

JOYRIDE*

PHL x DET

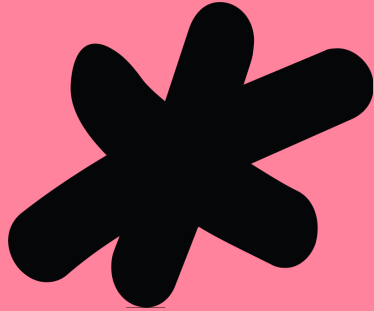
October 1-4, 2026

Detroit, MI

JOYRIDE*

A weekend adventure centered
around joy, creativity, and community
to understand and celebrate why
people **love where they live.**





“Will it make the city fun?”

– *Jane Jacobs*

Vibrant cities are diverse enough to offer different types of ‘fun’ for different types of people.

We live in cities for more than just work and we move to cities to participate in culture, to help shape the future, and to experience joy.



Detroiters and Philadelphians will explore this question and others:

What attracts people to cities?

What do we love about our own cities and the places we visit?

Why do people choose to stay in or move to cities facing great challenges?

What about the people that can't afford to leave?

JOYRIDE

The trip is an opportunity for curious and civic-minded Philadelphians to explore and enjoy Detroit.



Learn about what Philadelphia and Detroit have in common, by witnessing shared challenges and unique approaches to solutions.



Explore the arc of Detroit's booming automotive industry to bankruptcy to its thriving reinvention.



Visit and support Detroiters, small business owners, meet entrepreneurs and artists, learn about emerging neighborhoods and where people are having fun and building thriving communities.



The Host

Kelsey Hubbell

No matter when and where we've connected along the way, you probably know I am from Detroit – because it's more than *where* one lives, it's part of *who* one is. As a fourth generation Detroiter, the city has seeped into my pores and runs through my bloodstream. When I left for Philadelphia four years ago, I can't tell you how many times I heard "YOU are leaving Detroit?!" I even have a tattoo on my left arm, script borrowed from a poem my dad wrote, "don't abandon ship / just to be hip / it might not be as pretty / but its still in detroit city." If you're from Detroit you know, one does not simply leave. **The city is a part of you.**

Although I did leave Detroit, I could never abandon home. As I approach the end of my fourth Philly year, it feels like time to introduce ya'll. *Philly and Detroit are kindred spirits, and the people are certainly cut from the same cloth.*

I developed Joyride PHLxDET so I can show you my favorite city. A city that is more than home, revolutionized the world, and is experiencing a new era of reinvention. Detroit, and Philadelphia, generate hardworking, creative people unwilling to collapse under pressure and determined to relish in beautiful things.

Joyride: PHLxDET centers around what people love about these cities – the reasons people choose to stay in Detroit and Philadelphia, and what motivates people to move in? Two cities with historically poor reputations, high taxes, and high poverty rates, but two cities with oh so much to love. Especially if you love a challenge.

Hop in! I can't wait to show you around.

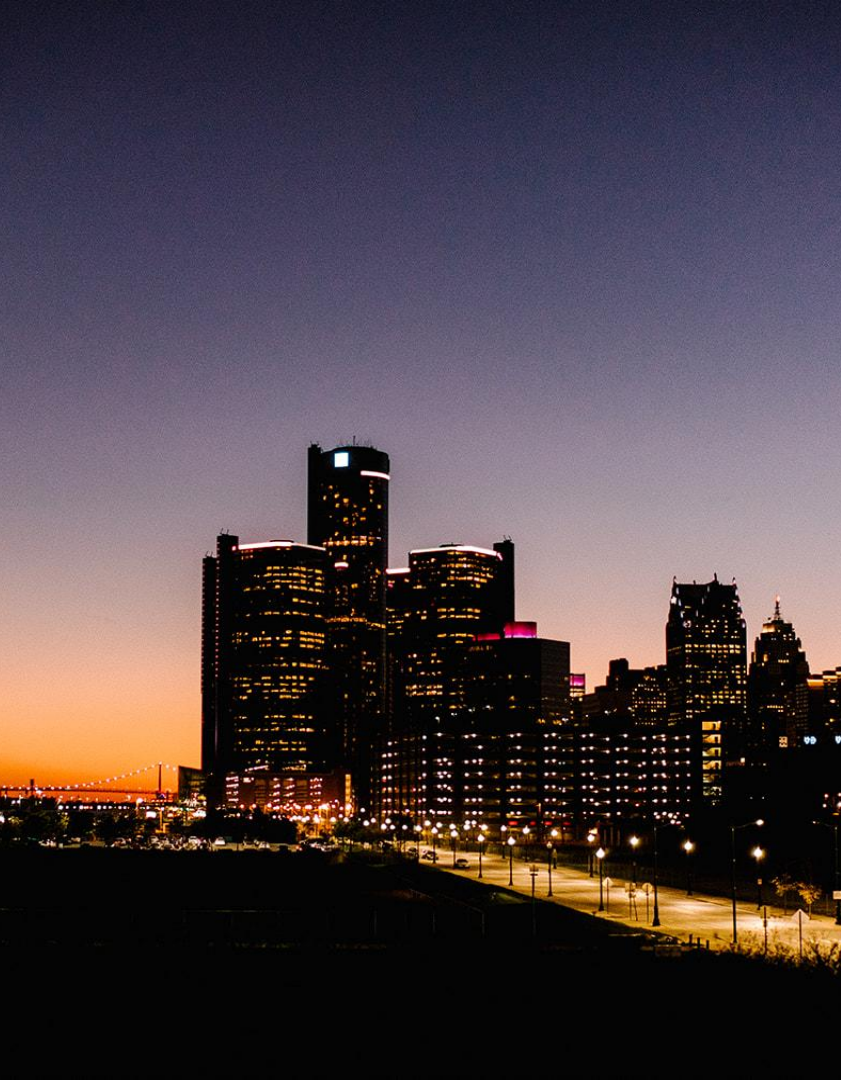
JOYRIDE



The Experience

Not quite a conference, not quite a retreat

Adult sleepaway camp for people that love learning about cities and are motivated to build community!



