

# Editorial: South MEMFix will give the Soulsville area a vision of hope

Staff Reports

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There was a time in the 1950s and 1960s when patches of McLemore from Third Street eastward to College in the neighborhood now known as Soulsville were beehives of retail and commercial activity.

Third and McLemore. Mississippi and McLemore. College and McLemore. Not far away, the intersection of Mississippi and Walker also was thriving with a movie theater, clubs, restaurants and other businesses.

Around the intersection of College and McLemore, Soulsville is on the mend, boasting new development around the Stax Museum of American Soul Music. But the other areas are, in most cases, ramshackle shells of their past vibrancy. Now several organizations that have been involved in Soulsville's revitalization or other community development efforts are trying a tactic that helped bring back Broad Avenue and Crosstown — MEMFix.

South MEMfix takes place Saturday at Mississippi and Walker. The event will feature short-term demonstrations of “pop-up” shops, food trucks, historical characters and live music, to give residents and potential investors an idea of what the area can become once again.

The area, which once housed some of Memphis' most prominent African-American citizens, including Universal Life Insurance Company founder J.E. Walker, badly needs an economic and residential facelift.

It would be great if South MEMFix can breathe the same life into Soulsville that MEMFix did for Broad and Crosstown.



