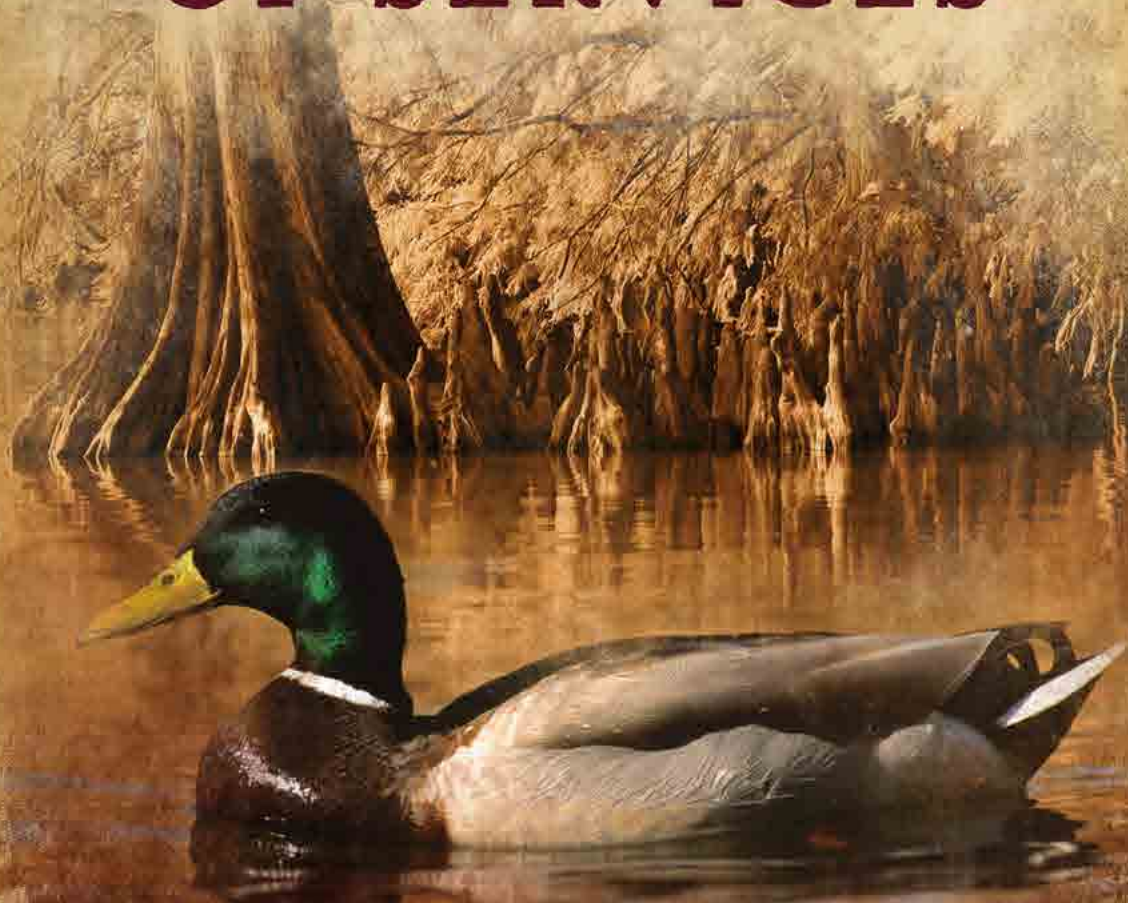


BASS PRO SHOPS.



BIG CYPRESS LODGE DIRECTORY OF SERVICES



BASS PRO SHOPS
❧ WWW.BIG-CYPRESS.COM ❧

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BIG CYPRESS
LODGE



HOW IT ALL BEGAN

People often ask, "Why put a Bass Pro Shops inside of a pyramid?" Well, it all came down to one really big catfish...

In 2005, Johnny Morris, founder of Bass Pro Shops and Big Cypress Lodge, went fishing on the Mississippi River. He set out with a couple of his fishing buddies; Bill Dance, the famous angler and TV show host, and Jack Emmitt, Bass Pro's first fishing manager. When they got near The Pyramid, Johnny looked up and told them that he would build a store inside the Memphis Pyramid if they caught a 30-pound catfish.

Well, sure enough, with only about an hour left in the trip, his buddy Jack got a bite from a monster catfish in the shadow of The Pyramid. Without much hesitation Johnny said, "It's a deal, we're gonna do it."

We sure hope you enjoy all that The Pyramid has to offer and leave here with a few of your own "Big Fish" stories to tell.

