

# Summary: Pontiac Transportation Museum

## 2019 Review



*What follows is a summary of Museum activity during 2019. For those interested, we can make available our more formal 501C3 annual report in the first quarter of 2020.*

### Introduction

Our estimated date for opening the Pontiac Transportation Museum remains targeted at mid-2020, pending funding. There is considerable progress to celebrate, starting with our mission, which remains unchanged (excerpted below):

*Preserve, effectively communicate, and engage visitors with the 150 yr transportation history of Pontiac MI, encompassing the products, the people, and the industrialization of this city. The Museum will also contribute to re-growth of Pontiac . . . through community education outreach work and assisting economic health of Pontiac businesses . . .*

Our vision (excerpted) is that:

*This museum will grow rapidly . . . into a renowned community asset of Southeastern MI . . . portraying a fascinating historical perspective. . . (and) acting as a vibrant part of the Pontiac community. It will be recognized as a “textbook case” of the value a museum brings to community engagement and revival. The Museum . . . will be remarkably current and engaged in the Pontiac-area’s continued contributions in the new millennium of transportation. . . . PTM will be widely known and visited as a “must see” Motor City attraction with an audience . . . broader than auto enthusiasts.*

Even as a fledgling organization, we have managed to secure the essentials of a credible museum including assets that may approach a seven-figure valuation. A list of the accomplishments we take pride in follows. As we broadly communicate our vision and plans, we encounter constant enthusiasm from all that we come in contact with. This encouragement fuels our volunteers! Perhaps we initially underestimated the time associated with this communication, but our “friend-raising” progress is strong, and a necessity for effective fundraising!

**PTM 2019 Accomplishments/Progress Summary:**

- **Building donated and transferred to the 501c3**
  - Architect engaged for Phase 1 detailing and overall renderings/intent for building established. This has solidified our view that the physical facility provides a remarkable museum opportunity.
  - Significant interior/exterior clean-out and securing. This allowed the interior layout and collection now displayed in museum that has been instrumental in sharing our vision
  - Clear Phase 1/2/3 plan for an approximate 3-5 yr development toward the vision
- **Many vehicles added/loaned to the collection (and now housed in the building)**
  - Significantly deeper study of Pontiac transportation history undertaken and documented - which further deepens our perspective of the enormity of the Pontiac transportation legacy
  - This further study revealed at least another 10 vehicle manufacturers, including carriage-making as early as 1854
- **Solid volunteer organization established**
  - In excess of 2200 volunteer hours committed during 2019!
  - Beyond our dedicated core of volunteers, this garnered “in-kind” services and two large corporate volunteer team events as well
- **Created critical and necessary non-profit organization infrastructure:**
  - Now a registered 501c3 in MI. BOD reformulated, new By-Laws, growing management rigor. Significant improvements in financial tracking/reporting
  - Solidified mission/vision and intended museum scope
  - Developed considerable social media presence, including historically informative posts with very broad outreach/contacts
  - Established a much expanded and operational website, also providing broad reach
  - Continued benchmarking of other museums for key elements of success/failure
  - Executed, then documented closure on our first foundation grant (from MotorCities National Heritage Area)
- **Organized and opened our capital campaign for Phase 1, which is now 23% to goal**
  - Has included considerable community outreach, corporate contact, foundation interactions, governmental interactions
  - Fortunate to have several key individual benefactors
  - Very active “friend-raising” activity in regularly previewing the museum
- **Acquired and then established plan for a very prominent museum landmark – “The Chief”**
  - Agreement with City on location and signage – a win-win for city and PTM
  - Developed relationship with local technical school for communication and “marketing” launch plan
- **Have become a full-fledged “face” in the SE MI automotive scene**
  - Featured in influential “Eyes On Design” 2019 show
  - MotorCities National Heritage Area support and sponsoring
  - Presence at most of the prominent auto enthusiast events in SE Michigan

Summary of our spending in 2019 is supplied for perspective on how we are applying your generosity:

<b>Pontiac Transportation Museum</b>		
<b>2019 Out of Pocket Spending Profile (reported as YTD 12/5/19)</b>		
<i>Note we have been fortunate to benefit from considerable in-kind service labor and in-kind donations not accounted below - so very modest spending aside from the building preparation.</i>		
<b>Salaries and Wages</b>	\$ -	This is a 100% volunteer effort to date. Note we are also especially thankful to our volunteers - since many of their personal expenditures go un-reimbursed!
<b>Event-Related Spending</b>		
Eyes on Design	\$ 300	Very pleased PTM was asked to represent the Pontiac transportation legacy at this event
Dream Cruise Pontiac Drive-In	\$ 1,000	This inaugural event intended to be continued annually at the Dream Cruise (this is net sold ticket recovery)
Museum Open Houses	\$ 1,100	We continue these as critical exposure and communication opportunities to stakeholders
<b>Marketing and Communication Expenses</b>		
Website development	\$ 1,079	Note our considerably deeper and more capable website launched in September
Social Media development	\$ 500	Considerable activity in Facebook since this September re-launch - follow us on Facebook
Printing, Banners, Supplies	\$ 1,100	Materials used by volunteers representing PTM kiosks in automotive and community events
<b>Vehicle -Related expenses</b>	\$ 12,000	Primarily fuel, cleaning, and transportation costs - no net capital acquisitions undertaken this year
<b>Insurance</b>	\$ 3,750	This is a shared cost with the POMARC museum right now - 50% shown
<b>Legal Fees</b>	\$ 900	Tax accounting
<b>Subscriptions, Memberships, Web Hosting</b>	\$ 948	Examples are joining local Chamber of Commerce, MotorCities NHA, and Wix hosting
<b>Building and Property</b>		
Utilities	\$ 1,100	Limited electrical service active now is our only utility cost
Taxes	\$ -	We are pleased that the City of Pontiac recognizes this as a 501c3 property and we are Federal/State exempt
Security	\$ 500	Remote building monitoring
Roof repairs	\$ 10,081	Leak repairs a result of previous vandalism and age-related maintenance
Material Support of Volunteer Labor	\$ 2,090	Primarily dumpsters and supplies to support in-kind work
Architectural Drawings	\$ 19,000	Architect engaged to provide detail drawings supporting Phase 1 costing, Phase 2/3 layout, and sourcing. Includes \$3k est based on progress to Dec.
Environmental Assessment/Survey	\$ 1,000	Asbestos assessment and certification prior necessary mitigation.
<b>Summary</b>	<b>\$ 56,448</b>	
<i>As a 501c3 Charitable Organization we also submit the required 990 reports. This summary above is supplied for perspective on how our work to date on the Pontiac Transportation Museum has been conducted. More significant building spending is expected to commence in the first quarter of 2020 as enabled by the architectural drawings.</i>		

Our fundraising activity is prioritized to deliver “phase 1” – which includes renovation of approximately 10,000 sq ft in the west end of our building. This also includes making operational the key facility mechanicals (water, HVAC, electrical) and allows us to open to the public. Opening then enables the start of our community outreach activities and solidifies our ability to deliver corporate and foundation programs.

Phase 1 Renovation Funding Summary as of 11-28-19		
Expected Phase 1 Cost		\$1,300,000
Less: Targeted In-Kind Donations		\$300,000
Phase 1 Fundraising Goal		\$1,000,000
Threshold for Start of Renovation		\$500,000
Renovation Fund Status		
	Renovation Designated Cash on Hand	\$ 149,725
	2019 Further Commit'ts Pending	\$ 500
	2020 Calendar Year Commitments	\$ 80,500
	<b>Total</b>	<b>\$ 230,725</b>
Percent to Goal		23%
Percent to Start of Renovation		46%
Status of In-Kind Donation Commitments		\$ -

## **PTM Conclusions and Outlook**

Museum outreach to all potential stakeholders continues, as does our research in Pontiac transportation history, assembly of collection/archives, and our planning and incremental building work. Although development of capital for a museum start-up is a daunting task – we are greatly encouraged by having already assembled assets (building and collection/archives) valued at nearly \$1M. Our near term operational challenge is cash or in-kind donations to enable opening our doors in Phase 1. Although we have many “irons in the fire” with corporation and foundation requests, and get enthusiastic reception, it is likely that our success in Phase 1 will be more dependent on philanthropy of individuals. Phase 2 and 3 (expanding on, and leveraging our operational museum) are more likely to engage corporate and larger foundation support.

We invite you to review our progress in person – watch for our events, including the initiation of a community lecture series on Pontiac transportation history, the appearance of “the Chief” in Pontiac’s Christmas parade (help with the “Go Fund Me” campaign!), our participation in Oakland County’s 200<sup>th</sup> anniversary, and on-site museum preview activities as the weather warms at the end of 1Q2020.

And last: please consider your own capability to help! Our outlook shows a viable sustainable museum – after we are up and running. But we depend on you, the many stakeholders anxious to see this happen, to help with the initial capital necessary for launch. Our website describes many ways you can help – in both funding and non-monetary involvement.

- Friend us on Facebook: “Pontiac Transportation Museum” And share us to your friends as you see interesting posts – we wager they’ll find us interesting too!
- Visit our website: [www.pontiactransportationmuseum.org](http://www.pontiactransportationmuseum.org) to stay engaged with our progress!
- We would be pleased to discuss any questions or considerations you may have in a potential donation. Please feel free to email [terryconnolly@comcast.net](mailto:terryconnolly@comcast.net) or call: 248-639-8861

**Happy Holidays!**

***The Pontiac Transportation Museum Committee***