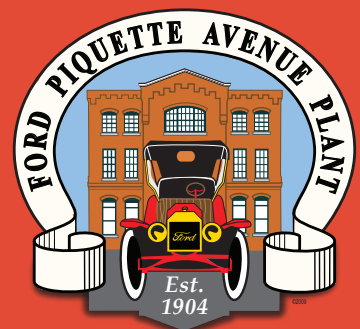


FORD PIQUETTE PLANT



# ANNUAL REPORT 2025





Birthplace of the Model T

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**Museum Associate**

Alaina Brock

*Cover Photo:*

*Jan Shotwell and Trustee Emeritus, Steve Shotwell, in his grandfather's 1916 Model T.*

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# Our Mission

The Ford Piquette Avenue Plant is a nonprofit organization dedicated to the preservation of the birthplace of the Model T and the interpretation and celebration of Detroit's automotive heritage and spirit of innovation.

## 2025 ANNUAL REPORT

The Ford Piquette Avenue Plant achieved a great leap forward in 2025. With a new electrical system and emergency generator, the community-based nonprofit that operates the museum can finally safeguard this irreplaceable icon in automotive history in the event of catastrophic emergency.

In 1904, Henry Ford and Ford Motor Company knew that fire was the kryptonite of flammable brick and wood factories, and they developed cutting edge fire prevention technology. However, as buildings in the 21st century are still regularly consumed by fire, this issue was the keystone element in a long-term preservation plan.

This project was made possible by the leadership of incredible Trustees, volunteers, community members, hundreds of donors from far and wide, and the National Park Service, who recognized Piquette's important place in American history.

The duration and depth of volunteer service on behalf of Piquette is unparalleled in Detroit preservation projects. From 1999 through today, highly-skilled volunteer teams have provided immeasurable support. This includes the Board of Trustees, as well as committees for Business Operations & Audit, Capital Projects, Architectural, Collections, Exhibits, Education, Board Nominating, Maintenance and Windows & Masonry.

As the museum continues to evolve and revitalize this U.S. National Historic Landmark, including growing its collection of rare antique vehicles, developing new interpretive exhibits, and providing educational opportunities for the public to enjoy — volunteers will remain the bedrock of this effort.



Beaubien Street received new electrical poles and transformers in 2025.

# POINTS OF PROGRESS

- 90% completion of a \$2M electrical project supported by a National Park Service “Save America’s Treasures” grant; all-new electrical system in the 67,000-square-foot building; removal of miles of cloth-covered wiring; project managed by Steve Shotwell and volunteers
- New back-up generator installed to provide emergency power to supply the fire suppression system
- New DTE gas main installed under Beaubien Street to operate the generator and to supply the facility
- First-floor Accounting Office restored including original windows, moldings and flooring; plus period burlap wall coverings, tin ceiling and backlit window “views” of Piquette’s oval test track as it appeared in 1906; all work performed by volunteers
- Restored tuck-pointing on the north wall of the museum where a Studebaker-era, non-historic outbuilding was removed; painted to match Piquette brick; all work performed by volunteers
- Launched a \$2 million Preservation & Accessibility project to construct new restrooms on all floors of the museum and a new passenger elevator, a companion to the 100-year-old freight elevator; architectural firm is Albert Kahn Associates; project managed by Steve Shotwell and volunteers
- Piquette sanitary and sewer line mapping donated by Doetsch Environmental Services, a fourth-generation family company founded in Milwaukee Junction in 1898; providing crucial information not known in the modern era



Contractor Motor City Electric pulled miles of new, safe wire.



To prevent damage to Piquette’s original wood floors, Motor City Electric used a forest of ladders instead of electric manlifts.

- New vehicles and exhibits including a Brewster Green 1909 Model T Touring donated by the late Jack Seavitt, longtime docent and museum Trustee; an all-original, untouched 1910 Model T Touring donated by Kim and Deena Dobbins of Harbor City, CA; and a new “Piquette Workforce” exhibit
- Compromised structural flooring on the second floor restored to meet federal preservation standards; project managed by Steve Shotwell and work performed by volunteers
- Artistic parking lot gate columns made by Detroit sculptor, Chris Turner, creator of Detroit’s Millennium Bell; a tribute to Piquette’s history of pioneering metallurgy



A new concrete pad was poured to support the new emergency generator.

