

# LEVERAGING RESOURCES THROUGH A NEW REGIONAL PARTNERSHIP

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# PRESENTATION OVERVIEW

- Meet the Detroit Riverfront Conservancy and Huron-Clinton Metroparks
- Describe the new regional partnership forged in Southeast Michigan along the Detroit Riverfront and discuss the benefits it has for the surrounding communities.
- Identify benefits of public-private partnerships and the importance of forging new relationships that leverage strengths and resources of both partners.
- Give examples of ways organizations can remain flexible during pandemic times to pivot and maximize safety, visitation and experience.



# DETROIT RIVERFRONT CONSERVANCY



DETROIT  
RIVERFRONT  
CONSERVANCY



A vibrant, sunny day in a park. In the background, a multi-arched bridge spans across a body of blue water under a bright blue sky with scattered white clouds. The foreground is dominated by a lush garden with a variety of plants, including tall green stalks, orange and red flowers, and dense green foliage. A paved path winds through the garden, and a modern, light-colored bench is visible. A tall, slender lamppost stands near the path. The overall atmosphere is bright and inviting.

**‘BEAUTIFUL, EXCITING,  
SAFE, ACCESSIBLE...**



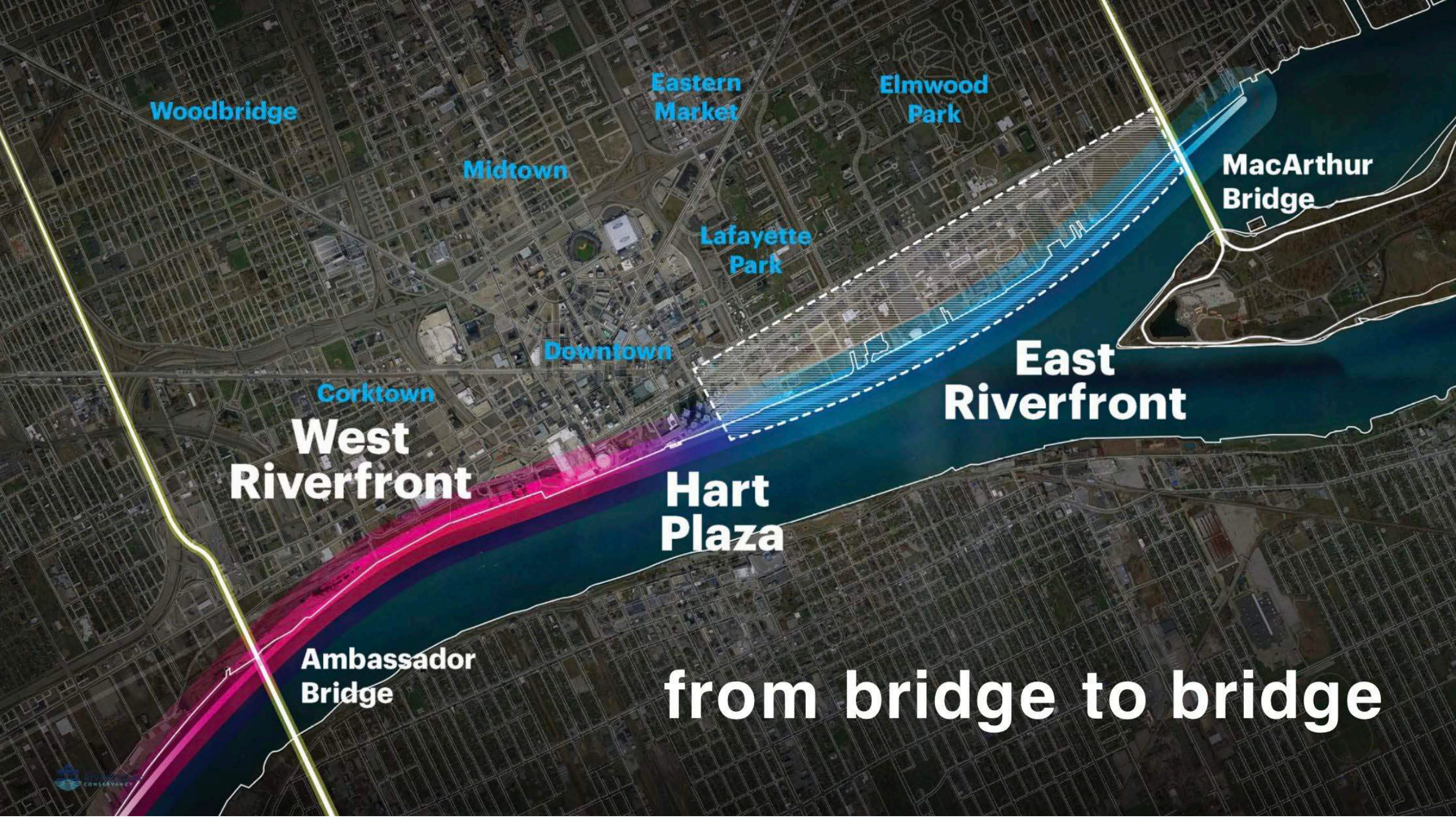
..WORLD-CLASS  
GATHERING PLACE..

