



2012 ANNUAL REPORT

POINTE-À-CALLIÈRE



20 YEARS

From 1992 to 2012, Pointe-à-Callière has come a long way. And we're only getting started!

Sites recognized as nationally important by the Historic Sites and Monuments Board of Canada

1998

Montréal's birthplace
Place Royale

2001

The site where the Great Peace of Montréal of 1701 was signed – and the two men largely responsible for it: Louis-Hector de Callière, Governor General of New France, and Kondiaronk, Grand Chief of the Wyandot

2002

Montréal's first
Custom House

Sites classified by the Ministère de la Culture et des Communications du Québec

1999

The Pointe à Callière site
Place Royal

2012

The site of St. Ann's
Market, the Parliament
of the United Province
of Canada and the
William collector sewer

10 years of digs
on the site where
Montréal was founded

103 interns
16 assistants
14 student projects
6 theses
1 dissertation

1st

**French settlement
(Fort Ville-Marie)**

1st

**Catholic cemetery
in Montréal**

1st

**marketplace
in Montréal**

1st

**Custom House
in Montréal**
(Ancienne-Douane)

1st

collector sewer
in Montréal
(William collector sewer)

1st

electric
pumping station
in Montréal

6 million
visitors

Nearly

1.8 million young
people and students

20 Pratt & Whitney
scholarships awarded
to history or
archaeology students

2nd
most-popular
museum
in Montréal

3 multimedia
shows

49 temporary
exhibitions

20 international
15 exclusive
world firsts

123 lending
museums

85 international
38 national

32 books
published
in collaboration
with experts

19 18th-Century
Public Markets

18 Port Symphonies

10 Cultural Feasts

80

national and
international
awards

1992
8,835 m²

2012
12,335 m²

A museum on its way to becoming the Montréal Archaeology and History **Complex**

1992-2012 A BRIGHT FUTURE



Message from the Chair of the Board of the Société du Musée **20 years of achievements and plans**. On May 17, 1992, Montrealers received a birthday present: their new Museum of Archaeology and History, Pointe-à-Callière. At the time, everyone thought the name a bit odd. Now, twenty years later, it is regularly cited by regional, national and international media as an amazingly vibrant museum and, above all, one that is well loved by Montrealers. Thanks to them and the many, many visitors from around the globe, the Museum has grown – as can be seen from the list of accomplishments on the opposite page, and the very impressive 392,569 visitors in 2012. It was the Museum's second-best year ever, all the more remarkable since tourism in Montréal was down slightly. A terrific year, in terms of ticket sales and another balanced budget. The Museum gave Montrealers some gifts for its 20th birthday: new exhibition rooms in the Mariners' House and a program of history-centred activities. To mark the city's 370th anniversary, the Museum launched an initiative called *Montréal, City of History*, bringing together museums and other institutions to offer a whole roster of activities. More than ever a museum of Montréal and of the whole world, Pointe-à-Callière received support from the Quebec government for its planned expansion – announced by the Premier herself – and from the City of Montréal, which has made this one of the pillars of its 375th anniversary celebrations. The magnificent concept of a Montréal Archaeology and History Complex, with phase 1 to be completed in 2013, is off to a great start and bound for success. We owe our impressive list of achievements over the past 20 years and the energy propelling us toward 2017 to many different organizations and individuals: our funding agencies, primarily the City of Montréal, our partners, sponsors and contributors, the Board members of the Société and the Foundation, our employees, Museum Members, donors and volunteers, who share our belief that it is by dreaming big and rolling up our sleeves that we can prove ourselves worthy followers of the visionary men and women who built Montréal. Our particular thanks to Francine Lelièvre, who since the very first has directed the museum with such passion and vision, and to Sophie Brochu, who chaired its Board for four years. I know you will all continue to support us as we create our new Complex.

Jacques Parisien



Message from the Museum's Executive Director **20 years, 20 special events**. It seems like just yesterday that the first visitors walked through Pointe-à-Callière's doors. The fledgling full of such promise has lived up to all the expectations. It is now a young adult, with many accomplishments to its credit and determined to continue on its quest for excellence. To celebrate the Museum's 20th birthday we held 20 special events, an exceptional line-up of activities that was enthusiastically received despite the disruptions caused by the Mariners' House renovations. For the first time ever, we ran two temporary exhibitions simultaneously, each one accompanied by a 160-page publication. *The Etruscans – An Ancient Italian Civilization* was an international exhibition that filled two new rooms with world heritage treasures for Montrealers to admire. Meanwhile, in the Éperon building, the exclusive *Samurai – The Prestigious Collection of Richard Béliveau* exhibition presented the superb private collection of this well-known enthusiast for all things Japanese. The event drew tremendous crowds, including many fathers and sons. In another premiere arranged with the help of private collectors, Pointe-à-Callière mounted a permanent exhibition off site, in partnership with the École de technologie supérieure: *Now for a Dow! The Story of a Montréal Brewery*. Thanks to our *Montréal Favos* contest, thousands of Web visitors wished their city a happy birthday by voting on their favourite symbols of Montréal. In these pages you can read about festive gatherings, captivating educational activities and fascinating lectures, in short all the exciting offerings typical of Pointe-à-Callière. Another popular new feature was the conversion of rue Place D'Youville into a pedestrian mall for the summer. And of course there is the new Museum Shop in the Mariners' House, freeing up space in the Ancienne-Douane building for our first permanent exhibition just for young visitors, the first phase of an educational agenda designed to place more emphasis on this clientele, not to mention the virtual exhibition on 1701, *The Great Peace of Montréal*. A huge THANK YOU to everyone who, for 20 years now, has helped me steer the museum, and to my superb team. With the upcoming inauguration of all the new spaces in the Mariners' House, we will be taking a new step toward the opening of a tourism and cultural complex unlike anything else in Old Montréal by 2017. For the time being, I invite you to keep visiting and supporting a museum that is younger and more determined than ever!

