

2019

ANNUAL REPORT





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Shawn Pomaville-Size, MotorCities National Heritage Area

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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 the MotorCities National Heritage Area Partnership 2019 Annual Report. This past year was full of accomplishment for us, the culmination of many years of work on a number of key projects.

It's always important to thank you, our continually-growing number of supporters, whether you're a partner, member, sponsor or volunteer, for everything you've done during the past year to help us fulfill our mission of promoting and preserving Michigan's rich automotive and labor history. With your help, MotorCities makes a profound impact throughout all 16 counties of the National Heritage Area.

You can read more in this report about our many accomplishments, like the following:

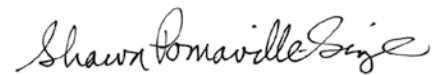
- Getting the first nine of our long-awaited highway signs in the ground;
Breaking ground for the Fort Street Bridge Interpretive Park in southwest Detroit;
Awarding our first-ever mini-grants, providing support up to \$1,500 to short-term, high impact projects;
Hosting the spring meeting of the Alliance of National Heritage Areas, an opportunity to showcase our region's automotive history and partnerships with days focusing on Detroit, Dearborn and Flint;
Working with seven Detroit area-based tour operators to establish a series of MotorCities-branded automotive tour experiences;
Launching our Speakers Bureau to bring more awareness of MotorCities and automotive history to the region.

In 2020, our focus area is education, and we are working hard to bring new education programs to our National Heritage Area, while supporting key initiatives via our grant awards.

We are making progress on so many fronts, and we thank you for all you do on behalf of MotorCities. Let's take that positive momentum and keep moving forward. Your support is imperative as we do the important work of preserving and promoting our unique automotive and labor heritage!



Michael O'Callaghan
Chairman, Board of Directors



Shawn Pomaville-Size
Executive Director

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Follow us on Twitter and Instagram: @MotorCities
Become a member
Volunteer be an ambassador

# Financial Report - Fiscal Year 2019

## REVENUE AND SUPPORT

Grant from National Park Service	\$ 491,000
Conferences	\$ 15,670
Contributions	\$ 37,116
In-Kind Donations	\$ 514,207
Miscellaneous Income	\$ 16,793
<b>Total Revenue and Support</b>	<b>\$1,074,786</b>

## EXPENSES

Tourism	\$ 30,825
Revitalization	\$ 434,011
Interpretation & Education	\$ 546,588
Supporting Services	\$ 110,518
<b>Total Expenses</b>	<b>\$1,121,942</b>

## MOTORCITIES NATIONAL HERITAGE AREA

GENERATES \$410.4 MILLION  
IN ECONOMIC IMPACT



SUPPORTS 4,560 JOBS



GENERATES  
\$35.4 MILLION  
IN TAX REVENUE

**ECONOMIC  
IMPACT**

In 2019, the MotorCities  
National Heritage Area funded  
**\$89,209**  
in grants leveraging  
**\$472,114**  
in community impact.

Lansing Mayor Andy Schor welcomes MotorCities board, members and friends to his city for the 2019 Annual Meeting at the R.E. Olds Transportation Museum.



did you know? **92%**  
of every dollar goes  
directly into programs  
for MotorCities NHA



### 9 Highway Signs Installed Around Lansing, Flint and Detroit

Drivers in metro Detroit, as well as the Flint and Lansing areas, are 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 are the culmination of many years of work with the Michigan Department of Transportation.



You can find the signs at the following locations:

- Southbound I-75 before the Mt. Morris exit north of Flint;
- Eastbound I-69 near Lansing Road northeast of Lansing;
- Eastbound I-96 near the I-69 interchange northwest of Lansing;
- Eastbound I-96 near the US 127 interchange southeast of Lansing;
- Westbound I-96 near the US 127 interchange southeast of Lansing;
- Westbound I-94 before the M-59 exit in Chesterfield Twp. (pictured);
- Eastbound I-96 on the ramp to southbound I-75 in Detroit
- Northbound I-75 on the ramp to westbound I-96 in Detroit;
- Northbound I-75 near Monroe-Wayne County border.

Six more signs will be installed to complete the 15 that make up the first phase of MotorCities’ highway sign rollout, so stay tuned for additional installations coming soon near Kalamazoo, Jackson, and Ypsilanti.

