



WHAT YOU MAY NOT KNOW ABOUT THE D.

The city of Detroit began as a small fur trading post on the Detroit River more than 300 years ago. Since then, the city has grown into the automotive capital of the world and a major center for culture, gaming, music and sports.

Detroit has also earned an extensive number of nicknames over the years, including Motown, the Motor City, the Northern Star or simply The D.

By whatever name, Detroit remains one of America's most interesting and historic cities. Here are a few more interesting facts about the 11th largest city in the United States.

- Metro Detroit is where Henry Ford revolutionized transportation and kick-started the modern automotive industry in the early 20th century. Today, our region is home to an unmatched selection of automotive attractions and events, including auto baron mansions, Ford Rouge Factory tours and the Woodward Dream Cruise parade of 40,000 muscle cars.
- Metro Detroit has a world-class selection of cultural attractions, including the newly expanded Detroit Institute of Arts (DIA). The DIA is just one of the reasons metro Detroit was recently named one of the top 25 arts destinations in the nation by readers of *AmericanStyle Magazine*.
- Known as the Northern Star, the city of Detroit served as one of the final stops on the famed Underground Railroad in the 19th century. Detroit is currently a major center for African American culture and home of the world's largest museum of African American history.
- With four casinos located within a few miles of each other, Detroit is the largest gaming district in the Midwest. The MGM Grand Detroit and MotorCity Casino Hotel recently opened new resort-style gaming centers complete with new signature restaurants and 400-room luxury hotels. The city's Greektown Casino will open its new larger gaming complex and luxury hotel in early 2009. Caesars Windsor is just a short trip across the Detroit River in Ontario, Canada.
- Detroit is the birthplace of the Motown Sound and the company's former headquarters still operates as a museum in the downtown area. Electronic music also originated in the Detroit area and it is celebrated each year at Movement: Detroit's Electronic Music Festival.
- Detroit is a major center for professional and amateur sports and home to some of the finest sports facilities in the nation. The D is also the only northern city to have hosted a NFL Super Bowl twice and the first cold weather city to host a Super Bowl and World Series in the same year.





WHY YOUR NEXT MEETING SHOULD BE IN DETROIT.

- Detroit is close to you and your attendees — only a 90-minute flight from 60 percent of the nation's population.
- Northwest Airlines offers discounted airfare for your conferences and conventions meeting in Detroit. Take advantage of these savings while experiencing one of the friendliest and most efficient modern terminals in the nation.
- Detroit has first-class meeting facilities and more than 35,000 competitively priced hotel rooms.
- Cobo Conference/Exhibition Center offers 2.4 million square feet of meeting and exhibit space — 700,000 square feet of meeting space (600,000 contiguous) — plus 75 meeting rooms.
- Detroit is undergoing the country's largest urban redevelopment boom with more than \$20 billion in new development under way.
- Detroit is an international destination - located only one mile from Windsor, Ontario, Canada.
- Two side-by-side stadiums — open-air Comerica Park and domed Ford Field — anchor the city's entertainment district. Both facilities can be used for trade shows or special events.
- Four casinos located within five miles of each other offer nonstop gaming action: MGM Grand Detroit, MotorCity Casino Hotel, Greektown Casino and across the Detroit River, Caesars Windsor in Ontario, Canada.
- New luxury hotels with meeting space are located downtown near the convention center and attractions. The MGM Grand Detroit and MotorCity Casino Hotel opened in 2007, the Westin Book Cadillac Detroit and Doubletree Guest Suites Fort Shelby/Detroit Downtown opened at the end of 2008, and Greektown Casino Hotel is scheduled to open in early 2009.



FUN FACTS

Detroit...

