



DETROIT RIVERFRONT CONSERVANCY

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THE RETURN OF SUMMER ALONG OUR RIVERFRONT

The time has finally come to break out the sunglasses and join the Detroit Riverfront Conservancy for another memorable summer.

All your favorites are back.

Programming kicks off this month with Yoga, Moonlight Yoga, Tai Chi and Fit Camp classes. Reading & Rhythm on the Riverfront returns on Thursdays and Fridays, and the Campbell Terrace Concert Series is back on Wednesdays.

Touch-A-Truck welcomed more than 1,400 attendees and allowed kids to climb aboard 50-plus large vehicles.

This year's Detroit River Days on June 21-23 is a grand sendoff to West Riverfront Park, which will be under construction in 2020 as it begins its two-year transformation into Ralph

C. Wilson, Jr. Centennial Park. Crowd favorites like Typhoon Tommy, the Tuskegee Museum Air Show, Kids Zone and sand sculptures are returning. We are taking our food offerings to the next level with a food truck rally of more than 110 vehicles—the largest ever assembled in Michigan!

And, we are thrilled to partner with the Motown Museum to celebrate the 60 year anniversary of Motown by welcoming Smokey Robinson and the Mary Jane Girls to Detroit River Days. Other entertainers that weekend include Brandy and Faith Evans.

We hope that you will join us on June 20 to support the Conservancy at Shimmer on the River, our biggest fundraiser of the year. We are thrilled to celebrate one of our inaugural board members, Nettie Seabrooks.

The evening kicks off a Motown tribute featuring The Four Tops, an enormous food truck rally, and piano karaoke.

It will be the most talked about event of the summer!

Your support makes everything we do possible, from attending our events and programming to annual gifts. Thank you for making the Detroit Riverfront a world-class gathering place for all.

Will Smith
Chief Financial Officer





SHIMMER ON THE RIVER

Kick off the summer in style on June 20 at the 9th annual Shimmer on the River celebration. This year's Shimmer event will tap into Detroit's musical roots with a celebration of 60 years of the Motor City's signature sound – featuring an unforgettable live performance by Motown legends The Four Tops. Additionally, there will be rides and inflatable games for the kids, festive eats from more than a dozen mobile restaurants and live piano karaoke by Sid Gold's Request Room.

Shimmer on the River is the Detroit

Riverfront Conservancy's largest annual fundraising event and all proceeds are used to ensure that the Detroit Riverfront remains a beautiful, clean and safe space for the community to enjoy. Hundreds of guests are expected to turn out, including community leaders and families from throughout our community.

This year, the Conservancy is excited to present the Shimmer Award to Nettie H. Seabrooks, a founding board member of the Detroit Riverfront Conservancy. Nettie's unwavering support of the Conservancy and

riverfront will be toasted at the VIP reception, as guests raise a glass to the beginning of another great summer along the Detroit River.

The Shimmer Award is presented to a company or individual who has shown extraordinary dedication to the revitalization of Detroit's Riverfront. It is the highest honor that the Detroit Riverfront Conservancy can bestow, with past honorees including General Motors, Governor Jennifer Granholm, David K. Page, Matthew and Karen Cullen and more!

For information on sponsorships or tickets, please visit www.detroitriverfront.org.

CORPORATE SPOTLIGHT STRATEGIC STAFFING SOLUTIONS



Once again, Shimmer on the River will be presented by Strategic Staffing Solutions (S3), one of the largest staffing firms in the United States and a long-time supporter of the Detroit Riverfront.

S3 was founded in Detroit in 1990 by CEO Cindy Pasky, and has since expanded its reach across the United States and Europe. But despite its growth, the company roots have always remained firmly planted in Detroit.

"We believe in Detroit and we believe in the riverfront," said Mary S. Messana, director, corporate communications & community at S3. "The Detroit Riverfront is already one of the best places to enjoy the outdoors in Detroit, and the Conservancy is working to transform it into one of the most beautiful international riverfronts in the country. We are happy to be able to give back to our city."



