



2015 ANNUAL REPORT



FIND YOUR
HERITAGE AREA





FROM OUR LEADERSHIP

Dear Friends:

Welcome to the MotorCities National Heritage Area Partnership annual report. We are pleased to bring you highlights from 2015 and share some of the exciting activities for 2016.

First, we want to thank our partners, members, volunteers and sponsors for working with us this past year to promote and preserve Michigan's rich automotive and labor history. By linking together the largest concentration of automotive and labor related sites in the world, we are bolstering an important sense of pride and positively impacting our region's future. We could not do this without you. Your support is appreciated.

The Partnership was recognized by the State of Michigan during the **2nd Annual Michigan Auto Heritage Day and MotorCities Awards of Excellence**. The awards honored organizations that celebrate the spirit of our shared automotive and labor heritage through innovation and excellence. This year, awards were made in our three programmatic categories:

- Preservation: Window Restoration Team at the Ford Piquette Avenue Plant;
- Tourism: Oh These Irish Hills Map and Tourist Guide;
- Education/Interpretation: Lansing Stewardship Community-MotorCities Partnership.

The **Milestone Awards** were presented to some of the key founders and groups who paved the way in 1998 for the MotorCities National Heritage Area:

- The Honorable John Dingell, who was the lead sponsor in the House of Representatives of the original legislation as well as a key member of the reauthorization in 2014; and
- The International Union, UAW, a founding partner in 1998 who played a central role in establishing the organization dedicated to the historic preservation of the automotive and labor legacy unique to Michigan.

Throughout 2016, the National Park Service is commemorating its 100th anniversary and the celebration is well underway through the **"Find Your Park"** campaign. As an affiliate of the National Park Service, MotorCities National Heritage Area is helping redefine what a "park" is. Parks refer to our open spaces and natural resources, but also to our stories, our preservation efforts and the heritage that exists in both urban and rural parts of Michigan; from Kalamazoo to Flint to Detroit, and many places in between.

A great way to discover our rich automotive heritage is by picking up a copy of our exclusive **"Find Your Road Trip"** tour guide celebrating southeast Michigan's distinctive auto-related attractions, monuments and events. We invite you to join the fun and navigate your own personal excursion and **"Find Your Heritage"** in 2016.

Shawn Pomaville
 Shawn Pomaville
 Executive Director

Robert Kreipke
 Robert Kreipke
 Chairman

2015 FINANCIAL REPORT

REVENUE & SUPPORT

Grant from National Parks Service	\$506,975
Contributions	\$13,794
In-Kind Donations	\$740,249
Other Income	\$9
Total Revenue & Support	\$1,261,027

EXPENSES

Tourism	\$188,190
Revitalization	\$536,095
Interpretation & Education	\$424,206
Supporting Services	\$77,404
Total Expenses	\$1,225,895

In 2015, nearly 94 cents of every \$1 was spent directly on programs.

2015 MILESTONE AWARDS AND AWARDS OF EXCELLENCE



Executive Director Shawn Pomaville presents our 2015 Milestone Award to the Hon. John Dingell.



UAW Vice President Norwood H. Jewell, left, accepts the 2015 Milestone Award from Sen. Steve Bieda.



Awards of Excellence Winners (left to right) John Beck, Deborah Hartwick and Nancy Darga; at right is Shawn Pomaville.

IF YOU WANT TO BECOME MORE INVOLVED WITH THE MOTORCITIES NATIONAL HERITAGE AREA PARTNERSHIP, CONSIDER THESE OPPORTUNITIES:

- Join our Mailing List and enjoy reading the "Story of the Week."
- Follow us on Twitter and Like us on Facebook.



- Volunteer to be an Ambassador.
- Become a member and help us tell the story of how the region transformed manufacturing worldwide.

NATIONAL PARK SERVICE CENTENNIAL CELEBRATION

2016

National Park Service
CENTENNIAL

Throughout 2016, the National Park Service will be commemorating its 100th anniversary with a series of national programs. The MotorCities National Heritage Area has created collaborative, regional programming to celebrate this milestone event.

FIND YOUR PARK

The Find Your Park initiative is a national campaign that engages the population to learn more about the federally owned park lands. Park visitors are asked to share their experiences on social media as well as uploading them to the FindYourPark.com website.

