

IT STARTS

EVERY DAY
AND RHYTHM
TOURS. BIRD
DELICIOUS
IS SOMETHING
THE RIVERFRONT. KIDS FISHING
FIREWORKS. RACES. ROCKIN ON THE
BIRD WATCHING. STATE PARKS
FUN AND RHYTHM
KIDS FISHING
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HAPPENING
CAROUSEL

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ON THE RIVERFRONT. FIREWORKS. RACES. ROCKIN ON THE
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ONE STEP AT A TIME





From a post-industrial port to a vibrant and accessible destination, the Detroit riverfront has become the
NEW FACE OF THE CITY.
It starts here — one step at a time.



A CONNECTED RIVERFRONT

Joy, Excitement, Pride. These are just three of the adjectives that describe our feelings as we reflect on the development of the riverfront these past two years.

By way of brief background, the non-profit Detroit RiverFront Conservancy was founded in 2003 with a mission of developing public access to Detroit's riverfront, and serving as an anchor for economic development. Our ultimate vision is to develop five and a half miles of riverfront, from the Ambassador Bridge on the west, to just east of the MacArthur (Belle Isle) Bridge. More than 80 percent (three miles) of development has been realized, complete with a vibrant RiverWalk that connects plazas, pavilions, parks, butterfly gardens, fountains, cafes and more – all enjoyed by millions since it officially opened in 2007. As the permanent stewards of this public space, the Conservancy is responsible for the year-round operations, maintenance, security and programming of the riverfront as well as the Dequindre Cut Greenway. We are also responsible for raising all of the funds to support this riverfront development project.

Tremendous progress has since been made on several fronts: completing design and construction planning in preparation for the next east riverfront construction phase, which is to be launched in spring of 2012; enhancing existing projects; expanding programming; recruiting volunteers; solidifying relationships with invaluable partners; and welcoming new development while attracting more supporters as we continue to work to raise the funds to support all aspects of this project.

We are delighted by all Detroiters and visitors that are attracted to the river, and that number has been growing significantly each year. We are elated by their smiles, the children playing in the fountains, the seniors listening to music, those participating in a wide variety of special programs, bench sitters eating lunch, and bikers/runners exercising while enjoying a spectacular view.

We are also proud of all the community feedback we have received. The responses have been heartwarming and have given all of us at the Conservancy additional motivation to continue to pursue our objectives with an uncompromising commitment. Some of the feedback we have received is included in this report along with detailed information about our progress to date, all of which we trust you will enjoy.

We also celebrate the wonderful public-private partnership that has provided the critical support that has played a major role in our success. This partnership represents a new paradigm on how communities can come together to make meaningful and sustainable change.

There is a slogan which holds that, "If you build it, they will come." We are delighted that this is proving all too true at the riverfront; we are building, and they are coming.

As we continue our work to pursue our bridge-to-bridge development vision, our only wish is that "they keep coming" and we are confident that they will.

[AMBASSADOR BRIDGE] Detroit's historic Ste. Anne Church and Mexicantown Mercado & Plaza are within a few blocks of the Ambassador Bridge to Canada, the western boundary of the Conservancy's project. The new Bagley Avenue pedestrian bridge connects the communities to the west over Interstate 75.

DETROIT'S WEST RIVERFRONT

RIVERSIDE PARK

AMBASSADOR BRIDGE

[MEXICANTOWN] One day you will be able to ride your bike fewer than 1.5 miles from the west riverfront to Mexicantown for a delicious meal and unique shopping.



▲
DETROIT
CANADA
▼





LETTER FROM LEADERSHIP

"Rivers are often regarded as means of transport, or – at best – a space for water sports. But they are also powerful and symbolic icons for connecting people and ideas across regions and national borders." The River//Cities Platform.

Indeed, the River//Cities Platform, a partnership between cultural, environmental and political initiatives, has it right, and that's how we at the Detroit RiverFront Conservancy view the Detroit River and our mission in developing the waterfront.

