AN AMAZING WORLD!

2009 ANNUAL REPORT
Société du parc Jean-Drapeau

Parc Jean-Drapeau

Montréal®
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Parc Jean-Drapeau, an amazing world!

2009 was resplendent in colors with the theme: Parc Jean-Drapeau, an amazing world!

All of the programming and permanent attractions were divided into six major segments, each linked to a colour and an emotion.

Parc Jean-Drapeau is an absolute must for the summer season in Montreal, offering an array of attractions that Montrealers and tourists alike will enjoy! This exceptional site, which dates back to Expo ’67, sparks passion in sports fanatics, wonder in children and their family, excitement in show enthusiasts, curiosity in culture devotees, delight in nature lovers, and pride in the public attending its international events!

The theme, Parc Jean-Drapeau, an amazing world! has been central to all of our corporate communications, media events and promotional documents.

Parc Jean-Drapeau, a unique attraction in Canada… Miles away from daily life, minutes away from downtown Montreal!
Since the 1967 world’s fair, Montreal has continually distinguished itself at both the local and international level. In line with this tradition, the vision plan Imaginer-Réaliser Montréal 2025 invites the Montreal population to look toward the future to build a Montreal that lives up to our dreams, ambitions and potential. In response to this appeal, Société du parc Jean-Drapeau has devised a revalorisation and development concept targeted toward 2017, which will celebrate Expo 67’s 50th anniversary.

Incidentally, 2017 will mark the 375th anniversary of the founding of Montreal along with the 150th anniversary of Canadian confederation, and the City of Montreal is preparing for these great celebrations. Parc Jean-Drapeau’s development project is among the five major priorities that will be put into operation by the City with an eye toward 2017 to provide our metropolis with new permanent recreational-tourist infrastructures accessible year-round.

But what is remarkable about Parc Jean-Drapeau, is that no tourist site in the world can vaunt about having among its permanent facilities, outdoor Olympic pools, a beach, an Olympic basin, an amusement park, a casino, an environment and a historical museum, more than 25 km of bike trails, an officially sanctioned auto-racing circuit, outstanding gardens, a subway station – with everything just five minutes away from downtown.

Parc Jean-Drapeau really is an amazing world, and this is just a start!

Message from Gérald Tremblay

Gérald Tremblay
Mayor of Montreal

2009 has marked a pivotal turnabout for Société du parc Jean-Drapeau, regarding its development project geared toward 2017, the year of Expo 67’s 50th anniversary. Indeed, the Société adopted its first sustainable development policy and innovated by creating Fonds Oxygène, a greenhouse gas emissions compensation fund. The organization structure was also reviewed, and the Public Affairs and Sustainable Development Department was set up.

Moreover, the programming of more than 75 events for the general public, attracted hundreds of thousands of visitors to the islands year-long. Another noteworthy development was the major renovations to upgrade l’Arsenal de l’île Sainte-Hélène buildings in which the Stewart Museum is housed. This renovation project of close to $7 million enhanced this jewel of Montreal’s historical heritage and is in line with our desire to develop this magnificent site which is Parc Jean-Drapeau.

The realization of Parc Jean-Drapeau’s development projects and daily operations are made possible by the tireless support of the City of Montreal, which takes an avid interest in the present and future of the Parc, notably by its commitment to implement our Horizon 2017 development plan. To fulfill our mission, we are also able to rely on an enthusiastic team that adeptly handles the daily challenges posed by maintaining the Parc, organizing the Fête des Neiges, Week-ends du Monde and the Fête des enfants de Montréal, along with the support required by the event promoters. Thank you to one and all for the work you have done in 2009, and thanks for helping to make Parc Jean-Drapeau an amazing world!

Message from Serge Rémillard

Serge Rémillard
Chairman of the Board
Société du parc Jean-Drapeau
Parc Jean-Drapeau

Société du parc Jean-Drapeau is a para-municipal organization incorporated under the charter of the City of Montreal for the purpose of managing Parc Jean-Drapeau, which includes the islands of Sainte-Hélène and Notre-Dame.

