



2025 Annual Report



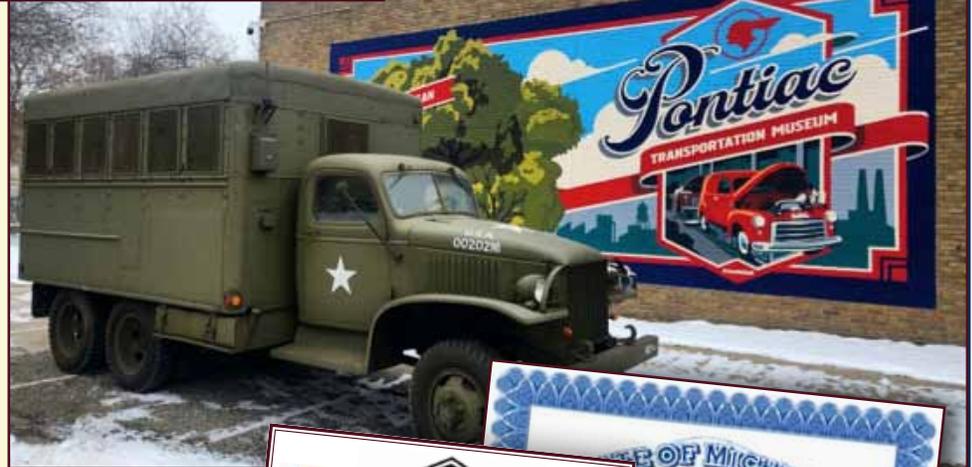
Our 100-year old star-of-the-show in its Pontiac Division centennial display!

This recently acquired museum artifact represents General George S. Patton's 1943 field command vehicle in Europe.

Pontiac engineered and built an amazing fleet of CCKW trucks to support WWII military efforts (526,000 in total).

INTRODUCTION

The Pontiac Transportation Museum has yet to celebrate its second birthday. But almost exactly a year after the museum debut, we doubled our floor-space, growing to have about 50 vehicles on display. The highlight of PTM's work in 2025 had to be this widely recognized "Phase 2" floor opening.



Perhaps as a part of this success, PTM enjoyed recognition as Host of the public proclamation of: **October 9, 2025 as the 12th Annual MICHIGAN AUTO HERITAGE DAY** throughout the State of Michigan!



Our annual summary that follows for stakeholders, will document an expanded collection, greater “maturity” in our operations, accompanied by significant growth in use of the facility as an event venue, extended community outreach work, and stability of our “back office”. PTM is proud to see developing strength in our membership community – not just in numbers, but truly a museum family that wants to contribute to our mission. And our original mission—formulated by a committee investigating the feasibility of such a museum, six years ago—still guides us.



“Preserve, effectively communicate, and engage visitors with the 150-year transportation history of Pontiac, Michigan, 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 progress in 2025 emboldens us to undertake further steps toward moving PTM from a recent, but successful local attraction, to one that is recognized regionally and nationally. This year, 2026, represents the centennial of Pontiac Motor Division’s launch (1926). Combined with the U.S.A. 250th celebration, we intend to inspire an embrace of “Americana” and public interest in our shared culture. In June, the Pontiac Transportation Museum will host a large *Pontiac Oakland Club International* convention (and several associated community events) to commemorate the Pontiac Division! This is a remarkable opportunity for collaborative work between the museum and automotive community partners in supporting the city’s resurgence.

GROWTH OF OUR FACILITY

PTM internally deemed about 12,000 sq.ft. in the center of our building as “Phase 2” to pursue after our May 2024 opening. Board guidance was to renovate this space rapidly – our “showable collection” far exceeded the initial finished floor space. Through extensive volunteer work and efficient, targeted spending on skilled trades this space was brought on-line in May 2025 – astounding many friends of the museum with its “polish”. First-time patrons continue to speak of PTM as “way more than I expected” as they enter our building; they exit the museum intrigued with the professionalism and depth of content! Special thanks are due to Mr. Mike Losh for his “challenge grant”

and subsequent GM retiree support. But also to the City of Pontiac for their bold financial investment in this second phase and indeed funding a complete long-term architectural plan for future development. The magnitude of City support is a critical and clear endorsement which will be recognizable to foundations and corporations willing to help Pontiac.