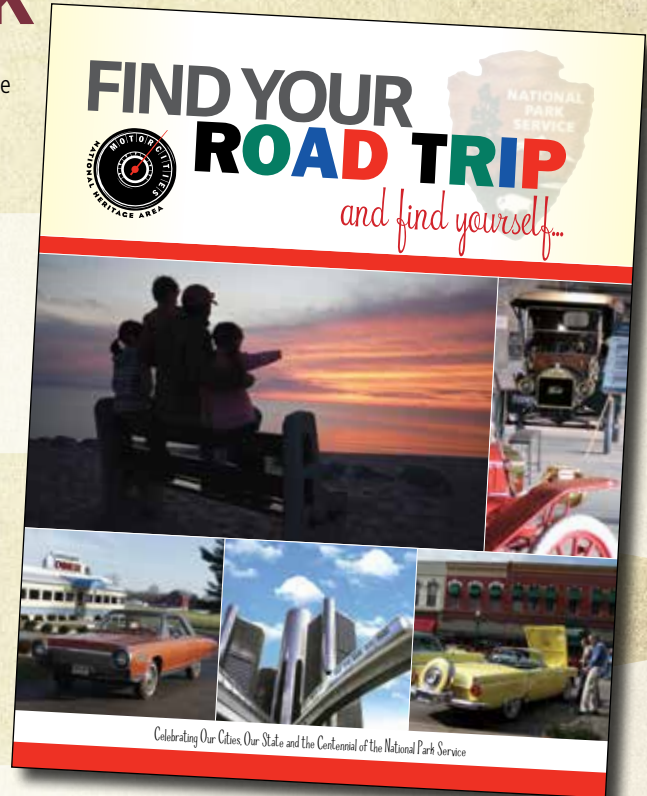
FIND YOUR ROAD TRIP

The Find Your Road Trip tourism guide was made possible through collaborative partnerships with National Park Service units in Michigan and our sponsors. There will be 20,000 copies in circulation at historic sites and Michigan Welcome Centers.

PURE MICHIGAN BLOGS

MotorCities partnered with Pure Michigan to produce a series of blog posts that will be published on the Michigan.org website which attracts over 1.2 million visitors and 2.5 million views each year.

PURE MICHIGAN
Your trip begins at michigan.org



NATIONAL HISTORIC PRESERVATION ACT:

In addition to the 100th anniversary of the National Park Service, we are also marking the 50th anniversary of the National Historic Preservation Act which was signed into law by President Lyndon Johnson on Oct. 15, 1966. The National Historic Preservation Act is the cornerstone of America's preservation effort, and was established post-WWII so that the country would not lose some of its most culturally significant sites to development.



John Dingell

“ People have to know (their heritage). We won wars, we made jobs, we built the middle class, we created the trade unions; we have done all kinds of things that have changed America for the better... ”





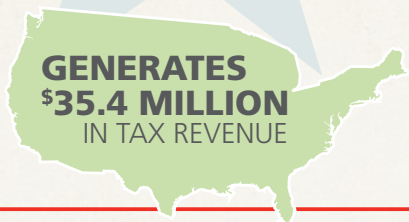
ECONOMIC IMPACT

MOTORCITIES NATIONAL HERITAGE AREA

GENERATES \$410.4 MILLION IN ECONOMIC IMPACT



SUPPORTS 4,560 JOBS



GENERATES \$35.4 MILLION IN TAX REVENUE

With programs that support a thriving tourism industry and contribute to historical conservation, a recent *study has estimated MotorCities National Heritage Area's overall annual economic impact at **\$410 million**.

**Source: Tripp Umbach*

*Sponsored by the National Park Service
Detroit Metro Convention and Visitors Bureau
Ypsilanti Convention and Visitors Bureau*

HOW DO WE DO IT?

- Tourism programs support a 10,000 square mile region which attracts approximately 5.7 million visitors annually
- Awarded over \$1.4 million in grant funding over 18-year history
- MotorCities is the only organization that connects these historical assets promoting auto culture

"SPOTLIGHT" PROJECT – THE FORD PIQUETTE AVENUE PLANT



MotorCities has worked with community stakeholders to help transform the Ford Piquette Avenue Plant in Detroit – the birthplace of the Model T.

