

CALIFORNIA AUTOMOBILE MUSEUM  
**2023 ANNUAL REPORT**





### **From the Director:**

As the (returning) Executive Director of the California Automobile Museum, I am proud of what we achieved over the past year and am pleased to be able to share our accomplishments with you. This report reflects the support and hard work of generous donors, devoted volunteers, and dedicated staff members.

In 2023, we welcomed our public to bold new installations, strengthened staffing and programs, reached out to broader audiences, and resumed several of our popular classes. This report underlines the past year's challenges and achievements advanced through our staff's dedicated advocacy of the Museum's mission to bring people and the love of automobiles together. We currently have 137 cars in our regular display spanning three centuries of automobile history, plus our rotating exhibit, Car Club Cavalcade and cars for sale. We now own approximately half of the vehicles on display (up from about 1/3), so that's also a significant improvement.

One can only imagine the landmarks ahead as the museum enters a new era. Your continued involvement in the museum ensures an exciting and promising future for CAM. Thank you for allowing me the privilege to serve with you as we respect the past and reach for the future.

Karen McClafin

### **From the Board President:**

After having served as the Museum's Board President for several years and also your Treasurer for another several years, I am happy to be serving as President for 2024. And, we have the old gang back together with Karen McClafin back as our Executive Director for a year last Friday. Karen has assembled a strong team to support her, and we are ready to move the museum forward.

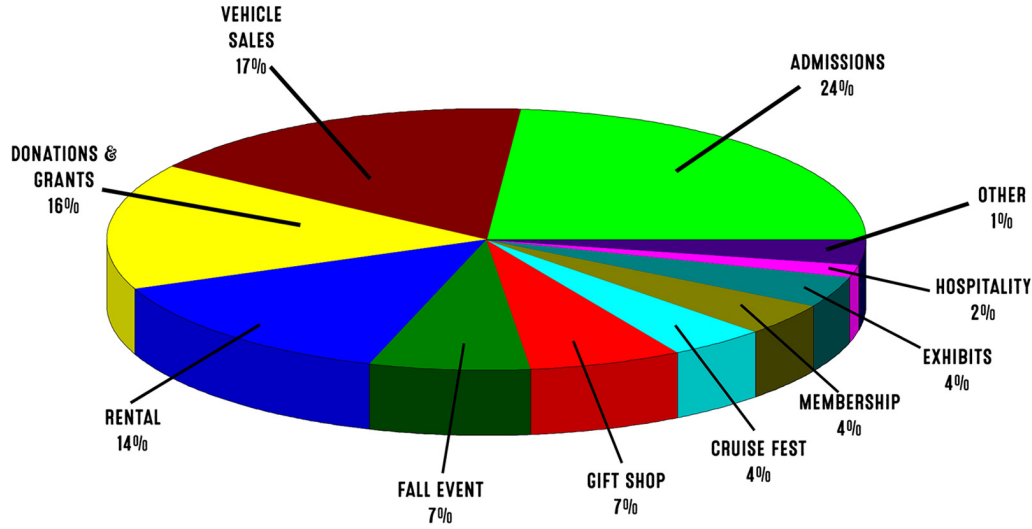
As we get heaters installed and improve our special events area on the interior of the Museum, we're also making plans for improvements to the exterior of the building to make it more appealing and visitor-friendly. The museum is on solid financial footing and the Board is looking forward to a productive and fun year. Stay tuned!

Joe Hensler



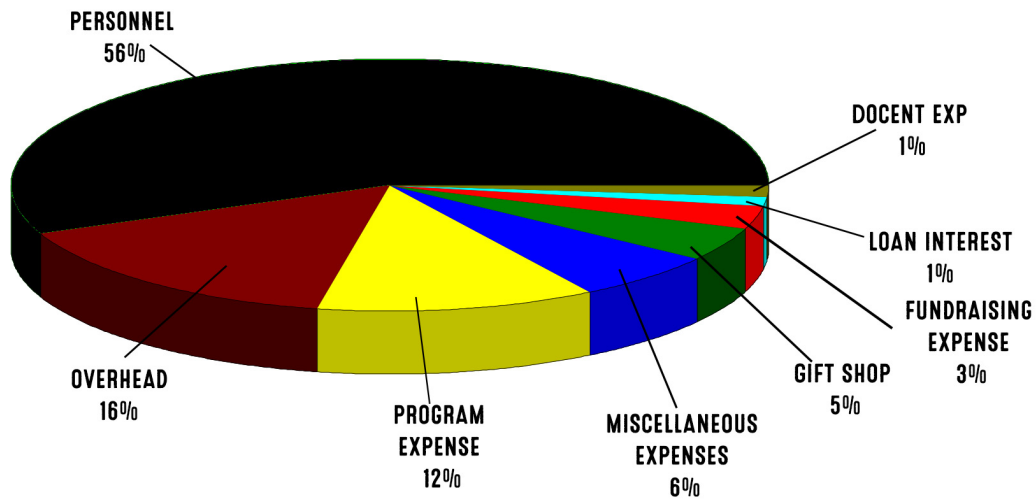
# 2023 FINANCIALS

## 2023 INCOME



**TOTAL INCOME: \$998,507.15**  
**TOTAL EXPENSE: \$842,364.5**  
**NET INCOME: \$156,142.65**

## 2023 EXPENSES



# 2023

Throughout the year, we curated a diverse range of exhibits and events that captivated audiences and celebrated the rich history of automotive culture.



One of the highlights of 2023 was our Exhibition of Speed, where we showcased a stunning collection of Saleen cars, including the iconic 2004 Ford GT. This exhibit not only showcased the speed and innovation of these vehicles but also paid tribute to the craftsmanship and artistry of Saleen, captivating enthusiasts and casual visitors alike.



