



2017 ACTIVITY REPORT



district-central.ca



IN OPERATION SINCE JANUARY 2017, THE SDC DISTRICT CENTRAL IS CHARACTERIZED BY:

A territory of **3 km²** strategically located in the block formed by Highway 15 and Highway 40, Saint-Laurent Blvd. and Sauvé St.

25 million sq.ft. of commercial and industrial space.

2 metro stations (Crémazie and Sauvé) and **3** commuter train stations (Ahuntsic, Chabanel and Sauvé)

The involvement of more than a **hundred volunteers**, whether it be on the Board of Directors, one of the three committees established by the SDC (**territory planning, transport, positioning**) or as a participant in our brand definition workshops.

25,000 workers, 3rd greatest concentration of jobs in Montreal

2 permanent employees and a contract project manager since February 2018.

An approximate operating budget of **\$582 000** from three principal sources: SDC contributions, the borough of Ahuntsic-Cartierville and City of Montréal.

A dozen large-scale cultural, social and networking activities.

A dozen partnerships and collaborations in economic development, planning and grassroots projects.

more than **1,700 businesses** center their activities around four economic poles:

- Chabanel sector : design and fashion
- Marché Central : Retail
- Acadie sector : food industry
- Sauvé sector : Innovation and new technologies



MESSAGE FROM THE CHAIRMAN OF THE BOARD

Entrepreneurship makes us independent people, focused on action and stewards of the environment in which we operate. It should come as no surprise that the idea of entrusting a new organization with the responsibility to revitalize the area in which we chose to do business was originally a cause for concern.

Like many others, I adamantly opposed the project. I doubted the relevance, need and feasibility of the project. But I quickly recognized what a real shared vision could lead to. This new structure was an unprecedented opportunity for community stakeholders to have a voice in their future. The more I chose to believe in the project, the stronger my conviction grew. I recognized myself among these businessmen and businesswomen concerned with the rebirth and development of their business sector. I chose to become a part of the movement... FOR ALL OF US.

For the first time in 15 years, a whole world of opportunities has opened up for us. Together, we can make great things happen for the District.

CHARLES BENCHIMOL,
Chairman of the Board of Administrators



MESSAGE FROM THE EXECUTIVE DIRECTOR

Revitalizing the territory has its own set of challenges. It is knowing how to build on its successes, avoiding the errors of the past, and above all else, having a clear set of objectives. Only then will it be possible to convince and mobilize community stakeholders to embrace a shared leadership approach.

None of this is possible without having a solid foundation upon which to build. During the first year of operations, the SDC laid the foundation for its future. The achievements presented in this very first activity report illustrate a genuine structure working toward revitalizing the Central District. Better yet, business people believe in the District and are contributing to its success.

The results achieved reinforce the importance of focusing on concrete and structured actions. It also serves as a reminder of the need to concentrate our efforts on projects geared towards the community as a whole. I would like to thank the administrators and other business volunteers who, from near and far, have given a major boost to the area, without losing sight of its heritage. Together, we can make it happen.

HÉLÈNE VEILLEUX,
Executive Director

THE SDC DISTRICT CENTRAL HAS:

A MISSION

To contribute to the commercial, economic and cultural development of the District Central.

GUIDED BY A CLEAR VISION

To create the most sought after and attractive business sector in Montreal within 15 years.

AND IS SHARED

“With more than 25,000 workers in its territory, the District Central is a major employment hub for Ahuntsic-Cartierville. As Mayor of the borough, I value the history and economic diversity of the territory. I also believe in its development. The borough of Ahuntsic-Cartierville acts as a key partner in the revitalization of the sector. Far more than a financial contribution, our commitment to the territory is reflected in our active participation in SDC activities and our firm commitment to visit and support businesses in the District on a regular basis.”



MS. ÉMILIE THUILLIER,
Borough Mayor
in Ahuntsic-Cartierville

“The revival and development of the Chabanel sector is a priority for Ahuntsic-Cartierville and I am proud to collaborate with the SDC District Central on this important initiative. The SDC District Central has the extraordinary ability to play a co-coordinating and mobilizing role to attract investments in structuring projects needed to revitalize the area.”



