



Following a study done by the management corporation CHARMES concerning the improvement of its riverside installations, the Sherbrooke, Cité des Rivières project was found so promising that Sherbrooke's city council decided to make it a priority.

In November 1999, a corporation was created its first task was to create a development plan which would then be submitted to a series of public consultations before being revised and officially presented in November 2000.

The Sherbrooke, Cité des Rivières Corporation is created out of the will of the Sherbrooke community, who, throughout the years, looked at promoting its territory and rivers by developing an expertise recognized regionally, nationally, and internationally in sustainable development for water management of hydrographic basins in order to reveal the recreational potential of the Magog and Saint-François rivers.

Sherbrooke, Cité des Rivières is a mega-project that uses the community's resources, improves environment quality and optimizes the quality of life of Sherbrooke residents in a way to ensure the sustainability of the installations for the benefit of current and future generations. With its interventions, the Corporation is developing a new economic sector; pleasure tourism, thus placing the region on Québec's environmental and tourist map.

Sherbrooke, Cité des Rivières' prime objective is to improve the quality of life of Sherbrooke residents. This is why the development of "park" areas represents a priority as the realisation of the Promenade du Lac-des-Nations, the Esplanade Frontenac and the Place des Moulins shows. As for waterfront development in an urban environment, Sherbrooke, Cité des Rivières can be considered as a success story. The multidisciplinary teams that work at the design and realisation of the various project components are encouraged to be as innovative as possible.

Sherbrooke, Cité des Rivières is a non-profit organization dedicated to the realisation tourist and recreational projects. It creates, develops and animates important urban areas such as "the Promenade du Lac-des-Nations", the "Esplanade Frontenac", the "Place des Moulins", the "Marché de la Gare" and the "Magog River Gorge".

These are exceptional sites, known and renowned as rest areas where culture, sport and environment meet. They also represent technology displays which contribute to the well-being of the local population and to the economic development of the region.

The organization is directed by a managing committee and an executive committee and counts on four permanent employees. In the framework of its planning, development and management activities, Sherbrooke, Cité des Rivières acquired an environmental policy and put together an environmental committee to which is submitted all relevant files.

In 1999, by giving priority to the Sherbrooke, Cité des Rivières project and by staying on track since, Sherbrooke residents acquired a great tool for the development of the city center and to promote natural resources. A first in Québec, the City of Sherbrooke annually invests 12% of its capital expenditure budget to support this project. Sherbrooke, Cité des Rivières contributes to the promotion of natural sites, to the creation of new equipments from which the population, local and exterior, can take advantage of. The sites are also dedicated to future generations and are oriented toward a new economy where the environment remains an important priority.