

ENROUTE

An eNewsletter of LeMay AMERICA'S CAR MUSEUM®

Monthly eNewsletter

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We're Halfway There: The Latest Construction Update



A major milestone has occurred on the construction of ACM: we're now officially past the halfway point. Additional good news: everything's on time and on budget. In short, it's all green lights

ahead as the Museum zooms toward its grand opening, the dates for which will be officially announced in April.

Work on the 165,000-sq.-ft. Museum, which has created hundreds of much-needed construction jobs in the Tacoma area, has had a major economic impact on the local community, and will continue to do so in the future. Along with the creation of 75 full-time Museum jobs in a tough employment climate, it's estimated that ACM will bring \$34 million annually to the area. A projected 425,000 visitors will come to the Museum every year to see and learn about the positive role cars have played in America's heritage.

Would you like to be featured in our [Motor Mouth Blog?](#)

Tell us a story about your first car, an example of a time that exemplifies why you love cars, or any car story that you want to share! We will post it on the Motor Mouth Blog!
Submit it here.

[CLUB AUTO:](#)

Club Auto Kirkland

Thursdays:
3:00 pm - 9:00 pm

Saturdays:
11:00 am - 1:00 pm

GET INVOLVED:

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Think about it: Hundreds of thousands of visitors will spend money in local hotels, restaurants and shops, helping to revitalize the Tacoma area economy. And now we're halfway there.

[Check here for the latest ACM construction updates](#) on our website, and follow our [Facebook](#) and [Twitter](#) pages for even more coverage of the construction progress.

ACM Signs 5-Year Agreement with Delaware North

Hospitality management company to assist with operations, marketing and administration



Let there be food and beverages! ACM recently signed a five-year partnership agreement with Delaware North Companies Parks & Resorts, a hospitality management company based in Buffalo, N.Y. Delaware North, which specializes in managing tourist destinations, will assist with sales and marketing, as well as maintaining the facility and providing food, beverage and retail services here at the museum.

“AMERICA’S CAR MUSEUM is a destination where travelers experience America’s love affair with the automobile,” said David Madeira, ACM president and CEO. “Delaware North’s broad marketing experience with other high-profile tourist attractions shows they know how to manage a powerful destination to attract visitation while allowing us to conduct our traditional museum functions. This

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makes them a perfect partner for our institution, which is breaking the mold for traditional car museums.

“Day-to-day operations will be directed by museum staff, ranging from membership programs, education and messaging to direct outreach with the car enthusiasts and the local community. Delaware North will help us market to a broad sector, attract visitors from across the country and provide immediate management and administration resources. They’ll get us up and running...fast.”

Delaware North currently oversees operations at properties ranging from Yosemite National Park and The Queen Mary to the Lizard Island Resort in Australia. Additionally, the company has worked with NASA since 1995 to transform the Kennedy Space Center Visitor Complex into an internationally known cultural and education attraction.

“We’re excited to be coming to Tacoma to share this unique attraction with the world,” said Kevin Kelly, president of Delaware North Companies Parks & Resorts. “There isn’t another one like it anywhere.”



2011 ACM Spring + Summer Event Series

Whether it’s in the Pacific Northwest, Southwest, or the East Coast, AMERICA’S CAR MUSEUM is actively hosting and attending events all across the country. Here’s a sneak peak at the exciting events happening in 2011. Stay tuned for more details.

March 22: Sponsor Summit – GaragePlus, Spanaway, WA



April 18-24: New York Auto Show – Jacob Javits Center, NYC

May 14: Coffee Cruise In - ACM Headquarters, Fife, WA

June 11: Coffee Cruise In & Fife Car Show – ACM Headquarters, Fife, WA

June 24-26: Wine & Wheels TT Tour – Willamette Valley, OR (see below for more details)

July 1-3: Vintage Races Member Event – Kent, WA

July 9: Coffee Cruise In – ACM Headquarters, Fife, WA

July 22-24: Good Guys – Puyallup, WA

August 7: Pre-Inaugural Collector Car Showcase (ACM Car Show) – ACM Headquarters, Fife, WA

