



# To the Museum!

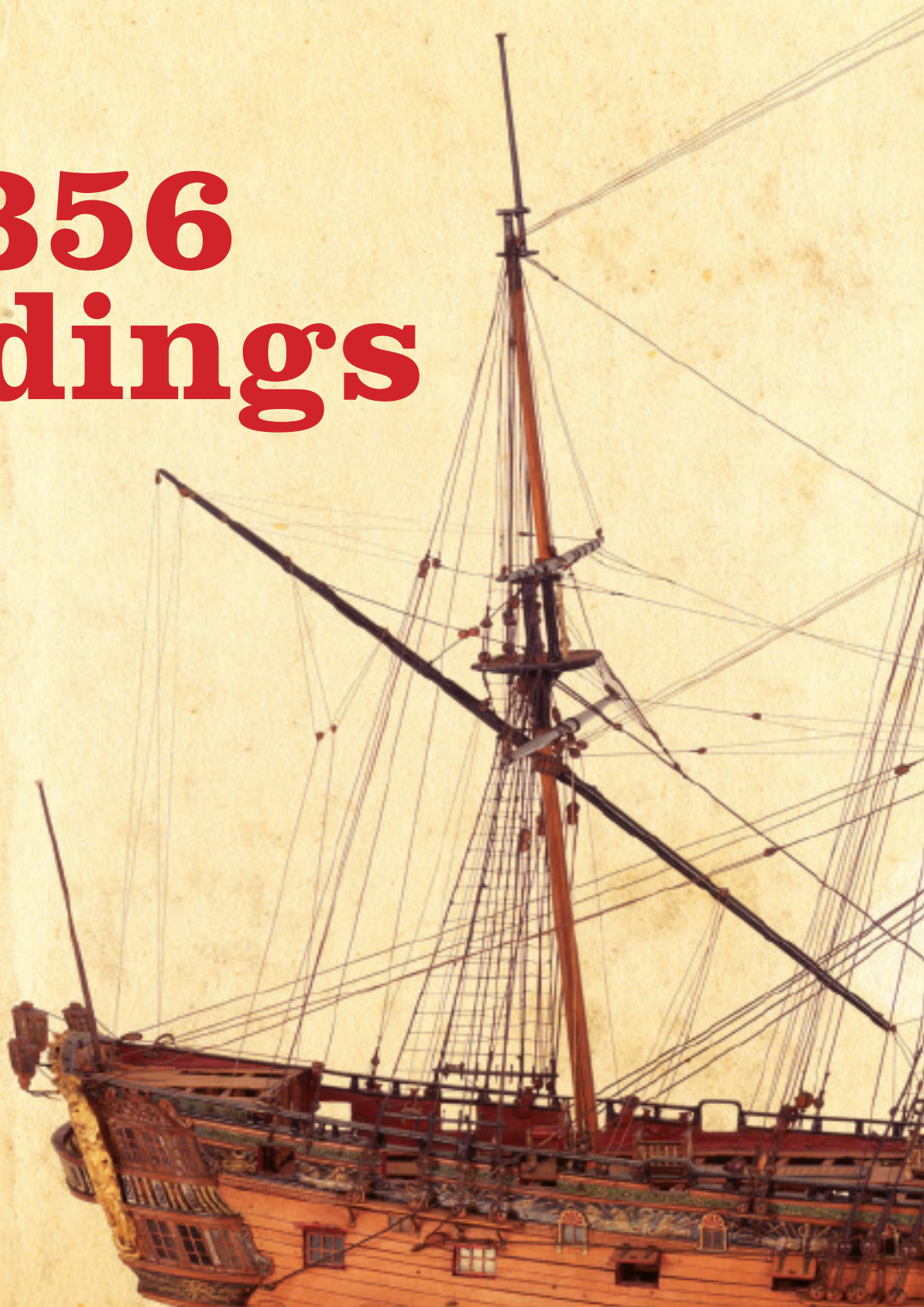
In 2009, Pointe-à-Callière was truly taken by storm! No less than 400,356 visitors made their way through its doors, including many young parents and children seeking to climb aboard the "Pointe-à-Corsaire"—moored in the temporary exhibition room—to meet the Pirates, Privateers and Freebooters of yesteryear.

POINTE-À-CALLIÈRE

Montréal Museum of Archaeology and History

ANNUAL REPORT 09

# 400,356 boardings



POINTE-À-CALLIÈRE

Montréal Museum of  
Archaeology and History

Montréal 

**MONTRÉAL MUSEUM OF ARCHAEOLOGY AND HISTORY**

**POINTE-À-CALLIÈRE**

**ANNUAL REPORT**

**09**

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# An exceptional year

MESSAGE FROM THE CHAIR OF THE BOARD OF THE SOCIÉTÉ DU MUSÉE

I have the pleasure of presenting herein the results of a red-letter year for Pointe-à-Callière, the Montréal Museum of Archaeology and History. Indeed, in 2009, our Museum enjoyed its highest level of attendance in history: 400,356 visitors, an increase of 23% over 2008, despite the difficult economic situation and a decrease in foreign tourism.

The splendid pre-Columbian artefacts presented in the temporary exhibition *Costa Rica, Land of Wonders* drew a great number of visitors. Then, with the temporary exhibition *Pirates, Privateers and Freebooters*, Pointe-à-Callière was literally stormed: young families, tourists, school groups—all wanted to climb aboard the “Pointe-à-Corsaire” to explore the fascinating and turbulent history of the pirates and privateers of the Caribbean and the St. Lawrence.

We must also mention the revitalization of the permanent exhibition in the basement of the Éperon building, through an inspired and enlightening enhancement of the authentic remains of the Royal Insurance Company Building, and new knowledge about the early days of Montréal acquired through discoveries made during the eighth season of the Archaeological Field School, in a partnership with the Université de Montréal and in collaboration with Concordia University. Our collections also experienced a banner year, with donations of great value. And there is so much more I could mention.

An exceptional year, therefore, that was also a year of intense preparation for the one ahead, which will bring us a new, immersive and multisensory multimedia show. Several elements of this annual report, for that matter, show that new technologies are playing an ever-increasing role in the Museum's achievements. A desire to stay anchored in the present and to look to the future that has guided it since its very beginnings, and to which it intends to continue to subscribe.

On the financial level, very close management by the administration and by personnel as a whole, along with excellent box office performance, and the essential support of our funding bodies and partners, allowed the Société du Musée to end the year with a balanced budget for the operating fund. Pointe-à-Callière nevertheless remains in a vulnerable financial position, and the past year once again underlined the urgency and relevance of getting the expansion project under way.

For the time being, I would like to sincerely thank the administrators of the Société and the Foundation, the Executive Director who continues to steer the ship with vision and an infectious energy, her wonderful team, and the many granting agencies, partners, and collaborators who, in a thousand ways, help the Museum achieve its mission. See you in 2010!



A handwritten signature in dark ink, which appears to read 'Sophie Brochu'.

Sophie Brochu

# Adventure, straight ahead!

## MESSAGE FROM THE EXECUTIVE DIRECTOR



What a pleasure it is to invite you to re-live 2009! After the success of *Costa Rica, Land of Wonders*, the temporary exhibition *Pirates, Privateers and Freebooters* set our clients' hearts afire. Never before had the Museum drawn so many young families. Many even returned to see the exhibition again!

The idea of putting an almost-life-sized pirate ship in our temporary exhibition room and presenting such an exhibition for a record period of seven months—in which to set off on a discovery of the pirates, privateers, and freebooters that sailed the St. Lawrence or the turquoise waters of the West Indies—was certainly a doubly ambitious one. However, through the collaboration of several organizations and individuals, the challenge was met, including with school clienteles, for which there was an unequalled 23% increase in attendance. Our cultural activities also drew crowds: Place Royale vibrated to the sound of boat horns and sea chanteys at the Port Symphonies, and tens of thousands of happy encounters took place during the Cultural Feast and the 18<sup>th</sup>-Century Public Market.

Pirates therefore had a hand in a large part of our programming. But we must not forget the work accomplished on several other fronts. The remains of the Éperon building benefitted from a magnificent redevelopment, and an interactive touchscreen now provides an opportunity to experience the Royal Insurance Company Building like never before. 3D measurement now allows for precise, continuous monitoring of the irreplaceable remains preserved within the Museum. No less than five new, fun and educational interactive games have been put online to raise young people's awareness of archaeology and of major eras of Montréal's past. They can be accessed free of charge, much like the fact sheets and study guides that teachers can now use to help their students to benefit more than ever from the activity programmes offered to elementary and high schools.

The Museum also has an ever-increasing web presence. I invite you to visit [pacmuseum.qc.ca](http://pacmuseum.qc.ca) to view another 2009 achievement: a documentary on the challenges involved in the construction of Pointe-à-Callière. What a road we have travelled since our inauguration in 1992, thanks to all of those who support us: administrators and committee members at the Société and the Foundation, granting agencies, partners, sponsors, collaborators, Friends, volunteers, and, of course, the incredible crew I have the privilege of leading.

To one and all, a sincere thanks. And an excellent voyage through these pages on board the Pointe-à... Callière!

A handwritten signature in dark ink that reads "Lelièvre". The signature is fluid and cursive, with a large initial "L".

Francine Lelièvre



THE SOCIÉTÉ DU MUSÉE D'ARCHÉOLOGIE  
ET D'HISTOIRE DE MONTRÉAL

# Pointe-à-Callière



From left to right:  
Diane Giard,  
Helen Fotopoulos,  
Georges Coulombe,  
Stéphanie Kennan,  
Gordon McIvor,  
Sophie Brochu,  
Francine Lelièvre,  
Jacques Parisien  
and Claude Morin.

## Mission

Since its inauguration on May 17, 1992, Pointe-à-Callière, the Montréal Museum of Archaeology and History, has had a mission to foster increased awareness and appreciation of the Montréal of yesterday and today through education, conservation, and research activities revolving around Montréal's archaeological and historical heritage, in addition to building ties with regional, national, and international networks in these fields, for the benefit of the public.

An independent non-profit corporation, the Société du Musée d'archéologie et d'histoire de Montréal, Pointe-à-Callière, ensures that the mission is carried out, and oversees the institution's orientations, policies, and management. Its Board of Trustees is made up of fifteen members representing the City of Montréal, private enterprise, and various Montréal institutions, communities, and families.

