SERVICES PLANNING GUIDE
WE CAN HELP.

The Detroit Metro Convention & Visitors Bureau has the resources, staff and expertise to fulfill any meeting planner’s expectations and demands — guaranteeing pleased attendees and event success.

Lean on us and our services, and make planning your next event a breeze.
SAY HELLO TO FULL SERVICE.

**WELCOME PROGRAM**
From the get-go, our services team can provide a variety of programs, materials and assets to meeting planners that will help make attendees feel welcome, informed and at ease.

- **Welcome Speaker:** Have the president and CEO of the DMCVB or a local civic or government official formally greet your attendees and kick off your conference or event in style.
- **Welcome Letter:** Generate attendee enthusiasm and excitement by addressing them personally with official letters of salutation from the DMCVB president and Detroit local officials.
- **Airport Welcome Program:** Create awareness and visibility for your event as soon as attendees arrive, with welcome banners and posters in strategic areas throughout the airport. We can also designate welcome tables throughout the terminals.
- **Welcome Signage and Banner Program:** Create custom street pole banners for placement throughout downtown; design welcome signs in the lobby of each host hotel. Even have our hospitality staff wear custom welcome buttons.
- **Downtown Visitors Map:** Provide your attendees with a detailed map that includes information about downtown Detroit’s restaurants, nightlife, attractions and shopping.
- **Volunteer Program:** Gain access to our volunteer database, which consists of 5,000 highly skilled and trained personnel who can provide assistance.
- **Convention Résumé:** Allow us to email your convention profile to all local member merchants to generate awareness.

*Services may vary depending on the size of the convention or meeting.*
BUILDING ATTENDANCE
When a meeting planner books a meeting or convention through the DMCVB, he or she can take advantage of the following tools to boost attendance.

• Attendance Builder: Depending on the conference size, the DMCVB can send a staff expert to you a year prior to help generate excitement for Detroit as a destination for your meeting and to promote registration and attendance.
• Promotional DVD: Includes a professional video that can help you promote Detroit as a destination.
• E-Marketing Blasts: The DMCVB can provide you with a series of customizable e-blasts highlighting the top reasons to visit Detroit and build excitement with your attendees about the conference and its destination.
• Microsite: The DMCVB can develop custom convention microsites that will promote your meeting or convention. On the sites, attendees can also get information about planning their visit to metro Detroit.
• Public Relations Assistance: Meeting planners can lean on the DMCVB’s communications department, letting its experts serve as your personal local public relations consultants.
• Children and Special Guest Itineraries: If your attendees bring their families to your convention or meeting, our services team can direct them to the best local entertainment, attractions, shopping and dining. Thanks to their extensive knowledge of metro Detroit, our services staff is the go-to source for itineraries that are fun and targeted to your group’s specific interests.

INTERACTIVE SERVICES
• Attendance Building: We can assist with communicating the “Detroit Experience” to meeting attendees. Our goal is to assure participants that a trip to Detroit will be unique, entertaining and safe.
• Communications Support: We will work closely with the planner’s marketing and social media teams to communicate efficiently with attendees during their convention. We can complement an existing team’s resources or operate independently based on the planner’s needs.
• Attendee Satisfaction: We will capture key attendee moments, testimonials and stories experienced during the meeting. We will also assist the planner with evaluating the overall communication efforts during your organization’s stay in Detroit.

HOUSING
The DMCVB has an experienced housing staff that is ready and able to provide your guests fast and accurate hotel information and room-booking services. All are proficient in our internet-based reservation system.

SERVICE LEADS
Tap into our Business Services Referrals, and the DMCVB can connect you with a directory of local businesses, entertainment venues and extracurricular activities to help round out your program.

SITE INSPECTION ASSISTANCE
The DMCVB has an award-winning team ready and waiting to develop a site itinerary for your preconvention inspection. See the facilities, hotels, venues and attractions.

VIP MEETING PLANNER PACKAGE
For meeting planners contracted with Cobo Center, the DMCVB offers amenities to help with successful execution from install to teardown.

• Utility cart
• Exhibitor reception
• Detroit People Mover passes
• One-week car rental up to SUV size for the event team
• Lunch provided for the event team (one day)

CORPORATE SOCIAL RESPONSIBILITY PROGRAM
The DMCVB is well-versed about Detroit-area nonprofit organizations in need. We can help meeting planners interested in weaving a corporate social responsibility component into their event calendar explore outreach opportunities.

SUSTAINABILITY
The City of Detroit has created an Office of Sustainability. Big steps are being made by local organizations, businesses and convention centers to make Detroit a greener place. Join Detroit’s green movement, or make your meeting more sustainable with some of our resources.

Services may vary depending on the size of the convention or meeting.
CORPORATE SOCIAL RESPONSIBILITY PROGRAM

As meeting planners, we know that you are always looking for ways to get the best from your event destination. Incorporating corporate social responsibility (CSR) activities into your event is a great way to enhance the attendee/employee experience and reinforce the values of your organization while giving back to the local community that is acting as your host. Let the DMCVB help you identify, organize and promote CSR activities in the metro Detroit area that will leave a lasting impression.

Internal benefits for employees
- Sense of striving together to help others in need creates goodwill among staff attendees
- “Teamwork makes the dream work”
- Fulfilling attendees’ desire to give back
- Positive community relations are built between your organization and local destinations
- Project can generate positive PR and maybe gain local media recognition
- Service project can add new interest to annual meeting

How the DMCVB can help
- Feature local charities or provide links to community service groups
- Build partnerships with organizations to promote volunteerism
- Include volunteer organization in site inspection

CORPORATE SOCIAL RESPONSIBILITY - DMCVB
Outreach Opportunities

Here is a list of some of the organizations in the metro Detroit area that could offer CSR opportunities. Contact the DMCVB for additional suggestions.

