really refreshing. Also, as a parent who is raising kids interested in the arts, it's great to see teens come out of school every day at 3:00, and take pictures, make videos, dance, just hanging out and being creative.

### **What is your favorite Crosstown Concourse show or event to date?**

There are two: First, the Jonathan Kirksey Mellotron Concert. He actually wrote the soundtrack for my first movie, *The Poor & Hungry*, and now he's doing a bunch of amazing things. Everyone who was anyone in music was working together, and coming to see something completely new - it was amazing.

Second, I went to see Darius Wallace's one-man show at Crosstown Theater. It was at noon, and it was slammed! People came in on their lunch breaks, students from the school attended, everybody was there!

### **Best Memphis band, past or present?**

Past: Big Star. Of course Stax should be mentioned, but that needs to be its own category! Big Star is so special to Memphis.  
Present: Alicja Trout and the River City Tan Lines





## KELVIN KOLHEIM

### What does an ideal day at Crosstown Concourse look like for you?

Walking from my home to grab a coffee or ice cream, lunch or even a beer.

### What is your favorite event or concert you have attended here?

There are a ton of awesome events happening in the concourse. Tree lighting, trunk or treat, art openings, Taco Tuesday.

### How has Crosstown Concourse impacted your life?

The concourse has help transform the neighborhood which I've been a part of for over 15yrs. Given me access to many shops and resources in a stonethrow.



## SYDNEY SEPULVEDA

### What does an ideal day at Crosstown Concourse look like for you?

I live just a few blocks away from the Concourse, so my ideal day would start with a walk or bike ride to grab breakfast at French Truck Coffee and sit outside on the plaza next to the water fountains. Then, I'd meander up the bright red staircase for a peep at the latest gallery display. Lunch at Farm Burger, but get it to-go and sit outside the WYXR radio booth for a listen. Before leaving, I'd grab a bag of my favorite popcorn in Memphis - Pop-a-Roos - before biking home.

### What is your favorite event or concert you have attended here?

My favorite event is the Christmas tree lighting in the Central Atrium. I'll always remember the thrill of my first lighting event, standing underneath the tree and looking up at the sparkling lights while "snow" drifted down among the crowd.

### How has Crosstown Concourse impacted your life?

I served as a volunteer and intern for the Crosstown Concourse redevelopment project beginning in 2013 and continued to be involved in the project in a myriad of ways throughout my four years at Rhodes. My involvement with the Concourse during its early years of development is really what spurred my interest in urban studies and eventually led to my current career as an urban planner. Now, years later, I'm proud to be a homeowner in the Crosstown neighborhood and frequent Concourse visitor. It's a full circle moment!



## McKENZII WEBSTER

### What does an ideal day at Crosstown Concourse look like for you?

An ideal day at Crosstown Concourse would start with an iced Chai Latte and breakfast sandwich from French Truck Coffee. Then, enjoying the vibes on the second floor terrace and catching a pop-up performance in the central atrium. A nice walk with my dog Shorty around the front greenspace and splash area. Would probably end the day with a show in the Green Room and a drink - *90 in the Shade* - from Art Bar.

### What is your favorite event or concert you have attended here?

My favorite concert I've attended at Crosstown was in 2019. It was the Midnight Hour concert. I'm a fan of Ali Shaheed Muhammad and the projects he's been a part of (e.g. Tribe Called Quest, Lucy Pearl). So, that concert was definitely a highlight.

### How has Crosstown Concourse impacted your life?

There is something to be said about the energy in Crosstown Concourse that can be felt by all that visit, work, and live here. As someone fortunate enough to live and work in the building, I am able to enjoy this 24/7.



# parcels

@ CONCOURSE



## HISTORICALLY MODERN LIVING

The Sears Crosstown building has been home to many things over its 88-year history. Over 400,000 sq ft on the upper floors of the building housed tens of thousands of unique products – goods that were pulled by hand, packaged and tied with the distinctive “Sears Knot,” then shipped out daily to one of over 650,000 customers in the Southeast region. These parcels were the lifeblood of the building, and when they stopped flowing, the building was forced into dormancy.

