



DETROIT
RIVERFRONT
CONSERVANCY



2018 ANNUAL REPORT



2018 ANNUAL REPORT CONTENTS

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FROM OUR LEADERSHIP

In 2018, the transformation of the riverfront accelerated significantly, bringing us closer than ever to achieving our goal of completing the RiverWalk from bridge to bridge. This has been an extremely exciting year for the Detroit Riverfront.

In March, we announced that Michael Van Valkenburgh and Sir David Adjaye had won an international design competition to transform West Riverfront Park, bringing a visionary plan for a world-class 22-acre waterfront destination.

During the summer, the Dequindre Cut Freight Yard opened for its first full season, providing an exciting new gathering space among our riverfront public spaces.

And in August, we broke ground on the much-anticipated Atwater Beach. When it opens in 2019, Atwater Beach will complete our vision for a system of family-oriented park spaces along the riverfront, with each located within a short 10-minute walk.

Attendance at the riverfront continued to grow in 2018, reflecting the exciting diversity of our city and region. This year, we welcomed more than 3 million visitors to the riverfront, making it one of the top destinations in the state.

And the philanthropic community continues to lead with significant investments in this mission.

In October, the Ralph C. Wilson, Jr. Foundation announced a transformational investment of \$50 million in a 22-acre park that will anchor the West Riverfront and draw visitors from throughout the region.

We celebrated Karen and Matthew Cullen's unwavering support of the Conservancy with our "Shimmer Award" in June as we announced an incredibly generous gift to our endowment. This investment will support the operations of the Conservancy for generations to come.

And our annual campaign reached new levels, growing by 60 percent this year. These important contributions support the cleaning, security, operations and programming along the riverfront.

We are so grateful for your support. Your gifts are having a profound impact on the way our community comes together. Thank you for believing in our vision and for helping us make the Detroit Riverfront a world-class gathering place for all.

Mark Wallace, Detroit Riverfront Conservancy President & CEO





REACH

At the Detroit Riverfront Conservancy, our goal is to reach kids from young to old and create lifetime memories along the Detroit Riverfront...

More than

3 Million

people visit the Detroit Riverfront annually.

Fishing Fest introduced

650

kids to the wonders of the Detroit River, putting poles in their hands, teaching them to fish and enjoy the unique environment around them.

In 2018, more than

11,500

seasonal plantings took place in planters and flowerboxes along the RiverWalk during the spring, summer and fall.

We hosted

12,000

seniors as they got active with the **DMC River Walkers and our Live the Riverfront Wellness series featuring T'ai Chi, Fit Park Boot Camp and Moonlight Yoga classes.**

Each year on the RiverWalk and Dequindre Cut, we provide more than

150

free and low-cost programs designed to offer opportunities for education, healthy fulfilling recreation, and environmental awareness.

We welcomed

4,500

kids to **GM Reading & Rhythm on the Riverfront**, a free literacy program, where each child was invited to pick out a brand new book.



The Detroit Riverfront played host to a number of excellent entertainment, health and wellness activities this past summer. Between exercise classes and children's literacy events, the Detroit Riverfront Conservancy is looking forward to holding many of the same events and some new and exciting programming in the coming season.

Reading & Rhythm on the Riverfront

One of the most popular events held by the Conservancy in 2018 was Reading & Rhythm on the Riverfront (R3), an early literacy program sponsored by General Motors that

was designed to help kids get excited about reading. R3 was hugely successful, serving more than 4,500 kids and their families with interactive children's entertainment led by community leaders. The kids also got to enjoy a ride on the Cullen Family Carousel, and everyone went home with a free book.

DMC River Walkers

Every Tuesday and Thursday morning in June, July and August 2018 you may have seen the DMC RiverWalkers strolling along the Riverfront or enjoying an exercise demonstration from the DMC Rehabilitation Institute of Michigan. The DMC RiverWalkers is a

free senior walking program presented by the Detroit Medical Center, in which all seniors, 55+, are invited for group walking and fitness classes on the riverfront.

Live the Riverfront Wellness Series

The riverfront was host to a number of other health and wellness activities in 2018 through the Live the Riverfront Wellness Series. This series included fun classes like T'ai Chi and Moonlight Yoga. People of all levels were invited to meet along the Detroit River to enjoy a fitness class and even learn a new skill.

