



July 23, 2018

Dear Supporters

The San Diego Automotive Museum tells the story of the social and technological past, present, and future of the automobile through its collections, exhibitions, and educational programs.

On behalf of the board and staff of the San Diego Automotive Museum, we want to express our sincere gratitude for community support of the following projects and programs at our museum. Such support has enabled us to complete several major projects that further our educational programming. We have also enhanced exhibits to improve the visitor experience.

We purchased a new computer for use by our Educational Department interns. We also expanded our community outreach by increasing our presence at community events. In keeping with our diversity standards, we used funds to continue to produce Spanish-language narratives for all of our automobile exhibits, making all such narratives 100% bilingual.

We maintained our marketing strength by renewing our contract with PassPort San Diego, and by increasing our online presence by 25% via their marketing portal. In conjunction with the existing Explorer Pass program in Balboa Park, we are serving the needs of both first-time and return-visit customers. We also used funds to renew our association with Groupon promotions. In doing so, we continue to demonstrate that we are one of San Diego's most popular attractions.

In an effort to boost the impact of our exhibits, we improved the quality of our graphics to complement and enhance the visitor experience. We also purchased new display cases, and included art installations for the first time as a part of our 16-week rotating shows. Moreover, we compiled multiple videos for visitor viewing which provide background on both the vehicles and the art in a given exhibit.

Once again, thank you for all the support you have shown our museum throughout the years. Your belief in our museum and our efforts enables us to consistently upgrade our exhibits and expand our educational offerings. As our outreach continues throughout San Diego County, we are making great strides toward becoming a cultural resource for visitors of all ages and backgrounds. We are transforming lives by recalling the past in order to create a brighter future. This cover letter and our financials are available to anyone who asks.

Sincerely,

The Board, Staff, and Volunteers of the San Diego Automotive Museum