Mission

Its main mission is to manage, administrate, operate, develop, maintain and animate Parc Jean-Drapeau, through major recreational-tourist activities. Its many partners and sponsors play a key role in the diversity of the program offered and contribute significantly to the success of the many activities.

Strategic orientations of Parc Jean-Drapeau’s Master Plan

1. Unify the site from identity and spatial standpoints
2. Encourage the use of alternate transportation to the car
3. Preserve and valorize natural heritage
4. Preserve and valorize cultural heritage
5. Promote the appropriation and visitation of the Parc by users
6. Recognize the Parc’s sports heritage and promote the practice of physical and outdoor activities
7. Manage the Parc in compliance with the objectives of the revised Master Plan
Société du parc Jean-Drapeau also includes 90 permanent employees and 350 seasonal employees that, depending on the services, see to making the site safe and accommodating, along with implementing a varied program of activities. Our staff also handles the promotional and communications aspect related to the Parc’s activities, along with overseeing its strategic development and the Société’s financial and administrative management.
Choosing for the future: Our sustainable development policy

In 2009, Société du parc Jean-Drapeau adopted its first sustainable development policy that responds to the desire of the organization to do more and do it better. Under the theme Choosing for the future, Parc Jean-Drapeau’s sustainable development policy includes economic, social, and ecological interests, while addressing the needs of current and future generations so that coherent, efficient and sustainable solutions can be found. In an effort to have the sustainable development guide the strategic development and daily activities, the policy is based on the seven orientations of our Master Plan and also offers six major principles, supported by 28 objectives. In compliance with the Quebec government’s Bill 118 on sustainable development, our policy was also set in consistence with the City of Montreal action plan.

A policy in action

Our sustainable development policy is supported by a plan of action extending to the various segments of our administrative, programming and operating activities. The strategy includes actions that need to be undertaken immediately and actions to initiate over a 36-month span, including some of the most important ones which have indicators that will facilitate follow-up.

Le Fonds Oxygène and offsetting greenhouse gas emissions

One of the priorities of our involvement in matters of sustainable development, addresses the reduction at source of greenhouse gas emissions and offsetting them. Société du parc Jean-Drapeau has innovated by creating a compensation fund, Fonds Oxygène, to improve air quality and build a healthy, sustainable future.

Through the Fonds Oxygène, CO2 emissions generated by daily activities and hosting more than 75 general public events will be offset. In the initial phase, major event promoters contribute at the rate of 3% of the value of their contract, and for every car parked in the Société’s parking spaces a contribution of $1 is expected in addition to the usual parking cost. The initiatives financed by this Fund will ensure a more efficient reduction of CO2 emissions.
Reuse, recycling and donations

More than 200 T-shirts have been reused as rags in our workshops, and 150 used service uniforms were sent to an organization that helps the underprivileged.

The recycling organization La Table pour la collecte hors foyers allocated $81,475 to us, enabling the purchase of 144 new indoor and outdoor recycling islands.

Eco-responsible events

We have collaborated with the Regroupement québécois des femmes en environnement, in implementing a certified standard for eco-responsible events through educational sessions and by publishing a document intended for event promoters.

Algae in our lakes and ponds

Water plants are growing profusely in our lakes and ponds, and they are detrimental to the practice of certain sports. As a preventative measure, we have started analyzing solutions that touch on the reduction of nutrients at the origin of this proliferation. A long-term intervention plan will end in 2010.

Links with the environmental community

Our team has joined the City of Montreal’s mobilization movement and its domino effect plan for sustainable development. We have also become members of the Conseil Régional de l’Environnement de Montréal, with which we met in the spring of 2009. We have also closely collaborated with the Consortium Écho-Logique and Université de Sherbrooke in developing its master program in Environmental Management.
International Events

An amazing world!

On August 29-30, 2009, Circuit Gilles-Villeneuve hosted the NAPA Auto Parts 200, a race in the NASCAR Nationwide series. More than 65,000 spectators turned out at Parc Jean-Drapeau on the Sunday of the race to take in the excitement of the sound of the revving engines in this popular series. This event, it should be noted, is providing significant revenue to Parc Jean-Drapeau throughout the length of the contract. Racing fans can already start thinking about next year because this year’s contract extends to 2011.

