



ACTIVITY REPORT

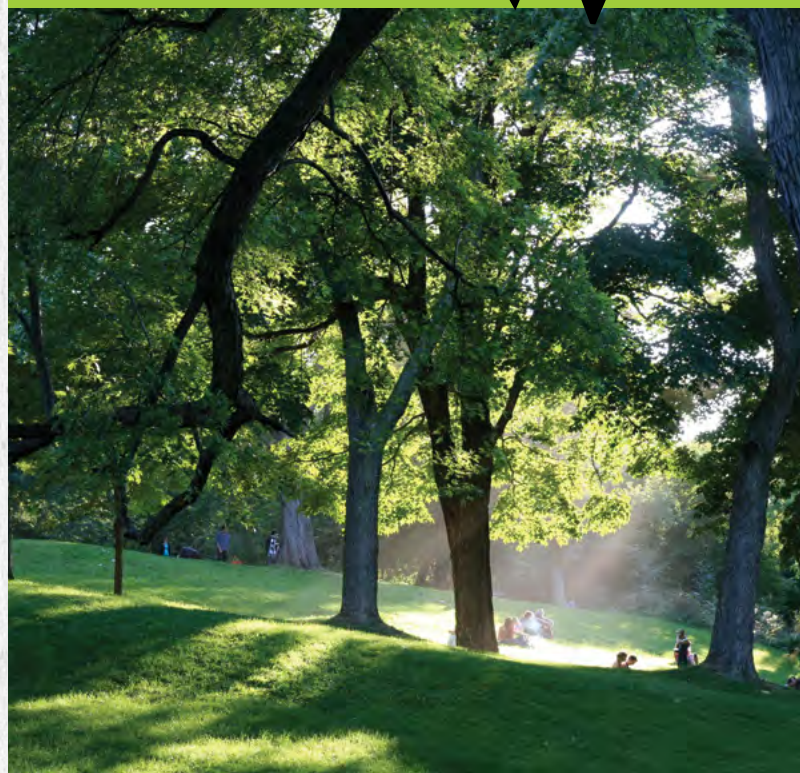
16/17



LES AMIS DE LA MONTAGNE WHO WE ARE

Montréal is inseparable from Mount Royal. With its three summits, this iconic space we call “the mountain” spans some ten square kilometres. It is home to residential areas, several of Montréal’s founding institutions—hospitals, universities and religious organizations—vast cemeteries, neighbourhood parks and the magnificent Mount Royal Park, spanning a grand 200-hectare green space at the heart of the city.

Since 1986, Les amis de la montagne has been involved in all matters related to the protection and improvement of Mount Royal. Owing to its special status as a Quebec government-classified heritage site, a significant part of the mountain enjoys protection measures to ensure its careful redevelopment and improvement. Surrounded by a thriving city, Mount Royal is nonetheless faced with the constant pressures of urban densification.



With the support of a large community of people mindful of Mount Royal’s unique value, Les amis de la montagne endeavours to foster a culture of care, respect and sustainable stewardship for this green space.

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A WORD OF INTRODUCTION

It is with pride that Les amis de la montagne presents its 2016-17 activity report, which draws a rich and positive portrait of our achievements over the past year. It also highlights the key role played by our organization in all developments and reflections pertaining to Mount Royal.

In preparing for Montréal's 375th anniversary celebrations, we intensified our efforts to improve visitor experience on Mount Royal, which led to improved public transit to the mountain, forthcoming food services at the Mount Royal Chalet, and special programming for the city's milestone anniversary. Given the growing number of projects targeting the use of the mountain's public spaces for private, sporting, event-related or even commercial purposes, Les amis plays an important advisory role in helping decision-makers make wise choices with respect to the site and its myriad users.

Les amis continues to play an active role with decision-makers and institutional stakeholders on the mountain, championing its safeguard whenever required. As such, we took part in workshops on the future of the Religious Hospitallers of Saint Joseph's property, in deliberations about the future vocation of the Royal Victoria Hospital, and in *Université de Montréal's* project to enhance biodiversity on the mountain's northern slope. We defended the presence and importance of Mount Royal in Montréal's new *Stratégie Centre-ville*, the Quebec government's Mount Royal Heritage Site conservation plan, the updated City of Montréal's cultural policy, and the proposed Bill 121 granting Montréal new authority in areas including economic development, housing, heritage and social policy.

Although the year's results are positive, we must maintain our efforts to find solutions to the many heritage buildings still unoccupied on Mount Royal, to remove the barriers that restrict accessibility to the mountain, and to limit the deterioration of the territory's natural ecosystems.

In closing, I would like to acknowledge our teams, leaders and governors, donors and countless partners who contribute to the success, strength and expertise of Les amis. This year's report reflects a mature organization, mindful of its value at the heart of discussions and of its position as standard-bearer for the vision of Mount Royal's future. I trust that you will enjoy reading about our recent activities.

Sylvie Guilbault, Executive Director



Sylvie Guilbault

Peter A. Howlett, C.M.

Mount Royal has been at the heart of ever so many events and issues this year, which marked Montréal's 375th anniversary. Les amis de la montagne were involved every step of the way.

The one achievement I would like to highlight is the success of our citizen mobilization campaign in support of the bid for Mount Royal to be recognized as a UNESCO World Heritage Site. True to its rich and authentic nature, the community responded to this rallying call for the mountain with enthusiasm and conviction.

