



ACTIVITY REPORT 2015/16

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LES AMIS DE LA MONTAGNE WHO WE ARE _____

For the past 30 years, Les amis de la montagne has been involved in all matters related to the protection and enhancement of Mount Royal. With its three summits, this iconic landmark that we call “the mountain” covers some ten square kilometres. It is home to residential neighbourhoods, several of Montréal’s founding institutions, vast cemeteries, and the magnificent Mount Royal Park, a grand 200-hectare public space that defines the heart of the city.

Owing to its special status as a Quebec government-classified heritage site, a large part of the mountain enjoys protection measures to ensure its careful redevelopment and improvement. Surrounded by a thriving city, Mount Royal is nonetheless exposed to the constant threat of urban densification and development.

In collaboration with a growing community of heritage and environmental advocates dedicated to the care of the mountain, Les amis de la montagne endeavours to foster a culture of respect and responsible development for this exceptional space.



Nicolas Ruel's photography reflects a deep appreciation of the complex ties that bind the mountain to the surrounding city. Les amis de la montagne would like to thank the artist for authorising the reproduction of selected works in this Activity Report.

La Renommée, photograph by Nicolas Ruel,
Galerie de Bellefeuille

A WORD OF INTRODUCTION



PETER A. HOWLETT, C.M.
PRESIDENT OF THE BOARD OF DIRECTORS

Right from its founding, in April 1986, Les amis de la montagne initiated a dialogue with the leader of the Montreal Citizens' Movement, who was running for City Mayor. This dialogue would redefine the relationship between citizens and decision-makers concerning the protection of Mount Royal. Starting in November 1986, and throughout his two terms as Mayor of Montréal, Jean Doré favoured exchanges with the community as an essential component in governance of the mountain. For its part, Les amis quickly established the importance of its representations to the city. This collaboration between citizens, associations and public administration led to the adoption of concrete measures to protect the Mount Royal territory. Refocusing the significance of the mountain's identity, landscape, culture and history was also part of the progress made during that period. Les amis de la montagne and the City of Montréal showed Jean Doré their appreciation by awarding him the Prix du Mont-Royal in May 2015.

It is with much pride that I think about the men and women who, thanks to their expertise, commitment and generosity, have made Les amis de la montagne the accomplished organisation it is today, drawing its strength from the collective desire to safeguard the mountain and translating this into enlightened action. I would like to thank the Board of Directors for its commitment, our staff for its diligence, and our governors and volunteers who play a key role in supporting the cause of Mount Royal. Finally, I want to thank our generous donors without whom Les amis de la montagne would not have the means to match its ambitions.

While the attachment of Montrealers to their mountain is undeniable, the challenges related to its protection persist. The quality of choices and actions of our decision makers will determine the impact on Mount Royal of such phenomena as the emerald ash borer, or the repurposing of institutional properties on the mountain's slopes, which are undergoing profound changes, not to mention the intensive use of a park in the heart of the city.

More than ever, Les amis de la montagne must be involved in representations concerning the sustainability of Mount Royal. In this regard, I would like to point out the quality of the relationship between Les amis and the City of Montréal. Beyond the agreement that benefits users of Mount Royal Park, our exchanges aim to place the entire mountain at the heart of the discussions on the development of the city.



SYLVIE GUILBAULT
EXECUTIVE DIRECTOR

With 30 years of achievement to its credit, Les amis de la montagne is in the prime of life! Our governors, Board of Directors and permanent team staff include founding members of Les amis as well as individuals who have come on board at the height of their professional careers. This maturity and experience has been instrumental in supporting us throughout a pivotal year of consolidation and development. Conscious of the fact that our vitality also depends on our capacity for renewal, we have chosen to make room for the upcoming generation of community and business leaders with whom we will explore new ways to engage the public in the care of Mount Royal.

This year's achievements include the revision of our strategic plan, diversification of our youth education programmes, an increase in public programmes, documentation on the state of Mount Royal Park with a view to improving management coordination, and representation concerning challenges to the integrity of the mountain. With the opening of the Café des Amis in the Beaver Lake Pavilion, a new step was taken towards enhancing Mount Royal Park visitor experience. Coinciding with the end of restoration work on Beaver Lake, the new café will allow Les amis to be more present in this sector of the park. This development reflects the confidence that the City of Montréal has in our organisation as a partner in Mount Royal Park.

With this in mind, I would like to underline the excellent partnership between Les amis and the City that has, among other things, allowed us to improve our service agreement in the park and to renew it for the next five years. Daily exchanges between Les amis, the Bureau du Mont-Royal and the Borough of Ville-Marie ensure the complementarity of professionals dedicated to the mountain. While we still face challenges, our commitment to improving park experience remains.

I would like to express my gratitude to Joanne Lalumière who led Les amis with inspiration and energy during my absence. Now in the role of strategic advisor, her ongoing contribution is much appreciated.

As Montreal makes extensive preparations for the festivities surrounding the 375th anniversary of the city's founding and Canada's 150th anniversary, it gives me pleasure to think that Mount Royal's woodlands and summits were once visited by the very builders of our city and country. The mountain's presence at the heart of celebrations in 2017 will contribute to making our city known far beyond its borders. How lucky we are!

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Hélène Panaïoti, Advisor



AMIS DE LA MONTAGNE TEAM

OFFICE OF THE EXECUTIVE DIRECTOR

Sylvie Guilbault
Executive Director

Joanne Lalumière
Strategic Advisor

Geneviève Sarda
Assistant to the Executive Director

Note: Joanne Lalumière acted as Interim Executive Director until November 2015, when Sylvie Guilbault returned to Les amis after being on leave. She then stayed on as Strategic Advisor on a part-time basis.

COMMUNICATIONS, ADVOCACY AND PUBLIC ENGAGEMENT

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Advocacy and Public Engagement

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Head of Advocacy Issues

Eveline Trudel-Fugère
Head of Communications
/ Since January 2016

Charlotte Mondoux-Fournier
Communications Officer

Frédérique Thibault
Communications Assistant
/ Summer 2015

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and Planned Giving

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Head of Fundraising Events
and the Annual Campaign

Sophie Béziau
Annual Campaign Assistant
/ Since December 2015

Jane Howlett
Annual Campaign Assistant
/ Until September 2015

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and Conservation

Jean-Michel Villanove
Head of Public Programmes

Claude Drolet
Head of Environmental
Conservation Programmes

Maria-E. Nacher Sol La Lande
School Programmes Coordinator

Emily Coffey
Environmental Educator
and Day Camp Coordinator

Samuel Montigné
Public Programme Project Lead

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Director of Operations and
Visitor Services Development

Stéphanie Ménard
Head of Outdoor Services

Nathalie Perreault
Nature Boutique and Information
Desk Coordinator

Marieke Lemieux
Group Reservations and
Venue Rental Coordinator
/ Since September 2015

Véronique Masse
Reservations Attendant
/ Until November 2015

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/ Since March 2016

Gabrielle Achermann
Food Services Coordinator

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Alain Dauth
Head of Finance

Roberta Franske
Claire Lessard
Accounting Assistants

Acknowledgements

The core team of Les amis de la montagne is responsible for the planning and smooth operation of its activities. In addition, close to 100 seasonal and part-time employees work on the ground in educational and outdoor services, in park conservation patrol, at the cross-country ski school, leading hikes and snowshoe treks, welcoming visitors in the park, helping out during fundraising events, and in the Café des Amis.

