AN AMAZING WORLD!
An amazing world!
Mission and strategic orientations
Gérald Tremblay’s message
Normand Legault’s message
Board of directors and managerial team
New in 2010
Events produced by the Société du parc Jean-Drapeau
La fête des Neiges de Montréal
Les Week-ends du Monde
La Fête des enfants de Montréal
Areas of attraction
Events produced by private promoters
International events
Major national and regional events
Société partners
Administration Department
Communications, Strategic and Sustainable Development Department
Operations Department
Partnerships and Programming Department
On the way to 2017

Table of contents
An amazing world!

Parc Jean-Drapeau is definitely an amazing world. Its many areas of attraction and heritage buildings make it a must-see place for Montrealers and visitors alike. Its top-notch sports and recreation facilities attract millions of people every year, along with the thousands of high-level athletes who train there and compete in major sporting competitions. Its infrastructures are winning over more and more promoters for the staging of major events.

The 2010 report reflects this extraordinary setting. Our theme, An amazing world! is expressed throughout this document and in all of our communication activities. The assorted colourful summaries and collages that highlight this document present some amazing facts about the management and operations of the Parc and attest to the magnitude and diversity of this site, which is unique in Canada. The detailed financial information of this document is found in the Budgetary Report.

2010 was filled with new features and achievements, notably the return of the Grand Prix of Canada, the new facilities and some major work on some of Parc Jean-Drapeau’s infrastructures. Meanwhile, the major events produced by the Société – Fête des Neiges de Montréal, Week-ends du Monde and Fête des enfants de Montréal – are all enjoying growing success because of the outstanding contribution by hundreds of employees that make Parc Jean-Drapeau the amazing destination that it is. The Société du parc Jean-Drapeau gained particular distinction in the area of sustainable development with close to 200 tangible actions in this regard.

Year after year, the Société takes great care in providing its millions of visitors with a hospitable site and a diversity of quality services and activities while continuing to foster a safe, healthy environment.
The Société du parc Jean-Drapeau is a paramunicipal organization established by the Charte de la Ville de Montréal to oversee the management of Parc Jean-Drapeau, which comprises Sainte-Hélène and Notre-Dame islands. The Société is charged with generating and growing its revenue for the purpose of maintaining and developing its site.

Mission

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

Strategic orientations of the Société's guiding plan

• Unify the site, from both an identity and spatial standpoint
• Encourage the use of modes of transportation other than car travel
• Preserve and publicize the natural heritage
• Preserve and publicize the cultural heritage
• Encourage users to take advantage of and visit the Parc
• Highlight the Parc’s sporting heritage and encourage the practice of physical and outdoor activities
• Manage the Parc in compliance with the objectives set down in the revised Société’s Guiding Plan, from a sustainable development standpoint
A unique heritage spot devoted to recreation, nature and sporting activities, Parc Jean-Drapeau occupies a special place, not only in our city’s touristic landscape but in the heart of each and every Montrealer.

Montréal has enjoyed an outstanding year from a recreation-tourist standpoint and the Parc has contributed to this development, notably with the much anticipated return of the Grand Prix of Canada. The table has thus been set as we look toward the celebrations in 2017 for Montréal’s 375th anniversary and the 50th anniversary of Expo 67.

The Société du parc Jean-Drapeau has been working for the past two years on developing the Horizon 2017 project to provide the Parc with new areas of attraction, while at the same time reinforcing the preservation and promotion of its, historical, sporting and natural heritage.

The realization of this major project will be overseen by Mr. Normand Legault, the new board chairman of the Société du parc Jean-Drapeau. In this capacity he will be consolidating the developmental work that his predecessor, Mr. Serge Rémillard, conducted with diligence and enthusiasm over the last three years. I would like to acknowledge his efforts in this regard.

In 1967, the Parc Jean-Drapeau site brought Montréal worldwide recognition; in 2017, it will be a testament to the city’s modernity and creativity, and it will become one of the spearheads of the tourist industry while maintaining its vocation as a major urban park.

Parc Jean-Drapeau continues to amaze and charm Montrealers!

Gérald Tremblay’s message

It is with considerable pleasure and enthusiasm that I hail the dynamic spirit which infuses the Société du parc Jean-Drapeau, whose 2010 annual report eloquently attests to this fact. Parc Jean-Drapeau’s exceptional site played host to nearly 75 general public events, including the 31st Grand Prix du Canada in Montréal, the major shows produced by evenko, and the Week-ends du Monde, whose attendance doubled, to hit the 90,000-visitors mark this year. It is a top-notch program, whose yearly economic benefits are estimated to be more than 100 million dollars. Moreover, the agreement we recently signed with the new operators of the Hélène-de-Champlain restaurant will inject new life into this heritage building and will make it one of the most popular fine cuisine restaurants in the country.

Parc Jean-Drapeau has always been especially significant for me, and I hope to contribute to the realization of Horizon 2017, a development project of enormous potential and excitement for the city and Parc Jean-Drapeau, which will be marking the 50th anniversary of Expo 67 in grand style. With the support that Mayor Tremblay’s administration is lending to the Parc’s development in conjunction with Montréal’s 375th anniversary celebrations, everything is in place for our city to again leave an imprint on the history of Canada in 2017.

