



Belle Isle Park Advisory Committee February 16, 2017



Event History

2000

Detroit
Awarded bid
for Super
Bowl XL

2000 - 2006

Preparation
for Super
Bowl XL

2006

Super Bowl
XL

2007

Chevrolet
Detroit
Belle Isle
Grand Prix



Belle Isle Park: 2007

Over \$7.2M with help of DGP partners

- Road Improvements
- Dead Tree Removal
- Pedestrian Bridges
- Casino Building Improvements/Restoration
- IT Infrastructure
- Irrigation Systems
- Grading/Seeding/Topsoil
- Tree Planting



Continued Improvements: Scott Fountain



In partnership with:  **DTE Energy**



Continued Improvements: Belle Isle Casino



Interior



Exterior



Continued Improvements: 2007 Pedestrian Bridges

Constructed two pedestrian bridges





Continued Improvements: 2007 New Playscapes



In partnership with: **Firestone**



Continued Improvements: 2012 Boat Club Removal of Pilings

Before



After





Continued Improvements: 2013 Comfort Stations and Picnic Shelters

Restoration of 5
comfort stations /
picnic shelters

- No. 1
- No. 2
- No. 4
- No. 5
- No. 6



Photo credit: Flickr – pinehurstt9475

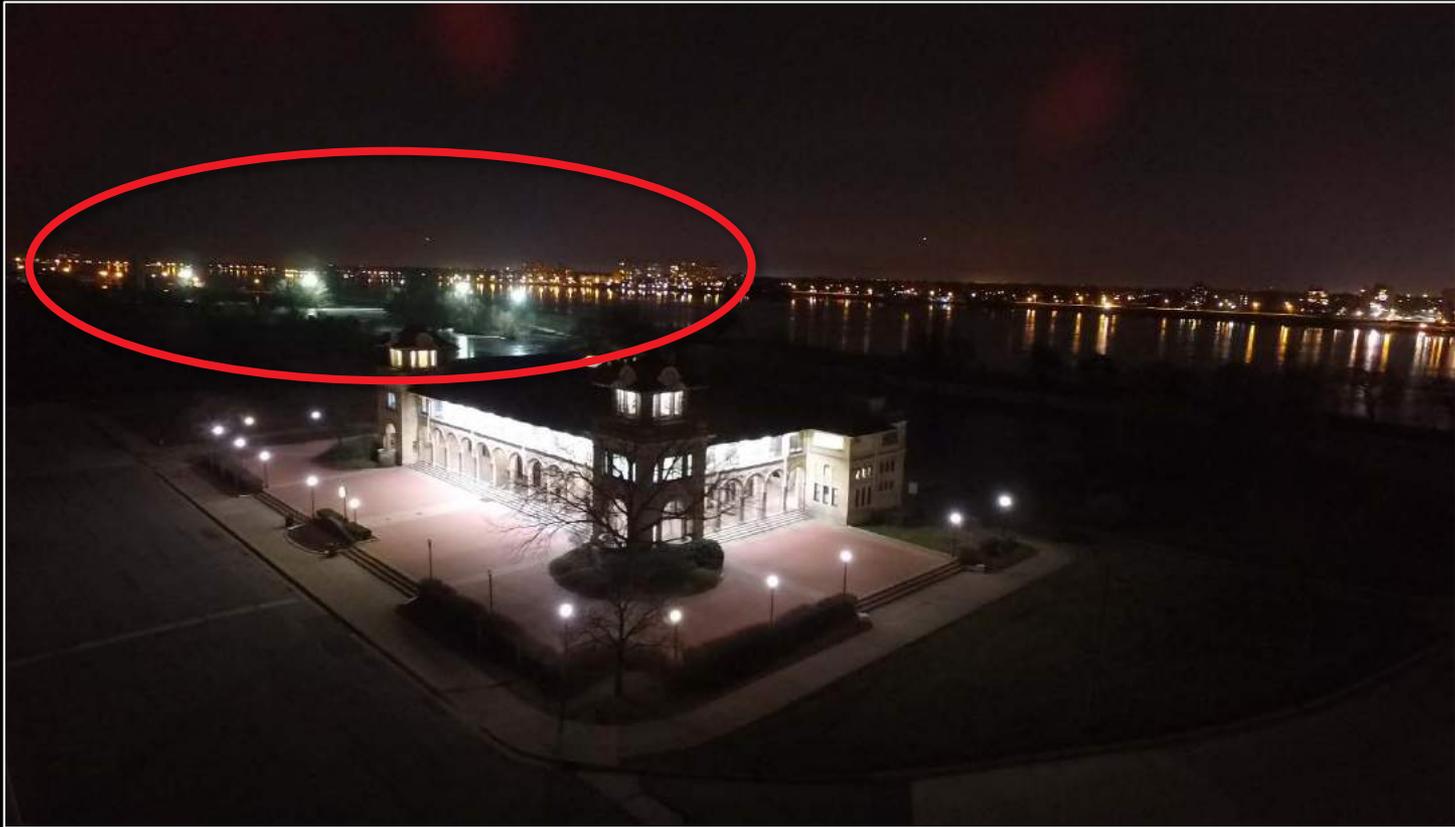


Continued Improvements: Flynn Pavilion



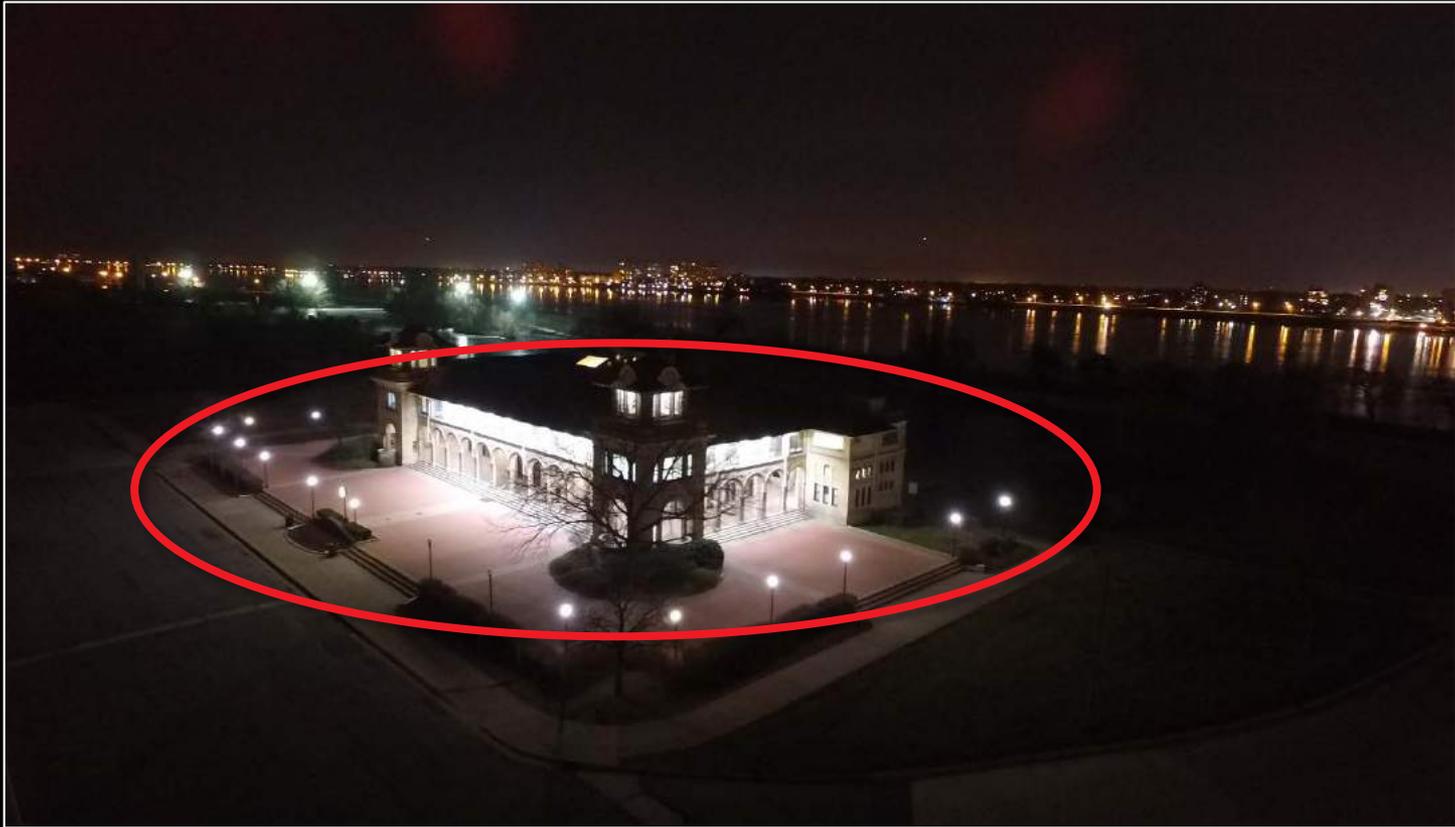


Continued Improvements: Lake Takoma Lighting





Continued Improvements: Casino LED Lighting





Continued Improvements: 2014 Walking Trail



In partnership with:  CooperStandard



Continued Improvements: 2015 Harbor Master



Pylons



Dock



Continued Improvements: 2015 Drainage

Before



After





Continued Improvements: 2015 MacArthur Bridge Lighting

- Partnered with Platinum Equity
- 76 LED lamps (45 watts) with a 70,000 hour life expectancy and one-third the cost of the previous lighting system
- 76 large & 154 small globes
- 384 man hours





