



DETROIT RIVERFRONT CONSERVANCY

Issue 1 • Summer 2017



EXCITEMENT ABOUT THE FUTURE OF THE DETROIT RIVERFRONT IS AT AN ALL-TIME HIGH.

The East Riverfront Framework Plan has outlined strategies that will expand public space and stimulate new investment. Properties that were previously slated for private development become new park space. The plan also introduces two new greenways, streetscape improvements along Jefferson Avenue, and targeted investment in city-owned property.

There's also significant buzz about another incredible summer of special events and programming along the Detroit Riverfront.

Family-friendly events such as Shimmer on the River, GM River Days, Soiree on the Greenway and Riverfront Relaxin' will return this year. Popular free programs like Reading & Rhythm on the Riverfront, the Fit Park Boot Camp and Tai Chi and Yoga classes are back as well. Music will again fill the air with Rockin' on the Riverfront and the Mo Pop Festival.

This year, the Conservancy will open the Campbell Terrace Performance Series, featuring a diverse line up of local dance and musical artists who will perform at

the outdoor venue along the Dequindre Cut.

We look forward to seeing you along the Detroit Riverfront this summer.

Mark Wallace
President & CEO
Detroit RiverFront Conservancy



EVENTS SPOTLIGHT

SHIMMER ON THE RIVER & 11TH ANNUAL GM RIVER DAYS



Shimmer on the River

A day before the start of GM River Days, the Detroit RiverFront Conservancy holds its annual gala fundraising event – Shimmer on the River. Tickets range from \$150 to \$250 and support programming and operations on the RiverWalk. Enjoy

a strolling dinner and VIP reception. Take in a special performance by The Temptations Review. All tickets include free admission for up to two children ages 12 and under, along with unlimited carnival rides and games. Shimmer on the River starts at 5 p.m. on June 22.

For more information or tickets, visit www.detroitriverfront.org/ShimmerontheRiver.

11th Annual GM River Days

For many Detroiters, GM River Days is the unofficial kickoff of summer. Back for the 11th year June 23-25 along the Detroit Riverfront, the three-day festival is a celebration of land, water and sky presented by Soaring Eagle Casino & Resort.

The family-friendly celebration features more than 50 national and local musical acts, carnival rides, games and delicious food as well as an air show, a zip line, jet-ski acrobatics and so much more!

“There’s so much to do and see at GM River Days,” said Michele Marine,

director of programming at the Detroit RiverFront Conservancy. “It’s a wonderful celebration of the city and our riverfront.”

The Taste of Detroit food court is always a fan favorite. And this year, organizers expect a 30-foot giant slide to be a star attraction. If you’d rather sit back and look skyward, check out the Tuskegee Airmen National Historical Museum air show at 1 p.m. on Friday and 3:30 p.m. on Saturday and Sunday.

For music fans, there’s something for everyone on the Quicken Loans National Stage. Ann Wilson of Heart and tribute favorite FiftyAmpFuse will rock the

riverfront on Friday. On Saturday, it’s The Isley Brothers featuring Ron Isley and R&B singer Freddie Jackson on the main stage. The festival closes out on Sunday with 112 (R&B) and Joe (R&B).

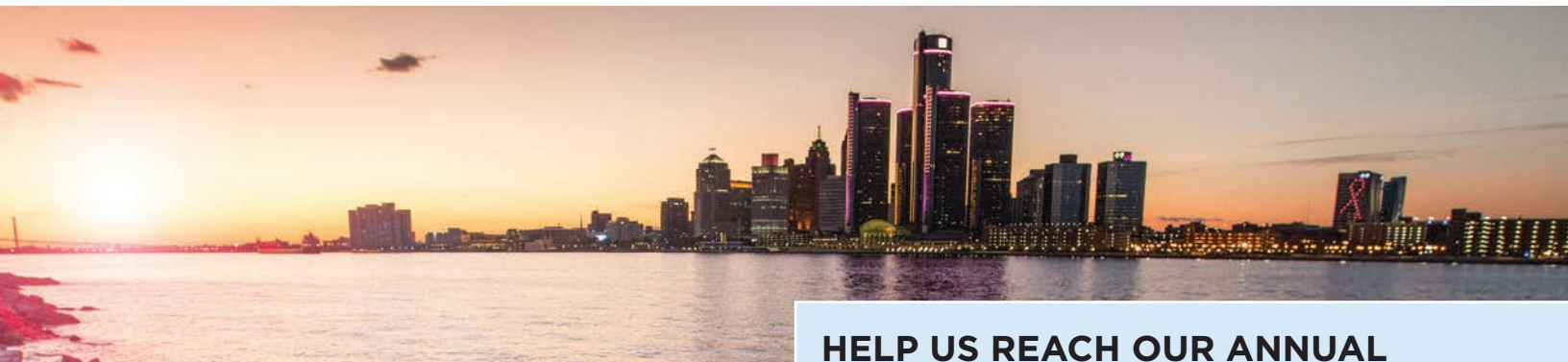
The celebration runs from the Detroit/Wayne County Port Authority Terminal & Dock, just west of the GM Renaissance Center, to Rivard Plaza and the William G. Milliken State Park. Festival admission is \$3 before 3 p.m. and \$5 after 3 p.m. VIP tickets to the musical performances are \$35, including admission to River Days.

