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Heritage Montreal’s mission is to promote and protect the architectural, historic, natural and cultural heritage of the Greater Montreal area.

At the heart of an extensive network of partners, this private, not-for-profit organization works through education, representation and concerted action to raise awareness of, enhance and enrich the identity and unique qualities of Greater Montreal as Quebec’s demographic and economic centre and as home to the largest ensemble of heritage sites in the province.
From indignation to action

In 2019, we saw confirmation of the recent trend toward greater attention to and concern for built heritage in Quebec on the part of all stakeholders, from citizens to property owners and developers to public authorities. Additional funds have been granted (for example, to protect religious heritage and hire qualified staff in municipalities), and local communities are increasingly taking action to safeguard and develop heritage in their neighbourhoods.

Many situations remain alarming, however. This past year we saw the limits and imperfections of some planning and citizen consultation tools: they failed to stop certain projects which will have a significant impact on Montreal’s urban fabric from going forward, even where there was a lack of social acceptance. At the same time, major projects to repurpose institutional and industrial complexes – such as the former Hôtel-Dieu hospital and Molson Brewery – are numerous and complicated. They will require constructive mobilization, collaboration and creativity to ensure projects of quality.

Meanwhile, resources, expertise and financial means remain insufficient. More and more problems are being identified, and issues targeted, but in areas where we should be implementing real solutions and not just a piecemeal approach, the response is half-hearted. It is time to envision and develop concrete, appropriate responses. Such measures, from real estate investment trusts to “patient” investment funds, tax-based support for heritage, and proper use of easements, are in use elsewhere and have proven effective.

Concrete actions taken in 2019

Over the past year, guided by the orientations and objectives of its 2018–2020 Strategic Plan, Heritage Montreal committed to working more intensively in defence of heritage in the Montreal Metropolitan Region. In the fall, we began a study to evaluate the potential for establishment of a resource and expertise centre to provide coaching to groups and promoters of heritage-property repurposing projects. The study is being conducted thanks to support from our philanthropy partners as well as the Fonds d’initiative et de rayonnement de la métropole (FIRM) and the Montreal Metropolitan Community (CMM). As part of follow-up actions to the 2018 Agora métropolitaine, Heritage Montreal is also working closely with the CMM to establish a working group on Heritage and Landscape, bringing together elected officials and other stakeholders in the metropolitan region, including Heritage Montreal.

Lastly, with support from the Quebec Ministry of Culture and Communications and FIRM, we began work in September to optimize our H-MTL Web platform. This project is expected to be completed by the fall of 2020.

Encouraging results

Our organization is in satisfactory financial health, in line with the objectives of our 2018–2020 Strategic Plan. These positive results are thanks to the outstanding, high-quality efforts of our team members, to whom we offer our sincere thanks and congratulations. We also want to highlight the exceptional performance of our Programs and Activities team for their hard work, which has helped us double revenues from our activities since 2017.

We also thank the organizers of the Ordre des architectes du Québec golf tournament for their exceptional donation of $25,000 supporting fulfillment of our mission.

The year 2020 got off to a good start, but this success was quickly overshadowed by the COVID-19 crisis, which will have a significant impact on the organization’s revenue streams and require us to find new ways of reaching our target audiences and attracting participants to our activities, all while modifying our practices and work methods. With distancing requirements in effect, we have been forced to postpone the benefit event marking our 45th anniversary until 2021. Meanwhile, autumn will see us launch our first major outdoor advertising campaign, in partnership with Quebecor and creative agency Rethink.

The year 2020 will also see the publication, in the spring, of the report by Quebec’s Auditor General on protection, conservation and management of built heritage. That independent assessment will doubtless be a source of new solutions. We eagerly await the results of this exercise, a first for Quebec, and one to which Heritage Montreal had the opportunity of contributing.

Carole Deniger
Chair of the Board of Directors

Robert Turgeon
Executive Director
Our volunteers: passionate and dedicated allies

Heritage Montreal is fortunate to have a loyal team of curious, generous and enthusiastic volunteers who care about their city’s heritage.

Our volunteers play a crucial role in bringing Heritage Montreal’s public programs to life. It is thanks to their commitment that we are able to offer such a wide range of educational activities that reach an ever-growing number of citizens.

Thank you 106 times over!