- is home to the Motown sound founded by Berry Gordy Jr. in 1957
- installed the first mile of paved concrete road, just north of the Model T plant, on Woodward Avenue between McNichols and 7 Mile Roads in 1909
- is home to the oldest state fair in the nation, first held in 1849
- has the country's largest island park within a city – Belle Isle Park
- is home to the world's only floating post office, the J.W. Westcott II, can be found on the Detroit River
- is north of Canada
- is second in the nation in fishing rod sales
- shares the world's first auto traffic tunnel between two nations – the Detroit/Windsor Tunnel
- is home to the second tallest hotel in North America – the Detroit Marriott Renaissance Center, at 73 stories
- is home to the nation's first soda — Vernors — which was created in Detroit by pharmacist James Vernor in 1862. Detroit's also home to Sanders hot fudge, Better Made Potato Chips, Faygo soda pop and Stroh's Ice Cream
- has the most registered bowlers in the United States
- was the first city in the nation to assign individual telephone numbers in 1879
- is home to the first Van Gogh painting in a public collection in the U.S. at the Detroit Institute of Arts, "Self Portrait," Vincent Van Gogh, 1887



VISITOR STATISTICS

Founded:

July 24, 1701

Population:

City - 918,849 (Source: 2007 U.S. Census Bureau)

Metropolitan area - 4,008,474 (Wayne, Oakland and Macomb Counties, October 2007
(Source: October 2007 Southeast Michigan Council of Governments, SEMCOG))

City Government:

Mayor and nine-member Detroit City Council, all serving four-year terms

Land Area:

City: 138.7 square miles (218.5 square kilometers)

Metropolitan: 2,026.1 square miles (3,241.7 square kilometers)

Altitude: 581 feet (177 meters), measured at the Detroit River

Climate:

Average high and low temperatures

(Degrees Fahrenheit/Degrees Celsius):

Month	High	Low
Jan.	31/-1	16/-9
Feb.	34/1	18/-8
March	44/7	27/-3
April	58/15	37/3
May	69/21	47/8
June	79/26	56/13
July	83/29	61/16
Aug.	82/28	59/15
Sept.	74/24	52/11
Oct.	63/17	41/5
Nov.	48/9	31/-1
Dec.	35/2	22/-6

Record High Temperature: 105F/40.5C in July 1934

Record Low Temperature: -24F/-31C on Dec. 22, 1872

Mean Annual Temperature: 48.6F/9.2C

Average Snowfall: 41.1 inches/102.75 centimeters

Average Wind: 10.4 mph/16.64 kph



MAJOR INDUSTRY

Internationally known for automobile manufacturing and trade, metro Detroit is home to the world headquarters of the “Big Three” American automakers: General Motors Corp., Ford Motor Co. and Chrysler LLC, and Detroit is the world’s automotive center and a key pillar of the U.S. economy. Detroit ranks as a leader in alternative fuel, automotive manufacturing and life science. Other national and international corporations headquartered here include Compuware, ThyssenKrupp Budd, Delphi Corporation, Kelly Services and Federal Mogul, plus pizza giants Domino’s, Hungry Howie’s and Little Caesars.

**2006 Employment by Industry for the Tri-County area
(Wayne, Oakland and Macomb Counties)**

	Employment
Agriculture, forestry & fishing	1,453
Mining.....	316
Utilities	4,978
Construction	67,328
Manufacturing.....	245,969
Wholesale trade.....	78,173
Retail trade.....	192,714
Transportation & warehousing.....	50,663
Information.....	31,930
Finance & insurance.....	75,301
Real estate & rental & leasing.....	27,897
Professional & technical services	154,982
Management of companies & enterprises..	42,767
Administrative & waste services	138,708
Educational services	24,269
Health care & social assistance	226,019
Arts, entertainment & recreation	31,115
Accommodation & food services	52,967
Other services	54,312

