ANNUAL REPORT

McCord Museum

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1999 2000

ANNUAL *REPORT*

1999–2000

Summary

The 1999-2000 fiscal year, ending March 31, 2000, saw the McCord Museum take a number of significant steps – becoming more national in scope while remaining deeply committed to the local community, playing a more significant role in the teaching and research of Canadian history, moving into the high-tech world of the twenty-first century, and achieving greater financial stability.

REPORT FROM THE CHAIRMAN OF THE BOARD

The Museum's collaboration with the Montreal daily *La Presse* in the production of a series of illustrated pages about life in Montreal a century ago is one of many examples that demonstrate our central role in the life of this city.

In partnership with the McGill Institute for the Study of Canada and the departments of history at McGill and the Université du Québec à Montréal, the McCord will undertake a ground-breaking project to develop new pedagogical resources for the teaching of Canadian history in the nation's school systems. Funded and administered by the Social Sciences and Humanities Research Council of Canada, this $600,000 project brings our Museum in closer collaboration with academe than ever before.

In the autumn of 1999, we opened our new high-tech auditorium, the Théâtre J. Armand Bombardier, and unveiled a specially produced film entitled *Montreal, An Island in Time*, which has proven to be immensely popular with school children and adults alike.

We also took another significant initiative in the virtual world of the World Wide Web by expanding our three-year-old web site to include 15,000 images from our collections. Our web site is now one of the most comprehensive among North American museums, rendering our collections accessible to an audience more vast than we could have dreamed a mere decade ago.

The financial stability of the Museum will be substantially enhanced in coming years through the establishment of a Major and Planned Gifts Program and by the creation of an Endowment Fund. At the close of the fiscal year, a total of almost $2,700,000 had been gifted to this fund.

These achievements could not have been made without a strong and dedicated professional staff and devoted volunteers who work in the Museum. I would like, in particular, to acknowledge service milestones for five volunteers. Four of these volunteers have worked at the Museum for 15 years, Elizabeth Sifton, Sheila Petts and Edna Wootan in the Costume and Textiles Collection, and Coral Fenster in the Notman Photographic Archives. A fifth volunteer, Carol Kouri has worked in the Costume and Textiles Collection for no less than 21 years.

I would also like to acknowledge all the volunteer trustees who are committed to the work of the Board's standing committees and the broader policy decisions made at the Board level. In June 1999, two such trustees – Elaine Murphy and Daniel Fournier – completed their terms, and in December 1999, Bernard Matte stepped down from the Board. I thank each of them most sincerely for their valuable contributions and hard work. In June 1999, four new trustees were elected to the Board – E. Lee Hambleton, Caroline Labelle, Jewel Lowenstein and Professor Desmond Morton. Each of these individuals brings particular knowledge and experience to the Museum and I welcome them most warmly and look forward to our work together in the future.

The McCord truly had a banner year in 1999-2000, and much of the credit for this is, of course, due to the vision and leadership of our Executive Director, Dr. Victoria Dickenson. Congratulations and thanks to all.

R. David Bourke
Chairman of the Board

This past year has brought us into a new century, and the McCord Museum is more than prepared to meet it. Attendance at the Museum continues to grow, and 1999-2000 saw an increase in the numbers of school groups and day camps, senior tours and tourist groups. The Museum also saw more family visitors, the result of an active program of holiday and weekend workshops and activities.

REPORT FROM THE EXECUTIVE DIRECTOR

Our visitors enjoyed seeing our new film on the history of Montreal in the Museum's recently inaugurated Théâtre J. Armand Bombardier. This elegant multi-purpose theatre is a wonderful and flexible space for film, music, meetings, lectures, and theatre, and a much-needed addition to the Museum.

I am also very happy to report that our "virtual visitors" are arriving in droves! When we increased the number of photographs on our web site in November 1999 from 500 to 15,000, the number of hits per month went through the roof. At the turn of the new millennium, we recorded as many hits in two weeks as in the entire previous year. While every hit is not a visitor, we expect that the number of remote users of the McCord database will be equivalent to the number of actual visitors to the building. As we continue to add more content to our web site, we may see virtual visitation surpass actual.

Our virtual presence on the World Wide Web is very important for our younger visitors. Browsing a web page may not be as much fun as visiting the Museum, but for many students it is the only way to learn about the McCord. As more and more children turn to the web for their schoolwork, it is important that we develop resources especially for them. The receipt of a $600,000 grant from the Social Sciences and Humanities Research Council will make it possible for the McCord to be a leader in developing innovative ways to make our collections and research accessible to school children, no matter where they live.

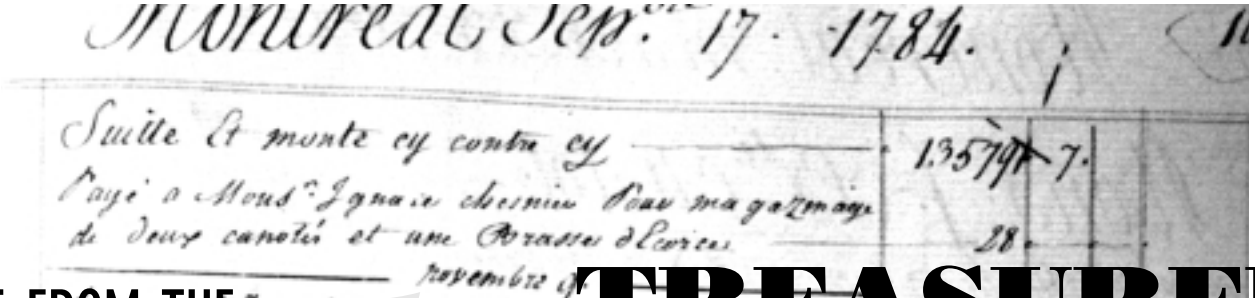
Browsing the McCord online is a great way to explore the collections, but it can't compete with a visit to see the real thing. We were proud this year to open a very special exhibition, *Across Borders: Beadwork in Iroquois Life*. This collaborative project, five years in the making, explored not only traditions of beadwork, but also the role of objects in preserving cultural memory. *Across Borders* began its North American tour at the Castellani Art Museum in Niagara Falls, New York, in July 2000. The exhibition was also honoured with the bronze medal at the *Grands prix du tourisme québécois* in Quebec City in May 2000.

Objects are at the heart of the McCord's mission. Museums preserve objects so that they can share them not only with researchers and specialists, but also with schoolchildren and grandparents, neighbours and tourists, experts and amateurs. We are pleased to be able to continue to acquire wonderful things that hold memory and meaning, and to preserve and care for them. We are also delighted when we can place these objects on display so that they can speak for themselves.

Please come visit us frequently this year, either in person or virtually. We hope that each time you will be delighted or surprised or moved by something you find at the McCord. Happy New Millennium!

Victoria Dickenson
Executive Director

In the 1999-2000 fiscal year, the Museum continued its commitment to the goal of a balanced budget, earning a small operating surplus of $89,000 over the course of the year.



REPORT FROM THE TREASURER

This was achieved for a fourth consecutive year thanks in part to stable public funding, generous funding from the Temple Grove Foundation, increased sponsorships and grants, and the implementation of certain cost savings and controls.

This is the third year that the Museum has presented its financial statements under the new accounting and disclosure requirements for not-for-profit organizations issued by the Canadian Institute of Chartered Accountants. These new requirements prompted the creation of the Capital Assets fund, in which certain amounts previously expensed are now capitalized and amortized over future years. This year's amortization expense was $320,716 and the capital assets fund balance sits at $1,143,216 at the end of the 1999-2000 fiscal year.

The Finance and Administration Committee met six times during the fiscal year to review interim financial statements and various administrative matters. The Committee also reviewed the progress of the Museum's transition with respect to Year 2000 computer compliance. The Committee was pleased to note that the transition to Year 2000 was carried out successfully and no major disruptions were encountered.

During the year, an investment management subcommittee was established to oversee the management of endowment funds expected in the near future. At year end, this subcommittee was in the process of selecting an appropriate investment manager.

I would like to thank the members of the Committee for their contribution to and participation in this year's success, and, on behalf of the Committee, to express our gratitude to the Museum's staff and management for their continued commitment to a balanced budget.

Gary Miller
Treasurer

and

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Mandate & Vision

Mandate

THE MCCORD HAS TWO COMPLEMENTARY MANDATES:

1 The first was David Ross McCord's intention for the Museum:

> The museum I shall create will not be a McGill museum, nor a Protestant one, still less an English one. Every object in it will be identified and explained in both languages. (1919)

AND

> It is a national museum, and will be known as such, not a museum of any particular educational institution. I am not going to make an English museum. I will make it an Indian museum as much as I possibly can – the museum of the original owners of the land. (1919)

2 The second mandate is based on a 1986 agreement between McGill University and the McCord, when the Museum officially separated from McGill:

> The McCord Museum of Canadian History is a public research and teaching museum dedicated to the preservation, study, diffusion, and appreciation of Canadian history…
> The mission of the Museum is to make available to the general public and to specialized researchers, collections of artifacts and documents that record all facets of Canadian history.

Vision Statement

To maintain and develop the McCord Museum of Canadian History as the premier Canadian history museum, and one of the finest historical museums in North America.

Research AND RESEARCH

The past year has been a busy and exciting one for the staff and volunteers of the department. Our energies have been focused primarily in the areas of exhibitions, research, cataloguing, acquisitions, development and loans. The year ended with a reorganization of the Curatorial and Research department and the Exhibitions department, in which both departments were combined and placed under the direction of Moira McCaffrey as Director of Research and Exhibitions. This new structure will better reflect the goal of the McCord to develop exhibitions that are collections-based, well researched, innovative, and popular. As always, the department has benefited enormously from the work of many dedicated volunteers. Their help is greatly appreciated.

Moira McCaffrey, Director, Research and Exhibitions, and Kanatakta, Executive Director, Kanien'kehaka Raotitiohkwa Cultural Center, Kahnawake, examining an object selected for the exhibition *Across Borders: Beadwork in Iroquois Life*

EXHIBITIONS

Collections

Collection Review activities were primarily focused on processing a number of objects identified for de-accession due to their poor condition or their lack of relevance to our mandate. In addition, the department prepared revisions to the Acquisitions Policy for Costume and Textiles and for the Photographic Archives. In particular, provisions were made for the selective acquisition of recent materials in order to ensure that the collections continue to grow and broaden in scope. Provisions are currently being made to carry out reviews of the portrait collection, the Inuit contemporary art collection and the furniture collection.

This has been an exceptional year for new acquisitions (see *Acquisitions*, pages 21-25). The curatorial staff identified, assessed, researched and proposed new acquisitions of extremely high quality and significance, in accordance with well-defined collecting priorities.

Over the past year, many objects in the collections and all new acquisitions were catalogued in detail thanks to the efforts of individual curators and volunteers.