Restoring and Protecting Our Environment
- Arts & Scraps: A Detroit nonprofit organization that uses recycled industrial materials to help people of all ages and abilities think, create and learn.
  313-640-4411 ext. 8 | artsandscraps.org
- Belle Isle Conservancy: Works in close partnership with the State of Michigan’s Department of Natural Resources and the City of Detroit to provide extra hands to do work that the city cannot afford to do otherwise.
  313-331-7760 | belleisleconservancy.org
Combating Homelessness and Hunger

- **Coalition on Temporary Shelter (COTS):** The largest providers of housing to homeless families in the city of Detroit, sheltering more than 100 homeless children nightly. COTS provides emergency shelter for families, supportive services, mobility coaching through the Passport to Self-Sufficiency™, child care, long-term housing and safe transitional housing for families.
  313-831-3777 | cotsdetroit.org

- **Detroit Rescue Mission:** Since its founding in 1909, the mission has continuously provided food, shelter and services to intervene where homelessness and substance addiction occur.
  313-993-4700 | drmm.org

- **Gleaners Community Food Bank:** Secures, stores and distributes food to nonprofit agencies in the Detroit area.
  866-453-2637 ext. 270 | gcfb.org

- **Mariners Inn:** Serves as an anchor for those struggling to navigate the treacherous waters of homelessness and substance abuse.
  313-962-9446 | marinersinn.org

Community Service – General

- **Cass Community Services:** Detroit-based agency dedicated to providing food, housing, health services and job programs.
  313-883-2277 | casscommunity.org

- **Focus Hope:** Seeks to inspire people and communities to acquire the knowledge, tools and resources they need to achieve their full individual and collective potential.
  313-494-5500 | focushope.edu

- **Starfish Family Services:** Nonprofit agency serving vulnerable children and families in metro Detroit.
  734-728-3400 | starfishfamilyservices.org

Assisting Youth and Elderly

- **Alternatives for Girls:** Its mission is to help homeless and high-risk girls and young women avoid violence, teen pregnancy and exploitation, and help them to explore and access the support, resources and opportunities necessary to be safe, to grow strong and to make positive choices in their lives.
  313-361-4000 | alternativesforgirls.org

- **Covenant House:** A sanctuary for young people who have nowhere to go. Kids who come to its doors have been abused and neglected, have slept on friends’ couches or in abandoned buildings. These kids have been forgotten by those who are supposed to care about them the most.
  313-463-2000 | covenanthousemi.org

- **Detroit Area Agency on Aging:** Its mission is to promote healthy aging and enhance the quality of life for older adults that are served in the metro Detroit area.
  313-446-4444 | detroitseniorsolution.org

Supporting the Armed Forces

- **Michigan Veterans Foundation:** The Detroit Veterans Center, a main project of the MVF, is a transitional housing facility and resource center. It seeks to provide the skills and confidence needed for homeless veterans to break the cycle of homelessness and return to independent living.
  313-831-5500 | michiganveteransfoundation.org
**SUSTAINABILITY - GREEN GUIDE TO DETROIT**

**City Initiatives**

For the first time, Detroit has an Office of Sustainability and its first director, Joel Howrani Heeres. According to Heeres, the goal of the Office of Sustainability is to foster a healthy environment, vibrant economy and social equity for all Detroiters. The D has reached several green milestones in recent years. All of the city’s 59,000 streetlights have been converted to LEDs. The city has recently adopted green practices to demolish vacant homes. Plus, downtown Detroit’s largest meeting space, Cobo Center, has taken huge steps to make its business practices sustainable.

**Cobo Center**

Cobo Center is now a Green Meetings Industry Council ASTM/APEX Standard Certified facility. With Cobo’s recent redesign, enough natural light comes through during daytime hours to minimize main hallway daytime lighting. Also, the exhibit hall lighting uses 40 percent less electricity. Everyone loves recycling, and Cobo has placed recycling bins in all high-traffic areas. On the food side, My Green Michigan provides composting services to Cobo Center. In addition, Cobo’s food and beverage contractor collects unserved prepared food for pickup by Forgotten Harvest, a local company that delivers food to pantries, soup kitchens and shelters around southeast Michigan.

cobocenter.com/about_us/green

**Green Spaces in Detroit**

- **The Green Garage** is a former Model T showroom that is now a co-working space and business incubator. The building was designed to be as green as possible, using solar thermal heating and material repurposing. Green Garage uses about a tenth of the energy, water and waste that a traditional office building uses. greengaragedetroit.com
- **The Michigan Urban Farming Initiative** (MUFI) uses urban agriculture to promote education and sustainability to empower the Detroit community and solve its social problems. Members also hope to develop a broader model for redeveloping urban communities. MUFI’s main focus is redeveloping Detroit’s North End to demonstrate some of the best practices for sustainable urban agriculture, strategies to increase food security and models for blight deconstruction and innovation in blue and green infrastructure. MUFI grows produce to support 2,000 households. miufi.org

For more of our urban gardens | visitdetroit.com/urban-farming-detroit

**DID YOU KNOW?**

**Detroit Businesses for Sustainability**

Various Detroit businesses that can assist you further on sustainable projects and businesses and show you how they have helped in the greening of Detroit.

- Wayne State University is available to help with sustainability efforts for your meeting or conference. livinggreen.wayne.edu/ocs

- Detroiters Working for Environmental Justice champions the efforts of local and national collaboration to advance environmental justice and sustainable redevelopment. detroitenvironmentaljustice.org

- Reclaim Detroit creates local jobs while helping to solve the Detroit blight problem. Reclaim Detroit saves old lumber from doors, porches, floors, cupboards and more, and repurposes it to create new products. reclaim-detroit.myshopify.com

- Greening Detroit provides networking opportunities for Detroit sustainability advocates. greeningdetroit.com

- FoodLab Detroit is a community of food entrepreneurs committed to making the possibility of good food in Detroit a sustainable reality. foodlabdetroit.com

- Detroit Dirt has a motto of “zero waste from the ground up.” This organization uses Detroit food waste, green waste and spent grains to create high-quality compost. detroitdirt.org

- TechTown Detroit offers entrepreneurial support for tech and neighborhood businesses. techtowndetroit.org
Eastern Market has been in Detroit for more than 100 years. Aside from offering a weekly Saturday market filled with fresh Michigan produce and Detroit-themed products, the market is passionate about food access, running a food assistance and farm stand program to give the metro Detroit community access to fresh food. And its wholesale program, GROW Eastern Market, creates relationships between small and emerging local farmers and local chefs, restaurants, grocery stores and schools.

visitdetroit.com/detroits-eastern-market

The Detroit Zoo was recognized in 2016 as one of Michigan’s and the nation’s Best and Brightest Sustainable Companies by the National Association for Business Resources. Some of the zoo’s recent sustainability efforts include discontinuing bottled water sales, building the first zoo-based anaerobic digester in the country and using 100 percent renewable energy from wind farms.

detroitzoo.org

Sustainable Event Management
Advice is available for sustainable meetings planning, event and hotel accommodations, and assistance with food, beverage and audiovisual needs.