While we are proud of the beauty we are creating, and the tens of thousands of Detroit area residents we are attracting to enjoy the river, our goals extend well beyond these accomplishments.

We understand that the riverfront is an integral part of the City of Detroit's revitalization efforts. It is a vital part of the whole.

The riverfront project is one of the major bloodlines for the City. Just like a vein, we provide much-needed "plasma" for the City to help its heart beat a little stronger, and, by extension, strengthening other parts of the City's body.

But this relationship extends beyond structural/physical development.

It impacts the very psyche of the City, and how residents feel about themselves. It increases their pride, their sense of worth, and the quality of their lives.

While we have much more to do, the work that has been completed has already revitalized Detroiters. We see it all around us – in the stories written about this project, in the feedback we have received in letters and emails, and in the smiles of visitors to the waterfront.

The magic of the riverfront is being enjoyed by residents throughout the Detroit region as well as by visitors throughout the world.

Over these past two years, considerable development progress has been made on several fronts on the riverfront: enhancement of existing projects and programs, planning for the future by way of design and construction planning, executing an exciting new volunteer program that is attracting people from throughout the region, cementing relationships with invaluable partners, and identifying new riverfront supporters. We also have played a major role in attracting new development to the riverfront, contributing to the economic revival of Detroit and the metropolitan area.

As in a giant jigsaw puzzle, the pieces are coming together on the waterfront. And as we witness the progress, we must admit to a deep sense of pride for the contributions the Conservancy, with help from many partners, has made. In a very short period, a vibrancy is being created that no one could have predicted.

The 17th Century philosopher, Pascal, said: "Rivers are roads that move and carry us whither we wish to go."

At the Conservancy, we know whither we want to go, and we expect to increase the excitement on the river as we continue toward our final destination.

We thank you for your continued support and trust that you will enjoy our 2010-2011 Annual Report, which speaks to progress, promise and our future.

Matthew P. Cullen
Board Chairman
Detroit RiverFront Conservancy

Faye Alexander Nelson
President & CEO
Detroit RiverFront Conservancy



THE MAGIC OF DETROIT'S RIVERFRONT

is adored by residents throughout the Detroit region, as well as by visitors throughout the world.





GREAT STRIDES

Until the Conservancy launched its development program, the Detroit riverfront was undeveloped and inaccessible to Detroit area visitors. But the perception of the City, both externally and internally, is changing as a result of initiatives like the Detroit riverfront's transformation, encouraging thousands of visitors annually to enjoy what is one of the region's greatest natural resources.

In addition to providing residents and visitors with a beautiful and safe place to walk, jog and ride, the riverfront continues to serve as a catalyst for economic development with new projects completed or underway. Following are some of the recent developments:

THE DETROIT/WAYNE COUNTY PORT AUTHORITY

The Detroit/Wayne County Port Authority opened a new 21,000-square-foot passenger terminal and public dock/wharf. The two-story facility accommodates all types of vessels – cruise ships, ferries, water taxis, tall ships, dinner boats and naval frigates – wishing to call on the Port of Detroit. The terminal complements the

riverfront's architecture, and provides a permanent RiverWalk connection between Hart Plaza and the GM Plaza and Promenade.

THE EAST RIVERFRONT DISTRICT INFRASTRUCTURE

East riverfront district infrastructure, designed and constructed by the Detroit Economic Growth Corporation, has been completed. The improvements include new street pavement, sidewalks, striped bike lanes, and street lights, all of which are important connections to the riverfront. Equally important is the City's investment and updating of underground sewers and utilities, vital support for this new public space.

BLUE CROSS BLUE SHIELD

In May 2011, Blue Cross Blue Shield began a major transition of employees to GM's Renaissance Center on the riverfront. Ultimately, 3,000 employees will be moved downtown, creating a unified downtown Detroit campus while supporting the vitality of Detroit and its riverfront.

JOE MUER SEAFOOD

Joe Muer Seafood joined the Andiamo Restaurant Group with a new 250-seat restaurant in September 2011.

