



CELEBRATING 10 YEARS OF
TRANSFORMING *the* **RIVERFRONT**

2012 - 2013 ★ ANNUAL REPORT





An estimated three million people a year visit the Detroit riverfront to take advantage of its beautiful scenery, special events, public art, free programming, conventions, restaurants and more.



LETTER FROM THE CHAIRMAN



It is with great pride that I look back on all that has been accomplished during the Detroit RiverFront Conservancy's first decade.

It wasn't too long ago that our riverfront was cut off from public access with crumbling buildings, weeded lots and abandoned vehicles. Today, Detroit's riverfront is a welcoming and safe destination, alive with vibrant and beautiful scenery, special events, public art, free programming, conventions, restaurants and more.

As the perpetual steward of the RiverWalk and the Dequindre Cut, the Conservancy is responsible for the construction, operations, maintenance, programming and security of these increasingly popular public spaces which attract an estimated three million people each year.

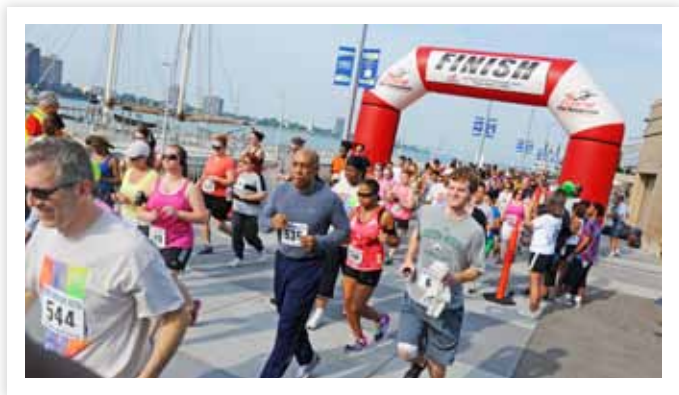
I am reminded every time I visit the riverfront of the integral role it plays in Detroit's renaissance. According to our recent economic study, the riverfront revitalization project has spurred \$1 billion in investment over the past 10 years, with an additional projected \$1 billion in future development.

As proud as I am of the physical transformation of the riverfront, I am equally inspired by the public-private partnerships that guide this project. Our launching partners include the Kresge Foundation, General Motors and the City of Detroit, and we continue to receive clear guidance from the community leaders who comprise our Board of Directors.

Additionally, I salute our Conservancy staff and volunteer corps for providing the day-to-day 'muscle' our organization needs to produce successful results for our every endeavor.

I would be remiss if I did not take this opportunity to acknowledge the hard work of our former President and CEO, Faye Alexander Nelson, who at the time of printing this Annual Report, has moved on from our organization. Faye's leadership over the last decade has been inspirational and absolutely integral to our success. From all of us at the Conservancy, thank you, Faye.

The riverfront would not be the success it is today without Faye and the collaborative bond the Conservancy family has formed over this past decade.



It is with deep sympathy and sadness that I share with you the news of the recent passing of Board Vice Chair David K. Page and Board Member David Campbell during the summer of 2014. The advice and counsel they have provided us are guiding principles we will continue to use as we progress forward.

As the Conservancy celebrates its many accomplishments over the last 10 years, and we look forward to the next decade of continued riverfront revitalization, I extend a heartfelt personal invitation to you all to join us.

If you have been down to the Detroit riverfront recently, I hope to see you again soon. If you haven't visited us lately, or perhaps you have never been, I urge you to come experience the incredible transformation Detroit's riverfront has undergone!

Matthew P. Cullen
Board Chairman
Detroit RiverFront Conservancy

FOUNDING PARTNERS



THE
KRESGE
FOUNDATION





With the Conservancy's vision to sustain this public space for generations to come, the Detroit riverfront remains a shining example of the positive things happening in Detroit right now.



THE CONSERVANCY'S STORY

In 10 short years, the Detroit riverfront has undergone a monumental transformation, both in terms of scope and in the impact it is having on the community.

A decade ago, the Detroit riverfront was an unattractive and uninviting strip of land. Many viable businesses had been sold or relocated elsewhere to make room for casinos in a plan that devastated the area. The few remaining businesses continued to utilize the valuable riverfront land and destroy the roads with heavy truck traffic.