Trained in geography, geology, urban planning, biology, environmental studies, landscape architecture and other fields, these members of our team enrich the quality of the organisation's services with their knowledge and energy. They are compelling ambassadors who passionately share with Montrealers and visitors alike their love for the mountain and an awareness of the importance of protecting it.

ENVIRONMENTAL EDUCATORS

Lila Benzid / Camille Brisson /
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ADVOCACY

Motivated by a desire to bring together public authorities, institutional property owners, the Montreal community and business stakeholders around a common vision for the mountain, Les amis de la montagne continues in its efforts to protect the interests of Mount Royal. The role of Les amis is one of representation and education, based on a deep understanding of the mountain as a fundamental element in the urban fabric of Montreal and the important role it plays in our identity, landscape, culture and natural environment. We pay close attention to all development projects that affect Mount Royal. Our advocacy goal is to encourage enlightened decision-making that will support the sustainability of those elements that define the quality of Mount Royal.

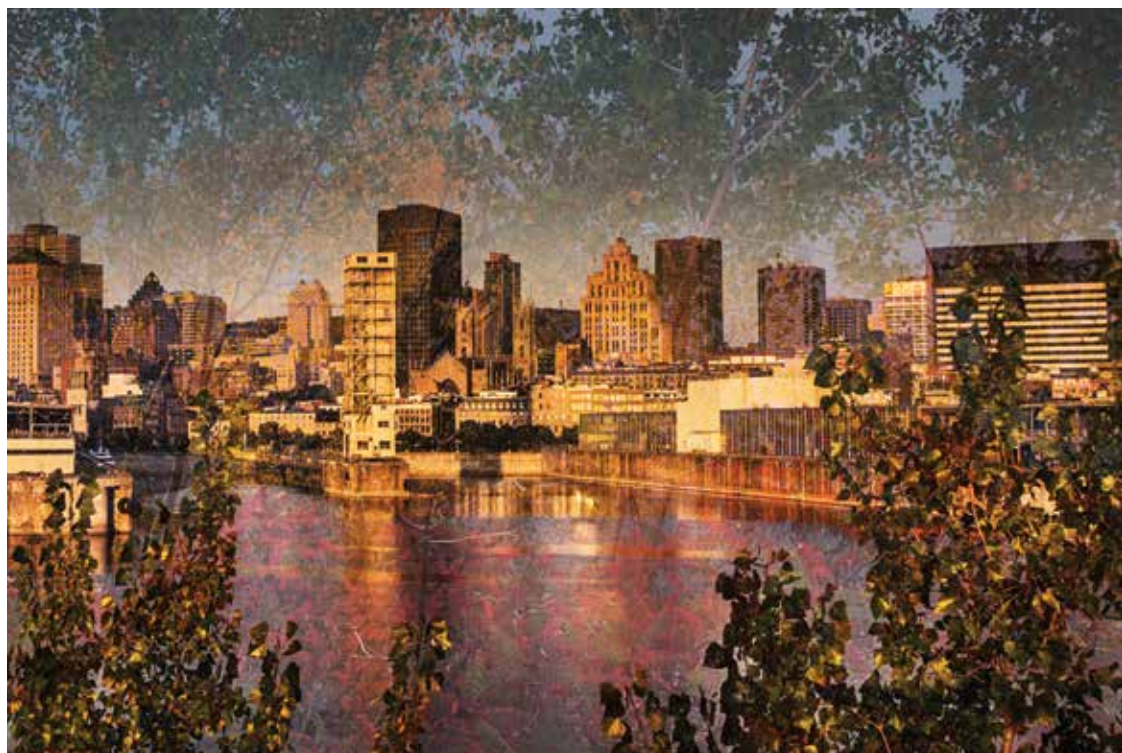
Key Issues of Concern in 2015-16

THE FUTURE OF LARGE INSTITUTIONAL COMPLEXES ON MOUNT ROYAL

Several Montreal institutions – the Royal Victoria Hospital, the Hôtel-Dieu de Montréal, the Shriners Hospital for Children and the *Couvent des Sœurs missionnaires de l'immaculée-Conception*, just to name a few – are undergoing important changes and are vacating their premises on Mount Royal. These sites define the mountain and how it is used. Decisions regarding their future vocations will have a major impact on the mountain as well as on the iconic identity of Montreal.

This year, Les amis took stock and analysed the large institutional complexes that are undergoing these major changes. We presented this information at a roundtable discussion, which was part of the colloquium *Urbanisme durable et villes de demain*, organised by the *Conseil du bâtiment durable du Québec* in January 2016.

We reviewed the goals to be aimed for in finding new vocations for these complexes. These include the preservation and enhancement of heritage values of the sites (grounds and buildings), using the full potential of the greening of these sites, as well as revising the borders between the park and adjacent grounds – this with a view to enlarging Mount Royal Park. Additional goals include improving public access to the sites and accessibility to the mountain. We underlined these points during a meeting entitled *Entretien portant sur les hôpitaux, universités et propriétés gouvernementales dont la vocation est incertaine*, organised by the *Service de la mise en valeur du territoire de la Ville de Montréal* as part of the *City's Plan d'action en patrimoine*.



Les amis are also concerned about the future of the former motherhouse belonging to the *Congrégation des sœurs des Saints-Noms-de-Jésus-et-de-Marie*, located at 1420 Mont-Royal Avenue, in Outremont. This establishment of great heritage value is part of the ring of institutions that are found on Mount Royal. In May 2015, we met Olivier Leclerc, who purchased the property and presented his project for restoring and transforming it into condominiums. Mr Leclerc is committed to conserving public right of way through the property's gardens, which allows access to the Saint-Jean-Baptiste woods, leading to the Outremont summit. He also agreed to maintain public access to the establishment's historic chapel. After studying the proposal, we communicated our support to the Borough of Outremont and the City of Montréal.

