



SHIMMER ON THE RIVER

A RIVERFRONT REUNION

2021

DETROIT

AN EVENING TO REMEMBER

A SPECIAL EDITION NEWSLETTER

SEPTEMBER 17, 2021





Shimmer on the River, 2019

A Message From Leadership

REUNITING ON THE RIVERFRONT

Over the last year and a half, we have been dreaming of the day we could come together and celebrate, in-person, on the Detroit Riverfront again. That day is upon us. On September 17, we will be hosting our first major in-person fundraiser since 2019, *Shimmer on the River: A Riverfront Reunion!*

We invite you to take a look back in this special edition of our newsletter at past *Shimmer on the River* events, where we hosted unforgettable evenings on the Riverwalk while honoring our supporters and celebrating our wonderful spaces. This year, we are proud to celebrate two exceptional individuals with the 2021 Shimmer Award—long-time board member and legal counsel **Larry McLaughlin** for his unwavering support to the Conservancy, and the late

Evelyn Johnston, a founding board member and guiding force on the development of the riverfront.

The Detroit Riverfront has remained open, welcoming, and accessible to our community throughout this health crisis, and has seen a significant increase in visitors. Whether a quiet space for reflection, an open path for a bike ride, or a free program for social connection, our community has turned to the riverfront during this challenging time to be lifted up and supported.

Now, we are asking our community to come together and support our essential work by making a donation, purchasing a ticket, or securing a sponsorship for *Shimmer on the River*. The return of this iconic event is an opportunity to give back to your riverfront, and more so is a celebration of you—



our supporters who voted the Detroit Riverwalk best in the USA.

We look forward to raising a glass together on the riverfront this fall!

Mark Wah
Will David
Cassie

-Mark, Will, and Cassie

SHIMMER ON THE RIVER: A RIVERFRONT REUNION

The Detroit Riverfront Conservancy's largest fundraising event is returning this year in epic style! The Conservancy is excited to welcome back donors for the annual *Shimmer on the River* event on Friday, September 17 at West Riverfront Park, kicking off a weekend of family fun for the Detroit community.

This year's *Shimmer* will be the first time in two years that the Conservancy has been able to gather its supporters in-person to celebrate and raise funds for the Conservancy's work. It is also the first time that the Conservancy will officially celebrate the Detroit Riverwalk being named Best Riverwalk in America by USA TODAY 10Best.



Taking a ride on the 300 ft zip line

This year's *Shimmer* will also feature an Adventure Park, sponsored by Delta Dental of Michigan, with activities for adults and kids alike. Attendees will have the chance to soar 300 feet across the sky on a zip line for an unbeatable view of the scenic Detroit River, as well as enjoy face painting, an inflatable obstacle course, bounce house, giant slide, axe throwing, mini golf and more! Every ticket holder can bring up to two children, 12-and-under to the event for free, so don't miss this opportunity for some family fun!

along the Riverwalk, the Conservancy relies on the support of donors and the generosity of the Detroit community.



The Spinners

“Since its conception, the Detroit Riverfront Conservancy’s mission has been to transform five and a half miles of riverfront property into a continuous system of parks and greenways for the public to enjoy,” said Mark Wallace, President & CEO of the Detroit Riverfront Conservancy. “Being named Best Riverwalk in the USA demonstrates how far we’ve come, but we wouldn’t be where we are today without the support of our amazing donors and the incredible riverfront community. Taking this opportunity to reunite and celebrate with our sponsors is especially important.”

This Riverfront Reunion will be a family-friendly event, featuring a Food Truck Rally, sponsored by JPMorgan Chase, as well as live music and a live show featuring The Spinners—a Motown American soul group known for such hits as “I’ll Be Around,” and “Could It Be I’m Falling In Love.”

DID YOU KNOW?
Shimmer Adventure Park Sponsors, Delta Dental of Michigan, gave away more than 200,000 toothbrushes and invested \$9 million in the community last year.

Throughout this health crisis, the Detroit Riverfront has seen a 20 percent increase in use as it helped to support both the physical and mental well-being of the Detroit community. In order to maintain the parks and greenways

“Over the past year, having a safe, outdoor space in our community to gather has been more important than ever,” said Cassie Brenske, Chief Development Officer. “This year’s *Shimmer* event will be a very special reunion for riverfront supporters and the funds raised will help us to continue our essential work maintaining the riverfront as a safe, tranquil, and accessible refuge for everyone.”



Enjoying the sounds of the Four Tops at Shimmer 2019

DID YOU KNOW?
Since 2014, Food Truck Rally Sponsor JPMorgan Chase have committed \$200 million to Detroit’s economic comeback and helping Black Detroiters achieve economic mobility — from boosting minority-owned small businesses, creating and preserving affordable housing and improving access to home ownership and job training to prepare residents for the future of work.



