



Nos Amours

**A Multimedia Celebration of Montréal's
Sports Culture at the Tour de Montréal**

Vision



- ★ Install dynamic multimedia exhibits for the 250K people who annually visit the Tour de Montréal and the 1.7 million people who annually visit adjacent spaces comprising *Espace pour la vie* - a number expected to grow by 40% over the next five years
- ★ Use underutilized interior space in the Tour de Montréal and underutilized exterior space surrounding the Tour de Montréal
- ★ Create exhibits celebrating Montréal's rich sports heritage and unique culture, with a primary focus on:
 - ◆ the Montréal Expos,
 - ◆ the 1976 Summer Olympics, and
 - ◆ the City of Montréal and its upcoming 375th anniversary
- ★ Locate the *Temple de la Renommée des Sports* inside the base of the Tour de Montréal, dedicated to key Québec-born athletes, builders as well as other sports personalities who made their mark with Montréal-based sports teams
- ★ Build the outdoor Fan Appreciation Plaza surrounding the Tour de Montréal, where fans can express their appreciation for the sports teams and personalities that have helped shape Montréal's legacy of sports excellence and pride

Vision created over **three phases** unveiled over five years (2013-2018):



★ **PHASE I:** Improve the visitor experience at the *top* of the Tour de Montréal:

- ♦ update & enhance the visitor activities available on observation deck (level 611)
- ♦ capitalize on empty space on level 599 and install interactive, family-friendly multimedia exhibits about the Stade olympique, the 1976 Olympics and the City of Montréal
- ♦ install audio-visual enhancements inside the visitor funicular

★ **PHASE II:** Improve the visitor experience at the *base* of the Tour de Montréal:

- ♦ create a multimedia exhibit commemorating the Montréal Expos and baseball in Québec
- ♦ develop a permanent, physical home for the *Temple de la Renommée des Sports de Québec*
- ♦ install a gift shop in base of the N/E section of the Tour de Montréal

★ **PHASE III:** Create an outdoor sports-themed Fan Appreciation Plaza surrounding the Tour de Montréal

Why Parc olympique?

- ★ Solid tourist base annually visits Parc olympique; tourist base forecasted to grow by 40% due to park renovations and anniversary celebrations
- ★ Vision is consistent with *Régie des installations olympique's* programming focus on sports & culture, and offers new reasons to visit park or stay longer
- ★ *Bissonnette Report* recommends visitor friendly, self-financing sports-themed activities and exhibits - consistent with our vision
- ★ Modern multimedia installation complements the revitalization plan of the park as well as the adjacent areas comprising *Espace pour la vie*
- ★ Stade olympique is uniquely suited to house the multimedia exhibits, being the former home of Montréal Expos and 1976 Summer Olympics
- ★ With a rich sports history, the Parc olympique provides an ideal location for *Temple de la Renommée des Sports*
- ★ Parc olympique consists of one of the largest outdoor city spaces, yet it is uninviting and underused. The new Fan Appreciation Plaza will attract visitors to the outdoor artwork, displays, monuments, music & light shows
- ★ Targeted areas for the proposed exhibits are currently empty and unsponsored, providing tremendous opportunities for partnerships, sponsorships and exhibit branding



Benefits to Parc olympique



- ★ INCREASED ATTENDANCE according to market analyses of similar exhibit attractions
- ★ ADDED VALUE by enriching the visitor experience of Parc olympique with new sights, attractions and activities
- ★ IMPROVED USE OF SPACE by utilizing underused, barren space in and around Tour de Montréal, and modernizing displays about the Stade's construction, 1976 Olympics and the City of Montréal
- ★ GREATER CULTURAL RELEVANCE & IMPORTANCE in providing immeasurable benefits to the community by celebrating local heroes, sports and Québécois culture
- ★ CELEBRATING SIGNIFICANT ANNIVERSARIES by coinciding new multimedia exhibits with upcoming events such as 40th anniversary of Summer Olympics, 375th anniversary of Montréal and 50th anniversary of the awarding of Expos franchise
- ★ FINANCIAL BENEFITS to Parc olympique by receiving new sources of revenue from multimedia exhibits, and doing so at minimal cost to park's operating budget
- ★ BETTER PUBLIC RELATIONS by drawing positive reaction and media attention from new multimedia exhibits, doing so at minimal cost, and by making exhibits attractive to tourists as well as relevant to Montréalers
- ★ MORE OPPORTUNITIES FOR MARKETING & EXPOSURE for Parc olympique through potential collaborations with businesses, the City of Montréal and Bonjour Québec



PHASE I

(2013-2014)

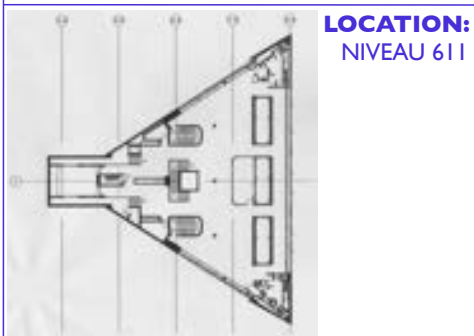
Improve the visitor experience at the **top** of the Tour de Montréal by:

