



About the Detroit RiverFront Conservancy

- The Detroit RiverFront Conservancy is a non-profit organization founded in 2003 by civic, community and public leaders who took the lead in putting together a plan to develop public space on Detroit's historic and international riverfront. The Conservancy celebrates its 10th anniversary this year.
- The mission of the Conservancy is to develop public access to Detroit's riverfront and to have this development serve as an anchor for economic revitalization – all while working with others to create more thriving, walkable and connected communities within Detroit.
- Key to the Conservancy's success is the public-private partnerships – including the City of Detroit, foundations, corporations, the public sector and the broad-based community – that have been integral to revitalizing the riverfront.
- The Conservancy was launched by three key partners: the City of Detroit, which provided valuable riverfront land and significant infrastructure improvements, including the demolition of the riverfront silos; General Motors, which invested an additional \$25 million into its waterfront renovations at the Renaissance Center, including the building of the GM Plaza and the first half mile of RiverWalk, which it donated to the Conservancy along with cash and in-kind support; and the Kresge Foundation, which provided its largest grant ever to a single project – a \$50 million challenge grant that served as the economic catalyst to launch the Conservancy's efforts and to attract additional major funding from the foundation community, corporate, the public sector and the community at large.
- As the permanent stewards of the riverfront public space, which includes the RiverWalk and the Dequindre Cut, the Conservancy is responsible for construction, operation, maintenance, security and programming, along with raising the funds to support all components of the project.
- To date, \$121 million has been raised towards a \$140 million goal, which includes establishing an endowment that supports the Conservancy's perpetual maintenance and operations responsibility.
- 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, which is just east of the MacArthur (Belle Isle) Bridge. The first phase of the project, three miles of the east riverfront, is 80 percent complete and spans from Joe Louis Arena to Gabriel Richard Park.
- In the summer of 2012, the Conservancy launched the final construction phases to complete the east riverfront development of the remaining parcels needed to connect the RiverWalk and its associated green spaces, plazas and parks. The first construction phase includes a complete transformation of Mt. Elliott Park. The second construction phase includes enhancements to Gabriel Richard Park and developing the parcels of land to the west and east of Chene Park. The final phase will provide for the construction of public space along the Uniroyal site.
- The completed portions of the riverfront, along with its sister rails-to-trails greenway, the Dequindre Cut, are populated with approximately three million visitors annually who come to walk, run, bike, spend time with family and friends and take advantage of the quality of life opportunity a revitalized riverfront provides.

To view the Detroit RiverFront Conservancy's "It Starts Here, One Step at a Time" video, access:
http://youtu.be/DSGk59_6EJU