Francine Lelièvre



A LONG-AWAITED EVENT

The Etruscans – An Ancient Italian Civilization temporary exhibition. For many years, the Museum had dreamed of devoting an international exhibition to a fascinating civilization that was undeservedly little-known in North America: the Etruscans. The dream finally came true, with the help of some 20 Italian lending institutions including the Vatican Museums, the Villa Giulia in Rome and the Archaeological Museum of Florence, and other institutions like the Louvre, the British Museum and the Montreal Museum of Fine Arts. It was also made possible by guest curator Filippo Delpino, Etruscologist and Director of Research at the Istituto di Studi sulle Civiltà Italiane e del Mediterraneo Antico, in Rome, who selected over 200 objects, including some Etruscan heritage treasures like the Aristonothos krater. From June 23 to November 25, in two rooms in the Mariners' House inaugurated for the occasion, visitors were led on a trip through space and time for a peek into the intimate lives of these men and women acclaimed since Antiquity for their *joie de vivre*. The exhibition started off with a general introduction to set the scene. Then it explored the fertile soils and rich mineral deposits on which this prosperous society was built. There was a tour of various powerful cities where the arts flourished, including temples devoted to many different gods and goddesses. And an invitation to a banquet with a wealthy family, featuring bronze kitchen utensils, *bucchero* pitchers (a fine and uniquely Etruscan style of ceramics), and gold and silver tableware laid out elegantly in table-like display cases. The walls were adorned with priceless original 19th-century ink and watercolour tracings by Carlo Ruspi, made to preserve the frescoes in the Tomb of the Triclinium. Then our time travellers could admire some items belonging to the mistress and master of the house: a carved ostrich egg and seashell, dazzling gold jewellery, writing implements including a vase bearing the oldest known alphabet – an opportunity to point out that the Etruscans' language, which so intrigued their contemporaries, can no longer be termed "mysterious." Then came an explanation of the science of haruspices, soothsayers who could read the gods' will in a sheep's liver. Lastly, after describing the slow but inevitable fall of the Etruscan cities before the might of Rome, the exhibition concluded with a dozen stunning busts and the impressive Sarcophagus of the Spouses. One of Ruspi's tracings graced the cover of a 160-page exhibition publication, in French, produced by the Museum. And two *Belles Soirées* lectures at the Université de Montréal, by Christian R. Raschle and Beaudoin Caron, were devoted to the Etruscans. The exhibition, scheduled to mark the 20th anniversary of the Quebec-Italy Joint Subcommittee, won high praise from visitors and the media alike. It proved an unforgettable encounter.



A TREMENDOUSLY POPULAR EVENT

Samurai – The Prestigious Collection of Richard Béliveau temporary exhibition. The exhibition room in the Éperon building had started the year in Asia, with *Colours of India*, presented until April 22. Then, on May 17, it teleported itself all the way to the Far East, with the premiere of a world exclusive exhibition on the Japan of the samurai, to continue until March 31, 2013. By December 31, 2012, over 200,000 visitors had already flocked to see it, including more fathers, teenage boys and sons than any other temporary exhibition had ever drawn to the Museum. Its popularity was no surprise to Richard Béliveau, with his encyclopedic knowledge of samurai culture. The world-renowned researcher and well-known writer and television host generously loaned the Museum some 275 wonders from his private collection, one of the world's five largest of its kind. They included extraordinarily beautiful battle gear, from armour to crimson masks, helmets, swords and spears and, just as important to Mr. Béliveau, ceramics, bamboo vases, calligraphy and incense boxes illustrating the inner ways of the "ideal samurai." Visitors were invited to explore the Way of the Warrior and its code of honour, the Way of Tea, the Way of Incense, the Way of Flowers, the Way of Calligraphy and the Way of the Sword. A yin and yang exhibition, then, balancing between violence and the contemplation of nature, between life and death, an invitation to lose oneself in the Buddha's smile and to admire the *hamon* (temper line) on a blade, the work of a master swordsmith and excerpts from the famous film *Seven Samurai*. As a tribute to the lender of these magnificent items – who was himself a regular visitor to share his enthusiasm and hosted a number of private events at the Museum – the exhibition design used the crab (*cancer*, in Latin) as a recurring motif, alluding to the researcher's untiring battle to prevent the disease. And as a way of preserving the memory of this wonderful event, the Museum and Éditions Libre Expression jointly published a new book by Mr. Béliveau, *Samurai. Exquisite Warriors*, in English and French. The abundantly illustrated 160 pages are full of Zen tales exhibiting both wisdom and humour. His lecture as part of the *Belles Soirées* series at the Université de Montréal, the workshops for record numbers of school groups and a tea ceremony for visitors all made this exhibition an exceptional event. There was also a lecture by Professor Hiroshi Kurushima, of the National Museum of Japanese History, made possible with support from the Japan Foundation and the Consulate General of Japan in Montréal, two of the exhibition partners.

20
YEARS

POINTE-À-CALLIÈRE TURNS 20

May 17, 2012_The Museum blew out 20 candles and gave everyone some birthday presents. From that date until the end of the year, the Museum offered Montrealers a special gift: free admission to its *Where Montréal Was Born* and *Montréal Love Stories* permanent exhibitions. On May 18, 19 and 20, young adults born in 1992, along with the Museum, were admitted free to the current temporary exhibitions. And on May 27, Montréal Museums Day, visitors enjoyed a 50% discount on the *Samurai* temporary exhibition and free admission to the permanent exhibitions.

