#RTAJOBS

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Michele Hodges
Troy Chamber President

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MEMORANDUM

TO: Representative Paul Opsommer (R), Chair, House Transportation Committee, and Fellow Committee Members – Rep. Ben Glardon (R), Majority Vice-Chair; Rep. Wayne Schmidt (R); Rep. Matt Huuki (R); Rep. Bradford Jacobsen (R); Rep. Paul Muxlow (R); Rep. Rick Olson (R); Rep. Mark Ouimet (R); Rep. Pat Somerville (R); Rep. Roy Schmidt (R); Rep. Doug Geiss (D), Minority Vice-Chair; Rep. Alberta Tinsley Talabi (D); Rep. David Nathan (D); Rep. Lesia Liss (D); Rep. Barb Byrum (D); Rep. Charles Smiley (D); and Rep. Stacy Erwin Oakes (D)

FROM: Michele Hodges, President MH
Troy Chamber of Commerce

DATE: 27 September 2012

SUBJECT: **HB 5309 (RTA, Townsend) and HB 5314 (Dedicated Lanes, Hobbs)**

The Troy Chamber believes strongly in the need for a Regional Transit Authority, so as to bolster economic competitiveness. This packet of information is a complement to the verbal testimony provided to you at today's hearing.

Thank you for your thoughtful consideration of this matter, and know I stand ready to assist your due diligence in any manner possible (michele@troychamber.com; 313-815-9530).

Enclosures:

1) Letter of Support, Alan Kiriluk, Kirco; and chairperson, Oakland County Business Roundtable for Transportation
2) Resolution of Support, Troy Chamber of Commerce
3) Open Letter from Metro Detroit Business and Civic Leaders
4) Resolution of Support, Woodward Avenue Action Association
5) Samples of Detroit-centric Activity

KIRCO

COLUMBIA CENTER
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101 WEST BIG BEAVER ROAD
TROY, MICHIGAN 48084-4169
248-680-7180
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September 26, 2012

House Transportation Committee
Capitol Building
Lansing, MI

Re: Regional Transit Authority

Dear Committee Members,

A previous commitment prevented me from being at this hearing in person today but I am compelled to write to you regarding the establishment of a Regional Transit Authority in Michigan.

I have been a Real Estate Developer and Builder in Michigan for more than 40 years. During those years my company has developed a number of commercial and residential locations in the tri-county areas. We have also developed in other states including Ohio and North and South Carolina.

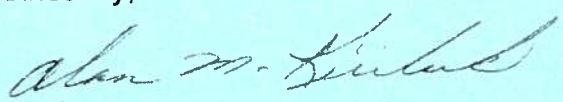
Safe, reliable and efficient public transportation is an economic engine for the region and proximity to public transportation enhances property values. Price, Waterhouse Coopers identified that locations near public transit are at the number one location for developments of all types. In addition, Data Driven Detroit states that 140,000 Detroiters commute every day to jobs outside of the city, and up to 40% of Detroiters do not own cars. Regional public transit expands the labor market for employers in the region to include *all* 4.2 million residents. Further, I have personally observed elsewhere in the United States the positive benefits of a transit system that stimulates investment, thereby creating major capital availability to facilitate redevelopment and new development. This of course, will generate more jobs and enhance quality of life.

Other points to consider;

1. People ride transit to either make money or spend money and the region needs more of both.
2. For many people in the region, public transit is the difference between a paycheck and no check at all.
3. Access to safe, reliable public transportation is a location priority for tech-savvy youth. Establishing good regional transit will help keep talented youth here in Michigan.

In closing I would ask how community leaders can be expected to plan and implement critical aspects of the future of our transit needs if we do not have a regional authority to accomplish this. The Detroit metropolitan area is the only major area in the nation, and perhaps the world, that lacks any form of rapid transit and great cities have great transit.

