
CANADIAN AUTOMOTIVE MUSEUM



2021 ANNUAL REPORT

MESSAGE FROM THE BOARD PRESIDENT

Thank you to our amazing staff and volunteers who once again navigated another challenging year. With the help of government Covid financial support, the museum is in a position to welcome visitors back to an improved museum experience. This fall the board approved our 2022-2024 strategic plan and I look forward to growing the museum with the help of our supporters.



Board President, Denis Bigioni (right) with donor Phil Abram.

DENIS BIGIONI
BOARD PRESIDENT

MESSAGE FROM THE EXECUTIVE DIRECTOR

Despite being open to the public for only half of the year, 2021 was a busy year with new display panels produced, monthly Zoom talks, and a record number of grants received. With Covid safety protocols in place, visitors were welcomed back; reviews about the changes we've made in recent years have been overwhelmingly positive.

Thank you to all of our staff, volunteers, and supporters who kept the museum moving forward during these uncertain times.



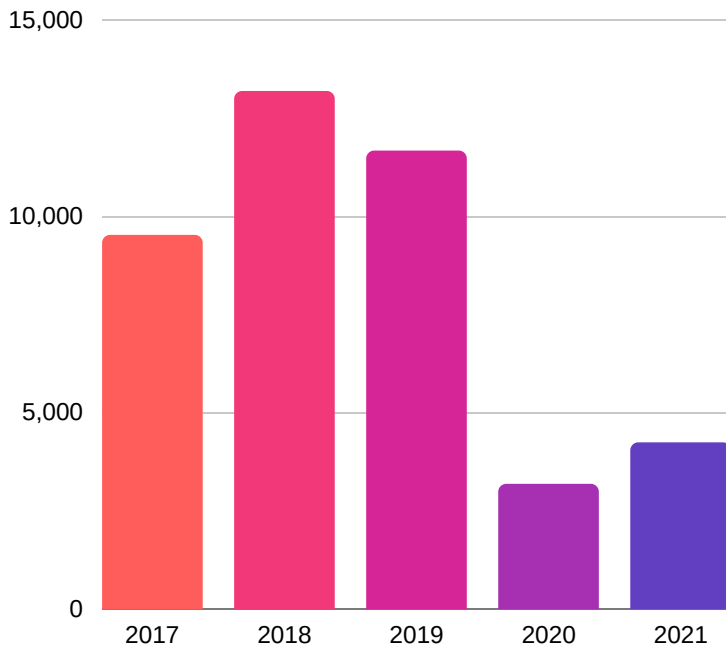
Executive Director, Alexander Gates, in front of a new mural behind the museum.

ALEXANDER GATES
EXECUTIVE DIRECTOR AND
CURATOR

HIGHLIGHTS OF 2021

ATTENDANCE

Over the past two years the museum was closed for 12 months for Covid-19.



4,228 visitors served in 2021



Emily giving a tour to a group of Girl Guides.

SOCIAL REACH



966 Instagram followers
23% increase from 2020



3,434 Facebook fans
14% increase from 2020



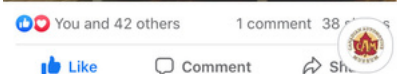
732 Twitter followers



2,408 E-news subscribers
14% increase from 2020



Today is Sam McLaughlin's 150th birthday! In honour of this special day we installed a brand new interpretive panel for his 1952 Vauxhall... See More



Our most popular post of 2021 was for Sam McLaughlin's 150th birthday in September.

1. ABOUT THE CANADIAN AUTOMOTIVE MUSEUM

Our Mission

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

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.



Marie Lalonde presenting the museum a 2021 Award of Excellence in Exhibitions from the Ontario Museums Association.

7200

Affiliations

4800

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

2. 2021 MUSEUM UPGRADES

Gallery Improvements

New lighting and paint brightened up the second floor of the museum. Our volunteers worked on many small projects around the museum that added up to a more enjoyable visitor experience.



Site Murals

New murals were added to the shipping containers and parking lot wall to bring colour to the exterior of the property. Thank you to Chad Tyson and Signs of Life for completing this project.

Baechler C.A.R. Library

During the past year more than 19,000 automotive advertisements were catalogued, 30 research requests answered, and material from the collection was used to develop new interpretive panels for the galleries. The Oshawa Public Library remains a partner in cataloguing the collection with hundreds of books and manuals now searchable in their database.

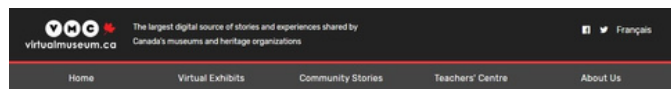


Ian and Rachel shelving automotive manuals after being catalogued.

3. 2021 EXHIBITS

Oshawa's Automotive Community

Our award-winning Oshawa's Automotive Community exhibit remained on display throughout 2022. With financial support from the General Motors Oshawa Assembly Plant, the exhibit was updated to include a new custom display case with Oshawa-made face masks.



