
CANADIAN AUTOMOTIVE MUSEUM



2019 ANNUAL REPORT

MESSAGE FROM THE BOARD PRESIDENT

Thank you to our staff, volunteers, and supporters who made 2019 a great year for the Canadian Automotive Museum. It's wonderful seeing visitors explore the refreshed galleries and long-time members taking part in new events. A highlight of the year was our inaugural Rally Durham event which brought together classic car owners and automotive enthusiasts in support of the museum. I am proud of our community support and look forward to another great year in 2020.

MESSAGE FROM THE EXECUTIVE DIRECTOR

After completing our capital projects in 2017/2018, we were able to focus on expanding our event schedule in 2019. We hosted an inaugural Curator's Reception and revived the annual Rally. Visitors packed our summer Kids Days, walking tours, and special events. The Canadian Automotive Museum continues to evolve with the auto sector. Research is currently underway on an exhibit to tell the story of the GM Oshawa Assembly Plant, which produced its last vehicles on December 18, 2019.



Board President, Denis Bigioni, during the Rally Durham 2019

DENIS BIGIONI
BOARD PRESIDENT



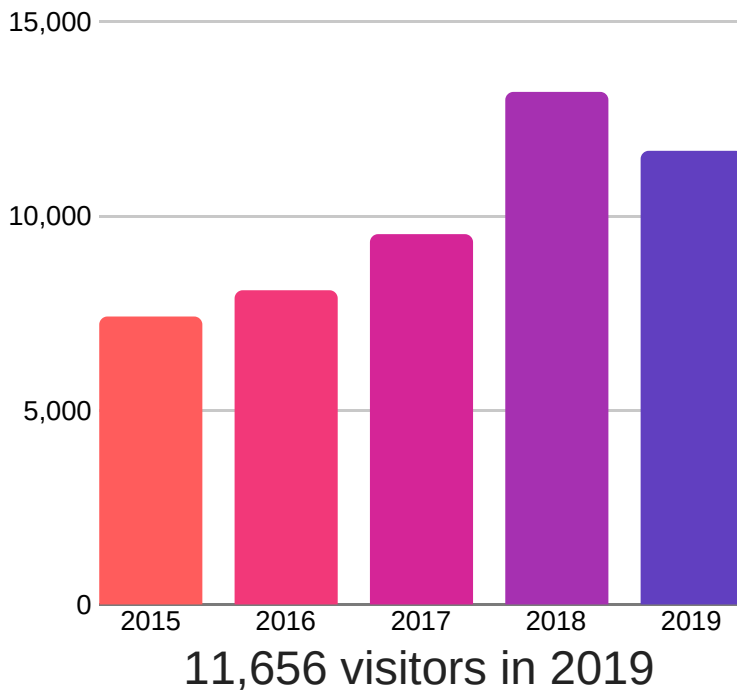
Executive Director, Alexander Gates, at the annual Curator's Reception.

ALEXANDER GATES
EXECUTIVE DIRECTOR AND
CURATOR

HIGHLIGHTS OF 2019

ATTENDANCE

Museum attendance declined slightly in 2019 following the large turnout to see Lightning McQueen in the previous year.



The 1915 Ford Model T at the 2019 Canadian International Auto Show in Toronto.

SOCIAL REACH



625 Instagram followers



2,668 Facebook fans
60% increase from 2018



660 Twitter followers



1,733 E-news subscribers
30% increase from 2018



#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 and international vehicles spanning the 20th century, as well as the Baechler Canadian Automotive Research (C.A.R) Library.

Charitable Status

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



Museum members tour the GM Oshawa Assembly Plant, September 2019

Affiliations

The Canadian Automotive Museum is a member of the Ontario Museums Association and the Canadian Museums Association. It is a Cultural Partner of the Council for Canadian American Relations and is designated Category A Cultural Property organization.

