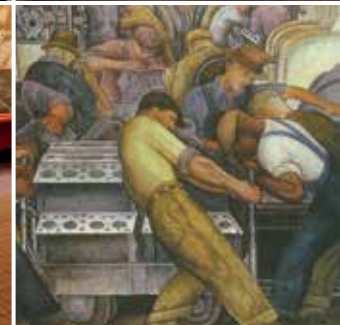


2023 ANNUAL REPORT



CELEBRATING 25 YEARS



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



EXECUTIVE COMMITTEE

- Mark Heppner, Ford House, Chairman
- George Etheridge, Thomas Group Consulting
- Nancy Thompson, Oakland County Stewardship Community, Treasurer
- Mallory Bower, City of Detroit, Secretary
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- Shawn Pomaville-Size, MotorCities National Heritage Area

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- 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, Deputy Director
- Bob Sadler, Director of Communications & Engagement

Dear Friends:

Welcome to our MotorCities National Heritage Area Partnership 2023 Annual Report. It’s been a year of celebration, as we have remembered and observed our 25th Anniversary of preserving and promoting the automotive and labor heritage of our 16 counties of southeastern and central Michigan.

In November, we put on quite a party, as our 25th Anniversary Gala brought 150 of our closest friends to the Visitor Center at Ford House in Grosse Pointe Shores. More highlights from the event can be found on page 8. In addition, we have recognized 25 MotorCities programs and 25 of our greatest Champions over the last quarter century, and you can read more about them on pages 4 and 5 and pages 6 and 7.

In the Fall, we received some great news in the form of two grants from the National Park Foundation. The Inclusive Storytelling grant will focus on documenting, preserving and sharing diverse stories of three of the core, under-represented groups identified by the *America at 250 Project*: people of color, women, and those dealing with issues of justice. This grant will expand our currently existing collections of “Many Voices, One Story” and “Making Tracks” about the African American experience in the Auto Industry. In addition, an Education Program grant will assist in the implementation and expansion of our Junior Ranger and Open Outdoors with Kids programs.

For more than a year, our board and staff have been listening to you and the rest of our key partners and stakeholders both in-person and via a variety of online surveys about our future direction. We have worked with Holland, Michigan-based interSector Partners L3C to process all the data and produce a new three-year Strategic Plan. The key pillars and goals are on the facing page.

We would not have been able to do what we do for the last quarter century without you, and we wish to express our appreciation for your ongoing support of MotorCities. As we conclude the celebration of our 25th anniversary and embark on the implementation of our new path forward, we stand ready to continue with our important work of preserving and promoting Michigan’s unique and diverse automotive and auto labor heritage!

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

MotorCities National Heritage Area Strategic Plan 2024-2026

Building on our assets and core competencies, input from key internal and external stakeholders compiled over the previous year, and leveraging our 25-year history of delivering quality programs, MotorCities has established several pillars of its new strategic plan and determined the goals it will focus on in support of these pillars during the next three years.

<p>Pillar I. Education, Revitalization, and Tourism</p>	<p>Goal I.A. Enhance Role in Preservation / Revitalization Goal I.B. Leverage Role in Tourism Program Offerings Goal I.C. Expand Educational Offerings</p>
<p>Pillar II. Partnerships</p>	<p>Goal II.A. Define and Formalize Partnerships Goal II.B. Prioritize and Foster Sustainable Relationships</p>
<p>Pillar III. Increase Awareness and Engagement</p>	<p>Goal III.A. Expand Audiences of MotorCities Using Current Resources Goal III.B. Demonstrate MotorCities' Role as both Leaders and Supporters of Our Programs Goal III.C. Develop and Promote Relationship with National Park Service for Our Partners' Benefit Goal III.D. Explore Feasibility of Visitor Center / Headquarters</p>
<p>Pillar IV. Operational Excellence</p>	<p>Goal IV.A. Embed Our Diversity, Equity, Inclusion, and Accessibility Values into Our Work Goal IV.B. Make MotorCities a Great Place to Work and Volunteer Goal IV.C. Develop Staff Expansion Plan to Meet Goals of the Strategic Plan Goal IV.D. Demonstrate Impact Programmatically and Economically</p>
<p>Pillar V. Financial Sustainability</p>	<p>Goal V.A. Develop and Build an Organizational Endowment Goal V.B. Pursue and Secure State Funding Goal V.C. Review and Assess Membership Program</p>



25 at 25 Programs

For our 25th Anniversary, we compiled a list of 25 of our most impactful programs that represent who we are as an organization. However, space does not allow us to list them all. You can start here, and then read the rest using the QR code or click on the following website: www.motorcities.org/25-at-25.



