



2023 *Annual Report*

As a non-profit 501(c)[3] organization, we value transparency in reporting annually to our stakeholders and invite comment on our progress. What follows is a summary of the activity during 2023 at our about-to-open Michigan location (abbreviated PTM).



PTM's life-size exterior mural has become somewhat of a social media sensation for Pontiac!

Introduction

The year 2023 showed very substantial progress in development of the Pontiac Transportation Museum. Advancements on all aspects of this non-profit museum now allow us to commit to a “soft” opening in 2024, expected to be the beginning of May. This report will summarize the many areas of progress – which include Phase 1 building renovation, expansion of the collection, growth of our volunteer base, additional understanding and curation of Pontiac’s wheeled vehicle legacy, and improvements in our “back office” capability and finances. This initiative received a major

headstart as a project of the Pontiac Oakland Museum and Resource Center in Illinois. The Actions were taken in 2023 to incorporate PTM as a stand-alone entity in Michigan, which has subsequently been granted 501c3 (non-profit) recognition by the Internal Revenue Service. We consider this a critically important step, potentially allowing more straightforward access to both public and private funds.

Separate, But Strongly Inter-related

This change had been envisioned by our Board for quite some time, as the PTM project

matured. As PTM receives support from public funds, private corporations, and foundations local to Michigan, those entities deserve assurance that their support is specifically directed to PTM (our accounting to date did assure this – but particularly when accepting taxpayer funds, it becomes essential that separation is crystal clear). The two museums remain tightly linked as mandated in the bylaws of both organizations. The composite collection of vehicles and artifacts have a simple process for joint usage. Operating methods are intended to be similar (albeit the scope, size, and continued construction of PTM drives some unique complexity). Several people occupy director positions on both boards (as is structured into the bylaws), retaining the now 14-year lessons of operating the POMARC museum.

This change also enabled a new and productive relationship with the Oakland Livingston Human Services Agency (OLHSA). This group has nearly 60 years of credibility in Pontiac with community support under its belt. OLHSA has agreed to act as the fiduciary for PTM and provide operational support for our daily financial functions.

Although this does not diminish the PTM's responsibilities for its own financial management and controls, it does provide welcome experience to accomplish these tasks. Beyond PTM's own infrastructure, the OLHSA fiduciary role is expected to offer significant credibility in grant applications. OLHSA activity began coincident with the 2024 calendar year.



Our Phase 1 West Entry

Building Progress

Renovation spending on the building in 2023 was very significant, and importantly was efficiently spent, augmented by an ever-increasing amount of volunteer labor (in many cases providing considerably skilled contributions). The most readily apparent actions for our Phase 1 floor in 2023 include: completion of barrier-free restrooms, a heating/air-conditioning and air management system, successful repairs on a persistently leaky roof, full electrical readiness (including preliminary exhibit floor lighting), readiness of the John McMullen Auditorium, our huge eye-catching outdoor mural, and most recently epoxy-coated floors in Phase 1. Perhaps less obvious, but just as important to our future: a fire suppression system for Phase 1, fire-resistant closures to isolate Phase 2, a catering prep area for event support, an administrative office, and a merchandising storage room. Although nowhere near ready for prime-time, Phase 2/3 progress now includes a capable auto workshop area, de-humidified storage room for documents/artifacts, considerably improved shelving and storage, display space for our engraved pavers, and many incremental cosmetic changes. We take great pride in the continual “wows” from our guests!

The work of the past 4 years has consumed approximately \$750,000 of precious capital. To date there are many donors to thank (please note 2023 major donors below), but deserving special attention are Mr. John McMullen, Mr. and Mrs. Charles Hutchins, Mr. Mark Thomas, the Oakland County Commissioners, the Motor Cities National Heritage Area, and Mr. John Middlebrook for their vision and outstanding philanthropic support. Phase 1 is close, but not “done” as we draft this report. There are many aspects of further readiness and preparation: arranging the exhibit floor, signage and exhibit

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SNEAK PEEK
PHOTOS
ON PAGE
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development, décor, and PTM operating methods which will fully occupy us during the first half of 2024.



PTM continued many preview tours in 2023. Mr. Jay Wetzel (GM's last Pontiac Chief Engineer) and his daughter shown here.

As we develop exhibits and messages for the PTM, it is clear that many elements of the museum's curation need to reflect new approaches to information availability and presentation. The vivid historical legacy of the Pontiac area's contributions lends itself well to this. The PTM has been preparing usage of a software approach that allows patrons to browse areas of interest in a menu-driven graphical user interface. The artifacts they explore will be a combination of photographs,

We continue to be very gratified by additions to the museum's collection – they demonstrate a growing confidence in the role this venue will play in Southeastern Michigan.

