

## *The Lincoln Museum Moves Forward*



Artists rendering of the proposed  
Lincoln Motor Car Museum

At the January Lincoln and Continental Owners Club annual board meeting in San Antonio, a lengthy discussion was conducted regarding the progress of the Lincoln Motor Car Foundation in securing the necessary funding to make the Museum a reality. While the foundation has raised a great deal of money to date, there remains about \$800,000 remaining to obtain in order to get this magnificent project underway. Jack Shea, treasurer of both the LCOC and the Lincoln Motor Car Foundation (LMCF) made a plea to all LCOC directors to work as hard as they can to solicit additional contributions from our members. To date, something less than ten percent of the LCOC membership has made a contribution to the LMCF. As Lincoln owners and collectors, most of us have a deep passion regarding the heritage of our fine automobiles. Many of us would like to see that heritage continue on for future generations to appreciate and enjoy. You can help make this a

possibility through a donation to the LMCF. In this month's newsletter we have enclosed a form that may be used to make such a donation. Any amount will be appreciated.

Now is the time to increase the sharing of the Lincoln automobile living legacy by building a museum dedicated to the Lincoln motor car.

America's passionate love affair with the automobile continues to inspire new generations. This is demonstrated in a variety of ways, including the formation of affinity clubs in which enthusiasts can share their interest in a particular brand or segment of the automotive market, past and present. The Lincoln automobile has inspired the creation of four major affinity clubs: Lincoln Owners Club, Lincoln-Zephyr Owners Club, Road Race Lincoln Register, Lincoln and Continental Owners Club.

For many years, these clubs have been active in promoting the Lincoln brand, preserving the Lincoln heritage and vehicles, and sharing the passion and knowledge of their members with others. Now, in order to increase their educational and preservation activities, the four Lincoln clubs, along with additional friends of the Lincoln brand, have incorporated a public educational foundation to pursue a three-phase program: I. The creation and maintenance of a comprehensive, properly curated and protected Lincoln archive. II. The construction of a premier, state-of-the-art museum to preserve and display Lincoln automobiles and memorabilia. III. The Implementation of an active educational outreach program, making the best use of the archive, the museum, and the extensive knowledge of club members. The first phase is well underway, with the existence

of a growing, curated archive now approaching 10,000 individual pieces. That archive is open to the public. Now is the time to initiate phases two and three, starting with the construction and furnishing of a museum building.

The Gilmore Car Museum invites the Lincoln clubs to build a museum on its unique Michigan campus. The internationally acclaimed Gilmore Car Museum of Hickory Corners, Michigan, was opened to the public in 1966, and is located about equidistant between the major population centers of Detroit, Chicago, and Indianapolis. The Gilmore currently displays over 250 extraordinary vintage vehicles in fifteen historic buildings including antique barns, an operating 1940's diner, and a recreated 1930's Shell gas station. The museum maintains a comprehensive schedule of events, activities and educational programs, receiving over 50,000 visitors each year.



The grounds of the Gilmore Museum with the placement of the proposed Lincoln Museum in the lower center of

In recent years, the Gilmore Car Museum has offered partnerships to selected automotive groups to develop sites on the Gilmore campus to construct

museum buildings open to the public. Uniquely, the buildings and their contents would be owned and managed by the partner organizations. To date, the Classic Car Club of America, the Pierce-Arrow Foundation, the Cadillac-LaSalle Museum, the Tucker Automobile Club, the H. H. Franklin Car Club, the National Miniatures Trust, and the Ford Model A Foundation have accepted invitations to construct buildings or maintain collections on the Gilmore Car Museum site.

The Gilmore has graciously extended an invitation to the four Lincoln affinity clubs to construct a museum building on the Gilmore campus. The invitation fits perfectly with the clubs' strategic plans for the future; accordingly, they have eagerly accepted the invitation. The Lincoln clubs will own and administer the Lincoln museum building and collections. The Gilmore will lease the land to the clubs and provide day-to-day maintenance of the building and the collection for a monthly fee. The Lincoln clubs have chosen to utilize their public educational foundation, the Lincoln Motor Car Foundation, as the repository for the funds required to build and furnish the museum. The Lincoln Motor Car Foundation is a not-for-profit foundation incorporated in Michigan and designated by the Internal Revenue Service as a 501(c)(3) foundation under the Internal Revenue Code. As such, contributions to the museum building fund, the archives, or the education outreach program should be deductible for Federal income tax purposes.

