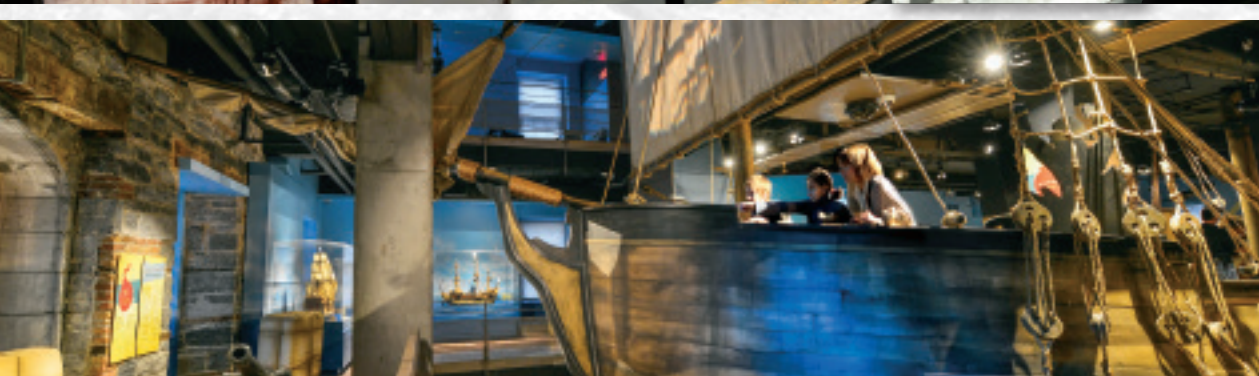


POINTE- À-CALLIÈRE

ANNUAL REPORT

2014





A world-renowned Museum



MESSAGE FROM THE CHAIR OF THE BOARD OF THE SOCIÉTÉ DU MUSÉE **Our networks, our strength.** Pointe-à-Callière has earned the respect of other museums and the world's leading collectors thanks to the unflagging support of its community. This confidence has won it an influential position in these networks and allowed Montrealers to enjoy rare and exclusive collections – an exceptional privilege.

In addition, I must mention our investments in restoring the Mariners' House, which showcased these treasures and garnered unprecedented international acclaim in 2014. I wish to salute the contribution of my predecessor, Jacques Parisien, who so skilfully championed this remarkable heritage project.

Similarly, the ongoing support of the City of Montréal, along with that of our public- and private-sector partners, has given us the tools to create a lasting tribute to Montréal's birthplace, in keeping with the Museum's primary mission. In that connection, the Quebec government recently gave the Museum the mandate to produce a series of five publications on archaeology and to manage the Quebec provincial collection. This mark of confidence comes as recognition of our exemplary expertise in this field.

Another sign of confidence is the major \$30 million contribution announced by the City of Montréal. Along with the \$10 million raised by the Foundation, a triumph for which I wish to express my sincere gratitude, this will allow us to go ahead with our plans to expand the Museum and fully realize the Montréal Archaeology and History Complex. Phase 2 is slated to open in 2017, with the showcasing of the William collector sewer, the site of Fort Ville-Marie and Callière's residence.

Once again this year, we remained one of the country's leading cultural institutions. We owe this success to the commitment and performance of our employees, our Members and our volunteers, and the vision of our Executive Director, Francine Lelièvre. Her determination to make archaeology and history touchstones in our evolving society was recognized this year with the Order of Canada, an immense source of pride for us all.

Lastly, the Museum's continuing popularity with visitors is an essential lever for our development. So I urge you all to come with your families and friends – it's the greatest reward we could ask for.

Andrew Molson



MESSAGE FROM THE MUSEUM'S EXECUTIVE DIRECTOR **Fruitful investments.** This year, nearly 351,000 people, including over 100,000 youngsters who came with school groups or their families, took part in our activities. This confirms the appeal of our new facilities, created with the Foundation's help. My sincere thanks for its fundraising efforts. We also owe this excellent attendance to the relevance and quality of our exhibitions and activities, carried out with the unflagging support of the City of Montréal and our partners, for which I am immensely grateful.

The *Pirates or Privateers?* interactive exhibition in the Ancienne-Douane – J. Armand Bombardier Foundation Building has proven to be a great draw. Its theme inspired our successful annual celebrations, from spring break to the summer activities in Place D'Youville and the Port Symphony, *A Privateer on the River*.

The Mariners' House – National Bank Building has become the perfect home, as we hoped, for our popular international exhibitions. *Marco Polo – An Epic Journey* gave visitors the chance to walk in the footsteps of this legendary explorer and understand the influence of some of the world's great civilizations. Then we hosted a world first, *The Greeks – Agamemnon to Alexander the Great*, the Museum's greatest achievement to date. The result of close co-operation with the Greek government, three other North American museums and 21 Greek museums, the exhibition showcased pieces that had never before left Greece, and invited visitors to relive more than 5,000 years of history.

What's more, as a follow-up to the *Lives and Times of the Plateau* exhibition, the Museum embarked on another first: an outdoor exhibition on avenue du Mont-Royal, entitled *Dix points de vue sur le Plateau*. Thousands of people had the chance to admire the photos and stories of creators who have lived or worked on the Plateau over the years.

Lastly, I would like to express my warmest thanks to the whole Pointe-à-Callière team. We owe our success to your enthusiasm and creativity, a source of inspiration for me every day.

Francine Lelièvre



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Olivia Hill	6969 Poplar St, San Francisco, CA 94101	HIJ Enterprises	Enterprise Specialist
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Lucas Hill	7878 Dogwood St, San Francisco, CA 94101	HIJ Enterprises	Enterprise Specialist
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Olivia Hill	8383 Poplar St, San Francisco, CA 94101	HIJ Enterprises	Enterprise Specialist
William King	8484 Sycamore St, San Francisco, CA 94101	KLM Systems	Systems Specialist
Zoe Adams	8585 Dogwood St, San Francisco, CA 94101	NOP Networks	Network Specialist
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Charlotte Hill	8787 Birch St, San Francisco, CA 94101	STU Operations	Operations Specialist
James King	8888 Spruce St, San Francisco, CA 94101	VWX Technology	Technology Specialist
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Benjamin Adams	9090 Ash St, San Francisco, CA 94101	BCD Solutions	Solutions Specialist
Emily Baker	9191 Sycamore St, San Francisco, CA 94101	EFG Services	Services Specialist
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Madison King	9393 Redwood St, San Francisco, CA 94101	KLM Systems	Systems Specialist
Christopher Lee	9494 Fir St, San Francisco, CA 94101	YZA Operations	Operations Specialist
Isabella Adams	9595 Cypress St, San Francisco, CA 94101	BCD Logistics	Logistics Specialist
Matthew Baker	9696 Magnolia St, San Francisco, CA 94101	EFG Dynamics	Dynamic Specialist
Olivia Hill	9797 Poplar St, San Francisco, CA 94101	HIJ Enterprises	Enterprise Specialist
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Zoe Adams	9999 Dogwood St, San Francisco, CA 94101	NOP Networks	Network Specialist