In closing, I would like to underscore the outstanding work of my predecessor, Mr. Serge Rémillard, who leaves me with a strong, healthy organization and a most stimulating development project. I would also like to thank the members of the board, the management team and the entire Parc Jean-Drapeau staff who, on a daily basis, contribute to the evolution of this amazing world that we are collectively transforming into a first-class recreation-tourist destination.

Normand Legault’s message

Gérald Tremblay
Mayor of Montréal

Normand Legault
Board Chairman
Société du parc Jean-Drapeau
Board of Directors

Normand Legault
Board Chairman
Company administrator

Paul Jutras
Vice-president
and secretary
Chartered accountant
and company administrator

Nathalie Benoit
Administrator
Institutional Promotion
Director
Université du Québec
à Montréal

Louise Champoux-Paillé
Administrator
MBA and Administrator
of Chartered Companies
(ASC)

Marie-Dominique Michaud
Administrator
Content Producer
Lusio Films inc.

André Poulin
Administrator
General Manager
Destination centre-ville

Société du parc Jean-Drapeau
Management Team

Christian Ouellet
Executive Director

Gilles Ballard
Senior Director
Operations

Kevin Donnelly
Senior Director
Partnerships and
Programming

Nathalie Lessard
Senior Director
Communications,
Strategic and Sustainable
Development

Louise Paré
Senior Director
Administration

Amazing fact!
The Société has
94 permanent
and 386 seasonal
employees
for a total of 480.
New in 2010

Grand Prix du Canada  After a one-year absence, the Grand Prix du Canada made a remarkable and much anticipated return to Parc Jean-Drapeau’s Circuit Gilles-Villeneuve, thereby playing host to the biggest recreation-tourist event in Canada. From June 11 to 13, more than 300,000 spectators cheered on the Formula One drivers. As the representative of the City of Montréal, the Société played an instrumental role in negotiating the contract with the promoter and in the realization of the event.

Discovery Day on your Bike  On June 19, Parc Jean-Drapeau invited the public to its first-ever Discovery Day on your Bike! Visitors were able to discover 10 of the Parc’s areas of attraction, on a specially set-up route of about 10 kms. The day was highlighted by the participation of most of the Parc’s insular partners, who were delighted to showcase their facilities. The organizers were also able to count on comedian Yan England as the event’s spokesperson.

Trekfit training circuit  Parc Jean-Drapeau now has a five-station outdoor training circuit comprised of 17 equipment modules. A genuine outdoor physical training centre!

BIXI  In May, BIXI set up five self-service bike stations at Parc Jean-Drapeau. The bikes are now available for rental from May to September at the following stations:

- the river-shuttle dock;
- Jean-Drapeau subway station;
- Olympic Basin;
- the Floralies road, under the pont de la Concorde;
- Beach.

Hélène-de-Champlain Restaurant  In 2011, the Hélène-de-Champlain will be getting a new life after major work to bring the building up to standard and the signing of a 35-year agreement with a new operator, a group of three partners who are well known in international gastronomy endeavours. The Hélène-de-Champlain restaurant will thus become an establishment of fine-cuisine, comprising among other features a reception hall, unique wine cellar, rental rooms and a terrace-bistro.

Velucia  Parc visitors are now able to rent a three-wheeler sports bike to travel around the network of bike paths.

Work on the Plaine des jeux  The Société has proceeded with Phase 1 of the renovation and bringing-up-to-standard of the Plaine des Jeux on Île Sainte-Hélène.
River shuttle  The Société took charge of managing the river shuttle, a unique, fast and efficient service that has been provided since 1992. There are departures every 60 minutes from the Jacques-Cartier Pier in Montréal’s Old Port, to the Parc Jean-Drapeau landing dock, and to Longueuil. You can even bring your bike on the shuttle! From May to August inclusively, 81,726 people used the shuttle, a 28% increase over 2009. Of this total, 16,646 people bought their ticket for the shuttle at the Parc.

Pavillon de la Jamaïque  Major renovation work on the Pavillon de la Jamaïque, a legacy of Expo 67, and landscaping improvements to the grounds have been completed. The Pavillon has been available for rental for various functions since early summer.

Aquatic Complex  The Société had a service building erected to increase the Complex’s reception capacity and also added permanent grandstands, comprising 704 seats, close to the competition pool.

Slow-down devices  To ensure the safety of all users, the Société installed three slow-down devices (chicanes and speed bumps) at strategic intersections on Circuit Gilles-Villeneuve. This change led to a more-than-50% reduction in serious accidents involving cyclists that required transportation to the hospital by an ambulance.

Signage program  Phases 1 and 2 of the signage program was conducted on all of the Parc’s territory. The work included signage denoting parking areas, a traffic plan and signage identifying buildings, infrastructures, event places and sites.

Amazing fact!  More than 300,000 people attended the Grand Prix du Canada, while the Heavy MTL and Osheaga festivals drew some 100,000 music fans.
La fête des Neiges de Montréal...

