

# ANNUAL REPORT

2016-2017

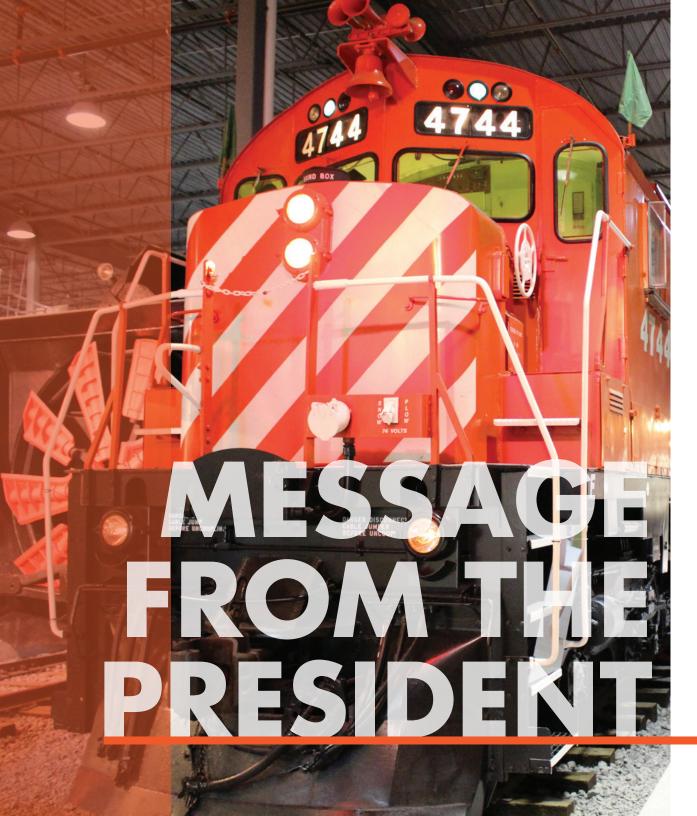






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Exporail's regular activities are funded in part by the Québec Ministry of Culture and Communications and receive support from the cities of Saint-Constant and Delson. Special projects of Exporail are supported by Canadian Heritage and Employment and Social Development Canada. Exporail also receives support from Bibliothèque et Archives nationales du Québec, Emploi-Québec Montérégie, the Municipalité régionale de comté (MRC) de Roussillon, CN, Canadian Pacific, VIA Rail Canada, the Canadian Railroad Historical Association (CRHA) Foundation, Réseau de Transport Métropolitain, the Railway Association of Canada, the Société de transport de Montréal (STM), the YMCA of Greater Toronto and the Société des musées du Québec.



2017 marks the 85<sup>th</sup> anniversary of the founding of the CRHA and the 80<sup>th</sup> year since the CRHA issued its first publication.

Last year was a year of change as far as our permanent staff was concerned. Marie-Claude Reid, our Executive Director retired at the end of our fiscal year after serving in this position for 25 years. Nadine Cloutier, Director of Operations of Exporail, the Canadian Railway Museum (Exporail) was named as the new CRHA Executive-Director. Josee Vallerand, CRHA Archivist for 20 years resigned and Mylene Belanger was named as CRHA Archivist in October. Jacques St Gelais retired this past June after 19 years of service as head of maintenance and was replaced by Stephane Filion. I wish to thank Marie-Claude, Josee and Jacques for their many years of loyal service to the CRHA and Exporail.

We have been very lucky to have so many staff members and volunteers who have been involved with the CRHA and Exporail over a great number of years. Indeed, we have quite a few members who have over 50 years of service, our longest serving member having 67 years!

Members continued to carry out original research into Canada's railway heritage which was published in the CRHA magazine, Canadian Rail and the CRHA Divisions' publications, The Sandhouse, Kingston Rail, The Turnout, The Whistle Post, the Order Board and Bulletin Officiel. Canadian Rail was given a new look, with all colour photos and a new attractive layout. The CRHA Niagara Division again published an excellent railway calendar and used the proceeds to install more plaques identifying railway points of historic interest.

I would like to say a word about Canadian Rail. When the Association was founded in 1932, it was created as a "Learned Society". That is to say, the members carried out research on Canada's railways, then made a presentation of this research at a meeting of the members. In 1937, it was decided that these presentations should be not only given verbally, but should be published. Dr. R.V.V. Nicholls was the first Editor of what was then called the CRHA Bulletin and is now Canadian Rail. With the exception of a stoppage caused by WW II, we have been publishing CRHA member's research continuously for 80 years. We can all be proud of this achievement.

