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City of Detroit, Mayor's Office
Presentation by Lisa L. Howze, Chief Government Affairs Officer
to the Michigan House Tourism & Outdoor Recreation Committee
Monday, April 27, 2015

The Henry Ford Museum | Lovett Hall | 20900 Oakwood | Dearborn, MI 48124

TESTIMONY: Greetings, Chairman Rendon and members of the committee. I am former state representative Lisa Howze and it is always my pleasure to come before my colleagues in the Michigan House of Representatives. Today, I am here in my role as chief government affairs officer to Detroit Mayor Mike Duggan. Before I begin my presentation, I would like to take a moment to thank Mr. George Moroz of the Henry Ford Museum for inviting me to participate in today's committee hearing. And, to Mayor O'Reilly, greetings and salutations from Mayor Duggan who sends his regards.

Ladies and gentlemen of the committee, tourism and outdoor recreation in the City of Detroit is alive and well. When you think about the word "Destination" often it could not be found in the same sentence as "Detroit". Perhaps this was true maybe 3 to 5 years ago, but today the story has changed; the conversation is changing about Detroit.

The national news is even saying nice things about the city. It has become a place for large investment....think about JP Morgan Chase and their pledge to make a \$100 million investment in the city. Think about the Young creatives and entrepreneurs who see Detroit as the land of opportunity to start a new business, due to the low cost of start-up. Also, what about the gifted and talented whose roots are in Detroit? They may have started their careers in other cities, but the opportunity to be a part of the city's revitalization and transformation has drawn them back home.

Therefore, when you think about tourism and outdoor recreation in the city of Detroit, you must consider it in the greater context of a city's that is turning the corner...a city that has made a storied journey toward becoming a destination place once again!

SUMMER ACTIVITIES

As we approach summer, the following slides will illustrate some of the many outdoor activities and attractions that residents and visitors alike take part in:

- Detroit Chevrolet Grand Prix – May 29-31, 2013
- Summer Concert Series at Chene Park – begin June 3, 2015
- GM Detroit River Days – June 19-21, 2015
- Hart Plaza – Concerts and Summer Festivals
- Dequindre Cut – designed for biking community

INVESTMENTS

Earlier I spoke about large investments that are taking place in the city, in the form of development. There is a burgeoning amount of new commercial, residential and retail developments that are spurring growth in 3 major areas in the city of Detroit – they are the Corktown, Downtown and Midtown areas.

For a few moments, I want to share some details with you regarding these various projects. All evidence that Detroit has turned the corner and meeting the demand of a city that is becoming a point of destination.

- LIFT
- Quicken Loans Technology Center
- Michigan Avenue – Restaurants, bars and entertainment venues
- Michigan Central Station
- Old Tiger Stadium Development
- Downtown Developments of Hotels and Lofts – Westin Book Cadillac, Capitol Park Hotels, Grand Circus Park
- M-1 Rail
- Theatre District Development
- District Detroit – Hockey Arena
- Other Development on Woodward
- Midtown Developments – Alexandrine Residential Development
- Midtown Restaurants and Retail
- Cultural Institutions – DIA – Diego Rivera Runs until July 12, 2015

In conclusion, Detroit is becoming known for what she has always been beneath the surface...a great place to visit, and an even better place to work, live and play.