Much more than snow!

Under the evocative theme, More than just snow! the 27th fête des Neiges de Montréal, the free major get-together for Montreal families designed to get the population playing outdoors, was held over three consecutive weekends, from January 23 to February 7, 2010. The 22 areas of activity, combined with the nice weather, prompted some 80,000 visitors to come out and enjoy some winter fun. For the second straight year, event organizers were able to count on comedian Yan England as the spokesperson for this popular event. And the help of 382 volunteers contributed immensely to its success.

Along with the regular program, many other attractions were added in 2010. Among these was the Superglisse, which had two extreme sliding runs added to the 12 beginner and intermediate lanes of the popular tube slides. Also, near the Jean-Drapeau subway station, visitors were able to discover Carnival Alley and participate in the many games. Kids and adults of all ages also had the opportunity to rent skates, snowshoes and sleds and warm themselves up in heated shelters.

La fête des Neiges de Montréal 2010 was produced by the Société du parc Jean-Drapeau, in collaboration with the Québec government, la Société de transport de Montréal, La Presse and Astral Media.

Amazing fact!
To ensure there was enough snow to hold La fête des Neiges de Montréal 2010 activities, the Société installed three snowguns that made 9000 m³ of snow on the event site.
To celebrate Montréal’s multicultural richness, on the weekends of July 10-11 and 17-18, the Société du parc Jean-Drapeau presented Week-ends du Monde, a free event that allowed the public to take a trip around the world in a two-weekend span by discovering the cultures and traditions of many of the city’s cultural communities through music, dance and traditional cuisine. The 2010 event brought together more than 30 cultural communities, 11 more than the 2009 edition.

Under the theme, The rhythm of my culture!, Week-ends du Monde 2010 welcomed on a daily basis an array of artists who shared three major stages and five auxiliary stages set up around the site. The program was enhanced by the presentation of the Carnaval d’été brésilien, the 1st Festival Viva Mexico de Montréal and the African festival La Nuit des pêcheurs. Meanwhile, Les rythmes folkloriques staged various shows featuring traditional dancing and music. Week-ends du Monde plays a key role in integrating cultural and artistic groups for the Montreal communities.

Produced by the Société du parc Jean-Drapeau, Week-ends du Monde 2010 is presented by Loto-Québec, in collaboration with the City of Montréal, Labatt, and la Caravane glacée.
La Fête des enfants de Montréal...
Come and have fun!

Families were invited to the 12th Fête des enfants de Montréal on August 13-15 to take part in a free event that featured a hundred activities, including shows, workshops and games. Under the vibrant theme, Come and have fun! this huge annual get-together attracted more than 200,000 visitors to Parc Jean-Drapeau.

The Scène 360°, synthetic rink, array of colourful parades, Québec Games Caravan, zip line, foam sword fights and the workshop for the painting of 300 cardboard houses were all added to such traditional activities as the inflatable structures, make-up workshops, acrobatic trampolines and the rock climbing sessions. Meanwhile, on Friday, day camps in the Montreal area were also invited to join in the festivities.

In tandem with the festivities held at the Parc, the Botanical Garden, the Planétarium, McCord Museum, le Musée du Château Ramezay and the Montréal Museum of Fine Arts teamed up with the Fête des enfants. The Biosphère, environment museum and the Parc’s Aquatic Complex also opened their doors, with free admission, to the public. A special mention goes out to the Société de transport de Montréal, which provided families with free transportation on the Saturday and Sunday of the event. Also noteworthy is the contribution of 387 volunteers at the Fête des enfants event.

The City of Montréal, la Société de transport de Montréal, the Ministry of Tourism, la Commission scolaire de Montréal, Folklore Canada International and la Fondation Lucie et André Chagnon were the Société du Parc Jean-Drapeau’s main partners for the 2010 edition.

Amazing fact!
More than 1.6 metric tons of paper and cardboard was reduced at source for the Fête des enfants de Montréal 2010. Also, the 2,370 reusable aluminium flasks handed out replaced the 11,280 plastic bottles distributed in 2009.
Areas of attraction

Circuit Gilles-Villeneuve and bike trails The Parc has 25 kms of bike trails; included in this is a cycling portion of Circuit Gilles-Villeneuve and the link to the South Shore. Every day between April 15 and October 31, they receive thousands of biking, in-line skating, walking and jogging enthusiasts. More than 200,000 cyclists per year use the Parc’s bike trails, and some 500 cyclists per day take these trails to get to work. The Parc is officially recognized as a sector of the route Verte and the TransCanada Trail.

Beach A veritable oasis right in the heart of the Parc, just a few minutes from the downtown core, the Beach is an extremely popular place because of the water it sources from its naturally filtered lakes. Visitors can play beach volleyball here or rent a boat (canoe, kayak, mayak or pedal boats). This year, the Beach welcomed 83,637 visitors during its 65 days of operation.

