



# DETROIT RIVERFRONT CONSERVANCY

Issue 3 • Winter 2017



## A NEW ERA OF GROWTH AND SUSTAINABILITY WILL DEFINE THE FUTURE OF THE DETROIT RIVERFRONT

**T**he New Year brings a wave of change for the Detroit RiverFront Conservancy. In February, we will choose a finalist from four competing firms to create a vision for West Riverfront Park. This spring, we break ground on Atwater Beach, a great family space that will move us closer to completing our work on the East Riverfront. Ultimately, we will become the cornerstone of a bold vision to connect neighborhoods and resources through greenway connections across the city and state.

Our footprint will take us from the Ambassador Bridge past the

MacArthur Bridge to Gabriel Richard Park for a total of 5.5 miles along the riverfront. Along that stretch are beautiful, safe public spaces that exist because of your support. In order to achieve ambitious stewardship goals, we are rolling out a new series of unique experiences and special benefits to thank and engage our most generous supporters in the great work the Conservancy is doing for our community.

Every year, the Conservancy maintains the pristine beauty and safety of the riverfront. To do that, we need our community to invest in us. In the spirit of the holidays, I ask you to consider

making an increased gift by joining us at a new level that will allow the Conservancy to continue serving generations of Detroiters.

We are incredibly grateful for the past and future support of our community that makes the work we do possible.

See you in the New Year.

Matt Cullen  
Chairman of the Board



# REFLECTIONS ON THE RIVERFRONT

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## Looking Back on the 7<sup>TH</sup> Annual “Shimmer on the River”

**Hundreds of Detroit RiverFront Conservancy guests and supporters turned out for the non-profit organization’s largest annual fundraiser in June.**

The Conservancy’s 7<sup>th</sup> Annual “Shimmer on the River” gala event was a memorable celebration of Detroit’s Riverfront. The evening started with a VIP cocktail reception and champagne toast on the RiverWalk. Then, with GM River Days as a backdrop, guests enjoyed an unforgettable evening of music, performance art, gourmet bites, traditional festival food and free carnival games and rides.

“Proceeds from the event will help to ensure that the Detroit Riverfront remains a clean, safe, and beautiful gathering place for everyone,” said Mark Wallace, president & CEO of the Detroit RiverFront Conservancy.

During the celebration, the Conservancy honored Thomas McNulty with the 2017 Shimmer Award for his many contributions to riverfront revitalization efforts. Sadly, McNulty passed away in August, but during the early years of the Conservancy, he was instrumental in providing financial structuring and business planning counsel for the Organization. Prior to his work with the Conservancy, McNulty worked for 18 years at Henry Ford Health System where he retired as senior vice president and chief financial officer. McNulty has served on the boards of numerous non-profit and for-profit organizations throughout his career, including Leader Dog School for the Blind, Walsh College, Henry Ford Retirement Village and Sparky Anderson’s CATCH Foundation. He was also instrumental in the financial development of Wayne State University’s TechTown and the M1 Rail project.



The annual event was presented by Strategic Staffing Solutions (S3). S3 has supported this event since the very first Shimmer on the River.

**Our Platinum sponsors for the event included:**



A nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association





## NEW PARKS AND GREENWAYS

Cold weather won't stop progress on Detroit's Riverfront. Construction continues over the winter months to extend and improve access to the RiverWalk while building new parks and flexible spaces for music, shopping and entertainment. It's an exciting time along the Detroit Riverfront!

### DEQUINDRE CUT FREIGHT YARD



A preview of the Dequindre Cut Freight Yard that occurred during this year's Harvestfest was very successful. Over the coming months, crews will be installing signs and painting in preparation for a spring 2018 grand opening. The Freight Yard—which is located along the greenway between Wilkins and Division Streets—will be an exciting and unique venue for music, shopping and entertainment. It is built from nine repurposed shipping containers and will feature space for vendors, refreshments for purchase, a DJ booth and colorful LED lighting displays.