- ★ Updating & enhancing the visitor activities available on the observation deck (level 611), and
- ★ Capitalizing on the empty space on level 599 and installing family-friendly, interactive and dynamic multimedia exhibits about the Stade olympique, the 1976 Olympics and the City of Montréal
- ★ Installing audio-visual enhancements inside the visitor funicular

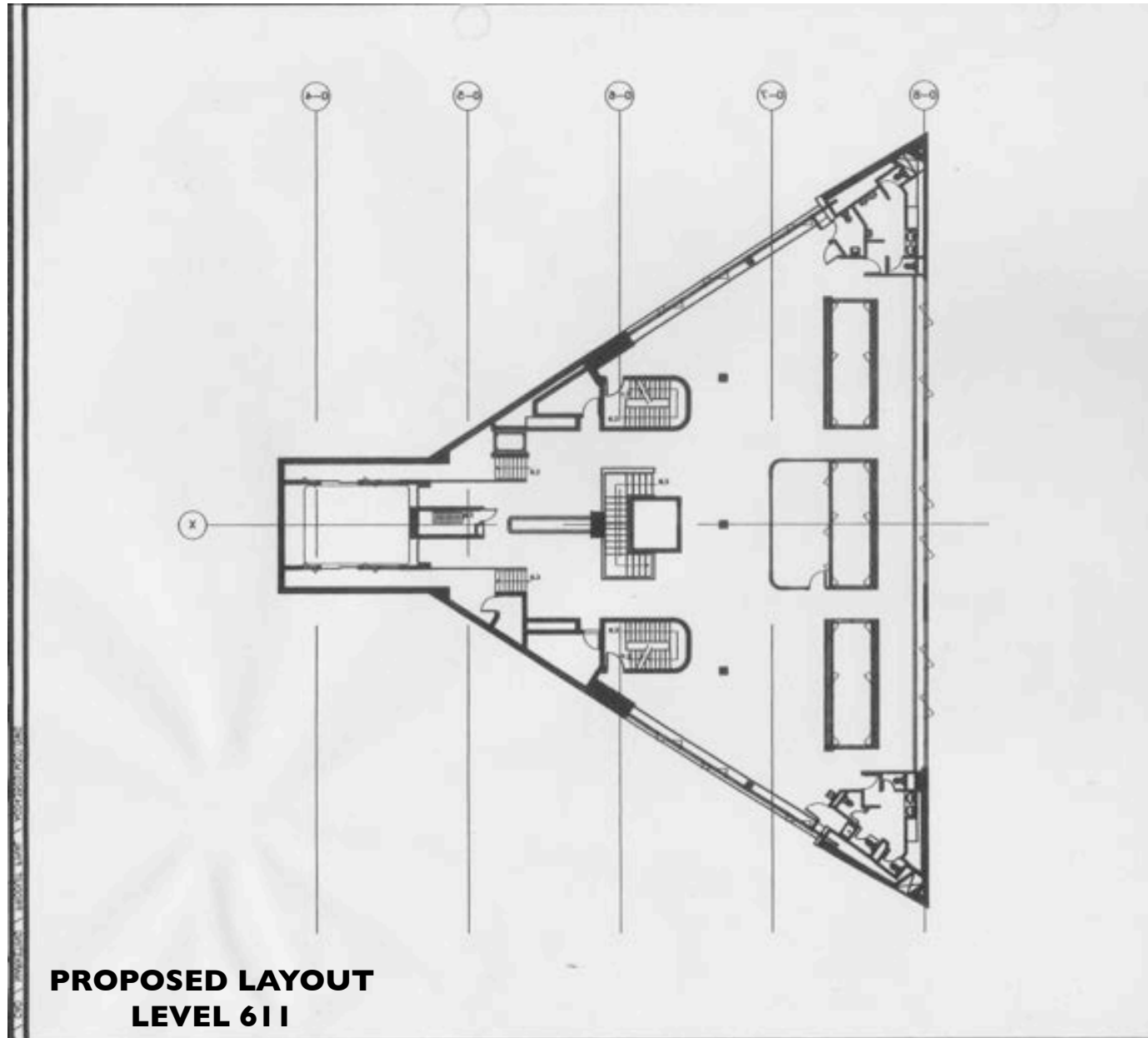
Niveau 611

Update & enhance visitor activities available on top observation deck (level 611) by:

- ★ Updating city panoramic photo display above observation windows
- ★ Implementing a multilingual smartphone app that offers visitors an informative and entertaining audio guide at specific observation lookouts
- ★ Installing customizable iPad stations at various vantage points to allow visitors to select and view specific cityscapes at different points in history, along with notable facts and information
- ★ Relocating gift shop to create more open space on observation deck



NIVEAU 611

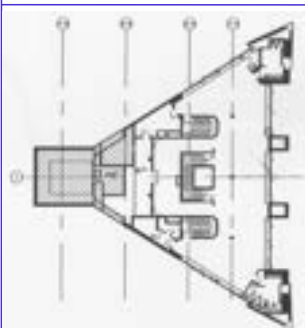


**ARTIST RENDITION
LEVEL 611**

Niveau 599

Update & enhance visitor activities available on level 599 by installing family-friendly, interactive and dynamic multimedia exhibits about:

- ★ Stade olympique
- ★ 1976 Summer Olympics
- ★ City of Montréal



LOCATION:
NIVEAU 599







NIVEAU 599

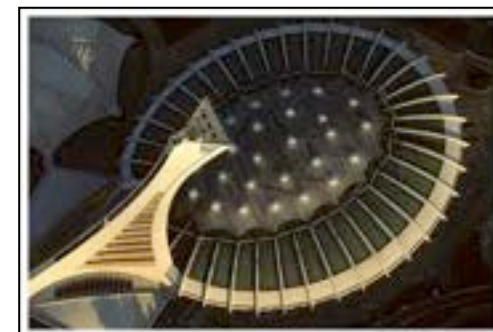
- ★ Capitalize on existing empty, underused space on level 599
- ★ Ideal for internally-based exhibits given poor outdoor observation sight lines





Stade Olympique

-  3D models along with archival audio & video
-  People involved with its design and construction
-  Interesting engineering facts and statistics
-  Memorable events over the years





Montréal 1976

Souvenirs de '76



- ★ Memorable moments and people
- ★ Artwork, memorabilia and fashion



Ville de Montréal

- ★ Displays of spectacular photos showing Montréal's notable people, landmarks and events
- ★ Focus on magnificent architecture, uniqueness and rich historical legacy
- ★ Highlight key points of interest around the city to provide visitors with further incentive to explore other parts of Montréal



Other exciting features and attractions on level 599:



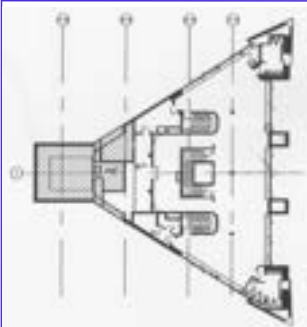
Picture & social media kiosks



Blue screen background for unique, dazzling souvenirs



Dynamic, interactive floor display



LOCATION:
NIVEAU 599



Postcard kiosks

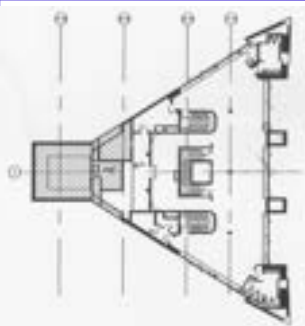
Other exciting features and attractions on level 599:



Multiscreen profiling city life plus current & coming attractions



Small boutique selling location-specific photos, books, media, puzzles and models