THE ROBERTS RIVERWALK HOTEL AND RESIDENCE

The Roberts Riverwalk Hotel and Residence (formerly the Omni Hotel at River Place) has opened. The hotel/residences, located on the Detroit riverfront, overlook the Detroit River and the Canadian coastline, and offer guests privacy in a beautiful estate-like setting. The hotel has 107 elegant guestrooms and 50 upscale senior living units.

UNIVERSITY PREP SCIENCE AND MATH HIGH SCHOOL DAVE BING CAMPUS THOMPSON FOUNDATION 90/90 SCHOOL

Located in the riverfront district, UPSM is a state of the art learning center, serving more than 2,000 students in grades 9-12. The school prepares students for success in college and future careers in science, technology, engineering and mathematics and is dedicated to providing academic excellence, personalized learning plans and hands-on career experiences through community partnerships.

ELEVATOR BUILDING

The Elevator Building, a 103-year-old mixed-use structure located adjacent to the Dequindre Cut and overlooking the Detroit riverfront, is being brought back to life with small businesses housed on the first and second floors in loft-style office space.

PRESBYTERIAN VILLAGES OF MICHIGAN

Presbyterian Villages of Michigan, in collaboration with Henry Ford Health System and United Methodist Retirement Communities, is creating a senior living community on the river adjacent to the UAW-GM Training Facility. The Center for Senior Independence program and Affordable Assisted Living will provide affordable assisted living, independent living, residential nursing home units, senior health and wellness services, recreational spaces, and a community café.

THE COBO HALL CONFERENCE & EXHIBIT CAPITAL IMPROVEMENT PROGRAM

The Cobo Hall Conference & Exhibit Capital Improvement Program continues to enhance the center. When completed, Cobo will be equipped with more than 150,000 square feet of additional, prime meeting and show floor space.

The size and flexibility of the new facility will permit holding multiple events simultaneously, and allow southeast Michigan to be home to the world's largest conventions. The new state-of-the-art southern glass wall, which will overlook the riverfront, will bring a constant sense of activity to the waterfront area west of Hart Plaza.

[WALKABILITY] As plans progress, destinations along Michigan Avenue will only be a walk or a bike ride from the riverfront.

[CORKTOWN] Approximately one mile from the riverfront is Corktown, one of Detroit's oldest neighborhoods. It became known as Corktown when in the 1840s, during the Potato Famine, the Irish from County Cork immigrated to the area.



RIVERFRONT REFLECTIONS

Some of my fondest childhood memories involve going to Boblo. Thanks to the Detroit RiverFront Conservancy, I can revisit the riverfront and **MAKE NEW MEMORIES WITH MY CHILDREN.**

DEBORAH HARDISON HILL, DETROIT



I recently brought my great nephew and his friend to the riverfront. They had hours of fun, fun, fun! They loved the story hour, which included a beautiful stage setting, sing-along, ice cream sundaes, hot dogs, carousel rides, free books from the Detroit Public Library, and of course, **GREAT STORIES READ BY GREAT READERS!** Then, it was on to the water fountain where the kids ran endlessly through the crystal clear water. It was a day none of us will ever forget.

JACKIE PERKINS, DETROIT

I have a lot of history in the downtown area having worked and gone to school there many years ago. I love visiting the riverfront today and seeing it **LOOKING MORE BEAUTIFUL THAN EVER!**

LAURA NAPOLEONE, OAKLAND TOWNSHIP



When we relocated back to Michigan from Pittsburgh, the one thing I knew I missed was the waterfront. **IMAGINE MY JOY AS I DISCOVERED THE RIVERWALK and River Days!** The riverfront is my place to go to reflect on the previous week's activities and refocus my energy for the week to come. I enjoy walking or just sitting and watching boats cruise the water. My family knows I have claimed the bench by the carousel as my spot!