Ville-Marie,
photograph by
Nicolas Ruel,
Galerie de
Bellefeuille

ADVOCACY (CONT'D) _____

RUTHERFORD PARK

Les amis de la montagne continued its efforts to encourage the City of Montréal in creating an exemplary redevelopment project for Rutherford Park, a jewel of heritage landscape on the mountain's southern slope. The City has proposed a new sports hub in this public space with the installation of synthetic grass, sports lighting and related equipment. This proposal is not in keeping with several directives, guidelines, and measures adopted by the City and the Quebec Government to protect and enhance Mount Royal's heritage zone. The City's project would also include restrictions on free access to the overall space due to partial privatisation, as planned in a partnership agreement with McGill University that gives it exclusive use of the multisport playing field during a major part of the park's open hours.

Les amis de la montagne detailed its position in a document entitled *Vision et recommandations pour le réaménagement du parc Rutherford*, which was sent to the City and to the Ministry of Culture and Communications (MCC) in August 2015. Concerning this issue, we also met the *Conseil du patrimoine culturel du Québec*, which falls under the MCC's jurisdiction. Other groups have also expressed their opposition to the city's proposal for Rutherford Park. Among them are the Friends of Rutherford Park, the David Suzuki Foundation, CRE-Montréal (Montreal's regional environment council), Héritage Montréal and the National Association of Olmsted Parks. The City of Montréal would have to obtain authorisation from the MCC before proceeding with the implementation of this project.

City Rising,
photograph by
Michael Vesia.
Les amis de la
montagne Photo
Competition,
2014



Advisory Role and Advancement of Knowledge

Les amis de la montagne was invited to make use of its expertise in studying and managing several projects that could have an impact on the mountain. We also sit on the advisory, scientific and research committees of universities and organisations. In this way we represent the interests of the mountain while contributing to the advancement of knowledge in education, cultural mediation, environmental protection, city planning and protection of landscape heritage. Among our affiliations and projects in 2015-16 are the following:

- Participation as a leading member of the **Table de concertation du Mont-Royal** (TCMR) since its creation ten years ago. The TCMR brings together representatives of some forty major institutions in education, health, religion and the private sector that are established on the mountain. Also included are organisations dedicated to heritage and environmental protection, as well as municipal and ministerial departments responsible for administering the government designated heritage site of Mount Royal. The TCMR constitutes an important forum for mobilising key actors in the management and harmonious development of the mountain. With our intimate knowledge of Mount Royal's situation on the ground and the challenges related to its care, Les amis has brought a significant contribution to discussions at the TCMR, helping to create informed consensus concerning accessibility, environmental conservation, management, and the protection and enhancement of Mount Royal Park and the mountain as a whole.
- Participation in the TCMR working group on the Mount Royal heritage site conservation plan that is currently being developed by the Ministry of Culture and Communications. This document is intended to guide the Ministry in preservation, rehabilitation and enhancement initiatives.
- Draft of an observation report on the use of public spaces in Mount Royal Park in May 2015 and its presentation to the *Bureau du Mont-Royal* and the TCMR in June 2015. The resulting consensus at the TCMR led to implementation of an action plan to rectify problematic issues in Mount Royal Park, with certain tangible improvements, notably the hiring of a park warden in spring of 2016.



Lac-aux-Castors,
photograph by
Nicolas Ruel,
Galerie de
Bellefeuille

- In an advisory capacity with the City of Montréal and organisers of the **Ski Tour Canada 2016 / FIS Cross-Country World Cup**, we produced a report on the potential impact of holding the event in Mount Royal Park, including environmental and public accessibility impacts. We also submitted to the *Bureau du Mont-Royal* an observation report on the actual event, which took place on the mountain in March 2016. This report will be presented at the next *Table de concertation du Mont-Royal*.
- Analysis of two projects proposed by the *Service des grands parcs, du verdissement et du mont Royal de la Ville de Montréal*. These concern **improvements to the Mount Royal Chalet sector and construction of a new park entrance in the Cedar/ Côte-des-Neiges sector**. The projects include the implementation of ecological management practices that will strengthen the biodiversity of Mount Royal Park as well as improve park accessibility. We trust that these efforts will produce favourable outcomes for the mountain, its park and its visitors.
- Analysis of the **Discovery Stops (Escalaes Découvertes)** project proposed by the *Service des grands parcs, du verdissement et du mont Royal de la Ville de Montréal*, with an evaluation of impacts on Mount Royal Park and the formulation of recommendations.
- Advisory role with **Équiterre** in planning its 2016 benefit race on the mountain as authorised by the *Ville de Montréal*, with an evaluation of the impact on Mount Royal Park and the formulation of recommendations.
- Participation in the evaluation of proposals for major public events in Mount Royal Park, as developed by the **Société des célébrations du 375^e anniversaire de Montréal**, and the formulation of recommendations.
- Participation in three days of consultation with community stakeholders on programming options for the **River to the Mountain Urban Walkway**, a major legacy project planned for the 375th anniversary of the founding of Montreal.
- Associate member of the advisory committee on the next **University of Montreal Mountain Campus** master development plan.
- Member of the partnership platform of **Centr'ERE** (Centre for Research on Education and Eco-Citizenship) at UQAM and participation in a review of this subject as it pertains to Quebec.
- Participation in a province-wide workshop organised by the **Association québécoise des interprètes du patrimoine** (AQIP), with the presentation of a report on interpretive activities offered by Les amis de la montagne, in relation to restoration work at Beaver Lake in Mount Royal Park.
- Links maintained with **Park People** in Toronto and participation in their annual conference in spring 2015, with the presentation of activities offered by Les amis in Mount Royal Park and our partnership with the City of Montréal.
- Member of the scientific council of the **Institut du patrimoine de l'Université du Québec à Montréal** (UQAM). In this role, Les amis presented issues concerning the protection and enhancement of Mount Royal to students enrolled in the Bachelor programme in Urban Planning at UQAM. In a joint initiative involving the Institute, we also planned a workshop that took place in May 2016, on the theme of protecting views of Mount Royal and its symbolic value in the heart of the city. In planning for this workshop, Les amis oversaw the implementation of a mandate to identify and characterise the views of Mount Royal. This was entrusted to our intern, Jean-Michel Boivin, a masters student in Urban and Tourism Studies at UQAM.

AWARENESS-BUILDING AND COMMUNITY ENGAGEMENT

This year, Les amis de la montagne set out to promote its services and activities with the goal of:

- _ inviting the public to enjoy rich and varied programming in education, culture, outdoor activities and environmental conservation presented by Les amis;
- _ making the mountain known as an invaluable asset to the city and its residents;
- _ keeping the community informed of urban development issues that will shape the future of the mountain and building awareness of Les amis' efforts to safeguard Mount Royal;
- _ encouraging respect and responsibility for the mountain, an appreciation of the important role it plays in the centre of the city, as well as participation in its protection;
- _ developing volunteer involvement in our environmental conservation activities;
- _ inviting Montrealers to support the mission of Les amis by making a gift.