GUEST INFORMATION

- Check-in time is 4:00pm. Check-out time is 11:00am (late checkout fees do apply).
- All accommodations are non-smoking.
- The ATM is located on the first floor across from the check-in lobby by the Bass Pro Shops' exit.
- All accommodations include fireproof safes.
- For additional room supplies, please contact the Front Desk. (Rollaways are available for an additional charge.)
- For dry-cleaning services, contact the Front Desk.
- Microwaves, ice and vending machines are located on floors 2 & 3.
- For any additional needs or questions, please contact the Front Desk.

Service Directory

Bass Pro Shops at The Pyramid Extension 1615400

Concierge..... Extension 4625

Conference Services..... Extension 4651

Dining

Wahlburgers Wild Extension 5100

The Lookout at The Pyramid Extension 5140

Mississippi Terrace Extension 4620

Fishbowl at the Pyramid..... Extension 7397

In-Room Dining Extension 4680

Front Desk..... Extension 4620

Group Sales Extension 4652

Medical Services

Methodist University Hospital..... 901-516-7000

Operator..... Extension 0

Security Extension 1615294

Hotel Amenities

Coffee & Water Station – 3rd Floor Upper Lobby

Bellmen & Concierge – Available Daily

Downtown Area Courtesy Shuttle

Daily: 9:00am-10:00pm

24 Hour Guest Access

Fitness Center • Business Center

Mississippi Terrace – Open Seasonally

Shuffleboard – Open Seasonally

Store Attractions

Sunday: 10:00am-7:00pm

Monday-Saturday: 9:00am-9:00pm

(Hours may vary seasonally)

600,000-Gallon Cypress Swamp

84,000-Gallon Alligator Habitat

**Sky High Ride: Nation's Tallest 28-Story
Freestanding Glass Elevator**

Glass Observation Deck *(Top of Pyramid)*

Interactive Arcade Shooting Gallery

**Ducks Unlimited Waterfowling
Heritage Center**

Beretta Fine Gun Center

Fishbowl's 13-Lane

Ocean-Themed Bowling Alley

Hours vary seasonally. Visit

big-cypress.com/fishbowl-at-the-pyramid
for current hours of operation.

Pistol/Archery Range

(Bring your own equipment)

Aquarium and Fish Feeding

Daily at 2:00pm

Downtown Trolley/Riverfront Line

\$1 per ride

Visit **matatransit.com/trolley/routes** to view the
trolley routes and hours of operation.

Dining Options

In-Room Dining

Available Daily

Breakfast Buffet

Available Daily in the Trophy Room
at Wahlburgers Wild

Purchase your breakfast voucher at the
Big Cypress Front Desk. Before store opening,
use the Wahlburger's Wild elevator. Upon arrival,
present your voucher to the buffet attendant.

Complimentary coffee is also available during
breakfast in The Den Bar & Lounge on the third floor.

Third Floor Lobby Bar & Lounge

The Lookout at the Pyramid

(Reservations recommended)

Fishbowl at the Pyramid Bar

Wahlburgers Wild

Visit **big-cypress.com/faq** for current hours
of operation for all dining options.





Big Cypress Compass

Navigate your stay by scanning or clicking on the QR code or visit big-cypress.com/compass. View the Big Cypress property map, book activities and attractions, view our event calendar, and more, all from your mobile phone!

Courtesy Shuttle

Courtesy shuttle services are available daily for the downtown area from 9:00am-10:00pm. To request a complimentary shuttle pick up, download the Big Cypress Shuttle app by scanning or clicking on the QR code. With this service you can see where shuttles are in relation to yourself, get estimated wait times, request a ride and more.



Virtual Concierge

Your virtual concierge is available to help with anything throughout your stay and can be reached from 7:00am-11:00pm daily by texting 901-245-5411.

Navigation

View our property map by [clicking here](#).

Activities & Events

Creating fun for the whole family, Big Cypress Lodge offers a variety of on and off-property events throughout the year. Explore our upcoming events and make your reservations at big-cypress.com/events.



Lost & Found

Fill out the lost & found form by [clicking here](#).

Or visit big-cypress.com → Guest Resources → Lost & Found.

Or call Security at ext. 1615294.