GM River Days

As the official kick-off to

summer, GM River Days is a family-friendly three-day weekend showcasing all the best that the RiverWalk has to offer. From tall ships to concerts, to delicious food and more, River Days is one of the biggest parties every year on the riverfront. In 2018, the event featured classic R&B group Kool & the Gang as well as the tribute band Beatlemania Live!

Kids Fishing Fest

The Kids Fishing Fest held on June 10th at Milliken State Park and Harbor was a special opportunity for parents, grandparents, guardians and families of all kinds to spend quality time with their kids



MMMING

creating fun and lasting riverfront memories. The Fishing Fest included children's games, a DJ, free snacks and even free bait and pole rental for those without the equipment.

Dequindre Cut Freight Yard

The Dequindre Cut Freight Yard opened in May and

quickly became one of the most popular destinations among the public spaces the Detroit Riverfront Conservancy manages. Located between Wilkins and Division streets along the Cut and situated around nine repurposed shipping containers, the fun and eclectic Freight Yard featured a Biergarten,

food trucks, music and space for local artists and entrepreneurs every Friday through Sunday.

Campbell Memorial Terrace

The Campbell Memorial Terrace is the Conservancy's outdoor performance space located along the Dequindre Cut near the Lafayette Street entrance. During the

summer of 2018, the "Terrace" as it is affectionately known, was the site of the D. Cipher Music Series, which featured an eclectic line up of entertainment, including rhythm and blues, rap and funk musical acts, as well as poetry slams.



VOLUNTEERS



The Detroit Riverfront Conservancy is fortunate to have a volunteer corps that boasts more than 380 active members. That's significantly more than many organizations that are twice the size of the Conservancy. Each year, those numbers continue to grow.

Throughout 2018, Conservancy volunteers logged more than 6,800 hours in service, with the majority of those hours taking place in the warmer weather months. The value of the hours equate to more than \$170,000 in service!

With a relatively small full-time staff, the Conservancy would not be able to provide the diverse offering of special events and programs along the riverfront that it does without the help of volunteers.

Throughout the year, volunteers can be found serving

as Riverfront Ambassadors, staffing information booths, leading kids' arts and crafts activities, checking wristbands at events, handing out fliers, setting up events and assisting in the office.

The Conservancy salutes its many dedicated volunteers. Thank you for all you do.

[VISIT DETROITRIVERFRONT.ORG/VOLUNTEERS](http://DETROITRIVERFRONT.ORG/VOLUNTEERS) IF YOU'D LIKE TO VOLUNTEER.





OPERATIONS & SECURITY

The Detroit Riverfront Conservancy would like to extend a huge “thank you” to all the hardworking individuals who make up the riverfront Operations and Security teams. Completing routine year-round maintenance tasks, the Conservancy’s Operations team ensures that the RiverWalk stays in tip-top shape for visitors.

Meanwhile, the Security team works closely with all law enforcement agencies, including the Detroit Police Department, Homeland Security, U.S. Coast Guard, Michigan State Police, Wayne County Sheriff, U.S. Border Patrol and General Motors and Renaissance Center security to ensure that the riverfront is a safe and secure destination for everyone. Despite the growing number of people who visit the riverfront each year, the Conservancy’s Operations and Security teams always rise to meet the challenge.



Creating a safe, beautiful space on the riverfront for our community to gather is only possible thanks to our amazing operations team and our community of annual supporters who help us fund their work.

– Cassie Brenske, Detroit Riverfront Conservancy Chief Development Officer



RALPH C. WILSON, JR. CENTENNIAL PARK

Since 2017, the Detroit Riverfront Conservancy has been working hard alongside the Detroit community and world-renowned architects to reimagine West Riverfront Park into a beautiful, family-friendly oasis.

West Riverfront Park, which spans 22 acres between Rosa Parks Boulevard and Eighth Street, has been renamed the Ralph C. Wilson, Jr. Centennial Park in honor of the late Ralph C. Wilson, Jr. Mr. Wilson's namesake foundation has played an integral role in getting this project on its feet. In October 2018, the foundation extended its support in the form of a \$50 million gift to further construction and long-term sustainability efforts along the riverfront.

The plans to redesign West Riverfront Park began in 2017 when, with the help of the Ralph C. Wilson, Jr. Foundation, the Conservancy launched an international design competition to capture the attention of internationally-acclaimed landscape architecture firms. The competition featured a unique community-led process in which the Conservancy reached out to the public to better understand what the park means to the city.