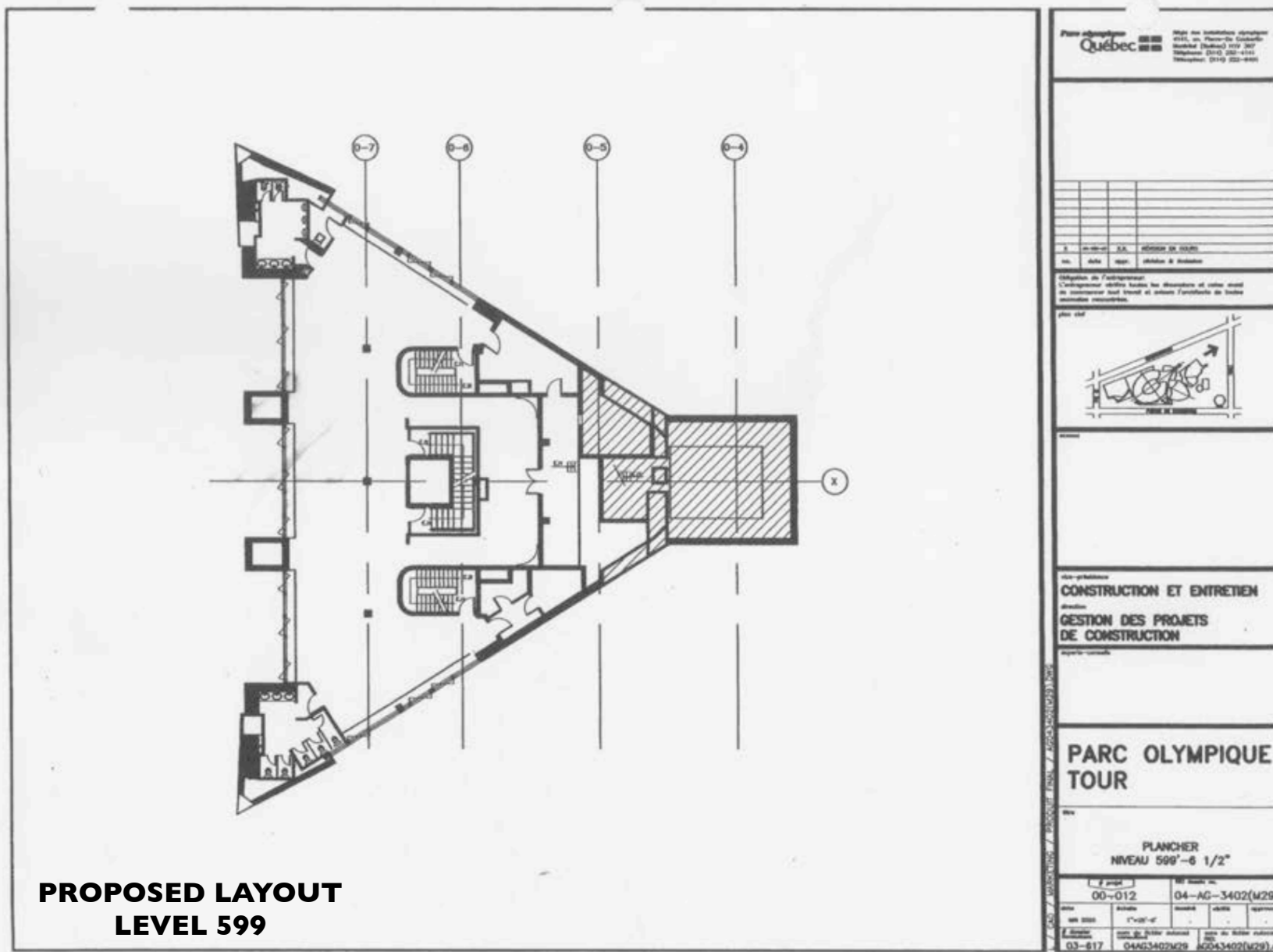


LOCATION:
NIVEAU 599



Convenient, easy-to-use survey kiosk for continuous visitor feedback

NIVEAU 599

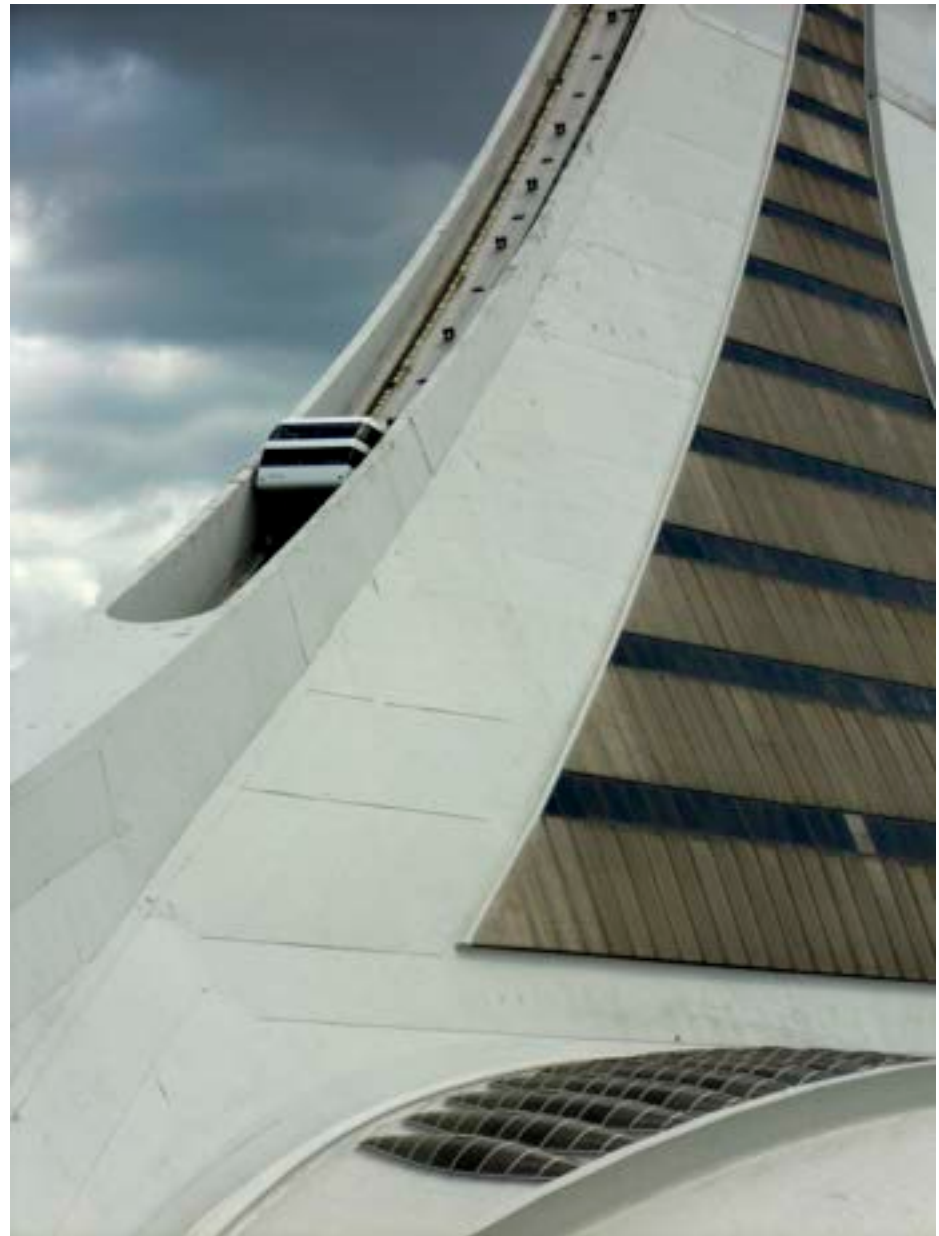


ARTIST RENDITION LEVEL 599

Funicular

Install audio-visual enhancements inside the visitor funicular:

- ★ Create and play bilingual welcome and exit messages with interesting, specialized information for visitors as they ride funicular up and down Tour de Montréal
- ★ Explore advertising and branding opportunities in funicular and waiting area around funicular