THE HONOURABLE MÉLANIE JOLY,
Minister of Canadian Heritage and Member
of Parliament for Ahuntsic-Cartierville

“Thousands of people each day converge to the District Central either for work, shopping or to live. With these people in mind, I hope we can reinvent and revitalize the neighbourhood to make it to more attractive and welcoming.”



MR. HADRIEN PARIZEAU,
City Councillor of the Saint-Sulpice District,
and Member of the Executive Committee,
responsible for sports, recreation and leisure

“I am proud of the value-enhancing efforts of the business people in the District Central and I believe in their ability to combine economic development and innovation. The District Central has tremendous potential, whether it be in design and technology or for start-ups. As MNA for Acadie, I will shoulder any action that encourage the development of the territory.”



MS. CHRISTINE ST-PIERRE,
Minister of International Relations
and La Francophonie, Minister
responsible for the Laurentides
region and Member for Acadie

HIGHLIGHTS OF 2017



MAY → NOV. 2016

Creation of the SDC District Central, opening of the SDC office and hiring of an administrative assistant



FEBRUARY – MARCH 2017

Creation of the Positioning Committee and first Annual General Meeting



MAY – JUNE 2017

Publication of the first newsletter, M-Style entrepreneurship exhibition and Spring Networking Event



JULY – AUGUST 2017

Animation at the Place Iona-Monahan with Midis Jazz and BUNKR event



SEPT. 2017

First General Assembly for budget approval and appointment of H  l  ne Veilleux as Executive Director



NOV. 2017

Opening of a post office on Chabanel Street

2017

2018



JANUARY 2017

Hiring of Jean Perron, the first Executive Director



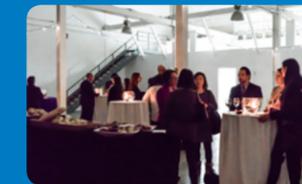
APRIL 2017

Website launched including directory and first posts on social media, creation of the Transport Committee, visit by a dozen apparel buyers organized with the Ministry of Economy



AUGUST 2017

Extension of the No. 55 bus route to the Henri-Bourassa metro station



OCT. → NOV. 2017

MOBA survey on mobility in the District, end-of-year networking cocktail and launch of workshops for territorial positioning



DEC. 2017

Start of accounting firm's mandate, positioning workshops continued and creation of a survey for members

HIGHLIGHTS OF 2017

BUILDING RELATIONSHIPS

Over the past year, a great deal of energy was spent on building relationships with SDC members. To date, three committees bring together nearly 40 individuals to discuss issues surrounding transport, territory planning and District positioning. The first Annual General Meeting took place in March 2017, as well as a General Meeting to adopt the 2018 budget.



DEFINING ITSELF

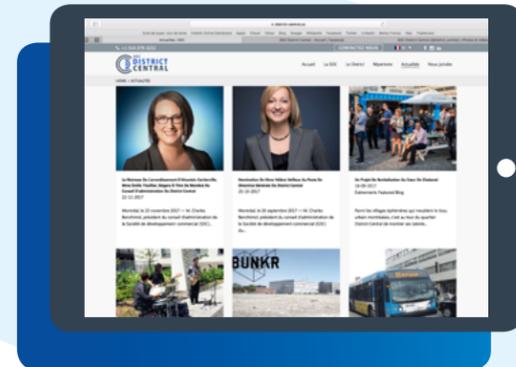
A process aimed at defining the vision and the brand platform of the District was initiated. A first series of workshops was organized in the fall of 2017 to gather comments and opinions from business owners and stakeholders in the area. Each workshop focused on a specific theme, such as the new economy, real estate, retail trade, fashion and design, and urban development. A workshop on food industry and one general workshop for all activity sectors completed the scope at the start of 2018.

At the end of this exercise, nearly 80 stakeholders were consulted including members of the SDC, the Board of Directors, five borough officials and many City executives and employees.

It is already possible to conclude that these consultations helped identify issues of priority within the territory and establish a shared vision for the development of the District, its positioning in the Greater Montreal area and the responsibilities of the SDC to its members.

COMMUNICATION

In 2017, the SDC's main communication tools emerged, specifically the launch of the SDC website, the newsletter and the directory of businesses. The SDC also built its presence on Facebook, Instagram and LinkedIn. The website and the electronic directory of businesses in the District is in the process of being improved. The business census will continue in 2018.



