

2023

ANNUAL REPORT



MIDWEST
DREAM CAR COLLECTION

2023

FROM THE PRESIDENT

We are celebrating our fifth year, and the Museum of Automotive Icons, Inc., d.b.a. Midwest Dream Car Collection (MDCC) is focused on growth. Growth of our collection in importance and public interest, growth in education and public offerings, and growth in attendance are our guiding principles.

Being a 501 (c) 3 educational not-for-profit museum has many challenges of its own. First is public awareness. If the community doesn't know you exist, no one will visit. Public perception of the ownership and funding of the museum is also a challenge. MDCC started as a private collection but almost immediately became a private corporation collection with generous donors and supporters.

Because of Ward and Brenda Morgan's foresight and thought, we have a growing collection of highly significant historical vehicles that we get to share with the public. Being the caretakers of these vehicles is a challenging and rewarding experience for both the Board and staff.

As we look to the next five years, we must ask questions like is the facility sufficient for future needs? What vehicles should we target next for acquisition? How do we balance growth and activities with staffing and volunteers?

The Board is dedicated to developing the programming necessary to become an internationally recognized Automotive Museum. We are committed to responsible growth of the museum as income and demand dictate for us to grow at a sustainable rate. We are looking forward to the upcoming challenges and opportunities that MDCC represents.

Finally, we are pleased with the partnership and work of the staff and volunteers of the museum. Without their dedication and hard work, we would not be where we are today.

Dave Carpenter



Museum of Automotive Icons, Inc.
President of the Board of Directors.



2023

FROM THE EXECUTIVE DIRECTOR

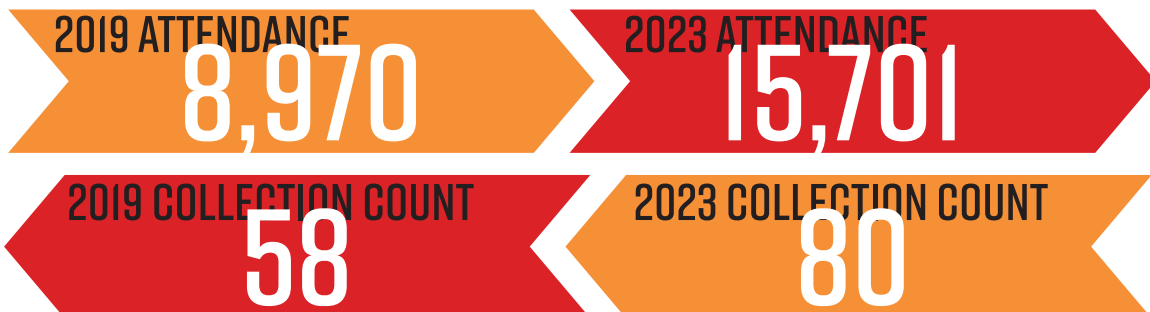
What metrics can we use when looking back at the five years since our creation?

How do you measure smiles, dreams realized, memories of family and friends? Can you catch laughter in a cup or weigh the heart-lifting measure of someone seeing their dream vehicle? No, but while you can't, you must recognize the significant value of these occurrences and realize they prove the Museum of Automotive Icons, Inc., d.b.a. Midwest Dream Car Collection (MDCC) is not only realizing its mission in incredible ways, but also what we are doing in our community.



Five years ago, MDCC started as an accident. Two philanthropic people, Ward and Brenda Morgan, went to a car auction and got a little carried away. They ended up purchasing 13 cars. They needed to find somewhere to store the cars when not in use and purchased a former grocery store. When the cars were delivered, they realized there was too much space and decided Manhattan, Kansas, needed a car museum and, over the next few months, purchased around 50 more cars.

This started the Museum with a mission to provide experiential learning. Over the past five years, the Museum-owned collection has grown to 80 cars. The collection value has increased by 500% in that time and MDCC is well on its way to being a nationally recognized automotive museum.



We continue to watch our Cars and Coffee (First Saturday of every month) grow, with as many as 80+ vehicles being displayed. Our Tread Talks are now averaging over 40 guests each first Saturday as well and continue to grow.

CORNERSTONE EVENTS

APRIL
Museum
Anniversary
Party

JUNE
Amphicar
Picnic

AUGUST
Morgan Family
Lecture Series

OCTOBER
First
Responders
Day

DECEMBER
Santa
Saturday



2023

FROM THE EXECUTIVE DIRECTOR - CONTINUED

Looking forward to 2024 we will launch our S.T.E.A.M. education program and develop it to share with other automotive museums around the country. This is a public-private partnership with three institutions of higher learning, three foundations, and around six museums working with our program to develop it correctly.

To the future, we look and wait to see what is in store for MDCC. Growth will eventually dictate a new, dedicated facility designed to meet our needs then and into the future. We will need to expand staffing to continue to grow our programs and outreach as well as technology for curation of our collections.

The Museum has come a long way in only five years. We are truly thankful for our founders, staff, board, and volunteers that have put us on such a great trajectory for success now and into the future.