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# Site

## Pointe-à-Callière: Birthplace of a metropolis

Rising above authentic remains of Montréal's birthplace, and the only major museum in Canada devoted to archaeology, **Pointe-à-Callière, the Montréal Museum of Archaeology and History** celebrates local and international historical and archaeological heritage through permanent and temporary exhibitions, publications, conferences, lectures, and a wide range of educational and cultural activities. The Museum is also a very active research institution, thanks to its **Archaeological Field School** whose work, at 214 Place D'Youville, has brought to light the remains of Governor de Callière's Residence (1695 – 1765) and, farther below, traces of Fort Ville-Marie (1642 – 1683), built by Paul de Chomedey de Maisonneuve, Jeanne Mance, and their companions in the colony's very first days. There are **plans to expand** and showcase these remains, along with those of the Parliament of the United Province of Canada—once housed in St. Ann's Market—, and the collector sewer in the bed of the former Little Saint-Pierre River, also hidden beneath Place D'Youville.



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# Preserving and Sharing

## POINTE-À-CALLIÈRE'S ARCHAEOLOGICAL FIELD SCHOOL: ANOTHER FRUITFUL SUMMER

The eighth season of Pointe-à-Callière's Archaeological Field School, at 214 Place D'Youville, allowed a team of professional archaeologists and student interns from the Université de Montréal and Concordia University to explore an additional area of 24 square-metres over a five-week period. The six units that were excavated showed the presence of well-preserved archaeological strata—over 3 metres deep in some cases—, documenting the seven phases in the site's occupation sequence, notably allowing us to better understand the spatial organization of Fort Ville-Marie, built by the founders of Montréal.

### Period I. **Before 1642**

#### *Prehistoric and early historic occupations*

Some cut stone fragments and Native potsherds were added to the previously discovered prehistoric material. However, all in all, little prehistoric material has been found on the site: the tip of Pointe à Callière was occupied very infrequently by Natives during prehistoric times, as they apparently preferred to settle on the other shore of the Little River at that time, mainly in the Place Royale sector. The situation appears to have changed considerably in the historic period. Numerous objects (glass beads, metal projectile heads, Jesuit rings, pipes) indicate a regular Native presence on the site during the 17<sup>th</sup> century. This underscores the important role played by Natives during the Montréal colony's first decades of existence, and points to their co-existence with Europeans within the fort.

### Period II. **1642-1688**

#### *Fort Ville-Marie and the period immediately after it was abandoned*

The entire sector studied shows a continuous line of structures that were part of the fort. Of note are the discovery of a masonry structure and the remains of a fence that separated two zones of activity: to the north is a path (few traces of occupancy); to the south is some rough stone pavement and ground turned reddish by deposits of ferrous oxides, possibly debris from iron ore, as the remains of a forge have been observed nearby. A mound of household garbage, and a broad area with discarded bones and ashes also provided a number of artefacts.

### Period III. **1688-1765**

#### *Governor Louis-Hector de Callière's Residence*

The team once again observed the large amount of fill dumped when Callière's estate was created, and the upper layer of organic sediment that constitutes the occupied surface—deposits providing a rich and varied lot of artefacts.

### Period IV. **1765-1805**

#### *Occupation of Callière's Estate*

The digs revealed the presence of a wooden building apparently erected after the fire that destroyed Callière's residence in 1765. Abundant scraps of birch bark suggest that it was a workshop used to make or repair canoes, and that it was part of the holdings of the Labrosse family, who owned the property between 1746 and 1792, and who were involved in the fur trade.

### Period V. **1805-1842**

#### *Division of the estate and first commercial buildings (Dunlop)*

### Period VI. **1842-1879**

#### *Second generation of commercial buildings (Gillespie)*

The digs once again allowed us to observe evidence of periods during which the land was raised.

### Period VII. **1879 to today**

#### *Third generation of commercial buildings (H. B. Smith and Townsend)*

The continued investigation of the shed erected in 1879 allowed us to document the changes made to the structure of the building, including the replacement of its original foundations (posts) in 1894 by low stone walls resting on a footing of coarse concrete.

### **Another partnered training effort**

Students of the Université de Montréal took advantage of the remains visible at Pointe-à-Callière to further their training as part of archaeologist Brad Loewen's course "Méthode en archéologie historique."

digs



**Open House Day.** On Sunday, May 31, archaeologists and students from the Université de Montréal gave the general public a chance to visit the Archaeological Field School site.



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1. Native artefacts.  
2. Stone masonry structure discovered in the northern portion. A very similar structure was found in the southern portion in 2006. Both were no doubt part of a structure whose function remains to be determined.  
3. Fragments from a common ceramic vessel produced in the Saintonge region in the 17<sup>th</sup> century were found.  
4. In the northern section of the site.  
5. Artefacts being examined.  
6. Université de Montréal students observe the remains during a workshop.





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- 1. 3D scanning of the remains is under way.
- 2. Detail of Nicolas Sollogoub's glass wall.
- 3. A glimpse of the work by Thomas Jefferys (1760).
- 4. During the Archéo-Québec Forum.

## NEW TECHNOLOGIES SERVING THE REMAINS

### A conservation plan with a monitoring program

Since the Museum opened (1992), its *in situ* remains have been exposed to seasonal or accidental ground water variations and to conditions related to making the spaces accessible to the public (air-conditioning, heating, the traffic of millions of visitors). As early as 1991, a conservation plan had been drawn up to guide the actions required to ensure the longevity and development of these irreplaceable material traces. The time had come to update these measures. The pilot study that was drafted takes advantage of evolving technology by planning for the implementation of a monitoring program to continuously and systematically collect a wealth of data about the immovable and movable remains: temperature and humidity at strategic locations, development of visible and hidden sections, monthly reports, etc. The Museum will thereby be able to quickly and precisely locate and identify any and all causes liable to affect the integrity of one of the remains, and to record the environmental context and any anomaly on report forms. Exhibited artefacts will also be subject to the same type of controls.

### The remains undergo laser scanning

The Museum carried out a 3D scan of the remains in the Multimedia Room, in the basement of the Éperon building, and in the archaeological crypt. These survey records will allow us to follow the evolution of the remains very closely, and to produce detailed blueprints, classified by era, so that we may build models for interpretation and presentation.

## A BANNER YEAR FOR OUR COLLECTIONS



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### Donations of great value

The Collections Development Committee accepted over 170 donations offered for the ethnohistorical collection. Among them were rare books, including 39 volumes of Diderot and Alembert's *Encyclopédie* from 1781, and *The Natural and Civil History of the French Dominions in North and South America*, by Thomas Jefferys (1760), which deals with the end of the French regime; and six ancient maps of eastern North America in the 18<sup>th</sup> century, from the Italian Atlas *Atlante Novissimo* by Antonio Zatta (1775 – 1785), in colour and in perfect condition. We must also mention an impressive work by Nicolas Sollogoub: a 16-panel coloured glass wall (6 m by 1.5 m in total), showing a highly detailed representation of the signing of the Great Peace of Montréal in 1701, and which will be incorporated into an upcoming permanent exhibition. The descriptive records of the accepted objects have been submitted to Artefacts Canada and Info-Muse. Also of note is the creation of a database for the collection of rare books, a revision of the Collections Management Policy and acquisition process, various improvements to the reorganizing of artefacts at the Mariner's House, and the storage of exhibition furniture.



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**The Documentation Centre**, in addition to handling acquisitions and carrying out research needed for the Museum's projects, continues to be frequented by researchers, journalists, teachers, and students. The archivist has continued to revise the conservation calendar and to define archive storage instructions so as to ensure optimal conservation conditions and to facilitate processing. The valuable collaboration of a librarian and five volunteers allowed for the Museum's rare books and posters to be inventoried, and for image files to be sorted and categorized. We must once again mention the donation of storage equipment from UQAM's Library Department.

## HOSTING OF THE ARCHÉO-QUÉBEC FORUM

On November 19 and 20, Pointe-à-Callière welcomed 85 specialists during the Archéo-Québec Forum, which this year centred on the theme "La mise en valeur de l'archéologie, évolution et perspectives d'avenir." Sophie Limoges, Director of Conservation and Public Programs and President of Archéo-Québec, co-hosted, with archaeologist Pierre Desrosiers, the workshop "Regards critiques sur la mise en valeur du patrimoine archéologique" and presented "Archéo-Québec, 10 ans d'archéologie accessible et vivante, bilan et projets d'avenir." Louise Pothier, Director of Exhibitions and Technology, for her part, presented "Technologies et interprétation *in situ*: un mariage heureux?" Discussions were rich and productive.



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### Other lectures, articles, or interviews

- > **Francine Lelièvre**, Executive Director "150 ans de présence à Québec: Histoire du Consulat général de France (1859-2009)," Conference on the 150<sup>th</sup> anniversary of the Consulate General of France in Québec City, Québec, September 8. "Positionnement et développement stratégique d'un Musée – Nouveaux projets d'agrandissement," Société des musées québécois Annual Congress, Québec, October 16.
- Christine Conciatori** and **Éric Major** Hosts, "Noël traditionnel au Québec," Radio Ville-Marie, "L'Histoire" program, December 11. **Éric Major** "The first culinary contacts between Natives and Europeans in Canada," *The Recruit*, Vol. 15, No. 1. "Dining with Long John Silver," *The Recruit*, Vol. 15, No. 2. "Cider, sublime apple nectar..." *The Recruit*, Vol. 15, No. 3. Capsules historiques, *Parcours*, Vol. 14, No. 2.
- Louise Pothier** "L'archéologie québécoise: une rétrospective," *Cap-aux-Diamants*, No. 100, December.



**5** ICI - HERE  
1642-1992

Le Berceau de Montréal

« Découvert par le Pape même Saint Pierre et le Saint Laurent, le point à Collège est bel et bien le berceau de Montréal. En 1642, Champlain le fait ériger et projette de construire une forteresse. En 1643, Nicolas s'y installe le fort à Ville Marie. En 1685, le gouverneur de Collège fait de son territoire. Au 19<sup>ème</sup> siècle, l'incendie qui détruit le quartier parisien de Montréal, l'incendie de la gare est relié aux sites historiques commencent à s'écrouler, fait le patrimoine-édifice.

Royal Insurance  
et ses ententes  
à ces endroits.  
Assurances,  
affaires y a été  
élevées  
à Montréal.



