



## THE VISION FOR WEST RIVERFRONT PARK BEGINS TO TAKE SHAPE

**O**n April 10, the Detroit RiverFront Conservancy joined Mayor Duggan, General Motors and the Ralph C. Wilson Jr. Foundation to announce the winner of the West Riverfront Park Design Competition. Michael Van Valkenburgh and Sir David Adjaye have joined together to present a vision for the park that will have a profound impact on our city and on the lives of Detroiters for the next century. It will also be a beacon for our region, welcoming families from Southeast Michigan and beyond.

As we undertake one of the most significant public space projects our city has ever seen, we have also set a new standard for how community engagement can lead design. The field trips we took with our Community Advisory Team have been described as “setting a precedent for community led architecture” by ArchDaily.

This design competition was made possible by the leadership of the Ralph C. Wilson, Jr. Foundation. Other organizations around the country are taking note of the unique way we infuse community dialogue into the design process. The images we presented in early April represent the intersection of world-class architecture and the heart and soul of our community.

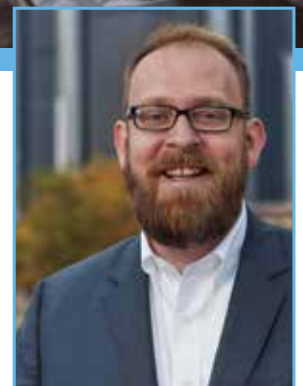
As our vision for the West Riverfront takes shape, we embark on our busiest year of construction since 2004. The former site of a cement factory will soon be transformed into Atwater Beach. This fall, we will break ground on the Uniroyal Promenade, which will complete the RiverWalk from Cobo Hall to the MacArthur Bridge to Belle Isle.

Our calendar of special events and programming remains robust. Popular favorites return, including GM River Days, Reading & Rhythm on the Riverfront

and free yoga and Tai Chi classes. This year’s Shimmer on the River pays tribute to Karen and

Matthew Cullen, whose vision, dedication, and leadership have been the driving force behind the transformation of the riverfront since the inception of the Conservancy. And we are hosting our first camping event on the Dequindre Cut in May.

We are incredibly grateful for the positive response to this work and for the support of our community. Thank you for helping us making the riverfront a world-class gathering place for all.



Mark Wallace  
President & CEO  
Detroit RiverFront Conservancy



# Here Comes the Sun

## SHIMMER ON THE RIVER 2018

On June 21, Shimmer on the River features a 60s theme and will provide guests with a VIP preview of GM River Days before it opens to the general public. The event will feature live music from BeatleMania Live!, as well as retro-inspired drinks, mouth-watering dishes and free, unlimited carnival games and rides.

### WHAT IS SHIMMER?

Shimmer on the River is the Conservancy's largest annual fundraising event and celebration. All proceeds are used to ensure that the Detroit Riverfront remains a clean, safe and beautiful gathering place for the community. It also serves as a preview of GM River Days.

At this year's event, people of all ages will be treated to an unforgettable night of music, performance art, scrumptious food and games. Hundreds of guests are anticipated, including business and community leaders, families and young professionals. Everyone is welcome to attend!

At every Shimmer on the River, the Shimmer Award is presented during a brief program to a company or individual demonstrating extraordinary commitment to the revitalization of Detroit's riverfront. The Shimmer Award, which is a one-of-a-kind glass bowl, is the highest honor that the Detroit RiverFront Conservancy can bestow. Past recipients include General Motors, Governor Jennifer Granholm, Senator Carl Levin, David K. Page and more!

### HONORING KAREN AND MATTHEW CULLEN

At this year's Shimmer event, the Detroit RiverFront Conservancy is excited to honor Karen and Matthew Cullen, Conservancy chairman and principal of Rock Ventures and CEO of Jack Entertainment. Matthew and his wife Karen have been instrumental in transforming the riverfront.



**Mark Wallace, Nolan Finley and Matthew Cullen at the 2017 Shimmer**

Matthew and Karen are proud of what the Conservancy and the Detroit community have accomplished over the past 15 years. "The project is a real legacy of collaboration for everyone

involved," said Matthew. "We've created something that is uniquely Detroit and which represents the great diversity of Detroit and the Metro area."

In 2002, the mission of developing the Detroit Riverfront seemed daunting and many didn't believe it could be done – but Matthew and Karen saw transformation of the Detroit Riverfront as a way to change negative perceptions of the city. For that reason, they helped found the Detroit RiverFront Conservancy in 2003 with the vision of converting the riverfront into a system of parks and community spaces for everyone to enjoy.

"The Detroit RiverFront Conservancy and the RiverWalk are near and dear to us both," said Karen. "Matthew and I, as well as our three boys who all grew up while the riverfront was going through its transformation, have a special place in our hearts for the riverfront. We love that families can enjoy it every day."



