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MISSION AND VISION

Founded in 1975, Heritage Montreal works to promote and protect the architectural, historic, natural and cultural heritage of Greater Montreal. At the heart of a vast network of organizations, Heritage Montreal is an independent non-profit organization that focuses on education and advocacy in order to promote, enhance, and preserve the identity and unique qualities of Montreal.
It is with great pleasure and pride that I present the 2012 Heritage Montreal Foundation Annual Report.

Heritage Montreal has been vigilant for over 37 years now!

This constant attention is thanks in good measure to the hard work and dedication of our Policy Director, Dinu Bumbaru who has been successful in positioning our organization as an indispensable voice among key political, private, organization and community players on the heritage and development scene, both in Montreal and internationally. For support, Dinu relies on the members, all volunteers, of our Comité Patrimoine et Aménagement (COPA) who meet monthly to discuss important issues on which we should intervene. Luce Lafontaine, an architect and member of our Board of Directors, chairs this very important committee.

Our accomplishments in 2012 were numerous and rewarding. We have continued the work begun in recent years, most notably strengthening our relationships with some of our major partners, but also by expanding our range of activities for our members and the general public.

Our aims for 2013 are to continue to accelerate our growth by offering our members and Montrealers new as well as increasingly rich and interesting activities. Thus it is under the theme “Together, Broadening Our Impact” that we celebrate our 38th year of action and intervention in Montreal.

I must, and with regret, also announce the decision of our Executive Director, Marie Senécal-Tremblay, to meet new professional challenges. I would like to acknowledge the high level of professionalism and efficiency with which Marie has assumed her responsibilities as Executive Director throughout her five years with us. In addition, we were able to enjoy the extensive network of contacts that Marie developed with decision-makers and heads of major foundations and organizations in Montreal, contacts from whom Heritage Montreal has greatly benefited. The partnership agreements with the McCord Museum and the Canada Lands Company are tremendous examples. Finally, I would like to acknowledge the wonderful work Marie has done to develop and coordinate our 2010 and 2012 benefit cocktails, which were instrumental in financing our organization.

On behalf of the Board of Directors and you, the Heritage Montreal community, I would like to thank Marie for her significant contribution throughout these wonderful years and wish her every success in her new position.

Finally, I wish to acknowledge the unwavering commitment and many volunteer hours spent by our board of directors as well as the remarkable work of hundreds of volunteers who make our renowned "ArchitecTours" and other activities possible.

Thank you for your continued support and ever increasing participation in our activities.

Together, we are broadening our impact for the promotion and protection of Montreal’s architectural and urban heritage!

Robert Turgeon
President

Heritage Montreal
Dear friends of heritage, colleagues and partners,

The publication of the annual report is always an emotional moment for Heritage Montreal. Its arrival, announced by the thud of delivery boxes and the smell of freshly printed pages, represents a victory in the race against the many challenges that surface during the annual ritual of taking stock of the previous twelve months.

In 2012, as Executive Director, I had the honour of guiding another exceptional year with the great success of the “37th”, our second fundraising event, an unforgettable season of ArchitecTours, major new partnerships, the launch of a feasibility study for a proposed heritage centre in Montreal, the rapid growth of our online community on various social networks, unprecedented volunteer involvement, and so much more!

Heritage Montreal is in full bloom. Since 2007, the Foundation has seen significant growth in its membership, relaunched its ArchitecTours and developed its capacity for action through innovative partnerships like those of the Guaranteed Pure Milk Bottle and Silo No. 5, to name but two. This success is due to the exemplary work of our reinvigorated team, composed of topnotch internal resources, a very committed board of directors and a simply outstanding network of volunteers.

Convinced that volunteers are the «magic ingredient» in Heritage Montreal’s success, we are very proud to have doubled this strength since 2008 by focusing on coaching and training. We now have access to an even more diverse pool of talented individuals, which extends well beyond our dedicated guides and volunteers to now include graphic designers, photographers, translators and remarkable archivists/librarians.

In terms of internal organization, upon my arrival in 2007, Heritage Montreal had a two-headed structure: its energy was channeled to a more developed Policy department and an Educational Programming department that had not yet found a sure footing. Today, we can rely on three strong pillars, each linked to a dedicated committee of our board of directors: the Policy and Advocacy department, under the direction of Dinu Bumbaru and the Heritage and Planning committee; the Programming and Education department, led by Amélie Renouf and the Services and Activities committee; as well as the Administration, Human Resources and Finance department, led by Nadège Lamothe-Nelson, since Anna Nixon’s departure for new challenges at Habitat for Humanity, and myself with the support the Finance committee. We have also seen the rebirth of our communication capacity: with Jonathan Lapalme and Natalie Kaiser, our presence in social media has allowed us to join an online community of more than 2000 heritage enthusiasts. It is quite a transformation!

Therefore, as other professional challenges call, I conclude the five most rewarding years of my career; confident in the future of Heritage Montreal as it approaches its 40th anniversary in 2015.

In closing, I wish to thank all the members, partners, volunteers, teammates, board members and friends of heritage with whom I had the great privilege of working in recent years. Heritage Montreal embodies the philosophy that «it is in giving that we receive.» I leave you in the hands of an in-house team, which is overflowing with talent, a team for whom I have a profound confidence and admiration.