Oshawa's Automotive Community

Creator(s): The Canadian Automotive Museum

For more than a century, Oshawa has been the largest builder of motor vehicles in Canada. Explore the eventful history of this automotive city, as experienced by generations of auto workers and their families.

Visit the Exhibit: [English](#) [French](#)



Digital
Museums
Canada

On Display

The 1914 Brockville Atlas returned to the museum after being on loan to the Brockville Museum since 1995. This rare Canadian automobile is one of the museum's most significant pieces.



New bilingual interpretive panels were added for more than a dozen vehicles on display. This included in-depth research into the CAM's British and European cars from the McDougald Collection. New images, stories, and updated stats bring the cars to life!



4. 2021 ACTIVITIES AND PROGRAMS

Downtown Walking Tours

Throughout the summer and fall, Board Member Greg Johnston took more than 100 people on downtown walking tours. Double the number seen in 2020. Thank you to the City of Oshawa and Central Counties Tourism for sponsoring these walks.



Third Thursday Talks

The Third Thursday Zoom Talks were very successful with 1,175 registrations for 11 talks in 2021. 214 donors contributed \$4,800 as part of the registration process. Thank you to our sponsors Hagerty and the Ontario Trillium Foundation. Past talks are available on the museum's Youtube channel.



Announcement Events

There were no indoor public events held at the museum in 2021, but two public announcements restricted to 10 participants took place - one for an OTF Resilient Communities Fund grant and the other for an Ontario Museum Association Award of Excellence in Exhibitions.



OTF Resilient Communities Fund announcement

Family Events & Programs

The Canadian Automotive Museum focused on socially distanced activities and virtual outreach during 2021. Program Intern Emily Finbow created a fun downloadable Winter Break activity book as the museum was closed to visitors at the end of December. For children visiting in-person, a fun scavenger hunt (complete with prizes) was developed to encourage young visitors to explore the gallery.



CAM Audio Tour

With Funding from the Ontario Trillium Foundation's Resilient Communities Fund, a new museum audio tour was produced in both French and English. Friends of the museum professionally recorded their audio clips at the Durham Radio studio in Oshawa. These clips are available to download for free on the museum's website as well as on all major streaming services including Spotify and Apple Music.



Brittney Crabb and Dumaresq de Pencier recording their audio tour clips.

5. COLLECTION HIGHLIGHTS

Selected Object Donations

- Greg Pierce** - GM speeches
- Paula Masterson** - Glass plate negatives
- Michael Edwards** - De Dion Bouton book
- Ronald Hausmann** - Kissel materials
- David McCartney** - OSC poster
- Howard Cohen** - books and manuals
- Drew Butler** - manuals and photographs
- Angela Harris** - GM dinner plate, brochures
- Ted Rundle** - promotional items
- Case Jansen** - advertisements
- Estate of William Brown** - Three Ford Model Ts
- Patricia Sigurdson** - photographs
- William Grylls** - archival materials
- Thomas Ross McQuay** - GM War album
- Ian Ashing** - archival materials
- Russell Hanley** - archival materials
- Tyler Hove** - Alberta licence plate
- Glen Wraith** - GM drivers ed films
- Ron Selleck** - aerial photo of GM Oshawa
- Norm Bishop** - Corvette Restorer magazine
- Paul Thomson** - books
- Doug Wright** - ~2,000 car brochures
- Brian Ferguson** - magazines
- Enid Mitchell** - McLaughlin-Buick materials
- Peter Black** - GM Regina images
- Glenn Hall** - thermometer
- David Steckley** - licence plate poster



6. BOARD, STAFF, AND MEMBERS

Board of Directors 2021-2022

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



Board member Greg Johnston with the 1914 Galt Gas-Electric.

Museum Staff 2021-2022

Alexander Gates, Executive Director & Curator
Lisa Haddock, Office Manager
Gareth Copeland, Visitor Services
Victoria Nelimarkka, Visitor Services
Rachel Delle Palme, Automotive Librarian
Dumaresq de Pencier, Special Projects Coordinator
Emily Finbow, 2021-2022 YCW Curatorial Intern



Gareth sorting library in the gallery during the 2021 lockdown.

Volunteers

Over volunteers continued to lend a hand at a museum throughout 2021, taking turns coming in during the closures. More than 20 volunteers contributed a total of more than 600 hours assisting with maintaining the car collection, working in the library, and helping with facilities projects. Thank you to all of our volunteers who keep the museum looking great!