Exhibitions

A high point of the past year was the presentation of the exhibition *Across Borders: Beadwork in Iroquois Life*. This ground-breaking exhibition, which took more than five years to prepare, involved an international collaborative team of Canadian and American institutions as well as the two Iroquois communities of Kahnawake and Tuscarora. The results were both moving and beautiful, and the exhibition is being widely cited as an example of how museums can move beyond static portrayals of Native life to dynamic representations of shared history. The reverberations from this highly original exhibition will continue to be felt as *Across Borders* travels to a number of Canadian and American institutions.

The curators played a key role in preparing the innovative exhibition *finsdesiècle@mccord*, which opened in the 2000-2001 fiscal year, carrying out extensive object-based research and ensuring its direct application to the development process. With this cutting-edge multimedia presentation, our Museum once again demonstrated that careful object selection and research provide the basis for a wide range of presentation styles.

Research is ongoing for the future exhibition entitled *Clothes Make the Man* (working title). A subject rarely dealt with in the museum world, this exhibition will trace the history of men's clothing styles over the past 250 years, and will no doubt once again place the McCord on the map for scholarship and originality.

Finally, over the past year, the staff has been involved in selecting new objects to display in our ongoing, popular exhibition *Simply Montréal: Glimpses of a Unique City*. By replacing fragile objects, we can extend the lifespan of an exhibit while also providing new viewing for repeat visitors.

Tuscarora women selling beadwork at Niagara Falls, about 1860. Photo: William Notman (Notman Photographic Archives, McCord Museum)

Research EXHIBITIONS AND

Research

Over the past year, curatorial staff routinely assisted outside researchers with physical and intellectual access to objects in the collections. Curators also pursued ongoing research to enhance documentation and understanding of specific objects and groups of objects in our vast collections. Other exciting news in the department is the development of a new Research Associate Program. Currently in the final planning stages, this program will formalize the McCord's relationship with a number of scholars who are carrying out research related to the Museum's collections. We expect that this initiative will greatly benefit both the McCord and scholars.

This year as in the past, curatorial staff answered numerous requests for information in their areas of expertise, from the general public, the media, and specialized researchers. A wide range of services was provided, from identification and dating of objects, to referrals of documentation and other resources, and, for specialists requiring more in-depth information, access to collection objects. Where possible, curators also shared their knowledge with groups of visitors with special interests, and on occasion hosted visits of collection storage facilities for colleagues and specialists. Curatorial staff regularly assisted journalists with requests for information in their fields of expertise. As well, McCord curators are active in their respective academic communities, publishing, lecturing, sitting on juries for grants, refereeing conference papers and articles, attending conferences, presenting papers, and chairing conference panels. The curatorial staff thus continues to ensure a strong profile for the McCord both locally and internationally.

Moira T. McCaffrey
Director, Research and Exhibitions

Publications

COOPER, CYNTHIA
"Musée McCord d'histoire canadienne," in *Dictionnaire de la mode au Québec* (www.dicomode.qc.ca).

MCCAFFREY, MOIRA T.
"Rononshonni – The Builder: David Ross McCord's Ethnographic Collection," in *Collecting Native America 1870-1960*, edited by Shepard Krech III and Barbara A. Hail, Smithsonian Institution Press, Washington, 1998 (pp. 43-73).

Lectures

COOPER, CYNTHIA
"Montreal's Historical Fancy Dress Ball of 1898," presented at the Westmount Library (May 1999), the Quebec Family History Society (October 12, 1999), and the Miniature Enthusiasts of Montreal (January 26, 2000).

"Fancy Dress and National Identity in Late Nineteenth-Century Canada," guest lecture in the course *The Material Culture of Canada*, Department of Architecture, McGill University (November 25, 1999).

"Fancy Dress, Gender and Consumption in the late Nineteenth-Century Canada," guest lecture in the graduate seminar *Gender and Technology: Feminist Approaches*, Department of Communications, McGill University (March 10, 2000).

DICKENSON, VICTORIA
"Nouvelles technologies et institutions muséales," panel chair at the Deuxièmes rencontres francophones – Nouvelles technologies et institutions muséales, Montreal (September 16 and 17, 1999).

"L'histoire et la collection du Musée McCord," guest lecture in graduate course in Museology at the Université de Montréal, Montreal (September 30, 1999).

"Presentation on Museum of Jurassic Technology, Los Angeles, California," guest lecture in undergraduate course, McGill Institute for the Study of Canada, Montreal (October 19, 1999).

"Using Museums to teach Canadians about Canada," guest lecture in the course *Introduction to the Study of Canada*, Department of Economics, McGill University (October 19, 1999).

"...Flightdeck: Taking off with the Private Sector," video presentation at the Museum Computer Network 99 Annual Conference, Philadelphia (October 29, 1999).

"Rêves du millénaire: Les musées et la technologie intelligente" presented at the conference *Les musées en mouvement*, Université libre de Bruxelles (December 9, 1999).

"Drawn from Life," lecture given to the Ste-Anne-du-bout-de-l'île Historical Society, Ste-Anne de Bellevue (February 22, 2000).

"The Importance of Digital Archives and Canadian Content: A background paper for CAMDO and the CMA," paper presented to the Canadian Art Museums Directors' Organization, Winnipeg (March 2000).

GRAHAM, CONRAD
"Highlights of the McCord Print Collection," presented to the Friends of the Print Room, National Gallery of Canada (May 25, 1999).

"Rare Books in the McCord Collection," presented to the Rare Book and Manuscript Section of the Association of College and Research Libraries of the American Library Association (June 23, 1999).

MCCAFFREY, MOIRA T.
"Representing Tourist Art in the Exhibition *Across Borders: Beadwork in Iroquois Life*." Invited Speaker at a workshop entitled *A Working Discussion on Aboriginal Representation in the Art Gallery*, Art Gallery of Ontario, Toronto (March 2000).

Professional Activities

COOPER, CYNTHIA
Member, Advisory Committee, *Dictionnaire de la mode au Québec*.
Board Member, Costume Society of America, Region I.

DICKENSON, VICTORIA
Adjunct Research Professor, Department of History, Carleton University
Member, Canadian Art Museums Directors' Organization (CAMDO)
Member, Société des directeurs des musées montréalais
Member, Regroupement des musées d'histoire de Montréal

GRAHAM, CONRAD
National Council Member of the Canadian Society of Decorative Arts (elected September 1999).

MCCAFFREY, MOIRA T.
Commissioner, Commission des biens culturels, ministère de la Culture et des Communications, Quebec.
Member, Research Advisory Committee, Canadian Museum of Civilization, Hull, Quebec.
External Examiner, Cultural Properties Import and Export Board, Ottawa.

In 1999-2000, the Conservation department continued its daily activities to ensure the physical well-being of the collections. This included pest monitoring, monitoring the environmental conditions in the galleries and reserves, and ensuring the proper handling, storage, and travelling of objects in the collections. Conservation treatments were undertaken on specific objects that were slated for travel or exhibition.

Conservation

During the first quarter of 1999-2000, the Conservation department completed work for the exhibition *Across Borders: Beadwork in Iroquois Life.* This included the treatment of more than 80 objects from the McCord collection, as well as examinations and some treatment of pieces from more than 30 lenders to the exhibition, for a total of more than 300 objects. The department worked on the condition reporting, and aided in the installation and takedown, of *Quebec Silver from the Collection of the National Gallery of Canada, Exchanging Views: Québec 1939–70,* and *Made in Canada, Photographs by Bryan Adams*. The department was also involved in the ongoing planning of the rotations of the permanent exhibition *Simply Montréal*, and completed the necessary treatments.

The conservation staff examined and wrote condition reports for the Acquisitions Committee for all the acquisitions proposed during the fiscal year. We also examined and undertook condition reports for objects proposed for de-accessioning. We gave recommendations, performed examinations and completed treatments where necessary for loans made by the McCord to other institutions. Included among these was a major loan of 10 works by Cornelius Kreighoff to the Art Gallery of Ontario for the exhibition *Krieghoff: Images of Canada* (which will travel to the McCord in June 2001).

The Conservation department hosted two interns this year who undertook valuable work for the Museum. Satu Hiltunen, a conservation student from the Evitech Institute of Arts and Design in Helsinki, Finland, interned at the McCord for three months in the autumn as part of her program of study. Amandina Anastassiades, a post-graduate intern funded by the Young Canada Works International Program, worked for six months on a project that involved research on and treatment of the Museum's rare collection of Native moosehair-embroidered objects.

In May, Chief Conservator Anne Mackay attended a five-day professional development workshop at the

Lectures

MacKay, Anne
"Recent treatments on leather objects at the McCord Museum," lecture presented at the Canadian Conservation Institute (May 13, 1999).
"Behind the Scenes at an Exhibition: The Role of the Conservator at the McCord Museum," public talk given during the *Journées de la Culture*, McCord Museum (September 24, 1999).
"Time will Tell: the Conservation of our Past," public talk given for Art Focus at the McCord Museum (March 8, 2000).

Professional Activities

MacKay, Anne
Executive Councillor, Board of Directors, Canadian Association for Conservation
Accredited Member, Canadian Association of Professional Conservators

Plourde, Denis
Member, Canadian Association for Conservation

Canadian Conservation Institute entitled *Adhesives for Leather and Textile Conservation*. She also received a Canadian Museums Association grant to attend the 12th Triennial meeting of the ICOM Committee for Conservation, which took place in Lyon, France, from August 31 to September 3. In October, Conservation technician Denis Plourde took part in a seminar on marbled paper given at McGill and, in November, attended a two-day course on the software program Crystal Report.

The conservation staff continued its interactions with the community at large by giving public talks, conducting tours through its facilities, and responding to numerous telephone queries. We also advised other institutions (including the Redpath Museum and the Just for Laughs Museum) that do not have conservators on staff.

Anne MacKay
Chief Conservator

The activities of the Exhibitions division include planning (producing and managing budgets and work time-tables), creation (working closely with the curators and designers to ensure constant communication, design feasibility, and that the quality of visual presentation accords with the Museum's standards), and exhibition production (working with contractors, videographers, and others, collaborating closely with other departments in promoting exhibitions, conserving and restoring objects, designing and producing supports, obtaining relevant permits, installation and lighting, etc.). The department is also responsible for maintaining the exhibitions once they are installed, and undertakes the necessary rotations of objects.

Exhibitions

Exhibitions is involved in the process of programming upcoming exhibitions, which includes helping to prepare the documentation required to obtain financing, and producing the necessary financial reports at an exhibition's close.

Exhibitions also provides technical support to other Museum departments, encasing artifacts on loan, storing objects, and contributing to the necessary preparations for Museum events. Finally, the department regularly receives museology interns from the University of Montreal, the Université du Québec à Montréal, and the Collège Montmorency.