Our communications materials touched on such events and activities as the 2015 Mount Royal Month and the Spring Clean-Up (*Corvée*) on the mountain, *Musical Sundays at the Mount Royal Chalet*, the *Prix du Mont-Royal 2015* awarded to Jean Doré, our seasonal activities calendar, the call for volunteers for our Environmental Stewardship Programme, a benefit exhibition of works by Nicolas Ruel at the Galerie de Bellefeuille, our *Chapeau mont Royal*, the problems related to feeding racoons on the mountain, the launch of the new Café des Amis at the Beaver Lake pavilion, the *Tuques Bleues* celebration, Les amis day camps, and the 30th anniversary of Les amis de la montagne on April 1, 2016.

Many of the above were covered by media, thus creating public awareness of Les amis and Mount Royal. However, media reports were often related to problems of park usage and management challenges faced by the City of Montréal, such as garbage collection, missed construction deadlines at Beaver Lake in summer 2015, and budget overruns. In addition, problems with the natural skating rink on the lake last winter aroused the media's interest.

Over the period of several months, there was considerable media coverage of Rutherford Park, while in the spring, the potential damage that may be caused by the emerald ash borer generated a series of interviews.

Finally, the promotion on Facebook of large gatherings that pose a risk to the integrity of Mount Royal – notably *Let's Turn the Mountain into a Giant Dancefloor!* and the *Montreal Wish Lantern Festival* – attracted media coverage. In the ensuing interviews, Les amis de la montagne and the City were able to set the record straight on the kinds of events permitted in the park and the procedures for obtaining necessary authorisations.

The Importance of Public Consultation

The actions of Les amis de la montagne are based on the conviction that there is a direct link between active responsible citizen participation and quality governance. Since our establishment in 1986, we have promoted public consultation as the preferred tool for cultivating a healthy climate of confidence between decision-makers and the community, and to ensure the best development choices for our city, our living spaces and our mountain. Over the last several years, the *Office de consultation publique de Montréal* (OCPM) has played a major role in the analysis of major development projects on Mount Royal.

In May 2015, in collaboration with the *École nationale d'administration publique de Montréal* (ÉNAP) and with the participation of the OCPM, we organised a roundtable discussion entitled **Mount Royal and Public Consultation: Lessons for a Strategic Approach to City Planning**.



Hosted by **Louise Roy**, past chair of the OCPM, the meeting gave rise to rewarding discussion among **Nancy Bouchard**, doctorate in analysis and management of public policy, ÉNAP, **Louis Delaoustre**, Co-Founder of Potloc, **Richard Ryan**, City Councillor, Mile-End District, **Dominique Ollivier**, Chair, OCPM, and **Cameron Charlebois**, Chair, GPIC Montreal Inc. – Strategies in Urban Development.

Some 70 people attended the roundtable discussion, which took place at the ÉNAP offices.

MOUNT ROYAL PARK VISITOR SERVICES

Les amis de la montagne plays a key role in serving the public in Mount Royal Park. The range of services we provide, as part of an agreement with the City of Montréal, aims to enhance visitors' experience of the mountain.

SMITH HOUSE

The headquarters of Les amis since 1999, Smith House is the main reception centre in Mount Royal Park. We manage a welcome desk where visitors have access to comprehensive information on available services and activities. Our permanent exhibition, titled *Mount Royal – A Territory to Discover*, is presented free of charge and offers a fascinating introduction to the mountain. The house is also home to a nature boutique and the Café des Amis. In 2015-2016, Les amis de la montagne received close to 350,000 visits at Smith House.



CAFÉ DES AMIS

Starting in December 19, 2015, Les amis de la montagne extended its restaurant services in the park. Based on ten successful years of the Café des Amis at Smith House, we had the opportunity to open a second location at Beaver Lake. As part of an agreement with the City of Montréal, the Café des Amis aims to provide park visitors with a place to relax and enjoy good food in a spectacular setting. The restaurant at the Beaver Lake Pavilion represents a great opportunity for Les amis to enhance activities around the lake, benefiting families, hikers, skiers, skaters, snowshoers and other visitors to this section of the park.

NATURE BOUTIQUE

With its two locations – Smith House and the Chalet – our nature boutique provides a warm welcome to a growing clientele which comes to buy original souvenirs, maps, specialised books, seasonal clothing, toys and children's educational books. Artists, artisans and small businesses now represent more than a third of our suppliers and their locally made products are greatly appreciated. Our postcards and tee shirts feature local designers and photographers and are also very popular.

OUTDOOR EQUIPMENT RENTAL

Located at the Beaver Lake Pavilion, the equipment rental service for skating, cross-country skiing, snowshoeing, and snow tubing saw a decrease of 25% this year. Factors include a late winter, limited tobogganing and tubing runs, and the failure to open the rink on Beaver Lake, with only the adjacent artificial ice rink accessible. Earlier in the year, during the summer of 2015, limited access to the Beaver Lake site due to major construction work had already caused activities to be suspended in this sector. This also resulted in lower revenues from outdoor equipment rentals.



Smith House Undergoes Renovation

Built in 1858, Smith House is one of the last examples of neoclassical rural residences of the mid 19th century. In 1999, it benefited from a complete renovation, supported by private contributions and the three levels of government. This year, the house underwent a new restoration phase that included stonework, roof repair and improvements in insulation and ventilation on the upper floors. Undertaken by the City of Montréal, which owns the house, this work necessitated moving most of Les amis's team. From June to October 2015, we continued our work in construction trailers in a parking area beside the site. Smith House was restored to its former beauty by winter 2016.

EDUCATIONAL, OUTDOOR AND CULTURAL PROGRAMMES

This year, members of the public of all ages took advantage of the dynamic and stimulating programmes offered by Les amis de la montagne. They enjoyed nature and fresh air, (re)discovered the secrets and riches of Mount Royal, and deepened their understanding of the challenges of caring for this spectacular natural setting in the heart of the city.

The Mountain and Young People

SCHOOL GROUPS

The year was marked by difficult negotiations between teachers and the government. Pressure tactics reduced the number of school trips and extracurricular activities. As a result, Les amis saw a drop in the number of students visiting the mountain in

the fall and winter. Our educators made the most of the situation by diversifying and renewing school programmes and creating new pilot projects. In spite of the challenges, more than 7,750 students, from kindergarten to high school, enjoyed our educational and outdoor programmes.

Over 200 grade 5 and 6 students from five different schools participated in the *Explore the Summits of Montreal* project. This exploration of Mount Royal heritage, both natural and built, was divided into three visits. In the autumn, the students visited Westmount Summit where they learned about Mount Royal's geological origins; they ended the day at Saint Joseph's Oratory of Mount Royal, where they discovered the great Beckerath organ. In winter, they reached Outremont Summit on snowshoes and enjoyed a scientific workshop at *Polytechnique Montréal*. In spring, a whole day in Mount Royal Park found them on the mountain's highest summit. This project was made possible through the participation of the Ministry of Education (*Une école montréalaise pour tous*), *Polytechnique Montréal (Folie technique)*, and Saint Joseph's Oratory of Mount Royal.