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 in the economic health of Pontiac businesses . . ."

Among these, generous donations and long-term loans of note include: a rare 1942 Pontiac Silverstreak (with 24,000 miles!), the last Pontiac ever built (a 2010 G6), an absolutely gleaming

documents, and historical video.

Transportation will be front and center, but augmented with the social history of the community's intertwinement with its wheeled-vehicle industry.

Our mission remains un-changed, and is reinforced by vision details that our Board has endorsed. We are pleased to feel a sense of urgency mounting in the Pontiac-area community and Oakland County to drive PTM to fruition. Our longer-term objectives are focused on having all 3 phases of the museum operational for the 100th anniversary of the Pontiac brand in 2026.



Building Excitement, one letter at a time!

1948 Whizzer Motorbike, a perfectly restored 1931 Pontiac, numerous critical furnishings and artifacts important to museum display usage, a remarkably comprehensive set of post WWII American car service manuals, a 1980 “Yellow Bird” (reflective of Pontiac initiatives toward the female market), and many others.

2023 Community Outreach

The PTM's mission includes activity related to Pontiac economic redevelopment and STEM outreach. We are proud to highlight some initial steps in 2023 demonstrative of the promise of the Museum's involvement. A convention celebrating the 40th Anniversary of the Pontiac Fiero brought 720 people (and 340



cars) to Pontiac, Michigan in July. They stayed in Pontiac hotels, met in Pontiac venues, and ate at Pontiac restaurants for most of 5 days! This was exceptionally well-organized by the Midwest Fiero Club, with help from the Museum, M1 Concourse, and others – the enthusiasm was palpable! We view this as only the first step in using this city’s legacy to generate “heritage tourism” in this region.

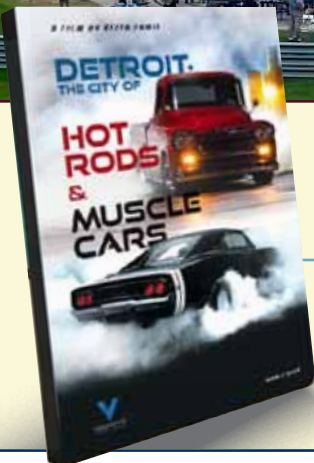
The Fiero 40th Anniversary event brought hundreds of Fieros, Fiero fans and dignitaries to gather in Downtown Pontiac for PTM and the city’s official “Fiero Day in Pontiac” declaration and ceremony!

This was followed by last September’s 50th Anniversary of the GMC Motorhome. Perhaps the Motorhome RV campers didn’t spend quite as much on accommodations, but they provided an unmistakable spectacle of automotive history that won’t be soon forgotten in downtown Pontiac!

On the horizon in 2024 is the 60th anniversary of the GTO. In addition, PTM hosting plans have begun on the huge POCI convention for the 2026 100th anniversary of the Pontiac brand!



The 50th Anniversary of the GMC Motorhome returning to it’s production site last September! And visiting PTM . . .



The movie “Detroit: Home of Hot Rods and Muscle Cars” by acclaimed Director Keith Famie, debuted in June 2023. The film is a touching story of the skill, passion, and altruism involved in the automotive affection of Detroit-area people. **PTM was honored to be recognized as a major sponsor and contributor to its creation!** We view its message and reach as helpful to our own future...



...In addition to the film selling out at theaters all around the region in Summer of 2023, it was also broadcast repeatedly throughout the second half of 2023 on Detroit Public Television’s WTVS, with much discussion and dialogue about the heritage and impact of the cars, their collectors and this culturally-and regionally-relevant phenomenon.

No one seeing this film will miss the prominence & importance of the Pontiac brand in muscle car history, and it’s role in metro Detroit’s culture.

PTM’s STEAM outreach activity largely remains in the planning stages, pending opening our doors. But we are very pleased by the continued interaction with Oakland Community College, Oakland University, and Oakland Schools regarding the opportunities the Museum may provide in career development and technical education. Additionally, we are honored to be in discussion with members of the DeLorean family regarding potential development and hosting of an ongoing STEAM program.

In early steps toward community outreach: to date, the PTM has shown the museum to many people (estimated at >2000 free visits!) and has touched thousands more on social media. Museum visitors in 2023 included travelers from 7 foreign countries - who specifically targeted the not-yet-open PTM for their travel itinerary! The Fiero convention and Dream Cruise 2023 both resulted in local television coverage of PTM’s development. Remarkably, the nationwide exposure The Washington Post covered included PTM in an article regarding the renaissance ongoing in Pontiac. As a result, we find the Pontiac community more informed, and more frequently speaking proudly and broadly of their shared heritage - which bodes well for our success and economic value to the community.

