

2022 ANNUAL REPORT

THE NATIONAL HERITAGE AREA ACT: REAUTHORIZATION AND REINVENTION

“

Our heritage areas help preserve and protect sites of cultural, historical, and natural significance, shining a light on local communities across the country...My National Heritage Area Act secures a stable foundation of federal support for these partnerships, streamlines bureaucracy, and puts the sites themselves on the strongest possible footing for the future.”

Congressman Paul Tonko

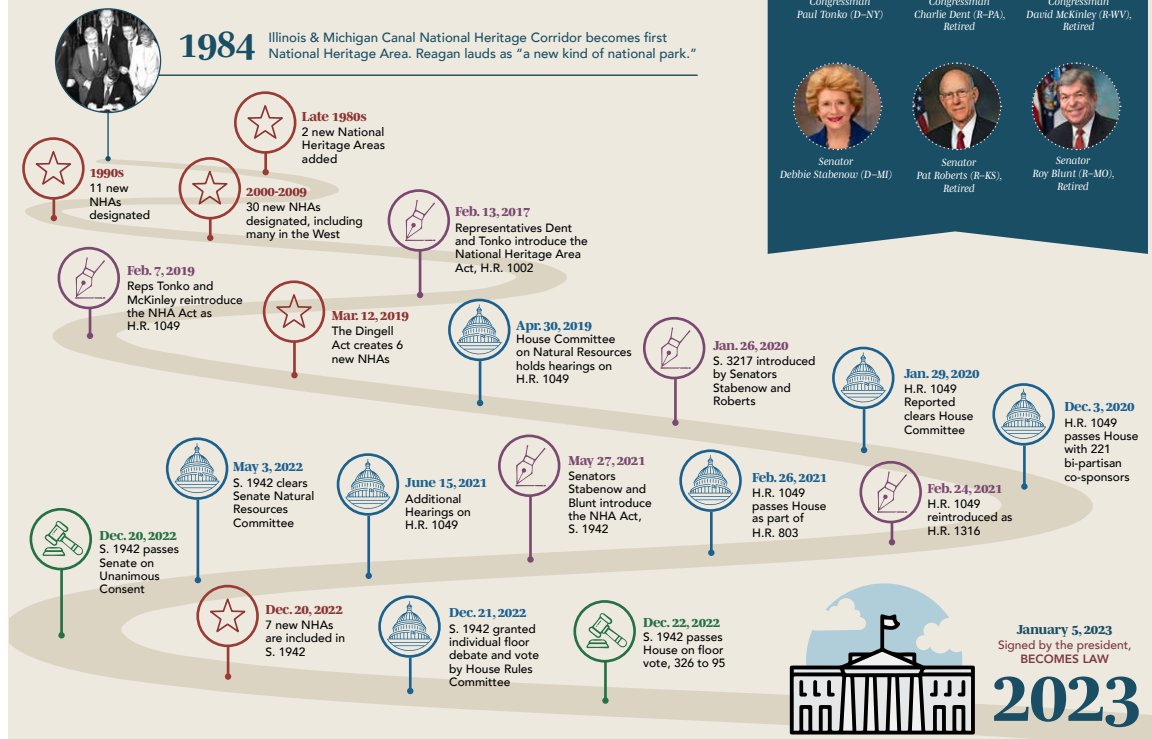
“

National Heritage Areas not only commemorate our nation's history, but also create jobs and boost tourism for communities across the country. This legislation ensures that Michigan's own MotorCities National Heritage Area can continue to preserve and share our rich automotive history for years to come.”

Senator Debbie Stabenow

The Long, Winding Road to Program Legislation

Alliance of National Heritage Areas





EXECUTIVE COMMITTEE

- Mark Heppner, Ford House, Chairman
- Sandra Engle, United Auto Workers, Vice Chair
- Nancy Thompson, Oakland County Stewardship Community, Treasurer
- Don Nicholson, Don Nicholson Enterprises, Secretary
- Robert Kreipke, Ford Historian Emeritus, Immediate Past Chair
- Shawn Pomaville-Size, MotorCities National Heritage Area

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- Michael Bauman, AVL
- Sabin Blake, General Motors
- Mallory Bower, Kelsey Museum of Archeology
- Ed Clemente, Michigan Economic Development Corporation
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- David Lorenz, Travel Michigan
- Chris Pokorski, Genesis Auto Group
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- Amber Taylor, Back to the Bricks
- Michael Twomley, DTE Energy