As for the *Seeds for the Future of Mount Royal* programme, more than 250 students from seven schools grew saplings from seeds harvested on Mount Royal. We augmented this programme with a presentation in class on the use of wood and by visiting an open house in the nursery located on the future Outremont campus of the University of Montréal. Also included were environmental stewardship activities on Mount Royal.

In partnership with *École Charles-Lemoyne* in Pointe-Saint-Charles, the first school in the *Commission scolaire de Montréal* to offer an alternative component focused on nature, Les amis welcomed 153 students from this school to Mount Royal for activities adapted to its educational goals. Activities were also made available to students registered in the regular programme of the same school.

Aside from this new programme, regular educational activities offered by Les amis drew some 2,800 students. These included exploratory hikes in natural areas of the mountain with themes such as awareness of environmental issues, consumerism, civic duty, citizenship, and health and wellness. With our outdoor winter activities, we welcomed another 3,900 students. Snow tube sliding was the most popular activity, followed by skating. Some classes enrolled in cross-country ski sessions and others in snowshoeing. Skates, skis, snowshoes and tubes were provided by our outdoor equipment rental service.

CLUB AMIS

Inspired by the Forest School movement that is gaining in popularity in Canada and across Europe, we launched *Club AMIS*, a pilot project that aims to cultivate in young people a wonder for nature and an appreciation of the well-being experienced on the mountain. In this project, more than 80 young people enjoyed being immersed in nature through a parent-child programme for 3 to 5 year olds, the Saturday club for 6 to 8 year olds, and an extracurricular programme for 9 to 11 year olds. The results are promising: a wonder and appreciation of nature regardless of weather, learning about the concept of the ecosystem, fostering a culture of respect for the environment and the importance its protection, development of a sense of belonging and commitment to Mount Royal. Two team members, Maria-E. Nacher Sol La Lande and Lila Benzid, chose to study aspects of this project as part of their research for, respectively, a masters in Education and in Environmental Sciences at UQAM.





Programmes for the General Public

Our public programmes are designed to allow visitors to gain a new perspective on the mountain as a result of their experience with Les amis. These programmes shed light on Mount Royal's place in the history of the city, and its current role in the daily lives of Montrealers. They also bring to light the developments that have shaped the mountain over the years, making it the special place that so many are drawn to today. This enriches the experience those people we welcome, accompany or simply engaged with informally.

Our year started with the launch of *Mount Royal Month* on a beautiful Sunday, May 3, 2015. This great Montreal celebration of spring on the mountain attracted 20,000 visitors (see page 15).

MUSICAL SUNDAYS

Our *Musical Sundays at the Mount Royal Chalet* were greeted with enthusiasm both by music lovers, who came especially to attend the concerts, and park visitors passing by. With support from the City of Montréal and TD Bank Group, the six concerts in this year's series attracted some 4,000 spectators. Each concert was followed by a guided tour of the Chalet. Presenting exceptional and talented young artists, most of them from schools located on the mountain, these free events continued the tradition of public concerts on the summit that dates from the beginning of the 20th century.

WALKING TOURS

Our various guided walking tours were a chance for close to 1,140 people to explore and learn more about the territory of Mount Royal, its history, links with the city, biodiversity and other unique characteristics.

In April 2016, on the occasion of the UNESCO International Day for Monuments and Sites, Les amis organised a guided walk from the MAA Sports Club to the edge of Beaver Lake, with a focus on the fascinating history of sports and games on Mount Royal. The MAA and McGill University were also involved in hosting this special tour, which was sold out.

Les Amis participated in the creation of the *Table de la petite enfance d'Outremont*, started by *Outremont en famille* and supported by *Avenir d'enfants*. We initiated the development of a new programme on Mount Royal, a variation on Club Amis, for families in this arrondissement who have children from 0-5 years old.

DAY CAMP

Our day camp was more popular than ever, and to meet demand, it was necessary to add a group for 5 and 6 year olds in the summer of 2015. Over 250 young people from 5 to 11 attended the camp during one or two weeks during the summer. Note that 43% of them were "alumni" who renewed their experience again this year – proof that the camp is greatly appreciated. Some also attended the spring break camp in March 2016.

CROSS-COUNTRY SKI CLUB - YOUTH PROGRAMME

In 2016, the Cross-Country Ski Club operated by Les amis de la montagne numbered 225 participants aged 4 to 15. This was an increase in enrolment of 45% compared to last year. Our youth programme offered eight lessons in Mount Royal Park, on consecutive Saturdays and Sundays, January through March.



EDUCATIONAL, OUTDOOR AND CULTURAL PROGRAMMES (CONT'D) _____

PHOTO COMPETITION

La montagne en images, our annual photo competition, attracted a record number of amateur and professional photographers. The winning photographs were exhibited at Smith House and posted on Les amis' website. Close to 1,800 wonderful photos of the mountain have been collected in this way.

ACTIVITIES AROUND BEAVER LAKE

We designed a new information kiosk for the Beaver Lake sector which was visited by almost 2,000 people over weekends in September and October 2015. The educators on duty talked with visitors about issues relating to the conservation of wetlands and streams on the mountain and the recent restoration of the lake. A rally around the lake allowed families to rediscover the area, reopened after years of work.

In the fall, as part of the Quebec Intercultural Storytelling Festival, Les amis hosted *La lampe de baladins*, a show featuring giant marionettes and music, which took place around the lake. This unique experience in the park delighted both young and old.

WINTER WITH LES AMIS

Mount Royal has been at the heart of Montrealers' experience of winter for generations. To highlight this association, Les amis offered a new interpretive outdoor activity in front of Smith House. Drawing over 4,200 visitors, it brought to light the history of winter pastimes on the mountain, as well as animal life in this season.



Information kiosk for the Beaver Lake sector

This winter, some 800 people enjoyed our snowshoeing treks, which provided a unique experience of the mountain's tranquillity and its magical views of the city at night.

Taking advantage of a 20-kilometre network of cross-country ski trails in Mount Royal Park, Les Amis' Cross-Country Ski Club provided private and group sessions to 165 skiers this year.



Guided walking tours

MAY 2015: MOUNT ROYAL MONTH



The 11th edition of *Mount Royal Month* was a vibrant celebration of the mountain. This was an opportunity for the public to reacquaint itself with all that the place has to offer, to take part in its conservation and to renew its commitment to preserve this magnificent green space in Montreal. Organised by Les amis and presented in partnership with the City of Montréal and with generous support from the TD Friends of the Environment Foundation, Mount Royal Month offered a wide-ranging program.

This great Montreal celebration of spring on the mountain attracted 20,000 visitors.

