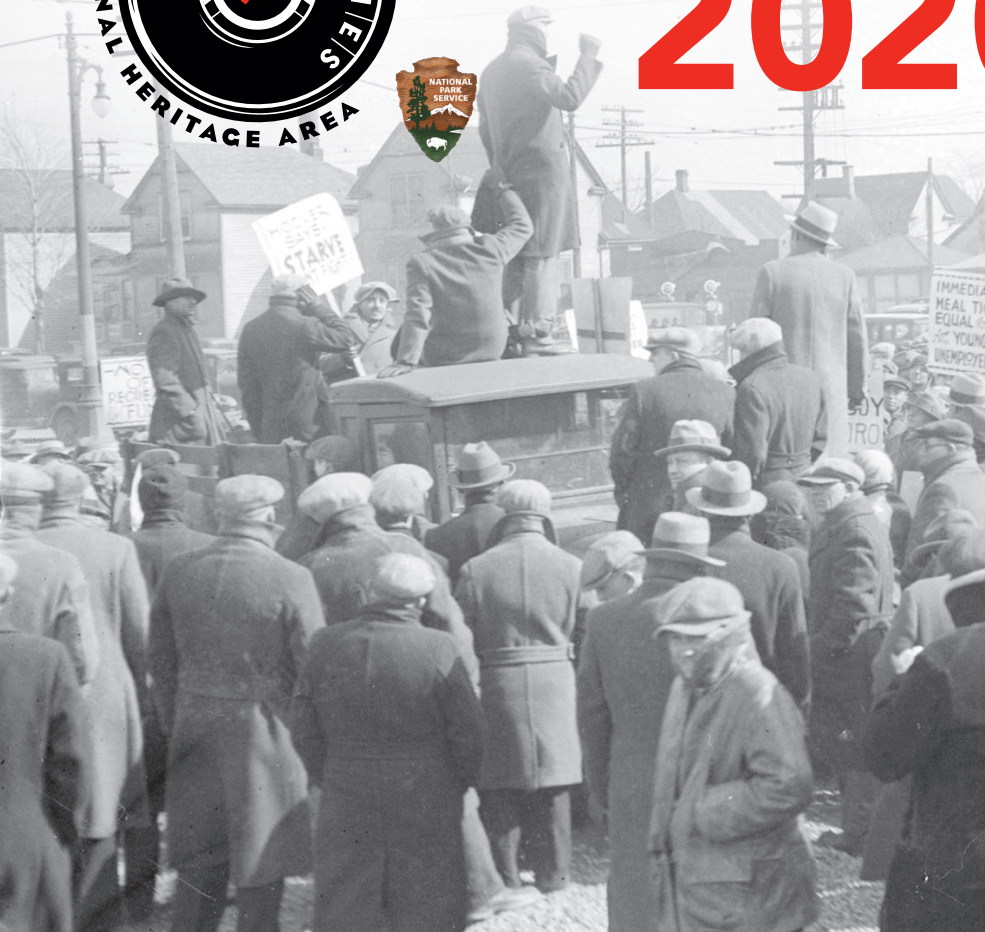




2020 ANNUAL REPORT





EXECUTIVE COMMITTEE

- Michael O'Callaghan, Detroit Metro Convention & Visitors Bureau, Chairman
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Sandra Engle, United Auto Workers
Shawn Pomaville-Size, MotorCities National Heritage Area
Nancy Thompson, Oakland County Stewardship Community

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- Shawn Pomaville-Size, Executive Director
Brian Yopp, Director of Programs & Operations
Bob Sadler, Communications Manager
Tiffany Pierce, Office Administrator & Event Coordinator

Welcome to the MotorCities National Heritage Area Partnership 2020 Annual Report. This past year was a year like no other, as the pandemic changed the way we do business and deeply affected our communities, families and friends. Despite the challenges, our team was able to pivot and managed to accomplish great things.

We would like to thank you, our loyal supporters, for everything you've done on our behalf during the past year to help us fulfill our mission of promoting and preserving Michigan's rich automotive and labor history. With your help, MotorCities makes a significant impact throughout all 16 counties of the National Heritage Area.

You can read more in this report about our many accomplishments, like the following:

- Getting five additional "Entering MotorCities" highway signs in the ground;
Cutting the ribbon to open the Fort Street Bridge Interpretive Park in southwest Detroit;
Pivoting the launch of our Speakers Bureau into the very popular MotorCities At Home series of virtual programs.