## CORPORATE SPOTLIGHT STRATEGIC STAFFING SOLUTIONS

This year's Shimmer on the River is presented by Strategic Staffing Solutions (S3), one of the largest staffing firms in the United States and a Shimmer supporter since the very first event.

"We believe in supporting the communities where we live and work," said Laura Hughes, vice president, communications & community at S3 and a member of the Detroit RiverFront Conservancy's Board of Directors. "The Conservancy is transforming the Detroit Riverfront into one of the most beautiful international riverfronts in the world."

S3 was founded in Detroit in 1990 by CEO Cindy Pasky, who served on the Conservancy Board for eight years. While S3 has since expanded throughout the United States and Europe, it remains rooted in Detroit.

"The Detroit Riverfront is one of the best places in Detroit to enjoy outdoor activities," said Laura. It draws in one of the most diverse crowds you'll see and the energy is contagious!"

## BECOME AN EVENT PARTNER!

Is your business looking for a way to give back to the Detroit community? Every year, the Detroit RiverFront Conservancy looks for companies in the Detroit area to sponsor some of their major events, such as Shimmer on the River. These events are aimed to further the mission of the Conservancy and draw newcomers to the riverfront.

"With the help of community businesses, the Conservancy is able to host its most important fundraising events to build awareness of its projects and continue development along the riverfront," said Cassie Brenske, chief development officer at the Detroit RiverFront Conservancy.

The Conservancy offers nine different levels of sponsorship, ranging from \$2,500 to \$30,000. Each level provides the sponsoring partner with a number of benefits, such as VIP reception admissions, logo visibility, branding opportunities, meet-and-greet with featured performers and other acknowledgments. Sponsoring is a great way to increase brand recognition while contributing to the transformation of Detroit.

**For more information on sponsorship levels and benefits, contact Cassie Brenske at the Detroit RiverFront Conservancy at (313) 566-8267 or [cassie.brenske@detroitriverfront.org](mailto:cassie.brenske@detroitriverfront.org).**

Shimmer on the River is a celebration of everything that has been accomplished along the riverfront. Put on your grooviest tie-dye threads and prepare to travel back in time in the most fabulous fashion. We hope to see you there!

### INTERESTED IN BECOMING A SPONSOR? Get involved with one of these great events!

- Camp Out On The Cut
- Dequindre Cut Freight Yard Opening
- Riverfront Run
- Kids Fishing Fest
- Shimmer On The River
- GM River Days
- Moonlight Yoga
- Harvestfest Detroit
- Busk on the Cut
- Soiree on the Greenway
- Riverfront Relaxin'



# SPRING AND EARLY

## ON THE RIVERFRONT

### EXCITING EVENTS AND NEW SPACES TO EXPLORE

Winter is behind us, so it's time to get revved up for another exciting season of programs and events along the riverfront. The Detroit RiverFront Conservancy works hard to plan and coordinate fun activities for the community, and we'd like you to be a part of them!



### **DEQUINDRE CUT FREIGHT YARD GRAND OPENING**

Celebrate the grand opening of the Dequindre Cut Freight Yard—which features nine repurposed shipping containers—with food trucks, local vendors, music and a biergarten.

**When:** May 19 from 11 a.m. to 10 p.m. (Free)

### **RIVERFRONT RUN**

Put on your running shoes and come out to support the Detroit RiverFront Conservancy! This 5K and 10K run and walk event is a fun and healthy way to explore the Detroit Riverfront. Proceeds benefit the Conservancy and all the public spaces the non-profit

manages. Register before May 9<sup>th</sup> for a discounted price at [detroitriverfrontrun.com/registration](http://detroitriverfrontrun.com/registration).

**When:** June 9 with 8:40 a.m. and 9 a.m. starts

**Where:** Detroit RiverWalk and the Dequindre Cut

### **KIDS FISHING FEST**

Children up to age 16 can learn to fish from the experts while enjoying the beautiful Detroit River. This family-friendly program includes basic fishing instruction, snacks, prizes, arts and crafts, a DJ and hands-on activities. (Free)

**When:** June 10 from Noon to 3 p.m.

**Where:** Milliken State Park



# SUMMER

## SHIMMER ON THE RIVER

Detroit's favorite family fun fair and carnival is returning this June! Shimmer offers guests a VIP experience and a sneak preview of GM River Days while benefitting the Detroit RiverFront Conservancy. Enjoy live music, delicious foods, carnival rides and more.

**When:** June 21 from 6 to 10 p.m.

**Where:** Detroit RiverWalk and Rivard Plaza

## 12<sup>TH</sup> ANNUAL GM RIVER DAYS

Kick off summer and experience all that the Detroit Riverfront has to offer on land and in the water. Enjoy live music, carnival rides, games, Detroit's best food, activities, Jet Ski demonstrations, an air show and more!

