

# NEWSLETTER



August/September 2018

The 14th Annual [Back to the Bricks®](#) summer extravaganza is history! Superlatives like “Fantastic” and “Best Ever” are the only way to describe this year’s events with records set for both spectator attendance and car owner participation. In all the excitement, I neglected to send out an August newsletter. I hope you are enjoying the brief cool-down as we close out the summer and transition to Fall.



The [MAIN EVENT](#) in August attracted drivers and their prized vehicles from California, Colorado, Arizona, Iowa, Florida, Tennessee, the Carolinas, Canada, and all of the Great Lakes states. The cars are always amazing, but people are the “fuel” that makes the vision a reality. Thanks to everyone for your hard work and dedication. Kudos to the Board of Directors, Chairpersons and Committee members, sponsors, vendors, volunteers, car owners, and fans who made the 14th Annual Back to the Bricks® an event to remember. Plans for the 15th Anniversary celebration of Back to the Bricks® began almost as soon as this year’s festivities were concluded. The theme for next year’s Main Event Week, August 13-17, 2019 will be “bigger,” “better,” and “more spectacular” than ever!



The [PROMO TOUR](#) is set for June 7-12, 2019. The Committee is hard at work behind the scenes to make the 10th Anniversary of the Tour a memorable one. Ten cities are currently vying for the coveted honor of being selected as one of the five host cities/overnight stops. The communities being considered include some of your favorites from the past, and a few new ones. The itinerary for the 2019 Promo Tour will be announced at the press conference in early December.



**DID YOU KNOW** that in 1998, Congress designated a significant portion of South-eastern and Central Michigan as a Motor Cities National Heritage Area to preserve and promote the region’s historic role in the automotive industry?



A recent economic impact study by the National Park Service estimates that auto-related sites and major events like Back to the Bricks®, the Woodward Dream Cruise, and the NASCAR race at Michigan International Speedway impact the local economy and the State of Michigan to the tune of nearly \$500 million dollars! Gas, food, lodging, entertainment, shopping, even getting a vehicle ready to show, all contribute to the local economy. Statistics show that every dollar

spent rolls over eight times. By hosting an event of that caliber, Back to the Bricks® not only showcases our automotive heritage, but has a positive impact financially on the entire region.

We appreciate our valued sponsors for all you do for Back to the Bricks®, and encourage others to get in on the action. Make Back to the Bricks® part of your marketing strategy by hosting a customer appreciation party or offering specials during next year’s Main Event Week. Automotive-related businesses are encouraged to sign up for a booth at one of our venues. For more information about becoming a sponsor or vendor, [click here](#).



[CHROME & ICE™](#), our mid-winter indoor car show at the Dort Federal Credit Union Event Center in Flint is next on the docket, and is expanding this year to 3 full days beyond the Preview Gala on Thursday night. Chrome & Ice™ will be open to the public, Friday, February 8th through Sunday afternoon, February 10th in response to feedback from car owners and exhibitors. Over ninety per cent of those surveyed indicated they would prefer removing vehicles and display items from the venue during daylight rather than the wee hours of Sunday morning.



[Steve Hobson](#), Committee Chair for Chrome & Ice™ reports that he already has nearly 50 vehicles registered for the show which is way ahead of last year at this time. Chrome & Ice™ 2019 promises to be larger and more amazing than ever, featuring over 100 vintage and classic cars, sports cars, muscle cars, hot rods, and trucks with live entertainment and special guests.

Happy Motoring as we approach Fall, and the “days dwindle down to a precious few.” It’s been an incredible year, and we look forward to an exciting future.



Don’t forget to LIKE our [Facebook](#) page if you have not already done so, and check the website and Facebook frequently for more information and specific details as we get closer to each event.

*CORDially,*

*Al Hatch,*  
Founder & Board Chair

Back to the Bricks®

P.S. For nearly 40 years, the Hatch family has made an annual trek to Indiana over Labor Day for the Auburn Cord Duesenberg Club Reunion and Festival. At the Club’s swap meet this year, I learned a new trick from an experienced automotive restorer who often works on several projects at the same time. He marks the parts being removed from a particular car with a small shot of aerosol paint, color-coded for that specific vehicle. What a clever way to make sure parts from one vehicle are not accidentally confused or co-mingled with those from another, and use up old cans of spray paint in the process. These events offer opportunities for car enthusiasts to make friends, enjoy the camaraderie, share stories, and learn from each other’s experiences.

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