OUTSTANDING SITE: two islands spread over 268 hectares, across from downtown Montréal • HISTORICAL LEGACIES: Expo 67, 1976 Olympic Games, 1980 Floralies internationales horticultural fair, 2005 XI FINA World Championships
PUBLIC TRANSPORTATION: subway station • ACTIVE TRANSPORTATION: 25 kilometres of cycling trails and numerous walking paths • WATER ACTIVITIES: Beach, Aquatic Complex and Olympic Basin • MOTOR-RACING CIRCUIT: Circuit Gilles-Villeneuve, site of the Grand Prix of Canada

ENTERTAINMENT: Casino de Montréal • THRILLS: La Ronde
EDUCATION: The Biosphère, Environment Museum • ART: public art works • NATURE: Floralies Gardens • HISTORICAL: Stewart Museum • COMPETITIVE SPORTS: national and international events • CULTURE: music shows and international events • SUSTAINABLE DEVELOPMENT: Fonds Oxygène to reduce greenhouse gas emissions • MEETING PLACE: outstanding rental spots
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As the board Chairman of the Société du parc Jean-Drapeau for a year now, I realize more than ever just how much of an asset this wonderful site is for Montrealers and for visitors from every area of Québec and elsewhere.

The year 2011 brought more and more people to the Parc, to attend the different sports and cultural events staged there or to visit the attractions. The Beach and Aquatic Complex welcomed close to 185,000 users. And visitors also came to the 59 public events, including some 300,000 people at the Grand Prix of Canada, 187,000 at Week-ends du monde and 81,000 at the Osheaga Festival. Parc Jean-Drapeau is now a focal point of the tourism season and Montréal’s economy with annual economic benefits estimated at more than $120 million.

In 2011, the Société du parc Jean-Drapeau not only managed to provide a top-notch recreational program, but it also conducted extensive work to bring up to standard or restore many permanent and heritage infrastructures. It also set in place an innovative project that will mark the site’s 50th anniversary in 2017. In 1967, the Parc Jean-Drapeau site showcased Montréal to the world; looking ahead to 2017, the Société is again getting ready to attest to the city’s creativity and modernity.

In the meantime, the entire Société du parc Jean-Drapeau team is working diligently to prepare for the 2012 season, which among other things will include a new winter program extending over a 12-week span. More than ever, the magnificent Parc Jean-Drapeau is destined to become a place for all seasons, so that its world will be even more amazing!

Normand Legault
Board Chairman
Société du parc Jean-Drapeau
The mission of the Société is to manage, administrate, operate, develop, maintain and animate Parc Jean-Drapeau, which comprises Sainte-Hélène and Notre-Dame islands located at the midway point between downtown Montréal and the South Shore. In accomplishing its mission, the Société is responsible for developing tourist and recreational activities on a regional as well as international scale.

In its Guiding Plan, the Société has determined the following priority strategic orientations of its development:

- 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;
- Recognize 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 Guiding Plan from a sustainable development standpoint.

The Société du parc Jean-Drapeau is a paramunicipal organization established by the Charte de la Ville de Montréal. In 1999, the Parc des Îles de Montréal was renamed Parc Jean-Drapeau, in honour of the man who was the mayor of Montréal for 30 years (until 1986) and the one who brought the world’s fair, Expo 67, to the city. In 2005, the Parc’s corporate name officially became Société du parc Jean-Drapeau.
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2011 marked a further consolidation of gains for the Société du parc Jean-Drapeau, notably in the record attendance at many of its annual events, the strengthening of relations with its partners and improvements to its infrastructures.

HIGHLIGHTS OF THE YEAR

Three NEW MEMBERS joined the Société’s board of directors: Ms. Isabelle Hudon, Mr. René Guimond and Mr. Paul Wilson. These new members have a wealth of professional experience that will be beneficial to the Société as it is time to start preparations or the 50th anniversary of Expo 67, which occurs in 2017.

After renovations and work to bring the building up to standard, which was conducted over a two-year span, the STEWART MUSEUM reopened in June. The glassed-in tower which was built with an elevator and belvedere turns the museum into a new attraction for visitors.

A new five-year agreement was signed with major partner EVENKO, which will ensure a steady offering of major shows at Parc Jean-Drapeau. The agreement includes a clause providing for an annual financial contribution by the latter toward the facilities required to stage shows. In 2011, evenko’s events attracted more than 130,000 visitors to the Parc.