Aquatic Complex One of the finest outdoor pool complexes in Canada, the Aquatic Complex is a drawing card with its three 26°C temperature-controlled pools and the many national and international calibre competitions that it hosts. This year, 59,074 swimmers enjoyed the refreshing waters of the facility, while 87 sports clubs came here to train. A service building and permanent grandstands were built near the competition pool.

Olympic Basin The Olympic Basin plays host to many national and international calibre sports events in which rowing, canoe-kayaking and dragon-boating, swimming and triathletes compete. In 2010, the Olympic Basin welcomed close to 700 athletes for training purposes. Meanwhile, seven sports federations use the Basin’s facilities.

Floralies Gardens and Parc Jean-Drapeau’s green spaces In 2010, the garden’s caretakers planted some 10,000 annual flowers spread out into 83 flower-beds, created 170 potted plants and conducted regular maintenance of thousands of trees, shrubs and perennials.

Public art Parc Jean-Drapeau houses 14 works of art, some of which are a legacy of Expo 67, easily visible whether you are on foot or riding your bike in the park. One of the works, the reproduction of an authentic Moai head, was loaned to the Pointe-à-Callière Montréal Archaeology and History Museum as part of its temporary Easter Island: An Epic Voyage exhibit.

Hélène-de-Champlain Restaurant Closed since January 2010, the Hélène-de-Champlain restaurant has undergone extensive renovations and work to bring it up to standard. The Société recently signed a contract with a new operator for this heritage building.
Parc Jean-Drapeau is a recreation-tourist site that ranks among the largest in Canada. Its attractions, permanent high-end installations, officially sanctioned motor-racing circuit, vast open spaces and magnificent gardens, make it the venue of choice for many promoters. It’s no surprise that more than 300 events are staged there every year!

**International events**

**Grand Prix of Canada** The Grand Prix of Canada is among the most illustrious international events in the country. On the weekend of June 11-13, 2010, more than 300,000 spectators attended the event, which was returning after a one-year absence; the event was organized by Octane Management Inc., one of Parc Jean-Drapeau’s insular partners.

**L’International des Feux Loto-Québec** Produced by La Ronde, which is owned by the Six Flags company, L’International des Feux Loto-Québec ran from June 12 to August 14 and brought together eight countries from Europe, Asia and North America in a fireworks competition for the Jupiter Trophy. This year, it was the pyromusical show by Canada that took the honours. Among the eight shows, a fireworks display in honour of singer Céline Dion was held on July 10.

**International XTRASLUSH 2010** The annual international XTRASLUSH competition, organized by the SAMAK swim club, was held at Parc Jean-Drapeau Aquatic Complex in June. The event saw 750 athletes and 5,000 visitors gather at the Complex during the competition.

**Osheaga** Presented by evenko on July 31 and August 1, the Osheaga Festival drew a record crowd of close to 54,000 fans this year, with much of this attendance occurring at the Arcade Fire concert.

**Heavy MTL** The leading North American destination for heavy metal music, Parc Jean-Drapeau played host to the Heavy MTL festival, organized by our partner evenko; the event, on July 24-25, featured 34 music groups that shook the stage and enthralled more than 41,000 spectators.

**Masters International Water Polo Festival** This festival was held at the Parc Jean-Drapeau Aquatic Centre from July 2-4 and saw some 75 athletes competing in front of a hundred visitors.

**International Dragon-Boat Festival** The International Dragon-Boat Festival took place from July 23-25; it was organized by Montréal’s Chinese community, attracting a crowd of 5,000 people and bringing together 4,000 athletes at the Olympic Basin.

**Napa Auto Parts 200 presented by Dodge** August 28-29, Circuit Gilles-Villeneuve was the site of the Napa Auto Parts 200 Presented by Dodge, a NASCAR Nationwide series race. Produced by Octane Management Inc., the event attracted 65,000 fans on race day, and they were able to witness a thrilling race and admire the prowess of the three Quebec drivers, including Jacques Villeneuve, who finished third.
Major national and international events

Sports and charity events
Scotia Bank Montréal 21 km
Défi sportif
Marathon Roller de Montréal
Roulons à la mémoire des cyclistes disparus
Défi Ruban en Route
ERA high-school rowing championship
Canadian Pool Life Saving Championship
Série Natation PLUS
Arthritis Society walk to fight arthritis
Fund-raiser for the Le Grand Chemin foundation
The PROCURE Walk of Courage
Canadian Crohn’s and Colitis Foundation Heel’s-i’Wheels-a’Thon
24h Roller Montréal
Québec Make-a-Wish 48h Ride for Wishes
Light the Night Walk
Summer Splash
Swimming – provincial age group championships
Esprit de Montréal Swimming Triathlon
Regional high-school cross-country championship

Sports competitions
National 1 trials – Canoe-kayak
Dragon-boats Challenge
H2O Open
Coupe Espoir – Diving
Provincial midget championship – Canoe-kayak
Québec Games regional final – open-water swimming
National 2 trials– Canoe-kayak
Recreational rowing regatta – Montréal Rowing Club
Dragon-Boats - Coupe du Québec

Entertainment
Enviro-Jam
Outdoor and Travel Festival
Piknic Électronik
Open House at the Biosphère
Vans Warped Tour
Hellenic Flame Festival
Social dancing
Mexican Independence Day
Gay Day at the Beach
Sarscène 2010

Amazing fact!
In 2010, the economic benefits generated by Parc Jean-Drapeau events was estimated at $100 million.
Insular partners

Octane Management Inc. Headed by François Dumontier, the company has its offices in the Tour Gilles-Villeneuve, the control tower overlooking the race track of the same name at Parc Jean-Drapeau. The company’s mandate is to promote, organize and oversee the logistics of the Grand Prix of Canada and the racing event in the NASCAR Nationwide series.

