

Woodward Avenue Tribute Program Fact Sheet

Goal: The Tribute Program will brand Woodward Avenue as the Automobile Heritage Trail (an experience that cannot be duplicated anywhere else in the world). It is one of three Woodward Avenue Action Association programs designed to package automobile heritage and cultural resources to create a regional, national, international travel/tourist destination.

Why: Michigan's second largest industry is Travel and Tourism generating significant employment, economic development, and tax income. Historically travelers have focused their travel experiences in Michigan on "Woods and Water". However, there is a huge untapped travel market which attracts individuals which typically stay longer, have more expendable income and are generally higher educated: those interested in a heritage and cultural experience. Certainly Detroit and Michigan have been known as the Motor City or the Automobile Capital of the World but there are few opportunities to experience this heritage for both residents and visitors in a fashion that ties it together and presents an experience as opposed to "visiting a venue". The Tribute program also augments efforts and spending of the *Pure Michigan* Campaign.



What: 30 ft. concrete and glass solar-powered totems, depicting images that interpret the unique story of Woodward's national significance (transportation, labor, civic/society, music, arts/culture, innovations) "tell some aspect of the story" of Woodward Avenue. When complete, the Tribute experience will include an audio component which will guide visitors from one Tribute to another describing the images and their significance.

Where: A Tribute is envisioned for each mile of the 27-miles of Woodward Avenue. The first Tribute was unveiled in September 2008 in Ferndale just north of Nine Mile Rd. The second Tribute in Pontiac will break ground summer 2010 and third in Detroit is expected early 2011.

Funding: Funding is currently available for 2 additional Tributes. \$3.4 million dollars is needed to complete the project. Total Project Budget: \$4 million dollars. 2010 Congressional request: A \$1.5 million request from of our congressional delegation has been requested for National Scenic Byway appropriation. Project aligns with priorities of job creation, economic development, livable and sustainable communities and demonstrates solar technology.

Economic Development & Jobs: 120 jobs will be created from the fabrication and installation of the Tributes. A conservative estimate of 500 long-term permanent jobs is anticipated in the Woodward Avenue communities due to increased travel and tourism. A 1% increase in tourism will result in an \$18,821,000 additional spending and tax revenue in the communities along Woodward Avenue. The jobs include designers, concrete, metal and glass fabricators, engineers and surveyors, urban and land use planners, and installation technicians. Permanent long-term jobs include tour guides, restaurant and hotel staffing, and the travel support industry.



Project Support: Sponsored by the WA3 and Federal Highway Administration, Michigan Department of Transportation, City of Pontiac, Detroit/Wayne Joint Building Authority, County of Oakland, Genisys Credit Union, UAW-GM, MotorCities

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