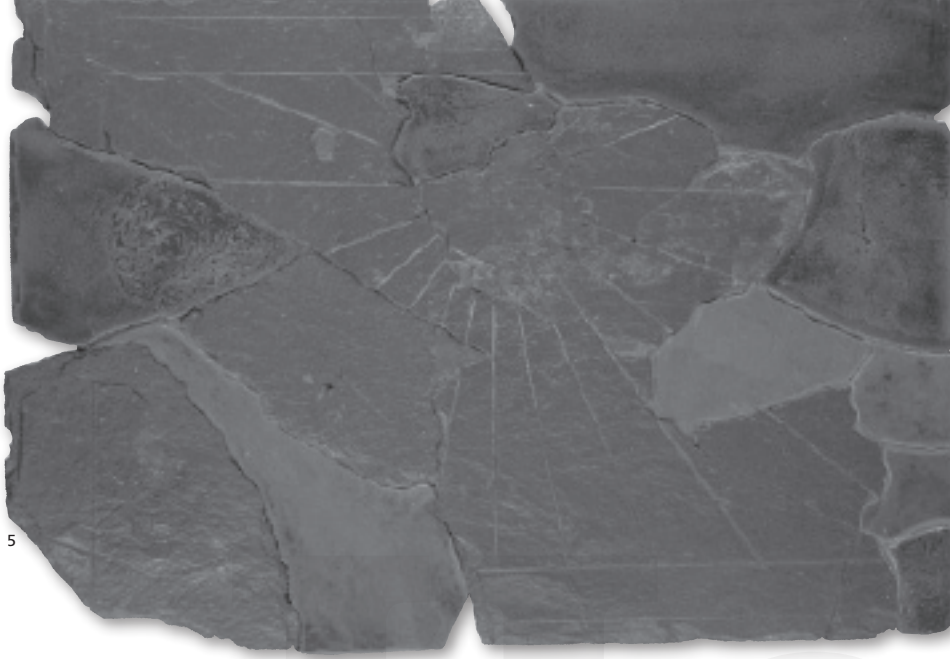
# Where Montréal Was Born

## Permanent Exhibition

Set in the cellars of the Saint St. Pierre Row and the Collège, the Point à Collège site is truly the cradle of Montréal. As early as 1642, Champlain had its land cleared and a fort built in a location that today is the site of the Point à Collège. In 1643, Champlain had Fort Ville Marie built on this spot. In 1685, Governor de Collège had his residence erected here. In the 19<sup>th</sup> century, the Point à Collège was a successful merchant suburb. The site of the point was used and different commercial buildings were built over several centuries. The current Royal Insurance building, the remains of which are all around you here. Today the Museum has an idea on how to safeguard the city's heritage.

1. One of the chrono thematic panels in the remains.
- 2, 3. The Royal Insurance building lives again on a touchscreen.
4. The showcase dedicated to the sundial discovered at the Archaeological Field School.
5. The sundial in question.
6. The conservation and presentation of the Royal Insurance tower's piles.





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## IN THE BASEMENT OF THE ÉPERON BUILDING: AN ENTIRELY NEW EXPERIENCE

The first phase of the revitalization of the permanent exhibition *Where Montréal Was Born* was completed in October. The new presentation of the remains in the basement of the Éperon building offers a richly sensory experience. Seven large chrono thematic panels were added, which, by situating visitors in time and space, impart an understanding of the transformation of both the site and the city. The section devoted to the Native presence on the site has been completely revised. In addition, a set of elements reveal the omnipresent remains of the Royal Insurance Company Building in an intelligible and beautiful way: a new lighting concept for the ancient walls, designed by Axel Morgenthaler; sober and eloquent signage describing the nature of the remains on site; and a large touchscreen allowing a virtual exploration of the building that passed on its triangular shape and tower to the Museum. **The Royal Insurance Company Building lives again** through an interactive installation that is as easily accessible as it is fascinating. By touching simple icons on a screen, visitors will see digital representations and archival images that make sense of the labyrinthine remains surrounding them. They can even “climb up” to the top of the ancient tower and discover, at the four cardinal points, many facets of Montréal of that era: the port (to the east), the Lachine Canal (to the west), the young city welcoming thousands of immigrants (to the north), and the rail networks linking Montréal to the United States (to the south). Also of note are the installation of UV filters in all of the windows, the inventory of artefacts, and the creation of checklists. So much work carried out thanks to Québec’s Ministère de la Culture, des Communications et de la Condition féminine’s program for the renewal of permanent exhibitions.



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### **Award of Outstanding Achievement**

› *Preservation of the Foundation Piles – A Vestige of the former Royal Insurance Company Building* earned Pointe-à-Callière a 2009 **Award of Outstanding Achievement from the Canadian Museums Association (CMA)** in the Conservation category. This project was carried out in a partnership with the Centre de conservation du Québec as part of the Entente MCCCCQ-Ville.

## A SUNDIAL IN THE SPOTLIGHT

An exceptional discovery! On April 18, as part of the UNESCO-ICOMOS International Day for Monuments and Sites on the theme of “Heritage and Science,” and as part of the International Year of Astronomy, a showcase was inaugurated in the *Where Montréal Was Born* exhibition, presenting the 17<sup>th</sup> century sundial unearthed, fragment by fragment, at 214 Place D’Youville. A press conference—with André Bergeron, conservator at the Centre de conservation du Québec, and André E. Bouchard, a gnomonist and President of the Commission des Cadres solaires du Québec—allowed the media to learn more about what may be the first sundial to be built in Montréal, or its preliminary draft. Louise Pothier, for her part, offered a public lecture entitled “Le cadran solaire trouvé sur le lieu de fondation de Montréal: un fascinant casse-tête archéologique.” This discovery also drew the attention of specialized international journalists, resulting in coverage in the European magazine *Archeologia*.

## Families and children first!

# Pirates,

PRIVATEERS AND FREEBOOTERS

### A temporary exhibition that won over parents and their little shipmates

An original and interactive exhibition, designed especially for young families, allowed a record number of visitors to explore the history of the pirates, privateers, and freebooters who prowled the eastern seaboard of North America and the Caribbean from the 16<sup>th</sup> to the 19<sup>th</sup> centuries. Since the Museum chose to integrate museography with content as much as possible, parents and children were given the opportunity to climb aboard the *Pointe-à-Corsaire* to explore the subject matter at full sail! Housing a full ship (almost) in the temporary exhibition room was an ambitious gamble... but one that indisputably paid off: we had to deal with line-ups, especially on weekends. The exhibition was extended for a week, even though it had been running for a record seven months—another first.

Over 165 objects on loan from Canadian museums and the Musée national de la Marine, in Paris, provided some insight into life aboard a pirate ship, and to what motivated these adventurers of the high seas. Weapons ready to be loaded, megaphones, surgeons' tools, the cook's equipment, navigation instruments, figureheads, pirates' booty, objects related to Canadian piracy or to research carried out on Oak Island (a possible Canadian treasure island), manuscripts, etc.

Everything possible was done to ensure that "passengers" could fully experience the adventure. At the entrance, the smell of wood hit the nostrils, and the sounds of waves and birds filled the air. Through clever lighting, the floor was transformed into a roiling turquoise sea. Large sailing ships appeared on walls that had become the sky and horizon. A treasure island dripping with Spanish doubloons and jewels brought to mind the imagery we often associate with pirate life, which, in reality, could be quite miserable. There was also excitement to be found on board the ship. On the mainsail, excerpts of films brought to life pirate myths as seen by the Hollywood of yesteryear, and legendary pirates haunted the deck: Blackbeard, John Rackam, Sir Henry Morgan, Bartholomew Roberts, William Kidd, not to mention the fearsome Anne Bonny and Mary Read.

Visitors were invited to muster the crew and climb aboard. Navigation, which began calmly enough, became more and more choppy as it came time to board. In so doing, visitors got to explore the various areas of the ship, from the storeroom to the captain's quarters, filled with portraits of famous privateers, like the Canadian Pierre Le Moyne d'Iberville. Along the way were thousands of items of information about food, illnesses and their cures, rules of command and of the sharing of goods, combat strategies, torture, and punishment... The conclusion reminded visitors that piracy is still very much alive in certain parts of the world today. A captivating setting, peppered with humour and based on the knowledge acquired by specialists on the history of piracy and privateers, including those who once sailed the St. Lawrence.

Interactivity also played a role as never before, with West Indian recipes to acquire by "pulling up a plate" at a port of call, scent boxes inviting visitors to identify various spices and coffee, a quiz whose answers could be found on board the ship, a touchscreen dedicated to famous and not-so-famous pirates and privateers, a pirate flag matching game, remote lighting of a condemned man's gallows, pullbacks concealed in the ship's rail, sliding panels revealing background on a pirate's life... All in all, a fantastic adventure that the Museum and mobs of shipmates will remember for a long time to come!

**A very popular interpretive tour.** A record number of elementary school and high school students immersed themselves in the daily lives of pirates and privateers. Their mission: to enlist on the *Pointe-à-Corsaire* by signing the muster roll and the charter party, and to pursue enemies of the King, while living a rough and tumble daily life, gathering and sharing their booty. On Sundays, a workshop for children was offered to the general public. Also of note, as of June 25, were pirate-themed activities for children from day camps.

**Inventive communications and marketing.** New methods of promotion allowed us to effectively reach out to families. In addition to a targeted print ad, three 30-second television spots were broadcast on VrakTélé, Radio-Canada, and Historia. The campaign also included posters, banners, and backlites in the Métro, as well as increased advertising on the web (including at Cyberpresse and Météomédia). The exhibition's longer run allowed for several waves of posterage, resulting in increased retention.





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- 1. Spanish coins.
- 2. A parrot sometimes went along on the trip.
- 3. View from the deck of the *Pointe-à-Corsaire*.
- 4. An almost continuous flow of visitors.
- 5. A young pirate takes a break.



### Irresistible related products

- A company called Entre-Peaux recycled the *Pirates* banners after use, turning them into exclusive bags, available in three styles at the Museum Gift Shop.
- A chocolate jigsaw puzzle was created in the likeness of the exhibition's artwork, allowing the purchaser to bite down into it without fear of reproach from the dread Blackbeard.

**A record number of Belles Soirées.** As part of the *Pirates, corsaires et flibustiers* series of the Université de Montréal's Les Belles Soirées, five specialists presented a variety of facets of this wide-ranging subject—a record number of lectures relating to an exhibition at the Museum. Historian Shawn Ancil presented “La guerre britannique contre la piraterie internationale, 1695-1725;” Réal Ouellet, retired tenured professor in the Department of Literature at Université Laval: “Le mythe du flibustier;” Caroline Lantagne, historian: “Corsaires et pirates au cœur du Saint-Laurent, XVII<sup>e</sup> et XVIII<sup>e</sup> siècles;” Charles Dagneau, maritime archaeologist in the subaquatic archaeology department, Parks Canada: “L’archéologie subaquatique des navires corsaires du XVIII<sup>e</sup> siècle;” and Philippe Kauffman, consultant specializing in the maritime field: “Pirates du XXI<sup>e</sup> siècle.”