After a lot of hard work and



“ ”

The creation of this new park will be one of the most significant public space projects undertaken in our city's history, and it will provide tremendous benefits to youth and families in our community – and throughout the region – for generations to come.

– Matt Cullen, Chairman, Detroit Riverfront Conservancy

discussion, the Conservancy announced the winners of the competition in April 2018. Michael Van Valkenburgh Associates, a firm that has worked on highly-acclaimed projects like the Brooklyn Bridge Park in New York and Maggie Daley

Park in Chicago, has been selected to help transform the park. Sir David Odjaye OBE, who has worked on a number of high-profile projects, including the National Museum of African American History and Culture in Washington, D.C., has

partnered with Michael Van Valkenburgh to design the sport and park houses.

When completed, the Ralph C. Wilson, Jr. Centennial Park will be one of the most vibrant sections of the riverfront, where individuals, families and community



groups can come together in a shared and beautifully designed space. Already the park is characterized by its stunning views of the Detroit and Windsor skylines, but when redesigned it will feature plenty of lush green space for outdoor activities. In addition,

the improvements will include safety and security features, benches, trash receptacles, and wide sidewalks to accommodate walking, running, biking, and fishing. “The creation of this new park will be one of the most significant public

space projects undertaken in our city’s history, and it will provide tremendous benefits to youth and families in our community – and throughout the region – for generations to come,” said Matt Cullen, Chairman, Detroit Riverfront Conservancy.

The Conservancy is looking forward to wrapping up the design and planning stage for the park by the end of this year. When plans are finalized, a ground-breaking is expected in 2020. The park will officially open to the public in 2022.



CONSTRUCTION
UPDATES IN
2018



The Detroit Riverfront Conservancy celebrated many achievements in 2018, bringing to completion a couple of exciting new spaces. With much accomplished in the last year, the Conservancy is looking forward to meeting many more goals in 2019.

Dequindre Cut Freight Yard

The Dequindre Cut Freight Yard officially opened to the public in May 2018 and was an immediate hit along the riverfront. The Freight Yard features nine repurposed shipping containers. The “Hub” is the centerpiece of the

installation, consisting of five shipping containers stacked on top of one another to house a retail space and DJ booth. All in all, the Freight Yard was 2018’s go-to destination for outdoor fun, featuring a beer and wine garden, entertainment, yummy food truck offerings and a Detroit-based vendor market.

Atwater Beach

In August 2018, the Conservancy officially broke ground on the Atwater Beach project. Since that time, construction has steadily progressed. The site has been cleared, leveled, and stakes are in place to mark where the structures will be installed.



Tremendous progress has been made toward our construction goals in 2018, with even more projects scheduled for 2019.

– Will Smith, Detroit Riverfront Conservancy Chief Financial Officer

Work on the shed structure has begun and that building is currently enclosed to protect the underground utility work. Once finished this summer, Atwater Beach will be a family-friendly urban beachfront, featuring a barge café, play structure, musical garden, picnic space, and large sandy area for retail and events.

Stroh River Place Bridge

Construction efforts to build a bridge linking Stroh River Place with Chene Park are now complete and this connection will open in summer 2019. While this new section of RiverWalk may seem small, it is an important step to completing the vision of

