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e's been called "the man who made Monterey Car Week." Gordon McCall's humble response? "I'm just one of those people who likes to stay busy."



McCALL

Years ago, Gordon recognized that car enthusiasts and people who admire state-of-the-art aircraft tend to have a lot in common, so he gathered his multifaceted friends for a barbeque to kick off Car Week. "I didn't know this at the time, but we pioneered bringing together cars and aviation." Events that blend the two now take place across the U.S. and in Europe. "It keeps us on our toes," Gordon says.

What began as a barbeque for friends expanded to McCall's Motorworks Revival and, in 2000, capped attendance at 3,000. "It grew organically," Gordon says, "because it's all connected. And there's energy and magic there. People meet in person—old friends come together. It's very 'old school' in that sense. I love the feeling of getting people together, being a catalyst."

This year, McCall's Motorworks Revival will celebrate its 30th anniversary. "I love it as much today as when we began," Gordon says. He gives credit to the team at McCall Events and to his wife, Molly. "She's an artist by profession. She has expertise in logistics and aesthetics, and she brings that expertise to everything she does."

The event raises money for the California Highway Patrol (CHP) 11-99 Foundation. Gordon first became interested in the 11-99 Foundation when his friend, the late Ned Tanen, explained that the non-profit supports families of fallen officers. It has expanded to support families of all California Highway Patrol employees and to fund scholarships for their children. Today, Gordon sits on the platinum-rated 501(c)3 organization's board of directors. "The Foundation provides \$2.5 million annually in scholarships to CHP family offspring who qualify academically," he says, "I am honored to be a part of it."



After a year on hold, Car Week will be back this August. The event has deep roots in the area, spanning back to the Pebble Beach Road Races in the 1950s. "Car Week is the single biggest source of revenue for Monterey Peninsula," explains Gordon, "It brings people from all over the world. Many people stay for an entire month. The financial impact is staggering."

Gordon's involvement in the week-long celebration doesn't end at the kick-off party. He is co-founder and motorsports director for The Quail, A Motorsports Gathering, and The Quail, A Motorcycle Gathering. Vehicles are judged in categories from pre-war sports cars to futuristic prototypes. The events are favorites of Car Week attendees.

When Car Week comes to a close, where does one keep such exotic, historic, and valuable cars? Gordon and several fellow developers set out to answer this question and created Monterey Motorsport Park. It's a place to keep a vehicle in the off-season, but it's no storage unit. These are upscale car condominiums with 25-foot ceilings and mezzanines.

Gordon explains, "If you're into cars, and you live on the peninsula, you're lucky to get a two-car garage. You can rent a space, but then you're just paying someone else's mortgage. When you own your space, the tax benefits are substantial." When the shutdown began, Monterey Motorsport Park was 65% sold out. By the end of 2020, all 85 units (that's 90,000 square feet) were sold.

Gordon has brought his business, McCall Events, to the motorsport park. "When I moved into the building, I got in touch with Telco. Everything is linked together. It was seamless and painless!" Monterey Motorsport Park's preferred vendor for telephone and IT is Telco. "Their products are awesome. Bruce makes everything super easy. I can't say enough good about them."

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