### Ground Broken for the Fort Street Bridge Interpretive Park



Congresswomen Debbie Dingell and Rashida Tlaib join MotorCities Executive Director Shawn Pomaville-Size and representatives from the Fort-Rouge Gateway Coalition (FRoG) put shovels in the ground at the site of what will soon be the Fort Street Bridge Interpretive Park in southwest Detroit.

On October 9, 2019, MotorCities staff and board members joined Congresswomen Debbie Dingell and Rashida Tlaib, our partners in the Fort-Rouge Gateway Coalition (FRoG), and Friends of the Rouge to break ground for the new Fort Street Bridge Interpretive Park, located at the foot of the 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 is one of the most significant events leading to the creation of the United Auto Workers union.

MotorCities, the University of Michigan-Dearborn, City of Detroit, City of Dearborn, Marathon Petroleum Co. LP, Michigan Department of Transportation, United Auto Workers Local 600, Friends of the Rouge, Friends of the Detroit River, various neighborhood block groups, PEA Inc. and others collaborated to build this park.

### Michigan Auto Heritage Day and Awards of Excellence

On October 30, MotorCities presented its 2019 Awards of Excellence during its sixth annual Michigan Auto Heritage Day event at the State Capitol Building. The awards recognize organizations

or individuals who have delivered outstanding projects in the areas of auto or labor heritage tourism, education/ interpretation and revitalization.

The 2019 Milestone Award went to U.S. Senator Debbie Stabenow for her leadership that lifted the cap on the amount of appropriations that MotorCities can accept, paving the way for the organization to continue normal operations for four more years.



2019 Awards of Excellence Winners: (Left to right) MotorCities Executive Director Shawn Pomaville-Size, Leonard Kata of SAE International, Back to the Bricks Founder Al Hatch, Jill Engel of the Partnership for the Arts and Humanities, and MotorCities Chairman Michael O’Callaghan.

The 2019 Awards of Excellence went to the following:

- In the revitalization category, the winner was the Cherry Hill Veterans Dormitory, restored by the Partnership for the Arts and Humanities of Canton;
- In the education and interpretation category, the winner was SAE International’s Mobility History Committee.
- In the heritage tourism category, the winner was Back to the Bricks of Flint.

### MotorCities Hosts the Alliance of National Heritage Areas

As part of the Alliance of National Heritage Areas’ (ANHA) Spring Meeting hosted by MotorCities, staff from National Heritage Areas around the country had the opportunity to witness



*Terry Rhadigan, Executive Director, Communications Operations and Corporate Giving for General Motors, welcomes staff from National Heritage Areas from across the country to the GMRenCen on the first day of the Association of National Heritage Areas (ANHA) Spring Meeting in Detroit.*

our region's automotive and labor history first hand, while learning about revitalization projects and partnerships with days focusing on Detroit, Dearborn and Flint.

### **MotorCities-Branded Tours Launched**

MotorCities partnered with seven metro Detroit tour operators to offer a series of auto-themed historical tours. The experiences included tours in a Ford Model A, on a bicycle, on a bus, and on a kayak in the Detroit River, along with standard walking tours. Collectively, the tours reached more than 400 people in its inaugural season.

*A Ford Model A used by Antique Touring Company, one of MotorCities new partners, to provide their unique auto heritage tour experience, entitled "From Tinkers to Titans in the Auto Age."*



### **Speakers Bureau Gets Underway**

MotorCities launched a Speakers Bureau in 2019, a resource to promote awareness of automotive and labor history, as well as provide an overview about our organization and its important work. The offerings include 21 unique presentations offered by seven different presenters.

### **Every Kid Outdoors Program Continues at Historic Fort Wayne**



*Students learn about how U.S. Army soldiers trained at Historic Fort Wayne during Every Kid Outdoors week in May.*

MotorCities joined the Detroit Parks and Recreation Department, Detroit Public Schools Community District, the Historic Fort Wayne Coalition and more than 20 other partners to present the fourth annual Every Kid Outdoors program at Historic Fort Wayne in southwest Detroit in May. More than 1,000 fourth graders participated in the program.

### **2019 Grant Highlights**

**Packard Motor Car Foundation** in Shelby Township: Received a Challenge Grant supporting the

revitalization of the Packing Proving Grounds (PPG) site, including the Packard Museum and an Arsenal of Democracy Museum.

**R.E. Olds Transportation Museum in Lansing:** Stabilized the building by completing Phase 2 of its roof replacement project.

