**PROJECT: Memphis Economy**

**Objective(s):**

Students will investigate the current economic situation in the Greater Memphis/Shelby County and compare it to the current economic situation in the state, including an analysis of how economic conditions affect employment and product consumption.

**TN State CTE Standard(s):** Business Concepts and Operations #11

Drawing on resources such as the Tennessee Department of Labor and Workforce Development, the Tennessee Department of Economic and Community Development, and local Chambers of Commerce or Development Districts, investigate the current economic situation in the county and compare it to the economic situation of the state. Write a report on the findings, citing evidence from sources researched. Findings can include the unemployment rate, business growth/decline, occupation growth/decline, population changes, government operating budget, etc. Include an analysis on how economic conditions affect employment and product consumption and draw conclusions about the implications of such conditions on the creation, expansion, and relocation of businesses.

**Grading:** 100 points (using Project with presentation rubric)

**Due Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Required Resources:**

The Memphis Economy **–** <http://thememphiseconomy.com/>

EDGE – Economic Development Growth Engine - <http://www.growth-engine.org/>

TN Dept of Economic and Community Development - <https://tnecd.com/>

Greater Memphis Chamber of Commerce - <https://memphischamber.com/select-memphis/>

**Pre-Project Activities:**

* Watch the video on “What Makes Us Stand Out” - <https://shelbychamberalliance.org/videos/>
* Review the presentation “Welcome: The Greater Memphis Region” at https://memphischamber.com/wp-content/uploads/2020/09/Regional-Overview.pdf
* Read the article – “*Why is Memphis the Logistics Hub of America?”*
* Answer the questions at the end of the article—include your answers in your “Presentation of Findings”

**Part I: *Research the current economic conditions in Memphis and the state of Tennessee.***

The table below lists the economic indicators that should be used to compile your profile. You may use a chart to show the information.

|  |  |  |
| --- | --- | --- |
| **Economic Indicators** | **Greater Memphis/Shelby County** | **State of TN** |
| Current Population |  |  |
| Population Changes |  |  |
| High School Graduation Rate |  |  |
| Unemployment Rates |  |  |
| Business Growth/Decline |  |  |
| Median Age |  |  |
| Median Household Income |  |  |
| Cost of Living |  |  |
| Major Types of Industry |  |  |

**Part II: Analysis and Conclusions**

Using the information collected during your research, prepare an analysis of how economic conditions affect employment and product consumption in the state of TN—particularly in Shelby County. Additionally, draft a conclusion about the implications of your research on the creation, expansion, and relocation of businesses to Shelby County.

**Part III: Presentation of Findings**

You may choose from several formats to present your findings to the class—PowerPoint, infographic, brochure, or written report. (HINT: You can use Visme to really make your data in Part I “pop”.)

You must email your “Presentation of Findings” to [kavasschs@gmail.com](mailto:kavasschs@gmail.com) by the due date.