More than 2,900 volunteer hours donated in 2019

Basel Abbara  
Antonia Andugar Mifarro  
Laure Barrachina  
Marcel Barthe  
Arnaud Baty  
Suzanne Beauchamp  
Manouane Beauchamp  
François Beaudet  
Andréanne Jalbert-Laramée  
Edward Houle  
Emmanuelle Héry  
André Herrera  
Claudine Crépin  
Claudine Déom  
Félix-Antoine Joli-Coeur  
Jean-Michel Nahas  
Fadila Mehdi, volunteer accompagnatrice

Volunteer guides
Give guided tours to a variety of audiences.

Welcome agents and accompagnateurs
Provide logistical support during activities and special events.

Administrative support
Support the organization’s staff in various tasks.

Volunteers with particular talents
Offer their expertise: photography, editing, graphic design, etc.

“I discovered Heritage Montreal while doing my architecture degree, and it provided a way for me to approach the fascinating challenge of heritage conservation. In a very concrete way, I could be part of an active network of passionate people who share the same enthusiasm for our city.

“Being a guide also helps me develop my critical eye for my urban surroundings, from the simplest, most common elements to the most extraordinary buildings, the ones that define a city’s essence.

“Every year brings the pleasure of discovering a new facet of the city’s character. I see my involvement with this organization as a way of sharing and passing on my passion for Montreal, its heritage, its history and its architecture.”

Dany Guimond, architect stagiaire, volunteer guide

“I came to Montreal three years ago. A few months after I arrived, I decided to find an activity I would like that would help me integrate and feel good in my adopted city. I love everything to do with history, art and heritage, so when I found out about Heritage Montreal while browsing the Web, I sent in my application right away.

“Joining the organization as an ArchitecTours accompagnatrice was like opening a window onto light and beauty. These are such enjoyable moments, experiencing the history of Montreal, appreciating the beauty of the city, from houses to factories to the Champlain Bridge. With Heritage Montreal, I’ve found a new way of seeing the city — and a new way to love it! Thank you to Heritage Montreal for giving me this wonderful opportunity for engagement, integration and personal growth.”

Fadila Mehdi, volunteer accompagnatrice
Awareness and education programs in 2019

ArchitecTours® guided tours

More than 1,700 tickets sold: a new record for the third year in a row!

97% of participants said they were satisfied with their tour.

Montreal at Work! – The Architecture of Workplaces

The 31st edition of the ArchitecTours®, presented from August 3 to September 22, featured a brand-new theme, inviting participants to explore the architecture of workplaces through a fascinating array of buildings that have been and remain home to workers in all kinds.

Members of the public were invited to tour sites ranging from greystone warehouses to co-working spaces housed in former shoe factories, the great banking institutions, and retail spaces both large and small, and discover how, over the years, evolving business and work environments influenced the city’s architecture and urban structure.

ArchitecTours® are one of Heritage Montreal’s flagship educational activities. Offered since 1988, they are intrinsically linked to the organization’s mission. Through these walking tours, participants explore the city’s various neighbourhoods, discovering the diversity of Montreal’s heritage through the lens of a chosen theme, and are invited to reflect on the challenges of its protection.

“A very interesting amalgamation of architecture and history. Very rich content.” – Danielle Chatillon

“Thank you for this beautiful experience. The guide was fantastic!” – A participant

At the Heart of the City guided tour series

More than 500 participants

3 itineraries, 33 points of interest

“Jérôme is an outstanding guide – a very good communicator who knows the subject inside out and is interesting, clear and friendly. This was the third time I’d heard the history of Victoria Square, but I learned much more.” – Carole Martin

“We love the experience of being tourists in our own city.” – Sylvie Vanier

“This was an extremely well thought out and well delivered tour in an area (North of St. Antoine) which has been a forgotten wasteland for so long. Extremely interesting, thank you.” – Myrtle Neel

In the spring of 2019, in co-operation with Ivanhoe Cambridge, Heritage Montreal presented a series of At the Heart of the City guided tours. Offered in a “5 à 7” after-work format between May 14 and June 20, the tours explored neighbourhoods in the vicinity of Victoria Square, with three itineraries that focused on the business district and its buildings.

The tours delved into the industrial past of the Paper Hill district, where many printing and publishing companies sprang up at the turn of the 20th century, the great modernist projects of the 1960s, and the creation of the Montreal World Trade Centre and the Quartier international, providing an overview of the evolution of this key district located between Old Montreal and the modern downtown core.

These three architectural walking tours offered Montrealers the perfect opportunity to step out of their workaday routine and take a fresh look at the buildings that constitute the heart of our city.