Learn more at www.riverdays.com.



SUPPORT DETROIT

BE PART OF THE REVITALIZATION OF THE DETROIT RIVERFRONT



The Detroit International Riverfront is one of the most exciting and vibrant parts of the city – and it wouldn't exist without generous contributions from metro Detroit businesses, families and individuals.

In 2016, more than three million visitors enjoyed the Detroit RiverWalk and the parks, pavilions and green spaces managed by the Detroit RiverFront Conservancy. It's a world-class destination generating renewed interest in our city, but maintenance and operation of these public spaces is costly.

"Few people understand that we don't receive public funding and we don't charge admission," said Jan Shimshock, senior director of development at the Conservancy. "So we rely heavily on the generosity of the community and organizations that want to help transform Detroit."

Each year, the nonprofit Conservancy seeks support for its many public programs, as well as the necessary maintenance and landscaping of the Detroit RiverWalk and the Dequindre Cut Greenway. Funding also pays for security cameras and emergency call boxes, which are located every 500 feet along the RiverWalk.

REASONS TO GIVE

Victoria and Colin Carmichael purchased a brick at Rivard Plaza to show their support for the Detroit RiverFront Conservancy...and their hometown.

Lifelong Detroit residents Victoria and Colin Carmichael have watched the city's riverfront change over the years. And these days, they like what they see. "I remember when you couldn't even get close to the river – all the silos and trucks," Colin said. "It was a real mess. This is such an improvement."

Instead of exercising in a gym, they now enjoy long walks along the riverfront and meeting new people with the DMC River Walkers. "You don't need any encouragement to go out and walk on the RiverWalk. It's such beautiful scenery," Victoria said.

HELP US REACH OUR ANNUAL FUND GOAL OF \$1 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 of the Friends of the Detroit RiverWalk 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.

Victoria and Colin Carmichael



And they love seeing diversity in the city. Different ages. Different cultures. "Sometimes when we are at the fountains [in front of the GM Renaissance Center], the children are out there playing." Victoria said. "You have all these different races out there, different cultures, and they are just out there playing together. It's wonderful."

How will you support the Detroit RiverFront Conservancy? **Find your way at www.detroitriverfront.org/waystohelp.**

RIVIÈRE28



Detroit's active professionals bring vibrant energy and optimism to the city and the riverfront.

Meet new friends. Build your professional network. Discover the riverfront.

Rivière28 is a social group designed to introduce active professionals to the Detroit Riverfront and promote lifelong involvement with the Detroit RiverFront Conservancy.

From the RiverWalk to the Dequindre Cut and along the many parks, plazas and green spaces along the way, Rivière28 is active throughout the year. Several signature events take place during this summer.

Light Up the Riverfront on June 8 brought active professionals to Gabriel Richard Park for a casual, after-work celebration. They enjoyed food, drinks, campfires and s'mores. Light Up the Riverfront was a laid back way to network and enjoy an evening in the city; meeting up with friends and making new ones.

Soirée on the Greenway is an eclectic evening on the Dequindre Cut Greenway. Enjoy food and drink, music, entertainment, participatory art and more! Ticket proceeds benefit the Detroit RiverFront Conservancy. Gather on the Greenway from 6 p.m. to 10 p.m. on August 24.