DETROIT RIVER DAYS

For many Metro Detroiters, River Days is the unofficial kick off to summer. In June, the much-anticipated event returns for its 13th year with a new location and a new look. Detroit River Days Presented by Soaring Eagle Casino & Resort takes place June 21-23 at West Riverfront Park.

Music takes center stage at Detroit River Days this year. The Detroit Riverfront Conservancy is proud to partner with the Motown Museum to celebrate the 60th anniversary of Motown with special concerts and programming. There's also a daily "Motown Hour" at 6:00 P.M. that features local performances for guests to enjoy. Additionally, we will host more than 40 local acts performing throughout the weekend.

This year's event will feature a food truck rally with more than 110 food trucks from all over Michigan and beyond. It will be the largest assembly of food trucks in Michigan, ever.

As always, there will be plenty of things to see, hear and do for the entire family at this year's event. Favorites like the Jet Ski acrobatics, bounce houses, kids activities, air show and sand creations are returning.

For more information about Detroit River Days Presented by Soaring Eagle Casino & Resort, including hours and admission, please visit riverdays.com.

We'll also have national acts including:

FRIDAY:

8:30 pm Smokey Robinson

6:45 pm Mary Jane Girls

5:00 pm Luther Re-Lives

SATURDAY:

9:00 pm Brandy

6:45 pm Brian McKnight

5:00 pm Notorious

SUNDAY:

8:30 pm Faith Evans

7:15 pm Carl Thomas

5:30 pm Brielle Lesley

Also more than 40 local acts on two stages!





SUMMER EVENTS & PROGRAMMING

There are many programs and special events for the whole family to enjoy this summer.

DETROIT RIVERFRONT RUN

The Detroit Riverfront Run includes both a 5K and a 10K run/walk, featuring the scenic Detroit RiverWalk and Milliken State Park. All participants will receive a performance t-shirt and commemorative metal, while the top female and male participants in each age group will receive a special award!

Where: RiverWalk and Dequindre Cut

When: June 8 at 8:40 a.m. (10K) or 9:00 a.m. (5K)

\$40 for the 5K and \$50 for the 10K (Use code "Detroit" for \$5 off your registration)

KIDS FISHING FEST

Don't miss a chance to spend quality time with your family and create lasting memories on the riverfront. At Kids Fishing Fest, parents, grandparents and guardians can bring their little ones to learn how to fish on the Detroit River. There will be free snacks for the kids, free children's games, a DJ and even free bait and pole rental for those without fishing equipment.

Where: Milliken State Park and Harbor

When: June 9 from 12–4 p.m. (no cost, plus free Detroit River Days admission pass to each)

DETROIT RIVER DAYS

Detroit River Days is Detroit's favorite festival and the official kickoff to summer. This one-of-a-kind festival features an air show, jet-ski demos, live music, sand sculptures, kids' activities, gourmet food and drinks and more! Bring the whole family and celebrate the start of the summer season along the beautiful Detroit Riverfront.

Where: West Riverfront Park

When: June 21–23 from 11 a.m. to 10 p.m.



ON THE RIVERFRONT

READING & RHYTHM ON THE RIVERFRONT

All kids are invited to Reading & Rhythm on the Riverfront! Bring your child out to enjoy live children’s entertainment, hear a story read by a local community leader and take a free ride on the Cullen Family Carousel. Thanks to the generosity of General Motors, every child who attends will go home with a free book.

Where: Cullen Plaza

When: Every Thursday and Friday at 11 a.m., 12 p.m. and 1:15 p.m. from July 11 to August 16 (free)



DEQUINDRE CUT FREIGHT YARD

The summer’s go-to destination for retail, entertainment and gourmet food is once again the Dequindre Cut Freight Yard. With a beer and wine garden, entertainment, food trucks by Brut Detroit and Yum Village and a Detroit-based vendor market, this creative space has all you need for an afternoon or evening out with friends and family. Built from nine shipping containers, the “Hub” is the centerpiece of the Freight Yard, featuring fun furnishings, colorful local artwork and a festive environment for all to enjoy.