This project is funded under the Montreal Cultural Development Agreement between the City of Montreal and the Government of Quebec. We are grateful to our generous partners for helping design and produce the ArchitecTours® guided tours program:

We are grateful to our generous partners for helping design and produce the At the Heart of the City guided tours program:
For nearly four decades now, Heritage Montreal has provided coaching to homeowners through its Renovation Lessons, presented in two sessions each year. To date, some 8,600 owners have benefited from our experts' advice in how to improve their knowledge and skills in appraising, maintaining, replacing and repairing various elements of their homes.

The Home Renovation Lessons/Leçons sur la rénovation, consisting of eight lessons spread across two sessions (fall 2019 and winter 2020), were once again a great success, attracting over 100 people. We are grateful to our generous partners as well as Atelier l’Établi and Studio du Verre for helping design and produce the Home Renovation Lessons:

**Home Renovation Lessons:**

**Discover your Home's Full Potential!**

112 participants

April 18, 2019

**International Day for Monuments and Sites**

**Theme: Heritage and Rural Landscapes**

For the 11th year in a row, Heritage Montreal brought together partners from various backgrounds on April 18 to mark the International day for Monuments and Sites, declared by UNESCO at the request of ICOMOS, the International Council on Monuments and Sites.

In 2019, the theme for this international day was “Heritage and Rural Landscapes.” In collaboration with the Musée des maîtres et artisans du Québec (MMAQ), located in the borough of Saint-Laurent, Heritage Montreal hosted a special activity on Tuesday, April 16. For the occasion, the MMAQ invited the public to explore objects in its collection relating to rural heritage. The visit was followed by a talk presented by Heritage Montreal on rural landscapes in Montreal and around the world, with a focus on two emblematic Montreal sites: the Bois-de-la-Roche farm and the Macdonald Campus of McGill University.

We are grateful to our generous partners for helping design and produce this activity.

69 participants

**Special guided tours of Théâtre Outremont**

To celebrate its 90th anniversary, Théâtre Outremont partnered with Heritage Montreal to present special guided tours of this Art Deco treasure, a cultural landmark whose rich heritage value has been recognized by all three levels of government. Visitors had a chance to appreciate the architecture of the building, which opened its doors in 1929, explore its surroundings, and admire the magnificent interior in the atmospheric style designed by Emmanuel Briffa.

We are grateful to our generous partners for as well as to Atelier l’Établi and Studio du Verre for helping design and produce the Home Renovation Lessons:

162 participants
City Talks

City Talks, a lecture series covering various architecture and heritage issues, was presented in partnership with McCord Museum for the seventh year in a row. Moderated by Heritage Montreal Policy Director Dinu Bumbaru, the series brings together various Montreal thinkers and stakeholders and focuses on current urban issues. Each talk provides an outstanding opportunity to reflect on the city’s past, present and future, and to stimulate thoughtful debate.

In 2019, City Talks guest speakers addressed various urban phenomena ranging from industrial heritage to school heritage, shoreline access and residential heritage. These widely successful events are now available in podcast format.

Thank you to our partner

Special guided tours of the original Champaign Bridge

The Jacques Cartier and Champlain Bridges Incorporated (JCCBI) corporation teamed up with Heritage Montreal to offer members of the public guided tours of the original Champlain Bridge on two consecutive weekends in November, before operations to dismantle the bridge began.

The tours placed the bridge in a historical and geographical context for visitors, while providing them with a memorable opportunity to walk on the bridge and take photos and videos that would otherwise have been impossible.

Thank you to our partner

Film and discussion: Vivre sa ville – Montreal from 1967 to the present

Presented by the Heritage Montreal Youth Committee

To mark the return to school in September 2019, the Heritage Montreal Youth Committee organized a film screening and discussion at the Village du Pied-du-Courant site. Barefoot in the sand and with the city skyline as a backdrop, an audience of about 50 enjoyed the 1967 NFB production Vivre sa ville, directed by Jacques Godbout. The screening was followed by a discussion on urban development challenges with Andrée-Anne Coll (Vivre en ville), Maxime Vézina-Colbert (Atelier urbain) and Shauna Janssen (Concordia University).

