



## 2021 Annual Report

### Pontiac-Oakland Museum

and

### Pontiac Transportation Museum

*As a non-profit 501(c)(3) organization, we find value in reporting annually to our stakeholders and invite any of you to comment on our progress. What follows is a summary of the activity of our organization during 2021 at both our long-established Illinois museum (abbreviated POMARC), and our under-development Michigan location (abbreviated PTM). For those interested, we can also make available any the 501(c)3 latest financial reports (990 form) as well.*

#### Introduction

Our committee saw 2021 as a milestone year in Pontiac Transportation Museum development! Many visitors we hosted at the PTM building after mid-year commented on the tremendous change in both building appearance and the depth of the collection of Pontiac-area history that has been assembled. This was the product of very significant volunteer activity, a modest amount of initial spending, and growing recognition of our mission that continues to result in significant asset donations. Accompanying our recognizable growth, the community of Pontiac, Michigan itself went through some critical growth – notable perhaps were several highly acclaimed events at M1 Concourse drawing US-

wide and international visitation. Our PTM drew significant exposure from these – and we are pleased to have also contributed to their prominence.



New Phase 1 West Windows and Entry Installation

Clearly, we continued to face the common challenges of the COVID pandemic. This profoundly affected visitor-ship at the POMARC location, and forced us to use newer tools to get our messages out (social media, Zoom calls, etc). But that learning is showing us some value! Hats off to our motivated team for continually finding ways to work through this! It unfortunately constrained the effectiveness of planning, publicity, and fund-raising, all of which are critical to the current state at PTM.

Our larger-than-life (23' tall) new resident of the PTM!



We do recognize the possibility that in-person museum visitation is threatened by the seemingly ever-increased exposure to contagious variants. Once again in 2021 we focused on detail of our plans and initial execution with the assumption that physical museum “browsing” will re-emerge as a significant educational diversion for us all. But

**PTM:** *“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 missions for both museums remain unchanged, and are reinforced by vision details our board has endorsed. Our estimated date for opening the Pontiac Transportation Museum in a limited fashion is now targeted at late-2022, still pending funding (we've gathered approximately 35% of what is necessary for Phase 1). We are pleased to feel a sense of urgency mounting in the Pontiac-area community to drive this to happen. Our longer-term objectives are

we also became quite active on events and platforms that are successful in “virtually” conveying these automotive legacies that are so integral to American history. The understanding of this history seems ever-relevant to much of what our communities face today.

focused on having all 3 phases operational for the 100<sup>th</sup> anniversary of the Pontiac brand.



The POMARC continues as a broadly-recognized automotive museum, with reach that extends outside the North American continent. It has been especially encouraging in 2021 to receive relevant archive donations from peer museums – indicating their acknowledgement that PTM and POMARC are the right places for these to reside. Director Tim Dye's invitations and commitments to

automotive gatherings – representing the

**POMARC:** *"Our mission is to preserve, exhibit, and maintain Pontiac and Oakland automobiles and related artifacts, to include preserving their heritage, influence, significance and place in our society, culture and history."*

authoritative voice of Pontiac/Oakland history have not slowed at all through 2020 and 2021.

Recent changes in civic leadership of Pontiac MI also portend a friendly environment and productive relationship for PTM. Even before formally taking office in January, the new Mayor and much of the newly elected City Council visited PTM for discussion of what community support would be necessary. This new leadership team seems to fully comprehend our vision of providing an attraction for Pontiac-area visitation - which in turn drives commerce for the city. The groundswell of community support is also encouraging. In October, a combined Museum open house and Pontiac "Homecoming Week" allowed us to collect a number of video interviews regarding firsthand recollections (and those passed from ancestors) of Pontiac's transportation heritage from the visitors wandering the museum.

### **Two Museums Are Better Than One!**

The relationship of our 2 museums has perhaps not been communicated well. Simply stated – our non-profit organization guides both; and intends to operate both for the foreseeable future. The POMARC museum has a decade-long appreciation by visitors – perhaps due to its portrayal of Pontiac/Oakland brands in American day to day life. This same type of "flavor" will be instilled in PTM as it matures. Much of our social media outreach in the second half of 2021 has been aimed at allowing a broad audience to see what makes POMARC such a memorable experience and how this same approach will be applied to PTM. But as reflected in the 2 missions, PTM offers considerable growth opportunity – a much bigger building, incredibly deep local history, and a socially-minded purpose supportive of that community's critical needs. The synergy of two museums is derived from an audience that

wants to visit and see both sites thrive. Our collection and archives are currently deep enough to support both locations and still expanding – this enables regular refresh of displays at each location. Importantly, we account for, and manage the finances of the two museums fully independently – reflecting the interests of some of our key benefactors.



