



May 5-7, 2023
Tom Lee Park
Memphis, Tennessee



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Memphis' Iconic Beale Street Music Festival Announces Talent-Filled Lineup

MEMPHIS, Tenn., - Memphis' iconic Beale Street Music Festival announced its highly anticipated lineup this past weekend, and it certainly did not disappoint. Appealing to a multitude of demographic groups with a variety of musical interests, the lineup features major stars like The Lumineers, Greta Van Fleet, Earth, Wind and Fire, Ziggy Marley, Young the Giant and Glorilla.

Held in downtown Memphis at the city's historic Tom Lee Park, the festival's idyllic location allows concert goers to watch the sunset on the banks of the Mississippi River while viewing the city's gorgeous skyline. The festival setup includes three stages to accommodate for the large number of artists performing, as well as a blues tent where talented jazz musicians and bands will take the stage.

"Glorilla and The Lumineers are my favorite artists, so I am so excited for Beale Street this year," Ashley Smith, a sophomore at Houston High School said.

Vendors will line the sides of the park and offer festival attendees a variety of dining options, like delicious hotdogs, quesadillas and pizza. Merchandise designed by local artists will also be on sale at various tents located throughout the park. Additionally, a ferris wheel will entertain guests by providing them with free, unlimited rides and a birds-eye view of the festival.

After a hiatus from Tom Lee Park after the outdoor recreational park underwent renovations, festival organizers have confirmed that the event will return to the park this year.

“Our team has worked hard to ensure that Tom Lee Park’s renovation was a success, so we are overjoyed that the festival is returning to its home,” said president and CEO of the festival, James Holt.

Beale Street Music Festival is planned under the umbrella of events that take place during the city’s “Memphis in May” celebration. Each year, the city chooses a country and celebrates its culture while educating locals. This year, the selected country is Malaysia.

Additionally, Memphis in May celebrates Memphis culture, welcomes tourists and improves the city’s economy. This dynamic month is packed full of exciting and famous events, such as the World Championship Barbecue Cooking Contest and the Great American River Run.

Single-day tickets for Beale Street Music Festival are currently on sale at tier one pricing for \$80, but prices will jump to \$85 soon. Weekend passes are also on sale at early bird pricing for \$165 but will eventually increase to tier two pricing of \$185 and tier three pricing of \$205. Single-day passes can be bought at the event’s gates for \$95. Weekend passes will not be available for purchase after May 4. The festival will take place May fifth through seventh.

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Beale Street Music Festival began in 1977 and has been a staple Memphis event ever since. This dynamic festival is one of the events held during the “Grit and Grind” city’s Memphis in May International Festival. As one of the month’s most notable events, Beale Street Music Festival celebrates Memphis culture, boosts economic growth and attracts tourists from around the country. The exciting weekend attracts a wide variety of popular musicians from different genres and around 125,000 attendees each year. Additionally, as a 501(c) non-profit, the Memphis in May International Festival has grown to fundraise a massive budget of \$8 million. Visit memphisinmay.org to learn more and purchase tickets. Follow us on Facebook, Instagram and Twitter at [@bealestreetmusicfestival](https://twitter.com/bealestreetmusicfestival).



Backgrounder

Beale Street Music Festival began in 1977, after the Memphis Area Chamber of Commerce formed the Memphis in May International Festival Society with the purpose of planning culturally vibrant events that celebrate the city's culture, boost economic activity and attract tourists. Additionally, each year, a small board composed of active community leaders selects a country to celebrate during Memphis in May. The aim behind this initiative is to teach Memphians about other vibrant cultures while creating opportunities for local businesses to form new trade networks. This year, Malaysia has been selected.

Furthermore, the Memphis in May International Festival promotes several other events that incorporate Memphis cuisine and culture. For example, these include the World Championship Barbecue Cooking Contest and the Great American River Run.