In 2021, our focus area is education, and we are working hard to bring new programs, like our own National Park Service-inspired Junior Ranger program, to our National Heritage Area. We also continue to support partners' key projects via our grant awards.

We have made so much progress on so many fronts, and we thank you again for supporting MotorCities. As our country continues to emerge from this unprecedented pandemic, we will keep moving forward. Your support remains imperative as we do the important work of preserving and promoting our unique automotive and labor heritage!

Michael O'Callaghan
Chairman, Board of Directors

Shawn Pomaville-Size
Executive Director

ON THE COVER:

The aerial view of the Fort Street Bridge Park, October 2020 - courtesy of Keith Childress of Ajax Paving, Inc.
The ceremonial ribbon cutting opening the Fort Street Bridge Park, October 22, 2020 - MotorCities photo
Ford Hunger March photos, March 7, 1932 - courtesy of the Walter Reuther Library, Wayne State University

CONNECT WITH US



- Sign up for our newsletter for exclusive historical content
Follow us on Twitter and Instagram: @MotorCities
Become a member
Volunteer be an ambassador

Financial Report - Fiscal Year 2020

REVENUE AND SUPPORT

Grant from National Park Service	\$ 491,000
Contributions	\$ 56,937
In-Kind Donations	\$ 172,485
Miscellaneous Income	\$ 15,002
Total Revenue and Support	\$735,424

EXPENSES

Tourism	\$ 15,372
Revitalization	\$ 6,525
Interpretation & Education	\$ 515,321
Supporting Services	\$147,860
Total Expenses	\$685,078

EACH YEAR

MOTORCITIES NATIONAL HERITAGE AREA

GENERATES \$489.7 MILLION
IN ECONOMIC IMPACT



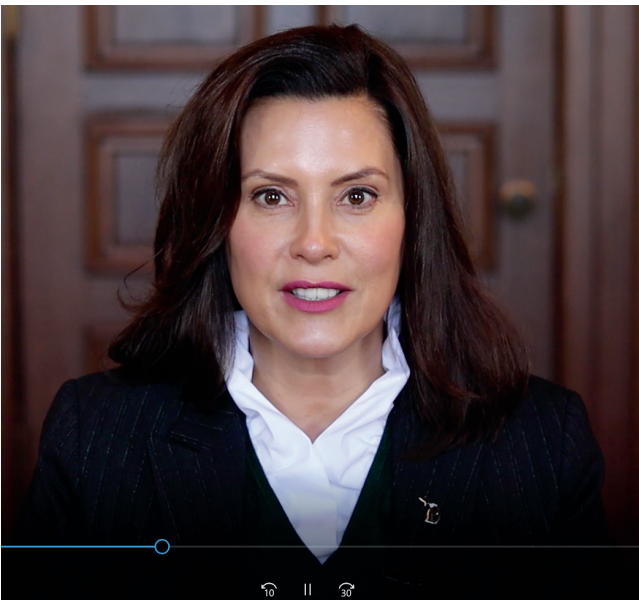
SUPPORTS 5,343 JOBS



GENERATES
\$40 MILLION
IN TAX REVENUE

Total Economic Impact has
Increased 20% Between
2014 and 2019

Governor Gretchen Whitmer became the first state chief executive to join us for the annual Michigan Auto Heritage Day in November, sharing highlights from her proclamation virtually via pre-recorded remarks. More highlights from the event are on page 5.



did you know? **92%**
of every dollar goes
directly into programs
for MotorCities NHA



Fort Street Bridge Interpretive Park Opens to the Public



Onlookers at the ceremony with the March On sculpture in the background.

On October 22, 2020 MotorCities and a group of community partners known as the Fort-Rouge Gateway Coalition (FRoG), along with government officials, the Friends of the Rouge (FOTR) and funders, cut the ribbon and opened the new Fort Street Bridge Interpretive Park, located at the foot of the Fort Street Bridge in southwest Detroit.

On March 7, 1932, during the Great Depression, auto workers organized a march from Detroit to the Ford Rouge Factory in Dearborn. Known as the Ford Hunger March, the event was one of the most significant events leading to the creation of the United Auto Workers union.

An ancestor of one of the five workers who was killed during the Ford Hunger March, Elana Bussell-Shelef, was one of the people who cut the ribbon to open the park.