In just three weeks, nearly 33,000 people added their names to those of major institutional stakeholders on the mountain and organizations dedicated to its enhancement, requesting international recognition for Mount Royal. In an increasingly individualistic society, this is a strong gesture that once again confirms that Mount Royal is a treasure we must protect collectively.

"Real generosity towards the future lies in giving all to the present," said Albert Camus. Therein lies our day-to-day mission: to strive to protect the mountain today and bequeath it to the next generation.

Is the mountain well protected? Heritage designations span the municipal, regional and provincial levels. They are accompanied by appropriate protective measures, action plans and regulations. Designated administrative bodies are responsible for the mountain's management, and are supported and monitored by the *Table de concertation du Mont-Royal*. Everything is in place. However, key players succeed one another, and municipal and provincial governments are continually faced with numerous and changing challenges. In this context, Les amis's mission—firmly anchored in the community's vision for its mountain—remains as relevant as ever.

The governance of Mount Royal must be rooted in the adherence of all stakeholders to the highest standards of protection for the world's exceptional sites. Our commitment is to continue leveraging the vision, expertise and dedication of the vast and varied community of Mount Royal friends to succeed in this great venture.

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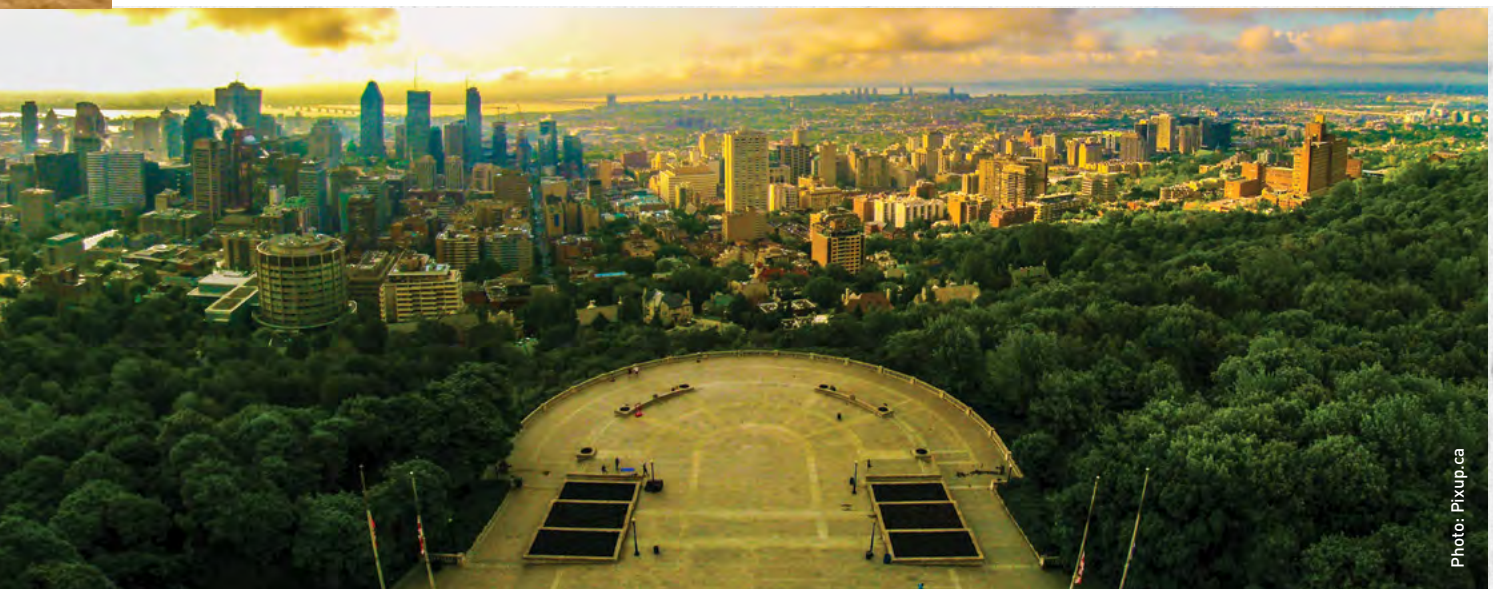


Photo: Pixup.ca

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Evangéline Kabuya
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Until November 2016

Charlotte Mondoux-Fournier
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Environmental Educator

**Marianne de
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Environmental Educator

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Claire Lessard**
Accounting Assistants

Thank you!

Like the mountain and the community it serves, Les amis de la montagne's team is rich in diversity and resources. Its seasoned core staff members oversee the development and administration of a full range of programs and services on Mount Royal.

Close to 100 seasonal and part-time employees, as well as student interns and dedicated volunteers, join Les amis throughout the seasons to lend a hand in educational and outdoor services, park conservation and Café des Amis outposts.

The day-to-day work of this team of committed individuals and the seeds they sow for the mountain's future are key to Les amis's success.



Operating on a complex seven-day-per-week schedule, Les amis employees do not often get the chance to meet up all at once. From time to time however, as many of us as possible get together for a shared moment during which we are reminded of the exceptional team spirit that unites us.



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ADVOCACY

Motivated by the need to protect Mount Royal's cultural, natural and landscape heritage, **Les amis de la montagne** strives to rally public authorities, institutional property owners, business leaders and the Montréal community around a common vision for the responsible stewardship and harmonious development of the mountain at the heart of Montréal.