*The following organizations were among the nine projects receiving MotorCities' first mini grants, awards up to \$1,500:*

**Northville Historical Society:** Received two grants funding a new information kiosk in Mill Race Village and interactive Inter Urban display.

**Oakland County Pioneer Historical Society in Pontiac:** Supported the preservation of an original Standard Vehicle carriage.

**Pontiac Transportation Museum:** Increased public awareness by supporting upgrades to the organization's website.

**Saline Area Historical Society:** Supported lighting improvements and building renovations for their Oldsmobile display at Rentschler Farms.

**Services to Enhance Potential of Westland:** Supported a month-long exhibit of art pieces created by young people with disabilities at Detroit's Peace Gallery to celebrate Michigan's rich automotive history.



*The artists from the Services to Enhance Potential (STEP) exhibit at the Peace Gallery in Detroit.*



## OUR MEMBERS

### Individual Members

Marco Airaghi	Kenneth Ehrenhofer	Dave Lorenz	Susan Rowe
Bruce Annett	Lila Fedokovitz	Kevin Luedtke	Annie Rubel
Jason Arnold	Nancy Finegood	Roger & Joan Luksik	Richard Russell
Paul Ayres	Patrick Fitzgerald	M. Peter Martin	Majorie Sawruk
Gail Bagale	Mitchell Fleischer	Michael Mazor	Kristi Schwartzly
Brian Baker	Frederick Flock	Elizabeth Mc Lain	Sharon Scott
Donald Baron	Gerard Franchina	Jerry McLain	Al Sheffield
Michael Bauman	John Frankowski	Johanna McCoy	Randy Shelton
David Beaubien	Byron Fulbright	Anne Michelis	Steve Shotwell
Marie Beauchamp	Lloyd Ganton	Richard & Jeann Micka	Charles Sinche
Scott & Maryne Bentley	John Gibbs	Gary Miners	Mike Skinner
Patrick Bisson	John Gilbert	Stephen Misterovich	Harvey Snitzer
Charles Blackman	Peter Glendinning	Romero Montalban-Anderssen	Robert Sovis
Sabin Blake	Donald Graham	Margaret Mouzon	David Stevens
Constance Bodurow	Anne Marie Graham-Hudak	Thomas Mudd	Gary Stroz
Mallory Bower	Dean Greb	Thomas Mullin	John Summerville
Terry Boyce	Stuart Grigg	Mark Mundorff	Paul Talpos
Robert Bucala	Elayne Gross	John Neilson	Chris Talwar
Wilbur Burkett	Jack Harned	Bruce Nelson	Gillian Talwar
Robert Burtch	Deborah Hartwick	Valerie Newman	Tammy Taylor
Robert Bury	Toger E. Hayman	Don Nicholson	Dave Thomas
Mark Campbell	Charlie Henry	William Nickels	Mark Thomas
David Cartwright	Mark Heppner	Michael O'Callaghan	Clay Thompson
Chris Causley	Greg Hoffman	Ted O'Dell	Nancy Thompson
Robert Causley	Tom Johnson	James Owensby	Robyn Tonkin
Ed Clemente	Wayne Johnson	Ronald Paruskiewicz	Hunter Tromp
John Clor	David Kalinowski	Tim Pawl	Michael Twomley
Richard Coleman	Larry Kelsch	David and Rebecca Pettengill	Roberta Vasilow
Tom Coles	Kevin Kirbitz	David Pierce	Douglas Wallace
Sarah Cook	Jean Knowles	James Pita	David Walmsley
Frank Coyle	Thomas Komray	Richard Plungin	Charles Watson
Nancy Darga	Robert Kowalski	Shawn Pomaville-Size	Ed Weichsler
Thelma Davis	Robert Kreipke	Arthur Pope	Christopher Welborn
Robert J. Degenhart	Richard and Barbara Krueger	Michael Potter	Jay Wetzel
Owen Demiene	William Krueger	J Jeffery Pregler	John J. Wetzel
Jaqueline Dick	David Langdon	Jerry Preston	Paul Wicker
Russell Dore	Will Lawson	Lynn Raade	Gerard Wino
Larry Doyle	Robert Lees	Richard Ray	Geneva Wiskemann
Paul Drais	Wade Leonard	Brian Raymond	John Wood
Jim Dyar	Chris Lezotte	Thomas Remington	Paul Zatyko
David Elsila	Bud Liebler	Gordon Rinschler	Nelson Zuchetto
Sandra Engle	Terry Lindsey	Richard Roth	

## MEMBERSHIP BENEFITS

Members joining for 2020 also have expanded benefits, as 17 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  
 Old Mill Museum  
 Plymouth Historical Museum  
 R.E. Olds Transportation Museum  
 Roush Automotive Collection  
 Alfred P. Sloan Museum  
 Yankee Air Museum

Details on the specific discounts can be found at [MotorCities.org/Membership](http://MotorCities.org/Membership).