### CHENE PARK EAST/STROH RIVER PLACE CONNECTION

Construction documents are finalized

and contractors are preparing to mobilize to begin work on a new RiverWalk connection featuring a pedestrian bridge between Chene Park East and Stroh River Place. Crews will work through the winter as weather permits to prepare for the spring and summer construction seasons. In addition to the pedestrian bridge, look for other upgrades and improvements including a concrete walk connecting the RiverWalk in this location, stainless steel benches, marine railings, lighting and security cameras. When finished in September 2018, this new section of RiverWalk will provide access to a small piece of riverfront that was inaccessible for years.

### ATWATER BEACH

When complete in 2019, Atwater Beach will be a one-of-a-kind urban “beachfront” park with a sandy beach, a playscape, a grassy area with trees and a shed structure for programs and events. Located near a new pedestrian bridge connecting Chene Park East and Stroh River Place, the park will also feature a floating café barge serving tasty food and drinks. Architects and contractors are finalizing the construction drawings over the winter. Construction is scheduled to begin in fall 2018.

### UNIROYAL RIVERWALK

Celebrated French designer Michel Desvigne has an amazing vision for a 1,700-foot stretch of riverfront along the 30-acre Uniroyal site. The project will eliminate the biggest gap along the East Riverfront between Mt. Elliott Park and Gabriel Richard Park. Local architects from Mannik Smith Group are translating the renowned designer's vision into detailed construction documents. When finished in 2019, the new stretch of RiverWalk will feature bold design elements and colorful landscaping as well as decorative railings, benches, lighting and security cameras.





# FALL EVENTS

## Harvestfest Detroit 2017

On October 21, more than 4,000 visitors showed up for the third annual Harvestfest Detroit, a family-friendly celebration of fall on the Dequindre Cut. With trick-or-treating, hay rides, free pumpkins, movies, music and arts and crafts, it's easy to see why this event is becoming a fall favorite in Detroit.

## 2017 Detroit Free Press/Chemical Bank Marathon

Thousands of runners raced down the Detroit RiverWalk as part of the 2017 Detroit Free Press/Chemical Bank

Marathon in October. As usual, the Conservancy's cheering station along the riverfront was a popular place to watch the race.

## Open Streets

The Detroit RiverFront Conservancy participated in Open Streets Detroit on October 1 - hosting larger-than-life games, arts and crafts and fishing demonstrations along the event route. Open Streets is a free, safe and inclusive event that brings Detroiters together for fitness, recreation and community building on 3.5 miles of roadway.





# WINTER ON THE DETROIT RIVERFRONT

## HOLIDAY LIGHTS. FAT-TIRE BIKES. GROOMED WALKING PATHS.

Bundle up and get out to the riverfront this winter. The Detroit RiverFront Conservancy’s hard-working operations crew keeps the RiverWalk and Dequindre Cut open all year long. Get away from the rush of the city and enjoy a peaceful walk along the snowy riverfront.

*“The Detroit Riverfront feels different this time of year – like it’s all yours to enjoy.”*

### GM RENAISSANCE CENTER TOURS

Explore Detroit’s iconic skyscraper. The free one-hour tour takes visitors through the landmark GM Renaissance Center and outlines the rich history that General Motors shares with the riverfront and city of Detroit. (free)

**When:** Noon and 2 p.m.  
Monday through Friday

**Where:** Pure Detroit Shop,  
Tower 400, Level 1

### SATURDAYS AT EASTERN MARKET

Bike or walk up the Dequindre Cut to Eastern Market – just a little more than a mile away from the RiverWalk. A weekend is not complete without a Saturday trip to the Eastern Market for many families from all over metro Detroit.