To mark Pointe-à-Callière's 20th birthday_20 special events. The Museum wanted Montrealers to join in celebrating its 20th anniversary all year long, and so invited them to 20 special events and activities, and the first spaces in its new building, the Mariners' House. The quality and variety of its attractions drew **392,569 visitors** of all ages. In addition, the common logo and visual signature for all communications, featuring historic and contemporary figures at Pointe-à-Callière, earned excellent national and international coverage: close to one thousand articles in the print and electronic media. The skyrocketing number of visits to its website – close to one million pages seen, 75% of them by new visitors – was another sign of the Museum's soaring popularity in 2012. The *Montréal Faves: Your Top Picks* contest was highly popular, as Web visitors were invited to vote on four thematic lists of Montréal symbols, films and songs that best represent the city and memorable moments in Montréal sports. Press releases were produced for each "fave" and the winners were revealed at the end of the year: outdoor staircases, Claude Fournier's film *Bonheur d'occasion*, Robert Charlebois' song "Je reviendrai à Montréal" and the 1976 summer Olympic Games. In October, a draw was held for five gift packages, from the thousands of contest entrants on the Museum's website and its Facebook page. And on August 30, the Museum invited up-and-coming members of the business community to a *Rendez-vous avec la jeune génération*, a fun birthday cocktail party organized in co-operation with the Junior Chamber of Commerce of Montreal.



... MONTRÉAL TURNS 370

The Museum's birthday_is also Montréal's birthday. To mark the 370th anniversary of the founding of Montréal on May 17, 1642, Pointe-à-Callière initiated and organized *Montréal, City of History*, in co-operation with the association of Montréal history museums. For the first time, this event brought together 35 museums and organizations under the same banner, presenting all kinds of activities and events to salute Montréal's past. There were over 60 attractions with something for everyone: exhibitions, tours, chances to hear and meet historians and more. The program was launched on May 1, and the Radio Ville-Marie *Temps libre* program broadcast 30-minute interviews with representatives of each participating organization until December. In addition, in partnership with the Société historique de Montréal and the *Belles Soirées* lecture series at the Université de Montréal, Pointe-à-Callière held 16 lectures and cultural activities related to its permanent and temporary exhibitions.

... AND MAISONNEUVE TURNS 400!

On February 15, 1612_Paul de Chomedey, Sieur de Maisonneuve, was born in Neuville-sur-Vanne, in Champagne. To celebrate this milestone in a manner befitting the 400th birthday of Montréal's co-founder, Pointe-à-Callière presented a mini-exhibition on the mezzanine of the Éperon building, including a priceless document signed by him personally, reminding visitors of his crucial role in the young colony's survival. In addition, from September 28 to 30, as part of the Journées de la culture, metro users had a chance to "meet" Maisonneuve and Jeanne Mance at the Berri-UQAM station and watch some artistic performances with them, for the *En route vers le 375^e de Montréal – Les Métro Arts* event. Various lectures and other activities retracing Maisonneuve's footsteps were also offered during the year.

AWARDS Gold medal, ICOM-AVICOM, at the International Audiovisual Festival on Museums and Heritage, for the Yours Truly, Montréal website, Web'Art category, 2012. Honourable mention, American Association of Museums (AAM) Muse Awards, United States, Publications Design Competition, for the *Colours of India* exhibition, Poster category, 2012. 2012 Lieutenant-Governor's Award, presented by the Heritage Canada Foundation to Francine Lelièvre, the Museum's Executive Director, in recognition of her exceptional contribution to Canadian and Quebec heritage conservation. The award was presented by the Honourable Pierre Duchesne, Lieutenant-Governor of Quebec. Ms. Lelièvre was named **Personality of the week** by Montréal daily *La Presse*, on October 15. Queen Elizabeth II Diamond Jubilee Medal, awarded to Manon Blanchette, Director of Operations, by the Governor General of Canada, for her exceptional contribution to Canadian culture and heritage and her work with Canadian museums.





OTHER SPECIAL EVENTS NEAR YOU

Permanent exhibition outside our walls, **Now for a Dow! The Story of a Montréal Brewery.** Also in conjunction with its 20th anniversary, Pointe-à-Callière partnered with the École de technologie supérieure (ÉTS) to produce the first-ever exhibition presented outside its walls – and a permanent one at that! Starting May 10 and for the next 10 years, Montrealers are invited to visit the site of the former Dow complex brewhouse – today the INGO Innovation Centre – where they will find an exhibition on this company that made Quebecers’ long-time favourite ale. The idea came from the ÉTS, which asked Pointe-à-Callière to help it highlight the historic roots of the Centre and its key role in revitalizing the Griffintown neighbourhood, in a salute to over 200 years of industry and brewing in southwest Montréal. (Note, in passing, that there has been growing interest in projects like this since the Museum presented the *100 Years Underground* exhibition in 2010 in partnership with the Commission des services électriques de Montréal.) It was an irresistible proposal, and the uncommon partnership between a museum and a large engineering school led to a fascinating two-part experience introducing visitors first to the economic, social and cultural life of this working-class neighbourhood and then to Dow advertising campaigns and lots of colourful memorabilia. With heart-warming photographs, artifacts on loan from Pierre Guillot-Hurtubise and other collectors and various institutions (including a mini-cookbook by Jehane Benoit with recipes for using Dow ale to make mayonnaise and cookies!), inventive sets and soundtracks, there’s something to discover and learn at every turn. The exhibition, on the ground floor at 355 Peel, Montréal, in the heart of the INGO Innovation Centre building, is open to visitors **free of charge** Monday to Friday, from 10 a.m. to 5 p.m.

Two travelling exhibitions **still on the road.** *St. Lawrence Iroquoians, Corn People* was at the Musée amérindien de Mashteuiatsh, in Lac Saint-Jean, from October 31, 2011 to June 16, 2012, and will be continuing its “road trip.” *Discovering Legends with Jean-Claude Dupont* entertained visitors to the Saint-Boniface Museum, in Manitoba, from January 16 to March 18, 2012, and the Sainte-Foy historic interpretation centre, in Quebec City, from April 17, 2012 to January 6, 2013.