Nothing spurs Motor City interest quite like the prospect of a new auto museum! (March 2021 Free Press)

## **POMARC/PTM 2021 Accomplishments/Progress Summary:**

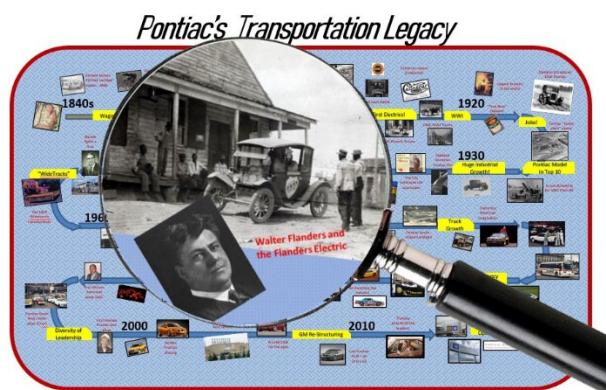
- **PTM Building Phase 1 Progress and Capital For Renovation**
  - The collection housed in the building went from about 45 to about 60 vehicles during 2021. Now somewhat full – even for a very large building – PTM tangibly conveys to visitors the depth and breadth of Pontiac's legacy, but still has ample room for our intended displays, archives, and outreach activity.
  - Gone now are the remainder of all the previous drop ceilings in the building, offering a whole new perspective and spaciousness. Several of our "Minute at the Museum" YouTube videos convey the refreshed building – as well as entertaining commentary on the collection – watch them! Especially the following Phase 1 update will offer a perspective of our changes to the building:

<https://www.youtube.com/watch?v=iVy0nQP5ozA>



Energetic volunteers clearing out acres of old drop ceilings!

- Phase 1/2/3 plans are detailed for an approximate 3-5 yr development toward overall completion. Basic agreements have now been reached with the City on building infrastructure and site plans for Phases 1, 2, and 3.
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The "Pontiac Legacy Timeline" concept – zoomed in on Walter Flanders in 1912

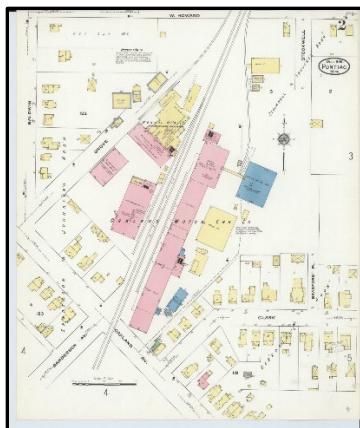
- Phase 1 exhibit content and layouts are established. Importantly, this includes a "Pontiac Legacy Timeline" 3-dimensional wall display illustrating the 150+ year history
- As we drafted this annual report, Phase 1 construction work for electrical and initial carpentry began – representing our first major spending activity in reconstruction!
- We continue to be very indebted to many generous individual benefactors. Several of these individuals and groups are credited near this document's conclusion.

- Importantly, we have also had some success in broadening our supportive base, including a crowd-funding activity in December that generated a subsequent grant from the Pontiac Community Foundation.
- **Many Vehicles, Archives, and Artifacts Added to the Collection (and housed in POMARC or PTM)**
  - POMARC/PTM was very pleased to receive a combination of donations and long-term loans of additional historically significant vehicles and artifacts in 2021. As an example, future visitors may be intrigued to learn about how a Vauxhall, a GMC Motorhome, and a Vixen all fit into Pontiac's automotive legacy.



Donations come in all shapes and sizes – some in 2021 were showroom quality, . . . others not so much!

