
CANADIAN AUTOMOTIVE MUSEUM



2023 ANNUAL REPORT

MESSAGE FROM THE BOARD PRESIDENT

It's great seeing our growing list of members taking part in museum events throughout the year. From child-focused activities to our signature Rally Durham fundraiser, the Canadian Automotive Museum offers experiences for all ages of classic car enthusiasts. The board is proud of keeping the museum accessible with over 40 percent of visitors receiving free admission in 2023, helping us reach record attendance numbers this year.



Denis Bigioni and Trina Chiarelli taking part in Rally Durham 2023

DENIS BIGIONI
BOARD PRESIDENT

MESSAGE FROM THE EXECUTIVE DIRECTOR

After several years of lockdowns, the Canadian Automotive Museum was operating at full capacity again in 2023. Virtual talks combined with on-site programs allowed us to reach a diverse audience. Thank you to board, staff, volunteers, members, donors, and community partners who allow us to share our world-class collection with thousands of visitors onsite and around the world. The Canadian auto sector continues to grow and evolve and so does our museum. I look forward to all of the exciting projects we have planned for the coming years.

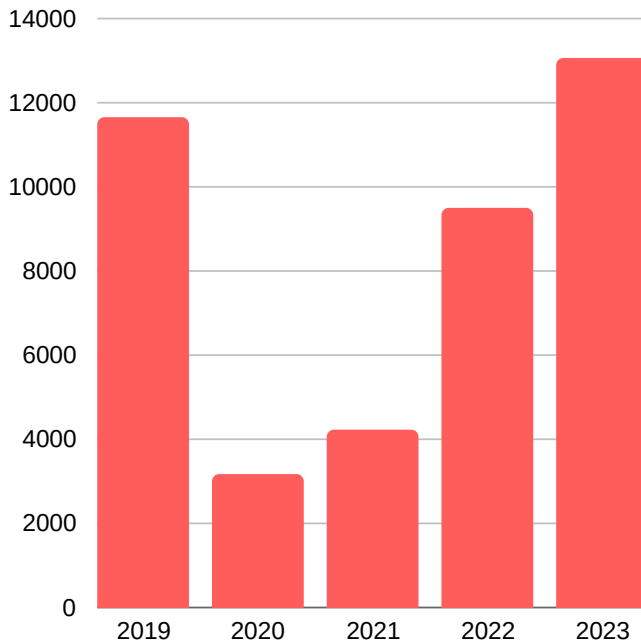


Executive Director, Alexander Gates, at exhibit opening reception for Exit the Horse.

ALEXANDER GATES
EXECUTIVE DIRECTOR AND
CURATOR

HIGHLIGHTS OF 2023

ATTENDANCE



13,064 visitors served in 2023



March Break visitors enjoying museum activities.

SOCIAL REACH



1,490 Instagram followers
23% increase from 2022



5,677 Facebook fans
23% increase from 2022



2,868 E-news subscribers
8% increase from 2022



Our most popular post of 2023 was gassing up the 1908 McLaughlin Model F.

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 89 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 an OTF Grant announcement on August 25, 2023.

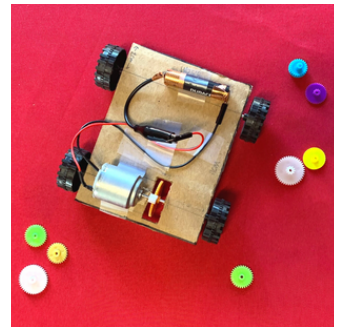
Affiliations

The Canadian Automotive Museum is a member of the Canadian Museums Association, Attractions Ontario, 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. 2023 MUSEUM ACCOMPLISHMENTS

Kid's Electric Cars

Thanks to funding from the GM Oshawa Assembly Plant, the Canadian Automotive Museum developed electric car educational kits for school groups and visitors. 250 local youth were able to learn the basics of electric cars during special activity days.



Media Coverage of the Canadian Automotive Museum

The Canadian Automotive Museum received print, TV, and digital coverage in 2023. Autostrada (left) and Collectible Automobile (right) both ran articles on the museum's collection in their print magazines. MPP Dave Smith, Parliamentary Assistant for the Ministry of Tourism, Culture, and Sport recorded a video to encourage visiting Ontario's museums (centre). In addition, numerous bloggers and influencers highlighted the museum.