Sincerely,



Alan M. Kiriluk
Chairman, KIRCO
Chair, Oakland County Business Roundtable-Transportation

RESOLUTION IN SUPPORT OF
REGIONAL TRANSIT AUTHORITY

WHEREAS, passage of Michigan Senate Bills 909, 911, 912 and 967 will create a Regional Transit Authority in Southeast Michigan;

WHEREAS, this package of bills would result in a considerably higher level of coordinated public transportation service delivered more efficiently;

WHEREAS, these benefits will come as the established RTA adopts a comprehensive regional transportation plan, builds and implements a rapid transit network, consolidates service providers, becomes a designated recipient for transit related state and federal capital and operating funds, and develops a funding plan;

WHEREAS, U.S. Transportation Secretary Ray Lahood has renewed his appeal for lawmakers to create a regional transit authority for metropolitan Detroit in order to bring greater stability to the region's motley and disconnected public transit agencies, and better enable the flow of Federal dollars;

WHEREAS, the Michigan Municipal League has identified the eight essential assets of twenty first century communities, and transit is included among them. A transit system that is robust with integrated modality, and the highest quality infrastructure of all forms of transportation, has the capacity to create jobs, enhance the tax base, transport employees to and from the workplace, and more;

WHEREAS, SEMCOG has indicated a good transit system can attract development, businesses, tourism, and conventions. It helps connect people to jobs, making the Region more economically competitive;

WHEREAS, a quality shared by remarkable regions throughout the United States is a collaborative approach to problem solving and solution identification. We believe a Regional Transit Authority (RTA) will effectively lay the ground work for such a culture to take hold, and that the outcomes will be significant;

WHEREAS, a Regional Transit Authority is supported by Governor Snyder, and reflects his commitment to promoting economic growth and improving the quality of life in the Region;

WHEREAS, the Troy Chamber has long been an advocate for fiscally responsible investment in jobs creating infrastructure, which was manifested in its recent success with the Troy Birmingham Transit Center. With an RTA in place, a regional transportation system is more fertile, and the center itself is rendered even more viable;

WHEREAS, the Troy Chamber believes in Detroit, and wants it to be the highly successful anchor of a vital, thriving Region. With a regional approach to building out a complete transportation system, that success is within reach;

NOW, THEREFORE, IT IS RESOLVED that the Troy Chamber's Board of Directors urges decision makers to swiftly approve the bill package creating a Regional Transit Authority, thereby enabling a systemic solution to establishing jobs creating infrastructure, and the economic success that awaits.

Adopted this 21st Day of August, 2012.

_____

Scott Foster, Chairman

_____

Michele Hodges, President

AN OPEN LETTER FROM METRO DETROIT BUSINESS & CIVIC LEADERS

September 26, 2012

Senator Randy Richardville
Majority Leader
P.O. Box 30036
Lansing, MI 48909-7536

Representative James Bolger
Speaker of the House
P.O. Box 30014
Lansing, MI 48909-7514

The Honorable Randy Richardville and James Bolger:

Across the country, and indeed around the world, major metropolitan areas are linked together by modern transit systems that support active people and dynamic economies. Here in Southeast Michigan, there is a great momentum to finally create a Regional Transit Authority to build the modern, transit system that Metro Detroit needs. This is an opportunity we must seize to grow our economy and prosper as a region.

Effective public transportation cannot stop at a municipal boundary any more than a highway can serve its purpose by stopping at the end of a city limit. Transportation is about connecting people and places, tying localities together into regions, regions into states, and states into the nation. This is why Southeast Michigan needs a Regional Transit Authority. In our daily lives, we move – and our economy works – on a regional basis. So too must our public transportation.

Beyond this essential truth, from our perspective as business and civic leaders, what does a regional transit system mean for Southeast Michigan's economy and quality of life?

It means citizens living in Detroit having reliable access to jobs and other opportunities throughout the region; and citizens in our suburban communities having greater access to the major employment, sports and entertainment centers in Detroit and region-wide without the hassles of traffic and parking.

It means college students having low-cost transportation options to pursue jobs and educational opportunities region-wide. It means the creation of a stronger, more integrated regional economy, with our businesses more able to draw talented workers and customers from a wider pool.

