



McCORD MUSEUM

ANNUAL REPORT 2003-2004

Expanding our Reach...



McCORD

Our Mission

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

Grounded in its collections and the study of material culture, and building on the national vision of its founder, the McCord Museum pursues excellence in research, collections, exhibitions, and education, using traditional media and innovative technologies and approaches, to speak to contemporary preoccupations and to inspire historical enquiry.

Our Vision

The McCord Museum will become a world-renowned resource that inspires people to learn about the history of Canada and to reflect on our place in the world.



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www.mccord-museum.qc.ca

All photos by Marilyn Aitken, except: page 2-3, left, centre and right (Roger Aziz); page 8 and centrefold (Neil Riddell).

On the cover (l. to r.): A. Reford, II-124604; Master Hugh Allan, N1981.16.1; F.F. Ahern, II-83709.1; "Bonnie Lassies," II-172610

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Centre Support

A Message from the Executive Director and the Chair of the Board of Trustees

Very few museums can boast an A+ rating from their provincial government, and a glowing description such as this:

The McCord Museum is, without a doubt, a first-class institution and a pillar of the museum community in Quebec. By the strength of its collections, the quality of its exhibitions and the rich variety of services it offers to the public, this institution distinguishes itself in an exemplary fashion.*

This evaluation, carried out every three years by expert evaluators for the Ministère de la Culture et des Communications du Québec, assesses the quality of museums' services and provides an objective means of comparison across institutions.

The annual report you hold in your hands demonstrates just how complex an undertaking it is to operate a museum of the McCord's calibre. Countless partnerships and years of professional expertise in numerous areas are just two requirements. This, and the dedication of our many staff, interns and volunteers enable us to excel in the cultural sector.

In short, our recent A+ rating confirms what we already know to be true: the McCord is a leader in the cultural community of Montréal, Quebec and Canada. With on-going support from all levels of government, the corporate and private philanthropic community, and our members, we will continue on this path – ensuring the appreciation of our collective heritage for generations to come.



Victoria Dickenson, Ph.D.
Executive Director

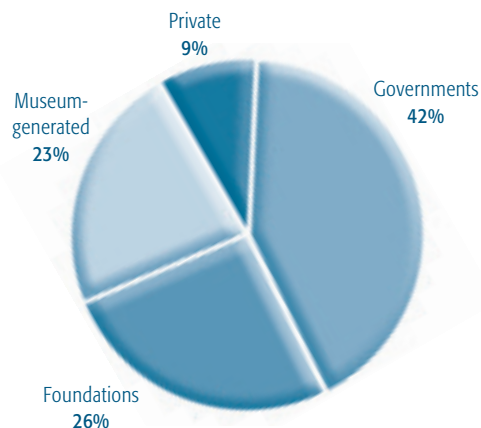
Manon Vennat
Chair

* translated from "Rapport synthèse d'évaluation : Musée McCord d'histoire canadienne,"
Institutions muséales reconnues / Évaluation nationale 2003-2004 (Québec : Ministère de la Culture et des communications, 2004).

Financial Overview

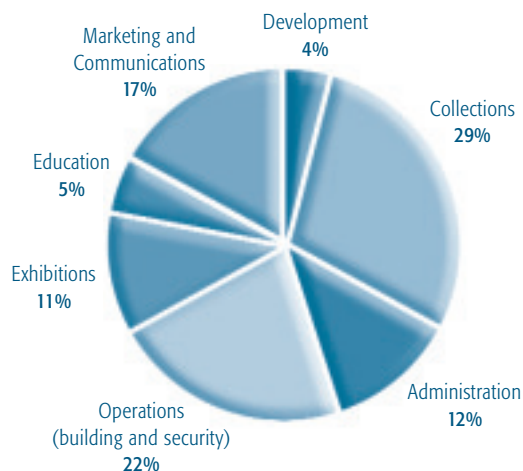
2003-2004 Sources of Revenue

(as percentage of total)



2003-2004 Expenditures

(as percentage of total)



After Notman / D'après Notman

Exhibitions

Simply Montréal – Glimpses of a Unique City
Permanent exhibition

After Notman – Photographic Views of Montréal, A Century Apart
July 26, 2003 to July 25, 2004

The Scots – Dyed-in-the-Wool Montrealers
October 3, 2003 to September 6, 2004

Cities of Canada – The Seagram Collection
February 12 to April 12, 2004



The Urban Heiltsuk Dance Group at the opening of Káxláya Gvítás
L'Urban Heiltsuk Dance Group au vernissage du Káxláya Gvítás

