



# 2016 ANNUAL REPORT





# From our Leadership

Dear Friends:

Welcome to the 2016 Annual Report for the MotorCities National Heritage Area Partnership. This past year was filled with many highlights and 2017 promises to be just as exciting.

First I would like send a heartfelt thank you to our network of partners, members, sponsors and volunteers for working diligently in 2016 to safeguard this region's rich automotive legacy. It takes all of our hard work to preserve and bolster the great American story of how the automobile changed this region, the country and the world.

In 2016, MotorCities joined in the year-long celebration of the Centennial of the National Park Service with programming such as:

- Publication of the "Find Your Road Trip and Find Yourself" Tourism Guide
- Junior Ranger Ceremony with U.S. Sen. Gary Peters and U.S. Rep. Brenda Lawrence
- Every Kid in a Park event held at Historic Fort Wayne in Detroit

In August, we were joined by more than 100 of our friends at the inaugural **Motor Boats & Motor Cars fundraising event**. Guests were treated to food and festivities at the Rattlesnake Club before shoving off on the Diamond Belle for a truly unique tour that showcased current and forgotten sites along the Detroit River that helped shape the heritage area.

And finally, I would be remiss not to mention our **2017 Passport Program**. This year we will be producing a brand new passport booklet highlighting the assets that weave the fabric of automotive history in southeast and central Michigan.

Looking ahead, we plan to erect over 30 "**Entering MotorCities National Heritage Area**" signs posted along boundary points on major highways throughout the heritage area. Also in 2017, we are paying tribute to the men and women who paved the way for organized labor in the automotive industry. Our "Building the Engine: Auto and Labor, 1932-1937" project commemorates a series of labor anniversaries taking place this year.

Thank you for being part of the MotorCities National Heritage Area and our mission to celebrate the stories of how We Put the World on Wheels!

*Shawn Pomaville*

**Shawn Pomaville**  
Executive Director

*Robert Kreipke*

**Robert Kreipke**  
Chairman, Board of Directors

## CONNECT WITH US!

- Sign up for our newsletter for exclusive historical content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



# Financial Report

Revenue and Support	
Grant from National Park Service	\$506,000
Contributions	\$62,394
In-Kind Donations	\$630,115
<b>Total Revenue and Support</b>	<b>\$1,198,509</b>
Expenses	
Tourism	\$55,779
Revitalization	\$956,590
Interpretation & Education	\$102,767
Supporting Services	\$92,096
<b>Total Expenses</b>	<b>\$1,207,232</b>

**Did you know?** **92.4%** of every dollar goes directly into programs for MotorCities NHA

## AUTO HERITAGE DAY AND AWARDS OF EXCELLENCE



State lawmakers and Gov. Snyder formally declared Nov. 30, 2016, as Michigan Auto Heritage Day. MotorCities, legislators and supporters gathered at the State Capitol Building in Lansing for the annual event paying tribute to Michigan's unique automotive and industrial legacy.



MotorCities celebrated Michigan Automotive Heritage Day with our Awards of Excellence Ceremony. Winners included (L-R): Jerry Klein, Dave Barran, asbe Foundation; Roger Luksik, Packard Motor Car Foundation; Shawn Pomaville, MotorCities Executive Director; Larry Baber, Volunteer of the Year; and Lionel Kernerman, Tourism Windsor Essex Pelee Island.



# National Park Service Centennial

# FIND YOUR ROAD TRIP

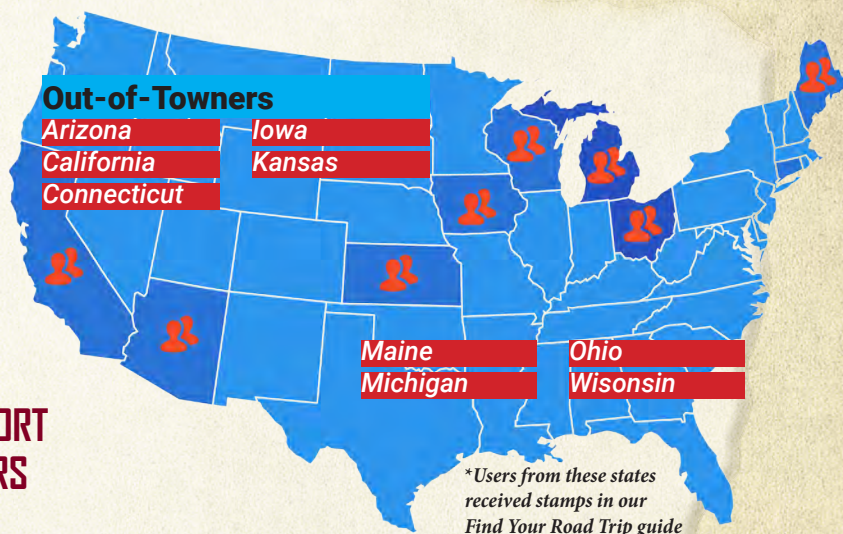
In 2016, MotorCities produced the 'Find Your Road Trip, Find Yourself' tourism guide to celebrate the National Park Service Centennial and our own automotive heritage.