## IN THE WAKE OF THE POINTE-À-CORSAIRE

February 28, from 8 pm to 3 am

### **The All-Nighter at sea**

In a partnership with the Montréal High Lights Festival and Spectra, the *Montréal All-Nighter* gave 4,000 people free access to the multimedia show, to most spaces in the Museum, and, in the archaeological crypt, to tales of pirates, privateers, and freebooters as told by storytellers Louis-Philippe Métail and Steve Bernier. Before entering, night owls could enjoy a stick of maple taffy, warm up to the sounds of sugar shack tunes, and view the historical slide show projected onto the north face of the Museum.



Sundays, March 1<sup>st</sup> and 8, starting at 1:30 pm

### **Pointe-à-Callière's Port Symphonies, 15<sup>th</sup> edition!**

At this popular wintertime activity that brings Old Montréal to life with the sounds of boat horns and train whistles, *The Spicy Sounds of a Privateer's Horn*, by composer Bernard Falaise, took the crowd through an imaginary episode in the life of a privateer. Musical Advisor Michel Frigon also lent a hand. Before the port symphony began, the five musicians of Les Murènes—Croquevice, Captain Jean-Baptiste Dutillac, Jacques la Taupe, Muget, and Cuistomako, dressed as 18<sup>th</sup> century pirates and privateers—lent their warm, deep voices to rum- and sea-soaked chanteys. No less than 10,000 people attended this free outdoor activity. Despite the cold, smiles and the sun shone brightly—and many people took advantage of the promotion we offered: free admission for a person accompanying the purchaser of a regular priced adult ticket. Media coverage was excellent.

May 31, 2009

### **On Montréal Museums Day**

No less than 6,637 Montrealers took advantage of this day organized by the Board of Montréal Museum Directors (BMMD) to visit Pointe-à-Callière and discover its multimedia show and permanent exhibitions free of charge, and to visit the temporary exhibition, *Pirates, Privateers and Freebooters*, at a reduced rate.



- 1. Products derived from the likeness of Blackbeard.
- 2. A slipstream... of visitors.
- 3, 4. At the Port Symphonies.
- 5, 6, 7. At the Cultural Feast.



5



6

## Two other events from which pirates wouldn't shy away!

Saturday and Sunday, May 30 and 31  
**Pointe-à-Callière's Cultural Feast**

This free outdoor activity for the whole family—at which Pointe-à-Callière establishes a true “crossroads of cultures”—offered Montrealers and tourists an excellent showcase for the richness and plurality of Montréal's various communities. Approximately 40,000 people made their way through some fifty kiosks that turned Place Royale and Place D'Youville into a large and colourful gourmet spectacle! Activities, musical performances, traditional culinary products, games, and encounters between Montrealers of every origin... it made for quite a festive ambience. Many restaurants were also actively involved. A tent hosted chefs who gave demonstrations presented by a master of ceremonies, while nearby counters offered their specialties—a gathering that allowed visitors to truly get a flavour of the diversity of cuisines before making their choice and enjoying it on a terrace. Children were also a big part of the festivities: they could attend a percussion workshop, make an African gris-gris... and play pirate (with supervision)! Performances took place in Place Royale, on a children's stage, and on a small stage at the corner of Saint-Paul Street. Old Montréal merchants and restaurants also took part in this joyous expression of culinary heritage.

### For young pirates

➤ In keeping with the spirit of the temporary exhibition, a specially reserved space for children was set up in which they could take part in a treasure hunt and play chef's assistant by helping a demanding prankster cook prepare a big salmagundi—an astonishing hodgepodge of turtle, pigeon, beef, mangos, raisins, and other secret ingredients. Both activities were great successes! Children could also get their faces painted and make their own badges. The very young had some fun trying their hand at pirate deep-sea fishing. Pirate tales and stories of their culinary traditions were presented on the children's stage.

7





1

Saturday and Sunday, August 29 and 30  
**The 18<sup>th</sup>-Century Public Market**

This great celebration, which transports Montrealers back to the time of Montréal's very first public market, once again brought together farmers, craftspeople, and historical characters, to the great joy of the 50,000 people who attended the event. Though the rain on Saturday did slow things down somewhat, the great weather on Sunday drew huge crowds!

The winds of the open sea, well known to pirates and freebooters, blew over the 16<sup>th</sup> edition, reminding us that Montréal is a port city. A caulker (who specializes in making ships watertight) and a rope maker demonstrated their know-how. At the Pointe's inn, visitors could listen to Les Murènes and Les Corsaires perform rip-roaring sea chanteys, while enjoying the products or spruce beer sold at the stalls. Another new activity: "Le Diable aux vaches – un conte de l'UPA," a tale created especially for the occasion and told by Ubert Sanspré.

All of the hustling and bustling activity that makes this event so popular and appealing was out in great force, with 45 stalls offering products from New France; craftspeople demonstrating and explaining their work; musicians, storytellers, villagers, a priest, noblemen, and soldiers strolling around the site; historical re-enactments: a thief locked in a pillory, artillery gun salutes, the La Sarre Regiment's military exercises and parade; workshops and demonstrations: quill pen writing (in collaboration with the Château Ramezay Museum), meal preparation at the military encampment, and clothes making... The Native encampment, for its part, recalled the fact that First Nations peoples also frequented Montréal and its market. Also of note were the music and tales presented on three stages; the Native and French stories told at La Boîte à chansons, the children's stage; and the contemporary zone called "Memories of New France," where partners and exhibitors showcased culture passed down from New France.



2

**For young pirates**

> Children took part in an exciting treasure hunt, played ship's mate by learning how to tie sailors' knots, prepared salmagundi, and listened to Privateer Louis talk about his plans. Champagne, the ship's carpenter, was also on hand at the event.



3

1, 2, 3. At the Public Market.  
 4, 5, 6, 7. The *Costa Rica, Land of Wonders* exhibition.  
 8. The *St. Lawrence Iroquoians, Corn People* exhibition.



4



5

## Other temporary exhibitions

Until April 19

### **Costa Rica, Land of Wonders**

The *Costa Rica, Land of Wonders* exhibition, produced through a partnership with the Museo Nacional de Costa Rica, in San José, gave the Canadian public an opportunity to admire pre-Columbian stone, jade, gold, and ceramic treasures showcasing two millennia of history.

Guided tours in Spanish, offered on Sundays, March 29 and April 19, proved to be very popular. Montréal Spanish-language media including *La Voz*, as well as Costa Rican media such as *La Republica*, and South American media including Argentina's *Página 12*, mentioned the exhibition. A bilingual exhibition catalogue—in French and Spanish—was published, another first for the Museum. The Université de Montréal also offered two lectures on the subject in its *Les Belles Soirées* series. Claude Chapdelaine, an archaeologist and professor in the Anthropology Department at the Université de Montréal, gave a lecture entitled “Le Costa Rica précolombien: complexité sociale et prouesses artistiques,” and Victor Pimentel, an archaeologist at the Montréal Museum of Fine Arts presented “Jade et or: symbolique et pouvoir dans le Costa Rica précolombien.”

The exhibition then made its way to Costa Rica to be presented in a new exhibition room at the Museo Nacional. Pointe-à-Callière is delighted to have highlighted Costa Rica's rich archaeological heritage, which is just as remarkable but much less known than its biodiversity. In fact, in its “Mot de science” column, *Québec Science* magazine highlighted our use of the term “archeodiversity,” which we proposed to visitors to express this fact.

### **The St. Lawrence Iroquoians, Corn People: the tour continues**

This exhibition, which was first presented at Pointe-à-Callière (2006), continues to introduce museum-goers to the culture of this people who were the first to live on and cultivate the shores of the St. Lawrence. Presented until January 23 at the Museum of Ontario Archaeology, in London (Ontario), the exhibition then travelled to the Musée des Abénakis in Odanak, from May 30 to December 21. Its continued journey has been confirmed.

### *France – New France: Birth of a French People in North America*

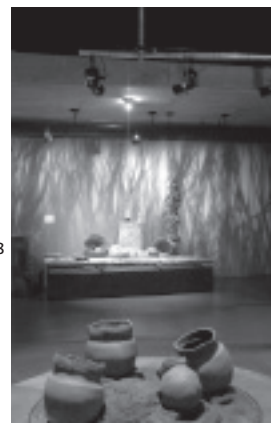
**A w a r d** > The temporary exhibition earned the Museum an **honorary mention from the American Association of Museums**, at the organization's 21<sup>st</sup> Annual Excellence in Exhibition Competition.

### **A special partnership**

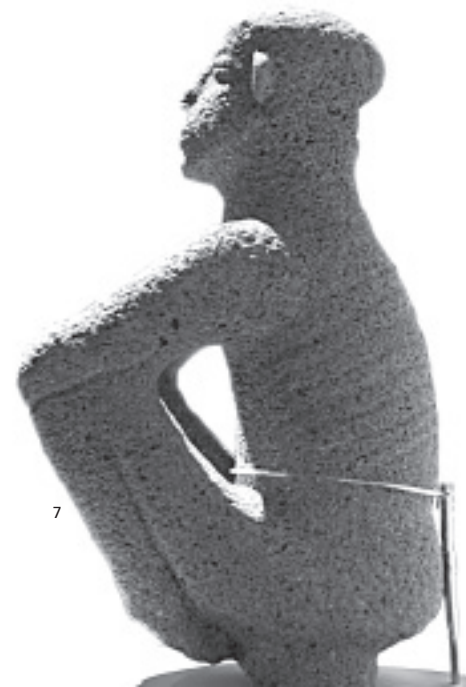
The Museum took part in the commemoration of the 375<sup>th</sup> anniversary of the founding of Trois-Rivières by Sieur de la Violette through a partnership with the Musée des arts et traditions populaires, in Trois-Rivières, in preparation for the presentation of an exhibition on French North American legends.



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## Just for kids?

ONLINE

### Helpful tools for teachers and students

So that elementary and high school students may take full advantage of their visit to Pointe-à-Callière, the Museum has developed downloadable fact sheets for teachers explaining the diversity of activities being offered, as well as study guides suggesting ways to prepare students for their visit and ways to further their newly acquired knowledge in class. These specially designed tools, produced and made available free of charge through the support of Canadian Heritage – Canadian Culture Online, were presented at the 47<sup>th</sup> congress of the Société des professeurs d'histoire du Québec. A newsletter, with a link to the Education section of the Museum's website, also made 500 teachers in the Greater Montréal region aware of these tools.

### Five more games!

Five interactive games were added to the six already offered on the Museum's website (Education section, Games tab). Easy to play and of brief duration, the games give students (and adults) a fun way to use elements of the school curriculum by taking part in various missions:

- *Iroquoians, 1350*: prepare a nourishing sagamité.
- *Fortifications, 1720*: assist the king's engineer who has been ordered to build better fortifications to protect Montréal, while making sure to stay within budget!
- *Marketplace, 1740*: identify the character that has lost a gold button in a market stall—this and many other discoveries await young investigators.
- *Smallpox Epidemic, 1885*: help Montréal's leaders eradicate this terrible disease.
- *Archaeological digs. Mission for an Apprentice Archaeologist*: get an introduction to the archaeology profession while identifying a major activity that took place on the site of Fort Ville-Marie.