At the opening of *The Greeks*: Polyxeni Adam Veleni, Archaeological Museum of Thessaloniki, Jean-Marc Blais, Canadian Museum of History, Robert W. Peck, Canadian Ambassador to Greece, Manon Gauthier, City of Montréal, Lina Mendoni and Elena Korka, Hellenic Ministry of Culture and Sports, Francine Lelièvre, Pointe-à-Callière, George Marcantonatos, Greek Ambassador to Canada, Nicolas Sigalas, Consul General of Greece in Montréal, Richard Larivière, National Geographic Museum, Andrew Molson, Chair of the Board of Pointe-à-Callière, Maria Vlazaki, Hellenic Ministry of Culture and Sports, and Mark O'Neill, Canadian Museum of History.

A Museum with global connections

Pointe-à-Callière has been selected by the Musée du Louvre as one of the world's five top archaeological sites. Its worldwide renown has enabled it to form exceptional partnerships with 125 of the world's leading museums, in Paris, Rome, Tokyo, Jerusalem, Mexico City, London, New York, Chicago, Washington, Athens and other cities.

A MUSEUM RESPECTED for the expertise of its team and the quality of its facilities. Because it is able to meet the most stringent conservation and exhibition standards, the Museum has had the privilege of displaying numerous rare objects that had never before left their countries of origin, as it did again in 2014. We have collaborated with the Israel Museum in Jerusalem on *Archaeology and the Bible – From King David to the Dead Sea Scrolls* (2003) and leading Japanese museums headed by the Tokyo National Museum, on *Japan* (2006), triumphs that certainly helped attest to the Museum's expertise and earned it well-deserved confidence. Similarly, the invitation to join the consortium of the Canadian Museum of History in Gatineau, the Field Museum in Chicago and the National Geographic Museum in Washington to present *The Greeks – Agamemnon to Alexander the Great* confirms Pointe-à-Callière as a key player in sharing archaeology and history.

A MUSEUM THAT BRINGS TOGETHER world cultures. One of the key aspects of the Museum's mission is its goal of showcasing the history and material heritage of Montréal's cultural communities. Like Montréal's Greeks in 2014, many other communities have supported such major international exhibitions as *The Etruscans – An Ancient Italian Civilization* (2012), *Japan* (2006), *Mysteries of the Moche of Peru* (2001-2002) and *Africa Musica!* (2000-2001). Each such encounter gives people an opportunity to celebrate the past with others in their community and to share their aspirations with fellow Montrealers. It all ties in with Pointe-à-Callière's objective of promoting the values of harmony and social peace that characterize our city.

A MUSEUM DEVOTED TO KNOWLEDGE where research is key. Pointe-à-Callière is the leading museum devoted to archaeology in Quebec and all of Canada, and advancing knowledge in the field is a central aspect of its partnerships. Since it opened, the Museum has been supporting university programs by hosting internships in museology and museum methods. In 1993, it signed an agreement with the Musée gallo-romain de Saint-Romain-en-Gal to develop its conservation and exhibition methods. In 2002, it founded the Archaeological Field School in partnership with the Université de Montréal to study Montréal's birthplace. In 2012, it joined the UQAM research program on Montréal as a hub of trade and exchanges, aimed at defining the characteristics of the city and its citizens. Lastly, in 2013, the Quebec government gave it the mandate to publish a collection of books on Quebec archaeology, celebrating over 50 years of work exploring the province's past. All these examples illustrate the Museum's openness to strategic alliances.

AN ESSENTIAL MUSEUM for understanding Montréal and the world. Visitors from other Canadian provinces, the United States and other parts of the world represent more than 40% of the Museum's numbers. Over the years, millions of tourists have been introduced to our values and our lifestyles and have gone on to become Montréal's ambassadors. The impact on the renown of our city, our province and our country has been invaluable.

A world first

THE GREEKS – AGAMEMNON TO ALEXANDER

THE GREAT temporary exhibition. In keeping with its mission of making the archaeological treasures of humanity accessible to Montrealers and tourists, the Museum opened *The Greeks – Agamemnon to Alexander the Great* on December 12.

Co-ordinated by the Hellenic Ministry of Culture and Sports, 21 Greek museums loaned over 500 exceptional objects bringing to life more than 5,000 years of Greek culture, from the Neolithic Period to the Age of Alexander the Great. These treasures are displayed along a chronological tour route introducing visitors to the key periods in this great civilization, along with mythical heroes and historic figures. The exhibition pays tribute to Greece's extraordinary contributions to humanity, from mathematics to the arts, sciences and medicine, the Olympic Games, democracy and more.

A variety of means have been used to engage visitors in this fascinating universe. Videos and audio clips present different sacred sites and famous figures. Visitors can handle several reproduction pieces. There are interactive audio terminals introducing them to some of the fathers of philosophy. Some of the exhibition partners even created special tools allowing the public to expand their knowledge of Greece and prolong the experience. A free digital application offers photos and interactive maps. A pocket-sized catalogue focuses on the main historical periods, key sites and artifacts exhibited for the first time outside of Greece. A prestigious publication points to the importance for Greece of documenting its heritage and history.

Cultural and educational activities are being offered, as well, until April 26, 2015, to illustrate and explain the influence of the cradle of Western civilization. The exhibition will then leave on a North American tour taking it from Gatineau to Chicago and Washington.





EXIT

For the first time
in the history of
the world
a man is shown
in a dynamic pose
of a dancer or acrobat
This is the first
time a man is shown
in a dynamic pose
of a dancer or acrobat







Visiting far-off lands

MARCO POLO – AN EPIC JOURNEY temporary exhibition. The Museum took full advantage of the magnificent space in the Mariners' House to present this major exhibition inspired by *The Travels of Marco Polo*, the most famous travel guide ever written, from May 6 to October 26.

Produced in collaboration with some twenty prestigious French and Italian lenders, including the Basilica di San Marco in Venice, the Musée du Louvre, the Musée national du Moyen Âge-Thermes et hôtel de Cluny, the Émile Hermès Collection in Paris and the Samuel and Myrna Myers Collection, the exhibition took visitors on an exciting interactive voyage, a feast for the senses.

Over 200 items illustrated Marco Polo's amazing odyssey: a Byzantine-style incense burner converted into a reliquary for the Holy Blood, a box to hold relics, Persian, Kazakh and Chinese-Mongolian saddles, Persian ceramics, precious jade items from the Chinese Liao Dynasty, and much more. In addition there were examples of a number of "marvels" described for the first time by the intrepid adventurer, including coal, oil and silk.