Annual Maintenance: Bridge painting, picnic table repair, lawn mowing





Community Impact



Comerica Bank Free Prix Day

Community Impact

- Since 2013, students from five different Detroit high school classrooms have been hosted
- In 2016, ~25,000 fans visited Belle Isle free of charge





PNC's Fifth Gear Education Day at the Grand Prix

Community Impact

- Reached almost 1,500 fifth-grade students in the past five years
- Students learned outside the classroom on Belle Isle
- Curriculum was STEM based covering topics in engineering, friction, force, energy and gravity





Recreation Passports Given Away

From 2014 to 2016, the Grand Prix gave away 2,100 recreation passports; a total value of \$23,100

Detroit Belle Isle
Grand Prix
giving away 1,000
free state park
passes Saturday



10:32am, May 16, 2014

Chevrolet Detroit
Belle Isle Grand
Prix giving away
600 recreation
passports Saturday



8:59am, May 23, 2015



Chevrolet Detroit Belle Isle Grand Prix Slow Roll

- Over 2,000 bicyclists participated in the Slow Roll bike ride around the Grand Prix track on Wednesday during race week





DGPA Volunteers

- Nearly 1,000 members volunteer each year
- Assigned to 16 different departments
- Annual member return rate exceeds 75%
- 25 members have worked every Detroit Grand Prix (27)





DDOT Bus

- #12
Conant
bus route
opened
April 23,
2016



Photo credit: Belle Isle State Park Instagram

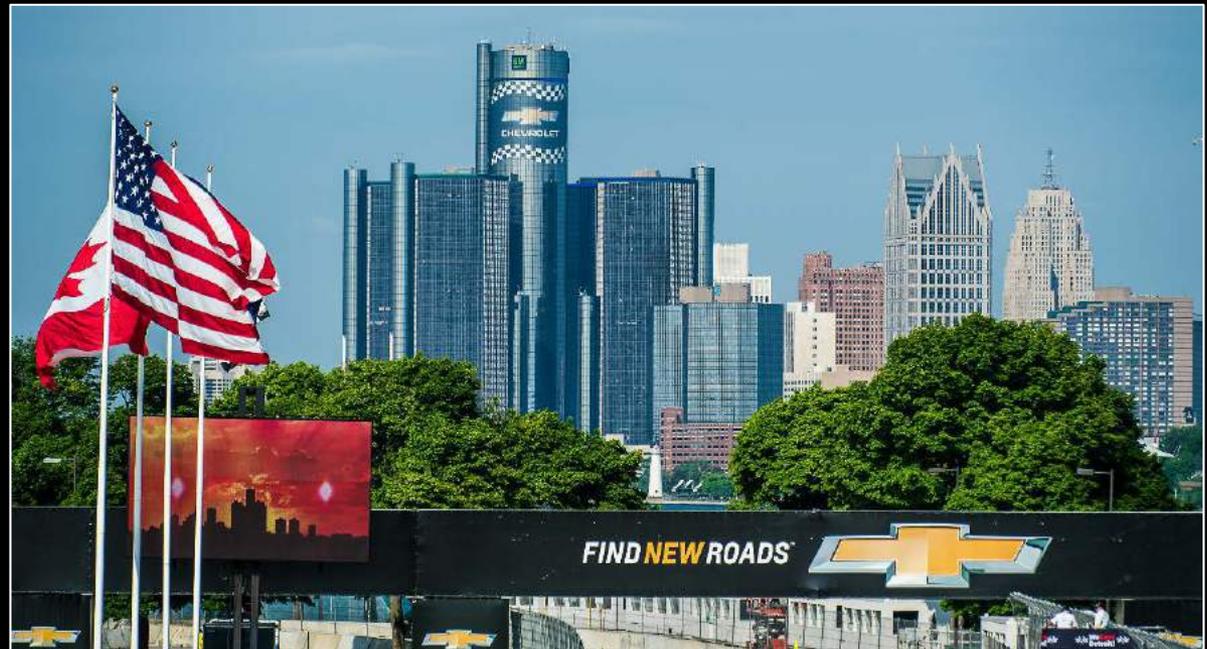


Economic Impact



Chevrolet Detroit Belle Isle Grand Prix

- \$47M of total spending in Metro Detroit in 2014
- Subsidiary of Downtown Detroit Partnership, a 501(c)3