# 2025



## By the Numbers

**26,763**  
Total visitors

**82**  
Private tours for 2,598 guests

**76**  
Number of schools served

**3,557**  
Students and youth served

**653**  
Donors

**397**  
Museum members

**6,412**  
Items sold in the Museum Store

**68**  
Events at the museum  
including weddings, meetings  
and community events

**4,514**  
Window & Masonry Team and  
docent volunteer hours

**1,809+**  
Steve Shotwell volunteer hours

## Grant Awards & Sponsorships



Community Museums Grant  
\$819,200



Facility Preservation &  
Accessibility  
\$100,000

**Bronco Sweepstakes  
Fundraiser**

\$53,200



*Community Programming*  
\$50,000



Multi-Year Operating Grant  
\$35,000



*Facility Accessibility*  
\$24,000



\$20,000 for Architectural Services  
\$1,500 for Workforce Exhibit



\$7,500



**118th Model T Birthday Party**  
\$5,000

**ONE | Our Next  
Energy Sponsorship**

\$1,000

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### 5 Visiting Car Clubs

- Military Vehicle Collectors Club of MI
- Porsche Club
- Early Ford V8 Club
- Southeast MI Buick Club of America
- Greater Akron Model T Club

# Events in 2025

## Cars & Coffee — Second Saturdays in June, July and August

Free events showcasing Detroit’s eclectic community of antique, classic and quirky cars. Coffee and donuts provided.

## The Adventures of the Abernathy Boys — June 14

Presentation by automotive historian Jay Follis on “Bud” and “Temp” Abernathy, ages 6 and 10, who rode their horses from Oklahoma to New York City, by themselves, in 1910. For the return trip, they drove a Brush Motor Car and stopped to visit the factory in Highland Park, MI.

## Ford vs. Ferrari, Fact vs. Fable — July 11

John Lacko, automotive photographer and motor sports enthusiast, detailed both the facts and fiction in the eponymous great racing movie, as well as the history of the 24-hour Le Mans race.

## “Detroit Wheels: Early Motor City Stories” — July & August

A collaboration with the Detroit Historical Society (DHS) on a temporary exhibit of one-of-a-kind antique vehicles not seen on public display in decades, plus historic Detroit-made vehicles from private collections.

## RACING: The Heart & Soul of Ford Motor Company — August 9

An exploration of the racing Henry Ford was personally involved with in his lifetime—from the race that launched Ford Motor Company to Model Ts setting records on the track; presented by Todd Bryan, President of the Henry Ford Heritage Association.



Catherine Hunter and Joe Gabri at the “Detroit Wheels” Exhibit Preview Party with an original 1909 EMF racecar.



Bill Heller of Grosse Pointe Shores and his 1930 Hupmobile Cabriolet at Cars & Coffee.

## Driving by Design — September 12

An evening with Hollywood racecar driver, X Games athlete, stuntman and TV host, Andrew Comrie-Picard; seen performing stunts in movies starring Tyler Perry, Arnold Schwarzenegger and Charlize Theron, as well as in the *Deadpool* and the *Fast and Furious* film franchises.

## 118th Model T Birthday Party — September 28

Free Model T rides, a vintage vehicle display, food, shopping and more; plus a partnership with the Center for Science & Industry (COSI) of Columbus, OH, paid tribute to America’s 250th – with STEAM demonstrations and giveaways of Activity Learning Boxes for kids.



Museum Trustee Peter Nikolajevs gives rides in his 1909 Model T Touring car.

