

Charlotte County Archives

Finding Aid - St. Croix Legacy Project (MC 857)

Generated by Charlotte County Archives on February 21, 2023

Language of description: English

Charlotte County Archives

123 Frederick Street

St. Andrews

New Brunswick

Canada

E5B 1Z1

Telephone: 506-529-4248

[Email: contact@ccarchives.ca](mailto:contact@ccarchives.ca)

<http://www.ccarchives.ca>

<http://search.canbarchives.ca/st-croix-legacy-project>

St. Croix Legacy Project

Table of contents

Summary information	3
Administrative history / Biographical sketch	3
Scope and content	4
Notes	4
Access points	4
Collection holdings	5
MC 857-MS1, Administration (1996-2004)	5
MC 857-MS2, Financials (1998-2005)	8
MC 857-MS3, Correspondence (1998-2005)	10
MC 857-MS4, Marketing & Promotion (2000-2004)	12
MC 857-MS5, Programming (2000-2004)	16
MC 857-MS6, Historic Site Legacy Plan (1995-2004)	19

Summary information

Repository:	Charlotte County Archives
Title:	St. Croix Legacy Project
Reference code:	MC 857
Date:	1995-2005 (creation)
Physical description:	2.5 meters textual and graphic material 778 mega bytes textual and audio visual material
Language:	English
Language:	French

Administrative history / Biographical sketch

Note

The Ste-Croix Legacy Committee was established in 1996 as an international organization of Canadians and Americans to commemorate the Arrival of the French in North America with the arrival and settlement of the French expedition on Saint Croix Island, Île Ste.-Croix in 1604. On November 7, 1996, planning for the St. Croix 2004 Commemoration began in earnest with the establishment of the St Croix 2004 Coordinating Committee. The first meeting of this committee was held on May 3, 1997, and on April 27, 1999, the committee ratified a constitution and set of by-laws. In 2000 the Committee was incorporated as a not-for-profit corporation in Canada and the US, with their official logo revealed on June 25. In September of 2000 the committee hosted organizers of other 400th anniversary celebrations in Quebec and Nova Scotia at a day-long networking workshop in Calais. It launched its official bilingual Ste-Croix 2004 website in 2001, produced by the efforts of students from the New Brunswick Community College in Dieppe. Throughout 2001 the communities of Calais, St. Andrews, and St. Stephen committed to annual funding support. The committee led a number of events and exhibits in the years leading up to the 400th anniversary, including a cruise from St. Andrews to St. Croix Island in 2001, and the "It all started here- Nos premiers debuts" exhibit which was officially opened at Ross Museum for the 2003 summer season. Ste-Croix 2004 and the NB Culture and Sports Secretariat co-hosted the New Brunswick Heritage Week 2004 at the Vincent Massey Elementary School in St. Andrews, with focus on St. Croix, its history and the 400th anniversary.

On June 25th, 2004, the official opening of the commemoration was held at the Calais Town Square. The Famille Arsenault provided music. This event marked the beginning of ten days of town square entertainment in Calais, St. Stephen and St. Andrews, as well as historical lectures, quilt shows, dinners, genealogy fairs and other celebrations with a 400th anniversary theme. The 2004 Ceremony was led by Hugh Akagi, Passamaquoddy Chief. Simultaneously, the United States Parks Service hosted "The Meeting of Two Worlds 400 Years Later" on St. Croix Island, in which dignitaries such as US Ambassador to Canada, Paul Cellucci and Senator Viola Leger witnessed the Honourable Xavier Darcos, French Minister Delegate of Cooperation, Development and Francophony, present the French Legion of Honour to the

Passamaquoddy Tribe represented by Lieutenant Governor Mark Altvater, Governor Robert Newell and Chief Hugh Akagi. Over sixty dignitaries were transported to the island by an armada of small power craft. The Committee had plans for a legacy beyond the 2004 commemoration, with intentions for a major development of the interpretation site at Red Beach, just outside Calais, Maine, and the reconstruction of the Ste Croix Island habitation of 1604 at Bayside, NB, overlooking St. Croix Island. Negotiations for a land lease at the Bayside site continued with the Province until December when the request was turned down. A pending application for moneys from the federal government to assist with the recreation of the 1604 settlement was negated as a result of the Province's denial of a long-term land lease. The Ste-Croix Legacy Committee dissolved in 2005.