The 1999-2000 program of exhibitions succeeded in attracting a diverse audience, thanks to the variety of exhibitions presented. *Across Borders: Beadwork in Iroquois Life* drew tourists, Native culture enthusiasts, adolescents (with whom beads are currently fashionable), families, and amateurs of ethnology and social history. The McCord was awarded a bronze medal for this exhibition at the *Grands Prix du tourisme québécois 2000* in the category of tourist attractions with an attendance of less than 100,000 visitors. The Museum drew large numbers of young Montrealers with the exhibition *Made in Canada, Photographs by Bryan Adams.* The exhibitions *Quebec Silver from the Collection of the National Gallery of Canada* and *Exchanging Views: Quebec 1939-1970* also drew large numbers of art lovers, artists, photographers, and family visitors. Two exhibitions in particular provided the McCord with opportunities to collaborate with the community — the *Laurier Project*, a collaboration with two Montreal school boards, and *Made in Canada*, which helped to raise awareness about breast cancer.

EXHIB

Exhibitions Presented in 1999-2000

Simply Montréal: Glimpses of a Unique City
June 19, 1998 to June 2002

This exhibition takes a look at our unique city and plunges visitors into the heart of the rich and diverse experience it offers. Its evocative installations help young and old alike discover the city, immersing them in its many sounds and sights.

Warm, Clean and Comfortable: Two Centuries of Domestic Technology
December 3, 1998 to May 9, 1999

This exhibition featured various equipment and appliances that have contributed to the domestic comfort afforded by scientific and technological development. The exhibition explored the notion of comfort through the themes of lighting, heating and hygiene.

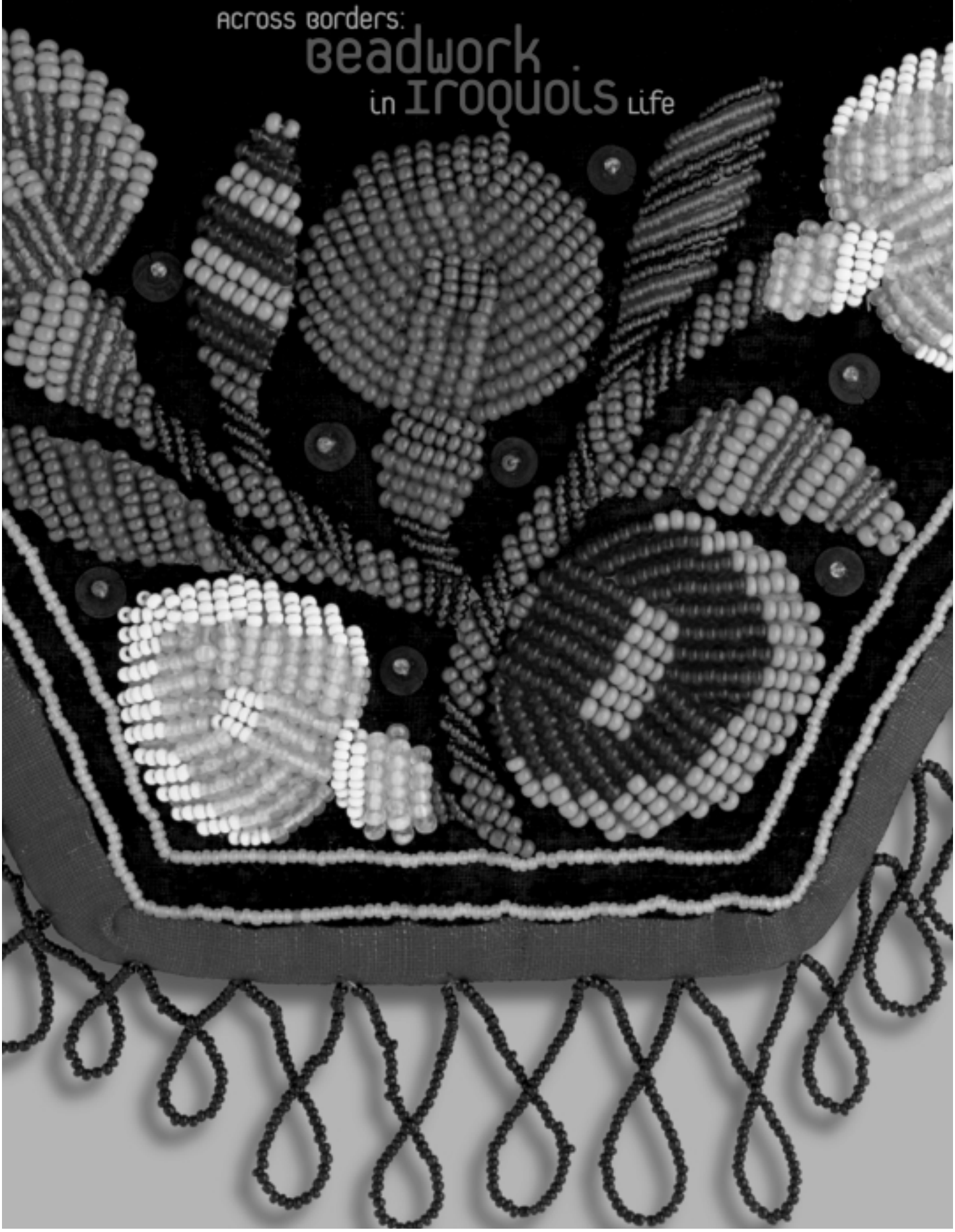
Children of the Wind
February 5 to April 25, 1999

This exhibition invited the visitor to enter the universe of contemporary childhood, and to reflect on issues facing children at the end of the millennium. The exhibition featured art by children from countries around the world, including Canada, Bangladesh, Colombia, India and Uganda.

McCord Museum

690 Sherbrooke West, Montreal, Quebec • Starting June 18, 1999

Across Borders: Beadwork in Iroquois Life



In-House Exhibitions inaugurated in 1999-2000

Across Borders: Beadwork in Iroquois Life
June 18, 1999 to January 9, 2000

This exhibition reveals the importance of beadwork in the artistic, cultural, economic, and political life of the Iroquois. It also explores the many ways in which beaded objects have been used to cross cultural borders, creating a dialogue between Native and non-Native peoples.

The exhibition was organized by the McCord Museum and by the Castellani Art Museum of Niagara University, New York, in collaboration with the Kanien'kehaka Raotitiohkwa Cultural Center, Kahnawake, the Tuscarora Nation community beadworkers within New York State, and the Royal Ontario Museum, Toronto.

The exhibition began its North American tour at the Castellani Art Museum of Niagara University, where it is on display from July 2 to November 19, 2000.

The Laurier Project
May 4 to May 9, 1999

The Laurier Project was a collaborative initiative of the Lester B. Pearson and English Montreal School Boards, inspired by Sir Wilfrid Laurier, who stated that the 20th century would belong to Canada. In an effort to promote Canadian history, Secondary IV students used a variety of media to illustrate defining moments in the history of 20th century Canada.

Travelling Exhibitions hosted in 1999-2000

Quebec Silver from the Collection of the National Gallery of Canada
June 2 to November 14, 1999

This exhibition brought together religious and secular masterpieces created by Quebec silversmiths. The exhibition bore witness to the passion of Mr. Henry Birks, an extraordinary collector, and elegantly documented the principal currents in the history of decorative arts in Canada, from the 17th century onwards.

Exchanging Views: Quebec 1939-1970
December 2, 1999 to March 19, 2000

The exhibition offered a visual portrayal of Quebec between the onset of the Second World War and the October Crisis of 1970, during which the Quiet Revolution completely transformed the face of Quebec society and its institutions.

Made in Canada, Photographs by Bryan Adams
January 14 to January 30, 2000

This collection of photographs by renowned Canadian recording artist Bryan Adams presented 89 black and white portraits of well-known Canadian women active in the arts, public life, sports, and other domains. The exhibition and a book sharing the same name were created by Mr. Adams to raise awareness about breast cancer, and to raise funds for the Canadian Breast Cancer Foundation.

Geneviève Lafrance
Coordinator, Exhibitions

The Collection and Information Management staff support the Museum's activities by managing the reserves, acquisitions and loans, by developing textual and photographic documentation related to the collections and the archives, and by maintaining and developing the Museum's database. The department is also responsible for the Archives and Documentation Centre, frequently consulted by outside researchers, and for the Museum's web site.

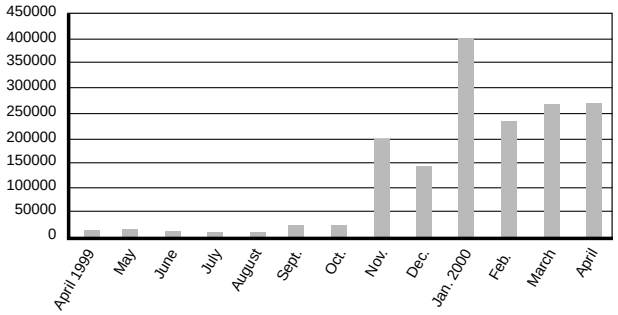
COLLECTION AND INFORMATION MANAGEMENT

As in the previous fiscal year, our priority for 1999-2000 was to increase documentation on the collections and to improve access to this information, specifically via the web site.

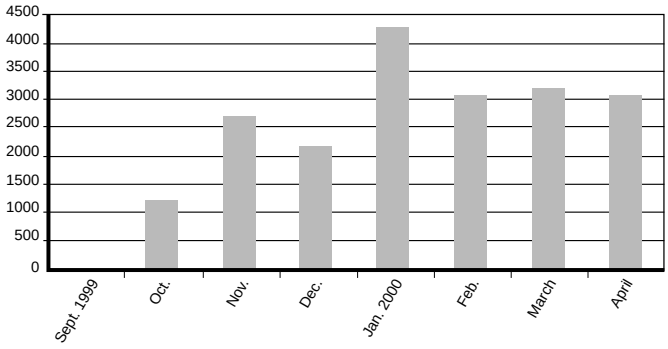
The Web Site

This year's most important new feature on the McCord's web site (www.mccord-museum.qc.ca) is without question the addition of 15,000 digitized images (with bilingual descriptions) from the Notman Photographic Archives to the existing database of 500 images. A further 6,250 images digitized during the course of the year (see page 20) will be integrated into the web site by fall 2000. The increased number of local, national and international "hits" made to the site following the addition of these photographic documents has encouraged us to continue our program of digitization. While access to textual information on the collections is available through the Info-Muse (Québec) network, and through CHIN (Canada), access to the images themselves is still only available on the McCord's own site.

