

COLLECTING
HISTORY
CONNECTING
PEOPLE



McCord Museum



MISSION

COLLECTING HISTORY

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

CONNECTING PEOPLE

The McCord Museum helps individuals connect with generations, cultures and communities, inspiring them to become informed, open-minded and engaged citizens.

VISION

INCLUSIVE – ENGAGED – PROVOKING – RELEVANT

A unique forward-looking and thought-provoking museum, exploring contemporary issues relevant to Canadians of all backgrounds, engaged with communities at the local, national and global level.

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MESSAGE

FROM THE EXECUTIVE DIRECTOR AND CHAIR

In 2006, we celebrated the 85th anniversary of the founding of the McCord Museum. David Ross McCord's ambition was to found a national museum, one that would preserve and promote the history of Canada. He was convinced that when people forget or neglect their past, they cannot build for the future.

While the McCord is firmly anchored in Montreal, and its collections reflect the rich heritage of the Aboriginal inhabitants and the newcomers that built the city around the mountain, our Museum also serves as a resource for all Canadians and for those beyond our geographic borders.

Over the past year, over 100 individuals and families from across Canada donated to the McCord collections. These donations reflect our shared past, and range from photographs taken in Montreal studios, to watercolours a young Canadian artist painted on a trip through Russia at the beginning of the 20th century.

While we provide workshops and tours for Montreal families, schoolchildren, and new immigrants, we also welcome tourists from the rest of Canada, Europe, the United States and Asia. Last summer, we also took to the streets with a wonderful celebration of the McCord collections on McGill College Avenue. Between June and September over 650,000 people viewed our first outdoor photographic exhibition, *Transactions*. Most remarkably, people from all over the world made over 2,250,000 visits last year to our website (www.mccord-museum.qc.ca).

David Ross McCord's dream of a national museum is succeeding better than he could predict. The McCord is not only preserving the objects, archives and images of our collective past, it is reaching out to the world, to ensure that the history of Montreal and Canada is part of our global heritage, and available to all.

Victoria Dickenson
Executive Director

Manon Vennat
Chair of the Board of Trustees



COLLECTIONS

NEW ACQUISITIONS IN 2006-2007

The McCord collections are a reference for the study of Canada's material history, both at the Museum and via our online database. This is recognized by the number and significance of the donations made to the Museum in the last year. In total, the McCord accepted **104** donations comprising **7,761** artifacts, documents and archival fonds.

Eight acquisitions were recognized by the **Cultural Property Review Board** as items of exceptional interest and national importance: academic work by the painter Ozias Leduc (1864-1955); a collection of Aboriginal artifacts; miniature portraits of Chief Justice Jonathan Sewell (1766-1839) and his wife; the artistic works of Brigadier-General Henry William Cotton (1817-1877); a sterling silver presentation water jug from the St Patrick's Abstinence Society (Montréal, 1862); and the family archives of Louis-Joseph Cartier (1797-1996). **The Cultural Property Review Board** and **Canadian Heritage** also assisted us with the acquisition of the Peter Winkworth Collection - 15 works that have been on long-term loan at the Museum since the 1960s. A grant of \$237,475 made it possible for the McCord to repatriate this invaluable cultural property related to Canada's heritage.

ACQUISITIONS IN 2006-2007

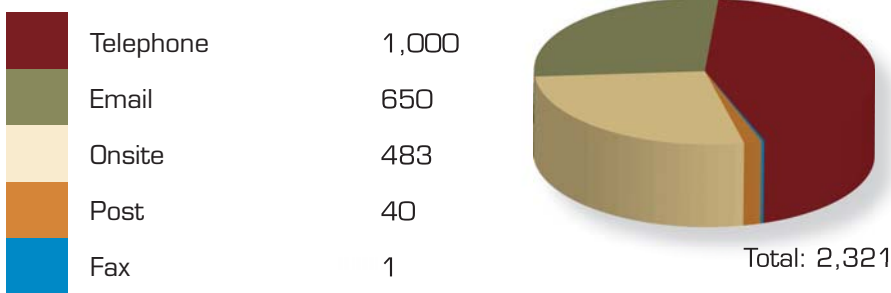
Collections	Donations	Artifacts
Iconographic and textual archives	13 donations	551 documents and/or lots
Photographic archives	14 donations	5,555 photographs
Decorative arts	19 donations	758 artifacts
Costume and textiles	15 donations	167 artifacts
Ethnology and archaeology	8 donations	604 artifacts
Paintings, prints and drawings	4 donations	126 artifacts
Cross collection acquisitions	31	(apportioned above)

RESEARCH

ARCHIVES & DOCUMENTATION CENTRE

In addition to access to our online database, the Centre provides general research assistance onsite, and access to over **8,000** works and periodicals from the library; more than **2,000** works from the rare book collection; and nearly **700** archival fonds and textual or photographic collections.

