

CALIFORNIA AUTOMOBILE MUSEUM 2024 ANNUAL REPORT



THE YEAR IN REVIEW

FROM THE BOARD PRESIDENT

A Vision for the Future

The Board of the California Automobile Museum has long envisioned transforming the museum into a world-class organization, and for years we have been diligently executing this vision.

Acquisitions and Improvements

In 2017, we took a significant step forward by purchasing the building and the land behind it, as well as negotiating a perpetual easement for the parking area. These acquisitions have solidified our foundation and opened up possibilities for future expansion and enhancements.

Raising Funds and Renovations

In our pursuit of excellence, that same year, we raised \$800,000, which allowed us to reroof the building. This was a vital improvement, ensuring the preservation of our exhibits and providing a safer environment for our visitors. Additionally, in 2019, we insulated the building, creating a temperate environment in both summer and winter. The installation of heaters in 2024 has made the museum more comfortable year-round.

Exhibits and Demonstrations

Last year, we also focused on enriching the visitor experience by creating a demonstration display with the racing and performance gallery, including new flooring. This innovative exhibit has garnered positive feedback and has set the stage for future enhancements.

Future Projects

Looking ahead, 2025 promises to be another landmark year for the museum. We will raise the necessary funds and install ceiling fans, completing our heating project and ensuring optimal comfort for our visitors.

The Pavilions Project

Our ambition reaches new heights with the transformative “Pavilions Project” starting with our capital campaign in 2025. This major remodel, likely starting in 2026, aims to elevate the museum’s appearance to world-class standards while enhancing the functionality of the interior. We are committed to raising the required funds and making this dream a reality.

We are on a roll, and we invite you to stay with us on this exciting journey toward becoming a premier destination for automobile enthusiasts and history buffs alike. Your support and enthusiasm are essential as we continue to drive forward with our ambitious plans.

-Joe Hensler



FROM THE DIRECTOR

This is a great time to glance over our shoulders and see how far we've come in the last year, as well as what still needs to be accomplished to build a platform for a successful future. On the pages of this report, we reflect ever so briefly as we share with you a glimpse of all that we are doing. We hope you will appreciate why we are so excited about the future and can say with confidence that the Museum will continue to earn the support that will allow it to fulfill our mission to preserve, exhibit and teach the story of the automobile and its influence on our lives.

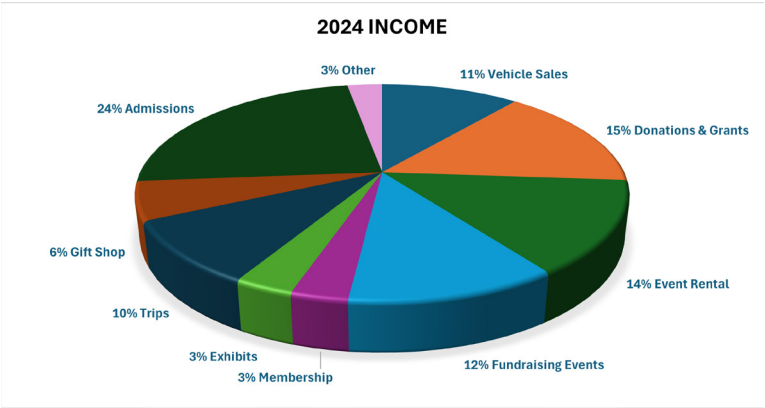
As we move forward with a focus on everything we want this great institution to become, we hope you'll engage with us on the journey as we work together toward our goals.

Looking forward to working with you in 2025!

