Your Guide to Discovering Memphis
Welcome to SCO and Memphis

The Home of the Blues. The Birthplace of Rock ’n Roll. That is what most people know about Memphis, Tennessee. But that is just the beginning. The purpose of this brochure is to provide you information and recommendations for your visit to Southern College of Optometry. No matter how long your visit—a day, a weekend, a week or longer—we encourage you to see and learn as much as you can about SCO and Memphis.

Memphis, known for its blues music, great restaurants, and Southern hospitality, offers a lot to its visitors. We hope the following information will help make your visit as enjoyable as possible.

When visiting the SCO campus, guests should park in areas designated for visitors. This lot is located in front of the main building. When you arrive, you will need to obtain a visitor’s badge from the Security Office which is located next to the first floor elevators. A directory of all departments is maintained in the first floor foyer near the elevators.

As always, if you have any questions about your upcoming visit or about Memphis, please contact the Admissions Office at (800) 238-0180 or (901) 722-3224.

History and Culture

From the Renaissance to the Civil Rights Movement, Memphis honors the events and experiences that have shaped our lives. The listing below is just a sampling of the city’s offerings. Please check each destination’s website for information regarding hours and admission fees.

**Brooks Museum of Art**
Overton Park
(901) 544-6200
brooksmuseum.org
10 minutes from SCO

**National Civil Rights Museum**
450 Mulberry
(901) 521-9699
civilrightsmuseum.org
10 minutes from SCO

**Center for Southern Folklore and Café**
119 South Main
(901) 525-3655
southernfolklore.com
5 minutes from SCO

**Smithsonian Rock 'n' Soul Museum**
191 Beale Street at FedEx Forum
(901) 205-2533
memphisrocknsoul.org
5 minutes from SCO

**Dixon Gallery and Gardens**
4339 Park Avenue
(901) 761-5252
dixon.org
25 minutes from SCO

**Stax Museum of American Soul Music**
926 East McLemore Avenue
(901) 942-7685
staxmuseum.com
5 minutes from SCO

**Metal Museum**
374 Metal Museum Drive
(901) 774-6380
metalmuseum.org
20 minutes from SCO

**Victorian Village Historic District**
671 Jefferson Avenue
(901) 523-0235
victorianvillageinc.org
5 minutes from SCO
Chances are, if you are interested in it, Memphis has it. History, great food, entertainment and music, music, music. Explore our city and experience traditional hospitality with a big city flavor. Please check each destination's website for information regarding hours and admission fees.

**Bass Pro Shops at the Pyramid**  
[basspro.com](http://basspro.com)
One of the largest retail stores in the world, Bass Pro Shops at the Pyramid is more than just a store; it's an adventure. The massive destination experience offers something for everyone, from the serious outdoor enthusiast to families looking to have fun. There's nothing else like it anywhere in the world. 1 Bass Pro Drive, (901) 291-8200. 5 minutes from SCO in Downtown.

**Beale Street**  
[bealestreet.com](http://bealestreet.com)
Some of the best blues clubs you will ever see and hear are located on Beale. B.B. King's, Hard Rock Café, Silky O'Sullivan’s, Rum Boogie Café, Coyote Ugly Saloon, Alfred’s on Beale, and many others are all located on a two-block stretch of this historical street and guaranteed to show you where rock-n-roll got its roots. 5 minutes from SCO in Downtown.

**The Children's Museum of Memphis**  
[cmom.com](http://cmom.com)
Spark an imagination, light up a mind! Children play to learn, adults learn to play! The Children's Museum of Memphis creates memorable learning experiences through the joy of play in hands-on exhibits and programs. 2525 Central Avenue, (901) 458-2678. 15 minutes from SCO.

**Graceland**  
[elvis.com](http://elvis.com)
Elvis Presley’s home and tons of memorabilia give insight into the King’s lifestyle. 3734 Elvis Presley Boulevard, (901) 332-3322. 20 minutes from SCO.

**Memphis Zoo and Aquarium**  
[memphiszoo.org](http://memphiszoo.org)
A recent expansion and renovation has made the Memphis Zoo one of the best in the country. Primate Canyon, Cat Country, Animals of the Night, The Northwest Passage, Teton Trek and the Giant Pandas on loan from China are must sees. (901) 333-6500. About 5 minutes from SCO in Midtown.