2016 National and Local Television Coverage

- 12 Hours Nationally
- 16 Hours Locally
- Friday, Saturday, and Sunday
- 4 race series
- Inside view of racing pit on Belle Isle





2016 Official TV Partner & INDYCAR Ratings



Sat. Rating	Sun. Rating
0.7	0.9

- **2.4 Million Viewers**
- 20% increase each day over 2015 ratings
- 2nd Behind 100th running of the Indy 500
- Highest viewed doubleheader weekend in Verizon IndyCar Series history

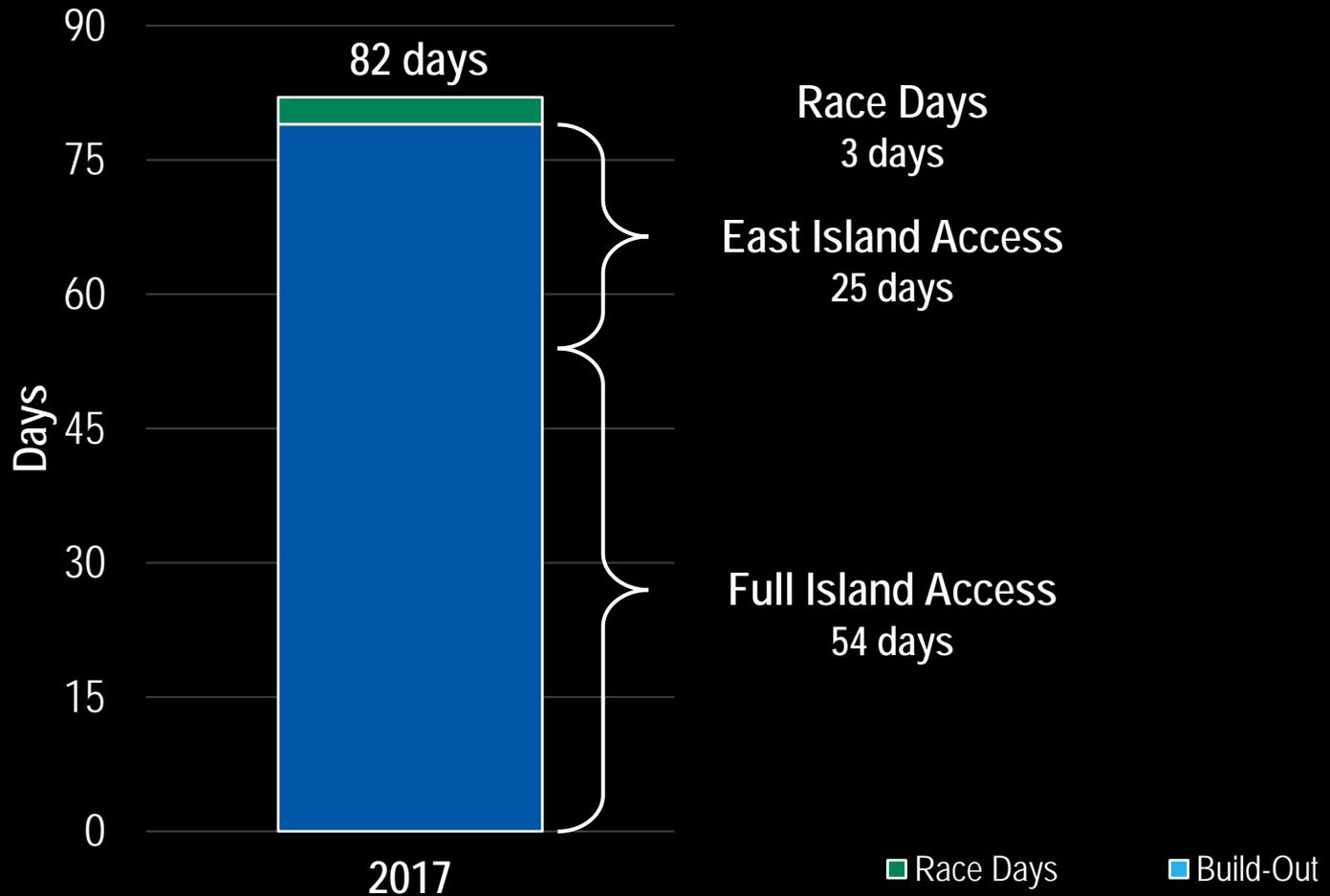


Sat. Rating	Sun. Rating
2.1	3.3

- Official Local TV Partner is WXYZ-TV Detroit
- Ranked second nationally in major U.S. markets behind only Indianapolis
- Other Local TV Partners, including FOX2 Detroit, WDIV Detroit and CTV Windsor, also broadcast live

