
CANADIAN AUTOMOTIVE MUSEUM



2022 ANNUAL REPORT

MESSAGE FROM THE BOARD PRESIDENT

The museum's collection now covers three centuries of Canadian cars with the acquisitions of the 1897 Fossmobile and the 2008 ZENN. I'm proud that we continue to share Canada's automotive experience with a world-class collection of motor vehicles, exhibits, and an impressive reference library. Thank you to our wonderful staff and volunteers for all of the work they do to keep the museum looking great.



Board President, Denis Bigioni with the 1897 Fossmobile tribute.

DENIS BIGIONI
BOARD PRESIDENT

MESSAGE FROM THE EXECUTIVE DIRECTOR

2022 was a whirlwind of a year from a January lockdown to welcoming three new vehicles into the collection and unveiling Wires to Wheels: Electric Vehicles of Canada & Beyond. The Canadian Automotive Museum had a packed schedule of programming, including Third Thursday talks, exhibition receptions, driving events, and kids activity days. Thank you to all of our new and renewing members, donors, and volunteers. Your support allows the museum to continue to grow and evolve.

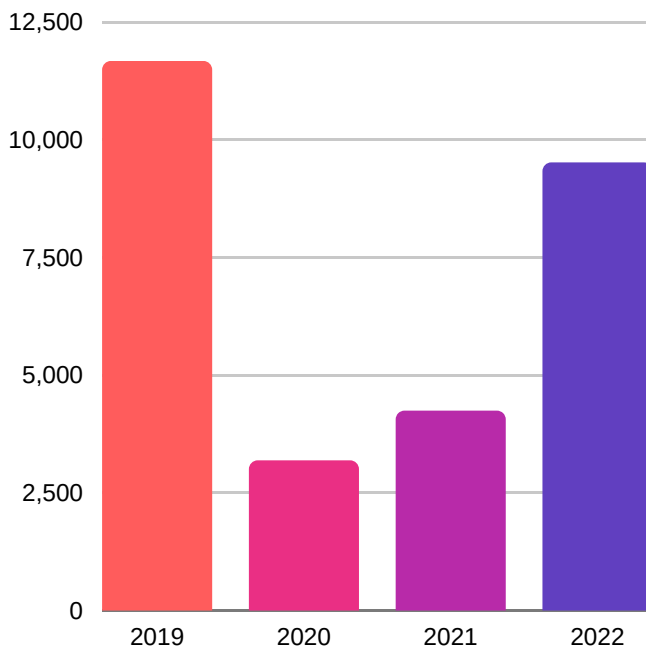


Executive Director, Alexander Gates, at the 2022 Curator's Reception.

ALEXANDER GATES
EXECUTIVE DIRECTOR AND
CURATOR

HIGHLIGHTS OF 2022

ATTENDANCE



9,501 visitors served in 2022



Young visitors enjoying museum activities.

SOCIAL REACH



1216 Instagram followers
25% increase from 2021



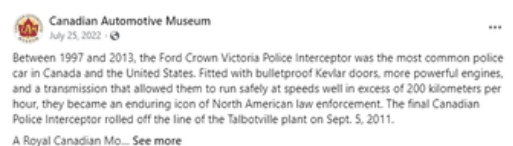
4,632 Facebook fans
35% increase from 2021



735 Twitter followers



2,660 E-news subscribers
10% increase from 2021



Our most popular post of 2022 was on Canadian Ford Crown Victorias.

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 as an independent not-for-profit, charitable institution in 1964. 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 from the 1890s to the 2000s, as well as the Glenn Baechler Canadian Automotive Research (C.A.R) Library.

Charitable Status

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



Museum supporters attending the opening of Wires to Wheels on September 8, 2023.

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 a designated Category A Cultural Property organization.

2. 2022 MUSEUM ACCOMPLISHMENTS

Award Winning Volunteers

Board member and volunteer Greg Johnston was awarded the Queen Elizabeth Jubilee Medal by MP Erin O'Toole at a ceremony in Bowmanville on October 18, 2022.