NASCAR Nationwide series

Loto-Québec International Fireworks Competition

For the 25th anniversary of the Loto-Québec International Fireworks Competition, staged from June 13 to August 22 at La Ronde, eight countries representing the five continents competed for the Jupiter Trophy awarded to the winner of this major pyromusical competition, which this year was won by the fireworks of the Royal Pyrotechnie company representing Quebec/Canada. The 25th anniversary was an opportunity to pay tribute to the great builders of this event, including the current Executive Director of Parc Jean-Drapeau, Christian Ouellet, who at the time was the Operations Director of La Ronde, which started this international competition 25 years ago.

Masters International Water Polo championship

The first Masters International Water Polo championship was held at the Aquatic Complex, July 3-5, and brought together 250 athletes.

International Dragon Boat Racing Festival

Organized by Montreal’s Chinese community, the International Dragon Boat Racing Festival drew a crowd of 55,000 visitors and more than 5,000 athletes at the Olympic Basin, on July 25-26.

To offset greenhouse gas emissions generated by the staging of a general-public event, the promoters of such events contribute to the Parc Jean-Drapeau Fonds Oxygène at the rate of 3% of the value of their contract.
Piknic Électronik

Electronic music aficionados came out in strong numbers for Piknic Électronik, the weekly gathering from May 17 to October 4 that brought together more than 60,000 enthusiasts for a seventh season. Music fans immersed themselves in a musical diversity from all over the world under the artist Alexander Calder’s huge sculpture titled L’Homme.

Social dancing

Wonderful evenings of outdoor social dancing enlivened Parc Jean-Drapeau from June 17-23. Fans of cha-cha, tango or merengue got together for free dancing, just steps from the Jean-Drapeau subway station.

Gillett Entertainment Group

International artists have been putting on their shows at Parc Jean-Drapeau every year since 1998, with the help of the Gillett Entertainment Group. The 2009 highlights included the Osheaga Festival with the group Coldplay as the headline, on August 1-2, the Dave Matthews Band on July 10, the Vans Warped Tour on July 11, the Rise Against and Rancid concert on July 18 and the Virgin Festival on July 19-20. Close to 40,000 fans came to Parc Jean-Drapeau to attend these shows.
The Fête des Neiges de Montréal and Week-ends d’hiver

Under the theme Head North, the 26th Fête des Neiges de Montréal enjoyed the help of Mother Nature, who made sure there were ideal weather conditions for this great winter celebration! Thousands of visitors were thus able to take part in the activities presented over two weekends. With 23 outdoor activity areas, the event provided people with free entertainment, along with shows presented on the Hydro-Québec stage. Visitors were also able to rent skates, snowshoes or sleds for a small fee.

Well supported by comedian Yan England as the spokesperson, the Fête des Neiges continued with the Week-ends d’hiver which went on for five weekends, with a major new feature Zone S14, the first « Freestyle » snowboarding park in Montréal, and the Cabane à sucre avant tout le monde, at the Hélène de Champlain restaurant. Added to this, a huge heated tent was set up on the site, to make the visitors’ experience as pleasant as possible.

The Fête des Neiges and Week-ends d’hiver were produced by Société du parc Jean-Drapeau, in collaboration with Hydro-Québec and Société de transport de Montréal, the official transporter.
Parc Jean-Drapeau beach
Montrealers can take pride in having a beach as magnificent and accessible as the one at Parc Jean-Drapeau right in their own backyard. The beach welcomed close to 87,000 visitors during its 66 days of operation in 2009. And, because of natural filtration lakes, the Parc Jean-Drapeau beach is able to provide clean water for swimming at all times. Among the activities offered are beach volleyball and the rental of canoes, kayaks, mayaks and pedalos.

Aquatic complex
As popular as ever with its immense heated pools and water games, the Parc Jean-Drapeau Aquatic Complex played host to more than 65,000 swimmers in 2009. Included in this total is a record of close to 11,000 adults and children who enjoyed the free open-house days during the Fête des enfants de Montréal.

