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Study: MotorCities generates \$410 million in economic support

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A recent study conducted by independent consulting firm Tripp Umbach has estimated MotorCities National Heritage Area Partnership's annual economic impact at \$410 million.

Through its programs to preserve and promote automotive heritage throughout southeast Michigan, the study found that MotorCities supports 4,560 jobs and \$35.4 million in tax revenue each year.

The MotorCities is one of six National Heritage Areas featured in the study. Over the years, Tripp Umbach has independently measured economic impact of dozens of National Heritage Area sites.

According to this latest report, National Heritage Areas directly and indirectly generate \$12.9 billion per year in the U.S. There are 49 National Heritage Areas in the U.S. all of which benefit their respective communities through tourism, grant funding, education and more.

MotorCities is the only organization that promotes and supports southeast Michigan's rich automotive heritage. The study focuses only on the 10,000 square-mile geographic region of the National Heritage Area and not the entire state.

Through these programs, MotorCities plays a substantial role in supporting and encouraging tourism within the region which attracts approximately 5.7 million visitors annually, according to the report.

You can read the full report here: www.motorcities.org/economicimpact

The 2015 study was sponsored by the National Park Service, the Detroit Metro Convention and Visitors Bureau and the Ypsilanti Convention and Visitors Bureau.

About MotorCities NHA:

The MotorCities National Heritage Area Partnership is a nonprofit corporation affiliated with the National Park Service. Its mission is to preserve, interpret and promote the region's rich automotive and labor heritage. Regional programs inspire residents and visitors with an appreciation for how the automobile changed Michigan, the nation, and the world. Find MotorCities on the web at www.motorcities.org, also visit the Facebook page at www.facebook.com/motorcities and follow them on Twitter/Instagram: @MotorCities.