A blue-ribbon committee of community leaders gathered to jumpstart an effort that would revitalize the riverfront. The non-profit Detroit RiverFront Conservancy was formed in 2003 to create public access to the riverfront and serve as a catalyst for economic development. A comprehensive plan calling for 5.5 miles of beautiful and accessible riverfront public space and mixed-use development for people to enjoy soon followed.

Over a decade, through dynamic and ambitious public-private partnerships led by the Conservancy, the Detroit riverfront evolved into a vibrant place that now attracts millions of visitors a year. Long gone are the cement silos, abandoned buildings and gravel parking lots that served as storage for construction equipment. Replacing this blight and despair are parks, plazas, pavilions, a greenway, a new high school and many businesses that are investing in the area.

Today the riverfront is a safe and welcoming place where people come to exercise, recreate or simply relax while enjoying the view. They go for spins around the Cullen Family Carousel, view a variety of public art, enjoy snacks at the RiverWalk Café and attend major

events like the Conservancy's River Days festival. During quiet times, they sit on benches and watch boats or freighters pass through the channel. It is a four-season destination where the community gathers to enjoy the majesty and splendor of the Detroit international riverfront.

Some of the riverfront's myriad features include the ever-popular RiverWalk; Rivard Plaza and Pavilion; Gabriel Richard Park; Milliken State Park & Harbor, Michigan's first urban state park, and the lively GM Plaza with its popular interactive fountain. The riverfront is also home to the uniquely Detroit rails-to-trails Dequindre Cut Greenway, which connects the riverfront to Eastern Market and surrounding neighborhoods.

What started as a half-mile of RiverWalk donated by General Motors, has grown into more than three miles of developed east riverfront, with the final phases and remaining half-mile in sight. Additionally, the Conservancy has begun its two-mile trek along the west riverfront, with the first phase of this project to provide 20 acres of green space along the riverfront for outdoor sports, picnics or just relaxing.

With the Conservancy's vision to sustain this public space for generations to come, the Detroit riverfront remains a shining example of the positive things happening in Detroit right now. It also shows what can happen when public and private partners from throughout the community come together for a common cause.





What started as only a limited few events during the organization's early years has evolved into an extensive slate of seven-day-a-week programs and special events that are designed to engage the mind, body and soul.



PROGRAMMING

Just as the Detroit riverfront has evolved over the last decade, so too, have the programming options offered by the Detroit RiverFront Conservancy to waterfront visitors. What started as only a limited few events during the organization's early years has evolved into an extensive slate of seven-day-a-week programs and special events that are designed to engage the mind, body and soul.

Through a variety of offerings to serve our many visitors – including special events, arts and culture, environmental, educational, health and wellness and family-friendly programs – the Conservancy ensures the riverfront is brimming with activity year round. Examples of just a sampling of our programs follow below. On the educational front, rain barrel workshops show participants how to unhook downspouts and repurpose rain water for irrigation or other uses. Additionally, the Reading & Rhythm on the Riverfront literacy program funded by the GM Foundation invites local celebrities to read books to children to show them the joy of reading.

Equally as important as educational opportunities, health and wellness programs provide visitors with options that encourage them to get outside and get active.

Numerous walking groups like the Detroit Medical Center senior RiverWalkers and the Riverfront Canine Club call the waterfront home. Weekly classes invite participants to learn yoga or T'ai Chi on the peaceful shores of the Detroit River. A popular location for philanthropic efforts, the riverfront also hosts more than 30 walks and runs each year that allow local non-profit organizations to raise much-needed funds and increase awareness for various causes.

Special events include small and eclectic gatherings such as Movies in the Park and those presented by the Conservancy's active professionals group, Rivière28, which hosts networking events throughout the year including, "Light Up the Riverfront" at Milliken



State Park and "Soiree on the Greenway" on the Dequindre Cut. Larger events include our annual Shimmer on the River fundraising gala and the summer blockbuster, GM River Days, which draws more than 150,000 to the riverfront.

Partnerships remain crucial to the Conservancy's success and contribute to an engaging and vibrant waterfront. Some of our many partners and funders include Bank of America, Cranbrook Institute of Science, Detroit Medical Center, the Michigan Department of Natural Resources, Detroit Public Library, General Motors Foundation, KaBoom!, PNC Foundation and many others.

The programming and special events offered by the Conservancy are only a small sampling of the exciting things happening along the riverfront. The Conservancy's stakeholders and neighbors also contribute to a waterfront that entices people to visit regularly. Each year there are musical concerts, major festivals and conventions that add to a richly diverse riverfront that is alive with activity and visitors every day of the week.