Fifteen thousand square feet of Lincoln magic. With the façade of the Platte Lincoln dealership as their reference, Bosch Architects of Grand Rapids, Michigan, have designed an elegant fifteen-thousand-square-foot,

clear-span building in which to display and explain the past, present and future legacy of the Lincoln automobile.

The Lincoln building will be situated on a prominent corner within the Gilmore campus. This corner site will recreate the corner location of the original Platte dealership, with the advantage of visibility and access from two thoroughfares. In order to make a visit more pleasurable, the Lincoln building will be connected via indoor passages to the central Gilmore Automotive Heritage Center and a large number of additional display buildings. These connections will allow visitors to have convenient, all-weather access to additional automotive collections as well as services such as rest rooms, food service, gift shops, meeting rooms, archives, libraries and reception areas.

Great museums tell stories. The new Lincoln Motor Car Museum will illustrate the rich history of the American automobile by tracing the legacy of the Lincoln automobile as a unifying thread. The Lincoln is unique among automotive brands, as the activities of Henry and Wilfred Leland, Henry and Edsel Ford, Billy Durant, the third, fourth and fifth generations of the Ford family, and the hundreds of thousands of dedicated people associated with the Lincoln brand are integrated into a fascinating continuum. A visit to the Lincoln Museum will provide an entertaining and educational encounter with some of the finest automobiles ever produced and an acquaintance with the many people who worked to make them great. Memorable, multi-sensory presentations are planned, with exhibits brought to life with the latest audio/visual technologies. Among the significant milestones of Lincoln history to be represented are: The history of the

Henry Ford Company, paralleling the Cadillac story and Henry Leland's leadership of Cadillac; Henry and Wilfred Leland leave Cadillac to establish the Lincoln Motor Company for the production of Liberty aircraft engines; Henry Ford purchases the Lincoln Motor Car Company to expand Ford Motor Company into the luxury automotive market.

This and much more will be exhibited graphically in the museum for visitors to experience the history from a multi-dimensional perspective utilizing the most advanced techniques that are now available.

In the months ahead, look for articles in both the Lincoln and Continental Comments and the Northstar News about the new museum.

# My Personal Support for the Lincoln Motor Car Museum

Please join your friends and supporters of the Lincoln automotive heritage in making a generous gift for the purpose of building a museum where we can share with the public the history of the Lincoln brand. Contributions for the museum building fund of the Lincoln Motor Car Foundation are welcome as a one-time gift or as pledge payable over five years, appreciated securities, or as part of your estate planning. The gifts can be made in your name, in commemoration of someone that you'd like to honor, or as a memorial to a loved one or friend. Appropriate recognition of your gift will be made at the museum site.

Many special naming opportunities are available, or one that particularly appeals to you can be created. The Lincoln Motor Car Foundation is organized as a not-for-profit Michigan corporation and is recognized by the Internal Revenue Service as a public, tax-exempt foundation under Section 501(c)(3) of the Internal Revenue Code. Your contributions to the Foundation should be tax-deductible from your federal income tax.

Supporter's Name (s)

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Postal Address

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Telephone \_\_\_\_\_ E-mail address \_\_\_\_\_

Pledge Amount \$ \_\_\_\_\_ Enclosed: \_\_\_\_\_

Payable Over 5 Years: \_\_\_\_\_

Name (s) for Recognition

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**Some available naming opportunities** (*payable over five years if desired*):

Vestibule & Reception Area \$200,000 Outdoor Event Plazas \$100,000  
Galleries and Major Exhibits \$50,000 Exhibits \$25,000 Patios \$25,000  
Exterior Stone Benches and Interior Wall Displays \$10,000 Gardens/Flagpole \$5,000  
Interior Benches \$1000 Patio Pavers \$500 Walkway Bricks \$100

Please make checks payable to the Lincoln Motor Car Foundation and mail to:

Jack Shea, *Treasurer*

Lincoln Motor Car Foundation, 5022 Harbortown Lane, Fort Myers, FL 33919-4651