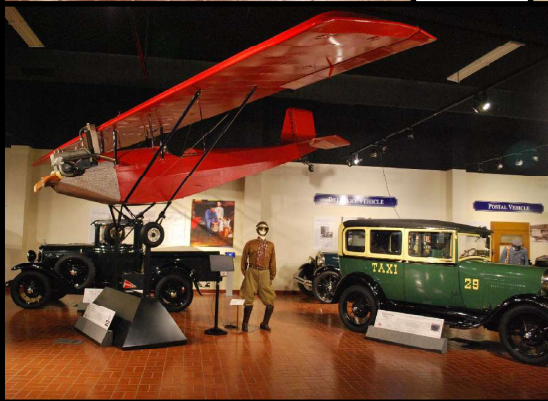
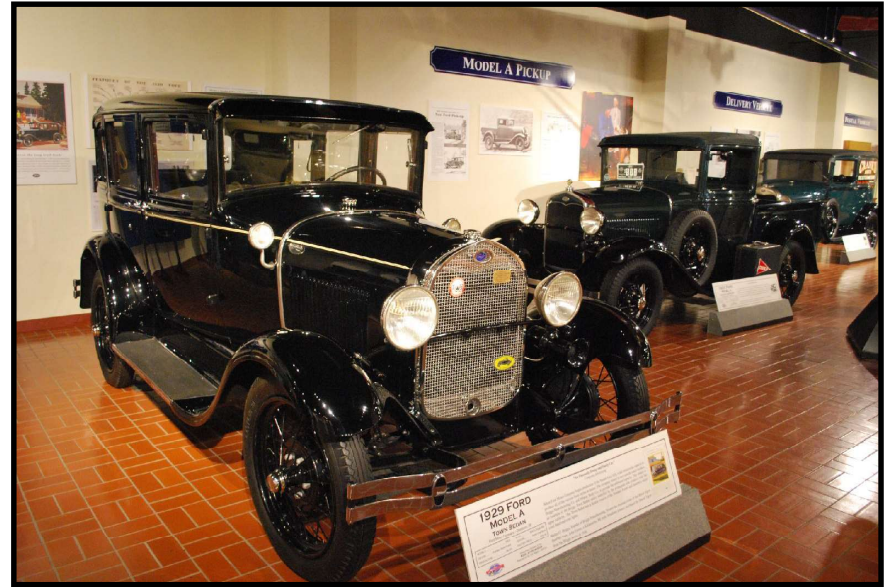