For more information about programming along the Detroit riverfront, visit www.detroitriverfront.org.





ECONOMIC
IMPACT STUDY
Detroit Riverfront 2013
DETROIT RIVERFRONT CONSERVANCY



ECONOMIC IMPACT

As addressed throughout this Annual Report, things are different along the revitalized Detroit riverfront these days. It looks different. It feels different. The vibe in the air is just... different. An electricity is in the air that hasn't been there in a long time, and it's almost palpable.

This revitalization occurring within the riverfront district is driving a dynamic economic renaissance that is beyond compare within the City of Detroit. And, it's happening during a dramatic crossroads for the City.

Not only is the revitalized riverfront contributing exponentially to an improved quality of life for those who live, work, and play in Detroit, it is providing a substantial economic boost within the City as well. That translates into increased development of residential units in the downtown area, an enhanced ability to attract businesses and the creation of a more desirable convention and visitor environment. It provides a staging ground for hundreds of entertainment events, both large and small, as well.

The Detroit RiverFront Conservancy commissioned an economic impact study in 2012 to quantify these investments. The goal was to capture a return on investment for the funds invested in the riverfront project and illustrate the positive effect the riverfront public places have produced. People knew there was a transformation underway, but the outcome needed to be communicated with facts and figures.



Now, with the results in hand from the comprehensive study, the economic benefits of the riverfront project are clear and are changing the way people think about Detroit and our riverfront.

The major highlights are listed below. To review the report in its entirety – including user data – please visit the Conservancy's website at www.detroitriverfront.org.

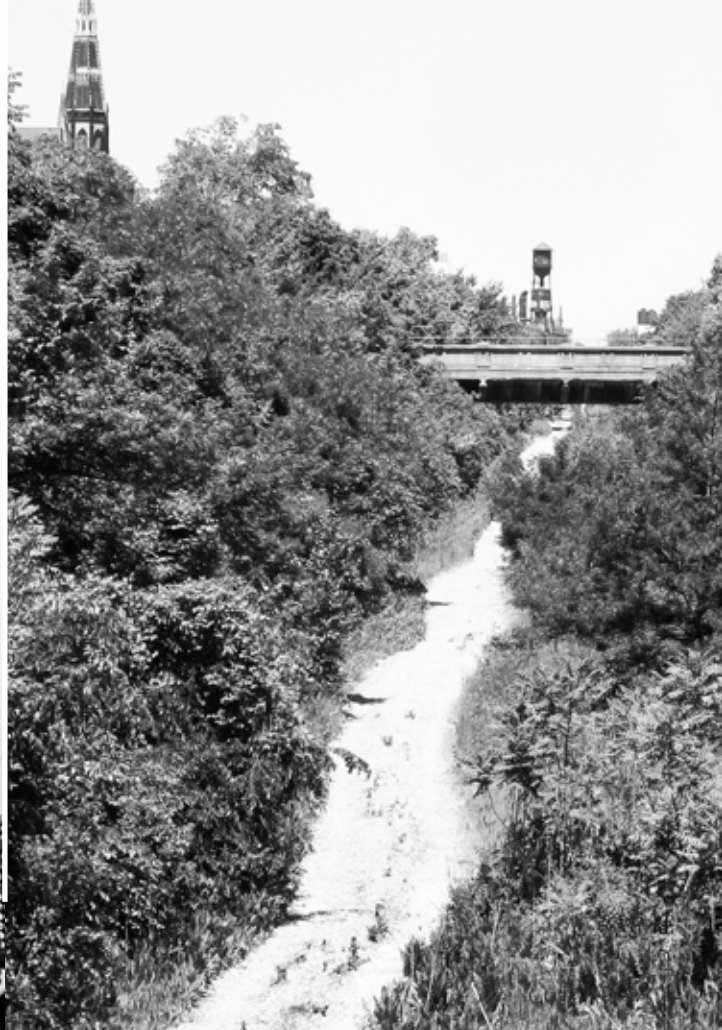
AMONG THE ECONOMIC IMPACTS IDENTIFIED IN THE STUDY:

The Detroit riverfront has spurred **\$1 billion in investment on or along the riverfront over the past 10 years**, which also includes projects currently under construction or planned for completion in the next several years.

Riverfront improvements have supported **16,700 construction jobs** over the course of the project and provide on-going annual support for 1,300 jobs.