GTOs in the “Tiger Pit” of the Museum: ‘64, ‘66, ‘67, ‘68, ‘73



Rapid museum exposure remains critical to our future. It is remarkable how long it can take to get our messages out. So even preceding our opening, the PTM has “upped its game” in events and social media over the last 2 years, and our educational “Minute at the Museum” segments (popular on PTM’s own YouTube channel) provide previews of what the museum contains.

PTM 2023 Accomplishments/Progress Summary:

- **PTM Building Phase 1 Progress and Renovation Capital Improvements**
 - Our building is largely full with vehicles (about 70!) and PTM tangibly conveys to visitors the depth and breadth of Pontiac’s transportation legacy. Even so, we still have ample room for our intended displays, archives, and outreach activity.

- City re-zoning activity was successfully completed, as was architectural plan review and permitting for all of the Phase 1 construction.
- The now-named "John McMullen Auditorium" (integral to our community & STEAM outreach mission) is largely complete. It has already hosted more than 30 meetings (including 2 community meetings not directly related to PTM).
- Restrooms and HVAC (not available for the first 3 years of our work!) were "warmly" received, and critical to enabling several large gatherings of visitors.



Interior teaser shots of PTM as of early February 2024! Exciting progress from a year ago!



- Following its June 2023 commissioning, our forty-foot wide exterior mural is well on its way to establishing itself as a City of Pontiac icon! The theme was chosen to convey the broad involvement of Pontiac people in both car and truck, while integrated into the setting of an exceedingly prominent 1968 advertisement. We've been overwhelmed with the "selfies" and postings on social media.
- Phase 1 exhibit content and layouts are established. A very promising technical approach enabling electronic access to and display of many types of artifacts (photo, video, documents) has been structured. Assembling this requires further volunteer efforts, and will be easily re-configured for expansion as the museum grows.

Continued Curation of Pontiac-area Automotive Legacy

- Physical donations and long-term loans from our community supporters remain a huge success, and seem to be accelerating!



Just a couple of the new building "tenants" we are very proud of!

- Our team feels markedly better educated on important and relevant topics due to contributing work from individual researchers. Notable in the research is evidence of early involvement of historically-disadvantaged groups in Pontiac vehicle configuration and manufacturing. Also, the magnitude of Pontiac's long-standing coach and bus contribution to the US public transportation industry promises an intriguing exhibit.
- Interaction with Oakland University (via the "OU-Pontiac Initiative") has resulted in History Department student involvement with the Museum – creating a geo-referenced group of maps highlighting industrial land usage through Pontiac's 200-year history.



Just like the swallows returning to Capistrano – the GTO's are flocking back to Pontiac!

PTM supported a photo-shoot in late 2023 to begin communicating about the upcoming 60th anniversary of the 1964 GTO!

Enthusiastic Volunteer Organization and Continued Strengthening of Critical Infrastructure

- The PTM remains a 100% volunteer organization to date. 2023 was another remarkable year with volunteers contributing in excess of 4035 hrs (approximately 15% of that by GM Cares employees – thank you!). This brings an impressive 5 yr total to over 10,600 hrs! Many thanks to the broad involvement we witness, and the skills volunteers have brought, this included substantial help from local businesses and enthusiast groups.

Engraved Paver Program

An ever-increasing set of POCI Chapters, such as the Michigan Widetrackers, as well as Alumni and Dealer groups are on-board for our engraved pavers! These high quality and long durability pavers and arrays will memorialize enthusiasts and honor family, friends, or supporting organizations on the Museum's outdoor walkways.



- We remain buoyed by support within the greater Pontiac community from organizations such as the OU-Pontiac Initiative, the Greater Pontiac Community Coalition, M1 Concourse, Pontiac Regional Chamber, the Oakland History Center, and the Pontiac Creative Arts Center. Thanks to these groups for their involvement and guidance!

Volunteers working below the watchful eyes of a mid-century American roadtrip icon!



- The 5 yr fiscal opening and operating plan for the PTM continues as the roadmap to a sustainable operation endorsed by our Board. Importantly our recent building work includes key enablers for revenue generation from events: weddings, private parties, corporate meetings – for which we are about to begin marketing work.



Oakland University leaders visited the Pontiac Transportation Museum as a part of their OU-Pontiac Initiative outreach work.