Thank you to our partner
The annual Patrimoine en fête ("Celebrating Heritage") event took place May 25 at the reception hall of the Parcours Gouin, which had been voted a Coup de cœur (people’s choice) site during the 2018 Opération patrimoine. This year’s event featured some 30 family-friendly activities celebrating, among other things, architecture, landscape, archeology and the knowledge and skills of artisans who work in the borough of Ahuntsic-Cartierville. Heritage Montreal hosted a lecture, a kiosk and a guided tour. The goal of the activities was to explore the borough, highlighting the beauty of the landscape of Rivière des Prairies along with the former villages and a number of notable buildings that are part of it.

Heritage Montreal also took part in the Opération Patrimoine Montréal gala evening, held on November 26. Five Grands Prix were handed out to individuals and organizations for their actions to enhance and protect their heritage properties.

We are grateful to our generous partners for helping design and produce this activity.

Ateliers patrimoine presented with the Ville City of Montreal and the CSDM

Since 2018, Heritage Montreal has been collaborating with the City of Montreal to present Ateliers patrimoine in the boroughs. These workshops bring together civil servants, elected officials and members of the planning advisory committees in each borough to help raise their awareness of heritage and discuss heritage-related challenges in their neighbourhoods, with the aim of instilling a “heritage reflex” for all development projects. Since the start of the workshops, we have met with representatives of six boroughs: Ahuntsic-Cartierville, Mercier–Hochelaga-Maisonneuve, Montréal-Nord, Saint-Laurent, Verdun and Villeray–Saint-Michel–Parc-Extension. Another six boroughs are scheduled to take part in the Ateliers patrimoine in 2020.

A similar project was begun this year with the Commission scolaire de Montréal (CSDM), with the workshop focusing on heritage school buildings. The participants in the November event were mostly managers, who appreciated the format a great deal. Two more of these workshops are planned for 2020.

Not to mention... 

During 2019, Heritage Montreal presented a number of special tours and talks. We offered five guided tours to private groups, and in March presented additional guided tours marking the centenary of the Sun Life Building. We also gave eight talks to various organizations including the City of Repentigny, the Quebec Anglophone Heritage Network, the Conseil du patrimoine religieux du Québec, and the Directors Guild of Canada.

Actions to defend and enhance built heritage

Formed in 2002, the Heritage and Development Committee (known by its French acronym, COPA) contributes to Heritage Montreal’s positions on issues and its participation in public consultations. Its terms of reference are the urban development principles that we adopted in 2008.

Heritage Montreal’s strategic priorities over the past year were institutional and industrial heritage and the implementation of tools, practices and partnerships focusing on funding, legislation, fiscal measures and urban planning. The resolutions adopted at our 2019 Annual General Meeting strengthen our intent to advocate for intelligent urban planning and development, to improve the security of built heritage, and to protect heritage interiors.

We followed up on our Annual General Meeting with an open letter in the December 24 issue of Le Devoir emphasizing the urgent need to define a consistent vision and to ensure that Montreal adopts a master plan worthy of the 21st century. In addition, our concerns regarding façadism, a growing trend, resonated with the heritage councils in Montreal and at the provincial level.

a. Quebec Architecture Strategy

In April 2019, the Ministry of Culture and Communications began the process of mapping out a strategy for architecture as part of the renewal of Quebec’s culture policy, by announcing the creation of a committee, in which Heritage Montreal agreed to participate. The strategy, which calls for ensuring architectural quality for all new public buildings, will have to give greater consideration to the heritage aspect, notably after the tabling of the Auditor General’s report.

b. Public consultations

Heritage Montreal submitted its recommendations to the Office de consultation publique de Montréal (OCPM) regarding the preparation of special planning programs (PPUs) for three major districts with strong heritage value: the Faubourgs, which includes the historic Molson Brewery complex; Lachine Est, site of the former Dominion Bridge shops; and Bridge-Bonaventure, home to Silo No. 5, the Five Roses flour mill and its iconic sign, the Forges de Montréal, and Habitat 67. We made recommendations aimed at better taking into account the identities of these sites and at making sure that the relevant PPUs include provisions for the revitalization of these heritage complexes.

c. Montreal Master Plan

Decrying years of piecemeal urban planning – for example in Griffintown, a heritage neighbourhood that has been disfigured – Heritage Montreal called elected officials’ attention to the urgent need for Montreal to adopt a new master plan that provides clear guidance, meaningful guidance for the development of the city over multiple generations. The original plan adopted in 1992 was hailed for its avant-gardism and was able to resist the vagaries of municipal politics. The new master plan must be worthy of Montreal and of the 21st century, reflective of the authenticity of Quebec’s metropolitan and its neighbourhoods, while addressing contemporary challenges. It must be a true social and cultural compact.
a. National Film Board (NFB)