The exhibition was designed so that visitors could join Marco Polo on his voyage that lasted some 24 years. A virtual reconstruction of 13th-century Venice produced by Ubisoft. Immense photos recalling the landscapes he travelled through. Videos showing lapis lazuli mining in Afghanistan and the sheep named after him. A Mongolian yurt to step inside and explore. Soft Chinese silks and fine Indian cottons to touch. Exotic spices to sniff. And a captivating film by two New Yorkers, Denis Belliveau and Francis O'Donnell, about their expedition in the Venetian explorer's footsteps.

The unique exhibition welcomed no fewer than 136,000 visitors. Lectures and cultural and educational activities were also offered throughout the year to satisfy the public's curiosity.







Exhibitions

of all kinds



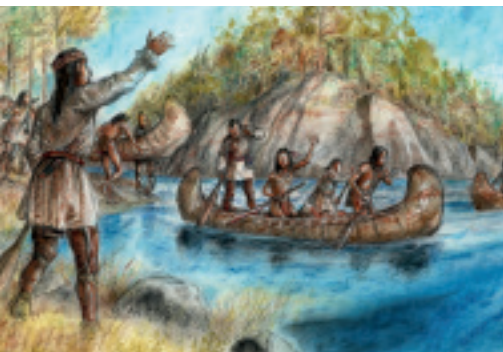
LIVES AND TIMES OF THE PLATEAU temporary exhibition.

In line with its series of exhibitions on symbolic Montréal places, the Museum turned its gaze to Plateau-Mont-Royal, a borough where you can still see traces of the days when it was home to artisans, shopkeepers and labourers. Over the years it has become a creative, inventive world full of people with storied pasts – and futures.

The exhibition opened in October 2013 and ran until January 2015, drawing over 178,000 visitors keen to learn more about one of Montréal's most vibrant neighbourhoods.

DIX POINTS DE VUE SUR LE PLATEAU outdoor exhibition.

As an extension of the temporary exhibition, the Museum presented some fifty large-format photos illustrating themes close to the hearts of ten well-known figures who live or work in this legendary neighbourhood. Between June 9 and August 31, over one million people enjoyed this outdoor salute to the Plateau on avenue Mont-Royal.



THE BEATLES IN MONTRÉAL temporary exhibition.

Celebrating the 50th anniversary of the famous British band's visit to our city, *The Beatles in Montréal* closed on March 30, after rocking more than 242,000 visitors.

1701, THE GREAT PEACE OF MONTRÉAL virtual exhibition.

On August 4, Pointe-à-Callière, in collaboration with the Virtual Museum of Canada, launched an online immersive chronological look at the events, historic sites and diplomatic rituals surrounding the famous treaty of 1701.



QUEBEC'S WHITE GOLD expo-clip. From June 17 to September 25, the Museum, in co-operation with Domtar, took inspiration from Marco Polo's account of the Chinese invention of paper and presented the story of the pulp and paper industry that brought wealth to Quebec's regions from the early 20th century to the late 1980s.

MONTRÉAL AND THE GREAT WAR (1914-1918) expo-clip.

To mark the 100th anniversary of the First World War, Pointe-à-Callière, in co-operation with the Montréal municipal archives, used historic documents and photos and some unique objects to illustrate how Montrealers did a tremendous job of pulling together during this difficult time.



Archaeology and our city's

history



EXCAVATING AND COLLECTING_to enrich our heritage

The Archaeological Field School_an impressive record. In 2014, the Museum completed the first and most extensive program of urban historical archaeological excavations in Montréal. The huge project, launched in 2002 under the direction of Professor Brad Loewen, in co-operation with his Université de Montréal team, involved a total of 159 interns who explored a 407 m² area corresponding to the site of Fort Ville-Marie and Callière's residence. Over 295,000 artifacts were unearthed from the 713 m³ of excavated soil, enriching an exceptional collection bearing witness to the past. The traces from Fort Ville-Marie include remains of the first well, a section of a stockade and a defensive ditch alongside it, dwellings, a metal workshop and a market gardening area, as well as an exceptional sundial. At the level corresponding to Callière's residence, they turned up some foundations from the Governor's home, as well as a low stone wall separating the yard and the garden. The interns also discovered some trade goods and pieces of bark used in building canoes for the Great Lakes fur trade, at the 18th-century level.

In terms of practical training in archaeology, the results are even more positive: 74% of the students involved continued their studies or found employment in a related field. With these concrete results, Pointe-à-Callière joins the ranks of major international centres of exploration. They also confirm the importance of this kind of partnership when it comes to sharing knowledge and know-how in the field!

Managing the provincial collection_an ongoing mandate. In 2013, the Quebec government recognized the key role played by Pointe-à-Callière in archaeology, and made it responsible for managing the Laboratoire et Réserve d'archéologie du Québec (LRAQ). This year, the Museum conducted a review of the facilities and proposed a framework policy for upgrading processes and management tools. The goal is to offer users (researchers, museums, municipalities, etc.) practices better adapted to today's digital environment, along with greater accessibility to the collections.

The ethnohistorical collection adds_a remarkable set of images. The Museum acquired a collection of 20,000 postcards dating from 1871 to 2012 from historian Christian Paquin. The images illustrate Montréal's stunning evolution over this period. This is another valuable addition to the donations and acquisitions that have enriched the Museum's extensive ethnohistorical collection over the years. Note also that 80 pieces related to Montréal's history were also added to the collection: a notarized deed from 1746 concerning Callière's residence, maps of New France produced by Nicolas Bellin, portraits of the Grey Nuns of Montréal by artist Valérie Jodoin-Keaton and promotional items from Expo 67.

The archaeological collection_expands. By the end of the 2014 season of the Archaeological Field School, 200 artifacts had been catalogued and another 1,800 included in the scientific collection.

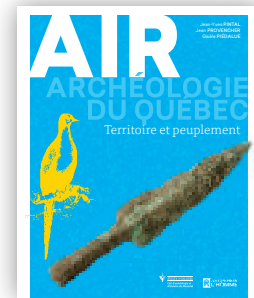
RESEARCH_to better understand our history

Montréal-capitale_a new research program. Since 2012, the Museum and UQAM have been conducting historical research on the theme of Montréal as a capital and parliament – a turning point in Canadian history. The research work is based on the use of new documentary sources. For instance, the study of petitions signed by citizens supporting the Governor General following the burning of Parliament in April 1849 has shed new light on the social and political repercussions of this key moment in Canadian history. The project is also innovative in that it cross-references the chronology of occupancy of the site with the different activities there over the years. Early results were reported at the annual conference of the Canadian Museums Association in Toronto and the convention of the Institut d'histoire de l'Amérique française in Quebec City. A 4D model, a publication and online data access are planned, to mark Montréal's 375th anniversary celebrations in 2017.