- Note that the more complete utilization of PTM floor space has now allowed POMARC to exit nearly all leased storage space - moving the previously un-displayed collection to Michigan's PTM.
- The continued study of Pontiac transportation history we've undertaken and documented has further deepened our perspective of the enormity of the Pontiac transportation legacy



Just one intriguing example artifact: A 1909 Sanborn Map showing the Oakland Motor Company site – essentially just after it converted from buggies to cars!

- **Enthusiastic Volunteer Organization and Continued Strengthening of Critical Infrastructure**
  - In excess of 2200 volunteer hours were committed to PTM during 2021! Many thanks to the very broad involvement we have seen, which even involved substantial help from local businesses and enthusiast groups.



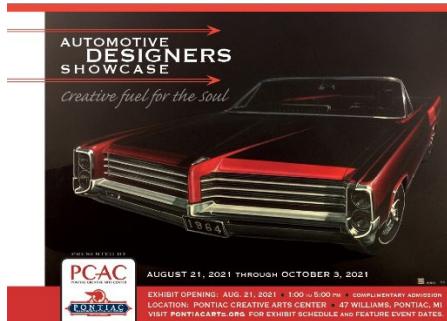
An ever-increasing set of POCI Chapters are on-board for our engraved pavers! These high quality and long durability pavers can memorialize enthusiasts in the Museum's outdoor walkways.

- At POMARC, volunteer work has historically been directed to support specific community event organization – thanks to the enthusiast clubs that once again supported the September All-Pontiac show.



POMARC's annual September show fills the city with Pontiac and Oakland enthusiasts – here's everybody line-up for the associated cruise!

- The maturing strength of our support with both the Greater Pontiac Community Coalition, and the Oakland History Center have been an inspiration to our work – particular thanks to these groups for their support and guidance!
- The 5 yr opening and operating plan for the PTM continues to be our roadmap endorsed by our Board (please view this in the appendix if interested).
- Our Board of Directors has been further expanded – in particular, we added 3 additional members in 2021 to more fully represent the Pontiac Michigan community.
- Significant improvements in our financial tracking/reporting methods are now overseen by a Financial Subcommittee of the Board – this group includes extensive non-profit (and for-profit) financial management experience.
- **Community Events and Museum Outreach of Note**
  - Although not yet “doors-open”, the second half of 2021 saw a remarkable set of events and people hosted. Of note: open houses educating in excess of 300 people, the PCAC Automotive Design Art Exhibit, Pontiac Homecoming, the Pontiac Engineering Retirees, descendants of Edward Murphy, a direct descendant of Chief Pontiac, etc.



- PTM garnered significant attention as a part of the Westland Pioneer Days (a show for pre-1920 vehicles). We got a warm reception – perhaps no surprise, who else could bring 3 vehicles, each over 100 years old to an event like this?!



- PTM was an integral exhibitor and participant in the M1 Concourse's inaugural Woodward Dream Show and American Speed Festival. We intend to maintain a very close relationship to the automotive enthusiasts of M1 Concourse.



- A visit by the GMC Great Lakers Motorhome Club (and their involvement with restoration of our 1973 coach) represented an important step in garnering more truck enthusiast engagement in PTM.
- STEAM outreach to the community is a key part of our mission for PTM. 2021 saw our first STEAM event, inspiring young girls with the amazing deeds of past Pontiac women (during WWII) and some introductory understanding of vehicle technologies.



Brownies and Rosies at the Museum in May!

- Facebook and Instagram have become a key weekly aspect of our communication, totaling over 100 posts in 2021. With about 1500 regular followers, we see many high interest postings reaching several thousand people, and an aggregate 81,000 views thru the course of 2021. Two of our highest interest postings in 2021 both garnered over 20,000 viewers!



#DYK \_Here is more...

Reach 1

**24.4K**

Facebook post



Currently on display...

Reach 1

**2.6K**

Instagram post

- The Detroit Free Press (with article syndicated thru USA Today) profiled PTM in a front page article as an up-and-coming attraction for Pontiac and Oakland County! Again, a reinforcement to our team of the depth of regional interest.



Inspiring Christmas spirit in Pontiac – in our 1940 GMC!