The OU-Pontiac Initiative is committed to helping advance the City of Pontiac while enhancing experiential learning opportunities for Oakland University as well as Pontiac students.

Community Events and Museum Outreach of Note

- PTM represented itself at 24 specific community outreach events in 2023 (either at our own site or others) – this was in addition to countless organizational and developmental meetings. Totalling the 2023 numbers, we showed 1119 visitors to the museum and an aggregate reach from these events estimated at more than 23,000. Two of the events involved television coverage of the museum, and one hosted 350 people at our site.



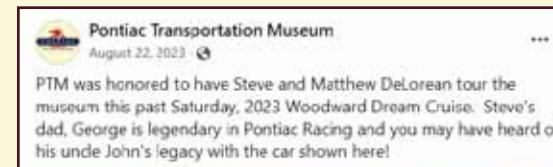
(Left) 1929 Oakland and 1935 Pontiac at home – the original Oakland/Pontiac headquarters.
(Right) 1905 Standard carriage at its Osmun St. origin!

- PTM once again had the benefit of a “spotlight” location at the M1 Concourse’s Woodward Dream Show. We appreciate and continue a very close and productive relationship with the automotive enthusiasts of M1 Concourse.



The spectacular '35 Silverstreak at the 2023 Woodward Dream Show held at M1 Concourse.

- 2023 Detroit Autorama exposure of the recently restored 1984 Fiero SCCA Rally racing car caught considerable attention.



- Facebook, Instagram, and YouTube are increasingly key to our communication. Facebook “followers” increased about 20% in 2023 for PTM to a count of just under 3000. Our Instagram involvement is more recent, with 430 followers, and PTM YouTube Channel subscriptions are at 224. Aggregate social media reach was 98,400 through the year (up about 30% over 2022).

PTM’s top post in 2023 involved some key visitors – DeLorean family members!

- Our social media audience thus far is dominantly southeastern Michigan, and about 90% US overall . . . but we have viewers on several continents – notably in Australia, Germany, France, Sweden, Portugal, etc.! Analysis of social media reach is emerging as a key marketing tool for PTM.
- Our PTM “Friends” direct email network now totals to over 1400 people – all of whom have expressed interest in seeing our regular (approximately quarterly) museum updates and events.

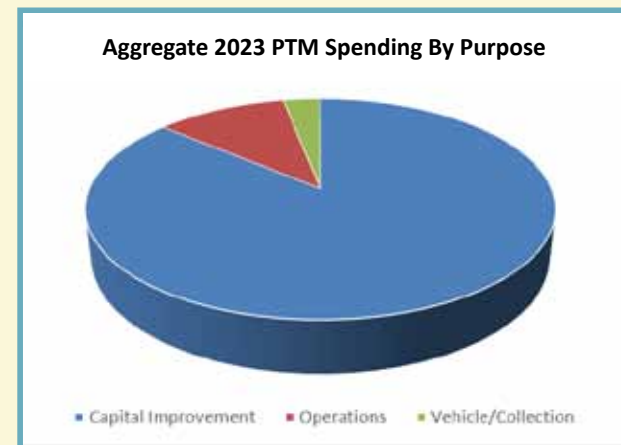


PTM added some Christmas spirit in the annual parade through downtown Pontiac – and reprised 2023’s 40th Fiero and 50th GMC Motorhome events with the theme of “Homecoming” for the Holidays.

A summary of our spending in 2023 follows for your perspective on how we are utilizing your generous donations (quite obviously focused on building renovation):

Pontiac Transportation Museum		
Un-Audited 2023 Out of Pocket Spending Profile (reported at 12/31/23)		
<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>		
Salaries and Wages	\$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!
Cost of Goods Sold		
Gift Shop Inventory	\$ 2,798	The PTM gift shop was operational for selected on site events in 2023
Legal Fees	\$ 1,300	Costs associated with the re-incorporation and IRS non-profit designation in 2023
Facilities and Equipment (non-capital spending)		
Building and grounds	\$ 7,209	Non-capital building and grounds repairs/maintenance
Equipment Rental	\$ 2,351	Related to support of volunteer workdays
Property Taxes	\$ 6,518	PTM is not yet tax exempt until official opening
Other facilities	\$ 475	Miscellaneous
Vehicle-Related expenses	\$ 11,393	Primarily cleaning, repair/maintenance, parts, and transportation costs - no significant capital acquisitions undertaken this year
Museum Operations	\$ 15,590	Marketing, printing and copying, small artifacts, subscriptions, operation supplies, utilities
		Includes ~\$1800 event costs supported by PTM
		Out-of-pocket costs for community outreach events. Key events of 2023 included the Autorama, M1 Dream Show, Fiero Open House, Volunteer Events, Hauntiac, and the Pontiac Christmas Parade. No labor is included.
Insurance	\$ 1,238	Specific to PTM. Collection insurance and Officer D&O
Travel and Meetings	\$ 6,864	Representing PTM at National Conventions/Events, largely fuel costs for trailering, printing, banners
Building Capital Improvement Spending	\$ 322,133	Capitalized improvements to our building and property - these included material and labor cost paid to skilled trades contractors for theater renovation, restroom construction, building electrical, HVAC, office space construction, etc. Largest percentages were spent with Lee Contracting and Lizut HVAC.
Summary	\$ 377,867	Total of capital and non-capital expense spending in 2023

