

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 colorful flowers, including orange and red blooms, and 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...**



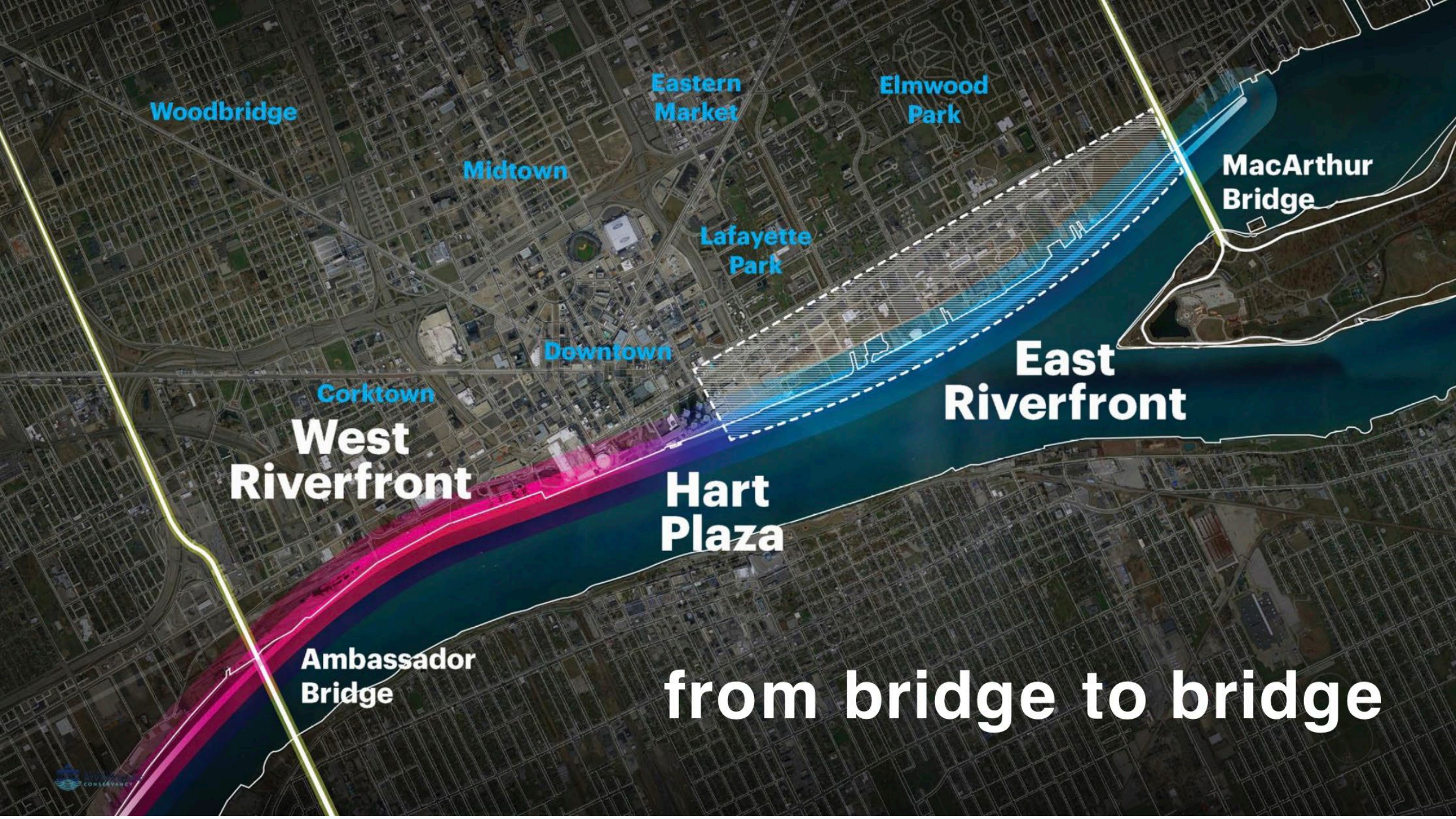
...WORLD-CLASS GATHERING PLACE...

...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 on a grassy area. 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.foodcaze.app' is seen from behind. Further left, a man in a blue shirt and khaki shorts is talking to another man. In the background, several food trucks are parked. A prominent teal truck has 'T's' written on it and lists 'Authentic Mexican Recipes Pajitas Quesadillas Nachos'. To the left, a yellow banner says 'MEXICAN TELL'. Another truck has a sign for 'Monkey DUNK' with 'Sandwiches & Things with a Twist'. The background features a dense city skyline with various skyscrapers under a clear blue sky with some clouds. 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



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!