For more information, please visit detroitriverfront.org/riviere28 or email Riviere28@detroitriverfront.org.





RIVERFRONT DESTINATION SPOTLIGHT

EXPLORE MT. ELLIOTT PARK

There's so much to see and do along the Detroit Riverfront, it's easy to overlook a hidden treasure - or a boatload of hidden treasure.

Located at 110 Mt. Elliott St., Mt. Elliott Park & Pavilion is one of the newest additions to the Detroit Riverfront. With a Great Lakes schooner-themed water feature and kid-activated water cannons, it's the perfect place to cool off from the summer heat! The park and its water feature were designed to be universally accessible to people of all ages and physical abilities.

"Water cascades out of the mast and shoots up out of the ground," said Marc Pasco, director of communications at the Detroit RiverFront Conservancy. "There are a lot of fun and unique ways for kids to get soaked."

The Conservancy began managing the park for the City of Detroit a few years ago and it has become one of the three plazas of the Detroit Riverfront - along with Rivard Plaza and Gabriel Richard Park.

The water feature at Mt. Elliott Park is open for the season and runs from 10 a.m. to 9 p.m. every day. And don't forget your fishing pole! Beyond the water feature, the beautifully landscaped park features fishing piers as well as walkways, LED lighting, restrooms and a café.



SUMMER ON THE RIVERFRONT

FESTIVALS, ART AND FAMILY FUN



“You can feel the excitement! There’s so much life and energy on the Riverfront...and so much to do.”

Enjoy a summer stroll and meet people from all over metro Detroit...and visitors from around the world. Take in a concert. Rent a bike. Practice yoga in the moonlight. Learn Tai Chi.

The riverfront is the center of outdoor activity in Detroit and there’s always something happening in the summer months. Music. Family activities. Free programming. Performance art. Special events. Beach volleyball. This is summertime in Detroit!

SHIMMER ON THE RIVER

A charity preview event to benefit the Detroit RiverFront Conservancy. Enjoy the excitement of GM River Days without all the crowds. Strolling dinner. VIP reception. Live music. Carnival rides. It’s family fun and games for a good cause! Read more on page two.

When: June 22

Where: Detroit RiverWalk and Rivard Plaza

11TH ANNUAL GM RIVER DAYS

Detroit’s unofficial kickoff of summer! GM River Days is a celebration of Detroit’s RiverWalk with activities on land and water. Experience all the Detroit Riverfront has to offer – from more than 50 national and local musical acts, jet-ski acrobatics, carnival rides and riverboat tours to live music, sand sculptures, kids activities, delicious food and much more! Read more on page two.

When: June 23 - 25

Where: Detroit RiverWalk and Rivard Plaza

WEEKLY ACTIVITIES

- Canine to Five Pack Walk
- Dequindre Cut Bootcamp
- Detroit Experience Factory
- Yoga on the Riverfront
- Riverfront Tours
- Kickball league
- Walk the RiverWalk Wednesdays
- Beach volleyball
- Tai Chi



RIVERFRONT



LEARN MORE AND REGISTER ONLINE AT WWW.DETROITRIVERFRONT.ORG.

READING AND RHYTHM ON THE RIVERFRONT (R³)

Families love it! Presented by the GM Foundation, R³ is an interactive early literacy program for southeast Michigan children. Listen to a story read by a local community leader. Enjoy healthy treats and free rides on the Cullen Family Carousel. Check out live music and family entertainment. Each child receives a free book! (free)

When: Thursdays and Fridays
11:15 a.m. and 1 p.m.
July through August

Where: Rivard Plaza

RIVERFRONT RELAXIN'

Enjoy live music, classic movies, food trucks and games as the Detroit RiverFront Conservancy's free Riverfront Relaxin' entertainment series returns to West Riverfront Park this summer. Each event begins with a concert featuring a local musical act and culminates in a classic movie under the stars. (free)

July 13	Coming to America
July 20	Zootopia
August 3	Public vote
August 10	Space Jam
August 17	Hidden Figures

6 to 10:30 p.m. each night

CAMPBELL TERRACE PERFORMANCE SERIES

The Campbell Terrace quickly became a popular destination for impromptu performances when it opened along the Dequindre Cut in fall 2016. Impromptu performances continue, but the Detroit RiverFront Conservancy is partnering with local artists to present an eclectic mix of programming with the free Campbell Terrace Performance Series this summer. (free)