Custodial history

Ste-Croix Legacy Project

Scope and content

Material for the endeavors of the St. Croix Legacy Project, including documents for the administration of the project committee, financial documents, correspondence, advertising and marketing media and related material, materials for event programming and organization, and legacy plan and site proposals for an historic site with supporting documents.

Notes

Immediate source of acquisition

Materials donated to the Charlotte County Archives by past members of the Ste-Croix Legacy Committee.

Arrangement

Arrangement imposed by the archivist.

Alternative form available

Audio visual materials are available as MP4 files.

Other notes

- **Publication status:** Published
 - **Alpha-numeric designations:** Acc.2020.342
-

Access points

- Ste-Croix Legacy Committee
- Textual record (documentary form)
- Multiple media (documentary form)
- Advertisements (documentary form)

- Correspondence (documentary form)
- Clippings (documentary form)
- Books (documentary form)
- Recording logs (documentary form)
- Manuscripts (documentary form)
- Settlement (subject)
- Finance (subject)
- Events and celebrations (subject)
- Early contact with First Nations (subject)
- Charitable organizations (subject)
- Advertisements (subject)
- Tourism and Hospitality (subject)
- Maine (place)
- St. Andrews (place)
- St. Stephen (place)

Collection holdings

Series: MC 857-MS1 - Administration

Title: Administration

Reference code: MC 857-MS1

Date: 1996-2004 (date of creation)

Scope and content: This series consists of the administration records of activities of the St- Croix 2004 Coordinating Committee from 2000-2004, including the organization's official incorporation, the structure and membership of the organization's various committees, official reports, by-laws, patron profiles, insurance documents, board meeting minutes, and fundraising.

Publication status:

Published

File: MC 857-MS1-A - Incorporation

Title: Incorporation

Reference code: MC 857-MS1-A

Date: 1996-2004 (date of creation)

Scope and content: This file contains the Memorandum of Understanding establishing co-operation between Canada and the United States in a joint effort towards the 2004 commemoration of St-Croix Island, records relating to the official incorporation of the St-Croix Coordinating Committee as a

registered Charity in Canada and in the U.S., and documents relating to the registration of trademarks and patents in the U.S. and Canada.

Publication status:

Published

File: MC 857-MS1-B - By-Laws

Title: By-Laws

Reference code: MC 857-MS1-B

Date: 2000-2004 (date of creation)

Scope and content: This file contains drafts and official By-laws of the St-Croix Coordinating Committee documenting the organization's governing jurisdiction, authority, purpose, duration, status, membership, organization and structure, finances, and record keeping policies.

Publication status:

Published

File: MC 857-MS1-C - Committee Membership

Title: Committee Membership

Reference code: MC 857-MS1-C

Date: 2003-2004 (date of creation)

Scope and content: This file contains lists and profiles of committee executives, memberships, and government representatives.

Publication status:

Published

File: MC 857-MS1-D - Reports & Strategic Planning

Title: Reports & Strategic Planning

Reference code: MC 857-MS1-D

Date: 2000-2004 (date of creation)

Scope and content: This file contains documents relating to the committee's strategic plan, as well as official reports and business plans.

Publication status:

Published

File: MC 857-MS1-E - Insurance

Title: Insurance

Reference code: MC 857-MS1-E

Date: 2002-2004 (date of creation)

Scope and content: This file contains official insurance documents from Canada and the United States including insurance applications, policies, and renewal statements.

Publication status:

Published

File: MC 857-MS1-F - Patrons

Title: Patrons

Reference code: MC 857-MS1-F

Date: 2002-2004 (date of creation)

Scope and content: This file contains profiles of Committee patrons from Canada, the United States, and France, as well as invitations sent out to recruit potential patrons.

Publication status:

Published

File: MC 857-MS1-G - Fundraising

Title: Fundraising

Reference code: MC 857-MS1-G

Date: [ca.2000] (date of creation)

Scope and content: This file contains correspondence and reports documenting the fundraising activities of the committee, including a fundraising plan, community appeals to residents and businesses, as well as municipal, provincial, state, and federal governments in Canada and the United States. Also included are documentation related to official grant applications for operational and student funding.