Membership in your Association remained stable, but we always welcome new members. If you have any friends who would like to join, please let us know. You can read about the CRHA activities in CRHA Communications and online on the Exporail web site, Facebook, Youtube, Twitter, Instagram and Pinterest.

From a financial point of view, the Association finished the last fiscal year with a small surplus before amortization and a small deficit after amortization. I would like to thank all the members who contributed to our annual matching membership campaign, which raised just over \$70,000. I would also like to thank the donors of items to our collection having a value in total of \$180,000. In the last 3 years we have received nearly \$1.1 million in items donated. The complete audited financial statements of the Association are posted on line on the Exporail website.

Exporail had a successful year with another increase in attendance. Nadine Cloutier, Executive-Director of the CRHA will make a detailed report upon the activities of Exporail during the last fiscal year.

We continued with our efforts to have the Federal Government carry out the February 27, 2007 resolution of Parliament to make Exporail the National Railway Museum of Canada, unfortunately without success, yet.

Although we have been very successful with Exporail over the years, there are new and more complicated challenges ahead, which all museums have to face up to now. In this digital age, it is imperative to be interesting, relevant and a "must see" for the public. A museum must educate, entertain and provide a unique experience to the visitor while at the same time continuing to develop its collection and be an integral and important economic partner and promoter of the community. While this might look daunting, it can be done if we continue to be open to change and be creative and innovative in the years to come. I am confident that we will succeed in meeting these challenges.

Every year your Association relies upon exceptional support from our dedicated staff and volunteers to carry out our operations. We also rely upon the donations and contributions from our members, the public, the business community and the three levels of governments. Many thanks to all for your continued support. It is greatly appreciated.

### **C. Stephen Cheasley**

President, Canadian Railroad Historical Association

85th anniversary of the CRHA

Attendance at Exporail continues to grow

"We are meeting new and more complex challenges."





# EXECUTIVE DIRECTOR

First of all, thank you for welcoming me as the new Executive Director of the CRHA and Exporail. It is an honour and a privilege to report the results for 2016-2017. I would like to begin by underscoring the hard work of our dynamic team which, as you know, is relatively small given the challenges of implementing our action plan. In this regard, I would mention the arrival of archivist Mylène Bélanger in late October 2016 to replace Josée Vallerand, who moved on after 20 years of service. The goal is to make our documentation available more widely and thereby increase the visibility of the CRHA Archive and Documentation centres. Our employees have done remarkable work, constantly striving to improve our products and services through an innovative mindset that uses available resources effectively to ensure Exporail exceeds the expectations of visitors, members and the museum community. We can count on a team of professionals with unique expertise who are the envy of other institutions and on the exceptional support of a dedicated team of volunteers who are passionate about Canadian railway history.

Once again this year, we saw an increase in attendance following up on a strong 2015–2016 season: 64,759 visitors and 11,378 rental space users (for a total of 76,137 guests) came to Exporail during the 2016–2017 financial year. This represents a 3% increase over the previous year. Gift shop sales were up 11% and revenues of Le Tramway Café increased by 8%. Lastly, it was an exceptional year for Exporail as a location for shooting films.

I would like to reiterate our gratitude to the Québec Ministry of Culture and Communications (MCCQ), which has been supporting us for the last 40 years! This major source of funding is vital to our ongoing operations.

Last year, the CRHA received \$760,190 in grants from various sources: the MCCQ, the Ministry of Labour, Employment and Social Solidarity, Emploi-Québec, Employment and Social Development Canada, the Department of Canadian Heritage, the cities of Saint-Constant and Delson, Bibliothèques et Archives nationales du Québec, Municipalité régionale de comté de Roussillon, the YMCA of Greater Toronto and the Société des Musées du Québec. In 2016-2017, we generated \$1,284,025 in autonomous revenue and donations, which represents 62.8% of income before depreciation from deferred contributions to capital assets.