20 SPECIAL EVENTS



20 SPECIAL EVENTS AT POINTE-À-CALLIÈRE IN 2012 TO MARK ITS 20TH BIRTHDAY



SPECIAL EVENTS WITH EVERYONE

In conjunction with the *Colours of India* exhibition **India in the spotlight**. On February 25, during the ninth edition of *Nuit blanche à Montréal*, night owls had a chance to visit the Museum and enjoy **One Thousand and One Nights, from ancient India to today**. There were free screenings of the *Yours Truly, Montréal* multimedia show and storytelling in the crypt by Stéphanie Bénéteau and Myriame El Yamani. On Sunday, February 26 and March 4, both of which were bright and sunny, **Pointe-à-Callière's Port Symphonies** blended the voices of ships' horns, train whistles, the bells of Notre-Dame and about ten singers in an entrancing composition by Sandeep Bhagwati.

Along with the *Samurai* exhibition **Japan in the spotlight**. On May 26 and 27, also sunny days, **A Cultural Feast** invited passers-by to explore the culinary heritage of the different cultures that make Montréal a city of a thousand flavours. There were demonstrations by a master of ceremonies in the Japan tent.

New and popular over the summer **Place D'Youville for pedestrians only**. From July 21 to August 5 and every weekend until September 9, Pointe-à-Callière tried closing off part of rue Place D'Youville to automobile traffic so that people could make the most of the warm weather. The experiment was a great success. Seating, tables and islands of greenery were installed and a varied line-up of activities was offered. There was special focus on Japan, with a *yukata* parade. Next year, the Museum plans to close the street for even longer.

Other popular activities **in the streets around the Museum**. On August 25 and 26, the some 40 stalls selling old-time wares, the ongoing entertainment and all the fun during **Pointe-à-Callière's 18th-Century Public Market** drew some 65,000 people to Place Royale and rue Place D'Youville. Kids could have fun being *Budding Archaeologists* at the Museum's archaeology stand. A photography game brought lots of smiles to people's faces. This ever-popular event was part of *Archaeology Month*, along with the "City Under the City – On the Trail of Fort Ville-Marie" tour on August 25 and 26, and the "Montréal, A Walled City" tour, offered on August 30 in partnership with the City of Montréal.

With new activities and spaces **even more for young people**. Every year the Museum receives some 100,000 young visitors. This year, it finalized an educational policy designed to expand its spaces and activities for school groups and families. Two hands-on workshops have already been added: *The St. Lawrence Iroquoians*, for elementary cycles 1, 2 and 3, and *Tribal Games*, for 5 to 7 year olds (day cares and day camps). From March 5 to 10, **Family Break** was a great success, with the Iroquoians space and the special discovery route through the remains. And then there were also the ever-popular theatrical tours, **Jack O'Lantern: Halloween at Pointe-à-Callière**, from October 17 to 31, and **Who Is the Real Santa Claus?**, from December 8 to 30.

A new virtual exhibition **1701, The Great Peace of Montréal**. A new virtual exhibition was produced and will be added in 2013 to the games available on the Museum website. Web users will be transported to northeastern North America in the days when the 1701 peace treaty between France and more than 30 First Nations put an end to the constant wars with the Iroquois. They will be able to relive the three-act diplomatic saga as they learn about the issues at stake, the huge gathering in Montréal in summer 1701 and the positive impact of the Great Peace. All kinds of interactive content will soon be available online, with video clips, maps and images to help explain different concepts, key figures, descriptions of the various events, artifacts and quizzes where they can test what they've learned and join the virtual community in commemorating this major page from history.

A COMPLEX TAKES SHAPE

Phase 1 of the Museum's planned expansion was almost finished **as much of the Mariners' House opened for business**. Pointe-à-Callière's rapid development since 1992, in terms of both activities offered and annual visitor numbers, makes it more essential than ever that it enlarge and diversify its premises. In 2012, with the opening of the first refurbished spaces in the Mariners' House, a major step was completed in the Museum's ambitious journey toward its new incarnation as the Montréal Archaeology and History Complex by 2017. The foyer of the new building, flooded with natural light and visible from the street thanks to its floor-to-ceiling windows, features a 12-screen multimedia piece by Moment Factory. The mural mixes images and information and six tableaux adding a maritime touch in a tribute to the sailors who formerly walked these halls. The foyer can be rented for launches and other corporate and private events. Two new exhibition rooms with a total of 800 m² of floor space, equipped with the latest technology, welcomed the Etruscan exhibition in great style. They will also be ideal for screenings and lectures. New windows were made and the old ones refurbished. The Museum Shop, previously located in the Ancienne-Douane building, has moved to a new home upstairs in the Mariners' House so that visitors can appreciate its lovely wares after visiting an exhibition. Other work continued in the basement, upstairs and even on the roof, to prepare a workshop where young people can learn about archaeology, comfortable offices for the Foundation, Members and volunteers, partners and scientists from here and around the world, and interns, as well as rental spaces including a spectacular glass-walled terrace with a view of the Old Port and the downtown skyline. Lastly, changes were made to the display cases and lighting in the west corridor of the archaeological crypt to make way for an underground passage linking the Éperon building and the Mariners' House.

Phase 2 of the expansion could start in 2013, with **support from the Quebec government and the City of Montréal**. In summer 2012, former Minister of Culture Christine Saint-Pierre issued a notice of intention under the *Cultural Property Act* to classify the site of St. Ann's Market and the Parliament of the United Province of Canada; the classification was confirmed in October by the present Minister, Maka Kotto. He also announced his department's support for the creation of a permanent exhibition for young visitors and families in the Ancienne-Douane building, on the theme of pirates and privateers. In addition, during *Rendez-Vous 2012 – Montréal, Cultural Metropolis*, Premier Pauline Marois confirmed the Quebec government's backing for the Complex. The City of Montréal, the Museum's main financial supporter, did likewise: the Complex is one of three priority projects with which it means to mark Montréal's 375th birthday. Pointe-à-Callière is delighted, of course, and proud of this twofold support for such a magnificent project that is bound to have major spinoff for Old Montréal and Quebec as a whole.

