“BEAUTIFUL, EXCITING, SAFE, ACCESSIBLE...”
...WORLD-CLASS GATHERING PLACE...
FOUNDING PARTNERS

GM

THE KRESGE FOUNDATION

CITY OF DETROIT
ATWATER STREET
ATWATER STREET
GM PLAZA
CULLEN PLAZA
MILLIKEN
STATE PARK
MILLIKEN STATE PARK
STROH RIVER PLACE
STROH RIVER PLACE
STROH RIVER PLACE
STROH RIVER PLACE
MT. ELLIOTT PARK
MT. ELLIOTT PARK
GABRIEL
RICHARD PARK
DEQUINDRE CUT
EAST RIVERFRONT
UPCOMING PROJECTS
UNIROYAL PROMENADE
RIVERFRONT TOWERS BOARDWALK
THE RIVERFRONT IS FOR EVERYONE

To actively engage the millions of visitors that take in the beauty of the revitalized riverfront and Dequindre Cut, the Conservancy partners with organizations across Metro-Detroit to provide activities and events for all.

Our partners host special concerts, festival events, marathons & runs, classes and performances throughout the Conservancy's safe and beautiful outdoor spaces.

The Conservancy also produces its own signature programming to ensure all metro-Detroiters have access to free and low-cost family-friendly opportunities throughout the year.

Every day on the Riverwalk and the Dequindre Cut offers a new opportunity to experience incredible arts, entertainment, health & wellness, and environmental opportunities throughout the year. The Conservancy's singular promise is to provide those who visit our world-class space with a safe place to grow and play.
VISITORS BY THE NUMBERS

- 3 million visitors annually
- Over 320,000 active program participants
- 150,000 GM River Days attendees
- Nearly 80,000 Run & Walk participants
- 20,000 people involved in hosted events
- Over 18,000 people Rockin’ on the Riverfront
- 12,000 DMC RiverWalkers
- 8,410 participants in live the riverfront
- 3,500 Children enjoy GM Reading & Rhythm
VISITOR SNAPSHOT

- **Detroit**: 39%
- **Southeast Michigan**: 43%
- **Other Michigan, USA & International**: 18%

Source: CSL International Economic Impact Study Intercept survey. 1,505 survey responses
WALKS & RUNS
GM READING & RHYTHM ON THE RIVERFRONT
TOUCH-A-TRUCK
RIVER DAYS
PROGRAMMING PARTNERS

Atwater Brewery
Blue Cross Blue Shield
Canine To Five Detroit
Come Play Detroit
Cranbrook Art Museum
Detroit Audubon Society
Detroit Design Festival
Detroit Experience Factory
Detroit Institute of Arts
Detroit Medical Center
Detroit Public Library
Detroit Symphony Orchestra
Dine Drink Detroit
Eastern Market
GM Foundation
GM RentCen
Green Living Science
Harold Clinton Metroparks
Michigan Rain Barrel
Michigan DNR
Park Solutions
Pewabic Pottery
Rivertown Detroit Association
Riviere28
Run Detroit
Rut This Town
Running Fit
Sierra Club
South West Detroit Business Assoc.
The Parade Company
Urban Solace
US Bartenders Guild
US Fish and Wildlife Service
Wheelhouse Detroit
The work of the Detroit Riverfront Conservancy has paved the way for overall redevelopment of a vibrant riverfront neighborhood. Today, the East Riverfront has transformed into one of the hottest real estate markets in the state and all eyes are on the Riverfront as more development takes place.

Fulfilling the need for an increase in community amenities that new residents desire, investment in the district has accelerated. Over the past three years, the East Riverfront area has seen the construction of new condos, apartments, and an increase in new businesses to serve the new residents calling the area home, all totaling $240 million in new investment.

Today Detroiters of all ages and from all backgrounds are now drawn to the riverfront as the place they want to call home and are willing to pay a premium to do so.

Key to this desire is the work of the Detroit Riverfront Conservancy tapping an unmet need in the riverfront neighborhood. The National Association of Home Builders in a 2016 survey cited that new residents want parks and access to walking and jogging trails — all of which is currently provided by and funded by the Conservancy and its many partners.
ECONOMIC IMPACT BY THE NUMBERS

- $1 billion+ in public and private investment over the first 10 years.
- More than 16,700 construction jobs in transforming the riverfront.
- The revitalized riverfront supports 1,300 jobs annually.
- Annual spending by visitors is valued at $43.7 million.
- $1 billion in future spending predicted.
WEST RIVERFRONT: THE NEXT PHASE OF TRANSFORMATION
WEST RIVERFRONT: NEIGHBORHOOD CONTEXT
BENCHMARKING TRIPS
411 Comment Cards
83 Zip Codes
48226, 48216, 48207 = MOST
Frequent Comments:
- Four season accessible
- Touch the water
- Trees/nature/topography
- Inclusive of all

JURY & EXHIBITION
A bold vision: west riverfront stays a park

By John Gallagher

Beginning at 9 a.m., the daytime presentations will take place at the 1001 Woodward office tower in downtown Detroit. The general public is invited.

As the river offers a place of beauty and solitude to the people of Detroit, four international design teams have presented their creative schemes for the West Riverfront to extend this vibrant area in the city as part of an international design competition led by the Detroit Riverfront Conservancy (DRFC). The development of the 22-acre West Riverfront Park is expected to cost around $50 million to complete the DRFC’s ultimate vision for 5.5 miles of revitalized riverfront.

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• Wkshps
• Monstrum
• 313 Creative
PROJECT TEAM EXPERIENCE

National Museum of African American History, DC
Maggie Daley Park, Chicago
Crescent Park, New Orleans
Brooklyn Bridge Park, New York
THANK YOU