Thank you for these five unforgettable years.

Marie Senécal-Tremblay
Executive Director
More members and successful Annual General Meeting

We are pleased to announce that at our Annual General Meeting in 2012, we reached a total of 700 members. This 30% increase in less than a year takes us to the largest number of members of Heritage Montreal in ten years! This significant growth shows Heritage Montreal’s well established credibility with lovers of Montreal’s heritage. Moreover, we have recently been equipped with new tools to retain our members.

Note that in addition to the many benefits they receive, our members also have the right to comment on the actions taken by Heritage Montreal. Thus, on May 31, 2012, they were invited to the Annual General Meeting of Heritage Montreal, which took place at the Château Ramezay - Historic Site and Museum of Montreal. In the beautiful surroundings of the Salle de Nantes, members adopted the Resolutions of 2012 which addressed four key issues:

1. **The Demolition of Heritage Buildings:** Heritage Montreal deplores the demolition of the heritage buildings adjacent to the Monument-National on Saint-Laurent Boulevard and calls on the City and Borough of Ville-Marie authorities to obtain formal guarantees regarding the restoration of the gray-stone façades as well as calling for the putting in place of concrete measures to prevent such situations in the future.

2. **The Development Plan of Montreal:** Heritage Montreal supports the City of Montreal’s decision to produce a development plan and requests that the built heritage, the central downtown neighbourhoods, as well as institutional areas be included and fully recognized.

3. **The Metropolitan Planning and Development Plan (PMAD):** Heritage Montreal welcomes the adoption of a Metropolitan Land Use and Development Plan and emphasizes the importance of recognizing the built and natural heritage of the city to ensure conservation and enhanced development.

4. **Religious Heritage:** Heritage Montreal notes with interest the initiative of Christine St-Pierre, the former Minister of Culture, Communications and the Status of Women, to form a working group to develop a strategy concerning the religious heritage of Quebec and requests that the City of Montreal follow suit by holding a public consultation on the future of these sites in Montreal.

Those present at the Annual General Meeting also discussed the foundation’s plans for the future. We are on the eve of Heritage Montreal’s 40th anniversary in 2015, and the 375th anniversary of Montreal in 2017, and, in that context, the idea of a Heritage Centre was raised. This project could provide Heritage Montreal with a permanent base of operations, as well as an opportunity to revitalize a heritage building. It would be a physical manifestation of our mission as well as providing the metropolis with an established beacon for the defense and development of its heritage. Will this dream become a reality? We are working on it!

Lastly, Robert Girard, a lawyer at Fasken Martineau, and Michel A. Tremblay, a former engineer at Hydro-Québec, were elected as new members of the Board of Directors. Participants warmly thanked Ross Clark, Associate Vice President at KCI - Ketchum, and Pierre-André Oumet, outgoing President and now Honorary Member of the Board, for their unwavering commitment.
Recognition Event for our Volunteers

After the success of our 2012 series of guided tours, namely our special edition of tours to Silo No. 5, the "ArchitecTours" and "Zoom on Place Ville Marie" tours, Heritage Montreal celebrated the extraordinary commitment of its volunteers with an appreciation event held on December 5, 2012, on the 19th floor of Place Ville Marie. This venue offers an exceptional perspective of downtown and allows for a new understanding of the remarkable cruciform office tower. We would like to thank Place Ville Marie and Ivanhoé Cambridge for granting us a privileged access and allowing us to recognize the work of our team and volunteers within the heart of this emblem of modern heritage.

A friendly and festive cocktail, featuring many door prizes, ended a year rich in activities and full of success, due in great part to the hard work of our volunteers. Again, thank you!

We sincerely thank our sponsors for the door prizes:
Canadien Centre for Architecture, Éditions Héliotrope, Magazine Continuité, Urbania, Stewart Museum and Pointe-à-Callière.
An Exceptional Year for our Guided Tours and our Architect Tours

Four major guided tour projects marked the year and facilitated the exploration of many aspects of Montreal’s heritage, in various forms: unique, industrial, unrecognized or iconic!

All our guided tours are designed and presented by our dynamic team of volunteer guides who are passionate about Montreal, its history and its heritage. Here is an overview of the 2012 tours.

Unique Guided Tours of the Pointe-du-Moulin and Silo No. 5 – 3rd Edition

The unparalleled success of the first two years of our guided tours of the Pointe-du-Moulin and Silo No. 5, in 2010 and 2011, led us to continue our partnership with the Canada Lands Company (CLC) for a third edition in 2012! Held from May 19th to June 23rd, more than 950 participants discovered the untold story of this icon of Montreal’s industrial heritage in 2012.

Since 2010, our three editions of tours have introduced over 3000 people to the heritage value, challenges and potential reuse of this site. Learn more about la Pointe-du-Moulin and Silo no. 5 by visiting the CLC website at (www.pointedumoulin.ca).