One of the year's milestones was the inauguration of the permanent exhibition on the theme of staying safe around railway tracks, produced in part with the financial support of CN and in close collaboration with Operation Lifesaver. Geared to children aged 3 to 7 accompanied by their parents, the exhibition Stop, Look, Listen: Incoming Train? is presented on the ground floor of Hays Station. Our goal is to better communicate content about staying safe around railway tracks by using fun activities to encourage conversations between parents and children. This exhibition has also been added to our school program offering and serves to enhance the museum's general programming between November and mid-May by offering visitors the possibility of stopping by Hays Station with its two permanent exhibitions in addition to the Angus Pavilion. Funding for this project was completed with the support of the following partners: CN, Agence métropolitaine de transport, Cando Rail Services, the Montreal Port Authority, Sydney Coal Railway (Logistec Corporation), Ontario Southland Railway, Tshiuetin Rail Transportation and The Canadian Heartland Training Railway Services Inc.

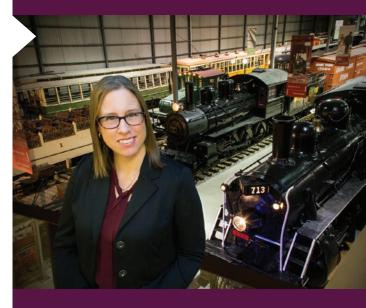
In 2016–2017, we also lent out the travelling exhibition Meals on Wheels produced by Exporail. This exhibition was on display at Exporail from December 5, 2015, to October 30, 2016, and was to be presented at Resurgo Place in Moncton from May 14 to September 3, 2017.

We received funding from Canadian Heritage for a presentation of the travelling exhibition Voices from the Engraver from December 2, 2016, to May 28, 2017. For that exhibition, we also prepared a display case explaining the use of railway engraving services for the production of banknotes. On display were government and railway banknotes from our archive fonds.

We made the best possible use of our resources (print media, Internet and social media) to generate visibility for programming, publications and member service subscriptions. Once again this year, major media outlets picked up and reported on certain key aspects of our programming, which enabled us to attract even more clients.

I would like to thank all our partners, generous donors, CRHA members for their tireless support, board members, volunteers, and our exceptional employees, who are the main drivers of our success. It should be noted that I am speaking also on behalf of Marie-Claude Reid, who headed up the wonderful year presented in this annual report. Let me take this opportunity to thank her for all the work she accomplished, which allows me to take the reins of a museum that is firmly established in its community and enjoys a reputation extending far beyond the Greater Montréal region.

**Nadine Cloutier Executive Director** 



New Executive Director

Inauguration of the permanent exhibition Stop, Look, Listen: Incoming Train?

76,137 visitors to Exporail in 2016-2017





New website dedicated to collections available at exporail.org

Project to renew the permanent exhibition

Exporail an authority in railway heritage documentation

Thanks to digital fonds managed by the Société des musées du Québec, Exporail's collections are now available on a new website. Through this project, content about 100 vehicles in the rolling stock collection has been put online and is now accessible to the general public on our website. This includes descriptive information, images and archive films. Some recent videos have also been produced and put online by the Exporail team with the support of our volunteers.

Maintenance work and minor repairs were made to the following rolling stock:

- Locomotives: CN 5550, RS 20, CP 4237, CN 3684, CP 4563
- Cars: CP Neville, combined cars ICR 495 and 595, and CP baggage car 3987
- Work on crane streetcar MTC W-2
- Mechanical work on tamper NAR-E32
- Reassembly of the axle boxes of self-propelled locomotive CN 15824

A project to renew the permanent exhibition was submitted to the Québec Ministry of Culture and Communications in late November 2016. This project involves producing a new permanent exhibition in the Grand Gallery of the Angus Pavilion to replace the current exhibition, which was inaugurated 12 years ago. The central theme will be based on "railways in a changing society," and the exhibition will incorporate digital technology and scenic lighting to improve our cultural offering and continue to attract visitors. This will provide an opportunity to renew our educational pro-

gramming. Preparatory plans have begun for restoration of the following rolling stock:

- CP 404366/404094 (box cars)
- VIA Rail Sibley Park (domed passenger car)
- CP 522501 (intermodal container car)
- CP B46 (intermodal trailer)
- VIA Rail LRC 6921 (diesel-electric locomotive)
- VIA Rail FP9A 6309 (diesel-electric locomotive)
- OTC A-2 (snow-sweeper streetcar)

A major fundraising campaign is being prepared to complete the required funding, and we expect to launch the exhibition in March/April 2019.

In addition to acquisition projects, information requests and internal research for various projects, curator Jean-Paul Viaud was once again approached by the Royal Canadian Mint regarding the production of several railway-themed commemorative pieces.