Les amis's role is one of representation and education, based on a deep understanding of Mount Royal as a defining element of the identity of Montrealers and the urban fabric of our city.

Major advocacy issues such as governance, the repurposing of large institutional properties on Mount Royal and accessibility to the mountain were the focus of our efforts, including those of Les amis's Properties and Preservation Committee.

Governance

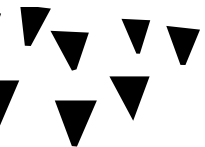
Les amis had a voice in all discussions regarding the protection of Mount Royal in 2016-17. We took part in public consultations and produced briefs on:

- the renewal of Quebec's cultural policy
- Montréal's downtown development strategy
- the Mount Royal Heritage Site conservation plan
- the proposed Bill 121: *An Act to increase the autonomy and powers of Ville de Montréal, the metropolis of Quebec*
- Montréal's cultural development policy project
- Montréal's five-year heritage action plan project

In each of our representations, we stressed the importance of embedding conservation objectives for the mountain in any vision related to Montréal, its cultural development, heritage and governance.

In response to our report on problems relative to the use of public spaces in Mount Royal Park, the *Table de concertation du Mont-Royal* (TCMR) recommended that the city update its event management framework in the park. Since then, Les amis has

La Croix protectrice, photograph by Jean-Claude Charron, Les Amis de la montagne 2016 Photo Contest: a magnificent view of the mountain from the St. Lawrence River



ADVOCACY (CONT'D)

played a key advisory role in updating municipal regulations that will have a major impact on the quality of the visitor experience and integrity of the site.

The Future of Large Institutional Complexes on Mount Royal

Several large institutional properties established on and around Mount Royal are undergoing profound changes. Sites occupied by the Royal Victoria Hospital, *Hôtel-Dieu de Montréal*, Shriners Hospital for Children and other large establishments no longer meet initial needs. Their repurposing must contribute both to the maintenance of the integrity of the mountain and to the development of the city.

In a plan entitled *La requalification des grands ensembles institutionnels le long des avenues des Pins et Cedar : une occasion unique de consolider l'interface entre le mont Royal et le centre-ville*, Les amis proposes an integrated vision of the rehabilitation of institutional properties located on the mountain's southern slope. Our recommendations include preserving the sites' heritage value, maintaining public access to grounds and buildings, improving access to the mountain and expand-

ing Mount Royal Park with the annexation of certain adjoining lands. We presented these guidelines during public hearings and to the stakeholders involved in the repurposing of Royal Victoria Hospital and the *Hôtel-Dieu de Montréal*.

Access to the Mountain's Summit Sector

The Camillien-Houde roadway maintains a growing appeal for cyclists. Consequently, Les amis de la montagne has continued to promote the need to redesign the Remembrance/Camillien-Houde axis with a bike path allowing safe cycling at the TCMR and at meetings on the Camillien-Houde Cyclovias.

In May 2016, the commissioning of hybrid buses on line 11 marked the happy outcome of a concerted effort between Les amis, the STM and the City of Montréal. Mount Royal Park now benefits from a greener public transit service. An express shuttle 11 was also put into service on weekends from July to October to meet the increased need for public transit during the summer.



Photo: Pixup.ca



Representatives of the STM, Nova Bus and Les amis came together with the mayor of Montréal at Smith House on May 24, 2016, to launch hybrid buses on the mountain.

Advisory Role

Les amis continued to play a key role in the TCMR, making a significant contribution to exchanges that notably led to the development of three consensus agreements for the City of Montréal in 2016-17. These included updating the management framework for public events in Mount Royal Park, redeveloping the Côte-des-Neiges-Remembrance sector with respect to a global vision for access to the mountain, and presenting Mount Royal as a candidate for inscription on Canada's Tentative List of World Heritage Sites.

Les amis thoroughly analyzed the Discovery Stops (*Escapes découvertes*), one of the City's legacy projects for the 375th anniversary of Montréal. In response to some of our recommendations, the designers removed five installations planned for the natural habitats of Mount Royal Park.

We also studied various requests and projects concerning downhill skiing, cross-country skiing, electric and fat biking on mountain trails, mountain biking and marathon events in wooded areas. In each case, we communicated our recommendations to the members of the TCMR as well as to the *Bureau du Mont-Royal*.

Advancement of Knowledge

Workshop: "Could Mount Royal Disappear?"

In May 2016, Les amis de la montagne and *Institut du patrimoine de l'UQAM* held a day-long workshop on the challenges of protecting mountain views. Held at St. Joseph's Oratory on Mount Royal, the event brought together 75 professionals, academics and students who shared their knowledge and identified possible solutions to protect the views between the river and the mountain given the significant development of new downtown skyscrapers.

Round Table: Mount Royal, Heritage and Tourism

In April 2017, on the International Day of Monuments and Sites declared by UNESCO, Les amis de la montagne and Héritage Montréal teamed up to present a round table on the impact of the possible recognition of Mount Royal as UNESCO World Heritage Site. Approximately 50 participants attended the event at the McGill University Club, which was followed by lively exchanges.

PRIX DU MONT-ROYAL 2016



Dinu Bumbaru, C.M., 2016 Prix du Mont-Royal Recipient

On Tuesday, May 24, on the 140th anniversary of Mount Royal Park's inauguration, Les amis de la montagne and the City of Montréal awarded the *Prix du Mont-Royal* to Dinu Bumbaru, C.M., Héritage Montréal Policy Director, for his commitment to the protection of Mount Royal over the last three decades.