Fitness Center

Re-energize during your stay at our fully-equipped gym, offering workout and aerobic stations and Olympic style free weights and dumbbells. Stations include ellipticals, treadmills, bikes and more. If you're ready to get outdoors, the city's 25-mile Mississippi running trail connects right through The Pyramid property. **The Fitness Center is open 24 hours a day, 7 days a week.**

Telephone Dialing Instructions

- For on-property calls, select the appropriate speed dial button on your room's phone or dial the listed extension.
- For room-to-room calls, dial "1" followed by the three-digit room number.
- For off-property local calls, dial "9" followed by the phone number of the party you are trying to reach.

Wi-Fi Instructions

1. Turn on your computer and ensure Wi-Fi is enabled.
2. Select the Big Cypress wireless network.
3. Enter the network password provided in your check-in packet.
4. Open your web browser. You should be automatically re-directed to the Hotel Welcome Page. (If not, attempt to load a public website, such as www.google.com.)
5. At the Hotel Welcome Page, follow the on-screen instructions and accept the Terms of Service.
6. You're now connected!

Things to Know About Your Room

- The temperature in the room can be adjusted by pressing the up and down arrows on the thermostat to the desired temperature setting, followed by pressing the "override" button.
- The jet tubs are self-drying. Anytime water is introduced to the tub and drained, the automatic self-drying feature will be activated. During the drying process you will hear air coming out of the jets; this is normal. The self-drying feature will turn off automatically when drying is complete.

Switches

- The main lighting switch is located just inside of the entry door. The switch operates the chandelier and the dimmer operates the up lighting. Slide dimmer to desired light setting.
- The coffee cabinet light switch is located on the left side of the coffee cabinet.
- The red switch on the wall operates the fireplace.



FOOD & BEVERAGE



wahlburgers
Wild!

Wahlburgers Wild is a first-of-its-kind concept created especially for Bass Pro Shops at the Pyramid. Founded by brothers Mark, Donnie and Chef Paul Wahlberg,

Wahlburgers Wild is a destination for fishing, boating, hunting and camping enthusiasts or anyone looking to embark on a vibrant culinary adventure. Guests can expect a backcountry retreat when dining at Wahlburgers Wild with everything from their gator bites and venison chili to the bison burger and venison bratwurst. Guests can also enjoy frothy house-made shakes for dessert.

Call extension 5100 for more information.



THE LOOKOUT
AT THE PYRAMID

Take a ride in the glass elevator and experience The Lookout, perched at the top of The Pyramid. Enjoy full lunch and dinner menus while taking in the spectacular views of Memphis. The unique, steampunk style of décor is complemented by an aquarium

in the middle of the restaurant and two viewing decks with glass floors. This one-of-a-kind dining experience is something you have to see to believe.

Call extension 5140 for more information.



BASS PRO SHOPS
MISSISSIPPI
 TERRACE AT THE PYRAMID
 MEMPHIS, TN

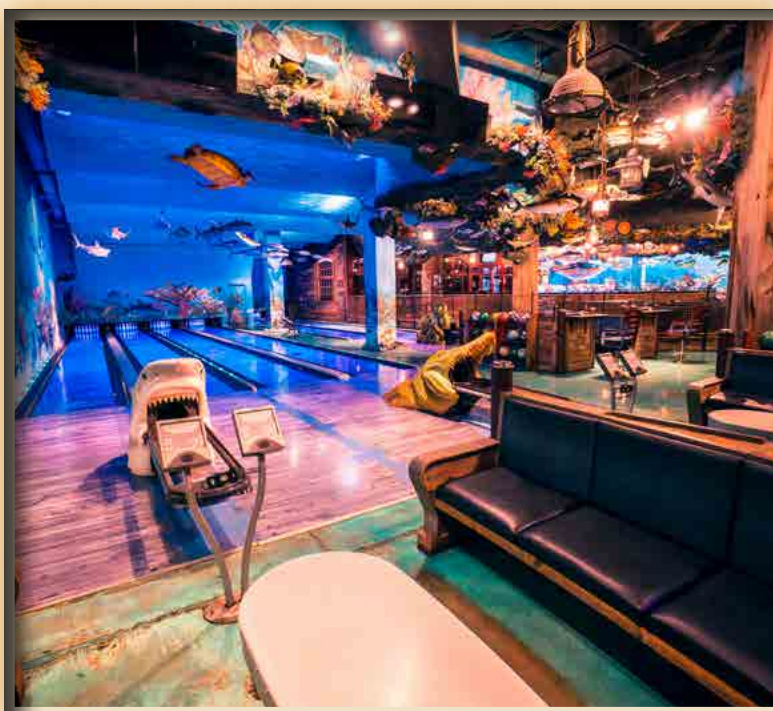
The Mississippi Terrace at The Pyramid, located on the third floor of the hotel level, features breathtaking views of the Mississippi River and the Mighty Lights Bridge. This outdoor lounge is open seasonally and offers oversized seating, two fire pits, a stage for special events, a small plate menu and a full bar with handcrafted cocktails.