**When:** Saturday mornings

**Where:** Eastern Market

**LEARN MORE AT [WWW.DETROITRIVERFRONT.ORG](http://WWW.DETROITRIVERFRONT.ORG)**



# IMPACT

## INVEST IN THE DETROIT RIVERFRONT CONSERVANCY



Support of the Detroit Riverfront Conservancy makes many community programs possible while maintaining the safety and beauty of the Detroit RiverWalk and the Dequindre Cut Greenway. The Conservancy depends on community support to fund patrol, security cameras, and emergency call boxes located every 500 feet along the RiverWalk.

Together, we move Detroit's renaissance forward by maintaining a world-class gathering space for all. Our new levels of giving provide access to unique experiences and benefits while supporting our vision for the future of the riverfront and the operations of the present.

### **IMPACT MEMBERS \$1,000 IN ANNUAL SUPPORT**

Armed with quarterly Impact Reports, these members serve as ambassadors for the Conservancy by sharing their story and ours with the community. Members at this level enjoy several benefits and, most importantly, they have access to new, unique experiences

including an annual family picnic on the Dequindre Cut featuring a performance by leading Detroit cultural organizations.

### **ADVISORY COUNCIL \$5,000 IN ANNUAL SUPPORT**

Council members are close allies of the Conservancy with opportunities to serve as advisors on Board level committees and taskforces. Members at this level enjoy several benefits and, most importantly, they have access to new experiences including an annual moonlight dinner at unique spaces along the riverfront and a family picnic on the Dequindre Cut.

### **DAVID PAGE SOCIETY \$10,000 IN ANNUAL SUPPORT**

We are excited to announce the David Page Society—the anchor of our Annual Fund Campaign—at the \$10K giving

*“David believed so strongly in the revitalization of the riverfront and brought everyone he knew to the table to participate in this project that will improve life in Detroit forever.”*

– Andrea Page, Honorary Chair of the David Page Society

level. A founding Board member of the Conservancy, David's support propelled the success of the riverfront revitalization project. As we continue our work, we do so with David's philanthropic drive to meet extraordinary goals. Society members will receive previews of spaces before they are open to the public, reserved parking at Rivard Plaza, two VIP tickets to Shimmer

# DETROIT



*“Now is the time to get involved in the economic development of our city. With the support of the community behind us, we can continue to grow our impact and keep the Detroit Riverfront safe and beautiful for all generations.” – Matt Cullen, DRFC Chairman*

## LEARN MORE ONLINE AT [WWW.DETROITRIVERFRONT.ORG/WAYSTOHELP](http://WWW.DETROITRIVERFRONT.ORG/WAYSTOHELP)

on the River, and a yearly bench sponsorship along the riverfront.

### CULLEN’S CABINET \$25,000

Celebrating our Chairman, Matt Cullen, we are pleased to establish Cullen’s Cabinet, the Conservancy’s strongest financial backers that receive all previous perks plus an Annual Dinner at a unique location featuring Detroit’s

newest chefs with the Conservancy’s Board Chairman and CEO.

A full roll-out of the Conservancy’s benefits will be available online in early 2018. **For more information or to join us at any level, please contact Chief Development Officer Cassie Brenske at 313.566.8367.**

The Conservancy welcomes three million visitors to the riverfront annually with more than 320,000 visiting to attend unique programming aimed at health and education throughout the summer.