Bike trails
and Circuit Gilles-Villeneuve
Parc Jean-Drapeau offers 25 kilometres of bike trails to cycling and in-line roller blading enthusiasts. The Parc is also officially recognized as a registered leg of Route verte and Trans Canada Trail. According to Vélo Québec, more than 200,000 cyclists a year take this cycling link and go by Parc Jean-Drapeau. It is estimated that 500 cyclists per day use the Parc’s trails for their bike commute.
The Fête des enfants de Montréal

Every year, over the course of one weekend, La Fête des enfants de Montréal puts a smile on the faces of thousands of youngsters and their parents. 2009 was no exception, as Parc Jean-Drapeau played host to the 11th Fête des enfants de Montréal, on August 14-16. Under the theme Cap sur les trésors, this family get-together offered more than a hundred activities and a variety of shows. Comedian François-Étienne Paré was the spokesperson for the fifth straight year.

The event was able to rely on a new partnership with UNICEF Canada which was marking the 20th anniversary of the International Children’s Charter of Rights. Because of this association, a major show was staged on Friday night featuring artists connected with the organization. Also, the 2009 program lined up activities over a three-day span.

Along with the Parc Jean-Drapeau festivities, the Botanical Gardens, the Biodôme, the Planetarium, the Insectarium and, for the first time, the Montreal Museum of Fine Arts, joined up with the Fête des enfants. Environment Canada’s Biosphere and Parc Jean-Drapeau’s Aquatic Complex also had free admission to their respective sites.

Société de transport de Montréal, Jean Coutu, the City of Montreal and the Government of Québec were the partners of the 2009 Fête des enfants de Montréal.
The Week-ends du Monde au parc Jean-Drapeau
A passport to discovery...

In 1967, Montreal opened its doors to the entire world for the world’s fair staged on the current site of Parc Jean-Drapeau. This great people-rallying event was the catalyst of the multicultural Montreal we have today. Some 40 years later, Montreal’s cultural richness is inestimable, and the Expo’67 site, through the Week-ends du Monde, continues to play a major role in the spreading of the various cultures that make up Montreal. See, hear, feel, taste, dance and converse in a warm, upbeat ambience – there you have the get-together to which the Week-ends du Monde invited us, from July 17-26.

In 2009, the Week-ends du Monde celebrated its 5th anniversary by welcoming more than a dozen cultural communities that shared the various sites set up for the occasion. A new feature this year was the three outdoor stages that enabled three communities at a time to celebrate their culture. Among the highlights of this annual get-together were the Tournée Belle et Bum show hosted by comedian Normand Brathwaite and the evening of classical music featuring the Montreal Chamber Orchestra accompanied by Quebec soprano Marie-Josée Lord.

The Week-ends du Monde in a nutshell:
- More than a dozen participating cultural communities
- Three main areas of attraction every day
- Five peripheral sites for the presentation of shows
- Groups or artists from outside the Quebec region
- Collaboration of the Société du Patrimoine d’Expression du Québec
- Loto-Québec, the main event partner

Prior to the Week-ends du Monde, the various food suppliers from the participating communities were made aware of Parc Jean-Drapeau’s eco-responsibility policy, particularly in regard to the recycling of cartons and the recuperation of used cooking oils.
L’Arc, a work erected in memory of Salvador Allende

Adding to Parc Jean-Drapeau’s collection of 14 works of art, a new sculpture devoted to the memory of former Chilean president Salvador Allende was inaugurated on September 11 in the heart of the Floralies gardens by Montreal mayor Gérald Tremblay. More than a tribute to the individual, l’Arc is also a testament to the Chilean community’s roots in Quebec.

Festivals

In addition to the Week-ends du Monde, Parc Jean-Drapeau played host to many festivals highlighting various communities whose cultural richness is an asset for the City of Montréal. The Festival Merengue et de la musique latine on July 4-5, the Festival de la musique haïtienne on July 11-12, the Reggae Festival on July 26-28, and the Festival de la Flamme Hellénique, on August 21-23, allowed visitors to pulsate to the sounds of the rhythmical tunes in a festive and colourful setting.