The architectural site and building plan for this future intent is largely complete. As the 2026 winter weather breaks, work will begin on a rear patio and pavilion, a building door enabling oversized truck display inside, and front signage befitting of the site.

The patio and pavilion additions enhance our ability to use the museum’s beautiful, natural backyard setting when we host large crowds or social events.



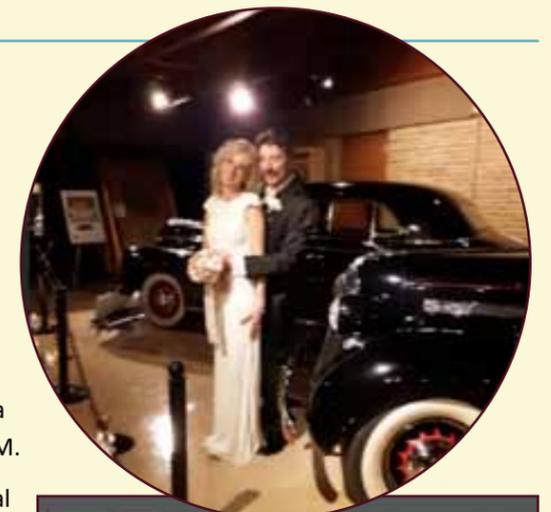
Longer term plans still include renovation of the 25,000 sq.ft. east end of the building, constructing an accessory building for vehicle prep and education, and creating a prominent front entry as an impressive welcoming center for groups. Detail architectural plans for this have progressed, but construction cannot begin prior to significant capital commitments.

EVENT VENUE

Responding to both requests of patrons as well as our need for operating revenue, PTM flourished as a event venue in 2025. We count over 146 “events” the museum hosted or participated in – aggregate of car club visits, private parties, weddings, student visits; this total includes representing Pontiac Transportation Museum at outside events.

Many involved creative set-ups at PTM that challenged our flexibility. Not surprisingly, wedding venue support can be a daunting task, but we’ve likely made longterm friends of PTM.

Organizers cite the wonderful backdrop of vehicles and social history as creating a warm and engaging ambience to their events. Importantly, this has emerged as a vital source of revenue for our operations.



PTM events beyond the museum also remain critical to draw in business. Our 2025 AutoRama ‘67 Firebird exhibit is one example.

COMMUNITY OUTREACH

Visiting buses of students began to be a more regular occurrence in 2025. Elementary students in Michigan are required to have a local history curriculum. Beyond helping schools fulfill that, PTM visits are opportunities to inspire early STEAM interest as well as convey pride in the area's heritage. The energy and inquisitiveness of 330 Pontiac third-grade visitors can't be overstated – and fortunately was spaced across 7 different visits – allowing us recovery time!

And teenage visitors from Oakland Tech schools dug deeper on STEAM; they will soon be involved in projects directly supporting PTM exhibits. The evening *Wheels of Time* free "lecture" series has attracted substantial and faithful audiences for over a year now. For 2026, these lecture topics expand further, some with historical content, some exploring technical methods in the current automotive industry.



Energetic and curious Pontiac Schools' third-grade visitors.

Teenage students from Oakland Technical Schools.



A MEMBERSHIP FAMILY

Members are the lifeblood of non-profit organizations – and in 2025 we built from zero to over 200 members. More than just bringing in a "donation", their involvement is valued; PTM has catered "reveals" and social events toward them. Membership options include Individual, Family, Patron, and Supporter levels, each outlined in our membership brochure. They frequent the museum regularly and the sense of community is rewarding, as we watch members interact with each other.