More than **\$1 billion in future riverfront public and private investment and annual spending** that would continue to add to the transformation of the riverfront area into a vibrant live-work-play environment is predicted.

Annual spending by visitors, residents, employees and other operations along the riverfront is estimated at **\$43.7 million**.



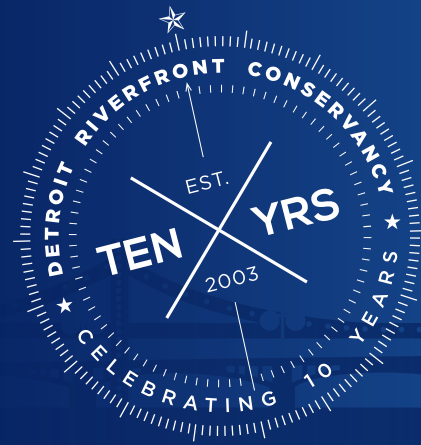
BEFORE

The Detroit riverfront offered very little public access, and it was an unattractive place that few chose to visit...









TODAY



The Detroit riverfront is a vibrant, welcoming and engaging destination that people choose to visit year round.





After 10 years of concerted effort and a decade of progress, the Detroit riverfront is well on its way to transforming into the crown jewel of the city. While the Detroit RiverFront Conservancy has been at the forefront of this initiative, our accomplishments would not have been possible without the generous support of our public and private partners in working together for the betterment of our community.

The result is a riverfront that provides residents, downtown workers and visitors with a safe, beautiful and accessible destination that offers diverse programs, special events and a lovely venue to enjoy with family and friends. Although much work remains, we look forward to strengthening our relationships with current contributors and to broadening our donor base.

On behalf of the Conservancy Board of Directors and staff, please accept our sincere appreciation and gratitude for your generous support.



DAVID K. PAGE, ESQ.

Vice Chair
Detroit RiverFront Conservancy
Chair, Advancement Committee

In July 2014, David K. Page, a founding Board member of the Conservancy, passed away. His dedication, vision and sense of humor will be missed by all of us. From the launch of the Conservancy more than 10 years ago, David's contributions to the organization and to the success of the riverfront revitalization project have been immeasurable. He will be greatly missed.

DONORS

Every gift to the Detroit RiverFront Conservancy is greatly appreciated. The following list recognizes cumulative outright gifts and pledges of \$1,000 or more made through December 31, 2013.

\$10,000,000 +

General Motors Company*
The Kresge Foundation

\$5,000,000 – \$9,999,999

Community Foundation of
Southeast Michigan
Compuware Corporation

\$1,000,000 – \$4,999,999

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\$1,000 – \$4,999 (cont.)

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While every effort has been made to reflect an accurate and complete list of our donors, please contact us at 313-566-8200 to inform us of any errors or omissions.

PUBLIC SECTOR

City of Detroit

The Mayor's Office and City Council
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Department of Public Services Parks and Recreation Division

State of Michigan

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Department of Transportation
Michigan Economic Development Corporation
Michigan Natural Resources Trust Fund

Federal Government

The Michigan Congressional Delegation
Federal Highway Administration
National Oceanic & Atmospheric Administration
U.S. Army Corps of Engineers
U.S. Coast Guard
U.S. Department of Housing and Urban Development

SHIMMER ON THE RIVER GALA

In addition to outright gifts, the Detroit RiverFront Conservancy also receives support in the form of sponsorships for its annual Shimmer on the River gala, which began in 2010. The following sponsors have generously provided \$1,000 or more in event support through December 31, 2013.

1.618 Interests
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2013 REVENUE & EXPENDITURE SUMMARY

REVENUES

Foundation Contributions	\$999,847.00
Corporate Contributions	172,879.00
Individual Contributions	134,217.00
In-Kind Contributions	7,741,510.00
Investment Income	468,751.00
Grant Income	3,062,693.00
Other Income	681,265.00
Net Assets Released from Restrictions	267,683.00

Total Revenues **\$13,528,845.00**

EXPENDITURES

East Riverfront Project	\$3,430,969.00
General and Administrative	1,205,298.00
Fundraising	1,110,517.00

Total Expenditures **\$5,746,784.00**

**Excess Of Revenues
Over Expenditures** **\$7,782,061.00**

2013 ASSETS

Cash and Current Assets	\$1,055,977.00
Easements (Leases)	41,138,961.00
Endowment	42,862,660.00
Pledges Receivable	442,718.00
Other Noncurrent Assets	34,146,895.00

Total Assets **\$119,647,211.00**

The financial statements for The Detroit RiverFront Conservancy as of December 31, 2013 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

To date, the Detroit RiverFront Conservancy has raised more than \$120 million towards a \$140 million capital campaign goal, which includes securing funds for continued construction along the east riverfront and establishing an endowment that perpetually supports the Conservancy's riverfront public spaces.