- Events Industry Council Sustainability
eicsustainability.org
- ASAE
asaecenter.org
- Meetings Today
meetingstoday.com

Green Meetings in Detroit
In 2017, Detroit hosted the Sustainable Brands conference at Cobo Center. Sustainable Brands is the largest community of global business leaders dedicated to brand value creation through sustainability-led innovation. The group decided that Detroit was the perfect location to launch its global initiative, Redefining the Good Life, which is a push for businesses to position themselves for success while addressing changing societal needs. With all of Detroit’s businesses focused on sustainability and helping the community, there’s no question why this community launched this initiative in The D.
PR 101.

Our renowned public relations team is skilled at getting metro Detroit national and international media attention.

Our PR team can also help get the word out to local and national media about your upcoming convention or meeting by providing meeting planners with a general list of local media contacts. And as a service to key major conventions and meetings, the DMCVB public relations team will review and edit news releases.

For assistance with public relations, please contact the DMCVB media relations manager at 313-202-1999 as far in advance as possible.

TIPS FOR WRITING A NEWS RELEASE

The first rule of journalism for writing a news release is to write it in the "inverted pyramid" style, meaning that you include the most important information at the beginning of the release so if it's cut from the bottom, key facts will remain.

- Include the key elements as early in your news release as possible, including: Who, What, When, Where, Why and How.
- We suggest that you keep newsworthy angles in mind to attract the interest of local media, business writers and columnists when writing news releases and asking for media coverage.
- The media is more likely to cover something with a creative and/or community and human interest angle than your election of officers, which would be of interest to your organization's trade publication.
- If you have local sponsors or hosts with interesting stories or ties to the community, that is important to include as well. Include as many specific details about the event and your organization as possible so the media won't have to search for them.

Also include your "boilerplate" language and Web address in your release. Here is a sample of the DMCVB's boilerplate language:

The Detroit Metro Convention & Visitors Bureau is a private not-for-profit organization whose mission is to market and sell the metro Detroit area on a worldwide basis as a destination for leisure and business travel, including conventions, trade shows, corporate meetings, tours and incentive travel, and as a film destination, to maximize additional visitors, visitor expenditures, state and local tax revenues, and job opportunities.

More than 800 businesses are represented in the DMCVB’s membership. The DMCVB was founded in 1896 as the world’s first convention and visitors bureau.

DID YOU KNOW?

Of the 20 Fortune 500 companies with headquarters in Michigan, 10 are located in metro Detroit. (June 2017)

- Ally Financial
- Autoliv
- BorgWarner
- DTE Energy
- Ford Motor Co.
- General Motors
- Kelly Services
- Lear
- Masco
- Penske Automotive Group
HOUSING.

It has never been easier for meeting planners to book business with metro Detroit’s first-class selection of hotels.

The bureau’s internet-based reservation system allows your attendees to book hotel rooms quickly and efficiently, at any time of the day or night. And our experienced housing specialists will work closely with you to customize housing according to your convention’s specific needs.

The Detroit Metro Convention & Visitors Bureau Housing is a service provided to a qualified client that has booked a convention, conference or event through the DMCVB Convention Sales Team or Detroit Sports Commission. To find out if your group qualifies for DMCVB Housing, please contact your sales representative. We provide the following:

- 24/7 online reservation access through the Meetingmax software application.
- Reservation link provided for use on the client’s website, visitdetroit.com or detroitsoports.org.
- Real-time inventory (only what’s available is displayed).
- Managed room inventory.
- Email notification upon submitting a room request.
- Confirmation number emailed once reservation is confirmed by hotel.
- Reservation changes able to be requested online.
- A number of reports available for meeting planners.
- One place to go for room availability at all contracted hotels.
- 800-DETROIT phone number available for visitor questions (number is not advertised for reservation processing).

The Detroit Marriott at the Renaissance Center in downtown Detroit has 1,298 guest rooms, more than 100,000 square feet of meeting space and is minutes from Cobo Center.

Downtown Detroit has three full-service casino hotels, MGM Grand Detroit, MotorCity and Greektown (renamed Jack Detroit May 2018), with a combined total of 1,200 rooms. All are within a mile or less of Cobo Center.

Rooms average a spacious 475 square feet at the legendary Westin Book Cadillac Detroit, which is on the National Register of Historic Places.

DID YOU KNOW?

The Baronette Renaissance Detroit-Novi Hotel
NEW DEVELOPMENTS
IN THE D.

The Detroit area continues to experience a boon of new business, agricultural initiatives and large-scale city improvement plans. Concentrated areas of startups, independent retailers, fine food establishments, big brand-name stores and entertainment options continue to surface, move forward and make headlines in Detroit, further proving the city is America’s great comeback story.

EMERGENCE OF MAKERS AND MANUFACTURERS

Detroit may be best known as an automotive manufacturing town, but the influx of makers, high-tech innovators and manufacturers attracted to the city and planting permanent roots here are wide ranging. Detroit’s growing portfolio of creatives is diverse, from luxury bicycle and craft beer makers to online retail giants, app developers, a burgeoning cut-and-sew industry and varied artists of poetry and paint.

- Detroit’s first-ever Garment District is being created in partnership between Detroit Garment Group and Midtown Detroit Inc. The two have 27 Michigan-based companies eager to come together and locate within the district.
- In just three years, Detroit-based Shinola has become an internationally respected brand for manufacturing quality luxury goods, including bicycles and watches. Shinola is currently planning to open a cafe and production space as part of a larger redevelopment spearheaded by Midtown Detroit Inc.
- The $148 million lightweight metals manufacturing institute announced by former President Barack Obama is located in Detroit.
- Microsoft moved its Michigan Technology Center to downtown Detroit in early 2018.