A new probe **on the site of the former Parliament**. Digs conducted in summer 2011 in Place D'Youville confirmed the presence of remains of St. Ann's Market and the Parliament of the United Province of Canada and pointed to the site's huge educational and tourism potential. In summer 2012, a further probe was conducted just east of the main part of the former building to document its large cellar, in an effort to better understand how it was used and learn more about the contexts from the first to third incarnations of St. Ann's Market (1834-1901). For the first time, it was possible to distinguish between the layers of occupation from the first market and those from the former Parliament. The work underscored the need to continue digs on the site; only 20% of its area has been excavated to date.





SPECIAL EVENTS PAST AND FUTURE

10 years already for **Pointe-à-Callière's Archaeological Field School**. In 2002, with support under the Agreement on the cultural development of Montréal and in partnership with the Université de Montréal, Pointe-à-Callière started archaeological digs at 214 Place D'Youville. Our goal was to locate the remains of Fort Ville-Marie and at the same time give archaeology students valuable experience. Mission accomplished, twice over! From May 7 to June 8, 2012, our understanding of the layout of the Fort continued to improve. The digs, all the way down to the natural soil level in the northern section of the site, found the floor of a shed (1805-1916), a canoe shed (1765-1805), the stockade of the Fort, the northern boundary of Callière's gardens, and a row of four prehistoric fire pits, but with no associated stones or other moveable artifacts. This might mean that a longhouse stood here for one season. Over 20,000 artifacts were unearthed, and 84% of the total accessible area of the site has now been inventoried. The remaining 82 m³ or so will be explored in 2013 and 2014. The annual Open House day was held on Sunday, May 27.

Remains from the earliest days **to be protected**. New 3D surveys of the remains preserved in the Éperon building and the archaeological crypt were integrated into the monitoring program database, used to prepare a plan for stabilizing the soil and masonry.

The Museum's collections **continued to expand**. Archaeological work at the Mariners' House and on the site of Fort Ville-Marie/Callière's residence (Archaeological Field School) unearthed nearly 40,000 new artifacts, shedding new light on the lives of earlier Montrealers and Natives. Thanks to donations and purchases in 2012, the Museum added many items to its collections, which have been expanding in terms of both quantity and quality over the years. There are works of art, rare books, old maps, ethnographic objects, archaeological items and more. We should mention a few significant additions to the ethnohistorical collection: a painted bas-relief on carved wood representing the signing of the Great Peace of Montréal in 1701, by wood carver Gilles Dorais Wanlinas, with the participation of painter Gilles Desmarais; a plaster bas-relief depicting Jacques Cartier; a stoneware jug with an inscription referring to St. Ann's Market; an engraving of Montréal in 1830 by J. & C. Walker; and cartoons from a Montréal tavern. In addition, a number of institutions loaned items to the Museum.

Preserving heritage **and energy too**. The Museum has followed the City of Montréal's sustainable development plan since 2007, and in 2011 adopted a sustainable development policy and action plan, with the help of the Centre québécois de développement durable. In June 2012, an energy efficiency study was carried out in conjunction with the plans to upgrade a number of systems in early 2013, which will cut annual CO₂ emissions by an estimated 158 tonnes.

THE SOCIÉTÉ POINTE-A-CALLIÈRE

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France Lamontagne
Alexandre Lapointe
Félix Larose-Chevalier
Léa-Myriam Lauzon
Isabelle Lavoie
Ariane Léonard
Pascal Lesieur
Dominique Loiselle
Mélodie Malo
Tatum Milmore
Philippe Morissette
Tuan Nguyen
Karima Ouazar
Martin Ouellette
Jessica Eva Oyarbide
Sylvie Paré
Frédéric Parent
Jean-Richard Pierre
Catherine Ratelle
Montemiglio
Christine Rousseau
Marianne-Sarah Saulnier
Pascal Thellen
Pascal Théroux
Hervé Gualbert Vaval
Jean-François Venne
Chantal Vignola

Temporary

Chantale Gascon
Mathieu Pepin
Olivier Rioux

Left to right. Front row:
Nathalie Bernier,
Francine Lelièvre and
Lise-Marie Turpin.
Back row:
Jacques Parisien,
Georges Coulombe,
Helen Fotopulos,
John LeBoutillier and
James W. Hewitt.



A WELL-ANCHORED FOUNDATION



Message from the Chair **of the Pointe-à-Callière Foundation**. Now that Pointe-à-Callière has turned 20, our Foundation has definitely reached maturity. The financial objectives of our first major campaign had already been set, so we worked to get ready to raise the funds required for one of the greatest expansion projects Old Montréal has ever seen: Pointe-à-Callière, the Montréal Archaeology and History Complex. Phase 1 was almost completed in 2012, with the opening of two new world-class exhibition rooms. Now it is time to prepare for phase 2! It was a very encouraging year in that respect, as more and more companies and individual donors signed on to support the planned Complex. Our two benefit events enjoyed unprecedented success. On May 14, at Pointe-à-Callière, the 16th Montréal Builders Club dinner was held on the theme of *hanami*, a Japanese celebration of spring and flowering cherry trees. The evening was hosted by Honorary Chair Richard Béliveau, a renowned researcher and exceptional collector, and was launched on the steps of the Museum with a performance by the Arashi Daiko troupe, which attracted many curious stares! Then the guests were treated to a preview of the *Samurai – The Prestigious Collection of Richard Béliveau* exhibition and shared a gourmet meal in the archaeological crypt. The Major Donors evening, a prestige event put on every year in co-operation with a partner, was held on November 15, with Honorary Chair James W. (Jim) Hewitt, President and CEO of Hewitt Equipment Ltd, at the company's headquarters in Pointe-Claire. The guests were treated to a tour of the D Tech room (remote equipment monitoring) and had a chance to try out a simulator used to train excavator operators and watch a presentation on the history of this dynamic company that has been part of the rural and urban growth of the entire province of Quebec and of Canada since February 1952. Thanks go to all the participants, sponsors and partners who help to make these benefit evenings such a success and to ensure a bright future for our Complex. For the 2012-2013 annual fundraising campaign, launched in September, donors were invited to support the creation of our very first permanent exhibition devoted to young people, inviting them into the world of pirates and privateers through interactive spaces and workshops. It is to be installed in the magnificent Ancienne-Douane building. The new space will fit in with Pointe-à-Callière's educational approach for young visitors. We reached our annual objective under the Mécénat Placements Culture program, so the Quebec government will match the \$250,000 raised by the Foundation and paid into its endowment fund. Our thanks to the Conseil des arts et des lettres du Québec for this much-appreciated contribution. Lastly, allow me to personally express my gratitude to everyone who had a hand in making this year a success: the Board and committee members, Museum Members and volunteers, Museum staff who work tirelessly to support our plans, and all our partners, sponsors and generous donors. Thanks to you, Pointe-à-Callière can continue to grow and pursue its dreams with confidence and determination.

