



2017 ANNUAL REPORT





EXECUTIVE COMMITTEE

- Robert Kreipke**, Ford Historian Emeritus, Chairman
- Michael O'Callaghan**, Detroit Metro Convention & Visitors Bureau, Vice Chairman
- Ted O'Dell**, Hackett Auto Museum, Treasurer
- Nancy Thompson**, Woodward Stewardship Community, Secretary
- David Elsila**, Michigan Labor History Society
- John Neilson**, The Henry Ford
- Don Nicholson**, Don Nicholson Enterprises
- Shawn Pomaville-Size**, MotorCities National Heritage Area

BOARD OF DIRECTORS

- Janice Adams**, UAW-GM
- Georgi-Ann Bargamian**, UAW-GM
- Scott Bentley**, River Raisin National Battlefield
- David Cartwright**, Wayne County Parks
- Nancy Darga**, Ford Piquette Avenue Plant
- John Dau**, DTE Energy
- Nancy Finegood**, Michigan Historic Preservation Network
- Margaret Hehr**, Lansing Stewardship Community
- Mark Heppner**, Historic Ford Estates
- Fred Hoffman**, University of Michigan – Dearborn
- Ken Kettenbeil**, University of Michigan – Dearborn
- David Lorenz**, Travel Michigan
- Bill Nickels**, Ypsilanti Stewardship Community
- Glenn Shagena**, Fiat Chrysler Automobiles
- Chris Shires**, Gilmore Car Museum

LEADERSHIP COUNCIL

- Congresswoman Deborah I. Dingell**, U.S. House of Representatives, Chair
- Rod Alberts**, Detroit Auto Dealers Association
- Larry Alexander**, Detroit Metro Convention & Visitors Bureau
- Senator Steve Bieda**, Michigan State Senate
- Robert Bury**, Detroit Historical Society
- William R. Chapin**, Automotive Hall of Fame
- Matthew P. Cullen**, Rock Ventures, LLC
- William C. Ford, Jr.**, Ford Motor Company
- Steven K. Hamp**, Hamp Advisors
- Margery Krevsky**, Productions Plus
- Faye Nelson**, University of Michigan

STAFF

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

Dear Friends:

Welcome to the MotorCities National Heritage Area Partnership 2017 Annual Report. Last year was a very positive year for us, and 2018 promises to be special as MotorCities observes its 20th anniversary with a series of events and activities.

As always, it's important to lead off with a profound thank you to all of you, whether you're a partner, member, sponsor or volunteer, for the great things you've done in the past year to help us promote and preserve Michigan's rich automotive and labor history. Thanks to all of your hard work, we are able to continue making a positive impact across all 16 counties of the National Heritage Area.

Throughout the pages of this report, you will learn more about some of our key accomplishments in 2017, which include:

- The continuing progress being made toward the completion of the Fort Street Bridge Interpretive Park project, commemorating the site where the 1932 Ford Hunger March started;
- The series of programs remembering key labor history anniversaries during 2017, entitled "Building the Engine;"
- MotorCities, along with partners the Detroit Metro Convention and Visitors Bureau and Travel Windsor, receiving an award from the National Park Service for the 2016 Find Your Road Trip tourism guide;
- Our second annual Motor Boats & Motor Cars event, which took place in July and featured both activities on land at the Rattlesnake Club combined with an inspiring and educational Detroit river tour on the Diamond Belle;
- Following up on the success of Find Your Road Trip, we printed a 2017 Passport Guide built around exploring our automotive historical sites and attractions;
- In November, along with the Michigan Legislative Auto Caucus, we hosted another successful Michigan Auto Heritage Day in Lansing and conferred our annual Awards of Excellence.

Looking forward to this year, we are excited to be celebrating the 20th anniversary of the signing of the Automobile National Heritage Area Act on November 6, 1998 by President Bill Clinton. The celebration will be front and center throughout the year in all we do from our usual lineup of annual events to key projects like the rebuild of our MotorCities.org website. Note our exciting anniversary logo, developed through a collaboration with graphic design students from Lawrence Technological University and their faculty advisor. Stay tuned for more details coming very soon, and be a part of the celebration.



We are proud of all the tangible projects MotorCities has made happen over our 20 years throughout the National Heritage Area, and the real economic impact our work has generated in Michigan and beyond. We look forward to the next 20 years in partnership with you, as we inspire visitors and residents alike with an appreciation for how the automobile changed Michigan, the nation and the world.