NEW DEVELOPMENTS
IN THE D.

DID YOU KNOW?

It is estimated that a new idea for a startup is generated in Detroit every 27 minutes.

Michigan Economic Development Corp.

The Detroit-Dearborn-Livonia metropolitan area ranks No. 1 among the country’s 70 largest metropolitan areas for manufacturing employment growth.

Forbes

The Detroit area boasts the second-largest concentration of engineers among the country’s 85 largest metro areas, behind only Silicon Valley.

Forbes

The Detroit Garment Group fashion incubator allows Michigan-based designers with top skills to create collections. The incubator hosts up to 10 designers at a time, for a one-to two-year period.

Detroit Bikes was the chosen manufacturer for an order of 2,500 custom cruiser bicycles for the Colorado-based New Belgium Brewing Co. The cruiser looks similar to the bike on the label of the brewer’s popular Fat Tire Amber Ale.

Downtown Detroit has several newer breweries making distinct beers on-site, including Jolly Pumpkin, HopCat, Brew Detroit and Batch Brewing Co. They join veteran downtown breweries such as Motor City Brewing Works and Atwater.

800-DETROIT (338-7648) VISITDETROIT.COM
EMERGENCE OF MAKERS AND MANUFACTURERS CONTINUED

- Between 2007 and 2016, TechTown, Detroit’s business innovation hub, has served more than 1,800 companies, created nearly 1,300 jobs and leveraged more than $120 million in startup capital.
- The Venture for America fellowship program has a small colony of recent college grads in Detroit building small businesses, including Loveland Technologies, which creates databases and mobile app services that help catalog properties and their condition for government entities, developers and neighborhood groups.
- Detroit Venture Partners backs seed and early-stage startup teams in the city. It has worked actively to support the growth of the M@dison Block (now 70 startups and growing), Detroit’s downtown tech ecosystem.
- Alternative energy-based businesses continue to populate the region, including the downtown-based Nextek Power Systems and Inventev, which was awarded a $500,000 grant from the U.S. Department of Energy to develop components of a hybrid electric drive system.
- Now in its seventh year, Hatch Detroit, a champion for independents and entrepreneurs in the city, has expanded its retail role into six neighborhoods. Since 2011, 14 Hatch alumni businesses have opened up storefronts.
- The Detroit Creative Corridor Center (DC3) delivers programming to help creative entrepreneurs and enterprises grow revenue, acquire clients and build organizational capacity. Since 2011, DC3 has helped 45 early-stage creative ventures grow and succeed in Detroit. To date, these firms employ approximately 100 employees, reported $2.7 million in revenues and absorbed 17,000 square feet of vacant studio space.

GREENING OF THE INFRASTRUCTURE

Detroit is positioning itself as a worldwide center for urban innovation as thousands of lots and vacant spaces in the city are being repurposed — some as parks and recreational spaces, others for agricultural production — and some are even being reforested with healthy trees. Community and urban gardens continue to sprout in schoolyards, parks and on city corners and private lots, providing a unique inner-city network for farm-to-table healthy foods. Working together, all of these managed green spaces are improving the community’s social, economic and environmental health.

- The City of Detroit is teamed up with the nonprofit Greening of Detroit to plant tens of thousands of trees and clean up target districts in Detroit. Each year, Greening of Detroit recruits up to 5,000 volunteers to help plant, clean and work farms and gardens.
- D-Town Farm covers seven acres in the City of Detroit’s Rouge Park. More than 30 different crops are grown on the farm, with produce sold to local restaurants and residents June through October.
- Green Garage is an incubator and business hub encouraging and supporting startups that are environmentally friendly and socially conscious. Nearly 50 businesses are housed in Green Garage’s renovated warehouse, which uses almost zero energy.
- FoodLab is a diverse group of locally owned food businesses — caterers, bakers, picklers, distributors, corner stores, cafes — that are taking active steps together toward a more green food economy in Detroit.
- Eastern Market completed a $8.5 million renovation of its Shed 5 in 2015, which includes a new food incubator and rentable test kitchen so wanna-be chefs and restauranteurs can transform the market’s local produce into culinary creations on-site. Eastern Market is also home to the 2.5-acre Detroit Market garden, which supports farm apprentice programs and provides produce to local restaurants and food banks.
- Lafayette Greens is a raised-bed organic garden located in the heart of downtown Detroit that has an heirloom apple orchard, flowers and a variety of produce.

DID YOU KNOW?

Detroit’s community gardens produce 200 tons of fresh fruits and vegetables per year. 

Forbes

The number of urban gardens in Detroit has grown from fewer than 100 to more than 1,400 since 2000.

Environmental Protection Agency, Office of Sustainable Communities

The Dequindre Cut Greenway, an urban recreational path, was recently expanded. The extension now makes the greenway nearly 2 miles long and connects to more than 2 miles of bike lanes/greenways.

The process of connecting the Detroit International RiverWalk from Stroh River Place to Chene Park East is underway and set for completion in spring 2018. The Riverwalk replaces decades of industrial use with a recreational promenade.

Detroit’s Eastern Market now offers market days midweek during growing seasons to increase the availability of fresh produce to city residents.

Since 2014, the Hantz Woodland project has planted more than 20,000 trees and cleaned up nearly 2,000 vacant lots.
**NEW DEVELOPMENTS**

**DID YOU KNOW?**

In 2017, the Michigan Restaurant Association released the industry’s forecast for the year and estimated that statewide projected restaurant sales would total $15.9 billion versus $15.4 billion in 2016.

Corktown is Detroit’s oldest neighborhood. It is listed on the National Register of Historic Places and is also designated as a City of Detroit historic district.

Midtown hosts 2 million visitors annually.

Midtown is home to 80 restaurants, 13 theaters, 12 galleries, eight museums, two historic inns, two hardware stores, two radio stations, two dry cleaners and a symphony orchestra — all within a few square miles, much of it walkable.

More than 809,000 people attended the North American International Auto Show (NAIAS) at Cobo Center in 2018.