From the moment the NFB announced its relocation to the Quartier des spectacles, Heritage Montreal took an interest in the future of its emblematic complex on Chemin de la Côte-de-Liesse in the Saint-Laurent borough. In 2019, in anticipation of the repurposing of this complex, which opened in 1956 and has been a Classified Federal Heritage Building since 1998, we issued an advance notice of principles listing its character-defining elements, such as its modernist architecture, some of its interior spaces, its central courtyard, and the NFB’s international reach and reputation. Heritage Montreal underscored the heritage value of this almost monastic complex, a vast publicly owned property in search of a new and inspired re-use.

b. Former Saint-Vincent-de-Paul Penitentiary in Laval

The penitentiary was designated a National Historic Site of Canada in 1990. It has suffered from years of neglect and some of its wings have been lost, but its identity endures. During the 2019 federal election campaign, Heritage Montreal, in partnership with Laval Mayor Marc Demers, appealed to the various political parties regarding the site in an open letter published in Le Devoir, demanding that the federal government collaborate meaningfully with the repurposing and enhancement of this exceptional heritage complex.

c. Molson Brewery

The former Molson Brewery, which has existed on its site since 1786, is one of the most important emblems of industrial history and heritage in the city, across Canada, and indeed in all of North America. It was the subject of a Heritage Montreal Annual General Meeting resolution. In anticipation of the major repurposing project that will follow the imminent closing of brewing operations on the site, the City of Montreal issued a statement of heritage interest in 2019. Heritage Montreal was asked to be part of the working group tasked with drafting the statement. The redevelopment project for the site is expected to be made public sometime in 2020.

d. Royal Victoria Hospital

At the invitation of the Société québécoise des infrastructures (SQI), Heritage Montreal has joined an expert committee providing support and guidance during preparation of a master plan for the extensive former Royal Victoria Hospital site. At the request of the Quebec government, that planning is being done in co-ordination with the planning process led by McGill University, which is developing a proposal to occupy some of the former hospital buildings. In November 2019, the SQI brought together about 100 academic, community, business and municipal stakeholders for a forum on the future of the site. At that forum, Heritage Montreal argued that the public character of this exceptional complex should be maintained and that the eventual repurposing must be worthy of its heritage value.

e. School in the western part of downtown

Heritage Montreal mobilized and took actions following the surprise announcement by the Ministry of Education and Higher Education to quash plans to build a primary school in the gardens of the Grey Nuns heritage complex. It was not the need for a new school that was questioned, but the choice of site. In spite of the Commission scolaire de Montréal’s preference for the convent gardens, the school will now be built on the Grand Séminaire site.

Mount Royal – UNESCO

With its landscape, its university and hospital campuses, Saint Joseph’s Oratory, and its cemeteries, the Mount Royal civic and institutional ensemble is much loved by Montrealers and benefits from heritage protection at the national level. Internationally, this remarkable emblem of Montreal is a rare testament to the power of grassroots and democratic actions in ensuring preservation of natural sites and in building institutions in the public interest. Heritage Montreal took advantage of the fall 2019 federal election campaign to call for renewed attention to the request to include Mount Royal on the tentative list of places submitted by Canada for UNESCO World Heritage designation.

Auditor General’s report

In 2019, Quebec’s Auditor General announced her intention to study the issue of built heritage – a first in the history of this essential function of our modern government, and a rare initiative internationally. Her report is due to be published in spring 2020. The team responsible for the study reached out to Heritage Montreal for our expertise and our opinions, and we highlighted the following:

- The lack of a true heritage policy in Quebec;
- The need to reconcile the goals of heritage protection and municipal taxation;
- The needs for financial, professional and scientific resources in the service of heritage and landscapes, including in smaller municipalities and on planning advisory boards;
- Potential solutions for exploration and implementation:
  - Development of a government heritage policy including mechanisms for tracking its implementation and for gauging the state of heritage in Quebec;
  - Fiscal incentives for restoration and maintenance of built heritage;
  - Use of real estate investment trusts (REITs) to receive, acquire, restore and repurpose heritage buildings and complexes;
  - “Heritage certification” for tradespeople and companies;
  - Recognition of heritage by emergency services in terms of both training and response procedures;
  - Transitional uses for disused government buildings.
PARTICIPATION AND COLLABORATION