RESOLUTION IN SUPPORT OF
REGIONAL TRANSIT AUTHORITY

WHEREAS, passage of Michigan Senate Bills 909, 911, 912 and 967 will create a Regional Transit Authority in Southeast Michigan;

WHEREAS, this package of bills would result in a considerably higher level of coordinated public transportation service delivered more efficiently;

WHEREAS, these benefits will come as the established RTA adopts a comprehensive regional transportation plan, builds and implements a rapid transit network, consolidates service providers, becomes a designated recipient for transit related state and federal capital and operating funds, and develops a funding plan;

WHEREAS, U.S. Transportation Secretary Ray Lahood has renewed his appeal for lawmakers to create a regional transit authority for metropolitan Detroit in order to bring greater stability to the region's disconnected public transit agencies, and better enable Federal funding opportunities;

WHEREAS, the Michigan Municipal League has identified transit as one of eight essential assets of 21st Century communities. A transit system that is robust with integrated modality, supports quality infrastructure like Transit-oriented Design and land use of all forms of transportation, has the capacity to create jobs, enhance the tax base, transport employees to and from the workplace, and more;

WHEREAS, a robust transit system can attract development, businesses, tourism, and conventions. It helps connect people to jobs, making the Region more economically competitive;

WHEREAS, a Regional Transit Authority is supported by Governor Snyder, and reflects his commitment to promoting economic growth and improving the quality of life in the Region;

WHEREAS, the Woodward Avenue Action Association as the champion for the Woodward All-American Road, adopted a resolution on February 17, 2011 in support of investment in quality rapid transit in Metro Detroit with Woodward as the centerpiece as a vital connector of 11 communities within our region.

NOW, THEREFORE, IT IS RESOLVED that the Woodward Avenue Action Association Board of Directors urges decision makers to swiftly approve the bill package creating a Regional Transit Authority.

Adopted this 24th Day of August, 2012.
Supported by: Patrick, Goodwin, Chamberlain, O'Dwyer, Good, Bruner, Perry, Johnson, Wheeler, Dryden, Ross, Saperstein, Ellison, Ecker Lorenz, Moots, Coulter, Silk, Screws, Montes, Palombo, Winters

Harriet B. Saperstein
Harriet Saperstein, Chairperson

Heather Carmona
Heather Carmona, Executive Director

It means new economic development along our region's transit corridors, as developers and businesses seek to capitalize on the accessibility and activity that transit brings.

And it means more residents, talent, and investment coming into Southeast Michigan (and staying here), attracted by the enhanced quality of life that a 21st century transportation system provides.

Indeed, our future growth and prosperity are closely linked to our ability to achieve these objectives. We in Southeast Michigan are not in competition with each other. Rather, we are competing against countless other areas in this nation and around the globe for new investment, companies on the move, and young college-educated professionals that can choose to live anywhere. Regions that "get it" and work to build a more livable, vibrant community will prosper – and those that don't will be left behind.

For these reasons and more, we believe it is time to work together to build a regional transit system in Southeast Michigan.

As business leaders collectively representing hundreds of thousands of Michigan employees, students and visitors, we offer our strong support for the effort underway in Lansing to establish a Regional Transit Authority as the essential first step in this process.

We sincerely hope our elected leaders will come together at this critical time, and take this critical step, to lay the foundation for a stronger, more connected and more prosperous region.

Respectfully,

Robert Paul, CEO
Compuware Corporation

Nancy M. Schlichting, CEO
Henry Ford Hospital

Dan Gilbert, Chairman
Rock Ventures

Gene F. Michalski, CEO
William Beaumont Hospital

Gary D. Russi, President
Oakland University

Allan Gilmour, President
Wayne State University

Carl T. Camden, President & CEO
Kelly Services

Michael Tierney, Michigan Market President
Flagstar Bank

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my FOXdetroit.com

DELECTRICITY set to light up Midtown in October

Recommend Be the first of your friends to recommend this.

(MyFox Detroit) - Inspired by nighttime arts festivals from around the world, **DLECTRICITY**, Detroit's new nighttime, contemporary light art festival, will host 35 local, national and international artists whose cutting edge works of art and installations will illuminate the historic architecture of Midtown on October 5 and 6.

DLECTRICITY
DETROIT'S NIGHTTIME EXHIBITION OF ART + LIGHT

A complete listing of **DLECTRICITY** artists and events may be found at **www.DLECTRICITY.com**.