Robert Kreipke
Robert Kreipke
Chairman, Board of Directors

Shawn Pomaville
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
- Find us on Facebook
- Check out our YouTube Channel
- Volunteer be an ambassador





FINANCIAL REPORT – FISCAL YEAR 2017

REVENUE AND SUPPORT

Grant from National Park Service	\$ 491,000
Contributions	\$ 50,133
In-Kind Donations	\$ 514,821
Miscellaneous Income	\$ 9,783
Total Revenue and Support	\$1,065,737

EXPENSES

Tourism	\$ 30,581
Revitalization	\$ 567,897
Interpretation & Education	\$ 350,055
Supporting Services	\$ 86,216
Total Expenses	\$1,034,749



IN 2017, THE MOTORCITIES NATIONAL HERITAGE AREA FUNDED

\$77,809 IN GRANTS LEVERAGING **\$472,190** IN COMMUNITY IMPACT.

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

MOTORCITIES NATIONAL HERITAGE AREA

GENERATES \$410.4 MILLION IN ECONOMIC IMPACT



SUPPORTS 4,560 JOBS



GENERATES \$35.4 MILLION IN TAX REVENUE



BUILDING THE ENGINE

Building the Engine: Auto & Labor, 1932-1937 was a year-long recognition of the impacts of a series of major events that shaped the labor movement in the United States. Throughout 2017, MotorCities collaborated with the Michigan Labor History Society and other community partners to present programming including lectures, tours, musical tributes and a blog in order to highlight these anniversaries.



"The Forgotten Man's Radio Hour" performs at the *"We Built These Cities"* weekend.

The events commemorated included the following:

- The 80th anniversary of the Kelsey Hayes Strike of December 14, 1936;
- The 80th anniversary of the end of the 44-day Flint sit-down strike on February 11, 1937;
- The 85th anniversary of the Ford Hunger March of March 7, 1932;
- The 80th anniversary of the Battle of the Overpass, on May 26, 1937;
- The 80th anniversary of the Lansing Labor Holiday on June 7, 1937.

"Building the Engine" was presented as a special panel at the North American Labor History Conference. You can learn more about this program at www.motorcities.org/buildingtheengine.

A state historic marker at Lansing City Hall now commemorates the 1937 Lansing Labor Holiday.

Labor historian Steve Babson leads a tour of the Diego Rivera frescoes at the Detroit Institute of Arts during the *"We Built These Cities"* weekend presented by the Michigan Labor History Society.





FORT STREET BRIDGE PARK

This park at the foot of the Fort Street Bridge in southwest Detroit will pay tribute to the 1932 Ford Hunger March, as well as the cultural, industrial and environmental history of this area. Construction plans are moving forward for Phase 1 completion in 2018.

On March 7, 1932, thousands of unemployed auto workers gathered at the Fort Street Bridge in southwest Detroit with the intent of marching on the Ford Rouge Plant. Their plan was to march directly to Henry Ford and present a list of 14 demands, which included higher pay and better working conditions.

When the group reached the Dearborn border, they were met by local police and a skirmish ensued with protesters throwing rocks, bottles and clumps of dirt. When they reached the Rouge Plant, they were met with more deadly force with police and Ford security firing upon the crowd.

The confrontation resulted in dozens of injuries and 5 deaths. Four of the Hunger Marchers are buried in Woodmere Cemetery in southwest Detroit. For more information, visit www.motorcities.org/fortstreet



The Michigan historic plaque chronicles the story of the 1932 Ford Hunger March, which mustered and began at the site.

These two renderings provide a footprint of Phase 1 of the Fort Street Bridge Interpretative Park project and an idea of how the park will look.



Concept Plan

Plan Features:

- A entry wall
- B lake loops
- C gathering plaza
- D interpretive signage
- E sculptural element
- F stormwater feature
- G entry drive
- H entry arch or gate
- I parking/loading launch
- J boardwalk
- L rain garden
- M habitat enhancement
- N curb cut
- O bio-swale



First Construction Phase – Gathering Plaza and Stormwater Management Features

AWARDS, GRANTS AND PROGRAMS



MICHIGAN AUTO HERITAGE DAY

The fourth annual Michigan Auto Heritage Day took place at the State Capitol Building on November 1, 2017. Governor Rick Snyder, along with the state legislature, recognized Michigan’s automotive heritage with a proclamation and special tribute presented by the Michigan Auto Caucus.

From Left to Right: MotorCities President Robert Kreipke and Executive Director Shawn Pomaville-Size with State Senators Steve Bieda and Mike Kowall

AWARDS OF EXCELLENCE

MotorCities continued to celebrate the accomplishments of our partners and their projects in Heritage Tourism, Education and Preservation with our annual Awards of Excellence.

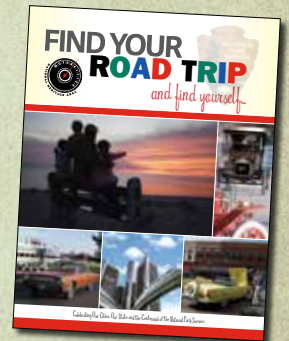
From Left to Right: MotorCities Executive Director Shawn Pomaville-Size; Marge Sawruk, Friends of the Highland Recreation Area, winner in the tourism category; Anne Marie Graham Hudak of the Detroit Blues Historical Society, winner in the education/interpretation category; and Ray Knight of the Yankee Air Museum, winner in the preservation category.



