



2014 ANNUAL REPORT

Refueled
Recharged
Reauthorized!



AN AFFILIATE OF THE NATIONAL PARK SERVICE

Refueled!

The MotorCities National Heritage Area Partnership celebrated many milestones in 2014, thanks to our supporters and friends.

In December, **Congress reauthorized the MotorCities National Heritage Area** Partnership, Michigan's only national heritage area. This empowering legislation solidifies our affiliate relationship with the National Park Service for the next seven years.

This means our mission to promote and preserve the stories, artifacts, and events that make up our automotive heritage has been recharged and refueled.

In November the Partnership was recognized by the Michigan State Legislature and Governor with the inauguration of the **MotorCities Auto Heritage Day and Awards of Excellence**. The awards honored organizations that celebrate the spirit of automotive and labor heritage through innovation and excellence.

Throughout 2014, we continued to build the public-private partnership that is the essence of the MotorCities National Heritage Area. This is cited by the individuals, communities, events and programs that are reflected in this report.

We look forward to an exciting 2015 as we prepare for the next chapter in our distinctive history. We are proud to play a central role with you in helping our communities appreciate how the automobile changed Michigan, the nation, and the world, making this rich heritage a source of pride and a positive influence on our region's future.

If you want to become more involved with the MotorCities National Heritage Area Partnership, consider these opportunities:

- Join our Mailing List and read the "Story of the Week"
- Follow us on Twitter and Like us on Facebook
- Volunteer to be an Ambassador
- Become a Member and help us preserve and promote Michigan's great automotive story

The 100th Anniversary of the National Park Service is August 25, 2016. Stay tuned for celebration activities with the MotorCities National Heritage Area!



Recharged!

Financial Report

(October 1, 2013 through September 20, 2014)

Revenue & Support

Grant from National Parks Service	\$491,000
Contributions	\$29,533
In-kind donations	\$656,648
Wayside Signage Program	\$112,562
Investment and other income	\$11,461
Total revenue and support	\$1,301,204

Expenses

Tourism	\$166,273
Revitalization	\$608,551
Interpretation and education	\$426,293
Supporting services	\$73,115
Total revenue and support	\$1,274,232

NATIONAL HERITAGE AREAS
SUPPORT REGIONAL ECONOMIES

DIRECTLY AND INDIRECTLY GENERATE
\$12.9 BILLION PER YEAR IN THE U.S.

CREATE AND SUPPORT 148,000 JOBS

\$1.2 BILLION
IN TAX REVENUE

The infographic is enclosed in a blue border with stars in the corners. It features four dollar sign icons, a row of 148 human icons, and a map of the United States with the text '\$1.2 BILLION IN TAX REVENUE' overlaid.

DO YOU? OKNOW?

94.2% of every dollar earned goes directly into the programs of MotorCities National Heritage Area

Reauthorized!

Heritage Tourism



In 2014 we completed the installation of 250 Wayside exhibits across 30 communities of the region.

Education



Julian Samora Research Institute at Michigan State University produced a new exhibit on the contributions of Latin American workers in the auto industry called "From the Margins to the Core".

In 2014, MotorCities awarded 16 grants totaling \$109,465 and leveraging \$527,328 in support.

Recognition



Governor and State Legislature declared November 13, 2014 as Inaugural Michigan Auto Heritage Day.

Preservation



Thanks to the sponsors of the inaugural MotorCities Heritage Awards of Excellence.



MotorCities restored brick foundation at the Ypsilanti Automotive Heritage Museum.



Individual Memberships

Gunty Atkins	Thomas Mullin
Susan Avery	James and Kathleen Mullins
Frances Baron	Thomas Nagle
Charles Blackman	Joseph Neussendorfer
Marie Brucker	Bill Nickels
Chris Causley	Jessica Oakes
Raymond Christie	Michael O'Callaghan
Nancy Darga	Shawn Pomaville
Robert Degenhart	Donald Rash
James Dimond	Howard Reinke
Russell Dore	Thomas Remington
Gerald Elmy	John Revitte
Reynolds Farley	Brian Rice
Nancy Finegood	Daniel Ross
Sara Ford	Bob Sadler
Jim and Jan Fry	Louis Salvatore
Donald Graham	Martin Scott
Anne Marie Graham-Hudak	Larry Siers
Mark Heppner	Michael Skinner
Amelia Hinds	Mike Smith
Tom Johnson	Robert Sovis
Martin Johnson	Michael Spezia
SGM Frank Jones	William Stanley
Valerie Kabat	Robert Steeneck
Gerald Klein	Nancy Thompson
Robert Kreipke	William Van Luven
Matthew Lee	William Vicary
Wade Leonard	Roberta Visalow
Debra Locke-Daniel	Kenneth Walker
Kevin Luedtke	Eugene Watch
Rodger Luksik	David White
	Geneva Wiskemann

Organizational Supporters

Detroit Historical Society
Dearborn Area Chamber of Commerce
Detroit Auto Dealers Association
DTE Energy Corporation
Friends of Highland Recreation Area
Lansing Convention and Visitors Bureau
Michigan Firehouse Museum and Education Center
The Packard Motor Car Foundation
Meadow Brook Hall
Ypsilanti Automotive Heritage Museum

Staff

Shawn Pomaville, Executive Director
Brian Yopp, Director of Operations and Community Liaison
Tiffany McFarland, Office Administrator

Leadership Council

Chair
Honorable Debbie Dingell, U. S. House of Representatives
Rod Alberts, North American International Auto Show
Larry Alexander, Detroit Metro Convention & Visitors Bureau
Honorable Steve Bieda, Michigan State Senate
Robert A. Bury, Detroit Historical Museum
William R. Chapin, Automotive Hall of Fame
Matthew P. Cullen, Rock Enterprises / Quicken Loans
William C. Ford Jr., Ford Motor Company
Steven K. Hamp, Hamp Advisors
Margery Krevsky, Productions Plus
Honorable Candice S. Miller, U. S. House of Representatives
Faye Nelson, DTE Energy Foundation
Doug Rothwell, Business Leaders for Michigan

Board of Directors

Executive Officers

Deb Locke-Daniel, Ypsilanti Area Convention & Visitors Bureau
Robert Kreipke, Ford Motor Company
Michael O'Callaghan, Detroit Metro Convention & Visitors Bureau
Michael Smith, Bentley Historical Library

Board Members

Charles Burns, Chevrolet Detroit Belle Isle Grand Prix
Nancy Darga, Ford Piquette Avenue Plant
Nancy Finegood, Michigan Historic Preservation Network
Margaret Hehr, Photographer
Mark Heppner, Edsel & Eleanor Ford House
Fred Hoffman, University of Michigan-Dearborn
Dave Lorenz, Travel Michigan
Don Nicholson, Don Nicholson Enterprises
Christian Overland, The Henry Ford
Brian Rice, DTE-Monroe
Shawn Pomaville, Executive Director
Lou Salvatore, Retiree - Lear Corporation
Michael Spezia, Gilmore Car Museum
Nancy Thompson, Oakland County Economic Development
David White, Kettering University

Ambassadors

Larry Baber	Don Nicholson
Ruth Gatza	Bob Proctor
Richard Gatza	Joe Sarich
James Harp	J.J. Smith
Gary Hershoren	Garnetta Stokes
SGM Frank Jones	Tony Tocco
Anna Marie Kopcha	

In-Kind Supporters

General Motors
Detroit Public Library
Bob Tate