...FOR ALL.”

I ♥ Detroit  
#SummerontheD

# FOUNDING PARTNERS





Woodbridge

Eastern Market

Elmwood Park

Midtown

Lafayette Park

MacArthur Bridge

Downtown

East Riverfront

Corktown

West Riverfront

Hart Plaza

Ambassador Bridge

from bridge to bridge



# DETROIT RIVERFRONT: BY THE NUMBERS

- **TOTAL VISION OF 5.5 MILES OF REVITALIZED RIVERFRONT**
- **MORE THAN 3.5 MILES COMPLETE**
- **5 FAMILY-FRIENDLY PARKS**
- **TWO-MILES ALONG THE DEQUINDRE CUT**
- **YEAR-ROUND PROGRAMMING/SPECIAL EVENTS**
- **3.5 MILLION VISITORS ANNUALLY**
- **IN THE RUNNING FOR “BEST RIVERWALK” IN THE U.S.**



# ECONOMIC IMPACT

- **\$1 BILLION IN PUBLIC AND PRIVATE INVESTMENT IN THE FIRST DECADE**
- **\$1 BILLION IN INVESTMENT PREDICTED DURING THE SECOND DECADE**
- **16,700 CONSTRUCTION JOBS**
- **1,300 JOBS ALONG THE RIVERFRONT ANNUALLY**
- **VISITOR SPENDING OF \$43.7M ANNUALLY**
- **3.5 MILLION VISITORS ANNUALLY**
- **MORE THAN 300,000 PROGRAM PARTICIPANTS**



A vibrant outdoor food festival at West Riverfront Park. The scene is filled with people of various ages and ethnicities walking through a line of food trucks. In the foreground, a woman in a blue and white patterned dress walks with a young boy in a blue striped shirt. To their left, a man in a white t-shirt with a logo and the text 'www.foodshare.app' is seen from behind. The food trucks are colorful, with one being teal and another white with a red stripe. In the background, a dense city skyline with several tall buildings is visible under a clear blue sky. The overall atmosphere is lively and community-oriented.

# SIGNATURE DESTINATIONS

**WEST RIVERFRONT PARK**



**ROBERT C. VALADE PARK**



FREIGHTYARD

EMERGENCY

**DEQUINDRE CUT FREIGHT YARD**



**CULLEN PLAZA**



**MT. ELLIOTT PARK**



HURON-CLINTON

**METROPARKS**





# METROPARKS SYSTEM

- Michigan's largest regional park system
- Authorized in 1939, funding began in 1942
- 5 counties: Livingston, Macomb, Oakland, Washtenaw & Wayne
- 24,251 acres across 13 properties
- 200 full-time employees
- 900 seasonal employees
- Over 7 million visitors each year




# WHAT WE OFFER

- Over 250 miles of trails
- 78 playgrounds
- 10 interpretive centers
- 3 mobile learning centers
- 7 regulation golf courses
- 5 beaches
- 3 swimming pools
- 3 splash pads
- 1 Turtle Cove Aquatic Center
- 2 marinas
- And so much more!