Left: Having fun at Shimmer on the River 2018

Below: 2018 Shimmer sand sculptures



Above: Detroit Riverfront Conservancy volunteers



Above: Taking a ride along the Riverwalk at Shimmer 2018



Left: Enjoying live music at Shimmer 2016



Above: Dancing the night away at Shimmer 2019



Above: Shimmer 2018 VIP Reception



Right: Making memories at Shimmer 2019



Above: Enjoying sweet treats along the riverfront



Right: The Four Tops perform at Shimmer 2019

SHIMMER ON THE RIVER

A RIVERFRONT REUNION

2021 DETROIT

PAST SHIMMER AWARD HONOREES

- 2010 Gov. Jennifer Granholm
- 2011 Senator Carl Levin
- 2012 Peter Karmanos
- 2013 John and Marlene Boll
- 2014 General Motors
- 2016 Faye Alexander Nelson and David Page (posthumously)
- 2017 Tom McNulty
- 2018 Matt and Karen Cullen
- 2019 Nettie Seabrooks
- 2021 Larry McLaughlin and Evelyn Johnston (posthumously)

The Shimmer Award is the Conservancy's highest honor. It is bestowed upon an individual in recognition of his or her commitment to the riverfront revitalization efforts.

DID YOU KNOW?

Shimmer Award Sponsor Honigman LLP successfully brokered over 15 leases and easements for the Detroit Riverfront and has served in a legal capacity for the Conservancy since it was founded.



Raising a glass to our 2019 Shimmer Awardee, Nettie Seabrooks

Shimmer Award

THE SHIMMER AWARD: HONORING LARRY MCLAUGHLIN AND EVELYN JOHNSTON

The Shimmer Award is the highest honor given by the Detroit Riverfront Conservancy. Each year at *Shimmer on the River*, the Award is presented to an individual who has been critical to the Conservancy's success over the years, and who has demonstrated extraordinary commitment to the revitalization efforts of the Detroit Riverfront. The 2021 Shimmer Award Sponsor is Honigman LLP.



Evelyn Johnston



Larry McLaughlin

This year the Conservancy is proud to recognize the two most recent recipients of the Shimmer Award: Larry McLaughlin and the late Evelyn Johnston.

Larry McLaughlin

Larry McLaughlin served as general counsel to the Conservancy from 2002 until 2018, helping to guide the Conservancy's legal endeavors. Larry's experience in all aspects of real estate development, including urban redevelopment, public-private partnerships, construction law and more have been invaluable to the Conservancy over the years. To this day, Larry continues to provide his keen insights and leadership in the revitalization of the Detroit Riverfront as an Emeritus Board Member to the Conservancy.

Evelyn Johnston

Evelyn Johnston was a founding member of the Detroit Riverfront Conservancy, as well as a regular attendee of City Council meetings and President of the River East Alliance. She served on the Conservancy's Board of Directors for 11 years and remained a passionate supporter as an Emeritus Board Member after her retirement. Evelyn was known for her tenacious spirit, willingness to speak her mind, and dedication to fostering engagement in the Detroit community, all-the-while inspiring support for the riverfront revitalization project. Evelyn passed away in May of 2020, but the Conservancy will always remember and celebrate the impact she made, and her commitment to making the world a better place.

Join us as we celebrate these incredible individuals at *Shimmer on the River 2021!*



SHIMMER ON THE RIVER

SEPTEMBER 17, 2021 | WEST RIVERFRONT PARK

CHAMPIONS OF THE CONSERVANCY | \$10,000 (FMV \$900)

Acknowledgment as a Champion of the Conservancy
Dedicated signage at event
12 VIP tickets and a private chalet

RIVERWALK PARTNER

\$5,000 | 8 VIP tickets (FMV \$600)

SHIMMER PARTNER

\$2,500 | 6 VIP tickets (FMV \$450)

VIP TICKET | \$250 (FMV \$75)

Includes access to the exclusive VIP Reception
& Shimmer Award presentation plus all
Main Event benefits

MAIN EVENT TICKET | \$150 (FMV \$55)

Includes unlimited access to Detroit's top food trucks,
live entertainment, giveaways, all ages games &
activities, and free admission for up to two children
12-and-under

ALL SPONSORS RECEIVE

Recognition on DRFC website, in event press release, and on promotional materials
Inclusion in eblasts (16k+ subscribers)
Social media recognition (120k+ followers)
Listing on Sponsor Board at *Shimmer*
VIP tickets, which include exclusive VIP benefits

THANK YOU TO OUR CURRENT 2021 SPONSORS:

as of 9/1/21

Adventure Park Sponsor

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Food Truck Rally Sponsor

JPMorgan Chase

Shimmer Award Sponsor

Honigman LLP

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Please contact us at events@detroitriverfront.org with any
sponsorship, ticketing, or event questions.





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