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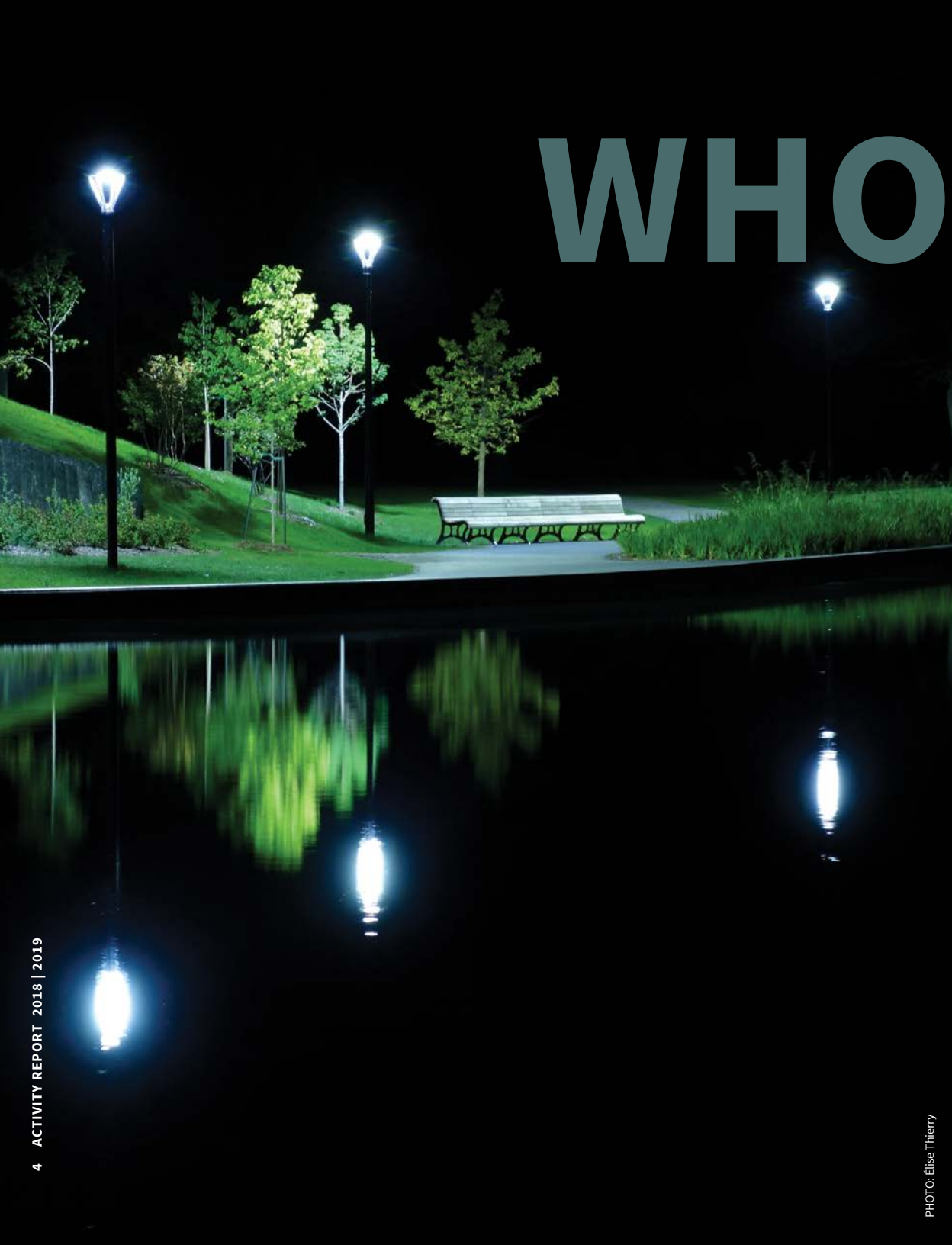


PHOTO: André Beaudoin

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# WHO



# WE ARE

Mount Royal exercises a powerful draw on us all. Day in day out, we use its roads and paths to go to our workplaces, schools and neighbourhoods. We go to the mountain on our own or in groups, for recreation, inspiration or quiet contemplation. But beyond its iconic presence and the multiple uses we make of it, Mount Royal is first and foremost a natural ecosystem that shelters a rich and fragile biodiversity.

We all recognize the value and benefits of our urban forest to offset heat islands, purify air and absorb runoff, not to mention the well-being and quality of life it offers. However, the mountain must contend with pressures exerted by ever-increasing visitation, new site uses and urban densification. There is a growing tension between the space we take on the mountain and the impacts on its natural habitats, mirroring the planet's major environmental challenges.

**A non-profit organization dedicated to the protection of Mount Royal for over 30 years, Les amis de la montagne is more than ever called upon to play a leading role in fostering awareness about the need to create the right balance between our presence on the mountain and the implementation of measures to ensure its sustainability. It is vital that we act now—individually and collectively—to preserve the natural and cultural heritage that is the pride of all Montrealers.**

## Executive Director's



# MESSAGE

The past year was one of intense debate on the future of access roads to Mount Royal. The public consultation led by the Office de consultation publique de Montréal in response to the City of Montréal's pilot project interrupting transit traffic on Remembrance/Camillien-Houde generated record participation, demonstrating the deep attachment Montrealers have for their mountain. The forthcoming redevelopment of the Remembrance/Côte-des-Neiges interchange also holds the promise of transforming one of the mountain's main access roads. It goes without saying that, from day one, Les amis de la montagne has been at the forefront of public mobilization and consultation efforts for each of these projects.

In addition to safe mobility and land development issues, Mount Royal's urban forest requires ongoing conservation efforts ranging from mitigating the impact of the emerald ash borer and managing invasive alien species to planting native trees, evaluating the integrity of the territory's fragile natural ecosystems and fostering biodiversity. Such conservation challenges are further compounded by the growing

impact of human presence and increased popularity of individual and group sports on Mount Royal, which amplify the pressure exerted on its natural and cultural heritage.

The solution, we believe, lies in enhancing our environmental education, stewardship and community engagement programs. Guided by this vision, we have undertaken an organizational consolidation over the past year enabling our team to play a bigger role in conservation and public animation in Mount Royal Park as part of our partnership with the City of Montréal. By the same token, enhanced programs and services for mountain lovers will undoubtedly generate positive spinoffs for the mountain's sustainability.

It is an honour for me to take the helm of this organization and to work with such an exceptional team as we pursue our mission in the interest of all citizens and mountain users.

A handwritten signature in blue ink that reads "Hélène Panaioti".

Hélène Panaioti  
Executive Director



President's

# MESSAGE

The Montréal community founded Les amis de la montagne in 1986. As the organization grew and evolved over the years, so did the challenges facing the mountain at the heart of our city.

Les amis is involved in all matters pertaining to Mount Royal. Through public consultations and forums, community activation, expert committee work and ongoing collaboration with our partners at the City of Montréal, Les amis contributes to informed decision-making by calling attention to the values and principles that guide the many plans, regulations and protective measures designed to safeguard the integrity of the mountain.