**The Peabody Hotel**  
[peabodymemphis.com](http://peabodymemphis.com)
The South’s Grand Hotel definitely lives up to its name. Luxurious accommodation and exquisite décor explain why the hotel is an internationally known landmark. A must on every visitor’s list is witnessing the march of the famous Peabody ducks as they waddle to and from the lobby’s ornate marble fountain to the tune of John Philip Sousa’s “King Cotton March”. The Duck March is at 11 am and 5 pm, respectively. 149 Union Avenue, (901) 529-4000. 5 minutes from SCO in Downtown.

**The Pink Palace Museum, CTI-IMAX Theater, and Sharpe Planetarium**  
[memphismuseums.org](http://memphismuseums.org)
The Pink Palace Museum is one of the largest facilities of its kind in the Southeast. You can walk through a replica of the first self-service grocery store in the country, Clarence Saunders’ Piggly Wiggly. Explore the cultural and natural history of the Mid-South through exciting exhibits, dioramas, and audio-visuals. With a screen four stories high, enjoy an IMAX* experience that makes you feel as if you are part of the action. 3050 Central Avenue, (901) 320-6320. 15 minutes from SCO. *IMAX admission extra.

**Sun Studio**  
[sunstudio.com](http://sunstudio.com)
Step back in history and visit the studio where Elvis first recorded and where Johnny Cash, Carl Perkins and Jerry Lee Lewis helped give birth to rock ‘n roll. 706 Union Avenue, (901) 521-0699. 5 minutes from SCO in Downtown.
Other Things to Do

Although the previously mentioned activities could keep one busy for weeks, we wanted to give you some alternatives. We also recommend that visiting students take time to look at potential housing during their stay. Housing information is provided to visitors from the Admissions Office. Also, throughout the year, whenever an SCO student organization is sponsoring an event, the Admissions Office will inform you of it. SCO students encourage prospective students to attend these events and witness student life first-hand.

Recreational / Professional Sports
The Memphis area offers residents and visitors alike numerous recreational activities. And with Memphis’ moderate climate, these activities can be enjoyed almost year-round. Local parks offer walking and biking trails, fishing, picnic areas, and horseback riding. The area houses over 40 golf courses and several tennis complexes. The city is also home to the Memphis Grizzlies (NBA), the Memphis Redbirds (St. Louis Cardinals AAA baseball), and the RiverKings (minor league hockey). For the outdoors enthusiast, Shelby Farms Park, the largest urban park in the country, offers an array of outdoor activities, including horseback riding, fishing and plenty of walking trails. Also, SCO guests are invited to use the Activities Center on campus which has basketball, racquetball, and work-out facilities.

In nearby Mississippi, Tunica County now plays host to eight casinos with more than 4,300 hotel rooms and 26 top restaurants. The third largest gaming area in the country is located just 36 miles south of Memphis on Highway 61.

Performing Arts
Several theaters ranging from Broadway to local productions hold performances at venues such as the Orpheum, Theater Memphis, Circuit Playhouse, and Playhouse on the Square. The Cannon Center for the Performing Arts is home to the Memphis Symphony Orchestra, and the Memphis Ballet performs on numerous weekend dates throughout the year. The FedEx Forum, home of the Grizzlies, also hosts various events throughout the year, including concerts and sporting events.

Hot Line
Listed below are some phone numbers that might assist you in your travel arrangements. Let us know if we can do anything to make your trip more comfortable.

Memphis Convention and Visitors Bureau ............................................................. (901) 543-5300
Memphis Park Commission ................................................................................. (901) 454-5200
National Weather Service (Local Forecast) ........................................................... (901) 544-0399
Southern College of Optometry ........................................................................ (800) 238-0180
Memphis cuisine is best known worldwide for its barbecue, but don't limit your taste buds to just one delicacy. Listed below are some restaurants in close proximity to the college. In no way should this be considered an all-inclusive list of the city's best—just a sample of a few within a short cab fare. (Fast food is available in several locations on Union Avenue.)

