

Activity Report

2017 | 2018



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Who We Are

A breath of fresh air. A view in a million.
A place to live, work or get away from it all.
Mount Royal is many things to many people.
This small mountain holds a big place in our
history, heritage and heart.

Famous for its namesake park and dense
woodlands, Mount Royal is home to thriving
neighbourhoods, schools and universities,
hospitals, places of worship and cemeteries
steeped in history. Its land is coveted yet
threatened by urban development, pollution
and invasive non native pests, to name a few.
Sustainability is at issue.

For over 30 years, Les amis de la montagne
has been a standard-bearer for the
protection and improvement of Mount Royal
through advocacy, community involvement,
environmental education and stewardship.
Since our early days as a grassroots
movement, we have grown into a fully
fledged organization supported by a vast
community willing to move mountains
for the benefit of this beloved green space
in the heart of our city.

**For 30+ years,
Les amis de la
montagne has
been involved
in the protection
and improvement
of Mount Royal.**



Executive Director's Message



I am impressed by the amount of work accomplished, the fruits of the stalwart commitment of a talented team that is part of Les amis de la montagne's large family. All these friends of the mountain share the conviction that Mount Royal is invaluable to quality of life in Montréal.

While the mountain may be important to each of us, the challenge is to consider it as a collective asset that must be preserved. Les amis takes this protective mission to heart, along with the community and on its behalf.

The major issues that mobilized our forces in 2017-2018 included:

- ▶ The bid to have Mount Royal recognized by UNESCO
- ▶ The survival of Mount Royal's forests, facing both natural threats and the pressures exerted by 5+ million users per year
- ▶ Accessibility to the mountain in accordance with sustainable development objectives
- ▶ The future of the large institutional properties that shape the character of Mount Royal

I also want to highlight the dedication of a small army of employees working to serve Mount Royal Park users, ensuring every visit

is enjoyable, rewarding, and respectful to the site and those who visit. Some 140 employees worked in the field alongside the City of Montréal's teams this year, not to mention the hundreds of volunteers who lent us a hand.

I leave with emotion but also with great pride after 26 years as Executive Director of Les amis de la montagne. Firmly rooted in the community and graced with enviable partnerships, the organization is well positioned to meet the challenges of today and tomorrow.

I especially thank Peter Howlett, an inspiring leader and a man of commitment, talent and heart who has served as a mentor over the years. It is a great privilege to have worked with him. I also thank the board members, governors, colleagues and partners for their trust and commitment. I leave knowing that Montréal and its mountain can rely upon a large community of supporters.

Sylvie Guilbault
Executive Director



President's _____ Message

This year we have been introduced to a Montréal administration in which a new mayor Valérie Plante replaced the formidable incumbent mayor Denis Coderre. Despite a somewhat bumpy start, the new relationships arising post-election have been positive and harmonious due to shared values on environmental protection and the improvement of the mountain. Mayor Plante followed the example of her predecessor in retaining personal purview of the Mount Royal dossier. We hope this augurs well for future collaboration.

A year has passed since Les amis and the City of Montréal led a campaign in support of a bid for Mount Royal to be recognized as a world heritage site. Our resolve is unabated, and we are pursuing our attempt to have Mount Royal included on Canada's *Tentative List for World Heritage Sites*. We are confident that UNESCO recognition will follow.

In the period covered by this report, Les amis unveiled its vision for redefining Remembrance / Camillien-Houde into a scenic roadway to meet today's safe mobility requirements for pedestrians, cyclists and cars alike and to enhance the enjoyment of this important part of the mountain.

The new city administration introduced and, of this writing, is pursuing a pilot project blocking transit traffic over the mountain. The administration's proposal has been controversial, and an engaged community will have the opportunity to express its vision before the end of 2018.

As the year came to a close, our Executive Director of 26 years signalled her intention to retire from her post. Hers has been a most impressive performance. Her leadership and management skills, not to mention her devotion and loyalty towards her colleagues, set the bar for all who follow. Sylvie Guilbault will continue to play a role in the future of Les amis and its mission to the enduring benefit of all Montrealers.

A handwritten signature in black ink that reads "Peter Howlett". The signature is written in a cursive, slightly slanted style.

Peter A. Howlett, C.M.
President of the Board of Directors

Board of Directors



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President, Montorsan Holdings

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Architect and
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Diana Ferrara Scalia
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Richard M. Hart
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MacDougall, MacDougall
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Executive Search

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Associate Vice President,
Region Support Office,
TD Bank Group

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de Mestral, C.M.**
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Faculty of Law,
McGill University

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Robert Tellier
National Vice President,
Group Retirement
Services, Brokerage,
Manulife

Marie-Odile Trépanier
Honorary Professor,
Faculté de
l'aménagement,
Université de Montréal

Peter Vamos
Executive Director,
Portage

EX OFFICIO

Sylvie Guilbault

COMMITTEES OF THE BOARD

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Ex officio

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de Mestral, C.M.**

Sylvie Guilbault
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Viateur Chénard

Jean Décarie
Clément Demers
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Bruce McNiven, C.M.
Pierre Valiquette
Myriam Grondin
Advisor
Sylvie Guilbault
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Hélène Panaïoti
Advisor
Alexandre Beaudoin
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Young Leaders