**40,000 COPIES PRINTED**



**120 ONLINE REQUESTS**

**21 PASSPORT WINNERS**



## Junior Ranger Ceremony

On Sept. 10, 2016, a group of over 70 youths received their first experience with park stewardship after being sworn in as Junior Rangers during a special event paying tribute to the National Park Service's 100-year anniversary. Special guests U.S. Sen. Gary Peters read aloud the Junior Ranger oath along with U.S. Rep. Brenda Lawrence. MotorCities partnered with The Henry Ford for this special event.

## Highway Signs

In 2017, MotorCities plans to fulfill a longtime dream of installing National Heritage Area roadside signs along major highways designating entry points into the National Heritage Area. MotorCities has been working closely with Michigan Department of Transportation to fulfill this long-range goal.

## Every Kid in a Park

In June and October 2016, MotorCities participated in events at Historic Fort Wayne as part of the national Every Kid in a Park Initiative. Partners included the Detroit Parks and Recreation Department, Detroit Public Schools and the Historic Fort Wayne Coalition. More than 4,000 fourth-graders visited Fort Wayne to learn more about their local history and culture.

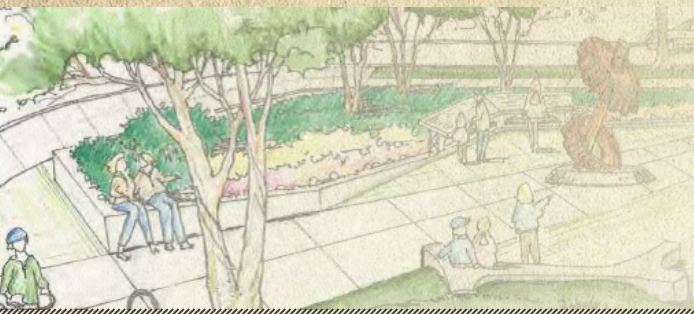
**Pictured right is MotorCities intern Toria Holland showing off an auto artifact and engaging with students about identifying the purpose of the item.**




**Entering MotorCities National Heritage Area**



# Grants and Programs



## **Fort Street Bridge Park** *Program*

MotorCities National Heritage Area and partners continue to work together to construct a new park and historic site paying tribute to the 1932 Ford Hunger March. The site is located at the foot of the Fort Street Bridge in southwest Detroit, where the Hunger March started.

## **Ypsilanti Automotive Heritage Museum**

### *Grantee*

Award to update historic windows of this longtime space dedicated to preserving one of the last remaining Hudson dealerships in the country.



## **Building The Engine**

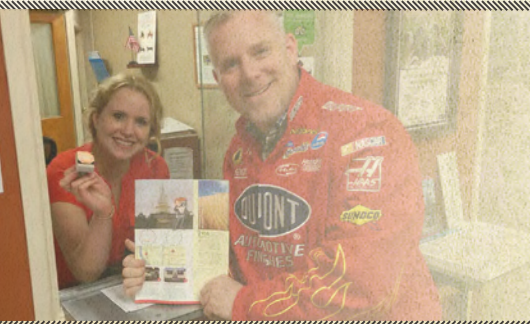
### *Program*

In 2017, MotorCities and regional partners will recognize a series of historical milestones in organized labor titled, "Building the Engine: Auto and Labor, 1932-1937."

## **Packard Proving Grounds**

### *Grantee*

Award to fund several projects to bring existing buildings into line with local building code. These repairs will help open new space for more visitors to visit and learn about the Packard Motor Car Company legacy.



## **2017 MotorCities Passport**

### *Program*

Stay tuned for our brand new MotorCities National Heritage Area Passport Booklet coming this summer. Our remodeled Passport Program will showcase sites traversing the 10,000 square-mile landscape of the National Heritage Area.

## **Edsel Ford Barn at Haven Hill**

### *Grantee*

Award to return the barn's exterior paint to its original colors at the time of construction in 1924. This project marks another step in the continued restoration of Edsel Ford and family's summer get-away home.





# Impacts

# \$71,624

*Awarded to grant recipients in 2016*

# \$595,310

*Leveraged in Community Activity*

ENTREPRENEURIAL

In 2016, a two-year long, independent evaluation was completed of the MotorCities National Heritage Area to assess its fulfillment of legislative goals outlined in the 1998 legislation to create the "Automobile National Heritage Area."