CONSERVING_for future generations

Preserving remains_to protect them for the future. Thanks to the conservation program supported by the Agreement on the cultural development of Montréal, between the Ministère de la Culture et des Communications du Québec and the City of Montréal, an original wooden support for a wall of the Royal Insurance building was replaced with concrete, to ensure the integrity of the heritage site.





Accessible

archaeology and history

SHARING THE PAST even more effectively

A superb work of art now on display at the Museum. Pointe-à-Callière has given a piece by French artist Nicolas Sollogoub pride of place in the *Where Montréal Was Born* permanent exhibition. The huge 16-panel stained-glass work completes the exhibition by illustrating the signing of the Great Peace of Montréal in 1701.

Quebec archaeology first publication to be released soon. The Museum has completed the first in a five-volume survey of the last 50 years of archaeology in Quebec: *AIR – Territoire et peuplement*. With articles by leading archaeologists, the book takes a bird's-eye view of Quebec archaeology and examines its settlement patterns over more than 12,500 years. Produced in collaboration with the Ministère de la Culture et des Communications du Québec, and written by Jean-Yves Pintal, Jean Provencher and Gisèle Piédalue, the book will be published by Éditions de l'Homme in January 2015.

Dynamic interpretation in touch with the past. Speaking of innovation, the Museum launched an interactive augmented reality project, in partnership with researcher Luc Courchesne from the Society for Arts and Technology (SAT) and UQAM. Thanks to digitized images of models of the crypt, visitors can move around the crypt in real time and on a human scale, with the help of a tablet or a smartphone. The prototype of this promising idea will be launched in 2015.

Archaeology Month successful once again. For this annual event, the Museum sponsored a lecture by Marc-André Bernier, of Parks Canada, on underwater archaeology and a discussion with archaeologists on their current digs. Families also enjoyed learning about archaeology at the *Archaeo-Adventure* workshop.

DEVELOPING to safeguard heritage

The Maison de Mère d'Youville a feasibility study. Pointe-à-Callière and the Grey Nuns of Montréal, joining forces through the Société pour la mise en valeur de la Maison de Mère d'Youville, conducted a study with the help of historians and the Beauré Michaud et Associés firm on repurposing the original Hôpital général de Montréal.

The results speak volumes. The historical synthesis and analysis of the plans consulted made it possible to understand and illustrate how the site evolved over time and to show the buildings' heritage value. Priorities were identified on the basis of a condition report. The findings of the technical and financial studies and a governance structure were submitted to the city, with a view to launching the work program and seeking public- and private-sector funding for this new development project.

To follow up on certain recommendations, the main partners, i.e. the Grey Nuns of Montréal, Pointe-à-Callière, the Château Ramezay, the Université de Montréal and the Bibliothèque et Archives nationales du Québec (BAnQ), along with two private partners, the Commanderie de l'Érable and a developer, agreed to pool their resources. As a result, their respective documentation centres will be combined and their collections brought together under one roof. A certified archival centre will also be established, under BAnQ supervision, to incorporate the Grey Nuns of Montréal archives in the provincial collection. The Université de Montréal, in co-operation with Pointe-à-Callière, will direct the creation of a major sustainable archaeology centre as an umbrella group for the institutions involved.

Building on the Past a new step. The City of Montréal has confirmed its \$30 million financial support for showcasing the William collector sewer and the site of Fort Ville-Marie/Callière's residence. This investment will go toward erecting a building to protect and interpret the remains and creating underground access. With this expansion, Pointe-à-Callière will pay tribute to the city's birthplace and strengthen its standing on the short list of world-class site museums. The work began in the fall with the demolition of the warehouse at 214, Place D'Youville, so that digs can be conducted beneath the pilings and the rear foundations of this early 20th-century building. The new pavilion is to open in May 2017, for Montréal's 375th anniversary.



Activities for all

NUIT BLANCHE À MONTRÉAL_March 1 to 2. To mark the 15th year of this popular event, the Mariners' House stayed open until late into the night for a dance featuring the music of *The Beatles in Montréal*.

PIRATES OR PRIVATEERS?_variations on a theme

Port Symphonies_February 23 and March 9. The event was a success once again, as in each of the past 20 years. *A Privateer on the River*, the moving piece composed by Guido Del Fabbro, made listeners feel as though they were aboard a schooner in the midst of a storm on the St. Lawrence, awaiting an enemy attack.

Place D'Youville_pedestrian space. The pedestrian mall next to the Museum proved immensely popular, drawing over 30,000 Montrealers and tourists over the summer. Created in partnership with the Ville-Marie Borough and the Société de développement commercial du Vieux-Montréal, this third edition featured travel stories by globetrotting comedian Michel Houde, songs and music by Élie Dupuis, from the group *Les Murènes*, a lecture-workshop on fragrances and tastes offered by Philippe and Ethnée de Vienne, and a great gathering with people dressed in costumes and masks in Place Royale.

Pointe-à-Callière's Public Market_the 21st edition. The nearly 70,000 visitors were treated to some new attractions: historic figures Pierre Le Moyne d'Iberville and Marie Garnier, a traditional farm to visit, Native toys and games, and the work of urban designers, paper artisans and taxidermists.

POINTE-À-CALLIÈRE_Montreal Digital Spring. The Museum presented the piece by François Quevillon, *Points de repère*, a key component of the *Lives and Times of the Plateau* exhibition, in the first edition of this event. The depiction of the vibrant life in the Plateau Mont-Royal neighbourhood created from thousands of photographs and meteorological data recorded over a one-year period delighted devotees of new technologies.

LEARNING AND HAVING FUN_special encounters

School programs_exploring together. This year, over 100,000 young people who came with school groups or their families took part in the Museum's visitor and educational activities on the themes of discovering New France and an introduction to archaeology.

Spring Break_March 1 to 9. *The Pirates or Privateers?* interactive exhibition and the *Archaeo-Adventure* workshop were a tremendous success, drawing 29% more family visits. Parents and children also took the opportunity to stop for a bite in the new Saputo lunch room.

Ever-popular_annual favourites. Lots and lots of families and other visitors turned out for *Museums Day* in May, *Jack O'Lantern* at Halloween and *Who Is the Real Santa Claus?* over the holidays.

Public lectures and workshops. In collaboration with the Société d'histoire de Montréal and the Les belles soirées lecture series at the Université de Montréal, the Museum welcomed plenty of Members and other history buffs to its lecture program. The topics included the life and work of historic figures like Joseph Charbonneau, Lacorne Saint-Luc and the heroes of the war of 1812, and major events like the surrender of Canada to England by Louis XV and Marco Polo's travels.