Dinu Bumbaru's untiring work for the preservation of the city's built and landscape heritage has made him an internationally renowned expert. His significant actions to safeguard Mount Royal include participation in the development of the *Mount Royal Protection and Enhancement Plan*. Dinu Bumbaru also played a key role in promoting the adoption of the 2005 Government of Quebec decree creating the Mount Royal Historic and Natural District. Finally, Mr. Bumbaru sits at the *Table de concertation du Mont-Royal*, where he contributes his experience and knowledge to the promotion of the responsible management and harmonious development of the mountain.

We also awarded honourable mentions to two individuals who have successfully integrated Mount Royal into their professional activities. Geneviève Gareau, a teacher at *École Notre-Dame-des-Neiges*, participates in our *Seeds for the Future of Mount Royal* project every year. For his part, Alexandre Beaudoin, a biodiversity advisor at the *Université de Montréal*, spearheads innovative projects pertaining to, among others, sustainable and ecological agriculture and beekeeping on the university's rooftops for the production of Mount Royal's first ever honey.

OUTREACH, AWARENESS-BUILDING AND COMMUNITY ENGAGEMENT

Les amis de la montagne derives much of its strength from the quality of the ties it maintains with the community and its ability to inspire enlightened actions for Mount Royal's sustainability. This year, we were able to confirm the solidity of these ties and the collective desire to preserve the integrity of the mountain.



Citizen Mobilization Campaign in Support of UNESCO Status for Mount Royal

In January 2017, Parks Canada received Mount Royal's application for inscription on Canada's Tentative List for World Heritage Sites. Spearheaded by the City of Montréal, this initiative seeks to secure UNESCO designation for Mount Royal, endorsing the recommendation of the *Table de concertation du Mont-Royal* to strive for the highest standards of protection for this exceptional site.

Convinced that citizens are the best protectors of a site they hold dear, Les amis invited the community to express itself on the future of their mountain by signing a letter in support of this application.

Partners

Entitled *We love the mountain. Let's support UNESCO status for Mount Royal.*, our campaign was successfully conducted from April 5 to 27, 2017, thanks to the exemplary support and commitment of Raymond Chabot Grant Thornton and NATIONAL Public Relations.



Photo: Pixup.ca

The mountain's vast green spaces are a testament to the community's determination to build the city around, rather than on top of, Mount Royal.

With the help of *Au Sommet Place Ville Marie*, the campaign was launched at a press conference held on the Observation Deck affording stunning views of the mountain. The Facebook Live event was viewed over 2,300 times and widely shared. La Presse also gave exceptional visibility to the campaign, which generated thousands of signs of support.

The Montréal community responded enthusiastically to our call to action. Large institutional owners on the mountain as well as several citizens' associations and Montréal's corporate sector prompted their respective communities to sign the online letter of support, leading to unprecedented citizen mobilization.

Outreach and Community Engagement

The campaign resulted in some 80 articles and interviews in newspapers, websites, blogs, notices on radio and TV, including an interview on *Salut Bonjour!* and a shout-out on *Tout le monde en parle*, in addition to articles in national daily papers. More than 472,000 people viewed Facebook posts published by Les amis, generating over 15,000 reactions, 9,000 clicks to the cauzio.org platform welcoming online signatures, as well as thousands of shares, comments and likes. All in all, the campaign was a roaring success with over 33,000 signatures!

Impacts

Such widespread support should have a positive impact on the evaluation of Mount Royal's application. We will know in December 2017 if the mountain is selected to be added to Canada's Tentative List for World Heritage Sites. The collective desire to protect and improve the mountain should contribute to its quality as a "cultural landscape," defined by UNESCO as a site that is indicative of "the creative genius, social development and the imaginative and spiritual vitality of humanity."

As such, the campaign allowed the community to reaffirm its attachment to the mountain and the importance of acting for its future. The number of Les amis followers on Facebook has risen to 16,000, an increase of 3,500, whereas the number of subscribers to our e-newsletter has quadrupled!

The campaign also allowed us to assess public perception of the challenges and issues related to the mountain's protection. This will ultimately guide our efforts to raise awareness and better represent the interests of the community and of Mount Royal.

Coming Soon: A Brand-New Website

Over the past year, the entire Les amis team was enlisted to work on a new website showcasing Mount Royal and the actions of our organization. More user-friendly, more attractive and, above all, more complete in terms of content pertaining to the issues and challenges affecting the territory, the new website will be launched at the end of 2017, thus increasing the outreach of both Les amis and the mountain. Moreover, we took advantage of this project to revamp the visual identity of our organization and develop its brand image.

Canada-Wide Networking

At the invitation of PARK PEOPLE, Les amis de la montagne took part in the organization of the *Heart of the City* conference program, which seeks to create a pan-Canadian network of organizations dedicated to managing, animating and improving urban parks. Held in Calgary in March 2017, the conference was attended by 100 or so delegates from associations and public administration from 36 Canadian cities. Les amis had the opportunity to present their partnership with the City of Montréal relative to the management of Mount Royal Park and to create ties with several organizations with common goals and challenges.

