



2018 ANNUAL REPORT

MESSAGE FROM THE BOARD PRESIDENT

2018 saw the completion of several major capital and exhibition projects, which have improved the look and feel of the museum, both on the interior and exterior. With thousands of hours dedicated to our vision, we are extremely proud of what our board, staff, and volunteers have accomplished during the past year. The positive feedback we have received from the public is very encouraging, and we look forward to more exciting changes in the future. Thank you to everyone who contributed to the success of the Canadian Automotive Museum, not only in 2018, but since our opening in 1963.



Board President, Denis Bigioni, with the museum's 1927 Isotta Fraschini at the 2017 Pebble Beach Concours d'Elegance in Monterey, California.

DENIS BIGIONI
BOARD PRESIDENT

MESSAGE FROM THE EXECUTIVE DIRECTOR

The museum's attendance and reach grew to an all time high in 2018 with thousands of additional visitors coming to see Lightning McQueen from Disney/Pixars' Cars 3 and to take part in our tours and special programs. Our visitors loved what they saw and their reviews made us the #1 attraction in Oshawa on TripAdvisor with numerous mentions of our amazing tour guides and staff. As the museum continues to grow, so does our community of members, donors, volunteers, and sponsors. With your support the Canadian Automotive Museum will continue to thrive for years to come.



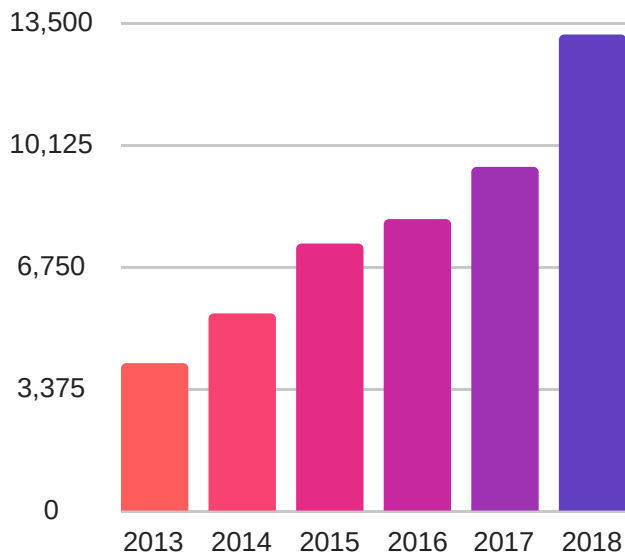
Executive Director, Alexander Gates, with a 1991 Ferrari during a Hagerty Classic Cars event at the museum in August 2018.

ALEXANDER GATES
EXECUTIVE DIRECTOR AND
CURATOR

HIGHLIGHTS OF 2018

ATTENDANCE

Museum attendance continued to grow in 2018 with the introduction of new programs and exhibits.



13,173 visitors in 2018



Board member Greg Johnston with members of the band Hedley.

SOCIAL REACH



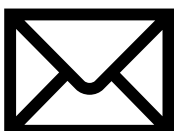
446 Instagram followers
in our first year!



1,665 Facebook fans
63% increase from 2017



629 Twitter followers
20% increase from 2017



1,333 e-news subscribers
50% increase from 2017



#1 attraction
in Oshawa

1. ABOUT THE CANADIAN AUTOMOTIVE MUSEUM

Our Mission

The Canadian Automotive Museum is dedicated to preserving and sharing Canada's automotive history.

History of the Canadian Automotive Museum

The Canadian Automotive Museum opened to the public in 1963 and was incorporated in 1964 as an independent not-for-profit, charitable institution. The museum is home to the world's most significant collection of Canadian cars and Canadian automotive literature. Today, the museum maintains a collection of over 80 Canadian, American, and European vehicles spanning the 20th century as well as an automotive reference library.

Charitable Status

The Canadian Automotive Museum's incorporation number is 106843121 RR0001.



Volunteers during Spirits of the Automobile in October

Affiliations

The Canadian Automotive Museum is a member of the Ontario Museums Association, the Canadian Museums Association, and is designated Category A Cultural Property organization.