- Over \$1.5 million has been leveraged by MotorCities National Heritage Area and other public and private investors to open the site to 15,000 visitors annually.
- More than 275 of the plant's windows have been restored by the "Window Team;" the window work is estimated at \$770,000.
- In 2006 the facility was granted National Historic landmark status clearing the way for much needed private donations and grant funding.

HERITAGE TOURISM

Autopalooza is a public-private partnership between the MotorCities National Heritage Area and the Detroit Metro Convention and Visitors Bureau. It is an effort to recognize auto heritage culture and celebrate the region's premier car shows and cruises throughout the summer.



GRANTS AND PROGRAMS

\$77,247.57 IN GRANT AWARDS GENERATED**\$704,883.59** IN COMMUNITY ACTIVITY

PRESERVATION

FRIENDS OF HIGHLAND RECREATION AREA

To repair defective structural beams and columns along the east and west lines of the Edsel Ford Barn built in 1924.

**FORD PIQUETTE AVENUE PLANT**

To develop a master plan for the installation of safe electrical service to the Ford Piquette Avenue Plant.

DURANT DORT CARRIAGE COMPANY FOUNDATION

To restore the wood roof, restore the steps next to the carriage block, and restore the 17 board room chairs that were part of the original building in 1930. The National Landmark will be used as meeting space for community groups and car collectors and the building will be open to the public on a regular basis.

**HENRY FORD ESTATE**

Restoration work in the main hall and sun porch of the Henry Ford Estate in Dearborn.



EDUCATION/ INTERPRETATION

DETROIT BLUES SOCIETY

This interactive web documentary portrays the life and legacy of the Detroit blues musician Jessie White (1920-2008) an automotive worker who migrated from the south and brought his rich cultural and social music traditions with him.

**THE ENGINEERING SOCIETY OF DETROIT**

SciEngiMathePloration® (easy to say, just let it roll off the tongue...Sci - N-Gee-Math-eh-Ploration) is the Engineering Society of Detroit's award winning children's science TV show, now in its sixth year of production. The episode will interpret and educate young people about Michigan's long standing history in the automobile industry and the labor movement.

AUTOMOTIVE HALL OF FAME

The Automotive Hall of Fame will design, build and launch a new web site. The new site will provide a much better point of entry for scholars, researchers and the public.

FORT STREET BRIDGE PARK

MotorCities and community partners are working together to build a park at the new Fort Street Bridge which connects Dearborn to southwest Detroit. The project will commemorate the 1932 Hunger March.





INDIVIDUAL MEMBERS

- Susan Avery
- Paul Ayres
- Georgi-Ann Bargamian
- Patrick Bisson
- Charles Blackman
- John Betrus
- Chris Causley
- Robert Causley
- Raymond Christie
- Thomas Coles
- Steve Coppock
- James Curran
- Katie Dallos
- Charles Dalton
- Nancy Darga
- John Dau
- Keith Dearstone
- Robert Degenhart
- Jacqueline Dick
- James Dixon
- Russell Dore
- Paul Draus
- David Elsilá
- Jill Engel
- Gail Farley
- Lila Fedokovitz
- Nancy Finegood
- Patrick Fitzgerald
- Mitchell Fleischer
- Steven Flickinger
- Frederick Flock
- Sara Ford
- Gerald Franchina
- Jim & Jan Fry
- Randy Gasperin
- Peter Glendinning
- Jeffrey Godshall
- Bernard Golias
- Don Graham
- Donald Greb
- Patricia Hallman
- Jack Harned
- Mark Heppner
- Becky Hetcher
- James Hoibierre
- Ronald Hutchins
- Martin Johnson
- Tom Johnson
- Frank Jones
- Gerald Klein
- Jean Knowles
- Richard Kollins
- Robert Kreipke
- Richard Krueger
- Matthew Lee
- Robert Lees
- Wade Leonard
- Terry Lindsey
- Deb Locke-Daniel
- Kevin Luedtke
- Roger Luksik
- Ellen Lyle
- Mark McRoberts
- Thomas Mudd
- Sandy Mull
- Thomas D. Mullin
- Kathleen Mullins
- Bruce Nelson
- Joseph Neussendorfer
- Don & Gayle Nicholson
- Bill Nickels
- Michael O'Callaghan
- Ramona Oliverio
- James Owensby
- Herbert Pfabe, Jr.
- Sharon Pfeuffer
- David Pierce
- Shawn Pomaville
- Sinclair Powell
- The Honorable Kenneth Poynter
- Allen Pruehs
- Stephen Purdy
- Donald Rash
- Rich Ray
- John Revitte
- Brian Rice
- James Ridge
- Gregory Salustro
- Marjorie Sawruk
- Frank Scheidt
- Martin Scott
- Brooks Simpson
- Michael Skinner
- Austen Smith
- Michael Spezia
- Gregory Stieber
- Mark Thomas
- David Thomasma
- Nancy Thompson
- Richard Tweedle
- William Van Luven
- Franklin Warren
- Christopher Welborn