Tools and content were developed in collaboration with external partners located mainly on the territory.



COMING TOGETHER

Eager to increase opportunities for its members and the community to meet, the SDC helped organize a dozen large-scale cultural, social and networking activities in 2017.

This includes the Midis Jazz which were held at the Place Iona-Monahan and the Concert Ahuntsic en Fugue presented at Loft 101 during the summer.



It is also worth mentioning the support provided by the SDC for the organization of the Salon de l'entrepreneuriat et de l'innovation M-Style in June and two networking gatherings offered to SDC members, one in the spring and one in the fall. The Salon M-Style attracted close to 300 visitors from the Greater Montreal area. Networking activities were attended by approximately 60 people.

The SDC also acted as a financial partner in the development of the BUNKR village, an initiative piloted by the Expérience Collective organization, in collaboration with many local businesses. The event created a series of activities within the territory held over a two-week period including food, visual arts, music and dance. Close to 2,800 people attended the event. For the SDC, the success of the private events it organized is a shining example of the opportunities the District has to offer in organizing these types of events.



REPRESENTATION

Major advocacy efforts were made in 2017, many of which were in line with the territory's economic development including the participation in fairs and specialized events, namely the Hub Montréal Night. As a medium-term objective, the SDC would like to host similar events in its territory.

The SDC also supported the efforts of the Association des sociétés de développement commercial de Montréal (ASDCM) with political bodies with respect to municipal tax increases on non-residential buildings. This exercise was not only an opportunity to be heard, but the ASDCM will help create the City of Montréal's economic and commercial development plan.



Start-up meetings were also organized with businesses, sector associations and economic development partners that may be interested in moving or establishing their business in the District Central. For example, connections made with the apparel research and innovation centre Vestechpro and with Ateliers créatifs Montréal, a non-profit real estate developer charged with developing places of creation.

On another topic altogether, a survey on mobility and transport in the District Central which was sent out to its members, was presented at meetings with the Société de transport de Montréal (STM). Thanks to the work of the Committee and its partners, the STM extended the No. 55 bus route, which provides an additional option to get to the Chabanel area via the orange metro line.

Representations were also made at the offices of the local Member of Parliament and Canada Post in order to maintain a presence of a post office within the territory. As a result, a new Canada Post postal station opened in November 2017 on Chabanel Street.

2017 BALANCE SHEET & PROJECTIONS FOR 2018

The SDC District Central has been in operation since January 2017. Its first year of activity produced a surplus of more than \$300,000. These results stem from the Board of Directors' commitment to using the funds available carefully and in making smart decisions for selected activities, partners and collaborators.

“The revival of the District requires clear leadership capable of mobilizing public and private investors around joint and innovative projects, encouraging the common good.”

GUILLAUME LANGLOIS,
Vice-Chairman of the Board of Directors and President of Space and Dream Inc.

REVENUES	
Borough of Ahuntsic-Cartierville	60 000 \$
Financial support program for interventions aiming at the improvement of the businesses carried out by SDCs	55 847 \$
Member contributions	462 591 \$
Interest on member contributions	3 969 \$
Other revenues	20 \$
TOTAL	582 427 \$
EXPENSES	
Financial support program for interventions aiming at the improvement of the businesses carried out by SDCs	55 847 \$
Administration Fees	174 548 \$
Member Services	6 506 \$
Economic Development	7 287 \$
Communications and Marketing	7 650 \$
Animation and Events	16 974 \$
Territory Development and Operation	13 177 \$
TOTAL	281 989 \$
EXCESS OF REVENUE	300 438 \$

To see the details of the charges, visit our website

THE 2018 BUDGET, ADOPTED AT THE GENERAL ASSEMBLY IN SEPTEMBER, WILL CONTRIBUTE TO THE REALIZATION OF SEVERAL PROJECTS INCLUDING:

- Strategic planning and branding
- Participation in the 2018 Ahuntsic-Cartierville Start-Up Festival entrepreneurship competition
- Organization of activities in the District, including the Midis Jazz, Ahuntsic en Fugue, an open-air symphony concert and the BUNKR village.
- Participation in Programme Pr@commerce to help renovate commercial buildings
- Continuation of Transport Committee addressing issues relating to parking, public transit and sustainable mobility
- Launching of Territory Planning Committee activities; the first mandate will be to analyze the development of vacant land located at the corner of de l'Esplanade and Louvain Street
- Representations with the City to confirm the positioning of the territory and to ensure the support of all stakeholders

OTHER PROJECTS UNDERWAY:

- Organize a forum on exports in collaboration with mmode and the Canadian Chamber of Commerce
- Develop an event geared towards the textile industry in collaboration with mmode and other partners
- Create a lighting project on Chabanel Street and an artistic project at Place Iona-Monahan
- Develop a client management tool (CRM) to create an exhaustive database of members
- Identify the needs of members in order to develop a new range of services

COMMITTED MEMBERS

BOARD OF DIRECTORS



CHARLES BENCHIMOL,
Chairman



RAYNALD MEDALSY,
Treasurer



ÉMILIE THUILLIER,
Administrator



GABRIEL TUPULA YAMBA,
Administrator



GUILLAUME LANGLOIS,
Vice-Chairman



MICHEL CAUMARTIN,
Administrator



GEORGES DAYAN,
Administrator



ANGELO MEO,
Administrator

TRANSPORT COMMITTEE

CHARLES BENCHIMOL,
CEO, Les Services CB Star

GEORGES DAYAN,
CEO, Groupe Dayan

ANTOINE JARJOUR,
Principal, Group Immobilier Cancorp S.E.C.

MICHEL CAUMARTIN,
Executive Director, Marché Central, Bentall Kennedy

CHARLES MORYOUSSEF,
Representative, Groupe Tidan

LORNE LIEBERMAN,
Managing Director, AEDN Realty

HOWARD SZALAVETZ,
Owner, HS Prop

MICHAEL FRIEDLIEB,
Representative, Groupe Shapiro

MARC-ANDRÉ PAQUIN,
Executive Director, Dupras Ledoux Inc.

EYAL COHEN,
CEO, 555 Chabanel Midtown

JULIE BRUNET,
HR Manager, Big Bang ERP

TERRITORY PLANNING COMMITTEE

JACQUELINE SAUCIER,
Project Manager, Fonds immobilier de solidarité FTQ

ÉMILIE THUILLIER,
Ahuntsic-Cartierville Borough Mayor

FRÉDÉRIC LIZOTTE,
Director of Leasing & Development, AEDN Realty

GABRIEL DUTIL,
Resident

CLÉMENT CANAC MARQUIS,
Founder, Ahuntsic en Fugue

GABRIEL TUPULA YAMBA,
Co-CEO and Chief Operating Officer, Big Bang ERP

GILLES RENAUD,
CEO, Ateliers créatifs Montréal

MICHEL CAUMARTIN,
Executive Director, Marché Central, Bentall Kennedy

HOWARD SZALAVETZ,
Owner, HS Prop

RICHARD BLAIS,
Division Head for Urban Planning, Permits and Inspection, Ahuntsic-Cartierville borough

HADRIEN PARIZEAU,
City Councillor, District of Saint-Sulpice

DISTRICT POSITIONING COMMITTEE

GEORGES DAYAN,
CEO, Groupe Dayan

CHARLES BENCHIMOL,
CEO, Les Services CB Star

GUILLAUME LANGLOIS,
President, Space and Dream Inc.

MICHEL CAUMARTIN,
Executive Director, Marché Central, Bentall Kennedy

A PERMANENT, DEDICATED TEAM

HÉLÈNE VEILLEUX,
Executive Director

SARAH DADOUN,
Marketing/Administration

CATHERINE COLLERETTE,
Project Manager



**TO LEARN MORE
ABOUT SDC ACTIVITIES**

**TO DISCOVER BUSINESSES
WITHIN THE CENTRAL
DISTRICT OR TO LEARN
ABOUT WHAT THE SDC
CAN DO FOR YOU**

CONTACT OUR TEAM!

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TO OUR DIRECTORY!**

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OUR PARTNERS

Montréal 

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Montréal 

 SDC
**DISTRICT
CENTRAL**