**MODEL A MUSEUM**

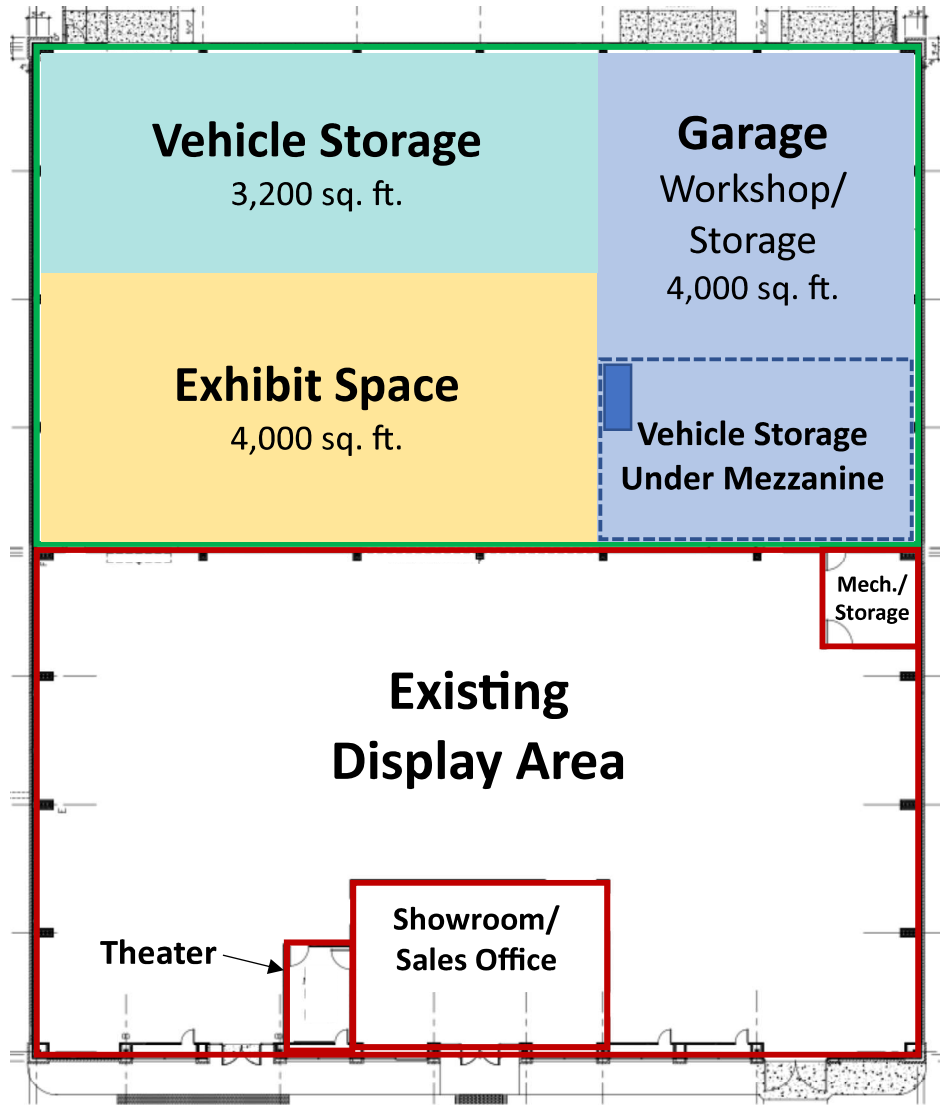






# Museum Growth Strategy

- Expand the Model A Museum on the Gilmore Campus
- Our objectives:
  - Through vignettes show how Model A's were used in the Model A Era
  - Create a working garage as a Learning Center
  - Develop more interactive displays