**Automatic Slim’s**  
Hip decor accents the tasty Caribbean and Southwestern dishes.  
83 South Second Street  
(901) 525-7948

**Majestic Grille**  
A 1940's style bar and grille specializing in steaks, fresh seafood, and gourmet burgers.  
145 South Main Street  
(901) 522-8555

**Babalu Tacos & Tapas**  
Table-side guacamole is a must try at this popular mexican restaurant.  
2115 Madison Avenue  
(901) 274-0100

**McEwen’s**  
Bistro-like atmosphere, offering daily lunch and dinner specials.  
122 Monroe Avenue  
(901) 527-7085

**Blue Fin**  
Known for its sushi, but this local favorite offers a great seafood and steak menu too.  
135 South Main Street  
(901) 528-1010

**Memphis Pizza Café**  
Charming pizza restaurant located in the Overton Square district.  
2087 Madison Avenue  
(901) 726-3343

**Flight Restaurant and Wine Bar**  
An eclectic eatery that offers flight menus.  
39 South Main Street  
(901) 598-3992

**Second Line**  
A taste of New Orleans from one of Memphis’ top chefs.  
2144 Monroe Avenue  
(901) 590-2829

**Gus’s World Famous Fried Chicken**  
Legendary restaurant known for its fried chicken and other Southern comfort foods.  
310 South Front Street  
(901) 527-4877

**Soul Fish Cafe**  
An American restaurant with Southern flair situated in the heart of the Cooper-Young District.  
862 South Cooper  
(901) 725-0722

**Huey’s**  
Perennial winner of “Best Hamburger in Memphis”. Jazz bands on Sunday. Two locations.  
1927 Madison Avenue (Midtown)  
(901) 726-4372  
77 South Second Street (Downtown)  
(901) 527-2700

**Young Avenue Deli**  
Midtown eatery and watering hole.  
2119 Young Avenue  
(901) 278-0034

For the true Memphis experience, a good barbecue meal should be on everyone’s agenda. Here is a sampling of some of the local favorite barbecue restaurants:

**The Bar-B-Q Shop**  
1782 Madison Avenue  
(901) 272-1277

**Corky’s BBQ**  
5259 Poplar Avenue  
(901) 685-9744

**Central BBQ**  
2249 Central Avenue  
(901) 272-9377

**The Rendezvous**  
52 South Second Street  
(901) 523-2746

**Interstate Bar-B-Que**  
2265 South Third Street  
(901) 775-1045
Directions to SCO

From Memphis International Airport
When leaving the terminal, follow signs directing you to I-240 / Downtown. Take I-240 West. Take Exit 21 to I-240 North (1.2 miles after Millbranch Exit). Travel approximately 4 miles to Exit 30, Union Avenue. *(Important: Disregard sign telling you to go east to get to SCO.)* Take Union Avenue West. As you are exiting, take an immediate right on Camilla. Turn right on to Madison Avenue. SCO is located less than 1/2 mile on right, just past the second red light.

From Birmingham (Hwy. 78)
Proceed northwest on Highway 78, following signs to I-240. Take I-240 West. Take Exit 21 to I-240 North (1.2 miles after Millbranch Exit). Travel approximately 4 miles to Exit 30, Union Avenue. *(Important: Disregard sign telling you to go east to get to SCO.)* Take Union Avenue West. As you are exiting, take an immediate right on Camilla. Turn right on to Madison Avenue. SCO is located less than 1/2 mile on the right, just past the second red light.

From Jackson, MS (I-55)
Soon after the Brooks Road Exit, merge into the middle lane. Take Exit 6B (I-240 North). Travel approximately 4 miles to Exit 30, Union Avenue. *(Important: Disregard sign telling you to go east to get to SCO.)* Take Union Avenue West. As you are exiting, take an immediate right on Camilla. Turn right on to Madison Avenue. SCO is located less than 1/2 mile on the right, just past the second red light.

From Little Rock/St. Louis (I-40)
Take exit 279B (I-40 East - Memphis/Nashville). After crossing the Mississippi River Bridge, follow I-240 South (Jackson, MS/Madison Avenue). Take Exit 30 (Madison Avenue) and follow sign directing you to turn left on to Madison at the red light. SCO is less than 1/2 mile on the right.