Richard Béliveau and Japanese drummers on the steps of the Museum, for the Montréal Builders Club benefit dinner on May 14.



Russell Goodman



Left to right.
Front row:
Francine Lelièvre,
Karen Laflamme,
Chantal St-Pierre
and Jocelyn Leclerc.
Back row:
Mario Bédard,
Claude Leblanc,
Russell Goodman,
Robert Girard,
Charles S. N. Parent,
Charles Johnston and
Jean-Philippe Côté.



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

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- CHAIR
- 1 BENEFIT ACTIVITIES
- 2 ANNUAL CAMPAIGN
- 3 AUDIT
- 4 RECRUITMENT/NOMINATION
- 5 MAJOR CAMPAIGN

Thank you to our funding agency

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

Thank you to our sponsors and partners

Ateliers et Saveurs
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Boutique Noël Éternel
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Café Véritas
Camellia Sinensis
Canadian Museum
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Miyamoto
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Montréal Bonsai
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Montréal Science Centre
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Motta
Musée d'art
contemporain
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Un amour des thés
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Via Rail
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Zentai Studio
Zenya

EVENT AFTER EVENT

The number of **Members of Pointe-à-Callière** continues to grow. Once again this year, the popular "Ambassador" offer was a major factor. By renewing their membership three months in advance, Members became Museum Ambassadors and could offer one of their acquaintances a one-year gift subscription with all the advantages of a regular membership. Over 440 new memberships have been offered in this way since 2007.

For *The Recruit*, **Big changes coming**. It has been decided that after 18 years of loyal service the Foundation newsletter will get a new, updated look in 2013, along with a new approach to content.

The annual Members' celebration **and Volunteer of the Year**. The annual Pointe-à-Callière Members' celebration was held on October 22, on an Etruscan theme. Over 155 people came to hear Executive Director Francine Lelièvre explain the challenges involved in mounting an international exhibition involving over twenty lending institutions. Aline Roby, a very active member of the Foundation since 2004, was presented with the well-deserved title of Volunteer of the Year. Many door prizes were handed out, thanks to a number of generous sponsors.

Other privileges and **special activities**. In addition to receiving three issues of *The Recruit*, Members enjoyed an exclusive program of events. Tours of the Archaeological Field School site and temporary exhibitions. An invitation to attend a convention on French North America. Many lectures, including one by Guest Curator Filippo Delpino, who later took Members on a guided tour of the Etruscans exhibition. On December 8, a special shopping day and a guided tour of the Samurai exhibition were a great success. Passes to the Montréal Botanical Garden were also given out, not to mention activities as part of Archaeology Month and the Public Market. The Foundation continued to develop partnerships for Members' benefit: aside from the discounts at the Devi and Le Bourlingueur restaurants, agreements with the Canadian Centre for Architecture and the McCord Museum were renewed and others signed with the Château Ramezay, the Maison Saint-Gabriel, the Musée de la civilisation, Héritage Montréal Architectours and the Orchestre Métropolitain.

Sincere thanks to **all our volunteers**. The gift shop, Communications, Conservation, Documentation Centre, Education and activities, the Foundation, the *Port Symphonies*, *A Cultural Feast*, Montreal Museums Day, the *18th-Century Public Market* ... volunteer Members were everywhere. Our most sincere thanks to all those who offered their time and skills!

MEMBERS OF POINTE-À-CALLIÈRE

- PRESIDENT
Sylvain Clermont
- SPECIAL ACTIVITIES AND
DEVELOPMENT COMMITTEE
Officers
Gérard Lévy
Aline Roby
Secretary
Maurice Plante
- Members
Marie-Andrée Bérubé
Stéphanie Descart
Chantal Dion
Lise Gingras
Serge Marcoux
Diane Paquin
Gregory Taillefer
Anne Thivierge
Suzanne Verdon

THANK YOU

The Société du musée d'archéologie et d'histoire de Montréal, Pointe-à-Callière **thanks its supporters, sponsors and partners** for their help in 2012. In particular, it thanks the Jeune Chambre de commerce de Montréal for its valuable partnership. Our heartfelt gratitude goes to all these supporters of the Museum's different projects.

Thank you to our supporters

For their support for the Museum's operations

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

For their support for our projects

Federal government

Department of Canadian Heritage
Building Communities Through Arts and Heritage
Virtual Museum of Canada
Young Canada Works program

Quebec government

Ministère de la Culture et des Communications
Ministère de l'Éducation, du Loisir et du Sport – Supporting Montréal Schools Program
Ministère de l'Emploi et de la Solidarité sociale
Ministère des Relations internationales
Secrétariat aux Affaires autochtones

City of Montréal

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

Thank you to our partners

Archaeological collections reserve of the City of Montréal
Archaeological Museum, Asciano, Italy
Archaeological Museum, Orbetello, Italy
Archaeological Museum, Scansano, Italy
Association des archéologues du Québec
Association des résidents du Vieux-Montréal

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Board of Montreal Museum Directors
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Amélie Brochu
C. Ruspoli National Archaeological Museum, Cerveteri, Italy
Canadian Heritage Information Network
Canadian Railway Museum
Capitoline Museums, Rome, Italy
Capucine Traiteur
Centre de conservation du Québec
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Grey Nuns of Montréal
Pierre Guillot-Hurtubise
Suzanne Held
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Journées de la culture
Claude Joyal
La Presse
Libre Expression
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Mario Lussier
Médias Transcontinental
Métromédia Plus
Ministère des Relations internationales

