



POTEAU
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1697-1699

BUILDINGS
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POINTE-À-CALLIÈRE

2017 ANNUAL REPORT

25th anniversary

A SYMBOL OF WELCOME AND PEACE

A majestic bronze bell made by the Paccard firm in France now crowns the new addition to Pointe-à-Callière, the Fort Ville-Marie – Quebecor Pavilion, inaugurated on May 17, 2017. Since that day, Montréal's 375th anniversary, the bell has rung out loud and clear, just as it did in the early days of the colony, as a tribute to the culture of welcome, togetherness and peace that unites all Montrealers.



A MUSEUM FOREVER ANCHORED IN ITS CITY

A breath of youthful air_Pointe-à-Callière recently entered adulthood, but it remains young at heart. Our greatest achievement this year, marking our 25th anniversary, was to create a new and powerfully symbolic space on the very site where Montréal was founded and to share it with the public. With the completion of this complex project, the City of Montréal, which made the Fort Ville-Marie – Quebecor Pavilion the key heritage legacy for its 375th anniversary, and the Museum teams, our partners and our visitors all felt a new energy emerging from this space that has become a rallying point for our sense of belonging to Montréal. And by also opening up the first collector sewer, the Museum proved that it is a major player in avant-garde museology, bringing together such wide-ranging expertise to preserve the authentic archaeological remains and using innovative technology to showcase the latest findings about our city's history.

This year we also conducted a major dig campaign to document the condition of the remains of the St. Ann's Market / first Parliament of the United Province of Canada site, Montréal having been the country's capital from 1844 to 1849. Showcasing these remains is another challenging and inspiring venture for the Museum teams. After such a busy year, full of activities for all our audiences, I want to extend my special congratulations to the teams at the Museum and the Foundation, along with our Executive Director. Francine Lelièvre has been here since the Museum first opened, and even before that, and continues to be the guiding spirit behind Pointe-à-Callière. She does a superb job of mobilizing the talents of our employees, our suppliers and, of course, our volunteers. I also want to thank the members of the Board of Trustees of the Société Pointe-à-Callière for their valuable counsel throughout the year.

I must also thank our public and private-sector financial partners. And especially the City of Montréal, which generously contributed to the Fort Ville-Marie and collector sewer project and to the archaeological digs. Finally, my sincere gratitude to all our visitors – I invite them to join us as we celebrate our new impetus, spurred on by the success of our 25th anniversary. Long live Pointe-à-Callière, the Museum of Montréal!



ANDREW MOLSON
Chair of the Board
of the Société du Musée

Guardians of Montréal's birthplace_2017 was the year when everything was possible. Montrealers made Pointe-à-Callière one of their favourite destinations: we had a record-breaking 462,332 visitors! They were keen to reconnect with Montréal's history and to show their love for our city. All Montrealers now have the keys to Montréal's birthplace, a space that belongs to them. We are merely its guardians!

Throughout this year when we celebrated the 375th anniversary of the founding of Montréal, we wanted to provide opportunities to spotlight Montréal's past. *Where Montréal Began*, the exhibition on the site where the city was founded, pays touching tribute to the first Montrealers. Some of our temporary exhibitions also focused on Montréal: *Passion: Hockey* gave centre ice to a hundred-year-old sports team, the Montréal Canadiens, while *Hello, Montréal!* looked at the evolution of communications through advances in telephony, and featured lots of local objects. And then there was our outdoor exhibition on the St. Ann's Market / first Parliament of the United Province of Canada dig site. Our mini-exhibitions revolved around typical Montréal themes, with the introduction of the metro and Expo 67. In keeping with tradition, we continued to whisk our visitors off around the globe, by presenting some major collections from international partners. What a privilege it was to take a fabulous journey to the heart of Amazonia, through fascinating items illustrating the customs of some thirty different ethnic groups in the Amazon basin! And then there were the breathtaking Asian treasures from the Sam and Myrna Myers collection.

More than ever, Pointe-à-Callière's major cultural activities made it a popular gathering place: from the festive *Encounters in New France* to the free summer activities on Place D'Youville, the Museum drew ever closer to Montrealers. Let me take this opportunity to thank all the members of the Museum teams who made these exchanges possible – both present members and past ones, whom we were very pleased to reconnect with at our 25th anniversary celebrations. They have worked hard to make Pointe-à-Callière what it is today, and I am very proud of them all. Over the years, they have viewed every challenge as a chance to come up with innovative solutions. You have my admiration and my sincere gratitude!



FRANCINE LELIÈVRE
Executive Director

AN EXCEPTIONAL COMMEMORATIVE SITE

Where Montréal Began—It was a perfect day, in bright sunshine, in a city bustling with its 375th birthday festivities. Amidst all the official commemorations, a sound marked a solemn salute to the first Montrealers, as a bell rang out in Old Montréal to celebrate the inauguration of the site where Montréal was founded, at Pointe-à-Callière. The key heritage legacy for Montréal's 375th anniversary, the Fort Ville-Marie – Quebecor Pavilion and Montréal's first collector sewer, were ready to welcome visitors on that day, May 17, 2017, led by the Mayor of Montréal, along with many dignitaries who had all turned out to pay tribute to the city's founders.

An exceptional commemorative site, the new pavilion is built atop remains and the very soil trod by Paul de Chomedey de Maisonneuve, Jeanne Mance and their 47 companions who came here to found Montréal in 1642. The Museum overcame the complex challenges involved in protecting the remains and brought a dream to life, preserving and showcasing Montréal's very birthplace.

With its architecture designed by the Dan Hanganu + Provencher_Roy consortium fitting seamlessly into the historic district, the new pavilion houses the *Where Montréal Began* exhibition. The most striking part of the visitor experience is the opportunity to “walk above the remains” of the fort, on a glass floor that overlies and protects the precious traces left by its inhabitants back when Montréal was born.



May 17, 2017: Inaugurating the Fort Ville-Marie – Quebecor Pavilion: Denis Coderre, Mayor of Montréal, Francine Lelièvre, Executive Director and founder of Pointe-à-Callière, and Mélanie Joly, Minister of Canadian Heritage. Back row: Geoffrey Kelley, Minister responsible for Native Affairs, Ghislain Picard, Chief of the Assembly of First Nations of Quebec and Labrador, Martin Coiteux, Minister of Public Security and Minister responsible for the Montréal region, Lise Thériault, Deputy Premier of Quebec, and Serge Sasseville, Senior Vice-President, Corporate and Institutional Affairs, Quebecor.