On a spectacularly beautiful Sunday, May 3 2015, more than 700 citizens participated in the 24th Mount Royal Clean-up (*Corvée*), the inaugural activity of Mount Royal Month. Together, they filled 201 garbage bags and 31 sacks of recyclable materials. They also dismantled 35 campfires and 12 campsites, and monitored the growth of 1,400 saplings planted in previous years. The day ended on a musical note with *Salut Printemps!*, a concert performed by *Les Muses Chorale*, a McGill University women's choir. This was the first concert of the 2015 season of *Musical Sundays at the Mount Royal Chalet*.

In May, many walks and hikes were offered, to the delight of lovers of history, geology, flora and the beauty of Mount Royal's landscapes. Exploration and planting activities on the north slope of Mount Royal also allowed ecology enthusiasts to become familiar with the innovative concept of the urban food forest, while doing a little spadework.

Creativity was also in the air with free activities for all. Included were a discovery tour of Mount Royal's remarkable trees, followed by a drawing and watercolour workshop, and an art-nature day with Urban Sketchers Montreal. Also on view at Smith House was a special exhibition entitled *Draw Me a Mountain!*

The Chromatic festival accepted an invitation from Les amis and the City to create an event that featured visual art, music and performance, and which drew crowds to the Kondiaronk Belvedere.

Finally, Les amis encouraged the public to take advantage of *Mount Royal Month* to discover other organisations established on or close to Mount Royal, notably museums, universities, religious institutions, hospitals, cemeteries, each of which makes an important contribution to the richness and diversity of Mount Royal.



Prix du Mont-Royal 2015

On May 24, Les amis de la montagne and the City of Montréal paid homage to Jean Doré by awarding him the Prix du Mont-Royal 2015. As Mayor of Montreal (1986-1994), Jean Doré was deeply committed to the mountain. Elected Mayor the same year that Les amis de la montagne was founded, Jean Doré fostered a solid relationship between the City and the organisation, leading Montrealers to reflect on the issues surrounding the preservation of the mountain and bringing about significant improvement in the protection and enhancement of Mount Royal. The Mayor's leadership resulted in the creation of the Mount Royal Heritage Site, the adoption of the first *Plan for the Enhancement of Mount Royal* in 1992, followed by the establishment of a plan for re-greening the mountain, and redevelopment of the Kondiaronk Belvedere. At the presentation ceremony of the Prix du Mont-Royal 2015, Jean Doré delivered a message about Mount Royal that was imbued with the same vision and conviction that characterised his years in power.

At the same ceremony, an honourable mention was also awarded to Saint Joseph's Oratory on Mount Royal for developing the Père-Louis-Trempe Nature Reserve, inaugurated on the south-east border of the Oratory's site.

ENVIRONMENTAL CONSERVATION

The mountain is an invaluable natural treasure surrounded by an ever-expanding urban environment. Maintaining its biodiversity is a constant challenge that demands the design and implementation of strategies to address problems associated with the proliferation of invasive exotic species, climate change, pollution and the intensive use of public space.

Les amis de la montagne plays an active role in biodiversity conservation on Mount Royal. Our Conservation Patrol has been in continuous operation since 2003, and our Environmental Stewardship Programme was established in 2007. We work in partnership with the City of Montréal, as well as key actors in the field of environmental protection, including universities, to develop and test solutions on a regional scale.



Conservation Patrol



The Conservation Patrol endeavours to make park visitors aware of the environmental challenges facing Mount Royal and the cumulative effect of their actions. The goal is to encourage the public to cease throwing garbage in the undergrowth, making fires and campsites, going off trail on foot or bicycle, and to stop feeding the animals.

The Patrol's activities have expanded this year thanks to the integration of several volunteer interns who contributed 787 hours to our conservation activities. Between June and

October 2015, our patrollers talked to 6,544 park visitors. For the sixth consecutive year, the team led an awareness campaign to persuade park visitors to stop feeding raccoons. Behaviour changes, obesity and other health problems, along with overpopulation and imbalance of the ecosystem, are among the consequences of feeding raccoons, not to mention the potential risks for human health.

We presented our observation report on problems relating to the use of public spaces in Mount Royal Park (see page 8) to the City of Montréal. This had the effect of strengthening ties between our Conservation Patrol, the police department and other city departments responsible for monitoring, maintaining and protecting the park. It also helped coordinate efforts to reduce activity that has an impact on the natural environment.

Major events that are held on the mountain, as well as their increasing number, have a negative impact on wooded areas. Concerned by the situation, Les amis documented several events and made recommendations to the City of Montréal. The city is now revising the regulatory framework for holding public events in the park and it has invited us to participate in this process.

Environmental Stewardship Programme

In 2015, close to 1,500 people answered the call from Les amis de la montagne to take part in its Environmental Stewardship Programme. They participated alone or with friends and family, on Saturday mornings during the summer. Others came as part of school, corporate or community group initiatives. These volunteers engaged in various tasks related to the biodiversity of Mount Royal, from uprooting invasive exotic species to planting work. This year, participants in this programme planted 1,853 trees, bushes and native ferns encompassing 35 different species in Mount Royal Park.





Wetlands are key to maintaining Mount Royal's rich biodiversity. *Le secteur humide*, photograph by Jean Landry. Les amis de la montagne Photo Competition, 2010.

The Emerald Ash Borer on Mount Royal



The emerald ash borer epidemic continues to take its toll on the Island of Montreal and is now present on Mount Royal, where one in three trees is an ash. To counter the effects of this beetle on the mountain, Les amis advocates an ecological management approach that includes controlled planting to prevent gaps in the canopy left by the loss of ash trees.

Led by Les amis during the summer of 2015, Joanna

Mara, a student at UQAM, conducted a research project on sustainable management of the wetland ecosystem in Mount Royal Park, an area dominated by the black ash, which has exceptional biodiversity. The wetlands are expected to be greatly affected by the emerald ash borer in the next few years, and will require appropriate rehabilitation measures.

Les amis de la montagne is campaigning for the adoption of an integrated intervention plan that will bring together municipalities, corporate and institutional property owners (hospitals, universities, religious institutions, cemeteries, etc.) in a concerted effort to minimise the impact of the emerald ash borer on Mount Royal. To this end, the organisation will play a major role in raising the awareness of all stakeholders.

Canopy Action Plan and the Creation of Green Corridors

With the *Mount Royal Seeds for the Future* project, carried out with SOVERDI, Les amis de la montagne contributed to developing the City of Montréal *Canopy Action Plan 2012-2021*. We also took part in discussions on issues concerning the connectivity of natural environments and the creation of green corridors linking the mountain and other green spaces.