June 6	Matrix Theater (Children's Theater)
July 7	Painted Plateaus (Indie Rock)
July 14	Dominick Shelton (R&B)
July 27	Detroit Pleasure Society (Big Band Jazz)
Aug 12	Nique Love Rhodes (Hip Hop/ R&B)
Aug 26	Deon Yates (Jazz/ R&B)
Sept 10	Caribbean Pans of Joy (Steel Pan)
Sept 24	Motor City Street Dance (Break Dance)





Construction Update: Building Our Riverfront

Flexible spaces for music, shopping and entertainment. A one-of-a-kind beachfront park. Improved access and a long-awaited RiverWalk extension. Several major construction projects continue to transform our riverfront this summer.

Chene Park East/ Stroh River Place Connection

Visitors will soon have access to a part of the riverfront that was off limits for years. Work begins this summer to extend the RiverWalk with a pedestrian bridge between Chene Park East and Stroh River Place. The property, formerly owned by the U.S. Coast Guard, will receive significant upgrades and improvements – including stainless steel benches, marine railings, lighting, security cameras and colorful landscaping. The project will be completed in spring 2018.

Uniroyal RiverWalk

The biggest gap in East Riverfront connectivity will soon be a memory. Initial work will begin this summer to transform the riverfront along the 30-acre Uniroyal site – adding approximately 1,700 feet of RiverWalk that will link

Mt. Elliott Park to Gabriel Richard Park. The project will create a connection above and below the MacArthur Bridge to Belle Isle. Designed with input from famed landscape architect Michael Desvigne, this new stretch of the RiverWalk will be a unique destination featuring creative design concepts with colorful landscaping, decorative railings, benches, lighting and security cameras. The project will be complete in 2019.

Dequindre Cut Freight Yard

The Dequindre Cut is the site of Detroit’s newest and most unique venue for music, shopping and entertainment. Constructed from recycled shipping containers, the Dequindre Cut Freight Yard will be a flexible space for local vendors and entertainers. Located along the greenway between Wilkins and Division Streets, the site will feature interesting lighting displays, signage, furnishings and art. This innovative space is scheduled to open this summer.

IMAGINE Atwater Beach

Feel the sand between your toes. Build a sandcastle. Bring your sunscreen and catch some rays. When complete, Atwater Beach will be a one-of-a-kind urban “beachfront” park on the river. The Detroit RiverFront Conservancy is still raising funds to build the park, which means you still have time to add your name to the project.

Located on the former U.S. Coast Guard site not far from a new pedestrian bridge connecting Chene Park East and Stroh River Place, the park will feature a wide sandy beach with lounge chairs, a playscape, a grassy area with trees, an open-air shed for programs and events, and a barge serving tasty food and drink. Learn how you can help fund construction of the park at www.detroitriverfront.org/waystohelp.

EXCITEMENT on the East Riverfront



Plans for the East Riverfront were revealed this spring and excitement is in the air! Thanks to a partnership between the Conservancy, the City of Detroit and the Detroit Economic Growth Corporation (DEGC), approximately 8 acres of land between Atwater Street and the river will become part of our Detroit Riverfront. Instead of private development, this prime real estate will be transformed into beautiful public spaces for everyone to enjoy.

The five-year development plan will expand parks and green spaces, build safe and beautiful connections between neighborhoods and the riverfront, enhance mobility and safety with sustainable street improvements, and harmonize private development with the spirit of the Detroit Riverfront.

MORE GREEN SPACES

Three city-owned sites south of Atwater Street, once slated for private development, will now become public park space. The East Riverfront plan also calls for an expansion of Milliken State Park. Our urban oasis on the riverfront continues to grow!

BETTER ACCESS

Proposed greenway projects will help make it easier for thousands of Detroit residents to reach the riverfront. The proposed **Beltline Greenway** will run from Kercheval Street to Jefferson Avenue. This greenway will provide access to Mt. Elliott Park and to the former Uniroyal site. Upcoming community meetings will be held to solicit input from area residents.