Lévis Tower Sundays

Every Sunday, from June 28 to August 16, Stewart Museum guides-interpreters, in period costume, provided four tours of the Lévis Tower.
Floralies gardens
The Floralies gardens are the legacy of the *Floralies internationales de Montréal* held in 1980. The Parc Jean-Drapeau team administers tender loving care to more than 15,000 annuals and many varieties of perennials, including rare species that rise majestically over the Parc with the height of their 29 years. In 2009, a disease ravaged a number of Lombardi poplars, but the *Casino de Montréal* provided the park with 33 mature trees. And, our specialists have refurbished the Canada garden.

Festival plein air de Montréal
For a fourth year, the Festival plein air de Montréal was held at Parc Jean-Drapeau, on May 22-24. More than a hundred exhibitors were on site to provide information to some 40,000 visitors on a range of outdoor equipment, along with offering testings and free practical workshops.

Live Green at the Biosphere
To impart more information about rainwater recovery, green roofs, composting and setting up an organic garden, the *Biosphere* invited the public, free of charge, to its Environment Museum, on June 6-7. Eco-urban workshops were also held for the people that went to the Museum on this weekend.

Hiking / Climbing / Biking and in-line skating
Parc Jean-Drapeau is known for the beauty of its green spaces, and there have been plenty of visitors who have enjoyed them. Along with its dozens of kilometres of trails, its wildlife and flora, the park offers hiking enthusiasts an impregnable view of Montreal.

Located on île Sainte-Hélène, the climbing wall provides a stiff challenge to practitioners of this sport, who can also hone their skills with the pros at the *Centre d’escalade Horizon Roc*.

Besides Circuit Gilles-Villeneuve, the park boasts 25 kilometres of bike trails, ideal for cycling or in-line skating, every day of the nice-weather season. A new feature in 2009 was the rental of the Segway. A two-wheel, electric mode of transportation that provides visitors with an interesting alternative.
Sports

Olympic Basin

After rebuilding its banks in 2008 and renovating the Athletes’ Village, the Olympic Basin welcomed close to 1,000 athletes for training purposes. Meanwhile, 7,000 people used the weight room and rowing tank in the Athletes’ Village.

Moreover, there were a number of events on the Olympic Basin schedule, including:

- Grand Chemin – Dragon-boat races, June 12
- Summer Splash – Dragon-boat races, July 27
- Canadian dragon-boat championship August 21-23
- Dragon-boat Coupe du Québec September 19-20
- Canadian rowing championship September 24-27

Regional schools cross-country racing championship

Parc Jean-Drapeau encourages the practice of outdoor physical activities, especially among young people. Thus, the Parc is proud to have played host to the regional schools cross-country racing championship since 1984. This event, which this year took place on October 14-15, brought together more than 16,000 elementary and high school students who excelled on the entire length of the course set up on Île Sainte-Hélène.

Aquatic Complex

With its international calibre pools, Parc Jean-Drapeau’s Aquatic Complex is a site that is much appreciated by the elite athletes who train there during the summer, and by the many sports federations seeking to hold a competition at the facility. Some of the events staged at the Aquatic Complex over the summer season were:

- Canadian Pool Lifesaving Championships May 30-31
- International XTRASLUSH, June 12-14
- Coupe Espoir final, June 20-21
- World Masters Water Polo Championship July 3-5
- World swimming trials July 8-11
- Canadian championships – swimming age groups, July 15-19
- Canadian Military Lifesaving Championship August 8-9
- Canadian Forces world championship August 12-14

The Société du parc Jean-Drapeau uses post-consumer recycled paper in its photocopiers and printers, and encourages printing on both sides of the paper to save on paper consumption. Also, every work station has a recycling bin and compostable matter is collected in the Canada pavilion cafeteria.
Sports for a good cause

Parc Jean-Drapeau was the host of three sports events aimed at supporting a humanitarian cause. The 24h Roller Montréal, held on June 6-7, attracted some 1,000 in-line roller-blading buffs for the team relay race on Circuit Gilles-Villeneuve. The purpose of the event was to raise funds for the Canadian Multiple Sclerosis Society.