Our volunteers (many of which are members) logged another 7000 hours in 2025 bringing the aggregate total since this project started to 25,800 hours! Note that by the FASB standard figure

(\$34.79) this work has been worth \$879,582 – astounding contributions!

ENHANCING COLLECTION AND CURATION

As our operations mature, more time is being spent undertaking traditional roles in a museum. *PastPerfect* is the software tool of choice for professionally curating and managing museum collections (as well as relationships with friends/members). PTM has launched this and embraces the longer term benefits.

We've been fortunate to work with academics at Oakland University on student involvement as museum interns, as well as O.U. historical research on the wheeled-vehicle history of the Pontiac region.



Enthusiastic volunteer "racing" the 1917 Olympian in MotorTrend Roadkill Nights event on iconic Woodward Avenue — August 2025.



We are excited about the student energy and the early revelations: for instance, who knew there was an early steam truck developed in Pontiac?

A continuing stream of in-kind donations has grown our collection significantly. For 2025, this includes 5 vehicle outright donations, 7 vehicles on long-term loan and innumerable artifacts from people involved with the industry. Just as rewardingly, many patrons have voiced consideration and even commitment to future donation of unique items.

BACK OFFICE AND EXHIBIT METHODS

As we develop exhibits and curate messages for the PTM, many elements of our museum's work need to reflect advanced approaches to information availability and presentation. A younger generation of museum-goers will expect no less. Fortunately, the vivid historical legacy of the Pontiac area's contributions lends itself well to this. PTM now has three *BrightSign* touch screen exhibits catering to user-directed interactive exploration.

A non-profit relies on consistent business methods for several reasons. Volunteers may lack the permanence and consistency of paid employees; and mistakes in our business with scarce financial resources could shut it down rapidly. Our rigor improved substantially in 2025 (although ample opportunity remains for refinement!). Accounting, now contracted to a third party, has brought driving responsive detail reporting, allowing our team to adjust and react. A 3rd party financial group was engaged for independent financial review of year-end 2024. We learned a lot, and added steps like periodic physical inventory and specific levels of review/approval. PTM is driving to be a fully audit-ready organization (note we have not yet reached the state thresholds that mandate independent financial audit).

The PTM Gift Shop has become an important source of both revenue and museum "branding". Already stocked well for vehicle enthusiasts, we are growing this to be a "made in Pontiac" gift shop – featuring items of local pride and artisanship. As visitation

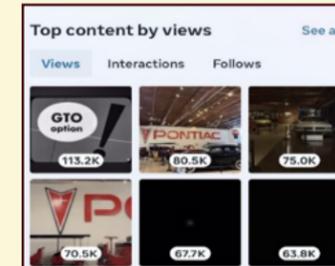


This '66 GTO beauty donated from down south, reluctantly negotiates the Michigan snow to join our fleet!



by travelers has grown, so have remote requests for purchasing PTM merchandise. The museum has fully launched into e-commerce...responding even to customers from different continents. Our broader marketing reach will grow merchandise revenue for "operating in the black".