PHASE II

(2014-2016)

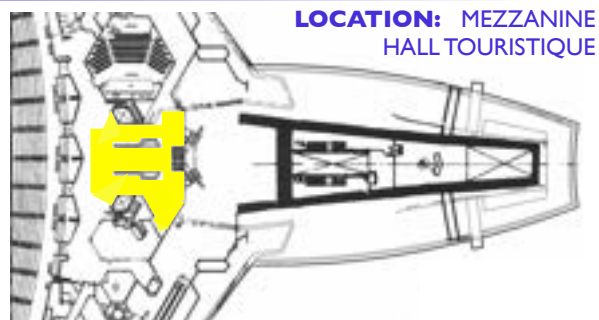
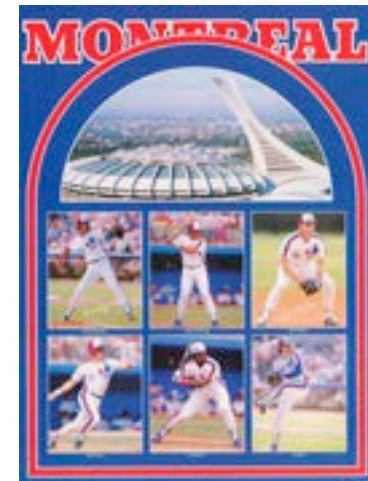
Improve the visitor experience at the **base** of the Tour de Montréal by:

- ★ Creating a multimedia exhibit commemorating the Montréal Expos and baseball in Québec
- ★ Developing a permanent, physical home for the *Temple de la Renommée des Sports de Québec*, and
- ★ Installing a gift shop in base of the N/E section of the Tour de Montréal

PHASE II

Nos Amours Nos Expos

- Dynamic, nostalgic and entertaining multimedia exhibit about what the Expos meant to the city of Montréal, the province of Québec and fans around the world



- Lively and engaging blend of old and new media, including archival footage displayed on HD screens, radio broadcasts and other sounds and music that made each chapter in the Expos' history so memorable



Listen here!



- Showcase of original artifacts, from uniforms and awards to original stadium seats and signage as well as memorabilia, like programs, ticket stubs, newspaper articles and photos



Watch here!



Listen here!

ALU CASSE-CROUTE!

JARRY PARK **expos**

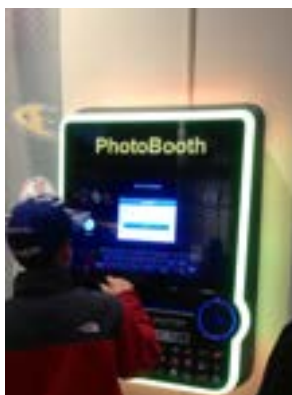
CONCESSION PRICES

Brick à la Hambourg	50	Hamburger
Saucesse Fumée	35	Hot Dog
Sandwich Special	1.00	Special Sandwich
Frites	30	French Fries
Liquours (petits)	15	Soft Drinks (small)
(grande)	25	(large)
Café (petit)	20	Coffee (small)
(grand)	25	(large)
Chocolat Chaud (petit)	30	Hot Chocolate (small)
(grand)	35	(large)
Crème Glacée	20	Ice Cream
Cône de Neige	25	Snow Cones
Cacahuètes	25	Peanuts
Mais Soufflé	25	Pop Corn
Bière	60	Beer
Potato Chips	25	Potato Chips

- Multimedia 'stations' each fluidly linked with specially-created sculptural displays and artwork



- Contests, games and interactivity are key features of visitor experience





● Key Moments

- first win at Parc Jarry
- baseball fever and winning the NL East
- Bill Stoneman, Charlie Lea no-hitters
- Pete Rose 4,000 hits
- Dennis Martinez perfect game
- Gary Carter's heroic last hit
- Bill Gullickson's 18 strikeouts
- Ross Grimsley's 20 win season

● Significant Events

- paving the way: Jackie Robinson, the Montréal Royals and Delorimier Stadium
- awarding of the Expos franchise
- the Parc Jarry years
- move into Stade olympique and growth into contenders
- first-ever All-Star game outside U.S.
- best record in baseball
- Al Oliver's batting title
- Pedro Martinez's Cy Young Award
- last games at Parc Jarry and Stade olympique



● **Memorable People**

- Mudcat Grant, Coco Laboy, John Boccabella
- Gary Carter, Rusty Staub, Tim Lincecum
- Steve Rogers, Bill Lee, Woody Fryman
- Andrés Galarraga, Vladimir Guerrero
- Jim Fanning, John McHale
- Felipe Alou, Gene Mauch
- the inspiration and history of Youppi!



