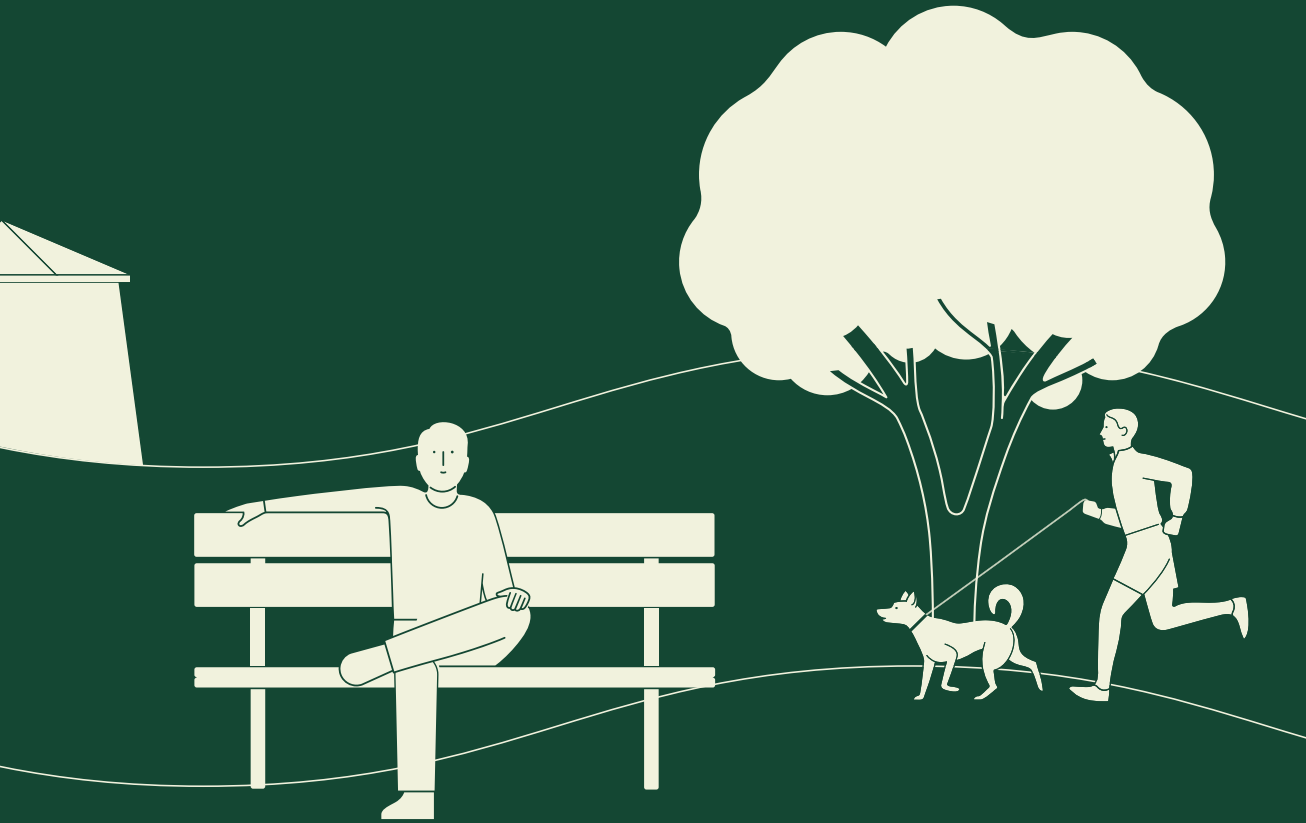


# PLAINS OF ABRAHAM



## Activity Report

The National Battlefields Commission

2022 — 2023



The National Battlefields  
Commission

Commission des champs  
de bataille nationaux

Canada

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# A Word from the Chairperson of the Board



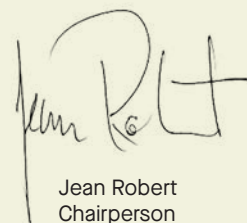
We are proud to provide you with the 2022-2023 activity report, which brings together in a new form the achievements of the National Battlefields Commission for this fiscal year. It is in line with the 2022-2025 new strategic plan, which, while being based solidly on Canadian Heritage guidelines, has enabled us to affirm our century-old mission, but from a contemporary perspective. The staff, the members of the Board of Directors, the partners, the organizations, and the park users have all taken part in this effort to arrive at a vision everyone shares with pride.

The first word of the new mission statement is particularly meaningful: the word “guardian”. It harks back to the importance of protecting the park territory while making it accessible to as many people as possible. Striking that balance is what guides each of our decisions.

I walk almost every day on the Plains of Abraham. I often stop in front of the bust of Sir Georges Garneau, the first chairperson of the Commission. I am very proud to follow in the footsteps of those who have presided over the destinies of this magnificent treasure that we call the Plains. Even during the pandemic, the Plains remained accessible to everyone. This space lives in me and nourishes me, as it does millions of visitors each year.

I wish to thank the Minister of Canadian Heritage for his remarkable trust and support. Special thanks go to the Honourable Jean-Yves Duclos, to MP Joël Lightbound, and to the Mayor of Quebec City, Bruno Marchand, for their support. Thanks go to all the members of the Board of Directors for their involvement, to our Secretary and CEO for her exceptional work, and to all the Commission staff members.

In 2023, the Commission is celebrating its 115 years of existence. I hope it will continue to build for the future while remembering its heritage and what it represents for our city, our province, and our country.



Jean Robert  
Chairperson

# A Word from the Secretary and CEO



We are coming to you today to report on the work done by the marvellous team of the National Battlefields Commission. When I started in my position in January 2021, I was already very familiar with the importance of the Commission, the beauty of the park, and its popularity. From the outset, however, I have been impressed by the multiplicity of talents and by the dedication of each team member. Together, they care for, enhance, and enliven this vast historic and urban park and welcome you to it with pride. They are the basis of all our achievements.

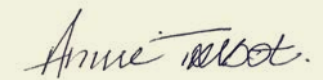
The 2022-2023 activity report emphasizes the concept of partnership. The Commission is a partner in developing our heritage, your daily life, your quality of life, and your outreach—all year long. Such partnerships work in both directions. They involve mutual recognition, dialogue, and sharing of common values. Our wish is to generate positive impacts for everyone.

