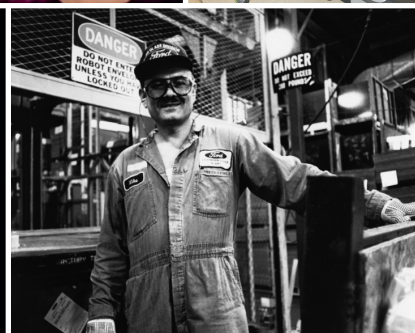
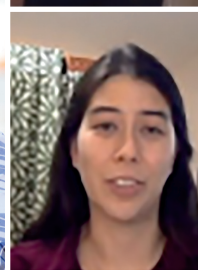
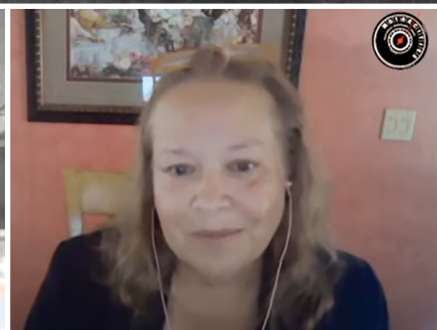




2021 ANNUAL REPORT

MANY VOICES, ONE STORY:
CELEBRATING OUR DIVERSITY





EXECUTIVE COMMITTEE

- Mark Heppner, Ford House, Chairman
- Sandra Engle, United Auto Workers, Vice Chair
- Nancy Thompson, Oakland County Stewardship Community, Treasurer
- Don Nicholson, Don Nicholson Enterprises, Secretary
- Robert Kreipke, Ford Historian Emeritus, Immediate Past Chair
- Shawn Pomaville-Size, MotorCities National Heritage Area

BOARD OF DIRECTORS

- Michael Bauman, AVL
- Sabin Blake, General Motors
- Mallory Bower, Kelsey Museum of Archeology
- Dr. Carolyn Carter, Wayne County Community College District
- David Cartwright, Wayne County Parks
- Ed Clemente, Michigan Economic Development Corporation
- Russell Doré, Doré Productions
- George Etheridge, Thomas Group Consulting
- Chris Fields, Stellantis
- Jay Follis, Gilmore Car Museum
- Margaret Hehr, Lansing Stewardship Community
- Cynthia Jones, The Henry Ford
- Kevin Kirbitz, General Motors
- David Lorenz, Travel Michigan
- Chris Pokorski, M1 Concourse
- Michael Twomley, DTE Energy

LEADERSHIP COUNCIL

- Congressman Deborah I. Dingell, U.S. House of Representatives, Chair
- Rod Alberts, Detroit Auto Dealers Association
- Larry Alexander, Detroit Metro Convention & Visitors Bureau (retired)
- Steve Bieda, Michigan Tax Tribunal
- Robert Bury, Fairlane – The Home of Clara & Henry Ford
- William R. Chapin
- Matthew P. Cullen, Rock Ventures, LLC
- William C. Ford, Jr., Ford Motor Company
- Steven K. Hamp, Hamp Advisors
- Margery Krevsky, Productions Plus
- Faye Nelson, W.K. Kellogg Foundation

STAFF

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

Dear Friends:

Welcome to our MotorCities National Heritage Area Partnership 2021 Annual Report. Despite the challenges of the pandemic extending into a second year, we have continued to operate on all cylinders and make progress on a number of fronts.

Back in 2019, our leadership team utilized resources available from the Michigan Nonprofit Association to assess where our organization stood with regard to respecting our National Heritage Area’s diversity.

A Diversity, Equity and Inclusion Committee was formed to take the results of the assessment and put together concrete plans to improve our organization’s overall awareness of DEI and implement new policies and tactics to share and promote a broader array of stories reflective of our region’s population.

As an important first step, our organization’s Value Statement was revised. You can find it on the facing page.

In January 2021, a new page of our website was launched entitled “Many Voices, One Story.” This page shares stories of how this region put the world on wheels across a diverse and inclusive range of people with a wide variety of backgrounds, languages and cultures. Over the past year, an amazing array of previously unheard stories have been told, and the cover of our Annual Report provides a collage of the people featured. There’s more on this webpage on page 4.

Thank you again for your support of MotorCities. As our country continues to emerge from this unprecedented pandemic and a storm of intolerance, we will keep moving forward. Your partnership remains imperative as we do the important work of preserving and promoting our unique and diverse automotive and auto labor heritage!