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: 2023 Spending for PTM was again focused on capital improvements. Spending was financed from both 2023 revenue and previous years.

Note: As we open Phase 1, we enable the start of our community outreach activities, and solidify our ability to deliver corporate and foundation programs. As such the future capital fund-raising will refocus to Phase 2/3.

Summary of Donation Activity Directed to PTM in 2023

Our revenue and fundraising success in 2023 (\$337,737) was over 50% higher than in 2022 and greatly exceeded previous years. Thank you to the many individual and organizational contributors (of all types) from many parts of the country that led to this.



We'd like to recognize specifically the following individuals/groups making 2023 donations to PTM of cash or property valued in excess of \$1000. Several of these individuals/groups have been continuing supporters for the several years we have been in launch:

- Mr. Chuck Cochren
- Mr. William Collins, Jr.
- Mr. & Mrs. Terry and Susan Connolly
- Mr. Rick David
- Ms. Joanne Dorn
- Mr. & Mrs. Merle and Janice Green
- Mr. & Mrs. Michael and Kim Green
- Mr. Keith Masserang
- Mr. John McMullen
- Mr. John Middlebrook
- Lori Miller and Curt Snyder
- Mr. Mark Minbiole
- Mr. & Mrs. Tim and Pam Peterson

- Mr. & Mrs. David and Renee Porath
- Ms. Marge Sawruk
- Mr. Mark Thomas
- Mr. Steve Whittaker
- AkzoNobel Corporation
- First Nation Group LLC
- GM Golden Handshake Truck Club
- Midwest Fiero Clubs of the AACA
- Motor Cities National Heritage Area
- Motor City POCI
- Oakland University – Pontiac Initiative
- Pontiac Engineering Alumni Group
- Pontiac Oakland Club International

Conclusions and Outlook

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



Perhaps as evidence of the tourist appeal of our POMARC museum, the newest hotel in town 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 our potential

audience of Southeastern Michigan families having deep roots and direct ties with the wheeled transportation industry becomes! The PTM will certainly draw car enthusiasts, but also intends to appeal to an audience interested in how profoundly wheeled vehicles shaped the cultural and social history of the region.

A Closing Appeal from the Board

Execution of the aggressive plan we’ve established continues to grow our own team’s capabilities. We need volunteers contributing in a very broad set of areas. Some needs may be obvious (like cleaning and maintaining vehicles), but others involve every aspect of how a business has to run – marketing, social media needs, communications, event staffing and planning, historical research and archival to support exhibit development – just to name a few. As we start community STEAM outreach in earnest – we’ll need people with not just technical skills, but teaching and mentoring skills! It’s all rewarding work if you like automobiles, history, people - or any combination thereof!

Assembling capital for our Phase 2 and 3 remains a critical task for PTM – but we are greatly encouraged by having accumulated Phase 1 assets valued well beyond \$1M. Even after the May opening we have Phase 1 improvement plans that will require further cash or in-kind donations. PTM is determined to demonstrate value to the Pontiac (and Oakland County) community with our Phase 1 operation. This successful launch will garner the attention of both public funding sources and corporate/foundation support – a necessity for our Phase 2 and 3 capital.

The environment of Pontiac, Michigan has perhaps never felt as encouraging to us as it does right now. Civic leaders (both government and community groups) express considerable interest in the progress of our project. A renewed focus on Pontiac’s economic development cites development of “attractions” and “placemaking” as an area of focus. We invite you to review our progress in person – watch for our events, join our Facebook, Instagram, YouTube communities, and visit our website.

And last: if we’ve caught your interest, please consider your own capability to help! We depend on the many stakeholders anxious to see this happen for energetic support, communication to others, as well as direct support of capital. Our website describes many ways individuals and organizations can help – in both funding and non-monetary volunteer involvement.

The Pontiac Transportation Museum Board of Directors