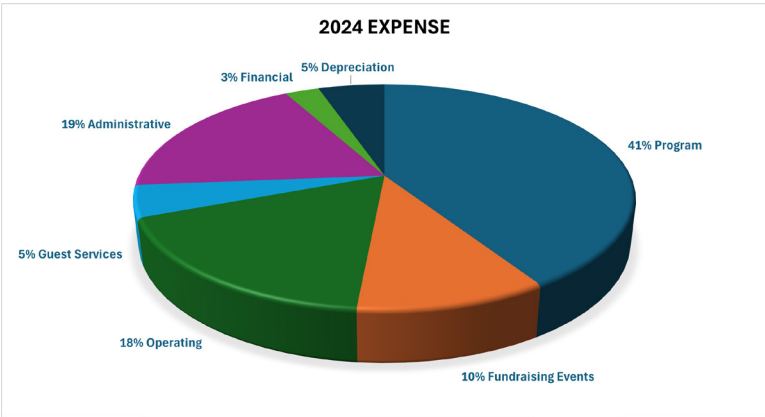
-Karen McClaflin



2024 FINANCIALS



TOTAL INCOME: \$1,103,035.75



TOTAL EXPENSES: \$1,021,891.45

NET INCOME: \$81,144.30

Salaries are included in appropriate categories

2024 EXHIBITS

RUCAS Y CARRUCHAS: LADIES IN LOWRIDING



THE COOL FACTOR



JOE'S OK USED CARS



2024 EVENTS

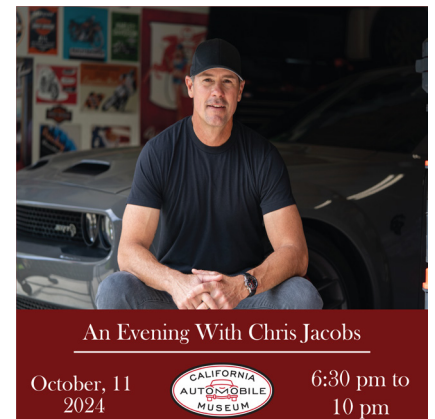
VETERANS' MEMORIAL DAY CAR SHOW



CRUISEFEST 2024



AN EVENING WITH: CHRIS JACOBS



An Evening With Chris Jacobs

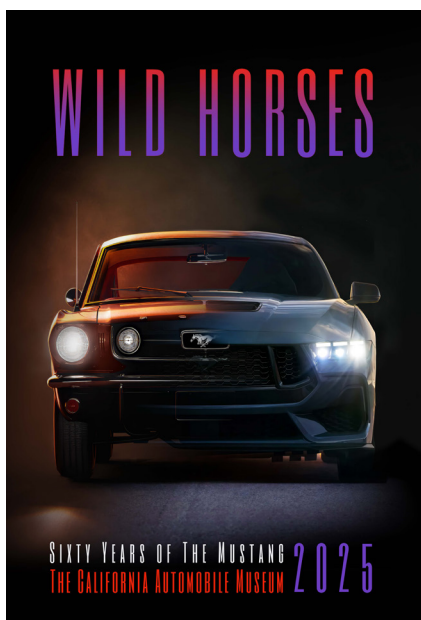
October, 11
2024



6:30 pm to
10 pm

LOOKING AHEAD 2025

WILD HORSES: SIXTY YEARS OF MUSTANG



On February 8, 2025, we unveiled our new rotating exhibit for the year! An homage to 60 years of iconic American automotive history, Wild Horses: Sixty Years of Mustang, is an interactive and comprehensive history of the important models and innovative engineers that built the Ford Mustang to what it is today.

MUSEUM UPDATES



We have been able to bring a lot of new updates to the museum galleries. One of the biggest updates has been reflooring and moving our Racing and Performance Galleries. With some new additions to our collection, like a 1985 Ferrari Testarosa and 1971 Intermeccanica Italia Spyder, the new look is guaranteed to impress our visitors and membership!



After a long journey, we were able to make some much needed renovations to our museum heaters and administrative offices! Now we have heaters set up to take the chill off of the cold winter mornings and a new office space for our employees.

MUSEUM STAFF



Pictured from left to right: Nayeli Rodriguez, Lauren Trask, ShaVolla Rodriguez, Khalil Bourgoub, Daphne Ruffing, Karen McClafin, Cheema Singh, Mike Stiles, Ellie Montgomery, Tamara Samsa

2024 BOARD OF DIRECTORS

JOE HENSLER
ED SILVA
DAVID FELDERSTEIN
KAREN LONG
STEVE KOONCE
TOM TYER
MARY DAVIS

RALPH CARBONE
ALAN GALBRAITH
DON TOLLEFSON
STEVE MEYER
GLENN RONDEAU
JOHN SMITH
JIM FERGUSON



CALIFORNIA AUTOMOBILE MUSEUM



2024 ANNUAL REPORT