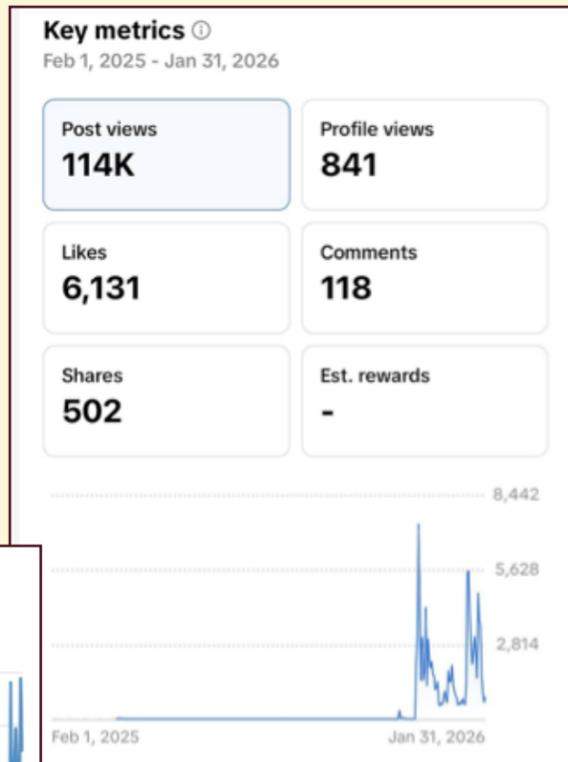
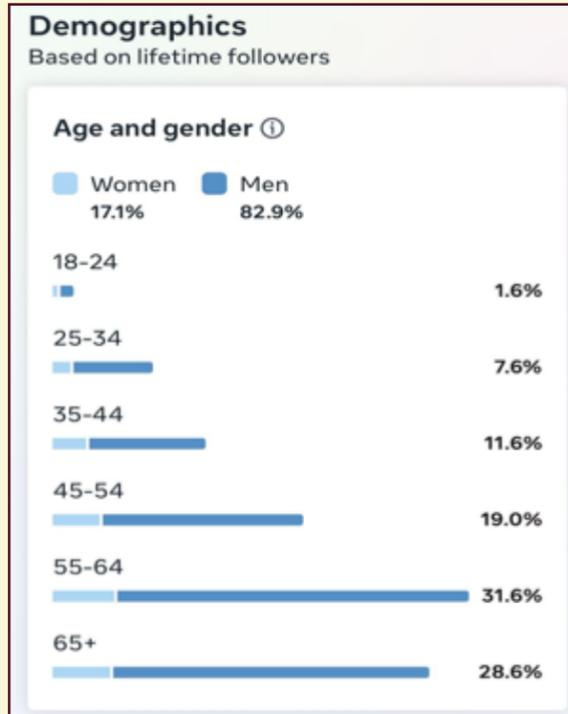
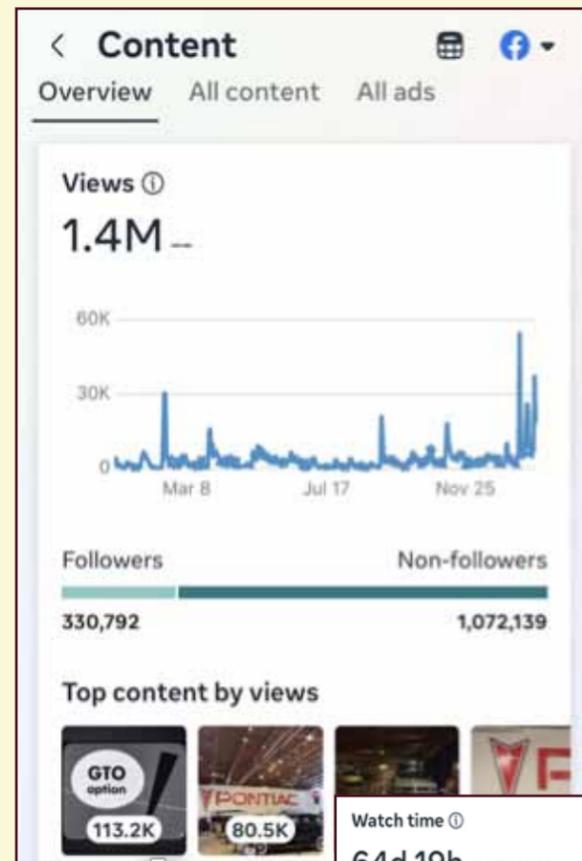
Social media is clearly a critical competency for making the PTM prominent and particularly for attracting a younger audience. Over the past year the PTM has



significantly expanded our Facebook and Instagram presence. In addition, we have ventured into TikTok and LinkedIn interaction, targeting different demographics than our previous social media following. The growth in "views", "followers", and "watchtime" for PTM is impressive!