Publication status:

Published

File: MC 857-MS1-H - Minutes

Title: Minutes

Reference code: MC 857-MS1-H

Date: 1997-2004 (date of creation)

Scope and content: This file contains draft and approved minutes which document the activities and official motions of the Board of Directors as well as individual committees including Finance, Marketing, Programming, and Ecumenical. Also included are the minutes of the “Harmonization” and “Partners” committees which were tied to the wider organization of commemorative events across the Maritimes centered around “L’Acadie 2004”.

Publication status:

Published

File: MC 857-MS1-I - Employees

Title: Employees

Reference code: MC 857-MS1-I

Date: 2002-2004 (date of creation)

Scope and content: This file contains records of regular employees as well as summer students and interns, including job descriptions, activity reports, payment claims, contracts, requests for accommodation and transportation, and associated correspondence with funding organizations from 2002 – 2004.

Publication status:

Published

Series: MC 857-MS2 - Financials

Title: Financials

Reference code: MC 857-MS2

Date: 1998-2005 (date of creation)

Scope and content: This series consists of documents recording the financial activities of the Committee, including the organization’s financial statements, account ledgers, budgets, payroll records, and tax documents from 1998 to 2005. Separate Canadian and United States accounts were kept and are reflected in the organization of the items in this series.

Publication status:

Published

File: MC 857-MS2-A - Financial Statements

Title: Financial Statements

Reference code: MC 857-MS2-A

Date: 1998-2005 (date of creation)

Scope and content: This file contains monthly, and annual account statements, as well as income and credit card statements for the Committee from 1998 – 2005. Canadian and United States statements are filed as separate items maintaining the original organization of these documents.

Publication status:

Published

File: MC 857-MS2-B - Ledgers

Title: Ledgers

Reference code: MC 857-MS2-B

Date: 2003 (date of creation)

Scope and content: This file contains a ledger for 2003 documenting deposits and withdrawals for the Canadian and United States accounts.

Publication status:

Published

File: MC 857-MS2-C - Budgets

Title: Budgets

Reference code: MC 857-MS2-C

Date: 2000-2004 (date of creation)

Scope and content: This file contains budgets prepared by the Committee for overall operations as well as individual budgets for expenses related to administration, events, and marketing from 2000 – 2004.

Publication status:

Published

File: MC 857-MS2-D - Payroll

Title: Payroll

Reference code: MC 857-MS2-D

Date: 2003-2004 (date of creation)

Scope and content: This file contains payroll spread sheets from 2002 – 2004 documenting payments made to employees and the positions they filled.

Publication status:

Published

File: MC 857-MS2-E - Tax

Title: Tax

Reference code: MC 857-MS2-E

Date: 2000-2004 (date of creation)

Scope and content: This file contains tax returns and associated correspondence for the Canadian and United States accounts from 2000 – 2004, including GST-HST and corporate income tax.

Publication status:

Published

Series: MC 857-MS3 - Correspondence

Title: Correspondence

Reference code: MC 857-MS3

Date: 1998-2005 (date of creation)

Scope and content: This series consists of correspondence sent and received by the Committee documenting the general activities of the organization, coordination efforts with the governments of New Brunswick, Canada, Maine, and the United States, as well as with representatives of the Peskotomuhkati/Passamaquoddy First Nations from 1999 – 2005.

Publication status:

Published

File: MC 857-MS3-A - General Correspondence

Title: General Correspondence

Reference code: MC 857-MS3-A

Date: 2000-2005 (date of creation)

Scope and content: This file contains internal and external correspondence with Committee members, employees, volunteers, media, contractors, and the general public discussing the organization's plans for and inquiries about the 2004 commemoration, as well as conferences and other educational events attended by representatives of the Committee from 2000 – 2005.

Publication status:

Published

File: MC 857-MS3-B - Canadian Government CorrespondenceTitle: Canadian Government CorrespondenceReference code: MC 857-MS3-BDate: 1998-2004 (date of creation)

Scope and content: This file contains correspondence with the New Brunswick and Canadian federal government documenting government support for the 2004 commemoration plans, land use agreements and permits, the ceremonial involvement of a Canadian Armed Forces Warship, coordination between the Committee and provincial and federal representatives, partnership agreements, accommodations for government representatives, discussions of promotional and financial assistance, and legacy plans for the development of an interpretive historical site at the Bayside site next to St-Croix Island.