The park links to major greenway arteries like the Iron Bell Trail, Down-river Linked Greenways - with plans to connect to the Rouge Gateway Trail and to the Lower Rouge River Water Trail. It also holds true to the visionary leadership of the late U-M Dearborn



Congresswoman Debbie Dingell

Vice-Chancellor Ed Begale who saw this park and the rebirth of the lower Rouge through the Rouge River Gateway Master Plan as an incredible opportunity for the community.

Major funding for the park project came from the Ralph C. Wilson Jr. Foundation, Fred A. and Barbara M. Erb Family Foundation, Ford Motor Company and the Marathon Petroleum Company.

Additional support came from the Ralph C. Wilson Jr. Legacy Fund for Design & Access of the Community Foundation for Southeast Michigan, the Dearborn Rotary Foundation, AK Steel, DTE Energy, UAW Local 600, Mike Herceg & Joan Kelley, the Michigan Labor History Society, the Bussell Family, John B. Wilson (In Memory of Gino Stavola), Bridgewater Interiors, Michael & Nancy Darga, and the Walter & May Reuther Fund.

MotorCities National Heritage Area, the University of Michigan-Dearborn, City of Detroit, City of Dearborn, Marathon Petroleum Company, Michigan Department of Transportation, United Auto Workers Local 600,

Friends of the Rouge, Friends of the Detroit River, various neighborhood block groups, PEA Inc. and others have collaborated to build this park.

5 More Highway Signs Installed, Bringing Total to 14

On October 9, 2019, MotorCities Drivers in metro Detroit, as well as in Monroe County and near Ypsilanti, got their first glimpse of MotorCities' new highway signs in the Spring of 2020. Through our continued collaboration with the Michigan Department of Transportation, five additional signs were installed to join the original nine signs installed in November and December 2019.



The Highway Sign at I-275, Exit 22 at Michigan Avenue in Canton.

The new signs are at the following locations:

- Northbound US-23 near Exit 15 in Dundee;
- Northbound I-75 just south of the Michigan Ave. exit in Detroit;
- Southbound I-75 just north of West Grand Blvd. in Detroit;
- Northbound I-275 at the Michigan Ave. exit in Canton;
- And Northbound US-23 just south of the I-94 interchange in Ypsilanti.

Michigan Auto Heritage Day and Awards of Excellence

In November, MotorCities presented its 2020 Awards of Excellence during its seventh annual Michigan Auto

Heritage Day, presented virtually for the first time due to the pandemic and combined with the organization's Annual Meeting. The awards recognize organizations or individuals who have delivered outstanding projects in the areas of auto or labor heritage tourism, education/interpretation and revitalization.



U.S. Congressman Fred Upton

The 2020 Milestone Award went to U.S. Congressman Fred Upton. He has been a stalwart supporter of MotorCities from its beginning, co-sponsoring the original authorizing legislation in 1998 and playing a critical role in expanding the Heritage Area westward to include Kalamazoo, where Checker Cabs were made, and the Gilmore Car Museum in Hickory Corners.



Steve Shotwell is pictured in the center with Ford Piquette Avenue Plant volunteers.

The winner of the Award of Excellence for Revitalization was Steve Shotwell, Board President of the Ford Piquette Avenue Plant in Detroit. In addition, the Ford Piquette Avenue Plant also took the award in the Interpretation and Education category as well for their new Early Ford Dealerships 1903-1927 exhibit.



Bailey Sisoy-Moore, owner of Detroit History Tours, LLC

Finally, Bailey Sisoy-Moore, owner of Detroit History Tours, LLC, was the recipient of the award for Heritage Tourism. Her company has provided tours to over 125,000 people since its founding in 2014.

Speakers Bureau Pivots and Goes Virtual as MotorCities At Home Series



Ken Fischang of the Gilmore Car Museum presented MotorCities At Home #10 in September.

One year ago, MotorCities launched a Speakers Bureau, a resource for groups around the region to learn more about us and automotive history. The idea was to book presentations for groups like libraries, local historical societies and others for in-person experiences.

And then, the pandemic happened.

Suddenly, all of the momentum generated by the launch came to a screeching halt, and the first wave of scheduled presentations had to be cancelled or postponed.

In May, MotorCities At Home was launched, a way to share the same

Speakers Bureau presentations – but virtually via Zoom. In 2020, 10 of these presentations have been offered with an average of 50 to 100 guests for each session. In addition, each session is now being broadcast via Facebook Live and posted by the next day on MotorCities' YouTube channel.

