Making An Impact
A Report to the Community

Each year, MotorCities National Heritage Area

GENERATES $489.7 MILLION IN ECONOMIC IMPACT

SUPPORTS 5,343 JOBS

GENERATES $40 MILLION IN TAX REVENUE

20% greater impact between 2014 and 2019

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 over a 10,000 square mile region of Michigan serving 16 counties representing a population of over 6.5 million.

Growing Visibility, Awareness and Appreciation

MotorCities National Heritage Area is raising the visibility of Michigan’s automotive and labor heritage.

14 New highway signs installed between November 2019 and April 2020 to boost visibility.

2X Visitors, Sessions and Pageviews for 2020 on MotorCities.org compared to 2019.

8 of 10 Event goers surveyed expressed appreciation of MotorCities.

MotorCities Spearheads Partnership to Create Fort Street Bridge Park

In October 2020, the ribbon was cut for the $1 million Fort Street Bridge Park in southwest Detroit. The park is on the site where workers mustered for the 1932 Ford Hunger March, a key event that led to the formation of the United Auto Workers union.

MotorCities acted as fiscal manager and as a key planning partner to make the park a reality.
MotorCities Partnership Impact Profile: Lansing Stewardship Community

Among the partnerships that make the MotorCities National Heritage Area tick are several “stewardship communities,” which help make our impact real at the local level. The Lansing Stewardship Community is one of these, making impacts in interpreting and raising the profile of the city’s rich automotive heritage and coordinating collaborations with key organizations.

Lansing Labor Holiday Historic Marker

126 Interviews conducted and available on Michigan State University Libraries website

UAW Local 602 Oral History Project

A MotorCities grant helps fund production of the film, based on Michael Rodriguez’s book

R.E. Olds and the First Auto City documentary and book

Lansing Convention and Visitors Bureau

Collaboration includes sponsorship support of MotorCities programs, events

R.E. Olds Transportation Museum

Received various grants over the years from MotorCities to fund Museum projects and programming

Lansing Stewardship Community

“I think that MotorCities has given us this platform to promote this history that people don’t even know in the Lansing area.”

“R.E. Olds “Big Head”

Worked with Lansing Stewardship Community, the R.E. Olds Transportation Museum and Detroit’s Parade Company to create a “Big Head” of the auto icon to be included in future Thanksgiving parades

Web-based Radio Program

“I am proud of that connection with MotorCities to help out with all of that information dissemination on what’s going on in automotive heritage.” -- Steve Purdy, A Shunpiker’s Journal

General Motors’ possible exit from Lansing in 2004

Story of GM’s renewed investment in city led to book, film and lecture series

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