DEBORAH JOHNSON, FARMINGTON HILLS

I am proud to call Detroit home. It's the City where I grew up and have lived for over half my life. The riverfront makes me feel even more **CONNECTED TO THE CITY I LOVE.**

FRANCES ROSS
GROSSE POINTE FARMS

I'VE ENJOYED WATCHING THE RIVERFRONT PROGRESS THROUGH THE YEARS. Many years ago, I used to come down and sit on tree stumps as I watched the river go by.

Now, we have this beautiful RiverWalk with parks, benches and pavilions for all to enjoy! I see the sense of community and connection people have with the City whenever I'm on the riverfront. Any time I see a family taking pictures along the riverfront, I always offer to take a family photo. I love capturing the joy and excitement they are experiencing while on the riverfront.

CLEATRICE GRIGSBY, DETROIT

It is exciting to see how vibrant the riverfront has become. Recently, I took my father and his wife from Flint for a visit. We enjoyed a tour on the Diamond Jack and a stroll along the RiverWalk and Belle Isle. I have developed **A WHOLE NEW APPRECIATION** for the City since my job relocated me here and am looking forward to bike rides along the Dequindre Cut and lunch-time walks along the riverfront.

KATHY SWANSON, CLINTON TOWNSHIP



SOMETHING FOR EVERYONE – OUR CITY’S GEM

They came by the thousands, by the hundreds of thousands. And they came for a variety of reasons: to go for a morning run, take an afternoon stroll with family and friends, try a little fishing, exercise, to enjoy a summer concert, eat a meal outdoors or just spend a few minutes along the river for some quiet personal reflection. Many, of course, have been drawn to the riverfront to enjoy a wide variety of programs organized by the Conservancy as well as our partner organizations.

These programs have created an excitement, drawing families from near and far. Whether through concerts, festivals or children’s events, the exhilaration created by a broad-range of programs has provided much-valued and unforgettable experiences for riverfront visitors.

KIDS FISHING FEST

To kick off our summer season, the Conservancy presented its first-ever River Days Kids Fishing Fest, a free family fishing festival at the Milliken State Park Marina. Produced by the Conservancy in collaboration with several community partners, more than 300 children and their families were treated to a day of free fishing and family fun. The program provided an opportunity for inter-generational family bonding and community building, with kids experiencing the sport of fishing along the riverfront – many for the first time. Given the event’s popularity, plans are underway to make this an annual event.

RIVER DAYS FESTIVAL

With more than 115,000 visitors, our popular River Days Festival returned for a fifth year, once again celebrating Detroit’s rich maritime history. The festival included water-related activities and an environmentally themed kids’ zone called “It’s Easy to be Green” featuring live entertainment and theatre, arts and crafts and environmental exhibits. Visitors also enjoyed more than 75 musical acts, sand sculptures, chalk art, a 5K run, a “Taste of Detroit” food court, carnival rides and games.

READING AND RHYTHM ON THE RIVERFRONT

In a partnership with the General Motors Foundation, the Conservancy presented “Reading and Rhythm on the Riverfront,” a family-oriented eight-week event designed to promote literacy throughout southeast Michigan. Nearly 2,000 children participated in the popular weekly programs, which included celebrity readers who presented classic children’s books. In addition, our partnership with the Detroit Public Library’s Library on Wheels program allowed us to distribute more than 1,600 free books to children from across southeastern Michigan. The event also featured entertainment, arts and crafts, and healthy treats. The program drew families and the community together and promoted the importance and love of reading to children.

DETROIT FREE PRESS MARATHON

Through the years, the riverfront has been a dedicated supporter of the annual Detroit Free Press Marathon, which takes place in mid-October. The 2011 marathon hosted more than 19,000 runners, with a portion of the run taking participants along the RiverWalk. The 26.2-mile route included both Detroit and Windsor, with a Conservancy “spirit station” at the 25-mile marker where we, along with spectators, cheered on the runners.