# Fully developed Vignettes



# Add More Interactive Exhibits



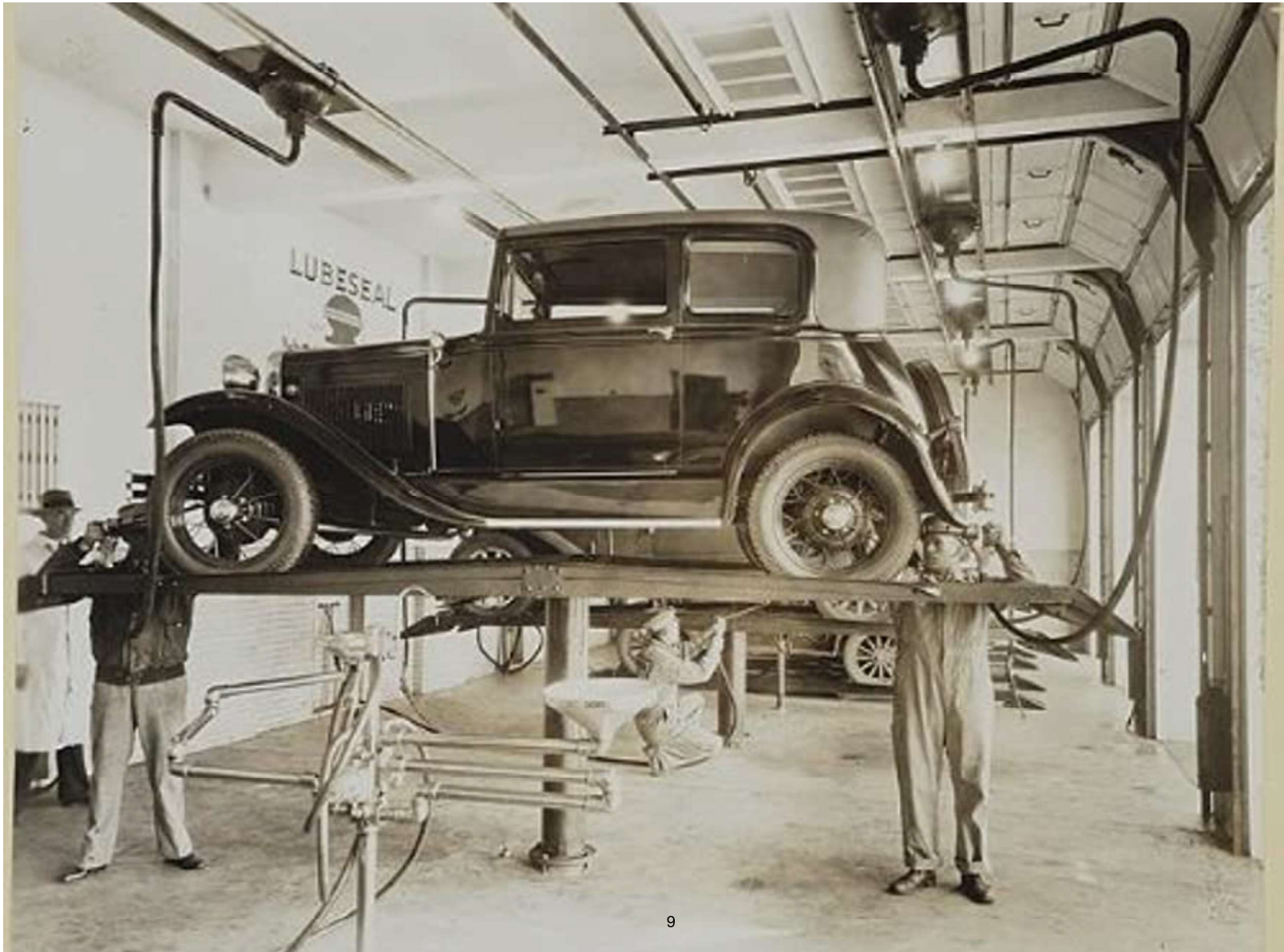




## Model A Photo Experience







# Service Center

- Dedicated to the National Clubs, MAFCA & MARC
- Objective is to expand the knowledge of Model A's repair and maintenance
  - Lifts and Era tools will be used for demonstrations
  - Catwalks installed for viewing
  - Creation of videos
  - Live Zoom meetings with Chapters/Regions





# Funding Goal

- Raise \$1 Million Dollars for construction costs
- Raise \$200K for outfitting new space
- Ribbon Cutting - September 2025

## Note:

- Endowment Fund will not be used for expansion cost.
- No debt will be incurred for Museum expansion



# Fundraising, Goals, Status & Proposed Actions

## Private Started March 2023

1. **Private Donor Support** = John B/Jerry M - Goal \$500K
  - \$437K received in pledges from 18 individual donors
  - Action = Continue 1 on 1 presentations to potential donors
2. **MAFFI Support = Selling of duplicate/excess inventory** = Jerry M/Randy C - Goal \$150K
  - \$129K identified as excessive MAFFI inventory to sell
  - Action = Four vehicles going on sale at GR Auto

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### 3. **National Club Support = MARC and MAFCA Support for Service Department (Garage): John B/Jerry M - Goal \$TBD**

- Action = Obtain commitments from National Clubs

### 4. **Region and Chapter Support - Goal \$200,000**

- Action = Contact top 20% for donations of \$5K = Bronze, \$10K = Silver, \$20K = Gold, and \$50K+ = Platinum. Balance of clubs, solicit donations of \$1000 per year for 2 years

### 5. **Individual Support = "My A" Program: Mark M/Paul S/Shep S -Goal \$100K**

- Action = Roll out a plan (similar to Brick Program) @ \$200 for car plaque with name and body style to be displayed by year in the Museum expansion

- Note: This goal requires 500 donors over the next 18 months. This is an ongoing revenue stream.

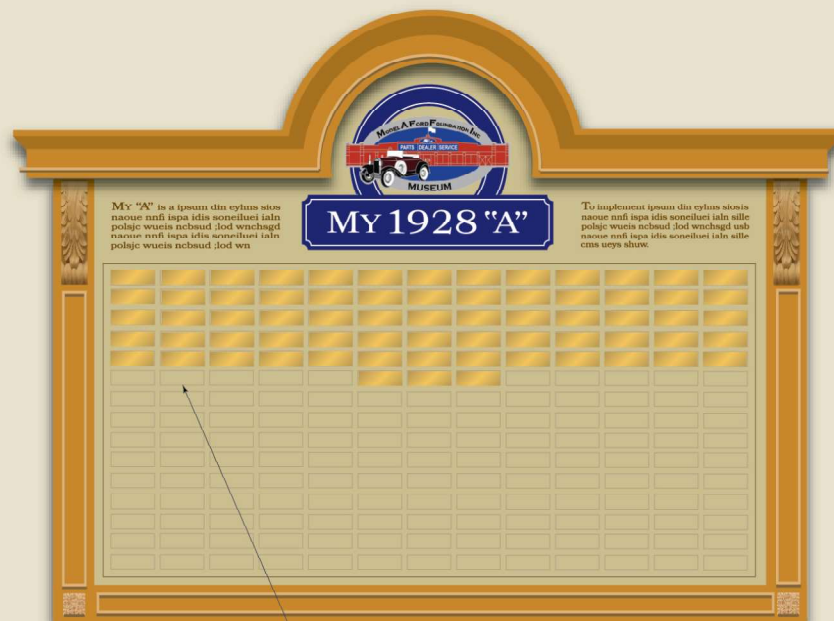
### 6. **Third Party Support = Grants: Jarrod W -Goal \$50K**

- Action = Solicit \$25K from Motor Cities Heritage for vignettes, and \$25K from for Service Department (Garage)

### 7. **Suppliers' Support = Parts Department: Mark M - Goal \$100K**

- Action = Solicit donations from major parts suppliers, to be honored in the Parts Department
- Levels of donations will be honored - \$500 = Supporter, \$1,000 = Patron, \$5K=Bronze, \$10K=Silver, \$20K=Gold, \$50K+=Platinum

## Public Start June 2023



1/2 Actual Size





**Leave your legacy!**  
**Secure our hobby**  
**for future**  
**generations**