## Organizational Members

ASBE Foundation  
Back to the Bricks  
Chippewa Valley Schools - Career Technical Education Dept  
Corktown Experience  
Detroit School of Arts  
Fiat Chrysler Automobiles  
Ford House  
Friends of Durnt Park, Inc.  
Genesee County Historical Society  
Henry Ford Heritage Association  
Horace and Mabel Hackett Foundation  
Julian Samora Research Institute  
Lambda Car Club International – Detroit Region  
Michigan Military Technical & Historical Society  
Michigan WWII Legacy Memorial  
Model T Automotive Heritage Complex  
Motor City Rockets  
Oakland County Pioneer and Historical Society  
Oh These Irish Hills!  
Packard Motor Car Foundation  
Partnership for the Arts & Humanities  
Roush  
Saline Area Historical Society  
SHA Campaign Mgmt.  
Stahls Automotive Foundation  
Tecumseh Area Historical Society, Inc.  
University of Michigan Dept. of Performing Arts  
Wayne Historical Society  
Ypsilanti Auto Heritage Museum  
Ypsilanti Historical Society

*Memberships purchased between October 1, 2018 and September 30, 2019*

## Memorial Gifts

Gail Bagale in memory of Edward Bagale  
John Mack in memory of Laszlo Nagy  
Shawn Pomaville-Size in memory of Ardith Long  
Arthur C. Pope in memory of Marjorie Pope  
Susan Rowe in memory of Edward Bagale  
Jay Wetzel in memory of Don Sommerifts  
Nelson Zuchetto in memory of Cory Zuchetto

## Sponsors

Detroit Metro Convention & Visitors Bureau  
DTE  
Destination Ann Arbor  
UAW International

*MotorCities Board Member and Speakers Bureau Presenter Russ Dore (center) as Thomas Edison with "Henry Ford" (left) and "Harvey Firestone" (right) in his presentation of "Henry and Friends."*



*In August, the Detroit Entertainment Commission, Hagerty Insurance, MotorCities National Heritage Area and the Ford Piquette Avenue Plant worked together to restore and re-dedicate the Michigan Historic Marker commemorating the first mile of concrete highway in the world, running along Woodward Avenue between McNichols and Seven Mile Road in Detroit. On the left side of the sign, from left to right: Alex Rapanos, Territory Manager, Hagerty Insurance; David Flatt, Executive Director, Ford Piquette Avenue Plant; Martha G. Scott, Wayne County Commissioner; and Gregory J. Reed of the Detroit Entertainment Commission. Brian Yopp, Director of Programs & Operations for MotorCities is standing to the right of the sign, and Marcell Todd, Director, City of Detroit Planning Commission and Historic Designation, at the far right.*





Congresswoman Rashida Tlaib (left) with MotorCities Executive Director Shawn Pomaville-Size (right) addresses attendees of the Association of National Heritage Areas' spring meeting at the Ford Piquette Avenue Plant during their tour of the attraction.



(Right) Congresswoman Debbie Dingell speaks at a reception at Fair Lane, the Home of Clara & Henry Ford, during the Association of National Heritage Areas' spring meeting as MotorCities Chairman Michael O'Callaghan looks on.

**VISIT OUR ONLINE STORE**

*Show your MotorCities pride and promote auto heritage!*

Shop our online store at [MotorCities.org/Store](http://MotorCities.org/Store)



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At the conclusion of MotorCities September board meeting at the Michigan Firehouse Museum in Ypsilanti, Executive Director Shawn Pomaville-Size, flanked by board members, signed the contract with Action Traffic Maintenance of Flint to produce and install 15 MotorCities highway signs.

(Below) Singer-songwriter Audra Kubat performs at the 3rd Annual March On! Blues Collar Poetry and Music Festival, held at UAW Local 600 in Dearborn. The March 2019 event benefitted efforts to build the Fort Street Bridge Interpretive Park.