Raphaël Thibodeau

The exhibition also emphasizes the presence of Indigenous peoples on these lands for over a millennium, and the Great Peace of Montréal, when Louis-Hector de Callière and First Nations representatives signed a lasting peace treaty in 1701. Hundreds of artifacts were restored specifically for this exhibition, making these periods of Montréal's past even more accessible to visitors.

Memory Collector—Following a metamorphosis worthy of this feat of civil engineering, Montréal's first collector sewer, an impressive passage leading from the main building, is one of the Museum's latest attractions. Built of cut stone between 1832 and 1838, the huge sewer has undergone a magnificent transformation. Over a distance of 110 metres it has become a *Memory Collector*, brought to life by projections illuminating its stone walls, in an entrancing sound environment. It's a whole new underground world, a mysterious expression of Montréal's past! Another addition to our knowledge of days gone by is *Un jour sur le pont Franchère*, a holographic video projection recreating Montréal's first stone bridge across the Little Saint-Pierre River.

Montrealers enjoyed free access to this heritage legacy for one month and on Montréal Museums Day. It was a tremendous success! And lastly, Montréal's birthplace is now described and celebrated in an educational booklet and two publications in the new Pointe-à-Callière collection. The Museum received financial support from the City of Montréal, Quebecor, the Pointe-à-Callière Foundation, Parks Canada, the NFB and IBM in creating this new pavilion.

“This is a new beginning for these remains, where they can be admired by Montrealers and tourists [...] Now they are a treasure that belongs to everyone.”

Catherine François, TV5 Monde

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Raphaël Thibodeau





STROLLING THROUGH HISTORY

Montréal, Capital of Canada_What more significant spot could be included in the 4-km River-Mountain urban walkway than the remains of St. Ann's Market /the first Parliament of the United Province of Canada, beneath Place d'Youville? The site has fascinating stories to tell: of the glory days of Montréal, capital of the whole country starting in 1844, but also of a city rocked by rioters enraged by government decisions, deliberately setting fire to its Parliament in 1849.

On July 17, the Museum undertook the largest archaeological dig campaign on this site since 2010. But this time, visitors could stroll around the site, watch the archaeologists at work and explore an outdoor exhibition. It was a chance for a huge audience to grasp the historical and archaeological importance of what has been designated by the Quebec government as a heritage site and recognized by Ottawa as a national historic event.

"Surprising artifacts have been unearthed at the site of Canada's first Parliament: a charred book, a rare handstamp, shards of Oriental tableware, a shattered champagne bottle. All of them archaeological treasures that emerged from the ground this summer ... in Old Montréal."

Caroline Montpetit, *Le Devoir*

The goals of the digs, which continued into November, were to continue the historical research, identify the necessary work to protect the remains, and consider how to preserve them and make them accessible to the public. Some 300,000 artifacts and ecofacts, in addition to the 500,000 already unearthed, were recovered from their underground resting places, exceeding our expectations, in terms of the number of items found and their nature and historic importance. Some thirty charred fragments of books, added to those discovered in 2013, were found. One of the most significant finds was two handstamps bearing the official Parliamentary seals. Other pieces are also worthy of mention: a ceramic bowl commemorating the birth of Queen Victoria's first child, in 1840; many items relating to clerical work; fine sets of tableware with various patterns; toiletry items; coins, and hardware and architectural elements.



NH Photographes

An impressive 25,000 people toured the outdoor exhibition, *Montréal, Capital of the United Canada – A Parliament Beneath Your Feet*. And 82% of Montreal respondents to an on-site survey supported the idea of celebrating the site with a new building commemorating the Parliament. Two very well attended press conferences introduced the site to the general public and unveiled the archaeological discoveries from the digs. Media representatives also learned about the plans to develop the Archaeology and History Complex, including a new glass envelope over Place D'Youville to present and give visitors access to the remains, along with a new section of the collector sewer. A mini-exhibition on the same theme, *Montréal: Metropolis... and Capital* was presented in the main building of the Museum in the fall.

Lastly, Prime Minister Justin Trudeau visited Pointe-à-Callière late in the year and admired a valuable heritage piece and a symbol of our national history: the royal coat of arms of the Parliament of Canada, part of the Museum's collection.



Caroline Thibeault

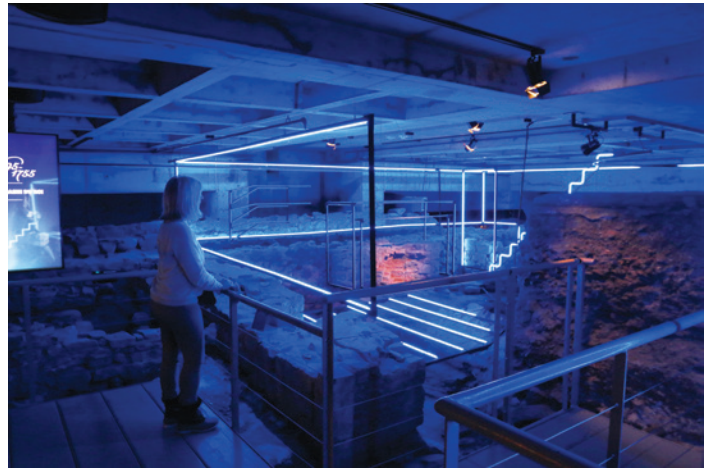
FIVE INSPIRING DIG SITES IN 2017

Adding to our collections_2017 was a banner year when it came to enriching the Museum's collections. The archaeological digs on the site of Fort Ville-Marie turned up some 350,000 items, while over 300,000 artifacts and ecofacts were found during the dig campaign on the St. Ann's Market / Parliament of the United Province of Canada (1844–1849) site. Analyses of these finds have improved our understanding of the physical layout of the Parliament, and the circumstances surrounding its abandonment, in addition to adding to our knowledge of Montréal's past. The archaeologists learned more about the initial vocation of St. Ann's Market, the building that was converted to house the Parliament. The discoveries suggest that it was one of Montréal's first electrified buildings, in the late 19th century, and that the merchants themselves were responsible for organizing the cellars assigned to them. This was also a year of acquisitions enriching Montréal's heritage on themes linked to maritime shipping, trade and exchanges, the world of entertainment and communications, municipal and provincial political figures, Expo 67 and hockey. Our Media Centre also gained some 600 new titles and many acquisitions, including some magnificent collections of old photos, manuscripts and superb lithographs illustrating Montréal life in the 19th and 20th centuries.