We are proud of this unique partnership opportunity. Thanks are due to the outstanding commitment of Canada Lands Company (CLC) for allowing all Montrealers to discover the extraordinary Silo No.5.
ArchitecTours 2012: The Origins of Montreal’s Neighbourhoods

The 2012 edition of our ArchitecTours attracted over 1100 visitors, all of whom participated in at least one of our eight urban explorations covering the traces of the former villages that founded the current metropolis. This record attendance demonstrates the unflagging interest in Montreal’s heritage. This was a resounding success as 99% of our survey respondents expressed themselves as satisfied or very satisfied with the tours!

Presented from August 4th to September 29th, the 2012 ArchitecTours allowed participants to discover and explore the small and large emblems of the city as well as the many hidden facets of our neighbourhoods.

Intended to foster awareness through the exploration of Montreal’s heritage, our ArchitecTours program has been a fundamental aspect of Heritage Montreal’s mission for the past 24 years. ArchitecTours are presented yearly through August and September, each edition putting forward a new theme.

A sincere thank you to our generous and indispensable partners:

Ivanhoé Cambridge, l’Entente sur le développement culturel de Montréal du Ministère de la Culture et des Communications and the City of Montréal, Auberge Bonaparte, The Board of Montréal Museum Directors.
2012 International Day for Monuments and Sites: The 40th Anniversary of the UNESCO World Heritage Convention

Since 2009, Heritage Montreal has piloted an innovative program of activities in Montreal as part of the International Day for Monuments and Sites. By acting as a catalyst it brought together a wide range of partners who have all contributed to the success of the event. Since 1983, the United Nations Educational, Scientific and Cultural Organization (UNESCO) has addressed a different theme on April 18th of each year.

2012 marked the 40th anniversary of the UNESCO World Heritage Convention. In our city, it was an opportunity to explore the heritage that highlights Montreal's history as a city open to the world and as an important centre of international exchange in terms of commerce, culture and science.

To provide a rich and varied program, Heritage Montreal brought together eleven partners who presented activities related to World Heritage between April 19th and 22nd: ICOMOS Canada, Pointe-à-Callière – Montreal Museum of Archaeology and History, the Stewart Museum, DFS Architecture & Design, the George Stephen House Trust Fund, Olympic Park, TOHU la Cité des arts du cirque, as well as the City of Montreal (Division de l’expertise en patrimoine et de la toponymie, Centre d’histoire de Montréal, Conseil du patrimoine de Montréal, Archaeological Reserves Collection).

Heritage Montreal, in collaboration with The George Stephen House Trust Fund offered exclusive access to this outstanding example of Victorian architecture. This former residence testifies to the influence and the importance of Montreal as a cornerstone of the international trade network. In all, over 300 people participated in guided tours and conferences organized during the weekend that marked Montreal’s International Day for Monuments and Sites.

We would like to thank Jacques Côté, president of the George Stephen House Trust Fund and Harry J. Plafter for these memorable heritage discovery days.
Family Workshops:  
A New Way for Families to Discover the City!

In the fall of 2012, Heritage Montreal launched, as a pilot project, a new educational program: Family Workshops. We are proud to have designed an educational activity designed specifically for children and their parents with the goal of introducing them to Montreal's architecture, urban history and heritage.

For our first edition, families were invited to discover Little Burgundy: On the traces of the village of Sainte-Cunégonde. Our young explorers went in search of the traces of the industrial village of Sainte-Cunégonde, village which lies within today’s Little Burgundy. Our knowledgeable volunteer guides helped them find clues to rediscover the forgotten history of this ancestral village.

This new activity is a natural offshoot of our renowned ArchiteTours guided tours. Aware of the interest and natural attachment of youth to their neighbourhood, Heritage Montreal is pleased to offer a family-friendly educational activity.

Zoom on Place Ville Marie:  
50 Years of this Grande Dame of Montreal

In November and December, as part of the 50th anniversary celebrations of Place Ville Marie, Heritage Montreal offered, in association with Place Ville Marie and Ivanhoé Cambridge, a unique guided tour entitled *Zoom on Place Ville Marie*.

Place Ville Marie, known as the "Grande Dame of Montreal," punctuates the history and landscape of Montreal with its elegant cruciform tower, designed by renowned architect I. M. Pei. Built in the 1960s, this innovative complex marks the birth of Montreal's underground city and is an important affirmation of architectural modernity in Canada. This tour was an opportunity to discover one of Montreal's iconic skyscrapers.

The popularity of our tours remains constant and this was no exception. More than 150 participants required the addition of four supplemental tours.

Sincere thanks to our corporate partners: Ivanhoé Cambridge and Place Ville Marie.
Home Renovation Courses – 2012 Edition

Offered since 1981, Heritage Montreal's Renovation Courses have contributed to raising awareness regarding the preservation of residential property heritage and the conservation of the distinctive architectural features of the homes and neighbourhoods of Montreal. These conferences are an opportunity to learn more about the maintenance, restoration and renovation of residential buildings, no matter their age or architectural style. They present the best practices so that owners begin their renovation projects with confidence.

The 2012 edition was a great success with over 150 participants, in addition to the 8,000 who attended the renovation courses over the past 32 years. Participants received quality training from our experienced speakers who generously shared their expertise.

Presented every Spring, our Renovation Courses have been offered in French and English for over 30 years!