Major bringing-up-to-standard and renovation work on the HÉLÈNE-DE-CHAMPLAIN heritage building is underway in anticipation of the opening of a fine-cuisine restaurant in 2012. Work is being done inside and outside the building, on landscape development and in the parking areas.

The Société du parc Jean-Drapeau and the Syndicat des cols bleus regroupés de Montréal, the union representing blue-collar workers, signed a contract for the RENEWAL OF THE COLLECTIVE AGREEMENT before the contract’s expiration. The three-year deal affects close to 200 of the Société’s year-round and seasonal employees, including facilities and grounds’ attendants, garden maintenance workers, customer service representatives, along with patrollers, electricians and plumbers.

Bringing-up-to-standard work that extended over a three-year span ended this year, while the entire WATERWORKS SYSTEM OF ÎLE NOTRE-DAME was redone, including supplying the Casino de Montréal.

The Parc’s two SWIMMING SITES – the Beach and Aquatic Complex – were extremely popular during the summer season with 183,254 visitors.

Parc Jean-Drapeau’s RENTAL SPACES had more than 200 hall rentals and more than 50 days of film shoots in 2011, a 35% increase over last year. The Toundra hall at the Canada Pavilion and the Jamaica Pavilion were the most requested rental spots.

Île Notre-Dame’s ELECTRICAL SYSTEM is having work done on it to bring it up to standard; the work began in 2011 and will continue over a three-year span. The cost of the work is $15 million.
PARC’S ATTRACTIONS, MORE POPULAR THAN EVER

Parc Jean-Drapeau has a wealth of attractions that have been set up over the years and have become popular places for sports enthusiasts and nature lovers.

BEACH
The Parc Jean-Drapeau Beach brought joy to the 93,000 visitors that came to swim or engage in water-related activities from mid-June to mid-August. Situated just five minutes from downtown Montréal, the Beach has definitely become the ideal spot to beat the heat wave or simply get away from the daily routine.

AQUATIC COMPLEX
The three pools at the Aquatic Complex were highly populated from May to September, with close to 90,000 visitors taking to the water. With a controlled water temperature of 26°C at all times, the pools provided a comfortable environment for children, youngsters, families and athletes to refresh themselves, conduct training sessions or participate in competitions. The recently renovated pools are adapted to each individual’s needs: gradual slope, diving, swimming lanes.

OLYMPIC BASIN
A legacy of the 1976 Olympic Games, Parc Jean-Drapeau’s Olympic Basin is one of the city’s jewels. With its 2.2 kilometres of still water, the Basin is one of the first facilities of its kind and the only basin in North America to be designed specifically for rowing. Every year, from May to November, the Olympic Basin becomes the training and competition site for the sports of rowing, canoe-kayaking and dragon boats. The Basin played host to a dozen national and international competitions this summer.

CYCLING PATHS
Providing a favourable environment for active transportation, Parc Jean-Drapeau is proud to be part of the Route verte by making its 25 kilometres of cycling paths available to cyclists, in-line skaters and hikers. Again this year the paths were accessible from mid-April to the end of October, enabling thousands of cycling enthusiasts to travel between Montréal and the South Shore.

CIRCUIT GILLES-VILLENEUVE
The famed motor-racing circuit again played host to the Grand Prix of Canada in June and the NAPA Auto Parts 200 presented by Dodge, a race in NASCAR’s Nationwide series, in August. The rest of the year the Circuit is open, free of charge, for cycling, in-line skating, walking or running. The track also plays host to many charity-related events.

FLORALIES GARDENS AND GREEN SPACES
A holdover from the 1980 Floralies internationales, the gardens at Parc Jean-Drapeau enjoyed the warmth of the summer sun and the tender loving care administered by the garden maintenance attendants. Many tropical plants and some cacti have been kept at the Parc for decades. These exotic plants are placed in greenhouses during the winter months and put back into the various themed gardens every spring. Magnificent walking paths extend over the Parc’s two islands around the gardens, canals and mature trees.

PUBLIC ART
A collection of 15 public art works are on permanent display at Parc Jean-Drapeau, some of them dating to the Expo 67. All of the art works include an interpretive panel and they can be seen year-long as you travel along the Parc’s walking paths. Two works of art were being restored in 2011.
Since Expo 1967, Parc Jean-Drapeau has continued to uphold its international vocation with the staging of such major events as the Olympic Games in 1976, the Floralies internationales in 1980 and the XI FINA World Championships in 2005. 2011 was no exception in this regard. In keeping with its mission to animate the Parc through major recreation-tourism-type activities, the Société du parc Jean-Drapeau played host all year long to events that helped in providing widespread exposure for Montréal on the international scene.