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Julien Deschênes
Myles Dlouhy
Alexandra Gatien
Fiona Hirst
Olivier Lapierre
Marc Obeid
Hélène Santoni
Sophie Tremblay
Marie-Josée Vaillancourt
Thomas Williams
Sylvie Guilbault
Ex officio

As of April 30, 2018

Les amis de la montagne Team



OFFICE OF THE EXECUTIVE DIRECTOR

Sylvie Guilbault
Executive Director

Joanne Lalumière
Strategic Advisor

Pascale Pigeon
Assistant to the Executive Director

COMMUNICATIONS, ADVOCACY AND PUBLIC ENGAGEMENT

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Director of Communications, Advocacy and Public Engagement

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Head of Communications
Since April 2018

Eveline Trudel-Fugère
Head of Communications
Until April 2018

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Digital Communications Officer

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Director of Major Gifts and Planned Giving

Jane Howlett
Project Lead

Victoria Desmarais
Project Lead, Tuques Bleues
December 2017 to February 2018

EDUCATIONAL AND ENVIRONMENTAL CONSERVATION

Éric Richard
Director of Education and Conservation

Jean-Michel Villanove
Head of Public Programs

Victoria Desmarais
Environmental Conservation Program Coordinator
Since February 2018

Claude Drolet
Head of Environmental Conservation Programs
Until February 2018

Maria-E. Nacher Sol La Lande
Head of School Programs

Emily Coffey
Environmental Educator and Day Camp Coordinator

Samuel Montigné
Public Program Project Lead

Marianne de la Sablonnière Griffin
Environmental Educator

Julie Faucher Delisle
Environmental Educator and Patroller

Dominique Fréchette
Environmental Educator

Marie-Christine Perron
Environmental Educator

Antonin St-Jean
Environmental Educator and Patroller

MOUNT ROYAL PARK VISITOR SERVICES

Daniel Leblanc
Director of Operations and Visitor Services Development

Stéphanie Ménard
Head of Outdoor Services

Nathalie Perreault
Gift Shop and Welcome Centre Coordinator

Marieke Lemieux
Group Reservations and Venue Rental Coordinator

CAFÉ DES AMIS

Renée Boucher
Director of Food Services

Isabelle Tassé
Event & Banquet Coordinator

Louis Desjarlais
Restaurant Manager

Linda Boudreau
Administrative Assistant

FINANCE AND ACCOUNTING

Roberta Franske
Director of Accounting & Finance
Since October 2017

Alain Dauth
Head of Accounting & Finance
Until October 2017

Caroline Chenail
Controller
Since October 2017

Claire Lessard
Bookkeeper

Thank You!

Our 30 or so permanent employees are joined by:

- › Close to 110 part-time and seasonal employees providing a host of services in Mount Royal Park
- › 10 student interns and 1,500+ generous volunteers dedicated to the mountain

All are part of Les amis's extended family whose expertise, commitment and dedication help keep the mountain green and healthy.

Governors

Governors Emeritus

Arthur Bruneau[†]
Marcel Côté[†]
Michael Graff

Cécile Grenier
Antoine Paré, Q.C.[†]
Lorne Webster[†]

Honorary Members

Charles E. Beveridge
Witold Rybczynski

Abe Adham
Ian Aitken
Robert Alain
Sami Antaki
Karin Austin
D^r Douglas Avriht
Jean-Claude Bachand
Raymond Bachand
Guy G. Beaudry
Philippe Beauregard
Philip Belec
Helen Bellefeuille
Jacques Bellefeuille
Jacques Bénard
Laurent N. Benarrous
Jean-Yves Benoît
Christiane Bergevin
Tom Berryman
Caroline Biron
Hans P. Black
David Blair
André Boisclair
Hubert Bolduc
Nathalie Bondil,
C.M., C.Q.
The Hon. Lucien
Bouchard, G.O.Q.
Bernard Bougie
Jean-Yves Bourdages
Youssef Boutros,
CPA, CA
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Michel Bruyère
Dinu Bumbaru, C.M.
Robert A. Callard
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Brian Casey

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Viateur Chénard
Dominique Codère
Hélène Couture
Mary Bruns Creighton
Alain Creton
Jean Décarie
Jonathan Deitcher
Charles de Kovachik
Clément Demers
André Desmarais,
O.C., O.Q.
Hélène Desmarais,
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Paul Desmarais Jr.,
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Frank Di Tomaso
Marianne Donaldson
Jacques Dorais
Paule Doré
Jeffrey Drummond
Barbara Drury
Serge Dubreuil
Nancy H. Dunton
Michel Famelart
Deborah Fang
Lucy A. Fellowes
Diana Ferrara Scalia
Robert Fortier,
CPA, CA
Suzanne Fortier
Yves L. Fortier,
C.C., O.Q.
Brian O.N. Gallery
Carolina Gallo
La Flèche
Michel Gariépy
Robert Gervais
Mehdi Ghafouri

Julie Godin
Robert P. Godin
Wendy Graham
Réjean Gravel
Père Claude Grou, c.s.c.
Christine Harkness
Lapointe
Richard M. Hart
Gerald T. Hogan
Marja Hogan
Marie-Claire Holland
Morag Howlett
Peter A. Howlett, C.M.
Stephen Huddart
Isabelle Hudon
Jill Hugessen
Emilio B. Imbriglio
Jay Iversen
Peter Jacobs
Michèle Jodoin
Edward J. Johnson
Judith Kavanagh
Robert Keaton
Patrick Kenniff
Bruce Kent
Andrew Koenig
Yvonne Koenig
Claire Kruyt
Carole Labelle Molson
Annick Laberge
Luc Lacharité
Éric R. La Flèche
Joanne Lalumière
Yves Lalumière
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C.C., G.O.Q., FRAIC,
FSRC, RCA
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Marc Laperrière
The Hon. Charles
Lapointe, P.C.