Filming at the Canadian Automotive Museum

Did you catch the CAM on TV? Several television shows filmed at the museum including Repossessed and Ghost Hunters of the Grand River. L'académie du Guide de l'auto brought Olympic gold medalist Charles Hamelin for a visit to the museum.

Baechler C.A.R. Library

In 2022 the Baechler Canadian Automotive Research Library acquired several important collections including the Goforth Collection of Canadian road maps. The library staff and volunteers catalogued thousands of documents and responded to dozens of internal and external research requests.



Neena and Chris working in the library

3. 2022 EXHIBITS

Wires to Wheels: Electric Vehicles in Canada & Beyond

Our latest exhibit, Wires to Wheels: Electric Vehicles in Canada & Beyond, opened in September 2022. This exhibition is available both onsite and online thanks to support from Digital Museums Canada. The exhibit covers the origins of electric cars in the late 19th century up to to contemporary models on the road today.



On Display in the Community

The 1914 Brockville Atlas was displayed at the 2022 Cobble Beach Concours d'Elegance in Kemble, Ontario. The Atlas took part in the Brass Era Class along with similar makes from the period.



Roy Nichols Motors borrowed two vehicles to celebrate its 100th anniversary. The 1926 Willys Whippet and 1929 Cheverolet were on display in their Bowmanville showroom from May to October 2022. Thank you to Gary Dalby (pictured left) at Roy Nichols for arranging this display.



4. 2022 ACTIVITIES AND PROGRAMS

Downtown Walking Tours

Throughout the spring, summer, and fall, board member Greg Johnston took 141 visitors on downtown automotive heritage walking tours - 20% more than in 2021. Thank you to the City of Oshawa, Pathwise Credit Union, and Central Counties Tourism for sponsoring these walks.



Third Thursday Talks

The second year of the popular Third Thursday Zoom Talks covered nine talks with 823 registrations. 118 donors contributed \$3,337 as part of the registration process. Thank you to our event sponsor Hagerty and all of our great speakers. Past talks are available on the museum's Youtube channel.



Museum Receptions

CAM hosted three members' receptions in 2022; the Curator's Reception on April 8, Wires to Wheels exhibition opening reception on September 8, and the Fossmobile Reception on December 2.



The Fossmobile family at December Fossmobile reception.

Family Events & Programs

Family focused programs returned in 2022 with March Break welcoming 1080 visitors and Doors Open Oshawa seeing 604 visitors. Emily Finbow created fun activities for children including a light-up holiday card craft for Winter Break and an activity book for the Queen's Platinum Jubilee. The museum's popular kids' scavenger hunt remained a mainstay of engaging youth as they explored the galleries.



Rally Durham and Park & Picnic Events

The museum's two signature members' events are the full-day Rally Durham and half-day Park & Picnic. Members are encouraged to bring their classic cars out for a drive to fun destinations around Durham Region while raising funds for the museum. These events raised more than \$5,000 to support the museum's programs.



Museum members suit up to drive go karts during Rally Durham fundraising event on June 12, 2022.



The second annual Park & Picnic went to Leaskdale National Historic Site on November 5, 2022.

