

# DRFC 2026 Concessions RFP



DETROIT  
RIVERFRONT  
CONSERVANCY

# MEET THE TEAM



**Ryan Sullivan**  
President & CEO



**Rachel Frierson**  
Chief Operating Officer



**Addison Mauck**  
Director of Visitor Experience



**Mike Lacey**  
East Riverfront Operations Manager



**Eric Scott**  
Ralph C. Wilson, Jr. Centennial Park Manager



# Agenda

- About the Detroit Riverfront Conservancy
- Meet the team
- About our visitors
- Virtual Tour of the Parks
- Scope of Work Review
- Highlights for a successful submission
- Questions



An aerial photograph of a waterfront promenade at sunset. The scene is dominated by a large, blue, conical tent structure with two peaks, supported by metal poles. The tent is situated on a paved area with a checkered pattern. In the background, a wide body of water reflects the golden light of the setting sun. The sky is a mix of orange and blue, and the distant shoreline is visible with some buildings and trees. The overall atmosphere is serene and scenic.

**"BEAUTIFUL, EXCITING,  
SAFE, ACCESSIBLE..."**

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**...WORLD-CLASS  
GATHERING PLACE...**

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A young girl with braided hair, wearing a black t-shirt, sits at a table in a community center, smiling at the camera. She is playing chess on a green and white checkered board. The board is set up with white pieces on the back rank and black pieces on the front rank. A smartphone is on the table to her left. In the background, other people are playing chess at tables, and large windows show the night outside.

...FOR ALL"



**CLEANING**



**LANDSCAPING**



**CONCESSIONS,  
VENDORS, AND BARS**



**CONSTRUCTION &  
MAINTENANCE**

# SERVICE PILLARS



**WELCOMING**



**DEPENDABLE**



**INFORMED**



**RESPONSIBLE**



# SERVICE PILLARS



## WELCOMING

We believe the riverfront is for everyone. We offer accessible places where people can gather, connect and feel a sense of belonging.



## DEPENDABLE

We commit to consistently providing world-class parks, greenways, programs, and amenities in all four seasons.



## INFORMED

We proudly represent the mission of the Detroit Riverfront Conservancy, serving as knowledgeable and helpful ambassadors to our visitors.



## RESPONSIBLE

We believe our visitors deserve clean, safe, and beautiful spaces, and we are accountable for protecting and caring for the physical and natural environment of our parks and greenways.





To support the execution of these service pillars, the DRFC will:

- Be responsible for proactively communicating what is happening in the space and notifying relevant parties of any changes to standard operations in a timely manner
  - Program + operations overviews provided at the start of every season
  - Weekly emails with detailed updates + calendar information
- Provide a method to submit facilities concerns and maintenance requests
- Create channels to submit feedback, questions, and observations and respond to submissions in a timely manner
- Offer trainings to support the service pillars alongside general organization information and FAQ resources
- Recognize outstanding service both internally and externally

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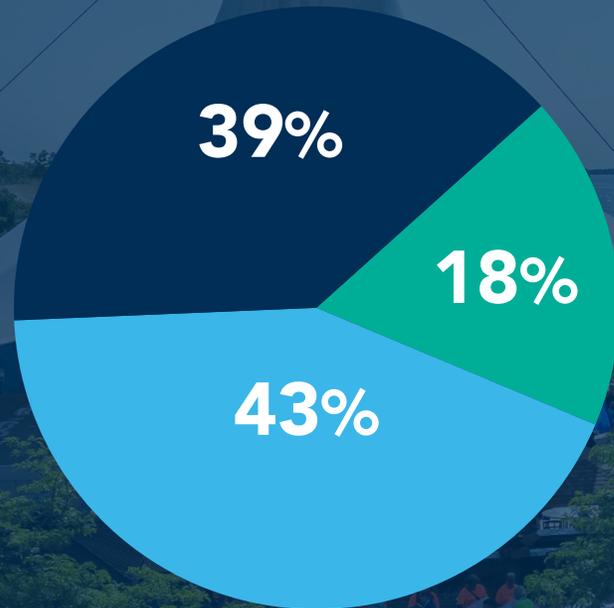
# PEOPLE=PLACE

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# DETROIT RIVERFRONT COMMUNITY



39% Detroit

43% Southeast Michigan

18% Other Michigan, USA & International





# KEY VISITATION

Metric Name	 <b>Cullen Plaza</b> Atwater St, Detroit, MI	 <b>Robert C. Valade Park</b> Atwater St, Detroit, MI	 <b>Mt. Elliott Park</b> Mt Elliott St, Detroit, MI
Visits	527.7K	124.3K	82.5K
Visits / sq ft	3.74	0.76	0.24
Size - sq ft	141K	163.9K	343.2K
Visitors	373.8K	91.1K	61.9K
Visit Frequency	1.41	1.37	1.33
Avg. Dwell Time	29 Min	53 Min	53 Min