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Christine Marchildon
Isabelle Marcoux
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Gloria Ménard
Donna Mergler
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Mestral, C.M.
Philippe de Mestral
Tony Meti
Brett Miller
Alain Miquelon
Érik Moisan
Geoff Molson
Pierre Monahan
François Morin
Éric Morisset, CA
Laurent Morisset
Louis Morisset
Heather Munroe-Blum,
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Gwendolyn Andrews
Nacos
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Luc Quimet
John Parisella
Jacques Parisien
Alexander K. Paterson,
O.Q.
John J. Peacock
Jan Peeters
Robert Perreault
Sébastien Perron-Carle
Guy Pinard
Richard W. Pound,
O.Q., O.C.

Vincent M. Prager
Claude Quenneville
Tom Quinn
Ron Rayside
Eugene N. Riesman
Joan Robb Paterson
François R. Roy
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Louise Roy
Normand Royal
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Jean Saucier
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Robert Tellier
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Frances Eliot Tobin
Patrick Tobin
Alain Tremblay
Peter F. Trent
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Pierre Valiquette
Peter Vamos
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Thomas C. Velan
Manon Vennat, C.M.
Lillian Vineberg
Stuart Webster
Jonathan I. Wener, C.M.
Robert B. Winsor
Nathalie Zinger

Advocacy

The protection of Mount Royal is at the heart of Les amis de la montagne's mission.

Our mountain is a vast territory located directly in the centre of Quebec's metropolis that is shared by several large public, institutional and private establishments.

Development pressures are constant, and Les amis de la montagne works tirelessly to keep protection of the mountain at the top of the list of priorities.

Overview of our Actions on Major Issues in the Past Year:

Continuing our Campaign for Mount Royal's UNESCO World Heritage Site Status

The campaign conducted by Les amis entitled *We love the mountain. Let's support UNESCO status for Mount Royal* was a resounding success, supported by more than 33,000 signatures. Unfortunately, Mount Royal's application for inclusion on *Canada's Tentative List for World Heritage Sites* was unsuccessful despite the quality of the candidacy and extraordinary community support. But we're not done yet!



“The campaign led by Les amis de la montagne in support of Mount Royal’s bid for UNESCO status generated 33,000 votes of support. It is the duty of all Montrealers to pursue and intensify our efforts to see Mount Royal, this universal emblem of culture and democracy, included on UNESCO’s *World Cultural and Natural Heritage Site List*.”

– Liza Frulla, President of Culture Montréal

Les amis remains convinced of the excellent potential for Mount Royal’s recognition as an expression of community engagement to protect and improve a natural, cultural and landscape heritage that is unique in an urban setting. We are pursuing our efforts with government and municipal bodies with the aim of seeing Mount Royal added, in the near future, to UNESCO’s *World Cultural and Natural Heritage Site List*.

Rethinking the Future of Mount Royal’s Large Institutional Properties

A considerable number of establishments that chose to locate on the mountain over the centuries are undergoing profound changes, and the spaces they occupy no longer meet their needs. These institutions are part of the mountain’s history and grandeur, and have contributed to its renown. Their future is closely linked with that of Mount Royal.

The departure of some of these institutions, such as the Royal Victoria, Hôtel-Dieu and Shriners hospitals, presents major challenges for Mount Royal’s future.

The search for new owners and partners who will join in helping to strengthen the objectives of protecting and improving the mountain is essential. Together, our goals must be to:

- Maintain public access to the mountain
- Preserve buildings with great heritage value
- Increase green space
- Ensure that projects implemented are fully supported by the community



The property left vacant on the mountain by the departure of the Royal Victoria Hospital offers an unparalleled opportunity to develop a high-quality project that will enhance Montréal's international reputation.

This is the message that Les amis communicated in discussions with various stakeholders involved in the matter, including McGill University, which submitted an opportunity study in spring 2018 to the Quebec Government for the expansion of its campus on the former Royal Victoria Hospital site.

Les amis in action:

- ▶ Participated in McGill University's Royal Victoria co-design workshops
- ▶ Cooperated with the Communauté Saint-Urbain in the development of a repurposing proposal for the Hôtel-Dieu de Montréal site
- ▶ Sat on a Université de Montréal advisory committee commissioned to guide the preparation of a new master plan for the consolidation of the University's Mountain Campus site
- ▶ Evaluated the feasibility of an expansion project for the Université de Montréal's Vincent-d'Indy Building, which is home to the Faculty of Music
- ▶ Met with representatives of the Montreal General Hospital to follow up on their development master plan

Promoting Safe, Convivial and Sustainable Accessibility

Accessibility to the mountain has always been an issue. Various access routes have been developed over the decades, allowing the public to get to Mount Royal on foot, by bike, by public transportation and by car. However, the urban planning projects of the sixties that favoured the automobile left large thoroughfares, major intersections and parking lots at the heart and on the periphery of the mountain. These no longer serve our best interests nor our requirement for safe and sustainable mobility for all.