Baechler C.A.R. Library

In the fall of 2023 the Baechler Canadian Automotive Research Library was expanded with the support of the City of Oshawa and Department of Canadian Heritage. This project added additional shelving, improved lighting, and repairs to the drywall to create a clean and comfortable space.



Library shelving being assembled.

3. 2023 EXHIBITS

Exit the Horse: The Early Years of Canadian Motoring

Our latest exhibit, Exit the Horse: The Early Years of Canadian Motoring, opened on November 17, 2023. The exhibit covers the origins of automobiles in Canada until 1910. This project was funded by the Department of Canadian Heritage and is scheduled to travel to other museums across the country.



1897 Fossmobile tribute

On Display in the Community

The 1908 McLaughlin Model F was displayed at the 2023 Cobble Beach Concours d'Elegance in Kemble, Ontario in September. The Model F is on loan to the museum from GM Canada, who allowed the museum team to display it at the Concours where it won several awards in the Brass Era Class.



Board member Greg Pratt at Cobble

The 1987 Magna Torrero was displayed in the Oblivion 80s and 90s display at the 2023 Canadian International Auto Show in Toronto in February. The Torrero is one of the museum's recent acquisitions and was well received by Auto Show guests.



1987 Magna Torrero at the CIAS

4. 2023 ACTIVITIES AND PROGRAMS

Oshawa Partnerships

The Canadian Automotive Museum partnered with the City of Oshawa by offering free admission during local events. Doors Open Oshawa saw 1565 visitors and Kars on King saw 615 visitors in 2023. Visitors can also receive free admission by checking out a pass from the Oshawa Public Library.



Brampton Batman attended Kars on King.

Third Thursday Talks

The third year of the popular Third Thursday Zoom Talks included nine talks with 782 registrations. 120 donors contributed \$2,950 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 the 4th annual Curator's Reception on April 4, 2023, and an exhibition opening reception for Exit the Horse on November 16, 2023. During the exhibition opening in November, GM Canada President Kristian Aquilina announced a \$100,000 sponsorship of the Pearson Buick restoration project.



GM Canada President, Kristian Aquilina speaking in November 2023.

Family Events & Programs

Family focused programs in 2023 included Winter Break, Family Day, March Break, and Summer Kids' Days. Combined, these events served more than 1,000 children. The museum's popular scavenger hunt remained a mainstay of engagement as children explored the galleries. A new children's activity book was developed to accompany Exit the Horse.



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 \$15,000 to support the museum's programs.



Museum supporters during the Rally Durham fundraising event on October 1, 2023.



The second annual Park & Picnic went to the Whitchurch-Stouffville Museum on June 4, 2023.

5. COLLECTION HIGHLIGHTS

Object Donations

- Micheal Kirkland** - 1963 Buick LeSabre
Arlene McLellan - replica 1904 Ford Model C
Jerry Oosterholt - service manuals
Mark Laine - magazines & Mack truck history book
Jesse LaBonte - Trillium Miata club materials
Garry Potter - periodicals
Greg Pratt - GM Canada materials
James Edward Chivers - periodicals, stickers, CAM merch
Gerry Malloy - 1908 McLaughlin Buick records
Stewart Morgan - brochures, Ontario Motor League road books
David Popham - brochures, periodicals, banner
Michael Kirkland - posters, periodicals, manuals, videotapes of Pearson's Buick
Howard Cohen - manuals, road maps, Imperial notepad
Bruce Greeniaus - periodicals
Colton Roberts - periodicals
Michael G. Thomas - 1962 Lotus drawing
John Hancock - headlamp lens
Mike Morden - Gravenhurst Ontario Motor League sign
Ed Moody - periodicals, Mosport programs
Anonymous - Model T chassis diagram, map of Toronto, parts list
Mark Saywell - CAM photos
Karen Swindells - GM ledger
Erik Elmauer - Herbie Rides Again ad campaign book
Peter Heinrich - drawings by Don Bickle
Brian Suddard - books, pamphlets
David Goforth - books, brochure
Louis Charles Lavallie - brochures
Dianne Everitt - books, periodicals, posters