● **Souvenirs & Memorabilia**

- summer of love and hope
- *Les Expos sont là* theme song
- music, sights and sounds
- baseballs hit into "Jonesville"
- Parc Jarry's right field swimming pool
- organist, peanut vendor, dancer
- programs, cards and merchandise
- uniforms, equipment and artifacts
- "Denny" Dog and "Cro-Bar"
- trivia and records



Lasting Legacy

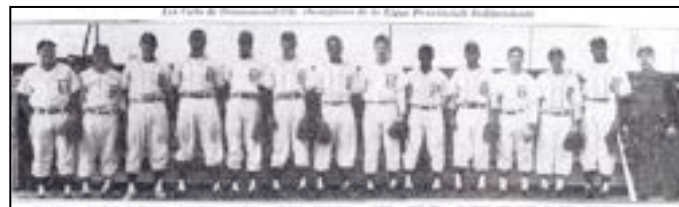
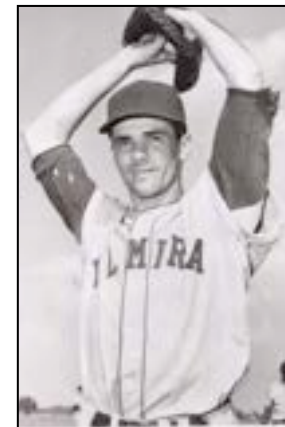
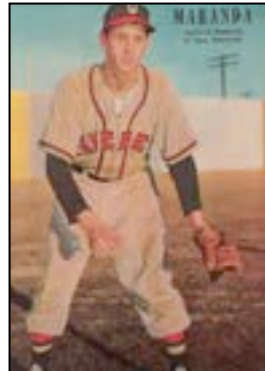
- celebrity and other interviews, anecdotes
- passion and unification in Québec
- photographs, artwork, film influences
- legions of fans
- amateur baseball in Québec
- French Canadian and Québécois pride:
Claude Raymond, Réal Cormier

Behind the Scenes

- media personalities:
Jacques Doucet, Claude Mouton, Dave Van Horne,
Duke Snider, Roger Brulotte, Denis Casavant,
Elliot Price, Sylvain Tremblay
- journalists and sportswriters
- the life of American players living in Québec
- the socio-political changes in Montréal and Québec
- French baseball lingo
- Expos ownership and subsequent changes



Baseball au Québec



Temple de la Renommée

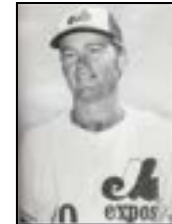
- ★ Showcases notable Expo players, coaches and managers
- ★ Includes Québec-based journalists and media personalities
- ★ Includes notable Québec-born sports personalities and celebrated athletes who made their mark playing for other Montréal-based sports teams



RONALD
COREY



JOHN
McHALE



JEAN-PIERRE
ROY

JACKIE
ROBINSON

SCOTTY
BOWMAN

CHARLES
BRONFMAN



- ★ Stade olympique is an excellent venue to honour notable Québec-born and Montréal-based sports teams and individuals
- ★ Provides a partnership potential and physical home for the Panthéon des Sports du Québec

SAM
ETCHEVERRY

JACQUES
DOUCET



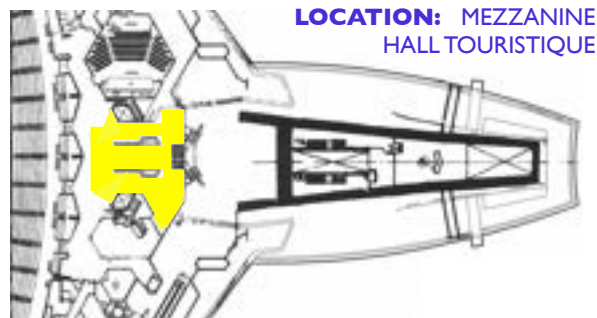
DENIS
BRODEUR

JOEY
SAPUTO



ALEX
DESPATIE

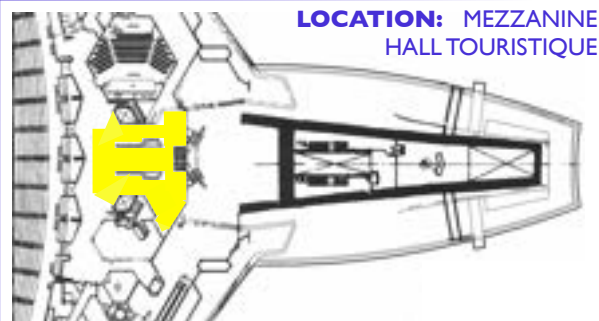
EMILIE
HEYMANS



LOCATION: MEZZANINE
HALL TOURISTIQUE

Temple de la Renommée

- ★ As visitors enter mezzanine level into *Temple de la Renommée*, multimedia exhibits will have colourful, eye-catching artwork
- ★ Fun, sports-themed displays and large, unique sculptures
- ★ Visitors will be feel that they are part of a welcoming, family-friendly and nostalgic journey that captures an important part of Montréal's sports history and Québec's joie de vivre