RESEARCH REQUESTS



Numerous research projects conducted by the Centre included a study of the McCord's Arctic exploration archives and the Rolph-Clark-Stone Food Labels Analysis. We also received funding from the **Bibliothèque et Archives nationales du Québec** to support the Museum's efforts to engage new audiences and to make the contents of our archives more accessible to the public.

RECOGNIZING CULTURAL DIVERSITY

The Museum has received preliminary funding from the **Social Sciences and Humanities Research Council of Canada (SSHRC)** to begin preparations for a vast pan-Canadian research project that will study the important role of history museums in the preservation and diffusion of the heritage of the diverse ethnic and socio-cultural communities that form our national identity.

HISTORY WITH A SWEET TOOTH

We are currently in the research and planning phase for an exhibition that will explore chocolate's role in Canada's past. Research began with the support of the **University of California - Davis**, and **Mars, Inc.** and we now have further funding from **Canadian Heritage** to move forward with an exhibition that will entice all the senses!



SCHOLARLY ACTIVITIES & PUBLICATIONS

A SELECTION

Victoria Dickenson

- *Ethnicity, History and the Role of the Public Museum*, **CAMOC**, American Association of Museums, Boston, May 2006
- With the support of the **Canadian Fund for International Understanding Through Culture (CFIUC)**, a member of the official delegation of Canadian Museum directors who visited China to initiate an exchange program of staff and exhibitions.

Moira McCaffrey

- *Names and Lives: Partnerships in Aboriginal Language and Visual Literacy at the McCord Museum, Montréal, Quebec*. Invited speaker, **International Committee on Exhibition Exchange (ICOM-ICEE)** Annual Meeting, Paris, France, November 6-8, 2006.

Cynthia Cooper

- *The Victorian and Edwardian Eras: 1860-1910* in **The Fashion Reader**. Eds. Linda Welters and Abby Lillethun. Oxford and New York: Berg, 2007.

Anne MacKay

- *A Study of Moosehair-Embroidered Objects, Recovering the Past...The Conservation of Archaeological and Ethnographic Textiles*, Preprints of the 5th North American Textile Conservation Conference. February, 2007.

Hélène Samson

- *Autour du portrait d'identité: visage, empreinte digitale et ADN, Intermédialités*. **Envisager**, no. 8, autumn 2006, 67-82.

Nicole Vallières

- *Les bibliothèques, les archives, les musées: exceptions, droits d'auteur et diffusion du savoir - doit-on choisir?* Round table, **The Canadian Institute: Advanced Conference on Copyright**, Montréal, March 26 and 27, 2007.

Marie-Claude Larouche

- *Développer des ressources muséales web pour le primaire, partie I: l'évaluation formative des ressources du Musée McCord*, in collaboration with Émilie Leboeuf, Nicole Lebrun, Anik Meunier. Presented to the **Canadian Educational Researchers' Association (CERA)** and **Canadian Society for the Study of Education (CSSE)**, at the **75th Congress of the Humanities and Social Sciences**, York University, May 27, 2006.

François Cartier

- *Les archives en milieu muséal: le cas du Musée McCord* in **Archives**, no. 37, vol. 1 2005-2006, 33-57.
- Member of the steering committee for the *Déclaration québécoise sur les archives*. Launched in Montréal, April 24, 2006.



COLLOQUIA

Trading Places: Commerce and the Evolution of the City
(November 2-4, 2006)

The McCord has a longstanding interest in documenting the economic and business history of Canada, particularly that associated with Montréal and Québec. This year's Colloquium was also inspired by our important collections that illustrate Canada's commercial history, such as the **Schulich Collection of scripophily** and the **Dominion Textile** archives inspired this year's Colloquium.

In collaboration with **Carleton University**, and sponsored by **TSX Group Inc.** and the **Bank of Montreal**, the Colloquium brought together scholars, business people, corporate archivists and historians, and emphasized the importance of preserving our national economic heritage.

The Golden Mountain: Canada and China, Interconnected

With **Concordia University**, the Museum began preparations for the 2007 McCord Colloquium (November 1-3, 2007) that will explore the interconnected histories of Canada and China.