### Tuesday, March 3 to Sunday, March 8 Family Break

During this very special week, parents and children of ages 4 to 12 were able to take the "Fleur-de-lis" tour through the permanent exhibition, using a fun tour booklet to guide their way. By taking up observational challenges indicated by fleurs-de-lis symbols, participants were able to help Louis, a young fur trader, find his lost marbles, while at the same time discovering the remains and artefacts from the French period for themselves. An activity offering family fun and interaction, included in the price of admission.

### From October 9 to November 1<sup>st</sup> Jack O'Lantern: Halloween at Pointe-à-Callière

Since 2001, this popular activity on the Celtic origins of Halloween has allowed youth of ages 4 to 10 to meet strange characters who return to haunt the archaeological remains in the month of October: Jack O'Lantern, a young Irishman wandering through purgatory with his turnip-lantern; the twins Rucht and Friucht; Madame Chipie, a superstitious, cat-like witch; and a Druid magician who knows the secret of light and courage. The 2009 edition saw a great increase in the young clientele (11%), with 4,220 visitors. The activity had to be extended by three days to meet the high demand from school and day care groups; it was also open to the public for two weekends.

### From November 25 to December 31 Who is the Real Santa Claus?

This theatrical tour includes four stops in the archaeological remains, where children get to meet different gift-givers, thereby learning about the Christmas traditions of various countries. Even though this year's pirates proved to be stiff competition for Saint Nicholas, Befana, St. Lucy, and Santa Claus, the activity was popular enough to require that we open the Museum on four Mondays, accept school groups on December 23, and extend its hours. Close to 3,600 young people took part, not counting those who attended with their families on weekends and during the holiday break.





6

## Other outreach activities

ONLINE

### Proceedings of the ICOM/CECA International Conference

The proceedings of the 2008 ICOM/CECA conference, held in Montréal in the fall with the theme of "Cultural Tourism: Trends and Strategies," and jointly organized by Pointe-à-Callière and the Montréal Science Centre, were launched in Iceland on the occasion of the 2009 event. The some 50 talks presented by experts from among the 220 participants can be found online at [montrealceca2008.org](http://montrealceca2008.org).

### A fascinating documentary on the making of the Museum

In 1989, the City of Montréal gave the Société immobilière du patrimoine architectural de Montréal (SIMPA) the mandate of creating a major institution that would help to breathe new life into Old Montréal. Twenty years later, the Museum produced a video, "Pointe-à-Callière, A Great Human Adventure," which it has posted online (and issued in limited quantities on DVD). In 14 minutes and 15 seconds, this documentary recalls the challenges of this unique and colossal construction site: no less than sixteen firms, each specializing in various areas of expertise, worked together so that this museum erected on the birthplace of Montréal could be inaugurated on the day of the city's 350<sup>th</sup> anniversary. The story is explored through archival footage and interviews with the key players involved: Francine Lelièvre, project director and today the Executive Director of the Museum; Dan S. Hanganu, architect and designer; Clément Demers, then Director of the SIMPA; and Sylvie Dufresne, Director of Research and Museology. A must-see at [pacmuseum.qc.ca](http://pacmuseum.qc.ca).



7

## Celebrating with others

From August 1<sup>st</sup> to 31<sup>st</sup>

### Archaeo Month

During Archaeo Month presented by the Archéo-Québec network, the Museum gave families the opportunity to take its "Fleur-de-lis" tour. Also, on August 29 and 30, during the 18<sup>th</sup>-Century Public Market, "The City Under the City – On the Trail of Fort Ville-Marie" enabled visitors to meet and speak with specialists from the Archaeological Field School; children also got an introduction to the archaeology profession by taking part in the "Budding Archaeologists" activity, a simulated archaeological dig led by an interpreter-guide.

Saturday and Sunday, September 26 and 27

### Montréal Architectural Heritage Campaign (MAHC) and the Journées de la culture

As part of the 2009 MAHC, organized by the City in collaboration with Héritage Montréal, the public was invited to take part in two free activities: an architectural tour of the Museum highlighting the challenges faced during its construction, and a presentation on the sundial discovered by the Archaeological Field School, followed by a demonstration of the workings of a sundial by André E. Bouchard, from the Commission des Cadres solaires du Québec.

### Lectures and a round table discussion

From February 7 to December 5, eight lectures were held at the Museum as part of the "History Saturdays" series, presented in partnership with the Société historique de Montréal. A round table discussion also took place under the auspices of the of the Société généalogique canadienne-française: "Les soldats de Montcalm (1756-1760)."

1. Some screens from the new online games.
2. At the *Jack O'Lantern* activity.
- 3, 4. At the *Who is the Real Santa Claus?* activity.
5. The 2008 ICOM/CECA homepage.
6. Cover of the DVD telling the story of the making of the Museum.
7. During Archeo Month, at the Public Market.

# A record year for Pointe-à-Callière

## Highest attendance in the Museum's history!

2009 saw record attendance, with 400,356 visitors. This was an increase of 23% compared to 2008. In June, July, and August, the very high number of parents with children in strollers required us to manage line-ups and revise the traffic flow in the exhibition room.

## PROMOTION

### Active communications and marketing

Throughout the year, an outdoor display window at Montréal's Centre Infotouriste, on Peel Street, featured the Museum and its current exhibition. New approaches by foreign media also proved to be fruitful. Of note, among others, was an online report about Pointe-à-Callière by New York's *Archaeology Magazine* ([www.archaeology.org/online/features/montreal/index.html](http://www.archaeology.org/online/features/montreal/index.html)).

### From Saturday to all weekend long

The "Weekends Below Zero" promotion, offering a percent discount on admission equivalent to the sub-zero temperature, was offered for the first time on Sundays in addition to Saturdays in January and February. The campaign saw an upswing, resulting in steady attendance during these two usually quiet months.

### Quiet on the set!

The team from the television series "L'Épicerie," including host Denis Gagné, came to visit the Cultural Feast. In addition, Charles Tisseyre, host of "Découverte," which also airs on Radio-Canada, mentioned the sundial during a re-broadcast of a report on the Archaeological Field School; he also covered the subject of Charles Darwin with the setting of *Pirates, Privateers and Freebooters* as a backdrop. As for journalist Gilles Proulx, he presented the Pointe-à-Callière site on his program *Mémoire de Proulx*, broadcast on Canal Vox.

### Online, now more than ever: Pointe-à-Callière

The Museum started a Facebook page in April—quickly drawing a great number of fans. The newsletter is now presented in a new template, which allows us to publish a single news item in an ad format and thereby make targeted mailings. Certain cultural activities and Gift Shop promotions, most notably, benefited from this visibility. We have begun to prepare for a revamping of the website.

## MANAGING AND MERCHANDISING

### Human Resources

Museum staff remained stable (63.8 person years). The administration also continued to encourage staff development and to recognize staff abilities through a training program of varied content, which goes well beyond the requirements of Emploi Québec's Loi sur les compétences, and which aims to meet the specific needs of the various departments. We should also mention ongoing training, training upon hiring, and work programs and internships associated with institutions at home and abroad. Eleven trainees—from the École du Louvre, Université de Montréal, Université du Québec à Montréal, and Brébeuf and Montmorency colleges—thereby spent time at Pointe-à-Callière.

### Sustainable development

The lighting in the Éperon building's archaeological remains and in the reception hall has been changed to LED bulbs, resulting in lower energy consumption. In order to continue to adapt the Museum's daily operations to the principles of sustainable development, an internal committee has been set up to take part in two MCCCQ pilot projects for museums and to prepare for a three-year green plan. Pointe-à-Callière also complied with Montréal's Strategic Plan for Sustainable Development.

### Major work to protect assets

As part of the City of Montréal's three-year capital investment program, the exterior surface of the Éperon underwent some work, and L'Arrivage café-restaurant's French doors, along with the Ancienne-Douane's windows were replaced.

### A popular restaurant and gift shop

At L'Arrivage café-restaurant, managed by concession-holder Capucine traiteur, customer comments continue to be very positive with regard to Pierre Lavallée's menu and the service. As for the gift shop, it once again saw an increase in sales.



1



2

1. In January and February, a popular promotion.
2. "Pirate" décor for the Gift Shop.

# Thank you

THANKS TO OUR  
FINANCIAL PARTNERS  
FOR THEIR SUPPORT

## FOR OPERATIONS

The Museum thanks the City of Montréal for its annual operating grant.

## FOR PROJECTS

### Government of Canada

Young Canada Works  
Department of Canadian Heritage  
Canadian Culture Online  
Museums Assistance Program  
Building Communities Through Arts and Heritage  
Canadian Arts and Heritage Sustainability Program

### Government of Québec

Ministère de la Culture, des Communications et de la Condition féminine  
Ministère de l'Éducation, du Loisir et du Sport – Programme de soutien à l'école montréalaise  
Ministère de l'Emploi et de la Solidarité sociale  
Ministère des Affaires municipales, des Régions et de l'Occupation du territoire – Fonds de développement de la métropole  
Ministère des Relations internationales  
Ministère du Tourisme et responsable de la région de la Montérégie  
Secrétariat aux affaires autochtones

### City of Montréal

Agreement on the cultural development of Montréal, between Québec's Ministère de la Culture, des Communications et de la Condition féminine and the City of Montréal  
Bureau du patrimoine, de la toponymie et de l'expertise, service de la mise en valeur du territoire et du patrimoine  
Programme de soutien aux équipements culturels municipaux de la Ville  
Service du développement culturel, de la qualité du milieu de vie et de la diversité ethnoculturelle – Programme triennal d'immobilisations (PTI)

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Radio Centre-Ville  
Scotiabank  
Sleeman Unibroue  
Société de développement commercial du Vieux-Montréal  
Société Radio-Canada  
SunLife Financial  
The Gazette  
Tourisme Montréal  
Union des producteurs agricoles  
VIA Rail  
Vignoble de l'Orpailleur  
Vinerie du Kildare

## Thanks to our partners

Archéo-Québec Network  
Association des archéologues du Québec  
Association des résidents du Vieux-Montréal  
Board of Montréal Museum Directors  
Canadian Heritage Information Network  
Canadian Museums Association  
Capucine Traiteur  
Collège Jean-de-Brébeuf  
Collège Montmorency  
Concordia University  
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Journées de la culture  
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Le Must alimentaire  
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Museo Nacional de Costa Rica  
Radio Ville-Marie  
Regroupement des organismes culturels du Vieux-Montréal  
Scandinave Spa Les Bains, Vieux-Montréal  
Société des musées québécois  
Société généalogique canadienne-française  
Société historique de Montréal  
Université de Montréal  
Anthropology Department  
Les Belles Soirées de l'Université de Montréal  
Master's in Museology Program  
Université du Québec à Montréal  
History Department  
Institut du patrimoine  
Laboratoire d'histoire et de patrimoine de Montréal  
Master's in Museology Program