STAFF

- Shawn Pomaville, Executive Director
- Brian Yopp, Director of Programs and Operations
- Austen Smith, Communication Coordinator
- Tiffany McFarland, Office Administrator

LEADERSHIP COUNCIL

- Honorable Debbie Dingell, U. S. House of Representatives
- Rod Alberts, North American International Auto Show
- Larry Alexander, Detroit Metro Convention & Visitors Bureau
- Honorable Steve Bieda, Michigan State Senate
- Robert A. Bury, Detroit Historical Museum
- William R. Chapin, Automotive Hall of Fame
- Matthew P. Cullen, Rock Enterprises/Quicken Loans
- William C. Ford Jr., Ford Motor Company
- Steven K. Hamp, Hamp Advisors
- Margery Krevsky, Productions Plus
- Honorable Candice S. Miller, U. S. House of Representatives
- Faye Nelson, DTE Energy Foundation
- Doug Rothwell, Business Leaders for Michigan

BOARD EXECUTIVE COMMITTEE

- Robert Kreipke, Ford Motor Company, Chairman
- Michael O'Callaghan, Detroit Metro Convention & Visitors Bureau, Vice Chair
- Brian Rice, DTE-Monroe, Treasurer
- Nancy Thompson, Oakland County Economic Development, Secretary
- Mark Heppner, Edsel & Eleanor Ford House
- Don Nicholson, Don Nicholson Enterprises
- Shawn Pomaville, MotorCities Executive Director
- Michael Smith, Bentley Historical Library

BOARD MEMBERS

- Georgi-Ann Bargamian, UAW International
- Charles Burns
- Deb Locke-Daniel, Ypsilanti Area Convention and Visitors Bureau
- Nancy Darga, Ford Piquette Avenue Plant
- Nancy Finegood, Michigan Historic Preservation Network
- Margaret Hehr, Lansing Stewardship Community
- Fred Hoffman, University of Michigan-Dearborn
- Dave Lorenz, Travel Michigan
- Christian Overland, The Henry Ford
- Michael Spezia, Gilmore Car Museum
- David White, Flint Stewardship Community

ORGANIZATIONAL MEMBERS

- Automotive Hall of Fame
- Barons Inc.
- Belleville Area Museum
- City of Warren
- Communities First, Inc.
- Corktown Experience
- Detroit Auto Dealers Association
- Don Nicholson Enterprises, LLC
- DTE Energy Corporation
- Edsel & Eleanor Ford House
- Ferndale Dream Cruise
- Friends of Detroit Airport Community Development
- Friends of Highland Recreation Area
- Friends of Historic Fort Wayne
- Friends of Historical Hamtramck
- Grigg Graphic Services, Inc.
- Henry Ford Heritage Association
- Kettering University
- Lambda Car Club International- Detroit Region
- Michigan Fire House Museum
- Michigan Military Technical and Historical Society
- Model T Automotive Heritage Complex
- National Conference of Artists
- Oh These Irish Hills!
- Partnership for the Arts & Humanities
- ProNyne MotorSports
- R.E. Olds Transportation Museum
- Southern Wayne County Regional Chamber
- The Packard Motor Car Foundation
- The Pierce-Arrow Museum
- Troy Historic Village
- Whaley Historical House Association
- Ypsilanti Automotive Heritage Museum

SPONSORS

- Detroit Metro Convention and Visitors Bureau
- Greater Lansing Convention and Visitors Bureau
- Tourism Windsor Essex Pelee Island
- UAW, International Union
- Ypsilanti Area Convention and Visitors Bureau

IN-KIND SUPPORTERS

- General Motors
- Detroit Public Library
- Bob Tate