SYMPOSIA

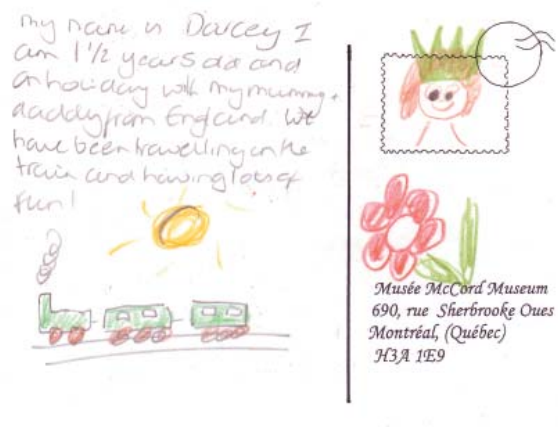
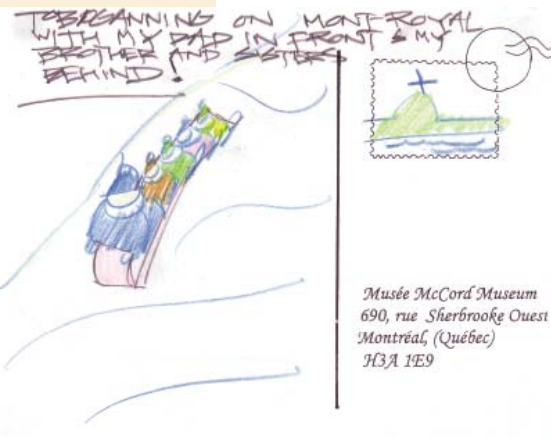
Continuing to connect people with history, the McCord and the **Gail and Stephen A. Jarislowsky Institute for Studies in Canadian Art** offered two symposia, free to the community.

Organized in conjunction with the **Department of Art History, Faculty of Fine Arts, Concordia University**:

The Abstract Edge: Robert Davidson and Contemporary Aboriginal Arts Practice (May 26, 2006).

And in conjunction with the **Department of Art History of UQÀM**, the symposium *Antoine Plamondon: The Full Portrait* (November 30, 2006).





ON-SITE PROGRAMS

Each year the McCord provides its visitors with a program of temporary exhibitions presented with the support of our partners, **The Gazette** and **La Presse**. Developed by our exhibitions team or borrowed from our partner museums, highlights from this year's program include:

HAIDA ART

Co-curated by **Moira McCaffrey**, Director of Research and Exhibitions, and contemporary Haida artist, **Robert Davidson**, *Haida Art: Mapping an Ancient Language* presented rarely displayed objects from the McCord collection of historic Haida masterpieces. Our exhibition complemented *The Abstract Edge*, which featured paintings and sculptures by Robert Davidson.

OPEN-AIR EXHIBITION

Transactions was the McCord's first free, outdoor exhibition. Made possible with the support of **Alcan**, **Cascades**, **Ville-Marie Montréal**, and **TSX Group Inc**, the custom-designed displays presented stunning colour images of objects from the Museum's collections contrasted with black and white photographs from the Notman Photographic Archives. A poll conducted by **Convercity** counted over **650,000 visitors** and more than **10 million passers-by** who reported satisfaction levels of over **96%**. Polls also confirmed that nearly **78%** of visitors named the McCord as the presenter of the exhibition.

MCCORD IN SCOTLAND

With the support of the **Quebec Government Office in London**, the photographic exhibition *Scots in Québec* presented at the Scottish Parliament highlighted the achievements of Scottish settlers in Montréal and Quebec through a selection of images from the Notman Photographic Archives. The exhibition will tour Scotland in 2007.

EXHIBITIONS PRESENTED IN 2006-2007

Picturing Her - Images of Girlhood

November 25, 2005 to April 9, 2006

Haida Art: Mapping an Ancient Language

April 29 to October 22, 2006

Growing Up in Montréal

October 29, 2004 to January 2008

Simply Montréal

A permanent exhibition

OPEN-AIR

Transactions

June 15 to October 16, 2006, presented along McGill College Avenue

VISITING

Robert Davidson – The Abstract Edge

May 27 to October 15, 2006

Nuvisavik, "The Place Where We Weave": Inuit Tapestries from Arctic Canada

November 4 to March 25, 2007

Antoine Plamondon (1804-1895): Milestones of an Artistic Journey

December 1, 2006 to April 1, 2007

VIRTUAL

Growing Up in Montréal

Haida Art: Mapping an Ancient Language

Transactions

THEMATIC TOUR

Available permanently online

1. "My body is here but my spirit is always there":
The Innu Language of the Forest
2. Nunavik: Building on the Knowledge of Ancestors
3. The Art and Technique of Inuit Clothing
4. The Huron-Wendat Craft Industry from the 19th Century to Today
5. Living Words: Aboriginal Diplomats of the 18th Century