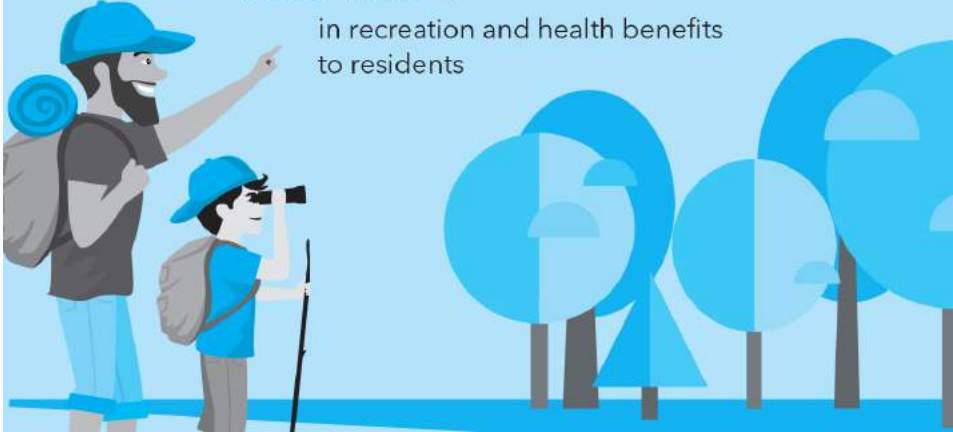


# METROPARKS: A KEY ECONOMIC DRIVER FOR SOUTHEAST MICHIGAN


Metroparks generate  
**\$92.4 million annually**  
in direct visitor spending



Metroparks provide  
**\$62.3 million**  
in recreation and health benefits  
to residents



Physical activity in Metroparks  
reduces health care costs.




Adults save:  
**\$1,250/year**  
on average

Adults over 64:  
**\$2,500/year**

The region's recreation economy supports  
**272 sporting-goods stores**  
**Jobs for 3,180 people**  
**\$678 million in sales each year**



Metroparks raise the value of nearby homes by  
**\$68.0 million**  
and increase property tax revenues by  
**\$903,000 per year**



Metroparks provide stormwater  
infiltration valued at  
**\$30.3 million annually**  
and reduce pollution control  
costs by  
**\$2.25 million a year**







# STRONG PARTNERSHIPS

- Leverage strengths and resources of both partners
- Have shared goals
- Create stronger regional impact by working together



