



MotorCities National Heritage Area 2010 Annual Report

“New Beginnings”



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Nancy Darga



Established by Congress in 1998 the MotorCities National Heritage Area is an affiliate of the National Park Service. It was founded by a collaboration of organizations, whose dedication and determination have become a **“Driving Force”** in generating economic reinvestment in our communities through the preservation and promotion of our automotive and labor heritage.

A Note from the Managing Director

MotorCities National Heritage Area has focused much of its grants and collaborative efforts in 2010 in creating reinvestment in our communities and generating economic vitality through the preservation of our historic sites and development of auto tourism programs. The success of these projects is a result of our efforts to cultivate new relationships and build stronger partnerships. These collaborations have led directly to the creation of jobs and economic investment.

The joint tourism program, *Autopalooza* continues to increase attendance at our unique auto events. The restructuring of the **“Story of the Week”** program is aligning itself to generate more national awareness and promotion of related programs. The development of smart phone tour applications is a new technical endeavor that was successfully implemented this year. It will lead the way in enhancing our ongoing wayside exhibit program. It has increased visitor ship and become an engaging educational tool.

Nancy Darga, Managing Director



Community Grants

1897 Olds Exhibit
R.E. Olds Museum

Auto Authors Book Fair
Friends of the NAHC

Commemorative Yearbook
Motor Sports Hall of Fame

Haven Hill Gatehouse
Friends of Highland Rec. Area

Horsepower, Men & Machines
Village of Fairview Historical Society

Lansing Autotown Gallery
Michigan State University

Longworth Complex
Preservation Chelsea

MotorCities Polonia
Polish Mission

Rentschler Farm Visitor Center
Saline Historical Society

Sloan Mobile Exhibits
Alfred Sloan Museum

Visitor Orientation Center
Model T Automotive Heritage Complex

Ypsilanti Auto Welcome Center
Ypsi Auto Heritage Museum

2010 Projects and Accomplishments



“Making Tracks” The African American Experience in the Auto Industry

Thanks to the support of the Ford Fund, MotorCities and the Charles Wright Museum, partnered to research and develop a web based project that chronicles the experience of the African American in the Auto Industry. This piece takes a look at the struggles and substantial contributions of African Americans and should serve as an educational tool as well as a lasting inspiration for years to come.



Autopalooza is a summer long, auto tourism celebration, promoted jointly by the Detroit Metro CVB and MotorCities. These 12 events; like Back to the Bricks, Concours d’Elegance, Hot Rod Power Tour, and the Woodward Dream Cruise bring over a million visitors to our region and have become an economic engine in themselves. These unique events create memories that last a life time.

Ambassadors Program

With visitors from across the country, there is always a need for knowledgeable, dedicated volunteers to welcome them to our state. In 2010, MotorCities expanded the Ambassador Program to make presentations to special interest groups on behalf of the organization, expanding public awareness.



Model T Automotive Heritage Complex

In the same spirit that it was founded, the Model T Complex continues to grow and strive toward its goal of restoration and adaptive reuse of the factory credited with putting the world on wheels. Completion of the sprinkler system will be a major step in making it useable for large groups and special events.

For more information visit: www.motorcities.org

2010 Grant Projects

Edsel & Eleanor Ford House iPod Tour

Interact with the beautiful landscape and stylings of the Ford family's lakeside estate using the latest in 21 century technology. This interactive application allows visitors to hear stories, watch home videos and transport themselves into Edsel and Eleanor's estate. This project is being used as a proto type for development of ongoing MotorCities tours.



Gilmore Garage Works

The car culture has touched generations for more than 100 years. The Gilmore Car Museum has found a way to channel a love for cars into a program that not only teaches young people about classic automobile restoration, but also motivates them to excel in academics and graduate from high school.

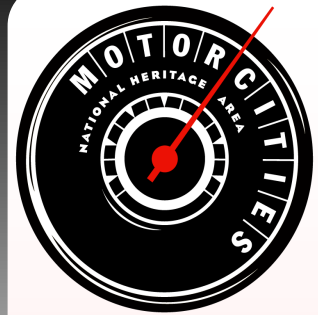
Ypsilanti Auto Museum Welcome Center

The Ypsilanti CVB and Ypsilanti Automotive Heritage Museum in partnership with MotorCities have created a kiosk, brochure, and video as a guide to lead visitors to explore the rest of the region. The video and brochures were developed to be used in multiple applications.



Revolutionary Roads

There were many innovations that came out of our area that revolutionized transportation. Advances like the installation of the first mile of concrete roadway, the invention of the traffic light, lane striping and the construction of the first limited access freeway all came from local ingenuity. MotorCities and the Detroit Science Center collaborated to create an exhibit explaining the role that these innovations played in enabling the emerging auto industry to go from coast to coast.