Big changes to our permanent exhibitions_After a facelift for various parts of the *Building Montréal* exhibition in 2016, design work on renewing the permanent exhibitions continued in 2017. The updates concern the corridors in the crypt, where we plan to create a timeline of Montréal history and an immersive space with a portrait gallery of Montrealers of all origins. Work to update the Montréal harbour fresco and the five models depicting different periods on the Pointe à Callière site also began. In addition, the Museum initiated research to program its virtual figures with new technology. To complement all the work on renewing the exhibitions, the updates to indoor signage begun in 2016 were completed in 2017, with the design of a Museum tour route map for visitors. This extensive work is already bearing fruit, with an improvement in visitor flow, better visual cues and new visitor experiences, in particular thanks to the installation of cutting-edge equipment in the exhibition rooms and all along the visitor route.

“To reach the new Fort Ville-Marie exhibition at Pointe-à-Callière, you walk through the collector sewer, considered a work of art and an engineering feat.”

Émilie Folie-Boivin, *Le Devoir*



GSM Project

Concept for the new multimedia show_As an introduction to Museum tours, the multimedia show has been an irresistible attraction for visitors of all ages since 1992. The fourth version of the show is now being prepared, and the Museum teams have developed the concept and scenographic approach in collaboration with the TKNL firm. The show, projected in a theatre overlooking authentic remains, will offer a touching vision of the city's history, a “human-centred” version of its development, through vibrant figures and engaging content. The goal is to present a captivating look at Montréal and illustrate its role as a place of trade, encounters and cultural fusion.

Sharing architectural knowledge_A new publication in the Archéologie du Québec collection, *Eau – Dans le sillage du temps*, invites readers to look at Quebec differently, sharing the results of some 50 years of archaeological research throughout the province. It's an indispensable scientific reference work! Meanwhile, the first online digital reference collection on archaeology, *Archéolab. Québec*, contains a database with some 2,000 artifacts. The collection, to be constantly expanded, is sure to become the most valuable reference source for archaeologists and researchers. These two important projects were designed and produced by Pointe-à-Callière in partnership with the Ministère de la Culture et des Communications.

A new Media Centre_The documentation centre was moved to the Museum's new pavilion and doubled in size. The new Media Centre, open to the public, is devoted to research, consultation and classification, and brings together all the Museum's documentary collections of monographs, periodicals, rare books, posters, engravings, prints, lithographs, etc. The security, technology and building departments were also merged in the new locale. These moves made it possible to relocate the 2,000 costume items to the Pumping Station, where the conditions better meet optimal conservation standards.

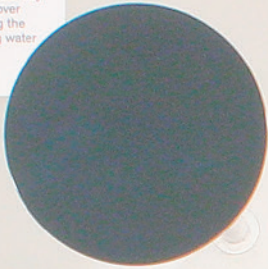
Alain Vandal

Cette bouteille en grès, un matériau résistant, a pu servir à répétition aux défricheurs pour garder bien fraîche l'eau à boire.

Céramique de Bray-Beauvaisis-Loire

This sturdy stoneware bottle may have been used over and over again by labourers clearing the land, to keep their drinking water cool.

Bray-Beauvaisis-Loire ware



Cuillère en main, le soldat mange son ragoût de bœuf dans un pot individuel. Ou encore, avec des compagnons, il puise sa pitance dans un pot de plus grande contenance. L'anse permet d'approcher le repas du feu pour le réchauffer sans se brûler.

Pots : céramique de la Saintonge
Os de bœuf domestique

Soldiers might use a spoon to eat their beef stew from an individual pot or join their companions in scooping their rations out of a larger container. The handle let them warm their food over a fire without burning their hands.

Pots: Saintonge ware
Ox bones



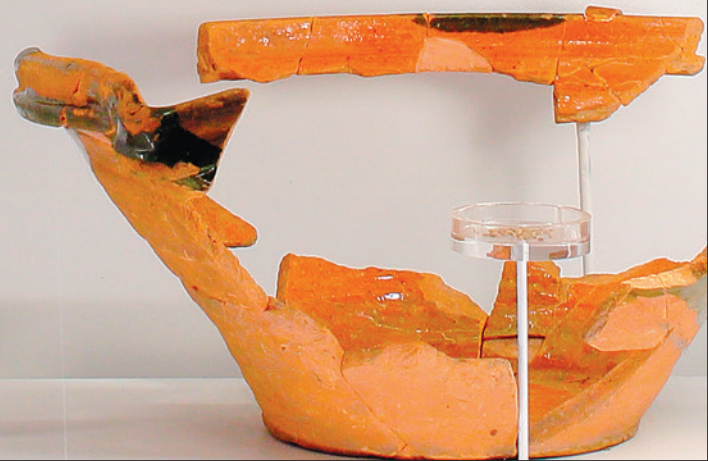
Terrine, os de vache et graines de framboise et de citrouille.

On imagine la cuisinière prélevant dans la terrine la crème onctueuse qui flotte sur le lait pour la verser sur des petits fruits...

Terrine : céramique de Honfleur

A terrine, a cow bone and raspberry and pumpkin seeds. It's easy to imagine a cook skimming the thick cream from milk in the terrine and pouring it over a dish of berries.

Terrine: Honfleur ware





MONTRÉAL SPEAKS... AND LISTENS

Hello, Montréal! Bell's Historical Collections—It's hard to overstate the central role of telecommunications, and telephones in particular, in our daily lives. But how did technology evolve to where it stands today? What can we learn from history?

Designed especially for Montréal's 375th anniversary, based on Bell's rich private collections, *Hello, Montréal!* looks at the development of telephony over more than 140 years, from its invention by Alexander Graham Bell in 1874 up to the digital communications revolution of today. It's captivating to see how technological innovations have both shaped the way we communicate and contributed to our city's growth.