Where: The Dequindre Cut between Wilkins and Division streets

When: Starting in June and running through the end of summer. Saturday 12-10 p.m. and Sunday 12-6 p.m.

D.CIPHER MUSIC SERIES

Check out a show and get to know some of Detroit’s most talented entertainers this year during the D.Cipher Music Series. Every year during the summer, local artists get in touch with Detroit’s musical roots and fill the Dequindre Cut with the sounds of indie rock, R&B, hip hop and jazz music. Hosted at the Campbell Terrace, this small outdoor performance venue is the perfect place for an evening of musical entertainment in the open air.

Where: The Campbell Terrace on the Dequindre Cut between Orleans and St. Aubin Streets

When: July 10 – September 11 every Wednesday at 7 p.m. (free)



“What the Conservancy created is the new gold standard for community engagement. It’s being talked about by architectural journals as a way for engaging community.”

– Dave Egner, president and CEO of the Ralph C. Wilson, Jr. Foundation

UPDATE: RALPH C. WILSON, JR. CENTENNIAL PARK

Plans to transform West Riverfront Park are progressing as the Detroit Riverfront Conservancy looks forward to a 2020 groundbreaking. When open in 2022, this reimaged stretch of riverfront will debut as the Ralph C. Wilson, Jr. Centennial Park.

Following an international design competition, Michael Van Valkenburgh Associates was selected in the spring of 2018 to transform West Riverfront Park into a world-class gathering place.

Michael Van Valkenburgh has designed many well-known parks, including the Brooklyn Bridge Park in New York and Maggie Daley Park in Chicago. Sir David Adjaye of Adjaye Associates will be the architect for the Sport House and the Park House. Adjaye has worked on projects world-wide including the Smithsonian National Museum of African American History and Culture in Washington, DC.

“This entire process has centered on listening to the community and really trying to understand what the people are looking for in their public spaces,” said Mark Wallace, president and CEO of the Detroit Riverfront Conservancy. “We’re excited by the vision for the park and can’t wait for the first shovels to go in the ground next year.”

More than a year since the winning firm was selected, the Conservancy is still calling on the public for their input. On March 19, the fourth community forum since the end of the design competition was hosted at the Detroit Police Athletic League headquarters. A full house of approximately 300 people turned out to meet with the

designers and view renderings of what the park is expected to look like when completed. Plans are underway for a fifth community meeting in the fall.

As plans for the park are fine-tuned and finalized in this last stretch of the design phase, the Conservancy would like to thank the community members and businesses that have supported this process every step of the way. The Conservancy would especially like to thank the Ralph C. Wilson, Jr. Foundation for the generous grant of \$50 million to help make the dream of the new park a reality.



UP-AND-COMING TO THE RIVERFRONT

The Detroit Riverfront Conservancy is moving westward. As projects on the East Riverfront begin to wrap, crews are gearing up to extend the RiverWalk further west, creating new and exciting public spaces and further transforming the Detroit Riverfront into a world-class gathering place.

A **TWATER BEACH**
Construction continues on Atwater Beach, the much-anticipated, family-friendly sand box that is slated to open this summer. Atwater Beach will feature a floating bar on a barge, lifeguard station play structure and an enormous sandy beach. When open, this innovative park will be a fun and vibrant destination for Detroit families in the summer.

Since its groundbreaking in August 2018, development on Atwater Beach has progressed steadily. By the end of June, the shed will be nearly finished. Additionally, work is underway on the play structure and barbecue pavilion, and offsite construction is moving along on the barge. As the barge nears completion, it will be brought onsite for finishing touches.