COMMUNITY PROGRAMS

Along with these key signature programs, the Conservancy also partnered with a variety of organizations to create a wide range of ongoing summer programming designed to encourage visitors to enjoy the riverfront in an interactive and enjoyable group setting. Programs included a river walkers senior walking group, yoga and tai chi on the riverfront, our canine club, the WGPR 107.5 RiverWalk exercise group, and bird-watching with the Detroit Riverfront Audubon Chapter.

We also complemented our summer season with winter activities – including cross country skiing, snowshoeing and winter dog walks – all designed to keep visitors engaged at the riverfront year round.

Our partners also hosted such events as ethnic festivals, the Movement Electronic Music Festival, the Detroit International Jazz Festival, the GM-produced “Rockin’ On the Riverfront” concert series, and concerts at Chene Park.

All these programs have created a unique vibrancy and vitality on the riverfront, a riverfront of which Detroit area residents can be proud and with which they can engage and enjoy with their families and communities for generations to come.



WE ARE DEEPLY INDEBTED
to our wonderful volunteers for the intrinsic value they bring by serving as riverfront goodwill ambassadors.



MAKING A DIFFERENCE

During the past year, we launched a new, highly successful volunteer program that achieved two major objectives for the Conservancy: staffing and support of community services.

The first objective was to actively recruit, train and retain a large corps of dedicated Conservancy volunteers who could assist us in our efforts. We now have nearly 100 trained and committed volunteers serving in a variety of capacities, thereby saving us both manpower and much-needed financial resources.

The volunteers have also helped us attain a secondary and equally important objective: that of creating a stronger sense of community and collaboration.

Our volunteer program has enabled us to bring together a broad regional community representing a variety of ethnicities, ages, backgrounds, experiences and cultures dedicated to one effort: providing our community with a greater sense of connection to their families, to each other, and to nature through our revitalized riverfront.

We are deeply indebted to our volunteers, not only for the valuable staffing they provide, but for the intrinsic value they bring by serving as riverfront “goodwill ambassadors” in the communities in which they live, work and play.

As we move to expand this program, we will be looking to increase the number of volunteers and the depth at which they serve. As they become more familiar with our project, our volunteers will take on even greater roles.

We continue to look forward to the many rewards, both tangible and intrinsic, that a successful volunteer program affords to the Conservancy and to the volunteers themselves. In the words of the late Dr. Dorothy I. Height, the African-American women’s rights leader, “Without community service, we would not have a strong quality of life. It’s important to the person who serves as well as the recipient. It’s the way in which we ourselves grow and develop.”



One of the hallmarks of the Detroit area community always has been its generosity. Indeed, it is one of the most philanthropic communities in the country. This continues to be true as it pertains to the Detroit RiverFront Conservancy. Within a relatively short time, so much has been accomplished on the riverfront. We are deeply indebted to our public and private partners who have enabled us to be as successful as we have been. As we look to the future, however, much work remains. We look forward to continuing conversations with our dedicated supporters and to broadening our circle of friends. On behalf of the Conservancy Board of Directors and staff, please accept our sincere appreciation and gratitude.

David K. Page, Esq.
Vice-Chair — Detroit RiverFront Conservancy, Chair — Advancement Committee

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In addition to the generous philanthropic support that the Conservancy has received, this project would not have been possible without the support and financial investment of our governmental partners.

Special Thanks To

Mayor Dave Bing – City of Detroit
Detroit Economic Growth Corporation
Senator Carl Levin – United States
Governor Rick Snyder – State of Michigan
Former Governor Jennifer M. Granholm – State of Michigan
Michigan Natural Resources Trust Fund
County Executive Robert A. Ficano – Wayne County

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The Mayor's Office and City Council
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Detroit Economic Growth Corporation

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Department of Public Services Parks and Recreation Division
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State of Michigan

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U.S. Army Corps of Engineers
U.S. Department of Housing and Urban Development (HUD)
Federal Highway Administration