These efforts are made possible by the unwavering support and commitment of the countless stakeholders—citizens, donors, professionals and experts—who cherish the mountain. Our successes are also the work of Les amis's dedicated staff, whose combined experience and expertise is of great value to the community.

Building on three decades' worth of experience, Les amis de la montagne is on a new cycle marked by the arrival of a new executive director and the launch of an ambitious three-year strategic plan. I add my voice to those of the Board of Directors in expressing full support for the team at Les amis de la montagne, whose energy and passion is a source of pride to all those who are committed the mountain's future.

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

# BOARD OF DIRECTORS

As of April 30, 2019



PHOTO: Patrick Mombreau

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**Hélène Panaïoti**  
Executive Director, Les amis de la montagne

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Marcel Côté<sup>†</sup>  
Michael Graff  
Cécile Grenier  
Antoine Paré, Q.C.<sup>†</sup>  
Lorne Webster<sup>†</sup>

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Clément Demers  
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Christine Harkness  
Lapointe  
Richard M. Hart  
Gerald T. Hogan

Marja Hogan  
Marie-Claire Holland  
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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  
Phyllis B. Lambert,  
C.C., G.O.Q., FRAIC,  
FSRC, RCA  
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Marc Laperrière  
The Hon. Charles  
Lapointe, P.C.  
Pierre Lapointe  
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Jean Laurin  
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Rachel Léger  
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Donna Mergler  
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Mestral, C.M.  
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Tony Meti  
Brett Miller  
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Geoff Molson  
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Louis Morisset  
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Jan Peeters  
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Louise Roy  
Normand Royal  
Eckart Russell  
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Suzanne Sauvage  
Conrad Sauvé  
Lucie Sauvé  
Sam Scalia  
Susan Scott Evans  
Herschel Segal  
Marie Sénécal  
Tremblay  
Paul Setlakwe  
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Jane Silverstone  
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The Hon. Larry W.  
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Alfred Stehr  
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Paul-André Tétreault  
Frances Eliot Tobin  
Patrick Tobin  
Alain Tremblay  
Peter F. Trent  
Marie-Odile Trépanier  
Pierre Valiquette  
Peter Vamos  
Ivan Velan  
Thomas C. Velan  
Manon Vennat, C.M.  
Lillian Vineberg  
Stuart Webster  
Jonathan I. Wener, C.M.  
Robert B. Winsor  
Nathalie Zinger

# LES AMIS DE LA MONTAGNE TEAM

As of April 30, 2019

## OFFICE OF THE EXECUTIVE DIRECTOR

**Hélène Panaïoti**  
Executive Director

**Pascale Pigeon**  
Assistant to the  
Executive Director

## PUBLIC AFFAIRS

**Benoit Labbé**  
Director of Public Affairs

**Myriam Grondin**  
Head of Advocacy

**Karine Théberge**  
Head of Communications

**Maroussia Mélia**  
Digital Communications  
Officer

**Samuel Montigné**  
Public Engagement  
Project Lead

**Suzanne Murray**  
Copywriter-Translator

## PHILANTHROPIC DEVELOPMENT

**Andy Fratino**  
Director of Philanthropic  
Development

**Katie Whitehead**  
Director of Major Gifts

**Maggie Godard  
and Charlène Petit**  
Philanthropic  
Development Advisors

## CONSERVATION AND EDUCATION

**Éric Richard**  
Director of Conservation  
and Education

**Jean-Michel Villanove**  
Head of Conservation  
Services

**Emily Coffey**  
Day Camp Lead and  
Administrative Officer

**Maria-E. Nacher Sol  
La Lande**  
School and Youth  
Program Lead

**Victoria Desmarais**  
Community  
Environmental  
Stewardship Lead

**Marie-Christine Perron**  
Public Program Lead

**Antonin St-Jean**  
Environmental  
Conservation Patrol Lead

**Ariane Bernier and  
Jérôme Bernier-Brillon**  
Environmental  
Conservation Patrollers

**Ariane Boisvert-Garceau  
and Gabriel Collin Therrien**  
Base Camp Coordinators  
and Environmental  
Educators

**Julie Faucher Delisle**  
Expert Environmental  
Conservation Patroller

**Geneviève Bilodeau-Blain,  
Marianne de la  
Sablonnière Griffin,  
Dominique Fréchette  
and Joséphine Simard**  
Environmental Educators

## MOUNT ROYAL PARK VISITOR SERVICES

**Daniel Leblanc**  
Director of Park Visitor  
Services

**Stéphanie Ménard**  
Head of Outdoor Services

**Mélissa Jean-Pearson**  
Outdoor Services  
Assistant

**Marieke Lemieux**  
Reservations Officer

**Nathalie Perreault**  
Welcome Centre and  
Gift Shop Coordinator

**Sabrina Akli,  
Ileana Badino,  
Mélanie Balmaceda-  
Venegas and  
Alphée Turcotte**

Welcome Centre and  
Gift Shop Attendants

**Manon Barbeau  
and Titouan Letourneur**  
Outdoor Equipment  
Rental Attendants

## CAFÉ DES AMIS

**Mathieu Gaume**  
Director of Restaurant  
Services

**Renée Boucher**  
Director of Food Services

**Laetitia Aguililla Godoy**  
Restaurant Services  
Coordinator

**Isabelle Tassé**  
Event Coordinator

**Cristiano Castillo  
Pimentel**  
Executive Sous-Chef

## FINANCE AND ADMINISTRATION

**Roberta Franske**  
Director of Finance  
and Administration

**Caroline Chenail**  
Financial Controller

**Jesus Alfonso Dubon**  
Accounting Technician

**Claire Lessard**  
Bookkeeper



## Thank You Sylvie Guilbault



We wish to acknowledge the lasting contribution of Sylvie Guilbault who, as Executive Director of Les amis de la montagne from 1992 to 2018, dedicated her time and efforts to the protection and improvement of Mount Royal. Her legacy lives on in the steadfast team of experts and enthusiasts she brought together and who flourished under her inspiring leadership. We owe her a debt of gratitude for her invaluable accomplishments.



Les amis de la montagne also includes:

- › **Over 100 part-time and seasonal employees**
- › **10 student interns and 1,500+ generous and dedicated volunteers**

Together, we help keep the mountain green and healthy.



# ADVOCACY

With its three summits, the iconic site Montrealers call “the mountain” is one of the city’s most revered, and visited, landmarks. Unfortunately, Mount Royal’s natural habitats are increasingly under threat, as is the quality of visitor experience, as a result of damaging practices and growing park use conflicts. Additional challenges include access to the mountain and the repurposing of the major institutional properties that have shaped Mount Royal’s exceptional character over time. Never has the mountain needed our attention more.

## Accessibility for All

Issues related to access to the mountain emerged as a top priority for our advocacy efforts throughout most of the year. While the pilot project ending through traffic on the Remembrance/Camillien-Houde roadway fomented debate among the population, Les amis de la montagne engaged on numerous fronts to advocate for a global vision of accessibility for the mountain as a whole.