ON TOUR

Scots in Quebec

Scottish Parliament, Edinburgh, Scotland

March 15 to April 12, 2007

Cities of Canada – The Seagram Collection

The Rooms, St John's, Newfoundland

December 9, 2005 to April 24, 2006

Beaverbrook Art Gallery, Fredericton, New Brunswick

June 21 to September 4, 2006

New Brunswick Museum, Saint John, New Brunswick

September 18 to December 17, 2006

Kamloops Art Gallery, Kamloops, British-Columbia

January 21 to March 18, 2007

ACCESS & LEARNING

The Museum's continuing partnership with **Great-West Life Assurance**, **London Life**, and **Canada Life** ensured a rich and diverse selection of cultural activities and continued to significantly increase the profile of our educational resources and services.



McCORD MAKES THE GRADE!

Nearly **95%** of students who visited the Museum reported they were **wholly satisfied!** Our new activities for schools continue to help students to connect with generations, cultures and communities, inspiring them to become informed, open-minded and engaged citizens. This year, a collaboration with **Sport Québec**, **Sport Montréal**, and **Panthéon des sports** resulted in a popular new activity, *History Is Sport!*

OUTREACH

The McCord brought history to an additional **3,800** people this year via our travelling educational kits... not to mention the thousands of students and teachers across Canada who access our online educational resources such as *Keys to History* and *EduWeb*.





INNOVATIONS FOR ADULTS

From special visits, like the Director's Tour and conservation seminars, to talks linked to exhibitions, to historical tours, this year featured collaborations with the **Canadian Guild of Crafts**, **Présence autochtone** and **Archéo-Québec**, resulting in a varied program of activities for adults and **Friends of the McCord**.

FAMILIES

The McCord offers creative workshops at the Museum every weekend, as well as special activities during the holidays.

This year, we introduced a new program for parents and babies under 18 months. With tactile play boxes, baby-friendly activities, and interpreted workshops, it has proved to be a welcome opportunity for parents and babies to explore history together.

The McCord Daycamp is now an accredited member of the **Association des camps du Québec** and last summer, over **100 children** discovered history via a host of activities, special visits, and tours.



ON-LINE PROGRAMS

Facilitating public access to its collections is an important part of the McCord's mandate and our website is integral to this mission. With over **2,250,000** visits this year the site has become an important landmark in the virtual cultural landscape.



KEYS TO HISTORY: ABORIGINAL CULTURES

With the support of **Canadian Heritage** and the collaboration of Canadian Aboriginal communities, more than five thousand artifacts from our collection were selected, digitized, and are now available online. Using these images, representatives from the **Conseil de la Nation huronne-wendat**, the **Conseil des Innus de Ekuanitshit**, and the **Avataq Cultural Institute** created exceptional thematic virtual tours narrated in French, English and the corresponding Aboriginal language.

WHAT'S ONLINE?

Online Collections	Total number online
Paintings, Prints and Drawings	27,500
Costume and Textiles	750
Ethnology and Archaeology	5,800
Decorative Arts	1,250
Notman Photographic Archives	80,300
Textual Archives	500
Thematic Tours	71
Virtual Exhibitions	4
Games	34

PRIZE: Honourable Mention for the online interactive game *Watch the Birdie* by the **American Association of Museums**.



COMMUNICATIONS

VISITOR SERVICES & COMMUNICATIONS

Partnerships and collaborations with **The Gazette**, **La Presse**, the **Canadian Centre for Architecture**, the **Musée d'art contemporain de Montréal**, **Land InSight**, the **Bibliothèque et Archives nationales du Québec**, the **Canadian Guild of Crafts**, and **APTN** effectively encouraged over **80,339** visitors and and we saw **4,014** visitors through our doors on **Museum Day**, Montréal's free museum celebration - an increase of over 11% from last year.



McCORD IN THE MEDIA

We had outstanding coverage across all media platforms, including front page articles in the culture sections of **The Gazette**, **La Presse** and **Le Devoir**; a centrefold photo-documentary highlighting the costume and textiles collection in the magazine **Living With Style**, promotion of our Parents & Baby activities on the television station, **TVA**, and numerous mentions in the national press, including **The Beaver**, **CBC Newsworld**, **Rai Uno (Italian Television)**, **Canadian House & Homes** and **Radio-Canada**.