Mark Heppner
Chairman, Board of Directors

Shawn Pomaville-Size
Executive Director

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 2021

REVENUE AND SUPPORT

Grant from National Park Service	\$ 491,000
Contributions	\$ 8,095
Membership Income	\$ 18,821
In-Kind Donations	\$ 102,155
Miscellaneous Income	\$ 8,611
Total Revenue and Support	\$ 628,682

EXPENSES

Tourism	\$ 54,698
Revitalization	\$ 141,996
Interpretation & Education	\$ 279,259
Supporting Services	\$ 147,203
Total Expenses	\$ 623,156

Value Statement:

The MotorCities National Heritage Area Partnership is committed to promoting a view of automotive and labor history that is diverse, equitable and inclusive. To truly fulfill our mission, it is vital that a diverse, equitable and inclusive range of voices are represented while interpreting our shared past. We are committed to establishing policies and programs that enable, support and respect the diversity, equity and inclusion of our staff, board and communities we serve.



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

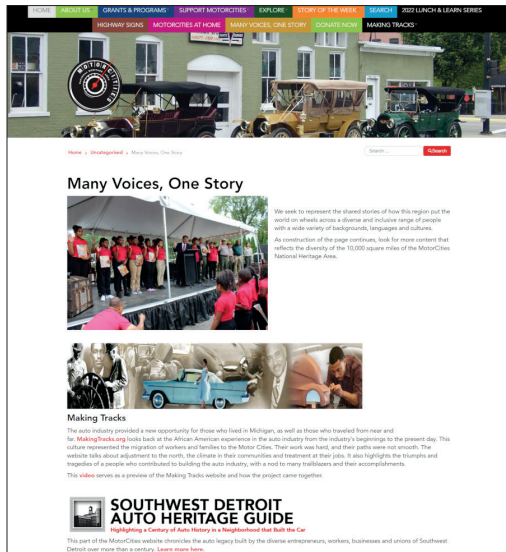
Coming Spring 2022:



Congresswoman Debbie Dingell accepts the MotorCities 2021 Milestone Award via Zoom from Washington D.C. during Michigan Auto Heritage Day event in November. More details on the event and the 2021 Awards of Excellence are on page 5.



Many Voices, One Story Webpage Celebrates Diversity



In January 2021, a new page was launched on our website called "Many Voices, One Story," as part of our continuing efforts in support of diversity, equity and inclusion. The page grew each month, featuring stories on the following:

- Rory Gamble, the first Black president of the UAW;
- Alexander Winton, Scottish immigrant and early automotive pioneer;
- Cindy Estrada, a Latina trail-blazer in the union movement;
- Ali Baleed Almaklani, a Ford worker of Arab-American descent;
- Armani Williams, the first NASCAR driver diagnosed with autism;
- Albert Kahn, the great Detroit architect from our Jewish community;
- James Hirata, a Japanese American remembered in Diego Rivera's auto industry murals at the Detroit Institute of Arts;
- Ralph Gillies, a Haitian-American who is chief design officer at Stellantis;

- Sabin Blake, a General Motors communications director highlighted during Pride Month;
- Mary-France Oudin, is a senior program manager of French heritage at local auto supplier Mahle-Behr USA;
- And Mike Huerta, a Mexican-American who is president of UAW Local 602 in Lansing.

Visit the page at www.motorcities.org/many-voices-one-story.

Fort Street Bridge Interpretive Park Hosts Pollinator Week Event



Volunteers planting in the rain garden at the Fort Street Bridge Interpretive Park.

MotorCities, along with partners including the Fort Rouge Gateway (FRoG) partnership, the Wildlife Habitat Council and Marathon, hosted a celebration of National Pollinator Week in June at the Fort Street Bridge Interpretive Park in southwest Detroit.

New organizations that have signed our Pollinator Pledge were announced at the event, including Friends of the Rouge, Friends of the Detroit River, the Wildlife Habitat Council and the Downriver Delta Community Development Corporation.

At the conclusion of the program, the Wildlife Habitat Council led a planting activity for the volunteers gathered at the park's rain garden.

The event received excellent media coverage, including a feature on WDIV-TV Local 4.

Highway Signs Celebrated at Ford Piquette Avenue Plant



MotorCities board members and staff celebrate our highway signs at the Ford Piquette Avenue Plant.