Beale Street Music Festival, the organization's most popular event, is usually held during the first weekend of May at Memphis' iconic Tom Lee Park, attracting a wide variety of local and internationally renowned musicians. This year's lineup includes talented jazz, RNB, rock, reggae and rap artists, attracting a diverse crowd of different demographics. Headliners include The Lumineers, Greta Van Fleet, Earth, Wind and Fire, Ziggy Marley, Young the Giant and Glorilla.

Furthermore, with three main stages equipped with state-of-the-art sound systems, the festival provides a high quality concert experience for all who attend. The event also has a blues tent where local and internationally renowned jazz artists will play.

Vendors line the sides of the park and offer concert-goers delicious foods like pizza, quesadillas, fair food and foot-long corn dogs. Merchandise like t-shirts and posters will also be on sale during the event.

The Memphis in May International Festival Society, which originally got its start as a for-profit business, dropped the “society” from the end of its name and changed its identity to a 501(c) nonprofit with a small budget of \$52,000. Today, however, the organization has grown to fundraise an \$8 million annual budget, and approximately 120,000 people attend Beale Street Music Festival each year. Beale Street Music Festival 2023 will be held May 5-7.

In 2018, the event hit a record-high of 178, 478 attendees. In 2019, festival organizers estimated that the 2019 festival had a massive economic impact of \$141.9 million on the city of Memphis.



Blog Post

How to Prepare for a Music Festival

By Ella Painter

Music festivals provide audiophiles with exciting opportunities to sing and dance to their favorite artists' music. However, people often become easily overwhelmed when preparing for major festivals like Coachella and Beale Street Music Festival. This article will help music enthusiasts prepare to see their beloved artists live.

Tip #1: Have Your Tickets Ready

Ensure that you have access to your tickets once the time comes to scan them at the festival's entrance. If you plan to add your tickets to your phone wallet, be sure to do so the day before, or at least before you leave the house. Additionally, it is crucial that music festival attendees also print out a physical copy of their tickets as a precautionary measure in case their mobile device dies prior to their arrival.

Tip #2: Bring Cash Just in Case

Be sure to bring cash. Bringing cash will allow you to purchase merchandise and snacks from vendors, even if credit card systems are down. It is also important to have cash on you in case of an emergency and to pay for parking.

Tip #3: Wear Sunscreen

Bring sunscreen for sun protection. Even if the forecast predicts a cloudy day, it is better safe than sorry.

Tip #4: Bring Your Water Bottle

Bringing your own water bottle can help you stay hydrated throughout the day while saving some money. Many music festivals provide water stations for attendees.

Tip #5: Bring a Small Bag

Pack lightly yet strategically. Bring a small fanny pack or backpack to carry your essentials, but leave the rest at home.

Tip #6: Wear Comfortable Shoes

Check the weather before going to the festival to help you decide what kind of footwear is necessary. If the festival is in a grassy area, it is smart to wear close toed shoes in case the ground is wet.



Senior Staff Biographics

James L. Holt,

Memphis in May International Festival, President and CEO

Holt is a skilled business development professional with over four decades of experience in the event planning and entertainment industries. He has been the CEO of Memphis in May International Festival for the past 24 years, supporting and observing the festival's continued success. He has recruited hundreds of famous artists to take the festival's stage and oversees an extensive board of directors, as well as over a dozen volunteer chairs.

Additionally, before becoming the CEO of Memphis in May International Festival, Holt gained experience while working as the vice president of Mid-South Concerts for 14 years. In this position, he recruited musicians to play concerts at the iconic Mid-South Coliseum. Furthermore, after he left this position, he became a member of the International Festivals and Events Association's board of directors. Overall, Holt is an expert in all facets of event planning in the music industry and an integral part of Beale Street Music Festival.

Floyd Benson,

Vice President of Operations, Memphis in May International Festival

With over 25 years of experience in the event management industry, Benson is a skilled and devoted professional. He has been the vice president of operations at Memphis and May International Festival since 2017. In this role, Benson is responsible for coordinating all events under the festival's umbrella. For example, he organizes events like Beale Street Music Festival, the World Championship Barbecue Cooking contest and other public cultural events.

