



Sir George-Étienne Cartier National Historic Site

2022 Management Plan Implementation Annual Update



Sir George-Étienne Cartier National Historic Site @Parks Canada

Parks Canada manages one of the finest and most extensive networks of protected natural and historic sites in the world. The Agency's mandate is to commemorate, protect and present these places for the benefit and enjoyment of current and future generations.

The Sir George Étienne Cartier National Historic Site Management Plan, which came into effect in 2018, defines the long-term vision and guides the site's management. This Implementation Report presents Canadians with the actions and accomplishments Parks Canada has put in place in 2022 to achieve the vision, strategies and objectives of the 2018 Management Plan.



KEY STRATEGY #1: A SITE THAT INSPIRES A SENSE OF ATTACHMENT AND CREATES A PERSONAL CONNECTION WITH THE PEOPLE AND IDEAS THAT SHAPED MODERN CANADA.

Objective: Visitors develop a strong sense of attachment to the national historic site and the political history of modern Canada from Confederation to the present.

The site is making a comeback with its participation in the 2022 edition of the *Festival d'histoire de Montréal*, with in-person visits.

A new application called *Le quartier des Cartiers* is available to visitors. A 45- to 60-minute tour of the area where the Cartier family lived showcases a section of Notre-Dame Street (from the Cartier house to Notre-Dame Basilica), from the perspective of the life of Mr. Cartier and his family.

The school program has been updated to include the two exhibitions called *Imagine a Country* and *State of Play*, depending on the grade level of the students. This way, the offer is better adapted to the learning contexts of the grade levels involved.

The site participates in the *École en réseau* program and presented two workshops in 2022. *Building a Nation* reached 3,789 young people, while the *Victorian Christmas* reached 4,740 young people.

Objective: The cultural resources are well-maintained and help immerse visitors in the Victorian era and the daily life of Sir George Étienne Cartier.

The building is continuously monitored and maintained. The basement windows were restored this year.

Objective: Many visitors return to the site annually, creating a “visit tradition.”

The *Victorian Christmas* program has resumed, with guided tours available with a reservation. The programming has been simplified based on the available human resources. The site welcomed 223 individual visitors and 476 group visitors during the six days it was open.



KEY STRATEGY #2: A SITE THAT IS WELL-POSITIONED IN THE HEART OF OLD MONTRÉAL'S TOURISM OFFER, ONLINE, ON SOCIAL MEDIA, AND WITH GROUPS.

Objective: The offer and operating schedule meet the needs of new Canadians, school groups, and language learning groups.

The site team maintains annual contact with schools, teachers and francization clientele through the school offer mailing.

Nearly 130 teachers were approached at a school fair organized in collaboration with the *Association québécoise des enseignants du primaire*.

Efforts have been made to coordinate the range of products and times on offer, for example by welcoming school groups in November and December.

Objective: Integrate the national historic site with other tourism offers in Old Montréal, the Old Port, and other Parks Canada heritage sites.

The site took part in the *Festival d'histoire de Montréal* on May 14 and 15, 2022, with a lecture on the "surtout d'argent", an object important to the Cartiers. Six articles or publications were published via the *Société de développement commercial du Vieux Montréal* in 2021 and 2022 to promote the NHS and its activities. Their newsletters provide increased visibility for members and the general public. The site also participates in the business development company's networking activities.

The site collaborates with the new nearby Hyatt Centris Hotel and Restaurant. The site also took part in the *Journées de la Culture* at the end of September, through social media promotion. The site provided the *Société d'histoire de Montréal* with two monthly social media publications on the national historic figure of Sir George Étienne Cartier. The site is featured in the 2022 edition of the Montreal Tourism Guide.

Objective: The site uses digital and traditional media to strengthen its links with its target audience and enhance its visibility.

Two virtual school workshops were delivered in 2021 and 2022 on the *École en réseau*'s digital platform.



CONCLUSION—NEXT STEPS

The Parks Canada Agency is proud of its 2022 achievements at the Sir George Étienne Cartier National Historic Site. Efforts to enrich the service offer, active collaboration with partners and integration of the site into the region all contribute to promoting the heritage of Sir George Étienne Cartier and Parks Canada's mandate.

In the coming year, the site will continue to implement the objectives identified in the 2018 Management Plan. These initiatives will support site promotion, attract more visitors and reaffirm the commitment of Parks Canada to preserving and showcasing this important part of the country's history for the enjoyment of present and future generations.



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