Welcome to the MotorCities National Heritage Area Partnership 2020 Annual Report. This past year was a year like no other, as the pandemic changed the way we do business and deeply affected our communities, families and friends. Despite the challenges, our team was able to pivot and managed to accomplish great things.

We would like to thank you, our loyal supporters, for everything you’ve done on our behalf 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 significant 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 five additional “Entering MotorCities” highway signs in the ground;
- Cutting the ribbon to open the Fort Street Bridge Interpretive Park in southwest Detroit;
- Pivoting the launch of our Speakers Bureau into the very popular MotorCities At Home series of virtual programs.

In 2021, our focus area is education, and we are working hard to bring new programs, like our own National Park Service-inspired Junior Ranger program, to our National Heritage Area. We also continue to support partners’ key projects via our grant awards.

We have made so much progress on so many fronts, and we thank you again for supporting MotorCities. As our country continues to emerge from this unprecedented pandemic, we will keep moving forward. Your support remains 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

ON THE COVER:
The aerial view of the Fort Street Bridge Park, October 2020 - courtesy of Keith Childress of Ajax Paving, Inc.
The ceremonial ribbon cutting opening the Fort Street Bridge Park, October 22, 2020 – MotorCities photo
Ford Hunger March photos, March 7, 1932 - courtesy of the Walter Reuther Library, Wayne State University

• Sign up for our newsletter for exclusive historical content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 2020

REVENUE AND SUPPORT

<table>
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<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Grant from National Park Service</td>
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<td>Contributions</td>
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<td><strong>Total Revenue and Support</strong></td>
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EXPENSES

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<td>Revitalization</td>
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<td>Interpretation &amp; Education</td>
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<td>Supporting Services</td>
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<td><strong>Total Expenses</strong></td>
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Governor Gretchen Whitmer became the first state chief executive to join us for the annual Michigan Auto Heritage Day in November, sharing highlights from her proclamation virtually via pre-recorded remarks. More highlights from the event are on page 5.

In 2020, the MotorCities National Heritage Area funded $17,857 in grants leveraging $91,404 in community impact.

92% of every dollar goes directly into programs for MotorCities NHA.
Fort Street Bridge Interpretive Park Opens to the Public

On October 22, 2020 MotorCities and a group of community partners known as the Fort-Rouge Gateway Coalition (FRoG), along with government officials, 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 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 United Auto Workers union.

An ancestor of one of the five workers who was killed during the Ford Hunger March, Elana Bussell-Shelef, was one of the people who cut the ribbon to open the park.

The park links to major greenway arteries like the Iron Bell Trail, Downriver Linked Greenways - with plans to connect to the Rouge Gateway Trail and to the Lower Rouge River Water Trail. It also holds true to the visionary leadership of the late U-M Dearborn Vice-Chancellor Ed Begale who saw this park and the rebirth of the lower Rouge through the Rouge River Gateway Master Plan as an incredible opportunity for the community.

Major funding for the park project came from the Ralph C. Wilson Jr. Foundation, Fred A. and Barbara M. Erb Family Foundation, Ford Motor Company and the Marathon Petroleum Company.


MotorCities National Heritage Area, the University of Michigan-Dearborn, City of Detroit, City of Dearborn, Marathon Petroleum Company, 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 have collaborated to build this park.

5 More Highway Signs Installed, Bringing Total to 14

On October 9, 2019, MotorCities Drivers in metro Detroit, as well as in Monroe County and near Ypsilanti, got their first glimpse of MotorCities’ new highway signs in the Spring of 2020. Through our continued collaboration with the Michigan Department of Transportation, five additional signs were installed to join the original nine signs installed in November and December 2019.