For many years, Montrealers have supported the idea of reducing the use of cars and their impact on the mountain to favour active and collective transportation. Results have been slow in coming. The new city administration has chosen to make this issue a priority.



Les amis in action:

- Collaboration with the mountain's stakeholders to identify the fundamental guidelines to establish a global vision for accessibility on Mount Royal and to repurpose Remembrance Road and the Camillien-Houde roadway
- Numerous working meetings for the implementation of the City of Montréal's pilot project to block automobile transit traffic on Remembrance/Camillien-Houde
- Participation in the public consultation process for the pilot project
- Discussions with the STM to improve public transit service to the park that resulted in adding the line 711 bus route during the summer season
- Documentation and study of examples of the safe shared use of roadways in other major cities
- Analysis and recommendations to the City of Montréal on the upcoming redesign of the Côte-des-Neiges/Remembrance Road interchange sector

Improved Management of Private Use of the Mountain's Public Spaces

Mount Royal Park welcomes more than 5 million visitors annually, and requests to use public space for private events are continually on the rise. The City of Montréal undertook to revise its framework for managing private or limited access events in Mount Royal Park. This update tightens the permitting conditions for such events in the park in light of the site's priority uses and conservation objectives.



Les amis in action:

- Participation in updating the City's management framework document entitled *Cadre de gestion pour la réalisation d'événements dans le parc du Mont-Royal*
- Monitoring and evaluation of the impact of private events on the integrity of natural environments, the park user experience and park accessibility
- Analysis and recommendations to the City of Montréal concerning various requests for activities and services: cross-country ski training, electric bikes and fatbikes on mountain trails, mountain biking, marathons in the woodlands, installation of a cable car

Outreach 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. These ties are forged through regular interaction with our team, as well as through our communications.

Deploying More Effective Communication Tools

With last December's launch of a new website and the deployment of an updated digital communications strategy, our outreach efficiency has been vastly improved. These more powerful tools allow us to react more rapidly to emerging issues that are of concern to citizens and demand timely response. More than ever, thanks to our new interactive platform, optimized reliance on social media and the launch of our newsletter, we are in closer contact with the large community that has the mountain at heart.



Over the past year, the media as well as the public using social media have looked to Les amis for discussion and insight into issues such as:

- The announcement of the pilot project to block automobile transit traffic on the Remembrance/Camillien-Houde axis
- The closure of the natural skating rink on the Beaver Lake basin
- Mountain biking and cycling training on Mount Royal
- The state of neglect of public spaces on the Outremont Summit, in Tiohtià:ke Otsira'kéhne Park
- Quality of service on the line 11 bus route
- Efforts underway to combat the emerald ash borer
- Impacts on park users due to location filming of the X-Men movie
- Improvement projects in Mount Royal Park

Each of our interactions with citizens concerned for the mountain's integrity allows us to expand our thinking and improve our communications and interventions with the authorities concerned.

Networking Near and Far for Effective Action

Les amis de la montagne fosters productive and inspiring ties with a broad network of partners. For the most part, these are at the local level. However, Les amis is increasingly active in cultivating ties with provincial, national and international organizations.

Les amis in action:

- Les amis continues to maintain a productive relationship with Toronto-based **Park People**, which is developing a promising pan-Canadian network of partners.
- On a constant quest for best practices in the conservation, management and animation of public spaces, Les amis took part in **Greater & Greener 2017: Parks Connecting Cities, Cultures & Generations** organized by the **City Parks Alliance** in Minneapolis and in the **Halifax 2017 ICOMOS Canada** annual meeting.
- At the **Forum Planèt'ERE 2017** in Montréal, which welcomed 300 delegates from francophone countries, we presented our Forest School on the Mountain and Environmental Stewardship Programs.
- As part of the **World Design Summit** in Montréal, Les amis welcomed several summit participants to the mountain for guided tours. Our thanks to Wendy Graham and Daniel Chartier for their generous collaboration.

Community Service Award

Les amis de la montagne, in recognition of its significant contribution to environmental responsibility, was the 2017 Community Service Award recipient from the **Canadian Society of Landscape Architects**.



Seeking Enlightened Support for the Mountain's Sustainability

The pilot project blocking automobile transit traffic on the mountain will be the subject of a public consultation process led by the Office de consultation publique de Montréal from May to November 2018.

In order to optimize citizen participation and promote the best possible comprehension of the issues, Les amis developed a program that includes:

- An **exhibition** on the history of transportation and accessibility to Mount Royal presented at Smith House and in the Beaver Lake vicinity
- **Guided tours** on the Camillien-Houde roadway and belvedere
- **Public forums** on accessibility and mobility issues here and elsewhere
- Launch of a **university design charrette** seeking innovative solutions for the mountain



25,000+ individual visitors per month used Les amis's new website.

125+ times Les amis was cited or mentioned in the media.



Les amis newsletter
24,075 subscribers



Facebook
21,513 subscribers



Twitter
825 subscribers



Instagram
1,588 subscribers

Prix du Mont-Royal 2017



As part of Montréal's 375th anniversary celebrations, Les amis and the City of Montréal awarded the Prix du Mont-Royal to the Religious Hospitallers of Saint Joseph who have occupied and enhanced their remarkable property on Mount Royal's eastern flank.