Visiting

This Other Eden – Canadian Folk Art Outdoors
February 21 to August 24, 2003, *from the Canadian Museum of Civilization, Gatineau*

Hindsight – William Hind in the Canadian West
April 3 to June 29, 2003, *from the Winnipeg Art Gallery*

Káxláya Gvìlás – “The Ones Who Uphold the Laws of Our Ancestors,” April 11 to October 5, 2003, *by the Heiltsuk Tribal Council, the Heiltsuk Cultural Education Centre, the Royal Ontario Museum and the Royal British Columbia Museum*

Canvas of War – Masterpieces from the Canadian War Museum, November 11, 2003 to January 25, 2004, *from the Canadian War Museum and the Canadian Museum of Civilization, Gatineau*

“Fantastic! So much I hadn’t thought about before. I will never take a suit for granted again.”

- visitor to *Clothes Make the MAN*

“This exhibit gave me a real sense of the past living on in the present.”

- visitor to *Káxláya Gvìlás*

Virtual

The Magic Lantern

Urban Life Through Two Lenses, *in collaboration with the Virtual Museum of Canada*

The Victoria Bridge – The Eighth Wonder of the Modern World

On Tour

Clothes Make the MAN, April 24 to September 1, 2003 *at the Canadian Museum of Civilization, Gatineau /* March 24 to September 26, 2004 *at the Musée de l’Amérique française, a component of the Musée de la civilisation, Québec*



In 2003-2004, the McCord reached out to schoolchildren, scholars, and the general public – especially Montrealers:

- **3,319 people** participated in rich and varied cultural activities, including lectures, concerts, and plays, as well as our ever-popular arts and crafts workshops and independent activities in the exhibition halls. With their clever connections to exhibition content, these activities offer visitors the opportunity to interact with artists, scholars, museum staff, and each other.
- The McCord saw an increase in on-site visitation in 2003-2004, welcoming **almost 89,000 visitors**. This increase is attributable to the huge success of exhibitions designed for and marketed to a local audience, namely *After Notman – Photographic Views of Montréal*, *A Century Apart* and *The Scots – Dyed-in-the-Wool Montrealers*. Montréal residents represented **42%** of individual visitors this year, an increase of **17%** from 2001-2002.
- Researchers and scholars come to the McCord from around the world to further their studies and participate in academic exchanges, such as the 2004 McCord colloquium, *The Sixties: Style and Substance* (organized in conjunction with the Université du Québec à Montréal). The McCord also hosted **6 research associates** and **3 Max Stern-McCord Museum Fellows**. On-going research projects include one related to the Pen and Pencil Club of Montréal, in association with the Université du Québec à Montréal and with the financial support of Miles Price of New York.
- **18,291 school children** passed through the McCord's doors in 2003-2004, taking part in diverse activities that compliment the provincial curriculum. New developments in this area included targeted marketing tools, an experimental "Education Kit" for use in classrooms, and activities designed specifically for daycares. The number of groups visiting in 2003-2004 increased by **20%** over the previous year.

"My objective was to expose my students to something new and give them the tools they need to visit a museum – I love the way you make that possible. Thank you!"

– teacher, Woodland Elementary School

"It's a beautiful museum, and your family activities are the perfect way to introduce children to it."

– parent participating in a workshop

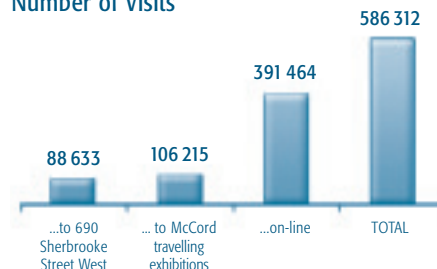


L. to r. / De g. à dr. : Desmond Morton, Pierre Venat, Jocelyn Coulon

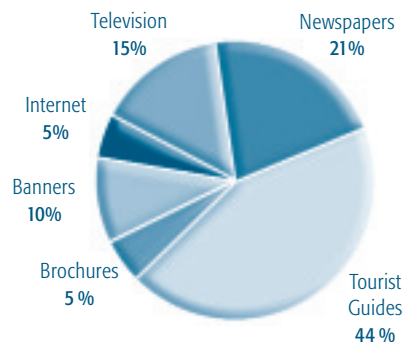
The McCord continues to strive for advancement through creativity and ingenuity:

- The McCord continues its tradition of excellence in Web content and design. The interactive virtual space **Keys to History** and the on-line educational program **EduWeb**, which includes the pedagogical tool **ClioClic**, were all expanded to include more interactive games and activities and **18 new Web tours**. The searchable database has grown to some **90,000 digital images** of artifacts, documents and photographs. This online presence, combined with the thousands who see McCord exhibitions loaned to other institutions, allows the Museum to reach nearly **five times more people** than the number who walk through its Sherbrooke Street doors each year.
- 2003-2004 saw the launch of a **major media campaign** to raise the McCord's institutional profile. Three 30-second television commercials aired on **CBC, SRC, RDI, ArtTV, LCN, Historia** and **Télé-Québec**, and ads were placed in *La Presse*, the *Montreal Gazette*, *VOIR, HOUR*, and the *Journal Métro*. The experiment was a success: **15% of visitors** cited television and **21% cited newspapers** when asked what drew them to the Museum.

Number of Visits



How Visitors Hear About the McCord



Awards and Recognition

- **2003 Télé-Québec Multimedia and Audiovisual Prize** from the Société des musées québécois, for the virtual exhibition *Urban Life Through Two Lenses*
- **Scottish Cultural Activities Award** from the Quebec Thistle Council for the exhibition *The Scots – Dyed-in-the-Wool Montrealers*
- **Richard Martin Award for Excellence in the Exhibition of Costume** from the Costume Society of America, for the exhibition *Clothes Make the MAN*
- **Commemorative Medal for the Golden Jubilee of Her Majesty Queen Elizabeth II**, awarded to Executive Director Victoria Dickenson for her significant contribution to the Canadian museum community

Partnerships help the McCord connect with the cultural and intellectual life of the community:

- A major exhibition on *The Scots* of Montréal benefited enormously from the involvement of the Scottish and corporate communities. The **St Andrew's Society of Montréal** and the **Church of St Andrew and St Paul** provided key artifacts, documents and funding for research, while important financial and in-kind support came from the **Bank of Montreal**, **Canadian Pacific Railway** and **CBC Television**. In addition, an agreement with **Firefly Books** allowed the Museum to produce its first book of photography in many years, to accompany the critically acclaimed exhibition *After Notman*.
- Cultural activities and school programs received added value through cooperative ventures. For example, **Veterans Affairs Canada** facilitated a popular series of workshops entitled *Peacework*, in which the paintings in *Canvas of War* inspired visual arts projects that carried messages of peace and were auctioned off to support the **War Amps CHAMPS Program**. The **Veterans Affairs** partnership also resulted in *Never Again*, an activity for secondary school groups. A guide in the role of a First World War soldier introduced students to the exhibition; they then met with a Canadian war veteran. All of the McCord's school programs were made possible by the generous support of **Great-West/London Life**.
- The Museum is reaching a broader virtual audience, thanks to the cooperation of educational institutions and organizations from across the country. *EduWeb*, our new on-line educational program, grew out of a research project funded by a **Community-University Research Alliance** grant from the **Social Sciences and Humanities Research Council of Canada** and carried out with the **Université du Québec à Montréal**, **McGill**, and **Laval Universities** as well as **various schools and associations** from Ontario, Quebec and New Brunswick. Another aspect of the Web site, *Keys to History*, receives core funding from **Canadian Heritage's Canadian Culture On-line Program** and is growing exponentially with the help of five institutions: the **Centre d'études acadiennes** and the **Musée acadien** of the Université de Moncton; the **New Brunswick Museum**; the **North Vancouver Museum and Archives**; and the **Guelph Civic Museum (Ont.)**.



Students present their *EduWeb* projects /
Des étudiants présentent leur projet *EduWeb*

Every object, photograph and document acquired by the McCord is a new opportunity to engage with our vision for the future:

2003-2004 Acquisitions

COLLECTION	NUMBER OF DONATIONS	NUMBER OF ARTIFACTS
Iconographic and textual archives	40 donations	16,285 documents *
Photographic archives	17 donations	10,614 photographs
Decorative arts	30 donations	3,487 artifacts
Costume and textiles	35 donations	181 artifacts
Ethnology/archeology	5 donations	19 artifacts
Paintings, prints and drawings	13 donations	99 works
Cross-collection acquisitions	35 donations	(apportioned above)
TOTAL	175 donations	30,685 artifacts and documents *