Publication status:

Published

File: MC 857-MS3-C - USA Government CorrespondenceTitle: USA Government CorrespondenceReference code: MC 857-MS3-CDate: 2000-2004 (date of creation)

Scope and content: This file contains correspondence with the State of Maine and the United States government documenting government support for the 2004 commemoration plans, the ceremonial involvement of a United States Navy Warship, land use agreements and event permits, coordination between the Committee and state and federal government representatives, and discussions of promotional and financial assistance.

Publication status:

Published

File: MC 857-MS3-D - Peskotomuhkati/Passamaquoddy First Nations CorrespondenceTitle: Peskotomuhkati/Passamaquoddy First Nations CorrespondenceReference code: MC 857-MS3-DDate: [ca.2000s] (date of creation)

Scope and content: This file contains correspondence with representatives of the Peskotomuhkati/ Passamaquoddy First Nations regarding their involvement in the plans for the 2004 commemoration, including Peskotomuhkati representatives attending the events, ceremonial arrangements, planned performances, and educational outreach on the history of the Peskotomuhkati and their role in and perspective on the events of 1604.

Publication status:

Published

File: MC 857-MS3-E - Letters of Support

Title: Letters of Support

Reference code: MC 857-MS3-E

Date: 2001-2002 (date of creation)

Scope and content: This file contains correspondence from government representatives, town councils, businesses, organizations, and private individuals written in support of the Committee's 2004 commemoration plans.

Publication status:

Published

Series: MC 857-MS4 - Marketing & Promotion

Title: Marketing & Promotion

Reference code: MC 857-MS4

Date: 2000-2004 (date of creation)

Scope and content: Various documents related to the St. Croix 2004 Committee's marketing strategy. The different types of documents include draft notes, marketing studies, reports, correspondence and proposals produced by Bristol Group, pieces of advertising media produced to promote the St. Croix 2004 Commemoration, as well as correspondence and drafts for the production of these materials, documents related to theatre and music productions associated with the Committee's activities, and the contents of the Committee's website.

Publication status:

Published

File: MC 857-MS4-A - Marketing Strategy and Feasibility Studies

Title: Marketing Strategy and Feasibility Studies

Reference code: MC 857-MS4-A

Date: 2000-2002 (date of creation)

Scope and content: This file contains draft notes, feasibility studies, and reports relating to the development of the Committees' marketing strategy from 2000 – 2002.

Publication status:

Published

File: MC 857-MS4-B - Marketing Proposals

Title: Marketing Proposals

Reference code: MC 857-MS4-B

Date: 2002-2004 (date of creation)

Scope and content: This file contains correspondence and formal proposals from independent contractors responding to the Committee's request for marketing proposals. Included are advertising briefs, draft budgets, meeting notes, media and advertising samples, and work plans from 2002 - 2004. Most of these documents were produced by the Bristol Group, whom the Committee hired to provide a professional marketing approach in the years leading up to the 2004 commemorative event.

Publication status:

Published

File: MC 857-MS4-C - Media

Title: Media

Reference code: MC 857-MS4-C

Date: 2000-2004 (date of creation)

Scope and content: This file contains media releases promoting the activities of the Committee including various events leading up to the main commemorative events in 2004. Included are news releases, print correspondence and articles, radio transcripts, and news clippings. Of particular note are news clippings regarding the 1904 tricentenary celebrations, and news releases and print matter regarding the official opening of the Committee's office in St. Stephen in 2002.

Publication status:

Published

File: MC 857-MS4-D - Printed Matter

Title: Printed Matter

Reference code: MC 857-MS4-D

Date: 2002-2004 (date of creation)

Scope and content: This file contains published articles in newsletters, journals, and government publications regarding the historical background of the 2004 commemorative events, and booklets promoting associated events and activities leading up to and including the main events in 2004.

Publication status:

Published

File: MC 857-MS4-E - Advertising

Title: Advertising

Reference code: MC 857-MS4-E

Date: 2000-2004 (date of creation)

Scope and content: This file contains promotional brochures and posters marketing associated events and activities leading up to and including the main events in 2004. Also included are advertising drafts for features in magazines and news outlets and plans for promotion banners on the streets of St. Stephen. Of note are the posters marketing the events and activities of Heritage Week.