The Religious Hospitallers of Saint Joseph have contributed significantly to the development of Montréal since the 17th century. Over the course of the past century and a half, they have developed and improved a unique heritage complex situated on Mount Royal, an estate including a convent, museum, three chapels and splendid gardens next to the Hôtel-Dieu de Montréal hospital, which they constructed and administered until the 1970s. The nuns of this order thus enriched the community with an exceptional site that has influenced the development of social, cultural and landscape qualities for the entire eastern sector of our mountain.

Honourable mentions were awarded to the historical associations of Côte-des-Neiges, Plateau-Mont-Royal, Outremont and Westmount for their role in the conservation and improvement of sites, monuments and historical documents and for helping to share the history of the mountain.



Environmental Conservation

Our mountain is an invaluable resource in the midst of an urban environment that exerts constant pressures on the integrity of natural habitats.

Les amis de la montagne's assessment of the state of Mount Royal's ecosystems led to the identification of three primary objectives to protect biodiversity. These objectives are front and centre in all our representations related to the planning and regulation of the territory's green spaces.

1. Maintain the integrity of the mountain's exceptional ecosystems, starting with:

- ▶ the oak forests on the three summits;
- ▶ the maple stand on the Piedmont in Mount Royal Park's eastern sector;
- ▶ the marshland in proximity to the Mount Royal Chalet, the only wetlands on the mountain and a refuge for several wildlife species.

These ecosystems will be seriously impacted by the death of tens of thousands of ash trees on Mount Royal expected in coming years.



2. Restore and protect the quality and structure of the forest floors on Mount Royal

The proliferation of trails, illicit fires and trampling of undergrowth are an ever-increasing threat to Mount Royal's forest floors, threatening forest regeneration and the biodiversity of the woodlands.

3. Control invasive exotic species

The presence of several plant species, notably common buckthorn and dog-strangling vine, threatens the mountain's biodiversity. Efforts undertaken by the City of Montréal and Les amis de la montagne in recent years to suppress these extremely invasive species must be maintained and even intensified.

Highlights



To conserve the quality of ecosystems, **at least 40% of the 65+ km of trails in Mount Royal Park** should be closed. Most of these trails were created by unauthorized passage through woodlands.



Les amis's Conservation Patrol made **1,660 direct interventions** with off-trail walkers, runners and cyclists since 2016 in an effort to reduce the proliferation of trails. This work must necessarily be supported by means that reinforce the respect of city bylaws and raise public awareness of the stakes involved.



15% of Mount Royal Park's woodlands have undergone effective control of invasive exotic plants, thanks to the ongoing cutting, planting and monitoring campaign led by Les amis and its army of volunteers since 2006. Additional resources are needed in order to extend our efforts over a larger area.



February 8, 2017

PUBLIC FORUM: The Emerald Ash Borer and Mount Royal's Woodlands

In partnership with the City of Montréal, Les amis organized a public forum on the concerted actions carried out to counter the emerald ash borer in the mountain's forested areas thanks to a remarkable collaboration between the City of Montréal, Université de Montréal, McGill University, Saint Joseph's Oratory, the Notre-Dame-des-Neiges and Mount Royal Cemeteries, the McGill University Health Centre and Westmount, all trustees of important woodlands on Mount Royal.

Mobilization of Collaborators to Combat the Emerald Ash Borer

Les amis de la montagne, public authorities and all major landowners have mobilized and joined forces to more effectively counter the impacts of the emerald ash borer on the mountain's forests.

As part of an agreement reached with the City of Montréal, Les amis de la montagne oversees the "public awareness" component of efforts to control this insect pest.

We also conducted an inventory of the remarkable ash trees on Mount Royal, some of which have received pesticide treatment in an attempt to protect them from the emerald ash borer. A hundred ash trees 40 cm or more in diameter and with 60+ years of maturity have been catalogued by our team who will monitor their evolution in the coming years.



Les amis Conservation Patrol in Action

- **4 employees** and **17 student interns**
- **77 patrol days**, on weekends from June to October
- **27 patrol days**, from January to March
- **More than 2,500 direct interventions** made with park users

Our interventions with park users:

- Off-trail pedestrian and cyclist traffic
- Public awareness about the impacts of the emerald ash borer and the felling of trees underway
- Feeding of wild animals
- Illegal fires and campsites
- Picking plants and vandalism
- Off-leash dogs

Our interventions in the field:

- **115+ fires dismantled**
- **Improvement of the intervention protocol** to respond to illegal fires with the City and with the City of Montréal's fire and police departments

- **1,911 trees and shrubs** of 35 native species planted
- **1,266 volunteers**
- **Closure of trails** in a zone near the marshland damaged by illegal fires and trampling
- **Winter inventory** of nocturnal raptors to prevent possible disturbances caused by the felling of ash trees during nesting periods for these species
- **Inventory of the remarkable ash trees** on Mount Royal



Educational, Cultural and Outdoor Programs

Participants of all ages have taken advantage of Les amis de la montagne's inspiring programming, intended to reveal the riches of Mount Royal and to educate mountain lovers about the issues and challenges of preserving this spectacular natural environment.

Youth on the Mountain

School Programs

Educational activities: The groups of students welcomed by Les amis de la montagne were able to choose from a dozen programs delving into the mountain's history and traditions, flora and fauna, geology and ornithology. Guided by our specialized educators, they tackled several fundamental questions concerning the environment while enjoying memorable moments on the mountain. A wonderful way to kindle love of nature in youth.