Although obviously directionally correct, our challenge is to turn this into visitors, programs, and events. The museum's current patron demographics reflect an older population – inspiring young generations is clearly key.

Augmenting reach from expanded digital growth, museum events brought in an estimated 1,500 new faces – many outside our traditional demographic. These events bolster our position as a local and regional landmark and engage people that might not otherwise encounter us. We expect 2026 to be a great year for boosting both online and in-person influence!



Increased involvement with current automotive industry people through LinkedIn is an opportunity. This has potential for enrichment of educational outreach programs, bringing in corporate events, and simply connecting to families with clear interest in wheeled vehicles.

PTM's approach to patron visits remains similar to what has enabled our very positive patron reviews. As a part of their visit, museum visitors are encouraged to watch PTM's 20 minute historical picture narrative in the McMullen Auditorium. This is a volunteer-developed application, that provides a professional overview of how Pontiac's wheeled vehicle heritage, diverse people, and industrial sites integrate into the social history of Pontiac. Subsequently, our docents engage with visitors, amplifying the vehicle and artifact history. Knowledgeable docent interaction continues to be a positive (and perhaps unexpected) aspect of PTM. Patrons are encouraged to explore the Middlebrook Pontiac Transportation Legacy wall (a 20 ft. wide by 14 ft. high projection of a user-accessible touch screen) allowing them to navigate about 80 pages of content which includes historical

documents, photographs, advertising, and newsreel video. It also tends to engage other patrons walking the floor. We have now followed up this "BrightSign" application with second and third touch screen kiosk applications, that further expand the accessible historical content. Overall, the approach allows presentation of much deeper and perhaps more engaging historical content than would be available in traditional "stand and read" museum displays.



Giving inquisitive patrons an interactive "surfing" tool!

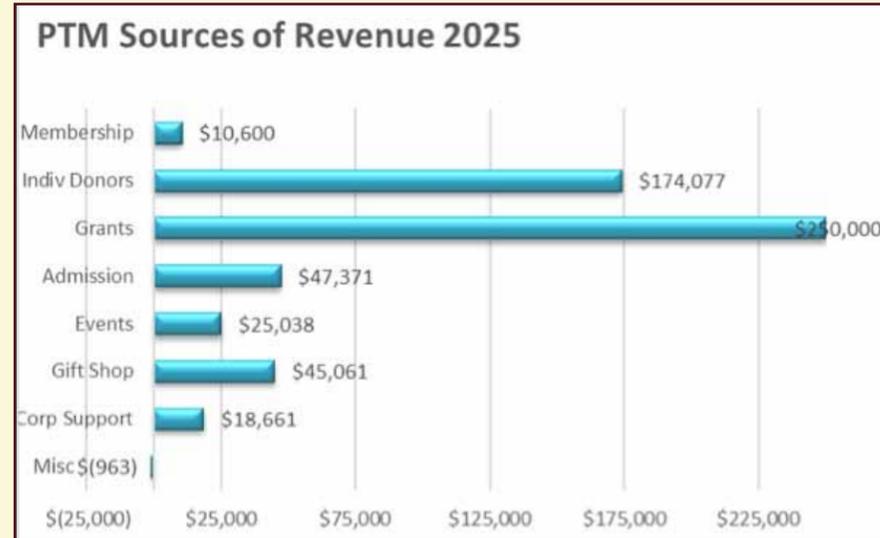
Our Board regularly reviews PTM progress. Five years ago, this organization was a nascent committee of motivated individuals studying the potential of a museum. Today it has evolved to a much more mature team running a thriving daily business and planning its future.

