

activity report 2018

SDC ● ● ●
DISTRICT
CENTRAL

the District Central is

Close to

1,800

businesses



25,000

workers



3 business pillars

DESIGN

+

URBAN
MANUFACTURING

+

TECHNO-
LOGY

+3,100

leasable space

The **4th** highest
concentration of
employment in Montreal

2 

metro stations
(Crémazie and Sauvé)

+

3 

train stations (Ahuntsic,
Chabanel and Sauvé)

25,000,000

Square feet of commercial and industrial real estate

5

sectors

CHABANEL
Sector

Fashion and design,
service businesses,
coworking and
technology

**MARCHÉ
CENTRAL**
Sector

Retail stores,
restaurants and
entertainment
venues

L'ACADIE
Sector

Business,
specialty food stores,
light industry

SAUVÉ
Sector

Coworking,
start-up, fashion,
light industry
and technology

SAINT-LAURENT
Sector

Retail stores
and service
businesses



message from the Chairman of the Board

At this time last year, the reflections initiated based on the transformation of the District Central were promising a world of possibilities. The last 12 months have confirmed the added-value of speaking with a single voice.

Of all the projects undertaken, it was the work surrounding the production of a memoire on the development of the vacant lot at the corner of Esplanade and Louvain Street that best illustrates the scope of our actions. Although the Ville de Montréal informed us of its plan to implement a municipal yard on this land, and the SDC clearly expressed its disagreement with this project, this exercise led to the development of a concerted position, and to open the dialogue with the city. As the voice for the business world in Ahuntsic-Cartierville, the SDC must ensure that any major project developed on this site will contribute to the revitalization of the neighbourhood. That is why, through the SDC's Territory Planning Committee, we will see the project through from the beginning to completion.

I would also like to take this opportunity to thank everyone who gave generously of their time to the SDC. A sure sign that the transformation is well underway, the SDC has attracted the likes of broader spectrum of individuals over the last year. Not only are the multi-cultural fabric and various sectors of the territory represented by the main committees, the Board of the Director's also boasts a more diversified profile, both in terms of gender equality and the wider range of expertise of its members.

Make no mistake, change is happening.

Charles Benchimol
Chairman of the Board



message from the Executive Director

The life of an organization is punctuated by turning points. For the SDC District Central, 2018 was undoubtedly one of these moments. In collaboration with more than a hundred business leaders and various representative of Montreal's economic ecosystem, the SDC took full advantage in 2018 to build a new development framework and a new visual identity. To say the least, the renewed ambition felt across the territory was brought to light and sent a strong message that the District Central is able to stand up as the newest business district in Montreal.

That said, concrete action in the field is needed in order for this vision to become a reality. You will see, through the elements presented in this activity report, that a lot of time and energy were dedicated to meeting the needs expressed by our members, whether it was in the area of public transit or local animation initiatives. Each in their own way, achievements in these areas confirm the significance of a collaboration and the notable gains that this could generate.

The challenges are great and the task equally so. The trust and support of the Board of Directors makes everything possible. And for that I must thank them. Together, we will bring a humanistic approach to the business world and build bridges where never thought possible. After all, HERE, development is synonymous with audacity, innovation and determination.

Hélène Veilleux
Executive Director

A new world of business is right here

The **Société de développement commercial (SDC) District Central** is the voice and the catalyst for the Ahuntsic-Cartierville business world. It represents the combined forces of 1,800 business leaders united to develop a sector with outstanding economic, urban and human potential.

Its mission is clear:

Breathe new life into this legendary neighbourhood, make it shine on a broader stage and propel it to the very top of Montreal's economic landscape.

Its strategy

The SDC has founded the development of the District Central on four fundamental pillars:

- **Create** a lasting connection with the Ahuntsic-Cartierville business community.
- **Develop** meaningful and prosperous projects for its members.
- **Ensure** exceptional and memorable business spaces to increase the quality of life for workers within the District.
- **Communicate** to help the District shine and take it rightful place in every market.