Our sincere thanks to the generous sponsors of the 2012 Edition:

Simplex Equipment Rental, Marvin Windows and Doors of Canada, Apollo Studios, Atelier de ferblanterie MBR, Maçonnerie L.M.R., Atelier l’Établi, Studio du Verre, Lassonde, our media partners: CJAD, CIBL and the Métro newspaper as well as our printing partner: MP Reproductions.

MONTREAL ARCHITECTURAL HERITAGE CAMPAIGN

In 1990, Heritage Montreal launched, in partnership with the City of Montreal, Montréal's Architectural Heritage Campaign (MAHC). This annual awareness campaign was born of a consistent observation: preventative maintenance is an essential element to the preservation and enhancement of the heritage of the city’s neighbourhoods. Moreover, the MAHC recognizes the efforts of building owners who maintain their buildings while respecting their character. It offers the public a unique opportunity to explore the rich diversity of built heritage throughout Greater Montreal.

In 2012, the "coup de coeur" award went to Mr. François Gingras, who spoke passionately of his restoration project.

To mark the 2012 edition of the MAHC, Heritage Montreal organized a guided tour of the extraordinary residential heritage of the Milton Park neighbourhood.

© Denis Labine, Ville de Montréal
New partnerships with key players in Montreal’s heritage scene have allowed us to add two very interesting activities to our annual programming.

City Talks: A Brand New Lecture Series

Born of a new partnership between Heritage Montreal and the McCord Museum, City Talks is a series of four lectures on the city of Montreal. Spanning 2012 and 2013, this program brings together thinkers and makers of the city.

Each of the four conferences is hosted by Dinu Bumbaru, Policy Director of Heritage Montreal, and Sarah Watson, Head of cultural activities at the McCord Museum. The conference themes resonate with the McCord Museum’s research areas, collections and exhibitions and with Heritage Montreal’s commitment to the promotion and protection of Greater-Montreal’s architectural, historic, natural and cultural heritage. These lectures bring together two experts who offer differing views on a specific topic. The public then interacts with the speakers during an animated question period. A unique opportunity to generate debate on Montreal’s heritage and urban planning!

All talks offer opportunities to reflect on Montreal’s past, present and future. The first lecture in October 2012 was a full house and future lectures will be held seasonally in 2013.

150 years of Action: Montreal’s Evolving Heritage

Founded in 1862, the Numismatic and Antiquarian Society of Montreal celebrated its 150th anniversary in 2012. To mark the occasion, the Château Ramezay Museum and Heritage Montreal collaborated to organize the exhibition 150 Years of Action: Montreal’s Evolving Heritage, presented during the summer at Place De La Dauphinerie.

Composed of large backlit photographic reproductions, the exhibition revealed the richness and diversity of Montreal’s built heritage. Under the theme of urban heritage and the actions taken to ensure its protection and development, this retrospective presented an overview, from the end of the 19th century through the late 20th century, starting from Montreal’s first heritage building, Château Ramezay, protected through citizen action. From the “Faubourg à m’lasse” to the Louis Cyr monument, through to Place Ville Marie, Habitat 67 and Silo No. 5, the exhibition recounts what was, what is and what could have been.
Defending Montreal’s Heritage

Pertinence Contexte Heritage

Durability Innovation

Heritage Montreal: Diverse Actions Based on Our Five Principles of Urban Development

In 2012, Heritage Montreal intervened on a wide range of heritage and development issues involving the downtown and Greater Montreal areas, as well as extending to the provincial level. Many of our actions were aimed specifically at preventing the intended demolition of heritage buildings. This was the case for two Victorian houses on Bishop Street slated for demolition in order to build the fifth pavilion of the Montreal Museum of Fine Arts, warehouses on Wellington Street in the Faubourg des Récollets, to be demolished for a condo project, and the modernist arena in Saint-Lambert which aroused strong citizen mobilization.

In addition, Heritage Montreal has contributed to the improvement of tools and policies already in place to avoid such situations and to support those actions which maintain, revitalize and even enhance our urban heritage. We have assisted the City of Longueuil in the development of a framework for evaluation of the built heritage of its old neighbourhoods. Led primarily by a mixed city-citizen committee, the process included public meetings, particularly in Vieux-Longueuil. The case of this city is interesting because it deals with built heritage very similar to that of neighbourhoods and old villages in the Greater Montreal area such as those in the Sud-Ouest, Pointe Claire or Vieux-Terrebonne.

In terms of process, 2012 saw many important consultations and more specifically, on the Programmes particuliers d’urbanisme for Griffintown and the Quartier Latin. Of particular importance are two major milestones in Montreal democracy and urban development, which resulted directly from specific requests made by Heritage Montreal:

• The 25th anniversary of the consultation on the expansion of the Montreal Museum of Fine Arts, the first independent public consultation commissioned by the City of Montreal;

• The 10th anniversary of the Office de consultation publique de Montréal and the Conseil du patrimoine de Montréal. We continue to ensure that these two bodies, born of municipal reform, keep their independence.