Young Leaders Committee

With an eye to the future and the next generation of friends of the mountain, we created a committee of young professionals and students with whom to explore new forms of commitment for the protection and improvement of the mountain. Sixteen motivated and committed young people, all in their twenties and thirties, were selected to sit on this new committee. Their experience lies in law, finance, marketing, urban planning and architecture, as well as heritage conservation and the sustainable protection of natural environments. Thanks to their ideas and vision, these young leaders are already actively contributing to our mission.

ENVIRONMENTAL CONSERVATION

Mount Royal is an invaluable natural resource that is home to rich flora and fauna in the midst of a rapidly developing urban environment. Maintaining healthy natural habitats requires constant attention, especially in view of increasing challenges such as infestations of emerald ash borer, the proliferation of invasive exotic plants, heightened park attendance, as well as the harmful practices of certain park users and event organizers who are not always aware of the impact of their actions on the natural environment.

The State of Natural Ecosystems on Mount Royal

Thirty some years of hands-on experience working in the mountain's environment has uniquely positioned Les amis to take on a new endeavour: assessing the state of Mount Royal's natural ecosystems in a bid to develop an action plan aimed at promoting their health or recovery. Undertaken with the collaboration of the cities of Montréal and Westmount,



this initiative is also supported by a scientific committee. The chosen approach identifies the ecosystems that require priority attention as well as the actions that need to be taken to counter threats to the plant and animal biodiversity of the mountain. It will also enable all stakeholders on the territory to measure the results of conservation efforts every year through monitoring indicators.

Recent research carried out by Les amis under the supervision of Théo Vallée, a master's student in forest ecology, focused on the quantity of dead trees still standing or on the ground, which is a good indicator of the quality of the wildlife habitat. By comparing data with the results of the same study conducted in 2005, his research showed that the situation has improved slightly, which is encouraging.

As natural environments know no boundaries, our report also explores ways to strengthen Mount Royal's connectivity with other areas of biodiversity in the region. Our assessment of the mountain's natural ecosystems will be made public in the coming months.

Conservation Patrol

The team of six employees of our Conservation Patrol operating in Mount Royal Park from June to October has seen its efforts increased by nearly 50% this year, reaching a total of 666 hours of conservation actions thanks to the contribution of volunteers trained by our team. Over the course of these months, our patrolers intervened directly with 7,250 people.

As they do every summer, our patrollers were present at the Camillien-Houde Belvedere to raise public awareness about the consequences of feeding raccoons and to urge visitors to avoid contact with these animals, whose population peaked in the park in 2016. An epizootic of canine distemper caused the death of a high proportion of raccoons as of the autumn. In

spring 2017, the population was at its lowest since the last epizootic in 2003.

A redevelopment project requiring the closure of the main staircase leading to the Mount Royal Chalet for three months in 2016 was also the focus of significant efforts by our Conservation Patrol. On the advice of Les amis, the City closed off an adjacent wooded area to prevent its deterioration during the closure of the staircase. In addition to fencing and interpretive panels, the planting of trees and shrubs by our volunteers contributed to the success of conservation efforts during the work.

Environmental Stewardship Program

Some 1,300 volunteers participated in our Environmental Stewardship Program on Saturdays from May to October on an individual basis, or as part of activities designed for corporate or community groups. Thanks to such efforts, Les amis made short work of removing common buckthorns and dog-strangling vines, planting trees, clearing undergrowth and monitoring trees planted in recent years.

Les amis planted 1,168 trees and shrubs as part of the City's restoration and landscaping work on a segment of the Mount Royal ring road, as well as in the staircase area of the Chalet during redevelopment work.

In the fall, Les amis worked with *Université de Montréal* on a program to sustain and improve biodiversity on campus grounds. The mandate was to control invasive species present on the site and to proceed with plantings to strengthen biodiversity and maintain the integrity of the woodlands over the long term, all while reducing the number of trails on the site. As a result of this operation, we cut 7,000 buckthorns, closed 963 metres of trails and planted 375 plants.

1 TD Bank Group employees participate in environmental stewardship initiatives led by Les amis on Mount Royal. 2 The work of our Conservation Patrol includes cleaning up the mountain's woodlands. 3 Mount Royal's natural environments: an asset to be treasured and cared for.

EDUCATIONAL, CULTURAL AND OUTDOOR PROGRAMS

Montréal's 375th anniversary was at the heart of the public programming developed and offered by Les amis de la montagne throughout the year. Presented by our specialists—all Mount Royal aficionados—our activities were more popular than ever with nature, culture and outdoor enthusiasts who come to the mountain to enjoy its many riches with each passing season.



Education and School Groups

This year, 4,673 participants from pre-school to high school took part in our educational programs. *Explore the Summits of Montréal*, *Seeds for the Future of Mount Royal* and *WILD Spaces for Pollinators* are programs that seek to reconnect children with nature. They are the result of collaborations with *Université de Montréal*, Saint Joseph's Oratory of Mount Royal, *Polytechnique Montréal*, the Quebec Ministry of Education, the Canadian Wildlife Federation, Soverdi and several Montréal schools.

Forest School on Mount Royal

Designed for children aged 0 to 11 and their families, our Forest School on the Mountain is a project that draws inspiration from the international Forest School movement. We have continued to develop it with partners and researchers from the education and environmental sectors, including Lila Benzid, a master's student in environmental sciences at UQAM and environmental educator at Les amis.