REVENUE & EXPENDITURE SUMMARY

REVENUES

Foundation Contributions	\$9,689,569.00
Corporate Contributions	129,592.00
Individual Contributions	655,210.00
In-Kind Contributions	3,100,000.00
Investment Income	2,879.00
Grant Income	—
Other Income	200,676.00
Net Assets Released from Restrictions	262,584.00

TOTAL REVENUES

\$14,040,510.00

EXPENDITURES

East Riverfront Project	\$3,704,192.00
General and Administrative	1,181,606.00
Fundraising	942,742.00

TOTAL EXPENDITURES

\$5,828,540.00

EXCESS OF REVENUES OVER EXPENDITURES

\$8,211,970.00

ASSETS

Cash and Current Assets	\$9,227,822.00
Easements	26,849,254.00
Endowment	29,781,030.00
Pledges Receivable	428,494.00
Other Noncurrent Assets	27,779,527.00

TOTAL ASSETS

\$94,066,127.00

The financial statements for the Detroit RiverFront Conservancy as of December 31, 2010, have been audited by an independent, certified public accounting firm. Copies of the complete audited financial statements are available upon request to:

The Detroit RiverFront Conservancy
600 Renaissance Center
Suite 1720
Detroit, Michigan 48243

Due to space limitations, only gifts of \$1,000 and above are listed here. Every gift is important, and the Conservancy thanks all of our supporters. This listing reflects cumulative contributions made as of June 30, 2011. The Conservancy has made every effort to reflect an accurate and complete list of our donors. Please contact us at 313.566.8200 to let us know of any errors or omissions.

[THE GLOBE & ELEVATOR BUILDINGS] The Globe Building sits on the former site of the Detroit Dry Dock Company where Henry Ford worked as an apprentice in the early 1880s. A neighboring structure, the Elevator Building, which now houses several creative businesses, was the site of a Studebaker automobile company factory.

[EASTERN MARKET] The Dequindre Cut Greenway reaches north from the riverfront within footsteps of Detroit's famous Eastern Market. The market is one of the most robust farmers markets in the U.S., featuring the freshest produce, flowers, specialty food items and meats.



A COMMUNITY COMING TOGETHER

The question might well be asked: Why have we been so successful in such a short period of time? Indeed, the Conservancy project has been one of the most successful fast-tracked developments in the history of Detroit.

The reasons are many but we want to emphasize one: We have benefitted from a unique public-private partnership which began with the City of Detroit, General Motors Corporation and The Kresge Foundation. Recognizing the riverfront's potential and displaying visionary leadership, these three entities provided the critical resources in the early days of this project that assured a solid launch of the non-profit Detroit RiverFront Conservancy and, ultimately, its success.

The City of Detroit leased land and allocated significant funds to prepare the riverfront district for public space and mixed-use development. These dollars financed a number of development initiatives including the removal of the silos that made way for the RiverWalk and its adjacent amenities, rebuilding of roads, construction of sidewalks, and the installation of street lights.

General Motors invested \$25 million into its waterfront renovations at the Renaissance Center, including building the GM Plaza and the first half mile of the RiverWalk, which it donated to the Conservancy along with considerable cash and in-kind support.

The Kresge Foundation made its largest gift ever to a single project – a \$50 million challenge grant. This gift helped finance such expenses as the hiring of architects, engineers, Conservancy infrastructure, as well as the first phase of east riverfront construction. The grant essentially created a strong economic foundation that permitted the Conservancy to be launched on a sound financial footing.

But the story does not end here. Thanks to Kresge, GM and the City, we were able to leverage this funding to raise \$105 million to date towards a \$140 million goal to support costs associated with construction, operations, maintenance, security and programming where we have permanent stewardship responsibility. In addition, we have received public and private in-kind contributions of approximately \$160 million, bringing the total project investment to \$300 million.

Through this highly successful partnership that has brought together foundations, corporations, the public sector, our Board, Conservancy staff, individuals, families and the community at large, we are reminded that working together for a common purpose, we are able to achieve great things.