MOTORCITIES' HIGHWAY SIGNS

In November and December 2019, drivers around Michigan started noticing something new along the highways — those familiar brown National Park Service signs with a message welcoming them to the MotorCities National Heritage Area! The first nine signs were installed in November and December 2019 and were the culmination of many years of work with the Michigan Department of Transportation. An additional five signs were added in the Spring of 2020 to bring the total to 14! The signs (pictured) had an immediate and significant impact on awareness of MotorCities, based upon visits to our website and social media platforms during 2020 and 2021. We are seeking funding for a second phase of highway signs that would double the current number in the years to come.

FORT STREET BRIDGE INTERPRETIVE PARK



On October 22, 2020, a group of community partners known as the Fort-Rouge Gateway Partnership (FRoG), along with government

officials including Congresswoman Debbie Dingell, the Friends of the Rouge (FOTR) and funders, cut the ribbon and opened the new Fort Street Bridge Interpretive Park, located at the foot of the new Fort Street Bridge in southwest Detroit. On March 7, 1932, during the Great Depression, auto workers organized a march from Detroit to the Ford Rouge Factory in Dearborn. Known as the Ford Hunger March, the event was one of the most significant events leading to the creation of the UAW. Five protesting workers were killed in a clash with Ford security and Dearborn Police. The park, which culminated years of work by MotorCities and the FRoG partnership, ensures that the history of the Hunger March, the significance of the original bridge and its importance to the region is now recognized.

MOTORCITIES AT HOME/ MOTORCITIES ON THE ROAD

In the Fall of 2019, MotorCities launched a Speakers Bureau, a resource for groups around the region to learn more about us and automotive history. The idea was to book presentations for groups like libraries, local historical societies and others for in-person experiences.

And then in March 2020, the pandemic happened.

Suddenly, all of the momentum generated by the launch came to a screeching halt, and the first wave of scheduled presentations had to be cancelled or postponed. In May, MotorCities At Home was launched, a way to share the same Speakers Bureau presentations – but virtually via Zoom. In 2020, 10 of these presentations were offered with an average of 50 to 100 guests for each session.

Since then, an additional 15 presentations have taken place, and the series was rebranded in the Fall of 2022 as MotorCities On The Road after the pandemic to facilitate evolving to do both in-person and virtual programs. Each session is now broadcasted via Facebook Live and posted for anytime viewing on MotorCities' YouTube channel.

MANY VOICES, ONE STORY



Back in 2019, our leadership team utilized resources available from the Michigan Nonprofit Association to assess where our organization stood with regard to respecting our National Heritage Area's diversity.

A Diversity, Equity and Inclusion Committee was formed to take the results of the assessment and put together concrete plans to improve our organization's overall awareness of DEI and implement new policies and tactics to share and promote a broader array of stories reflective of our region's population. As an important first step, our organization's Vision Statement was revised. You can find it on our website.

Then, in January 2021, a new page of our website was launched entitled "Many Voices, One Story." This page shares stories of how this region put the world on wheels across a diverse and inclusive range of people with a wide variety of backgrounds, languages and cultures. In the almost three years since, an amazing array of previously unheard stories have been told.

SLOAN MUSEUM OF DISCOVERY

In July of 2022, the new Sloan Museum of Discovery opened to the public after a five-year, \$30 million reinvention. The new Museum combined elements of the previous Sloan Museum, including Flint's history and the story of the birth of General Motors, with an interactive, more STEM-focused set of galleries and experiences. MotorCities played its part in the reinvention process, providing a grant in support of a new permanent exhibit on the construction of I-475 and its positive and negative effects on the Flint community.



JUNIOR RANGER



Patterned after programs found at our National Parks, MotorCities launched its own Junior Ranger program in June 2022, 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 earn a badge and certificate.