In 2019, Heritage Montreal and its team members agreed to collaborate and contribute their heritage and planning expertise to the work of multiple public and community organizations, in Montreal and in the metropolitan region as well as nationally and internationally. They included:

- Alliance Ariane pour une politique nationale d’aménagement du territoire (comité directeur)
- Alliance Ariane for a national land-use management policy (steering committee)
- Les amis de la montagne (development committee and issue table)
- Canada Lands Corporation (committee of experts for the call for proposals for the sale of the Pointe-du-Moulin site)
- Chamber of Commerce of Metropolitan Montreal (metropolitan and urban affairs committee)
- Christ Church Cathedral (restoration project committee)
- City of Montréal
  - Guidance committee, Sainte-Catherine Ouest Project
  - Implementation committee, 2017–2022 Heritage Action Plan
  - Working committee, statement of heritage interest for the former Molson Brewery site
  - Table de concertation du Mont-Royal (Mount Royal issue table)
- Communauté métropolitaine de Montréal (Heritage and Landscapes issue table)
- Communauté Saint-Urbain (board of directors)
- Conseil régional de l’aménagement de Montréal (board of directors)
- Culture Montréal (board of directors; standing committee on living environment)
- Fédération Histoire Québec (heritage committee)
- IPAM – Institut de politiques alternatives de Montréal (board of directors)
- Jacques Cartier and Champlain Bridges Incorporated (advisory committee for dismantling of the Champlain Bridge)
- Ministry of Culture and Communications, Quebec (advisory committee for the Quebec Architecture Strategy)
- REM – Réseau express métropolitain (advisory committee for urban and architectural integration)
- Société québécoise des infrastructures (committee of experts for repurposing of the former Royal Victoria Hospital site)
- Chamber of Commerce of Metropolitan Montreal (strategic forum on major metropolitan projects)
- Chantier de l’économie sociale (study day on revitalization of residential complexes from the perspective of public policies and consensus building among stakeholders)
- City of Montréal
  - Ahuntsic-Cartierville Borough (public lecture on heritage and its challenges)
  - Maison de la culture Maisonneuve (public lecture on Montreal’s architectural and urban evolution)
  - Institut du Nouveau Monde ("En 2019, qu’est-ce qui protège le patrimoine ?" workshop as part of the Printemps des débats)

Heritage Montreal was also asked to contribute its experience and thinking to workshops, seminars and public lectures that it took part in or organized. They included:

- Le Monde Festival (roundtable “Est-ce aux politiques de dire le beau ?”)
- Quebec Anglophone Heritage Network (talk: “Montreal’s Square Mile: From New Town to Downtown”)
- Rendez-vous Maestria des métiers de l’architecture et du patrimoine (roundtable on integration of architecture and heritage expertise into real estate projects)
- Société du parc Jean-Drapeau (workshops on future use of the Biosphère)

Lastly, Heritage Montreal was represented at, and contributed to, the following international gatherings in 2019:

- UNESCO (43rd session of the World Heritage Committee, Baku)
- ICOMOS – International Council on Monuments and Sites
  - Symposium on Religious Heritage (Florence)
  - International Conference: The Heritage of the Modern Olympic Games (Munich)
  - Annual General Assembly (Marrakesh)

En chiffres

- 9 meetings of the COPA
- The COPA held its 200th meeting in November 2019 and is continuing its work.
- 1 advance notice of principles: National Film Board
- 3 briefs submitted:
  - To the OCPM as part of public consultation on the Faubourgs district
  - To the OCPM as part of public consultation on the Lachine Est district
  - To the Commission permanente sur le développement économique et urbain et l’habitation on the impacts of the Royalmount project in Town of Mount Royal
- 3 open letters published in Le Devoir:
  - “Pour un plan d’urbanisme de Montréal du XXIe siècle”
  - “Élections fédérales : « Patrimoine et aménagement, les défis du prochain gouvernement »”
  - “Élections partielles fédérales : « Outremont, une circonscription à mieux préserver »”

- 4 resolutions adopted at the 2018 Annual General Meeting:
  - Principles for a master plan for the 21st century
  - Façadism
  - Protection and enhancement of heritage interiors
  - Heritage security
**H-MTL platform**

**Information | Mobilization | Action**

Launched in 2015, on the occasion of Heritage Montreal’s 40th anniversary, this “citizens’ radar screen” created by and for Montrealers posts vulnerable heritage sites all over the Island of Montreal. Users can explore three types of site on the map: sites deemed vulnerable by users and posted as Citizens’ Alerts, Priority sites designated by Heritage Montreal, and InspirActions, examples of diversified actions taken in relation to landmark sites.