Call extension 4620 for more information.

FISHBOWL AT THE PYRAMID

Fishbowl at the Pyramid offers a truly unique atmosphere, designed for fun and unforgettable entertainment. Thirteen lanes of bowling offer your family a unique underwater-themed ocean experience!

Call extension 7397 for more information.



In-Room Dining

Feel like staying in? Our room service team is ready to deliver a delicious meal to the comfort of your room. The menu offers a variety of options for lunch or dinner. Try a wild flavor from Wahlburgers Wild or order late night dessert and drinks. View the In-Room Dining menu by [clicking here](#).

Call extension 4680 to order your in-room meal.

Please Note: All room service orders are subject to state and local taxes, a delivery charge of \$4.00 and a service charge of 18%.

IN-STORE ACTIVITIES

Bass Pro Shops at The Pyramid is no ordinary retail store. During your stay at Big Cypress Lodge, enjoy the following in-store activities.



Sky High Ride

Take a ride to the top of The Pyramid on America's tallest free-standing elevator. This 28-story elevator has floor-to-ceiling glass on all four sides. Once at the top, step out onto one of the glass observation decks, and take in the views of Memphis from 300 feet in the air!

Setting Your Sights

You can practice your sharp shooting right inside The Pyramid at our Live Fire Pistol Range and Live Fire Archery Range. The ranges include 25-yard lanes designed for target practice and boosting your skills. *You must bring your own pistol or archery equipment. Before entering the store, you must check-in your firearm or archery equipment at the Bass Pro Shops Customer Service desk. You are NOT permitted to bring your own ammunition; pistol ammunition must be purchased from the Bass Pro Shops store. Age restrictions apply.*

Bring the Outdoors In

Introduce yourself to some of Tennessee's majestic wildlife from right inside The Pyramid. The in-store swamp showcases alligators and 36 varieties of fish, all surrounded by trees up to 100 feet tall.

Experience The Ducks Unlimited Waterfowling Heritage Center. This 4,300-square-foot museum tells the story of Ducks Unlimited and displays some of the highest quality artifacts in the world. Special traveling exhibits are a part of the gallery as well. The museum is open during store hours and tours are available for you and your family.

GROUPS

Big Cypress Lodge is the perfect place to host a group event or meeting. Private spaces are available, including a large banquet room which holds 250 guests, breakout spaces seating up to 50 guests and a boardroom that accommodates 10 guests. For larger groups, the Mississippi Terrace or The Lookout at The Pyramid can be reserved for extra special occasions.



Ducks Unlimited Waterfowling Heritage Museum



Fishbowl at the Pyramid



Mississippi Terrace at The Pyramid

Activities

Your guests will have no shortage of options for group or individual activities. If you're looking to stay on-property, you can enjoy many activities right inside The Pyramid. The Ducks Unlimited Waterfowling Heritage Museum allows you to experience the many wonders of Tennessee wildlife. Or, for your own bird's-eye view, ride to the top of The Pyramid in the nation's tallest freestanding elevator and take in views of Memphis from 300 feet in the air at the Lookout at The Pyramid.

For a relaxed afternoon or evening of fun, host a round of underwater bowling at the Fishbowl at the Pyramid, or gather your guests at the Trophy Room for a memorable evening of billiards and games. Let your guests enjoy happy hour with new handcrafted cocktails and take in the sights of the Mighty Lights Bridge from the Mississippi Terrace at The Pyramid. This outdoor lounge is open seasonally and features fire pits, oversized furniture and a small plate appetizer menu.

Your team can also practice their sharp shooting at our Live Fire Pistol Range and Live Fire Archery Range. Located in Bass Pro Shops at The Pyramid, the ranges include 25-yard lanes designed for target practice and boosting your skills. *You must bring your own pistol or archery equipment. Before entering the store, you must check-in your firearm or archery equipment at the Bass Pro Shops Customer Service desk. You are NOT permitted to bring your own ammunition; pistol ammunition must be purchased from the Bass Pro Shops store. Age restrictions apply.*

If you're ready to explore the city, the Big Cypress Group Sales Team can direct you to a variety of attractions throughout Memphis, including the iconic Beale Street, the National Civil Rights Museum, Graceland and Shelby Farms Park.