2018 ANNUAL FUND BENEFITS	Gratitude (\$1-74)	Friends (\$75-499)	Friends+ (\$500-999)	Impact Members (\$1,000-\$4,999)	Advisory Council (\$5,000-\$9,999)	Page Society (\$10,000-\$24,999)	Cullen’s Cabinet (\$25,000+)
DRFC E-Newsletter	✓	✓	✓	✓	✓	✓	✓
Carousel and River Days admissions	1	2	4	6	Unlimited	Unlimited	Unlimited
Recognized in Annual Report	✓	✓	✓	✓	✓	✓	✓
Map of the RiverWalk and Dequindre Cut		✓	✓	✓	✓	✓	✓
Recognition on Rivard Plaza Donor Wall*			✓	✓	✓	✓	✓
Annual Family Picnic on the Dequindre Cut				✓	✓	✓	✓
Invitations to Groundbreakings				✓	✓	✓	✓
DRFC Commemorative Gift				✓	✓	✓	✓
DRFC Lapel Pin					✓	✓	✓
Free bike rentals at the Wheel House					✓	✓	✓
Drink Tickets at Rivard Plaza					4	6	Unlimited
Invitation for a private tour with the CEO					✓	✓	✓
Host private dinners on behalf of the DRFC					✓	✓	✓
Annual Moonlight Dinner on the RiverFront*					✓	✓	✓
Recognition in the David Page Butterfly Gardens*						✓	✓
VIP Tickets to Shimmer on the River						2	4
Reserved Parking at Rivard Plaza						✓	✓
Annual Fireworks Viewing Party*						✓	✓
Annual Chairman’s Cabinet Dinner*							✓

All benefits are subject to change and availability

\*starting in 2019

# CELEBRATING VOLUNTEERS

## ANNUAL VOLUNTEER APPRECIATION DINNER



The Detroit RiverFront Conservancy relies on volunteers – especially during the summer and fall months. “Think of all the activity and events on the riverfront. We simply couldn’t do it without our volunteers,” said Renee Rodriguez, volunteer manager at the Detroit RiverFront Conservancy.

In 2017, more than 380 individuals volunteered to help the Detroit RiverFront Conservancy. Together with community and corporate groups, they volunteered more than 6,400 hours of service to the Conservancy which translates to a value of \$151,000!

In thanks for their efforts, the Conservancy invited more than 100 volunteers to the annual Volunteer Appreciation Dinner on November 29. Individuals with 15 or more hours of service to the Conservancy in 2017 enjoyed an evening of great food, music and dancing at the Rattlesnake Club on the Detroit Riverfront.

Want to score an invite to next year’s Volunteer Appreciation Dinner?

Learn about volunteer opportunities at [www.detroitriverfront.org/volunteers](http://www.detroitriverfront.org/volunteers).

## WAYS TO VOLUNTEER

- Hand out fliers on the RiverWalk
- Check wristbands at an event
- Lead arts and crafts activities for kids
- Staff the information booth
- Be a Riverfront Ambassador
- Set up at events
- And many more!

To find out more about volunteer opportunities, call (313) 566-8207.

Volunteers are a big reason the Conservancy is able to offer free and low-cost events and programming on the Detroit Riverfront. At events, you might find volunteers setting up, helping with registration and admissions, greeting visitors or leading arts and crafts activities for kids. At other times, volunteers greet visitors, hand out fliers, staff the Conservancy’s information booth and assist RiverWalk visitors with questions.



# REIMAGINE WEST RIVERFRONT PARK

## INTERNATIONAL DESIGN COMPETITION CONTINUES

**It started with 80 design firms. Then there were eight. Now there are four.**

Finalists in the West Riverfront Park design competition are creating plans to reimagine and transform the park, but only one design will be selected. Four world-class design teams will present their visions for the new park on February 8. A panel of judges from the Detroit RiverFront Conservancy, the City of Detroit and local and national architectural design experts will select the winner.

“We’re excited at the possibilities of what West Riverfront Park could become in the future,” said Mark Wallace, president and CEO of the Detroit RiverFront Conservancy.

**In October, the design teams visited Detroit and met with community members to better understand the importance of this project. They toured West Riverfront Park and took in striking views of the Detroit and Windsor skylines.**

The Conservancy is funding the international design competition with a \$345,000 grant from the Ralph C. Wilson, Jr. Foundation. This includes \$30,000 stipends for each of the finalist teams.

West Riverfront Park is a 22-acre site located between Rosa Parks Boulevard and Eighth Street along the Detroit Riverfront. For nearly 100 years, the site was privately owned and closed to the public until the Detroit RiverFront Conservancy purchased the property and opened the park in 2014.





Did you know?