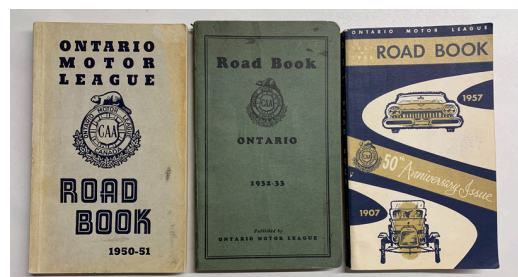
Lester B. Pearson's 1963 Buick



Herbie Rides Again booklet



Replica 1904 Ford Model C



Ontario Motor League Road Books

6. BOARD, STAFF, AND MEMBERS

Board of Directors 2023-2024

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



Museum staff, volunteers, and board members at the Exit the Horse opening reception.

Museum Staff 2023-2024

Alexander Gates, Executive Director & Curator
Emily Finbow, Visitor Services Manager
Dumaresq de Pencier, Exhibition & Project Coordinator
Neena Van Duffelen, Automotive Librarian
Victoria Nelimarkka, Visitor Services
Lauren McIntyre, Visitor Services
Amanda Morrison, YCW Summer Student



Dumaresq and Emily promote Exit the Horse

Volunteers

Our volunteers continued to lend a hand at the museum throughout 2023. More than 20 volunteers contributed a total of over 643 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!



Staff and volunteers at the 2023 holiday party

2023 Museum Members

144 active memberships (compared to 109 in 2022)

Denis Bigioni & Trina Chiarelli, Peter & Lise Fawcett, Jack Innes, Brad Baker, Patrick McCormack, Gregory & Christina Johnston, Valerie Noonan, Suzanne Reiner, John Connor, Clark & Pat Weddell, Jil McIntosh & Fred Bottcher, Todd Perkin, John Day, Ed & Joanne Seffinga, Tom Huehn, Lubomir Heger & Carolyn Webb, Murray Lapp & Chris Castle, Christopher & Lilia Kverka, Ian Ashing, Jack O'Donnell, Warren Travell, Sheldon Rier, Brad Aulhouse, Nicole Adams, David McCartney, Russell Hanley, Howard Cohen & Julie Nierenberg, Keith & Marlene Jackson, Christine & Craig Wildman, Robert Bell, Greg & Kathy Pratt, Kurt Johansen, Robert Brown, John Rudell, Gerard Deltell, Tyler Atkinson, Douglas Turner, Gerry Malloy, Gary Crawford, Martin Wichlacz, Janice Warren, Daniel Proudfoot, Paul Denter UE, Jacqueline Finn, Amber Derby, Vince Weidmark, Christiane Arbour, Richard & Kimberly Johnston, Clara Mitchell, Richard Stein, Curtis Driedger & Barbara Ratz, Ray Hayhurst, Aaron Fenton, Bruce Baird, Philip Warne, Wes & Lois Ebbs, Duaine Hamilton, John Allman, John Dixon, Bruce & Sandra Cullen, Tara & Shad Lehmann, Rhamanan Gunaseelan, Seevaratnam Prakalathan, James Canning, Emiline Willson, Michael Parry, Elaine Mendicino, 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, Ron Foss, Heather Birker, Massimo Narini, Jacqueline & Tom Verhoog, Sandi Conrad, Ron Stark, Kenza Taylor, Bryce Durant, Martin Kerr, James Collins, Denise Dugal, Steve Watts, Louis Charles Lavallee, Charles Bull, Don Young, Jason Plugowsky, Cristian Damian, Dimitry Anastakis, John Cooper, Jaimie Robins, Michael Wilson, Jason King, Jennifer Langford, Brian Gough, Laurance Yap, Ron Galbraith, Kara Barclay, Alicia Yearwood, Gary Latour, Maurice Grenville Kurup, Perry Colpitts, Troy Brooks, Ronald Bisch, Rachel Snider, Michael Gilmor, James Wood, Mark Baker, Robert Buchanan, Marcel Chichak, Peter Hollinshead, Jeff Campbell, Sandor Csank, Carmen Philips, Kimberly Cross, Keith Barnes, Justin Sookraj, Tammy Gay, Pavel Khol, Angelo Savoia, Kim Tan, David Andrews, Robert Clarke & Ferne Cristall, Mike Osborn, John Arnott, Mark Laine, Dushyant Vyas, Carson McLean, Benedict Badenoch, Jack Premsele, Paul Halminen