Eric dusting the 1957 Dodge Regent

2021 Museum Members

47 active memberships (down 27% from 2020)

Aaron Fenton, Brad Baker, Bruce Baird & Vera Woropay, Christine Castle & Murray Lapp, Clara Mitchell, Clark Weddell, Curtis Driedger, Daniel Proudfoot, David McCartney, Denis Bigoni Family, Duaine & Molly Hamilton, Ed & Joanne Seffinga, Gary Crawford, Greg Johnston & Christina Kovacic, Howard Bury Family, Howard Cohen & Julie Nierenberg, Ian Ashing, Jack O'Donnell, Jacqueline Finn, Jil McIntosh & Fred Bottcher, John Day, Kathie Vanular, Keith & Marlene Jackson, Lubomir Heger Family, Martin Wichlacz Family, Michael & Stacey Hewett, Michael Reaume, Patrick McCormack Family, Paul Denter, Peter Fawcett Family, Philip Warne, Ralph Draws Family, Ray Hayhurst, Richard & Kimberly Johnston, Richard Stein, Robert & Rosemary McLeese, Robert Bell, Robert Brown, Rosemary McConkey, Russell Hanley, Sarah Hutcheon & Daniel Collins, Sheldon Rier, Suzanne Reiner, Tom Huehn, Valerie Noonan, Wenfang He & Mehran Jahan Pahlevan, Wes & Lois Ebbs

7. FINANCIAL MANAGEMENT

2021 Statement of Operations

Full audited financial statements prepared by Hilborn LLC. can be viewed at the Canadian Automotive Museum upon request.

	Operating	Capital	2021	2020
Revenue and Other Income	\$341,412	\$20,781	\$362,193	\$230,944
Expenses	\$257,234	\$21,516	\$278,750	\$240,942
Deficiency of revenues over expenses before the following	\$84,178	(\$735)	\$83,443	(\$9,998)
Investment income	\$0	\$77,833	\$77,833	\$16,311
Gain on sale of collection of assets	\$0	\$0	\$0	\$3,500
Excess (deficiency) of revenues over expenses	\$84,178	\$77,098	\$161,276	\$9,813

Government Grants

- A \$34,800 grant was received from the OTF Resilient Communities Fund to develop a museum audio tour.
- A \$50,000 grant was received from the OTF Building Communities Fund for operations.
- A 2021 Community Partnership Grant in the amount of \$5,000 was received from the City of Oshawa.
- \$15,000 received to fund a Digital Museums Canada exhibit on Electric Cars of Canada for 2020-2021.
- A summer student and curatorial intern were hired with assistance from Young Canada Works.
- \$27,162 received from Canadian Heritage for Covid-19 support.
- Operational funding received from the Ontario Small Business Grant.
- Operational support received from the Government of Canada through CEWS, CERS, and CEBA loan program.

Gifts-in-Kind & Services-in-Kind

Amez Electrical
CDN Protection
GBC Design
Oshawa Public Libraries
Ontario Mapping Company
Photographic Touch
Ariane Duddey
Robert Clarke

Thank you to Mito Graphics for printing the interpretive panels displayed in front of each vehicle.



Canada



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



Attendees taking a selfie at the OTF Grant announcement in December.

Financial Donations

\$1000+

Phil Abram
Walter Amez
Brad & Maria Baker
Estate of William Brown
David & Enid Mitchell
Rogan Investment
Management
John Rudell
Christine Wildman

HAGERTY[®]



Oshawa Assembly

\$100+

Janet Baker
Rev. John H. Brown
Charles Bull
Chris Castle & Murray Lapp
Robert Clarke & Ferne Cristall
Jim Corneau
Amanda Daley
Curtis Driedger
Denise Dugal
Wes Ebbs
Gordon Edgar
Jeff Fenwick
Michelle Ferguson
Allan & Elaine Frances

Ron Foss
Ray Hayhurst
Dennis & Ruth Hemmings
Dean Mackie
Steven May
David McCartney
Jil McIntosh
Rod McKersie
Jack Premsele
Suzanne & Dietmar Reiner
Prof. Ass. of Vehicle Evaluators
Justin Sookraj
Warren Travell
Eleonore Turner
Keshav Vyas
Philip Warne
Ron Wilson
Larry Whitney
Ron Wilson
Jim Wood
Joan & Ron Young



8. LOOKING FORWARD



2022 promises to be another exciting year at the museum with a mix of indoor, outdoor, and online events. This includes our popular monthly Third Thursday Zoom talks, walking tours, and Rally fundraisers. We're also looking forward to again partnering with external groups including Kars on King, Doors Open Oshawa, and the Cobble Beach Concours d'Elegance.

Our next exhibition, Wires to Wheels: Electric Cars of Canada, is scheduled for completion in July 2022. This online and onsite exhibition, funded by Digital Museums Canada, will explore Canadian connections to electric vehicles from the late 19th century to the present day.

Thank you to all of our members, donors, volunteers, and community supporters who helped make 2021 a great year despite the challenge of Covid-19.

Canadian Automotive Museum
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