Our services are meant for a wide range of users: contemplative walkers; skiers; snowshoers; gardening enthusiasts; spectators at Edwin-Bélanger Bandstand concerts; visitors to our history museum; participants in our historical interpretation activities; and festival-goers. I invite you to discover in the following pages the full extent of what we have to offer.

The report you are reading puts forward our new brand image, which we have reviewed to ensure it reflects the full value of our organization, what it represents for park users, and what it brings to them.

I offer my heartfelt thanks to the Chairperson of the Board for his constant support and all the energy devoted to the Commission. Thanks go to the Commissioners for their trust and significant contribution to the good governance of our organization. Thanks go to the Deputy Minister of Canadian Heritage and to her team for their active collaboration, as well as to my colleagues from the other portfolio organizations of that department for their receptiveness and openness. Finally, special thanks go to the members of my team for their dedication, the quality of their expertise, and their commitment to giving the best of themselves every day. You are our greatest strength.

Enjoy your read!



Annie Talbot  
Secretary and CEO

# The Board of Directors

## Members

The National Battlefields Commission is directed by a board of directors that ensures the good governance of the organization. The commissioners who make up the Board of Directors, including the Chairperson, are appointed by the Governor in Council.

## Values

The National Battlefields Commission is an agency of Canadian Heritage. It adheres to the values of equity, diversity, inclusion, accessibility, justice, climate change action, and truth and reconciliation put forward by the Government of Canada.

# Members of the Board of Directors

## Chairperson



Jean Robert

Consultant,  
McGill University  
Member of the Finance  
and Audit Committee

## Commissioners\*



Ellen Yifan Chen  
JD, CIPP/C, CIPP/A

General Counsel and  
Chief Privacy Officer,  
Audiokinetic Inc.



Sophie Gagnon

Vice-President, Public Affairs  
and Road Safety, CAA-Québec



André L. Potvin

Ex-diplomat, Active retiree



Nathalie Letendre  
M.A.P., C.Dir

SSO Inspections & Risk  
Management, Naval Reserve  
Headquarters, Royal Canadian  
Navy, Canadian Armed Forces /  
Government of Canada



Jean Vincent  
CSM, FCPA, FCA, GFAA  
(Québec)

President and CEO,  
Native Commercial Credit  
Corporation (NCCC)  
Member of the Finance and  
Audit Committee

\*one vacant position

# 2022-2025 Strategic Plan

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## Vision

With its park, which is a key location for get-togethers, the Commission is renowned for its openness and sensitivity toward all communities. Its committed and effective team has been making the Commission and all its components a source of pride and is elevating it as a respected and indispensable player in the development of Quebec City, of Quebec, and of Canada.

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## Values

- Creativity
- Respect and benevolence
- Team spirit
- Environment
- Rigour

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## Strategic pillars

- Developing our human capital and cultivating talent
- Affirming our unique positioning and improving customer experiences
- Improving and diversifying our financial capacity significantly
- Committing ourselves actively to a process of reconciliation
- Making sustainable development central to our actions

## Mission

As guardians of a historic urban park, with a unique heritage, we are striving to make it a welcoming, inspiring, and inclusive space.



# Portrait of a Unique and Dynamic Heritage Site

## Unique

The Battlefields Park is both Canada's first national historic park and one of the world's most prestigious urban parks. Located in Quebec City's downtown core, it is composed notably of the Plains of Abraham (98 hectares) and Des Braves Park (5 hectares).

### IT INCLUDES:

- Many items of street furniture (394 lampposts, 243 tables, 384 benches, 12 drinking fountains)
- The Edwin-Bélanger Bandstand
- The Centennial Fountain
- A central pavilion and 3 comfort stations
- 3 parking areas, in addition to street parking with parking meters and short-term parking on the park territory
- 12.5 kilometres of roads

## Dynamic

This key location for get-togethers annually hosts dozens of cultural, sporting, and heritage events, on top of being a welcoming, inspiring, and inclusive space for millions of visitors over the entire year.

### IT INCLUDES:

- 4.4 kilometres of marked trails for walking or snowshoeing
- 5 trails for classic cross-country skiing and 3 for skate skiing
- 2 areas for sliding
- A refrigerated skating oval open from mid-December to mid-March, operated in conjunction with the Quebec City municipal government
- A green for lawn bowling

## Historic

The Battlefields Park was one of the sites where the French and British empires fought each other during the Seven Years' War (1756-1763), a conflict in which several Indigenous nations took part. The Commission has a duty to preserve and develop this valuable heritage.

### IT INCLUDES:

- 7 heritage buildings: the three Martello Towers; the Plains of Abraham Museum; an old greenhouse; the Louis S. St-Laurent House; and the 390 Avenue de Bernières
- A remarkable natural heritage
- 4 monuments: the Wolfe Monument; the Des Braves Monument; the Cross of Sacrifice; and the Joan of Arc Monument
- Over 70 heritage features, including 50 cannons dating from the 18<sup>th</sup> century to the 20<sup>th</sup>, busts, commemorative plaques, archaeological remains, and an old well



# A PARTNER IN DEVELOPING OUR HERITAGE

Preserving and Showcasing the Heritage  
and History of a Unique Space





# A New Temporary Exhibition at the Plains of Abraham Museum

« The exhibition *Aeria* had 21,887 visitors between June 2022 and March 2023. »

## **AERIA: WHEN ART AND HISTORY MEET**

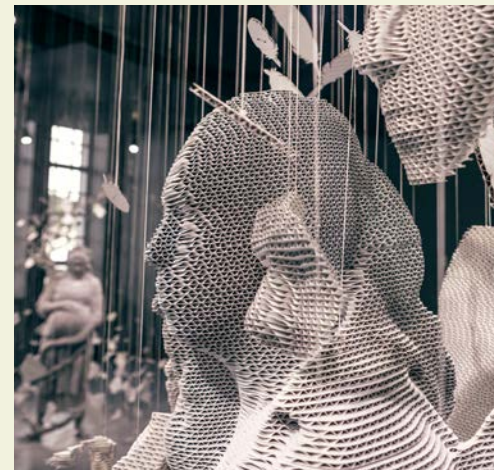
From June 16, 2022, the Plains of Abraham Museum is offering *Aeria*, the first major exhibition to be opened there since 2017. This original production of the Museum was mounted in conjunction with artist/sculptor Jérôme Trudelle.