2. 2018 CAPITAL IMPROVEMENTS

Exterior Facade Upgrades

During the winter of 2018 new exterior insulation and cladding was added to the museum, which improved the temperature inside as well as the curb appeal from Simcoe St. The addition of cameras and safety lighting made the site more suitable for evening events and helped improve safety in the downtown area.

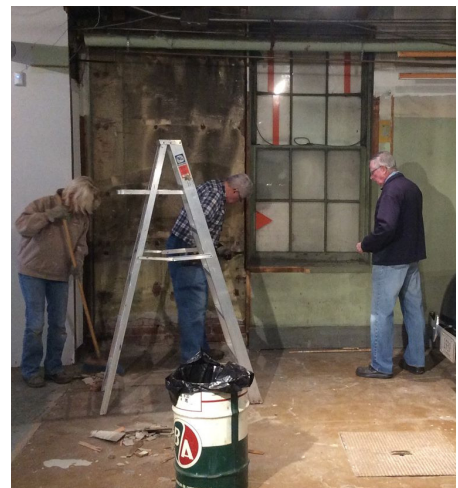


HVAC, Plumbing, & Electrical Upgrades

With funding from all three levels of government, the museum was able to replace its aging water pipes and electrical service. These behind-the-scenes changes will allow for a higher visitor capacity and for the installation of new lighting and exhibit elements. The most noticeable change was the installation of heating and air conditioning in the north room and lobby.

Main Gallery Refreshed

New lighting, paint, and glass window panes brought a new look and feel to the main gallery. Our museum volunteers brought back the historic character of the 1920s car dealership by restoring the original windows and removing the 1960s wood paneling. New track lighting added a new feel to space, making the gallery look brighter and larger than before.



2018 Capital Projects were funded through:
\$117,500 received from the Canada 150 Infrastructure Fund
\$143,000 received from the Ontario Trillium Foundation
\$20,000 received from the City of Oshawa



Canada



Ontario Trillium Foundation
Fondation Trillium de l'Ontario
An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



3. 2018 EXHIBITS

Junk in Your Trunk

Sponsored by Myseum of Toronto, Junk in Your Trunk opened in November 2018. The exhibit traces the origins and evolution of storage space in cars from 19th century carriages to the 2010s Teslas.



New Interpretive Panels

Curatorial Intern Nowreen Haque completed new interpretive panels for three cars on display: the 1927 Isotta Fraschini, the 1912 Rolls-Royce Silver Ghost, and the 1935 Rolls-Royce 20/25.



Lightning McQueen

Ka-chow! The star of Disney/Pixar's Cars 3, Lightning McQueen, gave a huge boost to attendance in 2018. Kids of all ages were excited to get their picture taken with this movie star. Lightning has extended his stay at the CAM through 2019.



Multilingual Gallery Guides

Multilingual gallery guides were developed with a grant from the Ontario Ministry of Citizenship and Immigration. Five stations were created in the museum with different themes. This allows visitors to learn about Canadian cars in Russian, German, Mandarin, Portuguese, Spanish, and Arabic.



4. 2018 ACTIVITIES AND PROGRAMS

Guided Tours and School Visits

51 groups visited the museum including school groups, Cub Scouts and Girl Guide troops, bus tours, and car clubs. A special thank you to all of our volunteer tour guides who bring the collection to life for visitors.



Gallery & Walking Tours

Gallery highlight tours were scheduled for every Saturday afternoon, with special themed tours taking place once a month for holidays such as Valentine's Day, St. Patrick's Day, Mother's Day, Father's Day, Canada Day, and McLaughlin Day. During the summer, Downtown Automotive Heritage tours introduced visitors to Oshawa's unique automotive landscape.

Automotive Speakers

The museum hosted automotive authors and speakers such as Tanya Bailey-Smith (right) speaking on early car races in Savannah, Georgia. While speakers came to talk at the museum, our curator also presented off-site for interested organizations.



Regular guided tours of the museum have increased visitor satisfaction by creating a personal connection to the collection and the community.