**Citizens’ Alerts**

In 2019, citizens added 17 new alerts via the map-based tool. As of December 31, 2019, the cumulative total of sites catalogued via Citizens’ Alerts in the greater metropolitan region stood at 96. In the vast majority of cases, the threats are identified as demolition as well as pressure from speculation. In 2019, citizens added 17 new alerts via the map-based tool. As of December 31, 2019, the cumulative total of sites catalogued via Citizens’ Alerts in the greater metropolitan region stood at 96. In the vast majority of cases, the threats are identified as demolition as well as pressure from speculation.

**Some examples of sites mapped in 2019:**

- The chimney at Cours de Coubertin
- Marie-Gérin-Lajoie Theatre
- The shoreline of Rivière des Prairies
- Town of Mount Royal Sports and Community Centre
- Houses at 2190–2198 Rue Sainte-Catherine Ouest
- Former City & District Savings Bank branch building, corner Rue Rachel and Rue Saint-Denis
- Riga Apartments

**H-MTL optimization platform project**

During 2019, work also began on a major project to upgrade the H-MTL platform, with funding from the Government of Quebec (Ministry of Culture and Communications and Secrétariat à la région métropolitaine du ministère des Affaires municipales et de l’Habitation). Based on a user needs analysis and the need to implement a strategy and technology orientation plan, the project will make the platform the reference tool par excellence for awareness and defence of heritage for citizens, local community groups and municipalities of the greater metropolitan region. The project not only aims to help increase citizen engagement, but also to unify different initiatives aimed at ensuring better protection for those sites emblematic of the region’s neighbourhoods and cities.

In the fall of 2019, Heritage Montreal met with the stakeholders of the built heritage ecosystem in the metropolitan region to identify the community’s needs. The firm Toumoro has completed a user experience analysis, and we reached an agreement with research firm Callousum to organize focus group discussions in January 2020. Thanks to this process and others planned for 2020, we are on track to complete the platform optimization project by next fall.

This project was funded by the City of Montreal and the Government of Quebec through the Agreement on the Cultural Development of Montreal.

**Study trip to Pittsburgh**

Heritage Montreal thanks the Pittsburgh History & Landmarks Foundation (PHLF) and its founder and President, Arthur Ziegler, who received our Executive Director and our Policy Director along with François Desrochers, an advisor with the Communauté métropolitaine de Montréal (CMM), for discussions on best practices last October. We are looking forward to a wonderful and fruitful relationship between our two organizations!

**Overview of listed sites**

![View of downtown Pittsburgh]

From left to right: Michael Sriprasert (Vice-President, PHLF), Dinu Bumbaru (Heritage Montreal), Arthur Ziegler (President and co-founder, PHLF), François Desrochers (Research Advisor, CMM).
Outreach

The HM 2018–2020 Strategic Plan confirmed and clarified the essential role played by our organization’s Communications department. In 2019, we worked to better promote our activities and to broaden the reach of our briefs and position statements using our communications tools (e.g. media relations, content creation, social media campaigns, newsletters, website, partnerships). In 2020 we intend to create a new role: writing and production of original content.

We also reached a wide audience through the many initiatives in which we are partners: the Rendez-vous Maestria (in collaboration with the Conseil des métiers d’art du Québec); Opération Patrimoine Montréal, organized by the City, and the Patrimoine en fête event, part of the same program; as well as the City Talks series (in partnership with the McCord Museum).

Many of our projects and initiatives would not have been possible without essential and generous contributions from our communications partners: Callosum (consumer research), Casacom (public relations), Mesure Média (analysis of our media visibility), Rethink (creative agency), and TOMA Objects (graphic design). We thank each of them for their services and valuable advice.