INVOLVEMENT

The McCord is extremely grateful to all who supported the Museum, including our dedicated volunteers who form a vital part of our educational programming and visitor services.

FRIENDS

The invaluable support from over **1,600 Friends of the McCord** is fundamental to our continued growth and success.

GALA ANNIVERSARIES

Together with the iconic Montréal department store, **Ogilvy**, we celebrated our 140th and 85th anniversaries respectively. This gala evening brought together over 400 people and generated more than **\$40,000** for the Museum. In October, nearly 1,000 Montrealers responded to our invitation to share our birthday cake and participate in our 85th birthday celebrations.

ANNUAL FUNDRAISING CAMPAIGN

The Museum is grateful to **Daniel Labrecque**, chair of its annual fundraising campaign in 2005-2006, and **Bruce McNiven** and **Marie Senécal-Tremblay**, co-chairs of the 2006-2007 campaign, which began in September 2006, as well as to all those who responded so generously to our fundraising activities last year. The complete list of our donors for the period from April 1, 2006 to March 31, 2007 is provided on pages 16-18.

The McCord's annual fundraising campaign was launched September 1, 2006, with a goal of \$250,000. By March 31, \$253,587 had already been raised.

SPONSORS

For over 5 years now, our educational resources have benefited from the loyal support of the **Great West Life**. The Alcan leadership gift assures the future of the McGill College exhibition project and the support of **Alcan**, **Cascades** and **Ville-Marie Montréal** continues to build on this success. Their participation has facilitated the first McCord exhibition to be entirely funded by the private sector. The 2006 McCord Colloquium *Trading Places* was presented by **TSX Group Inc.**

PRIZE: *Transactions* received the **Outstanding Achievement Award**, in the category of sponsorship, from the **Canadian Museums Association**.





THE YEAR IN REVIEW

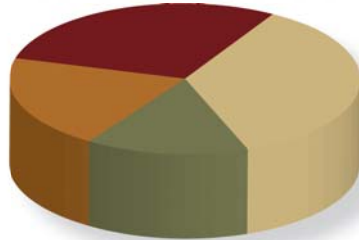
VISITORS TO THE MUSEUM

Despite a dramatic drop in tourists from the US, the McCord welcomed 80,339 visits in 2006-2007, **9% more** than last year. This increase, combined with the rise in admission fees, resulted in **23% higher** revenue.

SOURCES OF REVENUE








The McCord receives more than half its support from fundraising and revenue-generating activities.

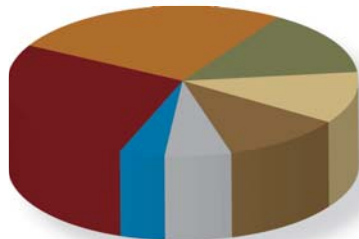
	Foundations	36%
	Government	29%
	Private Sector	20%
	Museum-generated	15%



EXPENDITURES

Expenditures for *Collections* includes creation and management of the Museum's Website.

	Collections	27%
	Operations	26%
	Administration	14%
	Marketing & Communications	11%
	Exhibition	11%
	Education	6%
	Development	4%



In 2002-2003, the Museum identified the advent of what has been determined to be a structural deficit. An independent study sponsored by the Ministère de la Culture, des Communications et de la Condition féminine du Québec, which funds the Museum on an annual basis, confirmed our findings. The Museum has developed a number of both short and long term strategic initiatives to address this issue.

STATEMENT OF OPERATIONS & CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 2007