Sincerely,



Chris Gergeni
Midwest Dream Car Collection
Executive Director



2023

MUSEUM OF AUTOMOTIVE ICONS, INC. D.B.A. MIDWEST DREAM CAR COLLECTION (MDCC)

Museum of Automotive Icons, Inc., 3007 Anderson Avenue, Manhattan, KS 66503
785-236-5501 | info@mdccks.org | www.midwestdreamcarcollection.org

Mission Statement:

To educate, inspire, and celebrate the love of vehicles.

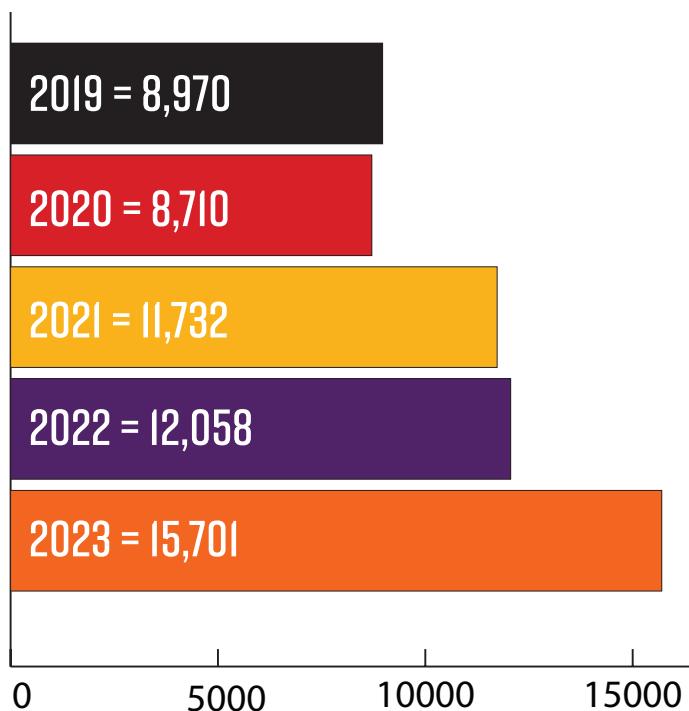
Dear Friends,

As we enter our fifth year in 2024, we are given a great opportunity to look at our past and begin to prepare for the future. So much has changed since 2019. Acquisitions, deacquisitions, improvement of our events, increases in the events we have for others, growing gate and membership and so much more are all cornerstones of the growth and development of the MDCC.

New programming:

Starting in 2023 MDCC began participating in Sunflower Summer, a program through the Kansas Department of Education. This program provides one free pass to over 100 Kansas government and non-profit attractions to school age students plus up to two accompanying adults by reimbursing the facility for their visit using geofencing and an app on the parent's phone. This resulted in over 1800 additional guests and an increase of \$15,000 in gate revenues.

ANNUAL ATTENDANCE



2023

2023 ACQUISITIONS



1957 Mercedes Benz Gull-Wing (1 of 70 total produced that year). Purchased through funds donated by the Ward and Brenda Morgan Community Fund.

1957 Ford Fairlane 500 Retractable/hardtop convertible. Purchased through funds donated by the Ward and Brenda Morgan Community Fund.



1964 Ford Thunderbird Hardtop Coupe. Donated by Jerridy and Michael Oetkin.

1924 Ford Model T. Purchased for use as a driving instruction vehicle.



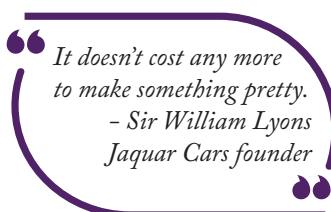
2023

2023 DEACQUISITIONS

1958 Chevrolet Apache Pickup Truck	1/18/23
1969 Lincoln Lehmann-Peterson Limousine	1/24/23
1959 VW Dune Buggy	3/22/23
1980 Dodge Custom Van	7/16/23
2005 Willies Drag Car	9/30/23

Funds from sale of cars in 2023: \$169,245.00

All proceeds were returned to the restricted auto acquisition fund.



NEW PROGRAMMING

In 2023, MDCC began participating in Sunflower Summer, a program through the Kansas Department of Education. This program provides one free pass to over 100 Kansas government and non-profit attractions to school age students plus up to two accompanying adults by reimbursing the facility for their visit using geofencing and an app on the parent's phone. This resulted in over 1,800 additional guests and in increase of \$15,000 in gate revenues.



Technical College (MATC), the Indianapolis 500 Foundation, Lemay, America's Auto Museum, The national Studebaker Museum, National Association of Automobile Museums (NAAM), the Springfield to Boston Foundation, and McPherson College in developing, implementing and assessing the program with a 2024 beta and release of the first modules. This is to be shared with NAAM member institutions upon full release of the program. There are also several grants that have been applied for that should provide start up money for the program trainers and some module components like robotics kits.

PARTNERSHIPS

MDCC continues to grow our partnerships with local, regional and national organizations.

