



Report to the Common Council  
August 28, 2013

**THE YEAR IN REVIEW**

- During 2012 the Studebaker National Museum welcomed just under 40,000 visitors, the largest number since 2006, when we opened at this location. Part of this increase was due to the hosting of the 2012 Studebaker Drivers Club International Meet which brought some 4,300 enthusiasts and 700 Studebakers and Avantis to the area. This major event allowed the Museum to showcase its exquisite permanent Collection of 120 vehicles, and a special exhibition titled, *Studebaker's Last Dance: The Avanti*, in recognition of this iconic model's important milestone.
- The *Studebaker Super Service Center* presented by Tire Rack, an interactive, hands-on permanent exhibit for children ages 3 to 8, opened to rave reviews in April, 2012 and has been a busy place for kids—and adults too.
- During 2012, the Museum added two significant vehicles to the Collection: a 1932 President St. Regis Brougham and 1922 Big Six Child's Hearse, and received three vehicles on loan: a 1958 Packard Hawk, 1940 President Club Sedan, and 1963 Avanti Bonneville race car.
- Hired a new Curator;
- Completed the restoration of the "Woody", a station wagon prototype rescued from the infield of the track at the Proving Ground some 40 years ago;
- Celebrated that the Abraham Lincoln Presidential Carriage, the 'crown jewel' of the Collection made its Hollywood debut in the Steven Spielberg movie, "Lincoln";
- Developed the Studebaker-Bendix Trail, a driving tour of historic sites and landmarks in the South Bend area relating to two local "titans of Industry"—the Studebaker and Bendix families;
- Published a new book, "Studebaker's Last Dance: The Avanti", authored by museum archivist, Andrew Beckman;



## PLANS FOR THE FUTURE

At the end of September, 2013 the Museum Board of Trustees will adopt a new **Long Range Business Plan for 2013-2018**. Highlights of the Plan include the following strategies:

- Provide additional special offerings to attract more youth and young adults through social media;
- Advance our reach in the community through partnerships, participation, and investments;
- Pursue priorities to demonstrate our commitment to being good stewards of our resources held in the public trust, further our Mission, and provide value to the economic and community development of this area;
- Offer programs, exhibits, and activities that are attractive to younger audiences;
- Provide opportunities for more interaction through forums, lectures, etc. about compelling, timely, and relevant topics;
- Offer opportunities for access to the museum by groups and individuals who cannot afford admission costs;
- Continue to explore new and innovative ways to partner with the Center for History to deliver a better product more efficiently; and
- Grow in our critical partnership with the City of South Bend which owns the museum building and a portion of the Collection, working together to optimize human and financial resources with them;
- Create a succession plan to address an aging management staff; and
- Exploit the Archives as a source of revenue.



## CURRENT FINANCIAL POSITION

The Museum continues to improve its overall financial position as well as develop and fund a scholarship fund and a maintenance fund. The Board continues to develop current and new revenue sources, including redesigned operations for the Museum Store, added a new fundraising activity, executed the most successful Hall of Champions Dinner to date, and launched an Endowment Campaign to Studebaker and related Clubs which is currently in the “quiet phase” at the local level.

The Museum has achieved a positive financial position for the past two years and is on track to do so in 2013 and beyond.

### City Budget Review 2011-2013

	2011	2012	6/30/13
Total Gross Revenue	\$1,131,385	\$1,264,039	\$600,002*
City of South Bend	225,000	231,750	\$118,193
% of City Funds to Total Revenue	19.88%	18.33%	19.69%

\*Income from two major fundraising events will not be recognized until 4<sup>th</sup> quarter of 2013