PHOTO: Florence Sabatier @la.mouette

## Citizens React Strongly to the Pilot Project

Les amis was consistently called upon by citizens, associations and institutional stakeholders to weigh in on the issue of accessibility following the announcement in February 2018 of the pilot project to block transit traffic on the Remembrance/Camillien-Houde axis. From then on, we steadfastly lobbied the municipal authorities for the maintenance of safe and user-friendly access between the various destinations at the heart of Mount Royal. While advancing our recommendations, Les amis submitted observation reports to the City outlining the need for improved road sharing safety measures and park accessibility during the pilot project.

## Record Participation at the OCPM Consultations

Les amis de la montagne participated in every step of the public consultation held by the Office de consultation publique de Montréal (OCPM) on the future of the Remembrance/Camillien-Houde roadway, urging citizens to do the same. The historic participation rate of more than 13,000 contributions reflects Montrealers' deep attachment to Mount Royal. Moreover, the OCPM commissioners' report integrates all the recommendations made by Les amis de la montagne, including the cornerstone of our proposals—repurposing the axis through the heart of the mountain into a safe and scenic roadway—thereby giving precedence to the park's primary vocation over the utilitarian imperatives of transit traffic.

## Public Forums, Opportunities for Consultation and the Advancement of Knowledge

Les amis de la montagne joined forces with academic and professional experts to organize four public events exploring innovative examples of safe road repurposing. These events were attended by over 300 people and viewed by 4,000 participants on the Web.

### **May 2018 – *Mount Royal Accessibility and Mobility Issues and Challenges in 2018***

Public forum with participation by Daniel Chartier, a landscape architect specializing in the Mount Royal territory, on the issues and challenges pertaining to accessibility and Les amis de la montagne's vision.

### **October 2018 – *Access to Mount Royal: Imagining a Future Inspired by Landscape Connectivity***

Public forum in partnership with the McGill University Schools of Architecture and Urban Planning and the participation of Nina-Marie Lister (Ryerson University), Tania Gonzalez (Piétons Québec) and Véronique Fournier (Centre d'écologie urbaine de Montréal).

### **March 2019 – *On the Road to Mount Royal***

Public lecture presented by historian Denise Caron, in partnership with the McGill University Schools of Architecture and Urban Planning.

### **April 2019 – *Mount Royal Inter-University Urban Design Charrette***

Student workshop aimed at developing a vision for the repurposing of the Remembrance/Camillien-Houde roadway and award ceremony in partnership with the McGill University Schools of Architecture and Urban Planning.

## The Urgent Need for a Global Vision of Accessibility

In 2016, the members of the Table de concertation du Mont-Royal reached a strong consensus on the urgency for the City of Montréal to develop an updated global vision of access to the mountain. This consensus is based on one of the main objectives of the City's *Mount Royal Protection and Enhancement Plan*, which is to make the mountain accessible and welcoming, to improve pedestrian access and to better integrate overall site access.

Since then, Les amis de la montagne has continuously stressed the importance of finalizing this overall vision. This vision would address accessibility challenges as part of a coherent and permanent plan, applying best practices for safe and user-friendly mobility to meet the needs of all mountain users for decades to come.

## Shifting Public Space Uses

As an active member of the Table de Concertation du Mont-Royal and thanks to our close ties with the City of Montréal, Les amis de la montagne plays an important role monitoring and reporting on the evolving uses of the parkland and public spaces on the mountain. Les amis de la montagne thus did not hesitate to sound the alarm about the need to revisit the authorization and supervision of special events and recreational sports with the overriding objective of protecting Mount Royal's natural habitats and green spaces.

## The Transformation of Large Institutional Properties

The development and repurposing of institutional properties that define the mountain's landscape is a complex matter that, in addition to conserving the public character of the sites, must address concerns about preserving and consolidating Mount Royal's cultural, natural and landscape heritage. Les amis plays an advisory role to government authorities to encourage the integration of a range of objectives, guiding principles, measures and regulations adopted by the City of Montréal and the Quebec government to protect the Mount Royal Heritage Site.

In 2018-2019, Les amis contributed to several proposals and projects, including the development plan for the Université de Montréal Mountain Campus site, the future of the former Royal Victoria Hospital (McGill University) site, the future of the Hôtel-Dieu de Montréal site and the expansion of St. George's School.

## Our Advisory Role Regarding Future Mountain Uses

Les amis de la montagne is the only public interest organization dedicated exclusively to ensuring a sustainable future for Mount Royal. In this capacity, Les amis plays a unifying role with the various stakeholders involved in the governance of the Mount Royal Heritage Site and regularly contributes its expertise to the analysis of development projects on the territory.

## Les amis in action:

In 2018-2019, our initiatives included:

- ▶ Improving the STM shuttle service linking Mont-Royal and Snowdon metro stations to Smith House during sporting events
- ▶ Submitting studies concerning various project proposals involving the development of a downhill ski slope to host the World Cup slalom event in the park on the northern summit of Mount Royal, biking on the mountain, Cyclovias sporting events on Camillien-Houde, the development of tourist cable cars from the city centre to the Kondiaronk Belvedere, etc.
- ▶ Filing observation reports on issues relative to park uses, mobility and accessibility, allowing for the rapid deployment of monitoring measures
- ▶ Taking part in the preliminary public consultation for the *Plan d'action du sport et du plein air urbain* regarding sports and urban outdoor activities



### **Les amis de la montagne and the City of Montréal** have

enjoyed a fruitful partnership for the conservation, public animation and improvement of Mount Royal Park for over 30 years. The pan-Canadian organization Park People has saluted the unique character of this partnership, citing it as an inspiring model of public space and urban park management.



# 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.

## Les amis in the Media

The media commonly calls upon Les amis de la montagne for insight into current issues. In 2018-2019, our contributions included:

- Observations on the growing incidence and harmful effects of mountain biking on the forest's undergrowth
- Observations on the pilot project blocking through traffic on the Remembrance/Camillien-Houde roadway
- Promotion of the public consultation process led by the OCPM on the future of the mountain roadway and of our recommendations to this effect
- Statements concerning a World Cup downhill ski event on the mountain





## Friends of Les amis

Les amis cultivates strong ties with institutional partners located on the territory, including St. Joseph's Oratory of Mount Royal, Notre-Dame-des-Neiges and Mount Royal Cemeteries, Université de Montréal and McGill University, along with organizations established in other jurisdictions:

- ▶ Les amis maintains close ties with local public interest groups, in particular the **Conseil régional de l'environnement de Montréal (CRE)** and **Heritage Montreal**, which contribute to Les amis reflections and positions.
- ▶ Les amis continues to strengthen its relationship with **Park People**, a Canada-wide non-profit that mobilizes community park groups, community organizers, park professionals and funders who activate the power of parks to build strong communities, healthy environments and resilient cities. In 2018, Les amis presented a webinar on its governance model developed with the City of Montréal, cited as an example by Park People. A case study on Les amis is also featured on the Park People website. Finally, we took part in the planning for the *Heart of the City* conference held in Montréal in 2019.
- ▶ New recreational sports, sport training and sports events are all on the rise on Mount Royal. The development of a concerted response to emerging trends is needed if we are to preserve the mountain's natural habitats and ensure user safety. Les amis participated in the **MPA - Ensemble, Montréal s'active!** summit to join the discussion of the 2020-2025 goals and priorities for action.