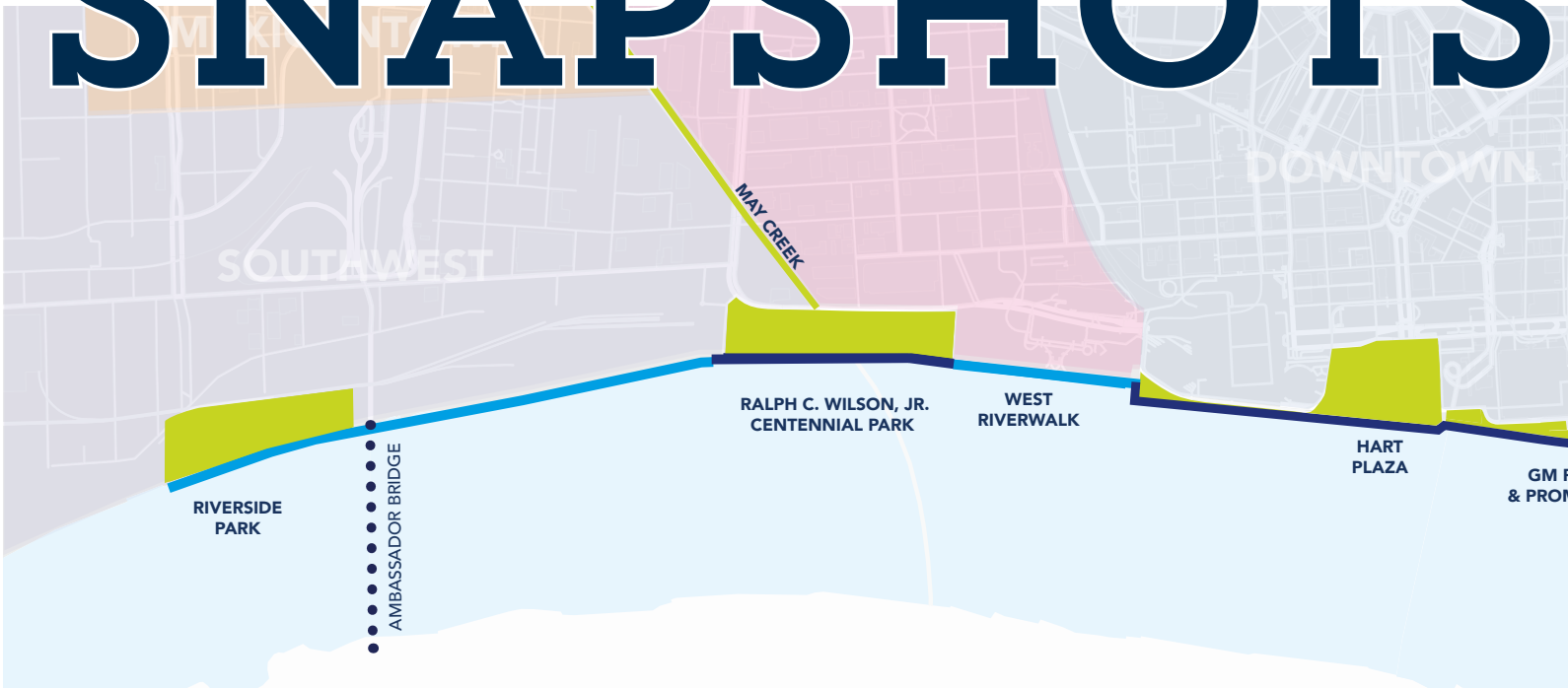
a continuous RiverWalk along the East Riverfront. The connection features a stylish, 40-foot-wide pedestrian bridge with marine railings, concrete walkways, benches, and new lighting and security call boxes.

DEQUINDRE CUT FREIGHT YARD

Located on the Dequindre Cut between Wilkins and Division Street, the Freight Yard was one of 2018's most exciting destinations. Featuring nine shipping containers that house a DJ booth and retail space for local artists, the Freight Yard is also known for its beer and wine garden and exciting entertainment and entrepreneurs. Food trucks from Brut Detroit and Yum Village are also stationed here through the summer, making the Freight Yard one of the most creative and dynamic spaces the Dequindre Cut has to offer.