## Thanks to our collaborators

Army Museum, Halifax  
Fondation et Centre de recherche Lionel-Groulx, Montréal  
Bibliothèque et Archives nationales du Québec  
Canadian Museum of Civilization, Gatineau  
Canadian Museum of Nature, Ottawa  
Cégep Saint-Laurent  
Music Department  
Centre d'interprétation du patrimoine sorelois  
Centre de conservation du Québec  
Claude Chapdelaine  
René Chartrand  
Château Ramezay Museum, Montréal  
City of Montréal, archaeological collections  
Droulers-Tsiionhiakwatha Archeological Site, Saint-Anicet  
Sylvie Dufresne  
Jefferson County Historical Society, Watertown, New York  
Monique Laliberté  
Library and Archives Canada  
The Maritime Museum of the Atlantic, Halifax  
MCCCFQ, Laboratoire et Réserve d'archéologie du Québec  
McCord Museum of Canadian History, Montréal  
McGill University Library, Rare Books and Special Collections Division  
Montréal Museum of Fine Arts  
MRC du Haut St-Laurent, Huntingdon  
Musée de la civilisation, Québec  
Musée des maîtres et artisans du Québec, Montréal  
Musée maritime du Québec, L'Islet  
Musée national de la Marine, Paris  
Musée québécois de culture populaire, Trois-Rivières  
Musée régional de Vaudreuil-Soulanges, Vaudreuil-Dorion  
Notre-Dame Basilica

# Fiscal year

## SUMMARY OF FINANCIAL RESULTS

Pointe-à-Callière ended its 2009 fiscal year with an operating surplus of \$1,321. This excellent result—in an adverse economic climate—was achieved, at once, through a marked increase in own-source revenue and very strictly controlled spending.

The Museum's determination to maximize revenue from its activities was strongly expressed. The *Pirates, Privateers and Freebooters* exhibition, through its resounding success, significantly contributed to total revenue, which reached a record \$7,504,561—of which \$2,875,489 was revenue independent of operating capital.

The positive outcome for 2009 is also a reflection of the strict control with which each department managed the budgets they were given: an overall analysis of expenditures shows an ongoing desire to optimize the use of financial resources and a high productivity of human resources.

The fiscal balance that the Museum has thereby managed to maintain once again this year seems, however, to be increasingly difficult to achieve. Ageing equipment and facilities, in fact, entail ever-increasing maintenance costs: in 2009, it was once again in this area that we observed the greatest increase in expenses. Certain own-source box office revenues were devolved for the replacement of several pieces of equipment in order to maintain assets in good condition.

## AUDITORS' REPORT

To the members of the  
**Société du musée d'archéologie et d'histoire de Montréal, Pointe-à-Callière**

We have audited the balance sheet of **Société du musée d'archéologie et d'histoire de Montréal, Pointe-à-Callière** as at December 31, 2009 and the statements of income, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of the Société's management. Our responsibility is to express an opinion on these financial statements based on our audit.

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.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Société as at December 31, 2009 and the results of its operations and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



Montreal, February 26, 2010

<sup>1</sup> CA auditor permit No. 14165



## STATEMENT OF INCOME


<b>Statement of Income</b> for the year ended December 31, 2009	<b>Operating Fund \$</b>	<b>Development Fund \$</b>	<b>Capital Assets Fund \$</b>	<b>Total 2009 \$</b>	<b>Total 2008 \$</b>
<b>Revenues</b>					
Admission fees	1,505,835	–	–	1,505,835	1,008,250
Gift shop	481,913	–	–	481,913	460,046
Sponsorships	548,639	–	–	548,639	666,068
Concessions and Museum evenings	259,856	–	–	259,856	266,976
Others	55,957	–	–	55,957	99,079
Interest	23,289	231	–	23,520	54,364
	2,875,489	231	–	2,875,720	2,554,783
Contributions and grants (Note 10)	4,629,072	–	1,526,135	6,155,207	5,434,728
	7,504,561	231	1,526,135	9,030,927	7,989,511
<b>Expenses</b>					
Administration	1,071,747	–	–	1,071,747	1,098,770
Communications	1,962,133	–	–	1,962,133	1,922,114
Exhibitions – Technology	1,548,396	–	1,025,976	2,574,372	1,277,511
Conservation and outreach	604,889	–	–	604,889	757,786
Maintenance and security	1,640,108	–	–	1,640,108	1,519,153
Marketing	675,967	–	–	675,967	695,607
Interest on long term debt	–	–	66,475	66,475	69,873
Amortization – capital assets	–	–	491,885	491,885	713,450
	7,503,240	–	1,584,336	9,087,576	8,054,264
<b>Excess (deficiency) of revenues over expenses</b>	1,321	231	(58,201)	(56,649)	(64,753)

## BALANCE SHEET

<b>Balance Sheet</b> as at December 31, 2009	<b>Operating Fund \$</b>	<b>Development Fund \$</b>	<b>Capital Assets Fund \$</b>	<b>Total 2009 \$</b>	<b>Total 2008 \$</b>
<b>Assets</b>					
<b>Current assets</b>					
Cash (Note 4)	189,342	–	–	189,342	96,122
Cash equivalents, 0.91%	2,448,987	25,556	–	2,474,543	2,062,205
Accounts receivable (Note 5)	(1,434,083)	–	2,374,334	940,251	247,935
Inventory	230,205	–	–	230,205	228,295
Prepaid expenses	41,959	–	–	41,959	46,365
Other asset	300,000	–	–	300,000	–
	1,776,410	25,556	2,374,334	4,176,300	2,680,922
<b>Other asset</b>	200,000	–	–	200,000	–
<b>Capital assets</b> (Note 6)	–	–	4,096,701	4,096,701	4,409,604
	1,976,410	25,556	6,471,035	8,473,001	7,090,526
<b>Liabilities</b>					
<b>Current liabilities</b>					
Accounts payable and accrued liabilities	1,171,885	–	–	1,171,885	715,778
Current portion of long term debt	–	–	40,561	40,561	38,576
	1,171,885	–	40,561	1,212,446	754,354
<b>Long term debt</b> (Note 8)	–	–	1,259,878	1,259,878	1,300,432
<b>Deferred contributions</b> (Note 9)	678,793	–	4,844,929	5,523,722	4,502,136
	1,850,678	–	6,145,368	7,996,046	6,556,922
<b>Net assets</b>					
Invested in capital assets	–	–	325,667	325,667	383,868
Internally restricted	–	25,556	–	25,556	25,325
Unrestricted	125,732	–	–	125,732	124,411
	125,732	25,556	325,667	476,955	533,604
	1,976,410	25,556	6,471,035	8,473,001	7,090,526

On behalf of the Board

  
Sophie Brochu, Director

  
Jean Lamarre, Director

## STATEMENT OF CHANGES IN NET ASSETS

<b>Statement of Changes in Net Assets</b> for the year ended December 31, 2009	<b>Operating Fund \$</b>	<b>Development Fund \$</b>	<b>Capital Assets Fund \$</b>	<b>Total 2009 \$</b>	<b>Total 2008 \$</b>
<b>Balance, beginning of year</b>	124,411	25,325	383,868	533,604	598,357
Excess (deficiency) of revenues over expenses	1,321	231	(58,201)	(56,649)	(64,753)
<b>Balance, end of year</b>	<b>125,732</b>	<b>25,556</b>	<b>325,667</b>	<b>476,955</b>	<b>533,604</b>

## STATEMENT OF CASH FLOWS

<b>Statement of Cash Flows</b> for the year ended December 31, 2009	<b>2009 \$</b>	<b>2008 \$</b>
<b>Operating activities</b>		
Deficiency of revenues over expenses	(56,649)	(64,753)
Amortization – capital assets	491,885	713,450
Amortization – deferred contributions	(1,571,534)	(869,529)
Write-off – deferred contributions	–	(197,694)
	(1,136,298)	(418,526)
Net change in non cash working capital items	(233,713)	295,459
Net cash used in operating activities	(1,370,011)	(123,067)
<b>Financing activities</b>		
Repayment of long term debt	(38,569)	(35,922)
Deferred contributions	2,093,120	2,002,858
Net cash used in financing activities	2,054,551	1,966,936
<b>Investing activities</b>		
Purchase of capital assets and net cash used in investing activities	(178,982)	(85,760)
<b>Net increase (decrease) in cash and cash equivalents</b>	<b>505,558</b>	<b>1,758,109</b>
<b>Cash and cash equivalents, beginning of year</b>	<b>2,158,327</b>	<b>400,218</b>
<b>Cash and cash equivalents, end of year</b>	<b>2,663,885</b>	<b>2,158,327</b>

Cash flows from operating activities include interest paid for an amount equal to \$66,475 (\$69,873 in 2008).  
Cash and cash equivalents consist of cash and temporary investments.

# NOTES TO THE FINANCIAL STATEMENTS

for the year ended December 31, 2009

## 1. Identification and nature of business activities

The Société du Musée d'archéologie et d'histoire de Montréal, Pointe à Callière (the Société), is a non profit organization incorporated under Part III of the Quebec Companies Act to develop, manage and promote Pointe à Callière, the Montréal Museum of Archaeology and History. The Société is a charitable organization under the Income Tax Act.

## 2. Significant accounting policies

### Fund accounting

The Société uses the fund accounting method, whereby resources are classified into funds in accordance with specified activities or objectives.

The operations of the development and capital assets funds are governed by the board of directors.

### Operating Fund

The Operating Fund reflects the assets, liabilities, revenues and expenses related to the general operations of the Museum.

### Capital Assets Fund

The Capital Assets Fund reports the assets, liabilities, revenues and expenses related to capital assets and the related deferred contributions. The deferred contributions related to this fund include federal, provincial and municipal grants as well as donations restricted to the financing of capital assets.

### Development Fund

The Development Fund reports the assets, liabilities, revenues and expenses related to projects under development.

### Revenue recognition

The Société uses the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets.

Admission fees are recognized as revenue at admittance to the museum. Gift shop revenues are recognized when the goods are transferred to the buyer the risks and rewards to ownership i.e. when the delivery of goods has occurred and payment received. Other revenues include membership fees and revenues related to social activities, and they are recognized as revenue when they are earned. Interests are recognized as revenue when they are earned.