Call extension 4652 to book your group's next adventure.



AREA RESTAURANTS THAT DELIVER

Al's Wings and Things Downtown

901-421-5770

Aldo's Pizza Pies

901-577-7743

Bardog Tavern

901-275-8752

Bedrock Eats and Sweets

901-512-5374

Fam (Sushi)

901-701-6666

Flava House & Lounge (Caribbean)

901-666-2884

Flying Saucer Draught Emporium

901-523-8536

Gus's World Famous Fried Chicken

901-527-4877

Huey's Downtown (Hamburgers)

901-527-2700

Jimmy John's (Sandwiches)

901-878-3002

Lennys Grill & Subs

901-543-9230

Lunchbox Eats (Sandwiches)

901-526-0820

Maciel's Tortas & Tacos

901-526-0037

Rizzo's by Michael Patrick (Southern)

901-304-6985

SOB Downtown

901-370-2144

Subway (Sandwiches)

901-543-3782

Texas de Brazil (Steak)

901-526-7600

Westy's (American)

901-543-8646

Wrapzody Gourmet Wrapz Deli

901-791-2512

AREA ATTRACTIONS

National Civil Rights Museum

The National Civil Rights Museum walks you through the history of the Civil Rights Movement in the United States from the 17th century to the present. The museum is built around the former Lorraine Motel where Martin Luther King, Jr. was assassinated on April 4, 1968. Two other buildings and their adjacent property, also connected with the King assassination, are part of the museum complex as well. The museum underwent renovations in 2012 and reopened in 2014. Guests can learn about these important moments in history through displays, interactive exhibits and listening stations. *Call 901-521-9699 or visit www.civilrightsmuseum.org for more information.*



Graceland

The Colonial Revival-style mansion known as Graceland was home to Elvis Presley. The King of Rock'n'Roll lived here with his family until his death in 1977. Today, you can tour through this 17,552 square foot residence and experience the home just as it was when Elvis himself lived there. It was opened to the public on June 7, 1982. The site was listed in the National Register of Historic Places in 1991, and declared a National Historic Landmark in 2006. Graceland has become one of the most-visited private homes in America, just behind the White House, with over 600,000 visitors a year. *Call 1-800-238-2000 or visit www.graceland.com for more information.*

Shelby Farms Park

Shelby Farms Park is the perfect place for you and your family to get out and enjoy the Tennessee outdoors. The 4,500 acre nature conservancy offers bike rentals, wildlife observation, horseback riding, walking trails and more. *Call 901-222-7275 or visit www.shelbyfarmspark.org for more information.*

Memphis Riverboats

Enjoy an authentic American riverboat cruise on the Mighty Mississippi. This paddlewheel ride allows you to take in the beautiful scenery and learn about the river's history along the way. Choose from sightseeing tours, dinner cruises and special events aboard the Memphis Riverboats. *Call 901-527-2628 or visit www.memphisriverboats.net for more information.*



Sun Studio

Tour the historic Sun Studio, deemed the birthplace of Rock'n'Roll. Reputedly the first Rock'n'Roll single, "Rocket 88," by Jackie Brenston and his Delta Cats was recorded there in 1951. You can tour the halls that have hosted music legends like Elvis Presley, B.B. King, Johnny Cash, Jerry Lee Lewis and more. *Call 1-800-441-6249 or visit www.sunstudio.com for more information.*



Private Log Cabin



Falls Lodge



Cedar Creek Spa



BIG CEDAR[®] LODGE

◀ AMERICA'S PREMIER WILDERNESS RESORT ▶

Located in the Missouri Ozark Mountains, overlooking Table Rock Lake, Big Cedar[®] is a remote haven of natural beauty and outdoor adventure. With genuine Ozarks hospitality and unmatched attention to detail, Big Cedar features a collection of lodges, cottages and cabins offering the perfect place to relax with family and friends after a day on the lake. The resort is home to a variety of world-class restaurants and attractions like two full-service marinas, championship golf, and Fun Mountain, a 50,000-square-foot activity center featuring action-packed activities like an underwater themed bowling alley, family-friendly dining, go-carts, ropes course, arcade, and more!

Set out on the lake for a guided fishing excursion, boat rental or a lake cruise aboard our luxury yacht, Lady Liberty. Experience the ultimate in relaxation and rejuvenation at the 18,000-square-foot Cedar Creek Spa. This world-class facility is dressed in rustic elegance and features one-of-a-kind amenities and services.