MotorCities Salutes the Arsenal of Democracy and Arsenal of Health



MotorCities' Arsenal of Democracy/Health webpage.

In the Spring, MotorCities paid tribute to our auto industry who, in the midst of the national emergency caused by COVID-19, responded to the needs of the country and converted to production of ventilators, masks, hand sanitizer and other products necessary to win this fight. Like the Arsenal of Democracy years during World War II, many have dubbed our region during this time as the "Arsenal of Health."

To bring some perspective to our history and its relevance in 2020, MotorCities created a webpage celebrating the region's proud history as the Arsenal of Democracy and Arsenal of Health: www.motorcities.org/arsenal-of-democracy-resources. The page has received thousands of hits and local and national media coverage.

Continued on page 7



OUR MEMBERS

Individual Members

Bruce Annett	Rich Dobson	Greg Hoffman	Margaret Mouzon	Sharon Scott
Jason Arnold	Russell Dore	Debi Hollis	Thomas Mudd	John Seavitt
Susy Avery	Larry Doyle	Jean Husby	Thomas Mullin	Glenn Shagena
Paul Ayres	Paul Draus	Ronald S. Hutchins	Mark Mundorff	Al Sheffield
Larry Baber	Amber Drury	Tom Johnson	Peter Murdoch	Randy Shelton
Gail Bagale	Jim Dyar	Wayne Johnson	Kathleen Mutch	Christopher Shires
Brian Baker	David Elsila	David Kalinowski	John Neilson	John Shook
Donald Baron	Jill Engel	Larry Kelsch	Bruce Nelson	Steve Shotwell
Michael Bauman	Dave Engle	Kevin Kirbitz	Valerie Newman	Charles Sinche
David Beaubien	Sandra Engle	Gerald Klein	Don Nicholson	Mike Skinner
Marie Beauchamp	Kenneth Enhrenhofer	Jean Knowles	William Nickels	Richard Skoglund
Scott & Maryne Bentley	Reynolds Farley	Henk Kohler	David & Joyce Novak	Harvey Snitzer
Patrick Bisson	Lila Fedokovitz	Thomas Komray	Michael O'Callaghan	Robert Sovis
Charles Blackman	Russell Ferguson	Robert Kowalski	Ted O'Dell	David Stevens
Sabin Blake	Nancy Finegood	Robert Kreipke	Ramona Oliverio	Gary Stroze
Constance Bodurow	Patrick Fitzgerald	Richard and Barbara Krueger	James Owensby	John Summerville
Mallory Bower	David Flatt	William Krueger	Ronald Paruskiewicz	Paul Talpos
Terry Boyce	Mitchell Fleischer	David Langdon	Tim Pawl	Chris Talwar
Claire Brisson	Frederick Flock	Will Lawson	James Peters	Gillian Talwar
Todd Bryan	Gerard Franchina	Robert Lees	David and Rebecca Pettengill	Tammy Taylor
Robert Bucala	John Frankowski	Keith Leigh-Monstevens	David Pierce	Dave Thomas
Wilbur Burkett	Roger & Henrietta Fridholm	Wade Leonard	James Pita	Mark Thomas
Robert Burtch	Byron Fulbright	Chris Lezotte	Richard Plungin	Clay Thompson
Robert Bury	Lloyd Ganton	Bud Liebler	Shawn Pomaville-Size	Nancy Thompson
Mark Campbell	John Gibbs	Terry Lindsey	Arthur Pope	Robyn Tonkin
David Cartwright	John Gilbert	Dave Lorenz	Michael Potter	Bob Tripolsky
Chris Causley	Peter Glendinning	Kevin Luedtke	J Jeffery Pregler	Hunter Tromp
Robert Causley	Donald Graham	Roger & Joan Luksik	Jerry Preston	Richard & Sandra Tweedle
Judith Christie	Anne Marie Graham-Hudak	Herb Lundy	Lynn Raade	Michael Twomley
Ed Clemente	Ronald Grantz	David Marold	Richard Ray	Roberta Vasilow
John Clor	Dean Greb	M. Peter Martin	Brian Raymond	Douglas Wallace
Richard Coleman	Joel Grgurich	Ruben Martines	Thomas Remington	David Walmsley
Tom Coles	Stuart Grigg	Michael Mazor	James Ridge	Charles Watson
Sarah Cook	Elayne Gross	Lynn McClenaghan	Gordon Rinschler	Bruce Webster
Terri Coppens	Gary Gudes	Michael McDermitt	William Romanski	Ed Weichsler
Frank Coyle	Gerald Haller	Mike McGuinness	Joseph Ross	Christopher Welborn
James Curran	Patricia Hallman	Elizabeth McLain	Richard Roth	Jay Wetzal
Halle Czechowski	Jack Harned	Jerry McLain	Kay Roumell	John J. Wetzal
Chuck Dalton	Deborah Hartwick	Johanna McCoy	Susan Rowe	Paul Wicker
Nancy Darga	Toger E. Hayman	Anne Michelis	Annie Rubel	Gerard Wino
John Dau	Margaret Hehr	Richard & Jeann Micka	Dick Rubens	Geneva Wiskemann
Thelma Davis	Charlie Henry	Gary Miners	Richard Russell	John Wood
Robert J. Degenhart	Mark Heppner	Stephen Misterovich	Marjorie Sawruk	Paul Zatyko
Owen Demiene	Steve Hobson		Kristi Schwartzly	Nelson Zuchetto