### Contributed materials and services

The Société receives contributed materials and services from sponsors and volunteers. The value of these materials and services is accounted for as revenues if their fair value can be reasonably estimated.

### Inventory

Inventory is valued at the lower of cost and net realizable value. Cost is determined using the first in, first out method.

### Capital assets and amortization

Capital assets are recorded at cost and are amortized using the straight line method, at the following rates:

Building	2.5%
Multimedia	12.5%
Permanent exhibitions	12.5%
Office furniture and equipment	20.0%
Computer equipment	33.3%

## Financial Instruments

Financial instruments classified as assets or liabilities held for trading are reported at fair value at each balance sheet date, and any change in fair value is recognized in net income (loss) in the period during which the change occurs.

Financial instruments classified as other financial liabilities are carried at amortized cost using the effective interest method. Interest income or expense is included in net income (loss) over the expected life of the instrument. Not-for-profit organizations may elect to adopt Sections 3862, "Financial Instruments — Disclosures," and 3863, "Financial Instruments — Presentation," in which case they would apply for fiscal years beginning on or after October 1, 2008, or to continue applying Section 3861, "Financial Instruments — Disclosure and Presentation." The Société has decided to apply Section 3861.

## Use of estimates

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements and in the notes thereto. These estimates are based on management's best knowledge of current events and actions that the Société may undertake in the future. Actual results may differ from these estimates.

## 3. Change in accounting policy

### Current year-end

#### Goodwill and intangible assets

On January 1<sup>st</sup>, 2009, the Société applied the new recommendations of the Canadian Institute of Chartered Accountants on accounting, measurement and financial reporting of Goodwill and intangible assets contained in Section 3064. The application of these new standards had no impact on the financial statements.

#### Allocated expenses by not-for-profit organizations – disclosure

On January 1<sup>st</sup>, 2009, the Société adopted the new Section 4470, disclosure of allocated expenses by not-for-profit organizations. This Section establishes disclosure for a not-for-profit organization that classifies its fundraising and general support expenses to other functions, the policies adopted for the allocation of expenses among functions, the nature of expenses being allocated and the basis on which such allocations have been made. The adoption of these new requirements has not result in additional disclosures.

#### New recommendations in the 4400 Sections

During the year, the Société applied the new recommendations from the Canadian Institute of Chartered Accountants related to the accounting, measurement and presentation proper to not-for-profit organizations comprised in Sections 4400 and 1540 of the CICA Handbook. There is no impact on the adoption of these new requirements.

## 4. Cash

Cash accounted for in the Operating Fund includes an amount of \$5,665 in \$US dollars (\$37,503 in 2008).



5. Accounts receivable	Operating Fund \$	Development Fund \$	Capital Assets Fund \$	Total 2009 \$	Total 2008 \$
Accounts receivable	73,214	–	–	73,214	49,477
Sales taxes receivable	85,268	–	–	85,268	62,221
Due from Fondation du Musée, without interest	121,227	–	–	121,227	42,477
Grants receivable, without interest	309,831	–	350,711	660,542	93,760
Accounts receivable (payable), without interest	(2,023,623)	–	2,023,623	–	–
	(1,434,083)	–	2,374,334	940,251	247,935

6. Capital assets			2009	2008
	Cost \$	Accumulated Amortization \$	Net Book Value \$	Net Book Value \$
Lands	311,330	–	311,330	311,330
Buildings	3,341,698	639,466	2,702,232	2,785,774
Multimedia <sup>1</sup>	2,170,571	2,170,571	–	19,866
Permanent exhibitions <sup>1</sup>	2,865,553	2,014,767	850,786	1,184,268
Office furniture and equipment	1,239,897	1,030,653	209,244	77,700
Computer equipment	507,567	484,458	23,109	30,666
	10,436,616	6,339,915	4,096,701	4,409,604

1. During the year, costs have been engaged for the renewal of the Multimedia and Permanent Exhibitions projects for \$1,005,869 (\$104,969 in 2008 and 2007) in compensation of same amount grants. Those projects will be amortized when they will be accessible.

**7. Bank advances**  
The Société contracted a bank advance in the form of a prime rate bridge loan up to the amount of \$313,944 and \$500,000. In 2010, the bridge loan will be converted into a term loan to be assumed in full by the Ministère de la Culture, des Communications et de la Condition féminine. This bank advance was unused as at December 31, 2009.

8. Long term debt	2009 \$	2008 \$
Mortgage loan bearing interest at 5.03%, secured by a building with a net book value of \$1,680,677 maturing in 2029	1,300,439	1,339,008
Current portion	40,561	38,576
	1,259,878	1,300,432

Principal repayments required for the next five years are as follows:

	2010 \$	2011 \$	2012 \$	2013 \$	2014 \$
	40,561	42,650	44,672	47,144	49,571

9. Deferred contributions	Operating Fund \$	Development Fund \$	Capital Assets Fund \$	Total 2009 \$	Total 2008 \$
Balance, beginning of year	117,400	–	4,384,736	4,502,136	3,566,501
Write-off – deferred contributions	–	–	–	–	(197,694)
Grants received for the subsequent periods (Note 10)*	537,933	–	1,986,328	2,524,261	2,130,158
Amount recognized as revenue in the current year (Note 10)	(45,399)	–	(1,526,135)	(1,571,534)	(869,529)
Contributions recognized as revenue in the current year	68,859	–	–	68,859	(127,300)
Balance, end of year	678,793	–	4,844,929	5,523,722	4,502,136

\* The Société has accounted at fair value an asset and a contribution of \$600,000 for a two-year right to use premises. For fiscal year 2009, deferred contribution and rent expenses have been amortized of \$100,000.

## 10. Contributions and grants

	Operating Fund \$	Capital Assets Fund \$	Total 2009 \$	Total 2008 \$
<b>Contributions</b>				
Ville de Montréal <sup>1</sup>	3,961,618	178,982	4,140,600	4,140,600
Fondation du Musée	789,288	345,000	1,134,288	343,441
	4,750,906	523,982	5,274,888	4,484,041
<b>Grants</b>				
<i>Government of Canada</i>				
Department of Canadian Heritage	131,001	–	131,001	274,160
Industry Canada	–	–	–	28,158
<i>Government of Québec</i>				
Ministère de l'Emploi et de la Solidarité sociale	15,640	–	15,640	11,610
Ministère des Affaires municipales et des Régions	–	125,000	125,000	300,000
Ministère du Tourisme et responsable de la région de la Montérégie	1,500	–	1,500	–
Ministère Développement économique, Innovation et Exportation	–	–	–	7,500
Ministère de la Culture, des Communications et de la Condition féminine	–	337,346	337,346	24,000
Ministère des Affaires autochtones	10,000	–	10,000	16,000
Ministère des Relations internationales	1,000	–	1,000	–
<i>Other sources</i>				
Entente Ministère de la Culture, des Communications et de la Condition féminine du Québec et Ville de Montréal (MCCCFQ-Ville)	151,531	–	151,531	120,310
Ville de Montréal	37,095	1,000,000	1,037,095	1,426,578
Alcoa Foundation	16,133	–	16,133	–
Foundation of Greater Montreal	6,800	–	6,800	–
Société des musées québécois	–	–	–	3,000
Contributions and grants	5,121,606	1,986,328	7,107,934	6,695,357
Deferred contributions (Note 9)	(537,933)	(1,986,328)	(2,524,261)	(2,130,158)
	4,583,673	–	4,583,673	4,565,199
Amount recognized as revenue for the year (Note 9)	45,399	1,526,135	1,571,534	869,529
	4,629,072	1,526,135	6,155,207	5,434,728

1. Ville de Montréal renewed the agreement with the Société for one year and made a commitment to pay a contribution of \$4,390,600 for 2010.

## 11. Commitments

As at December 31, 2009, the balance of commitments under leases amounts to \$1,012,959. Minimum payments in each of the next four years are as follows:

2010 \$	2011 \$	2012 \$	2013 \$
904,633	66,426	20,950	20,950

## 12. Economic interest

The Société has an economic interest in the Fondation du Musée d'archéologie et d'histoire de Montréal, Pointe-à-Callière. The Fondation du Musée organizes fundraising campaigns and charity events to collect funds for the benefit of the Société. The financial statements of the Société include contributions of \$1,134,288 from the Fondation for the current year (\$343,441 in 2008). The Société takes on the management expenditures of the Fondation.

As at December 31, 2009, the net assets of the Fondation amount to \$1,602,887 (\$1,299,693 in 2008).

## 13. Financial instruments

### Fair value

Cash, cash equivalents, accounts receivable, grants receivable and accounts payable are classified as being financial assets and liabilities held for trading. The fair value of these financial instruments is comparable to their book value due to their forthcoming maturities.

The long-term debt is classified as other financial liabilities. When the Société contracted this debt, the interest rate was set according to the market which applied to the Société for similar instruments.

As at December 31, 2009, the fair value of the long-term debt is situated between \$1,266,847 and \$1,412,526. The fair value is determined according to the discounted value of the future cash flows pursuant to existing financing agreements, based on the discount rates offered on the market to the Société for similar instruments (between 4.12% and 5.39%).

### Credit risk

The Société accounted for receivable grants in its accounts receivable. All of these grants have been collected shortly after the year-end. The Société determines, on a continuous basis, amounts receivable on the basis of amounts it is virtually certain to receive based on their estimated realizable value.

## 14. Net asset management policies and procedures

In keeping with its mission, the Société cannot incur any operating expenses or assume any operating commitments for which the amounts exceed the sums available for operations in a fiscal year.

The Société's net asset management objectives are limited primarily to the short-term management of cash resources obtained from the annual operating budget provided by the Board of Directors. The annual operating budget provided by the Board sets guidelines and annual objectives as well as budgetary limits within which the Société may pay out the sums allotted. Cash resources management is limited to maintaining sufficient cash required to pay the operating expenses incurred and the obligations assumed in connection with budget framework for which the amounts were obtained. The Société invests cash surpluses in various ways and spreads its investments out according to its future cash requirements in keeping with its investment policy. Capital investments are authorized in advance by the Board of Directors and may be financed by way of contributions, subsidies or other outside sources. During the year, the Société complied with the limits of its operating budgets. As at December 31, 2009, net assets amounts to \$476,955 (\$533,604 in 2008).

## 15. Comparative figures for the prior year

Certain figures for 2008 have been reclassified to make their presentation identical to that adopted in 2009.

MESSAGE FROM THE CHAIRMAN OF THE BOARD

## The Pointe-à-Callière Foundation

Dear Friends and allies of the Pointe-à-Callière Foundation,



Thanks to the efforts of everyone involved, 2009 proved to be an excellent year of advocacy for the Foundation.