RIVERFRONT TOWERS
Work has started on a boardwalk through the Riverfront Towers Marina. As construction began in late May, the existing piles were removed and new piles driven into the riverbed. This serves as the basis of the boardwalk. This section of RiverWalk will measure 1,000 feet long and 15 feet wide. Concrete will be poured in mid-September and work is expected to be wrapped up by the end of the year. Once work is completed, this section of RiverWalk will connect visitors from Ralph C. Wilson, Jr. Centennial Park to the Civic Center promenade.

PETER CUMMINGS PARCEL
Starting late summer, the RiverWalk will be extended across the Peter Cummings-owned parcel, which is just west of Joe Louis Arena and east of

Riverfront Towers. This project is expected to take about six months and will be completed by the end of the year. While this piece of RiverWalk is fairly small and will only stretch about 500 feet, it represents a very significant connection between the East and West RiverWalk.

UNIROYAL RIVERWALK
The Conservancy is looking forward to breaking ground on the Uniroyal Promenade this fall. This is an important piece of RiverWalk because it will connect Gabriel Richard Park and Mt. Elliott Park with Belle Isle. When complete, this new stretch of RiverWalk will feature remarkable design pieces and landscape elements, as well as benches, lighting and security cameras.



RIVERFRONT DESTINATION SPOTLIGHT

GABRIEL RICHARD PARK: OASIS ALONG THE DETROIT RIVER

Gabriel Richard is one of the most picturesque and serene destinations along the Detroit Riverfront. With its lush green landscape, colorful flowers and beautiful views of Belle Isle, it's easy to see why it is so popular among visitors.

Like the Conservancy's other parks—Cullen Plaza and Mt. Elliott Park—Gabriel Richard Park features the familiar blue plaza and soaring white tensile structures that the other destinations boast. During warmer months, visitors to the park can often be found sitting beneath the shaded canopy, reading a book, playing a game of checkers or enjoying a lunch they brought.

The park features many amenities, including a small splash pad that is popular among children during the summer. There's also a peaceful paved brick labyrinth that visitors like to use to meditate and to help find that inner "Zen."

Four nearby birding scopes allow

visitors to get up-close looks at many types of birds that make this stretch of the riverfront a busy migratory route as they fly from destination to destination. The scopes also provide great views of the boat traffic along the river and across to Belle Isle.



The David K. Page Butterfly Garden was dedicated in 2015 to honor the long-time Conservancy Board member. It features colorful flowers and plants that have been planted specifically to attract all types of butterflies. During the warm months, butterflies of all

shapes, sizes and colors can be found in the garden.

Gabriel Richard Park also lends itself to being the site of several Conservancy events, including the rain barrel workshops. Fishermen love the park because it provides numerous fishing outlooks and places to throw in a line.

Improvements by the Conservancy in 2014 provided for easier access to the park with the addition of a parking lot and a winding path leading to the riverfront. Additionally, restrooms were also added during the renovation.

A planned extension to the RiverWalk just east of Mt. Elliott Park across the 30+ acre

Uniroyal site will provide new access to Gabriel Richard Park and allow many more people to discover and enjoy this beautiful destination.

The Conservancy hopes to see you at Gabriel Richard Park sometime soon!



HONORING: NETTIE SEABROOKS

At this year’s Shimmer on the River, the Detroit Riverfront Conservancy will honor Nettie Seabrooks, a long-time Board member of the Conservancy with a distinguished career of service in Detroit.

Nettie has always loved being near the water. Originally from Mt. Clemens, her family lived along the banks of the Clinton River when she was growing up.

While working at General Motors, Nettie was asked by Conservancy chairman Matt Cullen to join the Board. Given the opportunity to play a role in the Conservancy’s vision for the riverfront, Nettie enthusiastically accepted.

“I truly admire Matt Cullen and I love what the leadership of the Detroit Riverfront Conservancy has been able to accomplish,” said Nettie. “It’s been very important to me that the Conservancy can stand the tests of time and I believe it can.”

Nettie has developed deep roots in Detroit. She concluded a 31-year career at General Motors as director of government relations for North American passenger car platforms. She then worked as deputy mayor and chief of staff/chief

operating officer for Detroit Mayor Dennis Archer. Nettie also served as the chief operating officer for the Detroit Institute of Arts, where she still works as executive advisor to the chairman of the board.