"Midtown Detroit's amazing cultural and architectural assets have always been core to the continued growth and development of the neighborhood," said Sue Mosey, president of Midtown Detroit, Inc. "Events like these not only remind people of those historic gems but capture everyone's imagination for what's possible in the future."

Along with the art & light exhibitions, **DLECTRICITY** will feature several special events over the two-day festival, including the Light Bike Workshop and Parade. The Light Bike Workshop (5 p.m., Oct. 6 at the corner of 2nd Ave and Warren) will bring local makers together of Detroit's bike community, giving riders an opportunity to learn creative ways to "light up" their bikes. Immediately after the workshop is the Light Bike Parade, a 3.75 mile parade showcasing the light bikes of festival and workshop attendees on a ride through Midtown. There will be special prizes for the best "lit up" bikes. This event, sponsored by Shinola, is free and open to the public. All ages are welcome and encouraged. To register visit, **www.DLECTRICITY.com**.

Produced by Midtown Detroit, Inc. and Art Detroit Now, the name for the event was inspired by Detroit's very own Electric Park, which was located on the site of what is now Gabriel Richard Park. From 1906 until 1928, Detroit Electric Park served as a major attraction, beginning as a trolley park and later expanding into an

amusement park with the development of electrification. **DLECTRICITY** is also occurring during the "Nuit Blanche" festivals in New York and Paris, and will be Detroit's first "Nuit Blanche" event. "Nuit Blanche" events are renowned throughout the world for bringing the best of contemporary light and technology based arts to the streets of major cities like Toronto, Paris, Minneapolis, Miami and New York.
DLECTRICITY will be held Friday, October 5, from 7 p.m. to Midnight; and Saturday, October 6, from 7 p.m. to 2 a.m. DLECTRICITY will coincide with the 5th Edition of Detroit Gallery Week and the Mid-America College Art Association Conference.

Even more information can be found at Facebook.com/Dlectricity and on Twitter @DLECTRICITY.

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Hopscotch Detroit gets passersby to hop along

David Brennan wasn't planning to get playful Saturday morning, but then something on the sidewalk in Detroit caught his eye.

"This is the longest freaking hopscotch I've ever seen," the 51-year-old said. So he started hopping.

"Oh, that's so cute. He's hopscotching," thought his wife, Simone Brennan.

The diversion didn't delay the Brennans' trip to Eastern Market for long. They had been waiting, anyway, for their adult son to come out of his apartment on Second Avenue near Wayne State University. And that moment, when Brennan and his wife found a pleasant interruption that got them thinking about the city, was exactly the goal of Hopscotch Detroit.

Officially, Hopscotch Detroit was put together to set a world record for the longest hopscotch course, on www.recordsetter.com . Beginning Monday, volunteers started applying chalk squares -- about 22,000 -- on sidewalks from Campus Martius in downtown Detroit to Gullen Mall on Wayne State's campus, running a bit more than 4 miles.

They finished Friday night, right before a rain, and videotaped the whole thing to send in for verification. Goal accomplished.

(The rain, by the way, washed away a bit of the course, but most of it remained Saturday for anyone to use.)

The bigger concept, which was conceived and executed by two groups called Wedge Detroit and Imagine Detroit Together, was to get people to think about the city beyond a stereotype.

"One of the best things I am seeing is they are making a community that's walkable," Simone Brennan said after her husband's brief hop. "I think it's engaging people. I don't think people realize what Detroit has to offer."

Bigger goal, accomplished.

Laura Willming, one of the organizers, said the project hoped to showcase art, creativity and foster a different kind of thinking about the old Motor City.

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"We were talking about Detroit and how much is going on here," Willming said at a celebration Saturday. "It's not really reflected in the streets and what you see."

So someone came up with the hopscotch idea about four months ago. Willming said about 30 volunteers spent whenever it was dry last week painting on a chalk mixture designed to survive about three rains.

Along the way, people stopped, asked questions and hopped.

"It's on the streets, people can play ... and it doesn't get in anybody's way," Willming said. "It's amazing how little we have to do, because it's intuitive for people to hop. ...