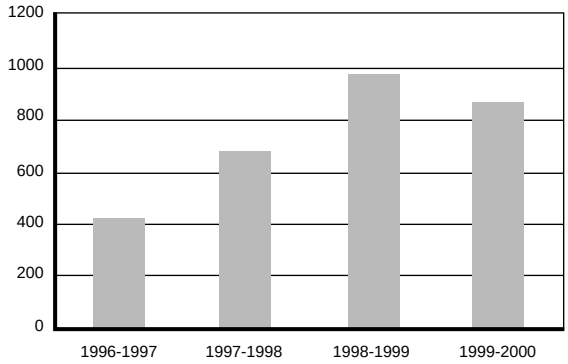
As part of the database's expansion on the Museum's web site, during the course of 1999-2000, the department also initiated a project that aims to bring 1,250 of the Photographic Archives' magic lantern slides to the web. Available in the autumn of 2000, the project will allow "cybernauts" to create a personalized virtual tour using material from the database.



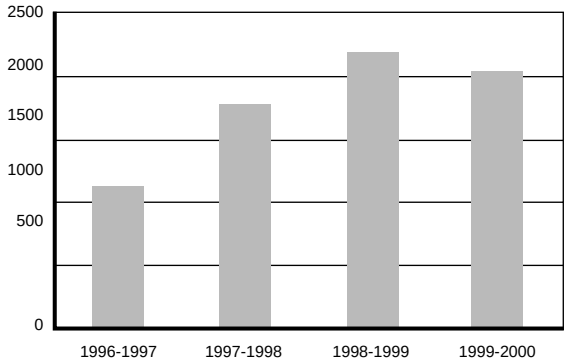
Number of hits per month



Number of distinct users per month



Number of research sessions
(outside researchers)



Total number of Archives and Documentation Centre searches

MANAGEMENT

Documentation and cataloguing

With the exception of the Taylor photographic fonds, which contains some 116,500 photographic documents, the department registered and carried out a preliminary cataloguing of all new acquisitions of artifacts and archival documents (1,405 in total). Thanks to financial support from the Réseau des archives du Québec (RAQ) and the Programme de projets spéciaux des Archives nationales du Québec (ANQ), we also continued to catalogue collections already in our possession, including 4,000 photographic documents belonging in most cases to the William Notman fonds. As a registered archive, and according to the rules governing the awarding of annual operating grants from the Ministère de la Culture et des Communications du Québec, the Archives and Documentation Centre treated nine archival fonds and developed a number of research tools. Department staff also undertook the preventive conservation of numerous archival fonds, reorganized the library space, and continued to implement the conservation calendar for the administrative archives.

Archives and Documentation Centre

The Centre is the principal point of access to information on the Museum's collections, which includes textual, iconographic, and photographic archives. By appointment, outside researchers may consult the collections, the library (containing more than 6,000 volumes), and a variety of computerized resources, including a database on our collections, which contains more than 175,000 references and more than 21,000 digitized images.

The Centre regularly receives museology and history students from various universities, and professional groups of archivists and historians. As shown in the graphs above, the number of outside researchers and the number of interventions made by staff on behalf of outside researchers have both increased significantly since the centralization of access to information in 1996. This year, the department hosted 862 research sessions for students and researchers, completed 256 research projects, and responded to more than 924 requests for information over the phone. In all, the department responded to 2,038 requests for information from the public.

Photography Division

In addition to producing photos for internal use, department staff responded to more than 400 external requests for photographic material, required for various uses, including publications, films, television and multimedia (1999-2000 was a record year with more than $100,000 in sales). The department continued to digitize images from the Notman Photographic Archives for the Museum database, processing 6,250 new images and adding descriptive texts. This is a considerable milestone in the Museum's ongoing project to increase access to our collective heritage. Researchers are now able to conduct autonomous visual and textual research on selected topics and obtain copies of images printed on photographic paper.

Loans

In 1999-2000, the department made 14 loan applications for the in-house production of exhibitions. The Museum also receives numerous requests from provincial, national and international institutions interested in exhibiting objects from the collections. Last year, the department accepted or renewed 25 of these requests. During this period, 119 collection objects were in circulation. Exhibitions of note that feature McCord objects include *Krieghoff: Images of Canada*, prepared by the Art Gallery of Ontario (this exhibition is now on tour and will come to the McCord in June 2001), and *Down from the Shimmering Sky: Masks of the Northwest Coast*, at the Vancouver Art Gallery (on tour until May 2000).

Interns and Volunteers

This year the department again hosted interns in the Museum's Archives and Documentation Centre. Julie Desfossés, a student in the archives certificate program of l'Université de Montréal, interned at the Centre for six weeks, and Michael Frausing, from the University of Aarhus in Denmark, interned at the Centre for a period of six months. The interns assisted the Archivist in developing research tools and in sorting, organizing and treating documents in the collections.

As always, we would like to thank our volunteers, whose tireless support provides an invaluable contribution to the department's numerous endeavours.

Nicole Vallières
Director, Collection and Information Management

Lectures and Publications

Vallières, Nicole
"La propriété intellectuelle des bases de données et des images et leur commercialisation." Panel chair at the *Deuxièmes rencontres francophones — Nouvelles technologies et institutions muséales*, Montréal (September 16-17, 1999).

"Informatiser, numériser pour gérer et diffuser les collections: difficultés et enjeux", Lecture presented at the *Ptolémée 1999, Forum des solutions pour le développement des musées et expositions*, Cité des sciences et de l'industrie, Paris (November 1999).

"La robe montréalaise bourgeoise, 1870-1883. Clichés, tendances et contextes de consommation." Doctoral thesis defended at Laval University (December 1999).

Professional Activities

Morin, Suzanne
Member, Association des Archivistes du Québec
Member, Association of Canadian Archivists
Member, Groupe d'archivistes de la région de Montréal

Vachon, Christian
Member, Groupe d'intérêt spécialisé, Archivistes des collections, Société des musées québécois

Vallières, Nicole
Member, Comité scientifique, *Troisièmes rencontres francophones — Nouvelles technologies et institutions muséales* (1999-2000).
Member, Committee Advisory Board, The Museum System, New York.
Jury Member, Museum Assistance Program (MAP), organizational development, Canadian Heritage (March 2000)

1999-2000 Acquisitions

Donors

Mrs. Susan Alain
Mrs. Audrey Bovey Amsden
Mrs. J. Arnold-Forster
Mme Marie Asselin
BCE Inc.
Mme Rita Beaudet
Mrs. Jacqueline Beaudoin-Ross
Mrs. Betty M. Bellous
Mme Mireille Bienvenue
Mrs. Delphine Bishop
Mrs. Brenda Bisiker
Mr. Irving Brott
M. Michel Bruneau
M. R. Guy Bureau
Mrs. Barbara Peck Carter
Mrs. Joachim Carton
Celanese Canada Inc.
M. Serge Chapleau
Mme Claude Châtillon
The sons of Mr. Gordon A. Clark
Mrs. Joan Cook
M. Pierre Corriveau
M. Christian Denis
Dr. Victoria Dickenson
Mr. Creighton Douglas
Mr. John P. Dunning
Eaton's
Mr. Ronald Ernest Fleischman
Mme Gwendolyn J. Floud
Dr. John A. Foreman
Me Louis Fortier
Mrs. Diana Fowler LeBlanc
Mrs. Thomas S. Gillespie
M. Louis-Philippe
and Mme Marthe de Grandpré
Mrs. Faith McRae Jagger
and Mrs. Dawn Strathy
Ms. Gladys Johnstone
Dr. Peter Kaellgren
and Mrs. George Malyk
Mrs. Carol Kouri
Mrs. Dorothy Gilmore Labelle
Mrs. Peter M. Laing
M. Daniel G. Lalande
Dr. Élaine Landry
Mme Claire Legault
Mme Mireille Lehoux
M. Michel Lessard
Mrs. Phyllis Lion
Mr. J. Norman Lowe
Mr. George and Mrs. Anne MacLaren
M. Roland Marin
Mrs. Mabel McBrearty
Mrs. Mary McCallum née Sifton
Mrs. Leonora D. McCarney
Mrs. Anette McConnell
Mrs. Joan Notman McDougall
Miss Barbara H. McGibbon
McGill University Archives
Mrs. Anson C. McKim
Ms. Heather V. McNabb
Ms. Eileen V. Menzies
Montana Historical Society
Mr. Terry Mosher
M. Claude Neveu
Mrs. Kate C. Offer
Mr. Carl H. Otto
Mme Rolande Vilandré Pager
Mr. Robert R. Parent
Mr. J.-Ross Paterson
Mr. Trevor and Mrs. Lorraine Patterson
M. Châteaugauay Perrault
and Mme Valérie Migneault Perrault
Mrs. Sheila Petts
Mrs. Patricia Gault Pilecka
Mrs. Gloria Prosterman
The Estate of Miss Elizabeth Ramsay
Mme Suzanne Morin Raymond
Mr. Theodor Reifers
Dr. Hugette Rémy
Mme Huguette Fauteux Sicotte
Miss Elizabeth Sifton
Mme Jacqueline Levasseur Simard
Mr. Colin A. Spencer
La Succession de Marguerite St-Onge
Captain Donald S. Stanger
The Estate of Arthur H.S. Stead
Mr. Carey and Mrs. Margaret (Smith) Stead
Mrs. Mary Hilda Freeland Stephens
Mrs. Edith Strauss
Mlle Natalie Taylor
Mrs. Miriam Tees
The Canadian Heritage of Quebec
Mrs. Peggy-Jean Thomas
Mrs. Bonnie Torlot
Dr. Joaquin C. Ventura
The Estate of Mrs. Margaret Helen
(née Thomson) Wait
Mr. Stanley Wendell Wegler
Mr. Edward W. Wilson
Mrs. Olive Wilson
Mrs. Janice Tanton Winslow
Mr. E. Garnet Woolsey
Miss Edna Wootan
Anonymous

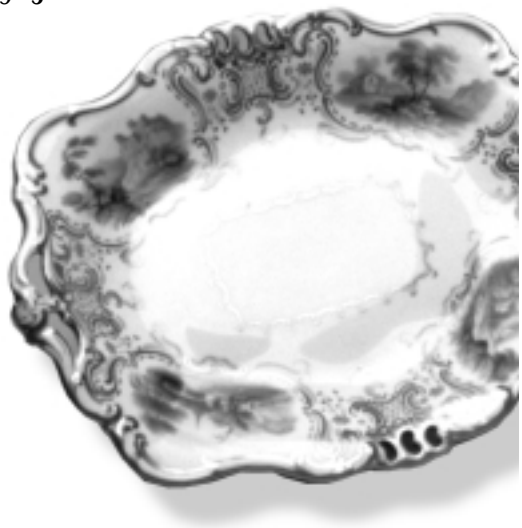
2

Acquisitions

During the last fiscal year, the McCord Museum's Acquisitions Committee held meetings on April 8, September 21 and December 12, 1999. During these meetings, the Museum accepted 120 gifts (a total of 117,905 artifacts and archival documents) and refused some 130 artifacts. The acquisitions can be classified as follows:

Collections	Number of Donations		Number of Artifacts	
Iconographic and Textual Archives	12	donations	687	artifacts
Photographic Archives	17	donations	116,421	photographs
Decorative Arts	22	donations	346	photographs
Costume and Textiles	37	donations	318	artifacts
Ethnology/Archaeology	1	donation	1	artifacts
Paintings, Prints and Drawings	8	donations	132	artifacts
Cross-Collection Acquisitions	23	donations		(apportioned above)
Total	**120**	**donations**	**117,905**	**artifacts / documents**

3



The following artifacts, donated to the McCord in 1999-2000, were submitted to the Canadian Cultural Property Export Review Board for certification as objects of national, provincial or regional significance:

1. A series of 250 political caricatures by Terry Mosher, alias Aislin, donated by the artist.
2. A series of 242 political caricatures by Serge Chapleau, donated by the artist.
3. A 24-piece Davenport porcelain dessert service, once belonging to Édouard-Antill Panet, donated by M. Christian Denis.
4. A silver tankard, London 1728-1729, once belonging to Jean-Antoine Panet (1751-1815), first Speaker of the Legislative Assembly of Lower Canada (1791-1794), donated by M. Christian Denis.
5. A selection of 48 ceramic objects from the 18th and 19th centuries (tobacco jar, oval terrine, teapot, salting-tub, etc.), manufactured by Quebec potteries of note, Cap Rouge, Dion, and Bell, and donated by Dr. Huguette Rémy.
6. An oil on canvas by George Horne Russell (1904), depicting J. Geoffrey Notman, grandson of William Notman, founder of the William Notman & Sons photographic studio in Montreal, donated by the subject's daughter Mrs. Joan Notman McDougall.