The **2009-2010 fundraising campaign**, with the theme of “Innovating to Share our Story,” collected funds that will in turn contribute to the production of Pointe-à-Callière’s new multimedia show. Beginning in 2010, this production, which will offer a unique, immersive and multisensory experience, will facilitate understanding of the Museum’s *in situ* remains and the history of Montréal, while also providing a wonderful showcase for Montréal talent.

Another delightful bit of news: the Foundation reached its goal with the **Placements Culture program**. The Foundation raised and deposited \$250,000 into its endowment fund, and the Government of Québec, through a matching grant, added the same amount to the fund.

The 13<sup>th</sup> annual **Builders Club of Montréal** benefit evening took place on May 25, under the co-presidency of Russell Goodman, National Leader of PricewaterhouseCoopers Transactions Advisory, and myself, as President of the Pointe-à-Callière Foundation. Participants responded in great numbers to the invitation, which read “Privateer Captain seeks crew,” and asked attendees to gather at the Museum before sunset. A large booty was amassed in support of Montréal’s birthplace. As for the evening itself, it was delightful in every way: an excellent meal in the archaeological crypt and an incomparable ambience.

On December 3, the **Major Donors Evening**—a prestigious benefit event organized in collaboration with a partner each year—, held under the honorary presidency of Louis Vachon, President and Chief Executive Officer of National Bank Financial Group, was also a resounding success, with some \$150,000 raised for the Museum. The 150 donors enjoyed a gastronomic meal at the financial institution’s head office, saw an exhibition on the history of the bank—which celebrated its 150<sup>th</sup> anniversary in 2009—, and generously took part in a silent auction for an array of interesting lots offered by various sponsors.

The Foundation also began to formulate the strategic plan that will guide its actions over the next few years. Several challenges lie ahead, including the diversification of revenues and a major fundraising campaign. Pointe-à-Callière’s mission and vision must be strongly supported!

At the end of this, my first year as Chairman, I would like to thank all those who have had a hand in this excellent report: administrators and committee members, Friends and volunteers, other allies essential to the Foundation’s efforts, the Museum staff that supports our projects, and all of the partners, sponsors, and generous donors. Thanks to you, Pointe-à-Callière has every reason in the world to look towards the future with confidence.

A handwritten signature in dark ink, which appears to read "Daniel Garant". The signature is written in a cursive style and is positioned above the printed name.

Daniel Garant



Rear, from left to right: Russell Goodman, Claude Lemay, Michel Cyr, Daniel Desjardins, Charles S. N. Parent, Sylvain Clermont, Lysane Martel, Jean-Philippe Côté, Jocelyn Leclerc (appointed in 2010), and François Perreault. Front, left to right: Chantal St-Pierre (appointed in 2010), Robert Y. Girard, Marie-Josée LaBrie (appointed in 2010), Francine Lelièvre, Karen Laflamme, and Ted Di Giorgio.

## THE FOUNDATION AT WORK

Since 1993, the Pointe-à-Callière Foundation has been working to foster a sense of identification with the Museum's mission among Montrealers, and to bring together the resources needed to share our historical heritage. To that end, the Foundation organizes fundraising campaigns and benefit activities, accepts donations, bequests and collections, and manages the dues paid by Friends of Pointe-à-Callière.

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### Thanks to our funding agency

Conseil des arts et des lettres  
du Québec – Placements Culture  
matching funds program

### Thanks to our sponsors and partners

Agence Spectra  
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Board of Montréal  
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Pointe-à-Callière Gift Shop  
Restaurant Porto Mar  
Restaurant Solmar  
Scandinave Les Bains  
Vieux-Montréal  
Scandinave Spa Mont-Tremblant  
Sépaq  
Société des alcools du Québec  
Zorah biocosmetics

### Committees

C COMMITTEE CHAIR

- 1 BENEFIT ACTIVITIES
- 2 ANNUAL CAMPAIGN
- 3 AUDIT
- 4 RECRUITMENT/NOMINATING



# THE 2009 PHOTO ALBUM

## At the Builders Club of Montréal benefit evening, May 25

1. From left to right: François Perreault, Chair of the Foundation's Benefit Activities Committee, Executive Vice-President, Genivar; Daniel Desjardins, Vice-Chair of the Foundation, Senior Vice-President and General Counsel, Bombardier; Francine Lelièvre, Executive Director of the Museum; Gérald Tremblay, Mayor of Montréal; and Russell Goodman, Co-Honorary President of the evening, National Leader of PricewaterhouseCoopers Transactions Advisory.

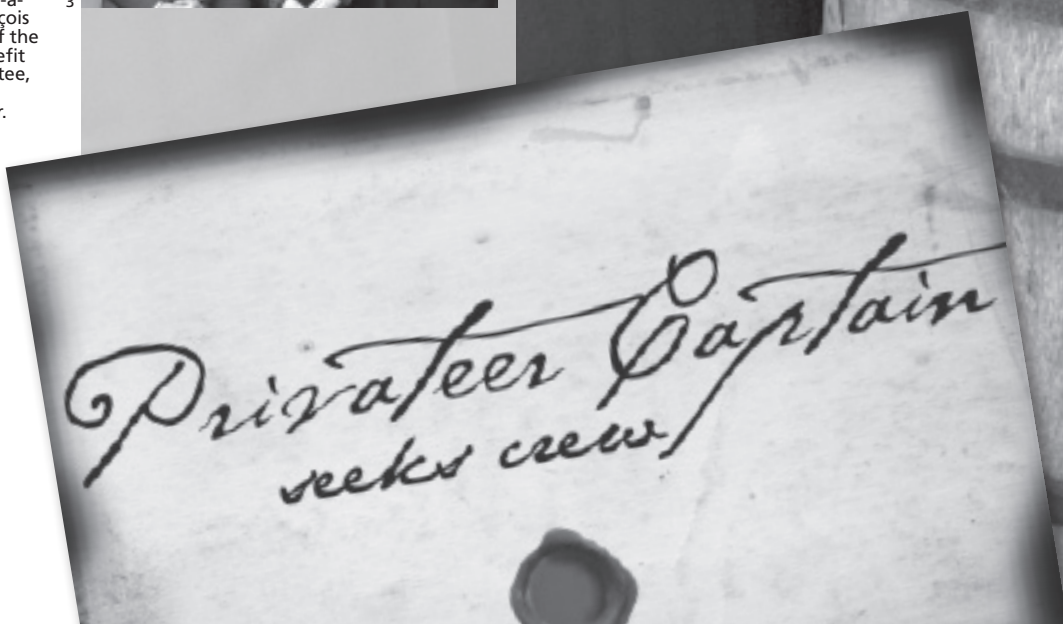


2. Just as pirates divvied up the booty in days past, participants were each entitled to various gifts. One simply had to spin a wheel, created especially for the occasion, to discover his or her prize. A fun activity to bring the evening to a wonderful close!



## At the Major Donors Evening, December 3

3. From left to right: Louis Vachon, Honorary President of the Evening, President and Chief Executive Officer of National Bank Financial Group; Francine Lelièvre, Executive Director of Pointe-à-Callière; and François Perreault, Chair of the Foundation's Benefit Activities Committee, Executive Vice-President, Genivar.



## THE FRIENDS OF POINTE-À-CALLIÈRE

### An effective recruitment strategy

Many new Friends of Pointe-à-Callière were recruited through the popular "Ambassador" offer. Since 2007, this offer has allowed Friends—in renewing their membership three months in advance—to become Museum Ambassadors by offering one of their acquaintances a one-year gift-subscription with all of the advantages of a regular membership.

March 2 to 9

### Group trip to Costa Rica

Echoing the temporary exhibition *Costa Rica, Land of Wonders*, a one-week archaeological and ecotourism trip to magnificent Costa Rica was organized by the Museum's Foundation, in collaboration with Amerik Aventure. The group, accompanied by Claude Chapdelaine, guest curator of the exhibition and archaeology professor at the Université de Montréal, had the privilege of visiting the reserves of the National Museum of Costa Rica, the Jade Museum, and the country's largest archaeological site, the Monumento Nacional Guayabo. The trip also gave participants the opportunity to enjoy magnificent beaches, see volcanoes, and admire the local flora and fauna.

September 15

### Annual Friends Party and Volunteer of the Year

For their annual party, Friends responded to the call for "all freshwater sailors" at the Mariners House, decorated with a pirate theme for the occasion. During the cocktail reception, Friends assembled in teams to answer a short pirate quiz, testing and broadening their knowledge. Philippe Kaufmann, a consultant specializing in the maritime field, gave a lecture on modern piracy. The celebration ended with the awarding of door prizes and the announcement of the Volunteer of the Year, Ms. Rollande Laplante. Active as a Friend of Pointe-à-Callière for a little over two years, she has lent a hand at most of the Museum's outdoor activities and at the Foundation's benefit evenings. Many thanks!

### Other exclusives and special activities

In addition to receiving three issues of *The Recruit*, Friends also enjoyed several other privileges: free tickets for a full tour of the Montréal Botanical Garden; an exclusive visit to Pointe-à-Callière's Archaeological Field School; and lectures by Louise Pothier, Director of Exhibitions and Technology, on the sundial, and by Marie-Ève Bertrand, collections archivist, on ancient books and other objects in the ethno-historical collection. On November 28, Friends were invited to take advantage of a special day: a trip to the Gift Shop beginning at 11 am with a 20% discount (the usual Friends discount is 10%), lunch at L'Arrivage café-restaurant, and a guided tour of *Pirates, Privateers and Freebooters*. The Gift Shop discount was also in effect on December 5 and 12. Also of note is an agreement reached between the Canadian Centre for Architecture and Pointe-à-Callière, which will allow Friends of the two organizations to enjoy free admission to both.

### Sincere thanks to all our volunteers

Gift Shop, Communications, Conservation, Documentation Centre, Education and Activities, Foundation... Port Symphonies, A Cultural Feast, Montréal Museums Day, 18<sup>th</sup>-Century Public Market, Builders Club benefit evening... This is but a glimpse of the Museum and Foundation services and activities that benefited from the friendly assistance of volunteer Friends. A very big thanks to all those who offer their time and skills.



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President of  
the Friends of  
Pointe-à-Callière

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Diane Paquin  
Paul Rousseau  
Lucette Thérien



2



3

At the annual Friends' party.

1. An exciting quiz.
2. Philippe Kaufmann, during his lecture.

At the Public Market.

3. Rollande Laplante, Volunteer of the Year.
4. Yolande Pellas, volunteer.



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## THANKS TO OUR DONORS

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Scrimshaw (a patiently carved and inked sperm whale tooth) immortalizing the extraordinary history of the privateer... and pirate, Fanny Campbell.