Full-sized hanging sculptures bring eight historical characters to life with astounding realism and poetic imagery. They come from different times but are all linked in one way or another to the park's heritage: Marguerite Martin, the wife of Abraham Martin, whose name would be given to the Plains; Michel Sarrazin, one of Canada's first botanists; Montcalm and Wolfe, the generals who fought each other during the Battle of

Left to right: Stéphane Roy, Director of Museum Affairs, Jean Robert, Chairperson of the NBC Board of Directors, Jérôme Trudelle, artist/sculptor, Annie Talbot, Secretary and CEO, Émile Prince, Jérôme Trudelle's partner

the Plains of Abraham in 1759; La Corriveau, from the famous legend that bears her name; Mr. Marcoux, a peace officer who lived in Martello Tower 4 with his family; Ms. Parent, who worked at the Federal Arsenal, which occupied the same site where major events are now held; and Petit Étienne, who left the only known Indigenous account of the battle between Wolfe and Montcalm.

Visitors can use an interactive tablet to dive into the world of these characters by viewing explanatory videos, playing games, and looking at archival photos. As they make their way through the exhibition, they will hear background music that sound designer Josué Beaucage created for each work of art.





# Permanent Exhibitions

## **BATTLES 1759-1760**

The exhibition brings back to life the Siege of Quebec, the Battle of the Plains of Abraham (1759), and the Battle of Sainte-Foy (1760) through immersive projection, interactive games, and much more.

## **IDENTITIES AND TRACES**

These two exhibitions showcase many artefacts from the park's extensive archaeological collection.

## **ATTENTION!**

The exhibition provides visitors with a chance to discover the Martello Towers of Quebec City. By means of a tablet, they could learn about the towers' architecture, the military engineering that went into them, and the living conditions of the army men who lived in them.



Exhibition **Attention!**

Exhibition **Battles 1759-1760**



Exhibition **Identities**



# The Museum is Celebrating its 25<sup>th</sup> Year

The Plains of Abraham Museum is celebrating its 25<sup>th</sup> year in 2023. It was opened in 1998 under the name of the “Discovery Pavilion”.

Its exhibitions remain a must for anyone who wants to dive into the history of this legendary site.

In 2022-2023, over 83,000 people visited the Plains of Abraham Museum and the Martello Towers or took part in the historical interpretation activities of the Museum Affairs service.

## INDIVIDUAL VISITORS

34,689

## GROUP VISITORS

48,535 (for 1,179 groups)



# Renowned Expertise in Eco-Design

During the year 2022-2023, Museum Affairs consolidated its expertise in exhibition eco-design by integrating good environmental practices into its actions.

In September 2022, the Société des musées du Québec (SMQ) invited Catherine Thibault (Coordinator, Heritage Logistics, NBC) to a conference on socioecological transition to talk about tools and resources in eco-design practices.

- Applying circular economy principles to extend the service life of materials, accessories, decors, and textiles by putting them back into circulation (e.g., by using the services of organizations like La Remise culturelle and Noschoses)
- Giving priority to the use of recycled materials from internal or external sources
- Creating partnerships with other cultural and museum organizations in order to improve our eco-design practices (Musée de la civilisation, Musée huron-wendat, etc.)



Catherine Thibault,  
Coordinator, Heritage  
Logistics, NBC



# Special Deals for Everyone

## SPRING BREAK

During the spring break, children 17 years old or younger were asked to answer a rally questionnaire. It tested their ability to defend the colony while guiding them through the exhibitions **Battles 1759-1760** and **Identities**. Admission to the Plains of Abraham Museum was free for them during that time.

## A NEW PARTNERSHIP WITH THE CITADEL OF QUEBEC

In partnership with the Citadel of Quebec, visitors can now get 30% off the price of admission to the Plains of Abraham Museum by presenting a proof of purchase of admission to the Royal 22<sup>e</sup> Régiment Museum. Conversely, the latter gives 20% off upon presentation of a proof of purchase of admission to the Plains of Abraham Museum.

## PARTICIPATION IN THE PASSEPORT QUÉBEC CITÉ PROGRAM “MUSÉES ET CULTURE”

This passport gives any adult 40% off the price of admission to four local museums: the Plains of Abraham Museum; the Musée national des beaux-arts du Québec; the Musée de la civilisation; and the Monastère des Augustines. The program was created by Destination Québec cité and is managed by Événements Attractions Québec.

Exhibition **Battles 1759-1760**





# History Rekindled

Renowned as an ideal location for get-togethers, the site for major events is also brimming with history. From August to October 2022, we turned the clock back for this portion of the park, once called Coves Fields, by erecting a temporary installation in honour of a built landscape from another time.

The installation concept uses giant clotheslines to recall the civilian inhabitants of Cove Fields who lived in former army barracks between 1946 and 1951, when Quebec was suffering a serious housing shortage. Up to 126 families were crammed into that temporary housing, for a total of more than a thousand people.

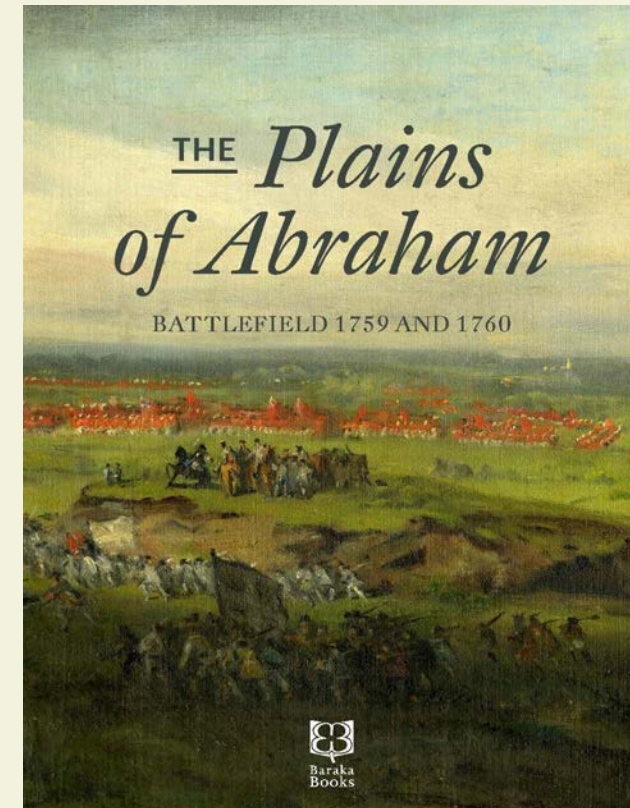


This installation was created entirely by NBC staff members, mainly out of recycled or recyclable materials

# New Publication

In June 2022, the Commission had a book launch for *The Plains of Abraham: Battlefield 1759 and 1760*, Baraka Books.