LES AMIS DE LA MONTAGNE AND THE CITY ___

As an independent non-profit organisation dedicated to the protection and enhancement of Mount Royal, Les amis de la montagne keeps a critical eye on all projects affecting the mountain and works towards achieving sustainability. We also enjoy a special partnership with the City of Montréal as it pertains to Mount Royal Park. This partnership, developed over more than thirty years, is motivated by a vision that is shared by elected politicians, officials and Les amis de la montagne. Together, we fully recognise the advantages of pooling our respective expertise and putting it to use for the benefit of the mountain and of Montréal.

The first partnership agreement was established with *Centre de la montagne*, which was established in 1981, with the primary goal of providing environmental educational services in Mount Royal Park. Since then, Les amis and the Centre de la montagne became associated organisations, working together under the banner of “Les amis de la montagne”.

In 2015, Les amis de la montagne and the City of Montréal renewed their agreement for another five-year term (2015-2020). This agreement established rules for the management of activities in Mount Royal Park, primarily concerning:

- _ educational services and environmental awareness;
- _ plantation projects, clearing of invasive species and other environmental monitoring;
- _ interpretive services related to the heritage of Mount Royal;

- _ welcome centre services at Smith House;
- _ the Conservation Patrol of Les amis de la montagne;
- _ outdoor recreational activities and related services;
- _ other visitor services such as food services and gift shops.

In addition, we make our knowledge and expertise available to the City, at no cost, in an advisory capacity concerning the planning, management, development and maintenance of Mount Royal Park.

This year also marked the development of our partnership with the City of Montréal as regards food services in Mount Royal Park. In December 2015, we expanded our food services to include the Beaver Lake Pavilion. Since then, the café at Smith House and the restaurant in the Pavilion have been operating under the “Café des Amis” banner.

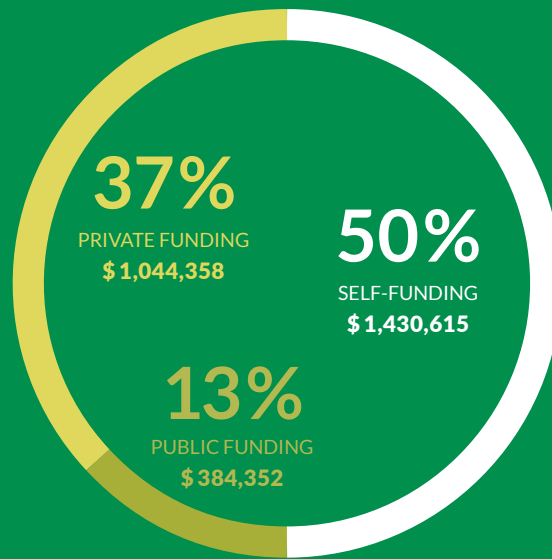


FINANCIAL OVERVIEW

Revenue Sources

Revenue and expenses of Les amis de la montagne, the Centre de la montagne and the Café des Amis for the year ending April 30, 2016. The Centre de la montagne and Café des Amis are organisations linked to Les amis de la montagne.

The financial statements of Les amis de la montagne (Mont-Royal) Inc., the Centre de la montagne Inc. and the Café des Amis are available upon request at 514 843.8240 ext. 240.

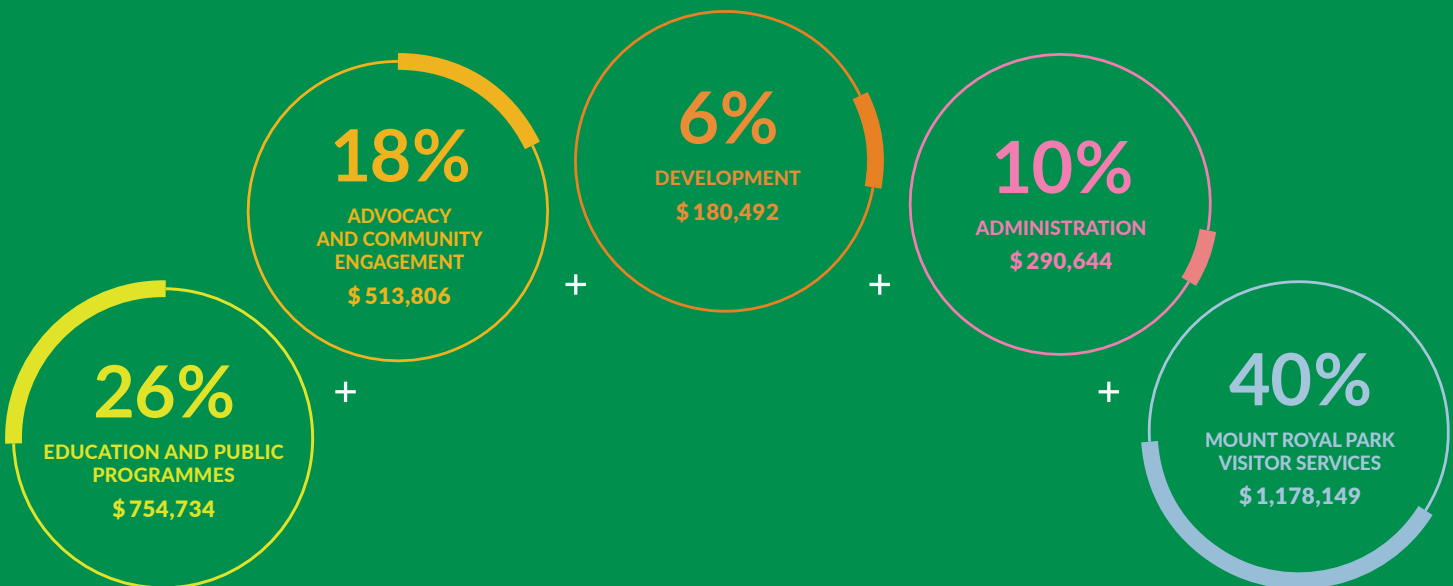


REINVESTMENT FOR THE BENEFIT OF THE PARK AND ITS VISITORS

The Café des Amis, nature boutique, outdoor equipment rental, cross-country ski classes, guided outings, and outdoor and educational activities of Les amis de la montagne generated 50% of the organisation's income in 2015-2016. These revenues are reinvested for the benefit of Mount Royal Park and park users.

TOTAL = \$2,859,324

Expenses by Activity Sector



TOTAL = \$2,917,825

ANNUAL FUNDRAISING CAMPAIGN AND COMMUNITY SUPPORT

Les amis de la montagne would like to thank the annual campaign cabinet, as well as the fundraising committees of our benefit events, for their exceptional devotion to the cause throughout the year. We owe them the success of the annual campaign, including our two annual fundraisers – the *Tuques Bleues Celebration* and *Chapeau mont Royal* – as well as the benefit art exhibition hosted by Galerie de Bellefeuille.

