



**‘Monroe Street Midway’ to bring sports courts, live DJs and Detroit’s only outdoor roller rink to heart of Downtown Detroit through partnership between Bedrock, RollerCade, Detroit Artists and Rocket Community Fund**

*Rollout Detroit Roller Rink, Rocket Mortgage Sports Zone and installations from Detroit artists to open Memorial Day Weekend as part of Bedrock’s ‘Monroe Street Midway’ activation and ongoing Decked Out Detroit initiative*

- **Artwork to feature Detroit’s own Sheefy McFly, Phil Simpson, Olivia Guterson and Jessica Care Moore**
- **Rollout Detroit outdoor roller rink to be operated by RollerCade, Detroit’s oldest continuously open, black-owned roller rink**
- **Monroe Street Midway is a continuation of Bedrock’s “Decked Out Detroit” initiative bringing safe, family-friendly entertainment downtown**
- **Visit [DeckedOutDetroit.com](https://DeckedOutDetroit.com) for more details**

Click [here](#) to download high-resolution multimedia assets

**Monday, May 24, 2021 [DETROIT]** – After serving over 1,500 cars at this winter’s Monroe Street Drive-In, Bedrock, Detroit’s largest real estate company, is transforming the future site of its Monroe Blocks development into a hub for outdoor recreation with Monroe Street Midway, opening May 28, 2021 and running until Fall 2021.

The Monroe Street Midway will feature:

- **Rollout Detroit**, roller rink operated in partnership with RollerCade, Detroit’s oldest continuously opened, black-owned roller rink

- **Rocket Mortgage Sports Zone**, four half-court basketball courts and one multi-use sports court in partnership with the Rocket Community Fund
- **Original artwork** by renowned Detroit artists Sheefy McFly, Olivia Guterson, Phil Simpson and Jessica Care Moore
- **Performances** by local DJs and outdoor fitness classes
- **Food and beverage** served from concession stands and rotating food trucks

“Rollout Detroit will change what it means to roller skate in the City of Detroit,” said Kyle Black, RollerCade’s third-generation owner. “This truly unique and creative roller rink will thrill skaters of every skill level.”

The Monroe Street Midway is a continuation of Bedrock’s multi-million dollar “Decked Out Detroit” initiative in partnership with the Rocket Community Fund and the City of Detroit.

“We are excited to debut our most immersive experience yet at the Monroe Street Midway and offer residents and families a safe and memorable option for outdoor recreation this spring and summer,” said Ivy Greaner, Chief Operating Officer at Bedrock. “RollerCade’s expertise paired with the work of so many talented local artists will make the Midway a truly one-of-a-kind activation.”

Capacity limitations, social distancing and mask guidelines will align with the Michigan Department of Health & Human Services’ latest recommendations. As new orders are released, the Monroe Street Midway will continue to monitor, adapt, and modify plans to ensure proper compliance. Masks and hand sanitizer will be made available for all guests. Enhanced sanitary measures and cleaning protocols will be utilized.

### **Rollout Detroit**

Southwest Detroit’s [RollerCade](#) is partnering with Bedrock to operate the city’s only outdoor roller rink at the Monroe Street Midway. RollerCade is the oldest continuously opened, black-owned roller rink in the city and one of the oldest in the country, opening in 1955.

Roller skate sessions will be blocked off in two- or three-hour time slots and will cost \$10 per session. Roller skates will be available to rent at \$3 a pair. Walk-ins are welcome or sessions can be booked ahead of time [here](#).

Rollout Detroit will be open daily with the hours listed below.

- Sunday–Wednesday: noon- 9:00 pm
- Thursday–Saturday: noon- 11:00 pm

## **Art Installations**

Four of Detroit's most prominent artists will display their work throughout the Monroe Street Midway. Featured artists include:

- Multidisciplinary artist [Sheefy McFly](#) will paint a mural directly on the skate rink. His work will also be displayed as another prominent artistic moment within the Midway.
  - Follow his work [here](#).
- Fine artist and muralist [Phil Simpson](#) will be designing the Rocket Mortgage Sports Zone courts with unique murals on the floors of each court.
  - Follow his work [here](#).
- Contemporary artist [Olivia Guterson](#) & poet [Jessica Care Moore](#) will collaborate to create a large painted wall mural inside the Monroe Street Midway.
  - Follow Olivia's work [here](#) and Jessica's [here](#).