Over 250 items, photos, documents, musical excerpts and archival films tell the fascinating story of the telephone. Featuring a wide-open, playful and colourful museographic design, the exhibition is a terrific learning experience for all our visitors. Everyone, both young and old, can make new discoveries about the world of technology.

Some Montrealers can even find their ancestors' names in the city's first telephone directory, published in 1880 and containing 244 listings. They can marvel at the first telephone switchboard used by the City of Montréal's fire department, from 1884 to 1908. And they are sure to be impressed by the magneto telephone used at the Montreal Hunt Club around 1880, and the first outdoor telephone booth, which appeared in 1944. Not to mention the huge battery switchboard produced by the Northern Electric and Manufacturing Company in Montréal in the early 1900s, of striking size and complexity.



Mikael Theimer



Bell's Historical Collections

“Touch-tone telephones, rotary telephones ... for our children, who were almost born with iPhones in hand, this exhibition is a chance to learn about the devices that were part of their parents' lives.”

Catherine François, Ici Radio-Canada Télévision

Making learning fun is a big part of the exhibition. Our youngest visitors can pretend to be 1920s switchboard operators, connecting as many people as possible, check whether they have what it takes to be a splicer, putting together the many wires to create a telephone connection, or just see how it feels to make a call on a rotary dial phone! Older visitors can admire the dozens of telephone models over the years, including the famous “Princess” phone designed for women and launched in 1960.

The exhibition also features excerpts from soap operas and advertisements in which telephones played a key role, presented inside telephone booths. Visitors can listen to audio clips with telephone messages and musical excerpts relating to telephones, including the amusing *Le Téléphone* by Nino Ferrer.

Guided tours were offered year round. The exhibition opened on February 17, 2017 and has been extended until January 6, 2019, given its success and its popularity with school groups.

ENCHANTING AMAZONIA!

Amazonia. *The Shaman and the Mind of the Forest*—The peoples of Amazonia have done their best to resist the destruction of their world that saw their population shrink by nearly 80% over the past five centuries as a result of conquest and colonization. In a majestic exhibition adapted by Pointe-à-Callière from a design by the Musée d'ethnographie de Genève (MEG), Pointe-à-Callière introduced visitors to the tremendous wealth of these societies and joined in the efforts to save their traditions by making them better known.

Like a fabulous journey to the heart of Amazonia, its river, its forest and its peoples, *Amazonia. The Shaman and the Mind of the Forest* revealed the extraordinary diversity of their material culture. Featuring over 500 objects from some thirty different ethnic groups, from nine countries in the Amazon basin, it took visitors on a historic voyage beginning in the 16th century, when European powers landed in the New World, initiating one of history's longest and bloodiest conquests. The Amazonian countries won their independence in the 19th century, and many Indigenous peoples now lead sedentary lives, mixing traditions with modernity.

The exhibition focused on shamanism, which is common to these many peoples, and on the great variety of their material culture. Through first-hand accounts by different inhabitants, it offered a contemporary vision of their lives today. The objects came from different communities dotted across

“As soon as you step through the door you find yourself in the heart of the Amazon forest, a shadowy world filled with bird calls and other sounds of nature. Walk on and gradually discover these peoples' visible and invisible worlds.”

Anne-Marie Yvon, Espaces autochtones,
Radio-Canada



NH Photographes



the vast forested territory, comprising parts or all of Brazil, Venezuela, Ecuador, Peru, Bolivia, Colombia, Suriname, Guyana and French Guiana.

At the start of the exhibition, the focus was on the Amazon itself. The world's 2nd-largest river, with its 25,000 km of navigable waters, was depicted as an installation crossing the exhibition room, by means of impressive archival images and films. Then, in the second part of the exhibition, the focus shifted to the tropical Amazonian forest. A true treasure for all humanity, it is home to over 40,000 plant species, more than 220 fish species, 1,300 bird species and almost 450 mammal species, not to mention the millions of insects! This world waiting to be discovered was portrayed in the strange beauty of shimmering feathered finery, sets of ceremonial masks and diadems, blowguns, bows and curare-tipped arrows, vases, basketry, musical instruments and items required by shamans in their use of hallucinogens.

A lecture on shamanism in Amazonia was offered as part of the *Belle Soirées et matinées* lecture series at the Université de Montréal, and a free activity for families, on Amazonian animals, was put on in the Urban Space outside the Museum. A CD with the sound tales played in the exhibition is available in the Museum Shop, as well as a publication produced thanks to a privileged partnership with Beaux Arts Éditions.

Our interpreter-guides led tours for the general public and school groups. Nearly 210,000 people visited the exhibition, which ran from April 20 to October 22, 2017.

From the Lands of Asia – The Sam and Myrna Myers Collection—The exhibition, which brightened up the Montréal winter, continued into the new year. It was a world first, featuring over 450 exceptional items from a collection of some 500 Asian objets d'art belonging to American collectors Sam and Myrna Myers. It ran until March 19, 2017.





MONTRÉAL, HOCKEY CITY

Passion: Hockey—During Montréal’s anniversary year, when the city’s history was examined from every angle, it only made sense to give pride of place to our national winter sport! And the more than 100 years of the Montréal Canadiens, of course. This fabulous look at the fascinating world of hockey was also the perfect opportunity to celebrate the centenary of the National Hockey League and the 125th anniversary of the Stanley Cup.

Passion: Hockey gave hockey buffs and neophytes a chance to admire more than 500 items and a collection of 1,200 hockey trading cards. Needless to say, much space was devoted to the Montréal Canadiens! Only logical, in a city whose moods rise and fall with the fortunes of its *Habs* every winter. One of the most popular items was a contract with star player Maurice “Rocket” Richard, who played offence for Montréal from 1942 to 1960. The handwritten document recorded his salary of \$14,000 for one season, and the \$1,000 bonus for scoring more than 35 goals. Amazing!

The interactive aspects of the exhibition let visitors step inside the players’ change room or onto a hockey rink. In the coaches’ room, Pat Burns, larger than life, recalled the highlights of the sport in Montréal. There were some truly unique objects on display: the earliest wooden hockey stick, carved by hand in 1835; a soup can portraying the “Rocket,” marketed after the riots that broke out when he was suspended in March 1955; Jacques Plante’s famous goalie mask; and Jacques Demers’ game plan for a match in the 1993 series, the last year when the Canadiens won the Stanley Cup. Art lovers could even admire paintings by Serge Lemoyne, from his “Blue, White and Red” period.