Casino de Montréal In operation at the Parc since 1993, the Casino de Montréal attracts 5 million visitors per year. The ambitious $300 million renovation project that began in the fall of 2009 is ongoing and will be finished in 2013.

La Ronde Since its inception in 1967, La Ronde, owned by the Six Flags company, continues to be Québec’s biggest amusement park with more than 40 rides. In its 44th season in 2010, more than a million people visited La Ronde. And the La Ronde site has also played host to the L’International des Feux Loto-Québec fireworks event since 1985.

Biosphère, Environment Museum Since 1995, Environment Canada has been operating the site of the Biosphère, which provides environmental education through its programs and exhibitions. It is one of the city’s symbolic buildings.

Stewart Museum Built by the British in 1820, this former arsenal currently houses the Stewart Museum. The building also fascinates visitors with its vaults, carriage entrances and rich history. Major renovation work to bring the building up to standard continued in 2010 at the Museum, which is scheduled to reopen in early 2011.

Radio-Classique Montréal 99,5 cjpx-fm For the past 12 years, Parc Jean-Drapeau has housed on its site Radio-Classique Montréal 99,5 cjpx-fm, the most-listened-to classical music station in Canada, with more than a half-million listeners per week. The station is owned by Jean-Pierre Coallier.

Commission scolaire de Montréal Since 2000, Parc Jean-Drapeau has housed l’École des métiers de l’horticulture de Montréal, a horticultural school affiliated with the Commission scolaire de Montréal. The school board recently renewed its lease to 2012.

Sports federations Many rowing federations have taken up residency at the Olympic Basin. In 2010, the Société began negotiations about the use of the Parc’s equipment with the following partners:

- Montréal Rowing Club;
- McGill University Rowing Club;
- Association Québécoise d’Aviron;
- Montréal International Dragon-Boat Festival;
- H2O Playground;
- CanoeKayak Canada;
- Association Québécoise de Canoë-Kayak de Vitesse.

L’Espace Aérodium For more than a year now, Parc Jean-Drapeau has had a free-fall simulator. An initiative of popular comedian Guillaume Lemay-Thivierge, this “flying machine,” located on Île Notre-Dame, provides a safe, one-of-a-kind experience.
Seasonal partners

**BIXI**  
Launched in the spring of 2009, the City of Montréal’s self-service bike program is a service that allows residents to rent a bike at one of the stations, travel to where they need to go, and bring the bike back to any of the other stations in the network. Five self-service BIXI bike stations were set up at Parc Jean-Drapeau in May, 2010.

**Segway PT™**  
Since 2009, Parc Jean-Drapeau has provided the opportunity for people to discover its site in a very original manner by riding on a Segway scooter, an electric one-seater vehicle on which you can travel around solo or on a guided tour. Visitors can rent these vehicles near the Jean-Drapeau subway station, from mid-July to the end of September.

**Velucia**  
Parc Jean-Drapeau is now providing the public with an opportunity to rent an upright three-wheel sports bike. The rental station is located near the Jean-Drapeau subway station during the summer season.

**Horizon Roc**  
Professionals at the Centre d’escalade Horizon Roc, the rock-climbing centre, have an interesting challenge for climbing enthusiasts that want to improve in the sport, at the far wall at the foot of the Jacques-Cartier Bridge, on Île Sainte-Hélène.

**Exclusive sales agreements**

The Coca-Cola, Caravane glacée and Labatt companies were Parc Jean-Drapeau’s official exclusive suppliers in 2010. Les Services alimentaires Laniel, which operates five snack bars at the Parc, also has an exclusivity contract with the Société.

Amazing fact!  
Depending on the type of competition staged at the Olympic Basin, installations can include 15 cables, each 2 kms long, 1,200 buoys for rowing and up to 3,000 buoys for canoe-kayaking.
Administration Department

The Parc Jean-Drapeau Administration Department is in charge of five services that ensure the sound management of the Société’s activities. In 2010, it revised its processes, policies, documents, training and reference with respect to the laws and regulations to which the Société is subjected, notably the Cities and Towns Act on access to public organization documents and the protection of personal privacy. Here is an overview of what was done:

Finances

• Managing of the three major contract agreements pertaining to staging the Grand Prix of Canada
• Financial follow-up for subsidies and investment projects – Triennial Capital Expenditures Program for more than $6.7 M.
• Administrative coordination such as: rebilling of services, cash management and application of agreements for more than 300 events held in 2010
• Revision of accounting methods for the Fonds Oxygène, in conjunction with the new commonly recognized accounting principles

The Finances Service ensures compliance with the standards and policies of financial management, as it pertains to current activities and investment projects totalling $6.7 M. Account rendering is done quarterly through the audit committee. The detailed financial segment of this annual report can be found in the Budget Report.

