



Woodward Avenue Action Association Ford Highland Park Redevelopment and Preservation Project

A Page in History ... At the dawn of the 20th century, Ford Motor Company built an industrial manufacturing epicenter consisting of 130 acres, almost two dozen buildings, three million square feet of factories and other buildings. Ford Highland Park Plant became the birthplace of industrial mass production and the modern assembly line producing the famed Model T, paying workers \$5 a day working a 40-hour work week and launched the American middle class.

Many of the plant buildings still stands today near the corner of Woodward Avenue and Manchester in Highland Park, MI. It remains one of the top five historically significant sites in the United States, a National Historic Landmark with no public access.

Today:

The Ford Highland Park complex stands at the center of Woodward Avenue's renowned story of innovation and automotive heritage. The Woodward Avenue Action Association (WA3) believes it is important to preserve this historic treasure, provide public access and use it as a catalyst for advancing economic development and tourism throughout the region and state.

The WA3 has a purchase agreement with the Ford Highland Park Plant owner to secure three acres of property along Woodward, including the historic Ford Administration Building, fronting Woodward Avenue and Executive Garage. The renovated buildings will become home to an Automobile Heritage Welcome Center and mixed use development - creating a gateway for heritage tourism and technology showplace.

Project Funding:

- WA3 has undertaken an aggressive preservation and redevelopment plan for the acquisition and preservation/redevelopment of the historic Ford Administration Building.
- Project partners include: The city of Highland Park, Wayne County, the State of Michigan, MotorCities, MDOT and the MEDC.
- WA3 has obtained and leveraged close to \$700,000 for planning studies, appraisal, and financial analysis and pro forma to proceed with acquisition and redevelopment efforts.
- WA3 utilizes Woodward's designation as a National Scenic Byway® and All American Road to leverage public and private funding opportunities, including securing \$5 million dollars of Federal Highway Administration funding for this and other key projects.

The Road Ahead:

The WA3's goal is to create a new, state-of-the-art Automotive Heritage Welcome Center. The \$7.5 million building renovation will include and showcase the latest in green technology. Utilizing the latest interactive technology, including holograms, the center will showcase Woodward Avenue's Automotive Heritage and future technology showplace through interpretive displays, providing an educational and entertainment experience.

When complete in 2018, the Ford Highland Park Welcome Center will spur economic development and job creation in the region, as well as position Woodward Avenue as a leading international cultural/tourism destination.

On the Horizon:

The WA3 is seeking tax deductible contributions to meet the \$125,000 match requirement to close on the property by October 1, 2013. Join us in our preservation efforts!

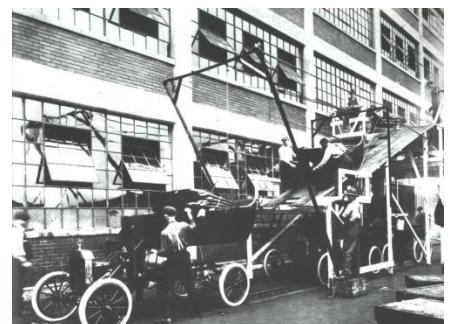
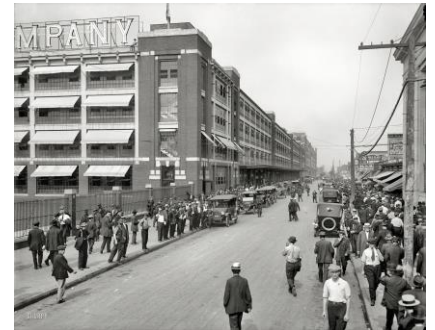
For more information contact the WA3 at (248)288-2004

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Founders Circle Benefits

Line Worker - \$1,000 - \$4,999

- Organization name on virtual donor wall
- Invitation to Assembly Line Concert and 100th Anniversary Celebration of the Assembly Line
- E-newsletter Subscription that includes campaign updates
- The satisfaction your investment is saving a historic national landmark and preserving our automobile heritage.

Machinist - \$5,000 - \$9,999

- Organization name on virtual donor wall
- Group Tour invitation of Highland Park Plant
- Invitation to Assembly Line Concert and 100th Anniversary Celebration of the Assembly Line
- E-newsletter Subscription that includes campaign updates
- The satisfaction your investment is saving a historic national landmark and preserving our automobile heritage.

Foreman - \$10,000 - \$19,999

- VIP Tour invitation of Highland Park Plant
- Company Logo with link to your website on virtual donor wall
- Invitation to Assembly Line Concert and 100th Anniversary Celebration of the Assembly Line
- E-newsletter Subscription that includes campaign updates
- The satisfaction your investment is saving a historic national landmark and preserving our automobile heritage.

Shop Steward - \$20,000 - \$24,999

- VIP Tour invitation of Highland Park Plant
- Company Logo with link to your website on virtual donor wall
- VIP Invitation to Assembly Line Concert and 100th Anniversary Celebration of the Assembly Line
- VIP Garden Party to launch Phase II at the Dorothy Turkel's Frank Lloyd Wright home
- E-newsletter Subscription that includes campaign updates
- The satisfaction your investment is saving a historic national landmark and preserving our automobile heritage.

Plant Manager - \$25,000+

- Mention in media as key project supporter
- VIP Tour invitation of Highland Park Plant
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