



DETROIT RIVERFRONT CONSERVANCY

Issue 8 • Summer 2019

SUMMER ON THE RIVERFRONT

We are thrilled that so many of you have joined us on the Detroit Riverfront this summer.

Our plazas have been packed with kids, families, dogs, and joggers venturing down to the riverfront to enjoy cool breezes and beautiful views of the Detroit River. The Detroit Riverfront continues to be a diverse gathering place where our entire community comes together.

This summer we broke records.

More than 200,000 people attended Detroit River Days at West Riverfront Park. For many, this was the first time that they had experienced the future site of Ralph C. Wilson, Jr. Centennial Park.

We also enjoyed a record turnout of almost 1,300 participants for our Riverfront Run. We had our largest ever Fishing Fest with 800 attendees.

Every Yoga and Tai Chi class was packed to capacity, including three sold-out Moonlight Yoga sessions. Over 400 kids discovered the joy of Reading and Rhythm every Thursday and Friday. And close to 1,200 seniors visited the riverfront each week during the DMC Riverwalkers program.

All the while, our incredible team has been working hard to create new and exciting spaces along the riverfront. We saw construction begin on the Joseph Campau Greenway project and the addition of a boardwalk across the Riverfront Towers property. In the coming weeks, we will celebrate the grand opening of Robert C. Valade Park—formerly known as Atwater Beach—which features a giant sandbox and play area for kids, drinks on the first ever riverfront barge and great food in the shed area off Atwater Street.

There is still time to visit the Dequindre Cut Freight Yard or listen to some music at the Campbell Terrace Performance Series. And, fall favorites return with Soirée on the Greenway on September 13 and HarvestFest on October 26.

Your support makes all of this possible. Thank you for visiting the riverfront this summer and for supporting the Conservancy all year.

I hope to see you soon along the riverfront.

Mark Wallace
President & CEO





SOIRÉE ON THE GREENWAY

A sense of mystery and whimsy will again fill the air throughout the Dequindre Cut Freight Yard as the Detroit Riverfront Conservancy's popular *Soirée on the Greenway* returns Friday the 13th of September from 6 to 10 p.m. At this full moon masquerade and fundraiser, guests are encouraged to come masked and dressed to impress for an unforgettable evening under the stars.

The event will feature unique food, drink, and interactive art, including fall flavors from local food trucks YumVillage, Tres Leches 'N Snacks and TruckShuka, a Build Your Own Bon activity by local chocolatiers Bon Bon Bon, pedal-powered animal bikes by Detroit artist Juan Martinez, palm readings from Boston Tea Room, and our first 100 guests will receive complimentary one-of-a-kind masks created by artists from across the country, thanks to our Mask Sponsor Ford Motor Company. As during last year's event, there will also be numerous surprises in store for guests.

Soirée is presented by Citizens Bank - the event's most prominent sponsor. Funds raised from *Soirée* will provide the Conservancy with much-needed financial support that is used to preserve the Dequindre Cut as a safe, lively and beautiful destination for visitors.

For information on *Soirée* sponsorship opportunities or tickets, please contact events@detroitriverfront.org or 313-566-8215 or visit detroitriverfront.org/soiree.



"Citizens Bank is proud to again serve as presenting sponsor for Soirée on the Greenway. The work that the Conservancy is doing along the riverfront is crucial to boosting the economic vitality of the Detroit community and their efforts are bringing together people from all corners of the city."

- Rick Hampson, President of Citizens Bank, Michigan



LOOKING BACK AT SHIMMER 2019

The Detroit Riverfront Conservancy celebrated the start of summer at its 9th annual Shimmer on the River June 20 at West Riverfront Park. Rain showers throughout the day didn't dampen the festive atmosphere as more than 700 people attended the event and helped raise over \$200,000 for the Conservancy. This year's Shimmer was again supported by Strategic Staffing Solutions. S3 has supported Shimmer since the very first event in 2011.

The money raised from Shimmer will be used to ensure that the Detroit

Riverfront remains a beautiful, clean and safe place for everyone to enjoy.

This year's Shimmer event tapped into Detroit's musical roots and signature Motown vibe. The evening featured a number of classic and new Detroit favorites – including an unforgettable performance by The Four Tops and live piano karaoke from Sid Gold's Request Room.