Collaboration of the public/private partnership has been instrumental in the development of the riverfront – and the City of Detroit – ensuring a
BRIGHTER FUTURE FOR ALL.





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YESTERDAY, TODAY & TOMORROW

When the project for an accessible riverfront was unveiled in 2003, the vision of the Conservancy was to develop 5½ miles from the Ambassador Bridge on the west to just east of the MacArthur Bridge (better known as the Belle Isle Bridge).

To date, there is public access to three miles of east riverfront which includes pavilions and plazas, fountains, butterfly gardens, cafés, an imaginative carousel, and lush landscaping, all connected to the ever popular RiverWalk.

We look forward to launching construction on the remaining segments of the east riverfront beginning spring of 2012. Information concerning this development is provided below.

MT. ELLIOTT PARK

A new pavilion and plaza is being planned to be constructed along with other community-oriented and environmentally sustainable design features. Our familiar pavilion blue-wall design and tent-like canopy and plaza will be constructed with an east orientation to capture views toward Belle Isle. Consistent with our commitment to energy and environmental sustainability, the Conservancy is seeking LEED Certification of the new pavilion. In recognition of the river as a historic commercial transportation route, a robust water feature has been designed to capture the imagination, and provide an educational resource, while offering enjoyment for visitors – safely. The popular existing shoreline and fishing outlooks will also be enhanced.

UNIROYAL SITE

Located east of Mt. Elliott Park and west of the MacArthur (Belle Isle) Bridge, the former site of the Uniroyal Tire factory is currently in its first phase of remediation. The Conservancy will immediately develop the public access portion of this riverfront site once the remediation is complete, providing the critical waterfront connection from Mt. Elliott Park to our bookend development at Gabriel Richard Park.

GABRIEL RICHARD PARK (Just east of the MacArthur (Belle Isle) Bridge)

We are constructing much-needed connections to surrounding communities. In harmony with our commitment to sustainability, a new parking lot has been designed near the Brodhead Armory. In addition, along Jefferson Avenue, we provide shared paths for bicycles and pedestrians, and offer an entry point from Jefferson into the park. The vast adjacent grassy park, sloping to the river,

provides a natural way to capture and filter storm water, eliminating the impact on storm water underground sewer systems. New trees will be planted to encourage the restoration of natural habitats. Newly installed lighting will highlight the lovely labyrinth work of public art.

ADDITIONAL EAST RIVERFRONT DEVELOPMENT

The public access portion of riverfront land located to the west and east of Chene Park, connecting to the Stroh properties, will be developed. Additional development/improvements include the upgrading of the Command Center security system located at Rivard Plaza, and the integration of the Civic Center RiverWalk into the Conservancy's improvements, maintenance, security and signage systems which will include new lighting, security cameras, and concrete repairs.

As we continue our primary objective of establishing the riverfront as a destination place, our development will feature a variety of what we have coined "destination vignettes" which will include interactive electronic applications, water features, viewing devices, and engaging educational displays.

Finally, the recent Atwater streetscape improvements will be enhanced with wayfinding signage, benches and other improvements.

WEST RIVERFRONT

As we look ahead, we have adopted a three-point strategy for implementing the west riverfront (from Joe Louis to the Ambassador Bridge) development by engaging the community in the conceptual process, negotiating land control for properties, and identifying financial support.

A west riverfront stakeholder steering committee has been organized to involve the community. The Conservancy controls 26 acres of the former Detroit Free Press property; we are currently in discussions with west riverfront landowners to acquire additional riverfront property.

As we move westward, we will continue to work conscientiously to connect communities to the river, collaborate with our public and private partners, and provide safe access for the many visitors who enjoy the riverfront yearly.

As we look to the past, we do so with pride. As we examine where we are, we enjoy what has been accomplished and recognize what more needs to be done. As we look to the future, we do so with unbridled hope and optimism.



THE SONG OF THE RIVER

*ends not at her banks but in the hearts
of those who have loved her.*

BUFFALO JOE



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