5. COLLECTION HIGHLIGHTS

Object Donations

Wendy Stevens - commemorative car coins and tokens

Valerie Noonan - GM pamphlets

Tom Huehn - photographs

Alastair Taylor - books

Neil Butters - picture of Sam McLaughlin

Todd Stanzel - books and brochures

Linda Owen - Boyce motometer

Mark Larratt-Smith - books, car parts, and Jockey sur cheval hood ornament

Glenn Worden - Chrysler material

Magna International - 1987 Torrero

City of Montreal - 2008 ZENN electric

Fossmobile Ent. - 1897 Fossmobile tribute replica

Dieter Krieger - books and brochures

Robb Caswell - GM overcoat

Merv Buckwald - photograph

Loyd Haskin - Ontario Motor Sales sign

Elizabeth Thompson - car mirrors

Rev. John Brown - books and periodicals

Keith Horsfall - car club periodicals

Brent Fox Machea - magazines

Brian Owens - Dodge reference materials

W. J. (Bill) Henry - Brooks Steam Car photos

Jack Innes - Canadian FWD materials

Greg Pratt - GM Canada pins

Bill Hamade - automotive ephemera

Ted Rundle - 1963 rally plate

William Bentley - McLaughlin books

David Goforth - road maps

Steve Roberts - films

John Currie - brochures



1987 Magna Torrero



1897 Fossmobile tribute replica



2008 ZENN electric



Goforth map collection

6. BOARD, STAFF, AND MEMBERS

Board of Directors 2022-2023

Denis Bigioni, President
Peter Fawcett, Vice President
Patrick McCormack, Treasurer
Dr. Dimitry Anastakis
Brad Baker
Jack Innes
Greg Johnston
Murray Lapp
Greg Pratt



Board member with the 1897 Fossmobile.

Museum Staff 2022-2023

Alexander Gates, Executive Director & Curator
Emily Finbow, Visitor Services Manager
Dumaresq de Pencier, Exhibition & Project Coordinator
Alexandra Miller-Gerrard, Automotive Librarian
Victoria Nelimarkka, Visitor Services
Gareth Copeland, Visitor Services
Edgar Hunt, YCW Intern
Lauren McIntyre, YCW Summer Student



Emily Finbow helping move the 1966 Corvair.

Volunteers

Our volunteers continued to lend a hand at the museum throughout 2022, taking turns coming in during the closures. More than 20 volunteers contributed a total of over 730 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!



Ian & Dave cleaning the 2008 ZENN.

2022 Museum Members

109 active memberships (compared to 47 in 2021)

Denis Bigioni & Trina Chiarelli, Peter & Lise Fawcett, Brad Baker, Patrick McCormack, Gregory & Christina Johnston, Valerie Noonan, Suzanne Reiner, John Connor, Clark & Pat Weddell, Jil McIntosh & Fred Bottcher, Todd Perkin, Wasyl Pic, John Day, Ed & Joanne Seffinga, Tom Huehn, Lubomir Heger & Carolyn Webb, Murray Lapp & Chris Castle, Christopher & Lilia Kvorka, Ian Ashing, Jack O'Donnell, Warren Travell, Sheldon Rier, Nicole Adams, David McCartney, Russell Hanley, Howard Cohen, Rosemary McConkey, Keith & Marlene Jackson, Karen Boissoin, Marsha Newhook, Ron Trbovich, Steve Sherriff, Christine & Craig Wildman, Robert Bell, Gregory & Katherine Pratt, Kurt Johansen, Robert Brown, John Rudell, Gerard Deltell, Robert Brunshaw, Tyler Atkinson, Dace Lauva, Dan Murphy, Douglas Turner, Gerry Malloy, Gary Crawford, Martin Wichlacz, Janice Warren, Daniel Proudfoot, Frances Newman, Paul Denter UE, Rob & Rosemary McLeese, Jacqueline Finn, April Haze, Michael Reaume, Amber Derby, Vince Weidmark, Christiane Arbour, John Raymond, Richard Johnston, Clara Mitchell, Richard Stein, Curtis Driedger, Ray Hayhurst, Aaron Fenton, Ralph Draws, Sarah Hutcheon, Bruce Baird, Wenfang He, Philip Warne, Wes & Lois Ebbs, Kathie Vanular, Howard Bury, Duaine Hamilton, John Allman, John Dixon, Bruce Cullen, Tara & Shad Lehmann, Rhamanan Gunaseelan, Seevaratnam Prakalathan, James Canning, Emiline Willson, Michael Parry, Elaine Mendicino, Carla Sinclair, Siyuan Wei, James Whyte, Charissa Campbell, Larry Whitney, Enid Mitchell, Beverley Bilinski, Colin Mills, Jason Nitchie, Denys Misevra, David Artavia, Behrouz Akhavan, David Lee, Rob Draper, Timothy Dobson & Carrie LeBlanc, Mike Nilson, Fred & Julie Eismont, Liat Weiss, Michael Holmes, Heather Birker, Massimo Narini, Jacqueline & Tom Verhoog, Sandi Conrad, Ron Stark, Kenza Taylor