In addition to our speed-themed showcase, we also delved into the nostalgia of the 1930s to 1950s with our “Woodies” exhibition. These wood-bodied cars, affectionately known as Woodies, provided a unique glimpse into a bygone era of automotive design and craftsmanship. Visitors were transported back in time, experiencing the charm and elegance of these classic vehicles.



Furthermore, we are proud to announce that we successfully achieved our fundraising goal for the year. One of the highlights of our fundraising efforts was the exclusive “An Evening with Wayne Carini” dinner, which not only raised funds but also provided guests with a unique opportunity to engage with a legend in the automotive world. This event was a testament to the generosity and support of our community, and we are grateful for everyone who contributed to its success.

Additionally, our annual CruiseFest was a resounding success, with over 400 cars and thousands of visitors taking over Fulton Ave in Sacramento. This event not only brought together car enthusiasts but also highlighted the vibrant automotive community in our region. It was a day filled with fun, camaraderie, and a shared love for cars.



As the year progressed, we finished strong with our Glamour Road exhibition, which showcased the stylish and elegant post-war cars that defined an era of automotive design. This exhibition was a fitting conclusion to a year filled with excitement, creativity, and passion for all things automotive. Visitors marveled at the beauty and sophistication of these iconic vehicles, gaining a deeper appreciation for the artistry of automotive design.



We extend our heartfelt thanks to our supporters, volunteers, and visitors who made 2023 a truly exceptional year. We look forward to continuing to inspire and educate through our exhibits and events in the years to come, and we invite you to join us on this journey of exploration and celebration of automotive history.



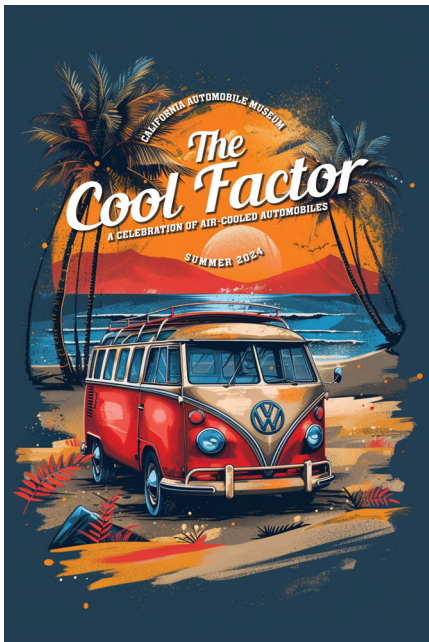
# 2024

We are proud to present an exciting lineup of exhibitions and events for 2024, offering something for every automotive enthusiast and adventurer alike.

Currently, we are thrilled to showcase “Rucas y Carruchas: Ladies in Lowriders,” a vibrant and captivating exhibition



celebrating the contributions of women in the lowrider community. This exhibit not only highlights the artistry and craftsmanship of lowrider culture but also shines a spotlight on the women who have played a significant role in shaping this unique automotive subculture.



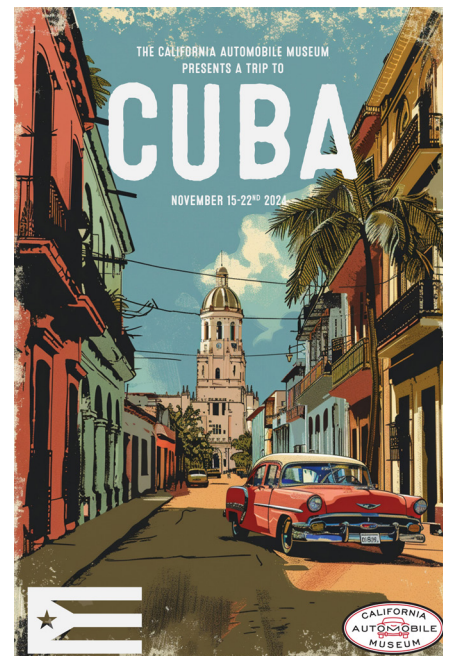
As we look ahead to the summer, we are excited to announce our upcoming exhibition on air-cooled cars, featuring a dazzling array of vehicles, including Porsches, Corvairs, and VW buggies and transporters. This exhibition promises to be a celebration of innovation and ingenuity, showcasing the beauty and diversity of air-cooled automobiles.

In addition to our exhibitions, we have a lineup of exciting events planned throughout the year. From trivia nights to Easter scavenger hunts and our popular Memorial Day car show, there will be plenty of opportunities for our visitors to engage with the museum and fellow automotive enthusiasts.

But the excitement doesn't stop there! We are also offering some fantastic trips for those looking to experience the thrill of the open road. Join us as we journey to San Francisco, explore the charm and hospitality of the Carolinas while attending

a NASCAR race, and embark on a once-in-a-lifetime trip to Cuba, where we will immerse ourselves in the rich automotive history and culture of this fascinating country.

We invite you to join us on this journey of discovery and adventure at the California Automobile Museum. Whether you're a seasoned car enthusiast or just looking for a fun and unique experience, there's something for everyone at the museum in 2024.



# MUSEUM STAFF

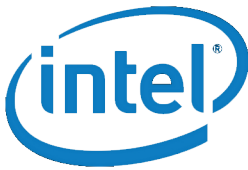


From left to right: Josh Robertson, ShaVolla Rodriguez, Karen McClafin, Daphne Ruffing, Ellie Montgomery, Erika Holiday, Shawn Kakwani

## BOARD OF DIRECTORS

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# CALIFORNIA AUTOMOBILE MUSEUM

2200 FRONT ST, SACRAMENTO, CA