Simon Laroche

Caroline Thibault



Caroline Thibault

“Montréal pays tribute to our national sport: fans will be thrilled to see some key items, including two of Jacques Plante’s goalie masks, the blue Jofa helmet worn by Wayne Gretzky, a selection of old-time hockey sticks and a number of mythic hockey sweaters, including the one worn by Paul Henderson during the Series of the Century, in 1972.”

Philippe Papineau, *Le Devoir*

Pointe-à-Callière put out a call to collectors, and received hundreds of offers from hockey fans. All kinds of exclusive and rare memorabilia recalling key hockey events in Montréal, lovingly conserved over the years, were loaned to the Museum: cards, hockey sticks, pucks, autographed photos and other souvenir items. It was a great opportunity for sports fans to play a part in celebrating their city’s history!

The two spokesmen for the exhibition, former Canadiens players Steve Bégin and Mathieu Dandenault, were delighted with the exhibition and gave generously of their time, attending the press conference, the official opening and the Foundation’s benefit evening, *Tapis bleu-blanc-rouge*. Visitors could enjoy a lecture by Carl Lavigne and an interactive and fun tour route. The exhibition ran from November 25, 2017 to March 11, 2018, and was produced jointly by the Canadian Museum of History and Pointe-à-Callière, which expanded on the section devoted to the Montréal Canadiens.

FESTIVE CULTURAL EVENTS

Encounters in New France_Montréal's 375th anniversary year was the excuse for huge cultural events across the city, and Pointe-à-Callière was a big part of it all – starting with its magnificent *Encounters in New France*. The event, held from May 19 to 22 to coincide with the start of the official city-wide celebrations, transformed Place Royale and the area around the Museum into an immense springtime market. Produced in co-operation with the Société des célébrations du 375^e anniversaire de Montréal, this was a chance to learn more about the First Nations and the early settlers, and to enjoy an unforgettable experience like back in the days of New France. The event set a new record, drawing over 110,000 people!

Urban Space_Pointe-à-Callière's Urban Space, on Place Royale and Place D'Youville, has become an irresistible spot for entertainment and relaxation in the heart of Old Montréal. Thanks to an expanded program, it attracted even more Old Montréal workers and residents, along with tourists and Montréal families. Activities included Formula 1 theme days, the *Rendez-vous des arts métissés* art show, musical lunchtimes every Thursday all summer, family Sundays, and a pop-up piano. Between June 8 and September 4, nearly 63,000 people turned out, up by 48% from 2016.

Signature cultural activities_The Museum is always keen to offer special activities for the general public, and ran a varied program of events all year long. The *Port Symphonies*, on February 26 and March 12, featured *Nouvelle vie, nouvelle ville*, an original composition by young composer Sonia Paço-Rocchia paying tribute to our city's founders. This was the 23rd straight year for this popular maritime tradition! Grandparents, parents and kids were invited to enjoy the *Hello, Montréal!* exhibition during Spring Break, along with films presented as part of Montréal's International Children's Film Festival, from March 4 to 12. The Museum stayed open again for *Nuit blanche* on March 4, offering virtual reality experiences and video games. Eight films were screened as



NH Photographes

part of the Festival international du film sur l'art, on March 31 and April 1. Pointe-à-Callière was also an active participant in the 24 Hours of Science festival (May 13); Montréal Museums Day, when visitors enjoyed free access to Montréal's birthplace (May 28); Archaeology Month (August 1 to 31); the Journées de la culture (September 30 and October 1); and the Montréal Intercultural Storytelling Festival (October 26). And of course the Museum's two most popular cultural activities for young people, both the general public and school groups, continued to attract plenty of youthful visitors excited to meet the costumed characters of *Jack O'Lantern: Halloween at Pointe-à-Callière* (October 6 to 31) and *Who Is the Real Santa Claus?* (November 17 to December 31).

Public communications_The site where Montréal was founded_Pointe-à-Callière continued to create and share knowledge as co-organizer and host of the 36th annual symposium of the Association des archéologues du Québec, in addition to hosting many lectures on the theme of Montréal's founding and Fort Ville-Marie. Executive Director Francine Lelièvre gave a talk on this topic to the Société de généalogie. Head Archaeologist Louise Pothier delivered two papers at the archaeologists' symposium, in addition to giving talks at the SAT and at Cégep Gérald-Godin. She also gave a lecture on showcasing Montréal's birthplace as part of the *Belles Soirées et matinées* lecture series at the Université de Montréal. *Les samedis de l'histoire*, presented in partnership with the Société historique de Montréal, also addressed this theme throughout the year with such speakers as Marcel Lessard, Gilles Laporte, Paul-André Linteau and Mario Robert. Lastly, the Museum hosted a lecture on the 50th anniversary of General de Gaulle's visit to Montréal, by Roger Barrette, and another on history and music in New France.





BEYOND THE MUSEUM WALLS

Public recognition_For her exceptional contribution to the preservation and enhancement of Québec heritage, Executive Director Francine Lelièvre received an honorary doctorate from the Université de Montréal. She also made her entry into the select Club des entrepreneurs du Conseil du Patronat du Québec. Head Archaeologist Louise Pothier, for her part, was awarded a “Cœur du Saint-Laurent” from the Réseau Archéo-Québec, to thank her for her exceptional contribution to its activities and success. The *Fragments of Humanity. Archaeology in Québec* exhibition won an honourable mention from the Fédération Histoire Québec.



Speq photo

Exhibitions on tour_The Museum and its Exhibitions Department signed agreements to present two major exhibitions produced by Pointe-à-Callière: *Investigating Agatha Christie*, to be shown at the Canadian Museum of History starting in December 2018, and *From the Lands of Asia. The Sam and Myrna Myers Collection*, to visit the Kimbell Art Museum in Fort Worth, Texas, in 2018. After showing at Pointe-à-Callière, *Fragments of Humanity. Archaeology in Québec* started a Canadian tour, with its first stops at Pointe-du-Buisson, in May 2017, and in Sherbrooke in January 2018. The first major exhibition devoted entirely to Quebec archaeology, it will continue its travels until 2019.