# A PARTNERSHIP OF SHARED VISION AND VALUES

**CONSERVATION**

**RECREATION**

**STEWARDSHIP**

**PUBLIC  
SERVICE**

**ECONOMIC  
IMPACT**

**EQUITY AND  
DIVERSITY**

**EDUCATION**

**COMMUNITY  
WELLNESS**

**QUALITY OF  
LIFE**

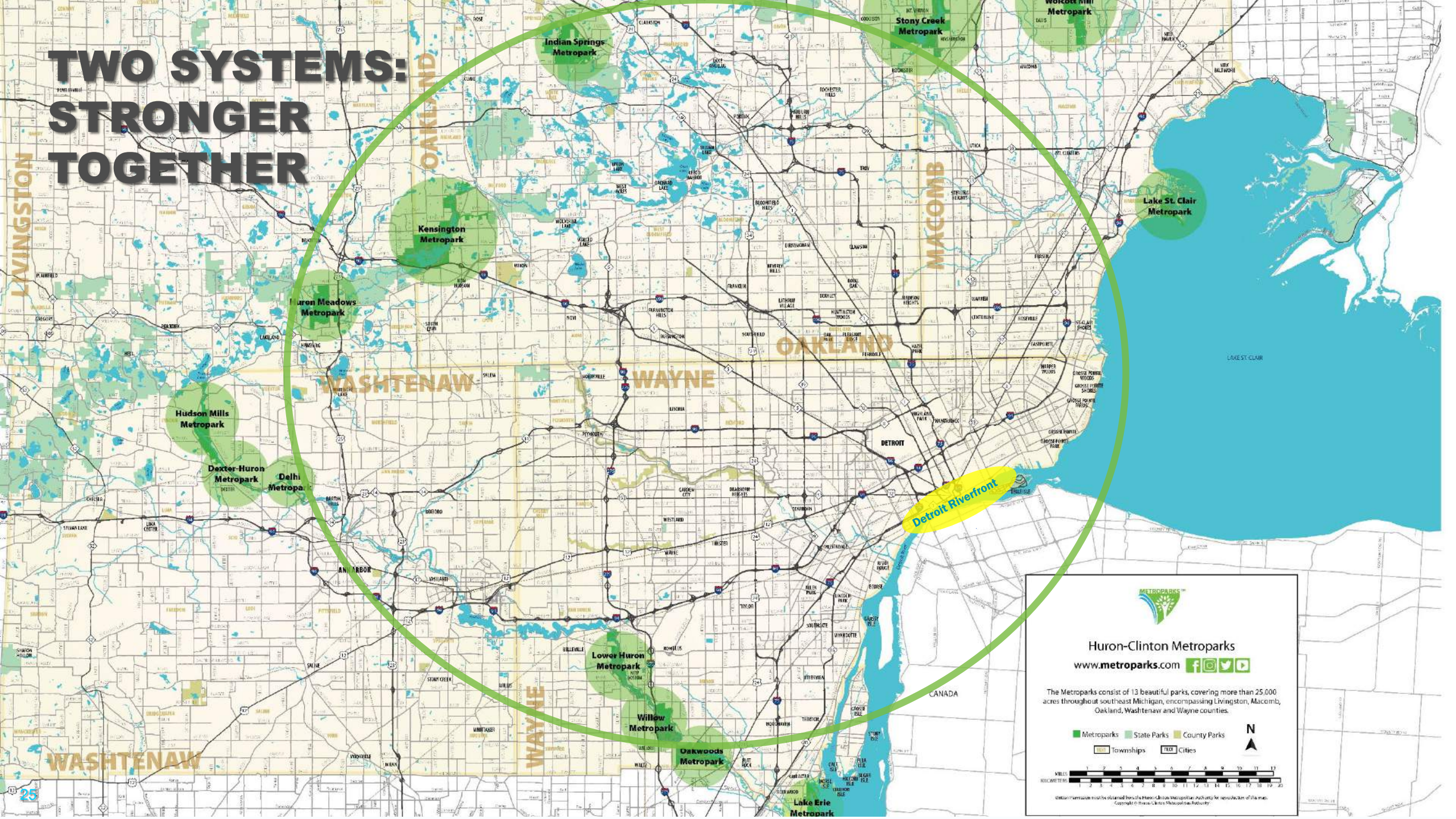

# A PARTNERSHIP OF REGIONAL LEADERS





- The Detroit Riverfront Conservancy and Huron-Clinton Metroparks are two of the premiere systems of parks and trails in Southeast Michigan
- The Conservancy's board leadership and the Metroparks commissioners are leaders representing the diversity of our region and a spectrum of public and private sector stakeholders
- Each organization has best-in-class organizational, operational, and programmatic management of regional destinations for recreation











# TWO SYSTEMS: STRONGER TOGETHER





**Huron-Clinton Metroparks**  
[www.metroparks.com](http://www.metroparks.com)    

The Metroparks consist of 13 beautiful parks, covering more than 25,000 acres throughout southeast Michigan, encompassing Livingston, Macomb, Oakland, Washtenaw and Wayne counties.