Ms. Émilie Thuillier
Mayor of the borough
of Ahuntsic-Cartierville

“Over the past year, the SDC District Central has developed an inspiring vision for this business sector. I am very impressed with the leadership assumed by the SDC in mobilizing the business community around that vision, and as Borough Mayor of Ahuntsic-Cartierville, I am committed to supporting and encouraging the transformation of this vital employment hub for the vitality of the neighbourhood and Montreal.”



The Honourable Mélanie Joly
Minister of Tourism, Official
Languages and La Francophonie
and Member of Parliament
for Ahuntsic-Cartierville

“Continued efforts to transform the District Central is indicative of a promising future from an economic, urban and social perspective. It’s all thanks to the commitment of the business community and elected officials from all levels of government. Congratulations to all and long live this business sector that is on the way to becoming one of the trendiest in Montreal!”



Mr. Hadrien Parizeau
City Councillor of the Saint-Sulpice
District and Member of the
Executive Committee, responsible
for sports, recreation and leisure

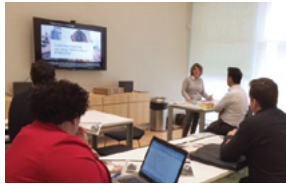
“In order to make the District Central an attractive place to live and work, the SDC and its members are working to promote the social and cultural fabric of a sector that has been overlooked for far too long. Real changes are happening one project at a time. I cannot help but be pleased with this new direction and the progress that has been made to date.”



Ms. Christine St-Pierre
Member for Acadie

“Beyond a vision, the transformation of a sector comes first and foremost from concrete actions and initiatives. The past year has been rich in development for the District Central. As Member for Acadie, I praise the accomplishments to date and reiterate my commitment to this neighbourhood and to making it the ideal place to live and work.”

2018 at a glance



january/ february

Consultative workshops
on the future of the District
Central and the brand universe

march

Annual General
Meeting (AGM)



april

Breakfast seminar
on the funding
of clothing projects,
in partnership with
Vestechpro, organizer



june to september

Jazzy Thursdays at Place Iona-Monahan, in
collaboration with Concerts Ahuntsic en Fugue

may

Start of the Territory
Planning Committee's
work on the future
of the vacant lot at
50-150 Louvain West,
at the corner of Louvain
and Esplanade



august

Increased bus
service in the area
(lines 19, 54 and 146)

First edition of
La Classique du District
Central, in collaboration
with Concerts Ahuntsic
en Fugue



We make things happen, RIGHT HERE.

september

Inauguration of the District Central's first mural at Place Iona-Monahan



october

Fashion Export Forum in collaboration with a dozen partners, including MMode and Vêtement Québec



november

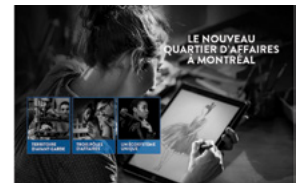
District Central, the new business district in Montréal, is launched in front of a crowd of around 100 people

End-of-year networking cocktail for SDC District Central members

Removal of 50-150 Louvain West from the regular program of municipal yards and confirmation of the Ville de Montréal's willingness to develop the land as a large distinct project, including the municipal yard

december

Unveiling of the new visual identity of the District Central through a media campaign in *La Presse+* and on social media



2018 highlights

create

a lasting connection with the Ahuntsic-Cartierville business community

As spokesperson for the district's business community, the SDC is committed to maintaining close relationships with its members. This past year was no exception. Beyond the business census that continued this year, the SDC organized a series of visits to local businesses, some of which were attended by elected officials. This exercise not only sheds light on the issues facing local businesses, but also illustrates the diversity and quality of these businesses.

Significant efforts were dedicated to strengthening ties with Montreal's economic ecosystem (PME MTL, borough of Ahuntsic-Cartierville, Ville de Montréal, Montréal International, CCMM, etc.). Coordinated by the Business Plan Steering Committee, these measures were intended to renew the SDC District Central's business plan (which will continue in 2019) and expand its funding base.