RIVERFRONT SNAPSHOTS



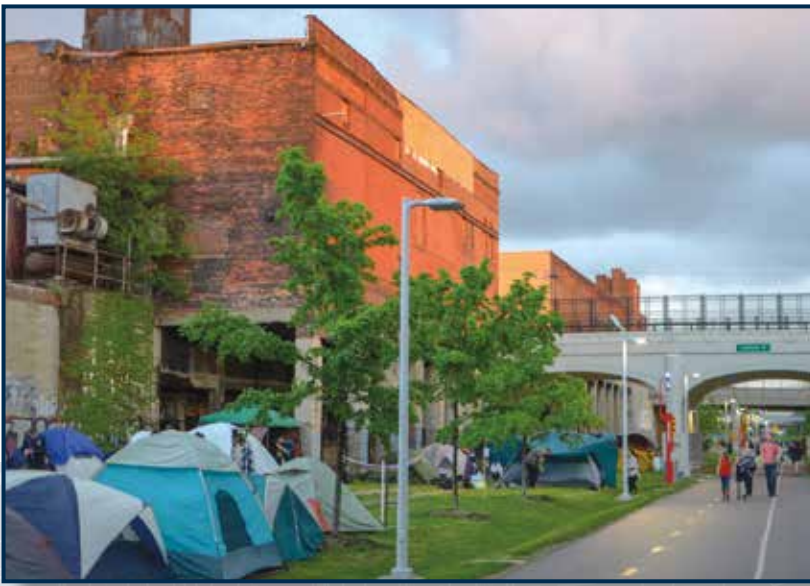
CULLEN PLAZA

Many recognize this iconic riverfront highlight for its signature carousel, but Cullen Plaza is also home to many of the East Riverfront's most popular attractions – including an in-laid granite map of the Detroit River, the delicious RiverWalk Café, a playscape for the kids and Wheelhouse Detroit, where visitors can rent bikes to ride along the riverfront. Cullen Plaza is one of the best destinations for new visitors to the riverfront. Here you can enjoy beautiful scenery and landscaping, and even book a boat tour of the Detroit River.



MT. ELLIOTT PARK

The Mt. Elliott Park and Pavilion is a family-friendly space where people of all ages can come to enjoy a relaxing summer day on the Detroit River. The park is beautifully landscaped and includes fishing piers, a café, and an interactive Great Lakes schooner-themed water feature where the kids can play.



DEQUINDRE CUT

Formerly part of a Grand Trunk Railroad line, the Dequindre Cut has been transformed into a 2-mile urban recreational path, offering a pedestrian link between the East Riverfront, Eastern Market and several residential neighborhoods. The Cut is well known for its vibrant urban artwork and graffiti, and features a 20-foot-wide paved pathway to accommodate pedestrian and bicycle traffic.



GABRIEL RICHARD PARK

Located at the eastern-most point of the RiverWalk, Gabriel Richard Park affords breath-taking views of Belle Isle and the Detroit River. A lush and beautiful oasis on the riverfront, this serene park features charming landscaping, butterfly gardens, a contemplative labyrinth, fishing outlooks and a whimsical fountain.



DAVID CAMPBELL MEMORIAL TERRACE

A popular spot for outdoor entertainment, the Campbell Terrace is a small-scale performance space that features a covered stage and tiered concrete seat walls for spectators. Located on the Dequindre Cut between Orleans and St. Aubin, the Campbell Terrace hosts a performance series throughout the summer, showcasing some of the most talented actors, dancers, musicians and more from the Detroit area.



DEVELOPMENT EFFORTS

Shimmer on the River 2018

In 2018, hundreds of guests, including business and community leaders, came out to support the Detroit Riverfront Conservancy at its annual Shimmer on the River event. At last year's Shimmer, participants were transported back to the 60's with live music from

BeatleMania Live!, retro-inspired drinks, delicious food and carnival games.

As a preview to GM River Days, Shimmer is the Conservancy's largest annual fundraising event and celebration. All proceeds are used to ensure that the Detroit Riverfront is preserved as a clean, safe and beautiful gathering place for the community.



Saluting Karen and Matthew Cullen –

During Shimmer on the River, Karen and Matthew Cullen were presented with the Shimmer Award—the Conservancy's highest honor—for their commitment to the revitalization of the Detroit Riverfront. Also, during the event, Rivard Plaza was renamed “Cullen Plaza” in recognition of Matthew and Karen Cullen Fund grants of **\$4 million** to the Conservancy. The grants will support the Conservancy's efforts to revitalize and redevelop 5 1/2 miles of riverfront in Detroit for all to enjoy.





Soirée: Masquerade on the Greenway

This past October, Detroiters donned their favorite masks and costumes and took to the Dequindre Cut Freight Yard to support the Detroit Riverfront Conservancy. The 7th annual Soirée on the

Greenway adopted a masquerade theme, and while guests enjoyed Oktoberfest beer tastings, an autumn harvest feast, musical entertainment and live artwork, over \$75,000 was raised to support the Conservancy's development efforts on the riverfront.



“ ”

We're proud to support the Detroit Riverfront Conservancy and the great work they're doing for the community. Partnering for Soirée on the Greenway allowed us to be a part of a unique and memorable night for guests from across the city while raising funds to keep the Dequindre Cut a clean, safe, and beautiful space.