The glass-enclosed concourse area, three-story glass atrium and third-floor corridor glass ceiling of Cobo Center provide enough natural light during the daytime hours to minimize using daytime lighting.

Suburban Collection Showplace is the home of Michigan’s annual State Fair.

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**SURGING NEIGHBORHOODS**

Downtown is joined by other concentrated areas, such as Midtown and Corktown, and some of the fastest developing neighborhoods of Detroit. All feature an abundance of new restaurants, galleries, community gardens and markets.

- The Detroit Medical Center’s $8.2 million Midtown Marketplace brought 150 new jobs to Midtown, with Detroiters filling about 80 percent of the positions.
- The site of Old Tiger Stadium is under transformation, with the Detroit Police Athletic League headquarters and The Corner — a combination of apartments, townhouses and retail space — being built on the grounds.
- In the downtown enclave once known as Harmonie Park, a new jazz club, boutique hotel, art galleries and the headquarters of the Michigan Chronicle newspaper are all planned as part of the revitalized Paradise Valley Cultural and Entertainment District.
- A $5 million project along Detroit’s Avenue of Fashion is underway and set to include retail stores, restaurants and about a dozen apartments. Businesses started opening in 2017.
- The Sugar Hill Arts District is a developing project in Midtown, which includes the centerpiece N’Namdi Center for Contemporary Art and 71 Garfield, a mixed-use space and haven for artists and creatives to live and work.

**MEETING PLACES GROW**

In 2015 after a $279 million renovation, Cobo Center in downtown Detroit features 723,000 square feet of exhibit hall space and 623,000 square feet of contiguous exhibit space. Another world-class convention center, Suburban Collection Showplace, is located in the metro Detroit region. It added an adjoining Hyatt Place hotel in 2013 and announced another expansion that will add thousands more square feet of meeting space by mid-2018.

**Cobo Center:**
- A 40,000-square-foot Grand Riverview Ballroom, which can accommodate 3,500 theater-style or 2,250 for banquets.
- The 50,000-square-foot Cobo Square exterior plaza and vehicle drop-off area for activities ranging from music and art events to a possible downtown farmers market.
- A glass-enclosed events space with floor-to-ceiling views of the Detroit River and Windsor, Ontario, skyline.
- An atrium that can host up to 1,200 people standing
- 100 meeting rooms
- In-house broadcast studio with video editing, sound stage, green room and satellite uplink.
- Free high-speed Wi-Fi throughout the building

**Suburban Collection Showplace:**
- 320,000 square feet of meeting space
- Additional 200,000 square feet of flexible event space being added by mid-2018
- Adjoining Hyatt Place hotel opened in 2013 with 124 guest rooms
- 32 meeting rooms
- 25,000 square feet of pre-function lobby space
- 214,000 square feet of multipurpose exhibit floor
SPORTS AND ENTERTAINMENT
Detroit and its surrounding area have seen a significant uptick in the number of new signature sports and entertainment destinations dotting the landscape.

- The new Little Caesars Arena and The District Detroit will encompass 50 blocks of thriving businesses, parks, restaurants, bars and event destinations. It will connect downtown and Midtown into one contiguous, walkable area. The cornerstone is the arena, the new home of the Detroit Red Wings and Detroit Pistons, which opened fall 2017.
- The Polk Penguin Conservation Center is the new $29.5 million, 33,000-square-foot home to the penguin colonies at the Detroit Zoo.
- In fall 2017, Round 1 Bowling and Amusement Center joined Legoland Discovery Center and Michigan Sea Life Aquarium in Great Lakes Crossing Outlets in Auburn Hills.
- The new Jimmy John’s Field in Utica is home to the United Shore Professional Baseball League, metro Detroit’s first independent professional baseball league. The stadium seats about 4,000 and hosts about 75 games per season.

NEW FORMS OF PUBLIC TRANSPORTATION
Detroit is known for its efficient road system and how well it caters to travel via an automobile. Downtown proper expanded its public transportation infrastructure, adding a 3.3-mile circulating streetcar called the QLine in 2017. This $140 million streetcar complements the elevated and automated light-rail system already running downtown, called the Detroit People Mover.

The QLine:
- Runs for 3.3 miles along Woodward Avenue between Congress Street and West Grand Boulevard
- Wait times ranging from 8 to 12 minutes
- Has 20 stations serving 12 stops

FAST – powered by SMART
- A new high-frequency bus service.
- Michigan routes provide a direct connection from Detroit Metro Airport to downtown Detroit every 15-30 minutes.
- Operates seven days a week, 5 a.m.-midnight.
NEW AND REIMAGINED HOTELS

Metro Detroit currently has approximately 36,000 available hotel rooms that are competitively priced and full of amenities. Around 5,000 of these hotel rooms are downtown.

**Aloft Detroit at the David Whitney**
The iconic David Whitney Building rises to a new occasion as floors one through nine are repurposed for the Aloft Detroit. Elegant and modern, with 136 guest rooms and plentiful meeting space.

**Detroit Marriott at the Renaissance Center**
A $30 million renovation transformed this 70-floor hotel. Guest rooms number 1,246, with 52 suites. Offers 100,000 square feet of event space.

**The District Detroit Hotel - Opening date and official name TBD**
Plans are in the works for a 350-room hotel, part of the larger The District Detroit project, at Woodward Avenue and I-75 near Little Caesars Arena.

**Element Detroit**
Opening July 2018, this 110-room hotel will take over Detroit’s long-vacant Metropolitan Building as part of Starwood Hotels & Resorts Worldwide’s Element Hotels brand.

**Foundation Hotel**
Once the historic Detroit Fire Department headquarters, this 100-room independent hotel opened in 2017. Guest will enjoy an authentic Detroit experience thanks to a unique partnership with two-starred Michelin chef Thomas Lents and local distillers, brewers, farmers and other edible sundry purveyors.

**Hyatt Place Detroit Novi**
Attached to the Suburban Collection Showplace in Novi, this hotel has 124 rooms and two suites. An expansion at Suburban Collection Showplace adds another 200,000 square feet of meeting space to the complex in mid-2018.