In May 2016, we were invited to present our project at the *Association francophone pour le savoir* (ACFAS) conference. Encouraged by the interest it generated, we devoted a day-long workshop to it in April 2017 with the support of the *Centre de*

recherche en éducation et formation relatives à l'environnement et à l'écocitoyenneté (UQAM). Participants from daycares and early childhood centers, teachers, environmental educators and interpretation specialists expressed enthusiasm for this educational approach. The results of the research showed positive effects on the emotional and cognitive connection between children and nature, on their motor and social development, and on their relationship with their environment—family, friends, school and neighborhood. It is thus with full confidence that we will continue to develop our Forest School on Mountain.

Youth and Outdoor Winter Fun

Thousands of young people enjoyed spectacular winter activities on Mount Royal with their class or group. Skating remained the most popular activity, followed by snow tubing. Some classes went cross-country skiing, while others preferred snowshoeing, often renting the necessary equipment from Les amis, whose services make these outdoor activities more accessible.

Certified by *Ski de Fond Québec*, our youth cross-country ski club welcomed 260 participants aged 4 to 15 last winter. This ever-popular program attracts a lot of interest from both parents and children.



Guided tours, rowing across the lake in a wooden boat, day camp and free concerts are just a few of the many activities offered by Les amis so that visitors of all ages have a wonderful time as they enjoy the mountain's fresh air, nature and beauty.



Day Camp

The interest of children and their parents for Les amis's day camp has not waned after eight years of activities. In 2016, our camp received certification from the *Association des camps du Québec*. Building on the expertise developed with our Forest School on the Mountain project, we enhanced programming to encourage free play and immersion in nature. This year, some 323 young people attended the day camp, a 20% increase over last year.

Mount Royal Chalet and Main Staircase Redevelopment Project

Commissioned by the City of Montréal, Les amis implemented a communication and interpretation program in connection with a redevelopment project in the Chalet sector of Mount Royal Park. Our goals were to help maintain the quality of visitor experience during the construction and restoration period, to provide in situ information on the work undertaken and to protect natural areas. We achieve these thanks to the presence of our Conservation Patrollers, as well as to the addition of signage, interpretive panels and protective measures for fragile woodland areas. Les amis de la montagne was able to reach tens of thousands of people with this campaign.

Showcasing the Mount Royal Chalet

In honour of Montréal's 375th anniversary, Les amis proposed a project to enhance the Mount Royal Chalet and its collection of historical paintings. Thanks to funding from the Quebec Ministry of Culture and Communications and the City of Montréal obtained under the Montréal Cultural Development Agreement, we began the project in December 2016. The exhibition *In the Footsteps of our Discoverers* will propose a new interpretation of the Chalet's collection of paintings by combining art history with the history of Montréal. It will be inaugurated in July 2017 and presented until December.

New and Improved Discovery Walks

Les amis's signature guided walks—*From the Mountain to the River* and *Three Summits of Mount Royal*—were updated to feature some of the City's legacy projects for Montréal's 375th anniversary. Photowalks guided by professional photographers were added to the program, and tours highlighting the views from *Au Sommet Place Ville Marie* are being developed for 2017-18.

EDUCATIONAL, CULTURAL AND OUTDOOR PROGRAMS

(CONT'D)

Snowshoe Excursions and Cross-Country Skiing

Our very popular guided snowshoe excursions were enhanced with special thematic fondue and Valentine's evenings in collaboration with the Café des Amis at the Beaver Lake Pavilion.

Taking advantage of 22 km of cross-country ski trails in Mount Royal Park, Les Amis's Cross-Country Ski Club provides private or group cross-country skiing lessons for adults. This year, more than 300 adult skiers registered for these activities.

Beaver Lake Revitalization

In light of the completion of the Beaver Lake restoration project, Les amis reintroduced the rental of boats in summer 2016 to the delight of park visitors interested in rowing on the lake aboard Verchère boats.

Numbers at a Glance

- *Musical Sundays at the Mount Royal Chalet*, 2016 edition
>>> **3,000+ spectators**
- Les amis de la montagne Photo Contest, 2016 edition
>>> **120 participants and 400 photos**
- Guided tours and photowalks
>>> **1,500 explorers**
- Mobile information booth at Beaver Lake
>>> **5,132 onlookers**
- Snowshoe excursions for adults (*City Lights*) or families
>>> **1,172 snowshoers**
- *Winter Traditions* Outdoor Family Drop-In at Smith House
>>> **1,232 strollers**
- *Dance under the Stars* evening at Beaver Lake
>>> **300+ dancers**
- Rowing across Beaver Lake in Verchère rowboats
>>> **8,500 boaters**
- Cross-country skiing with instructors – youths and adults
>>> **560 cross-country skiers**
- Renting skates, cross-country skis and snow tubes for sliding >>> **43,000+ outdoor enthusiasts**
- Awareness raising and interpretive panels linked to park redevelopment work >>> **50,000+ park users**
- Free exhibition of winning photos in Les amis 2016 Photo Contest at the Chalet >>> **50,000+ photography lovers**
- Free permanent exhibition *Mount Royal, A Territory to Discover* at Smith House >>> **320,000+ visitors**



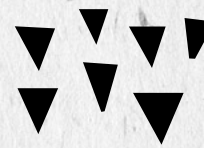
MAY 2016: MOUNT ROYAL MONTH

For the 12th edition of *May: Mount Royal Month*, Les amis de la montagne proposed a festive program marking the 140th anniversary of Mount Royal Park.