Various networking activities also took place throughout the year. Most notably was the first Fashion

Export Forum that was organized in collaboration with a dozen partners, including MMode and Vêtement Québec, and the new edition of the M-Style Entrepreneurship Salon. These activities were complemented by a host of workshops focusing on the SDC's business plan and its brand universe.



develop

meaningful and prosperous projects

Since its inception, the SDC has highlighted the importance of relying on meaningful projects to mobilize the business community.

Consultations on vision and brand universe conducted in 2018 clearly fit within that framework. They led to exchanges with hundreds of business people across the territory and also resulted in a renewed visual identity, a branding guide and a media plan for the SDC District Central. The highlight of this project was the media launch of the new business district in November.

The same logic applies to mobilization; the Territory Planning Committee dedicated many months to creating a proposal on the vacant lot at the corner of Louvain and Esplanade. Discussions with the Ville de Montréal along the way allowed the lot to be removed from the regular municipal yard program and to be recognized as a large distinct project. As a result, the borough and the city are now required to jointly analyze various multi-purpose development scenarios, which would include a municipal yard. With the support of a Board of Directors' that is more representative of the territory than ever before, both in terms of gender equality, age and cultural affiliation of its members, the SDC District Central intends to play an active role in future discussions.





structure

exceptional and memorable business spaces to increase the quality of life for workers in the area

A territory's development should be thought of in humanistic terms; it is about improving the living conditions of those living and working in the area. Culture and major public events are key to achieving this objective. 2018 was a year rich in accomplishments of this kind.

Hailed as a critical success last year, Jazzy Thursdays made its mark again this year. From June to September, local workers and residents could tap along to the beats of the Jazz Qui Peut trio at Place Iona-Monahan. New this year, SDC members also benefited from these musical events to showcase their products and services. Every Thursday more than a hundred people gathered during their lunch break to participate in this event organized in collaboration with the Concerts Ahuntsic en Fugue.

The SDC went one step further by organizing its first outdoor evening concert. The first concert of its kind showcased more than 20 musicians and attracted a crowd of more than 400 music lovers at the corner of Esplanade and Chabanel. This soirée set the stage for an unprecedented meeting of classical music and world music influences that echoed the cultural diversity of the neighbourhood. We anticipate the success of this event will continue for years to come.

This past year also saw the inauguration of the District Central's first mural at Place Iona-Monahan. Created by Jacques Lebleu, this public piece of art honours Iona Monahan, a fashion champion and journalistic icon who dedicated many years of her career to The Gazette. Unveiled before 100 people, including elected municipal official and representatives of Monahan's family, this mural is a symbol to the many people who have worked tirelessly on the revitalization of the area. This piece was carefully selected by a panel of local business people and residents.

On a different note, it is hard to ignore the major improvements made to the transit system in the area. The representations made by the Transport Committee generated a 54% increase in access to buses (lines 19, 54 and 146) going west in the morning and 43% going east in the evening. The past year also led to the realization of the first Bike Fest – another initiative of SDC's Transport Committee – that allowed residents and workers in the area to benefit from free bicycle engraving and maintenance services. Information kiosks on health and sports activities were also available to the public. A second event focusing on sustainable mobility and the shared use of public space took place in September. In addition to animating the neighbourhood, Parking Day was the perfect opportunity for the borough of Ahuntsic-Cartierville to survey the population on its local transit plan.



communicate

to ensure the District shines

Thanks to its new visual identity, the SDC increased its communications efforts over the past year, both among its members and the general population. To highlight the launch of the new business district last November, an initial media campaign was deployed in French in La Presse+ as well as a bilingual version on social media (Facebook and LinkedIn) and on Google. Added to this was the creation of a monthly newsletter intended for members and the implementation of a blog on the SDC's website highlighting District Central's local business pearls. By the end of December 2018, the blog showcased some 15 businesses.

balance sheet and projections for 2019

	2018
REVENUES	
Funding	
Borough of Ahuntsic-Cartierville – Operations	\$60,000
Borough of Ahuntsic-Cartierville – Quota-share	\$20,000
Financial support program for interventions aiming at the improvement of the businesses carried out by SDCs	\$60,000
Member contributions	\$483,188
Interest on member contributions	\$5,381
Other revenues	\$8,778
	\$637,347
Irrecoverable debts	(\$41,434)
	\$595,913
EXPENSES	
Financial support program for interventions aiming at the improvement of the businesses carried out by SDCs	\$60,000
Administration fees	\$101,990
Economic development	\$97,093
Member services	\$47,670
Communications and marketing	\$111,949
Animation and events	\$70,471
Territory development and operation	\$93,706
	\$582,879
EXCESS OF REVENUE	\$13,034

2018 produced a surplus of \$13,034 for the SDC District Central. A large part of the funds used were spent on communications, the animation of the community and the territory development file.