**Shinola Hotel**
Expected to open in late 2018, this downtown boutique hotel was once an early 20th-century retail building. The hotel will offer 130 rooms on floors two through eight, along with a mix of retail and dining on the first floor as well as available meeting space.

**The Siren Hotel**
The historic 14-story Wurlitzer Building has been transformed into a 100-room hotel. The downtown structure, built in 1926, received a $20 million makeover.

**Trumbull & Porter**
This hip hotel is a short distance from historic Corktown’s restaurants, shops and clubs, and just minutes from Comerica Park, Ford Field, Cobo Center, Greektown and many more Detroit landmarks. Dine on contemporary American fare at Red Dunn Kitchen.

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*NEW DEVELOPMENTS*

The Detroit Marriott at the Renaissance Center is one of the tallest hotels in the Western Hemisphere.

The David Whitney Building, home to Michigan’s first Aloft hotel, is one of only three surviving buildings in Detroit by the renowned architectural firm of Daniel H. Burnham & Co. Burnham is considered one of the most important American architects of all time.
FAST FACTS

From its earliest days until now, The D has made an impact not only on the nation but also the world. Although it’s probably best known for putting the world on wheels, it can also boast a large number of other notable — and global — contributions, from being home to the first urban highway to having been the first city to have assigned personal phone numbers.

WHY DETROIT IS THE MOTOR CITY

- Headquarters for Fiat Chrysler Automobiles, Ford and General Motors and hundreds of tier-one and -two suppliers.
- Home of the North American International Auto Show, with more than 500 vehicles on display representing more than 50 worldwide companies.
- Henry Ford built his first car in Detroit in 1896.
- The world’s first concrete road was built in Detroit in 1901.
- Henry Ford introduced an improved assembly line in 1913, revolutionizing the automotive industry and the manufacturing process in general.
- Home to the Ford Piquette Avenue Plant — birthplace of the Model T — the only example of an early Detroit auto factory still open to visitors.
- Home to the historic dwellings of auto barons, including Henry and Clara Ford (Fair Lane Estate), Lawrence Fisher (Fisher Mansion), Edsel and Eleanor Ford (Edsel & Eleanor Ford House) and Matilda Dodge Wilson (Meadow Brook Hall).
- Home of the world’s largest tire — 12 tons and 80 feet tall — originally built as a Ferris wheel for the 1964 New York World’s Fair.

WHY DETROIT INSPIRES

- Known for one of the richest collections of late 19th-century, ethnic-based churches in the country.
- Belle Isle, the nation’s largest island park within a city, was designed by Frederick Law Olmsted, landscape architect of New York’s Central Park.
- The Rev. Martin Luther King Jr. debuted his 1963 “I Have a Dream” speech at Cobo Center in Detroit two months before its famous delivery in Washington, D.C.
- The Charles H. Wright Museum of African American History is the largest museum in the world dedicated to the African-American experience.
- The Arab American National Museum is the first and only museum in the world dedicated to Arab-American history and culture.
- The Detroit Institute of Arts’ collection is among the top six in the United States.

WHY DETROIT ROCKS

- Home to the Motown sound founded by Berry Gordy Jr. in 1957.
- Birthplace of techno music and Movement Electronic Music Festival.
- Host of the Detroit Jazz Festival, the largest free jazz festival in the world.
- Has one of the largest theater districts in the country — more than 13,000 theater seats — and attracts major Broadway productions, headline entertainers, opera, dance, symphony and other performing artists.
- Hometown of more than 50 major entertainment, literary and sport figures — from boxer Joe Louis and actor Tim Allen to singer Aretha Franklin and pilot Charles Lindbergh.
- Birthplace of such rock, hip-hop and pop stars/icons as Diana Ross, Madonna, Eminem, Kid Rock, Alice Cooper, Ted Nugent, Bob Seger, and Jack and Meg White of the White Stripes.
- Sports stadiums double as concert halls — Comerica Park alone has attracted major artists from Paul McCartney and the Rolling Stones to Bruce Springsteen, Taylor Swift and Rihanna.
WHY DETROIT IS A SPORTS FAN’S DREAM

• Detroit is the only city in America that houses all four of its professional sports teams — the Detroit Tigers (baseball), Detroit Lions (football), Detroit Red Wings (hockey) and Detroit Pistons (basketball) — in a central location, all within walking distance of each other.

• The Detroit Tigers won the American League Central Division championship four consecutive years — 2011, 2012, 2013 and 2014.

• We are Hockeytown USA, home to the Detroit Red Wings, who have 11 Stanley Cup wins, third highest in the NHL.

• The Detroit Red Wings have made the Stanley Cup playoffs for 25 consecutive years (1991-2016), the longest active playoff streak in pro sports.

• Home to Garden Bowl, America’s oldest active bowling center.

• Cadieux Cafe is one of the only places in North America where you can feather bowl.

• If you believe poker is a sport: home of three downtown casino complexes — Greektown Casino-Hotel (renamed Jack Detroit Casino-Hotel May 2018), MGM Grand Detroit and MotorCity Casino Hotel.

• On Monday nights, you can join hundreds of bikers for Slow Roll, a 12- to 15-mile group bike ride and social experience.

• The Chevrolet Detroit Belle Isle Grand Prix kicks off a summer full of car cruises, races and shows in southeast Michigan.

• Lake St. Clair was voted 2013’s Best Bass Fishing Lake by Bassmaster magazine.

• The APBA Gold Cup hydroplane boat race on the Detroit River is a competition to win the oldest active trophy in motor sports.

WHY DETROIT HAS BRAGGING RIGHTS

• Detroit is actually north of Canada and shares an international waterway with Windsor, Ontario.

• Vernors, created by Detroit pharmacist James Vernor in the 1860s, is one of the nation’s oldest soda pops still in production.

• In 1879, Detroit became the first city in the nation to assign individual telephone numbers.

• The world’s first convention and visitors bureau — the Detroit Metro Convention & Visitors Bureau — was founded in 1896.

• The world’s first auto traffic tunnel between two nations — the Detroit-Windsor Tunnel — opened in 1928 below the Detroit River.