MEMBERSHIP BENEFITS

Members joining for 2021 also have expanded benefits, as 15 of our partner attractions offer admission or gift shop discounts for MotorCities members showing their card. The attractions include:

Automotive Hall of Fame
 Detroit Historical Museum
 Ford House
 Ford Piquette Avenue Plant
 Gilmore Car Museum
 The Henry Ford
 Meadow Brook Hall
 Michigan Firehouse Museum

Michigan History Museum
 Michigan Military Technical & Historical Society
 Old Mill Museum
 R.E. Olds Transportation Museum
 Roush Automotive Collection
 Alfred P. Sloan Museum
 Yankee Air Museum

Details on the specific discounts can be found at MotorCities.org/Membership.

Organizational Members

Back to the Bricks
Chippewa Valley Schools -
Career Technical Education Dept
Corktown Experience
Detroit School of Arts
Fiat Chrysler Automobiles
Ford House
Genesee County Historical Society
Henry Ford Heritage Association
Horace and Mabel Hackett Foundation
Julian Samora Research Institute
Lambda Car Club International –
Detroit Region
Michigan Military Technical &
Historical Society
Michigan WWII Legacy Memorial
Model T Automotive Heritage Complex

Motor City Rockets
Oakland County Pioneer and
Historical Society
Oh These Irish Hills!
Packard Motor Car Foundation
Partnership for the Arts & Humanities
Roush
Saline Area Historical Society
SHA Campaign Mgmt.
Stahls Automotive Foundation
Wayne Historical Society
Ypsilanti Auto Heritage Museum
Ypsilanti Historical Society

*Memberships purchased between
October 1, 2019 and September 30, 2020*

Memorial Gifts

Byron E. Fulbright in memory of
Angela Marie Fulbright
Chuck Dalton in memory of Gary Dalton
Bill Nickels in memory of Karen Nickels

Sponsors

Detroit Metro Convention &
Visitors Bureau
DTE
UAW International

In-Kind Support

Detroit Public Library, National Automotive
History Collection
General Motors
Robert Tate

Continued from page 5

2020 Grant Highlights



Model A Ford Foundation: Received a Challenge Grant supporting the creation of a Service Bay Department exhibit at the Model A Ford Museum on the grounds of the Gilmore Car Museum in Hickory Corners.

Flint Cultural Center: Received a Challenge Grant supporting the creation of K-8 education programs for the Vehicle City Gallery that will be part of the new Sloan Museum of Discovery slated to open in Spring 2022 in Flint.



Engineering Society of Detroit: Received a mini grant to continue funding their popular, award-winning “SciEngiMathePloration” children’s STEM-themed television show.

Ford Piquette Avenue Plant of Detroit: Received a mini grant to create and install an orientation video for guests entering the museum.

Fort Street Bridge Interpretive Park Opens to the Public

A centerpiece of the park is a sculpture called "March On," funded by the Gordie Howe International Bridge Community Benefit Plan and created by Erik and Israel Nordin of the Detroit Design Center. The sculpture features salvaged parts from the original bridge. The artists' vision is to pay homage to the spirit of the Rouge River and the 1932 Hunger March by evoking the complex interconnection of industry and community, as well as ongoing struggles for environmental justice and social equity.



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*The installation of the March On sculpture
Fort Street Bridge Interpretive Park.*