7. FINANCIAL MANAGEMENT

2022 Statement of Operations

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

	Operating	Capital	2022	2021
Revenue and Other Income	\$293,409	\$20,873	\$314,282	\$362,193
Expenses	\$316,744	\$21,322	\$338,066	\$278,750
Deficiency of revenues over expenses before the following	(\$23,335)	(\$449)	(\$23,784)	\$83,443
Investment income	\$0	(\$20,323)	(\$20,323)	\$77,833
Gain on sale of collection of assets	\$0	\$4,500	\$4,500	\$0
Excess (deficiency) of revenues over expenses	(\$23,335)	(\$16,272)	(\$39,607)	\$161,276

Government Grants

- A 2022 Community Partnership Grant in the amount of \$5,000 was received from the City of Oshawa.
- \$39,656 was received from the Canadian Heritage for an Access to Heritage grant for the 2023 exhibit Exit the Horse.
- A \$5,000 grant was received from Canadian Heritage for projects celebrating the Platinum Jubilee of Her Majesty Queen Elizabeth II.
- A summer student and curatorial intern were hired with assistance from Young Canada Works.
- \$21,730 received from Canadian Heritage for Covid-19 support.
- Operational funding received from the Ontario Small Business Grant.
- Operational support received from the Government of Ontario through the Ontario Business Costs Rebate Program and the Ontario Energy Relief Grant.

Gifts-in-Kind & Services-in-Kind

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



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



The Canadian Automotive Museum celebrated the Queen's Platinum Jubilee in 2022.

Financial Donations

\$1000+

Brad & Maria Baker
Denis Bigioni
Don & Ann Couch
J. Paul Denter, UE
Rogan Investment Management
John Rudell
Christine Wildman



Oshawa Assembly

HAGERTY[®]



Brad Aulthouse

Vice President
Managing Director



\$100+

Walter Amez
Bruce Baird
Janet Baker
Dean & Lisa Baker
Sylvia Balicki-Jones
Andre Beauparlant
Vito & Sandra Bigioni
Robert Clarke & Ferne Cristall
Ted Cossitt
Ron & Elfi Enns
Allan & Elaine Francis
Janet Fyke
Tammy Gay
Martin Givens
David Goforth
Brian Groves
HCCA - Southern Ontario Region
Ian Hayhurst
Lubomir Heger
Dennis & Ruth Hemmings
Gregory Johnston
J. Paul Judd
Michel Lamoureux
Dean & Cindy Mackie
Jeff & Leanna MacLean
Dale & Warren Mar
David McCartney
Tania McClean
Jil McIntosh & Fred Bottcher
Tania McLean
Rob & Rosemary McLeese
Elaine Mendicino
Clara Mitchell
Michael Parry
Greg & Kathy Pratt
Jack Prenseler
Daniel Proudfoot
Suzanne & Dietmar Reiner
Angelo & Sandra Savoia
Scott & Kay Sinclair
Catherine Thomas
Warren Thomas
Warren Travell
Keith Tregunna
Eleonore Turner
Ukrainian Canadian Congress - Durham
Region Branch
Christine Wildman
Don Young

8. LOOKING FORWARD



2023 is shaping up to be another exciting year at the museum with a mix of indoor, outdoor, and online events. This includes another season of our popular Third Thursday Zoom talks, downtown walking tours, and the return of our summer Kids' Days at the museum. We're also looking forward to our continued partnerships with external groups including the Canadian International Auto Show, Doors Open Oshawa, Kars on King, and the Cobble Beach Concours d'Elegance.

Mark your calendar! Our next exhibition, Exit the Horse: the Early Years of Canadian Motoring, is scheduled to open in November 2023. This travelling exhibition, funded by the Department of Canadian Heritage, will explore the origins of the Canadian automobile from 1851 to 1910. This early period in automotive development set many of the precedents we continue to use today.

Canadian Automotive Museum
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