WAYSIDE EXHIBIT PROGRAM

Our wayside exhibit program seeks to tell the stories of the people, places and ideas that made these communities and our region great. The project started with a grant from the Michigan Department of Transportation via the Federal Highway Administration. Since 2008, we have installed 270 of these interpretive exhibits around the heritage area.

THE CREATION OF THE MAKINGTRACKS WEBSITE

MakingTracks.org looks back at the African American experience in the auto industry. This culture represented the migration of workers and families to the Motor Cities. Their work was hard, and their paths were not smooth.

THE FLINT VEHICLE CITY ARCHES

In 1899, a series of arches was erected down Flint's main street, Saginaw St. In 1905, the "Vehicle City" moniker was added to one of the arches to pay homage to the many modes of transportation being produced in the city. The arches were removed in 1919, and in 2002, a group of citizens launched the plan to resurrect

them. MotorCities supported the effort with grant funding. The first arches returned in 2003, and the last of the 11 arches were installed in 2008 during the General Motors Centennial.

THE "COMMUNITY HEART OF REO" MURAL IN LANSING

To commemorate the 100th anniversary of Oldsmobile in 2004, Lansing marked the occasion with a mural in tribute to Ransom Olds and his impact on the community. The mural was painted in the "REO Town" section of the city, and then 10 years later, was updated and reinstalled on the south wall of Lansing's Impression 5 Science Center in 2018.

THE GILMORE GARAGE WORKS PROGRAM

In 2012, MotorCities supported a grant to the Gilmore Car Museum to connect at-risk, Kalamazoo-area high school students with local mentors as they worked together on classic automobiles via a program called Gilmore Garage Works. The program continues to be a success and now includes recently graduated students now acting as professional mentors.

THE "YEAR OF THE CAR" COMMEMORATION IN 2008

In 2008, MotorCities spent a year recognizing the 100th anniversary of the Ford Model T as the car that put the world on wheels, as well as celebrating the centennial of General Motors. There were lectures, student contests, books and special events.

THE LAND INFORMATION ACCESS ASSOCIATION SURVEY PROJECT AND THE GENERAL MANAGEMENT PLAN

After the heritage area was established in 1998, MotorCities worked with the Land Information Access Association (LIAA) and a small army of dedicated enthusiasts to survey more than 1,000 auto and labor heritage sites across the region. Over a series of community meetings and hundreds of hours of work by the small but dutiful staff, a guiding document was created. The organization's general management plan was approved by the Secretary of the Interior in 2002.

"SECOND SHIFT"

In the mid-1990s, as GM was celebrating 100 years of Oldsmobile, the news came

that, after the final production year of the Olds Alero in 2004, there would be "no more product" for the plant in Lansing. The "Second Shift" documentary follows first-hand accounts from leaders in the community and industry to chronicle how the Lansing community pivoted from losing its auto plant to build three new facilities which continue to produce GM products.

"BUILDING THE ENGINE"

In 2017, MotorCities and the Michigan Labor History Society worked together to present "Building the Engine: Auto and Labor, 1932-1937," a year-long recognition of the seminal auto labor moments from those years, including the 1932 Ford Hunger March, the formation of UAW in 1935, the Flint Sit-down Strike in 1936-37 and the Lansing Labor Holiday in June 1937.

AUTOPALOOZA

Visitors travel to the region throughout the year for tent pole events like the North American International Auto Show, Autorama, Back to the Bricks and the Woodward Dream Cruise. Beginning in 2007, MotorCities partnered with the Detroit Metro Convention & Visitors Bureau (now Visit Detroit) to unite these event partners with an outreach program called Autopalooza. Over its 10 years, Autopalooza drove thousands of visitors to our region and improved the awareness, support and cohesion of these events.

FORD PIQUETTE PLANT MUSEUM

One site that truly reflects the efforts of MotorCities is the Ford Piquette Plant Museum, the first factory that Henry Ford built for the Ford Motor Company and the birthplace of the famed Model T. Over the years, MotorCities has supported projects like its master planning, facade restoration, roof repair and fire suppression system. All of these projects assure that this National Historic Landmark is there for the thousands who visit each year.