## Les amis on the Web



Website

**70,000**

page views monthly and

**300,000**

unique visitors yearly



Newsletter

**31,400+ subscribers**



Facebook

**23,000+ followers**



Instagram

**2,800+ followers**



Twitter

**990+ followers**

# ENVIRONMENTAL CONSERVATION

A treasured haven of biodiversity in the heart of the city, the mountain requires our constant care and vigilance to face the increasing challenges and pressures exerted on the integrity of its natural habitats. Its sustainability ultimately depends on the three pillars of conservation: citizen involvement, knowledge building and in situ restoration.

## Expertise and Knowledge Acquisition

Alongside the studies conducted by the City of Montréal, members of Les amis de la montagne's conservation team continue to apply their expertise and knowledge of the territory to promoting the best possible protection of natural environments.

## Documenting the State of Trails in Mount Royal Park

Off-trail traffic in the forest's understory is on the rise, causing soil compaction, erosion, trampling and damage to vegetation. The emergence of new sports activities and events also results in serious consequences for the integrity of the mountain's woodlands.

In prevision of an upcoming study conducted by the City on the entire mountain territory, our Conservation Patrol mapped and documented the trails of two sensitive sectors: Tiohtià: ke Otsira'kéhne Park and the fernery in Mount Royal Park. Together, these sectors represent 20 of the 84 km of trails on Mount Royal.

- ▶ Nearly 80% of the inventoried trails are considered susceptible or very susceptible to degradation.
- ▶ Plantations to naturalize were conducted in the fall of 2018 by Les amis as part of volunteer activities.



## Inventory of Remarkable Trees

Les amis de la montagne's Conservation Patrol conducted the inventory of remarkable trees in two environmentally sensitive areas—Tiohtia:ke Otsira'kéhne Park and the fernery in Mount Royal Park—as a follow-up on the state of integrity of exceptional ecosystems. Some 242 remarkable trees of eight different species were geo-referenced:

- ▶ 59% were red oaks and 22% were sugar maples
- ▶ The largest trees included a red oak measuring over 400 cm in circumference and a 374 cm-wide sugar maple, estimated to be over 200 years old

## Mission Monarch

Les amis took part in Mission Monarch, a citizen science project run by Space for Life that is dedicated to the conservation of the monarch butterfly.

- ▶ 30 volunteers participated in the project under the guidance of 3 of our conservation biologists

## Bird Observations and Inventories

In order to monitor bird populations every year, Les amis de la montagne collaborates on two participatory science projects on winter avifauna: FeederWatch and the Christmas Bird Count.

- ▶ 291 volunteers conducted over 300 hours of birdwatching
- ▶ 15,206 birds of 33 different species were identified



### Planting Trees on Mount Royal

As a part of our Environmental Stewardship Program, our volunteer-led planting activities have several objectives: contribute to biodiversity by replacing ash trees, close informal trails and control invasive plant species. In 2018-2019:

- ▶ 225 volunteers dedicated over 550 hours to planting 2,066 trees and shrubs
- ▶ 18 species of trees and 14 shrub types were planted

## Outreach, Engagement and Action

### Emerald Ash Borer

In total, 2,627 trees and shrubs afflicted by the emerald ash borer were felled by the City of Montréal and 6,300 trees received treatment in a bid to reduce the impact of this insect pest on the mountain's ecosystems. Les amis de la montagne played an important role throughout the operations by informing park users and by conducting planting activities with the community.

### Preventive Signage Campaign

An on-site signage strategy was developed by Les amis's Conservation Patrol in collaboration with the City's department of large parks, greening and Mount Royal to build park user awareness about detrimental behaviours.

The Conservation Patrol installed temporary signs informing park users about restrictions on building fires, walking off trail, picking plants and feeding wildlife. More than 100 signs were posted throughout the seasons.

### Controlling Invasive Alien Species

This year, efforts to control invasive species focused on two plants in particular, the common buckthorn and dog-strangling vine.

- ▶ 619 volunteers dedicated 1,960 hours

### Closing Trails

Three undesirable and highly degraded informal trails were closed and renaturalized.

- ▶ 439 trees and shrubs were planted
- ▶ An area of 1,200 m<sup>2</sup> was renaturalized



## Protecting Fragile Areas

To protect ecologically fragile areas and guide park visitors onto established formal trails, the Conservation Patrol temporarily roped off closed sectors and trails. These interventions were highly effective, with positive impacts on user behaviour and environmental protection.

## Conservation Patrol

### Field Interventions

The Conservation Patrol ensures a continuous presence in the field to meet, inform and educate visitors. It conducts monitoring activities and collects documentation on the natural environment as well as on park uses and visitor behaviour. To ensure a respectful and safe visitor experience, the Patrol maintains ongoing contact with various municipal services.

- 93 patrol days, on weekends from May to November
- 19 patrol evenings, from May to November
- 653 combined hours of patrolling
- 1,660 persons reached

### Information Campaigns on Major Park Projects

Jointly with the City of Montréal's department of large parks, greening and Mount Royal, the Conservation Patrol set up an information program on the major projects underway in the park:

- The new Cedar park entrance
- Landscaping work on the Chalet's perimeter
- Phase 2 of infested ash tree felling operations



### Deployment of a User Awareness Campaign

Educating park users is one of our Conservation Patrol's primary goals. The Patrol developed an information campaign based on the principles of the Leave No Trace outdoor ethics movement. The three guiding principles were: respect wildlife, reduce our environmental footprint and preserve forest floors.

- 34 information booths between May and October
- 1,929 persons reached

# EDUCATIONAL, CULTURAL AND OUTDOOR PROGRAMS

We protect what we love and we love what we know. For over 30 years, Les amis de la montagne has been raising public awareness about Mount Royal's cultural and natural heritage. Every year, our team designs and hosts a full slate of public programs that showcase the exceptional nature of the mountain and promote the collective will to care for it.

## Youth on the Mountain

### School Programs

Les amis de la montagne has been welcoming school groups to Mount Royal Park for over three decades. Our educational programs feature direct year-round contact with the mountain's natural environment. In addition to introducing young people to the benefits of nature, our programs teach them to experience, understand and love the environment. The special bonds they form with Mount Royal will define the way in which they will someday take on their role as custodians of the mountain.

Our dozen educational and environmental programs explore the mountain's history and traditions, flora and fauna, geology and ornithology. All have seen a marked increase in attendance in 2018-2019, especially over the winter.

- › 218 groups of students, for a total of 5,254 participants
- › 10% annual increase in attendance
- › 200 students took part in the *Seeds for the Future of Mount Royal* project and sprouted 1,500 trees in class to green the mountain

Over 4,000 young people also came to the mountain with their school to enjoy Les amis's winter outdoor programs, which include skating, snowshoeing, snow tubing and cross-country skiing.





PHOTO: Freddy A. Chagas

## Forest School

Our increasingly popular Forest School on the Mountain is a nature immersion program that allowed a growing number of parents, children, educators and teachers to develop strong bonds with the natural environment this year. Regular visits to the mountain within a season let participants benefit from a unique educational approach combining fun, adventure, creativity and learning.

