



# CELEBRATING SUMMER ON THE RIVERFRONT

**C**rowds are visiting the RiverWalk and the Dequindre Cut in record numbers, enjoying the fresh air, sunny skies and beautiful scenery.

We welcomed the summer solstice in June while hosting events and programs that drew more than 160,000 guests to the RiverWalk. The Riverfront Run, Kids Fishing Fest, *Shimmer on the River*, GM River Days, and our third L.I.T.E. Fest were all very successful.

During *Shimmer on the River*, we honored Karen and Matt Cullen—two of our most dedicated supporters—with the Shimmer Award, which is our organization’s highest honor. We also celebrated Karen and Matt’s \$4 million

donation to the Conservancy and rededicated “Rivard Plaza” as “Cullen Plaza” in honor of their longstanding commitment to the riverfront revitalization efforts.

L.I.T.E. Fest at West Riverfront Park was bigger and better than ever before as the Conservancy, along with the Ford Motor Company Fund, hosted more than 3,000 Detroit students of all ages for a VIP fireworks experience.

There is still plenty of time to enjoy many of our programs and special events, such as Yoga and Tai Chi classes, the D.Cipher Music Series at Campbell Terrace and canine walks. Stop by the Dequindre Cut Freight Yard on Fridays, Saturdays and Sundays to enjoy cold beverages,

delicious food trucks and shop at the outdoor pop-up market.



Your support makes these special events, programs and experiences possible. The RiverWalk and Dequindre Cut exist because of patrons like you. We are grateful for your support of our mission to create and maintain world-class gathering spaces for all.

See you on the Detroit Riverfront.

Will Smith  
Chief Financial Officer  
Detroit RiverFront Conservancy



# MASQUERADE ON THE GREENWAY

As summer begins to wind down, it's time to look forward to the 7<sup>th</sup> annual *Soirée*, this year a fall Masquerade on the Greenway, taking place on Friday, October 26. Pick out your favorite costume and mask, and come out to the Dequindre Cut Freight Yard to celebrate another fantastic season with the Detroit RiverFront Conservancy.



## WHAT IS SOIRÉE ALL ABOUT?

*Soirée: Masquerade on the Greenway* is an autumn fundraiser and party to support the Detroit RiverFront Conservancy. Proceeds allow the Conservancy to continue hosting the many free and low-cost events and programs that are put on every year, as well as keeping the riverfront a safe and clean gathering place for everyone to enjoy.

"This year's *Soirée* will mark the end of another wonderful summer season in our parks, pavilions and greenways," said Sarah Couyoumjian, development events manager at the

Detroit RiverFront Conservancy. "But while summer may be our busiest season, this party is a reminder that there are fun and exciting times to be had on Detroit's riverfront and green spaces all year long."

In keeping with the fall season, *Soirée* will feature Oktoberfest beer tastings, an autumn harvest feast, musical entertainment, and live artwork. *Soirée* guests are encouraged to come masked and ready to enjoy a night of fall colors and entertainment on our urban greenway.

Tickets and private tables for *Soirée* will be available for purchase at the end of August. The Conservancy also has many sponsorship opportunities available. For more information on ticket sales or becoming a sponsor, contact Sarah at [events@detroitriverfront.org](mailto:events@detroitriverfront.org) or (313) 566-8215.

- Individual Tickets: \$50 in advance / \$60 at the door
- VIP tables starting at \$500



# LOOKING BACK AT SHIMMER 2018

*Shimmer on the River* is the Detroit RiverFront Conservancy's largest annual fundraising event and Detroit's favorite family-friendly carnival. All proceeds are put towards maintaining the beautiful Detroit Riverfront as a safe and clean space for the community to enjoy.

This year's event featured a surprise parade in honor of Matthew and Karen Cullen who have been instrumental in transforming the riverfront. Attendees were also able to enjoy an unforgettable performance from BeatleMania Live!, delicious food and drinks, carnival rides, private pedi-cab rides along the

scenic RiverWalk and one-of-a-kind portraits by the Detroit-based creative, Aura Aura.

But the activities and entertainment were just the tip of the iceberg! *Shimmer* welcomed over 1,000 ticket holders this year, breaking the previous record, and raised more than \$276,000 from event ticket sales and sponsorships. In addition, every ticket and sponsorship assisted in bringing families from Black Family Development Inc. to attend the event.