Outdoor activities: Our winter recreational activities transformed Mount Royal into a fabulous playground. Along with our educational programming, our school program included skating, snowshoeing, snow tubing and cross-country skiing.

Les amis de la montagne welcomed **296 groups of students**, serving a total of **8,866 young people** through its educational and outdoor programs designed for schools and groups of children.





Forest School Nature Immersion Program

More than 300 children, parents, educators and teachers took part in the activities of our Forest School on the Mountain, inspired by the international Forest School movement. Our program aims to create enduring bonds with nature through regular visits to the mountain, come rain or shine, throughout the year.

Une école montréalaise pour tous Program

Thanks to the support of the Quebec Ministry of Education and Higher Learning, Les amis implemented a nature immersion pilot project with two classes of young students from an underprivileged neighbourhood. This contact with nature over several days during the school year impacted positively on the social development and scholastic success of the young participants. The pilot project's very encouraging results incited the Ministry to continue the program with Les amis in 2018 by making it available to even more young students.

Preschool Program

Another project, carried out in collaboration with a daycare centre in downtown Montréal, embarked on the adventure of introducing

toddlers to nature. Once a week for 18 weeks, some 50 children aged 3 to 5 and their teachers came to meet our educators and the mountain. This project revealed the full potential of educational programs designed for children in daycare.

Les amis Day Camp – Summer 2017

- › Certified by the Association des camps du Québec
- › An unrivalled experience to discover Mount Royal and nature in the heart of the city
- › 322 happy campers



Cultural and Outdoor Programming for All

Les amis de la montagne gave Mount Royal a place of honour in the City of Montréal's 375th anniversary celebrations, which lasted until December 2017. Our cultural and outdoor programming offered hundreds of thousands of visitors the opportunity to celebrate the historical bonds uniting the city and its inhabitants to Mount Royal.

In the Footsteps of our Discoverers – The Remarkable History of Montréal

Les amis completed an enhancement project for the Mount Royal Chalet and its 17 historical paintings. With the support of the ministère de la Culture et des Communications, the City of Montréal and Tourisme Montréal, the exhibition *In the Footsteps of our Discoverers* proposed a reinterpretation of the collection adorning the walls of the Chalet by merging art history with that of the city. Inaugurated

in July 2017, the exhibition has provided the opportunity to more than 150,000 park users to revisit key moments in Montréal's history.

Merçi Montréal!

The dancers of the École supérieure de ballet du Québec, with the collaboration of Les amis, gave two performances on the mountain, one saluting the founders of Montréal at the Notre-Dame-des-Neiges Cemetery and the other paying homage to Mount Royal from the Kondiaronk Belvedere. Two unforgettable moments!

Special Discovery Walk for Montréal's 375th Anniversary

Among Les amis's many signature guided tours, an entirely new discovery walk, initiated with the participation of the Observatoire Place Ville Marie, retraced the history of the city's visionary builders during a descent of the mountain to the downtown core on part of the Promenade Fleuve-Montagne circuit.



Thanks to the support of the Laurentian Lodge Club and the collaboration of the Fondation du Dr Julien, Les amis de la montagne was able to give free cross-country skiing lessons to underprivileged young people from Côte-Neiges.

Skating in the Spotlight

In addition to our musical *Patin en musique* evenings that enlivened the skating rink, Les amis de la montagne joined forces with the OBORO centre dedicated to production and presentation of art, contemporary practices and new media to stage the original workshop series *Coup de patin*, a playful sound search of the winter sounds of Montréal led by two professional artists.

Cross-Country Skiing on Mount Royal with Les amis

Les amis's Cross-Country Ski Club was ever more popular! This past winter, 274 young skiers aged 4 to 15 and 375 adults took advantage of our various ski lessons on our park's superb network of cross-country ski trails.



Cultural and Outdoor Programming in Numbers

In the Footsteps of our Discoverers – The Remarkable History of Montréal exhibition
➤ **more than 150,000 visitors**

Music and dance at the Mount Royal Chalet
➤ **9 concerts and artistic performances**
➤ **3,300 spectators**

The Mountain in Pictures Photo Contest, 2017 edition
➤ **103 photographers**
➤ **384 photos**

Exploring the Mountain exhibition at Smith House
➤ **320,000+ visitors**

Rowing across Beaver Lake
➤ **13,000+ boaters**

Winter and summer mobile information booths
➤ **1,566 onlookers**

Discovery walks
➤ **785 walkers**

Snowshoe excursions
➤ **1,824 snowshoers**

Patin en musique and *Coup de patin* evenings at Beaver Lake
➤ **810 skaters**

Rental of skates, snow tubes, snowshoes and cross-country skis
➤ **40,000+ outdoor enthusiasts**

Les amis Cross-Country Ski Club
➤ **650 cross-country skiers**

Dancing under the Stars at Beaver Lake
➤ **1,000 dance aficionados**

May: Mount Royal Month



The 2017 edition of *May: Mount Royal Month* was held under the theme of *Celebrate Montréal, Celebrate Mount Royal* to herald the 375th anniversary of the founding of Montréal and to salute the mountain that has shaped our city's landscape and culture.

Presented in partnership with the City of Montréal and with the support of the TD Friends of the Environment Foundation, the month's festivities kicked off with the Annual Mount Royal Clean-Up. Nearly 400 mountain lovers braved the inclement weather to collect waste and monitor newly planted trees and shrubs.