In addition to fun games for the kids and delicious eats from more than a dozen Detroit-based food trucks, guests were also able to choose their design for either a pennant or a tote bag during

live screen printing demonstrations.

Additionally, Eastern Market's Signal Return was at the event with an antique letter press in which guests could print their own Detroit Riverfront keepsake.

The rainy weather didn't keep more than 500 guests from attending the VIP reception either, in which the Conservancy recognized Nettie H. Seabrooks with its highest honor, the Shimmer Award. Nettie is a founding board member of the Detroit Riverfront Conservancy and has demonstrated steadfast leadership to the organization for more than 16 years.





EVENTS AND PROGRAMMING

There's still time to visit the Detroit Riverfront for a special event or program this summer.

ROBERT C. VALADE PARK OPENING

Join us for the grand opening of the Detroit riverfront's newest park and latest go-to destination: Robert C. Valade Park.

Where: 2670 Atwater Street

When: TBD This Fall

CANINE TO FIVE PACK WALK

Bring your favorite four-legged canine companion for a fun walk along the beautiful riverfront. It's a great way to make friends of the human and the canine variety.

Where: Cullen Plaza

When: Every Sunday -
May - October at 10:30 a.m.

CAMPBELL TERRACE PERFORMANCE SERIES

Every year during the summer, Detroit's local artists delve into the musical roots of the city and host free concerts at the Campbell Memorial Terrace on the Dequindre Cut. There are many great artists still in the lineup for this summer, so come out to the Terrace to enjoy hip hop, indie rock, R&B or jazz music in the open air.

Where: The Campbell Memorial Terrace on the Dequindre Cut near the Lafayette Street entrance

When: Every Wednesday through September 11 at 7 p.m. (free)





ON THE RIVERFRONT

DXF RIVERFRONT WALKING TOURS

Is it your first time visiting the riverfront? Get to know all the best that the Detroit International Riverfront has to offer with the Detroit Experience Factory (DXF). On this walking tour, you'll take in the sights and get to know the riverfront on a personal basis.

Where: Tours begin at Cullen Plaza

When: The second and fourth Sundays of the month through September 22. Tour begins promptly at 2 p.m. (free)

SOIRÉE ON THE GREENWAY

Put on your favorite costume or mask for a magical evening raising funds to support the riverfront. Proceeds from Soirée are used to sustain the riverfront as a safe, clean and beautiful destination for everyone to enjoy. This year's event will feature delicious eats from popular food trucks, as well as local beer and hard seltzers.

Where: The Dequindre Cut Freight Yard

When: Friday, September 13 from 6 to 10 p.m.

SMOKE ON THE RIVER

Cigar and music lovers alike can mingle on the riverfront at Detroit's first-ever cigar festival. Guests will have the chance to receive and sample more than 14 cigar brands while taking in the beauty of the Detroit River. Sponsored by Soaring Eagle Casino & Resort, the event will include first-rate entertainment, including a casino gaming tent and live musical performances by Ben Sharkey, La Trio Escobar, 313 The Live Experience and Sky Covington. Attendees will also have the chance to sip specialty cocktails and libations while enjoying fabulous food from some of the hottest Detroit food trucks.

Where: West Riverfront Park

When: Saturday, September 28 from 2 to 8 p.m.

To purchase tickets, visit SmokeOnTheRiverDetroit.com.





ROBERT C. VALADE PARK: AN

The Detroit Riverfront Conservancy announced on August 22 that the newest public space along the riverfront will be known as Robert C. Valade Park when it opens to the public this fall. The park's name celebrates native Detroit and former Carhartt, Inc. Chairman and CEO Robert C. Valade, and is in recognition of a gift to the Detroit Riverfront Conservancy from the Molly and Mark Valade Family Fund.

Formerly known as Atwater Beach, the park is located in the East Riverfront neighborhood at 2670 Atwater Street.

The Conservancy officially broke ground on the project in August of 2018 at a ceremony attended by more than 300 people, including officials from the City of Detroit, the

Michigan Department of Transportation, the Knight Foundation and the William Davidson Foundation.

Since the groundbreaking last year, construction has progressed steadily. Crews are currently putting the finishing touches on the park.