These anniversaries remind us of the progress made and the importance of continuity in the improvement and application of credible and competent processes. These processes must serve quality urban development which in turn serves collective interests as much as it does those of public, private, institutional and community developers. In heritage, as in planning, mistakes can be made quickly, but the consequences unfortunately last for a long time. It is in our own interest to invest in quality processes to avoid such errors, which can sometimes be disastrous. It is equally beneficial to carry out projects that use our collective creativity to advantage and that constitute meaningful additions to our city and its heritage.
Saint-Laurent Boulevard - The Dismantling/Demolition of Architectural Heritage

Despite our efforts and those of many outraged citizens and organizations, the Ville-Marie borough, with the support of the mayor of Montreal and the former Minister of Culture, Communications and Status of Women, implemented its order to demolish the row of heritage buildings adjoining the Monument-National in the name of public safety. Unlike conventional demolitions which tend to be carried out with both force and speed, the requirements imposed on the developer to number and store certain components of the heritage facades for possible reinstallation meant that the demolition took several months.

Involving local and provincial authorities responsible for heritage protection, this case marks a serious setback to the laws and policies that have been in place for 40 years. As was the case in the 1970s, a significant piece of built heritage - recognized and protected by three levels of government - has been demolished without any plan to restore the series of Victorian facades or to revitalize this section of Saint-Laurent Boulevard. The result is another vacant lot in downtown. This coincides with the entry into force of the new Quebec law on cultural heritage, as well as with the City of Montreal’s launch of a proposed development plan and an effort is underway to define the legacy of the 2017 celebrations. Heritage Montreal will work to ensure that the deplorable environment surrounding the Monument-National is corrected and the row of heritage buildings is restored in situ. We also intend to ensure that laws and policies are applied with a real commitment to heritage by responding, for example, to the legitimate concerns of public safety with measures that stabilize rather than demolish built heritage. We will also ensure that the events planned for 2017 include an appropriate and important place for heritage.

Hospitals and Institutional Heritage Sites

The past year saw some welcome progress on issues concerning the expansion of the Montreal General Hospital by the McGill University Health Centre (MUHC). Conducted at the request of the Quebec government in the historic and natural borough of Mount Royal, recognized and protected by the same government, the Montreal General Hospital project was subject to a first public consultation in 2008. The plan was to increase the usable floor space within its existing volume. However, the authorities of the MUHC were engaged in real estate transactions which resulted in stopping the construction of the Piedmont residential complex at 1750 Cedar Avenue, and the acquisition of this site to install clinics. In 2011, a second public consultation on this expansion into the residential area was conducted, bringing to light certain weaknesses in the heritage management tools in the case of projects by these major health institutions.

In July 2012, the new management of the MUHC responded to an unfavorable report by the Office de consultation publique de Montréal and a joint injunction by Heritage Montreal and concerned citizens. They then announced the abandonment of the expansion plan at 1750 Cedar Avenue and their willingness to dispose of this property to allow the completion of the residential project which had been authorized but suspended for several years, leaving the sad spectacle of a concrete skeleton languishing on the mountain.

The critical nature of the issues surrounding the conversion of medical, academic and religious properties and buildings – for example, the future use of the Royal Victoria and the Hotel-Dieu after the construction of the MUHC and the CHUM – explains why, exceptionally, Heritage Montreal has initiated legal proceedings, the last time being the case concerning the Redpath house in 1986. We hope this case encourages our major medical and academic institutions to adopt a more respectful behaviour towards heritage and urban planning, especially in sensitive areas such as Mount Royal.
3 2012 Quebec Elections and our Follow-up Actions

During the provincial elections, Heritage Montreal wrote to the leaders of the five main political parties to inform them of five major issues that the future government of Quebec, regardless of its political composition or perspective, would need to address. These issues are:

- the role of heritage as a principle in the Loi sur le développement durable;
- the implementation of the new Loi sur le patrimoine culture;
- the conversion of religious, academic and medical institutions of heritage value;
- the continuation of the reform of the Loi sur l’aménagement et l’urbanisme;
- the implementation of the heritage components of the Plan métropolitain d’aménagement et de développement

Following the elections, we reiterated these points to the new government by writing to the Premier as well as the ministers responsible for culture, the Montreal region, municipal affairs and the environment, offering them our assistance in these areas.

4 Public Consultations on Griffintown and the Latin Quarter: neighbourhoods under scrutiny

In 2012, two projects within the plans particuliers d’urbanisme (PPU) were examined by the Office de consultation publique. In Griffintown, the consultation that had begun in 2011 continued to correct certain oversights in the 2008 plan adopted by the City of Montreal after a less-than-credible process to authorize multiple projects currently underway. Heritage Montreal asked that the heritage and authentic character of this historic neighbourhood be recognized, and for the implementation of urban walkways in order to highlight this unique area. In the Latin Quarter, Heritage Montreal asked that the City recognize and respect the historic identity of the area instead of folding it into the newly developed concept of the Quartier des spectacles associated with Place des Arts. We also called for an integrated strategy to revitalize the emblematic Saint-Laurent Boulevard, victim of demolitions and harmful administrative segregation.
10 Threatened Emblematic Sites – 2012 Edition

On February 23rd, 2012, Heritage Montreal members were invited to Notman House for the unveiling of its list of the 10 Threatened Emblematic Sites of Montreal - 2012 Edition. More than 80 members were present for a presentation by Dinu Bumbaru, our Policy Director. The exchanges and cocktail that followed made for a lively debate and event.