In addition to offering the reader an overview that draws on the latest historiographic research, this book has over a hundred pictorial and printed materials, some of which have seldom been seen by the general public. Maps, tables, posters, and photos enable the reader to live through this period of conflict and transition in all its magnitude and intensity.





# First Edition of *Battlefields*

« Over 6,000 people took part in this event. »

## **DRINKING, EATING AND SLEEPING AT THE TIME OF THE CONQUEST**

The first edition took place on September 10 and 11, 2022. Over 6,000 people participated.

The event took place in the area of Martello Tower 1 on the theme *Drinking, eating and sleeping at the time of the Conquest*.

Over 130 reenactors and lovers of history offered interactive activities and demonstrated rifle and cannon firing to depict the daily life of the mid-18<sup>th</sup> century.

An encampment of sixty tents was set up for the occasion in the style of that time. Historical activities for the whole family were continuously available on such subjects as cabinet making, distilling, ironworking, the reality of Abenaki life in 1759—with anthropologist, guest speaker, and storyteller Nicole O'Bomsawin—and women in the army during the 18<sup>th</sup> century.

## **SPECIAL ACTIVITIES WERE ADDED TO THE EVENT**

Aly Ndiaye, alias Webster, spoke about the presence of Black people in 18<sup>th</sup>-century Quebec City and in both armies.

Visitors could also try out period dances under the guidance of Pierre Chartrand, who is not only a dancer but also a professor, historian, and ethnologist of dance.

They could also sample Indigenous cuisine and learn about the diet of the Abenaki nation at the time of the Siege of Quebec with head cook Lysanne O'Bomsawin.





# Other Historical Interpretation Activities

*The Landscape Architect and the Hidden Treasure*, treasure hunt



Amédée Fournier at the Pentathlon des neiges



## ABRAHAM'S BUS

With a touch of humour and a love of history, this guided tour would take its participants to memorable sites on the Plains. July 2 to September 5.

## ESCAPE GAMES

From July 8 to September 18, Martello Tower 4 opened its doors for the escape game *The Tormentor*.

Visitors could enjoy a challenging activity suitable for teens by trying three outdoor escape games about different aspects of the park's history: *The Challenge of the Great Wars* (June 3 to October 10), *The Masters Tournament* (April 29 to September 5) and *The Forgotten Ones* (May 13 to September 18). Activities developed for the pandemic.

## TREASURE HUNT

Young children were given fun puzzles to solve through the treasure hunt *The Landscape Architect and the Hidden Treasure*, treasure hunt. With a mystery map in hand, they would be led to poorly known sites on the Plains. April 15 to September 25.

## FOR THE HALLOWEEN PERIOD

The program *Autumn Thrills and Chills and Halloween*, provided several low-priced activities on the Plains.

In the mysterious Martello Tower 4, the darkest days of the 19<sup>th</sup> century were revealed through the sinister anecdotes of *Tales of the Bad Old Days*. October 7, 8, 14, and 15 and November 4, 5, 11, and 12. Target ages: 13 and older.

After a forced break during the pandemic, the evening activity of *Stories to Wake the Dead* made a comeback. Spectators were taken into the worlds of two storytellers, Marc-André Fortin and Jean-Philippe Marcotte, and the troubled past of the Plains through the character of Mélina Marcoux, who once lived in Martello Tower 4. October 28 and 29.

An interactive walking tour, *Ghoulis Walk*, was conducted by a costumed guide. October 21, 22, 28, and 29, at 7 p.m. and 9 p.m.

The treasure hunt *Abacadabra* took children and their parents on an adventure across the Plains, with a magic bag in hand. October 1 to November 6. Target ages: 5 to 9. Activity developed for the pandemic.

The event *Raptor Talons*, provided a demonstration of birds of prey in free flight. It was held on October 16 for a second consecutive year.

## SHOOT, SCORE!

From December 1, 2022 to April 2, 2023, there was a new version of the activity *Shoot, Score!* It showed children different winter sports that people have gone in for since the 19<sup>th</sup> century on the Plains of Abraham. With a smartphone, parents and children would go from one interactive station to the next, each one with its own challenges. In conjunction with Défi-Évasion. Target ages: 6 to 12.

## PENTATHLON DES NEIGES

For this event, which happened in February 2023, the Plains were represented by Amédée Fournier, a character who had lived in the early 20<sup>th</sup> century and had taken part in the history of the area. As vice-president of Union commerciale's "Amateurs de raquettes" snowshoeing club, he participated in the *Family and Friends Challenge*, the *Social Integration Challenge* on Sunday, February 19, and the *Motivation Jeunesse Multicultural Day* on Thursday, February 23.



# Group Activities

## Presented at the Plains of Abraham Museum

### FOR ELEMENTARY SCHOOL STUDENTS

Abraham and Company; An Unusual House; Saint Nicholas or Santa Claus?; Tales and Legends at the Martello Tower; The Colony; The Voyageur; Abracadabra; Battles 1759-1760 Exhibition; Battles 1759-1760 Exhibition (rally version); The Great March of the 20<sup>th</sup> Century; The Besieged Tower; The Military; The Investigator; Soldier for a Day at the Martello Tower

### FOR HIGH SCHOOL STUDENTS

Battles 1759-1760 Exhibition (self-directed tour); Battles 1759-1760 Exhibition (guided tour); The 20<sup>th</sup> Century Walk; The Military; The Snowshoer; Soldier of the Martello Tower

### FOR ADULTS

Battles 1759-1760 Exhibition (self-directed tour); Battles 1759-1760 Exhibition (guided tour); Plains (guided tour); Bus (guided tour); Wolfe and Montcalm; Artilleryman of the Tower

## Available in Class

### FOR ELEMENTARY SCHOOL STUDENTS

Abraham and Company; Saint Nicholas or Santa Claus?; The Voyageur; Abraham's Family; The Military; Myths and Legends

### FOR HIGH SCHOOL STUDENTS

Wolfe and Montcalm

### FOR ADULTS

Wolfe and Montcalm; Customized activity

## Videoconferencing

### FOR ELEMENTARY SCHOOL STUDENTS

Abraham and Company; Saint Nicholas or Santa Claus?; The Voyageur; The Military; Myths and Legends

### FOR HIGH SCHOOL STUDENTS

Montcalm

### FOR ADULTS

Montcalm

# The Military is 30 Years Old

In September 2022, the Commission highlighted the 30 years of the activity **The Military**. In the course of each year, elementary school groups are invited to take part in military training under the command of generals Wolfe and Montcalm. They thus learned about the strategies used in 1759 and 1760.