Supply

• Revision of standards and procedures to develop the new contractual management policy in force in 2011, in an effort to encourage impartiality and maintain fairness and transparency in the awarding of contracts
• The supply practices were subjected to an analysis, in collaboration with the Université de Sherbrooke, in order to integrate eco-responsibility principles into the practices

The Supply Service handles close to 1,300 purchase orders, has a database of 5,000 suppliers, including 218 new ones in 2010, and produces about 50 public calls for tender and by invitation.

Information technologies

• Security policy on information and telecommunications asset classification
• 1st part of the triennial development plan – Acquisition of Event Management software program
• Updating of job postings and migration to Windows 7
• Updating of servers and enhancing the security of components
• Developing the network in the aim of unifying Parc management
• Computer support management tool

The Information Technologies Service oversees the management of 120 computers, 122 cellphones, 8 servers, 10 kms of fibre optics, 30 specialized applications, 4,000 Go of data, including 2 billion Word documents

Archives

• Implementing the application of the Société’s record retention schedule, approved by the Bibliothèque et Archives nationales du Québec in 2009
• 350 loans of internal files and about 50 external requests

The Archives Service includes 7,000 files, 3,000 plans, 30,000 slides, 15,000 photos, 120 photo CDs, 2,000 contact sheets, 20 16 mm film reels, 2,000 videotapes and 72 reels of microfilm.
Human resources

The amazing world of Parc Jean-Drapeau also means a broad diversity of jobs. Beyond the traditional employment associated with managing a park, here are some of the other posts:

- computer network administrator
- archivist
- accountant
- supply consultant
- sales consultant
- visual identity consultant
- advertising and promotions coordinator
- electrician
- property manager
- plumber
- garden maintenance attendant
- customer service agent
- writer
- lifeguard
- sustainable development consultant
- security supervisor
- webmaster

In 2010, in an effort to support the development of the Parc, the Human Resources Service improved the staffing, support structure and integration process, mainly by revising the candidate selection interviews, employee manual and the reception days.

Meanwhile, to enhance its employees’ abilities, the Human Resources Service implemented various training programs that served to help in staff management, customer service quality, and in maintaining a safe work environment.

In the overall daily management of health and safety in the workplace, the Human Resources Service improved its managerial practices by providing a range of training programs to its seasonal, permanent and managerial staff. Incidentally, the number of accidents was considerably reduced in 2010, over the same period in 2009.

Amazing fact!
The Parc’s telecommunications network, whose full length of fibre optics extends over 170 kilometres, enables the relaying of a huge mass of information equivalent to 3 billion average Word documents.
Parc Jean-Drapeau’s Communications, Strategic and Sustainable Development Department carries out three specific mandates: developing strategies and managing communication matters, including public relations, advertising and corporate and event promotions. It is also involved in strategic development projects and is in charge of developing and implementing sustainable development strategies. Because of the many mandates and the complexity of certain mandates, a writer-editor was hired. Here are the achievements in 2010:

Communications
• Visibility and graphical standards as they pertain to the Parc
• The first Discovery day on your bike, held on June 19, to expose the population to the Parc’s areas of attraction and launch the summer season
• Issues management related to the Parc’s activities and media relations on a day-to-day basis
• Three press conferences about major events at the Parc
• Communications management and organizing the press conference to announce the appointment of the new board chairman
• Daily writing and updating of the Société’s website content; the site had 455,142 hits by Internet users in 2010
• Responded to 1,060 queries and comments by the public
• New version of INFOPARC, a newsletter sent out to its 3,000 subscribers
• Reviewed and added to the Parc’s photo bank and took some aerial shots
• PJDMag, the monthly information newsletter distributed to Parc employees
• Coordination of 40 shoot requests by the media (park access or interviews)

Strategic Development
• Documents and presentations related to the various strategic development dossiers
• Meetings and presentations about the Horizon 2017 development project for all authorities and partners
• Follow-up with various parties involved in the development project

Amazing fact
The Floriales site has 13 gardens of the world, a greenhouse, a collection of giant cacti and giant palm and bay laurel trees. A staff of 24 gardeners works there between 18 and 40 weeks per season.
Sustainable Development
2010-2012 triennial action plan toward sustainable development: the materialization of the sustainable development strategy

Following the adoption of its first-ever sustainable development policy in 2009, the Société drew up its first three-year action plan, ratified by the board of directors. The plan includes 406 actions that will be undertaken by the Société’s various services between now and December 2012. Work on this is going well, since 184 actions have already been done or have been integrated into the practices. Our staff is also ensuring there is a regular follow-up of the Plan’s objectives with all of the Société’s services. Moreover, guidelines have been established regarding the 28 objectives that were set in 2009. Our policy is in compliance with the Québec government’s Law 118 and is set in coherence with the City of Montréal’s action plan.