Heritage Montreal introduced the 10 Threatened Emblematic Sites program in 2006 to create an opportunity for reflection on a range of issues involving Montréal’s heritage. The program has also allowed for the exploration of possible solutions and preventive actions. Since its conception, several sites on the list, such as the Wilder Building, New City Gas and the Guaranteed Pure Milk Bottle, have been saved or revitalized.

However, the status of other sites, who reappear on the list year after year or who have been newly added, remain alarming. This is why, each year, a committee of experts in heritage, urban planning and architecture determine the most at-risk sites in assessing their heritage value, the urgency of the threat and their unique contribution to the city's architectural landscape.

List of 10 Threatened Emblematic Sites
1. Très-Saint-Nom-de-Jésus Church (Maisonnette)
2. Rodier Building (Saint-Antoine District)
3. Institute of the Misericordia Sisters (Quartier Latin)
4. Horse Palace (Griffintown)
5. Redpath House (Square Mile)
6. Cadieux Blacksmith (Faubourg des Récollés)
7. Bonheur d’Occasion (Workers’) Houses (Saint-Henri)
8. Square Viger and Agora (Quartier Latin)
9. Empress Theatre (Notre-Dame-de-Grâce)
10. Monument-National City Block (Quartier des Cantons)

List of Sites Under Observation
- Sir Louis-Hippolyte La Fontaine House (Downtown)
- Eaton’s 9th Floor Restaurant (Downtown)
- Mount Stephen House (Downtown)
- New City Gas (Griffintown)
- Public Baths (Various Neighbourhoods)
- Dow Planetarium (Saint-Antoine District)
37 Years of Action Celebrated in Style

On November 5th, Heritage Montreal celebrated 37 years of heritage actions under the theme: Together, Broadening Our Impact.

This second edition of our Cocktail Fundraiser was held at the Centre CDP Capital Parquet, once again under the honorary presidency of Michael Sabia, President and Chief Executive Officer of the Caisse de dépôt et placement du Québec, together with our Organizing Committee co-chairs, Renée Daoust, architect at Daoust Lestage - Architecture Design Urbain, and Maurice Forget, Counsel and former President of Fasken Martineau.

Heritage Montreal is delighted to have greeted nearly 400 guests and achieved a net profit of over $105,000, an increase of 40% when compared to our very first fundraising event in 2010!

This celebration was an opportunity to highlight the revitalization of several Montreal heritage sites and to recognize the outstanding contributions of Louise Roy, President of the Office de consultation publique de Montréal which celebrates its 10th anniversary this year, as well as Cameron Charlebois, Vice President Real Estate, Quebec, Canada Lands Company, both recipients of our Prix Hommage in 2012.

Heritage Montreal also took the opportunity to celebrate the 30 years of service of our Policy Director, Dinu Bumbaru. A video, produced with the assistance and the unrivaled talent of Moment Factory, featured testimonials filled with laughter and praise. This screening was one of the highlights of the evening!

Dinu Bumbaru, Recipient of the 2012 Prix du Québec - Gérard-Morisset Award

Heritage Montreal is delighted to celebrate the nomination of its Policy Director Dinu Bumbaru, C.M. as the winner of the 2012 Gérard-Morisset Award. The Gérard-Morisset Award, which recognizes a career dedicated to heritage, is one of the thirteen Prix du Québec. These are the highest honors awarded annually by the Government of Quebec in recognition of a distinguished career in the scientific and cultural fields. On November 13th, 2012, Mr. Bumbaru received his award at a ceremony held at the National Assembly of Quebec.

Since 1982, Dinu Bumbaru has worked for Heritage Montreal while collaborating and working with numerous local and national organizations. As member and past Secretary General of International Council on Monuments and Sites (ICOMOS), a non-governmental organization which advises UNESCO on cultural heritage worldwide, he continues to play an important role at the international level.

CONGRATULATIONS DINU!

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THE KEY TO OUR SUCCESS: OUR FUNDRAISER PARTNERS

We wish to warmly thank our leading patrons who played a vital role in the success of this event: the Caisse de dépôt et placement du Québec and Ivanhoé Cambridge. A sincere thank you to our major patron, Quebecor, and our two partners, Fasken Martineau and the Fonds immobilier de solidaire FTQ.

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Mohamed Hage
Nikola Reford
Patricia Lemaire
Philippe Batani
R. Howard Webster Foundation
Richard Léger
Sid Lee
Société du Vieux-Port de Montréal
Stephen Huddart
Télésystème Ltée
Timothy M. Thompson
Transat AT inc.
Université du Québec à Montréal
Velen Foundation
Velen Inc.
Ville de Montréal
Vincent Prager
Zave Aberman

Gifts in kind

Arco Stone
Château Ramezay - Historic Site and Museum of Montréal
Jean-François Séguin, photographe
Moment Factory
MP Reproductions
Olivier Poitier, artisan en gourmandises
RONA
Sid Lee
Tout autour encadrement
Great Builder of Heritage Montreal