- ▶ 17% annual increase in attendance

## Forest School for Students

A new initiative made possible by the Ministry of Education's *Une école montréalaise pour tous* program enabled 150 young people from four schools in underprivileged neighbourhoods to take part in the Forest School on the Mountain. Each young person was able to discover the secrets and riches of the mountain over eight individual visits from October to June.

This project also gave teachers the opportunity to explore the benefits of a new teaching method.

## Forest School for Families

Our Forest School continued to gain momentum and was fully booked this year. It was attended by 60 families with children aged 0 to 5, as well as 50 young participants aged 5 to 12.

- ▶ 350 children were enrolled in the family component of our Forest School on the Mountain

## Summer Day Camp

This year, two new age groups and over 200 new spaces were added to meet the growing demand to attend Les amis' summer day camp. Five age-specific programs welcomed children ranging from 5 to 12 years of age. As well, a new base camp was opened at the Beaver Lake Pavilion in order to accommodate more campers and to maintain the quality of our services.

- ▶ 463 day campers, a 43% increase over last year
- ▶ 82 children hosted weekly



PHOTO: Marine Didieulaurent @offmontréal

## Cultural and Outdoor Programming for All

### Pilot Project Related Programming

Les amis de la montagne hosted a series of activities in Mount Royal Park as a means to stimulate reflection on the pilot project to end automobile through traffic on the mountain and on access to the park. This also allowed us to explore the potential of the Camillien-Houde Belvedere as a welcome centre and venue for public programming.

In keeping with our core mission, the objectives were to:

- ▶ Welcome visitors arriving at the Camillien-Houde Belvedere and provide park information
- ▶ Invite visitors to discover the pedestrian accesses and rich heritage of this sector of the park through guided walks
- ▶ Stimulate public reflection about the issues of access to the mountain and nature conservation through information sessions and an outdoor exhibition in the Beaver Lake sector

### Enhanced Programming at the Mount Royal Chalet

Building on its success, the exhibition *In the Footsteps of Our Discoverers – The Remarkable History of Montréal* was extended for another year and expanded with two interactive modules designed for curious young audiences.

The renewal of our cultural mediation tools also served to better engage visitors of all ages in activities such as drawing contests and a revamped family rally.

Finally, the *Music and Dance at the Mount Royal Chalet* series featured eight performing arts productions. Over 3,500 visitors attended the series held from May to December.



### ***In the Footsteps of the Scots***

Launched during May: Mount Royal Month, a self-guided discovery walk on the mountain's southern slope traced the historical bonds between Montréal's Scottish culture and Mount Royal. The trail allowed visitors to acquaint themselves with illustrious Scottish personalities who left their mark on the mountain and the exceptional architectural heritage of their homeland.

### ***Winter on the Mountain***

In early 2019, an outdoor exhibition mounted by Beaver Lake allowed visitors to discover the joys of winter on the mountain and its snow-covered landscapes at different periods in time.

### ***Ever Popular Guided Tours***

Defying the whims of Mother Nature, Les amis organized over 30 snowshoe excursions in 2019: 14 for the general public and 22 for corporate groups and associations. Our traditional *City Lights* evening snowshoe treks were as sought after as ever, attended by 1,028 participants from January to March.

During the summer months, evening discovery walks drew close to 200 participants. Guided treks for corporate groups and associations welcomed 560 and those for young people attracted more than 800.

- 1,500+ participants for snowshoe excursions
- 1,550+ participants for summer excursions

### ***Annual Photo Contest The Mountain in Pictures***

For the 9<sup>th</sup> year running, Les amis de la montagne invited amateur and professional photographers alike to share their views of Mount Royal. A record number of over 600 magnificent photos were submitted, showcasing the beauty of Mount Royal's landscapes, flora and fauna, and breathtaking views of the city and mountain.

### ***The Mysteries of Beaver Lake***

During this self-guided 45-minute rally, families set off on an adventure to discover the mysteries surrounding the lake and Beaver Lake Pavilion while engaging in challenges. A Les amis de la montagne educator welcomed participants at a mobile booth where they learned about the history of the lake from geological times to today.



