



CAMPUS MARTIUS PARK - DETROIT

PLACEMAKING AS PLACE MARKETING
A CASE STUDY OF HOW A PUBLIC SPACE TRANSFORMS A COMMUNITY
CITY NATION PLACE – NEW YORK, NY 2018



**DOWNTOWN
DETROIT
PARTNERSHIP**



City/Nation/Place

The Forum For Strategic Place Branding and Marketing



Olympia Snowe: The Senator Who Holds the Key to Health Care Reform

Joe Klein on Obama's Foreign Policy Struggles

Heroes of the Environment: TIME's Green All-Star Team

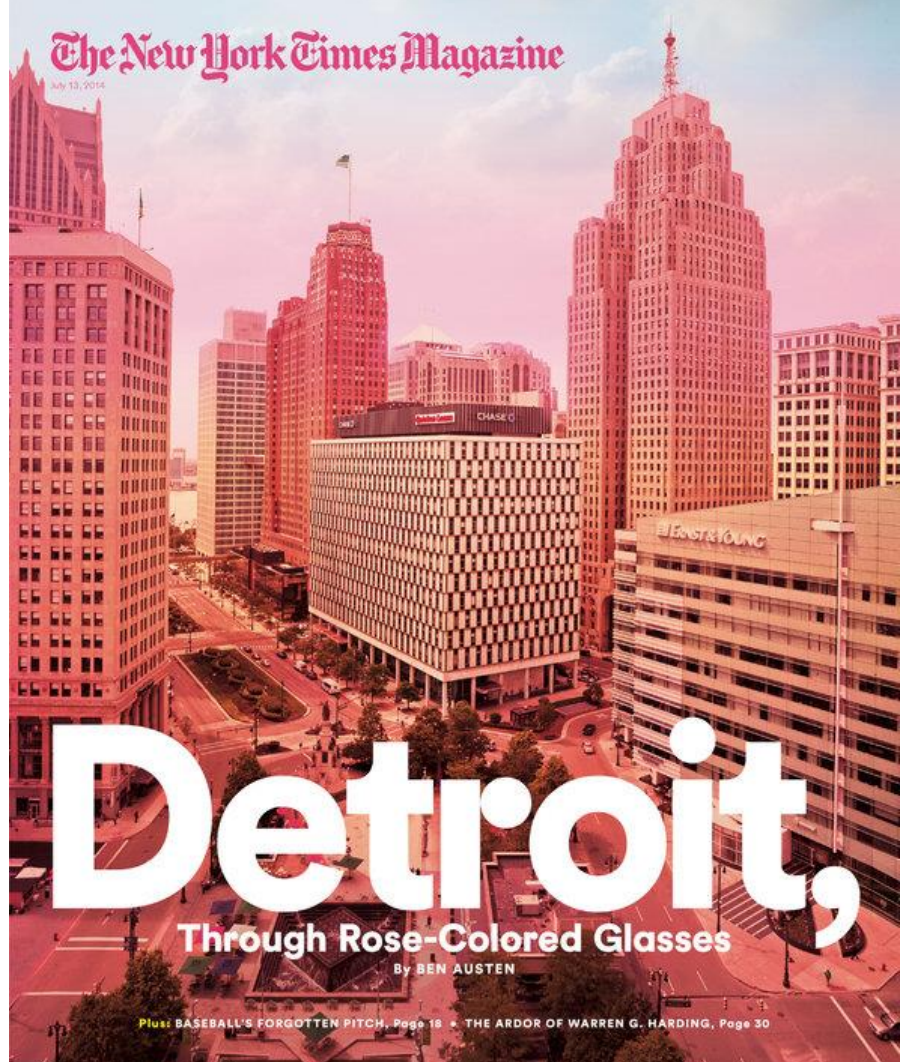
TIME

SPECIAL REPORT

The Tragedy Of Detroit

How a great city fell—and how it can rise again

BY DANIEL OKRENT



Detroit,

Through Rose-Colored Glasses

By BEN AUSTEN

Campus Martius Park: Award Winning Public Space

Recognized Leader producing significant ROI results



- 2.5 acre public space opened 2004 in heart of Downtown Detroit
- Strategically planned to transform blighted, empty 1.1 square mile city center
- Public / Private partnership and community engagement drives success

\$20M initial investment

And \$2M annual ongoing funding in public space generates:



- \$2+ billion in new adjacent investment, development, hotels and restaurants
- \$2 billion in additional adjacent development underway in 2018
- 20,000+ job growth
- Major influx of tech, finance sectors
- Michigan's signature location for conventions and tourism