"We are very appreciative of everyone who came out to support the Detroit

Riverfront and celebrate what we've accomplished as a community," said Mark Wallace, president and CEO of the Detroit RiverFront Conservancy. "It was an honor to celebrate Karen and Matt, two of our most passionate supporters who have been with us from the very beginning."





# SUMMER EVENTS & ON THE RIVERFRONT

Summer is the most exciting and active season on the riverfront. If you've visited lately, you've probably noticed a lot of interesting things happening, or even participated in one of the fun weekly programs. If you haven't made it out yet this summer, we'd love to see you at one of these great events!

## D.CIPHER MUSIC SERIES

The Dequindre Cut has been filled with the sounds of indie rock, R & B, hip hop and jazz by some of Metro Detroit's most talented entertainers this summer during the D.Cipher Music Series.

The Campbell Terrace is a small-scale outdoor performance venue that features a covered stage, tiered concrete walls for seating and lush landscaping. It is located at the base of the Lafayette

Street ramp to the Dequindre Cut between Orleans and St. Aubin Streets.

There's still time to check out a show before the series ends for the year.

**Where:** Campbell Terrace along the Dequindre Cut

**When:** Wednesdays from 7 to 9 p.m. (free)

**August 22 - ONE FREQ**  
(Funk/Soul/R&B)

## TAI CHI ON THE RIVERFRONT

Learn a new skill on the riverfront with Urban Solace! All classes are free and require no registration. Just show up with your own water bottle and come ready to learn some Tai Chi techniques.

**Where:** The wetland area of Milliken State Park (free parking is available at Cullen Plaza)

**When:** 10 a.m. every Wednesday until August 29 (free)



A special thank you to General Motors for their support of Reading & Rhythm on the Riverfront this summer. The popular literacy program served more than 4,500 children and families this season.





# PROGRAMMING

## YOGA ON THE RIVERFRONT

Urban Solace is also hosting yoga classes on the riverfront! All levels of yogis are welcome, so come out and unwind by learning some core yoga and meditation techniques with the scenic Detroit River as a backdrop.

**Where:** The wetland area of Milliken State Park (free parking is available at Rivard Plaza)

**When:** 6 p.m. Thursday and 10 a.m. Friday every week until August 31 (free)



## RIVERFRONT PACK WALK

Come out and enjoy Detroit's beautiful riverfront with your favorite four-legged companion! Take in the scenic views with Canine to Five on a guided pack walk, and meet other dog lovers and furry friends.

**Where:** Meet in Cullen Plaza near the concessions pavilion

**When:** 10:30 a.m. to 11:30 a.m. every Sunday until October 7 (free)

## DEQUINDRE CUT FREIGHT YARD

The Freight Yard has become one of Detroit's hottest outdoor destinations this summer! Visit to enjoy delicious food and drinks, browse through a pop up market featuring local artisans and entrepreneurs and listen to a DJ spin some tunes. The Freight Yard features a beer and wine garden

and food trucks like The Mean Weanie and Yum Village.

**Where:** Dequindre Cut Freight Yard

**When:** 4 p.m. to 10 p.m. every Friday, noon to 10 p.m. every Saturday and noon to 9 p.m. every Sunday until September 16

## RIVERFRONT WALKING TOURS

There is a lot of history along the riverfront, and the best way to learn about it is to visit. The Detroit RiverFront Conservancy in partnership with Detroit Experience Factory is offering free walking tours that will touch on Detroit's prohibition history, the Underground Railroad and even the construction of the Detroit RiverWalk.

**Where:** Meet at Cullen Plaza

**When:** 2 p.m. to 4 p.m. every Sunday until September 30 (free)

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



# A DETROIT VISION: COMMUNITY WEST RIVER

West Riverfront Park is a 22-acre site between Rosa Parks Boulevard and Eighth Street along the Detroit River. It offers stunning views of the Detroit and Windsor skylines and holds a lot of promise as one of the next great public spaces in Detroit.