Source: Detroit Regional Chamber



IMPORTANT DATES IN DETROIT HISTORY

- 1701:** Detroit is founded by French explorer Antoine de la Mothe Cadillac who lands in the area south of Lake Huron known as le détroit (the straits) and establishes Fort Pontchartrain
- 1760:** Britain gains control of Detroit as a result of the French and Indian War
- 1796:** George Washington forces the British out of the city, and the American flag is raised over Fort Pontchartrain at Detroit
- 1815:** Detroit is incorporated as a city
- 1896:** Henry Ford builds his first car in Detroit, and the world's first convention and visitors bureau — the Detroit Metro Convention & Visitors Bureau — is founded
- 1901:** The world's first concrete road, Woodward Avenue, is built in Detroit
- 1913:** Henry Ford introduces the assembly line, revolutionizing the auto industry
- 1928:** Tunnel and bridge access to Canada commences with the opening of the Detroit-Windsor Tunnel and the Ambassador Bridge
- 1935:** The Detroit Tigers capture their first World Series, and the Detroit Lions win their first National Football League championship
- 1936:** Pro hockey's Red Wings win their first Stanley Cup
- 1937:** The Detroit Red Wings win another Stanley Cup, and Joe Louis — The Brown Bomber — wins the world's heavyweight boxing championship
- 1954:** The nation's first shopping mall, Northland Mall, opens in Southfield
- 1960:** Berry Gordy launches Motown Records
- 1963:** The Rev. Martin Luther King Jr. debuts his "I Have a Dream" speech in Detroit two months before its famous delivery in Washington, D.C.
- 1974:** Coleman Young takes office as Detroit's first African-American mayor
- 1977:** The Renaissance Center, the largest privately financed project in the world at the time, opens
- 1980:** Detroit hosts the 32nd Republican National Convention at brand-new Joe Louis Arena
- 1982:** The first Detroit Grand Prix is held on city streets, and Super Bowl XVI is held at the Pontiac Silverdome
- 1984:** The Detroit Tigers claim a fourth World Series title
- 1989:** Cobo Conference/Exhibition Center undergoes a \$225 million expansion and the Detroit Pistons win the first of back-to-back NBA World Championships ('89, '90)
- 1992:** Detroit is chosen as a site for soccer's 1994 World Cup, and the Pontiac Silverdome is picked to host the first indoor-soccer championship in World Cup history
- 1997:** The Detroit Red Wings win the National Hockey League's Stanley Cup Championship; The Charles H. Wright Museum of African American History, the largest museum of its kind in the world, opens
- 1999:** The first two of three new casinos, MGM Grand Detroit and MotorCity Casino, open in downtown Detroit



- 2000:** Greektown Casino opens in Detroit's historic Greektown section, while Comerica Park makes its debut in Foxtown
- 2001:** Detroit celebrates its 300th anniversary in grand style; The new Detroit Science Center opens after massive renovations
- 2002:** Ford Field opens to national acclaim; Detroit Red Wings win their third Stanley Cup in six years and Coach Scotty Bowman retires
- 2004:** Auto plant tours open to the public at the Ford Rouge Factory (starts and ends at The Henry Ford); The 35th Ryder Cup Matches are held at Oakland Hills Country Club in Bloomfield Hills; The Detroit Pistons win their third NBA Championship title
- 2006:** Detroit hosts Super Bowl XL; The Detroit Tigers win the MLB American League championship; Detroit was the first cold weather city to host a Super Bowl and World Series in the same year.
- 2007:** Detroit hosts WrestleMania 23 at Ford Field, 20 years after it was at the Pontiac Silverdome in 1987; More than 700,000 people attend the inaugural Detroit International River Days festival along the Detroit International Riverfront; 3 Days in The D is a collaborated effort to promote Labor Day Weekend in Detroit including the Detroit Belle Isle Grand Prix, Chrysler Arts, Beats and Eats and the Detroit International Jazz Festival; The Grand Prix returns to Detroit after a 5 year hiatus; MGM Grand Detroit opens its all-new venue Oct. 3, and MotorCity Casino Hotel opens Nov. 30.
- 2008:** Detroit celebrates the 100th anniversary of both the Model T Ford and General Motors; For the first time Detroit hosts the NCAA Men's Basketball Regional Championship at Ford Field, The Westin Book Cadillac Detroit opens; Detroit hosts The 90th PGA Championship at Oakland Hills Country Club; The Detroit Red Wings skate to victory, bringing home the Stanley Cup; The Detroit Shock win the WNBA Championship.
- 2009:** Detroit hosts the 2009 NCAA Men's Basketball Final Four.