Whether it is through media visibility that is generated or by the presence of a wealth of athletes and artists from every part of the world, the international events staged at Parc Jean-Drapeau have become an outstanding showcase to promote the Parc and the city of Montréal from a tourism standpoint. The notoriety of these events also help to position Parc Jean-Drapeau as a first-rate event site in the eyes of eventual promoters.

In 2011, some of the big events that Parc Jean-Drapeau welcomed on its site included:

The only North American race in the Formula One championship series, the GRAND PRIX OF CANADA again this year enjoyed extensive television coverage in many countries.

An international competition in the art of pyrotechnics held at La Ronde, L’INTERNATIONAL DES FEUX LOTO-QUÉBEC made its debut in 1985. In 2011, eight countries took part in the competition, with a team from Italy earning the top honours.

The OSHEAGA and HEAVY MTL festivals were among the main musical gatherings at Parc Jean-Drapeau this summer. Both events are produced by evenko.

The NAPA AUTO PARTS 200 PRESENTED BY DODGE is a race in NASCAR’s Nationwide series. This auto-racing series is very popular in the United States and is gathering more and more interest in Québec.
The three events produced by the Société du parc Jean-Drapeau attracted close to 340,000 visitors over the six weekends on which they were held. The family and multiculturalism were at the forefront at these people-gathering events.

In January, for the 28th year, the Fête des neiges de Montréal enlivened winter over a three-weekend span. Families were invited to attend this big winter festival and enjoy an array of activities in the magical setting of Parc Jean-Drapeau. Comedian Yan England again served as the event’s spokesperson, while popular mascot Boule de Neige welcomed and warmed up the crowds attending the event.

The intense cold on the first weekend chilled the ardour of some visitors, but the Fête still managed to attract more than 60,000 people*. Overall, the Société du parc Jean-Drapeau is extremely pleased by the results of the 2011 event, whose main objective is to allow families to enjoy Montréal winter by discovering or rediscovering the joys of playing outdoors.

* Source: Groupe Altus.
In July, the Week-ends du monde events presented by Loto-Québec brought warmth and rhythm to Parc Jean-Drapeau for the seventh straight year. This great celebration of multiculturalism has grown in popularity in the last two years, as it connects with a Montréal population that is keenly interested in discovering the cultural wealth of the various local communities. Through music, dance and culinary discoveries, the free event welcomed 57 different cultures this year, 27 more than in 2010.

More than 187,000 visitors* walked the grounds at Parc Jean-Drapeau during the event. The weather was very nice throughout the two weekends. By setting an attendance record, the Week-ends du monde has become one of the biggest free cultural events in Montréal.

The summer event par excellence for families, the Fête des enfants de Montréal was a mid-August treat for one and all. After 13 years of existence, this Montréal gathering has become a “must-attend” event for children and their families. This year, there were more than a hundred activities, shows, workshops and free games on the program, along with loads of new features and surprises. The popular Arthur L’aventurier character, portrayed by writer-composer François Tremblay, enthusiastically carried out his role as spokesperson for the Fête.

The Fête attracted close to 91,000 visitors* in two days. This major festivity was again able to foster youngsters’ growth and development through its array of free and original activities, while providing some unforgettable memories for the many families on hand for the event.

* Source: Groupe Altus.
THE PARC’S PARTNERS: A VALUABLE ASSET

Above and beyond its magnificent green spaces and attractions, Parc Jean-Drapeau can rely on outstanding partners that have a prominent place at the Parc and who, through their activities, help in providing a unique diversity in the recreational offering to visitors. These esteemed partners, who work in the fields of entertainment, culture, sports and education, participate in the Parc’s exposure, both locally and beyond.

CASINO DE MONTRÉAL
The Casino welcomes more than five million visitors a year to its buildings, which are the former France and Québec pavilions from Expo 67. The Casino is currently undergoing about $300 million worth of major renovation work that will continue until 2013.

LA RONDE
Currently regarded as the biggest amusement park in Eastern Canada, La Ronde opened its doors in 1967. It has been managed by the Six Flags company since 2001, offering a thrilling experience for more than a million visitors a year.

BIOSPHÈRE, ENVIRONMENT MUSEUM
The Biosphère site has been operated by Environment Canada since 1995. Three new exhibitions have opened this year in conjunction with the museum’s mandate of making visitors aware of environmental action.