**When:** June 22 - 24 from 11 a.m. to 10 p.m.

**Where:** Detroit's East Riverfront

Look for more exciting special events and programming in the next issue.

*Coming Soon: Look for the schedule for the Campbell Terrace Performance Series (every Wednesday evening this summer) and for Riverfront Relaxin' Movies and More (every Thursday evening this summer).*

*For more details, check the Conservancy website at [www.detroitriverfront.org](http://www.detroitriverfront.org).*



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

# WEST RIVER



The Detroit RiverFront Conservancy is happy to announce New York-based landscape architecture firm Michael Van Valkenburgh Associates as the winner of its West Riverfront Park Design Competition. Michael Van Valkenburgh Associates are the designers of Brooklyn Bridge Park in New York City and Maggie Daley Park in Chicago. The Conservancy is excited to be working with them to reimagine West Riverfront Park.

The competition started in June 2017 with a \$345,000 grant from the Ralph C. Wilson, Jr. Foundation and drew interest from renowned landscape architects and design professionals around the world. The idea was to transform the park into a world-class gathering place for the community while also bolstering economic development in the area.

In October, the design teams visited Detroit to meet with community members and get a better understanding of what the park means to the city.

“We have a legacy of asking people what they want to see along their riverfront,” said Mark Wallace, president and CEO of the Detroit RiverFront

Conservancy. “By engaging our community in the process, we can transform the regional narrative about the City of Detroit and provide people with a destination that they will embrace.”

The Conservancy received 22 responses to a request for qualifications and

# FRONT PARK

## A DETROIT VISION: THE WEST RIVERFRONT PARK DESIGN COMPETITION



narrowed the competition down to four design team finalists. On February 8th, the finalists were invited to present their conceptual design plan to the public. A panel of judges from the Detroit RiverFront Conservancy, the City of Detroit and local and national architectural design experts ultimately selected the winner.

West Riverfront Park is a 22-acre site located between Rosa Parks Boulevard and Eighth Street along the Detroit River. The property was purchased by the Conservancy in 2014 and has since become a popular event space known for its striking views of the Detroit and Windsor skylines.

*“By engaging our community in the process, we can transform the regional narrative about the City of Detroit and provide people with a destination that they will embrace.”*

– Mark Wallace, President and CEO, Detroit RiverFront Conservancy

“It was love at first sight when I saw the Detroit River,” said Michael Van Valkenburgh, president & CEO of Michael Van Valkenburgh Associates. “I immediately recognized that this new park could draw the city to the water’s edge. My team and I spent a lot of time exploring Detroit and meeting many Detroiters in the process. We’re looking forward to making West Riverfront Park an amazing place.”

While the competition stage of the project may be over, the plans for redesigning West Riverfront Park are only just getting under way. As the project develops and moves into the construction phase, the Conservancy will continue to reach out to the community for feedback and support to further refine the vision for the park.

# GET INVOLVED

## AND VOLUNTEER ON THE RIVERFRONT



Every year, the Detroit RiverFront Conservancy hosts many free or low-cost events and programs along the riverfront. To make these events and activities possible, it takes about 400 volunteers and more than 4,200 hours of work each year.

Volunteers often help with setting up for events, registration and admissions, greeting visitors or leading arts and crafts activities for kids. Other times, volunteers can be found handing out fliers, staffing the Detroit RiverFront Conservancy information booth or answering the questions of RiverWalk visitors.

“Summer is a busy time along the riverfront and is the season when volunteers are needed most,” said Renee Rodriguez, volunteer manager at the Detroit RiverFront Conservancy. “As the Conservancy kicks off our busy season with spring activities, there will be many opportunities to get involved.”

One recent example of volunteers making a difference is the April 28 clean-up of the Dequindre Cut. Conservancy volunteers helped staff registration tables, passed out supplies and worked alongside more than 200 volunteers from throughout the community to clean up debris along the greenway.

Interested in volunteering along the riverfront? Fill out an online volunteer application. You'll be invited to attend an orientation session to learn about the Detroit RiverFront Conservancy and the various opportunities available. Volunteers can work as little or as much as they like – so get involved in a way that suits you!

To learn more and apply, visit [www.detroitriverfront.org/volunteers](http://www.detroitriverfront.org/volunteers) or call **(313) 566-8207**.

### 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!





## LOOKING FORWARD ON THE RIVERFRONT

Spring is an exciting time on Detroit's riverfront. Several construction projects are in gear – building new parks and creative public spaces for music, shopping and entertainment.

### **C**hene Park East/ Stroh River Place Connection

Construction continues on a RiverWalk extension and a pedestrian bridge that will connect Chene Park East and Stroh River Place. The sea wall cap has been completed, pilings have been driven into the ground and the bridge will soon be installed. During the coming months, work will continue on the installation of the marine railing, concrete walkways, benches, lighting and security features. Look for project completion in fall 2018.