Challenge Cost-Share Grants

Arsenal of Democracy Exhibit
Detroit Historical Society

Automotive History & Demonstration Track
Detroit Science Center

Community Tourism Guide
Dearborn Chamber of Commerce

iPod App & Grounds Tour
Edsel & Eleanor Ford House

Gilmore Garage Works
Gilmore Car Museum

Great Michigan Road Trips
Michigan Historic Preservation Network

Induction Documentary
Automotive Hall of Fame

Motor City Exhibit
Detroit Historical Museum

Revolutionary Roads
Detroit Science Center

Teachable Moments
Walter P. Chrysler Museum



In 2011 look forward to joint bike tours with Wheelhouse Detroit



Development of ancillary downloadable tour guides to the Wayside Exhibit Program



Driving Forward

Explore Our Region Initiative



National Passport Stamp Program
 For years patrons of the NPS Passport Stamp Program have carefully planned their trips around collecting stamps as reminder of their visits to America's treasures. MotorCities is now part of this program with sites that were selected for their significance to the auto and labor stories; as well as their appeal to visitors from across the country.

Wayside Exhibit Program

MotorCities has been able to install over 100 Wayside Exhibits across the region in the last three years. The next step is to create materials and interactive maps allowing residents and visitors to get out and explore the people, place and events that changed the world.



Creating Funding Opportunities

MotorCities Raffle

MotorCities will launch an annual raffle with the purpose of not only fundraising, but also promoting and empowering our local partners. Partner organizations are encouraged to sell, sell, sell with half of the proceeds going directly to their activities. The winning tickets will be drawn at our Appreciation Dinner on October 8th 2011 at the Automotive Hall of Fame.



Driving Forward

Development of Arsenal of Democracy Master Tour and Exhibit Plan



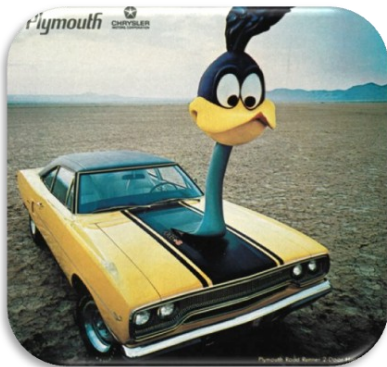
Detroit Historical Museum
Detroit not only played a significant role in shaping industry across the world, it also became the “Arsenal of Democracy” during WWII. MotorCities has partnered up with the Detroit Historical Society in developing a collaboration with other stakeholders, to develop additional exhibits and tours that showcase the story.

Rosie the Riveter Story Line Development

The “Rosie the Riveter” story has its roots in Michigan. MotorCities previously conducted oral histories on several of the original “Rosie the Riveter” workers and is using this work to continue documenting this unique story. The next step is the development of a master implementation plan for the creation of exhibits and tours to showcase the related sites.



“You Auto Know” Initiative



Story of the Week

In 2011, MotorCities will expand the “Story of the Week” program to become an even stronger outreach tool. We will complete a comprehensive history of the auto industry. From this a five year plan will highlight significant anniversaries and events with story packages dedicated to these milestones.

For more information visit: www.motorcities.org



Look forward to the
Hot Rod Power Tour
June 10-11, 2011





Thanks to Our Supporting Members

Individual Members

Elaine Amman
 Susan Avery
 Ed Bagale
 Steve Bieda
 Charles & Peggy Blackman
 Wilbur Omer Burkett
 Ray Christie
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Donor Member Organizations

Automotive Hall of Fame
 Backstreet Cruizers
 Concours D'Elegance of America
 Dearborn Chamber of Commerce
 Detroit Historical Society
 Detroit Metro Convention & Visitors Bureau
 Detroit Science Center
 Don Nicholson Ent, LLC
 Durant Dort Carriage Co. Foundation
 Edsel & Eleanor Ford House
 Flint Area Convention & Visitors Bureau
 Friends of Highland Recreation Area
 Friends of Nankin Mills
 Friends of the NAHC
 Friends of Phoenix Mill
 Genesee County Historical Society
 Gilmore Car Museum
 Henry Ford Fair-Lane Estate
 Hidden Lake Gardens

Michigan Firehouse Museum
 Michigan Historic Preservation Network
 Michigan State University Libraries
 Milford Historical Society
 Model T Automotive Heritage Complex
 Northville Historical Society
 Oh These Irish Hills!
 Plymouth Historical Society
 Polish Mission
 Preservation Chelsea
 R.E. Olds Transportation Museum
 RiverFront Holdings
 Saline Area Historical Society
 Sloan Museum
 Southern Wayne County Regional Chamber
 The Henry Ford
 The Liebler Group
 Village of Fairview Historical Society
 Walter P. Chrysler Museum Foundation

2010 Financial Summary

PROFIT LOSS INCOME STATEMENT AS OF SEPTEMBER 30, 2010

REVENUE	
Federal Appropriation	\$ 523,000
Other Grants	\$ 14,489
In-kind Donations	\$ 759,392
Other Income	\$ 62,460
TOTAL	\$ 1,359,341

EXPENSES	
Grants Cash Awards	\$ 167,345
Special Partnership Projects	\$ 609,766
General Administration & Operations	\$ 325,943
TOTAL	\$ 1,103,054

REVENUE OVER EXPENSE \$ 256,287

2010 BALANCE SHEET

ASSETS	
Cash	\$ 77,149
Restricted Cash	\$ 40,590
Accounts Receivable	\$ 391,615
Prepaid Expenses	\$ 895
Fixed Assets	\$ 3,030
TOTAL ASSETS	\$ 513,279

LIABILITIES & EQUITY

Current Liabilities	\$ 25,857
Total Equity	\$ 487,422
TOTAL LIABILITES & EQUITY	\$ 513,279



For more information visit: www.motorcities.org