His consulting expertise was also required by:

- The City of Montréal and its urban planning department to showcase the CN aerial structure purchased by the Caisse de dépôt et placements du Québec to provide the Réseau électrique métropolitain (REM) access to the central station;
- Historians and specialists at the Caisse de dépôt et placements regarding collaborative projects associated with the REM.

Exporail's expertise in the sector is recognized not only by the Canadian museum community but also by industry, which considers our institution to be a reference in matters of railway heritage documentation, conservation and presentation

# ARCHIVES A group portrait of the former Canadian Women's Press Club in front of Windsor Station in Montreal on October 2, 2017. Exporail, Canadian Pacific Railway Company Fonds.

On October 31, 2016, archivist Mylène Bélanger joined the team and assumed responsibility for current files at the CRHA's accredited Archive Centre.

### During the 2016-2017 financial year:

- 13 researchers were welcomed onsite
- 291 requests were received
- New: 23 archive images were uploaded to social media networks Facebook and Twitter and 28 images were added to the online database in 2016
- Number of acquisitions: 18
- 290 images and 37 videos from our archives were provided for the collections microsite project
- For the Stop, Look, Listen: Incoming Train? permanent exhibition launched in April 2016, research resulted in the retention of documents and images from 12 fonds and archive collections
- Documents and images from 11 of our archive fonds were published in issues 571 to 577 (April 2016 to March 2017) of the magazine Canadian Rail
- 11 external publications used documents and images from our archives
- A CBC audiovisual production used documents and images from our archives for a documentary broadcast online

New archivist with Exporail since October 2016

291 requests submitted

New: Archive material shared on social media





Exporail again received many valuable donations this year: lithographs, posters, brochures from CP, CN and other companies (such as Hudson's Bay), encyclopedias, photographs, books and various documents.

These gifts enrich the collection and testify to the confidence donors have in the Exporail team and its expertise in preserving railway heritage. A total of 20 archival donations and 8 object gifts were recorded during the financial period.

# Examples of donations received in 2016–2017 include:

- A photo album showing life in a workers' camp during construction of the Manitoba section of the National Transcontinental Railway from 1907 to 1910. Very few such photographs exist from that period, making this a rare gift;
- Four letters received by Étienne Henri Vautelet regarding the second attempt to construct the Quebec Bridge (1901–1911). Vautelet was one of the engineers who worked on the plans for the Bridge, a world-class civil engineering project that was marred by catastrophe. Vautelet was clearly in disagreement with the St. Lawrence Bridge Company's version and withdrew from the project;
- A complete collection of Railway Station Reports prepared for the Historic Sites and Monuments Board of Canada in June 1991;
- A special CPR schedule for the 1901 royal visit by Prince George and the Duchess of Cornwall and York (suede leather with gold-leaf embossing).



20 archival donations and 8 objects

Wide range of donations

High level of confidence in Exporail





More than 10 events for the whole family

Guided visits

Activities for small children

Programming in 2016–2017 included more than ten events and cultural activities. These included Royal Visit in May, Streetcar Picnic in June, Kitchen Space in July, A Great Passion for Model Trains in August, Detect the Danger (a themed weekend around railway safety) in September, Railway Ghosts in October, Railway Christmas in late November and December, and Iron and Ice: Trains in the Snow from January to February, including the presentation of reproductions of posters donated by CP and an exhibition of photographs. The season concluded with Circus Train in March and April.

### More specifically, we organized:

- Two activities in the form of self-guided educational kits
- A GPS-assisted rally in collaboration with Montmusée, a regional organization
- Guided visits of the permanent exhibition, group visits and presentations with specialized content about specific rolling stock
- A themed workshop for children in conjunction with the Meals on Wheels exhibition, including crafts workshops on various themes and a juggling workshop
- A conference with Barry Lane, author of *The Golden* Age of *Travel*
- An educational project in collaboration with Piché-Dufrost primary school in Saint-Constant
- A presentation of programs for very young children for daycare centres in the Montérégie region
- Improvements to the scenic décors used for the various themed events
- Presentations offsite: Super Sunday at the Canadian Museum of History, a CN event at the Taschereau railyards, and the MRC de Roussillon book fair

Visitors were also able to enhance their railway experience by taking a trip aboard a streetcar, the miniature railway or a passenger train, as well as by observing demonstrations of the John Molson steam locomotive.