### **Dequindre Cut Freight Yard**

Moving towards a grand opening celebration on May 19, crews are putting the finishing touches on the interior and exterior of this exciting

new space. The Freight Yard – which is located along the greenway between Wilkins and Division Streets – will be a unique venue for music, shopping and entertainment. It is built from nine repurposed shipping containers and will feature space for vendors, refreshments and snacks, a DJ booth, works from local artists and colorful LED lighting displays.

### **Uniroyal RiverWalk**

This project is currently in the design stage, with engineers developing construction drawings throughout the spring and summer based on celebrated French designer Michel Desvigne's vision for this important stretch of RiverWalk. When finished in 2020, this stretch of RiverWalk will feature bold design elements, colorful landscaping, benches, lighting and

security cameras. It will also eliminate a 1,700-foot stretch gap along the East Riverfront, link Mt. Elliott Park and Gabriel Richard Park and provide pathways to access the bridge to Belle Isle.

### **Atwater Beach**

Atwater Beach will be a family-oriented urban beachfront with amenities that will be appealing for people of all ages. Located near the new pedestrian bridge that will connect Chene Park East and Stroh River Place, Atwater Beach will feature a sandy beach, lifeguard-station-inspired playscape, a barge café and a shed structure for retail and programming. The Conservancy is in the process of identifying a concessionaire to provide refreshments and event programming on the site. Construction begins in fall 2018.



## DONOR SPOTLIGHT:

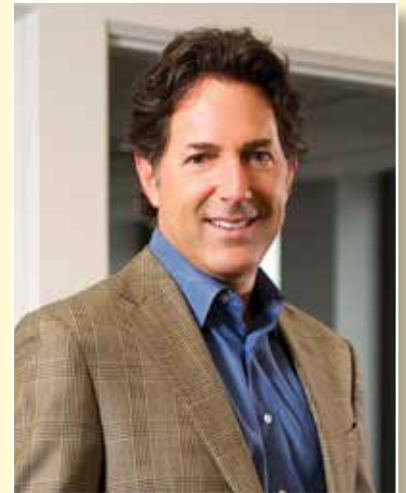
### WHY I SUPPORT THE DETROIT RIVERFRONT CONSERVANCY

#### MITCH MONDRY

**Board Member, Detroit RiverFront Conservancy**  
**Founder & President, M Group**

Mitch Mondry is the President of M Group, a privately held real estate and investment firm with offices in Michigan and Colorado. A Detroit native who grew up racing sail-

boats on the Detroit River, he now serves on the board of directors for the Detroit RiverFront Conservancy. When he remembers the riverfront of his



*“I believe anybody who contributes to the Conservancy now is a participant in a once-in-a-lifetime transformation...”*

childhood, he sees grim industrial facilities and vacant lots – not the many walkers, bicyclists and parks of today. Mitch is thrilled to see the riverfront becoming a vibrant, thriving part of the city.

When Mitch first heard about the mission and vision of the Detroit RiverFront Conservancy more than 10 years ago, he knew he wanted to be involved. He and his company are major contributors to the Conservancy – providing annual support through donations and sponsoring the Shimmer on the River event.

“I believe anybody who contributes to the Conservancy now is a participant in a once-in-a-lifetime transformation,” Mitch said. “We seldom have the opportunity to get in on the ground floor of an exciting development that is so important to an entire city today and for generations to come.”

Mitch and his family are regulars at activities and events along the riverfront. “Nothing like this existed on the river when I was growing up in Detroit,” he said. “The riverfront offers a huge community benefit and amenity for the city and the entire region.”

# TOGETHER WE TRANSFORM DETROIT



The Detroit International Riverfront is one of the most vibrant and revitalized parts of the city – symbolizing the determination and drive of Detroit and southeast Michigan.

“A common misconception about the Conservancy is that we are a government run organization, when actually we stepped in as a 501(C)(3) not for profit led by community philanthropists to transform the riverfront into the beautiful public spaces that we see today,” said Cassie Brenske, chief development officer at the Detroit RiverFront Conservancy. “The generosity of individuals and organizations is vital to ensure that the riverfront is a safe and enjoyable space for everyone.”

Each year, millions of visitors enjoy the Detroit RiverWalk and the parks, pavilions and green spaces that are managed by the Detroit RiverFront Conservancy.

Contributions from metro Detroit businesses, families and individuals support the many public programs on the Detroit Riverfront as well as maintenance, security and landscaping of the Detroit RiverWalk and the Dequindre Cut Greenway. Funding also covers the operation and maintenance of security cameras and emergency call boxes located every 500 feet along the RiverWalk.

## HELP US REACH OUR ANNUAL GOAL OF \$2 MILLION

- 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
- 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.





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