- Rick Hampson, President of Citizens Bank, Michigan

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*total includes restricted gifts

** total includes gifts in support of Capital projects

“THE DETROIT RIVERFRONT CONSERVANCY IS AN ASSET FOR OUR ENTIRE COMMUNITY, AND WE ARE PROUD SUPPORTERS OF THIS IMPORTANT WORK TO TRANSFORM AND MAINTAIN THIS GEM. THE RIVERFRONT IS ONE OF THE PLACES WE ALWAYS TAKE OUT OF TOWN FRIENDS AND FAMILY TO SEE WHEN THEY VISIT.”

- Sarah H. McClure, Detroit Riverfront Conservancy Board Member



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Detroit resident James Wilburn goes above and beyond what anyone expects from a volunteer. "He is always willing to give a helping hand no matter what the event or program may be," said Renee Rodriguez, Volunteer Manager at the Detroit Riverfront Conservancy.

Visit the riverfront and you might find James greeting guests or even playing his trumpet.

"JAMES IS ALWAYS A FRIENDLY, WARM PERSON WHO GREETS EVERYONE WITH A SMILE."

- Renee Rodriguez, Detroit Riverfront Conservancy Volunteer Manager



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– Denise Kennedy, Community Advisory Team Member



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-Terry Rhadigan, Executive Director, Corporate Giving for General Motors



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Every attempt has been made to honor our donor's wishes and intentions in this recognition of our generous supporters. If you would like to make a change to your donor listing, or have a question about how you were recognized, please contact us on our Donor Services line at 313.566.8235.

“WE TAKE A GREAT AMOUNT OF PRIDE IN THE PROGRAMS WE OFFER ALONG THE RIVERFRONT. OUR PUBLIC PROGRAMS PROVIDE OPPORTUNITIES FOR OUR COMMUNITY TO CONNECT OVER SHARED PASSIONS WHILE SERVING AS A CATALYST TO IMPROVE THE LIVES OF DETROITERS AND VISITORS ALIKE.”

**–Rachel Frierson, Detroit Riverfront Conservancy
Director of Programming**



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SHIMMER ON THE RIVER SPONSORS

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Karen & Matthew Cullen	Michigan Building and Construction	Jackson's Five Star Catering
Detroit Segway	Joe & Jennifer Parke	Wheelhouse Detroit



2018 REVENUE & EXPENDITURE SUMMARY

REVENUES

Foundation Contributions	\$5,802,147
Corporate Contributions	\$520,773
Individual Contributions.....	\$462,003
In-Kind Contributions	\$2,756,751
Investment Income	\$101,941
Other Income	\$328,914
Net Assets Released from Restrictions	\$3,279,359
TOTAL REVENUES	\$13,251,888

EXPENDITURES

Riverfront Construction	\$6,442,588
General and Administrative	\$1,870,536
Fundraising.....	\$2,560,544
TOTAL EXPENDITURES	\$10,873,668

Excess of Revenues Over Expenditures..... \$2,378,220

2018 ASSETS

Cash and Current Assets	\$9,203,848
Easements (leases).....	\$41,138,961
Endowment/Investments	\$7,116,458
Pledges Receivable	\$1,980,319
Other Noncurrent Assets	\$59,552,474
TOTAL ASSETS	\$118,992,060

The financial statements for the Detroit Riverfront Conservancy as of December 31, 2018 have been audited by an independent, certified public accounting firm. Copies of the complete audited financial statements are available upon request to:

Detroit Riverfront Conservancy
600 Renaissance Center, Suite 1720
Detroit, Michigan 48243

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.

The Conservancy depends on philanthropic contributions from individuals, foundations, and corporation to maintain a beautiful, exciting, safe, accessible world-class gathering place for all. Since we began our work in 2003, Detroiters have continued to step up and support us through continued growth that allows more access to our riverfront. We are grateful for the trust and commitment of our community.

Thank you.



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.

The DRFC will:

- Develop a collective sense of ownership, accessibility and responsibility
 - Enhance Detroit's image to emphasize its iconic, international riverfront
 - Create and maintain an inviting destination for all
-



OUR BOARD, COMMITTEE CHAIRS & STAFF

The Detroit Riverfront Conservancy is governed by a 52-member Board of Directors, which represents a cross-section of both public and private organizations within the State of Michigan. Nine committees of the Board of Directors oversee various components of the project. These include Advancement, Annual Fund, Audit, Executive, Finance, Governance and Nominating, Investment, Programs and Community Engagement and Strategic Planning.

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