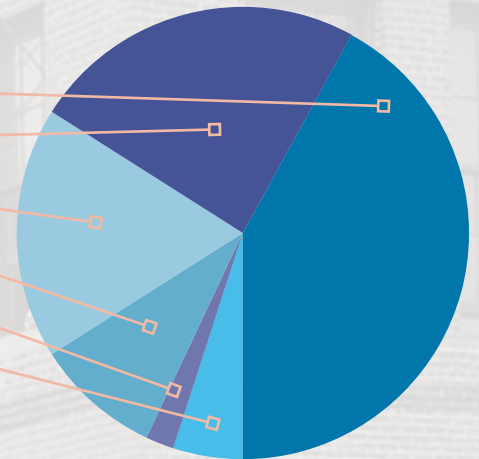
## Motor City Origins Tour — November 29

An after-hours tour focusing on the history of Detroit’s Milwaukee Junction neighborhood, where the Motor City got its start; highlighting how Ford, Dodge, Cadillac, Studebaker, Anderson Electric and others launched Detroit as the automotive capital of the world.

# 2025 Operating Financials\*

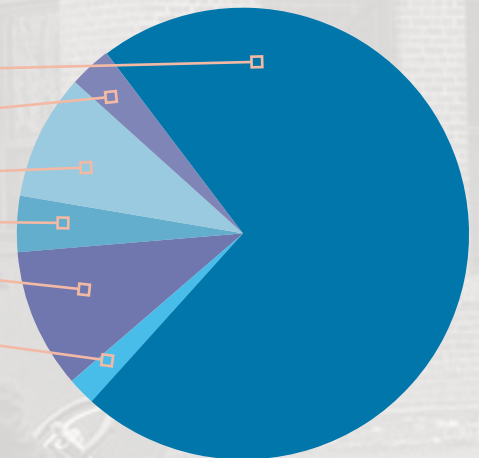
## REVENUE

Event Rentals & Taxable Income .....	\$510,803
Admissions & Programs .....	\$289,690
Annual Fund Donations & Grants .....	\$218,716
Museum Store .....	\$110,015
Memberships .....	\$24,540
Investments .....	\$64,541
<b>Total Unrestricted Revenue**:</b> .....	<b>\$1,218,305</b>



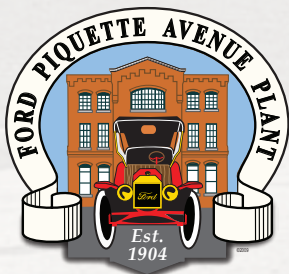
## EXPENSES

Program .....	\$682,128
Cost of UBI Events .....	\$25,516
Building Operations & Maintenance .....	\$87,533
Utilities .....	\$35,468
Insurance, Taxes & Fees .....	\$99,123
Other .....	\$5,152
<b>Total Operating Expenses**:</b> .....	<b>\$934,920</b>



\*Pending completion of the accounting audit

\*\*Contribution of operating surplus towards facility improvements.



# Piquette People & Happenings



A volunteer team replaced structurally compromised decking boards and flooring in November (L-R): Mark Carpenter, Steve Shotwell, Barry Cogan, Matt Bartolone, Paul Loveridge, Al Collier (museum Building Maintenance Engineer), Joe Mulawa, Jim Valiquette and Doug Nowak.



Dave Marchioni and his customized 1950 Lincoln Mercury at Cars & Coffee



Trustee Barry Cogen giving rides in his 1915 Model T at the Birthday Party



Todd Bryan, President of the Henry Ford Heritage Association, speaks to a full house about the history of Ford racing.



John Booth with vehicles designed by his grandfather James Scripps Booth: a 1914 Rocket car and a 1915 Model C Roadster



Fred Gibb and his 1961 Chevy Corvair Loadside pickup truck at Cars & Coffee

# Education & Community



Free birthday cake for "Tin Lizzie's" 118th!



Engineer-in-Residence and CEO of Meknology, Daniel Hodges leads Automotive Foundations workshops.



Having fun with the Center for Science & Industry (COSI) at the Model T Birthday Party.



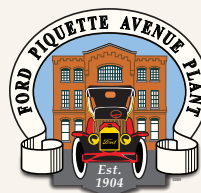
Trustee Mike Skinner shows Automotive Foundations participants how to check the gas in a Model T.



Scouting America Troop 1537 from Plymouth, MI, earned their "Citizenship in the Nation" merit badges for visiting a site listed on the National Register of Historic Places.



Detroit Public Schools Community District students enjoy Design & Build activities and racing their "prototypes."



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