Just prior to Memorial Day weekend, the traditional beginning of the tourism season, MotorCities hosted a celebration of our 14 highway signs and the re-opening of many of our partner attractions at an event at the Ford Piquette Avenue Plant in Detroit. The highway signs have already had a significant impact on awareness for MotorCities, contributing to the more than doubling of website pageviews in 2020 and the increase to over 400,000 pageviews in 2021.



"We have formed a great partnership with MotorCities over the years," said Claude Molinari, President & CEO of Visit Detroit. **"The relationship is important to us because MotorCities speaks volumes about who we are, a region with a long and important automotive and labor history. It's a story that needs to be told to our visitors – and in a big way! We are so pleased that MotorCities has taken the next step to partner with M-DOT and develop these signs. They elevate the area and will provide a huge boost to tourism."**



Michigan Auto Heritage Day and Awards of Excellence



Representatives from the Winners of the MotorCities 2021 Awards of Excellence: from left to right, Bill Pringle, Assistant Curator, Detroit Historical Society, who accepted the award in the education & interpretation category for the Detroit Historical Museum's recently opened "Body by Fisher" exhibit; the R.E. Olds "Big Head," since the event was hosted at the R.E. Olds Transportation Museum in Lansing; Clare Pfeiffer, Director of Communications & Engagement, Ford House in Grosse Pointe Shores, who accepted the award in the heritage tourism category for the attraction's new visitors center; and Dr. Paul Draus, Professor Sociology, University of Michigan-Dearborn and a member of Fort-Rouge Gateway (FRoG) Partnership, who accepted the award in the revitalization category for the building and opening of the Fort Street Bridge Interpretive Park in southwest Detroit.

In November, MotorCities presented its 2021 Awards of Excellence during its eighth annual Michigan Auto Heritage Day celebration at the R.E. Olds Transportation Museum in Lansing.

The winner of the award for Revitalization was the **Fort-Rouge Gateway (FRoG) Partnership for the Fort Street Bridge Interpretive Park** in southwest Detroit. The park, which opened in October 2020, remembers the Ford Hunger March on March 7, 1932 and the five workers killed — one of the most significant events leading to the creation of the United Auto Workers union. The historic Fort Street Bridge, central to the march, was decommissioned in 2013, and a new bridge was built in its place. The FRoG partnership worked for almost a decade to ensure the history of the Hunger March, the significance of the former bridge and its importance to the region is now recognized at the park.

The winner of the award for Interpre-

tation and Education was the **Detroit Historical Museum** for their "Body by Fisher" exhibit. The exhibit, which opened in August, explains the iconic company's complete history of building automotive bodies, including its founding by the Fisher Brothers, later acquisition by General Motors and its dissolution in the 1980s.

Finally, the winner of the award for Heritage Tourism is the **Ford House** in Grosse Pointe Shores for their new Visitors Center, which opened in May. The attraction's first expansion in over 90 years, the 40,000 square-foot building offers a new restaurant, four event spaces, exhibition spaces, expanded program offerings and breathtaking views of Ford Cove.

In addition, **Congresswoman Debbie Dingell** was honored with MotorCities' annual Milestone Award. She has been a stalwart supporter of MotorCities from its beginning, when she headed the General Motors Foundation. In that role, she helped secure the launch of the heritage area in 1998 and built a strong partnership with GM which continues to this day. After that, Dingell served on MotorCities' Leadership Council and now chairs the group. Since her election to the U.S. House of Representatives in 2015, she has continued her support by sponsoring two reauthorization bills, culminating this year in H.R. 5044, a bill to reauthorize the MotorCities for 15 more years.

MotorCities At Home Series Continues

Our popular series of MotorCities At Home virtual programs continued its momentum into its second year. An outgrowth of our Speakers Bureau, whose launch was stopped in its tracks by the pandemic, the series presented seven more programs during 2021. Response remained strong for each session on Zoom and Facebook Live, particularly for programs on partner sites like Ford House, Stahl's Automotive

Collection, the Michigan Firehouse Museum and Meadow Brook Hall.

You can find each archived MotorCities At Home program on our YouTube channel.

2021 Grant Highlights



Friends of Durant Park in Lansing: Received a mini grant supporting the planting of new trees and maintaining flowers and grounds for the 100th anniversary of the park named after the founder of General Motors, William C. "Billy" Durant.

Friends of Highland Recreation Area: Received a mini grant funding the ongoing renovations of the Gate House originally built as part of Edsel and Eleanor Ford's Havel Hill estate.