Additionally, Benson has past experiences that contribute to his success in this role. In his past position as a venue and production manager for Green Machine Concerts, Benson promoted and organized over 40 live concerts each year in cities across the southern United States.

Kevin Grothe,

Vice President of Sponsorships, Memphis in May International Festival

Grothe is a dynamic professional with over 15 years of experience in the sponsorship industry. In his current role as the vice president of scholarships for the Memphis in May International Festival, which he has held since 2010, Grothe heads initiatives focused on attracting both local and nationally recognized companies to sponsor the festival. This year, the

event is sponsored by a multitude of sponsors, the most notable ones being Volkswagen, Bud Light, Zyn, Amazon and the Tennessee Valley Authority.



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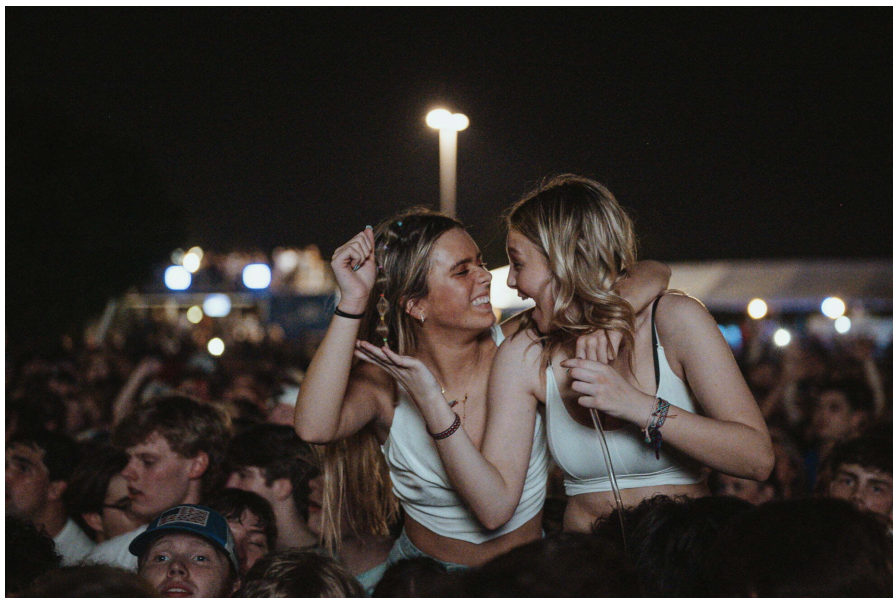
The Festival's Well-Rounded Lineup

Set to take place at Tom Lee Park May fifth through seventh, The Beale Street Music Festival has announced its lineup. Packed with notable performers, the festival has already received widespread approval from Memphians and interested attendees. Featuring various artists like the Lumineers and Earth, Wind and Fire, the festival will attract audiophiles who enjoy a wide variety of music genres. Tickets are on sale on www.memphisinmay.org. Follow @bealestreetmusicfestival on Facebook, Instagram and Twitter for more updates.



Ferris Wheel Fun for All

A ferris wheel provided plenty of entertainment for attendees of the 2022 Beale Street Music Festival. This ferris wheel, which was sponsored by Nissan, was free to everyone and will return to the festival this year. Last year, the event was held at the University of Memphis' Liberty Bowl Stadium grounds, due to ongoing renovations at Tom Lee Park. This year, however, the highly anticipated festival will return to Tom Lee Park.



Teenagers Cheer While Elevated Above the Crowd

Two teenagers grin as they are lifted above the crowd at Beale Street Music Festival 2022. The event attracts many high schoolers from the Memphis-area interested in seeing their favorite bands live. The festival has rapidly increased in popularity since 2018, when platinum record artist, Post Malone, headlined the festival. Since then, other rising stars have taken the stage on the Mississippi River, including rappers Cardi B and Meghan thee Stallion.