"It just reminds them to have fun."

Mission accomplished.

Contact Jim Schaefer: 313-223-4542 or jschaefer@freepress.com

Zoom

Beth Rutkowski, 27, of Detroit lands two-footed on Hopscotch Detroit squares. About 30 volunteers created a course designed to last three rains.

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The Detroit News

SEPTEMBER 16, 2012

Cornhole championship draws thousands Detroit park

BY ORALANDAR BRAND-WILLIAMS / THE DETROIT NEWS

Detroit — More than 2,000 people are expected today to take part in the 4th annual Detroit Co Championship involving more than 160 teams competing in a tournament to raise money for R Park near downtown.

People dressed in elaborate costumes are taking part in the event, which will include entertain hole or corn toss is similar to horse shoes but involves a small corn-filled bag.

The sports is growing in popularity throughout the country. It was first made popular in Cincinn developed a following in local bars and eventually at tailgaiting for Cincinnati Bengals' games, cornhole.com. The event is open to the public and runs through 7 p.m.

The event raises money for cleanup, landscaping and other amenities for Roosevelt Park on M Avenue near Trumbull in front of the old Detroit train station.

"We came down to have fun and I'm also a big supporter of anything to revitalize Roosevelt Pa Jamie "Roller Bags" Shea, an Ann Arbor resident who dressed up in roller derby attire complet roller-skates dangling at his side to compete in the bean bag toss with his friend, Sarah "Bad E Grand Rapids.

Howie said the area is special to her because her father used to sell newspapers at the train s

"This is such an iconic park," said Howie, who wore a matching roller derby outfit that had "Do written across the top of their shirts. The pair practiced along with scores of other teams waitin kickoff of the championship.

Teams tossed colorful bean bag into wooden boxes painted by local artists.

Phillip Cooley, one of the co-owners of nearby Slows barbecue restaurant and a board membe Roosevelt Park Conservancy, said about $850,000 has been raised to date to keep the city pa make it more inviting for visitors.

"It's a really cool partnership of individuals from the city and corporations," said Cooley about t beautify the park, which had deteriorated into a weed-infested haven for the homeless and a p

drugs were openly consumed and sold. "For us, it's always about public space. Public parks a opportunity for people to get up and get outdoors and be in a comfortable and safe setting."

"We need great parks just like every other city."

Seif Thompson, a Detroit resident, brought his two dogs to the event to watch his wife compet

He said it is a chance for people to enjoy the city.

"It's nice to see people coming into the city for events," said Thompson.

bwilliams@detnews.com

(313) 222-2027

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Freep.com

Tour de Troit bike ride breaks all records

The official turnout for Saturday's Tour de Troit bike ride in Detroit of 5,000 cyclists broke all records for the event, organizers said.

And they could've had more, said ride leader Todd Scott of Royal Oak.

"We stopped the registrations this year at 5,000," said Scott.

The event, which shows cyclists the best sights in Detroit while raising money for Southwest Detroit Greenlink, a nonprofit that develops bike lanes and other cycling facilities in Detroit, included a 62 mile ride and a 30 mile ride.

Scott, an avid cyclist and long-time booster of bike lanes in metro Detroit, has participated in most of the 11 annual Tour du Troit rides, he said. And he recalled when the event was tiny.

"We had 30-some people the first year, and we were pretty happy with that. Of course, we had absolutely perfect weather t oday," he said Saturday night. There were 4,200 riders at the event last year.

The event started at Roosevelt Park, beside the old Michigan Central train station in southwest Detroit, and drew riders from Ohio and Ontario, as well as metro Detroit, Scott said.

Riders spent the morning cycling, with stops at aid stations that included one at the east end of Belle Isle outside the Detroit Yacht Club. Then they finished the event at Roosevelt Park with lunch, beer and soft drinks provided by Tour de Troit organizers.

The turnout nearly matched last year's 6,000 riders in a group ride in southwest Michigan's Apple Cider Century, which bills itself "the Midwest's largest" group cycling event. This year's Apple Cider Century is to be on Sept. 30 in Berrien County.