2. 2019 CAPITAL IMPROVEMENTS

Roof Replacement

With capital funding from the Ontario Trillium Foundation, a new roof was installed on the north wing of the museum. This will reduce energy costs by adding an extra layer of insulation to the building.



2019 Capital Projects were funded with the assistance of \$49,000 received from the Ontario Trillium Foundation



Galleries Refreshed

The main gallery was refreshed with a new coat of floor paint. The second floor saw old wood paneling removed, revealing the original windows, which now bear the name of museum donors. A fresh coat of paint brightened up the brick walls. Thanks to the hard work of our volunteers the galleries are looking fresh and inviting for visitors.



Donor Windows

Donor windows were added to the second floor as a fundraiser for the upcoming Oshawa's Automotive Community exhibit. New painted glass was added to the historic window frames and full-colour window clings honour our donors who made financial donations to the museum in 2019.



3. 2019 EXHIBITS

New Interpretive Panels

Curatorial Intern Danielle Rutkowski completed new full-colour, bilingual interpretive panels for three cars on display: the 1983 DeLorean, 1969 Daimler limousine and 1949 Meteor.



Lightning McQueen

Ka-chow! The star of Disney/Pixar's Cars 3, Lightning McQueen extended his stay at the Canadian Automotive Museum through 2019.



Off-Site Display

The museum's 1912 Rolls-Royce Silver Ghost, known as "Ladybird", was displayed at the 7th annual Cobble Beach Concours d'Elegance where it won the Historic Vehicle Association's National Automotive Heritage Award for Most Well-Preserved Vehicle.



Off-Site Display

The 1915 Ford Model T was displayed at the 2019 Canadian International Auto Show in Toronto while the 1914 Galt Gas-Electric was on view at the Petersen Automotive Museum. The circa 1905 McLaughlin Carriage is on display at the Remington Carriage Museum in Cardston, Alberta. The Brockville Atlas is at the Brockville Museum, and the 1909 Kennedy travelled to the Waterloo Regional Museum.

4. 2019 ACTIVITIES AND PROGRAMS

Guided Tours and Group Visits

Our expert volunteer guides bring the collection to life through thematic tours aimed at various age groups and enthusiast groups throughout the year. In 2019 more than 50 groups booked tours, bringing in 1,154 visitors. In addition, our staff and volunteers gave more than 100 guided tours to visitors, including downtown Oshawa Heritage walking tours and special themed tours during holidays and special events.



Automotive Speakers

Tommy Phillips graciously brought the 1962 Dodge Dart used in *The Shape of Water* to the museum for our Movie Star Cars Tour in September. The Canadian Society of Decorative Arts launched their automotive-themed edition of *Ornamentum* magazine at the museum in November. The magazine featured an article on the museum's two Rolls-Royce Silver Ghosts.



(top-bottom) Volunteer Bob Schmidt giving a gallery tour, 1962 Dodge Dart on display from *The Shape of Water*, *Ornamentum* magazine reception.

Family Events & Programs

The Canadian Automotive Museum hosts events and programs year-round. Family friendly programs were offered throughout the year with activities and photo opportunities for all ages. Family Day, March Break, Summer Kids Days, and Kars on King were all very popular with families. Doors Open Oshawa 2019 was a record setting day with 740 visitors touring the museum on a single day.



Rally Durham Fundraiser

The museum's annual rally event was revived as a major annual fundraiser in 2019. More than 50 participants enjoyed a day touring Durham Region with track time at Canadian Tire Motorsport Park, food, games, and scenic drives ending at Chatterpaul's in Whitby for dinner and a silent auction. Rally Durham raised more than \$8,700 in support of the Canadian Automotive Museum.