In addition, the Conservancy raises funds to meet a \$1 million annual need to support related operations along the RiverWalk and the Dequindre Cut, such as landscaping, public programming, maintenance and security.

For information on how you can help support the Conservancy, please visit www.detroitriverfront.org.





2012–2013 BOARD OF DIRECTORS

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Detroit/Wayne County Port Authority

Hon. Saunteel Jenkins

Detroit City Council

Evelyn Johnston

Riverfront East Alliance

Robert W. Marans

Huron-Clinton Metropolitan Authority

Sarah H. McClure

Mayor, City of Bloomfield Hills

John P. McCulloch

Huron-Clinton Metropolitan Authority

Alicia C. Minter

City of Detroit - Recreation Department

David C. Moilanen

Huron-Clinton Metropolitan Authority

Mitchell A. Mondry

M Group LLC

Matthew T. Moroun

Detroit International Bridge Company

Mariam C. Noland

Community Foundation for Southeast Michigan

Cynthia J. Pasky

Strategic Staffing Solutions

V. Lonnie Peek, Jr.

eBusiness Strategies LLC

Sandra E. Pierce

FirstMerit Bank

Jeff Pietrzyk

UAW-GM Center for Human Resources

Rip Rapson

The Kresge Foundation

Michael V. Roberts

The Roberts Companies

Pamela Rodgers

Rodgers Chevrolet

Maria Elena Rodriguez

Community Volunteer

Nettie H. Seabrooks

Richard and Jane Manoogian Foundation

Rodney Stokes

Office of the Governor - State of Michigan

John W. Stroh, III

The Stroh Companies, Inc.

Jonathan T. Walton

Community Volunteer

Beverly J. Watts

Wayne County Department of Public Services

Kathleen H. Wendler

Southwest Detroit Business Association

COMMITTEE CHAIRS

Larry Alexander
Chair, Community Outreach & Communications Committee

Marvin W. Beatty
Co-Chair, Annual Campaign Committee

John K. Blanchard
Chair, Finance Committee

Andrew L. Camden
Co-Chair, Public Art Committee

Matthew P. Cullen
Chair, Executive Committee

John H. Hartig
Co-Chair, Programming Committee

Robert J. Manilla
Chair, Investment Subcommittee

Mitchell A. Mondry
Co-Chair, Annual Campaign Committee
Chair, Strategic Planning Committee

Juanita Moore
Co-Chair, Public Art Committee

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DETROIT RIVERFRONT CONSERVANCY STAFF

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President & CEO (Through March 2014)

Katherine Andrecovich
Donor Relations Coordinator

Sally Baker
Vice-President of Development (Through March 2012)

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Coordinator, Programs and Community Outreach

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Governance & Special Projects Assistant

Julie M. Howe
Manager, Donor Relations (Through May 2013)

Michele T. Marine
Director of Programs

Mac McCracken
Director of Security & Operations

Marc Pasco
Director of Communications

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Manager, Volunteer Services

Cyntina Santos-Jones
Donor Records Coordinator (Through Nov. 2013)

Karen Slaughter-DuPerry*
Project Management & Community Relations Executive

Jan Shimshock
Senior Director of Development

William A. Smith
Chief Financial Officer

Pat Vintevoghel
Executive Assistant to the President & CEO & Office Manager (Through Jan. 2013)

Weiping Wang
Senior Accountant

Tanjia Wilkerson
Executive Assistant to the President & CEO

Bianca Williams
Manager, Programs & Community Outreach (Through March 2013)

**On loan from General Motors*





What once seemed an immensely ambitious goal a decade ago is well on its way to becoming a reality. Today, more than 80 percent of the east riverfront is complete, and the RiverWalk and Dequindre Cut Greenway are popular destinations.

Our progress in constructing, operating and maintaining a totally revitalized Detroit riverfront would not be possible without your support. If you would like to play a part in the future we are building, please visit the Detroit RiverFront Conservancy website at www.detroitriverfront.org or contact the Development Office at 313-566-8226.



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