Fonds Oxygène and greenhouse gas emission reduction: reinvesting
In conjunction with the Fonds Oxygène that was created in 2009 with the aim of reducing greenhouse gas emission, the Société in 2010 invested the sum of $82,000 that it had collected in 2009, mainly to replace two-stroke engine equipment by equipment with a four-stroke motor; outboard motors for boating and motors for lawnmowers were among the changes. This investment also enabled the Société to complete the fleet of electric vehicles and, in particular, significantly reduce Parc Jean-Drapeau’s CO2 emissions.

Revision of supply practices: eco-responsibility principles
The Société has created a partnership with a team of 2nd cycle environmental management students at the Université de Sherbrooke in order to get its revision of environmental practices underway. The measure, which began in 2010, consists of integrating eco-responsibility principles into the supply practices.

Environmental community: maintaining the links
The Société is maintaining its participation in the Conseil régional de l’environnement de Montréal, a regional environment board that started up in 2009, and the partnership continues in 2010 with the Consortium Écho-Logique and le Fonds Écomunicipalité IGA.
Operations Department

Parc Jean-Drapeau’s Operations Department manages a 64-building park property and numerous sports and cultural infrastructures. It oversees five different teams: Sports installations; Works, maintenance and event support; Event planning and coordination; Customer service and security; and Property and triennial capital expenditures program.

Logistical support – Grand Prix du Canada and NAPA Auto Parts 200 presented by Dodge (NASCAR)
Coordination and logistical planning of the setting up and dismantling of installations for the two motor-racing events and issues management relating to the Parc’s security, programming and installations.

Setting up new offices
Turning the Île Sainte-Hélène building that housed a caisse populaire bank, in 1967, into offices. Seven Programming team employees occupy the premises year-round, and the total is increased to 13 during the summer season. The circular-shaped building was named La Rotonde after a contest was conducted among the employees.

Hélène-de-Champlain Restaurant
Start of masonry work, dismantling of the mechanical systems (heating and air conditioning), replacing the lighting system and expanding the sides and rear of the building.

Plaine des jeux – Phase 1
Repointing the masonry on the grandstands, wall and chalet, installing new lighting system, replacing benches and bringing the staircases up to standard by adding handrails.

Aquatic Complex
Installation of 704-seat permanent grandstands and constructing a service building.

Parc signage program – Phases 1 and 2
Identifying parking areas, traffic plan and identifying buildings, infrastructures, event places and sites

Managing traffic lanes
Fully taking charge of pont de la Concorde traffic circulation when there are major events

Bike paths
Installation of three slow-down devices (chicanes and speed bumps) at three strategic spots on Circuit Gilles-Villeneuve and setting up a roundabout

Biosphère
Final phase of restoration work on the geodesic structure, whose total cost for the three phases of the operation has reached $1.1 million

Place des Nations
Drainage of the main square and temporary reinforcing of the walkway beams

Aqueduc
Recladding 550 metres of water ducts in the Floralies sector

Beach Terrace
Alterations to the steel structure and replacing the terrace’s wood siding

Circuit Gilles-Villeneuve
Replacing a gravel trap with a run-off area and repairing the roof of the Gilles-Villeneuve Tower

La Poudrière Building
Repairing the roof
Other achievements

• Repairs to the Beach docks
• Installation of a generator at Pavillon du Canada
• Replacing incandescent lights by compact fluorescent lights at Pavillon du Canada
• Taking charge of the pools’ filtration systems
• Changing the Beach’s filtration systems
• Updated Material Safety Data Sheets (SIMDUT)
• Implementing a personal protective equipment management system
• Implementing inspection and quality control for the Parc's fire extinguishers
• Various training programs
• Accompanying promoters in the holding of five sports events and training 13 lifeguards in first aid measures at the Aquatic Complex
• Accompanying promoters in the holding of 11 sports events, 26 corporate activities and three training camps at the Olympic Basin
• Holding seven open-water swimming courses and volleyball competitions
• Providing specific training for customer-service agents
• Implementing an inventory control system for uniforms
• Implementing the Parc’s traffic circulation plan
• Deploying teams of cadets from the City of Montréal police department to help with security on Circuit Gilles-Villeneuve

Amazing fact!
The Parc’s mechanics workshop has 386 pieces of equipment relating to rolling stock: all types of vehicles, tool-vehicles, motors, compressors, boats, trailers and others.
Partnerships and Programming Department

Parc Jean-Drapeau’s Partnerships and Programming Department is in charge of developing, on a year-round basis, the programming and logistical coordination of the major events produced by the Société: Fête des Neiges de Montréal, Week-ends du Monde and Fête des enfants de Montréal. It also negotiates new partnership agreements and looks after their renewal, along with promoting and managing the rental of the Parc’s buildings and places.