With funding support from the Ralph C. Wilson, Jr. Foundation, the Detroit RiverFront Conservancy launched an international design competition in 2017 to reimagine West Riverfront Park and to

transform it into a world-class destination. The competition featured a unique community-led design process in which the public was asked to share ideas and

input every step of the way. In addition, it captured the attention of internationally-acclaimed landscape architecture firms.

The Conservancy also created a Community Advisory Team (CAT) of

Detroiters to bring the voices of their individual neighborhoods to the forefront of discussion during several planning meetings. This group of people

traveled all across the country to iconic parks in New York, Chicago and Philadelphia to learn from

other cities and get a feel for what could work in Detroit.

“By engaging our community in this process, West Riverfront Park will be designed in Detroit’s true image – the

*“This park will have a profound impact on the lives of Detroiters and will be a regional draw for recreation...”*

– Mark Wallace, president and CEO, Detroit RiverFront Conservancy



# COLLABORATION FOR FRONT PARK

image that embodies the strength, creativity and determination of Detroiters,” said Matt Cullen, chairman of the Conservancy’s Board of Directors. “In that way, we can change the city for the better and build the best park for Detroiters.”

A lot of hard work and discussion, which included more than 20 public meetings, led to the Conservancy announcing the winner of the design competition earlier this year. Michael Van Valkenburgh Associates, a firm that has worked on renowned projects like the Brooklyn Bridge Park in New York and Maggie Daley Park in Chicago, has been selected to help Detroit transform West Riverfront Park.

“This park will have a profound impact on the lives of Detroiters and will be a regional draw for recreation,” said Mark Wallace, president & CEO of the Detroit RiverFront Conservancy. “The work that has brought us to this moment has been one of the most inclusive and transparent processes that has been undertaken in public space design anywhere.”

As excitement for the future of West Riverfront Park builds, the design stage of this project is just getting underway. Since the announcement of the winning firm in April, the general public has participated in two community meetings—one in May and

one in July—to discuss the community’s wants and needs for the park. Over the coming months, the Detroit RiverFront Conservancy will continue to call on Detroiters for their feedback and support to further refine the vision for the park. The next meeting will be held September 17.

Learn more about the plans for West Riverfront Park, visit the project page on the Detroit Riverfront Conservancy’s website: <http://detroitriverfront.org/riverfront/west-riverfront-park>.

# LEND A HAND IN YOUR COMMUNITY



Summer is the busiest season on the riverfront and the time when volunteers are needed most. Each year, it takes upwards of 500 volunteers and more than 4,200 hours of work to make the many free and low-cost activities on the riverfront possible.

“Every one of our events depends on volunteers,” said Renee Rodriguez, volunteer manager at the Detroit RiverFront Conservancy. “Our volunteers are either groups or individuals from all across the Detroit area. They are all looking to make a difference in their community.”

No matter what your interests are, there is an opportunity for everyone to get involved on the riverfront. Volunteers often help with setting up for events, leading activities for kids, staffing the Detroit RiverFront Conservancy information booth or handing out fliers and answering the questions of RiverWalk visitors.

One great way to get involved is through the Conservancy’s Riverfront Ambassador Program. Riverfront Ambassadors are volunteers who act as representatives of the Conservancy. They can often be spotted walking or biking along the riverfront, passing out maps or sharing important information on events and local restaurants. Just flag one down if you have a question!

If you’re interested in volunteering along the riverfront, you can fill out an online application form. Afterwards, you’ll be invited to attend an orientation session to learn all about the Detroit RiverFront Conservancy and what volunteer opportunities are available.

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





## INNOVATION AND IMPROVEMENT ON THE RIVERFRONT

Crews have been working extra hard this summer on some exciting new spaces. Several construction projects are in motion, creating new parks and public spaces for everyone to enjoy.

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

Construction is nearing completion on the RiverWalk extension that will connect Chene Park East with Stroh River Place via a pedestrian bridge over the existing boat slips. This new section of RiverWalk will include a marine railing along the riverfront, new concrete walkways, benches, lighting and security call boxes. The new connection will debut next year with the opening of Atwater Beach.