LOCATION: MEZZANINE
HALL TOURISTIQUE



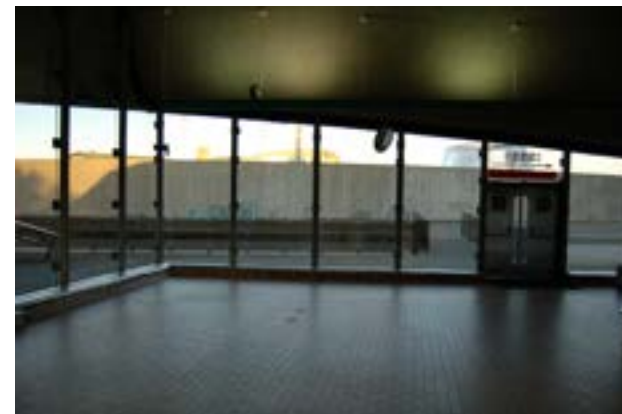
Boutique



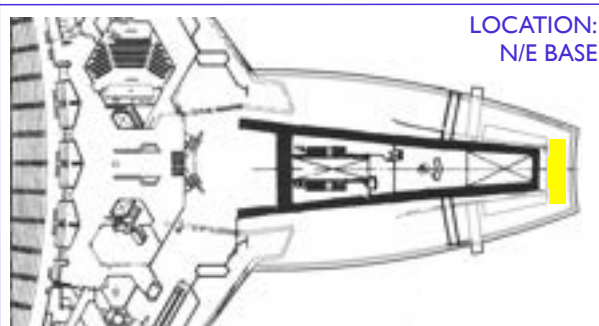
- ★ Utilize underused space at the base of Tour de Montréal surrounding entrance & exit of funicular



- ★ Situated in prime area for visitor traffic flows on and off funicular



- ★ Highly visible location from inside and outside



LOCATION:
N/E BASE

PHASE II

ARTIST RENDITION BOUTIQUE



PHASE III

(2016-2018)

- ★ Create an outdoor sports-themed Fan Appreciation Plaza surrounding the Tour de Montréal

Northeast (N/E) aerial view of Parc olympique

- ★ Fan Appreciation Plaza would be located at N/E section of Stade olympique, surrounding Tour de Montréal
- ★ Location is highly visible and easily accessible, and is nexus for visitors to Tour de Montréal, Centre sportif, Stade Saputo, Biodôme and Stade olympique



PHASE III



- ★ Long-term, highly visible and marketable public attraction that will continue to evolve and grow over time



- ★ Targeted to sports fans and tourists, Fan Appreciation Plaza complements *Esplanade Financière Sun Life* - a highly successful outdoor community space at west end of Parc olympique



- ★ Location is a hub for tourists and sports fans to celebrate Québec-based sports culture, and offers a permanent place for fans to collectively express and share memories

PHASE III

- ★ Provides sports fans with opportunity to commemorate favourite sports teams or players with personal inscriptions and dedications using engraved bricks, baseballs, pucks, footballs and soccer balls



- ★ Engraved brick & memento program modeled after successful campaigns such as Place du Centenaire in Montréal and numerous other sports tribute initiatives in the USA



PHASE III



- ★ Proposal transforms grey walls and drab, empty spaces into self-financing, spectacular plaza



PHASE III



- ★ Colourful bricks and mementos will be attached to existing walls surrounding Tour de Montréal



- ★ Artistic tribute columns and walls to be constructed in select empty spaces surrounding Tour de Montréal



Engraved plexiglass tribute walls will be erected throughout Fan Appreciation Plaza

PHASE III



Proposed statue of Gary Carter



Statue of Maurice Richard

- ★ Special statues of Montréal sports heroes and other unique artwork will be located throughout Fan Appreciation Plaza



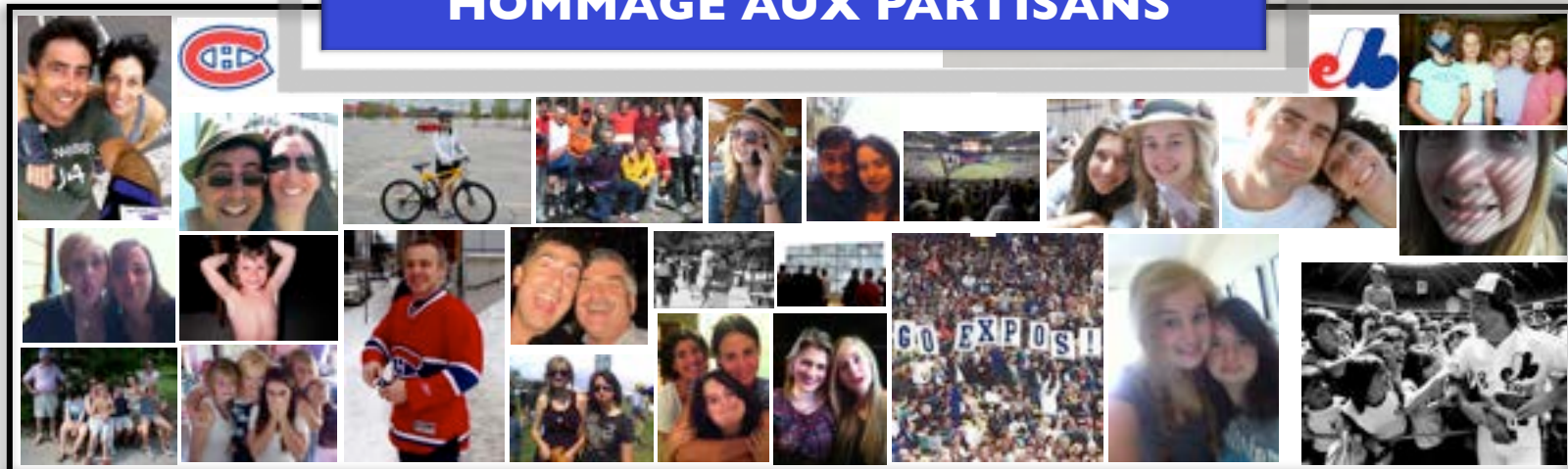
Statue of Jackie Robinson at Parc olympique
(to be relocated to Fan Appreciation Plaza)

An interactive experience...