The new signs are in the following locations:

- Northbound US-23 near Exit 15 in Dundee;
- Northbound I-75 just south of the Michigan Ave. exit in Detroit;
- Southbound I-75 just north of West Grand Blvd. in Detroit;
- Northbound I-275 at the Michigan Ave. exit in Canton;

Michigan Auto Heritage Day and Awards of Excellence

In November, MotorCities presented its 2020 Awards of Excellence during its seventh annual Michigan Auto Heritage Day.
Heritage Day, presented virtually for the first time due to the pandemic and combined with the organization’s Annual Meeting. 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 2020 Milestone Award went to U.S. Congressman Fred Upton. He has been a stalwart supporter of MotorCities from its beginning, co-sponsoring the original authorizing legislation in 1998 and playing a critical role in expanding the Heritage Area westward to include Kalamazoo, where Checker Cabs were made, and the Gilmore Car Museum in Hickory Corners.

Finally, Bailey Sisoy-Moore, owner of Detroit History Tours, LLC, was the recipient of the award for Heritage Tourism. Her company has provided tours to over 125,000 people since its founding in 2014.

Speakers Bureau Pivot and Goes Virtual as MotorCities At Home Series

One year ago, 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, 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 have been offered with an average of 50 to 100 guests for each session. In addition, each session is now being broadcast via Facebook Live and posted by the next day on MotorCities’ YouTube channel.

MotorCities Salutes the Arsenal of Democracy and Arsenal of Health

In the Spring, MotorCities paid tribute to our auto industry who, in the midst of the national emergency caused by COVID-19, responded to the needs of the country and converted to production of ventilators, masks, hand sanitizer and other products necessary to win this fight. Like the Arsenal of Democracy years during World War II, many have dubbed our region during this time as the “Arsenal of Health.”

To bring some perspective to our history and its relevance in 2020, MotorCities created a webpage celebrating the region’s proud history as the Arsenal of Democracy and Arsenal of Health: www.motorcities.org/arsenal-of-democracy-resources. The page has received thousands of hits and local and national media coverage.

Continued on page 7
MEMBERSHIP BENEFITS

Members joining for 2021 also have expanded 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
- Ford House
- Ford Piquette Avenue Plant
- Gilmore Car Museum
- The Henry Ford
- Meadow Brook Hall
- Michigan Firehouse Museum

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

Back to the Bricks
Chippewa Valley Schools - Career Technical Education Dept
Corktown Experience
Detroit School of Arts
Fiat Chrysler Automobiles
Ford House
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
Wayne Historical Society
Ypsilanti Auto Heritage Museum
Ypsilanti Historical Society

Memorial Gifts

Byron E. Fulbright in memory of Angela Marie Fulbright
Chuck Dalton in memory of Gary Dalton
Bill Nickels in memory of Karen Nickels

Sponsors

Detroit Metro Convention & Visitors Bureau
DTE
UAW International

In-Kind Support

Detroit Public Library, National Automotive History Collection
General Motors
Robert Tate

Memberships purchased between October 1, 2019 and September 30, 2020

Continued from page 5

2020 Grant Highlights

Flint Cultural Center: Received a Challenge Grant supporting the creation of K-8 education programs for the Vehicle City Gallery that will be part of the new Sloan Museum of Discovery slated to open in Spring 2022 in Flint.

Model A Ford Foundation: Received a Challenge Grant supporting the creation of a Service Bay Department exhibit at the Model A Ford Museum on the grounds of the Gilmore Car Museum in Hickory Corners.

Engineering Society of Detroit: Received a mini grant to continue funding their popular, award-winning “SciEngiMathePloration” children’s STEM-themed television show.

Ford Piquette Avenue Plant of Detroit: Received a mini grant to create and install an orientation video for guests entering the museum.
Fort Street Bridge Interpretive Park Opens to the Public

A centerpiece of the park is a sculpture called “March On,” funded by the Gordie Howe International Bridge Community Benefit Plan and created by Erik and Israel Nordin of the Detroit Design Center. The sculpture features salvaged parts from the original bridge. The artists’ vision is to pay homage to the spirit of the Rouge River and the 1932 Hunger March by evoking the complex interconnection of industry and community, as well as ongoing struggles for environmental justice and social equity.