Molson Coors archives
Montreal Museum of Fine Arts
Stéphane Morin
Frank Mrazik
Musée d'art de Joliette
Musée départemental des Arts asiatiques de Nice
Musée du Louvre, Paris, France
Musée national des arts asiatiques Guimet, Paris, France
Musée québécois de culture populaire, Trois-Rivières
Musées gallo-romains de Lyon-Fouvière et de Saint-Romain-en-Gal-Vienne, France
Musei Civici Palazzo Farnese, Plaisance, Italy
Museo Civico della Città Sotteranea, Chiusi, Italy
National Archaeological Museum, Civita Castellana, Italy
National Archaeological Museum, Florence, Italy
National Archaeological Museum, Tarquinia, Italy
National Archaeological Museum, Vulci, Italy
National Etruscan Museum, Viterbo, Italy
Jacques Y. Perreault
Pigorini Museum, Rome, Italy
Quartier international de Montréal
Royal Ontario Museum, Toronto
Pierre Rajotte
Regroupement des organismes culturels du Vieux-Montréal
Réseau Archéo-Québec
Julien Roumagnac
Société des musées québécois
Société généalogique canadienne-française
Société historique de Montréal
Société Radio-Canada, Montréal
The British Museum, London, Great Britain
The Gazette
Université de Montréal
History department
Institut du patrimoine, Faculty of arts
Laboratoire d'histoire et de patrimoine de Montréal
Master's in Museology program
School of design, Faculty of arts
Vatican Museums, Vatican City, Italy
Villa Giulia National Etruscan Museum, Rome, Italy

Thank you to our sponsors

Air Canada Cargo
Alcoa Foundation
Astral Affichage
Blume Fleurs
Équipe Spectra
Hôtel InterContinental Montréal
Italian Cultural Institute
Japan Foundation
Montreal Port Authority
Mosaiq inc.
Old Port of Montréal Corporation
SDC Vieux-Montréal
Tourisme Montréal
Ville-Marie borough

The Pointe-à-Callière Foundation **thanks all its donors** for their support, so essential to fulfilling the Museum's mission and realizing its wonderful dream: to open the Montréal Archaeology and History Complex by 2017.

\$200,000 or more

Hydro-Québec

\$50,000 or more

JTI MacDonald Corp.
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Metro inc.
Moment Factory
Norton Rose Canada
Corporation Minière Osisko
PricewaterhouseCoopers LLP
Quartier international de Montréal
Raymond Chabot Grant Thornton

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Charles S. N. Parent
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SDC Vieux-Montréal
Luc Thessereault

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Bernard Venne

FINANCIAL STATEMENTS

Summary of financial results Pointe-à-Callière ended its 2012 fiscal year with an operating surplus of \$3,159, once again pointing to the Museum's determination to increase its self-generated revenue and make optimal use of its resources. Self-generated revenue rose by 6%, to \$3,293,767. Revenue totalled \$8,665,065. Strict control over expenses helped us maintain a balanced budget. With regard to the Capital Assets Fund, the main achievements in 2012 were the renewal of the permanent exhibitions and continuing work to expand the Mariners' House.

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, 2012, 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, 2012. We expressed an unmodified audit opinion on those financial statements in our report dated March 21, 2013.

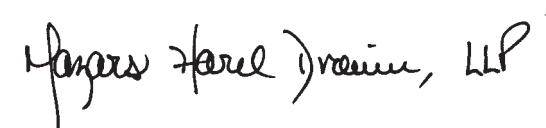
The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of the SOCIÉTÉ DU MUSÉE D'ARCHÉOLOGIE ET 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, 2012, are a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

Comparative Information Without modifying our opinion, we draw attention to the fact that the SOCIÉTÉ DU MUSÉE D'ARCHÉOLOGIE ET D'HISTOIRE DE MONTRÉAL, POINTE-À-CALLIÈRE adopted Canadian accounting standards for not-for-profit organizations on January 1, 2012 with a transition date of January 1, 2011. These standards were applied retrospectively by management to the comparative information in these financial statements, including the balance sheets as at December 31, 2011 and January 1, 2011, and the statements of income, changes in net assets and cash flows for the year ended December 31, 2011.



Montréal, March 21, 2013


| Summary Statement of Income for the year ended December 31, 2012 | Operating Fund \$ | Development Fund \$ | Capital Assets Fund \$ | Total 2012 \$ | Total 2011 \$ |
|---|-------------------------|---------------------------|------------------------------|---------------------|---------------------|
| Revenues | | | | | |
| Admission fees | 1,671,776 | – | – | 1,671,776 | 1,207,811 |
| Gift shop | 334,828 | – | – | 334,828 | 395,818 |
| Sponsorships | 794,785 | – | – | 794,785 | 1,058,392 |
| Concessions and Museum evenings | 292,496 | – | – | 292,496 | 273,766 |
| Other | 179,511 | – | – | 179,511 | 178,477 |
| Interest | 20,371 | 326 | – | 20,697 | 11,119 |
| | 3,293,767 | 326 | – | 3,294,093 | 3,125,383 |
| Contributions and grants | 5,371,298 | – | 978,884 | 6,350,182 | 6,621,529 |
| | 8,665,065 | 326 | 978,884 | 9,644,275 | 9,746,912 |
| Expenses | | | | | |
| Administration | 1,465,405 | – | – | 1,465,405 | 1,405,651 |
| Maintenance and security | 1,759,982 | – | – | 1,759,982 | 1,827,327 |
| Marketing | 633,730 | – | – | 633,730 | 650,265 |
| Exhibitions – Technology | 1,853,749 | – | 12 | 1,853,761 | 1,714,302 |
| Conservation and outreach | 1,442,215 | – | – | 1,442,215 | 1,386,976 |
| Communications – marketing | 1,506,825 | – | – | 1,506,825 | 1,685,922 |
| Interest on long-term debt | – | – | 60,214 | 60,214 | 62,224 |
| Amortization – capital assets | – | – | 976,872 | 976,872 | 875,375 |
| | 8,661,906 | – | 1,037,098 | 9,699,004 | 9,608,042 |
| Excess (deficiency) of revenues over expenses | 3,159 | 326 | (58,214) | (54,729) | 138,870 |