STEWART MUSEUM
2011 marked the completion of major restoration work at the Museum, which welcomed its first visitors on June 29 with a new glassed-in tower that includes an elevator and a belvedere. The Société du parc Jean-Drapeau served as the overseer of the work project which cost more than $5 million over two years.

L’ESPACE AÉRODIUM
In 2009, comedian Guillaume Lemay-Thivierge selected Parc Jean-Drapeau as the site to set up this free-fall simulator that offers a safe, one-of-a-kind experience.

GROUPE DE COURSE OCTANE
In 2010, this Racing Group company set up its operations in the Gilles-Villeneuve tower alongside the race track so it could oversee the organization of two major racing events it stages there every year: the Grand Prix of Canada and the NAPA Auto Parts 200 presented by Dodge.

SPORTS ORGANIZATIONS
Sports organizations of all types have their offices at the Olympic Basin and the Aquatic Complex and they contribute to the Parc’s recreation-tourism offering by organizing various competitions. The following organizations renewed their leases with the Société in 2011: Association québécoise d’aviron, Association québécoise de canoë-kayak de vitesse, National Canoe-Kayak Center, Club d’aviron de Montréal, McGill Rowing Club, Expérience sportive, Montréal International Dragon Boat Race Festival and H2O Playground.

RADIO-CLASIQUE MONTRÉAL 99,5 CJFX-FM
The studios of this popular classical music radio station set up their operations at Parc Jean-Drapeau 13 years ago, under the leadership of the station’s dynamic owner, Jean-Pierre Coallier. The station helps to enhance the Parc’s notoriety by kindly mentioning its broadcast location, several times a day.
THE SOCIÉTÉ’S MAIN ACHIEVEMENTS

INCREASING REVENUE FROM THE PARC’S SPORTS FACILITIES
Parc Jean-Drapeau’s sports facilities – the Aquatic Complex, Beach and Olympic Basin – all enjoyed an increase in clientele, resulting in a boost in revenue of 9%, 8% and 17% respectively in 2011.

STEWART MUSEUM COURTYARD RENOVATIONS
Restoration work to the Stewart Museum courtyard was completed in 2011. The work, which cost $170,000, resulted in creating a vista clearing toward the river and the roads, thereby facilitating public and service-vehicle access.

A MAKEOVER FOR THE PARC’S WEBSITE
The Parc Jean-Drapeau website got a new look during the course of the year. The home page was redone to make it more dynamic and attractive, but also to facilitate referencing. Between September 2010 and September 2011, more than 403,642 single visitors were recorded on the site and 2,140,061 pages were viewed, an 11.5% increase in visitors over the previous year.

RENEWAL OF BLUE COLLARS’ COLLECTIVE AGREEMENT
The Société du parc Jean-Drapeau and the Syndicat des cols bleus regroupés de Montréal renewed their contract before its expiration, making it a first. The agreement affects about 200 of the Société’s yearly and seasonal blue collar workers.
SIGNAGE IMPROVEMENTS
The components for the third phase of the new signage were installed in September 2011 at the entrances to the Jacques-Carter Bridge and the Victoria Bridge cycling path. The next phases, to complete the vehicular and pedestrian signage, are scheduled for the spring of 2012.

MANAGING 80 CALLS FOR TENDERS
The Société du parc Jean-Drapeau put out close to 80 calls for tenders, both public or by invitation, in 2011. In January, the Société had to adopt a contractual management policy in compliance with the Cities and Towns Act; this was done in line with the actions undertaken in 2010 in an effort to implement tighter procurement practices. The calls for tenders, which are of various types, affect professional services, the buying of goods and services and construction work.

CONTRIBUTION TO THE DEVELOPMENT OF SUSTAINABLE BUILDINGS
For the past several years, the Société has been improving the ecological efficiency of its buildings while preserving the heritage aspect. Ecological-efficiency awareness has also been a factor in many renovation work projects and in writing the call for tender for the future service yard.

UPGRADING COMPUTER TOOLS
The Société conducted an upgrading of obsolete servers by going from physical to virtual servers and from Windows 2000 to 2008, to improve not only computer infrastructure capacity but to make it easier to implement new event-management software. More than 100 computers were replaced.

HOSTING PUBLIC EVENTS
In 2011, 59 public events were held at the Parc, including two new ones: the Energizer Night Race run with 2,000 participants and the Uproar Festival presented by evenko.