	Operating Fund	Restricted Fund	Capital Assets Fund	Endowment Fund	Total	
	2007	2007	2007	2007	2007	2006
	\$	\$	\$	\$	\$	\$
Revenue						
Québec Government (Note 3)	1,558,846	-	102,980	-	1,661,826	1,354,143
Canadian Government (Note 4)	143,741	529,697	-	-	673,438	355,703
Conseil des arts de Montréal	64,101	-	-	-	64,101	69,500
Ville de Montréal	55,000	-	-	-	55,000	24,400
Foundation grants	801,008	10,000	1,992,376	-	2,803,384	1,023,661
Other grants	9,329	29,225	-	-	38,554	86,634
Contributed services (Note 2)	148,514	-	-	-	148,514	145,589
Auxiliary services	359,900	-	-	-	359,900	298,331
Investment income	20,313	-	-	-	20,313	22,800
Admissions	295,707	-	-	-	295,707	243,221
Fundraising	364,102	-	800,000	-	1,164,102	387,776
Sponsorship	247,769	-	7,116	-	254,885	350,016
Rental	124,433	-	-	-	124,433	112,285
Other	42,564	-	-	-	42,564	60,062
	4,235,327	568,922	2,902,472	-	7,706,721	4,534,121
Expenses						
Collections	1,078,189	541,974	-	-	1,620,163	1,377,176
Building and security	853,425	-	-	-	853,425	852,871
Administration	865,934	-	-	-	865,934	757,762
Exhibitions	660,333	-	-	-	660,333	616,821
Marketing	195,503	-	-	-	195,503	180,923
Education programs	360,853	-	-	-	360,853	274,513
Communications	456,827	-	-	-	456,827	466,831
Development	242,765	26,948	-	-	269,713	407,845
Auxiliary services	253,017	-	-	-	253,017	217,173
Interest on long-term debt	20,298	-	62,701	-	82,999	66,494
Amortization of capital assets	-	-	406,263	-	406,263	457,342
	4,987,144	568,922	468,964	-	6,025,030	5,675,751
Excess (deficiency) of revenue over expenses before the undernoted						
	(751,817)	-	2,433,508	-	1,681,691	(1,141,630)
Endowment investment income	691,777	-	-	-	691,777	716,074
Endowment administration expenses	(52,927)	-	-	-	(52,927)	(52,710)
Excess (deficiency) of revenue over expenses						
	(112,967)	-	2,433,508	-	2,320,541	(478,266)
Fund balances, beginning of year	(294,216)	-	838,171	10,273,890	10,817,845	11,296,111
Endowment contributions	-	-	-	6,000	6,000	-
Interfund transfers (Note 5)	(372,945)	-	196,595	176,350	-	-
Fund balances, end of year	(780,128)	-	3,468,274	10,456,240	13,144,386	10,817,845

BALANCE SHEET

AS AT MARCH 31, 2007

	Operating Fund	Restricted Fund	Capital Assets Fund	Endowment Fund	2007	Total 2006
	\$	\$	\$	\$	\$	\$
Assets						
Current assets						
Cash	48,440	-	-	692,933	741,373	759,276
Amounts receivable	127,979	-	-	-	127,979	127,317
Grants receivable	66,070	189,738	141,905	-	397,713	213,730
Due from (to) other funds	104,286	(153,282)	42,298	6,698	-	-
Inventory	116,488	-	-	-	116,488	110,003
Deposit (Note 11)	235,750	-	-	-	235,750	-
Prepaid expenses	54,817	-	-	-	54,817	42,924
	753,830	36,456	184,203	699,631	1,674,120	1,253,250
Grant receivable	204,283	-	745,457	-	949,740	1,078,312
Investments at cost (Note 12)	-	-	-	9,756,609	9,756,609	9,715,649
Deposit	-	-	-	-	-	100,000
Capital assets (Note 6)	-	-	4,536,610	-	4,536,610	2,238,278
	958,113	36,456	5,466,270	10,456,240	16,917,079	14,385,489
Liabilities						
Current liabilities						
Bank indebtedness (Note 7)	345,018	-	-	-	345,018	-
Accounts payable and accrued liabilities	782,770	9,106	-	-	791,876	709,131
Deferred revenue	355,100	27,350	43,598	-	426,048	153,416
Current portion of long-term debt (Note 8)	51,070	-	140,605	-	191,675	908,440
	1,533,958	36,456	184,203	-	1,754,617	1,770,987
Deferred revenue	-	-	-	-	-	100,000
Long-term debt (Note 8)	204,283	-	745,457	-	949,740	296,550
Deferred contributions (Note 9)	-	-	1,068,336	-	1,068,336	1,400,107
	1,738,241	36,456	1,997,996	-	3,772,693	3,567,644
Fund balances						
Invested in capital assets	-	-	3,468,274	-	3,468,274	838,171
Externally restricted (Note 10)	-	-	-	10,235,074	10,235,074	10,229,074
Internally restricted (Note 10)	-	-	-	221,166	221,166	44,816
Unrestricted	(780,128)	-	-	-	(780,128)	(294,216)
	(780,128)	-	3,468,274	10,456,240	13,144,386	10,817,845
	958,113	36,456	5,466,270	10,456,240	16,917,079	14,385,489

The complete financial statements may be consulted on the McCord Museum Website at:
<http://www.mccord-museum.qc.ca/en/info/annualreports/>