4


5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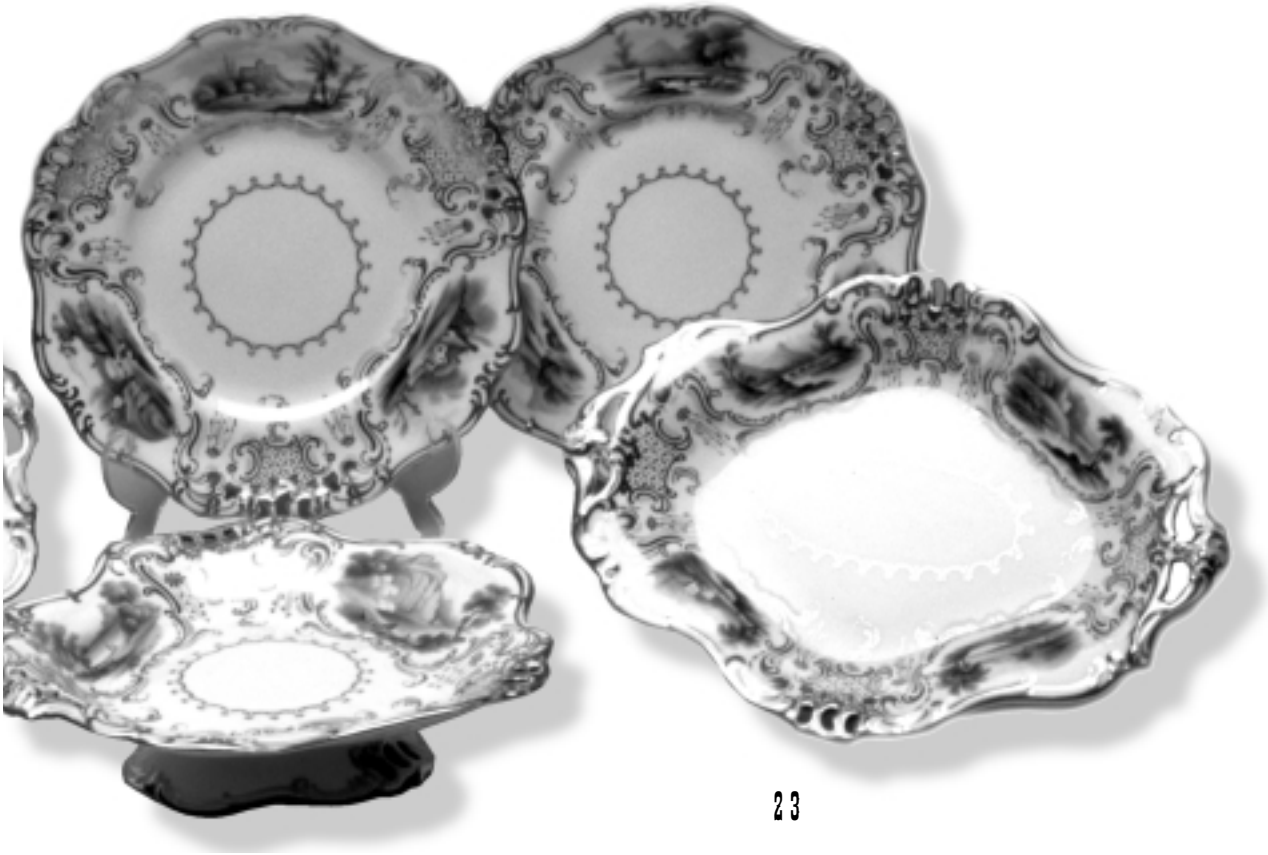

9

Acquisitions

7

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8

7 A collection of 33 watercolours and prints by Henry R.S. Bunnett, Walter Baker, Ernest Neumann, and H. Lacauchin, an album entitled *La Petite Malbaie,* and a palette once belonging to Marc-Aurèle de Foy Suzor-Côté, all donated by Mme Valérie Mignault Perrault and M. Châteauguay Perrault.

8 A sewing table and a seal once belonging to Henriette Dessaules (or Eugénie Mondelet) and 42 letters (correspondence between Henriette Dessaules and Augustine Papineau, 1873-1881), donated by Mme Suzanne Morin Raymond.

9 The John and Andrew Taylor fonds, containing some 115,600 photographs of various journalistic and sporting events, donated by the Estate and by Mlle Nathalie Taylor.

10 An oil on canvas, *Château Richer*, by Robert W. Pilot (1898-1967), donated by Celanese Canada Inc.

11 An oil on canvas, *Maison Calvet, St. Paul Street, Montreal,* by Kathleen Morris, A.R.C.A. (1893-1986), donated by Mrs. Leanora D. McCarney.

12 A collection of 36 Canadian maps and plans (from the 17th to the 19th century), donated by Dr. Joaquin C. Ventura.

13 An oil on pressed board, *Study for The Holy Family*, c. 1942, by Ozias Leduc, donated by the Estate of Mrs. Margaret Helen Wait.

13

In 1999-2000, Visitor Services and Marketing was expanded to include Community and Education Programs. The union of the two departments – one responsible for creating the programs and the other for marketing them – has already borne fruit. We are convinced that the integration will allow us to serve our visitors better, and increase Museum attendance.

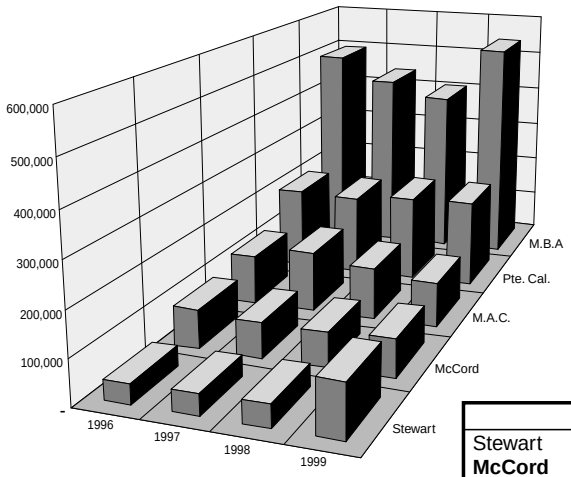
Visitor Services and Marketin

Visitor Services

In 1999-2000, the McCord welcomed 88,640 visitors. Following the success of our marketing efforts in the educational milieu, we are giving more focused attention to the tourism industry and increasing our visibility at important tourism conventions. Each year, the department promotes the exhibitions and programs of the McCord at a dozen or so shows and teacher and tourism conventions.

In 1999-2000, overall ticket sales increased by 6 %, while group sales increased by 12 %. More than a quarter of the Museum's individual visitors in 1999-2000 came from the greater Montreal area, and 12 % from elsewhere in Quebec and Canada. The United States and Europe each claimed just over a quarter of all individual visitors. Among group visitors, the percentage representing the Montreal area rose to 70 %, thanks in part to a dynamic school program.

For the third consecutive year, in 1999-2000, the McCord welcomed thousands of young people through a program of sponsored visits made possible by the generosity of Provigo and the Fédération des caisses populaires Desjardins de Montréal et de l'Ouest-du-Québec.



	1996	1997	1998	1999	Total	Maximum	Minimum
Stewart	44,227	46,490	50,069	118,285	259,071	118,285	44,227
McCord	**88,411**	**80,455**	**78,397**	**84,859**	**332,122**	**88,411**	**78,397**
M.A.C.	114,346	140,271	120,399	103,482	478,498	140,271	103,482
PTE. CAL.	194,913	191,028	204,451	207,261	797,653	207,261	191,028
M.B.A.	493,546	435,976	400,320	536,434	1,866,276	536,434	400,320
Total	935,443	894,220	853,636	1,050,321	3,733,620	1,050,321	853,636
% McCord	9.5 %	9.0 %	9.2 %	8.1 %	8.9 %	**9.5** %	**8.1 %**

Client Services

Museum Rental, Museum Products, Notman Rental and Purchase Program

Our Museum Rental Program attracted 61 private events in 1999-2000, including a fashion show, lunches, book launches, cocktails, a film shooting, and other activities. More than 4,000 people were drawn to the McCord through this Rental Program.

The October opening of the Théâtre J. Armand Bombardier, fully equipped with state-of-the-art technology, allowed the department to attract clients seeking a location for audiovisual, multimedia, theatrical and musical presentations.

The Client Services division produced two calendars, *Flora 2000* and *Fungus 2000*, featuring watercolours from the Museum's collections, and the division continued to receive orders for Notman photographs through the Rental and Purchase Program, *Vintage Taste in Black and White*. A selection of 27 Notman photos was highlighted in an exhibition at the Place Montréal Trust in downtown Montreal from August to October 1999. A small exhibition of Notman photos was also presented at the Salon de Gastronomie in November 1999.

Education Programs

The excitement generated by a tremendous spring and summer influx of school groups and summer camps gave way to apprehension at the beginning of the new school year in 1999, when teachers announced a boycott of all extramural activities. Fortunately, the continued interest of private schools, and a March break program successfully marketed to daycare services, helped to counterbalance the effects.

The increase in attendance necessitated hiring four guides to complement the existing team of extraordinary volunteers working principally with young Museum visitors. The passion, enthusiasm, and professionalism of our guides are communicated to all of our visitors, and make the McCord Museum a lively and welcoming place.