* including lots



Toy soldier
Petit soldat,
M2003.61.8.28

In 2003-2004, **13 donations** to the McCord were certified by the Canadian Cultural Property Export Review Board as objects of national significance. These treasures included:

- The J.W. McConnell fonds, a gift of Mrs Peter M. Laing;
- A manuscript signed by Louis de Buade, comte de Frontenac (1698), a gift of Mr Derek A. Price;
- A bronze statuette of Louis-Joseph Papineau by Louis-Philippe Hébert (1887), a gift of Raymond Brodeur, Encadrements Marcel; and
- Six oil portraits by Robert Harris, a gift of Alan, David, John and Tom Law.

For a complete list of donors to the collections in the 2003-2004 fiscal year, please see the Support section.

The value of the McCord's collections to the greater museum and research community becomes more evident every year. In 2003-2004, **177 objects** were on loan to other institutions, of which **52** went to the National Museums of Scotland for the exhibition *Trailblazers: Scots in Canada*. **More than 800 researchers**, email used the resources of the Archives and Documentation Centre, and curators responded to a variety of on-site, email and telephone requests for information about the collections.

People

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* ex-officio

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Jan Peeters
Derek A. Price *
Line Rivard
Barbara Ann Thompson
Judith Webster



L. to r. / De g. à dr. : Derek Price, Alexander Reford,
Jasmine M. Fortin

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Research Associates, *Joanne Burgess, Ph.D./*
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Researcher, *Chantale Boulanger*

Research Intern, *Chantal Provost*

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Manager, Fundraising and Special Events,

Marie-Claude Landry

Officer, Development, *Eve-Marie Houyoux*

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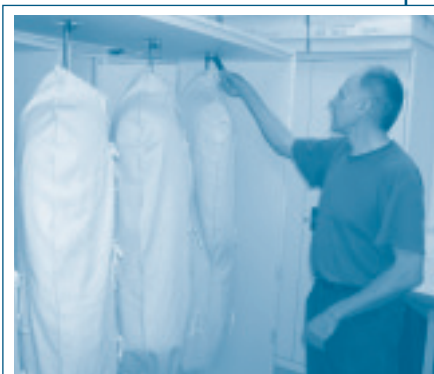
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Technician John Gouws packing *Clothes Make the MAN*
John Gouws, technicien, prépare l'exposition itinérante LUI

Le Musée McCord compte sur le soutien de la communauté pour maintenir ses normes d'excellence en matière de collections, d'expositions, de programmation et de services. Nous sommes très reconnaissants envers les nombreux individus, sociétés, fondations, institutions et organismes gouvernementaux qui ont fait preuve de générosité à l'égard du McCord au cours de la dernière année, et tenons à souligner leur contribution pour la période **du 1^{er} avril 2003 au 31 mars 2004**.

*The McCord Museum relies on community support to maintain high standards in collecting, exhibiting, programming, and services. We gratefully acknowledge the many individuals, corporations, foundations, organizations, and government agencies that have demonstrated their commitment to the McCord during the past year. We wish to recognize the following contributions for the period **from April 1, 2003 to March 31, 2004**.*

Donateurs aux collections - *Donors to the Collections*

Ms Elizabeth Abbott
Mrs Samuel T. Adams
Mrs Susan Alain
Musée régional d'Argenteuil /
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Mr John Ballantyne
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Mme Marjolaine Bell, celle qui a utilisé
ces kamik à Kuujuarapik
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De g. à dr. / L. to r.: Sarah Ivory, Sara Provencher, Nikola Retford

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*Donors to the Annual Giving Campaigns **from April 1, 2003 to March 31, 2004***

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5 000 \$+
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THE McCORD MUSEUM OF CANADIAN HISTORY