« Over 200,000 people have taken part in this activity over the past three decades! »



Stéphane Roy, now Director of Museum Affairs, conducted the activity **The Military** with Martin Claveau nearly 30 years ago

# Remembrance Day

On November 11, 2022, the dates of the Afghanistan War were added to this monument on the initiative of the Cross of Sacrifice Committee so that the public could come here to gather their thoughts and honour the 27 service men and women from the region who had lost their lives in that conflict. The inscription was unveiled at a special ceremony.

Jean Robert, Chairperson of the Commission Board of Directors and the Honourable J. Michel Doyon, Lieutenant Governor of Quebec, near the Cross of Sacrifice at the official ceremony on November 11, 2022



# Monuments

On-site restoration of the Wolfe Monument was begun in autumn 2022, and will be completed in May 2023. At that time, the helmet will be put back atop the column, as well as the plates on all four sides. Restoration is at the planning stage for the Cross of Sacrifice and the Des Braves Monument.



Restoration work of the Wolfe Monument



Des Braves Monument



# Community Involvement

More than twenty activities have been adapted to the needs of various groups: French-language learners; seniors; home-schooled children; children with learning disabilities; youth centres; and community centres. Around 500 people took part in such activities during the year.

On November 14, 2022, **Abraham's Bus** transported the members of a choral group, Le Chœur Durocher, to an organized historical activity for 75 seniors at Les Jardins Lebourgneuf.

On November 30, 2022, and on February 28, 2023, a historical activity was offered at a retirement home, Domaine Mahonia. There was an audience of 75 people.

## STUDENT MASTERWORKS

This exhibition in the Museum entrance was mounted in conjunction with the Centre de services scolaire de la Beauce-Etchemin. It featured replicas of historical objects by elementary and high school students.



Abraham's Bus

# Theatrical Performance *Sur les traces de la Corrivaux*

On August 27, 2022, the Centre multifonctionnel in Saint-Vallier-de-Bellechasse hosted the 9<sup>th</sup> edition of the theatrical performance **Sur les traces de la Corrivaux**. The audience learned the true facts about the trial and execution of this young woman, as well as the legends about her that still live in the collective imagination.

This was a NBC collaboration with the Municipality of Saint-Vallier. It was attended by 378 people.





# A PARTNER IN YOUR DAILY LIVES

For Your Sporting, Recreational,  
and Cultural Activities

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Over 70% of park visitors  
are contemplative strollers  
looking for nature, beauty,  
and peace of mind.



# Improvements to Winter Activities

« An important contribution for families and visitors. »

In addition to existing services (a refrigerated skating oval operated in conjunction with the Quebec City municipal government, equipment rental at the skaters' chalet, and maintenance of snowshoe trails, cross-country ski trails, and sliding areas), the NBC has made several improvements to winter activities.

Users of cross-country ski trails have been especially pampered with the purchase of a high-performing snow groomer to improve trail quality and to cut the trails out of the snow more easily. The season was also extended by depositing artificial snow at certain key spots.

With the Commission's shift to digitalization, it has become possible since the winter of 2020-2021 to track the status of cross-country ski trails in real time by using the web app Nordic Pulse. From January to April, this app was accessed nearly 45,000 times on its Plains of Abraham web page (in French and English).

No less popular was the creation of two sliding areas behind the Plains of Abraham Museum. Safe and well maintained, they add to a wide range of activities for families and visitors. Over 300 people used the inexpensive snow-slider rental service.

New winter signage was installed to encourage safe coexistence between different uses (ski trails, walking trails, sliding areas, park maps).

A new trail section is now marked and maintained in winter. Winter users can now easily walk throughout the whole park.





# Cross-Country Ski Trails with Historical Connotations

The cross-country ski trails now have names in addition to their numbers. Besides making the route more congenial, these names highlight certain aspects of the park's history. They were given following a park user survey in November 2022. The new trail names are: Des Braves (51), Gilmour (52), Martello (53), Cap-Blanc (54), and Cap-aux-Diamants (55).



# Toward Universal Accessibility

To identify, eliminate, and prevent obstacles to persons with disabilities, the Commission has been redeveloping the park territory. A detailed action plan is being prepared.

## **DRINKING FOUNTAINS**

Through a major investment, we have added and repositioned 12 multi-use drinking fountains. They may be used by visitors (including children and mobility-impaired persons), by pet animals, and for filling of water containers.

## **NEW PLATFORM**

A new platform has been installed at the Edwin-Bélanger Bandstand to provide mobility-impaired persons with better access and visibility.

## **REDEVELOPMENT PROJECT**

Work to redevelop Avenue de Bernières has been planned and conceptualized in order to make substantial improvements to accessibility. It will begin in summer 2023.







# The Edwin-Bélanger Bandstand: A Revitalized Cultural Venue

## THE RETURN OF OUTDOOR SHOWS

Music lovers greatly appreciated the return of outdoor shows after a two-year hiatus. More than 20 concerts were performed between June 12 and August 7, 2022, from Thursday to Sunday at 8 p.m. Over 16,000 people attended one or more of the concerts.

As part of its 2022 partnership with Radio-Canada, the Bandstand hosted Joyce N'sana, who earned Radio-Canada's Révélation award for 2021-2022 and is a rising star of reggae and Afrobeats.

The stage was also reoriented to make it more visible to a greater number of spectators.

## ADVISORY COMMITTEE

In December 2022, the Commission formed an advisory committee with members from various walks of life in order to rethink the Edwin-Bélanger Bandstand programming. The recommendations, submitted in January 2023, were to make the site a cultural venue for the various communities rather than an essentially musical bandstand. Emphasis was placed on having greater multidisciplinary, on diversifying the audiences, and on improving the complementary activities.

« Over 16,000 people attended one or more of the concerts. »



# A PARTNER IN YOUR QUALITY OF LIFE

## Vast Green Spaces for Contact with Nature

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During the pandemic, the Plains of Abraham were a large and popular island of fresh air—the lungs of the city! They continue to be a special place for contact with nature.