More than 2,500 people participated in our discovery, photography and birdwatching walks, artistic creation workshops, family-focused programs, concerts at the Mount Royal Chalet, etc. For the closing evening, more than 900 park users of all origins gathered under the stars next to Beaver Lake to dance to the rhythms of traditional tunes and electro from around the world.

The 2017 Mount Royal Clean-Up in Numbers



93 bags of waste and **33** bags of recycling collected



16 fires and **7** campsites dismantled



1,600 trees and shrubs monitored

Mount Royal Park Visitor Services

Les amis de la montagne plays a leading role in welcoming visitors to Mount Royal Park, offering a wealth of services that aim to enrich visitor experience in this magnificent green space.

Information and Welcome Centre

Smith House is the park's main welcome centre where Les amis is pleased to provide complete and personalized information services seven days a week throughout the year.

To better welcome visitors even before they set foot in the park, we now offer a "Plan Your Visit" section in our new website, enabling visitors to find out about services and attractions on the mountain and in Mount Royal Park, how to get there and park rules. This page has been visited more than 31,228 times since it went online in December 2017.

We maintain close ties with many partners on the mountain's territory and in the tourism industry to promote and publicize a comprehensive and compelling offer to anyone wanting to discover Mount Royal.





Café des Amis

Since July 2017, to the delight of park users and visitors, Les amis de la montagne has offered food and refreshment services at the Mount Royal Chalet. The counter formula has helped to enhance the experience for the thousands of visitors who flock to the Kondiaronk Belvedere to admire the view of downtown Montréal.

The Café des Amis is a non-profit organization related to Les amis de la montagne. By entrusting it with the restaurant services offered at **Smith House**, the **Beaver Lake Pavilion** and the **Mount Royal Chalet**, the City of Montréal has chosen a partner who shares its vision and goals of making the mountain accessible and welcoming. Each of our food service venues also serves as a welcome centre for visitors. Our aim is for every Café des Amis employee to contribute to the positive experience visitors can enjoy in Mount Royal Park.

Gift Shop and Mobile Vendors

Caring about the user experience also means taking care in the choice of products and articles—often produced by local artists and artisans—offered at Les amis's two gift shop locations. In the summer season, Les amis's mobile vending carts are in operation around Beaver Lake and the Mount Royal Chalet, offering an array of superior quality, locally made frozen products and refreshments.



Smith House,
welcoming more than
360,000
visitors





Outdoor Equipment Rental

For generations, Mount Royal Park has been a favoured venue to practise outdoor recreational activities, especially in winter.

The City of Montréal and Les amis de la montagne have worked closely together in recent years to improve infrastructure. Our goal is to ensure a quality experience for cross-country skiing, snowshoeing, skating and tobogganing enthusiasts. The results are tangible, and Montrealers come by the thousands to enjoy the facilities.

The announcement of the closure of the natural ice skating rink on the Beaver Lake basin in the winter of 2017 generated many reactions among the general public. For public safety reasons, due to the solidity of the ice, the City of Montréal decided to prohibit access.

The City and Les amis de la montagne are evaluating the situation and looking into alternative solutions to maintain the skating tradition in Mount Royal Park.

Les amis de la montagne offers outdoor equipment rental services for visitors who do not have their own sports equipment or who would like to try various sports. Last year, more than 40,000 park users took advantage of our winter rental services to enjoy an urban outdoor winter sports experience.

218,567
customers visited our three
Café des Amis venues

40,000+ winter sports
enthusiasts rented our skates,
snowshoes, cross-country skis
and snow tubes to take advantage
of winter on the mountain

13,000+ rowers
navigated Beaver Lake in rowboats

Les Amis and the City: Partners for the Park

Les amis de la montagne and the City of Montréal have enjoyed a fruitful partnership since the 1980s. This teamwork allows each to fulfill their respective mission of offering services to citizens while protecting and improving Mount Royal.

12% of the global revenue of Les amis de la montagne for park services comes from City of Montréal funding.

Our agreement governs several services and programs offered by Les amis in Mount Royal Park:

- Environmental education activities
- Planting projects, invasive species control and environmental monitoring with the participation of volunteers
- Interpretive services related to the heritage of Mount Royal
- Welcome and information services
- Conservation Patrol
- Outdoor equipment rental and services related to recreational activities
- Food services, gift shops and mobile refreshment vendors

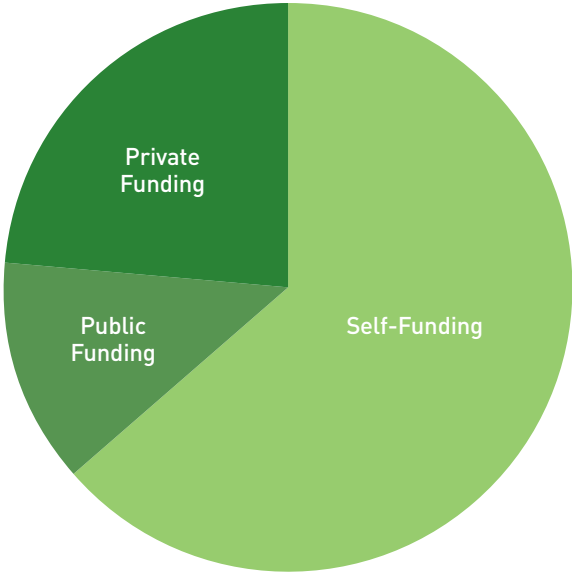
With our in-depth knowledge of Mount Royal, Les amis also offers our support to the City of Montréal in an advisory capacity, relative to:

- Park management
- Development projects
- Access to the mountain
- Maintenance of outdoor infrastructure, including cross-country ski trails, walking paths, toboggan runs, skating rink and Beaver Lake basin
- Restoration of buildings and other infrastructure in the park
- Evaluation of proposals for public events in the park and documentation of certain impacts on the environment and park 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, 2018. 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.