7. FINANCIAL MANAGEMENT

2023 Statement of Operations

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

	Operating	Capital	2023	2022
Revenue and Other Income	\$295,164	\$22,269	\$317,433	\$314,282
Expenses	\$389,083	\$22,108	\$411,191	\$338,066
Deficiency of revenues over expenses before the following	(\$93,919)	\$161	(\$93,758)	(\$23,784)
Investment income	\$0	\$48,578	\$48,578	(\$20,323)
Gain on sale of collection of assets	\$0	\$14,800	\$14,800	\$4,500
Excess (deficiency) of revenues over expenses	(\$93,919)	\$63,539	(\$30,380)	(\$39,607)

Government & Corporate Grants

- \$33,078 from the Department of Canadian Heritage to support improvements to the Baechler C.A.R. Library
- \$21,960 from Young Canada works to support a summer student and internship position.
- \$62,000 was received from the City of Oshawa for capital maintenance.
- \$30,500 from the Community Services Recovery Fund
- \$1,545 from the Heritage Organization Development Grant from the Ministry of Citizenship and Multiculturalism
- OTF Resilient Community Fund in the amount of \$22,300 to support volunteer recruitment and training.
- \$100,000 received from GM Canada for the restoration of Lester B. Pearson's 1963 Buick.

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.

The word 'Canada' in a serif font with a small Canadian flag above the 'a'.

The word 'Ontario' in a serif font with a stylized white flower logo to the left.

Ontario Trillium Foundation  Fondation Trillium de l'Ontario

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

The word 'Oshawa' in a sans-serif font with a colorful abstract logo to the left.

Community Services Recovery Fund



Oshawa Assembly

The History Channel logo, featuring a large gold 'H' above the word 'HISTORY' in a bold, black, sans-serif font.

Thank you to The History Channel for being our national media partner.

Financial Donations

\$1000+

J. Paul Denter, UE
Kimberly Cross & Bruce Swan
Ron Foss
Rogan Investment Management
Unifor Local 222

Brad Aulhouse
Vice President
Managing Director

BMO  **Wealth Management**
BMO Nesbitt Burns

HAGERTY
Clarington
 **TOYOTA**
Your Home Team

\$500+

Brad & Maria Baker
Horseless Carriage Club of America
- Southern Ontario Region
Professional Association of Vehicle
Evaluators
Tom & Jacqueline Verhoog

 Mercedes-Benz | Durham


OSHAWA
Community
CREDIT UNION LTD.

\$100+

Mike Attardo
Peter Badenoch
Kim Baechler
Dean & Lisa Baker
Denis Bigioni
Chris Castle & Murray Lapp
Brian Chang
Robert Clarke & Ferne Cristall
Howard Cohen
Perry Colpitts
James Corneau
Janet Dowson
Curtis Driedger
Allan & Elaine Francis
Michael Gilmor
David Goforth
Brian Groves
James & Kirsten Janeteas
Greg Johnston
Rick Kerr
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David McCartney
Jil McIntosh
Robert McLeese
William McNaughton
Elaine Mendicino
Gary Newhouse
Jack O'Donnell
Michael Parry
Jack Premsele
Suzanne & Dietmar Reiner
Jim & Kris Stubbs
Warren Travell
Eleonore Turner
Philip Warne
Don Young

8. LOOKING FORWARD



2024 will see big changes at the museum with renovations happening in both the Baechler Library and the lobby. Construction will not get in the way of a packed event calendar with another year of Third Thursday Talks, family activities and special members events.

Mark your calendar! Our next exhibition on Lester B. Pearson and the Auto Pact is scheduled to open in November 2024. This project will include the fully restored custom 1963 Buick LeSabre that was owned by Pearson when he was Prime Minister of Canada. Thank you to GM Canada for financially supporting this project.

Canadian Automotive Museum
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