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  Shawn Pomaville-Size
Chairman, Board of Directors  Executive Director
Financial Report - Fiscal Year 2021

REVENUE AND SUPPORT

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant from National Park Service</td>
<td>$ 491,000</td>
</tr>
<tr>
<td>Contributions</td>
<td>$ 8,095</td>
</tr>
<tr>
<td>Membership Income</td>
<td>$ 18,821</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>$ 102,155</td>
</tr>
<tr>
<td>Miscellaneous Income</td>
<td>$ 8,611</td>
</tr>
</tbody>
</table>

Total Revenue and Support $ 628,682

EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
<td>$ 54,698</td>
</tr>
<tr>
<td>Revitalization</td>
<td>$ 141,996</td>
</tr>
<tr>
<td>Interpretation &amp; Education</td>
<td>$ 279,259</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>$ 147,203</td>
</tr>
</tbody>
</table>

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.

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 trailblazer 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

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

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

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. Clare Pfeiffer, Director of Communications & Engagement, Ford House in Grosse Pointe Shores, who accepted the award in the heritage tourism category for the building and opening of the Fort Street Bridge Interpretive Park in southwest Detroit.

The winner of the award for Revitalization was the Fort-Rouge Gateway (FRoG) Partnership for the Fort Street Bridge Interpretive Park in southwest Detroit. 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.

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.
Individual Members

Bruce Annett
Susy Avery
Paul Ayres
Donald Baron
Michael Bauman
Joanna Becker
John Begg
Robert Benko
Scott & Maryne Bentley
Patrick Bisson
Charles Blackman
Sabin Blake
Constance Bodurow
John Bommarito
Mallory Bower
Jonathan Boyd
Joseph Cabadas
Mark & Anne Campbell
Carolyn Carter
David Cartwright
Robert Causley
Ed Clemente
John Clor
Richard Coleman
Tom Coles
Arnold Collens
James Curran
John Dau
Thelma Davis
Robert J. Degenhart
Jacqueline Dick
Rich Dobson
William Donnelly
Russell Dore
Larry Doyle
Jim Dyar
Sandra Engle
W. Howard Erickson
George Etheridge
Reynolds Farley
Lila Fedokovitz
Louise-Helene Filion
Frederick Flock
James Fry
John Gilbert
Peter Glendinning
Donald Graham
Ronald Grantz
Dean Greb
Stuart Grigg
Elayne Gross
Gary Gudes
Gerald Haller
Patricia Hallman
Jack Harned
Deborah Hartwick
Gerald Haycock
Roger E. Hayman
Gerald Heath, Jr.
Margaret Hehr
Charlie Henry
Mark Heppner
Joseph Hines
Fred Hoffman
Sandra Horton
Dan Hughes
Ronald S. Hutchins
Lisa Imbrunone
Charles Jeffrey
Wayne Johnson
Cynthia Jones
Chantal Kalinowskib
David Kalinowski
Larry & Eleanor Kelsch
Richard Kinsey
Kevin Kirbitz
Gerald Klein
Jean Knowles
Greg Kowalski
Richard and Barbara Krueger
William Krueger
Will Lawson
Keith Leigh-Monstevens
Wade Leonard
Terry Lindsey
Dave Lorenz
Kevin Lueldkte
Roger & Joan Luksik
David Marold
Michael Mazor
Kevin McCabe
Richard & Jeann Micka
Stephen Misterovich
Thomas Mudd
Michael Mumaugh
Mark Mundorff
Kathleen Mutch
John Neilson
Bruce Nelson
Joseph Neussendorfer
Don Nicholson
Edward Nicholson
Gayle Nicholson
William Nickels
David & Joyce Novak
Michael O’Callaghan
Mark Pischea
Christopher Pokorski
Shawn Pomaville-Size
Arthur Pope
Jeffery Pregler
Richard Ray
Brian Raymond
Lynn Reade
Thomas Remington
John Revitte
James Ridge
William Romanski
Richard Roth
Susan Rowe
Annie Rubel
Richard Rubens
Bob Russel
Richard Russell
Bernard Santavy
Marjorie Sawruk
Kurt Schumacher
Martin Scott
Sharon Scott
Glenn Shagena
Steve Shotwell
Bill Sidwell
Pam Sienkiewicz
Charles Sinche
Michael Skinner
Todd Slisher
William Smith
Robert Sovis
Dale Stephan
Gary Stroze
Gillian Talwar
Tammy Taylor
Mark Thomas
Clay Thompson
Nancy Thompson
Bob Tripolsky
Richard Tweedle
Michael Twomley
Roberta Vasilow
Douglas Wallace
David & Cheryl Walmsley
Ed Weichsler
Christopher Welborn
Jay Wetzel
Elizabeth Wild
Edward Winke
Thomas Winke
Gary Witzenburg
Paul Zatyko
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
Memorials purchased between October 1, 2020 and September 30, 2021

MotorCities: Growing Our Public Awareness

Facebook “Likes”

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of 2017</td>
<td>3,600</td>
</tr>
<tr>
<td>End of 2021</td>
<td>13,200</td>
</tr>
</tbody>
</table>

Website Pageviews

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>109,000</td>
</tr>
<tr>
<td>2019</td>
<td>130,000</td>
</tr>
<tr>
<td>2020</td>
<td>268,000</td>
</tr>
<tr>
<td>2021</td>
<td>&gt;400,000</td>
</tr>
</tbody>
</table>

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
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.

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...