Publication status:

Published

File: MC 857-MS4-F - Merchandise

Title: Merchandise

Reference code: MC 857-MS4-F

Date: 2000-2004 (date of creation)

Scope and content: This file contains correspondence, pricing, and designs of possible merchandise to promote the 2004 events including commemorative stamps, pins, and coins.

Publication status:

Published

File: MC 857-MS4-G - Branding

Title: Branding

Reference code: MC 857-MS4-G

Date: [ca.2000s] (date of creation)

Scope and content: This file contains correspondence and drafts regarding the Committees' branding, including documents regarding the Committee's logo, slogan, and letter head.

Publication status:

Published

File: MC 857-MS4-H - TranslationTitle: TranslationReference code: MC 857-MS4-HDate: 2002-2003 (date of creation)Scope and content: This file contains correspondence and cost analysis for the translation of the Committee's promotional documents and interpretive signage.Publication status:

Published

File: MC 857-MS4-I - ProductionsTitle: ProductionsReference code: MC 857-MS4-IDate: 2001-2004 (date of creation)Scope and content: This file contains documents relating to productions held by or connected to the Committee and the commemoration of the 1604 landing on St. Croix Island. Included are correspondence and regarding the Evangeline Play by Helen Johnston hosted in St. Stephen, the school musical produced by the Milltown Elementary School, and the docu-drama film on the 1604 French Colony produced by Cecile Chevrier of Les Productions du Phare-Est Inc.Publication status:

Published

File: MC 857-MS4-J - WebsiteTitle: WebsiteReference code: MC 857-MS4-JDate: [ca.2000s] (date of creation)Scope and content: This file contains the content of the Committee's website, in French and English, as well as associated correspondence. The website includes an update from 2004 regarding the Committees' legacy plans for developing the Bayside site into an historical interpretive site of the 1604 French settlement and subsequent events. Also included is the organization's Mission, information about the area, an event overview, and historical information on the Acadians and the Peskotomuhkati/Passamaquoddy First Nations.

Publication status:

Published

Series: MC 857-MS5 - ProgrammingTitle: ProgrammingReference code: MC 857-MS5Date: 2000-2004 (date of creation)

Scope and content: This series consists of documents regarding programming for the year 2004 leading up to and including the main events over a week of commemoration at the end of June into early July, including event and entertainment plans and proposals, tour arrangements, transportation logistics, directional signage, volunteer organization, draft event schedules, invitations and guest books, official programmes, historical interpretation, and historical and site maps.

Publication status:

Published

File: MC 857-MS5-A - Event & Entertainment Plans & ProposalsTitle: Event & Entertainment Plans & ProposalsReference code: MC 857-MS5-ADate: 2000-2004 (date of creation)

Scope and content: This file consists of plans and proposals for events and entertainment to be held in the year 2004 leading up to and including the main events over a week of commemoration at the end of June into early July. Included are official reports with proposed event activities, potential partners and contacts, as well as correspondence with regarding event contractors, entertainers, supplies, equipment, and accommodations.

Publication status:

Published

File: MC 857-MS5-B - ToursTitle: ToursReference code: MC 857-MS5-BDate: [n.d.] (date of creation)

Scope and content: This file consists of directories and sales contact reports with tour operators looking to book tours for seniors groups, students, and general groups for the week of commemorative events in June and July of 2004. The Tour operations are based out of New Brunswick, Nova Scotia,

Quebec, Ontario, Alberta, British Columbia, Canada, Maine, Connecticut, Rhode Island, North Carolina, Illinois, New Hampshire, Pennsylvania, Mississippi, Colorado, and Oregon.

Publication status:

Published

File: MC 857-MS5-C - Traffic & Transportation

Title: Traffic & Transportation

Reference code: MC 857-MS5-C

Date: 2002-2004 (date of creation)

Scope and content: This file contains correspondence, reports, and print materials regarding the management of traffic logistics, parking, and transportation. Included is a Letter of Agreement for the use of properties owned by Mr. Bartlett and Mr. Greenlaw for use as public parking on June 26 and 27, 2004, parking passes, site schematics and blueprints for temporary parking, agreements for coach rentals for shuttle services, tow truck services, lighting of parking areas, highway signage, communications, security, and an estimation of tourism traffic.