Looking outward_Pointe-à-Callière was invited to the 5th Canada–China Cultural Dialogue, on the theme of Innovation: Cultural Ingenuity, in China. Anne Élisabeth Thibault, Director of Exhibitions – Technological Development, gave presentations on the Museum’s latest pavilions when she visited Beijing and Dunhuang. This partnership is an excellent opportunity for the Museum to develop its international network in Asia. The Museum also welcomed Antoni Fernández Espinosa, an archeologist at Barcelona’s El Born Cultural and Memorial Centre, who took part in working sessions with the team at the UQAM history



Caroline Bergeron

laboratory. Pointe-à-Callière was an enthusiastic participant in meetings of the Network of History Museums of Canada, and also made presentations at the Future of Exhibition Design Symposium held by the Canadian Museums Association, and the symposium on exhibition design at the Société des musées québécois conference. Lastly, the Public Programs and Services Department attended several specialized fairs to promote the Museum’s school program.

Significant media coverage_The Museum’s 25th anniversary, the opening of the new pavilion and the collector sewer and the quality of its exhibitions and activities were all opportunities for media tributes to Pointe-à-Callière’s achievements. The national and international media carried thousands of articles, reports and mentions. The *Découverte* show on Radio-Canada Télé provided exceptional exposure, as its journalists followed the Museum’s teams over a period of about eight months, filming many crucial steps in the work on the collector sewer and Fort Ville-Marie. In addition, an AdWords referral campaign was introduced, thanks to Google’s subsidy for NPOs of US\$120,000 a year. The campaign led to a sizeable boost in the number of subscribers, especially on Facebook and Instagram, and their engagement, and optimized the visibility of our website on search engines.

SOCIÉTÉ POINTE-À-CALLIÈRE



Alain Vandal

First row: Yves Beauchamp, Jean Roy, Francine Lelièvre, Patricia Curadeau-Grou and Andrew Molson. Second row: Pierre Turcotte, Paule Doré, Manon Gauthier and Jean-François Fortin. Third row: Thomas Pitfield, Jean Royer, James Hewitt and Robert Y. Girard. Missing from the photo: John LeBoutillier, Sal Ciotti and Marie-Agnès Thellier.

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President
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for Life and the Status of Women
City of Montréal
(until November 5, 2017)

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Partner
Lamarre Consultants
(until November 22, 2017)

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- 1 Governance and Strategy
 - 2 Audit
 - 3 Human Resources
 - 4 Capital Assets

DEVOTED TEAMS!

The Museum's human resources are its most valuable asset. At the end of 2017, the Museum had 102 employees. Six new regular full-time positions were created during the year, and the Museum's workforce continues to grow.

FULL-TIME

Guy Allard
Éléonore Aubut-Robitaille
André Belleville
Marie-Ève Bertrand
Santiago Betancour
Diane Blanchette
Leïla Boily-Afriat
Steve Bouchard
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Maude Bouchard-Dupont
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Cynthia Cousineau (part-time)
Ève Dumais (full-time)
Pierrick Fréchette (part-time)
Daniel Gagnon (part-time)
Brigitte Lacroix (full-time)
Anastasiya Matuk (part-time)
Béatrice Thompson-Merrigan (part-time)

THANK YOU TO OUR PUBLIC- AND PRIVATE-SECTOR PARTNERS

The Société du musée d'archéologie et d'histoire de Montréal, Pointe-à-Callière, thanks its public- and private-sector partners and institutional contributors for their help in achieving the Museum's mission.

PUBLIC-SECTOR FINANCIAL PARTNERS

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

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
Ville-Marie Borough

QUEBEC GOVERNMENT

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Ministère du Travail, de l'Emploi et de la Solidarité sociale
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Building Communities Through Arts and Heritage
Canada Cultural Spaces Fund
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Young Canada Works – Canadian Museums Association

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Royal Museums of Art and History in Brussels, Belgium
Société de transport de Montréal
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LEGACY OF MONTRÉAL'S 375TH ANNIVERSARY

The Fort Ville-Marie – Quebecor Pavilion and the renewal of Montréal's first collector sewer were inaugurated on May 17, 2017 by Montréal Mayor Denis Coderre. This exceptional heritage legacy sponsored by the City of Montréal marked the city's 375th anniversary.

Prime contractor

Pointe-à-Callière, Montréal Archaeology and History Complex under the direction of Francine Lelièvre

Project management Archaeology Construction Museography

Pointe-à-Callière, Montréal Archaeology and History Complex
Société AGIL OBNL

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Archaeological digs

Pointe-à-Callière's Archeological Field School in partnership with the Université de Montréal; Ethnoscop



Raphaël Thibodeau

Research

Michel Bourque, André Charbonneau, Sylvie Dufresne, Suzanne Lachance, Monique Laliberté, Paul-Gaston L'Anglais, Delphine Léouffre, Claire St-Germain, Roland Tremblay

Conservation

Atelier Ville-Marie, Centre de conservation du Québec, Parks Canada Agency

Construction

Architecture

Dan Hanganu + Provencher_Roy Associés Architectes

Structural and civil engineering

NCK

Mechanical and electrical engineering

Bouthillette Parizeau

General contractor

Magil Construction

Landscape architecture

Claude Cormier et Associés

Technological integration and scenography

Go Multimédia

Museography

Where Montréal Began

Production and texts:

Productions Métamorphoses

Scenography: Daily tous les jours

Projections: Sophie Deraspe

French revision: Annick Poussart

Memory Collector

Moment Factory

Une journée sur le pont Franchère

Production: NFB, Jean-Marie Comeau

Director: Philippe Baylaucq

Illustrations: Claude Cloutier

FOUNDATION: A REMARKABLE YEAR



Lino Cipresso



Continued growth for the Pointe-à-Callière

Foundation_2017 was a remarkable year for the Foundation, as it joined in the celebrations for the Museum's 25th birthday and Montréal's 375th anniversary. Our teams were inspired by this double anniversary to organize a record number of activities for Members and young philanthropists, and to launch an annual fund-raising campaign.

Since the Foundation had contributed to acquiring and developing the pavilion housing the site where Montréal was founded, we also celebrated this wonderful achievement! First of all, we held a magical evening giving some 300 people a preview of the Fort Ville-Marie – Quebecor Pavilion, and then a *Recognition* evening for donors to the 2016–2017 Annual Campaign dedicated to showcasing the *Memory Collector*. Both were great successes!