On June 13-14, the Défi 24h cycliste de Montréal and the Grand Défi Pierre Lavoie invited amateur and professional cyclists to come out and pedal for 24 hours on Circuit Gilles-Villeneuve to promote a healthy lifestyle among youngsters aged 6-12.

Finally, from September 18 to 20, the 48h Vélo Fais-Un-Vœu Québec (Quebec Make-a-Wish) allowed close to 250 participants to pedal on behalf of children stricken by a life-threatening illness, helping their wish come true through the efforts of the Quebec Make-A-Wish organization.

Other sporting events in 2009:

- The Coors Light Volleyball Challenge staged at the Parc Jean-Drapeau beach, June 27-28
- The MAA Corporate Triathlon at the Olympic Basin and on Circuit Gilles-Villeneuve, September 4
- The Montreal Triathlon Festival at the Olympic Basin and on Circuit Gilles-Villeneuve, September 12
- The Montreal Oasis Marathon, which saw 15,000 runners out on the course that included Parc Jean-Drapeau
Société du parc Jean-Drapeau manages a major park property, as well as sports and cultural infrastructures. Through its three-year capital works program, the Société allocated just over $3 million for the purchase of equipment and for construction and maintenance of the buildings.

Construction of a service building at the Aquatic Complex

The construction of a service building, at a cost of $350,000, brought the total capacity of swimmers the Aquatic Complex can accommodate to 2,500. The new building will also facilitate the receiving and handling of pool-maintenance products.

Biosphere renovations

Over the years, the Île Sainte-Hélène Biosphere has become the emblem of Parc Jean-Drapeau. The former United States Pavilion during Expo’67 will benefit from a three-year facelift that includes the repairing of its geodesic dome and the application of an anti-corrosion coating. The work, which will be done in four stages, has an overall cost of $901,600, including the $310,000 invested in 2009.

Parterre Sainte-Hélène

Société du parc Jean-Drapeau conducted the second phase of refurbishments to the parterre Sainte-Hélène at a cost of $550,000; the work consisted of installing a drainage system, thereby providing a quality site for the visitors that come to our events.

Other work done as part of the 2009 three-year plan

Société du parc Jean-Drapeau is collaborating with the City of Montreal in the projects listed below:

- Bringing the Circuit Gilles-Villeneuve garages up to standard: $156,000
- Roof covering of the Grande poudrière (gunpowder storage facility): $60,000
- Purchase of fixtures and fittings: $100,000
- Wall for the Plaine des jeux: $36,000
- Fencing for the Plaine des jeux: $82,000
- Electrical service outlets on the parterre Sainte-Hélène: $200,000
- Energy analysis of 11 buildings: $92,000

Société du parc Jean-Drapeau also benefited from City of Montreal funding in various projects:

- Restoration of the Stewart Museum Arsenal: total cost of $4.5 million, including $1.480 million in 2009
- Grandstands at the Aquatic Complex: $500,000
- Equipment required for staging the Canadian F1 Grand Prix: $1,100,000

Restoration of the Jamaican Pavilion

In 2009, Phase 2 of the restoration of the Jamaican Pavilion, at a cost of $660,000, saw the completion of work inside the building, which is a legacy of Expo’67. Landscaping improvements, at a cost of $150,000, completed the restoration work, and the pavilion is now able to host various events.
The Public Affairs and Sustainable Development department was established in December 2008. It has three mandates and they include managing event and corporate public relations matters, developing and implementing the sustainable development strategy, and participating in the various strategic development projects of the Société, in collaboration with the executive director.