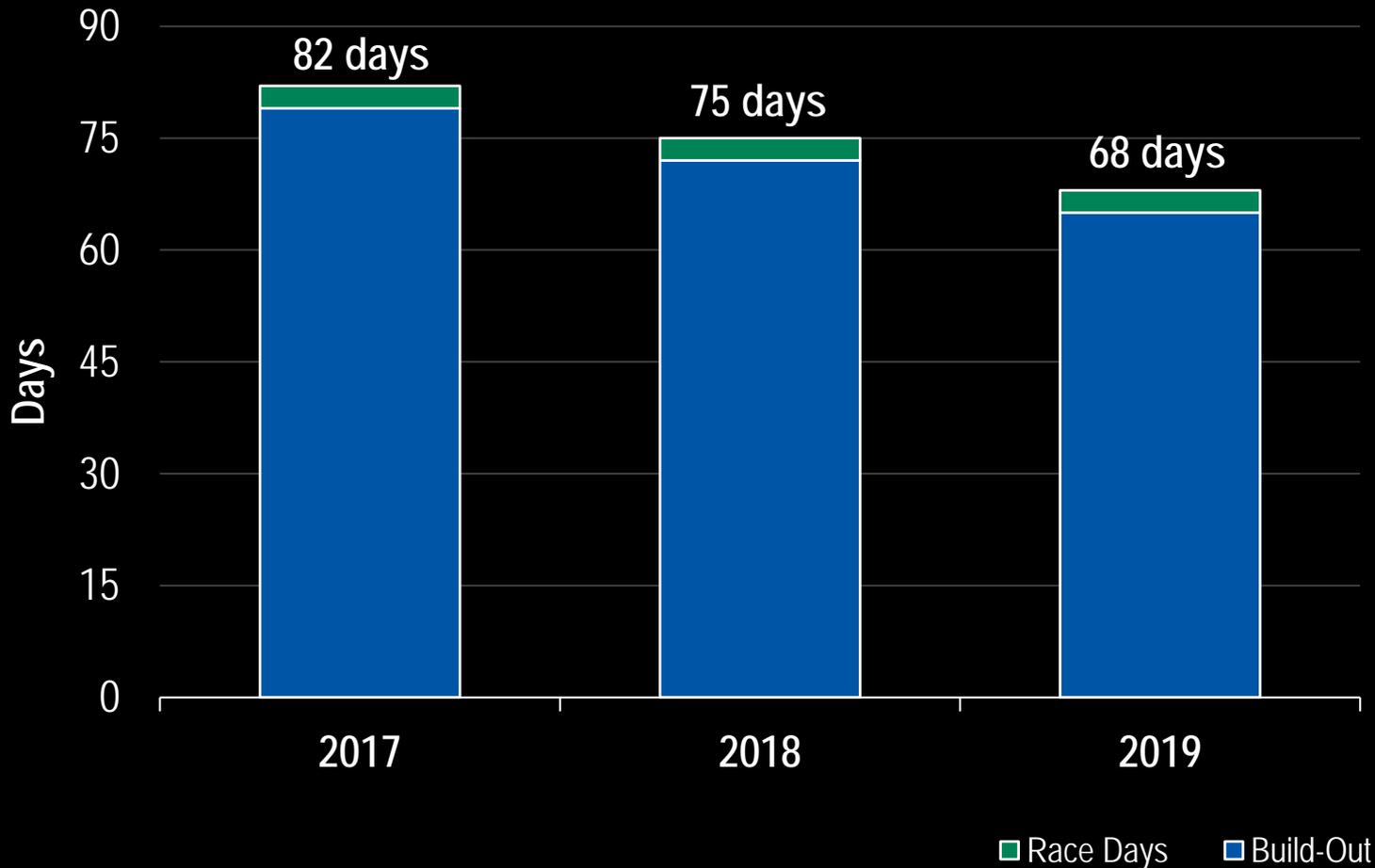


Build-Out Access: 2017





Build-Out Access: 2017 - 2019





Future Projects: Basketball



“Once again a great event. Detroit showed well. I appreciate everything the Detroit GP has done for Belle Isle. Thank you for being good citizens and advocates for the City of Detroit.”

– 2016 Attendee