Accelerating museum exposure remains critical to our future. Although we see strong evidence of awareness among "car people" and their affinity groups, it is a daunting task to fully develop recognition across southeastern Michigan. The Pontiac Transportation Museum continues to be an active and visible participant in community events of many other organizations.

The remainder of this report provides insight into the financial balance of our operations. Finalized reporting comes in June as we file federal documentation. Perhaps not surprisingly, in PTM's first open year (2024), operating revenue did not cover operating costs. For 2025, these factors were much better matched, allowing the donor philanthropy to be applied to capital projects (primarily the "Phase 2" expansion).

SUMMARY OF REVENUE ACTIVITY FOR PTM IN 2025

PTM operating revenue and fundraising success in 2025 (total of \$569,846) was up over 2024 (at \$506k). Thank you to the many individual and organizational contributors (of all types) from many parts of the country that led to this. And much of this reflects the efforts and focus of our (mostly volunteer) staff.



2025 REVENUE PTM TOTAL: \$569,846

We'd like to specifically recognize the following individuals/groups making 2025 donations to PTM of cash or property valued in excess of \$5,000. Many of these individuals/groups have been continuing supporters beginning with the several years Pontiac Transportation Museum was in launch:

Mr. William Anderson
 Mr. Stephan Brese
 Mr. and Mrs. Terry and Susan Connolly
 Ms. Linda McMullen Daniels
 Mr. and Mrs. Michael and Kimberly Green

Mr. Robert Muijer
 Ms. Lynn Myers
 Mr. and Mrs. Tim and Pam Petersen
 Mr. Richard Rieman

Ms. Marge Sawruk
 Mr. David Silarski
 Mr. Keith Vrabec
 Mr. Paul Zlotoff
 The City of Pontiac
 The Serra Family Foundation

The PTM staff put particular focus on sources of "operating" (non-donation) revenue in 2025 to bolster our long term financial stability. The magnitude of our revenue types changed substantially during the year. The most recent month, pictured here, demonstrates the significance of an "event venue" trade.

This provides stability, especially during winter months when walk-in patronage tends to be lighter. It also introduces event guests to PTM – and typically generates strong word-of-mouth.



SUMMARY OF PTM SPENDING IN 2025

Spending for PTM in 2025, once again reflected our priority on capital improvements and growth for the long term. For 2026, we expect to continue to have extensive capital spending, but also remain focused on keeping financials "in the black" (eg operating revenue > operating expense). This cash flow chart is offered for perspective on what PTM devoted spending toward:



Pontiac Transportation Museum		
Un-Audited 2025 Out of Pocket Spending Cash Flow Profile (reported at 12/31/25)		
<i>Note we have been fortunate to benefit from considerable in-kind service labor and in-kind donations not accounted below. Our spending includes costs of operations as well as building, collection and exhibit capital. These number intentionally rounded to signal that final accuracy awaits our 990 preparation.</i>		
Staff Expenses: Salaries and Wages	\$37,851	Although largely still a volunteer effort, PTM had 2 part-time employees in 2025. This number includes all payroll tax costs. Volunteers provided over 7000 hrs of labor time in 2025 and many personal expenditures un-reimbursed!
Cost of Goods Sold	\$ 18,768	Primarily merchandise inventory
Non-Operating Expense	\$ 8,541	Events, travel, brick paver program
Operating Expenses	\$ 35,741	
Fire alarm, building alarm	\$ 7,134	Monitoring costs
Misc Expenses - aggregate	\$ 8,143	Vehicle maint, property taxes
Electric/Gas Utility	\$ 17,394	Air-conditioning and heat are critical spending we work to reduce. Unfortunately the 53 yr old building was never designed for efficiency
Water/Sewerage/Trash	\$ 2,504	
Museum Office Expenses	\$ 34,977	
Fees, Subscript, Reference	\$ 2,680	
Financial Review Audit	\$ 11,000	
Membership Expense	\$ 673	
Insurance Expense	\$ 3,414	
Advertising	\$ 7,592	
Office Supplies	\$ 835	
Printing and Copying	\$ 888	
Telecommunications	\$ 2,236	
Square, PayPal, Bank Fees	\$ 5,659	
Building Capital Improvement Spending	\$ 300,765	Capitalized improvements to our building, property, and exhibits - these included material and labor cost paid to skilled trades contractors for Phase 2 renovation, construction, building electrical, HVAC, plumbing, etc. Largest percentages were spent with Lee Contracting and Lizut HVAC.
Summary	\$436,643	Total of capital and non-capital expense spending in 2025
<i>As a 501c3 Charitable Organization we also submit the official required 990 reports. That will represent our financial record (due in May 2026). This summary above is supplied for perspective on how our work to date on the Pontiac Transportation Museum has been conducted.</i>		