Archaeologist for a Day!_a new contest. The Pointe-à-Callière Foundation and the National Bank launched this initiative, giving high school students a chance to learn about archaeological techniques and boosting interest in careers in the field.



Well-deserved recognition



1

AN EXCEPTIONAL career. Since Pointe-à-Callière opened in 1992, Francine Lelièvre, the Museum's founder and Executive Director, has been honoured with some fifteen awards and other distinctions. This year her remarkable achievements were saluted once again.

- On November 21, at an official ceremony at Rideau Hall, in Ottawa, she received the Order of Canada, the country's highest distinction, for her contribution to the museum sector and to advancing knowledge about Montréal history and archaeology.
- To celebrate her exemplary career, the Canadian Museums Association presented her with its 2014 Award of Distinguished Service, at its annual conference held in Toronto on April 9.
- She was also named a Woman of Distinction in the Arts and Culture category by the Montreal Women's Y, to salute her exceptional contribution to Quebec and Canadian heritage conservation and the way it has transformed our society, on September 30 in Montréal.

THE NEXT GENERATION honoured. Project Manager Élisabeth Côté received the 2014 Prix Relève from the Société des musées du Québec at its annual convention held in Sherbrooke in October. The award recognizes her skills and her impressive achievements as part of the Pointe-à-Callière team and in the museum community. Ms. Côté has contributed to a number of major projects: refurbishing the Mariners' House, creating the *Archaeo-Adventure* workshop, and designing various exhibitions including *Pirates or Privateers?*, *The Tea Roads* and *Marco Polo – An Epic Journey*.



2

RANKED FIRST among the best. According to the Société des attractions touristiques du Québec, the Museum's highly effective promotional campaigns propelled it to the top of the short list of the most popular attractions in Quebec in 2014.

Similarly, the 31% increase in family visits and the 114% rise in visitors ages 6 to 12, along with the 19% growth in school visits, convinced the Education First organization to renew the Museum's certification for excellent services provided for travellers by a cultural attraction.

Pointe-à-Callière was once again listed as a must-see destination on the influential *TripAdvisor* tourist information site.

The Museum also owes these successes to its varied strategies and its creative communication, public relations and marketing activities. Its ongoing presence and frequent and relevant contributions to the main social networks, like Facebook, Twitter and Instagram, are constantly increasing and help it compete with other major museums. There has been an 11% increase in visits to the Museum's website, with close to 1.5 million pages read – up 8% from last year. Note also the many testimonials from well-known figures praising the exceptional views and exclusive services offered by the 360° Montréal space, and the 7% increase in rental income.

1. Francine Lelièvre, Executive Director of Pointe-à-Callière, with His Excellency the Right Honourable David Johnston, Governor General of Canada.

2. Élisabeth Côté with Michelle Joannette, Chair of the jury for the 2014 SMQ awards.

Yves Beauchamp, Robert Y. Girard, Francine Lelièvre, Andrew Molson, Nathalie Bernier, Manon Gauthier, John LeBoutillier and James W. Hewitt.



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The major fundraising campaign, a tremendous success!

MESSAGE FROM THE PRESIDENT OF THE FOUNDATION *Building on the Past, soon a reality!* The goal of \$10 million for the first major fundraising campaign is about to be exceeded! My sincere thanks to Co-Chairs Louis Vachon, of the National Bank, and David McAusland, of the McCarthy Tétrault legal firm, and the some twenty participating business leaders. Their combined efforts mean that the Museum will be able to go ahead with its expansion plans. Phase 2 is to be ready by 2017.

On June 12, we launched a new network of businesspeople, called GénérationsCité. Chaired by Karine Desrochers, of Raymond Chabot Grant Thornton, its mission is to generate new source of recognition and funding, and to foster a new generation of philanthropists for the Foundation. Already, on November 3, an exclusive activity brought members together at Moment Factory to get a look at one of the company's latest international creations.

The committee responsible for planned donations continued work on developing its program and its promotional tools. Another way to contribute to the Museum's future.

The two benefit evenings hosted by the Foundation celebrated the historic contribution of some of our city's leading companies. On May 26, the Builders Club held its annual gourmet dinner on the theme of "An epic evening to mark EY's first 150 years in Canada." It was chaired by Sylvain Vincent, Managing Partner, Quebec. Then, on November 25, our Major Donors gathered at the World Trade Centre, for a delightful evening chaired by Bill Tresham, President of Ivanhoe Cambridge.

Thanks to my fellow Museum and Foundation board members and to the Members, donors, partners and volunteers whose renewed generosity has a direct impact on the Museum's development. My thanks also to the City of Montréal for its unflagging support. Lastly, the Foundation team has my great admiration for their efficiency and professionalism.

Russell Goodman



The Major Donors Club evening.



At the annual Montréal Builders Club dinner, Honorary Chair of the evening, Sylvain Vincent, Managing Partner, Quebec at EY, with Francine Lelièvre, Executive Director of the Museum and Russell Goodman, Chair of the Pointe-à-Callière Foundation.





Members of the Board of Trustees of the Foundation. Back row, left to right: Louis Douville, Pierre Turcotte, André Bouthillier, Yves Bonin, Mario Bédard and Luc Wiseman. Middle row, left to right: Russell Goodman, Chantal St-Pierre, Robert Y. Girard, Lysane Martel and Jean-Philippe Côté. Front row, left to right: Caroline Émond, Francine Lelièvre and Charles S. N. Parent.



1

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THE POINTE-A-CALLIÈRE FOUNDATION brings together influential businesspeople and Montrealers to raise funds, organize benefit activities, carefully manage Members' dues and support their initiatives. It solicits donations, bequests and collections, all with the goal of strengthening the community's sense of identification with the Museum.

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1. GénérationsCité members and guests at a cocktail party held at Moment Factory on November 3, 2014.



2

2. President of the Members of Pointe-à-Callière, Sylvain Clermont, with Maurice Plante, Volunteer of the Year, and Francine Lelièvre, Executive Director of the Museum.

3. On December 11, the Members of Pointe-à-Callière enjoyed a preview of the fabulous *The Greeks – Agamemnon to Alexander the Great* exhibition.



3

Making a difference

MUSEUM MEMBERS_influential ambassadors.

As indisputable proof of their power to persuade and influence others, the membership campaign by Members and volunteers resulted in a 15% boost in membership! To recognize their contribution, the Museum offered Members special opportunities to meet Jean-Paul Desroches, Guest Curator of the *Marco Polo – An Epic Journey* exhibition, and Denis Belliveau, an adventurer from New York who retraced the explorer's odyssey back in the 1990s. Members also visited the Archaeological Field School site and listened to a presentation by Brad Loewen and his Université de Montréal team, with a preview of the latest discoveries on the site of Fort Ville-Marie and Callière's residence.