Located just east of the Aretha Franklin Amphitheatre along Atwater Street, Robert C. Valade Park will feature a sandy beach, Detroit's only floating bar, picnic areas, a large shed for food and programming, and a large playground for the kids.

Conservancy leadership believes that the park will quickly become one of the most popular destinations along the riverfront when it opens.

"Robert C. Valade Park will be a short 10-minute walk away from other popular destinations like Mt. Elliott Park and Cullen Plaza," said Mark Wallace, president and CEO of the Detroit Riverfront Conservancy. "We envision it being a beachfront oasis right in the heart of downtown Detroit where families can have fun, and where

Detroiters and visitors can come together to enjoy the riverfront."

The opening of the park brings the Conservancy one step closer to the completion of the East Riverfront, which is a huge step in the non-profit's ultimate goal of developing

"We envision it being a beachfront oasis right in the heart of downtown Detroit where families can have fun, and where Detroiters and visitors can come together to enjoy the riverfront."

- Mark Wallace, president and CEO, Detroit Riverfront Conservancy





OASIS ON THE RIVERFRONT

five-and-a-half miles of riverfront from the Ambassador Bridge to Gabriel Richard Park. It is an accomplishment worth celebrating, and for which there are many people to thank.

“A great number of groups and individuals have contributed their time, talents and resources to the project,” said Cassie Brenske, chief development officer at the Detroit Riverfront

Conservancy. “We would especially like to thank the Molly and Mark Valade Family Fund, as well as the Knight Foundation and the William Davidson Foundation, for their generosity and support in making this park a reality.”

More details on the opening of Robert C. Valade Park are coming soon.





WHAT'S NEW ON THE RIVERFRONT

A significant amount of transformational construction has been happening along the riverfront this summer. As construction crews work toward completing the East Riverfront and begin making significant progress heading west, the Detroit Riverfront Conservancy is looking forward to opening new and innovative spaces for the whole community to enjoy!

RIVERFRONT TOWERS

Work has been underway since early June constructing a boardwalk along the Riverfront Towers property that will ultimately connect the Civic Center Promenade with Ralph C. Wilson, Jr. Centennial Park. Over the past month, parts of the old marina were removed to provide access for cranes and workers on barges to better navigate the work site. In recent weeks, numerous pilings to support the boardwalk have been driven into the riverbed. Within the next few weeks, framework for the boardwalk will begin taking shape. The project is slated for completion at the end of 2019.

Also in the coming weeks, crews will begin working on extending the RiverWalk along property owned by businessman Peter Cummings. This crucial piece of property is located between Joe Louis Arena and Riverfront Towers.

JOSEPH CAMPAU GREENWAY

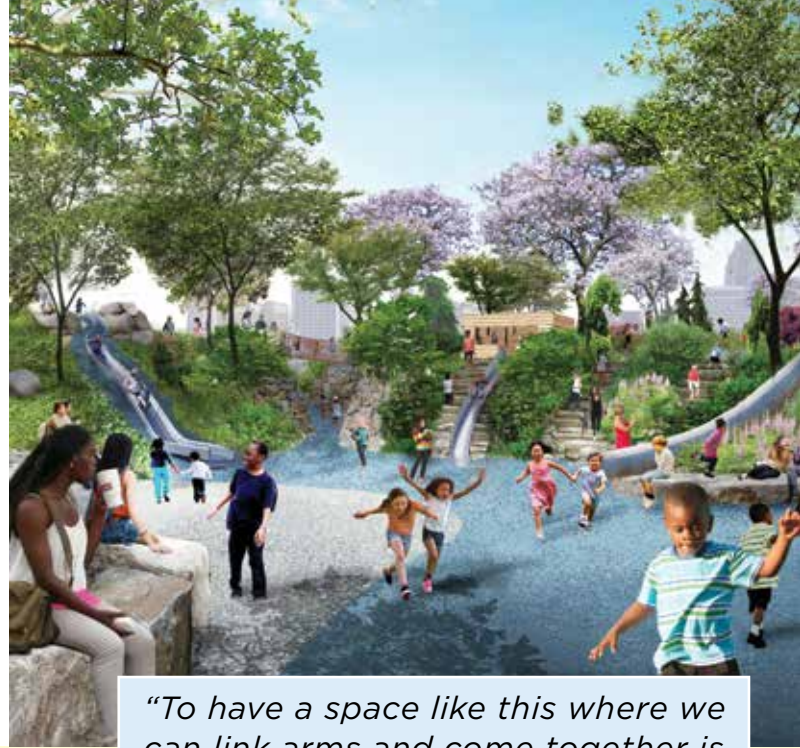
The City of Detroit broke ground on the Joseph Campau Greenway in early June, renovating an existing path that will soon provide east side residents with safer and more convenient access to the riverfront. The first phase of the project is located between Jefferson Avenue and Robert Bradbury Drive and will be complete this fall. Once fully complete, the 1.2-mile path will stretch from Jefferson Avenue to Vernor Highway.