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- Congressman Deborah I. Dingell, U.S. House of Representatives, Chair
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- Larry Alexander, Detroit Metro Convention & Visitors Bureau (retired)
- Steve Bieda, Michigan Tax Tribunal
- Robert Bury, Fairlane – The Home of Clara & Henry Ford
- William R. Chapin
- Matthew P. Cullen, Rock Ventures, LLC
- William C. Ford, Jr., Ford Motor Company
- Steven K. Hamp, Hamp Advisors
- Margery Krevsky, Productions Plus
- Faye Nelson, W.K. Kellogg Foundation

STAFF

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

Dear Friends:

Welcome to our MotorCities National Heritage Area Partnership 2022 Annual Report. The last year has been an eventful one, with the passage of more than a few key milestones that will affect our operations for years to come.

First and foremost, more than a decade of work by the Alliance of National Heritage Areas and many people across the country ended in the triumphant passage of the National Heritage Area Act. Co-authored by our Senator Debbie Stabenow, it was one of the last bills to clear the 117th Congress. It was signed by President Biden in January 2023 and reauthorizes Motor-Cities, and all other National Heritage Areas in the country, for 15 years.

The passing of this bill means everything to the MotorCities staff and board of directors. It allows us to focus on the mission and the good work of the organization and not worry about whether we will be around in 5-10 years. This commitment permits us to focus on the future, not the present. It frees us up to strengthen the many relationships that make the heritage area an exemplary public-private partnership. We are personally grateful for the signing of this bill into law and for the support of our elected officials, who have clearly demonstrated they value our collective automotive and labor heritage and that it matters.

In addition, after more than 17 years at the Renaissance Center, we moved our operations to Chroma Detroit, a co-working space located just a couple blocks north of our attraction partner, the Ford Piquette Plant Museum.

The year also saw the long-awaited online launch of our Junior Ranger program for school age children, which is patterned after similar efforts at National Parks across the country. Our memberships were bolstered by the unveiling of our new MotorCities Cruise Club, an add-on that provides special access to monthly cruise events hosted at our partner attractions from May to August.

More highlights from the past year are on pages 4 and 5.

We'd like to thank you again for your support of MotorCities. As we begin the celebration of our 25th anniversary, this year will bring a new strategic plan. We continue to collect feedback from our attractions, partners and membership base that will help us recalibrate and move forward.

Finally, we truly appreciate all you do to make our important work of preserving and promoting our unique and diverse automotive and auto labor heritage possible!

Mark Heppner
Chairman, Board of Directors

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
- Volunteer be an ambassador

Financial Report - Fiscal Year 2022

REVENUE AND SUPPORT

Grant from National Park Service	\$ 500,000
Contributions	\$ 8,660
Membership Income	\$ 18,752
In-Kind Donations	\$ 503,747
Miscellaneous Income	\$ 15,029
Total Revenue and Support	\$1,046,188

EXPENSES

Tourism	\$ 427,223
Revitalization	\$ 128,372
Interpretation & Education	\$ 436,724
Supporting Services	\$ 120,506
Total Expenses	\$1,112,825

EACH YEAR

MOTORCITIES
NATIONAL HERITAGE AREA

GENERATES \$489.7 MILLION
IN ECONOMIC IMPACT



SUPPORTS 5,343 JOBS



GENERATES
\$40 MILLION
IN TAX REVENUE

Total Economic Impact has
Increased 20% Between
2014 and 2019

On the Cover:

“The Long Winding Road” explains the history of National Heritage Areas, from the creation of the first one in 1984 during the Reagan administration to the recent passage of the National Heritage Act (*details in the letter on the facing page*).

In the lower left photo: Christian Graf of Michigan Senator Debbie Stabenow’s office (left) poses with MotorCities Executive Director Shawn Pomaville-Size (center) and Sara Capen (right), Chair of the Alliance of National Heritage Areas during a celebration of the bill’s passage in Washington D.C.

In the center photo, Michigan Senator Debbie Stabenow, one of the co-authors and sponsors of the bill, poses with an award given to her by the Alliance of National Heritage Areas recognizing her pivotal role.