LA FONDATION
PHYLLIS LAMBERT

Corporate Donors and Foundations

<table>
<thead>
<tr>
<th>Circle</th>
<th>($10,000 - $24,999)</th>
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<tbody>
<tr>
<td>Greystone Circle</td>
<td>CN</td>
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<tr>
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<td>EJLB Foundation</td>
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<td>Power Corporation of Canada</td>
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<td>Simplex Equipment rental</td>
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<td>Société développement commercial Vieux-Montréal</td>
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<tr>
<td>Sandstone Circle</td>
<td>Bûrs Family Foundation</td>
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<td>BMO Bank of Montreal</td>
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<td>Cadillac Fairview</td>
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<td>Claudine and Stephen Bronfman</td>
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<td>Dollarama S.E.C.</td>
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<td>Scotia Capital</td>
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<td>Gildan Activewear Inc.</td>
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<table>
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<td>Slate Circle</td>
<td>AON Parizeau Inc.</td>
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<tr>
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<td>Cardinal Hardy Beinhaker</td>
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<td>Gestion Georges Coulombe Inc.</td>
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<td>Hydro-Québec</td>
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<td>Ketchum Canada Inc.</td>
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<td>KPMG</td>
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<td>Provencher Roy + Associés</td>
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<td></td>
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<td>Zeller Family Foundation</td>
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<table>
<thead>
<tr>
<th>Circle</th>
<th>($500 - $999)</th>
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<tbody>
<tr>
<td>Brick Circle</td>
<td>Behaviour Interactive Inc.</td>
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<tr>
<td></td>
<td>COGECO Câble Inc</td>
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<td>DentsuBos</td>
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<td></td>
<td>DFS Inc., architecture &amp; design</td>
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<td>Genivar</td>
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<td>Moment Factory</td>
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<td></td>
<td>Polaris Realty (Canada) Limited</td>
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<td>St-Denis Thompson Inc.</td>
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<tr>
<th>Circle</th>
<th>($2,500 - $4,999)</th>
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<tr>
<td>Granite Circle</td>
<td>Cole Foundation</td>
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<td></td>
<td>Drummond Foundation</td>
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<td></td>
<td>Maçonnerie Rainville et Frères Inc.</td>
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<td>Merrill Lynch Canada Inc</td>
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<td>NKF Devencore</td>
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<td>Quebecor Inc.</td>
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<td>Rio Tinto Alcan</td>
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</table>

Important Partners & Gifts in kind

<table>
<thead>
<tr>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>Apollo Studios</td>
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<tr>
<td>Atelier l’Établi</td>
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<td>Atelier de ferblanterie MBR</td>
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<tr>
<td>Auberge Bonaparte</td>
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<tr>
<td>Board of Montréal Museums Directors</td>
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<tr>
<td>Canada Lands Company (CLC)</td>
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<td>Canadien Centre for Architecture</td>
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<tr>
<td>Centre d’histoire de Montréal</td>
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<tr>
<td>Château Ramezay - Historic Site</td>
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<td>and Museum of Montréal</td>
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<td>CIBL</td>
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<td>CJAD</td>
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<td>Cole Foundation</td>
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<td>Conseil du patrimoine de Montréal</td>
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<td>Culture Montréal</td>
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<td>Éditions Héliotrope</td>
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<td>George Stephen House Trust Fund</td>
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<tr>
<td>Institut de politiques alternatives de Montréal (IPAM)</td>
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<tr>
<td>Ivanhoé Cambridge</td>
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<tr>
<td>Jane Heller</td>
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<td>Journal Métro</td>
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<tr>
<td>Lassonde</td>
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<td>MacDonald Stewart Foundation</td>
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<td>Maçonnerie LMR</td>
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<td>Magazine Continuité</td>
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<td>Maison Notman</td>
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<td>Marvin Windows and Doors</td>
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<td>McCord Museum</td>
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<td>Montréalité</td>
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<td>MP Reproductions</td>
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<td>Place Ville Marie</td>
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<tr>
<td>Pointe-à-Callière – Montreal Museum</td>
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<td>of Archaeology and History</td>
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<td>Studio du Verre</td>
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<td>Urbania</td>
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Government Support

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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Emploi Québec</td>
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<tr>
<td>Finances Québec</td>
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Heritage Canada and ASTED in conjunction with the Young Canada Works program