• Joe Louis Barrow — the Brown Bomber and the world’s heavyweight boxing champion in 1937 — was a native Detroiter.

• The nation’s first shopping mall, Northland Mall, opened in the Detroit suburb of Southfield in 1957.

• When the Marriott at the Renaissance Center opened in 1977, it was the tallest hotel in the world.

• Home to the world’s only floating post office, the J.W. Westcott II, serving international freighters on the Detroit River.

• Home to the first Van Gogh painting in a public collection in the U.S., Self Portrait, Vincent van Gogh, 1887, at the Detroit Institute of Arts.

• The first mile of paved concrete road was installed just north of the Ford Model T plant, on Woodward Avenue between McNichols and 7 Mile roads in 1909.

• The nation’s first urban freeway, the Davison, was built in 1942.

• Home to the country’s largest island park within a city — Belle Isle Park, Michigan’s 102nd state park.

• First city to have a Tupperware party (1950s).
BE PREPARED.

The DMCVB understands that meeting planners live by these two words. That’s why bureau services has designed this Meeting Planner’s Checklist to assist you in your event planning process. It is important that the event services representative at your hotel and convention center receives this information in ample time. Following this schedule is critical to ensuring a successful event in The D.

17-18 MONTHS OUT
- Set objectives, meeting exhibit dates, locale, theme and format.
- Conduct site visit.
- Set preliminary budget.
- Select freight company.
- Negotiate hotel rates and blocks; sign hotel contracts.
- Negotiate fares with official airline.
- Select ground operator.
- Select official car rental agency.
- Assemble exhibitor lists.
- Set registration fees and policy.
- Define promotional strategy.
- Prepare first calendar notices and press releases for exhibit.

16 MONTHS OUT
- Arrange insurance coverage.
- Develop logo/graphics theme.
- Select exhibit service contractor.
- Establish exhibit space rates.
- Produce exhibit floor plan.

14-15 MONTHS OUT
- Invite and confirm key speakers.
- Determine preliminary food and beverage requirements.
- Negotiate menus and prices.
- Select translation equipment, if needed.
- Adjust exhibit floor plan (continuous).
- Prepare and mail first meeting announcements and promotional materials to prospective attendees.

13 MONTHS OUT
- Meet speakers’ audiovisual needs.
MEETING PLANNER’S CHECKLIST

6-7 MONTHS OUT
- Produce and mail second promotion to prospective attendees.
- Begin processing registration forms.

4-5 MONTHS OUT
- Prepare and mail third promotion to prospective attendees.
- Adjust budget.
- Confirm audiovisual and translation requirements.
- Assign speaker locations/times.

2-3 MONTHS OUT
- Adjust budget.
- Open host-city bank account.
- Finalize session schedule and room assignments.
- Select and contract with audiovisual supplier.
- Produce and mail exhibitor service kits; include audiovisual order form.
- Finalize food and beverage schedule.
- Finalize translation personnel and equipment, if needed.
- Determine on-site staff needs.
- Determine security needs.
- Order office and communications equipment needed on-site.
- Order signage.
- Compile exhibitor directory.
- Finalize on-site computer requirements for registration.
- Review processing and billing activity with hotels.

1 MONTH TO 6 WEEKS OUT
- Print conference guide.
- Print workbooks.
- Submit daily schedule to hotels.
- Produce badge and ticket stocks.

3 WEEKS OUT THROUGH DAY OF MEETING
- Set up on-site office.
- Pack and inventory materials.
- Assemble registration packets.
- Finalize food and beverage guarantees.
- Make pre-event preparations on-site.
- Supervise meeting on-site.

POST-MEETING
- Pack and inventory materials.
- Reconcile finances.
- Do a post-budget performance review.
HOW TO GET HERE AND THERE

With one of the world’s busiest air transportation hubs, Detroit offers nonstop flights to 150 destinations in the world. And when talking about what’s happening once on the ground, the area — we are called the Motor City, by the way — is known for having one of the most efficient road systems around.
Detroit Metro Airport (DTW) is a Delta hub that is a 90-minute flight — or less — away from 60 percent of the country’s population. All major domestic airlines, six low-cost carriers and five international carriers offer service from the airport.

**ANNUAL PASSENGERS:** MORE THAN 34 MILLION
**AVERAGE DAILY TAKEOFFS/LANDINGS:** MORE THAN 1,055
**AVERAGE DAILY FLIGHT DEPARTURES:** NEARLY 530
**AVERAGE DAILY SEAT DEPARTURES:** 58,000

**NONSTOP FLIGHTS FROM 111 U.S. CITIES AND 17 COUNTRIES**
- Bahamas
- Brazil
- Canada
- China
- Dominican Republic
- France
- Germany
- Grand Cayman
- Iceland
- Italy
- Jamaica
- Japan
- Jordan
- Korea (South Korea)
- Mexico
- Netherlands
- United Kingdom

Source: Detroit Metropolitan Wayne County Airport, metroairport.com

**MAJOR AIRLINES**
- Aeromexico**
- Air Canada**
- Air France**
- Alaska Airlines
- American Airlines
- Delta Air Lines**
- Frontier Airlines
- JetBlue Airways
- Lufthansa**
- Royal Jordanian**
- Southwest Airlines
- Spirit Airlines**
- United Airlines
- Wow Air**

**Indicates nonstop international destinations**

*Source: travelmath.com
This assumes an average flight speed for a commercial airliner of 500 mph. Your exact time may vary depending on wind speeds.
FLY IN, FLY OUT

Detroit Metro Airport has two main terminals, McNamara and North. Both offer tons of customer conveniences and amenities. More than 100 shops and restaurants provide a wide variety, ranging from fast and convenient to more upscale. Extra-wide moving walkways, shuttles between terminals, two indoor 200-passenger trams that transport guests within the McNamara Terminal and an on-site luxury Westin hotel round out the airport’s many services.

<table>
<thead>
<tr>
<th></th>
<th>McNamara Terminal</th>
<th>North Terminal</th>
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<tbody>
<tr>
<td>Gates</td>
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</tr>
<tr>
<td>Shops &amp; restaurants</td>
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<tr>
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<tr>
<td>Luggage carousels</td>
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<td>3</td>
</tr>
</tbody>
</table>

DID YOU KNOW?

