



2024 ANNUAL REPORT

OUR NEWEST ATTRACTION:
THE PONTIAC TRANSPORTATION MUSEUM



A MEMBER OF THE
**National Heritage
Area System**



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Dear Friends:

Welcome to our MotorCities National Heritage Area Partnership 2024 Annual Report. Our last year saw MotorCities focused on mission, as we moved the ball forward on a number of projects we told you about previously and continued progress on the various pillars of our current three-year strategic plan.

In the spring, we were pleased to welcome a brand-new attraction to the National Heritage Area, as the Pontiac Transportation Museum opened to the public for the first time after a multi-year effort supported in part by our grant program and promotional efforts. There's more about the new museum on page 4, and a great shot from the grand opening day on the cover this report.

Also in the spring, our team selected Think Tank Detroit to take the lead with our Share Your Story project, something we told you about last year when we received the grant from the National Park Foundation to preserve more stories of our automotive and labor heritage by capturing oral histories in advance of the nation's 250th birthday in 2026. That exciting work is underway and continuing this year.

You'll find more highlights from the past year on pages 4 and 5.

Regarding our strategic plan, more projects are coming to fruition, particularly on the tourism promotion front. We are piloting a program with Choose Lansing called "A Day In the MotorCities" and hope to replicate it across the destination marketing organizations across the heritage area. We've continued to prioritize our partners doing the important work of telling Michigan's singular auto heritage stories through subgrants and recognition programs, like the Awards of Excellence.

As always, we thank you for your support as a member, donor or partner during 2024. Certainly, you are aware of the federal funding challenges MotorCities faces, along with the other 61 National Heritage Areas around the country. With your understanding and support of the need to preserve the automotive and labor heritage of our 16 counties in Michigan, we persist in multiple efforts to continue this singular legacy.

Mark Heppner
Chairman, Board of Directors

Shawn Pomaville-Size
Executive Director

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- Sign up for our newsletter for exclusive historical content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 2024

REVENUE AND SUPPORT

Grant from National Park Service	\$ 500,000
Contributions	\$ 157,733
Membership Income	\$ 16,735
In-Kind Donations	\$ 534,588
Miscellaneous Income	\$ 151
Total Revenue and Support	\$1,209,207

EXPENSES

Tourism	\$ 299,854
Revitalization	\$ 373,178
Interpretation & Education	\$ 351,989
Supporting Services	\$ 143,140
Total Expenses	\$1,168,161

EACH YEAR

MOTORCITIES

NATIONAL HERITAGE AREA

**GENERATES \$489.7 MILLION
IN ECONOMIC IMPACT**



SUPPORTS 5,343 JOBS



**GENERATES
\$40 MILLION
IN TAX REVENUE**

Mission:

The MotorCities National Heritage Area Partnership is a nonprofit corporation that is part of the National Heritage Area System of the National Park Service. We preserve, interpret and promote the region's rich automotive and labor heritage.

Vision Statement:

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.

On the Cover:

The phase one main gallery of the Pontiac Transportation Museum, which opened in May 2024. Read more about it on page 4.



PONTIACTRANSPORTATIONMUSEUM.ORG



MotorCities Celebrates Opening of Pontiac Transportation Museum



The first brand-new attraction to open in the National Heritage Area in many years, the Pontiac Transportation Museum opened to the public in mid-May 2024.

Built in a re-purposed former elementary school donated to an enterprising group of volunteers, this new museum has been years in the making. MotorCities has been involved since the very beginning, supporting efforts to make the new attraction a reality with both grant funding and promotional assistance.

The ribbon was officially cut in July at a grand opening event with local dignitaries (pictured above), and the Pontiac Transportation Museum's phase one was off and running. The museum tells the story of the variety of vehicles made in the city of Pontiac — not just the ones carrying the General Motors brand of the same name.

More than 5,000 visitors have enjoyed the museum to date, coming from most US states and 15 different countries. As part of phase two, another 10,000 square feet of space is slated to open in May 2025, featuring even more vehicles from the museum's impressive collection.

Share Your Story Program Launches

Thanks to a grant from the National Park Foundation awarded in 2023, MotorCities launched its Share Your Story project for their 16 counties of Michigan. The project focuses on collecting and archiving unique personal stories of the people, places and spaces that put the world on wheels through oral history interviews.



Maurice Turner shared his story at a recent event in Troy.

The Share Your Story project will expand currently existing collections on the MotorCities website, including "Making Tracks," which chronicles the African American experience in the auto Industry.

Think Tank Detroit was selected in the spring to partner with MotorCities on the implementation of the project. They hit the ground running during the summer, attending events and collecting stories, with more to come in 2025.