Engineering Society of Detroit: Received a mini grant to continue an episode of their popular, award-winning "SciEngiMathePloration" children's STEM-themed television show focusing on how mass transit existed 100 years ago.



OUR MEMBERS

Individual Members

Bruce Annett	William Donnelly	Sandra Horton	Kathleen Mutch	Sharon Scott
Susy Avery	Russell Dore	Dan Hughes	John Neilson	Glenn Shagena
Paul Ayres	Larry Doyle	Ronald S. Hutchins	Bruce Nelson	Steve Shotwell
Donald Baron	Jim Dyar	Lisa Imbrunone	Joseph Neussendorfer	Bill Sidwell
Michael Bauman	Sandra Engle	Charles Jeffrey	Don Nicholson	Pam Sienkiewicz
Joanna Becker	W. Howard Erickson	Wayne Johnson	Edward Nicholson	Charles Sinche
John Begg	George Etheridge	Cynthia Jones	Gayle Nicholson	Michael Skinner
Robert Benko	Reynolds Farley	Chantal Kalinowski	William Nickels	Todd Slisher
Scott & Maryne Bentley	Lila Fedokovitz	David Kalinowski	David & Joyce Novak	William Smith
Patrick Bisson	Louise-Helene Filion	Larry & Eleanor Kelsch	Michael O'Callaghan	Robert Sovis
Charles Blackman	Frederick Flock	Richard Kinsey	Mark Pischea	Dale Stephan
Sabin Blake	James Fry	Kevin Kirbitz	Christopher Pokorski	Gary Stroze
Constance Bodurow	John Gilbert	Gerald Klein	Shawn Pomaville-Size	Gillian Talwar
John Bommarito	Peter Glendinning	Jean Knowles	Arthur Pope	Tammy Taylor
Mallory Bower	Donald Graham	Greg Kowalski	Jeffery Pregler	Mark Thomas
Jonathan Boyd	Ronald Grantz	Richard and Barbara Krueger	Richard Ray	Clay Thompson
Joseph Cabadas	Dean Greb	William Krueger	Brian Raymond	Nancy Thompson
Mark & Anne Campbell	Stuart Grigg	Will Lawson	Lynn Reade	Bob Tripolsky
Carolyn Carter	Elayne Gross	Keith Leigh-Monstevens	Thomas Remington	Richard Tweedle
David Cartwright	Gary Gudes	Wade Leonard	John Revitte	Michael Twomley
Robert Causley	Gerald Haller	Terry Lindsey	James Ridge	Roberta Vasilow
Ed Clemente	Patricia Hallman	Dave Lorenz	William Romanski	Douglas Wallace
John Clor	Jack Harned	Kevin Luedtke	Richard Roth	David & Cheryl Walmsley
Richard Coleman	Deborah Hartwick	Roger & Joan Luksik	Susan Rowe	Ed Weichsler
Tom Coles	Gerald Haycock	David Marold	Annie Rubel	Christopher Welborn
Arnold Collens	Roger E. Hayman	Michael Mazor	Richard Rubens	Jay Wetzel
James Curran	Gerald Heath, Jr.	Kevin McCabe	Bob Russel	Elizabeth Wild
John Dau	Margaret Hehr	Richard & Jeann Micka	Richard Russell	Edward Winkes
Thelma Davis	Charlie Henry	Stephen Misterovich	Bernard Santavy	Thomas Winkes
Robert J. Degenhart	Mark Heppner	Thomas Mudd	Marjorie Sawruk	Gary Witzenburg
Jacqueline Dick	Joseph Hines	Michael Mumaugh	Kurt Schumacher	Paul Zatyko
Rich Dobson	Fred Hoffman	Mark Mundorff	Martin Scott	Nelson Zuchetto

MEMBERSHIP BENEFITS

Members joining for 2022 also have expanded benefits, as 14 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
 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

American Rosie the Riveter Association
 Antique Touring Company
 ASBE Foundation
 Automotive Hall of Fame
 Automotive History Preservation Society
 Back to the Bricks
 Bomber Liberatories, Inc.
 Dearborn Historical Museum
 Don Nicholson Enterprises
 Ford House
 Ford Piquette Avenue Plant
 Friends of Highland Recreation Area (FOHRA)
 Genesee County Historical Society
 Gilmore Car Museum
 Glenwood Cemetery Association
 Greater West Bloomfield Historical Society
 Haitian Network Group of Detroit
 Henry Ford College
 Henry Ford Heritage Association
 Henry M. Leland Chapter, Society of Automotive Historians
 Lambda Car Club International – Detroit Region
 Lamm-Morada Publishing Co., Inc.
 Lawrence Technological University
 Mexicantown Community Development Corporation