Publication status:

Published

File: MC 857-MS5-D - Volunteer Organization

Title: Volunteer Organization

Reference code: MC 857-MS5-D

Date: 2004 (date of creation)

Scope and content: This file contains correspondence regarding the recruitment and coordination of volunteers to support the installation and set up of signage, equipment and decoration at festival sites, traffic and parking direction, greeters and guides, assistance with entertainment and hospitality, and other general tasks.

Publication status:

Published

File: MC 857-MS5-E - Events & Schedule

Title: Events & Schedule

Reference code: MC 857-MS5-E

Date: 2003-2004 (date of creation)

Scope and content: This file contains correspondence and draft event schedules for the week of June 25 to July 4, 2004, produced and revised from 2003 to June, 2004. Included alongside the schedule of main events are the ecumenical program and media itineraries.

Publication status:

Published

File: MC 857-MS5-F - Invitations & Guest Books

Title: Invitations & Guest Books

Reference code: MC 857-MS5-F

Date: 2001-2004 (date of creation)

Scope and content: This file contains formal invitations mailed to government representatives of Canada, the United States, and the general public, as well as guest registries from June 2001 to September 2004.

Publication status:

Published

File: MC 857-MS5-G - Official Programmes

Title: Official Programmes

Reference code: MC 857-MS5-G

Date: 2004 (date of creation)

Scope and content: This file contains official event programmes for the week of June 25 to July 4th, including special commemorative prints. Also included is a programme from the tricentenary celebrations of 1904.

Publication status:

Published

File: MC 857-MS5-H - Historical Interpretation

Title: Historical Interpretation

Reference code: MC 857-MS5-H

Date: 2000-2004 (date of creation)

Scope and content: This file contains documents relating to the historical interpretation of the St. Croix Island and events of 1604, including historical research, educational kits for schools, an artists rendition of the 1604 settlement on St. Croix Island, special exhibits and interpretive signage, and

costume design for historical interpreters. Also included are historical documentaries and music including "A Passamaquoddy Indian Story Maliyan Mary Ann;" "Songs of the Drum the Petroglyphs of Maine;" "Songs of the Passamaquoddy."

Publication status:

Published

File: MC 857-MS5-I - Maps

Title: Maps

Reference code: MC 857-MS5-I

Date: 2004 (date of creation)

Scope and content: This file contains a map and directory of the Town of St. Andrews for the year 2004, a map of the St. Croix region indicating the site of the events in the United States and Canada, and a reproduction of the 1604 map of St. Croix Island by Samuel de Champlain.

Publication status:

Published

Series: MC 857-MS6 - Historic Site Legacy Plan

Title: Historic Site Legacy Plan

Reference code: MC 857-MS6

Date: 1995-2004 (date of creation)

Scope and content: Material related to the development of an historic interpretative site at Bayside for St. Croix Island. The different types of material include feasibility studies, proposals, plans, correspondence, and land agreements.

Publication status:

Published

File: MC 857-MS6-A - Legacy Plan & Site Proposals

Title: Legacy Plan & Site Proposals

Reference code: MC 857-MS6-A

Date: 1995-2004 (date of creation)

Scope and content: This file contains feasibility studies and proposals regarding the development of a permanent historical interpretation site at the Bayside site neighboring St. Croix Island in Canada,

including the reconstruction of the 1604 settlement on St. Croix Island at the Bayside site, as well historical interpretation at the Devil's Head site in the United States.

Publication status:

Published

File: MC 857-MS6-B - Land Use Agreements

Title: Land Use Agreements

Reference code: MC 857-MS6-B

Date: 2000-2004 (date of creation)

Scope and content: This file contains correspondence and official agreements between the Committee and Parks Canada for the lease of land at the Bayside site, as well as correspondence with the United States National Parks regarding site conservation.

Publication status:

Published

File: MC 857-MS6-C - Site Development

Title: Site Development

Reference code: MC 857-MS6-C

Date: 2000-2004 (date of creation)

Scope and content: This file contains plans for site development at Bayside including landscaping and interpretive signage.

Publication status:

Published