# CULTURAL AND OUTDOOR PROGRAMMING IN NUMBERS

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

➤ **150,000+ visitors**

Music and dance at the Mount Royal Chalet

➤ **8 concerts and artistic performances**

➤ **3,550 spectators**

*The Mountain in Pictures* photo contest, 2018 edition

➤ **170 photographers**

➤ **611 photos**

*Mount Royal, a Territory to Discover* exhibition at Smith House

➤ **340,000+ curious visitors**

Rowboat rentals at Beaver Lake

➤ **12,000 rowers**

Guided excursions

➤ **3,000+ trekkers**

Rental of skates, snow tubes, snowshoes and cross-country skis

➤ **46,000+ winter sports enthusiasts, an increase of 10%**

Les amis Cross-Country Ski Club

➤ **288 young skiers and 381 adults**

*Dancing under the Stars* evenings

➤ **565 dance amateurs at Beaver Lake**



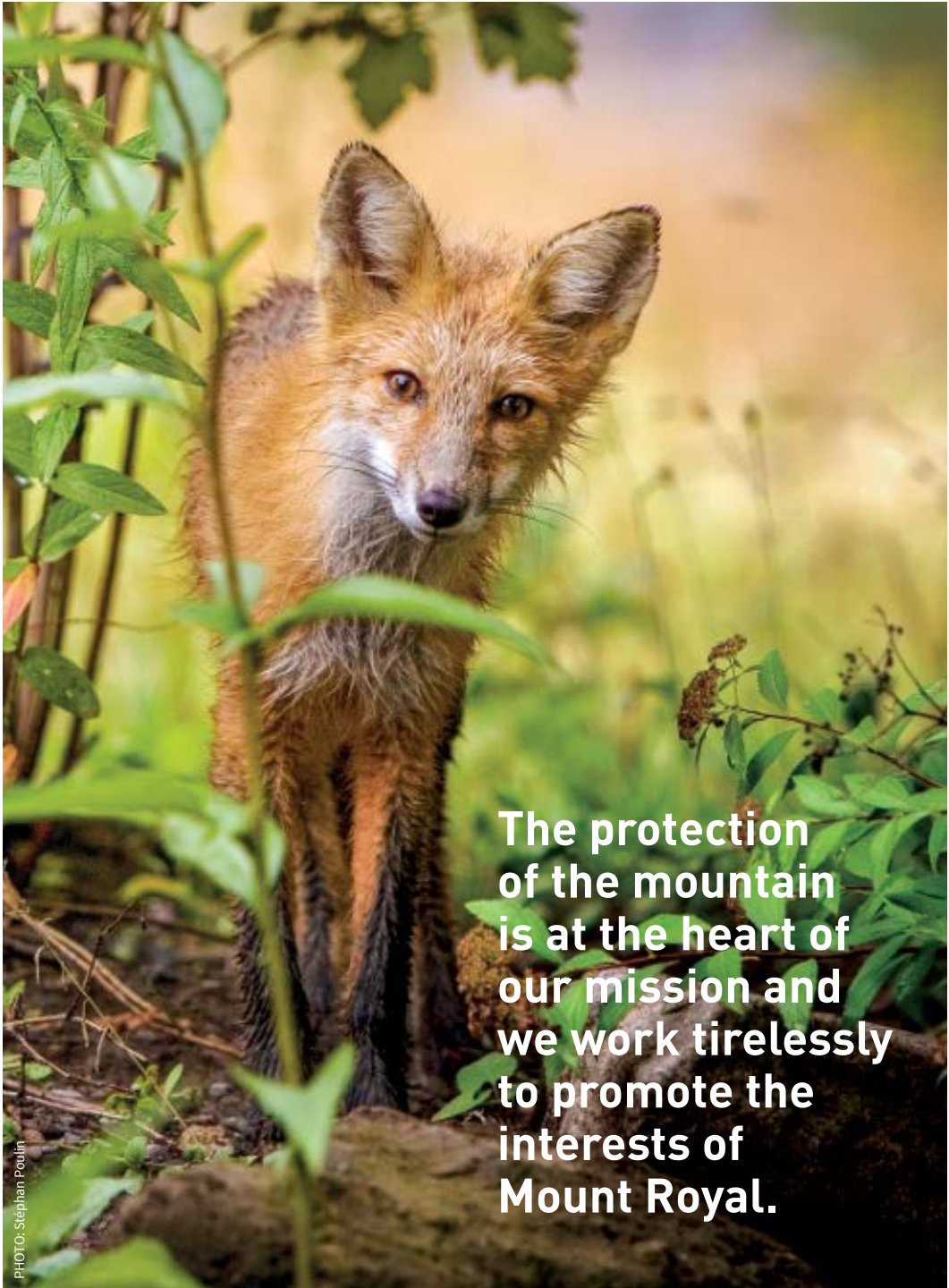


PHOTO: Stéphan Poulin

**The protection  
of the mountain  
is at the heart of  
our mission and  
we work tirelessly  
to promote the  
interests of  
Mount Royal.**

# MAY: MOUNT ROYAL MONTH

For the past 14 years, Les amis de la montagne has dedicated the month of May to festive programming celebrating the mountain and its majestic Mount Royal Park.

- The presentation at Smith House of an exhibition on the history of accessibility to the mountain to stimulate reflection on the upcoming pilot project blocking through traffic on the Remembrance/Camillien-Houde roadway
- Animation provided by Les amis on the line 11 bus route
- Various discovery walks throughout the month, attended by over 500 participants

More than 6,000 persons took advantage of the seasonal weather to join in the various activities offered in May 2018, including:

- The 27<sup>th</sup> edition of the Annual Mount Royal Clean-Up, with participation by Montréal Mayor Valérie Plante, and the presentation of booths and workshops raising park user awareness about the ongoing campaign against the emerald ash borer on the mountain
- Conferences during the *24 Hours of Sciences* event
- A special day highlighting Scottish heritage on the mountain featuring a musical march by the Black Watch Regiment, a concert and dance performance at the Mount Royal Chalet and the launch of the self-guided tour brochure entitled *In the Footsteps of the Scots*



## The Annual Mount Royal Clean-Up in Numbers



577 participants



97 bags of waste and  
52 bags of recycling  
collected



60 fire and campsites  
dismantled



More than 500 trees and  
shrubs monitored for  
their state of health

# Prix du Mont-Royal 2018

PHOTO: Hochelaga, terre des âmes



The Prix du Mont-Royal marks a high point in Mount Royal Month celebrations. Since 2005, this award has paid homage to persons or organizations whose commitment and remarkable contributions have helped promote the protection and improvement of Mount Royal.

During a ceremony at the McCord Museum, the Prix du Mont-Royal 2018 was awarded to filmmaker **François Girard** for his historical drama, *Hochelaga, Land of Souls*.

An Honourable Mention was awarded to the City of Westmount for the naturalization and reforestation of a section of Summit Circle, connecting the north and south sides of Summit Woods. Through this project, Westmount reinforces the primary urban forest vocation of this area of the Mount Royal Heritage Site.



PHOTO: Frédérique Méthard - Avignon

# MOUNT ROYAL PARK VISITOR SERVICES

Les amis de la montagne oversees visitor welcome services as well recreational outdoor activities and rentals in Mount Royal Park in line with our mission to protect and improve the mountain. These allow us to forge ties with park users and to reinvest net profits in our education and conservation programs in the park.

## Information and Welcome Centre

As the main visitor centre in Mount Royal Park, Smith House provides the perfect setting for Les amis de la montagne to offer complete and personalized information services seven days a week.

Visitors can also learn about the services, access points and attractions of the park and the mountain before their visit by consulting the “Plan Your Visit” section on Les amis’s website, visited more than 143,600 times since it went online in December 2017.

To promote our full slate of public programs and activities for anyone wishing to discover the mountain, we work with a host of partners including Tourisme Montréal and the Société de développement de l’Avenue du Mont-Royal, as well as local businesses.





## Café des Amis

Nestled in the heart of Mount Royal Park, each of the three Café des Amis locations allows visitors to enjoy a meal, drink or tasty snack in exceptional surroundings: the Mount Royal Chalet with its unique and spectacular architectural heritage, the Pavilion with its unparalleled view of Beaver Lake, and Smith House with its leafy terrace open until October. Café des Amis also serves as an information and welcome centre for park visitors.

## Gift Shop and Mobile Vendors

Also aimed at enhancing visitor experience on the mountain, Les amis's gift shop offers an array of exclusive souvenirs highlighting Mount Royal and the work of Québec artists and artisans.

During the summer season, Les amis mobile vending carts operate around Beaver Lake and the Mount Royal Chalet, offering visitors a choice selection of refreshing frozen products and beverages made by local artisans.

## Café des Amis in Numbers

Mount Royal  
Chalet counter:  
**85,000+**  
transactions

Beaver Lake Pavilion  
bistro and cafeteria:  
**55,000+**  
transactions

Smith House  
café and terrace:  
**45,000+**  
transactions



**14,500**  
people rented skates  
from Les amis to enjoy  
the Beaver Lake artificial  
ice rink from early  
December to mid-March

---



Summer 2018:  
**12,000**  
park visitors  
made use of our  
outdoor services

---



Winter 2019:  
**46,000**  
sports enthusiasts  
rented their equipment  
from Les Amis

## Outdoor Equipment Rental

Les amis de la montagne provides continuous support to the City in maintaining the quality of park amenities that make Mount Royal Park a favourite place for outdoor activities in all seasons.

We are particularly attentive to the quality of cross-country skiing, snowshoeing, skating and tobogganing amenities. Attendance results speak for themselves, with tens of thousands of Montrealers taking advantage of the facilities every year.

For the second year in a row, there has been no ice skating on Beaver Lake, safety being the motive cited by the City for this decision. As a result, the refrigerated artificial skating rink, which measures 2,500 m<sup>2</sup>, was more popular than ever.

Outdoor equipment rental services were also on the rise, allowing more than 46,000 users in 2018-2019 appreciate an unbeatable urban winter experience.

In summer, Les amis offers a rowboat rental service that inspires visitors to discover Beaver Lake from a different perspective.