In the lower right photo, National Park Service Director Chuck Sams (center) poses with Pomaville-Size and other leaders from the National Heritage Area System.

Vision 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, inclusion and accessibility of our staff, board and communities we serve.



National Park Service Director Visits Detroit



As part of the observance of National Park Week, National Park Service Director Charles Sams (pictured with MotorCities Executive Director Shawn Pomaville-Size) visited Detroit on April 19, 2022 to announce a new first-of-its-kind partnership with the State of Michigan to collaborate on implementing safe, innovative technology to increase accessibility and equity in recreational and park settings. The announcement press conference was hosted by the Ford Piquette Plant Museum.

In addition to the press conference and tour of the Ford Piquette facility, Sams also visited the Gateway to Freedom Underground Railroad monument at Hart Plaza, the Transcending Michigan Labor Legacy monument downtown, and the Diego Rivera Murals at the Detroit Institute of Arts.

MotorCities Shifts Operations to Chroma Detroit



MotorCities left its offices in the Renaissance Center at the end of September and shifted operations to Chroma Detroit, a co-working, office, and event venue in Detroit’s historic Milwaukee Junction neighborhood. The building is located two blocks north of our partner attraction, the Ford Piquette Plant Museum.

We would like to thank General Motors for more than 17 years of hospitality at the RenCen and a beautiful view!

Junior Ranger Program Launches



Similar to National Parks, MotorCities recently launched its own Junior Ranger program in June, geared toward helping kids explore the National Heritage Area, the place that put the world on wheels.

For instance, kids can click on links on the MotorCities website to take fun virtual tours of all of the places that have made and continue to make this region the automotive capital of the world.

In addition, kids can complete activities in developmentally-appropriate subjects that match their interests. Based on their age, if they complete between two and four activities, they will become an official MotorCities Junior Ranger and can earn a badge and certificate!

Volunteers hard at work planting a Pollinator Garden at the R.E. Olds Museum.

A Junior Ranger kickoff event was held June 9 with seventh grade students and social studies teacher Trevor Clor at the Grosse Pointe Academy. You can find the page at www.motorcities.org/junior-ranger.

New MotorCities Cruise Club Hosts First Four Events



MotorCities launched its new Cruise Club in May, which featured monthly Cruise Nights hosted at partner attractions, including the Pontiac Transportation Museum, Detroit Historical Museum, Ford Piquette Plant Museum and Ford House.

Each of these events was open to all cruisers, but Cruise Club member benefits include the following: club sticker and card; member/club specific parking at each Cruise Club event; and admission to each Museum (day of event only) for the Cruise Club member and one guest.

R.E. Olds Transportation Museum Hosts Pollinator Event



A group of Rotary volunteers planted a new Pollinator Garden in May at the R.E. Olds Transportation Museum in Lansing. The garden is a joint project by the museum, Rotary International's Southwestern Michigan District #6360 and MotorCities. The museum also joined organizations around the state in signing MotorCities' Pollinator Pledge.

The purpose of the Pollinator Garden Project is to educate the public on the critical role pollinators play in our ecosystem and the relative ease in which people can create pollinator gardens of their own.

The MotorCities Pollinator Pledge, part of a broader initiative with the National Park Service, showcases projects being undertaken to benefit pollinators, and to educate visitors as to the importance of pollinators in Michigan.

The event received excellent media coverage, including a feature on Lansing's WKAR radio.

MotorCities At Home Series Rebrands as MotorCities On The Road

Now in its third year, our popular series of MotorCities At Home virtual programs was rebranded as MotorCities On The Road. Response remained strong in 2022 for six different programs, including topics like MotorCities' Making Tracks website, Role Models for Women in the Automotive Industry, architect Albert Kahn, a sneak preview of Flint's new Sloan Museum of Discovery, the Pontiac Transportation Museum and Walter Chrysler.

You can find each archived MotorCities On The Road program on our YouTube channel.

2022 Grant Highlights

American Rosie the Riveter Association, Michigan Willow Run Chapter:

Received a grant to support a year of public programming discussing the significance of women's contributions to winning World War II.



The "Rosies" at a recent program at the South Lyon Library.

Ford Piquette Plant Museum: Received a grant to fund a major upgrade to the facility's electrical infrastructure.