MICHIGAN AUTO HERITAGE DAY

In 2014, MotorCities launched Michigan Auto Heritage Day. This day has also featured the annual MotorCities Awards of Excellence, which recognize outstanding auto-related projects from across the region that have excelled in heritage tourism, preservation or education. The launch of the special day also marked the creation of the Michigan Legislative Automotive Caucus.



25 at 25 Champions

As part of MotorCities 25th Anniversary, we've added five additional Champions to our list of 20 from 2018 who have truly made the organization what it is today. More information on their contributions can be found on our website at www.motorcities.org/25-at-25, or use the QR code to read all the details.



SENATOR DEBBIE STABENOW

Debbie Stabenow's history with MotorCities dates back to her days as a member of the U.S. House of Representatives in the 1990s when she signed on as a co-sponsor of the Automobile National Heritage Act, which was signed by President Bill Clinton on November 6, 1998. This enabling legislation created what we now know as the MotorCities National Heritage Area, the only National Heritage Area in the state of Michigan and one of 62 around the country.

Since her election to the U.S. Senate, Stabenow has remained a friend to MotorCities and introduced and championed the National Heritage Area Act, which was signed by President Biden into law in January 2023. The legislation has created a system through which the Department of Interior via the National Park Service may furnish financial and technical assistance to National Heritage Areas. It sets forth standard criteria for the funding, management, and designation of National Heritage Areas across the country, including MotorCities, and provides them an annual authorization of up to \$1 million per year for the next 15 years. The law has solved a challenge that as many as 45 existing NHAs would have experienced in 2024 and 2025, when their authorizations were scheduled to sunset. Finally, it also authorized seven new National Heritage Areas.



SENATOR GARY PETERS

Gary Peters has long been a friend to MotorCities. He was elected to the U.S. House of Representatives in 2009 and became

Michigan's junior U.S. Senator in 2015. Like his Michigan counterpart in the Senate, Debbie Stabenow, Peters has always championed MotorCities' federal re-authorization and funding, and became a co-sponsor for the National Heritage Area Act in 2021. It was signed into law by President Biden in January 2023.



SANDRA ENGLE

Sandra Engle joined the MotorCities Board of Directors in 2018 representing the UAW International Union. After a long career as both a lawyer and labor organizer, she joined the UAW full-time and rose through the ranks to be director of the organization's Communications and Strategic Campaigns Departments. Her primary focus on the MotorCities board was championing our efforts to elevate Diversity, Equity, Inclusion and Accessibility (DEIA) and being a charter member of the board committee formed to work in this area. Our webpage entitled "Many Voices, One Story" that represents diverse voices in the automotive industry was her brainchild and lasting legacy.

Engle retired from the UAW in 2023 and resigned from MotorCities' board as well, but continued to assist us by working with our staff and InterSector Partners on the planning process for the organization's next three-year strategic plan.



MICHAEL O'CALLAGHAN

After a 20+-year career in hotel management and hospitality, Michael O'Callaghan joined the Detroit Metro Convention & Visitors

Bureau (Detroit Metro CVB, now Visit Detroit) in 1999 as Chief Operating Officer. He was invited to join the MotorCities board in 2012, later became Vice Chairman, and became Chairman of the Board in April 2019. During his time on the board, O'Callaghan worked to continue the partnership between MotorCities and the convention bureau marketing programs like the popular Autopalooza. His two years as Chairman required his reliable and steady hand navigating MotorCities through the first year of the COVID pandemic. He retired from the Detroit Metro CVB in December 2019, and continued as Chairman of the MotorCities board until April 2021.



MARK HEPPNER

Mark Heppner moved to Michigan when he was hired at the Edsel & Eleanor Ford House in Grosse Pointe Shores in February 2012 as Vice President of Collections & Visitor Experience. A couple months later, Heppner joined MotorCities Board of Directors in 2012. He became President and CEO of Ford House in 2019 and has led an expansion that included the construction of a new Visitor Center and administrative building that opened in 2021.

Heppner became Vice Chairman of MotorCities' board in 2019 and ascended to the Chairman position in April 2021. During his tenure, he has worked tirelessly to promote organizational excellence, led strategic planning efforts resulting in the new three-year plan, and hosted at Ford House MotorCities' 25th Anniversary Gala – the organization's most successful fundraising event to date.