# LES AMIS AND THE CITY: PARTNERS FOR THE PARK AND THE COMMUNITY

For more than 30 years, Les amis de la montagne and the City of Montréal have enjoyed a partnership that enables them to work hand in hand to offer services to Mount Royal Park visitors in keeping with their shared dedication to the protection and improvement of the mountain.

**13%** of Les amis de la montagne's global revenue comes from the City of Montréal and is dedicated to the provision of park services.

Our agreement with the City governs the following park services and programs offered by Les amis:

- › 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 recreational equipment rental and services
- › Food services, gift shops and mobile refreshment vendors

Thanks to our in-depth knowledge of Mount Royal and daily on-site presence, Les amis also supports the City in an advisory capacity, relative to:

- › Park management
- › Development projects
- › Access to the mountain
- › Park usage and conflicting uses
- › Outdoor park amenity maintenance
- › Building restoration and parkland improvements
- › Evaluation of proposals for public events in the park and documentation of impacts on parkland and park users
- › Security and cleanliness in the park

# HORIZON 2022

## SIX GUIDING PRINCIPLES

Increasing pressure on Mount Royal results from urban densification and climate change experienced in recent years. The need to manage the use of its vast parklands by millions of users annually and to make informed land-use and redevelopment decisions adds to the challenges of preserving Mount Royal's natural and cultural heritage, which lies at the heart of Les amis's mission.



### Protect the Mountain

1



Promote Mount Royal's significant natural and cultural heritage

- › Develop public programming that fosters a shared vision of heritage site management
- › Continue representations to ensure informed decision-making in response to current critical issues
- › Encourage consultation and foster the creation of partnerships

2



Contribute to the improvement of Mount Royal's natural ecosystems

- › Increase the impacts of Les amis's Conservation Patrol
- › Expand our volunteer-based community tree planting and invasive alien species control programs
- › Develop opportunities for greater community engagement

Les amis de la montagne embarks upon a new three-year strategic planning cycle. The resulting action plan, in effect until 2022, features six key guidelines.

## Improve its Parks

3



Optimize park visitor experience in partnership with the City of Montréal

- › Maintain the quality and accessibility of services offered in Mount Royal Park
- › Develop services and public programming in Tiohtià:ke Otsira'kéhne Park
- › Develop pre-visit and on-site information programs

4



Enhance park visitor services offered by Les amis de la montagne

- › Develop the food and beverages offer
- › Optimize visitorship and outdoor programs
- › Provide better access to educational programs

## Mobilize Montrealers

5



Generate philanthropic support for Les amis de la montagne's mission

- › Implement a planned giving program
- › Increase the impacts of benefit events
- › Deploy online fundraising strategies

6



Contribute as a civic partner to the development of solutions to major issues affecting Mount Royal

- › Inform Montrealers about land use and development on the mountain
- › Encourage public participation in reflections on the future of the mountain
- › Document field observations and relay public opinions to municipal decision-makers

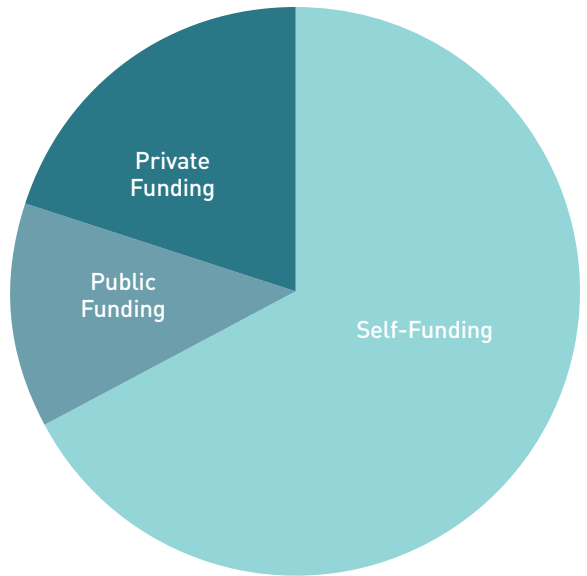
# FINANCIAL OVERVIEW

## REVENUE SOURCES

### Les amis de la montagne Revenue and Expenses

The current financial overview is drawn from the balance sheets and income statements of Les amis de la montagne, Centre de la montagne and Café des Amis, collectively referred to as Les amis de la montagne.

The financial statements of all three organizations are available upon request.



**20%**  
**\$887,099**  
Private Funding

**13%**  
**\$561,969**  
Public Funding

**100%**  
**\$4,451,052**

## Reinvesting in Mount Royal Park and Visitor Services

Les amis de la montagne programs and services—gift shops, outdoor equipment rentals, cross-country ski lessons, guided discovery walks, outdoor and educational activities, food and beverage services, etc.—generated 67% of the organization's gross revenue in 2018-2019. Net proceeds were reinvested in Mount Royal Park and visitor services.

**67%**  
**\$3,001,984**  
Self-Funding

## EXPENSES BY ACTIVITY SECTOR

**40%**  
Advocacy,  
Community Engagement,  
Education and  
Public Programs  
**\$1,821,930**

**46%**  
Mount Royal Park  
Visitor Services  
**\$2,133,244**

**4%**  
Philanthropic  
Development  
**\$193,624**

**10%**  
Administration  
**\$439,425**

**100%**  
**\$4,588,223**

# ANNUAL FUNDRAISING CAMPAIGN AND COMMUNITY SUPPORT

Donors, partners,  
Young Leaders, members  
of the Annual Campaign  
Cabinet and of the  
*Chapeau Mont Royal!*  
and *Tuques Bleues*  
organizing committees:  
we salute your invaluable  
contribution to  
Les amis's cause.

## 2018-2019 Campaign Cabinet

### CO-PRESIDENTS



**Jeffrey Drummond**  
President and Chief  
Operating Officer  
DNA Capital



**Peter A. Howlett, C.M.**  
President  
Montorsan Holdings

### MEMBERS

Gwen Andrews Nacos  
Mary Bruns Creighton  
Diana Ferrara Scalia  
Richard M. Hart  
Kathryn Lund Drummond  
Françoise E. Lyon  
Érik Moisan  
Eugene N. Riesman  
Martin Spalding  
Robert Tellier

---

# \$736,140

Funds raised  
in 2018-2019







PHOTOS: Alexandre Cy

## The 5<sup>th</sup> Edition of *Chapeau Mont Royal!* Shines Brighter Than Ever

Despite the rain, elegance and creativity brightened the day on June 14 for the 2018 edition of *Chapeau Mont Royal!* Held under the honorary presidency of Diane Lanctôt, this benefit luncheon in support of environmental education programs on Mount Royal dazzled its hundreds of guests yet again. Come rain or shine, this annual tradition owes its continuing success to the efforts of an outstanding committee of dedicated women and the support of major loyal partners who care about the future of Mount Royal.