Pontiac Transportation Museum: Received a grant to support the construction of an orientation theatre and other facility upgrades for the soon-to-open attraction.



The site of the future Pontiac Transportation Museum.



OUR MEMBERS

Individual Members

Robert Andersen	Michael & Nancy Darga	Mark Heppner	Peter Murdoch	Steven Shotwell
Bruce Annett	John Dau	Arthur & Sally Howland	Kathleen Mutch	Charles Sinche
Michael Arcy	Thelma Davis	Daniel Hughes	Michael Nackerman	Mike Skinner
Lisa Austin	Robert Degenhart	Brian Johnson	Bruce Nelson	Robert Slazinski
Susy Avery	Mila Demiene	Tom Johnson	Joseph Neussendorfer	Ted Smith
Paul Ayres	Jacqueline Dick	Wayne Johnson	Don Nicholson	Harvey Snitzer
Larry Baber	James Dimond	Bill Jones	Edward Nicholson	Ed Solt
Gail Bagale	Rich Dobson	SGM Fark Jones	Gayle Nicholson	Robert & Diane Sovis
Larry Baker	Russell Dore'	Cynthia Jones	William Nickels	Dale Stephan
John Baker	Larry Doyle	Larry and Eleanor Kelsch	David & Joyce Novak	Gillian Talwar
Donald Baron	Paul Draus	Mary Killeen	Mike O'Callaghan	Chris Talwar
Robert Barr	Jim Duvall	Richard Kinsey	Brenda Ozog	Tammy Taylor
Michael Bauman	Jim Dyar	Kevin Kirbitz	Tim Pawl	Mark Thomas
Richard Beauchamp	David Egeler	Gerald Klein	David Pettengill	Nancy Thompson
John Beck	Kenneth Ehrenhofer	Jean Knowles	David Pierce	Clay Thompson
Joanna Becker	David Elsila	Gregory Kowalski	Mark Pischea	Robyn Tonkin
Nathaniel Bell	Sandra Engle	Robert Kreipke	Chris Pokorski	Bob Tripolsky
Robert Benko	Lila Fedokovitz	Barbara & Richard Krueger	Shawn Pomaville-Size	Richard Tweedle
Jan Bernath	Nancy Finegood	William Krueger	Arthur Pope	Michael Twomley
Patrick Bisson	Mitchell Fleischer	Robert Kull	Ken Poynter	James Varty
Charles Blackman	Frederick Flock	Lori Lanspeary	John Pregler	Roberta Vasilow
Sabin Blake	Jay Follis	Sandra Lapadot	Jerry Preston	John Viviano
Constance Bodurow	Gerard & Livia Franchina	William Lawson	Stephen Purdy	Douglas Wallace
Mallory Bower	Roger and Henrietta Fridholm	Keith Leigh-Monstevens	Richard Ray	David Walmsley
Terry Boyce	James Fry	Wade Leonard	Brian Raymond	Louise Warnke
Todd Bryan	Lloyd Ganton	Christine Lezotte	Thomas Remington	Charles Watson
Robert Burch	Randy Gasperin	Ted Ligibel	John Revitte	Robert Weidendorf
Stephen Burton	John Gilbert	Terry Lindsey	James Ridge	Christopher Welborn
Dr. Carolyn Carter	Donald Graham	George Linker	Terence Robinson	John Wetzel
Robert Causley	Dean Greb	Dave Lorenz	Tom Rolands	Kevin Wilson
Chris Causley	Joel Grgurich	Kevin Luedtke	William Romanski	Thomas Winkes
Marion Christiansen	Elayne Gross	Roger and Joan Luksik	Joseph Ross	Gerard Wino
Jaclyn Clark	Theresa Hall	John Mack	Susan and Ed Rowe	Geneva Wiskemann
Ed Clemente	Gerald Haller	David Marold	Richard Russell	Gary Witzenburg
John Clor	Patricia Hallman	M Peter Martin	James Saliba	David & Mary Wood
Richard Coleman	Jack Harned	Jerry McLain	Bernard Santavy	Jerry Worful
Thomas Coles Jr.	Deborah Hartwick	Anne Michelis	Majorie Sawruk	Ada Wright
Arnold Collens	Gerald Haycock	Stephen Misterovich	Rick Schrage	Mark Wrobbel
Frank Coyle	Roger Hayman	Thomas Mudd	Sharon Scott	Patricia L Yongue
James Crawford	Margaret Hehr	Thomas Mullin	Jack Seavitt	Dennis Zaluski
Halle Czechowski	Charlie Henry	Mark Mundorff	Irene Shelley	Paul Zatyko
Chuck Dalton			Randy Shelton	Nelson Zuchetto

MEMBERSHIP BENEFITS

Members joining for 2023 also have expanded benefits, as 15 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
 Detroit Institute of Arts
 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
 Sloan Museum of Discovery
 Yankee Air Museum

Details on the specific discounts can be found at MotorCities.org/Membership.