5. COLLECTION HIGHLIGHTS

Object Donations

James Spencer - Herbie the Love Bug go-kart

Ron Foss - 1946 Ontario licence plate

Russell Jones - 1967 Suzuki motorcycle

Dennis & Janet Waddington - licence plates and headlamps

Province of Ontario - 2019 licence plate

Richard Bales - McLaughlin-Buick Manual

Christine Wildman - 65 photographs and advertisements related to General Motors Canada

Glenn Fischer - 27 photographs, magazines and newspapers related to the history of the Canadian Automotive Museum

Janet Mason - 30 plaques and metal holiday cards featuring classic cars

Ted Rundle - 12 glass lantern slides of General Motors Canada and GM 1,000,000th Car Ceremony film

Stan Norrish - 3 GM dinner plates

Kevin Stumpf - 2 General Motors pamphlets

Paul Denter - 1 GM Plant invitation

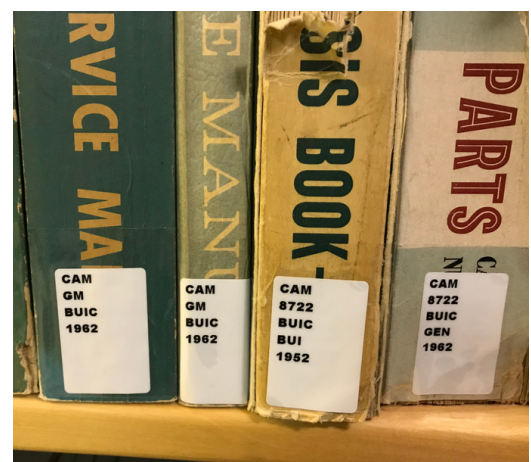


MPP Kinga and MPP Lorne Coe present Toronto Raptors license plates in honour of the Raptors winning the NBA championship in 2019.



Canadian Automotive Library

A partnership with the Oshawa Public Libraries continued in 2019; hundreds of automotive repair and parts manuals were catalogued and made searchable on the Oshawa Public Libraries' website. A generous gift from the Estate of Glenn Baechler renamed the library space the Glenn H. Baechler Canadian Automotive Research (C.A.R) Library. Plans for a major renovation of the space are scheduled for 2020-2021.



6. BOARD, STAFF, AND MEMBERS

Board of Directors 2019-2020

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



Santa Claus made a special appearance in 2019 as part of a photo shoot.

Museum Staff

Alex Gates, Executive Director & Curator
Lisa Haddock, Office Manager
Nigar Jabari, Visitor Services
Victoria Nelimarkka, Visitor Services
Danielle Rutkowski, Curatorial Intern
Emmanuelle Christie, Summer Assistant
Kenan Soso, Summer Assistant
Amanda McNeil, Curatorial Intern
Dumaresq de Pencier, Special Projects



Kenan and Emmanuelle during their summer positions.

Student Placements and Projects

The museum hosted a Capstone Project from Ontario Tech University and a Durham College LIT student in 2019. Four current students and recent graduates were employed through Young Canada Works.



Ontario Tech University capstone students .

Volunteers

More than 2,000 volunteer hours were logged in 2019, up 45% from the previous year. The museum is fortunate to have a wonderful 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 Antique and Classic Car Club of Canada (ACCCC) Durham Region who assisted with museum projects throughout the year.



Volunteer John Rudell assists with polishing brass.

2019 Museum Members

Ian Ashing, Brad Baker, Dean Baker, Wayne Beeton, Laurence Bell, Robert Bell, Denis Bigioni Family, Karen & Robynn Boisson, Fred Bottcher, Robert Brown, Robert & Franca Brunshaw, Campbell Bryson, Christine Castle, Howard Cohen, Charles & Cooper, Lisa & Douglas Cooper, John Connor, Stephanie Currie, John Day, Gerard Deltell, Peter Fawcett Family, Myron Gackstetter, Russell Hanley, Lubomir Heger Family, Michael Hewett, Tom Huehn, Keith & Marlene Jackson, Kurt Johansen, Greg Johnston, Christopher & Lilia Kverka, 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, Greg & Kathy Pratt, Suzanne Reiner, Sheldon Rier Alan Rubenstein, Jack & Freda Rubenstein, John Rudell, Ed & Joanna Seffinga, Steve Sheriff, Ron Trbovich, Jim Van Allen, Stuart Wardle, Clark & Patricia Weddell, Christine & Craig Wildman

7. FINANCIAL MANAGEMENT

2019 Financial Overview

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

Grant Highlights

- \$49,000 received from the OTF Capital Program.
- A 2019 Community Partnership Grant in the amount of \$5,000 was received from the City of Oshawa.
- \$14,280 received to fund a Virtual Museum of Canada exhibit on Oshawa's Automotive Community.
- 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.