FIND YOUR ROAD TRIP TOURISM GUIDE WINS AWARD FROM THE NATIONAL PARK SERVICE

MotorCities, along with partners the Detroit Metro Convention and Visitors Bureau and Tourism Windsor, won a prestigious Partnership Award from the Director of the National Park Service (NPS) for the “Find Your Road Trip” tourism guide.

“Find Your Road Trip” celebrated the 2016 NPS Centennial and was designed to bring greater awareness to more people about the unique story of how the area ‘Put the World on Wheels’. MotorCities collaborated with their tourism partners and six National Park sites in Michigan during the Centennial celebration.



Rolando Herts (left), Director of the Mississippi Delta National Heritage Area, and MotorCities Executive Director Shawn Pomaville-Size (right) receive their 2016 National Park Service Awards presented by Joy Beasley (center), Acting Associate Director, Cultural Resources, Partnerships, and Science, NPS.

asbe Foundation Education Program Grantee

Grant funds awarded to the American Society of Body Engineers supported the student design program, which fosters a new generation of automotive engineers. The project sent students on trips to automotive heritage sites and yielded a video on the history of automotive engineering.



Cherry Hill Factory Grantee

Award to support the preservation of the Cherry Hill Village Factory in Canton. This site was part of Henry Ford’s Village Industry project now being rehabilitated to a community arts and veterans services center.



Model A Interactive Display

Grantee

A grant to the Model A Ford Museum at the Gilmore Car Museum helped create an interactive exhibit on what a driver experienced when they tried to start an internal combustion engine of the 1930s.

Ford Piquette Avenue Plant

Grantee

The "Raise the Roof" campaign continues to replace and repair the roof of this National Historic Landmark, which was Henry Ford's first factory and the birthplace of the Model T.

MotorCities Passport Guide

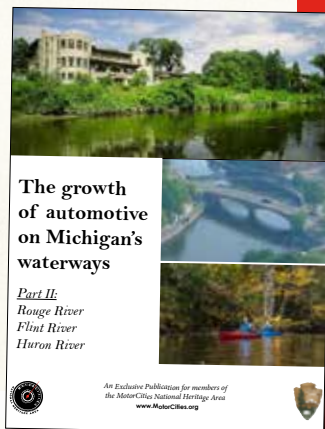
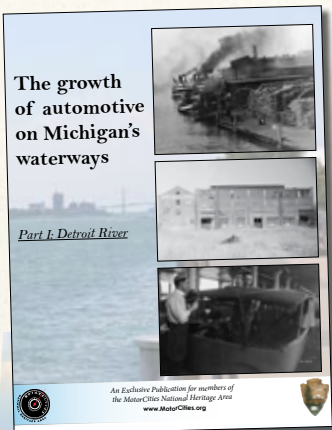
Program

MotorCities launched its new guide to our 25 National Park Service passport stamp sites across our 10,000 square mile landscape. The guides are circulated at partner sites and via local convention and visitors bureaus.



MEMBERSHIP

In July, more than 200 members and friends attended the second annual Motor Boats and Motor Cars event at the Rattlesnake Club, followed by another unique tour of automotive historic sites aboard the *Diamond Belle*. Additionally, members received two exclusive newsletters highlighting the role of Michigan's waterways in the creation of the auto industry.



Members joining for 2018 also received a new benefit, as 11 of our partner attractions offered admission or gift shop discounts for MotorCities members showing their card. The attractions included:

- Alfred P. Sloan Museum in Flint;
- Detroit Historical Museum;
- Durant Dort Office Building & GM Factory One in Flint;
- Ford Piquette Avenue Plant in Detroit;
- Michigan Firehouse Museum in Ypsilanti;
- Michigan Historical Museum in Lansing;
- Michigan Military Technical & Historical Society;
- Old Mill Museum in Dundee;
- Plymouth Historical Museum;
- R.E. Olds Transportation Museum in Lansing;
- And Roush Automotive Collection in Livonia.