August 13-21: Pebble Beach Motoring Classic – Kirkland, WA – Carmel, CA

August 19-21: Pebble Beach Concours d'Elegance – Carmel, CA

August 27: LeMay Family Car Show – Marymount Academy, Spanaway, WA

September 10-11: Kirkland Concours d'Elegance – Kirkland, WA

September 13-16: Around the Bend Tour – Bend, OR (see below for more details)

September 24: Hard Hat & High Heels Fundraiser – New Museum, Tacoma, WA

October 25: Sponsor Summit – Tacoma, WA

2011 Driving Tours

ACM will be hosting two fun driving tours in the spring and fall:

June 24-26: Wine & Wheels Spring Tour

We'll be taking 12 couples on a 3-day Wine and Wheels tour through the Willamette Valley. We are still in the process of organizing, so the price is tentative, but a non-refundable deposit of \$300 will hold your spot. Please call for complete pricing.

The plan is to leave Friday morning, June 24 from the ACM construction site and take backroads into Newberg, Oregon, where we will be staying at the Allison Inn.

Day One: Friday, June 24

Friday evening we have a special dinner in a private room at the Rex Hill Winery. Weather permitting, we will have a tour of the vineyards and then a tour of the Winery.

Day Two: Saturday, June 25

A leisurely Saturday offers a wide variety of wineries for you to choose from. If you prefer to visit other venues, there's the Oregon Gardens, Herb Gardens (with olive oil tasting) and the Frank Lloyd Wright house. The Allison Inn also has a great spa, pool and walking trails.

Saturday Evening, we'll visit Domaine Margelle Vineyards. Weather permitting, we'll be able to dine outside.

Day Three: Sunday, June 26

Sunday morning is at your leisure. As we leave the Allison Inn, we'll head to the Evergreen Aviation and Space Museum for brunch. After that, we drive home.

To register, contact Sandy Scott at sandy.scott@lemaymuseum.org or call 253.779.8490, toll-free 877.902.8490.

September 13-16: Around the Bend Fall Driving Tour

Three half-day drives designed to provide an insider's view of the area's spectacular and varied natural beauty. By limiting the drives to around 100 miles, there will be plenty of time to enjoy Bend's

highly-rated dining and shopping scene. You can also go hiking, biking or just lounge poolside. Great roads shared with fun people – it’s the perfect way to bring next summer’s driving adventures to a close.

Arrive Bend, Tuesday, September 13

A hosted, “get-acquainted mixer” with beverages and light munchies.

Day One: Wednesday, September 14

Cascade Lakes Loop, rated one of the 25 most scenic routes in America.

Day Two: Thursday, September 15

Crooked River Canyon, a local’s “best kept secret.” The route winds along the river beneath amazing rock formations.

Day Three: Friday, September 16

McKenzie Pass/Sisters Loop: lava fields, Alpine vistas and switchbacks galore make for an exciting drive. A hosted picnic lunch will mark the end of the tour. For those wishing to stay longer, the Sunriver Festival of Cars is tentatively scheduled for Saturday, September 17. If you have the time, it’s well worth sticking around for.

Suggested accommodations: As one of the Museum’s “DIY” tours, where to stay and dining are up to you. We do have some recommendations, and because each drive begins and ends in Bend’s Old Mill District, we recommend:

-- Pine Ridge Inn: www.pineridgeinn.com

-- Mt. Bachelor Village:
www.mountbachelorvillage.com

-- Ameritel Inn: www.ameritelinns.com

-- Entrada Lodge: www.entradalodge.com

Cost for the tour is just \$150 per car for ACM members. For non-members, the cost is \$200, which includes a one-year Individual Drivers level membership. The registration fee covers the get-acquainted mixer, last-day picnic, tour guides and trip notes. To register, contact Sandy Scott at



sandy.scott@lemaymuseum.org or call:
253.779.8490, toll-free 877.902.8490.

Don't wait: register now – space is limited.

Mailing Adress: PO Box 1117 Tacoma, WA 98401

Administrative Offices: 3701 20th St. E. Tacoma, WA 98424

Current Museum at Marymount: 325 152nd St. Tacoma, WA 98444

This message was intended for: holly.wood@lemaymuseum.org

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