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



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



Gifts-in-Kind & Services-in-Kind

Graphic Lettering Services
Ontario Mapping Company
Photographic Touch
Porsche Club of Canada
Canadian Tire Motorsport Park
Chatterpaul's Restaurant
Remax Jazz - Marlene Boyle
Lasik Eye Center Lindsay

Kerr Industries
Markol Coffee
Southpond Winery
Archibalds Orchard
Old Flame Brewery
Phoenix EDT
RM Sotheby's
Britain West

Fox Media
Blueshine Art
GBC Design
Amez Electrical
Rustoleum
Snap On Tools
Life Art Designs

Financial Donations and Gifts in Kind

\$1000+

Brad & Maria Baker
Brad Aulthouse
Christine Wildman
Dean & Lisa Baker
Denis Bigioni
Estate of Glenn Baechler
Fiore & Elaine Mendicino
Jil McIntosh
Martin Wichlacz
Rogan Investment Management
Sophie Hills

HAGERTY[®]

 **BMO Wealth Management**
BMO Nesbitt Burns

\$100+

Alan Rubenstein
Andre and Wanda Beuparlant
Angelo & Sandy Savoia
Avery Baker
Barry & Janice Teichroeb
Callum Cove
Chris & Lisa Ruck
Chris Cove
Clara Mitchell
Cole Janeteas
David & Laura Clubine
David Guptill
David McCartney
Duane Astrauskas
Ed & Joanne Seffinga
Eleonore Turner
Frances Newman
Gordon & Lisa Ross
Gregory Johnston
Ian Ashing
Ira Peters
Jake Beuparlant
James & Kirsten Janeteas

Jared Mitchell & John Rudell
Karen Boissain
Lubomir Heger & Carolyn Webb
Michael & Mair Cove
Michael Hewett
Peter & Lise Fawcett
Rob & Rosemary McLeese
Robert Clarke & Ferne Cristall
Rod McKersie
Ron & Sharon Trbovich
Roy & Suzanne Vanderwaak
Steve Adams & Penni Barker-Adams
Steve Ostiguy
Suzanne & Dietmar Reiner
Tazio Bigioni
Tony & Cheryl Cove
Warren & Dale Mar

 **UNIFOR**
Local 222 | Canada

 **Clarington**
TOYOTA
Your Home Team

\$25+

Adam Papp
Aviva Canada
Carmel Caruana
Christine Torry Christopher
Goodwin Donna Raetsen-
Kemp Gerard Deltell
Herman Broenink
John Day
Michelle Ferguson
Patrick Johnston
Peter Badenoch
Richard Johnson
Robert & Janet Mason
Rogers Communications
Steve Sherriff
Teri Normoyle
Wolfgang Metzner

8. LOOKING FORWARD



2020 promises to be an exciting year as the Canadian Automotive Museum presents new Canadian automotive stories and fun family programs.

A new exhibit called Oshawa's Automotive Community is being developed with the assistance of the Virtual Museum of Canada. The focus of the project is the history of automotive assembly in Oshawa, and the community that it formed, starting with its 19th century origins up until the last truck came off the assembly line in December 2019. This bilingual exhibit is being developed with an online and an onsite version in order to reach a wide audience. The onsite exhibition will feature twelve automobiles built in Oshawa from the museum's permanent collection.

This project will be the largest exhibition in the history of the Canadian Automotive Museum's history and community collaboration will be a major component in ensuring the Oshawa story is represented accurately.

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