2019 by the numbers

- 383 members

In the media

- 107 media articles, interviews and mentions (screenshot article Murale)
- 6 news releases
  - April 9, 2019: International Day for Monuments and Sites
  - April 24, 2019: At the Heart of the City guided tours
  - July 23, 2019: ArchitecTours®
  - October 10, 2019: Home Renovation Lessons
  - November 5, 2019: Advance statement of principles and priorities for the National Film Board site
  - December 5, 2019: Heritage Montreal welcomes the announcement of a new program supporting heritage at the municipal level

E-mail communications

- 12 newsletters sent out to 5,343 subscribers (vs. 3,613 in 2018, an increase of 47%)
- 6 special e-mail communications (invitations to special tours of the original Champlain Bridge, the Urban Sketchers exhibition, and the Fondations and City Dreamers screenings; special newsletters on ArchitecTours and spring activities)

Website

- 61,600 visitors and 78,700 visits (a 31% increase in visitors)
- Average of 5,000 visitors each month
- 37% of visitors viewed the H-MTL platform, or 33% of the total number of visits to our site

Social media (as of December 31, 2019)

- 14,266 Facebook followers: (vs. 12,125 in 2018, an increase of 17%)
- 6,149 Twitter followers (vs. 6,026 in 2018, an increase of 2%)
- 1,733 Instagram followers (vs. 1,218 in 2018, an increase of 42%)
- 697 LinkedIn subscribers (vs. 549 in 2018, an increase of 26%)

Content creation

- 9 video vignettes
  - 5 At the Heart of the City videos
  - 4 ArchitecTours® videos

Thank you to all of our communications partners!
Special preview screening of the documentary City Dreamers

On May 9, 2019, Heritage Montreal hosted a special benefit preview screening of the documentary City Dreamers, with Joseph Hillel who directed the film and Phyllis Lambert, who was featured in it, in attendance.

The screening took place in the Montreal Museum of Fine Arts cinema and was followed by a discussion between Ms. Lambert and three representatives of the Heritage Montreal Youth Committee (Ariane Côté-Bélisle, Andréeanne Jalbert-Laramée and Geneviève M. Senécal). The event attracted an audience of about 240 and raised a total of $18,000.

Heritage Montreal thanks the members of its Youth Committee as well as Maison4tiers – Distribution de films, Couzin Films, and Cinéma du Musée.

This benefit event was produced with the support of Ivanhoé Cambridge and Sid Lee Architecture.

Financial snapshot

In this 44th fiscal year of Heritage Montreal, our financial results were in line with the objectives laid out in our 2018–2020 Strategic Plan. We posted gains in every one of our five revenue categories, most notably in revenues from our activities, which grew by 62% (these revenues have more than doubled since 2017). Our overall revenues were $604,218, which is an increase of 37% versus 2018. Meanwhile, our total expenses stood at $487,943, an increase of only 18%, which speaks to our continued tight control of spending. With a surplus of $116,275 as at December 31, 2019, we are therefore in an excellent financial position as we begin the third fiscal year of our current strategic plan. A significant part of that surplus has already been earmarked for major projects and initiatives scheduled for completion in 2020.

Revenues

- Donations, memberships and sponsorships: 52%
- Programs and activities: 11%
- Government grants for projects: 8%
- Government grants for programs and activities: 9%
- One-time donation from the 35th Architectes du Québec golf tournament: 2%

Expenses

- Salaries: 50%
- Rent and operating expenses: 19%
- Programs and activities: 9%
- Communications: 8%

One-time donation from the 35th Architectes du Québec golf tournament

From left to right: Robert Turgeon (Héritage Montréal), Richard Joly (TGAQ), Louise Joly (TGAQ), Pierre Couture (BASF Canada), Normand Deschênes (Masonite Architectural), Patrick Demers (ARD), Martin Houle (TGAQ, Kollectif et ELEMA), Johanne Mallette (Architecture Sans Frontières Québec et SHDM), Michel Paré (IKO), Bernard McNamara (Architecture Sans Frontières Québec), Laurent McGrath (Lumenpulse), Olivier Lajeunesse-Travers (Héritage Montréal et Architecture Microclimat) et Olivier Chevrette (Lumenpulse). Photo credit: Émilie Delorme Photographie.
Thank you to our Donors

Corporations and Foundations

Heritage Montreal’s Great Builders

FONDATION PHYLIS LAMBERT

Tournoi de golf des architectes du Québec

Greystone Circle
($10,000 - $24,999)
Fondation ECHO
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($5,000 - $9,999)
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Groupe Jesta
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Groupe Jesta

Brick Circle
($500 - $999)
Tournoi de golf des architectes du Québec

Government support
Ville de Montréal
Entente sur le développement
culturel de Montréal soutenue par
la Ville de Montréal et
le gouvernement du Québec
Gouvernement du Québec
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Montréal

Paving the way for
the next generation
We would also like to
acknowledge the support
of the following partners for
supporting our programme
Relève en patrimoine et
aménagement, and for
contributing to the planning and
implementation of the
DINU Bumbaru Archival Fund.

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