BIG CEDAR LODGE *(Continued)*

With countless venues, activities, team building opportunities and attractions, Big Cedar Lodge is the ideal destination for your group gathering or special event. The Big Cedar properties feature four wedding chapels, numerous outdoor settings, over 20,000 square feet of meeting space and a grand conference center.

Whether you are looking for an adventurous outing or a relaxing retreat. Big Cedar Lodge is your perfect getaway!

CAMP LONG CREEK AT BIG CEDAR LODGE

Camp Long Creek offers accommodations that bring you in close contact with nature, combining camping and comfort. Situated on Table Rock Lake, enjoy a serene backdrop while relaxing in one of the unique accommodations: camp huts, camp cabins or glamping tents. Designed for the whole family, Camp Long Creek features pet-friendly units, a full-service marina and an infinity pool. It's hard to imagine a better setting to create lasting memories with your family in the great outdoors.

For rates, reservations and availability call 800-225-6343 or visit bigcedar.com.



Grandview Conference Center



Beautiful Wedding Locations



Infinity Pool & Hot Tub at Camp Long Creek



Sunset Cannon Firing Ceremony



Lost Canyon Cave & Nature Trail



Ancient Ozarks Natural History Museum

Johnny Morris' TOP OF THE ROCK OZARKS HERITAGE PRESERVE™

Johnny Morris' Top of the Rock Ozarks Heritage Preserve reveals the majestic beauty of the Ozarks as it has never been seen before. This landmark first for the region is home to remarkable restaurants, world-class golf and extraordinary attractions.

Lost Canyon Cave & Nature Trail

Begin your journey to Top of the Rock with an unforgettable two-and-a-half mile ride in an electric cart along the Lost Canyon Nature Trail. Explore the walls of the ancient bedrock canyon, peer over the edge of picturesque vistas and connect with the beauty and wonder of the Ozarks. Along the trail you can even stop inside the Lost Canyon Cave for a signature cocktail at the Bat Bar (open seasonally) while taking in captivating views of the four-story waterfall. Lost Canyon Cave & Nature Trail ticket purchases include complimentary admission to the Ancient Ozarks Natural History Museum!

Ancient Ozarks Natural History Museum

Centuries before Europeans ever touched these shores, unimaginable beasts roamed this land. Years later, cave dwellers, then Native Americans made their home in these Ozark hills. The Ancient Ozarks Natural History Museum will bring you face-to-face with carbon-dated skeletons of ancient Missouri creatures and true-to-life dioramas of animals that once roamed the Ozarks. Explore over 35,000 square feet of one of the nation's largest collections of Native American artifacts and artwork as well as expansive galleries on the American West and Civil War.





Dining

Osage Restaurant is the cornerstone dining experience featuring American cuisine with sweeping Ozark Mountain views. It is a fascinating destination where guests can linger long after their meal to take in the fine artwork and native artifacts. Located on the lower level of Osage Restaurant, **Buffalo Bar** offers a full dinner menu including wood-fired pizzas, premium cocktails and spirits, and open-air dining that offers stunning views of Table Rock Lake. A stone-lined stairwell leads to the expansive **End of the Trail All-American Wine Cellar** which includes a wine tasting bar, whiskey room and banquet space. **Arnie's Barn** is a 150-year-old wooden barn that was brought from Arnold Palmer's hometown in Latrobe, Pennsylvania and reconstructed at Top of the Rock by a local Amish family. This magnificent structure houses a Mexican restaurant that features soaring, vaulted ceilings, two lofts and is also home to the Top of the Rock Pro Shop.



Buffalo Bar Patio Dining

Cathedral Of Nature

While at Top of the Rock, be sure to visit the sinkhole, now known as the Cathedral of Nature. Featured in international news since its formation in May of 2015, Johnny Morris is deep into a national treasure hunt that may very well reveal a hidden natural wonder buried deep within the Ozarks.

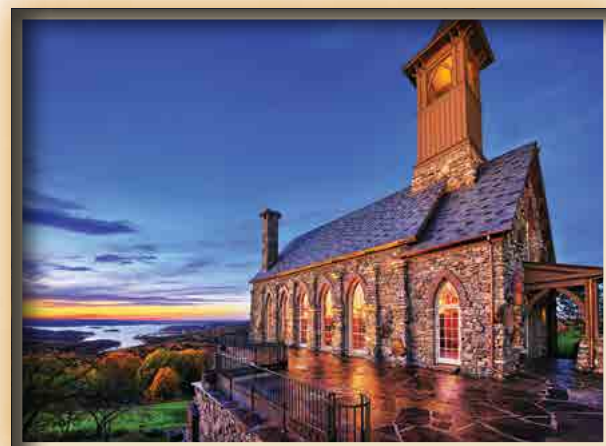


Cathedral of Nature

Weddings

Top of the Rock's Chapel of the Ozarks is a stunning three-story chapel perched on a cliffside offering gorgeous lake views. Choose from an array of unique reception spaces to complete your fairytale wedding. Enjoy our exclusive overnight accommodation at Top of the Rock – Jack's Cabin. Rebuilt by local Amish craftsmen, this Civil War-era cabin is filled with romance, offering a private escape overlooking the golf course and Table Rock Lake.