Among the new programs offered this year, the workshop-visit of the exhibition *Across Borders: Beadwork in Iroquois Life* was especially popular. In conjunction with this exhibition, and thanks to support from the Défi Lombard Odier, a team of Native animators led programs of amusing and educational activities in public parks throughout the Montreal region, introducing hundreds of young people to Native culture and to the activities of the McCord Museum. With the March break program, sponsored by the Zeller Family Foundation, the Education division offered another original program to young people. Our guests were treated to an expedition game, a mask workshop, and a theatrical presentation of the Native legend *Oraquan (the Raven) Steals the Light*.

For our guides, 1999-2000 was an exciting year, during which they were encouraged to take a more active role in their own program of training. Our guides met this demanding and stimulating challenge with enthusiasm and the determination to respond to the changing needs and realities of our young visitors. One of these new realities is the integration of information technologies into the education system. In the context of an ongoing training program, many of the guides now participate in a web-based education project called *Le Village Prologue* (www.prologue.qc.ca). Assuming the identities of different characters featured in this virtual recreation of an 1852 village, the guides correspond with young people from across the province.

At the dawn of the new millennium, the Education Programs team has chosen to use an imaginative approach, to adopt a self-critical work ethic, and to experiment with exciting new challenges.

Michel Pelletier
Director, Visitor Services and Marketing

Visitor Services &

1999-2000 Program of COMMUNITY Activities

APRIL 3
Treasure hunt

APRIL 4
Easter Bonnet workshop, "A Bee in Your Bonnet"

MAY 16
Brooch-making workshop

MAY 23
Miniature birch bark canoe workshop

SEPTEMBER 24
Lecture, "Behind the Scenes at an Exhibition," by Anne MacKay

SEPTEMBER 25
Demonstration, "Discovering the Museum's Archives," with Suzanne Morin

SEPTEMBER 26
Beadwork workshop, with Pauline Loft, Iroquois artist

OCTOBER 23, 24, 30, AND 31
Discovery Game, "Where is the Witch?"

OCTOBER 24
Puppet theatre, *Verrula the Witch,* with Jacques Boutin

NOVEMBER 16
Lecture in partnership with Héritage Montréal, "Sense of Time, Sense of Place: An Architectural History of Montreal," by Dinu Bumbaru

NOvember 23
Lecture, "The Role of the Conservator," by Anne MacKay

NOVEMBER 30
Lecture, "Exchanging Views: Quebec 1939-1970," by Pierre Dessurault

NOVEMBER 27
Meet the Artists from the exhibition *Across Borders: Beadwork in Iroquois Life*, Shelley Niro and Jeffrey M. Thomas

The Hylcan Foundation Program of HOLIDAY Activities

DECEMBER 4
Theatrical presentation, *Legends of the Northern Swamp: The Adventure of Emily Brontosaurus*, with Geordie Theatre

DECEMBER 5
Christmas card workshop

DECEMBER 5
Puppet theatre, *Le petit homme aux cheveux roux,* with l'Atelier du conte

DECEMBER 11
Folk dancing, with Les pieds légers de Laval

DECEMBER 12
Christmas card workshop

DECEMBER 12
Traditional Christmas music, "Le Noël de Gaëtane," with Gaëtane Breton

DECEMBER 12
Beadwork workshop, with Iroquois artist Robin Delaronde

DECEMBER 18
Puppet theatre, *La crèche de Bethléem*, with Le théâtre de l'illusion

DECEMBER 19
Christmas decoration workshop

DECEMBER 19
Puppet theatre, *Wondering Through Magic*, with the Purple Dragon Puppet Troupe

DECEMBER 21, 22, 28, AND 29
Candle-making workshop

DECEMBER 28
Storytelling, "Celui qui contait les flocons," with François Lavallée

FEBRUARY 19
Dream catcher workshop I, with Iroquois artist Nick Huard

MARCH 25
Dream catcher workshop I, with Iroquois artist Nick Huard

MARCH 26
Dream catcher workshop II, with Iroquois artist Nick Huard

1999-2000 Program of NATIVE CULTURAL Activities

JULY 1999
Exhibition, promotion, and beadwork workshop prepared by the McCord Museum in collaboration with the Centre de Ressources Ajigwon, at the Centre Desjardins.

JULY 11 – 13
Earth-ball games and McCord Museum information kiosk at the Kanehsatake Powwow.

AUGUST 2 – 23
Animation, workshops and various activities in parks, day camps, daycare centres, celebrations, etc., in various Montreal communities and its environs.

SEPTEMBER 8 AND 9
Information kiosk at l'Université de Montréal and UQÀM.

SEPTEMBER 11 AND 12
Information kiosk and workshop at the Powwow in the Old Port of Montreal.

SEPTEMBER 18 – 21
Semaine de la rencontre autochtone — information kiosk, beadwork workshop, dancing, and lecture on the 13 moons, with students from the department of Art History and the Cercle des Premières Nations at UQÀM.

NOVEMBER 9
First meeting of the elders of the Haitian Christian Community of Montreal and the Elder's Lodge of Kahnawake, held at the McCord Museum.

NOVEMBER 15 – 17
Information kiosk, animation, and beadwork at Dawson College.

NOVEMBER 18
Lecture in the Théâtre J. Armand Bombardier, "Stories of Survival: Beadwork and Iroquois Women," by Dr. Jolene Rickard, organized by the McCord Museum in collaboration with Tracy Diabo of the First People's House at McGill University.

JANUARY 19
Second meeting of the elders of the Haitian Christian Community of Montreal and the Elder's Lodge at Kahnawake.

JANUARY 21
Tour and workshop on the 13 moons at the Kanehsatake School.

MARCH 16 AND 17
Information kiosk at the Salon de Plein Air at the Olympic Stadium.

LECTURES in Partnership with Art Focus/Art au Point, a Montreal association that organizes lectures and tours on the visual and decorative arts

FEBRUARY 2
"L'essence de la création: le papier fait à la main," by David Carruthers

FEBRUARY 9
"Pride and Penitence: Michelangelo and the Sculptural Ideal," by Gyde Shepherd

FEBRUARY 16
"A Photographic Legacy: William Notman," by Nora Hague

FEBRUARY 24
"Rubens & Rembrandt: Two Faces of Low Countries Baroque," by Dr. Glenn Andres

FEBRAURY 29
"Essence of Creation: Hand Made Paper," by David Carruthers

MARCH 8
"Time Will Tell: Conservation Of Our Past," by Anne MacKay

MARCH 22
"The Low Horizon: Dutch Landscape Painters of the 17th Century," by Jennifer Dickson

MARCH 29
"Pastoral Visions: British Landscape," by Jennifer Dickson

The Communications and Publications department plays an important role in promoting the Museum's institutional objectives and overall mandate. As such, the department acts as a link between the Museum and its employees, on the one hand, and its members, the general public, the media, and other cultural organizations, on the other. One of the department's principal mandates is to raise the McCord's public profile and position the Museum in local and national markets.

COMMUNIC

To fulfill these various roles more effectively, in 1999-2000, the department was restructured and expanded to include three divisions, Media and Public Relations, Publicity and Promotion, and a Publishing Program.

Media and Public Relations

In 1999-2000, the department's Media and Public Relations division organized and coordinated a number of Museum, media, and public events. These included the colloquium *Children of the Wind: The Museum as Forum*, featuring speakers Curator Linda Dale, Martha Langford, founding Director, of the Canadian Museum of Contemporary Photography, and Brenda Zosky Proulx of L.O.V.E., on April 19, 1999. The department also organized the vernissage for the exhibition *Across Borders: Beadwork in Iroquois Life* on June 17, 1999, a media tour for the exhibition *Quebec Silver from the Collection of the National Gallery of Canada* with curator René Villeneuve on June 22, 1999, the launch of the Museum's new multi-purpose facility, the Théâtre J. Armand Bombardier, on October 20, 1999, and a media event and public opening for the exhibition *Made in Canada, Photographs by Bryan Adams,* on January 14 and 15, 2000.

Among its ongoing activities, the division produced and issued exhibition summaries, news releases, and media kits for each of the Museum's in-house and visiting exhibitions, and regularly responded to numerous media requests for information, film shoots, special visits, and interviews, as well as general information requests from the public. As in previous years, in 1999 the McCord participated in Montreal Museums Day, an open-door event spearheaded by the *Société des directeurs des musées montréalais* and coordinated at the McCord by the Communications department. At the 1999 edition, the Museum welcomed more than 3,500 visitors.

From time to time, the Media and Public Relations division prepares and submits applications for national and regional museum awards. The McCord was extremely pleased to have been awarded the bronze medal at the *Grands prix du tourisme québécois 2000* in the tourist attractions category for the exhibition *Across Borders: Beadwork in Iroquois Life*.

AND PUBLICATIONS

ATIONS

Publicity and Promotion

The Publicity and Promotion division planned and coordinated the publicity campaigns for each of the McCord's exhibitions and public events in 1999-2000, overseeing the preparation and design of all the Museum's advertisements and promotional materials. Thanks to an ongoing agreement between the McCord and the Montreal agency Carat Stratégem, the Museum has substantially improved its media buy. In 1999-2000, the McCord also developed two new important media partnerships — with *La Presse* and with CKGM/CHOM-FM. In January 2000, the Museum began a year-long collaboration with *La Presse*'s millennium team to produce *Cent ans à Montréal*, a monthly page about life in Montreal a century ago. The CKGM/CHOM-FM partnership was developed with the assistance of Board member E. Lee Hambleton, Vice-President and General Manager, CKGM/CHOM-FM, and brought the Museum exciting new radio coverage during the *Made in Canada* exhibition.

Publishing Program

The publishing program division was no less busy, producing the school program flyer and poster in May 1999, a new Museum rental brochure in October 1999, and a highly successful Christmas activities flyer in December 1999. The division also prepared and produced two member newsletters (the second in a new bilingual format) and the Museum's first published annual report (for the 1998-1999 fiscal year) in September 1999. The division looks forward to making available electronic versions of some of our publications (including the annual report) on our web site.

The exciting new media coverage and many successful events of 1999-2000 would not have been possible without the exceptional dedication and hard work of the Communications staff.

Wanda Romer Taylor
Director, Communications and Publications

Professional Activities

Annie Daoust
Member, Société des relationnistes du Québec
Member, Canadian Public Relations Society

Wanda Romer Taylor
Member, Literary Translators' Association of Canada

Development has had a truly remarkable year, surpassing its revenue objective by more than $1 million thanks largely to two non-recurring grants: a $600,000 federal grant and $250,000 sponsorship/major gift from the Fondation J. Armand Bombardier. None of this would have been possible without the direction of the Development Committee, chaired by Judith Webster, the hard work of every member of the staff, and the generosity of our donors.