# PROGRAMMING



**WORK FROM THE PARK  
VALADE PARK**



**EASTERN MARKET  
AFTER DARK AT DCFY**



**DETROIT YOUTH  
SPORTS SHOWCASE  
CULLEN PLAZA**



**WE RUN 313  
5K/10K THURSDAY**



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# OUR PARKS

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# THE DETROIT RIVERFRONT

— EXISTING RIVERWALK — PARKS & GREENWAYS



WOODBIDGE

POLETOWN EAST

CORE CITY

MIDTOWN

EASTERN MA

McDO



RALPH C. WILSON, JR. CENTENNIAL PARK

SOUTHWEST GREENWAY

WEST RIVERWALK

ROBERT C. VALADE PARK

DENNIS ARCHER GREENWAY

UNIROYAL PROMENADE

SOUTHWEST

DOWNTOWN

ELMWOOD

RIVERSIDE PARK

RALPH C. WILSON JR. CENTENNIAL PARK

WEST RIVERWALK

HART PLAZA

GM PLAZA

CULLEN PLAZA

MILLIKEN STATE PARK

ARETHA FRANKLIN AMPITHEATER

ROBERT C. VALADE PARK

STROH RIVERPLACE

HARBORTOWN

MT. ELLIOTT PARK

UNIROYAL PROMENADE

GABRIEL RICHARD PARK

BELLE ISLE

# COMPLETING THE VISION

EXISTING RIVERWALK FUTURE RIVERWALK

PARKS & GREENWAYS





**GABRIEL RICHARD PARK**



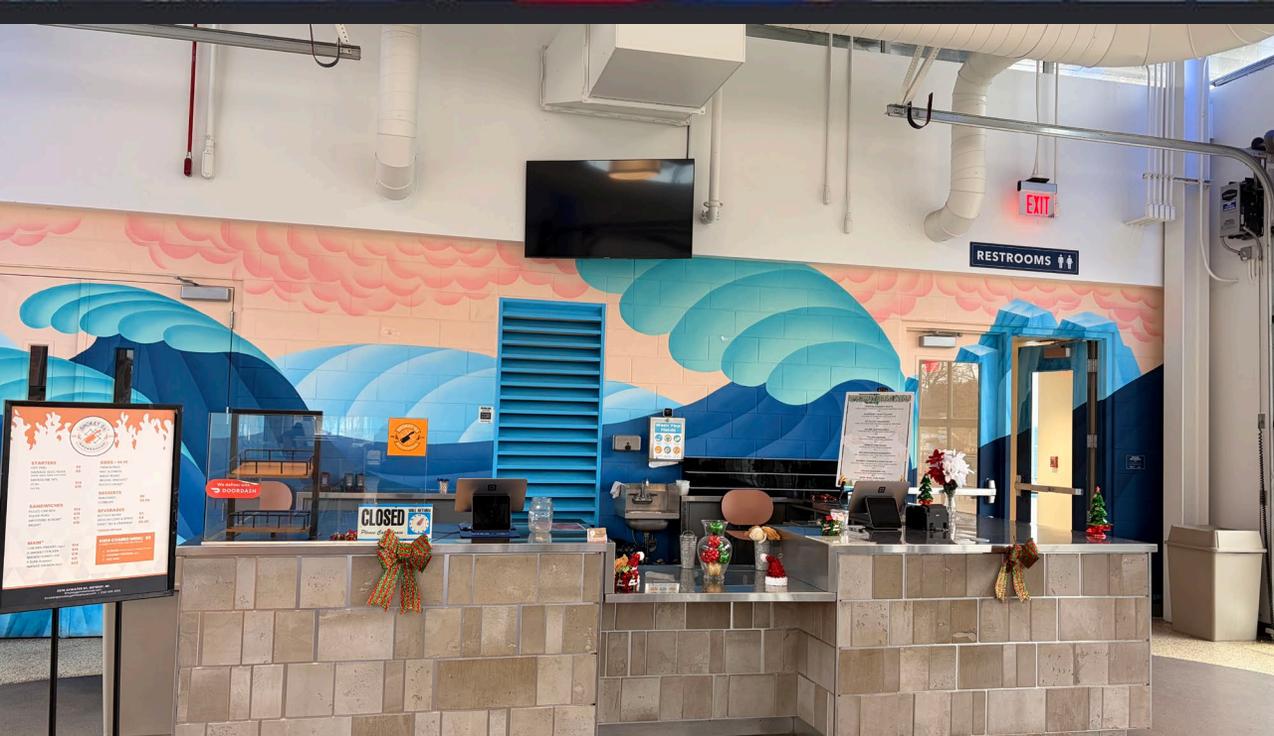


MT. ELLIOTT PARK





ROBERT C. VALADE PARK







CULLEN PLAZA



DEQUINDRE CUT

# FREIGHTYARD

EAT  
PLAY  
DRINK  
WEEKEND  
JULY



DEQUINDRE CUT  
FREIGHT YARD







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





# Required Scope of Work

- **Concessions**
  - **Cullen Plaza** – May – September, 6/5 days a week.
  - **Mt. Elliott Park** – May – September, 6/5 days a week.
  - **Valade Park** – Year-round
- **Alcohol Service**
  - **Cullen Plaza** – May – September, 4 days a week
  - **Valade Park & Bob's Barge** – May – September, 5 days a week, reduced hours in winter/spring
  - **Dequindre Cut Freight Yard** – May – September, weekends





# Yearly Gross Revenue

- Concessions
  - Cullen Plaza – 4 months – \$140,000
  - Valade Park – 12 months - \$180,000 bulk in May- Sept
- Alcohol Service
  - Cullen Plaza – \$68,000
  - Valade Park & Bob's Barge – \$122,000
  - Dequindre Cut Freight Yard – \$89,000
  - TOTAL: \$280,000





# Optional Scope of Work

- **Concessions**
  - Gabriel Richard
  - Ralph Wilson Park – Food Trucks
  - Dequindre Cut Freight Yard
- **Vending Machine Services**
  - Cullen Plaza
  - Mt. Elliott Park
  - Ralph Wilson Park





# RFP Requirements

- **About your team**
  - Experience
  - Subcontractors
- **Concepts**
  - Cullen Plaza
  - Mt. Elliott Park
  - Valade Park
  - Dequindre Cut Freight Yard
- **Operations**
  - Accounting/Reporting – Concessions and Bar service
  - Marketing
  - Staffing/Hours of Operation
  - Resources – Equipment
  - Fee split breakdown





Questions?