**CONGRESSMAN
JOHN DINGELL**



DEB LOCKE-DANIEL



DON NICHOLSON



**CONGRESSWOMAN
DEBBIE DINGELL**



DONN WERLING



JACK MILLER



DAVID WHITE



SANDRA CLARK



NANCY THOMPSON



NANCY DARGA



**CONGRESSMAN
FRED UPTON**



SENATOR CARL LEVIN



ED BAGALE



CHRISTIAN OVERLAND



BILL CHAPIN



BOB KREIPKE



**CONSTANCE
BODUROW**



CHARLES BLACKMAN



STEVE BEIDA



**SHAWN
POMAVILLE-SIZE**



Russ Dore portrayed General Motors founder Billy Durant during the silent auction and cocktail reception.

Ford House Hosts Our 25th Anniversary Gala

In November, at our 25th Anniversary Gala at Ford House in Grosse Pointe Shores, MotorCities announced the winners of their 25th Anniversary Awards of Excellence:

- In the Heritage Tourism category, the recipient was **Lloyd Ganton**, operator of Ye Ole Carriage Shop in Spring Arbor;



- In the Education/Interpretation category, the recipient was the **Automotive Hall of Fame** in Dearborn for their Achievement series of exhibits about African Americans in the automotive industry;
- In the Revitalization category, the recipient was the **Ford Piquette Plant Museum** in Detroit for their first-floor restoration.

The recipient of the annual Milestone Award, was **William R. "Bill" Chapin**. He was a founder of MotorCities and was there when the Automobile National Heritage Area Act was signed by President Clinton in 1998. He signed the articles of incorporation, served as board chair and continues as a member of MotorCities' Leadership Council.

In addition, a Champion Award was given to **U.S. Senator Debbie Stabenow** for her support of MotorCities over the years, but in particular for her introduction and championing of the National Heritage Area Act in Congress, which was signed into law in January 2023.



Guests browse the silent auction.



Keynote Speaker Frank Markus of MotorTrend discusses "Trends Driving Our Automotive Future."



Executive Director Shawn Pomaville-Size received a surprise award for her 10 years of service, flanked by Board Chairman Mark Heppner of Ford House and Deputy Director Brian Yopp.

MotorCities Hosts Disabilities Panel at STEP

In May, MotorCities convened a panel discussion entitled "Disability Inclusion in the Auto Industry" at Services To Enhance Potential (STEP) in Westland. The event was presented as part of the MotorCities On The Road program series. A panel of representatives from the Big Three and the disability community discussed how those with disabilities are and can be included across the spectrum of the automotive industry.



The panelists included (from left to right in the photo): Gretchen Heinicke, Marketing Manager, Services To Enhance Potential; Brian Yopp, Deputy Director, MotorCities (moderator); Lauren Gaber, Co-Chair, Ford Empowering Diverse Abilities; Romulo Garcia, President, DIVERSE*abilities, Stellantis; Don Nicholson, Autism Awareness Advocate and Motor-Cities board member; and Alan Hejl, Co-President, GM Able.

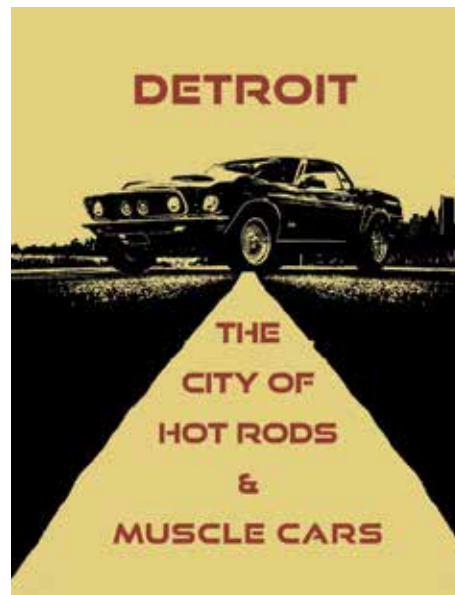
Automotive Hall of Fame Partners with MotorCities on New Exhibit



In February, the Automotive Hall of Fame opened the first episode of its "Achievement" exhibition, focusing on the accomplishments of African Americans in the automotive industry. MotorCities served as a collaborator on the development of the exhibit, which tapped into research, source materials and oral histories first compiled as part of our "Making Tracks" website.