5. COLLECTION HIGHLIGHTS

Object Donations

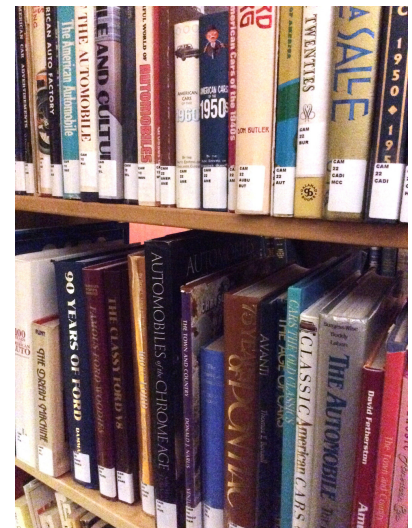
The Canadian Automotive Museum received the last 1999 Chevrolet Lumina produced at the Oshawa Assembly Plant from GM Canada. Individual donors gifted books, magazines, licence plates, and other automotive items for the permanent collection.



Oshawa resident Jane McDowell donated her 1957 royal tour licence plate desk set to the museum. This rare piece was her award for a primary school essay contest.

Canadian Automotive Library

A partnership with the Oshawa Public Libraries continued in 2018; the museum's collection of automotive books was catalogued into the OPL's online system. More than 600 books are now publicly accessible, along with hundreds of automotive repair and parts manuals. Library card holders may request a book through the OPL, which is delivered to the McLaughlin Branch Local History Room for in-library use.



Off-Site Display

The 1926 Bugatti T-37 was displayed at the 2018 Canadian International Auto Show in Toronto. Three other vehicles are currently on view in other museums: the 1914 Galt is at the Petersen Automotive Museum in Los Angeles, the 1905 McLaughlin Buggy is on display at the Remington Carriage Museum in Cardston, Alberta, and the 1912 Brockville Atlas is at the Brockville Museum in Brockville, Ontario.



4.5 Family Programs

Family friendly programs were offered throughout the year. Family Day, March Break, Summer Kids Days, and Doors Open Oshawa were all very popular with children. Spirits of the Automobile, brought the people behind the cars to life through first-person interpretation and Father's Day had extensive programming thanks to a sponsorship from Hagerty Classic Cars.



Kids activities are available throughout the year with special crafts during holidays and special events.

Hagerty brought in free coffee and a photo booth for Father's Day 2018, making the event fun for all ages. Members Clark & Patricia Weddell (right) had a fun time taking their photos with Lightning McQueen.



Father's Day
2018



HAGERTY.

6. BOARD, STAFF, AND MEMBERS

Board of Directors 2018-2019

Denis Bigioni, President
Peter Fawcett, Vice President
Patrick McCormack, Treasurer
Brad Baker
Jack Innes
Greg Johnston
Ross Mackie
Jack O'Donnell



Intern Danielle Rutkowski ready for Halloween tours.

Museum Staff

Alexander Gates, Executive Director and Curator
Lisa Haddock, Office Manager
Nigar Jabari, Visitor Services Assistant
Victoria Nelimarkka, Visitor Services Assistant
Logan Gariepy, Summer Visitor Services Assistant
Anthony Vieira, Summer Visitor Services Assistant
Nowreen Haque, Curatorial Intern (2017-2018)
Danielle Rutkowski, Curatorial Intern (2018-2019)
Erin Tuckey, Special Project Coordinator



Logan Gariepy prepping for Kids Day

Student Placements and Projects

The museum hosted two Capstone Projects from UOIT and two Durham College LIT students



2017-2018 UOT
Capstone
students (l-r)
Rick Packer,
Devin Martin,
Salman Syed,
Natalie Peltier,
Gregg Campbell

(right) Durham LIT student Peter Love
sorting car advertisements



Volunteers

More than 1,500 hours of volunteer service time were logged in 2018. The museum is fortunate to have a great group of over 20 dedicated volunteers helping throughout the year. Our volunteers assist with special events and tours, cleaning the museum, photographing the collection, and even moving cars around the galleries. A special thank you to the members of the Antique and Classic Car Club of Canada (ACCCC) Durham Region chapter who assisted with museum projects throughout the year.