Balance sheet

as at March 31, 2004

	Operating Fund	Restricted Fund	Capital Assets Fund	Endowment Fund	Total	
					2004	2003
	\$	\$	\$	\$	\$	\$
Assets						
Current assets						
Cash	52,269	-	-	522,443	574,712	1,406,289
Amounts receivable	221,140	-	-	-	221,140	93,399
Grants receivable	90,081	196,784	94,845	-	381,710	224,851
Due (to) from other funds	399,177	(106,559)	-	(292,618)	-	-
Inventory	124,038	-	-	-	124,038	112,906
Prepaid expenses	41,858	-	-	-	41,858	59,570
	928,563	90,225	94,845	229,825	1,343,458	1,897,015
Grant receivable	357,493	-	663,912	-	1,021,405	1,167,320
Investments at cost (Note 10)	-	-	-	7,773,371	7,773,371	5,177,093
Capital assets (Note 6)	-	-	2,371,321	-	2,371,321	2,627,748
	1,286,056	90,225	3,130,078	8,003,196	12,509,555	10,869,176
Liabilities						
Current liabilities						
Accounts payable and accrued liabilities	628,823	6,339	-	10,856	646,018	757,872
Deferred revenue	286,167	74,000	-	-	360,167	786,839
Current portion of long- term debt (Note 7)	51,070	-	94,845	-	145,915	145,915
	966,060	80,339	94,845	10,856	1,152,100	1,690,626
Long-term debt (Note 7)	357,493	-	663,912	-	1,021,405	1,167,320
Deferred contributions (Note 8)	-	-	1,423,493	-	1,423,493	1,591,817
	1,323,553	80,339	2,182,250	10,856	3,596,998	4,449,763
Fund balances						
Invested in capital assets	-	-	947,828	-	947,828	1,093,959
Externally restricted (Note 9)	-	9,886	-	7,618,478	7,628,364	5,170,256
Internally restricted (Note 9)	-	-	-	373,862	373,862	299,696
Unrestricted	(37,497)	-	-	-	(37,497)	(144,498)
	(37,497)	9,886	947,828	7,992,340	8,912,557	6,419,413
	1,286,056	90,225	3,130,078	8,003,196	12,509,555	10,869,176

THE McCORD MUSEUM OF CANADIAN HISTORY

Statement of operations and changes in fund balances

year ended March 31, 2004

	Operating Fund	Restricted Fund	Capital Assets Fund	Endowment Fund	Total	
	\$	\$	\$	\$	2004 \$	2003 \$
Revenue						
Québec Government (Note 3)	1,443,523	32,401	55,570	-	1,531,494	1,399,576
Canadian Government (Note 4)	51,712	1,089,417	-	-	1,141,129	928,495
Conseil des arts de Montréal	48,000	-	-	-	48,000	48,000
Foundation grants	1,368,190	-	305,170	-	1,673,360	2,089,186
Other grants	16,152	-	-	-	16,152	36,338
Contributed services (Note 2)	136,776	-	-	-	136,776	129,621
Auxiliary services	387,319	-	-	-	387,319	358,939
Investment income	24,163	-	-	374,234	398,397	201,886
Admissions	303,812	-	-	-	303,812	269,564
Fundraising	286,207	1,787	-	-	287,994	298,420
Sponsorship	116,659	-	7,116	-	123,775	124,740
Rental	278,486	-	-	-	278,486	306,002
Other	72,640	2,242	-	-	74,882	71,326
	4,533,639	1,125,847	367,856	374,234	6,401,576	6,262,093
Expenses						
Collections	753,163	1,079,620	-	-	1,832,783	1,780,844
Building and security	888,837	-	-	-	888,837	779,329
Administration	731,411	-	-	43,747	775,158	763,811
Exhibitions	726,280	-	-	-	726,280	752,883
Marketing	280,008	-	-	-	280,008	309,833
Education programs	340,570	-	-	-	340,570	297,574
Communications	515,422	-	-	-	515,422	429,836
Development	242,027	44,440	-	-	286,467	281,489
Auxiliary services	250,196	-	-	-	250,196	252,078
Interest on long-term debt	29,922	-	55,570	-	85,492	94,991
Amortization of capital assets	-	-	427,219	-	427,219	422,133
	4,757,836	1,124,060	482,789	43,747	6,408,432	6,164,801
(Deficiency) excess of revenue over expenses	(224,197)	1,787	(114,933)	330,487	(6,856)	97,292
Fund balances, beginning of year						
As previously stated	(51,519)	8,099	1,093,959	5,461,853	6,512,392	3,915,100
Recording of accrued vacations	(92,979)	-	-	-	(92,979)	(92,979)
As restated	(144,498)	8,099	1,093,959	5,461,853	6,419,413	3,822,121
Endowment contributions	-	-	-	2,500,000	2,500,000	2,500,000
Interfund transfers (Note 5)	331,198	-	(31,198)	(300,000)	-	-
Fund balances, end of year	(37,497)	9,886	947,828	7,992,340	8,912,557	6,419,413