Participants will:

- **Meet locals!** All activities are co-created with local partners, and local Detroiters are able to attend events “a la carte” all weekend, so there will be plenty of opportunities to meet a new pen pal.
- **Explore neighborhoods** and learn the history and context about why they are the way they are.
- **Experience** Detroit’s food, beverage, music, and nightlife scene
- **Navigate** the city by foot, bicycle, and public transportation. Learn about the challenges and opportunities for walkability in the Motor City.



Who is it for?

Open to 20 curious Philadelphians.

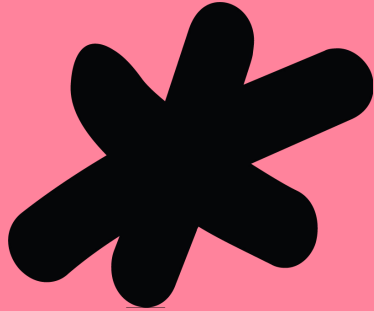
No degree required.

We live in cities for more than just work.

We move to cities to participate in culture, to help shape the future, and to experience joy.

People who care about:

- Cities
- Culture
- Public life
- Community
- Creativity
- Transit and walkability
- Dance music
- Entrepreneurship
- Civic engagement



Participants will return to Philadelphia with:

- Broader perspective about the Detroit area
- Friendships
- New Collaborators and Thought Partners in their professional network
- Fresh ideas
- Inspiration
- Nothing but love for Detroit!

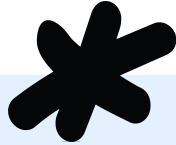
Itinerary Highlights



Thursday, Oct. 1	Friday, Oct. 2	Saturday, Oct. 3	Sunday, Oct. 4
• Arrivals • Detroit Style pizza & cocktails • Bonfire in the Hostel Detroit backyard	• Coffee & breakfast with Cities Reimagined • Detroit In Context bus tour with City Institute • Lunch at the Guardian Building • Transit Tour with The People Mover • Farm to table Dinner	• Eastern Market scavenger hunt • Optional group bike rides or workout with Detroit Body Garage • Happy Hour at Riverwards Produce Detroit	• Farewell breakfast & reflection • Participants are on their own! We will provide a robust menu of ideas and recommendations for folks to stick around and choose their own Detroit adventure



We're seeking partners who believe cities are strengthened by connection.



Partners can support by:

- Hosting experiences and activities
- Sponsoring meals and gatherings
- Storytelling and documentation
- Providing local expertise
- Funding transportation and supporting logistics



Benefits:

- Visibility
- Relationship-building
- Alignment with community building, civic exchange, and vibrant cities

Program Partners



[Your logo]



RIVERWARDS

Cities
Reimagined

ESTB



2013



HOSTEL
DETROIT

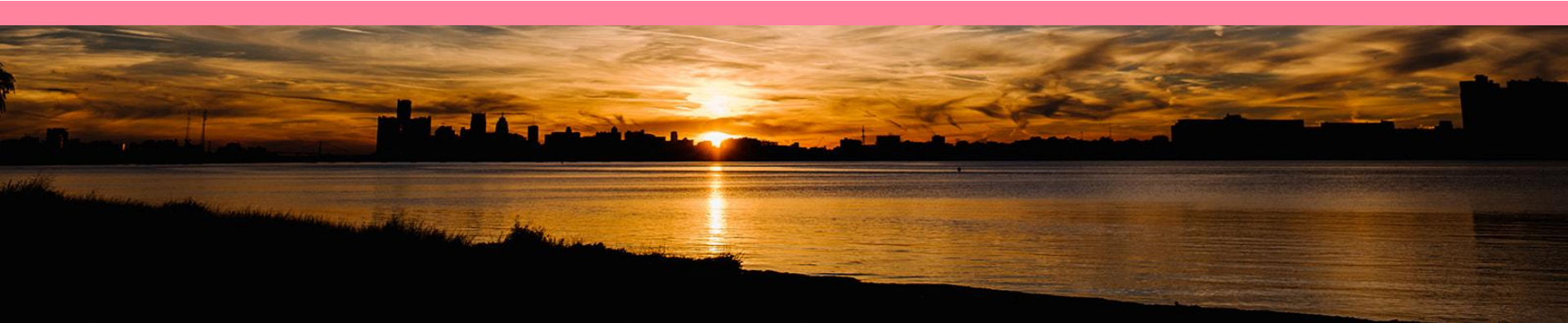
JOYRIDE

Just the Beginning

Joyride is designed to be a model for future adventures.

Baltimore, Pittsburgh, Lancaster, Buffalo, New Orleans, Milwaukee

We have a lot to learn from each other and can do that by
exploring and enjoying cities together.



Contact



JOYRIDE



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