SWIM FOR FREE DAY
As part of the Société’s 2011 communication plan, the promotional focus was on the Parc’s water attractions. Swim for Free day on June 18 was, in particular, part of an extensive media campaign. More than 6,000 people partook of the Beach and its boat rides and 2,000 swimmers enjoyed the Aquatic Complex facilities on this special day.

INCREASE IN FILM SHOOTS
Long known as a favourite site for many television and movie producers, Parc Jean-Drapeau hosted film crews for 50 days in 2011, a 42% increase over 2010. TV series and programs such as La Promesse, Being Human and The Nature of Things were among the productions filmed at the Parc.
MAJOR PROJECTS IN 2012

Ambitious projects will be getting underway or ending at Parc Jean-Drapeau in 2012. In the spring, the reopening of the Hélène-de-Champlain restaurant should be one of the year’s highlights. Completely renovated and expanded, the magnificent heritage building will be welcoming a fine-cuisine establishment that will certainly become one of Montréal’s best restaurants.

As part of a four-season recreation strategy, the Parc will have an extended winter program in 2012. In fact, winter will truly be special with the arrival of the Snow Village. Meanwhile, the Fête des neiges de Montréal will again be part of the festivities with an enhanced program, and a wide range of family activities will be accessible all winter long. The Parc will also be the site of many sports events.

2012 will also be the year of construction of the Société’s service yard. The work is being done, primarily to improve the quality of the workshops, warehouses and staff offices.

A major bringing-up-to-standard project will be continuing on the Île Notre-Dame electric network. Extending over a three-year span, the project is evaluated at $15 million.

REDUCED CO₂ EMISSIONS

The Fonds Oxygène which the Société created in 2009 resulted in $93,412 being raised between January and September 2011. This awareness-creating device is the lever that enables the Parc to reduce its greenhouse gas emissions. Reducing the amount of two-stroke engines was the priority in 2011.

INFRASTRUCTURE RENOVATIONS

Several construction and renovation projects were conducted at the Parc in 2011. Some of the work included the Société renovating the Plaine des jeux grandstands and starting work on the Île Notre-Dame electrical sub-station.

COORDINATION OF GRAND PRIX OF CANADA FUNDING AGREEMENTS

The Société oversaw the managing and coordination of funding agreements, evaluated at $15 million, for the staging of the Grand Prix of Canada. This event is held every June on Circuit Gilles-Villeneuve.

DEVELOPING CUSTOMER LOYALTY THROUGH THE NEWSLETTER

A number of initiatives are put forth on an ongoing basis to increase the number of subscribers to the Parc’s newsletter. Between January and September 2011, grassroots efforts resulted in the signing up of 3,300 new subscribers, bringing the overall total to 7,000. Five newsletters were written and sent out during this time-span.

REALIZATION OF THE SUSTAINABLE DEVELOPMENT ACTION PLAN

The Société has a considerable number of sustainable development initiatives and they are gradually being realized in conjunction with the 2010-2012 action plan emanating from the policy that the Société adopted in 2009. In fact, of the 406 initiatives in the plan, more than 334 have been realized or are in the process of being done. More than an improvement on the way things are done, the Société’s sustainable development policy even has an impact on procurement rules, along with leading to the implementation of new contractual requirements.
PROGRESS REPORT
ON THE 2017
DEVELOPMENT PROJECT

The Parc Jean-Drapeau site will be marking its 50th anniversary in 2017. Over 50 years, it will have hosted hundreds of national and international events and provided Montrealers with a setting and array of attractions that are truly unique.

The Société du parc Jean-Drapeau has been getting ready for 2017 for the past two years, and in doing so it has put together a revalorization and development project, Horizon 2017. The project meets the many priorities set down by the Société du parc Jean-Drapeau to properly fulfill its mission.

These priorities include reducing vehicular traffic by implementing a modern and efficient means of transportation that will undoubtedly become a feature attraction; setting up permanent infrastructures that will enable the Parc to meet the requirements of major event promoters; restoration of the banks to again provide Montrealers with access to the river and one-of-a-kind unimpeded views of their city; enhancing the four-season recreation offer through private investments; and maintaining the site in harmony with the Société’s sustainable development policy.

In this perspective, the Société is already busy coordinating various bringing-up-to-standard efforts to lay the groundwork for the project. Other stages in conjunction with the Horizon 2017 project will be cleared in the coming months because, for its 50th anniversary, Parc Jean-Drapeau is indeed getting quite a makeover!
AN AMAZING WORLD!