Development

Annual Giving Campaign

The *1998-1999 Annual Giving Campaign* objective of $200,000 was largely met thanks to a major gift from the Estate Dr. Max Stern Painting Trust, facilitated by its trustees, including the late Heward Stikeman. The *1999-2000 Fin de siècle Annual Giving Campaign* was run by an outside committee — a first for the McCord. Chaired by David H. Laidley, C.A., of the firm Deloitte & Touche, the committee consisted of André Charron, David C.A. Hannaford, Joanne M. Meyer, and Mark J. Oppenheim, C.A. Meeting our financial objective for the campaign (which runs from September 1999 to September 2000) bodes well as we have surpassed our fiscal year objective of $200,000 by more than $17,000. Part of the success to date can also be attributed to the addition of a Chairman's Circle for those who donate $2,500 and more.

The McCord's priorities are well defined. The Museum will continue to finance ongoing operations through the Annual Giving Campaign, and to build a long-term endowment (see Major and Planned Gifts Program below). As a result, we rely on the generosity of donors to add significantly to our collections. The McCord has been very fortunate in this regard. On occasion, however, special fundraising efforts occur, as they did this year to help the McCord acquire at auction a very valuable and historically significant watercolour by Canadian painter George Heriot (1759-1839). McCord Trustee George MacLaren headed up the fundraising effort by securing contributions from IMASCO Ltd., from Senator Michael A. Meighen, Jane and Eric Molson, Jessie and Ronald Riley, Judith and Philip Webster, and, of course, George himself and his wife Anne.

Membership

Our $30,000 objective was essentially met, in spite of the fact that last year we initiated multi-year and lifetime memberships.

Special Events

Two special fundraising events were held this past year. The Silver Cocktail opened the exhibition *Quebec Silver from the Collection of the National Gallery of Canada* on June 2, 1999, and a cocktail for the North American première of the film *Grey Owl*, starring Pierce Brosnan and Annie Galipeau, was held at the McCord on September 21, 1999.

The Silver Cocktail event alone generated $10,000 net, thanks to the hard work of co-chairs Ann and Maria Birks and their committee: Tennille Amzallag, Marlene Bourke, Sylvie Chagnon, Cynthia Gordon, Althea Drummond, Linda M. Leus, Jane Molson, Anne Robert-Morin, Judy O'Brien, Robin Quinlan, Anna De Benedictis Vineberg, and Judith Webster. The event benefited from sponsorship from the Birks Family Foundation, Henry Birks & Sons, Chubb Insurance Company of Canada, Power Corporation, the Consul général de Suisse à Montréal, le Groupe Alfid, Vincent Lafleur Traiteur, Epicentre Communication Globale, Imprimerie Express Art, and Planterra Limited.

The Grey Owl Cocktail was a star-studded evening with not only Brosnan and Galipeau in attendance, but also director Lord Richard Attenborough, and producer Jake Eberts. The McCord was the perfect location for this ultra-Canadian event. The highly publicized première brought into the spotlight the exhibition *Across Borders: Beadwork in Iroquois Life* and the McCord's commitment to the interpretation and promotion of Native culture. We are very grateful to the evening's sponsors — TNG Corporation, B.F. Lorenzetti & Associates Inc., Greiche & Scaff Optometrists, Rolls Royce Motor Cars & Bentley Motor Cars, Geo. Sheard Fabrics, and Kezber & Associates, Inc. The event generated significant revenue (approximately $80,000, shared with the Grey Owl Nature Trust and McGill's Avian Science and Conservation Centre) and also brought the McCord invaluable media visibility.

Grants

Approximately 25 grant applications were submitted this past year, of which only two were unsuccessful. In addition, three annual core-funding grants were received from the provincial government and the Arts Council of the Montreal Urban Community.

The most important grant in virtue of its amount — approximately $600,000 over three years — was received from the federal government's Social Sciences and Humanities Research Council and its new CURA program (Community-University Research Alliance), which will enable the McCord to pursue its role in the teaching of history in schools. Two other major grants from the federal government were received: $105,000 from the Museum Assistance Program for a magic lantern e-project and cataloguing project, and $128,350 from the Canada Millennium Partnership Program for our millennium exhibition *finsdesiècle@mccord*.

The Hylcan Foundation renewed its support this past year for our highly popular Christmas activities program. The Zeller Family Foundation supported our March School Break Program. A grant from the Femmes autochtones du Québec Inc. allowed us to hire an Aboriginal coordinator of Native programs, building on our experience with the exhibition *Across Borders: Beadwork in Iroquois Life*.

Corporate Sponsorships

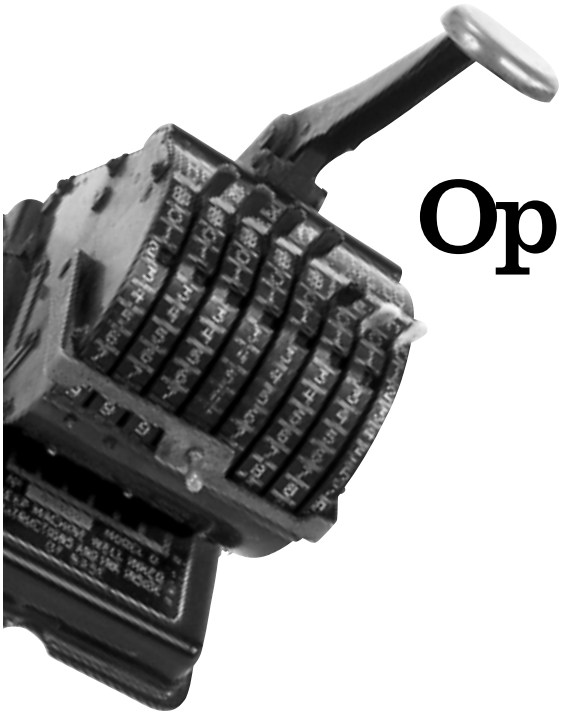
We were successful in securing $40,000 in sponsorship for the *Quebec Silver* exhibition from Henry Birks & Sons, Chubb Insurance Company of Canada, and Power Corporation.

The McCord's new multi-purpose facility has been appropriately named the Théâtre J. Armand Bombardier in recognition of a contribution of $250,000. The theatre was inaugurated October 20, 1999 in the presence of our guests of honour, Mme Janine Bombardier, Chair of the Fondation J. Armand Bombardier, her husband Dr. Sadok Besrour, and trustees of the Fondation, Mme Claire Beaudoin and Mme France Bissonnette, to whom we are very grateful. This sponsorship is the first of several naming opportunities approved by the Board for the Museum, and as such falls under the category of a major gift.

Major and Planned Gifts Program

Thanks to a recent major gift from IMASCO, the McCord has inaugurated an Endowment Fund as part of the Museum's new Major and Planned Gifts Program. Together with two other grants from private foundations, including the Dr. Max Stern Painting Trust, we have already amassed $2,635,000.

Elizabeth H. Kennell
Director, Development



Operations

Administration and Finance

The Museum concluded the 1999-2000 fiscal year on budget. The Operating Fund posted a modest surplus for a second consecutive year. Conversely, the Capital Assets Fund continues to generate a deficit due to depreciation. The large fund balance, created when most of the assets were capitalized in 1998, funds this deficit.

Phase II of our human resources project was completed this spring. This phase looked at the structure of management staff, formalized job descriptions, and compared our staff structure and remuneration to other museums in our market. The new salary policy and pay scales developed last year were then applied. The Museum also reviewed its group health plan and concluded an agreement that will see the Museum joining the umbrella plan of the Canadian Museum Association.

The Museum's action plan dealing with the Year 2000 compliance issue was very successful. Approximately $100,000 was invested in new equipment and software to resolve problem areas and to avoid any serious impact.

Building and Security

The multi-purpose facility was completed in the spring and inaugurated as the Théâtre J. Armand Bombardier in the fall. The new theatre, which seats 85, has proven to be a magnificent addition to the Museum's facilities. A half-time position has been created to ensure the proper use, maintenance, and smooth operation of the facility and its many functions.

The architectural firm of Saucier + Perrotte was recently hired to conceive and oversee the renovation work of our photographic laboratories, and to create a new gallery on the third floor. Completion of this work is set for 2001.

The Museum will be seeking the replacement of a major tenant of its warehouse facility on Saint-Antoine Street. The Museum will occupy about half of this newly available space. Another 3,200 square feet of climate-controlled storage space will become available in the fall.

During the year, the Museum's security and card access system was replaced. This was required in part for Y2K compliance and to overcome functional limitations. The upgrade has provided us with an improved control and monitoring of access points throughout the Museum. It also simplifies the addition of new alarm points resulting from renovations and will allow for the integration of the warehouse facility.

Philip Leduc
Director, Operations

Financial statements of

The McCord Museum of Canadian History

March 31, 2000

Deloitte & Touche LLP
Chartered Accountants
1 Place Ville-Marie
Suite 3000
Montréal QC H3B 4T9
Telephone: (514) 393-7115
Facsimile: (514) 390-4111

AUDITORS' REPORT

To the Board of Trustees of
The McCord Museum of Canadian History

We have audited the balance sheet of The McCord Museum of Canadian History as at March 31, 2000 and the statements of operations and changes in fund balances and cash flows for the year then ended. These financial statements are the responsibility of the Museum's management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

As in the case of similar organizations, the Museum derives part of its revenue from private donations which are not susceptible of complete audit verification. Accordingly, our verification of revenue from these sources was limited to substantiating the amounts recorded in the books of the Museum and we were unable to determine whether any adjustments might be necessary to fundraising and sponsorship revenue with the resulting effect on excess of revenue over expenses, assets and fund balances.