AT YEAR-END 2025, THE PTM'S BALANCE SHEET POSITION WAS VERY STRONG.

\$417,200..... Current Assets
 \$2,419,329..... Fixed Assets
\$2,836,529 Total Assets

Year-end liabilities were under \$15,000. Within the fixed assets, the collection is conservatively valued at \$329K. The building and land had a mid-2025 commercial appraisal of \$1,780,000 with subsequent capital improvements later in the year. The Board views this as a remarkable accumulation of value for a 2.5 yr old 501c3 organization, and offers sincere thanks to the philanthropy of our supporters and dedication of our volunteers.

OUTLOOK FOR PTM AS A PART OF ITS COMMUNITY

Museums are estimated to contribute approximately \$50 billion to the U.S. economy annually. That is not due to their own profitability (in fact, many struggle to break even), but they stimulate visitation and spending in their communities. We intend to deliver similar tangible economic benefits to Southeastern Michigan. The deeper we research the heritage of the Pontiac area, the more obvious our potential audience of Southeastern Michigan families becomes – they have deep roots and direct ties with the wheeled transportation industry! The PTM is already prominent on many car enthusiast outlooks, but we also appeal to those interested in the profound impact wheeled vehicles had in shaping the cultural and social history of our region. And this legacy attracts visitors worldwide – many have a fascination for the automotive history that resides all around us.

We offer this simplistic map representing visitors from at least 20 countries we are aware of—and counting!



A CLOSING APPEAL FROM THE BOARD

Execution of the aggressive plan we've established continues to challenge our 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 what a small business needs to operate: accounting, marketing, social media and e-commerce support, communications, event staffing and planning – just to name a few. In addition, skills such as graphics, website, video and photography, and of course historical research, archiving and creative to support exhibit development are necessary. With our community STEAM outreach beginning in earnest – we need people with technical skills and teaching and mentoring skills! *It's all rewarding work if you like automobiles, history, people, children - or any combination thereof!*

Assembling capital for our remaining "Phase 3" growth is a critical task for PTM. But we are greatly encouraged by the strength of fundraising in 2025. PTM is determined to "pay back" the community's investment by demonstrating value to Pontiac (and Oakland County). We see our early "proof-points" garnering the attention of both public funding sources and corporate/foundation entities.

The community's future in Pontiac, Michigan has many "arrows aligned" today. Civic leaders (both government and community groups) express considerable interest in the progress of the museum. The renewed focus on the city of Pontiac's economic development cites nurturing "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, LinkedIn, and YouTube communities, and visit our website. If you want to see a current critical review of PTM by auto aficionados – check out the story in the February 2026 issue of *Collectible Automobile!*

And last: if we've caught your interest, please consider your own capability to help! We depend on our many stakeholders 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





Taken during the New York Auto Show in 1926, this photo features the new **Pontiac**, along with A.R. Glancy (center left), general manager of the Oakland Motor Car Company. The gentleman in front of him is Alfred P. Sloan, president of General Motors. Behind him is a gathering of Algonquin Native Americans. One can only assume they were invited there to share in the introduction of the first **Pontiac Motors'** car.



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