



# Making An Impact

## A Report to the Community

### Each year, MotorCities National Heritage Area

GENERATES \$489.7 MILLION  
IN ECONOMIC IMPACT



**20%** greater impact  
between 2014  
and 2019

SUPPORTS 5,343 JOBS



GENERATES  
\$40 MILLION

IN TAX REVENUE

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 over a 10,000 square mile region of Michigan serving 16 counties representing a population of over 6.5 million.

### Growing Visibility, Awareness and Appreciation

MotorCities National Heritage Area is raising the visibility of Michigan's automotive and labor heritage.



2016 41%

2017 42%

2018 82%

**14** New highway signs installed between November 2019 and April 2020 to boost visibility.

**2X** Visitors, Sessions and Pageviews for 2020 on MotorCities.org compared to 2019.

**8 of 10** Event goers surveyed expressed appreciation of MotorCities.

### MotorCities Spearheads Partnership to Create Fort Street Bridge Park

In October 2020, the ribbon was cut for the \$1 million Fort Street Bridge Park in southwest Detroit. The park is on the site where workers mustered for the 1932 Ford Hunger March, a key event that led to the formation of the United Auto Workers union.

MotorCities acted as fiscal manager and as a key planning partner to make the park a reality.





# MotorCities Partnership Impact Profile: Lansing Stewardship Community

Among the partnerships that make the MotorCities National Heritage Area tick are several “stewardship communities,” which help make our impact real at the local level. The Lansing Stewardship Community is one of these, making impacts in interpreting and raising the profile of the city’s rich automotive heritage and coordinating collaborations with key organizations.