Michigan Military Heritage Museum
 Mid-Michigan Section, SAE International
 Model A Ford Foundation, Inc.
 Motor City Rockets
 Norwayne Community Citizens Council
 Oakland County Pioneer and Historical Society
 Oh These Irish Hills!
 Old Mill Museum/Historical Preservation Society Dundee
 Packard Motor Car Foundation, Inc.
 Pershing
 Plymouth Owners Club – Detroit Region
 R.E. Olds Transportation Museum
 Romeo Historical Society
 Roush
 Saline Area Historical Society
 Shunpiker Productions, Inc.
 Stahls Automotive Foundation
 Tecumseh Historical Society
 The Henry Ford
 Waterford Hills Road Racing Association
 Ypsilanti Auto Heritage Museum
 Ypsilanti Historical Society

Memberships purchased between October 1, 2020 and September 30, 2021

Memorial Gifts

David & Joyce Novak in memory of Karen Nickels

Sponsors

DTE
 Don Nicholson Enterprises

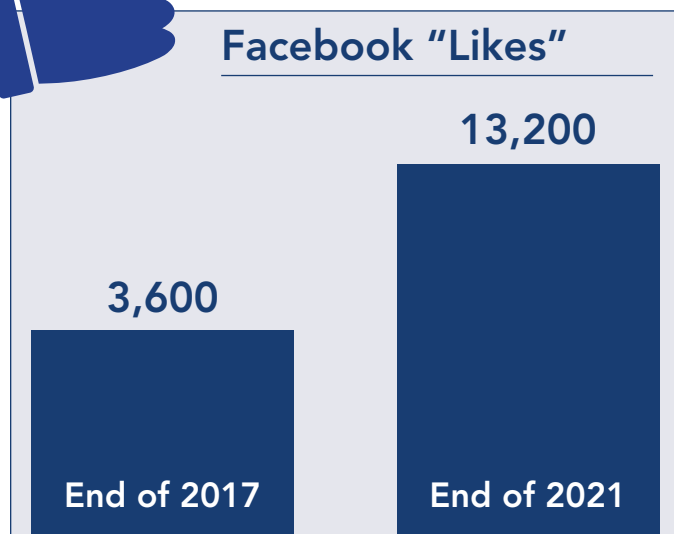
In-Kind Support

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

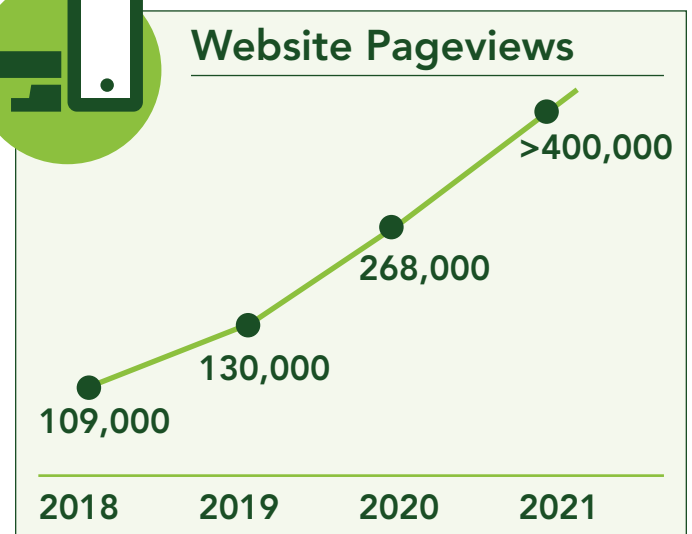
MotorCities: Growing Our Public Awareness



Facebook "Likes"



Website Pageviews



Vision:

MotorCities National Heritage Area Partnership inspires residents and visitors with an appreciation for how the automobile changed Michigan, the nation, and the world. This rich heritage will be a source of pride for our communities and a positive influence on our region's future.



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Mission:

The MotorCities National Heritage Area Partnership is a nonprofit corporation affiliated with the National Park Service. We preserve, interpret and promote the region's rich automotive and labor heritage.

MotorCities At Home Spotlights Attraction Partners and Fascinating Stories More on Page 5...