In our opinion, except for the effect of adjustments, if any, had private donations been susceptible of complete audit verification, these financial statements present fairly, in all material respects, the financial position of the Museum as at March 31, 2000 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Deloitte & Touche
Chartered Accountants

May 26, 2000

Statement of operations and changes in fund balances year ended March 31, 2000

	Operating $	Restricted $	Capital Assets $	2000 $	1999 $
Revenue					
Quebec	**1,223,699**	**35,277**	**104,648**	**1,363,624**	1,432,415
Canada	**118,892**	**106,148**	**-**	**225,040**	113,232
Montreal Urban Community	**48,000**	**-**	**-**	**48,000**	55,500
Ville de Montréal	**4,000**	**-**	**-**	**4,000**	17,090
Contributed services (Note 2)	**164,190**	**-**	**-**	**164,190**	161,651
Foundation grants	**1,447,462**	**-**	**88,795**	**1,536,257**	2,754,063
Investment	**20,613**	**-**	**-**	**20,613**	19,595
Sales	**390,430**	**-**	**-**	**390,430**	236,045
Admissions	**249,648**	**-**	**-**	**249,648**	239,543
Fundraising	**330,920**	**45,425**	**7,116**	**383,461**	221,433
Sponsorship	**116,702**	**-**	**-**	**116,702**	97,828
Rental	**113,769**	**-**	**-**	**113,769**	105,992
Other	**109,089**	**20,000**	**-**	**129,089**	82,660
	4,337,414	**206,850**	**200,559**	**4,744,823**	5,537,047
Expenses					
Administration	**810,073**	**-**	**-**	**810,073**	717,576
Interest on long-term debt	**56,349**	**-**	**104,648**	**160,997**	173,026
Building and security	**671,422**	**-**	**-**	**671,422**	727,240
Collections	**759,720**	**203,564**	**-**	**963,284**	856,712
Public programming	**1,016,430**	**-**	**-**	**1,016,430**	1,863,829
Development	**262,733**	**-**	**-**	**262,733**	255,521
Marketing	**284,813**	**-**	**-**	**284,813**	222,326
Communications	**386,624**	**-**	**-**	**386,624**	674,434
Amortization of capital assets	**-**	**-**	**320,716**	**320,716**	402,381
	4,248,164	**203,564**	**425,364**	**4,877,092**	5,893,045
Excess (deficiency) of revenue over expenses	**89,250**	**3,286**	**(224,805)**	**(132,269)**	(355,998)
Fund balances, beginning of year	**81,896**	**20,496**	**1,368,021**	**1,470,413**	1,826,411
Interfund transfers (Note 4)	**(103,489)**	**-**	**103,489**	**-**	-
Fund balances, end of year	**67,657**	**23,782**	**1,246,705**	**1,338,144**	1,470,413

Balance sheet as at March 31, 2000

	Operating $	Restricted $	Capital Assets $	2000 $	1999 $
Assets					
Current assets					
Cash and term deposits	**583,212**	**15,397**	-	**598,609**	344,970
Amounts receivable	**187,534**	-	-	**187,534**	99,901
Grants receivable	**51,070**	**10,500**	**105,020**	**166,590**	234,499
Due from Operating Fund *	-	**210,503**	-	-	-
Inventory	**117,708**	-	-	**117,708**	104,686
Prepaid expenses	**22,546**	-	-	**22,546**	31,805
Grant receivable – long-term	**561,773**	-	**1,043,292**	**1,605,065**	1,750,980
Capital assets (Note 5)	-	-	**2,019,587**	**2,019,587**	1,674,360
	1,523,843	**236,400**	**3,167,899**	**4,717,639**	4,241,201
Liabilities					
Current liabilities					
Accounts payable and accrued liabilities	**426,479**	-	-	**426,479**	238,654
Due to Restricted Fund *	**210,503**	-	-	-	-
Deferred revenue	**206,361**	**212,618**	-	**418,979**	328,900
Due to The Temple Grove Foundation	-	-	**43,875**	**43,875**	106,375
Current portion of long-term debt (Note 6)	**51,070**	-	**94,845**	**145,915**	145,915
	894,413	**212,618**	**138,720**	**1,035,248**	819,844
Long-term debt (Note 6)	**561,773**	-	**1,043,292**	**1,605,065**	1,750,980
Deferred contributions (Note 7)	-	-	**739,182**	**739,182**	199,964
Fund balances					
Invested in capital assets	-	-	**1,246,705**	**1,246,705**	1,368,021
Externally restricted (Note 3)	-	**20,010**	-	**20,010**	15,524
Internally restricted (Note 3)	-	**3,772**	-	**3,772**	4,972
Unrestricted	**67,657**	-	-	**67,657**	81,896
	67,657	**23,782**	**1,246,705**	**1,338,144**	1,470,413
	1,523,843	**236,400**	**3,167,899**	**4,717,639**	4,241,201

* Interfund balances eliminated from total column so as not to overstate total Museum assets and liabilities.

Statement of cash flows
year ended March 31, 2000

	Operating	Restricted	Capital Assets	2000	1999
	$	$	$	$	$
Cash from operating activities					
Excess (deficiency) of revenue over expenses	**89,250**	**3,286**	**(224,805)**	**(132,269)**	(355,998)
Amortization of capital assets	**-**	**-**	**320,716**	**320,716**	402,381
Amortization of deferred contributions (Note 7)	**-**	**-**	**(95,911)**	**(95,911)**	(22,218)
Other non-cash item	**-**	**-**	**-**	**-**	441
Net change in non-cash working capital	**269,078**	**(4,486)**	**(72,675)**	**191,917**	(20,611)
Net cash generated from (used in) operating activities	**358,328**	**(1,200)**	**(72,675)**	**284,453**	3,995
Financing and investing activities					
Purchase of capital assets	**-**	**-**	**(665,943)**	**(665,943)**	(237,010)
Deferred contributions (Note 7)	**-**	**-**	**635,129**	**635,129**	222,182
Proceeds from grant receivable	**51,070**	**-**	**94,845**	**145,915**	142,255
Loan principal repayment	**(51,070)**	**-**	**(94,845)**	**(145,915)**	(142,255)
Net cash generated from (used in) financing and investing activities	**-**	**-**	**(30,814)**	**(30,814)**	(14,828)
Net increase (decrease) in cash and term deposits	**358,328**	**(1,200)**	**(103,489)**	**253,639**	(10,833)
Cash and term deposits, beginning of year	**328,373**	**16,597**	**-**	**344,970**	355,803
Interfund transfers (Note 4)	**(103,489)**	**-**	**103,489**	**-**	-
Cash and term deposits, end of year	**583,212**	**15,397**	**-**	**598,609**	344,970

Notes to the financial Statements

year ended March 31, 2000

1. Status and nature of activities

The Museum was incorporated under the name McCord Museum on May 12, 1980 under Part III of the *Companies Act* (Québec) as a not-for-profit organization and is a registered charity under the *Income Tax Act*. On March 28, 1988, its name was changed to The McCord Museum of Canadian History.

The McCord Museum of Canadian History is a public research and teaching museum dedicated to the preservation, study, diffusion and appreciation of Canadian history.

2. Accounting policies

Fund accounting

The Museum follows the deferral method of accounting for contributions.

The Operating Fund accounts for the Museum's program delivery and administrative activities. This fund reports unrestricted resources and restricted operating grants.

The Restricted Fund records funds and endowments granted for specific purposes other than operations as defined by the grantor.

The Special Projects Fund includes capital expenditures to enhance productivity of Museum personnel and to improve building systems and services. There was no activity in this fund during the year.

The Capital Assets Fund accounts for the Museum's capital assets, either purchased or donated, and which are used for purposes of all of its operations.

Revenue recognition

Restricted contributions are recognized as revenue of the appropriate fund in the year in which the related expenses are incurred or the related capital assets are amortized. Unexpended funds are recorded on the balance sheet as deferred revenue or deferred contributions.

Unrestricted contributions are recognized as revenue of the Operating Fund in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Contributions for endowment are recognized as direct increases in the Restricted Fund balance.

Contributed services

McGill University provides, at its expense, the services of certain employees. The amount of their salaries and fringe benefits totals $164,190 (1999 - $161,651) and is reported as both a revenue and an expense in the Operating Fund.

The Museum rents the building at 690 Sherbrooke Street West from McGill University for a period of 99 years ending in the year 2086. The rent is $1 per annum.

Volunteers contribute numerous hours per year to the Museum to help it carry out its service delivery activities. Due to the difficulty of determining their fair value, these contributed services are not recognized in the financial statements.

Capital assets

Purchased capital assets are recorded at cost. Contributed capital assets are recorded at fair value at the date of contribution. Amortization expense is reported in the Capital Assets Fund and is calculated on a straight-line basis over the estimated useful lives of the assets as follows:

Computer equipment	5 years
Furniture and fixtures	8 years
Automotive equipment	8 years
Leasehold improvements	10 years
Building	25 years

The land and building on Saint-Antoine Street were donated to the Museum. In the event that the Museum were to sell the land and building, the proceeds would be returned to the donor.

Collection

The collection consists of items and artifacts relating to Canadian history. The majority of these items are held as part of a custodial agreement between McGill University and the Museum whereby the University conferred upon the Museum the custody and care of its collection.

Due to the difficulty in determining fair value, the assets of the collection are not recognized in the Museum's balance sheet.

Additions to the collection received from gifts in kind are not reflected in the financial statements. The estimated fair value of such items received in the year is $560,626 ($399,273 in 1999).

Cash contributions received for the purchase of items for the Museum's collection are recognized in revenue when received. Actual purchases of collection items are expensed as incurred and amounted to $40,939 (nil in 1999).

Inventory

Inventory of goods held for resale are valued at the lower of cost and net realizable value.

3. Restrictions on fund balances

Major categories of externally imposed restrictions on net assets are as follows:

	2000	1999
	$	$
Endowment, the income from which is internally restricted for use as a bursary	**11,625**	11,625
Restricted for acquisitions	**8,385**	3,899
	20,010	15,524

The internally restricted fund balance consists entirely of the accumulated income generated from the endowment less accumulated bursaries paid out.

4. Interfund transfers

Acquisitions in the Capital Assets Fund were financed by transfers from the Operating Fund in the amount of $103,489. Of this amount, $30,814 reflects purchases in the current year and $72,675 in prior years.

5. Capital assets

	2000			1999
	Cost	**Accumulated Amortization**	Net Book Value	Net Book Value
	$	**$**	$	$
Computer equipment	**927,748**	**776,408**	**151,340**	125,327
Furniture and fixtures	**1,672,307**	**1,585,206**	**87,101**	135,852
Automotive equipment	**47,147**	**47,147**	**-**	-
Leasehold improvements	**1,159,499**	**301,273**	**858,226**	445,321
Building	**1,123,500**	**314,580**	**808,920**	853,860
Land	**114,000**	**-**	**114,000**	114,000
	5,044,201	**3,024,614**	**2,019,587**	1,674,360

6. Long-term debt

	2000 $	1999 $
Bank loan at 8.47%, amortized over 15 years, due March 31, 2002, and secured by a grant receivable of $1,750,980 (1999 - $1,896,895) from the Government of Quebec, advanced on the same basis as the repayment of principal and interest	**1,750,980**	1,896 895
Current portion	**145,915**	145,915
	1,605,065	1,750,980

At the time of the grant, the proceeds were allocated according to their use for operations or capital asset acquisitions. As a result, 35% of the debt and corresponding grant receivable are accounted for in the Operating Fund and 65% is accounted for in the Capital Assets Fund.

Principal payments required for each of the forthcoming years are as follows:

	$
2001	145,915
2002	1,605,065

7. Deferred contributions

Deferred contributions in the Capital Assets Fund include the unamortized portions of restricted contributions for the purchase of capital assets. The deferred contributions are brought into income on the same basis as the capital assets purchased are being amortized.

The activity for the year in the deferred contributions balance is as follows:

	2000 $	1999 $
Opening balance	**199,964**	-
Multi-purpose room and other capital funding contributions received	**635,129**	222,182
Amount amortized to revenue	**(95,911)**	(22,218)
Closing balance	**739,182**	199,964

8. Comparative figures

Certain figures for 1999 have been reclassified in order to conform with the presentation adopted in the current year.

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(to September 14, 1999)

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The Hay Foundation
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(to March 31, 2000)

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