Presented in partnership with the City of Montréal, with the support of the TD Friends of the Environment Foundation and *Journal Métro*, this month-long celebration reintroduced thousands of people to the mountain's luxuriant environment.

Festivities began with the 25th Annual Mount-Royal Clean-Up, which was held over three days this year to allow various types of participants, such as families and individuals, students, scouts and corporate groups, to cover a larger territory. In total, nearly 600 people collected 124 bags of waste and 38 bags of recyclable items, and dismantled 74 fires and 17 campsites. They also monitored the growth and health of 1,200 newly planted trees and shrubs.

Les amis and their partners, including several members of the *Table de concertation du Mont-Royal*, were pleased to present a rich and varied program throughout the month of May.





MOUNT ROYAL PARK VISITOR SERVICES

In addition to defending the interests of Mount Royal, protecting its natural habitats and offering public programming, Les amis de la montagne plays a leading role in Mount Royal Park. The wealth of services we offer aims to enrich visitor experience.

Smith House

Headquarters of Les amis, Smith House is the park's main welcome centre where visitors have access to comprehensive information on available services and activities. Our permanent exhibition, titled *Mount Royal – A Territory to Discover*, is presented free of charge and offers a fascinating introduction to the mountain. The house is also home to a gift shop and a café with terrace, in addition to conference rooms, which are available for rental. In 2016-17, Smith House welcomed close to 360,000 visitors.

Gift Shop and Mobile Vendors

Located in Smith House and the Mount Royal Chalet, our gift shop welcomed a growing clientele throughout the year in search of original souvenirs, maps, books, seasonal clothing and toys. Articles produced by Les amis or by local artists and artisans are especially popular. T-shirts, postcards and other unique Mount Royal items are also offered.

Three-wheel scooters operated by Les amis around Beaver Lake and the Mount Royal Chalet during the summer offer a bevy of frozen products and refreshing drinks, many of which are locally made.

Set at the heart of the mountain, the Café des Amis terrace at Smith House is a delightful spot to enjoy a meal while taking in the stunning beauty of Mount Royal Park.

Outdoor Equipment Rental

Located at the Beaver Lake Pavilion and in one of the leaning houses around the lake, our equipment rental service for skating, cross-country skiing, snowshoeing and snow tubing celebrated a good year. More than 43,000 users took advantage of our winter rental services. In light of the completion of the Beaver Lake redevelopment project, Les amis reintroduced the rental of boats in the summer of 2016. As a result, close to 8,500 users had the pleasure of cruising the lake's waters aboard Verchère rowboats.

Café des Amis

The Café des Amis, an organization connected to Les amis de la montagne, is now well established at Smith House and the Beaver Lake Pavilion. A dedicated team ensures that they meet the needs of park users and visitors who come in all seasons for a meal, a snack or a tasty complement to their picnic. In addition, a range of services has been developed for groups wishing to reserve their spot for a meal in the mountain's enchanting setting. "Excursion" or "outdoor activity" packages offered by Les amis provide an interesting addition to the experience.



Les amis staff man mobile vending carts at the Kondiarok Belvedere and around Beaver Lake, offering refreshing frozen products and beverages to park visitors all summer long.

Over the past year, the Café des Amis recorded over 150,000 transactions—presumably due to the vast numbers of visitors flocking to the park on sunny days. In partnership with the City of Montréal, the Café des Amis will open a refreshment counter at the Mount Royal Chalet in July 2017. With this third location, the Café des Amis will round off its quality food services geared for users of the park.

LES AMIS AND THE CITY

Les amis de la montagne and the City of Montréal have enjoyed a fruitful partnership since the 1980s. Our agreement governs the following services:

- Environmental education and awareness-raising activities on the conservation of natural habitats
- Planting projects, clearing of invasive species and environmental monitoring carried out with the involvement of volunteers
- Interpretive services related to the heritage of Mount Royal
- Welcome and information services
- Conservation Patrol
- Outdoor recreational park activities and related services such as equipment rental
- Other visitor services such as food services, gift shops and mobile ice cream and refreshment vendors

Les amis also makes our detailed knowledge of Mount Royal available to the City, at no cost, in an advisory capacity relative to:

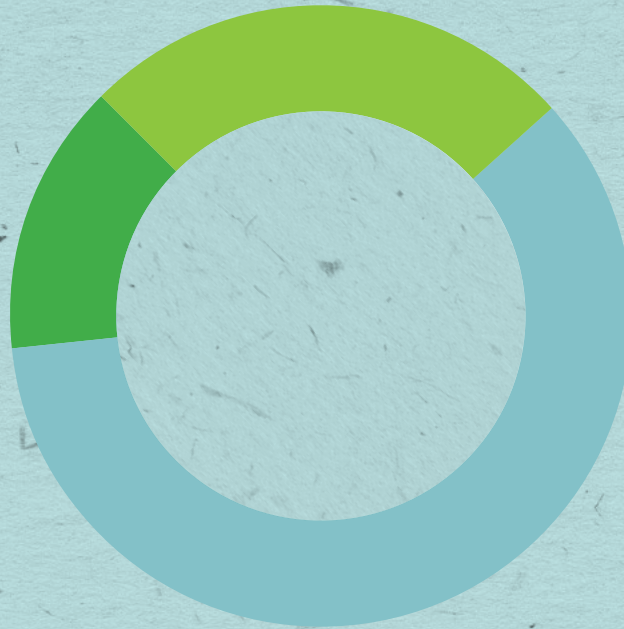
- Park management based on best practices in sustainable development
- Development projects
- Access to the mountain
- Maintenance of outdoor infrastructure, including cross-country ski trails, walking paths, toboggan runs, skating rink and the Beaver Lake basin
- Restoration of buildings and other infrastructure in the park
- Evaluation of proposals for public events in the park and of their documented impact on the environment and users
- Security and cleanliness in the park