- POMARC attendance for 2021 was at 4,970, unfortunately still down very substantially from the approximate 18,000 annual levels seen pre-pandemic.
- Our PTM “Friends” direct mail network now totals to over 700 people – all of whom have expressed interest in seeing our regular museum updates.
- We have now earned YouTube “channel recognition” (a threshold number of subscribers is required), and have posted 19 videos. In today’s reality of more constrained face-to-face opportunity, our “Minute at the Museum” branded postings generate enthusiastic viewership and involve many people “new” to PTM and POMARC (postings will continue through 2022). If you have not seen our YouTube of the world’s largest collection of obscure automotive oil cans – it’ll knock your socks off!

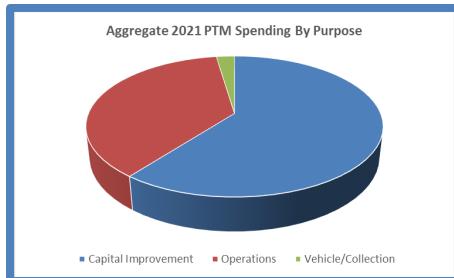


Lots of room for fun in Museum activities: Pontiac’s “Hauntiac” Halloween activities now include an annual “Scream Cruise” that PTM supported!

A summary of our spending in 2021 follows for your perspective on how we are applying donations:

<b>Pontiac Transportation Museum</b>		
<b>Un-Audited 2021 Out of Pocket Spending Profile (reported at 12/31/21)</b>		
<i>Note we have been fortunate to benefit from considerable in-kind service labor and in-kind donations not accounted below - so effectively our spending is very focused on building preparation.</i>		
<b>Salaries and Wages</b>	\$0	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>Misc. Event-Related Spending</b>		
Museum Open Houses. Exhibits at Events	\$ 132	Our accounting system primarily allocates these in the categories below. Key events of 2021 included the M1 Dream Show, American Speed Festival, PCAC Design Art, Exhibit, Hauntiac, and the Pontiac Christmas Parade
<b>Marketing and Communication Expenses</b>		
Website development	\$0	Fully operational and volunteer staffed/funded.
Social Media development	\$0	Also fully operational and volunteer staffed
Printing, Banners, Supplies, Advertising	\$ 9,026	Materials used by volunteers representing PTM kiosks in automotive and community events. Security system. Smoke Signals ads.
Small artifacts	\$ 388	Promotional materials
Gift shop, shipping, banking	\$ 9,347	Primarily COGS. Offset by gift shop revenue
<b>Vehicle-Related expenses</b>	\$ 1,866	Primarily fuel, cleaning, repair/maintenance, and transportation costs - no net capital acquisitions undertaken this year
<b>Utilities</b>	\$ 12,692	DTE power bill
<b>Insurance</b>	\$ 698	Specific to PTM. Collection insurance is shared with the POMARC museum right now
<b>Services and Legal Fees</b>	\$ 288	Bank fees, PayPal
<b>Subscriptions, Memberships, Mailings</b>	\$ 649	Examples are joining local Chamber of Commerce, MotorCities NHA
<b>Travel and Meetings</b>	\$ 2,671	Representing PTM at National Conventions/Events
<b>Building and Property</b>		
Utilities, Building Security, Rentals	\$ 2,498	Limited electrical service active is the most significant utility cost. Rentals of equipment supporting volunteer work days
Taxes	\$ 5,314	We are unfortunately not yet provided property tax exemption - pending our renovation and certificate of occupancy.
Brick Pavers	\$ 2,543	Essentially a COGS. Offset by paver donation revenue
Equip Rental and Maint	\$ 2,875	In support of volunteer workday activities
Building Capital Improvement Spending	\$ 57,822	Capitalized improvements - These included west windows and entry doors, Phase 1 paint, theater door opening, interior O/H door, lower level exterior O/H door
<b>Summary</b>	<b>\$ 108,810</b>	Total of non-capital expense spending

As a 501c3 Charitable Organization we also submit the official required 990 reports. This summary above is supplied for perspective on how our work to date on the Pontiac Transportation Museum has been conducted.