From Nashville (I-40)
Take Exit 10B (I-40 West). After approximately 10 miles, the interstate splits; stay in the right lane and take Exit 1E to I-240 South. After approximately one mile, take Exit 30, Madison Avenue and follow sign directing you to turn left on to Madison at the red light. SCO is less than 1/2 mile on the right.
Memphis is a large city; so you may wish to have a car to visit as much as possible. If you are flying into Memphis and wish to rent a car, the following offer SCO discounts and are located at the airport:

<table>
<thead>
<tr>
<th>Company</th>
<th>Phone Numbers</th>
<th>Rental Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alamo</td>
<td>(800) 328-8018</td>
<td>528-107</td>
</tr>
<tr>
<td>Avis</td>
<td>(800) 331-1600</td>
<td>A563191 AWD</td>
</tr>
<tr>
<td>Budget</td>
<td>(901) 398-8888 or (800) 527-0700</td>
<td>SCO</td>
</tr>
<tr>
<td>Enterprise*</td>
<td>(901) 345-8588</td>
<td>SCO / 56W3756</td>
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*Corporate rates given to SCO visitors.

Zipcar, is an agency that allows those under 25 to rent a car. Plus, their rental rates include insurance and gas. Go to zipcar.com/sco. Currently Zipcar is taking $10 off your annual fee and giving your first $45 in driving for free. Make sure to enter promo code: B282013 when you sign up.

Cab fare from the airport to the college is about $20. Airport limousine service is available to several hotels, and the rate is $10 one way. The service is outside the baggage claim area and limousines leave every 20 minutes.

As with any large city, there are numerous hotels from which to choose. We recommend that you stay in the downtown, midtown or medical center area due to its convenience and visitor attractions. The following is a list of area hotels convenient to the downtown area and SCO. Some hotels offer a special rate for SCO visitors, so when inquiring about reservations, be sure to ask for an SCO discount rate.

**Best Western GenXInn Hotel**  
Located one block from SCO.  
1177 Madison Avenue  
(901) 692-9136

**Comfort Inn**  
Located downtown two miles from SCO.  
100 North Front Street  
(901) 526-0583

**Crowne Plaza Hotel**  
Located downtown two miles from SCO.  
300 North Second Street  
(901) 525-1800

**Doubletree by Hilton Hotel**  
Located downtown two miles from SCO.  
185 Union Avenue  
(901) 528-1800

**Hampton Inn & Suites-Peabody Place**  
Located downtown two miles from SCO.  
175 Peabody Place  
(901) 260-4000

**Holiday Inn Express-Medical Center**  
Located two blocks from SCO.  
1180 Union Avenue  
(901) 276-1175

**Holiday Inn**  
Located downtown two miles from SCO.  
160 Union Avenue  
(901) 525-5491

**Madison Hotel**  
Located downtown two miles from SCO.  
79 Madison Avenue  
(901) 333-1200

**The Peabody Memphis**  
Located downtown two miles from SCO.  
149 Union Avenue  
(901) 529-4000

**Residence Inn**  
Located downtown two miles from SCO.  
110 Monroe Avenue  
(901) 578-3700

**Sheraton Memphis Downtown**  
Located downtown two miles from SCO.  
250 North Main Street  
(901) 527-7300

**Sleep Inn at Court Square**  
Located downtown two miles from SCO.  
40 North Front Street  
(901) 522-9700

**SpringHill Suites by Marriott**  
Located downtown two miles from SCO.  
85 West Court Avenue  
(901) 522-2100

**The Westin**  
Located downtown two miles from SCO.  
170 Lt. George W. Lee Avenue  
(901) 334-5900

For those interested in an alternative to hotels, the Pilgrim House Hostel is located about three miles southeast of the campus. More information can be found on their website at pilgrimhouse.org or by calling (901) 273-8341.
SOUTHERN COLLEGE OF OPTOMETRY

1245 Madison Avenue
Memphis, Tennessee  38104
(901) 722-3224   (800) 238-0180
sco.edu