Major achievements in this first year:

- Four news conferences highlighting the main activities of Société du parc Jean-Drapeau
- Media relations on a daily basis and for all of the events organized by Parc Jean-Drapeau
- Issues management related to the Parc’s activities
- Reconstruction of the website, which recorded 219,223 visits, an increase of 51,082 over 2008
- Adoption of a sustainable development policy and creation of a greenhouse gas emission compensation fund
- Follow-up of the Horizon 2017 strategic development project
- Response to 600 questions and comments addressed to the Parc by the general public
- Writing of a weekly newsletter Au parc Jean-Drapeau, cette semaine (This week at Parc Jean-Drapeau) … intended for the media. The newsletter was a summary of activities being held at the Parc
- Writing of PJD Mag, the monthly information newsletter intended for staff
- Coordination of some 40 film-shoot requests by the media
- Ensuring, along with all this, the linguistic quality, in French and English, of more than 600 documents
Finances
The Administration Department ensures the compliance of standards and policies in financial management matters pertaining to current activities and investment projects. Moreover, the accountability is done through an audit committee. The financial segment is detailed in the budget report. Also noteworthy is the participation of the department in developing the Horizon 2017 investment plan.

Human Resources
At the end of 2008, the Société renewed three collective agreements with its employees: these are the contracts for the blue and white collar workers affiliated with the Canadian Union of Public Employees and stage technicians belonging to the International Alliance of Theatrical Stage Employees. Other matters handled by the human resources service include:

- The gradual implementation of a new organizational structure
- The hiring of 173 people during the winter period and 268 people for the summer season, assigned to various duties
- Staff customer service training
- The development of health and work safety initiatives

Information technologies
- Setting up of the Intranet
- Implementation of a master plan of informational resources to ensure the overall management of computer technologies comprising 5 servers and 98 work stations spread out over seven buildings
- Handing over of obsolete computer equipment to a company that ensures their complete and ecological recuperation
- Reviewed standards and procedures of telephone system and related equipment
- Development of sports grid management software
- Increase of the Internet network bandwidth to provide better service to all areas of the Parc

Purchasing
The Société’s purchasing policy is in the process of being reviewed, mainly so that the principles of sustainable development can be included in it. The purchasing practices had already been adapted to better address current concerns, including:

- Grouping purchases together to avoid frequent trips by suppliers
- Calling on regional suppliers
- Being mindful of and encouraging responsible purchasing

Also, since the Société is subject to the stipulations of the Loi sur les cités et villes (Cities and Towns Act), it encourages processes aimed at maintaining fairness and transparency in the awarding of contracts.

Archives
The Société’s records retention schedule was subject to the approval of the Bibliothèque et Archives nationales du Québec in early 2009. One of the main parameters is the proper preservation of the archives of the Société. It strives to identify and preserve all of the significant documents, in all formats. Note that the Société is subject to the Loi sur l’accès aux documents des organismes publics du Québec. This year’s achievements include:

- The reorganizing of the archival facilities to ensure more security
- Classifying the Société’s significant plans and images.
The Marketing and Programming Department promotes the many services and facilities offered by Parc Jean-Drapeau, along with events put on by the Société, such as the Fête des Neiges, Week-ends du Monde and the Fête des enfants de Montréal.

This year, the summer season program was publicized by means of a colourful 24-page brochure. The 450,000 copies were distributed to various service outlets on the Parc’s site, and also via the Accès Montréal offices and the Société des Attractions Touristiques du Québec display stands. The brochure was also inserted in the daily newspapers, La Presse and The Gazette.

Over the course of the 2009 season, the Société du parc Jean-Drapeau and its three main events benefited from an advertising and promotional effort, primarily through contractual agreements with:

- Radio stations for the broadcasting of ad spots, but also for implementing promotions, interviews, reports and live broadcasts on site. The Parc also enjoyed a visibility on the websites of these stations and in the information letters sent to their members
- A television station for a publicity appearance on the Salut Bonjour program to promote Week-ends du Monde and the Fête des enfants de Montréal
- Major daily newspapers for the buying of ad space, but also for the distribution of 370,000 copies of Week-ends du Monde and the Fête des enfants de Montréal inserts
- Select magazines targeting families, regarding the purchasing of ad space
- La Société de transport de Montréal regarding 500 posters in the subway and buses

Rentals / film shoots / Corporate events

During the 2009 season, Parc Jean-Drapeau was the site of close to 300 events, including 75 major public events, added to which were 28 film shoots.