A seldom-used path from Vernor to Larned on the east side will receive significant renovations and upgrades. The **Joseph Campau Greenway** will feature a new asphalt path with a striped bike lane, new benches, security cameras, lighting and trash cans.

IMPROVED STREETSCAPES

The East Riverfront plan includes significant street improvements to Atwater Street and Franklin Street. Streetscape improvements are also planned to Jefferson Avenue and Joseph Campau — beautifying the area and providing safer pedestrian access to the RiverWalk.

Learn more at www.detroitriverfront.org/riverfront#east.



Powered by You

DETROIT'S RIVERFRONT RUNS ON VOLUNTEERS

The Detroit Riverfront hums with activity during the summer months — and volunteers make it all possible. With free or low-cost events and programming almost every week, the Detroit RiverFront Conservancy relies on volunteers in countless ways.

At events, you might find volunteers setting up, helping with registration and admissions, greeting visitors and leading arts and crafts activities for kids. At other times, volunteers greet visitors, staff the Detroit RiverFront Conservancy ambassador cart and assist RiverWalk visitors with questions.

“Volunteers get to meet great people from all over the world!”

“There are no minimum hour requirements to volunteer,” said Renee Rodriguez, volunteer manager at the Detroit RiverFront Conservancy. “You can work as little or as much as you want. Some volunteers work one event, while others work as much as 200 hours a year.”

In 2016, more than 350 people volunteered to help the Detroit RiverFront Conservancy — giving more than 4,200 hours of their valuable time.

One volunteer position is perfect for friendly and outgoing people. “Our Riverfront Ambassadors can bike or walk the riverfront and hand out brochures and maps,” Rodriguez said. “We also have a mobile cart that volunteers can set up to hand out literature about the riverfront.”

Volunteers are needed to help with 2017 GM River Days, the unofficial kickoff of summer in Detroit, June 23-25. Hundreds of volunteers will help as gate greeters, in the Kids' Zone and with other activities.

Excited about what's happening on the Detroit Riverfront? You can be a part of it! Learn about volunteer opportunities at www.detroitriverfront.org/volunteers.



WAYS TO VOLUNTEER

- Assist guests on the RiverWalk
- Wristband guests at events
- Lead arts and crafts activities for kids
- Hand out giveaways
- Be a Riverfront Ambassador
- Set up at events
- And many more!

PROGRAMMING SPOTLIGHT

3RD ANNUAL TOUCH A TRUCK

Climb aboard. Honk the horn. Sit behind the wheel. Children of all ages enjoyed a hands-on experience at the 3rd Annual Touch-a-Truck event on May 20. They learned about fire trucks, earthmovers, ambulances and more. Vehicles of all types were on hand — including trucks used by professionals in construction, public safety, public transportation and landscaping. Kids even had a chance to talk to the men and women who operate these big rigs!

“This event builds rapport between the police and firefighters and other service providers in the community,” said Michele Marine, director of programming for the Detroit RiverFront Conservancy. “At Touch-a-Truck, children can meet these service personnel in a setting that is fun and interactive.”

With arts and crafts, kid-friendly games, music and tasty food, Touch-a-Truck is a fun-filled event for the whole family. “This event is very family friendly and all of our families love it!” Marine said. “The children look forward to it every year.”



“A fun-filled event for the whole family.”

Don't worry if you missed the event this year. Touch-a-Truck will return in 2018. Until then, there are plenty of other family-friendly activities planned for this summer.





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600 Renaissance Center
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IN THIS ISSUE...

STORY	PAGE
Leadership Letter.....	1
GM River Days & Shimmer on the River.....	2
Support Detroit.....	3
Rivière28.....	4
Explore Mt. Elliott Park.....	5
Summer on the Riverfront.....	6
Construction Update.....	8
Excitement on the East Riverfront.....	9
Detroit Riverfront Volunteers.....	10
Touch A Truck.....	11

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.



VISION

Transform Detroit’s international riverfront - the face of the city - into a beautiful, exciting, safe, accessible world-class gathering place for all.

MISSION

The Detroit RiverFront Conservancy (DRFC), a 501(c)(3) organization, is responsible for the establishment, improvement, operation, maintenance, security, programming and expansion of the Detroit RiverWalk and associated green spaces. Through its public/private partnerships, the DRFC will support the development of the riverfront district and facilitate community access to the waterfront.