Tour Operator Partnerships Tell the Automotive Story

Since 2019, MotorCities has partnered with private tour operators around metro Detroit to tell the automotive and labor story to locals and tourists alike. In 2024, five partners presented tours through the partnership:

- City Institute
- City Tour Detroit
- Michigan Labor History Society
- Russell Brothers City Tours
- Wheelhouse Detroit (one of their tours is pictured below)

Total attendees of the tours rose 13 percent in 2024 from the previous year's numbers.



Website Hits Milestone

For the calendar year 2024, our MotorCities.org website reached the milestone of half a million pageviews for the first time. The growth of total pageviews on the site has increased over 500 percent since the launch of the current website in July 2018.



2024 Grant Highlights

Automotive Hall of Fame: Received a grant in support of the production of the documentary film "America's Last Independent Automaker: The Story of American Motors" (below), which will air on PBS stations around the country starting in May 2025.

Detroit Historical Museum: Received a grant to support the production of the Detroit Diesel Power exhibit (below), which opened in the America's Motor City Showcase in April 2024.



Packard Proving Grounds: The Shelby Township-based attraction received a grant to fund restoration of their tank building, which had been used to store automobiles from their collection. The restored building creates additional space for exhibits and events.

Sloan Museum of Discovery: The Flint-based attraction received a grant in support of the addition of a distracted driving simulator and educational exhibit in their automotive history space, the Durant Gallery.





OUR MEMBERS

Individual Members

Greg Aarssen	Larry Doyle	Sue Huggett	Pete Murdoch	Mike Skinner
Robert Andersen	Paul Draus	Daniel Hughes	Bruce Nelson	Allan Skoropa
Bruce Annett Jr.	James Dyar	Wayne Johnson	Nick Nerbonne	Harvey Snitzer
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Mallory Bower	Russell Ferguson	Kevin Kirbitz	Julie Pingston	Nick Thomas
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Jacqueline Dick	Charlie Henry	Thomas Mudd	Randy Shelton	
Rich Dobson	Mark Heppner	Thomas Mullin	Steve Shotwell	
Russ Dore'	Fred Hoffman	Mark Mundorff	The Sinche Family	

MEMBERSHIP BENEFITS

Members joining for 2025 also have expanded benefits, as 16 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 Flight Museum
Michigan History Museum
Michigan Military Technical
& Historical Society
Pontiac Transportation Museum
R. E. Olds Transportation Museum
Roush Automotive Collection
Sloan Museum of Discovery

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

Organizational Members

Albert Kahn Legacy Foundation
ASBE Foundation
Automotive Hall of Fame
Back to the Bricks
Bomber Liberator Inc
Detroit Historical Society
Don Nicholson Enterprises, LLC
Durant Dort Carriage National Landmark
Ford House
Ford Piquette Avenue Plant Museum
Friends of Durant Park, Inc
Friends of Highland Recreation Area
Friends of Historical Hamtramck
Gilmore Car Museum
Greater West Bloomfield Historical Society
Grigg Graphic Services, LLC
Henry Ford Estate, Fair Lane:
Home of Clara & Henry Ford
Jack Frost Auto Museum
Lambda Car Club - Detroit Region
Lincoln Motor Car Foundation
Meadow Brook Hall
Michigan Firehouse Museum and
Education Center

Michigan Military Technical and Historical
Society
Michigan Rosies (Rosie the Riveter
Association of Michigan)
Model A Ford Foundation Inc.
Oakland County Pioneer Historical Society
Oh These Irish Hills!
Old Mill Museum/Historical Preservation
Society Dundee
Packard Motor Car Foundation, Inc.
Pierce Arrow Museum
Plymouth Historical Museum
Pontiac Transportation Museum
Project Arts & Ideas, Inc.
R.E. Olds Transportation Museum
Romeo Historical Society
Roush Automotive Collection
Saline Area Historial Society
Sloan Museum of Discovery
Stahls Automotive Foundation
Ye Ole Carriage Shop
Ypsilanti Automotive Heritage Museum
Ypsilanti Historical Society

*Memberships purchased between
October 1, 2023 and September 30, 2024.*

Year-Round Campaign Donors

Larry Baber
Gail Bagale
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Mark Mundorff
Nick Ramsour
Renee S. Voit-Porath
Scott Wilkins

*Donations received between
October 1, 2023 and September 30, 2024.*

In-Kind Support

Detroit Public Library, National
Automotive History Collection
Dore Productions
Robert Tate

Our MotorCities On The Road program series visited two of our partner attractions in 2024. In June, we visited the Pontiac Transportation Museum, and our guests were among the first people to see the newly-opened attraction. Then, in November, the Ypsilanti Auto Heritage Museum hosted the program. The Hudson Hornet racer, made famous in the Pixar film "Cars," was a favorite.





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