Today, the lifeblood of this building is you. Be a part of the reawakening as these floors churn back into action as a home to people on the forefront of engaging Memphis: urban educators, healthcare scientists and researchers, artists, and many others who are excited to live above the unique experiences and amenities Crosstown Concourse has to offer. Parcels is where the spirit of Concourse takes physical form through its residents.

**Our lives are lived better when we discover together.**

## APARTMENT AMENITIES

- Free WiFi in all common areas
- Original stained concrete floors
- Tall brick walls and high ceilings
- Large windows with panoramic Midtown and Downtown views
- 24/7 on-site security
- Pet friendly
- Dog park and washing station
- Mechoshades on all windows
- Granite countertops with under-mount sinks
- Walk-in closets
- Central heat and air
- Appliances including a full size side-by-side washer and dryer in each apartment
- Patios at entrance with internal light wells
- Secure bike storage and maintenance tools along with changing rooms
- Controlled access
- Cable ready
- Recycling available
- Available storage space
- Covered well-lit parking with covered access to building







## JAZMIN MILLER

EXECUTIVE DIRECTOR, CARPENTER ART GARDEN

**How long have you lived at Crosstown Concourse?**

3 and a half years - I moved in the first week of January 2017.

**The mission of Concourse is to use a building to positively impact how people experience their lives. How has living at Concourse positively impacted your life?**

Over the last 3 years, I have seen Crosstown Concourse both totally vacant (before opening) and filled with nearly 10,000 people at community gatherings. I have heard TED Talks from Memphis' leaders and innovators at Crosstown Theater and listened to necessary conversations at events such as MLK50 in the Central Atrium. I have spent valuable time with mentors and mentees at French Truck Coffee, the YMCA, and Gloss. And at the end of each day, ordinary or extraordinary, I am able to ride the elevator to an apartment that I call home. The Concourse building has not only fostered community for me, but maintains an ecosystem that nurtures my spirit.

## CINDY COLE

HEALTHCARE PROFESSIONAL

**How long have you lived at Crosstown Concourse?**

I have lived at Crosstown Concourse for 3 years and 3 months.

**What is the best live music show you've seen here?**

The music and art rank high on the list of my favorite things about Crosstown. Living here gave me an advantage of being exposed to a multitude of offerings. It is hard to choose a favorite, but I guess it would be Kirk Whalum and the guests he brought to his shows!

**Favorite restaurant, food offering, cocktail, or CBC beer?**

Global is my favorite restaurant. Both Global and the Art Bar have some great cocktails!



## JUSTIN MERRICK

EXECUTIVE DIRECTOR, CENTER FOR TRANSFORMING COMMUNITIES

**How has living at Concourse positively impacted your life?**

Living at Concourse has brought the metropolis city vibe that I've missed from my days up North.

**What is the best live music show you've seen here?**

Being able to walk downstairs and hear the sounds of the Gospel According to Jazz... food for the soul.

**Something that has surprised you about living at Concourse?**

Something that has surprised me, since living @ Crosstown... is enjoying even the rainy days...  
 an excuse to slow down, appreciate the view,  
 hear the rain trickling through the pipes,  
 inspire new music to push from my fingers to the keys  
 finding solidarity in the mundane  
 and creating room despite the current ongoing...  
 to always continue to dream

## BELINDA SIMPSON

COMMUNITY ENGAGEMENT SPECIALIST

**The mission of Concourse is to use a building to positively impact how people experience their lives. How has living at Concourse positively impacted your life?**

I love how busy the building is during the day time. The energy when people are enjoying the building gives me sense of pride to know that I live here. Working & living in the building is a major plus but even if I didn't work in Crosstown, I can just imagine the feeling of coming home to this space. Having food available when I don't feel like going out always brings a smile to me face.

**Favorite restaurant, food offering, cocktail, or CBC beer?**

Farm Burger is my favorite restaurant because my son works there. Art Bar has some of the most unique cocktails and I love the atmosphere.

**Something that has surprised you about living at Concourse?**

How quiet the building is after everything has shut down. It's like a totally different place. Also, I love how quickly the building gets back to normal after an event.







**CROSTOWN @ CONCOURSE**

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