# expordil.org

Saint-Constant - Delson / South Shore of Montreal



Media coverage of Exporail was extensive and varied. Of particular note were articles in *La Presse+*, the Journal de Montréal, regional newspaper *Le Reflet, The Montrealer*, and *Coup de Pouce* magazine, as well as a radio report on CBC (Radio-Canada).

The summer promotional campaign was again launched in several media under the slogan "Awaken your inner child," our signature catchphrase since 2015.

We also welcomed an international press tour, and social media played a greater role in providing information. Our Facebook page is now positioned as a full-fledged website that stimulates a great deal of interaction with the public (direct exchanges, interviews, archives, videos and photos) and generates many visits to our website (exporail.org).

### **Specific details:**

- 10 press releases issued
- 143,463 website user sessions (increase of 14% over 2015–2016)
- 3,480 Facebook friends (24% increase)
- 588 Instagram friends (51% increase)
- 2,153 Twitter friends (26% increase)
- YouTube: 10,663 views of the Awaken Your Inner Child promotional video;
- Televised advertising campaign that ran for four weeks on TVA together with our promotional capsule on the program Salut Bonjour!
- Radio advertising campaign on Boom FM and Rouge FM, in addition to radio capsules (with our partner Tourisme Montérégie) on Rythme FM and 98.5 FM;
- Visibility on the websites of our partners and referencing and/or advertising in tourism publications: Guide des vacances au Québec / Québec Vacation Guide (Société des Attractions Touristiques du Québec), Tourisme Montréal, Tourisme Montérégie, CAA Québec
- Referencing on specialized family websites: Maman pour la vie, Montreal Families and Ta Tribu (tatribu.com), as well as reports by bloggers
- Distribution of 45,000 flyers
- Promotion at fairs: Bienvenue Québec (event for travellers) and model train fairs

### Extensive media coverage

More website traffic

Stronger presence for Exporail on social media





# VOLUNTEERS

Volunteers have been an integral part of Exporail since the Museum was founded in 1961. In 2016–2017, 140 volunteer women and men supported our activities. Some volunteers are assigned to activities involving the public, such as railway operations related to driving a streetcar, passenger train or miniature railway, or perhaps operating a telegraph. Others serve as resource persons in exhibition halls or the model train room. Volunteers also provide support for the presentation of various theme days.



Still others work in the background, helping to maintain rolling stock, tracks or the outdoor site. Volunteers may lend a hand setting up or taking down exhibitions, doing research, restoring pieces in the collection, translating documents or promoting Exporail.

Volunteers donated a total of 23,032 hours this year, including more than 3,500 hours spent outside Exporail preparing *Canadian Rail* magazine, published six times annually and always much appreciated by CRHA members around the world.

# Accomplishments by volunteers in 2016–2017 include:

- Streetcar MTC 1959 travelled 3,180 km during 141 days of operation
- The passenger train made about 270 trips during 27 days of operation, with car CN5064, recently restored by volunteers
- Operation of a special train for a film shoot
- 426 railway ties changed this year, most by the track maintenance team
- Mechanical maintenance of Exporail's streetcars, rolling stock and machinery
- Addition of a new display in the model train room showcasing the personal collection of the late Ronald S. Ritchie
- MTW-2 crane car (all of the work on this vehicle in the rolling stock collection was carefully documented)
- Canada-wide promotion: model train shows in Calgary and Brampton and the MRC de Roussillon book fair (we attended as an author)
- Participation in the "Volunteer Spotlight" series on the Exporail YouTube channel

140 volunteers

23,032 hours donated by volunteers in 2016–2017

Canada-wide promotion





In 1986, the Canadian Railroad Historical Association (CRHA) established a program of annual awards to recognize and honour individuals and organizations whose achievements have made a significant contribution to informing people about or preserving Canadian railway heritage.

### **Lifetime Achievement Award:**

### Marie-Claude Reid

Awarded to an individual for significant contribution to preserving or promoting Canadian railway heritage over a period of several years.

### **Preservation Award:**

### **Brian Manning**

Restoration of operational steam crane CP 414328, ex. CPR, at "Heritage Park's Historical Village."

### Article Award (for an article appearing in a CRHA publication):

### **Douglas Smith**

The Origins of the Canadian Northern Railway, parts 1, 2 and 3, Canadian Rail, nos. 572, 573 and 574, May to October 2016.