FINANCIAL OVERVIEW

Revenue Sources

Revenue and expenses of Les amis de la montagne, Centre de la montagne and Café des Amis for the year ending April 30, 2017. Centre de la montagne and Café des Amis are linked to Les amis de la montagne.

The financial statements of all three organizations are available upon request at 514 843-8240 ext. 240.



Reinvestment for the benefit of the park and its visitors

The Café des Amis, gift shop, outdoor equipment rental, cross-country ski lessons, guided outings, and outdoor and educational activities of Les amis de la montagne generated 60% of the organization's income in 2016-17. These revenues were reinvested for the benefit of Mount Royal Park and park users.

14%
\$539,440
Public Funding

26%
\$957,432
Private Funding

60%
\$2,219,514
Self-funding

Total \$3,716,385

Expenses by Activity Sector

25%
Education and Public Programs
\$986,427

13%
Advocacy and Community Engagement
\$490,894

4%
Development
\$169,143

8%
Administration
\$314,674

50%
Mount Royal Park Visitor Services
\$1,925,002

Total \$3,886,140

ANNUAL FUNDRAISING CAMPAIGN AND COMMUNITY SUPPORT

Les amis de la montagne wishes to thank the members of our annual campaign cabinet, as well as those of the *Chapeau Mont Royal* and *Tuques Bleues* fundraising committees, for their vital contribution throughout the year.

Individual donors, corporations, foundations and sponsors responded enthusiastically and generously to our call. All told, Les amis de la montagne raised \$937 824 this year.

CAMPAIGN CABINET 2016-2017

CO-PRESIDENTS

Philip Belec
President, Ben-Jac Capital Inc.
Jeffrey Drummond
Executive Director, DNA Capital

MEMBERS

Diana Ferrara Scalia
Peter A. Howlett, C.M.
Kathryn Lund Drummond
Françoise E. Lyon
Érik Moisan
Robert Tellier
Sylvie Guilbault, ex officio

Tuques Bleues Celebration – 20th Edition

It was on a snow-covered mountain that nearly 400 snowshoers and 75 racers gathered to celebrate the 20th edition of the *Tuques Bleues* fundraiser on February 16, 2017. Held under the honorary chairmanship of Michel Leblanc and Robert Tellier, this unique evening in Montréal combining winter fun and fine dining generated revenues of \$266,913 for Les amis de la montagne environmental conservation programs. This year's anniversary edition began with a snowshoeing adventure in idyllic winter conditions and continued at the Mount Royal Chalet with a gourmet celebration and an electro-traditional DJ and violinist performance.

We wish to acknowledge the support of Manulife, our lead partner for the past eight years, as well as the loyal contribution of other important partners and the commitment of Philip Belec and Jeffrey Drummond, co-chairs of the Tuques Bleues Committee.

HONORARY CO-CHAIRS

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Philip Belec, Co-Chair
Jeffrey Drummond, Co-Chair
Diana Ferrara Scalia
Kathryn Lund Drummond
Françoise E. Lyon
Érik Moisan
Robert Tellier



A Generous Donation from the Iconic Laurentian Lodge Club

The last remaining residential ski club in North America, the Laurentian Lodge Club, closed its doors in 2016 after over 90 years of history. A handful of organizations were selected to receive the remaining assets, and Les amis de la montagne was among them.

With the Club's generous \$45,000 donation, we were able to develop our cross-country ski programs in Mount Royal Park for underprivileged young people, allowing them to enjoy this sport with our instructors and equipment at little or no cost. Thanks to this donation, Les amis de la montagne is upholding the Laurentian Lodge Club's vision of making available to all this wonderful sport that is a part of the winter heritage of Quebec and our mountain.



Chapeau Mont Royal – 3rd Edition

On a beautiful June 16, 2016, close to 450 guests responded with elegance and creativity to Les amis de la montagne's invitation to wear their best hat for the 3rd edition of our benefit luncheon at the Mount Royal Chalet. The event raised \$175,930 to support education, conservation and environmental improvement programs on Mount Royal.

Held under the honorary presidency of Caroline Codsi, this sophisticated gourmet event owes its success to the support of important partners, a dedicated organizing committee co-chaired by Mary Bruns Creighton, Judith Kavanagh, Carole Labelle Molson and Kathryn Lund Drummond, as well as hundreds of Montréal men and women who care about the future of Mount Royal.

HONORARY PRESIDENT

Caroline Codsi
Founding President,
La Gouvernance au Féminin

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We would like to extend our heartfelt thanks to the individuals, corporations and foundations who generously supported the mission of Les amis de la montagne between May 1, 2016 and April 30, 2017, through a financial contribution of \$250 and more, a gift in kind, a sponsorship or an instalment on their pledge towards a major gift, to one of our projects, programs or benefit events.

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\$50,000 and more
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