The ministère de la Culture, des Communications et de la Condition féminine du Québec and the City of Montreal pursuant to the Entente sur le développement culturel de Montréal.
<table>
<thead>
<tr>
<th>Greystone Circle ($1,000 and above)</th>
<th>Sandstone Circle ($750 - $999)</th>
<th>Granite Circle ($500 - $749)</th>
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<tbody>
<tr>
<td>Germain Benoit</td>
<td>Robert Y. Girard</td>
<td>Peter Jacobs</td>
</tr>
<tr>
<td>Marcel Côté</td>
<td>Christopher &amp; Lorayne Winn</td>
<td>Judith Kavanagh</td>
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<tr>
<td>Martin Couture</td>
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<td>Pierre Lapointe</td>
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<td>Mary Leslie-Aitken</td>
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<td>Claude Patoine</td>
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<td>Josée Véronneau</td>
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<th>Slate Circle ($250 - $499)</th>
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<tr>
<td>Allan Aitken</td>
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<td>Ann Birks</td>
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<tr>
<td>Timothy Brodhead</td>
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<tr>
<td>Diane Chambers</td>
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<td>Dominique Coletti</td>
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<tr>
<td>Sophie DeCorwin</td>
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<tr>
<td>Lili De Grandpré</td>
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<tr>
<td>Lucy Fellowes</td>
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<tr>
<td>Margaret Griffin</td>
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<td>Joan Ivory</td>
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<table>
<thead>
<tr>
<th>Brick Circle ($100 - $249)</th>
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<tbody>
<tr>
<td>Cécile Arbaud</td>
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<tr>
<td>Jules Auger</td>
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<tr>
<td>Frédéric Back</td>
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<tr>
<td>John L. Baker</td>
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<tr>
<td>Luc Beauregard</td>
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<tr>
<td>David Bernardi</td>
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<tr>
<td>Trevor et Barbara Bishop</td>
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<tr>
<td>Anne-Marie Boucher</td>
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<tr>
<td>Ghislaine Brisebois</td>
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<td>Catherine Brodeur</td>
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<td>Timothy Brodhead</td>
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<td>Peter Carlyon</td>
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<td>Anita Caron</td>
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<td>Claude Casgrain</td>
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<td>Sophie Caudiu</td>
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<td>Greta Chambers</td>
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<td>Cameron Charliebois</td>
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<td>Daniel Chartier</td>
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<tr>
<td>Gilles Chatel</td>
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<tr>
<td>Brian Chernoff</td>
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<tr>
<td>Jean-Yves Côté</td>
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<tr>
<td>Michel De la Chenelière</td>
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<tr>
<td>Clément Demers</td>
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<td>Ginette Demers</td>
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<tr>
<td>Carole Deniger</td>
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<tr>
<td>Troy Duazo</td>
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<td>Thierry Dugal</td>
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</tbody>
</table>

Heritage Montreal 21 2012 Annual Report
As a non-profit organization, Heritage Montreal is proud of the outstanding management efficiency, transparency, and responsibility it offers its donors. In 2012, Heritage Montreal registered a total of $590,606 in revenue and $510,573 in expenses.

Revenue - 2012

- More than 50% of our overall revenue is generated by autonomous revenues (including course fees, activities, special projects and the benefit cocktail)
- Donor contributions represent approximately 40% of our autonomous revenues
- Public sector grants fund only 10% of our operations and activities.

Expenses - 2012
THE HERITAGE MONTREAL TEAM

Board of Directors
President
Robert Turgeon
Development Director
IRIC

Vice-President
Carole Deniger
Executive Director, Services-conseils - Management
KPMG s.r.l/s.e.n.c.r.l. - SECOR

Secretary
Bruce McNiven
Lawyer and Partner
Heenan Blaikie LLP

Treasurer
Pierre Taillefer
Partner
BDO Canada

Nancy Dunton
Consultant
Projects on architecture

Robert Girard
Associate
Fasken Martineau

Hélène Godin
Executive Creative Director, Vice-President, Partner
Sid Lee

Luce Lafontaine
Architect

Mary Leslie-Aitken
Architect

Laurence Sellyn
Executive Vice President & Chief Financial and Administrative Officer
GILDAN

Michel A. Tremblay
Engineer
Consultant

Alexandre Watson
Director, Advisory and Corporate Services
NKF Devencore Ltd.

Pierre-André Ouimet
Honorary Member
Consultant

Heritage and Planning Committee (COPA)
President
Luce Lafontaine
Members
Jean-Benoit Bourdeau
Carole Deniger
Claudine Déom
Nancy Dunton
Michel Tremblay
Marie-Odile Trépanier

Secretary
Dinu Bumbaru

Activities and Services Committee (COSA)
President
Nancy Dunton
Members
Kate Busch
Isabelle Corriveau
Portia Leggat
Marie Senecal-Tremblay

Secretary
Amélie Renouf

Communications Committee (COCOM)
President
Carole Deniger
Members
Debbie Cabana
Hélène Godin
Jonathan Lalpalme
Philippe Lamarre
Philippe Roy

Secretary
Natalie Kaiser

Finance Committee (COFI)
President
Bruce McNiven
Members
Marcel Côté
Carole Deniger
Robert Girard
Luce Lafontaine
Laurence Sellyn
Pierre Taillefer
Robert Turgeon

Secretary
Anna Nixon

Annual Major Gifts Campaign Committee
Co-Chairs
Marcel Côté
Laurence Sellyn
Executive Vice President & Chief Financial and Administrative Officer
GILDAN

Staff
Executive Director
Marie Senecal-Tremblay
Policy Director
Dinu Bumbaru
Head of Programmes and Activities
Amélie Renouf
Executive Assistant
Nadège Lamothe Nelson
Fundraising Coordinator
Anna Nixon
Coordinator - ArchitecTours
Émilie Vézina-Doré
Coordinator - Renovation Courses
Justine Dewavrin
Communications Coordinator
Natalie Kaiser
Assistant Archivist
Maxime Leroy

Consultants
Cécile Arbaud
Debbie Blythe
Derek Vincent
DM Computer Services
Espace Courbe
Jonathan Lalpalme
Paul-André Urbain

Lecturers
Jules Auger
Peter Bishin
Emmanuel Cosgrove
John Diodati
Nancy Dunton
Jon Eakes
Ronald Gagnon
David Hanna
Fernando Pellicer