*"MotorCities National Heritage Area is fulfilling its legislative mandate. With appropriate authorization, a range of options exists for NPS involvement in supporting the area."*

Michael Bean, Principal Deputy Assistant Secretary (Excerpt from Letter to Congress)

**MOTORCITIES**  
NATIONAL HERITAGE AREA (MI)

**GENERATES \$410.4 MILLION IN ECONOMIC IMPACT**

**SUPPORTS 4,560 JOBS**

**GENERATES \$35.4 MILLION in tax revenue**

ACCOUNTABLE

**For Every \$1** of taxpayers' investment **\$8 is leveraged in communities**

COMMUNITY-BASED PARTNERSHIPS

Over 18 years, MotorCities has awarded 220 partnership grants for \$1.4 million. Those partnerships have leveraged nearly \$5.5 million in community activation.



### GOVERNOR'S AWARD FOR TOURISM COLLABORATION

The MotorCities National Heritage Area, Detroit Metro Convention & Visitors Bureau and Don Nicholson Enterprises were selected for the 2016 Governor's Award for Innovative Tourism Collaboration presented by the state's Travel Commission and the Tourism Industry Coalition of Michigan. The award was for the category of "Experience Development & Presentation," for Autopalooza – a collaborative brand promotion that showcases southeast Michigan's premier car shows, cruises, races and other events.

### MILESTONE AWARD

In 2016, MotorCities awarded its annual Milestone Award to the Hon. Sen. Carl Levin. Sen. Levin was a key figure in founding the Automobile National Heritage Area in 1998 and again in reauthorizing it in 2014.

*"(Automotive heritage) is a matter of great pride to everybody who lives here, works here, or who has benefited from (the automotive industry). The middle class was almost born here; it surely was promoted by the automobile industry."*

-- The Hon. Carl Levin



**Individual Members**

Bruce Annett	Don Graham
Susan Avery	Dr. Larry Guinn
Joanna Backer	Gerald Haller
Eric Baker	Patricia Hallman
Douglas Barnes	Richard Harms
Don Baron	Jack Harned
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Gerald Elmy	Kenneth May
David Elsil	Michael Mazor
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Patrick Fitzgerald	Jerald Mitchell
Trudy Flake	Thomas Mudd
Frederick Flock	Thomas Mullin
Sara Ford	Kathleen & James
Mark Fortin	Mullins
Gerard Franchina	John & Julie Neilson
Jim & Jan Fry	Bruce Nelson
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John Gilbert	Don Nicholson
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Peter Glendinning	Michael O'Callaghan
Jay Gottschalk	Ted O'Dell

**Sponsors**

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

**Donors and Friends**

Helppie Family Charitable Foundation	Detroit Auto Dealers Association
	Shell Oil Co.

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 Brooklyn Mill  
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 Doeren Mayhew  
 Don Nicholson Enterprises  
 DTE Community Foundation  
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 Ford Piquette Avenue Plant  
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 Greater West Bloomfield Historical Society  
 Grigg Graphic Services Inc.  
 Henry Ford Heritage Association  
 Julian Samora Research Institute  
 Lambda Car Club International - Detroit Region  
 Meadow Brook Hall  
 Michigan Firehouse Museum and Education Center  
 Michigan Labor History Society  
 Michigan Military Technical and Historical Society  
 Model T Automotive Heritage Complex  
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 Oh These Irish Hills!  
 Partnership for the Arts & Humanities  
 Production Plus  
 ProNyne MotorSports  
 R.E. Olds Transportation Museum  
 Roy D. Chapin Fund  
 The Packard Motor Car Foundation  
 The Pierce Arrow Museum  
 Varty and Associates  
 Warren Historical Commission  
 Washtenaw County Convention & Visitors Bureau  
 Woodward Dream Cruise  
 Ypsilanti Automotive Heritage Museum

**In-Kind Supporters**

General Motors  
 Robert Tate

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 Austen Smith, Communications Coordinator  
 Tiffany McFarland, Office Administrator

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 Mark Heppner, Edsel & Eleanor Ford House  
 David Lorenz, Travel Michigan  
 Don Nicholson, Don Nicholson Enterprises  
 Shawn Pomaville, MotorCities Executive Director

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<i>Avenue Plant</i>	<i>Gilmore Car</i>
Nancy Finegood	<i>Museum</i>
<i>MI Historic</i>	David White
<i>Preservation</i>	<i>Flint</i>
<i>Network</i>	<i>Stewardship</i>

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*North American Intl. Auto Show*  
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