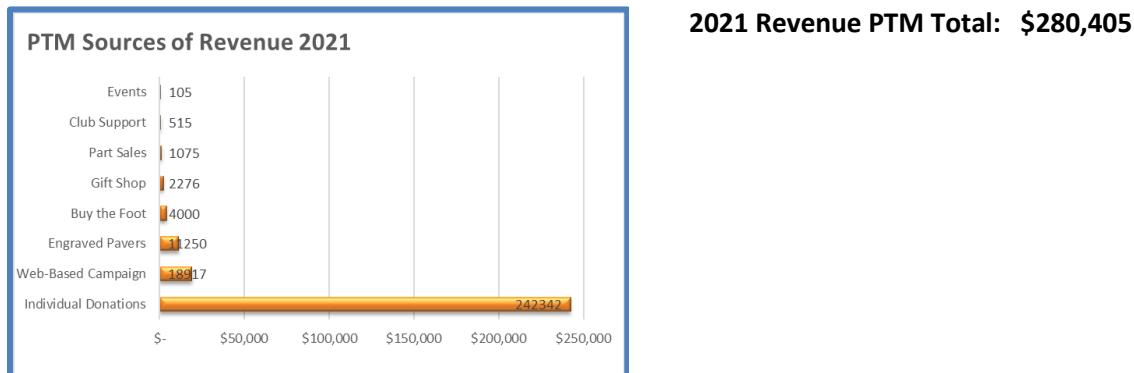


**Summary: 2021 Spending for PTM Continued to be modest (we are still prioritizing capital accumulation for our renovation)**

Note: Our fundraising activity remains prioritized to deliver "phase 1" – renovation of approximately 10,000 sq ft in the west end of the PTM building. This also includes making operational the key facility mechanicals (water, HVAC, electrical) and allows us to open to the public in a limited fashion (aimed for later in 2022). Importantly, opening then enables the start of our community outreach activities and solidifies our ability to deliver corporate and foundation programs.

**Summary of Donation Activity Directed to PTM in 2021**

Our fundraising success in 2021 (\$280,405) greatly exceeded the \$59,377 in 2020. Thank you to the many individual contributors from many parts of the country that led to this.



We'd like to recognize specifically the following individuals or groups making donations to PTM of cash or property valued in excess of \$1000. Several of these individuals remain continuing supporters for the several years we have been in launch (a special THANK YOU!):

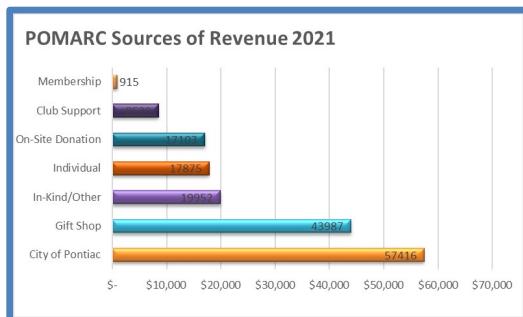
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|-------------------------------------|--|
| Mr. Postoria Aguirre                | Mr. Frances J. Hoopingarner            |
| Mr. Robert Allenberg                | Mr. Jay Leeper                         |
| Mr. Steve Armstrong                 | Mr. & Mrs. Andrew and Kristen Marusich |
| Mr. Stephan Brese                   | Mr. John Middlebrook                   |
| Mr. Bill Bryant                     | Ms. Marge Sawruk                       |
| Mr. Bill Collins, Jr.               | Mr. Byron Stout, V                     |
| Mr. Jeff Congdon                    | Mr. Mark Thomas                        |
| Mr. Brian Connolly & Ms. Nikki Gusz | Mr. Richard Valinoti                   |
| Mr. & Mrs. Terry and Susan Connolly | Mr. Jay Wetzel                         |
| Mr. Rick David                      | Delmarva Chapter of POCI               |
| Ms. Joanne Dorn                     | Oakland History Center                 |
| Mr. & Mrs. Tim and Penny Dye        | The Pontiac Community Foundation       |
| Mr. Merle Green                     | Pontiac Engineering Alumni Group       |
| Mr. Dave Hansen                     | Western PA Chapter of POCI             |
| Mr. & Mrs Charles and Ann Hutchins  |  |

