

Information sheet

Statement of Principles Bassin Peel Entertainment Complex Support Coalition

On June 2, Loto-Québec and the Cirque du Soleil unveiled details of a proposal for the establishment of a world-class entertainment complex to be located on the site of the Bassin Peel in the du Havre sector of Montréal. Unique in the world, this project would provide Montréal and Québec with a powerful lever to spur the development of the local economy, tourism and the cultural sector.

The Peel Bassin Entertainment Complex would encompass a 2,500 seat performance hall able to accommodate international touring productions. The Casino de Montréal would also be relocated to the site, offering more spacious facilities than the existing establishment on Île Notre-Dame. As outlined in Loto-Québec's Development Plan, however, game offerings will not be increased. In addition, the complex would include a daring new kind of spa, an Artists' Wharf, where artistic creators of all kinds will benefit from an extraordinary window on the world, as well as a park that could occasionally play host to the Cirque du Soleil's Big Top. The entire complex would bear its imprint. As designer and creative and artistic director, the Cirque du Soleil will be the very soul of the complex, bringing to the project its international reputation, brand names, showmanship and inexhaustible creative power.

In addition, Loto-Québec has negotiated an agreement, pending the Government's approval, to eventually acquire a parcel of land to the west of the entertainment complex on which a commercial exhibition centre could be established for business and trade shows, a project that has been sought by stakeholders in the Montreal tourism industry for years. The centre would complement the Convention Centre and other institutions that offer meeting and convention facilities.

The project would also see the construction of a monorail to interconnect the entertainment complex, exhibition centre, and the future Technoparc soccer stadium announced recently.

The Bassin Peel Entertainment Complex is a major urban tourism project for Montreal and Quebec, which represents investments of close to 1.5 billion dollars overall.

Formation of a Coalition to support the Bassin Peel project

Tourisme Montréal has joined hands with the Board of Trade of Metropolitan Montreal to launch an initiative that will bring together various stakeholders in tourism, business, and the cultural and community sectors who are behind the Bassin Peel Entertainment Complex, and to create a coalition to promote its completion.

The aim of the Coalition is to coordinate the efforts of various stakeholders who support the project in order to highlight the benefits and positive spinoffs. It will assemble statistical information and research to ensure a better understanding of the project.

Coalition Statement

Whereas:

1. The Bassin Peel Entertainment Complex will constitute one of the largest development project in Montréal in the last ten years, and its construction alone will bring major economic benefits, including more than 14,000 jobs during the planning and construction phase;
2. The Bassin Peel Entertainment Complex will be a powerful engine of economic development and a significant tourism and cultural attraction for Montréal and all Québec regions, all year long;
3. Building of the Bassin Peel Entertainment Complex will have a structuring effect on revitalization and development of the entire du Havre sector, as announced in the Société du Havre de Montréal document *VISION 2025*;
4. The Bassin Peel Entertainment Complex will be a major international showcase for Quebec identity and know-how, in particular in the arts and culture, design, integration, ecological awareness, and innovation;
5. Loto-Québec is committed not to increase the number of games at the Casino de Montréal;
6. The Bassin Peel Entertainment Complex will be financed by loans from Loto-Québec, which will be repaid from funds generated through its operations. Since these loans are not guaranteed by the government, the project will have no effect on the government's debt or credit rating;
7. The Bassin Peel Entertainment Complex will be built in compliance with the principles of sustainable development (LEED) and promotion of heritage;
8. While it is close to Montreal's downtown area, the district where the Bassin Peel Entertainment Complex will be located is sufficiently isolated from residential areas (harbour basin to the east, industrial zone to the south, railways to the west and north);
9. Relocation of the Casino and its integration into a recreational tourism complex would enable it to move into the entertainment business and attract more international clientele;
10. The Bassin Peel Entertainment Complex will help create an axis of economic development toward the south from downtown Montreal, and westward from Old Montreal;
11. The Montreal tourism industry has often expressed the need to make Montreal competitive as an international destination by building for an exhibition centre designed to host trade shows requiring more than 500,000 sq ft of surface.

We wish to provide backing to the Bassin Peel Entertainment Complex and support the completion of this dynamic, forward-looking project, which will represent a powerful engine for the development of Montreal's economy and its tourism and cultural sectors, add value to its brand name, and provide an additional international showcase for the city.

- 30 -

Source: **Tourisme Montréal**
Board of Trade of Metropolitan Montreal

Information: Patrice Attanasio, Morin Public Relations
(514) 289-8688
(514) 501-5717 (cellular)
patrice@morinrp.com