Campus Martius Park

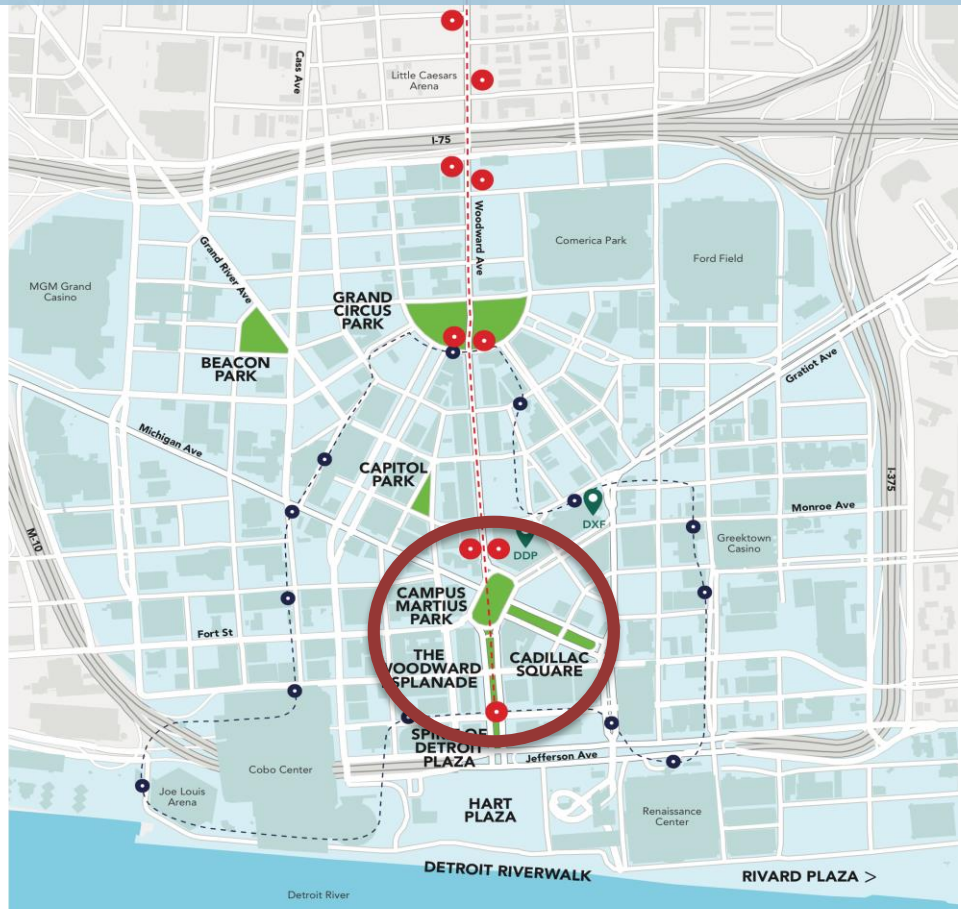
Recognized as top placemaking and public space model



- Magnet for all people – residents, employees, and visitors
- Year round, lively gathering place and programmed destination
- Accessible, diverse, inclusive space where people want to spend time
- Optimism and pride projected daily
- Has changed the perception and image of city in a major way
- Continues to catalyze downtown's transformation and growth

A Strategic Network of Unique Parks and Public Spaces

Downtown Detroit Partnership – Lead Organization



Internationally Recognized Campus Martius Park Conservancy Catalyzes Revitalization of Downtown Core