## **Rocket Mortgage Sports Zone**

The Rocket Mortgage Sports Zone, previously held in Cadillac Square, will be returning this year at the Monroe Street Midway.

This unique activation includes four basketball courts and, for the first time ever, a multi-use sports court that will host a wide range of athletic and recreational activities including futsal, pickleball and handball. The Rocket Mortgage Sports Zone was developed by the Rocket Community Fund as part of its commitment to provide access to safe and inclusive public spaces.

[Come Play Detroit](#) will operate the space and equipment will be available free of charge.

The Sports Zone will be open daily from noon- 9:00 p.m. and are available on a first come, first served basis.

## **Additional Activations**

The Monroe Street Midway will be consistently programmed throughout the spring and summer seasons, providing opportunities for all to enjoy.

A local food truck will be on site daily and a concession stand will also be serving snacks.

Rollout Detroit plans to host themed skate sessions for all ages as well as open skate and lessons.

DJ performances, outdoor workout classes and additional programming activations are planned for the Monroe Street Midway.

## **Parking**

Bedrock is offering free, four-hour parking validations for guests that make a purchase at the Monroe Street Midway.

Pull into one of the eight validated garages on [this map](#), take a ticket and request a validation after your purchase at the Monroe Street Midway or from one of the merchants on the map.

Some garages require a credit card instead of a ticket for entry and exit, but guests won't be charged for any parking less than four hours as long as they present validation upon exiting the garage.

For additional information, and to receive real-time updates to event happenings and activations visit [DeckedOutDetroit.com/Midway](https://DeckedOutDetroit.com/Midway).

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## **About Bedrock**

Bedrock, Detroit's largest real estate company, is a full-service real estate firm specializing in acquiring, developing, leasing, financing and managing commercial and residential buildings. Since its founding in 2011, Bedrock and its affiliates have invested and committed more than \$5.6 billion to acquiring and developing more than 100 properties, including some of the most significant new developments that Detroit and Cleveland have seen in decades. Bedrock's portfolio totals more than 18 million square feet of office, retail and residential space within new construction and adaptive reuse projects.

The majority of Bedrock's hundreds of office, retail and restaurant tenants in Detroit's technology-centric downtown are new to the market. Notable office tenants include Coyote Logistics, Microsoft, Quicken Loans, LinkedIn, StockX, Universal McCann, NPower and Ally Bank's national headquarters. Notable retail tenants include H&M, The Lip Bar, 6 Salon, Nike, Shake Shack, Buddy's Pizza, Eatori and countless others.

Bedrock is currently developing a number of landmark projects across downtown Detroit, including the [Hudson's Site](#), the [Book Tower](#) restoration and [City Modern](#). Creating unique experiences through real estate is Bedrock's mission and to make this a reality, Bedrock and its affiliates continuously invest in significant placemaking and public art initiatives throughout the city.

In 2020, Bedrock became one of the only landlords in the country to launch several initiatives designed to support small business and retail tenants during the COVID-19 pandemic, which continue today with outdoor dining experiences, free parking, and recreational activations.

Partnering with Detroit-based Shinola, Bedrock developed the world's first [Shinola Hotel](#) on Woodward Avenue, which opened in early 2019.

For more information on Bedrock's projects, visit [bedrockdetroit.com](http://bedrockdetroit.com) or engage with us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

Click [here](#) to view a complete timeline of Bedrock and the Rock Family of Companies' engagement within the Detroit community.

### **About Rocket Community Fund**

The Rocket Community Fund is the philanthropic arm of Rocket Companies, which includes Rocket Mortgage, the nation's largest mortgage lender. It also coordinates team member volunteerism for Bedrock and other affiliated companies who comprise the Rock Family of Companies. Its strategy aims to support thriving, resilient and inclusive communities through data-driven investments in housing, employment and public life.

Through its For-More-Than-Profit model, the Rocket Community Fund recognizes that business and community are inextricably linked, and it purposefully brings together all of the assets of the Rocket Mortgage and Rock Family of Companies business – team member talent, technology, policy advocacy, and philanthropic resources – to invest in comprehensive community development in Detroit and across the country.

Alongside financial investments, the Rocket Community Fund has organized team members to provide more than 815,000 volunteer hours nationwide, including 415,000 in Detroit.

For more information, visit [RocketCommunityFund.org](http://RocketCommunityFund.org).