S.T.E.A.M. through the vision of MDCC, in partnership with Kansas State University School of Early Childhood Development and Prevention as well as K-State Extension, we have continued the development of our program. Work now includes Manhattan Area

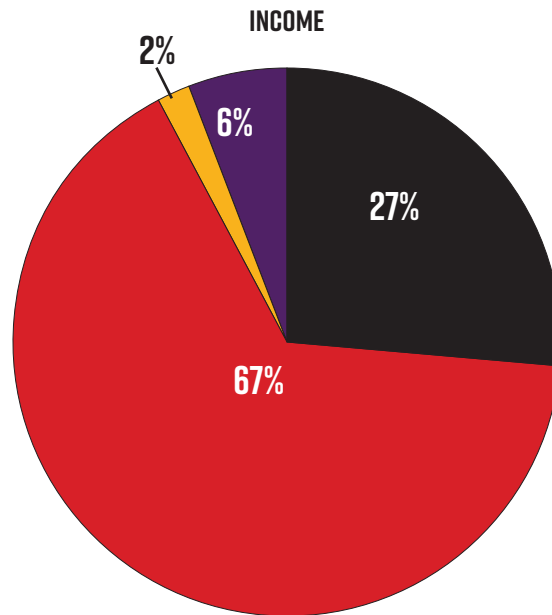
MATC and MDCC continued to partner to provide the History of the Automobile tour and lectures to the students of the MATC Automotive Technology classes. MATC, further is planning to loan one or more Virtual Reality simulators to MDCC as part of this partnership and as community outreach.



2023

FINANCIAL OVERVIEW

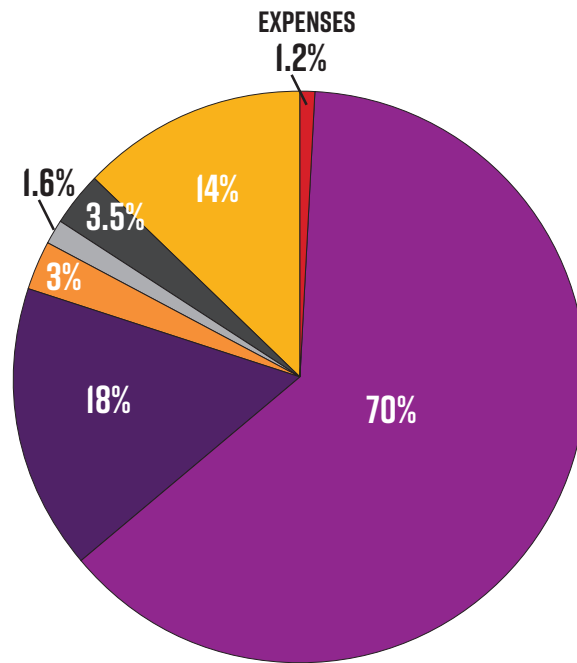
The following is an overview of the Museum of Automotive Icons, Inc.'s income and expenses for the fiscal year that ended December 31, 2023:



DONOR ADVISED FUNDS ACQUISITIONS.....	\$2,000,000
DONOR ADVISED FUNDS OPERATIONS	\$800,000
INVESTMENT INCOME/INTEREST	\$57,000
OPERATIONS REVENUE.....	\$174,000
TOTAL REVENUES AND SUPPORT.....	\$3,028,000

“Faster, faster, faster,
until the thrill of speed
overcomes the fear of
death.”
– Hunter Thompson

2023



EMPLOYEE EXPENSES/PAYROLL	\$468,000
AUTOMOTIVE UPKEEP AND REPAIRS	\$30,000
DAF AUTOMOTIVE ACQUISITIONS	\$1,817,000
INSURANCE	\$88,000
PROFESSIONAL SERVICES	\$42,000
UTILITIES	\$89,000
OTHER EXPENSES	\$380,000
TOTAL EXPENSES	\$2,914,000

TOTAL FIXED ASSETS:

Accumulated Depreciation:	\$344,000
Artwork:	\$10,000
Auto-Unrestricted:	\$18,000
Auto-Restricted:	\$9,285,000
Buildings:	\$3,406,000
Exhibits-Restricted:	\$170,000
Exhibits-Unrestricted:	\$13,000
Furniture and Equipment:	\$209,000
Tools:	\$82,000
Total Fixed Assets:	\$13,537,000



2023

BOARD OF DIRECTORS + SENIOR STAFF

Board of Directors

Dave Carpenter, President
John Stallman, Vice President
Clay Zapletal, Secretary/Treasurer
Jodi Kaus
Stacy Kohlmeier

Senior Staff

Chris Gergeni, Executive Director
Doug Meloan, Director of Vehicle Operations
Sherri Minick, Director of Events and Programming
Nick Poell, Master Technician

The Museum of Automotive Icons, Inc. is tax exempt under Section 501(c)(3) of the Internal Revenue Code. Donations are tax deductible to the extent allowed by law.

*"If everything seems
under control, you're just
not going fast enough."
- Mario Andretti*