### Uniroyal RiverWalk

As the design plans for the RiverWalk along the Uniroyal site continue to move toward the finalization stage, the Detroit RiverFront Conservancy is preparing to solicit construction bids for the project this fall. When complete

in 2020, this section of the RiverWalk will eliminate a 1,700-foot gap along the East Riverfront, linking Mt. Elliott Park with Gabriel Richard Park and creating pathways for visitors to access the bridge to Belle Isle. Construction is expected to start by next spring and will include beautiful landscaping, interesting design features with tiered levels, benches, lighting and security cameras.

### Atwater Beach

Following a construction groundbreaking celebration on August 27, crews will start clearing trees, shrubs and debris from the future site of Atwater Beach. Work will continue through the fall in order to install the foundations for the shed, the shade structure and the playscape. Before winter, the walls of the structures will be in place and the underground utility work completed. When finished, Atwater Beach will be a

family-oriented urban beachfront that features a lifeguard-station-inspired playscape, barge café and space for retail and programming. There will be something for everyone on this sandy strip of riverfront!

### Joseph Campau Greenway

The Detroit RiverFront Conservancy is working with the City of Detroit on a late-summer start to the Joseph Campau Greenway project. The project will update the existing pathway that runs from Jefferson Avenue to East Vernor Highway and will include significant improvements, such as new lighting, furnishings, paving and landscaping. When finished, the nearly two-mile greenway will provide safer and more convenient access for people looking to connect to the riverfront area from the neighborhoods north of Jefferson.



## DONOR SPOTLIGHT: THE PAGE FAMILY LEGACY

The Detroit RiverFront Conservancy would like to honor the legacy of David and Andrea Page. David, who worked as a Detroit lawyer for 55 years, was a well-respected community leader and founding Board member of the Conservancy. Andrea was also a lawyer, but changed career paths later in life to obtain her Ph.D. in anatomy and cell biology. She worked as a professor at Wayne State University.

David and Andrea's commitment to the Detroit riverfront was instrumental in its transformation. Today they are remembered by their children, Mark, Jason and Sarah, as well as the many Detroiters whose lives they impacted.

"My dad loved showing off the city of Detroit – even when it wasn't as vibrant as it is today," said Mark Page. "The riverfront project is really the culmination of all the ways that he tried to help the city and impact its look and feel."

David drew a lot of his inspiration for the riverfront by studying the Chicago lakeshore. Looking back on Detroit from Windsor, he recognized how important the riverfront was as a resource for the city, and knew that it could be the first step to changing Detroit.

*"I'm very happy with what my parents did and would do anything for them to see how amazing it is today..."*

– Sarah Page

"The goal was to have a consistent walking and bike path along the river that links up everything from Cobo to Belle Isle and beyond," said Jason Page. "He thought he could really make a difference by recreating the riverfront and making it full of public spaces that everyone could benefit from and enjoy."

### **The David Page Society**

As the Conservancy continues work to complete David's goals, they have created the David Page Society to recognize annual donors at \$10,000 and more. Society members receive previews of new spaces before they open, reserved parking at Cullen Plaza and two VIP tickets to *Shimmer on the River*.

"I'm very happy with what my parents did and would do anything for them to see how amazing it is today," said Sarah Page. "My dad would be so happy to see everything that's happening – not just on the riverfront, but in Detroit in general."

# TRANSFORMING DETROIT



The transformation of the Detroit International Riverfront demonstrates how hard work, dedication and community support can have a lasting impact. With miles of walkways and lush green space for public gatherings and recreation, the Detroit riverfront is a reflection of the pride and love that Detroiters have for their city.

“Giving should always feel good. We appreciate gifts of all sizes to uphold our mission of building and maintaining world-class gathering spaces,” said Cassie Brenske, chief development officer at the Detroit RiverFront Conservancy, a 501 (c)(3) nonprofit.

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.

**Ready to help? For more information, visit [www.detroitriverfront.org/ways-help/give-gift](http://www.detroitriverfront.org/ways-help/give-gift) or call (313) 566-8235.**



## 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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**IN THIS ISSUE...**

STORY	PAGE
A Message from Will Smith .....	1
Development Events .....	2
Summer Programming/Events .....	4
West Riverfront Park .....	6
Lend a Hand .....	8
Innovation & Improvement.....	9
Donor Spotlight: The Page Family .....	10
Transforming Detroit .....	11