"We're now operating like the Free Press marathon. We have a full route closure" with barricades keeping out cars, and police control of traffic, Scott said. The shorter route, about 30 miles long, ran along the Detroit River, through the city's downtown and Midtown. The metric century "went all over the city," he said.

Entry fees ranged from $45 to $65, depending on what date participants registered, according to the Tour de Troit web site.

Contact BILL LAITNER: 313-223-4485 or blaitner@freepress.com

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The Detroit News

SEPTEMBER 7, 2012

$2.5M in commitments from donors to he revive science center in Detroit

Increasingly likely reopening is good news for city

BY DANIEL HOWES

The new Michigan Science Center is several steps closer to reality.

With "significantly more" than $2.5 million in funding commitments, the center's new board is s Monday to consider dates for reopening a year after financial troubles forced its predecessor, t Science Center, to close its doors, oust its president and deprive as many as 150,000 student: visits.

The science center "has way more than enough commitments," board chairman Tom Stephen vice chairman of General Motors Co., said in an interview Thursday. "I have to turn the commi dollars. There's no doubt in my mind that we're going to open the science center. I want to insp kids, and I can't do it with the doors closed."

The GM Foundation is pledging $1 million to the cause, Stephens and GM confirmed, marking move by the automaker's charitable arm to "seed the community and next generation of GM ta supporting educational initiatives serving the city of Detroit and much of southeastern Michigar

"We're pledged to getting it reopened," spokesman Greg Martin said, adding that GM expects science center on John R to reopen sometime in the final quarter of this year. "They got their c status, which is good. We're just waiting for their updated business plan."

The Ford Motor Co. Fund, a longtime supporter of the defunct Detroit Science Center, also is p contribute $400,000 to the center pending review of what the fund's president, Jim Vella, calle business plan."

A scheduled July 5 liquidation of the old Detroit Science Center and its contents was averted v Weiser — a prominent Ann Arbor businessman, former chairman of the Michigan Republican I candidate for the University of Michigan's Board of Regents — agreed to buy the land, building contents of the center from Citizens Bank, the mortgage holder owed $6.2 million.

Under terms of the deal between Weiser and the science center, he would sell the land, buildir contents to the newly constituted science center for what he paid Citizens — substantially less total debt owed the bank — and would absorb associated legal costs. His conditions required t

science center be debt-free, that it raise money to reopen and operate and that it expand its ec mission.

At its meeting next week, the science center board is expected to consider scenarios for reope including how much cash would be required, when reopening would be appropriate and how tl align with the school year and associated events. Stephens said possible reopening dates stre early as November into the first part of next year.

The increasingly likely reopening of the science center is unambiguously good news for the cit museum district in Midtown and the tens of thousands of school-aged children who make annu to the center, accounting for half of the 300,000 visitors every year.

It's also good news for the image of Detroit, battered as it is by the city's financial troubles and meltdown of its auto industry during the dark days of 2008 and early '09. Closure of a science heart of an auto industry capital would be a black eye for the region, its bellwether industry anc credible claim to being a steward of science, technology, engineering and math education.

"We're so ready to experience again those awesome 'aha' moments we see with our kids whe science concept all of a sudden makes sense to them because they spent time at an exhibit at Center," Margaret Trimer-Hartley, superintendent of University Prep Science & Math Schools, email. Her charter school district's middle school is attached to the Science Center.

Liquidation of the science center and its contents likely would likely have killed the idea in Detr of the enormous cost associated with assembling a similar collection in a similar site. Worse, n economic pressures squeezing cultural institutions generally complicate efforts to find charitab

A broadened educational mission for the science center, as required by Weiser, expands its pc funding sources to foundations and corporations eager to support initiatives inside the city that to bolstering the science, technology and math education of future employees.

An added bonus: Private dollars preserve a cultural asset in the heart of Detroit.

daniel.howes@detroitnews.com

(313) 222-2106

Daniel Howes' column runs Tuesdays, Thursdays and Fridays.