Downtown Detroit Background and History



Downtown Detroit Background and History



Downtown Detroit Background and History



Downtown Detroit

Background and History: 1997



Campus Martius Park Background and History



Community Impact

Detroit's Gathering Place



Community Impact

Detroit's Gathering Place



Community Impact

Detroit's Gathering Place



Community Impact

Detroit's Gathering Place



Community Impact

Detroit's Gathering Place



Strong Corporate/Civic Partnerships Greatly Expanded Programming



Strong Corporate/Civic Partnerships Greatly Expanded Programming



Strong Corporate/Civic Partnerships

The Beach at Campus Martius



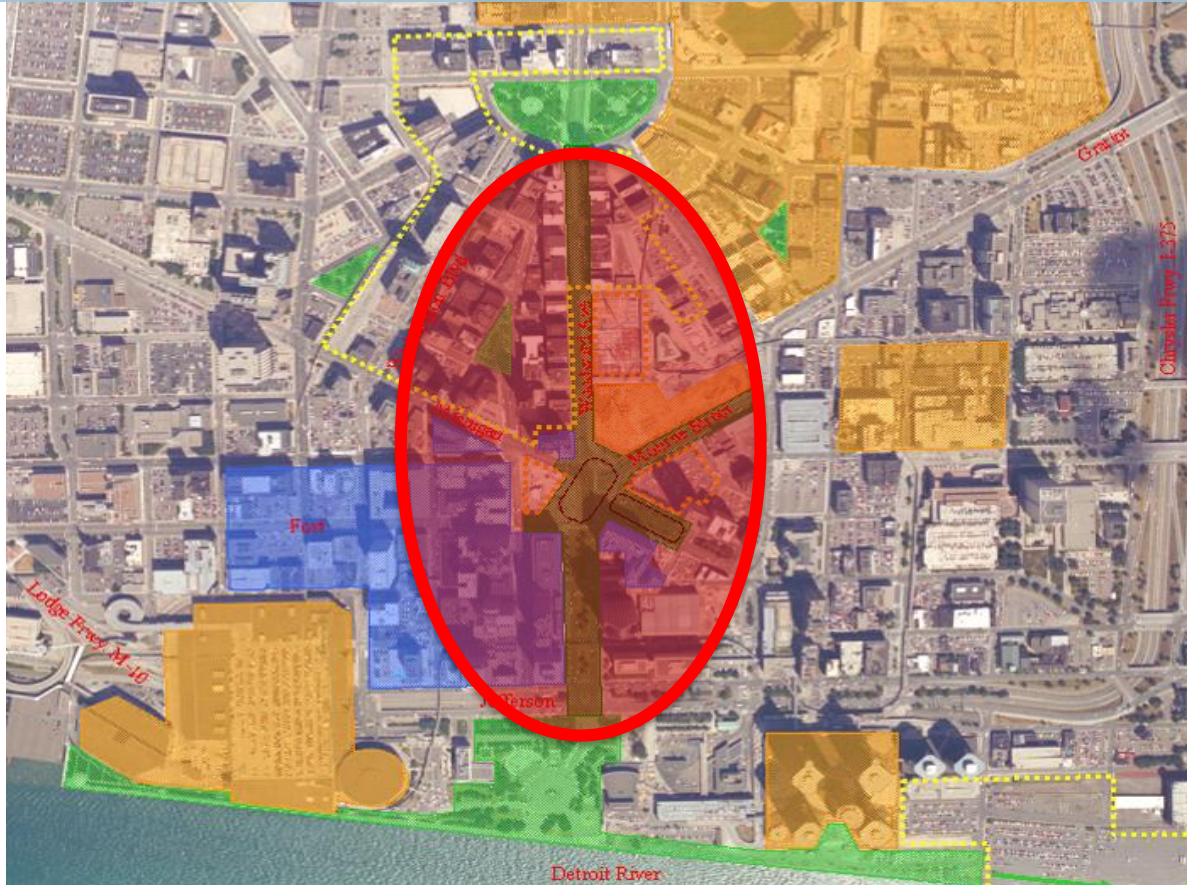
DOWNTOWN
DETROIT
PARTNERSHIP

Strong Corporate/Civic Partnerships

The Beach at Campus Martius



Downtown Investment and Development Focus



Measuring the impacts ROI

Economic Development in the Central Core



- \$2+ Billion adjacent new investment
- \$2 Billion additional investment breaks ground in 2018
- Office vacancy rate drops 15% (2.5M sq.ft. of empty space filled)
- Office, retail rental rates up by 65%
- Retail occupancy up by 100%
- Residential occupancy up 98% with 2,000+ units in the pipeline
- 20,000+ job growth
- Major influx of tech, finance jobs
- Hotel, restaurant, sports, and entertainment growth

Social Impact

Most dense pedestrian zone in the city



- 2M+ annual visitors
- Consistently downtown's #1 destination
- Most diverse public gathering spot in the region
- Beautiful, elegant space - but approachable for all
- Free programming reflects the community and celebrates Detroit culture
- Very high comfort, access, and safety perception and reality

Campus Martius Park

Internationally Recognized and Awarded

Instagram

Sign up | Log in



paulgoodloe • Follow

Campus Martius Park



96 likes

paulgoodloe Ok #Detroit, it's a wrap! Until next time.

televisionsound It was a great weekend! Cheers!

Detroit Free Press

PART OF THE USA TODAY NETWORK

HOME NEWS SPORTS BUSINESS AUTOS LIFE ENTERTAINMENT EVENTS OPINION Slider JOBS USA TODAY SUBSCRIBE MORE

10 Best: Campus Martius among parks that revived cities

By Larry Bielberg, Special for USA TODAY Published 11:46 a.m. ET April 10, 2016 | Updated 2:21 p.m. ET April 10, 2016



Fullscreen

New city parks focus on fitness, food

Since opening in 2004, Campus Martius Park has proved to be a bright spot in downtown Detroit, helping revitalize its troubled urban core. With a skating rink, fountain, gardens, event stage and high-end French bistro, it has lived up to its slogan as "Detroit's Gathering Place." Nathan Weber



- Daily positive images in the park
- Media favorite and #1 TV Live shot location
- Top 10 instagrammed spaces in Michigan
- Big event venue and gathering place in Detroit
- National TV network broadcast space
- Front page / cover shot in national Detroit stories
- 75,000+ social media followers

Placemaking as a community and city building approach – powerful investment tool

Successful placemaking is not easy – requires deliberate, strategic, and relentless approach



- Starts with a vibrant, flexible, and active public space
- Community engagement from inception and continuing
- City and civic leadership partnership and collaboration
- Strategic, creative programming and activation
- Comprehensive marketing and media promoting events and space
- Dedicated, experienced team of placemakers and public space managers

Campus Martius Park

Placemaking and Place Marketing Success



- Investments in creating public space and ongoing placemaking generate proven ROI
- Expanding track record in successful placemaking fuels interest and new investors / funders

Campus Martius Park

Opportunities for Continued Growth



- Expand multiple source funding models
- Need to engage economic and tourism organizations
- Metric and ROI models
- Best Practices knowledge sharing



DOWNTOWN
DETROIT
PARTNERSHIP