In September, the second installment of the exhibit opened, featuring automotive historian, researcher and collector Robert Tate. He is also the primary author of MotorCities' popular online Stories of the Week, featured every Wednesday in our weekly e-newsletter, social media platforms and website.

2023 Grant Highlights



Visionalist Entertainment Group:

Received a grant to finish production of the documentary film "Detroit: City of Hot Rods & Muscle Cars," which took the inclusive approach of looking at the love of car culture through the eyes of various groups including Vietnam veterans, women and the disabled.

Downriver Delta Community

Development Corp.: Received a grant to support the annual MarchON Cultural Festival, an event dedicated to the spirit of the 1932 Ford Hunger March which brings attention to the Fort Street Bridge Park that sits at the mustering site for march.

Gilmore Car Museum: The attraction in Hickory Corners received a grant in support of the construction of their new visitor orientation/event pavilion, which will act as a key center for tour groups and special events.

Michigan Firehouse Museum: The Ypsilanti-based attraction received a grant to fund exterior building improvements, including repair and repainting of their historic fire station trim and doors its iconic red color.





OUR MEMBERS

Individual Members

Bruce Annett Jr.	Russ Dore'	Daniel Hughes	Mark Mundorff	Allan Skoropa
Paul Ayres	Larry Doyle	Tom M. Johnson M.D.	Pete Murdoch	Harvey Snitzer
Larry Baber	Paul Draus	Wayne Johnson	Kathleen Mutch	Robert Sovis
Larry Baker	James Dyar	Dwayne Johnston	Michael Nackerman	Doug Steele
Robert Barr	David Egeler	Bill Jones	Bruce Nelson	Greg Stoner
Michael Bauman	Kenneth Ehrenhofer	Cynthia Jones	Don Nicholson	John Summerville
John Beck	David Elsila	Drew Kelly	Gayle Nicholson	Amber Taylor
Joanna Becker	Sandra Engle	Larry and Eleanor Kelsch	Bill Nickels	Tammy Taylor
Robert Benko	W. Howard Erickson	Mary Killeen	Joyce Novak	Randy Thayer
Patrick Bisson	George Etheridge	Richard Kinsey	Anne Partington	Mark Thomas
Charles Blackman	Sinche Family	Kevin Kirbitz	Tim Pawl	Clay Thompson
Sabin Blake	Reynolds Farley	Jean Knowles	David and Rebecca Pet- tengill	Nancy Thompson
Constance Bodurow	Lila Fedokovitz	Richard Kollins	David Pierce	Robyn Tonkin
John Bomarito	Nancy Finegood	Strat Koutsouvilis	Julie Pingston	Christopher Topham
Mallory Bower	Frederick Flock	Robert Kreipke	Chris Pokorski	Bob Tripolsky
Terry Boyce	James Fry	Richard Krueger	Shawn Pomaville-Size	Richard Tweedle
Todd Bryan	Lloyd Ganton	William Krueger	Arthur Pope	Michael Twomley
Robert Burtch	Harvey Geiger	Lori Lanspeary	Ken Poynter	Norman Twork
Stephen Burton	John Gilbert	William Lawson	John J. Pregler	Roberta Vasilow
Harriet Carter	Peter Glendinning	Wade Leonard	Jerry Preston	Douglas Wallace
Christopher Causley	Donald Graham	Barry Levey	Richard Ray	David Walmsley
Robert Causley	Anne Marie Graham-Hudak	Christine Lezotte	Brian Raymond	Louise S. Warnke
Judith Christie	Ron Grantz	Terry Lindsey	Charles Reavis	Charles Watson
Jaclyn Clark	Dean Greb	George Linker	Thomas Remington	Ed Weichsler
Ed Clemente	Joel Grgurich	Dave Lorenz	James Ridge	Christopher Welborn
John Clor	Elayne Gross	Roger and Joan Luksik	Terence Robinson	Elizabeth Wild
Tom Coles Jr.	Allen Grzebyk	Kimberly Mabie	William Romanski	Thomas Winkes
Paul Corbett	Gerald Haller	David Marold	Joseph Ross	Gerard Wino
Jim Crawford Sr.	Patricia Hallman	Michael Mazor	Susan M Rowe	Geneva Wiskemann
Halle Czechowski	David Hammond	Jerry & Elizabeth McLain	Richard G Russell Jr	Gary Witzenburg
Chuck Dalton	Deborah Hartwick	Kevin McCabe	James Saliba	David & Mary Wood
Michael Darga	Gerald Haycock	Thomas McIntyre	Bernard Santavy	Ada Wright
John Dau	Roger E. Hayman	Anne Michelis	Majorie Sawruk	Mae Wright
Randy DeGasperin	Margaret Hehr	David Miller	Kurt Schumacher	Mark Wrobbel
Robert J. Degenhart	Charlie Henry	Stephen Misterovich	Sharon Scott	Kenneth Yopp
Mila Demiene	Mark Heppner	Tom Mitchell	Jack Seavitt	Carol Zagorowska
Jacqueline Dick	Fred Hoffman	Margaret Mouzon	Steve Shotwell	Paul Zatyko
Charles DiMaria	Arthur Howland	Thomas Mudd	Mike Skinner	Nelson Zuchetto
Rich Dobson	Sue Huggett	Thomas Mullin		