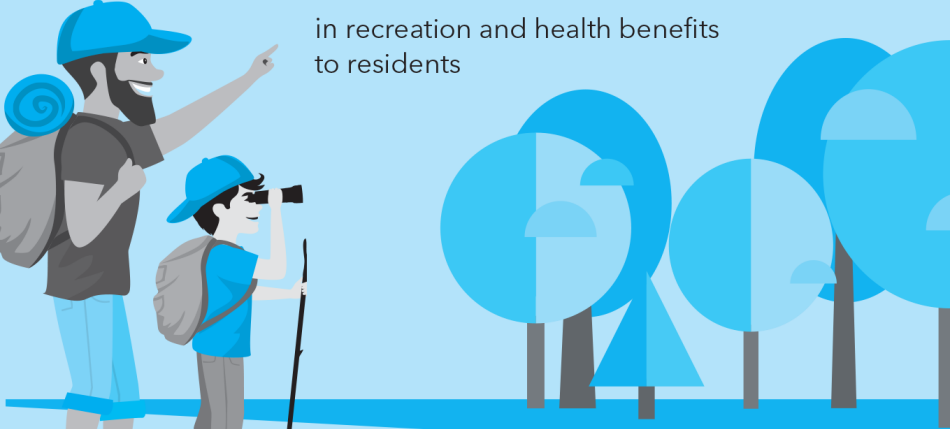


METROPARKS: A KEY ECONOMIC DRIVER FOR SOUTHEAST MICHIGAN

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**

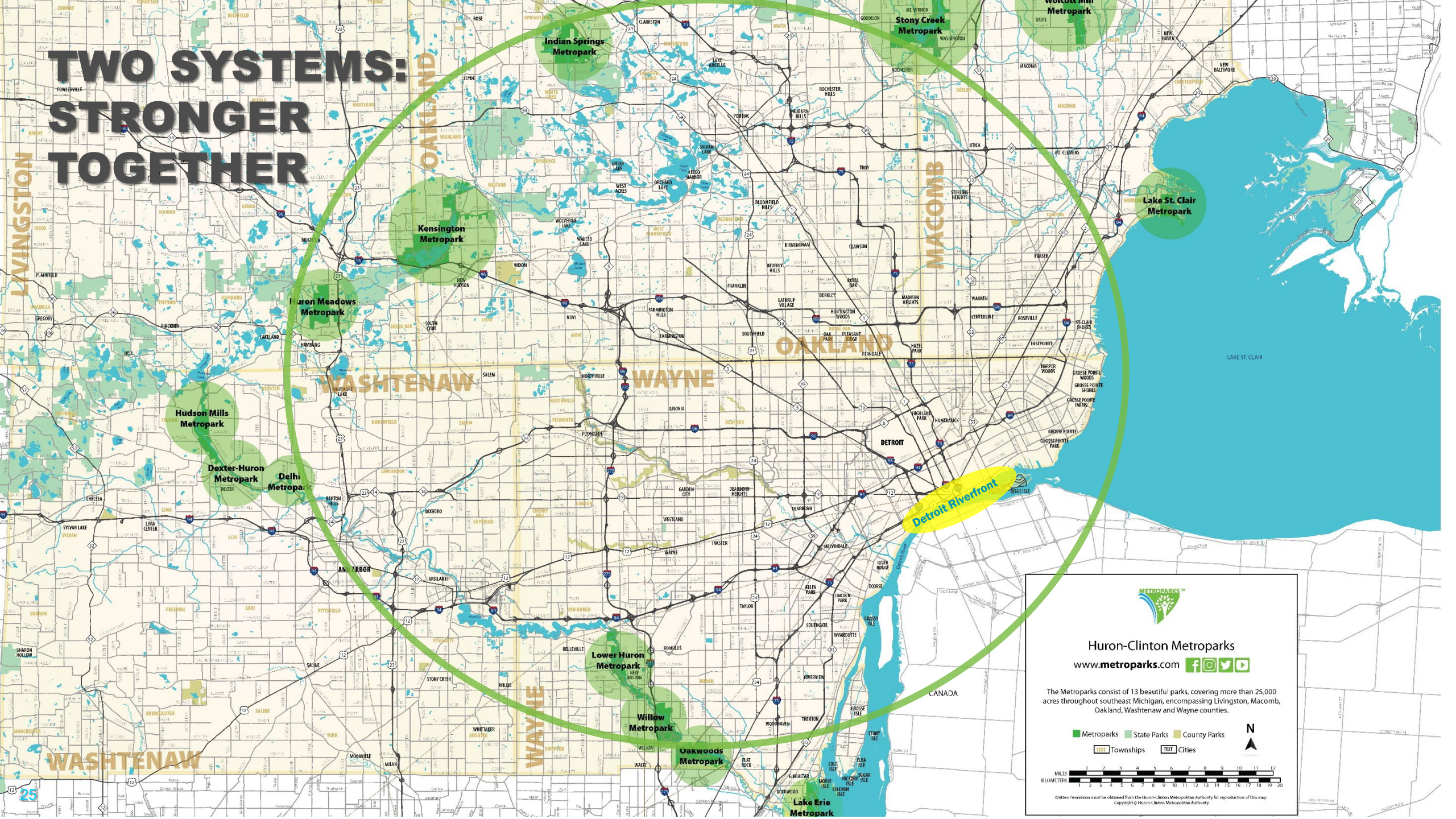
**QUALITY OF
LIFE**






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




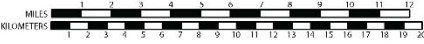

Huron-Clinton Metroparks
www.metroparks.com    

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



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