

Date: January 8, 2004
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Subject: The Riverside Park/West Riverfront Proposal

The purpose of this strategy memo is to make clear how to promote our Riverside Park/West Riverfront Proposal.

I. Analysis of our proposal

SWOT analysis is one of the most helpful tools to analyze our strategy toward our goal.

Strengths

- Close to the Central Business District(CBD)
- Close to the Detroit River.
- Close to the downtown residential district.
- Historical buildings.

Weaknesses

- Several brown fields.
- Land mass is not contiguous.
- Homeland security issue around the Ambassador Bridge.
- Not many access points.

Opportunities

- Economic opportunities, such as tourist attraction and jobs.
- Connection to the downtown area.
- Decontamination of land.
- Provides a comprehensive vision of the entire area of downtown Detroit.
- The image of the Detroit increases.

Threats

- Suburban businesses are against.
- Requires huge upfront capital investment.
- Some people might be concerned about gentrification.
- Politically harder, because so many actors are involved.

II. Identification of our proponents and opponents

From the presentation on Jan. 7, 2004, we have identified our major proponents and opponents as well as the issues/targets we need to focus on.

- Proponents
 - Environmentalism/Agriculture
 - City Business/Developers
 - Tourism/Entertainment/Recreation
 - Health/Medical

- Opponents
 - Cultural/Educational groups
 - Social Services/Housing
 - Seniors
 - Suburban Chamber of Commerce

III. Our four main targets

- Proponents
 - Solidify the thought-process of our proponents and arm them with the necessary information to do the most effective lobbying for us.

- Opponents

Oakland/Macomb Counties

- ✓ Must emphasize how traffic will affect the neighborhood.
- ✓ Must ensure these counties that by supporting the core of Detroit, they are helping themselves in the long term.

Culture/Education Concerns

- ✓ Must inform groups that there are cultural/educational opportunities related to the Riverfront project, including historical buildings and artistic venues.
- ✓ Encourage the idea that, without people living in the area or economic opportunities, cultural concerns are moot and should take a backseat to economic and residential concerns.

Seniors

- ✓ Inform this coalition that many seniors live in the area (cluster 4). They will enjoy the recreational as well as economic growth. Seniors will benefit from the safer community feel as well as shorter drives to services they desire.