As part of the annual Members' Celebration on October 7, on the theme of gems and precious stones, prestigious guest Odile Civitello, gemmologist, President and Founder of the Montreal School of Gemmology, gave a fascinating talk. The stained glass piece by artist Nicolas Sollogoub, *1701, The Great Peace of Montréal*, was also unveiled that evening. And lastly, the *Volunteer of the Year* award was presented to Maurice Plante to salute the organizational and communication talents of this model ambassador for the Museum.

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

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Gaz Métro
Russell Goodman
Francine Lelièvre
Metro Richelieu inc.
Provencher Roy Associés
Architectes
Sandalwood Management
Canada ULC
Paul Simard

\$25,000 or more
Bannerman Family Foundation
Fasken Martineau
Claire Lefebvre
Monique Lefebvre-Maheu
Charles S. N. Parent
PricewaterhouseCoopers
Velan inc. and
Velan family

\$10,000 or more
EY
Hewitt Equipment Ltd
Hexavest
Valérie Jodoin Keaton
JTI Macdonald
Mazars
Pandion Investments
Raymond Chabot
Grant Thornton
Sun Life Financial
Walter Surface
Technologies

\$5,000 or more

Alcoa Canada Primary Products Group
Mario Bédard
Bentall Kennedy (Canada) LP
Bombardier
Jules Charette
Sigrid and Gilles Chatel
John Coleman
Construction Albert Jean
Gildan Activewear
Groupe Deschênes
Pierre Hébert
Intact Investment Management
Paul-André Linteau
Lyne Massé
David McAusland
Laurent Raymond
Relais Expert-conseil
Normand Steinberg
Denis St-Martin
Michel Sylvestre
Nancy Wolfe

\$2,000 or more
Acmé Services Scéniques
Alliance Prevel inc.
Avanti Ciné Vidéo
Claude Boulanger
Canderel Management inc.
Cohn & Wolfe Montréal
Dan S. Hanganu, Architectes
Devencore Itée
Fondation Pierre Desmarais
Belvédère
Robert Y. Girard
Lanvac
Lavery de Billy
John LeBoutillier
McCarthy Tétrault
Fondation
Moment Factory
Stephen T. Molson
NCK inc.
Quartier international de Montréal

\$1,000 or more
Aluminerie Alouette
Bouthillette Parizeau
Sylvain Clermont
Georges Coulombe
Marc Décarie
James Hodgson
Hub International Ltée
Christos Karatzios
Constance Karvelas
Jean-Yves Leblanc
Le Groupe D.E.S. inc.
LP8 Média III inc.
New Milano
SDC Vieux-Montréal
SDK et associés
SDV Logistiques
Canada inc.
Services Intégrés Lemay et Associés inc.
Zone 3

\$500 or more

Jacques Allard
Axia Savvis Consulting
Francine Bouchard
Jean-Jacques Brossard
Ceveco
Claude Cormier et associés
John W. Collyer
Sylvie Dufresne
Ecole de technologie supérieure
Fondation Luigi Liberatore
David Fournier
J. Jodoin Électrique
Klox Technologies inc.
Lapointe, Magne et Associés
Richard Lapointe
Pierre Le François
Claude-Sylvie Lemery
Raymond Montpetit
Theodoros Nikiforos
R3D Conseil
Aline Roby
Strataide inc.
Bill Tresham

\$250 or more
Zoi Batsis
BCP
Michel Bergeron
Stavroula Christopoulos
Classe 3 événements
Concetti Design inc.
Consultants BVA Ltée
Michèle de Lamirande
Céline Gendron
Gestion de portefeuille Triasima
Michel Lambert
Gilles Lapointe
Lucie Leduc
Guy Legault
Madeleine Morin
Pagonis Markatos et associés
Nicholas Papapanos
Planète Mobile
Plomberie J. Jodoin
Marie-Josée Robitaille
Louise Rousseau
Chantal St-Pierre
Luc Thessereault
Noëlla Thibault
Helen Tyros

\$100 to \$249

Pelagia Adamidis
George Alexopoulos
Geracimos Analytis
W. David Angus
John Antoniou
Jane Apostolis
Robert Aschah
K. Avram
Raoul Barbe
Aline Benoît
Diane Blanchette
Jacques Bouchard
Jean-Rémi Brault
André Burroughs
Vasiliki Cabnekis
Canadian Museum of History
Claudette Cardinal
Souheil Chaker
Olivier Chauveau
Hellen Christodoulou
Anne-Marie Conciatori
Christine Conciatori
Myriam Cool-Charest
Andreas Crilis
Daca, Karidis & Associés inc.
Mary Deros
Fernand Desautels
A. Marc Deschamps
Jean-Yves Deslauriers
Olivier Desmarais
Karine Desrochers
Effrosyni Diamantoudi
Louise Dionne
John Diopoulos
James Dorff
Hélène-Louise Dupont-Élie
William R. Eakin
Eugenia Efthimiopoulos
Mythos Estiatorio
Aurélien Fievez
Maria Fotopoulos
Catherine Fugère-Lamarre
Hélène Gaudreau
George Geracimo
Michèle Gervais-Mandeville
Tassia Giannakis and
Nicolas Cotsomitis
Marie Gilmore
Athanasios Gicocas
John H. Gomery
Yvon Goyette
Françoise Graham
Bernard Grenier and
Isabel Schurman
John Hadjinicolaou
Theodore Halatsis
Hélène Hamel
Penny Karigianis
Maria Karteris
Ligeo Kattackal
Penelope Kostopoulos
Tasso Kouros
Francine Labrosse
Suzanne Lachance
Nathalie Langevin
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Marcel Lessard
Jacques Letarte
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Madeleine Maltais
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Evangelos Manos
Nathalie Markatos
Madeleine Martin
Ghislaine Martineau
Michel Massé
Vrissis Mavrou
Elisabeth Monast-Moreau
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Bruce Neysmith
Patricia Oizel
Retsinas Panayota
Niky Papachristidis
Peter Papadakis
Dimitri Papandreou
Pappas Design Studio
Eva Pappas
Joy Pappas
Diane Paquin
Gaétan Paquin
Claire H. Paré-Sohn
Louis Patenaude
Perform Net
Christos Petsinis
Pharmacie Koutsouris
Nicholas Polyzos
Portovino Ristorante
Louise Pothier
Alain Poudrette
Poseidon Retsinas
Chantal Rousseau
Camille Rousseau
Louise Rousseau
Julie Roy
Mario Savard and
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Charalampos Skentzos
Sotheby's International Realty Quebec
Michael Spanos
Suzanne St-Onge
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Pier-Luc Therrien-Péloquin
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Peter Tsocanos
Jeanne Tsoublekas
George Zikas
Bernard Venne
Valérie Verdoni
Chantal Vignola
Orpheus Vosniades
James Xenos

* Monetary gifts and pledges confirmed between January 1 and December 31, 2014 as part of the *Pointe-à-Callière – Building on the Past* Major Fundraising Campaign.

