MEMO

May 11, 2011

TO: Industry Colleagues

FR: Kevin Kane, President, Memphis CVB

RE: MEMPHIS AND THE MISSISSIPPI RIVER

Thanks to you all for your concern about the high water situation in the Memphis area. We've been tracking river levels very closely and, with the Mississippi River having crested today, water levels have begun to recede. We will see a slow but sure return to normalcy in the coming weeks.

We have watched, amazed, at national media coverage of this event. Just to set the record straight, 98% of our community is dry, water-free and open for business. Inundating national news reporters with these facts has not tempered the headlines.

Here are the facts:

- All hotels, restaurants and attractions are open with absolutely no threat of being impacted by the Mississippi River which for the most part borders parkland in Downtown Memphis.
- The Mississippi River is at its widest span in Memphis and is over ½ mile in width here. Currently it is about 3 miles wide in the area, with almost all flooding taking place in uninhabited flood plains and bottomland across the River from downtown Memphis.
- Fewer than 1% of Memphis households have been affected by rising waters and less than 20% of the City's land area. Most affected are outlying communities, where some residences have been built in flood plains of the Mississippi's tributary rivers.

In downtown Memphis, water has lapped into three of our parks. It has encroached over Riverside Drive and pooled at the west end of Beale Street. This pool of water – depicted so ominously on national news – actually is sitting at the base of a long slope, four blocks west and well below Beale Street Entertainment District. Located on a bluff that is 30 feet higher than the river's crest, Beale, FedEx Forum and our major
downtown hotels are all open and operating at capacity. The airport and our conference and convention facilities are operating at capacity. Restaurant and attractions are ready for visitors ... and the weather is perfect!

To our friends, thank you for your calls of support and concern. We are doing great. To our visitors, we are OPEN FOR BUSINESS!