

From the Memphis Business Journal

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Street Talk

MEMFIX hopes to rejuvenate Cleveland area

Staff Memphis Business Journal

Crosstown Arts, the Mayor's Innovation Delivery Team and the Memphis Regional Design Center are seeking to use tactical urbanism to reactivate Cleveland Street, much like efforts on Broad Avenue two years ago.

The three nonprofits are working with the community to put on "MEMFIX Cleveland Street" Nov. 10.

The event will engage local businesses, residents and community stakeholders to temporarily redesign the street and put temporary businesses along Cleveland from Overton Park to Galloway. It is expected to draw more than 8,000 people, according to [Chooch Pickard](#), executive director at the Memphis Regional Design Center.

"It basically shows what it can be when it's redone," he says. "It shows people the potential of the street if we design it properly and activate it with new retail."

MEMFIX Cleveland Street uses the same model as "A New Face for an Old Broad," which brought more than 13,000 people to Broad Avenue in November 2010.

In that event, neighborhood stakeholders painted protected bike lanes on Broad Avenue and filled empty retail bays with temporary businesses. It created an energy which led to Victory Bicycle Studio and Muddy's Bake Shop LLC, among other small businesses, leasing space on Broad. Also, it led to the Overton Broad Connector, a city plan to link Overton Park to the Shelby Farms Greenline via Broad Avenue.

"The immediate effect was so many more people know about Broad Avenue," Pickard says. "I've been told there has been estimated \$8 million in new development which has happened or is planned. And it only cost us \$25,000 to do it."

The groups are hoping for a similar result on Cleveland. They are looking for vendors of artisan crafts, locally produced goods and food to open 10-by-10 stalls in front of old storefronts. Applications, which will be reviewed by a panel, are due Sept. 30.

Guess what Divorce Inc. specializes in?

When it came to naming a family law practice founded in Jackson, Tenn., in 2004, the founders of Divorce Inc. decided to leave little to the imagination.

Focus groups be damned, the strategy has paid off, according to [G. Michael Casey](#), a partner and shareholder in the firm, which is opening in a new location at 6750 Poplar Ave. once an interior remodel is completed in October.

"You've got a lot of doctors and other professionals that bill themselves specifically, like The Back Pain Institute or The Cancer Center of America," Casey says. "We promoted ourselves as a firm that you know exactly what it is that we do."

Recent data from the **Centers for Disease Control and Prevention** shows approximately 26,000 couples in Tennessee got a divorce or annulment in 2009. That's almost 47 percent of all marriages in a single year, which means there's plenty of business to go around.

Divorce Inc. operates locations in Jackson and Clarksville, Tenn. and offers legal counsel for child custody, support and visitation cases, aid for divorce proceedings and some elder law.

Both Casey and [Carl Seely](#), the firm's other partner and shareholder, are graduates of the **University of Memphis** Cecil C. Humphreys School of Law.

Meat Me in Memphis mixes Monogram, chefs

If you've ever wanted to taste a gourmet **King Cotton** hot dog, or beef jerky incorporated into a dish prepared by a top chef in Memphis, you might want to be at Beale Street Landing on Nov. 1.

Monogram Food Solutions is kicking off Meat Me in Memphis, a benefit for the company's Monogram Loves Kids Foundation at the soon-to-be completed Beale Street Landing.

The event, a "soul-and-sausage-themed benefit," will feature at least 12 local chefs, including [Erling Jensen](#) of [Erling Jensen](#) the Restaurant; [Alex Grisanti](#) of Elfo's; [James Gentry](#) of Paradox Catering and L'Ecole Culinaire; [Michael Francis](#) of Heart & Soul Catering; [Michael Patrick](#) of Rizzo's Diner and [Thomas Schneider](#) of Jim & Nick's Bar-B-Q. Each chef will select a Monogram food product to build into a dish and a signature item from their restaurants.

The event will also feature live music, a silent auction and the first glimpse for many attendees of the view from Beale Street Landing.

The Monogram Loves Kids Foundation raises money and supports local organizations that focus on helping children and their families. [Karl Schledwitz](#), CEO of Monogram Foods, hopes it will become an annual event.

Meat Me in Memphis will be held from 5:30-9 p.m. Tickets are \$125. Contact [Kaitlyn Phillips](#) at kphillips@monogramfoods.com or (901) 685-7167.

From staff reports