The Major Donors evening was especially impressive. Our generous donor, Bombardier, welcomed us to the evening's festivities in the shade of a majestic Global 6000 aircraft. Hosted by honorary patron Pierre Beaudoin, Chair of the Board of Bombardier, the benefit event raised \$225,000. And then there was the exciting atmosphere of our *Tapis bleu-blanc-rouge* evening, chaired by Geoff Molson, owner of the Montréal Canadiens hockey club, which brought together some 250 guests to rub shoulders with such hockey legends as Yvan Cournoyer.

Members attended the opening of the new pavilion and the inaugurations of the three temporary exhibitions and various lectures. And speaking of Members, over 400 of them took advantage of the 25% discount promotion offered from May 20 to June 20. A wonderful example of how attached Montrealers are to their Museum!

The Next Generation Philanthropists met for a second event in the Montréal's DNA series: *Chinatown*, a natural complement to our *From the Lands of Asia* exhibition. And lastly, we had a great turnout for the first in a new series of breakfast meetings, which I gladly attended. On the theme of business and philanthropy, the morning meet-up featured presentations by philanthropists Maxime Rémillard and Kim Thomassin.

Lastly, I would like to offer my sincere thanks to my colleagues on the Board of Trustees for their outstanding commitment. I also salute all our donors, Members, young philanthropists, volunteers and Foundation staff. 2017 was an exceptional year, marked by sustained growth, a welcome prelude to the Foundation's own 25th anniversary in 2018.



Handwritten signature of Robert Dumas.

ROBERT DUMAS
Chair of the Board
of the Foundation



VALUABLE CONTRIBUTORS

The Pointe-à-Callière Foundation is supported by committed citizens and the business community. All these key players give of their time to organize benefit activities and fundraising campaigns for the Foundation, and to oversee its operations. They work hand in hand to strengthen the bonds between the Museum and the community.



Alain Vandal

Robert Dumas, Éric Rufer, Pierre Savard, Pierre Hébert, Francine Lelièvre, Simon Rivest, Caroline Émond, Marc Légaré, Yves Bonin, Robert Y. Girard, Pierre Courchesne, Laurent Liagre and Luc Wiseman.

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- 4 Planned Gifts
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- 6 Investment
- 7 Next Generation Philanthropists
- 8 Finance

GENEROUS PARTNERS!

The Pointe-à-Callière Foundation is fortunate to have more partners every year. Our Members and our young philanthropists act as volunteers, as well, and our sponsors and partners of our benefit activities make significant contributions to our success. Sincere thanks to everyone!

SPONSORS AND PARTNERS

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Hôtel Estérel Resort
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Imagine360°
Ivanhoé Cambridge
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June Rose
Juste pour rire

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Lino Cipresso photo
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Romero's Gin
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TD Bank Group
Tennis Canada
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Théâtre Prospero
Transat
Tri Express
UBS
Usine C
Verses Bistro



Lino Cipresso

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Mitchell Gattuso

Erika De Almeida

Loto-Québec

Elisabeth David

Orchestre symphonique de Montréal

Pierre-Alexandre Goyette

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Philippe Valentine

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Suzanne Verdon

THANK YOU TO OUR DONORS

The Pointe-à-Callière Foundation thanks all its donors for their support for the major fundraising campaign, the annual campaign and benefit activities.

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Hydro-Québec

\$1 MILLION OR MORE

J. Armand Bombardier Foundation
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\$500,000 OR MORE

Power Corporation

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Industrial Alliance
Saputo

\$100,000 OR MORE

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Francine Lelièvre
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Hewitt Equipment
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\$5,000 OR MORE

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Micheline Turcot
Milica Vachon
Philippe Valentine
Bernard Venne
Sébastien Vézina
Claude Vivier
Barbara Whitley

FINANCIAL STATEMENTS

SUMMARY OF FINANCIAL RESULTS

The financial results for 2017 show a surplus of revenues over expenses of \$58,577.

In 2017, the opening of the Fort Ville-Marie – Quebecor Pavilion and the first collector sewer, along with free admission and our special activities to mark the city's 375th anniversary, attracted a large number of visitors to Pointe-à-Callière.

Admission revenue remained constant despite the free admission offered for one month. Sponsorship revenue and revenue from private functions increased such that by the end of the fiscal year, self-generated revenue was up 9% over 2016.

Funding from the City of Montréal is essential to the Museum's operations. Support from the other two levels of government, the Pointe-à-Callière Foundation, the Parks Canada Agency, the Société des célébrations du 375^e anniversaire de Montréal, the Montreal Port Authority, the SDC du Vieux-Montréal and Tourisme Montréal and from a number of private firms allowed the Museum to make 2017 – its 25th – a memorable year for the public.

In 2017, \$15.6 million was spent on developing and showcasing the Fort Ville-Marie – Quebecor Pavilion and the first collector sewer, inaugurated on May 17, 2017. These funds also went to renewing the multimedia show and the permanent exhibitions, carrying out extensive archaeological digs on the site of St. Ann's Market / the first Parliament of the United Province of Canada, and implementing a digital platform dedicated to Quebec archaeology. The major financial support from the City of Montréal, in addition to the contributions by the other levels of government and private firms, remained just as essential.

INDEPENDENT AUDITOR'S REPORT ON THE SUMMARY FINANCIAL STATEMENTS

To the members of **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, 2017, as well as the summary statement of operations, 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, 2017. We expressed an unmodified audit opinion on those financial statements in our report dated March 22, 2018.

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 on the basis described in Note 1.

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, 2017, are a fair summary of those financial statements on the basis described in Note 1.