Our donors and sponsors responded enthusiastically to the call. All in all, \$1,044,358 was raised this year. We thus surpassed our 2015-16 campaign objective of \$940,000, making up 37% of the organisation's total income. These revenues have a decisive impact on the ability of Les amis de la montagne to achieve its goals.

2015-16 CAMPAIGN CABINET

CO-CHAIRS

Philip Belec

President, Ben-Jac Capital Inc.

Jeffrey Drummond

Managing Partner, DNA Capital

MEMBERS

Abe Adham

Mary Bruns Creighton

Robert Fortier, CPA, CA

Diana Ferrara Scalia

Julie Godin

Sylvie Guilbault, ex officio

Richard M. Hart

Peter A. Howlett, C.M.

Kathryn Lund Drummond

Françoise E. Lyon

Érik Moisan

Gwen Andrews Nacos

Eugene N. Riesman

Tuques Bleues Celebration – 19th Edition

On February 18, 2016, close to 500 people showed up on Mount Royal to take part in an adventure on snowshoes, followed by a gourmet feast. The 19th edition of the *Tuques Bleues Celebration*, held under the honorary co-presidency of **Michel Leblanc** and **Robert Tellier**, could not have been more successful, generating \$141,425 for Les amis.

Eight groups signed up for the *Défi Équipes*, as well as a number of individual participants, ran in a timed snowshoe race. Others went at their own pace, along an enchanting path lined with lanterns, to Mount Royal Summit and the Kondiaronk Belvedere. The evening continued on in the cheerful ambiance of the Mount Royal Chalet, with a great gourmet feast and the presentation of medals and prizes to the snowshoers. The Presima team won the *Tuques Bleues* trophy.

We would like to mention the support of **Manulife**, our principal partner for seven years, among other loyal partners, as well as the commitment of **Philip Belec** and **Jeffrey Drummond**, co-chairs of the event's fundraising committee.

HONORARY CO-PRESIDENTS

Michel Leblanc

President and Chief Executive Officer,
Board of Trade of Metropolitan Montreal

Robert Tellier

Regional Vice President,
Group Retirement Solutions and
Group Benefits Quebec, Manulife

FUNDRAISING COMMITTEE

Philip Belec, Co-Chair

Jeffrey Drummond, Co-Chair

Diana Ferrara Scalia

Robert Fortier, CPA, CA

Richard M. Hart

Érik Moisan



Benefit Art Exhibition at Galerie de Bellefeuille

In an extraordinary gesture of commitment, two governors from Les amis de la montagne, Helen and Jacques Bellefeuille, mounted an art exhibition for the benefit of the organisation. They chose to feature Montreal artist Nicolas Ruel, who had been working on a project that took him around the world, and the final chapter of which was devoted to his native city and the mountain. Graciously hosted by *Galerie de Bellefeuille* in the summer of 2015, the exhibition *Montréal | Projet 8 secondes* presented photography in which the artist captured the beauty of Montreal and the majesty of Mount Royal.

Thanks to the generosity of Monsieur and Madame Bellefeuille and Nicolas Ruel, Les amis de la montagne raised \$72,849.



Chapeau mont Royal – 2nd Edition

The 2015 edition of this elegant gourmet rendezvous in the Mount Royal Chalet was held on June 18 under Honorary President **Françoise E. Lyon**. She was supported by a dynamic organising committee co-chaired by **Mary Bruns Creighton**, **Judith Kavanagh**, **Carole Labelle Molson** and **Kathryn Lund Drummond**, along with **Julie Godin**, honorary president of last year's *Chapeau* event.

Some 450 individuals, who are dedicated to the sustainability of Mount Royal, attended this colourful benefit luncheon, each wearing a spectacular hat. Inspired by the prestigious Frederick Law Olmsted Awards Luncheon organised for Central Park in New York, *Chapeau mont Royal* generated nearly \$238,210, which will go to further developing our educational programmes and conservation activities in Mount Royal Park.

HONORARY PRESIDENT

Françoise E. Lyon

Senior Vice President, Pembroke Private Wealth Management, and Governor, Les amis de la montagne

CO-CHAIRS

Mary Bruns Creighton

Judith Kavanagh

Carole Labelle Molson

Kathryn Lund Drummond

MEMBERS

Marion Ancel

Elaine Barsalou

Christiane Berthiaume

Caroline Biron

Louise Chagnon Buecht

Sophia Claude

Hélène Couture

Kim A. Drummond

Janie Dugas

Diana Ferrara Scalia

Jocelyne Francoeur Audet

Carolina Gallo La Flèche

Julie Godin

Christine Harkness Lapointe

Claire Kruyt

Annick Laberge

Vanessa Laframboise

Julie Laurence

Maryse Matta

Gwen Nacos

Lynn Sullivan

Kim Thomassin

Myriam Truchon

Nathalie Zinger



THE 3rd EDITION OF CHAPEAU MONT ROYAL IS LAUNCHED AT THE RITZ-CARLTON

This spring, Ritz-Carlton Montreal graciously hosted a reception in one of the prestigious Ritz-Carlton Residences to launch the next edition of *Chapeau mont Royal*. The evening provided an opportunity for **Françoise E. Lyon** to pass the torch of honorary president to **Caroline Codsi**, Senior Vice President and Executive Director, Eastern Canada, Cira

Medical Services, and Founding President, Women and Boards. In this role, Mrs Codsi will support the volunteer committee of *Chapeau mont Royal's* third edition, which is planned for June 16, 2016, with the goal of raising \$250,000 for Les amis de la montagne.

DONORS AND SPONSORS 2015/16

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, 2015 and April 30, 2016, with a financial contribution of \$250 and more, a gift in kind, a sponsorship or an instalment on their pledge towards a major gift, in support of one of our projects, programmes or benefit events.

MAJOR BENEFACTORS

\$50,000 and more

The Echo Foundation
Galerie de Bellefeuille
TD Bank Group
Power Corporation of Canada

MOUNT ROYAL CIRCLE

*Individuals:
\$5,000 and more*

Richard M. Hart
Robert Johnson
François Laurin & Ingrid Heck
Josette Robertson
Sam Scalia & Diana Ferrara Scalia
Stratton D. Stevens, C.M.
Thomas C. & Daniela Velan

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

Caisse centrale Desjardins
Caisse de dépôt et placement du Québec
Gaz Métro
Manulife Financial
Québec Forest Industry Council

OLMSTED CIRCLE

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

Elaine Barsalou
Louise Chagnon
Bucheit

Gerald T. & Marja Hogan
Guy & Vanessa Laframboise
Pierre Lapointe & Christine Harkness Lapointe
Richard J. Renaud

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

Bell Canada
Evergreen
St. Andrew's Society of Montreal
The Emmanuelle Gattuso Foundation
The Rossy Family Foundation

LEADERS' CIRCLE

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

John W. & Diana Bennett
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