The facilities that were most sought after for private and corporate events were the Toundra, Lévis Tower, the beach chalet and the beach.
Le Casino
Based at Parc Jean-Drapeau since 1993, the Casino de Montréal annually attracts 5 million visitors who come for entertainment or to attend shows. This fall, the Casino began major renovation work of more than $300 million.

Environnement Canada’s Biosphere
Since 1995, Environnement Canada’s Biosphere has been devoting itself to environmental education through its programs and dynamic expositions. It is an ideal place to go to get a better understanding of major issues related to air, water, climate change and responsible consumption.

La Ronde
Quebec’s amusement park by excellence, La Ronde has, every year since its inception in 1967, attracted a family clientele and throngs of thrill-seekers. Its rides, combined with a diversified attraction offering, including the Loto-Québec International Fireworks Competition, make it one the top parks of its kind in Canada. More than a million visitors came to La Ronde during its 43rd season.

Stewart Museum
Despite being closed for extensive renovations during the 2009 season, the Stewart Museum was still able to organize various activities, notably in conjunction with the Fête des Neiges, the Fête des enfants and Week-ends du Monde, and hosted the Tour De Lévis guided tours throughout the summer. The Museum will reopen to the public in September 2010.

Hélène de Champlain Restaurant
Operated by Pierre Marcotte since 1983, the Hélène de Champlain restaurant has brought considerable joy to lovers of fine-food over the years. Since it will be putting an end to its activities in January 2010, Société du parc Jean-Drapeau will be taking the necessary measures to find a new operator for this heritage building.
Sports Federations
Several rowing sports federations are based at the Olympic Basin. In 2009, Société du parc Jean-Drapeau and each of these federations signed a contract for the use of the Parc’s equipment.

These partners are:
- Le Comité Organisateur des Régates d’aviron du Québec
- Montreal Rowing Club
- McGill University Rowing Club
- L’Association Québécoise d’Aviron
- Montreal International Dragon Boat Festival
- H2O Playground
- Canoë-Kayak Canada
- L’Association Québécoise de Canoë-Kayak de vitesse

Aérodium
As of August 2009, Parc Jean-Drapeau has an outdoor free-fall simulator called l’Espace Aérodium. This new attraction is an initiative of well-known comedian Guillaume Lemay-Thivierge. Located on Île Notre-Dame, this «flying machine» provides a unique and completely safe free-fall experience.
Moreover, the Société will see to finding a new operator for the Hélène de Champlain building, along with achieving its action plan for sustainable development. In the fall of 2010, the Stewart Museum will reopen after undergoing major restoration work.

The coming years, including 2010, will derive inspiration from 2017, as Parc Jean-Drapeau’s development project will gradually materialize. The objective is to showcase one of Montreal’s identifying heritage jewels by developing new permanent attractions, along with ensuring a program spread out over four seasons, which is aimed at both the Montreal population and all visitors to the Parc. Horizon 2017 is intended as a diversified, imaginative and sustainable concept marked by a wish to endow Montreal with recreational-tourist infrastructures of international calibre.

In 2010, Société du parc Jean-Drapeau plans to advance the first phase of its information technologies master plan in an effort to improve its technological infrastructures and processes by means of new software tools. One of next year’s priorities is aimed at implementing new signage that will cover the two islands in an effort to improve the flow of getting to and from and finding the activity sites.

Jean Drapeau (1916 - 1999)

Wednesday, August 12, 2009 marked the 10th anniversary of the passing of Jean Drapeau, the former mayor of Montreal (1954 - 1957 and 1960 - 1986). This great Montrealer was the impetus behind many unique achievements that shaped the city that Montreal is today. The 1967 world’s fair undeniably remains Jean Drapeau’s defining project of his mayoralty. The Expo’ 67 site, renamed Parc Jean-Drapeau in his honour, is currently one of Montreal’s main areas of attraction. Société du parc Jean-Drapeau and the City of Montreal paid tribute to him last August 12.

Looking ahead