### HONORARY PRESIDENT

Diane Lanctôt  
President and Owner, Lanctôt Ltée  
Owner, Canadian Hat/Harricana

### CO-PRESIDENTS

Mary Bruns Creighton  
Judith Kavanagh  
Carole Labelle Molson  
Kathryn Lund Drummond  
Sandra McGill

### MEMBERS

Gwen Andrews Nacos  
Caroline Biron  
Rucsandra Calin  
Caroline Codsi  
Kim A. Drummond  
Diana Ferrara Scalia  
Magda Frederik  
Carolina Gallo La Flèche  
Julie Godin  
Anna Goth  
Christine Harkness-Lapointe  
Julie Laurence  
Françoise E. Lyon  
Christina Miller



**450 guests and as many elegant and original hats**



**23 corporate partners**



**Substantial support for Les amis de la montagne's environmental education programs**



PHOTO: Alexandre Cy



PHOTOS: Maxime Juneau

## Tuques Bleues turns to P2P with Our Young Leaders

On February 21, 2019, *Tuques Bleues* celebrated its 22<sup>nd</sup> edition. Combining sports and camaraderie, this flagship winter event is dedicated to raising funds for environmental conservation programs on Mount Royal.

This year, the event featured a peer-to-peer fundraising component led by the Young Leaders Committee, which enabled greater numbers to rally support for *Les amis*'s cause. Snowshoers and racers alike could reach out to their friends and family to support their participation in this unique evening with a donation.

### HONORARY CO-CHAIRS

**Michel Leblanc**  
President and CEO,  
Chamber of Commerce  
of Metropolitan Montréal

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



**450 snowshoe-clad guests, including 90 racers**



**12 team challenges, three of which were organized by the Young Leaders**



**280 donors to the peer-to-peer fundraising platform, of which 75% are new donors to *Les amis de la montagne***



**\$150,000 raised**



**10 years of partnership with Manulife  
New partnership with Lolë**

## Young Leaders Committee

Founded in 2016 with an eye to the future and the next generation of friends of the mountain, the Young Leaders Committee's mission is to explore new forms of engagement for the protection and improvement of Mount Royal. Committee members tap into their expertise and interests in various fields to help Les amis achieve its mission. These include philanthropy, communications, law, management and finance, marketing and public relations, urban planning, landscape architecture, architecture, historic and cultural heritage preservation, and nature conservation.



# DONORS AND SPONSORS 2018-2019



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, 2018, and April 30, 2019, 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.

## MAJOR BENEFACTORS

**\$50,000 and more**

Power Corporation  
of Canada  
The ECHO Foundation

## MOUNT ROYAL CIRCLE

**Individuals:**

**\$5,000 and more**

Jonathan Dieterich  
Brian Drummond  
Richard M. Hart  
Peter A. Howlett  
Robert Johnson  
Judith Kavanagh  
Eric La Flèche  
François Laurin  
& Ingrid Heck  
Sam Scalia &  
Diana Ferrara Scalia  
Herschel Segal  
& Jane Silverstone  
Thomas C. &  
Daniela Velan  
Robert B. Winsor  
Anonymous

**Corporations  
and Foundations:  
\$10,000 and more**

Bank of America  
Conseil de l'industrie  
forestière du Québec  
Énergir  
TD Bank Group

## OLMSTED CIRCLE

**Individuals:**

**\$2,500 to \$4,999**

Jean-Claude Bachand  
Scott Fraser

**Corporations  
and Foundations:  
\$5,000 and more**

Agence  
Stéphane Morin  
Atrium Innovations  
Excelsior Foundation  
Fondation  
J.-Louis Lévesque  
Miriam Aaron Roland  
Charitable Fund  
The Macdonald  
Stewart Foundation  
The Morris and  
Rosalind Goodman  
Family Foundation  
The Velan Foundation

## LEADERS' CIRCLE

**Individuals:**

**\$1,000 to \$2,499**

Raymond Bachand  
John W. Bennett  
Viateur Chénard  
Kim Davidman  
Carolina Gallo  
La Flèche  
Robert Godin  
Michael & Carol  
Harrison  
Peter &  
Alexandra Hutchins  
Marika Jarislowsky  
Patrick Kenniff  
John LeBoutillier  
Karys Marcus  
Claude Parent  
John J. Peacock  
Virginia Petty  
Eugene N. Riesman  
Robert Riesman  
Joanne Rossy  
Patel Vilashi



PHOTO: Stéphane Poulin

**Corporations and Foundations: \$2,500 to \$4,999**

Birks Family Foundation  
Équiterre  
Fairmont  
The Queen Elizabeth  
Lallemand  
Manulife  
SAP Canada Fund  
The David H. Laidley Foundation

**CONSERVATIONISTS' CIRCLE**

**Individuals: \$500 to \$999**

Susan Aberman & Louis Dzialowski  
Robert Alain  
James W. Beckerleg  
Stéphane Béranger  
Paul Bourassa  
Michel Cantin  
Elizabeth M. Danowski  
Armand L.C. de Mestral, C.M.  
Paule Doré  
Jeffrey Drummond & Kathryn Lund  
Serge Dubreuil  
Anthony Fata  
Andy Fratio  
Claude Joubert  
Daniel Labrecque  
Richard Lalonde  
The Hon. Charles Lapointe, C.P.  
Clemens Mayr  
Louise Mercier  
Elizabeth A. Mitchell  
Pierre Monahan  
Hélène Panaïoti  
Marie-Anne Paquette  
Sébastien Perron-Carle

Paul Perrotte  
Gerald E. Semmelhaack  
Paul Setlakwe  
Elisabeth V. Sifton  
Robert Tellier  
Nick and Vickie Vouloumanos  
Nathalie Zinger  
Anonymus  
**Corporations and Foundations: \$1,000 to \$2,499**  
Bell Media  
Ben-Jac Capital  
Canadian National  
Canderel Management

Centre de soins dentaires E.S.  
Davies Ward Phillips & Vineberg  
Devencore  
Fednav  
Metro  
Park People  
Portage  
RBC Investor & Treasury Services  
Rogers  
Communications  
Sun Life Financial  
Stephen & Lillian Vineberg Family Foundation  
The Chamber of Commerce of Metropolitan Montreal  
The Cote Sharp Family Foundation  
The Gustav Levischi Foundation  
The Phyllis Lambert Foundation

**PROTECTOR'S CIRCLE**

**Individuals: \$250 to \$499**

Yelka Acimovic  
Tim Anderson  
Sami Antaki  
Sophie Bourque  
Greg Boyd  
Peter G. Brown  
Louise Castonguay  
Bita Cattelan  
Daniel Chartier  
Dominique Codère  
Caroline Codsì  
David R. Collier  
Hubert Comtois  
Isabelle Constantin  
Chantal Corriveau  
Jerry Coviensky  
Elizabeth Ann Dadson  
Kosta Dariotis  
Thomas M. Davis  
François de Gaspé  
Beaubien  
Clément Demers  
Charles Dollimore  
Louise Drouin  
Denise Duguay  
George Economides  
Jacques Gagnier  
Cynthia Gordon  
Wendy Graham  
Jean-Louis Hamel  
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Ines Holzbaur  
Julia Hung  
Gisèle Iarrera  
Joan F. Ivory  
Peter Jacobs  
Eric J. Klinkhoff  
Gabrielle Korn  
Peter Kruyt  
Carole Labelle Molson

Annick Laberge  
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