Programming

The Partnerships and Programming Department played an instrumental role in the configuration of the Parc’s sites and the programming enhancement of the Parc’s three major events that it oversees. Many new features and activities highlighted the past year in this regard:

**La fête des Neiges de Montréal**
- A more enhanced recreational offering with the adding of two extreme sliding runs
- Setting up Carnival Alley to provide a festive setting
- Managing the Dance for the Climate initiative, under the auspices of the three Quebec weather forecasters, as 2,000 people turned out to dance on a choreographed set created for the occasion
- Reconfiguring of the site’s overall layout for a better ambiance

**Les Week-ends du Monde**
- Increasing the number of participating communities to 30, 11 more than in 2009
- Diversified program with the Carnaval d’été brésilien, the first Festival Viva Mexico de Montréal, La Nuit des pêcheurs (African) and Les rythmes folkloriques
- Accompanying the 30 participating communities
- Renovating the Parterre to make it a more intimate site
- Setting up a food-concessions alley on the Mall

**La Fête des enfants de Montréal**
- Renewed program with the synthetic rink, colourful parades, Québec Games Caravan, the zip ride and the painting of 300 cardboard houses workshop
- Setting up Scène 360°
- Participation by many Montréal-area day camps
- Repositioning of the main stage to a more convivial spot

Partnerships

In 2010, the Partnerships and Programming Department conducted a major restructuring with the hiring of a Partnerships director and sales consultant.

**New events presented at the Parc**
- Arthritis Society walk to fight arthritis
- Mexican Independence Day

**The Parc’s new partnerships**
- Trekfit (installation of outdoor training stations)
- BIXI (installation of five self-service bike stations)
- Segway PT TM (adding of guided tours by this partner)
- Velucia (rental of three-wheeler sports bikes)
- Labatt and Vidéotron (signage)

**New partners of our events**

**Week-ends du Monde**
- Labatt
- Loto-Québec (renewed for three years)

**Fête des enfants de Montréal**
- Fondation André et Lucie Chagnon
- Jeux du Québec
- Canada Place

**Grand Prix du Canada**
- Managing contractual agreements
Venues

During the course of 2010, more than 300 events were held at Parc Jean-Drapeau, including 75 major events. There were 30 film shoots added to these events which required the rental of places that generated $180,000 in revenue for the Société.

The business community and general public can rent buildings and magnificent outdoor spaces to hold their corporate or private events. This year, there were more than 150 rentals of buildings and outdoor spaces, including 68 rentals for weddings.

**Venues**

- La Toundra Hall
- Pavillon de la Jamaïque
- Tour de Lévis (Tower)
- Beach Chalet
- Beach Events Area
- Parterre de l’île Sainte-Hélène
- Picnic area near the river shuttle on Île Sainte-Hélène
- Parterre de l’île Notre-Dame
- Île Sainte-Hélène Plaine des Jeux

**Special event at the Pavillon de la Jamaïque** On September 29, The Partnerships and Programming Department held a special event to show the magnificent Pavillon de la Jamaïque to some one hundred corporate and private event organizers. During this evening, these invited guests were able to discover the array of possibilities afforded by this building and other Parc Jean-Drapeau rental sites.
On the way to 2017

2011 will mark the 400th anniversary of Île Sainte-Hélène and the Société du parc Jean-Drapeau is planning to highlight this milestone. The anniversary also coincides with the start of major works, for which the City of Montréal has already announced it is providing a $14.6 million investment. These works are aimed at establishing the foundations of the Horizon 2017 project, a major development plan whose objective is to make the recreation-tourist destination of choice by 2017, the year of the 50th anniversary celebrations of Expo 67, the 375th of Montréal and the 150th of the Canadian Confederation. Renovations and work to bring buildings and facilities up to standard is already underway and will be completed in 2011. The Playgrounds will be fully restored so that it can host many of the events.

The budget allocated by the City of Montréal will also be used to bring the Parc’s electrical network up to standard, the building of a new workshop at the Service Yard and for various work in connection with the Triennial Capital Investment Program.

In conjunction with the announcement of Normand Legault’s appointment as chairman of the board of the Société, the City of Montréal has also allocated a special $1 million development budget to conduct complementary studies comprising the advancing of business plans related to Parc Jean-Drapeau’s major revalorization and development project.

The 400 years of Île Sainte-Hélène

On May 16, 1611, Samuel de Champlain discovered Île Sainte-Hélène and named it as such in honour of his wife, Hélène Boullé, whom he had wed in Paris a year earlier. This is how he described the island: “In the middle of the river there is an island of about three-quarters of the length of a circuit, where we could be able to build a good, solid city, and we have named it île Sainte-Élaine”. Nicknamed “Père de la Nouvelle-France”, Samuel de Champlain died on December 25, 1635, around 65 years of age.

In 2011, Parc Jean-Drapeau will highlight the 400th anniversary of Île Sainte-Hélène, notably by the reopening of the Stewart Museum and the Hélène-de-Champlain Restaurant. Various special events will also mark this 400th anniversary, including a historical segment that will be added to the fête des Neiges, Weekends du Monde and the Fête des Enfants de Montréal.
1. Poster – fête des Neiges 2010
2. Brochure – Summer 2010
3. Poster – Fête des enfants 2010
4. Passport – Discovery day on your bike at Parc Jean-Drapeau
5. Poster – Weekends du Monde 2010