MEMBERSHIP BENEFITS

Members joining for 2024 have 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 Plant Museum
 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, Michigan Willow Run Chapter
 ASBE Foundation
 Automotive Hall of Fame
 Bomber Liberator Inc
 Choose Lansing
 Detroit Historical Society
 Durant Dort Carriage Company National Landmark
 Ford House
 Ford Piquette Avenue Plant Museum
 Friends of Durant Park
 Friends of Highland Recreation Area (FOHRA)
 Genesee County Historical Society
 Gilmore Car Museum
 Greater West Bloomfield Historical Society
 Grigg Graphic Services, LLC
 Lambda Car Club - Detroit Region
 Magical Michigan Tours, LLC
 Michigan Firehouse Museum
 Michigan History Museum
 Michigan Military Technical and Historical Society

Model A Ford Foundation, Inc
 Oakland County Pioneer and Historical Society
 Oh These Irish Hills!
 Old Mill Museum/Historical Preservation Society Dundee
 Packard Motor Car Foundation, Inc.
 Pierce Arrow Museum
 Pontiac Transportation Museum
 Project Arts and Ideas
 R.E. Olds Transportation Museum
 Romeo Historical Society
 Roush Automotive Collection
 SAE International, Mid-Michigan Section
 SHA Campaign Mgmt.
 Sloan Museum of Discovery
 Stahls Automotive Foundation
 Urban Communications Group
 Waterford Hills Road Racing Corporation
 Woodward Dream Cruise, Inc.
 Workers Row House
 Ypsilanti Automotive Heritage Museum

Memberships purchased between October 1, 2022 and September 30, 2023.

Sponsors

Visit Detroit
 General Motors
 UAW International Union
 Ford House
 Albert Kahn Associates
 Choose Lansing
 Destination Ann Arbor
 The Henry Ford
 Doeren Mayhew
 Don Nicholson Enterprises
 Gilmore Car Museum
 Grigg Graphic Services
 Project Arts & Ideas

In-Kind Support

Detroit Public Library, National Automotive History Collection
 Robert Tate

Financial Report - Fiscal Year 2023

REVENUE AND SUPPORT

Grant from National Park Service	\$ 500,000
Contributions	\$ 26,052
Membership Income	\$ 19,595
In-Kind Donations	\$ 544,280
Miscellaneous Income	\$ 15,020
Total Revenue and Support	\$1,104,947

EXPENSES

Tourism	\$ 301,070
Revitalization	\$ 311,596
Interpretation & Education	\$ 374,707
Supporting Services	\$ 146,161
Total Expenses	\$1,133,534

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

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 in a way that is diverse, equitable, inclusive and accessible.

Celebrating our Silver Anniversary, and Driving Our Future Heritage!