Having known what the riverfront was like before the Conservancy began its work in 2003, Nettie feels privileged



to have been a part of something that means so much to Detroit. While the Conservancy will be thanking her for her dedication and hard work at this year’s Shimmer event, she reminds

us that the riverfront’s transformation has been a group effort in which many people have played a role.

“I think the city should be very proud of the Conservancy and what it’s done and everything that it will do,” said Nettie. “The Conservancy has been very sensitive to the needs of the residents and has worked hard to provide all sorts of access and programming to the Detroit community.”

“I think the city should be very proud of the Conservancy and what it’s done and everything that it will do....”

JOIN THE CONSERVANCY ON JUNE 20 FOR SHIMMER ON THE RIVER AS WE CELEBRATE NETTIE!



VOLUNTEER ON THE RIVERFRONT

With the flurry of activity along the riverfront during the summer season, there are a lot of opportunities for volunteers to get involved. Each year it takes more than 500 volunteers and upwards of 5,000 hours of work to make the many free and low-cost activities on the riverfront possible.

But events and programming aren't the only thing that require volunteers. From staffing the Detroit Riverfront Conservancy information cart, handing out fliers, leading activities for kids and answering the questions of RiverWalk visitors, there are opportunities for everyone to get involved - no matter their interests.

"Volunteers make a difference on the riverfront every day," said Renee Rodriguez, volunteer manager at the Detroit Riverfront Conservancy.

WAYS TO VOLUNTEER

- Check wristbands at an event
- Lead arts and crafts activities for kids
- Staff the information booth
- Be a Riverfront Ambassador
- Set up at events

"Our volunteers come from all over the metro Detroit area and we are so grateful for their time and dedication to making the riverfront a world-class destination for everyone to enjoy."

Volunteering on the Detroit Riverfront is a great way to give back to your community and also spread important information to RiverWalk visitors. Through the Conservancy's Riverfront Ambassador Program, volunteers can act as representatives of the Conservancy. They are often spotted walking or biking along the riverfront, passing out maps and sharing important information about events, attractions and the best places to eat in Detroit.

With the summer season just getting underway, there is still time to get involved! If you're interested in volunteering along the riverfront, fill out the 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 or call **(313) 566-8207**.

GIVING AND GIVING BACK



The transforming of the Detroit Riverfront into a world-class destination, would not have been possible without the support of the Detroit community.

“It’s important that while we continually reach out to Detroiters for their support, we also find fun, new and inspiring ways to get people excited about the riverfront,” said Cassie Brenske, chief development officer at the Detroit Riverfront Conservancy. “Contributions from the community are vital to continuing our mission on the riverfront, but so is showing our thanks and appreciation.”

This summer the Conservancy has much in store for its donors at different levels. First, the Conservancy is hosting an Ice Cream Happy Hour on July 9, featuring free ice cream and carousel rides at Cullen plaza, as well as chamber music from Detroit Symphony Orchestra musicians. Later on July 26, there will be a Moonlight Preview and Celebration at Atwater Beach to give donors an exclusive first-look at the new space before opening day. Finally, on August 17, donors will be invited to Gabriel Richard Park for the 1st Annual Family Cookout featuring local food and drink, family-friendly activities and live entertainment.

WAYS TO GIVE

Contributions from the community are used to support the maintenance, security and landscaping that are required to keep the riverfront beautiful and safe for everyone. Here are some ways you can help out:

- Make a one-time donation or become a Monthly Sustainer
- Learn about your employer’s matching gift program
- Become a member and receive exclusive benefits
- Purchase an engraved brick or paver, underwrite a commemorative bench or make an honorary gift for a loved one
- Support the Conservancy at its fundraising events, such as Soirée on the Greenway on September 13

We hope you will consider joining us in our mission to provide a world-class riverfront for all. Please visit 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 for more information.





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