# The Joan of Arc Garden



Warming station at the Joan of Arc Garden



Folk art sculpture by Patrick Lavallée

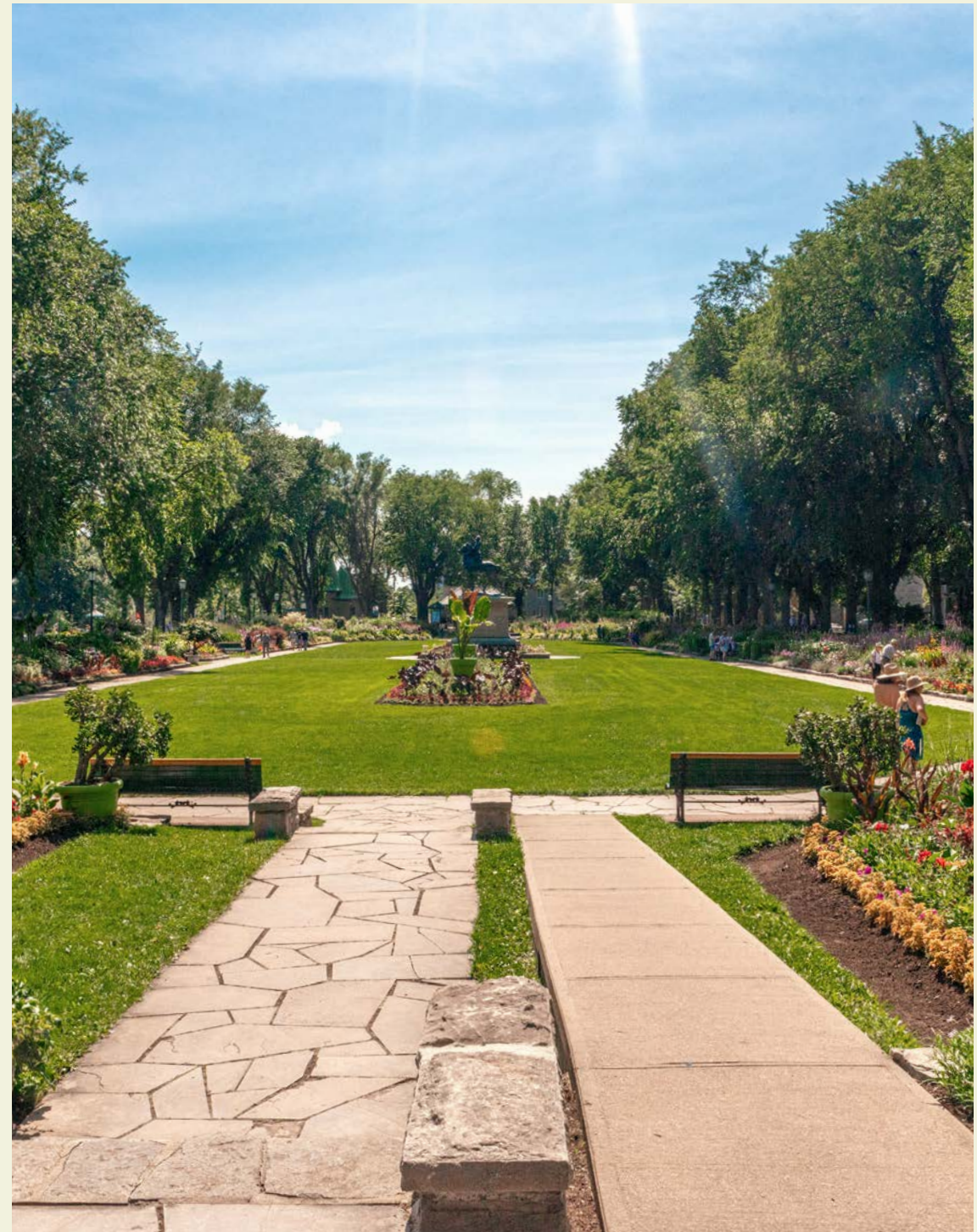
In addition to charming visitors with its magnificent flowerbeds, the Joan of Arc Garden hosted several activities.

From October 1 to November 6, there was a return showing of folk art by Patrick Lavallée. Sixteen large-format works, created specifically for the Joan of Arc Garden, depicted the same number of legends from the momentous history of Battlefields Park. Explanatory texts and videos accompanied each sculpture to present the legend and the artist's approach to the subject. At sunset, the garden was bathed in orange light in the spirit of Halloween.

The team of Ciné-scène followed the artist Patrick Lavallée during the creation of his sculptures. The resulting documentary, *Le gosseux des possibles*, was included in the official selection at the International Festival of Films on Art and will be presented for free to the general public in 2024.

Last winter, Quebec City's network of warming stations included one in the Joan of Arc Garden. It provided a warm, friendly space with a fireplace and chairs.

The Joan of Arc Garden was lit up each evening, all year long, thus enhancing the surrounding majestic elms. The lighting varied with the atmospheric conditions through a real-time connection to the Quebec City weather station. It could also vary to mark significant events or support for certain causes. This lighting project was made possible by the Quebec firm Cadabra.





# One of Quebec's Oldest Greenhouses Still in Use

Currently under renovation, the greenhouse on the Plains is among the oldest still used in Quebec, having been built in 1916. It has more than 90,000 plants (2,360 perennials, 2,500 plants that arrived last autumn, and 85,140 seedlings and cuttings).

Over 105,000 plants are grown there each year to create the floral arrangements and mosaicultures that beautify the entire Park, notably the Joan of Arc Garden, Des Braves Park, and Avenue Ontario.

In addition, 36,525 tulip bulbs are planted on the park grounds.



# A Canopy with Hundreds of Tree Species

A visitor walking through the park can admire 4,955 trees of 125 different species. The non-inventoried forested territory is estimated to have 15,000 trees.

A high proportion of the Plains is composed of valuable mature trees that are rated high for their landscape value. Among them, 17 have been classified as “remarkable.”

The arboreal heritage of the Plains is notably distinguished by the presence of small-leaved lindens (a non-native species), broadleaf hawthorns, and wych elms. The Commission ensures their healthy regeneration.

Protected trees include around 700 elms and many ash trees. The latter make up 8% of the total tree population. The Commission ensures they are preserved and replaced as needed.

The Commission is drawing up a management plan for the tree canopy, to facilitate its maintenance.

The park has over thirteen outdoor spaces—terraces, gardens, and mosaicultures. Several of these spaces offer beautiful vistas: the Grey Terrace; the Pierre-Dugua-de Mons Terrace; Cap Diamant; and the Des Braves Park Terrace.