Before the transformation, the pathway was in poor repair and was greatly underused. Renovations include the installation of a 10-foot wide path for pedestrians and cyclists, benches, outdoor power stations, security cameras, beautiful landscaping, and play and recreation opportunities. Once the pathway opens, the Conservancy will manage the space, providing security and maintenance for the greenway.

UNIROYAL RIVERWALK

The Conservancy is excited to begin work on the Uniroyal Promenade this fall. This much-anticipated part of the RiverWalk is significant because it will connect Gabriel Richard Park and Mt. Elliott Park with Belle Isle. When finished, this property will be another gem on the riverfront, featuring interesting design elements and landscaping, as well as benches, lighting and security cameras.





"To have a space like this where we can link arms and come together is a huge win for all of us."

- Margaret Trimer, director of communications and corporate citizenship at Delta Dental of Michigan

IN THE SPOTLIGHT: DELTA DENTAL

The Detroit Riverfront Conservancy is excited to partner with Delta Dental of Michigan, a dental health provider that serves more than six million people across Michigan and the Detroit area.

This past May, Delta Dental made a generous \$5 million gift to help build a five-acre playground along the Detroit River. The playground, which will be named the Delta Dental Play Garden, will be a part of the Ralph C. Wilson Jr. Centennial Park when it opens in 2022.

"We see the economic revitalization that has happened in the City of Detroit over the last decade as an opportunity to give back and to live, work and play on the riverfront," said Margaret Trimer, director of communications and corporate citizenship at Delta Dental of Michigan.

The playground will be designed by Michael Van Valkenburgh Associates and will feature a 20-foot bear play structure and other structures that will be designed to look like otters, beavers and a dragon. As part of the design process of the play garden, the Conservancy and designers consulted with children from the Detroit area for inspiration.

The park will also boast a swimming cove that can be used as a skating rink during the winter months and a Sport House featuring two basketball courts. The Sport House can also be used for rollerskating and for programs and special events.

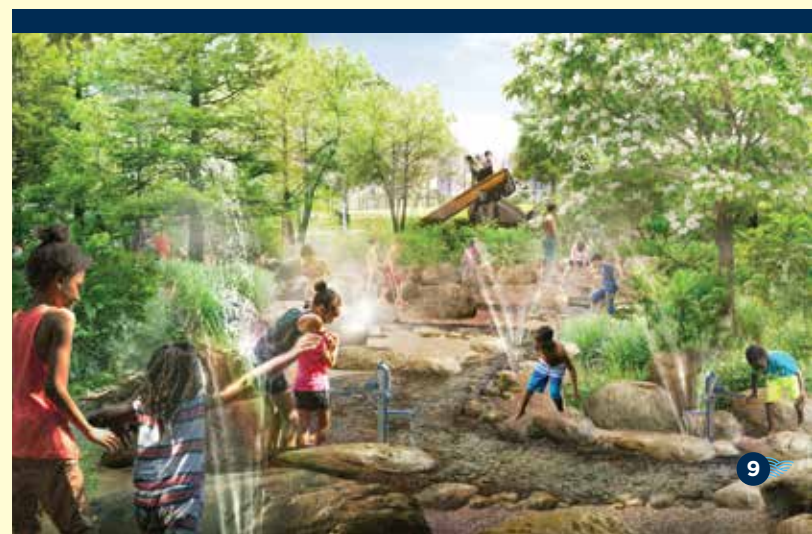
"We believe that Delta Dental must be a force for good in the region every day," said Goran Jurkovic, president and CEO of Delta Dental of Michigan, Ohio, and Indiana.