Financial Statements

SUMMARY OF FINANCIAL RESULTS. The financial results for 2014 show a surplus of revenues over operating expenses of \$14,636.

Aside from the unflagging support from the City of Montréal, the 50% growth in self-generated revenue came from a 5% increase in admission fees, 8% growth in room rentals and 5% in concession fees from the café-restaurant. Sponsorships and sales by the Museum Shop contributed to this year's \$2,790,610 in revenue. This performance is a clear indication of the interest on the part of businesspeople and visitors in all the Museum has to offer, as well as their desire to take home tangible souvenirs of their experience from the Museum Shop's wide selection of items.

Financing of capital assets increased with the City of Montréal's support for the development work on Fort Ville-Marie and the pursuit of such projects as the renewal of the permanent exhibitions, the upgrading of technological equipment and, of course, the development plans for the entire Montréal Archaeology and History Complex. In addition, important archaeological digs continued on the site of Fort Ville-Marie and Callière's residence, thanks to the support of the Ministère de la Culture et des Communications du Québec.

In addition to these excellent results, there was the constant support from the community for the Foundation, which this year reported a 41% increase in revenue from new memberships.

Strict financial control of these two funds allowed the Museum to balance its budget in the 2014 fiscal year.

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the members of the **Société du Musée d'archéologie et d'histoire de Montréal, Pointe-à-Callière:** The accompanying summary financial statements, which comprise the summary balance sheet as at December 31, 2014, the summary statements of income, changes in net assets and cash flows for the year then ended, are derived from the audited financial statements of the SOCIÉTÉ DU MUSÉE D'ARCHÉOLOGIE ET D'HISTOIRE DE MONTRÉAL, POINTE-À-CALLIÈRE for the year ended December 31, 2014. We expressed an unmodified audit opinion on those financial statements in our report dated March 25, 2015.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of the SOCIÉTÉ DU MUSÉE D'ARCHÉOLOGIE ET D'HISTOIRE DE MONTRÉAL, POINTE-À-CALLIÈRE.

Management's Responsibility for the Summary Financial Statements. Management is responsible for the preparation of a summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor's Responsibility. Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion. In our opinion, the summary financial statements derived from the audited financial statements of the SOCIÉTÉ DU MUSÉE D'ARCHÉOLOGIE ET D'HISTOIRE DE MONTRÉAL, POINTE-À-CALLIÈRE for the year ended December 31, 2014, are a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.


Montréal, March 25, 2015

¹ CPA auditor, CA public accountancy permit No. A111096

SUMMARY STATEMENT OF INCOME for the year ended December 31, 2014	Operating Fund \$	Capital Assets Fund \$	Total 2014 \$	Total 2013 \$
Revenues				
Admission fees	1,656,148	–	1,656,148	1,576,290
Museum Shop	276,737	–	276,737	310,871
Sponsorships	394,556	–	394,556	493,925
Concessions and Museum evenings	347,406	–	347,406	324,831
Other	94,833	–	94,833	133,938
Interest	20,930	–	20,930	17,120
	2,790,610	–	2,790,610	2,856,975
Contributions and grants	6,120,172	2,169,602	8,289,774	7,697,862
	8,910,782	2,169,602	11,080,384	10,554,837
Expenses				
Administration	1,219,134	–	1,219,134	1,596,646
Maintenance and security	2,233,482	–	2,233,482	1,791,194
Marketing	670,767	–	670,767	685,148
Exhibitions – Technology	2,480,815	–	2,480,815	2,083,865
Conservation and Outreach	1,286,594	–	1,286,594	1,455,300
Communications – Marketing	1,005,354	–	1,005,354	968,935
Interest on long-term debt	–	737,398	737,398	570,397
Amortization – capital assets	–	1,570,232	1,570,232	1,427,718
	8,896,146	2,307,630	11,203,776	10,579,203
Excess (deficiency) of revenues over expenses	14,636	(138,028)	(123,392)	(24,366)

Note: To obtain the complete and detailed audited financial statements, you can visit our website at www.pacmusee.qc.ca/en

SUMMARY BALANCE SHEET

as at December 31, 2014

	Operating Fund \$	Capital Assets Fund \$	Total 2014 \$	Total 2013 \$
ASSETS				
Current assets				
Cash	439,417	–	439,417	49,499
Cash equivalents, 1.27%	1,268,751	–	1,268,751	1,048,814
Accounts receivable	(67,519)	1,217,507	1,149,988	553,911
Inventory	153,336	–	153,336	191,528
Prepaid expenses	69,016	–	69,016	63,299
Current portion of grants receivable	–	853,034	853,034	1,315,380
	1,863,001	2,070,541	3,933,542	3,222,431
Grants receivable	–	36,950,682	36,950,682	20,170,592
Capital assets	–	30,903,049	30,903,049	30,427,899
	1,863,001	69,924,272	71,787,273	53,820,922
LIABILITIES				
Current liabilities				
Bank loan	–	–	–	265,000
Accounts payable and accrued liabilities	1,290,771	–	1,290,771	1,004,660
Demand loans	–	1,950,016	1,950,016	1,885,169
Current portion of long-term debt	–	794,459	794,459	783,368
	1,290,771	2,744,475	4,035,246	3,938,197
Long-term debt	–	19,036,489	19,036,489	19,829,464
Deferred contributions	378,020	47,979,331	48,357,351	29,571,682
	1,668,791	69,760,295	71,429,086	53,339,343
NET ASSETS				
Invested in capital assets	–	163,977	163,977	302,005
Internally restricted	26,405	–	26,405	26,405
Unrestricted	167,805	–	167,805	153,169
	194,210	163,977	358,187	481,579
	1,863,001	69,924,272	71,787,273	53,820,922

On behalf of the Board



Andrew Molson, Trustee



Nathalie Bernier, Trustee

Note: To obtain the complete and detailed audited financial statements, you can visit our website at www.pacmusee.qc.ca/en

**SUMMARY STATEMENT OF CHANGES
IN NET ASSETS**

for the year ended December 31, 2014

	Operating Fund \$	Capital Assets Fund \$	Total 2014 \$	Total 2013 \$
Balance, beginning of year	179,574	302,005	481,579	505,945
Excess (deficiency) of revenues over expenses	14,636	(138,028)	(123,392)	(24,366)
Balance, end of year	194,210	163,977	358,187	481,579