The McNamara Terminal has a set of shops that includes a specialty jeweler, designer apparel and a full-service spa. An award-winning Estée Lauder Beauty Boutique offers on-site beauty advisers.
DRIVE IN, DRIVE OUT

Metro Detroit’s freeway system is considered one of the most efficient in the country, making it easier to get around the area’s nearly 2,000-plus square miles.

Many hotels provide shuttles to and from Detroit Metro Airport, as well as to area attractions, convention spaces and stadiums for major events. A large directory of the most familiar car rental services can also be found.

The Detroit People Mover, an elevated, automated light rail system, loops downtown’s central business district with 13 stations at critical points of interest, including Cobo Center, the GM Renaissance Center and the concentrated entertainment area known as Greektown. The QLine became operational in 2017. The 3.3-mile circulating streetcar runs along Woodward Avenue, with 20 stations serving 12 downtown stops.

TAXI RATES
Here are approximate rates for getting to and from major A and B destinations. Rates vary depending on wait times, traffic and the number of people traveling. Typically, traveling around 20 miles in good traffic costs around $50 one way.

From Detroit Metro Airport to:

<table>
<thead>
<tr>
<th>Destination</th>
<th>Rate</th>
</tr>
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<tbody>
<tr>
<td>COBO CENTER</td>
<td>$49*</td>
</tr>
<tr>
<td>DEARBORN</td>
<td>$35*</td>
</tr>
<tr>
<td>NOVI</td>
<td>$59*</td>
</tr>
<tr>
<td>MOUNT CLEMENS</td>
<td>$75*</td>
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</tbody>
</table>

*2018 A-1 Airport Cars

SHUTTLES / SEDANS
Metro Detroit has plenty of shuttle/sedan services. Typical hourly rate is around $55* for local travel only, and there’s usually a minimum two-hour rental. Related parking fees, tolls and gratuities not included.

*detroitshuttleservice.com

SKOOT DETROIT
This affordable shuttle service provides transportation to and from Detroit Metro Airport and downtown hotels. Shuttles run 5:30 a.m. to 8:30 p.m., seven days a week. Book at 855-WE-SKOOT (937-5668) or rideskoot.com.

CAR RENTALS
All the major rental car agencies have on-airport locations at Detroit Metro Airport, including Enterprise, Hertz, Avis, Budget, National and more.

Average car rental rate: $55 per day*

*Nov. 2017 cheapcarrental.net

FAST – POWERED BY SMART
FAST is a new high-frequency bus service. Michigan routes provide a direct connection from Detroit Metro Airport to downtown Detroit every 15-30 minutes. Operates seven days a week, 5 a.m.-midnight. Fare: $2. Call 866-962-5515 or visit smartbus.org.
DRIVING DIRECTIONS TO DOWNTOWN DETROIT

Even if you have a GPS system, our easy-to-use directions on how to drive to the Motor City will make the trip a breeze.

**FROM THE WEST (GRAND RAPIDS)**
Take I-96 east to the Lodge Freeway (M-10) south toward downtown. Continue south; M-10 ends in downtown Detroit on Jefferson Avenue heading east.

**FROM THE EAST (PORT HURON)**
Take I-94 west to I-75 south. Then take I-375 south toward downtown. Continue south on I-375; it ends in downtown Detroit on Jefferson Avenue heading west.

**FROM THE NORTH (FLINT)**
Take I-75 south to I-375 south toward downtown. Continue south on I-375 until it ends in downtown Detroit on Jefferson Avenue heading west.

**FROM THE SOUTH (MONROE/OHIO)**
Take I-75 north to the Lodge Freeway (M-10) south toward downtown. Continue south; M-10 ends in downtown Detroit on Jefferson Avenue heading east.

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**DID YOU KNOW?**

19 million visitors come to downtown Detroit every year.
Detroit Economic Growth Corp.

Utica, a city in our Macomb District, was once known as Hog’s Hollow.

Bloomfield Hills, in our Oakland District, was once known as Bagley’s Corner.

Detroit has been the annual host of an auto show for more than a century.
The Detroit People Mover, an elevated and automated light rail system, can help attendees get around downtown quickly, easily and safely. The 2.9-mile looped system has 13 stations, with automatic stops at key downtown locations.

**HOURS OF OPERATION**
6:30 a.m.-midnight weekdays, with an extension to 2 a.m. on Fridays. 9 a.m.-2 a.m. Saturday. Noon-midnight Sunday. Early openings and extensions of evening hours are provided to accommodate sports events, major conventions and other special events. Riders can complete the entire scenic loop in approximately 15 minutes.

**COST: ONE-WAY FARE IS JUST 75 CENTS**
Cash (U.S. nickels, dimes, quarters). Tokens (available in or near stations). Monthly, annual and convention/special event passes are available at thepeoplemover.com or by calling 313-224-2160.

**QLINE**
This circulating streetcar runs on a 3.3-mile track with 20 stations along Woodward Avenue. Connects easily to the People Mover, DDOT, SMART, Amtrak and the Tunnel Bus.

**HOURS OF OPERATION**
Monday-Thursday 6 a.m.-11 p.m., Friday 6 a.m.-midnight, Saturday 8 a.m.-midnight, Sunday 8 a.m.-8 p.m.

**FARE:**
3 hours: $1.50
Seniors: 75¢
24 hours: $3
qlinedetroit.com or 313-528-3044

**FAST – powered by SMART**
FAST is a new high-frequency bus service. Michigan routes provide a direct connection from Detroit Metro Airport to downtown Detroit.

**HOURS OF OPERATION**
Seven days a week, 5 a.m.-midnight.

**FARE:**
$2 one way, including free Wi-Fi. Both airport terminals, as well as the Dearborn Transit Center, are served with each trip.
smartbus.org or 866-962-5515

**DID YOU KNOW?**
The Detroit People Mover stations are attractions in their own right. The renowned Art in the Stations features more than $2 million in mixed media that people are welcome to photograph, touch and experience — an added bonus to the 75-cent one-way fee.

The Detroit People Mover runs clockwise.