-  Metroparks
-  State Parks
-  County Parks
-  Townships
-  Cities





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# **PANDEMIC ATTENDANCE SPIKES REINFORCING THE IMPORTANCE OF PUBLIC PARKS**



**RIVERWALK USAGE UP 20 PERCENT**  
**DEQUINDRE CUT USAGE UP 40 PERCENT**



**Metroparks saw a 34% increase in vehicle traffic**

**All Metroparks remained open through pandemic. Capacity limits were enforced to maintain social distancing.**

**Large increases in golf, disc golf, boat rentals and cross country skiing.**

# STAYING NIMBLE AND WORKING TOGETHER

## Detroit Riverfront Conservancy

- Removed tables and chairs at plazas or spaced them apart
- Closed high-touch amenities like playground and splash pad
- Introduced virtual programming and developed at-home activities for kids
- Increased cleaning of restrooms and high-touch surfaces
- Installed social distancing signage in high-visibility areas
- Reduced capacity of in-person programming when it became safe to meet again



## Huron-Clinton Metroparks

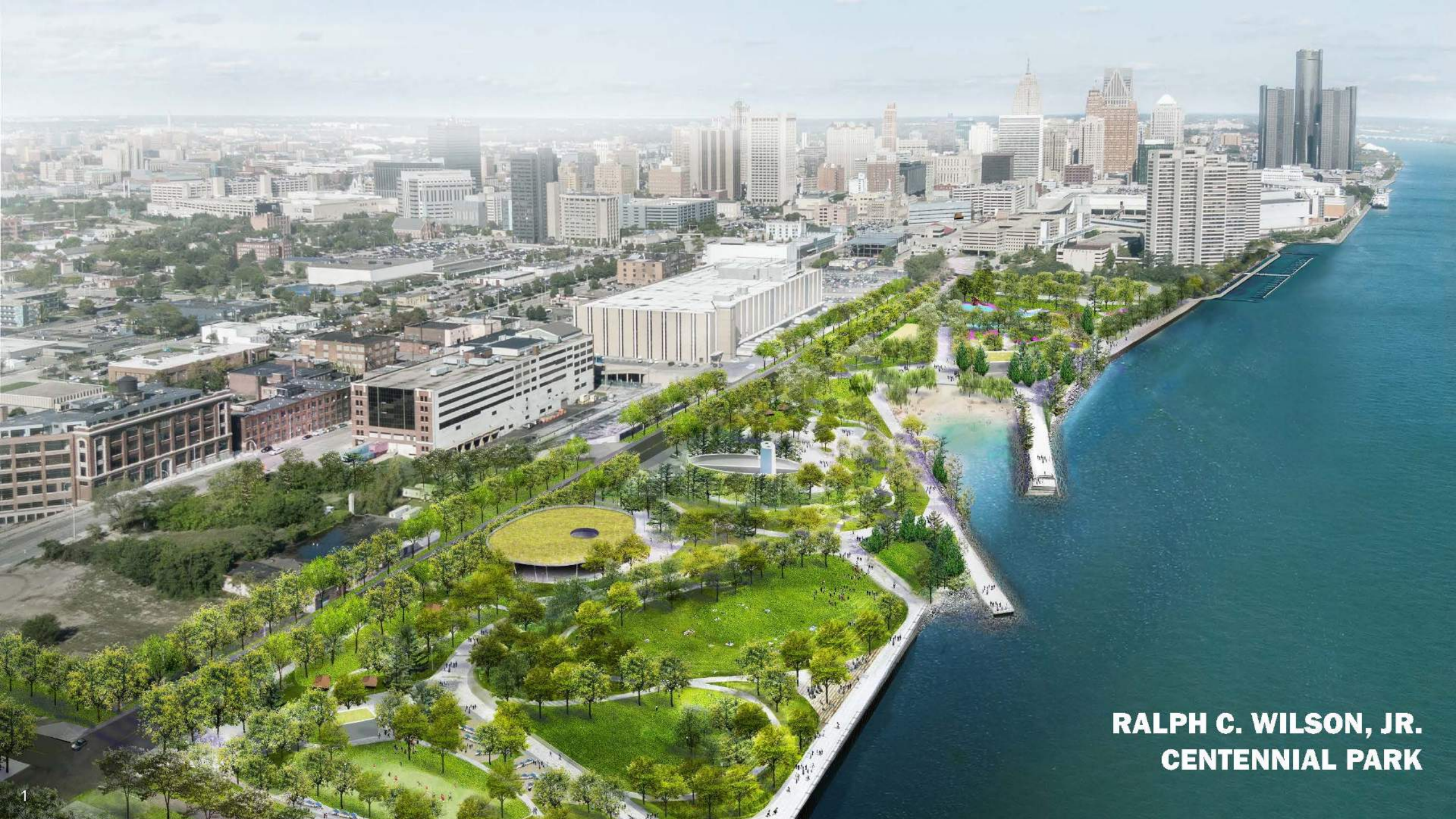
- Initiated daily leadership and staff calls to keep connected
- Initiated 60% park capacity monitoring and intermittent closures
- Closed bathrooms until supplies were available
- Used transparent and frequent communication with the media
- Real time updates on website and social media
- Introduced virtual public and school programming
- Created social distancing signage
- Collaborating with park partners to use consistent methods across the region