*Mazars Harel Brochu, LLP*¹

Montréal, March 22, 2018

1. CPA auditor, CA, public accountancy permit No. A111096

SUMMARY STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31, 2017

	OPERATING FUND \$	DEVELOPMENT FUND \$	CAPITAL ASSETS FUND \$	TOTAL 2017 \$	TOTAL 2016 \$
REVENUES					
Admission fees	1,830,088	-	-	1,830,088	1,843,164
Gift shop	246,149	-	-	246,149	321,071
Sponsorships	353,352	-	-	353,352	159,592
Concessions and museum evenings	399,917	-	-	399,917	347,462
Others	134,881	-	-	134,881	81,074
Interest	58,497	528	-	59,025	32,089
	3,022,884	528	-	3,023,412	2,784,452
GRANTS AND CONTRIBUTIONS					
	8,049,587	-	2,227,275	10,276,862	8,876,394
	11,072,471	528	2,227,275	13,300,274	11,660,846
EXPENSES					
Administration	1,618,800	-	-	1,618,800	1,438,803
Building – Security	2,197,859	-	-	2,197,859	1,881,844
Marketing	573,462	-	-	573,462	613,165
Exhibitions – Technology	3,527,044	-	-	3,527,044	2,798,470
Conservation – Programs and services to the public	1,648,927	-	-	1,648,927	1,302,340
Communications – Marketing	1,445,108	-	-	1,445,108	1,126,393
Interest on long-term debt	-	-	673,305	673,305	713,639
Amortization – Capital assets	-	-	1,557,192	1,557,192	1,539,327
Writeoff of a building – <i>Entrepôt Townsend</i>	-	-	-	-	192,167
	11,011,200	-	2,230,497	13,241,697	11,606,148
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES BEFORE MUNICIPAL TAX REFUND					
	61,271	528	(3,222)	58,577	54,698
Municipal tax refund	-	-	-	-	547,980
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES					
	61,271	528	(3,222)	58,577	602,678

SUMMARY BALANCE SHEET

AS AT DECEMBER 31, 2017

	OPERATING FUND \$	DEVELOPMENT FUND \$	CAPITAL ASSETS FUND \$	TOTAL 2017 \$	TOTAL 2016 \$
ASSETS					
CURRENT ASSETS					
Cash	547,871	-	-	547,871	560,343
Cash management funds, 0.89% and 1.11%	7,757,999	548,508	-	8,306,507	2,038,181
Accounts receivable	(3 109 630)	-	4,276,471	1,166,841	1,025,644
Inventory	88,883	-	-	88,883	98,792
Prepaid expenses	71,846	-	-	71,846	94,832
Current portion of grants receivable	-	-	6,806,370	6,806,370	2,010,349
	5,356,969	548,508	11,082,841	16,988,318	5,828,141
GRANTS RECEIVABLE	-	-	19,957,167	19,957,167	32,852,757
CAPITAL ASSETS	-	-	61,823,786	61,823,786	47,788,302
	5,356,969	548,508	92,863,794	98,769,271	86,469,200
LIABILITIES					
CURRENT LIABILITIES					
Creditors	4,795,851	-	-	4,795,851	4,582,414
Demand loans	-	-	534,773	534,773	696,957
Current portion of long-term debt	-	-	945,395	945,395	914,102
	4,795,851	-	1,480,168	6,276,019	6,193,473
LONG-TERM DEBT	-	-	17,487,881	17,487,881	18,434,664
DEFERRED CONTRIBUTIONS	216,151	-	73,658,353	73,874,504	60,768,773
	5,012,002	-	92,626,402	97,638,404	85,396,910
NET ASSETS					
Invested in capital assets	-	-	237,392	237,392	240,614
Internally restricted	26,405	548,508	-	574,913	574,385
Unrestricted	318,562	-	-	318,562	257,291
	344,967	548,508	237,392	1,130,867	1,072,290
	5,356,969	548,508	92,863,794	98,769,271	86,469,200

On behalf of the Board



Andrew Molson, Director



Marie-Agnès Thellier, Director

SUMMARY STATEMENT OF CHANGES IN NET ASSETS

FOR THE YEAR ENDED DECEMBER 31, 2017

	OPERATING FUND \$	DEVELOPMENT FUND \$	CAPITAL ASSETS FUND \$	TOTAL 2017 \$	TOTAL 2016 \$
BALANCE, BEGINNING OF YEAR	283,696	547,980	240,614	1,072,290	469,612
Excess (deficiency) of revenues over expenses	61,271	528	(3,222)	58,577	602,678
BALANCE, END OF YEAR	344,967	548,508	237,392	1,130,867	1,072,290

SUMMARY STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED DECEMBER 31, 2017

	2017 \$	2016 \$
OPERATING ACTIVITIES		
Excess of revenues over expenses	58,577	602,678
Amortization – Capital assets	1,557,192	1,539,327
Amortization – Deferred contributions	(1,490,177)	(2,112,139)
Write off of a building – <i>Entrepôt Townsend</i>	–	192,167
	125,592	222,033
Net change in non-cash working capital items	105,135	2,739,618
Cash flows from operating activities	230,727	2,961,651
FINANCING ACTIVITIES		
Repayment of long-term debt	(915,490)	(884,098)
Increase in grants receivable	(14,750,000)	(718,000)
Receipt of grants receivable	22,849,569	8,995,407
Repayment of demand loans	(162,184)	(1,616,794)
Demand loans	–	147,041
Deferred contributions	14,595,908	1,114,000
Cash flows from financing activities	21,617,803	7,037,556
INVESTING ACTIVITIES		
Acquisition of capital assets and cash flows from investing activities	(15,592,676)	(14,032,319)
INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	6,255,854	(4,033,112)
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR¹	2,598,524	6,631,636
CASH AND CASH EQUIVALENTS, END OF YEAR¹	8,854,378	2,598,524

1. Cash and cash equivalents include cash and cash management funds.

NOTE TO THE SUMMARY FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2017

1. SUMMARY FINANCIAL STATEMENTS

The summary financial statements are derived from the audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, as at December 31, 2017 and for the year then ended.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in them so that they are consistent in all material respects with, or represent a fair summary of, the audited financial statements.

The management prepared these summary financial statements using the following criterion:

- The summary financial statements are the equivalent of the audited financial statements without the notes to the financial statements.

1992-2017 WELCOME BACK!

All those who worked at the Museum since it opened were invited back to celebrate its 25th anniversary in May 2017. After all, they all worked hard to make the Montréal Archaeology and History Complex a leading cultural institution in Montréal. Over the past 25 years, the Museum has welcomed over 10 million visitors! They all shared in this success.
THANK YOU!





La Société Pointe-à-Callière | 2017 Annual Report

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