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Detroit Historical Museum To Get Makeover

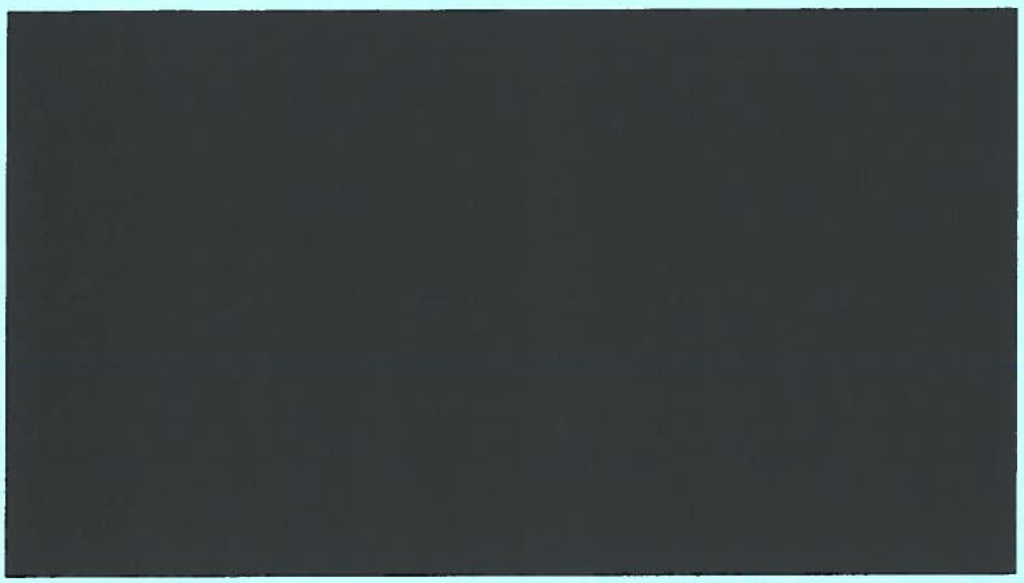
May 09 2012 | no comments

This week, Detroit 2020 is highlighting the arts in Detroit.

We have the first look at some big changes coming to the Detroit Historical Museum.

Three new permanent exhibits are being added to existing favorites like the "Streets of Old Detroit".. which has been a Museum staple since it opened in 1951. A Sanders Ice Cream store will be one new storefront added during the renovation.

The museum will close on May 25th for 6 months for the renovations.



This venerable Detroit cultural institution is about to receive a fairly dramatic make-over.

The animation prepared for the Past>Forward fundraising campaign provides a vision for the transformation of some of the interior space for the new Gallery of Culture inside the Detroit Historical Museum.

"We've had some great success here in running the Detroit Historical Society, the museum and our other parts, in a very financially-responsible way. But we realize we need to change and we need to improve and enhance to continue to be an asset to this community" said Bob Bury, CEO of the Detroit Historical Society.

One new exhibit will be called "America's Motor City." Technology upgrades and improvements are planned to further engage visitors.

Also new to the Museum.. the "Gallery of Innovation."

And Detroit's role in the effort to arm America in World War II will be showcased in the exhibit, "Arsenal of Democracy."

"The Doorway to Freedom" will be expanded as part of the renovation. It tells the story of Detroit's role in the Underground Railroad.

The outside plaza, fronting Woodward Avenue, will be transformed into the Detroit Legends Plaza. Tiger Hall of Famer Al Kaline, radio legend Dick Purtan and Mayor Dave Bing are among the stars of sports, media, and entertainment who have already cast their handprints and signatures in cement. They will be displayed prominently when the work outside is complete.

The $20 million dollar capital campaign along with the renovation and a re-branding of the Museum are all steps designed to keep it relevant for Detroiters.

The difficult economy has impacted operations, and government subsidies have been cut, forcing the Society to adapt.

"Compared to perhaps a decade or two ago, we operate very differently. We operate like a business," Bury told Detroit 2020.

"One of the great advantages we have, is, first of all, the location of this place, in Midtown, which, if you haven't been here, is booming with people and booming with investment, and really a great place to be and we wanted to be a key part of that rebirth or renewal that's really, in many ways, starting here," Bury said.

Click here to go to the Detroit Historical Society website to learn more about the society and the Past>Foward campaign.

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