The Pierre-Dugua-de Mons Terrace



# The Plains—the Hub of a Trail Network

## KILOMETRES OF TRAILS

The Plains have many trails (a map of them is available online), which are used by numerous local people and tourists.

### THE NATURE TRAIL

A 2-km trail that goes through a wooded area of the Plains along the cliff.

### THE PLAINS OF ABRAHAM TRAIL

A 1-km mixed-use interpretive trail that goes along Gilmour Hill for the use of pedestrians and cyclists. It links Promenade Samuel-de-Champlain to Quebec City's upper town.

### MIXED-USE PATH

A 1.4-km mixed-use path at the playing field.

Since summer 2022, the Plains of Abraham have been linked to the Parc du Bois-de-Coulonge by a staircase, which was built by the Commission de la capitale nationale du Québec in conjunction with the Commission. The Plains are accessible from the Bois-de-Coulonge, from Promenade Samuel-de-Champlain, and from the Old Quebec, thus forming a point of convergence for discovery of nature and heritage.



Gilmour Hill and Bois-de-Coulonge staircase

# Sustainable Development

## NO MOW MAY

The year 2022 brought the second **No Mow May**, a worldwide movement against mowing during the month of May so that pollinating insects, particularly wild bees and butterflies, could have better access to a major source of nectar and pollen.

## MOVE TO LED LIGHTING

We have been moving to LED (light-emitting diode) lighting for the past six years. All the lampposts are now lit by LEDs, as well as several buildings.

## ELECTRIFICATION OF THE FLEET OF VEHICLES

The Commission has purchased 12 electric vehicles and 4 plug-in hybrids. Out of a total of 50 vehicles, 28 are now 100% electric or plug-in hybrids.

## INTEGRATION OF GOVERNMENT PROGRAMS

The Commission has also begun integrating the Greening Government Strategy programs (Treasury Board of Canada Secretariat) into its supply practices and processes.



No Mow May



# The Great Celebration of Nature: 25<sup>th</sup> Edition

« Over 2,000 people took part in this activity. »



The Great Celebration of Nature on the Plains of Abraham had its 25<sup>th</sup> anniversary on May 15, 2022. The celebrations took place under the honorary presidency of the Mayor of Quebec City, Bruno Marchand. Over 2,000 people participated.

Among the activities available to all age groups, more than 30 exhibitors shared their knowledge on a variety of themes about the environment and sustainable development. Echinacea seedlings were grown in the greenhouses and distributed by the NBC, as were some tree seedlings by our partners.

A new activity this year, visitors were invited to bring old paint and old paintbrushes, which were later re-used by the artist Patrick Lavallée (Atelier du Gosseux) to create a work of art.



In keeping with tradition, a tree was planted at a ceremony in the presence of several dignitaries. Left to right: Benoit Gilbert, Development and Marketing Officer, NBC; Marc-André Boivin, Director of Forest Management of Capitale-Nationale and Chaudière-Appalaches, Department of Forests, Wildlife and Parks; Alain Sénéchal, Associate Deputy Minister, Department of Forests, Wildlife and Parks; Bruno Marchand, Mayor of Quebec City; Ellen Yifan Chen, member of the NBC Board of Directors; Pierre Fontaine, Vice-President, Association forestière des deux rives; Jean Robert, Chairperson of the NBC Board of Directors; Christian Brunet, Co-Chair, Garden Life Advisory Board, Year of the Garden 2022, Canadian Garden Council.

# A PARTNER IN YOUR OUTREACH

## A First-Rate Host for Great Events

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As a major tourist attraction, the Plains of Abraham have helped raise the global profile of Quebec City, Quebec, and Canada. The Plains have been key to the actions of the Quebec City municipal government through Destination Québec cité and the Bureau des grands événements.





# Events on the Plains of Abraham

Each year, the Plains of Abraham have several major cultural and sporting events, which benefit from the exceptional setting of this great historic park in the downtown core.

## Major 2022-2023 events

- Festival d'été de Québec
- Grand Prix Cycliste de Québec
- Pentathlon des neiges Sun Life
- Fête nationale du Québec (Quebec's national holiday)
- Canada Day
- Je cours Québec (Marathon de Québec)
- Visit by Pope Francis to Quebec City
- Remembrance Day

## Other events also took place

- Je cours Québec (Défi des escaliers)
- Puamun Meshkenu community walk
- Cross-country des Plaines
- Grande marche de Québec
- Crinqué contre la sclérose en plaques (Mathieu Gélinas)
- Ça roule doc!
- Parkinson's Journey
- Défi de novembre
- Cardio plein air
- Hop! Marche nordique

*Festival d'été de Québec*



Pope Francis came to the Plains during a historic visit that emphasized healing and reconciliation with Indigenous peoples.



# Increasing Visibility

## FILM SHOOTS

Many film and photo shoots take place each year on the Plains because of its magnificent setting.

They include:

- Film shoots for the TV series **À propos d'Antoine** produced by ComediHa!
- Shooting of the American daytime talk show: **Today with Hoda & Jenna** for their feature story **Tour the enchanting sites of Québec City**. It was broadcast on February 23, 2023. Over 1.6 million viewers tune in to this program each morning in the United States.

## DOCUMENTARIES

The Commission also took part in producing historical documentaries.

- During the program **Classé inexposable - Musée des plaines d'Abraham** broadcast on the MATV community channel, conservator Caroline Ricard opened the doors of the Museum's storage rooms. In addition, Historical Interpretation Coordinator Luc Nicole-Labrie recounted four centuries of history of the Plains of Abraham, and one of our historical characters recalled the celebration of Québec City's 300<sup>th</sup> anniversary while revealing some undisplayable artefacts from that anniversary.
- The story **Le menuisier des plaines d'Abraham**, broadcast in 2022 for the series **Empreintes** on Radio-Canada showed the special work of the carpenters and how they maintained the wooden carriages of the cannons, the doors of the Martello Towers and the park benches.



Jean-Guy Tremblay,  
Carpenter – Team Leader, NBC

## DIGITAL AND TRADITIONAL ADVERTISING

Advertising campaigns were carried out throughout the year, mostly on digital platforms and also via traditional media, such as local newspapers and travel or history magazines.

The Commission was very active on Facebook and Instagram, with advertising campaigns reaching a total of nearly 400,000 people. There were also Google campaigns (display and search ads).

Our Instagram account (in French and English) has been developing in line with the shift toward digital technology. It now has 1,900 subscribers, the increase over last year being 22%.