| Summary Balance Sheet as at December 31, 2012 | Operating Fund \$ | Development Fund \$ | Capital Assets Fund \$ | Total 2012 \$ | Total 2011 \$ | Total January 1, 2011 \$ |
|---|-------------------------|---------------------------|------------------------------|---------------------|---------------------|--------------------------------|
| ASSETS | | | | | | |
| Current assets | | | | | | |
| Cash | 158,371 | – | – | 158,371 | 138,175 | 45,762 |
| Cash equivalents, 1.26% | 1,327,045 | 26,405 | – | 1,353,450 | 1,487,812 | 177,538 |
| Accounts receivable | (270,884) | – | 1,718,430 | 1,447,546 | 665,544 | 770,425 |
| Inventory | 175,309 | – | – | 175,309 | 211,221 | 245,800 |
| Other assets | – | – | – | – | – | 200,000 |
| Prepaid expenses | 55,336 | – | – | 55,336 | 48,746 | 46,301 |
| Current portion of grants receivable | – | – | 561,346 | 561,346 | 557,528 | – |
| Grants receivable | 1,445,177 | 26,405 | 2,279,776 | 3,751,358 | 3,109,026 | 1,485,826 |
| Capital assets | – | – | 17,656,306 | 17,656,306 | 4,377,556 | 936,528 |
| | – | – | 26,632,752 | 26,632,752 | 13,260,294 | 8,647,569 |
| | 1,445,177 | 26,405 | 46,568,834 | 48,040,416 | 20,746,876 | 11,069,923 |
| LIABILITIES | | | | | | |
| Current liabilities | | | | | | |
| Accounts payable and accrued liabilities | 1,263,255 | – | – | 1,263,255 | 1,484,894 | 1,726,876 |
| Demand loans | – | – | 8,969,478 | 8,969,478 | 5,415,518 | 473,528 |
| Current portion of long-term debt | – | – | 1,526,721 | 1,526,721 | 44,830 | 42,631 |
| | 1,263,255 | – | 10,496,199 | 11,759,454 | 6,945,242 | 2,243,035 |
| Long-term debt | – | – | 9,660,863 | 9,660,863 | 1,172,584 | 1,217,602 |
| Deferred contributions | 49,072 | – | 26,065,082 | 26,114,154 | 12,068,376 | 7,187,482 |
| | 1,312,327 | – | 46,222,144 | 47,534,471 | 20,186,202 | 10,648,119 |
| NET ASSETS | | | | | | |
| Invested in capital assets | – | – | 346,690 | 346,690 | 404,904 | 267,466 |
| Internally restricted | – | 26,405 | – | 26,405 | 26,079 | 25,767 |
| Unrestricted | 132,850 | – | – | 132,850 | 129,691 | 128,571 |
| | 132,850 | 26,405 | 346,690 | 505,945 | 560,674 | 421,804 |
| | 1,445,177 | 26,405 | 46,568,834 | 48,040,416 | 20,746,876 | 11,069,923 |

On behalf of the Board



Jacques Parisien, Trustee



Nathalie Bernier, Trustee

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

| Summary Statement of Changes in Net Assets for the year ended December 31, 2012 | Operating Fund \$ | Development Fund \$ | Capital Assets Fund \$ | Total 2012 \$ | Total 2011 \$ |
|---|-------------------------|---------------------------|------------------------------|---------------------|---------------------|
| Balance, beginning of year | 129,691 | 26,079 | 404,904 | 560,674 | 421,804 |
| Excess (deficiency) of revenues over expenses | 3,159 | 326 | (58,214) | (54,729) | 138,870 |
| Balance, end of year | 132,850 | 26,405 | 346,690 | 505,945 | 560,674 |
| Summary Statement of Cash Flows for the year ended December 31, 2012 | | | | | |
| | | | | 2012 \$ | 2011 \$ |
| Operating activities | | | | | |
| Excess (deficiency) of revenues over expenses | | | | (54,729) | 138,870 |
| Amortization – capital assets | | | | 976,872 | 875,375 |
| Amortization – deferred contributions | | | | (1,101,623) | (1,224,767) |
| | | | | (179,480) | (210,522) |
| Net change in non-cash working capital items | | | | (974,319) | (104,967) |
| Cash flows from operating activities | | | | (1,153,799) | (315,489) |
| Financing activities | | | | | |
| Long-term borrowings | | | | 10,015,000 | 285,488 |
| Repayment of long-term debt | | | | (44,830) | (42,819) |
| Grants receivable | | | | (13,282,568) | (3,998,556) |
| Other assets | | | | – | 200,000 |
| Demand loans | | | | 3,553,960 | 4,656,502 |
| Deferred contributions ¹ | | | | 15,047,401 | 6,105,661 |
| Cash flows from financing activities | | | | 15,288,963 | 7,206,276 |
| Investing activities | | | | | |
| Acquisition of capital assets ¹ and cash flows from investing activities | | | | (14,249,330) | (5,488,100) |
| Net increase (decrease) in cash and cash equivalents | | | | (114,166) | 1,402,687 |
| Cash and cash equivalents, beginning of year | | | | 1,625,987 | 223,300 |
| Cash and cash equivalents, end of year | | | | 1,511,821 | 1,625,987 |

1. Non-cash transactions include contributed capital assets with a fair value at the date of contribution of \$100,000.

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

NEXT OBJECTIVE: OFFICIAL OPENING OF THE MARINERS' HOUSE IN 2013

April 2013

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20

20 YEARS



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