### **Book Award:**

### David R.P. Guay

Tracks to the Trenches, Fitzhenry & Whiteside, Markham, ON / Railfare \*DC Books 2016.



The objective of the CRHA Foundation is to raise and invest money for the preservation of Canadian railway heritage. Although it is a separate organization from the CRHA and has a separate Board of Directors, the members and directors of the Foundation are all CRHA members, and some of them are directors of both. Foundation directors who are not CRHA directors include current and former Canadian railway executives, as well as a professional investment manager.

The Foundation's financial situation as of 31st March 2017 is outlined in Note 13 to the audited annual financial statements of the CRHA, which have been distributed to you. They show that total assets increased to \$918,067, and that the Foundation made a donation of \$22,484 to the CRHA in support of its operating activities.

The assets are invested for income and long-term capital appreciation with two professional firms at arms-length from the CRHA, under the oversight of the Board of Directors. Investment results were excellent this year, with our managers achieving a net return of 11.25%.

The significant event this year was the receipt of the second installment from Canadian Pacific for the N R Crump Endowment Fund. CP donated \$200,000 and there is a commitment that they will add \$200,000 more in each of the next two years. This fund supports the maintenance of the CRHA archival collection of CP documents and photos.

Subsequent to the end of the year, a ministry of the Quebec government agreed to match CP's original \$100,000 contribution to the N R Crump fund. This money was paid to us in August 2017, bringing Foundation assets over the \$1 million-mark for the first time. We are in the process of asking for a match of the second CP donation as well.

The Foundation has donated almost \$160,000 to the CRHA since its creation in 2007. At the Foundation's board meeting last week, a further disbursement of more than \$29,000 for the current 2017-2018 year was approved. At the request of the CRHA, \$15,000 of this is earmarked for the new permanent exhibit campaign.

Some CRHA members have made gifts to the Foundation, or included bequests to the Foundation in their wills, helping to ensure that the CRHA's work can continue into the indefinite future. All gifts are fully eligible for federal and provincial tax receipts, and testamentary gifts to the Foundation can be structured to be particularly tax-effective. This is a way you can provide for the continuation of the vital work that is being done to preserve and protect our Canadian railway patrimony, and in some cases support a particular interest you may have.

There are many ways to give, so if you would like to know how you can include the Foundation in your planning, please contact us on a strictly confidential basis for more information. While we cannot give specific advice, we can make suggestions that you may want to consider discussing with your financial advisor.

### **Robert Robinson**

President.

Canadian Railroad Historical Association Foundation



### **CRHA Board of Directors**

President	C. Stephen Cheasley
Vice-presidents	Daniel Laurendeau
	Peter M. Murphy
Secretary	James Bouchard
Treasurer	Robert Nantel
Executive Director	Nadine Cloutier
Representative - Eastern Divisions	Ron Grant
Representative - Central Divisions	Andy Panko
Representative - Western Divisions	Bill Walker
Representative - Ville de Delson	Josyane Desjardins
Representative – Ville de Saint-Constant	Chantale Boudrias
Member - Director	Bernard Archambault
	Charles De Jean
	Robert Robinson
	Len Thibeault
	Luc Hamilton
	Linda Schwey

### **Executive Committee**

C. Stephen Cheasley, Daniel Laurendeau, Robert Robinson, Robert Nantel, James Bouchard and Nadine Cloutier

Collection Committee	Chair Len Thibeault.
Membership Committee (including Canadian Rail)	Chair Peter Murphy.
Audit Committee	Chair James Bouchard.
Exporail Team Directory	
Executive Director	Marie-Claude Reid
Chief Operation Officer	V. I. Ol.

Executive Director	Marie-Claude Reid
Chief Operation Officer	
(Executive Director since April 1st)	Nadine Cloutier
Collections - Exhibitions - Restoration	Jean-Paul Viaud
Archives - Exhibitions	Mylène Bélanger
Customer Services, Programming and Education	Maurice Binette
Hall rentals and Film Shooting - Gift Shop -	
Café Le Tramway	Jessica Mouton
Communications	Bruno Cordellier
Accounting	Stéphane Ste-Marie
Building and Site Manager	Jacques St-Gelais
Registrar	Laura Clerc



Coordination: Bruno Cordellier

**Texts and revision:** Exporail Team Directory, C. Stephen Cheasley, Robert Robinson

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Graphic Design: Roxane Groleau

Photos: Exporail, the Canadian Railway Museum/



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