"This space will engage families in fun and healthy activities for decades to come and help us achieve our purpose of building healthy, smart, vibrant communities."

For Delta Dental, this playground is more than just a gathering place for families and an inclusive space for children – it is a statement to the health community. As more than a playground, it is a space that they hope will engage other health partners through year-round activities and draw attention to health-related issues in the community.

"We want for the conversation among health providers to be positive, collaborative and driven among our community," said Margaret Trimer. "To have a space like this where we can link arms and come together is a huge win for all of us."

Construction on the Delta Dental Play Garden will begin in 2020, with the grand opening slated for 2022.





VOLUNTEER SPOTLIGHT: CLEATRICE GRIGSBY

Cleatrice Grigsby moved to Detroit with her family when she was a little girl. She grew up in the city and has always loved being on the riverfront. In May 2012, Cleatrice attended her first volunteer event with the Detroit Riverfront Conservancy: setting up for and registering kids for the Fishing Fest. Ever since then, she has been a regular volunteer, helping with most every event, the RiverWalkers program and serving as a Riverfront Ambassador.

No matter what she is doing on the riverfront on any given day, meeting new people and telling them about Detroit is Cleatrice's favorite part of volunteering. "I can't remember meeting anybody on the riverfront who wasn't friendly," she said. "When you give them that smile, it makes a

difference. Even if you don't know the language, somehow you can communicate."

Cleatrice worked in the Renaissance Center in the 70s. Now that she's retired, the downtown Detroit resident says the riverfront is a place where she finds serenity, and where she loves to share that with the people she meets. "Whenever there is something on my mind, I'll go to the riverfront, watch the water and try to clear everything out. It's like I'm throwing my problems in the water and letting them float on down the Detroit River," said Cleatrice. "I just want other people to see Detroit and the riverfront like I do."

Every year the Detroit Riverfront Conservancy relies on the dedication of individuals like Cleatrice. If you're interested in volunteering, fill out the online application form at the Conservancy's website. Later you'll be invited to attend an orientation session to learn more about the Conservancy and the volunteer opportunities available.

To learn more and apply, visit
www.detroitriverfront.org/volunteers
or call **(313) 566-8207**.

WAYS TO VOLUNTEER

- Check wristbands at an event
- Lead arts and crafts activities for kids
- Staff the information booth
- Become a Riverfront Ambassador
- Set up at events



YOUR IMPACT: REVITALIZING THE RIVERFRONT

The transformation of the Detroit International Riverfront has been the result of incredible community collaboration. As development continues, more than 300,000 people are expected to turn out for events and programming this summer - meaning the Detroit Riverfront Conservancy needs your help now more than ever.

“Contributions from the community are critical to achieving the Conservancy’s goal of a 5.5 mile revitalized riverfront, but they also help to maintain the everyday operations that keep our public spaces safe and beautiful,” said Cassie Brenske, chief development officer at the Detroit Riverfront Conservancy. “As we continue to ask for the community’s support, it is important that we also find ways to thank donors and celebrate the impact of gifts to the riverfront.”

WAYS TO GIVE

Considering a gift to the riverfront?
Here are some ways you can help out:

- Make a one-time donation or become a Monthly Sustainer
- Learn about your employer’s matching gift program
- Become a member and receive exclusive benefits
- Purchase an engraved brick or paver, underwrite a commemorative bench or make an honorary gift for a loved one
- Support the Conservancy at its fundraising events

We hope you will consider joining us in our mission to provide a world-class riverfront for all. Please visit detroitriverfront.org/waystohelp.

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.





**DETROIT
RIVERFRONT
CONSERVANCY**

600 Renaissance Center
Suite 1720
Detroit, MI 48243-1805
(313) 566-8200
detroitriverfront.org

Non Profit
Organization
US Postage
PAID
Permit No. 730
Southfield, MI

IN THIS ISSUE...

STORY	PAGE
A Message from Mark Wallace	1
Soirée on the Greenway	2
Looking Back at Shimmer 2019	3
Events and Programming	4
Robert C. Valade Park	6
What's New on the Riverfront	8
In the Spotlight: Delta Dental	9
Volunteer Spotlight	10
Annual Fund Support	11