- ★ Visitors to Fan Appreciation Plaza will be able to use a specially-designed app on their smart phones to upload photos of themselves onto a giant outdoor multiscreen
- ★ Uploaded photos may also be posted onto social media sites
- ★ This fun interactive feature is easy to use and currently utilized by a number of professional sports clubs



HOMMAGE AUX PARTISANS



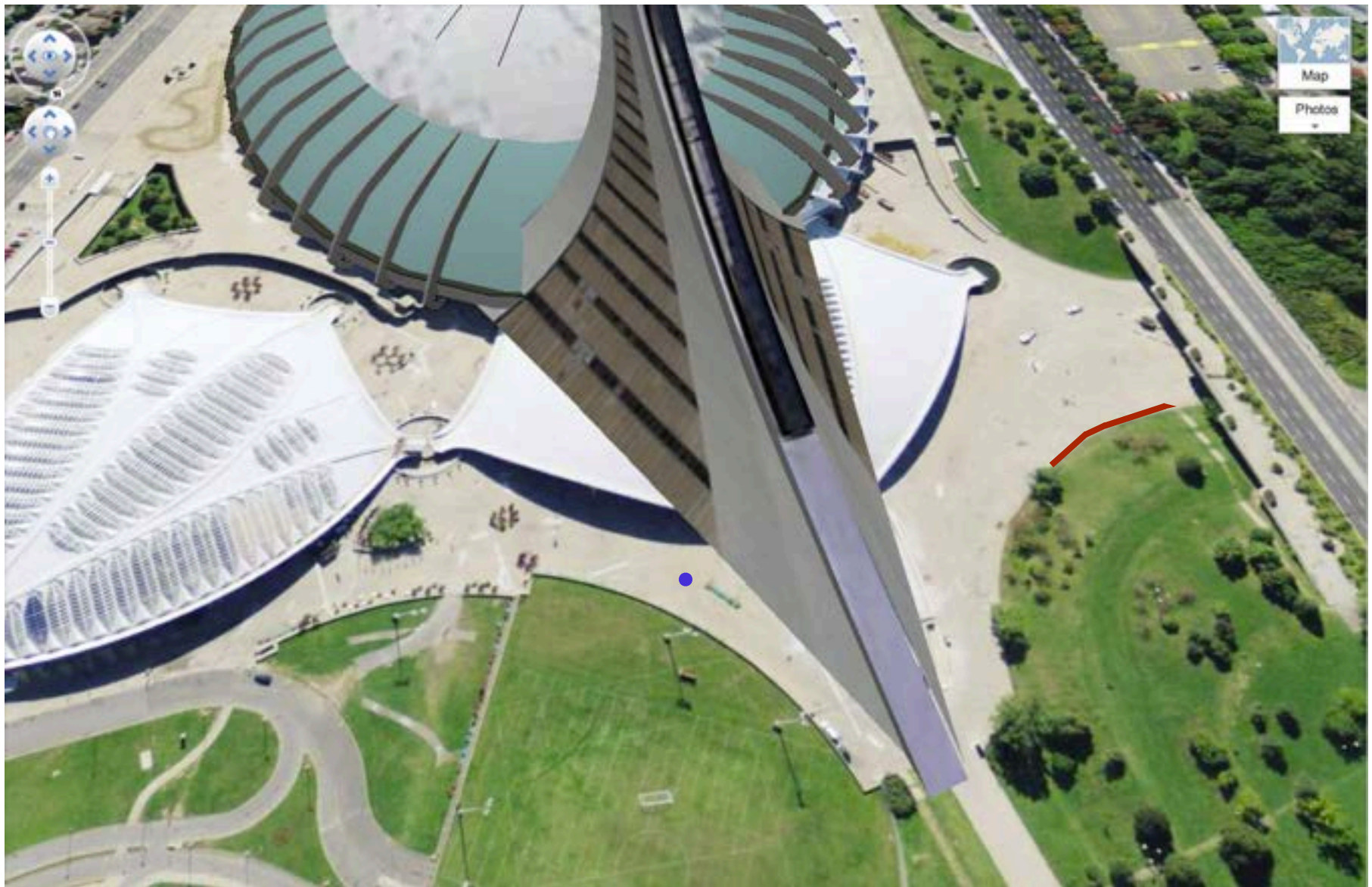
PHASE III

- ★ Fan Appreciation Plaza is ideally situated and will be a high-profile, year-round focal point for tourists, sports fans and visitors to Parc olympique, and complements the adjacent *Temple de la Renommée des Sports*
- ★ Interactive multiscreen, engraved mementos and other artistic elements in Plaza will be accented by colourful lighting and eye-catching effects



- ★ Unlike ground bricks, wall bricks and mementos not covered by snow
- ★ Plaza can be branded in its entirety or various sections branded individually

PROPOSED LAYOUT FAN APPRECIATION PLAZA





OVERLAY ARTIST RENDITION