**Spending For the POMARC Illinois Museum:**

<b>Pontiac-Oakland Museum and Resource Center</b>		
2021 Simplified Expense Statement (unaudited)		
Cost of Goods Sold	\$ 18,892	COGS associated with Gift Shop Sales
Vehicle Collection	\$ 2,934	Registrations, Detailing, Parts, Maintenance
Display Supplies/Maintenance	\$ 3,242	Cleaning supplies, etc
Office Costs Miscellaneous	\$ 4,766	Software, fees, shipping, accounting, advertising
Financial services	\$ 3,055	Bank fees, Paypal
Insurance	\$ 11,274	Entire collection (including those at PTM)
Dues, Subscriptions, Postage	\$ 1,040	
Salaries, Payroll Expenses, Taxes	\$ 76,477	Significantly reduced with reduced hours in 2020
Museum Supplies	\$ 2,137	
Utilities and Telecommunication	\$ 5,173	
Travel, Meetings, Vehicle Maintenance	\$ 2,488	
<b>Summary</b>	<b>\$ 131,478</b>	

*As a 501c3 Charitable Organization we also submit the official required 990 reports. This summary above is supplied for perspective on our Illinois operations.*

Similarly, we appreciate the patronage and benefactors associated with the POMARC Museum in 2021:



**Total 2021 Illinois POMARC Museum Income: \$165,778, up from 2020's \$105,908**

And we gratefully recognize the following individuals or groups making donations to POMARC of cash or property valued in excess of \$1000:

Mr. Nathan Brunner  
 Pontiac-Oakland Club International  
 GTO Association of America  
 Midwest First Generation Firebird Club

Heart of Illinois Chapter of GTOAA  
 Gateway GTO Association  
 City of Pontiac, IL

## Conclusions and Outlook

Did you know that museums are estimated to contribute approximately \$50 Billion to the US economy? Of course, that is not because of their own revenue (in fact many struggle to break even), but they stimulate visitation and spending in their communities. Perhaps nowhere is this more clear than Pontiac, IL, a largely agricultural community with no underlying automotive heritage. But one that now sees a steady stream of automotive enthusiasts! Pandering to the tourist appeal of our POMARC

museum, the newest hotel in town recently named their street “Grand Prix Drive”! Clearly the city’s merchants are seeing benefit! We intend to deliver this same type of tangible economic benefit to Southeastern Michigan. The deeper we research the heritage of the Pontiac area, the more obvious it becomes that the much broader potential audience of Southeastern Michigan families have deep roots and direct ties with the wheeled transportation industry. The PTM will certainly draw car enthusiasts, but also intends to appeal to an audience interested in how wheeled vehicle shaped the cultural and social history of the region.



The Courthouse in Pontiac IL  
silhouettes an industry famous  
Pontiac hood ornament!

Development and execution of the plan we’ve established challenges our team for growth in our own capabilities. We continue to need and recruit volunteers in a very broad set of areas. A particular emphasis in 2022 will be undertaking more STEAM activity in the community – we’ll need people with not just technical skills, but teaching skills!

PTM communication to all interested stakeholders continues, as does our research in Pontiac transportation history, assembly of collection/archives, and our incremental building improvements. Assembling capital for a museum start-up is a daunting task – but we are greatly encouraged by having already accumulated assets (building and collection/archives) valued at nearly \$1M. Our near-term operational challenge is assembling cash or in-kind donations to support the remainder of Phase 1. It is likely that this near-term priority will be dependent on philanthropy of individuals and perhaps some smaller foundations. Phase 2 and 3 (expanding on and leveraging a newly operational Phase 1 museum) are more likely to engage corporate and larger foundation support.

The civic environment of Pontiac, Michigan has perhaps never felt as encouraging to us as it does right now. A new Mayor and all new City Council sworn in during January express considerable interest in our project. And a renewed focus on Pontiac’s economic development even cites development of “attractions” as an area of community focus.



The 2021 POCI National Convention – exactly the type of audience (and commerce) we can bring to SE Michigan

We invite you to review our progress in person – watch for our events, join our Facebook and Instagram communities, and visit our website. And last: please consider your own capability to help! Our outlook shows a viable sustainable museum – after we are up and running. So - that is our joint challenge – to get through this capital-intensive launch at PTM and begin delivering on our very critical organizational mission. We depend on you, the many stakeholders anxious to see this happen, for energy, communication to others, as well as direct aid with the initial capital necessary for launch. Our website describes many ways you can help – in both funding and non-monetary volunteer involvement.

***The Pontiac-Oakland Museum and Resource Center  
Board of Directors***

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***(Appendix Follows – PTM 5 yr Plan)***