The Facebook pages of the Plains of Abraham and the Edwin-Bélanger Bandstand (in French and English) have together over 51,000 subscribers.

Through more than 900 posts on social media, we have managed to reach 1.1 million users. The most popular posts include the one on the special lighting of the Joan of Arc Garden and another on the event **Raptor Talons**.

Many events were promoted through these posts, including Black History Month (February), International Women's Day (March 8), and the National Day for Truth and Reconciliation (September 30).

Around 190,000 users have visited the Plains of Abraham website pages, the increase over last year being 24%.

The migration of contents to the institutional site [canada.ca](http://canada.ca) is continuing.

## OUTDOOR SIGNAGE, DISTRIBUTION, AND CANVASSING

In conjunction with the Québec City municipal government, a banner was placed on the Adrien-Pouliot overhead walkway, which is built over the Laurentienne highway. We thus promoted the Great Celebration of Nature (for 17 days) and the winter program. Banners were also placed on the Grande Allée from June 12 to August 7, 2022, to promote the lineup of cultural activities.

All year long, 120,000 leaflets or inserts (summer, Halloween, and winter) were distributed through networks of display stands across Québec, inserted into specialized journals or magazines, or handed out during canvassing activities in hotels and at attractions.





# A Committed and Mobilized Team

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## General Management

General management encompasses human resources, institutional affairs (compliance, management of land-use requests, accountability report, etc.), and preservation and conservation of historical and heritage artefacts and collections of the Battlefields Park.



**Annie Talbot**  
Secretary and CEO

Annie Talbot has over 30 years of experience in management, financing, philanthropy, strategic planning, and governance, as well as in marketing communications and organization of major events. She has held several managerial positions, notably at the Fondation du Musée national des beaux-arts du Québec, the Orchestre symphonique de Québec, and the Festival d'été de Québec. She sits on the ethics and governance committee and the heritage tourism committee of Destination Québec cité.

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## The team

- Assistant Director, Institutional Affairs
- Assistant, Institutional Affairs
- Human Resources Advisor
- Compensation Assistant
- Senior Advisor to the CEO, Archives and Collections
- Executive Assistant

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## Museum Affairs

With an emphasis on customer service, Museum Affairs offers exhibitions, organized group activities, and historical interpretation activities. A wide public is thus provided with interactive, emotionally rich experiences. This service is also responsible for supervising and helping integrate new technologies and for developing partnerships with private, public, and government bodies in relation to its areas of activity.



**Stéphane Roy**  
Director

During his 29 years of work for the Commission, Stéphane Roy has taken an active part in building a diverse range of activities, in diversifying the audiences, and in meeting the educational expectations of the audiences, mainly those of school groups. A historian by training, he began as a guide-activity organizer before becoming an assistant for Organized Activities and Education, and then the Assistant Director for Cultural and Heritage Production. He has been the Director of Museum Affairs since 2018.

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## The team

- Assistant Director
- Assistant, Museum Affairs
- Booking Agent
- Guide-Activity Organizer-Coordination
- Guide-Activity Organizers
- Bus Driver-Guides
- Reception Officer – Team Leader
- Reception Officers

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## Operations and Sustainable Development

This service preserves and maintains the immovable assets, the facilities, the horticultural and forest assets, the entirety of the green spaces, and the production sites of the Commission. It develops and implements the green space sustainable development plan in addition to overseeing the project subcontractors and partners. It also makes recommendations on land-use requests.

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**Nathalie Rhéaume**  
Director

Nathalie Rhéaume has gained much experience in operations management through her managerial positions, notably at the Quebec City Airport, at National Defence, and at the Société des traversiers du Québec, where she was in charge of organizing and monitoring the operations of a ferry service.

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## The team

- Coordinator, Maintenance and Sustainable Development
- Coordinator, Field Activities and Events
- Team Leader, Landscape Management Labourer, and Winter Labourer
- Labourer for Cutting Cross-Country Ski Trails
- Team Leader, Labourer for Electricity and Plumbing
- Labourers
- Carpenter – Team Leader
- Regular Carpenter
- Welder-Mechanic – Team Leader
- Regular Welder-Assistant Mechanic
- Painter - Team Leader
- Regular Painter
- Team Leader, Maintenance Attendant
- Maintenance Attendants
- Forest Engineer
- Arborist
- Team Leader, Horticulturist
- Horticulturists

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## Marketing and Development

This new service oversees the marketing activities and develops programs to promote the NBC mission and to transform the customer experience. It is responsible for communications, advertising, the brand image, and the outreach of the Commission and its components. It also works to increase the Commission's prominence and visibility and to optimize the Commission's sources of income, thereby better supporting the Commission's mission and long-term future.

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**Annie Talbot**  
Interim Director (and Secretary and CEO)

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## The team

- Assistant Director, Communications
- Digital Communications Officer
- Communications and Marketing Officer
- Development and Marketing Officer
- Administrative Officer



Finance

This service is responsible for the entirety of the activities for financial resource management and information technology needs. It is also in charge of supplies, material resources, and parking management. It is a pillar of the organization in terms of providing advice on financial issues, strategic directions, and organizational risk management.



James Haberlin  
Chief Financial Officer

James Haberlin has been in this position since March 3, 2023. He has 30 years of experience in finance, which he gained in a major Canadian retail company, in the timber industry, and in a major accounting firm. He takes an active part in the work of the Finance Committee of the Board of Directors and in the work of the Executive and Management Committees.

The team

- Assistant Director, Finance
- Assistant, Supply, Material Resources and IT
- Finance Officer
- Parking Assistant
- Attendants for Parking and Parking Fee Collection



# THERE IS A PLACE

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A 103-hectare embrace of larger-than-life moments where echoes of discoveries, big and small, can be heard. A garden filled with life at the heart of a peaceful land. Based in a vibrant setting where people can come together and reflect. A place with a thousand faces. Welcome to the Plains of Abraham.

The Commission wishes to thank its main institutional partners: the Privy Council Office; Canadian Heritage; the Treasury Board of Canada Secretariat; Public Services and Procurement Canada; the Department of National Defence; Parks Canada; Société Radio-Canada; Ville de Québec; Bureau des grands événements; Destination Québec cité; Commission de la capitale nationale du Québec; Musée national des beaux-arts du Québec; and the many non-profit organizations with which it works.

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Cossette

CAT. NO. CH58-1E-PDF  
ISSN 2817-5840

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\* Ce rapport est également disponible en français.