**Lonely Planet, one of the largest travel book publishers in the world, recently named Detroit #2 on its list of “Best Cities in the World to Visit in 2018.” No other city in the continental United States made the list!**

## **BOARD MEMBER SPOTLIGHT: LARRY ALEXANDER**

As President and CEO of the Detroit Metro Convention & Visitors Bureau, Larry Alexander is generating international interest in metropolitan Detroit. He shares Detroit’s exciting tale of progress and momentum with meeting planners and travel writers around the world. And, the Detroit Riverfront plays an important role in that story.

*“Everyone has a role to play. That’s part of the excitement here...so many people are working together to reinvent the city.”*

“Just look how far we’ve come on the riverfront,” Mr. Alexander said. “We’re changing the story, changing the way people view Detroit, and the riverfront is a symbol of that.”

One of the original members of the Detroit RiverFront Conservancy’s Board of Directors, Mr. Alexander has seen the riverfront go from gravel pits and abandoned buildings to award-winning parks and entertainment venues. Today, the same growth and revitalization is occurring in other parts of the city with new restaurants, hotels, skyscrapers and the Q-Line. Again and again, he hears visitors and meeting planners say “we didn’t realize Detroit has so much to offer.”

After years of service to the Conservancy, Mr. Alexander still has high hopes for the Detroit Riverfront. “We need to keep this momentum going. We can’t rest now,” he said. “If we keep this going, there’s no telling what we can accomplish.”



# A YEAR OF GIVING

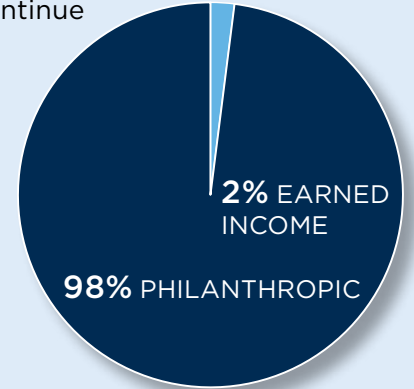
THANKS FOR YOUR SUPPORT OF THE DETROIT RIVERFRONT CONSERVANCY



## HOW WE SUSTAIN OURSELVES

The Detroit RiverFront Conservancy has set the standard for how public spaces are maintained and operated. In order to continue our transformational work, we depend on philanthropic support from throughout the community.

Every gift moves us forward. Please consider supporting us today. **Thank You!**



Together we are transforming the Detroit Riverfront into a world-class destination, an urban oasis that everyone can enjoy without admission fees. We are thankful for the generosity and support of our financial supporters – individuals, foundations, community groups and businesses. Your support is powering Detroit’s revitalization.

## WAYS TO GIVE

- Make a one-time donation or become a Monthly Sustainer
- Learn about your employer’s matching gift program and give to the Conservancy
- Become a member and receive exclusive benefits
- Purchase an engraved brick or paver, or underwrite a commemorative bench
- Volunteer for events or beautification
- Add the Conservancy to your will or trust
- Secure a matching gift
- Make a memorial or honorary gift for a loved one or colleague

**Ready to help? For more information, visit [www.detroitriverfront.org/waystohelp](http://www.detroitriverfront.org/waystohelp).**

## About the Detroit RiverFront Conservancy

The Detroit RiverFront Conservancy is a non-profit organization founded in 2003 with the mission to develop public access to Detroit’s Riverfront and to serve as an anchor for economic development. As the permanent stewards of the RiverWalk and the Dequindre Cut, the Conservancy is responsible for raising the funds needed for construction, operation, maintenance, security and programming of the public spaces located along the riverfront. The Conservancy’s ultimate vision is to develop five-and-a-half miles of riverfront from the Ambassador Bridge on the west to Gabriel Richard Park, just east of the MacArthur Bridge to Belle Isle. Visit [www.detroitriverfront.org](http://www.detroitriverfront.org) for more information.





# DETROIT RIVERFRONT CONSERVANCY

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