**EXCITING NEW  
MULTI-YEAR PILOT  
PARTNERSHIP IN DETROIT**

# NEW MAJOR PARTNERSHIP BRINGING EXCITEMENT DOWNTOWN

- Detroit Riverfront Conservancy and Huron-Clinton Metroparks entering into partnership for expanded programs and operations at the future Ralph C. Wilson, Jr. Centennial Park
  - Multi-year pilot partnership
  - Metroparks will establish a physical presence and contribute \$6 million over seven years to the Conservancy for expanded programs and operations at the future Ralph C. Wilson Centennial Park on the West Riverfront
- This partnership meets a growing community need.
- Providing new recreational opportunities in a vibrant new space downtown and tackling the ambitious goal of teaching Detroiters of all ages, but particularly youth, to swim.





**RALPH C. WILSON, JR.  
CENTENNIAL PARK**



# DESIGN UPDATE: MAXIMIZING INTERACTION WITH WATER



Our teams' experience with Riverfront and Metroparks visitors during COVID have reminded us that people use parks for refreshment and peace, and interaction with nature. This inspired us to think carefully how Ralph C. Wilson, Jr. Centennial Park visitors will interact with water.

# MAXIMIZING INTERACTION WITH WATER

- The Water Garden extends useful season of the water in the park to four seasons
- Expanded recreational and programming possibilities include:
  - Wading
  - Kayaking and Paddling
  - Interpretative and Environmental Education
  - Ice Skating and Hockey
  - Ecology and landscape as living classroom
- Significant improvement in habitat value and landscape, edge conditions, and vegetation create a diversity of new fish and wildlife habitats
- Incorporates Metroparks programmatic and operational expertise in design



# **DISCUSSION AND QUESTIONS**

# STAY CONNECTED

## Huron-Clinton Metroparks



[Metroparks.com](https://www.metroparks.com)



[Facebook](https://www.facebook.com/metroparks)



[Twitter](https://twitter.com/metroparks)



[Instagram](https://www.instagram.com/metroparks)



[Event and news e-newsletter](#)

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## Detroit Riverfront Conservancy



[Online](#)



[Facebook](https://www.facebook.com/detroitriverfront)



[Twitter](https://twitter.com/detroitriverfront)



[Instagram](https://www.instagram.com/detroitriverfront)



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