Call 800-225-6343 or visit topoftherock.com for more information.



Cathedral of Nature



THUNDER RIDGE

NATURE ARENA

Surrounded by thousands of acres of Ozark Mountains, Thunder Ridge Nature Arena immerses guests in the great outdoors while entertaining them with some of the biggest names and events in the country! Just minutes from Big Cedar Lodge, Thunder Ridge Nature Arena is an unparalleled outdoor live entertainment experience that is home to world-class concerts, festivals, air shows, equestrian events, fireworks and drone shows all with impeccable views.

Veterans Tower

As the visual focus at Thunder Ridge, Johnny Morris created the Veterans Tower to honor the service and sacrifice of the brave men and women who have given us the freedom we enjoy. Dedicated to the memory of his father, John A. Morris and his service in the Battle of The Bulge in WWII, the 120' tower is a beacon of freedom in the Ozarks.

For upcoming concerts, events & more info call 800-225-6343 or visit bigcedar.com.



Veterans Tower



Breathtaking Airshows





BIG CEDAR GOLF

#1 Family Golf Resort in North America

– *GOLF Magazine*



Payne's Valley Course



Ozarks National Course



Buffalo Ridge Course

Inspired by a deep desire to connect people to nature, Bass Pro Shops Founder, Johnny Morris, has set out to create one of the greatest golf experiences in the country. Golf at Big Cedar includes the following world-class destinations:

Payne's Valley Course

Paying tribute to Ozarks native and World Golf Hall of Fame member, Payne Stewart, Payne's Valley is the first public-access golf course designed by 82-time PGA TOUR winner Tiger Woods and Woods-led golf course design firm, TGR Design. Payne's Valley stands out with its inviting layout, pristine water features, large fairways and greens, and spectacular 19th hole – the Big Rock at Payne's Valley™ by Johnny Morris.

Ozarks National Course

Measuring 7,036 yards from the back tees, Ozarks National is Missouri's first-and-only golf course designed by architect duo Bill Coore and Ben Crenshaw. The 18-hole layout represents the terrain of the Ozarks with beautiful views and features challenging carries with a variety of visually appealing approach shots that are highlighted by the native habitat.

Buffalo Ridge Course

Herds of roaming bison graze on the native prairie grasses that surround Buffalo Ridge. The 18-hole championship course designed by Tom Fazio with visionary conservationist Johnny Morris, showcases the beauty of the Ozarks with natural rock formations, caves, creeks, lakes and waterfalls throughout the routing of one of Missouri's best golf courses.



Top of the Rock Course

Top of the Rock Course

Top of the Rock Golf Course, a 9-hole par-3 Signature Design by Jack Nicklaus, was the first-ever par-3 course to be included in a professional championship. Perched high above Table Rock Lake, the peaceful waterfalls, wandering creeks, bass-filled ponds and pristine lakes of Top of the Rock complete a true celebration of nature, the Ozarks and the game of golf. Be sure and check out the Top of the Rock Pro Shop located in Arnie's Barn – it has everything needed for a day on the course.



Mountain Top Course

Mountain Top Course

Johnny Morris teamed up with World Golf Hall of Fame legend Gary Player to create Mountain Top, a world-class 13-hole par-3 course that delivers an unparalleled experience for golfers. The walking-only course routes through unforgettable rock formations and includes some of the most dramatic views in the Ozarks while delivering a rewarding experience for all skill levels.

Practice Facilities

Big Cedar Lodge offers world-class practice facilities for both experienced golfers looking to master their swing and beginner golfers just starting to pick up the game. The driving ranges feature an unending amount of open space ready for endless play. Course-style chipping greens and short game areas are also available, with room for pitching and sand practice along with several putting greens, including a 9-hole Himalayan-style putting course designed by Missouri native Tom Watson.



Practice Facilities

For rates, reservations and availability call 800-225-6343 or visit golfbigcedar.com.