SUMMARY STATEMENT OF CASH FLOWS

for the year ended December 31, 2014

	2014 \$	2013 \$
Operating activities		
Deficiency of revenues over expenses	(123,392)	(24,366)
Amortization – capital assets	1,570,232	1,427,718
Amortization – deferred contributions	(1,413,818)	(1,384,665)
	33,022	18,687
Net change in non-cash working capital items	(277,491)	610,858
Cash flows from operating activities	(244,469)	629,545
Financing activities		
Long-term borrowings	–	1,551,543
Repayment of long-term debt	(781,884)	(400,127)
Increase in grants receivable	(18,596,233)	(3,595,073)
Receipt of grants receivable	2,278,489	326,753
Repayment of demand loans	(152,553)	(92,177)
Demand loans	217,400	1,281,700
Deferred contributions	20,199,487	4,842,193
Cash flows from financing activities	3,164,706	3,914,812
Investing activities		
Acquisition of capital assets and cash flows from investing activities	(2,045,382)	(5,222,865)
Net increase (decrease) in cash and cash equivalents	874,855	(678,508)
Cash and cash equivalents, beginning of year¹	833,313	1,511,821
Cash and cash equivalents, end of year¹	1,708,168	833,313

¹ Cash and cash equivalents include cash and cash management funds net of bank loan.

Note: To obtain the complete and detailed audited financial statements, you can visit our website at www.pacmusee.qc.ca/en



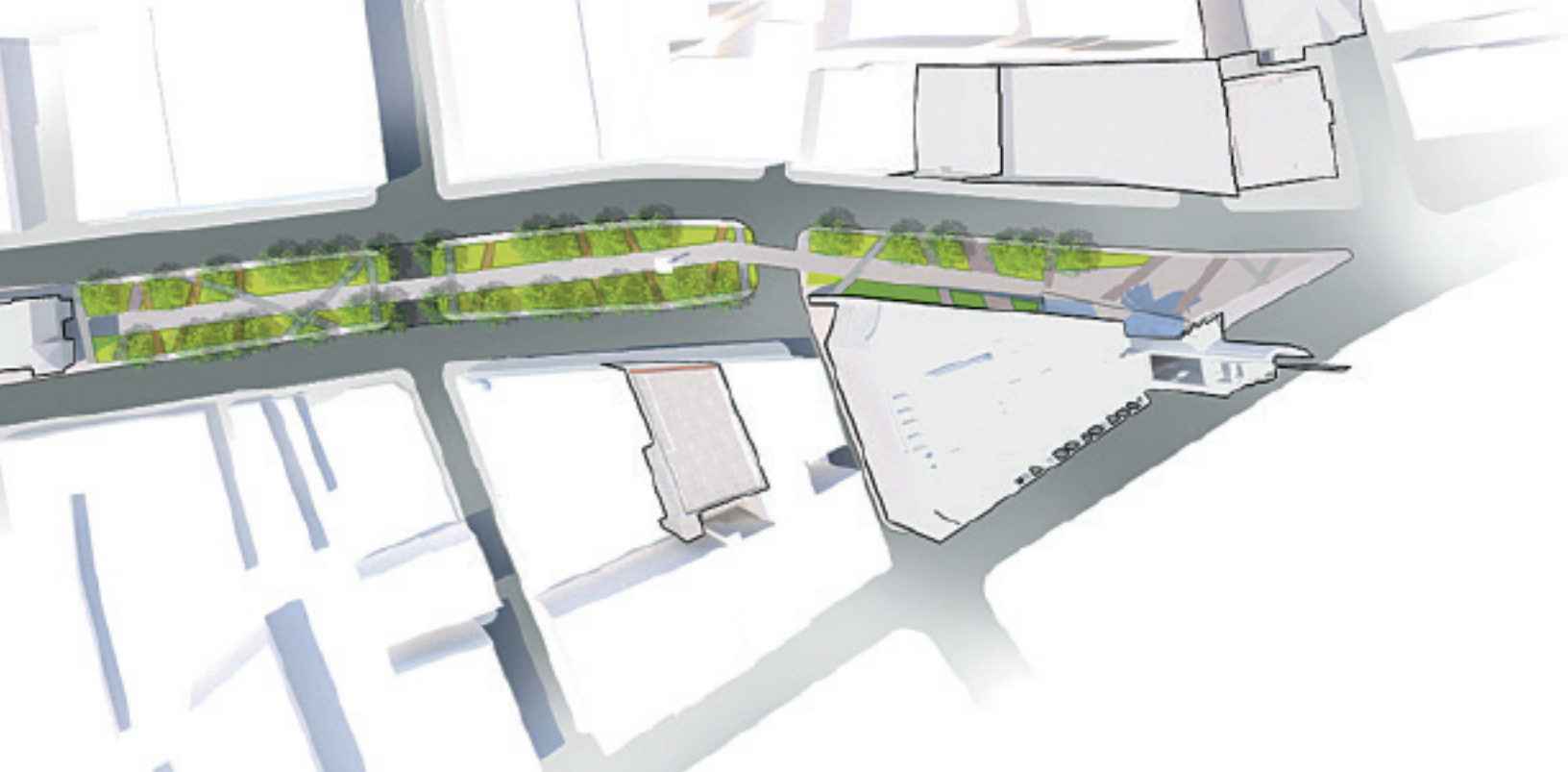
The Montréal Archaeology and History Complex. Along a ribbon of greenery and granite wending its way through Place D'Youville, the Complex comprises a dozen authentic heritage sites and buildings recounting the fascinating history of Montréal, Quebec and Canada as a whole.

Our objective

Offer current and future generations a Complex like no other in the world.

Our plan

Conserve and give visitors access to the remaining major historic sites in Old Montréal, in particular Fort Ville-Marie, the birthplace of Montréal, St. Anne's Market, the site of the Parliament of the United Canadas, and the William collector sewer.



April 2015
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POINTE-À-CALLIÈRE
**Montréal Archaeology
 and History Complex**
 Montréal

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 Old Montréal, Québec
 H2Y 3Y5
 514 872-9150
 pacmusee.qc.ca/en
 info@pacmusee.qc.ca



**A LEGACY FOR MONTRÉAL'S
 375TH ANNIVERSARY
 Fort Ville-Marie, the first
 Montréal settlement.**
 On this site, known to Champlain,
 chosen by Maisonneuve and
 Jeanne Mance and acquired by
 Governor Louis-Hector de Callière,
 we will recreate the Fort as it
 was in 1642 and the Governor's
 residence from 1695, thanks to
 the digs conducted here since
 2002. On this historic site where
 Montréal was founded and from
 which it grew, visitors will be able
 to see objects that belonged to
 our city's founders and pioneers,
 and explore their surroundings
 and daily lives.



POINTE-À-CALLIÈRE

Montréal Archaeology
and History Complex

Montréal 