24%
\$960,563

Private Funding

13%
\$530,918

Public Funding

100%
\$4,055,080

Reinvestment in Mount Royal Park and visitor services

In 2017-2018, the cafés, gift shops, outdoor equipment rentals, cross-country ski lessons, outdoor guided tours and educational activities of Les amis de la montagne generated 63% of the organization's gross revenue, with net proceeds reinvested in park and visitor services.

63%
\$2,563,599
Self-Funding

EXPENSES BY ACTIVITY SECTOR

41%
Advocacy,
Community Engagement,
Education and
Public Programs
\$1,677,629

42%
Mount Royal Park
Visitor Services
\$1,710,071

4%
Development
\$147,308

13%
Administration
\$556,995

100%
\$4,092,003

Annual Fundraising Campaign and Community Support

Our heartfelt thanks for their excellent work to the members of the Annual Campaign Cabinet and the Organizing Committees of the *Chapeau Mont Royal!* and *Tuques Bleues* fundraising drives. Our donors and partners have responded enthusiastically and generously to their appeal.

2017-2018 Campaign Cabinet

CO-PRESIDENTS



Philip Belec
President,
Ben-Jac Capital



Jeffrey Drummond
Executive Director,
DNA Capital

MEMBERS

Mary Bruns Creighton
Diana Ferrara Scalia
Richard M. Hart
Peter A. Howlett, C.M.
Kathryn Lund Drummond
Françoise E. Lyon
Érik Moisan
Gwen Andrews Nacos
Eugene N. Riesman
Robert Tellier

\$761,409

**Funds raised
in 2017-18**





Tuques Bleues: A Resounding Success

The 21st edition of the *Tuques Bleues* fundraiser, held on February 15, 2018, upheld the tradition of Montrealers' love of winter sports, festive gatherings and the mountain. A wonderful event for the benefit of Les amis and our environmental conservation programs on Mount Royal!

We wish to thank Manulife, our lead partner for the past nine years, as well as the co-chairs of the *Tuques Bleues* committee for their loyal support.

HONORARY CO-CHAIRS

Michel Leblanc

President and CEO, Chamber of Commerce of Metropolitan Montreal

Robert Tellier

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Philip Belec, Co-President

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Diana Ferrara Scalia

Kathryn Lund Drummond

Françoise E. Lyon

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475 snowshoe-clad guests, including 75 racers



A snow-covered mountain with 2.5 km of lantern-illuminated trails



A 150-year-old sporting tradition



Chapeau Mont Royal! Success under the Sun

Held under the honorary presidency of Diana Ferrara Scalia on June 15, 2017, the 4th edition of *Chapeau Mont Royal!* owes its success to the exceptional efforts of a committee of dedicated women and the support of major partners and hundreds of Montrealers who care about the future of Mount Royal.

HONORARY PRESIDENT

Diana Ferrara Scalia
Strategic Advisor, Samcon

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500 guests and as many hats brimming with elegance and originality



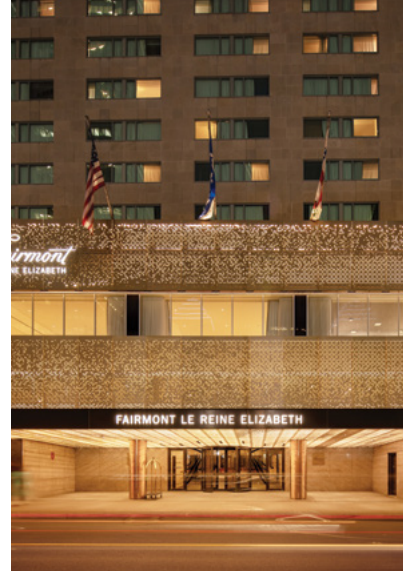
25 corporate partners



Substantial support for Les amis de la montagne's environmental education programs on Mount Royal

A Flourishing Partnership

Fairmont The Queen Elizabeth Hotel renews its support for Les amis's mission. An iconic Montréal landmark since its opening in 1958, the Queen Elizabeth Hotel marked its 60th anniversary on April 15, emerging in renewed splendour from a major renovation with public celebrations to herald its history and innovative spirit. A portion of the proceeds raised during this special day were donated to Les amis de la montagne.



The hotel also has an affinity program in place for Les amis de la montagne, generously contributing to natural environment conservation programs through online booking donations.



Donors and Sponsors 2017-2018



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, 2017 and April 30, 2018, through a financial contribution of \$250 or 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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donations

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By reading this activity report online, you help reduce our collective environmental footprint.

Supported by a large community mindful of Mount Royal's unique value, **Les amis de la montagne** endeavours to protect and improve this beloved green space in the heart of our city through advocacy, community involvement, and environmental education and stewardship.