Located in the Ozark Mountains of Southwest Missouri, this 10,000-acre nature lover's paradise is the perfect place to reconnect with the great outdoors. Owned and operated by the nonprofit Johnny Morris Foundation and guided by Johnny Morris' commitment to conservation, the historic canyon allows you to discover a variety of outdoor adventures. Tour the canyon at your own pace by foot or bike on our paved, gently sloping paths. Take a guided tour on an open-air tram ride where you can get up close and personal with wildlife like American bison, white tailed deer and elk. Enjoy trout fishing along miles of sparkling, spring-fed streams or release your inner cowboy or cowgirl on a trail ride at the Little Indian Stables.

The foundation educates about the importance of protecting and conserving the great outdoors by taking the cause into the classrooms of the Nature & Conservation Center, the Campfire Club Amphitheater and the interactive Treehouse built by Animal Planet's *Treehouse Masters*. Visit the Mill and witness regular, live demonstrations with a millstone powered by a waterwheel. Leading from the Mill to the Canyon Grill, walk through a captivating display of Native American artifacts that offer a glimpse into the life of the area's earliest settlers. Once in the restaurant, enjoy a unique menu of Ozarks flavor before setting out on your adventure! Come explore all the Ozarks has to offer at Dogwood Canyon Nature Park.

For rates, reservations and availability call 800-456-4812 or visit dogwoodcanyon.org.





HISTORY OF MEMPHIS

Following the foot trails of animals and Native Americans from centuries ago, Spanish explorer Hernando De Soto visited this fourth Chickasaw bluff in 1541 to become the first European explorer to view the mighty Mississippi River. Three centuries later, Memphis, sitting atop the highest ground of the lower Mississippi River between Cairo and Natchez, was given its name, as it closely resembled another Memphis – on the Nile River delta in Egypt, home of the world's tallest pyramids.

The Mississippi River is the largest drainage basin in the world, draining 31 states in America and two provinces of Canada. The delta area around Memphis has been known as the hardwood and cotton capital of the world. The Mississippi flyway hosts the world's largest bird migration, connecting life from the Arctic to South America. Over 300 species of migrating birds and approximately 70% of the nation's migratory waterfowl use the flyway. The river also supports over 90 freshwater fish. The Duck Calling Capital of the World is 40 miles to the west (Stuttgart, Arkansas); the National Bird Dog Museum is 40 miles to the east (Grand Junction, Tennessee); and the worldwide headquarters of Ducks Unlimited is in Memphis!

The Mississippi River ecosystem is a dynamic system with interactions between the terrestrial and aquatic systems, main channel and side channel areas, mudflats, backwaters, tributaries and islands. The Mississippi River creates \$105 billion worth of U.S. Gross Domestic Product; provides drinking water for more than 18 million people; transports 62% of our nation's agricultural output; and directly supports one million jobs.



Being located in the geographical center of America, on the nation's largest waterway, Memphis has always been a center for transportation, from the great steamboat era in the 19th century to the spread of the nation's railroads network in the early 20th century to being the #1 cargo airport in America for the past 25 years. The intermodal combination of river-rails-roadways-runways makes transportation, distribution and logistics the top industry in Memphis.



"Home of the Blues, Birthplace of Rock'n'Roll, Cradle of Soul and Crossroads of America's Music" is a promotional slogan, as the three major American musical art forms were originated from the Memphis area and transmitted to the world. W.C. Handy produced the "Memphis Blues" from Beale Street in 1912; Sam Phillips recorded Elvis Presley's first rock'n'roll record at Sun Studio in 1954; and hard-driving sounds of Soul music erupted from Stax Recording Studio in 1960.

According to *Billboard* magazine, more people write and sing about Memphis than any city in the world – over 1,000 songs!

Memphis is credited with changing the way the world shops for groceries with the introduction of Piggly Wiggly in 1916, changing global travel by way of franchise lodging with the establishment of Holiday Inn in 1952, and rocketing change in the freight industry by introducing overnight shipments by air via FedEx in 1973. Home of St. Jude's Children's Research Hospital, Memphis can also lay claim to numerous significant medical advances in the past century.

Many would argue that no city in America tells the story of American History better than Memphis. From the early Native Americans to the European explorers to the 20th Century Entrepreneurs, from the Civil War to Civil Rights, from Music to Medicine, from Transportation to Distribution and Logistics – Memphis is the City of Good Abode. Welcome and enjoy!



THE BASS PRO SHOPS FAMILY