Volunteer Sid Stevens helping remove old paneling.

2018-2019 Museum Members

Memberships increased by 75% over the past year to more than 65 members.

Jamie Alexander, Jordan Appleby, Ian Ashing, Brad Baker, Dean Baker, Wayne Beeton, Laurence Bell, Denis Bigioni Family, Karen & Robynn Boissoin, Fred Bottcher, Campbell Bryson, Christine Castle, Alejandro Chavez, Howard Cohen, John Connor, Stephanie Currie, Maurice Dalzot, John Day, Fred Drunken & Michelle Ferguson-Drunken Family, Peter Fawcett Family, Myron Gackstetter, Russell Hanley, Lubomir Heger Family, Michael Hewett, Tom Huehn, Keith & Marlene Jackson, Greg Johnston, Christopher & Lilia Kvorka, Murray Lapp, Paul Lumsden, Ross Mackie, Janet Mason, David McCartney, Rosemary McConkey, Patrick McCormack Family, Jil McIntosh, Rod McKersie, David Mitchell, Marsha Newhook, Valerie Noonan, Jack O'Donnell Family, Wasyl Pic, Lou Poliacik, Adam Reid, Suzanne Reiner, Alan Rubenstein, Jack & Freda Rubenstein, Ed & Joanna Seffinga, Steve Sheriff, David Solorzano, Ron Trbovich, Jim Van Allen, Stuart Wardle, Clark & Patricia Weddell, Christine & Craig Wildman

7. FINANCIAL MANAGEMENT

2018 Financial Statements

Full financial statements can be viewed at the Canadian Automotive Museum upon request.

Grant Highlights

- \$71,500 received from the OTF Capital Program.
- A 2018 Community Partnership Grant in the amount of \$4,000 was received from the City of Oshawa.
- Two summer students were hired with assistance from Young Canada Works and Canada Summer Jobs.
- Two curatorial interns were hosted through Young Canada Works in Building Careers in Heritage.



Ontario
Trillium Foundation



Fondation Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



(top) Receiving a recognition plaque from the OTF and Oshawa MPP Jennifer French.

(left) Intern Nowreen Haque displays the City of Oshawa's recognition letter for the 2018 Community Partnership Grant.

Financial Donations and Gifts in Kind

Gold Level (\$250+)

Brad Aulthouse
Walter Amez
Brad & Maria Baker
Dean & Lisa Baker
Glenn Baechler
Denis Bigioni
Dan Forsyth
Sophie Hills, Elliott & Hills Law Office
David & Enid Mitchell
Suzanne Reiner
Rogan Investment Management

Bronze Level (\$25+)

Peter Badenoch
Herman Broenink
Michael Hewett
Greg Johnston
Richard Johnston
Murray Lapp & Chris Castle
Janet Mason
Clara Mitchell
Linda Porritt
Ron Wilson

Silver Level (\$100+)

Nicole Adams
Karen Boissoin
Robert Clarke & Ferne Cristall
Keith Coulter
David McCartney
Jil McIntosh & Fred Bottcher
Michelle Ferguson
Jack Innes
Ross Mackie
Rod McKersie
Rob & Rosemary McLeese
Jack O'Donnell
Ira Peters
Bob Reddinger
Sheldon Rier
Rogers Communications
Alan Rubenstein
Ed & Joanne Seffinga
Justin Sookraj
Elenore Turner
Unifor Local 222
Winston Wood

Object Donations

John Smith - Automotive books, brochures and periodicals
Don Pebbles - Book
GM Canada - 1999 Chevrolet Lumina
Stan Norrish - GM lunchroom plates



Volunteers Megan Crawford and Valerie Noonan posing with the Queen.

8. LOOKING FORWARD

2019 promises to be an exciting year as the Canadian Automotive Museum presents new stories to be told and fun family programs.



Canada



Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



HAGERTY
FOR PEOPLE WHO LOVE CARS™

Canadian Automotive Museum
99 Simcoe St. South, Oshawa, Ontario L1H 4G7
905.576.1222 / info@canadianautomotivemuseum.com
www.canadianautomotivemuseum.com