INDIVIDUAL & ORGANIZATIONAL MEMBERS

INDIVIDUAL MEMBERS

Glenn S. Anderson
Bruce Annett
Susan Avery
Paul Ayres
Larry Baber
Gail Bagale
Robert Benko
Janet Bernath
Steve Bieda
Charles Blackman
Robert Burtch
Joe Bushong
Mark & Anne Campbell
David Cartwright
Christopher Causley
Robert Causley
William Chapin
Raymond Christie
John Clor
Thomas Coles
Chuck Dalton
Michael & Nancy Darga
Thelma Davis
Robert Degenhart
Jaqueline Dick
James Dimond
James Dixon
Russell Dore, Jr.
Paul Draus
Kenneth & Helen Ehrenhofer
David Elsila
Gayle & Reynolds Farley
Thomas Farris
Lila Fedokovitz
Nancy Finegood
Patrick Fitzgerald
Mitchell Fleischer
Frederick Flock
Gerard Franchina
Henrietta & Roger Fridholm
John Gilbert
Donald Graham
Ronald Grantz
Gerald Grzesik
Gary Gudes
Gerald Haller
Patricia Hallman
Craig Handley
Jack Harned
Walter Hayes
Roger E. Hayman
Margaret Hehr
Mark Heppner
Frederick Hoffman
Sandra Horton
Al Houtman
Ronald Hutchins
Wayne Johnson
Tom M. Johnson, M.D.
Harold Jones

Frank Jones
David Kalen
David Kalinowski
Bob Kellum
Larry Kelsch
Gerald Klein
Jean Knowles
Richard Kollins
Henry Kosciuszko, III
Gregory Kowalski
Richard & Barbara Krueger
David Langdon
Lori Lanspeary
Sandra Lapadot
William Lapeer
William Lawson
Matthew Lee
Robert Lees
Keith Leigh-Monstevens
Patricia Lembas
Wade Leonard
Frederick Levantrosser
Barry Levy
Christine Lezotte
Jacquelyn & Terry Lindsey
Roger & Joan Luksik
Anthony Maria
David Marold
Marvin Martin
M. Peter Martin
Michael Mazor
Lynne McClenaghan
Janine McFadden
Thomas McIntyre
Ronald Mischo
Ann & Stephen Misterovich
Margaret Mouzon
Thomas Mudd
Kathleen Mullins
Thomas Mullins
Peter Murdoch
Julie and John Neilson
Bruce Nelson
Joseph Neussendorfer
William Nikels
David & Joyce Novak
Michael O'Callaghan
Ramona Oliverio
Thomas Page
Rebecca Pettengill
Herbert G. Pfabe, Jr.
David Pierce
James Pita
Shawn Pomaville-Size
Kenneth Poynter
Allen Pruehs
Stephen Purdy
Lynn Raade
Donald Rash
Richard Ray
Charles Reavis
Thomas Remington

John Revitte
James Ridge
Dan & Samantha Ross
Susan Rowe
Richard Russell
Harriet and Alvin Saperstein
Majorie Sawruk
Frank Scheidt
Gerald Schuchard
Sharon Scott
Jack Seavitt
Glenn Shagena
Albert Sheets
Randy Shelton
Brooks Simpson
Charles & Sheryl Sinche
Michael Skinner
Robert Sovis
Gary Stroze
Sandra Studebaker
John Summerville
Gillian Talwar
Geoffrey Taylor
Doris Taylor Ph.D.
Dave Thomas
Mark Thomas
Nancy Thompson
Robyn Tonkin
Bob Tripolsky
John Tucker
Richard Tweddle
Norman Twork
Douglas Wallace
Charles Watson
Mark & Lori Weber
Ed Weichsler
Robert Weidendorf
Jay Wetzel
Geneva Wiskemann
Nelson Zuchetto

ORGANIZATIONAL MEMBERS

asbe Foundation
Automotive Hall of Fame
Back to the Bricks Inc.
Bomber Restaurant
City of Ferndale
The Cooperation Group
Corktown Experience
Cruis'News Magazine
Dearborn Historical Museum
Detroit Auto Dealers Association
Detroit Blues Society
Eastpointe Gratiot Cruise Inc.
Edsel & Eleanor Ford House
Friends of Highland Rec Area
Friends of Historic Fort Wayne
Friends of Nankin Mills
Friends of Rouge Park
Gilmore Car Museum
Grigg Graphic Services

The Henry Ford
Henry Ford Heritage Association
Horace & Mabel Hackett
Foundation
Kettering University Special
Collections and University
Archives
Lambda Car Club
International-Detroit Region
Meadow Brook Hall
Michigan Firehouse Museum
Michigan Military Technical
and Historical Society
Milan Historical Society
Motor City Rockets
Packard Motor Car Foundation
Partnership for the Arts
& Humanities
The Pierce-Arrow Museum
Preservation Detroit
Project Arts & Ideas
Red Ink Flint
R.E. Olds Transportation
Museum
Saline Area Historical Society
Six Rivers Land Conservancy
Stahls Automotive Foundation
Vietnam Veterans of America
Washtenaw County CVB
Whaley Historic House Museum
Ypsilanti Automotive Heritage
Museum

DONOR

The Helppie Family Charitable
Foundation

SPONSORS

Detroit Metro Convention &
Visitors Bureau
Shell Oil
Tourism Windsor Essex-Pelee
Island
UAW-GM
UAW, International Union

IN-KIND SUPPORT

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

Coming Soon!