Organizational Members

American Rosie the Riveter Association
Automotive Hall of Fame
Back to the Bricks
Bomber Liberator, Inc.
Dearborn Historical Museum
Digital Arts Film and Television (DAFT)
Fair Lane, The Home of Clara & Henry Ford
Ford House
Ford Piquette Plant Museum
Friends of Durant Park
Friends of Highland Recreation Area/
Haven Hill
Genesee County Historical Society
Gilmore Car Museum
Glenwood Cemetery Association
Greater Lansing Convention
& Visitors Bureau
Grigg Graphic Services, LLC
Henry Ford Heritage Association
Lambda Car Club International -
Detroit Region
Lincoln Motor Car Foundation

M1 Concourse
Meadow Brook Estate
Michigan Firehouse Museum
Michigan History Center
Michigan Labor History Society
Michigan Military Technical
& Historical Society
Motor City Rockets
Oakland County Pioneer
& Historical Society
Oh These Irish Hills
Packard Motor Car Foundation, Inc.
Pierce Arrow Museum
Pontiac Transportation Museum
Project Arts & Ideas
R. E. Olds Transportation Museum
Romeo Historical Society
Roush Automotive Collection
SAE Mid-Michigan Section
Saline Area Historical Society
Shunpiker Productions, LLC
The Grassroots Historian

The Whitney
Waterford Hills Road Racing Corp
William J & Kathleen A Donnelly
Family Foundation
Woodward Dream Cruise, INC
Workers Row House
Ypsilanti Auto Heritage Museum

*Memberships purchased between
October 1, 2021 and September 30, 2022.*

Sponsors

UAW International Union
Don Nicholson Enterprises

In-Kind Support

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

Making Tracks: Telling the Stories of the African American Experience in the Auto Industry

Among the most recent stories added to our Making Tracks website include the following:

Clara Doutly, a 101-year-old Rosie the Riveter who worked at Briggs Manufacturing during World War II.

(pictured in the upper left photo in the center, flanked by Jeannette Gutierrez on the left and MotorCities' Brian Yopp on the right)

Ed Welburn, who broke barriers rising to become Vice President of Global Design at General Motors.

(pictured upper right)

Rudolph "Rudy" Milhim, who immigrated from Haiti in 1980 and began a 30+ year career as an electrical engineer at Stellantis.

(pictured lower right)



Learn More by Visiting:
motorcities.org/making-tracks

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.



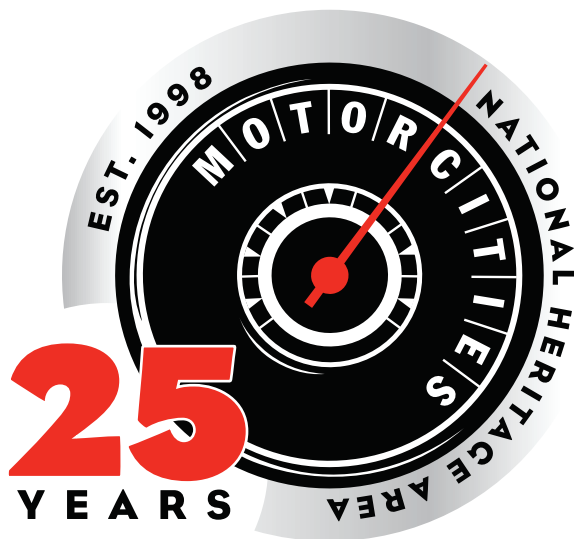
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Mission:

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.

Help Us Celebrate Our Silver Anniversary! Driving Our Future Heritage!



Watch [MotorCities.org](https://www.MotorCities.org) and our social media for more details from April 2023 to April 2024!