An operating budget of \$865,000 was adopted for 2019 at the Annual Budget Assembly on September 25, 2018. These funds will contribute to the realization of several projects.

- The launch of a media campaign promoting the new business district
- The realization of a new mural
- Collaboration with Vêtement Québec on the organization of Salon RH Mode
- The development of an ephemeral village on the vacant lot at the corner of Louvain and Esplanade
- Continued work by the Strategic Committee, the Territory Planning Committee and the Transport Committee
- Creation of a project manager position in business development and partnerships and hiring of a project manager in Communications and Marketing
- Implementation of a client management tool (CRM) to create an exhaustive database of members

an engaged community

strategic and business plan steering committee

Laetitia Bedout,
Executive Director,
Pixmob

Clément Canac Marquis,
Founder, Concerts
Ahuntsic en Fugue

Eyal Cohen,
CEO, Marcarko

Delia De Gasperis,
Consultant, Visual Next

Jacqueline Kost,
Project Manager, Centre
québécois d'innovation

Guillaume Langlois,
President,
Space and Dream

Maude Thérout-Séguin,
Co-owner, Les Cavistes

territory planning

Clément Canac Marquis,
Founder, Concerts
Ahuntsic en Fugue

Michel Caumartin,
Executive Director,
Marché Central, Quadreal

Catherine Colletette,
Project Manager,
SDC District Central

Gabriel Dutil,
Resident of 125 Chabanel
and Planner

Frédéric Lizotte,
Director of Leasing &
Development,
AEDN Realty

Jacqueline Saucier,
Project Manager,
Fonds Immobilier
de solidarité FTQ

Howard Szalavetz,
Owner, HS Properties

Émilie Thuillier,
Mayor of the borough
of Ahuntsic-Cartierville

Gabriel Tupula Yamba,
Co-CEO and
Chief Operating Officer,
Big Bang ERP

transport committee

Charles Benchimol,
CEO, Les Services
CB Star

Michel Caumartin,
Executive Director,
Marché Central,
Quadreal

Eyal Cohen,
CEO, Marcarko

Georges Dayan,
CEO, Groupe Dayan

Kristina Dufour,
Coordinator,
AEDN Realty

Michael Friedlieb,
Representative,
Groupe Shapiro

Antoine Jarjour,
Principal, Groupe
Immobilier Cancorp

Charles Moryoussef,
Representative,
Groupe Tidan

Marc-André Paquin,
Executive Director,
Dupras-Ledoux

Anders Rasmusson,
Corporate Social
Responsibility Manager,
SSENSE

Howard Szalavetz,
Owner, HS Properties

Cristina Zilic,
Representative,
Big Bang ERP

a permanent, dedicated team

Hélène Veilleux,
Executive Director

Catherine Colletette,
Project Manager

Anick Globensky-Bromow,
Interim Executive
Assistant

Sarah Dadoun,
Executive Assistant
(maternity leave)

2018 board of directors



Charles Benchimol,
chairman



Guillaume Langlois,
vice-chairman



Reynald Medalsy,
secretary-treasurer



Laetitia Bedout,
administrator



Michel Caumartin,
administrator



Eyal Cohen,
administrator



Maude Thérout-Séguin,
administrator



Émilie Thuillier,
administrator



**Gabriel
Tupula Yamba,**
administrator

The map illustrates the proposed extension of the Orange Line in Montreal. The extension is shown as a dashed line starting from the existing line, passing through the Sauvé and Chabanel sectors, then turning south through the Saint-Laurent sector, and finally running east through the Acadie and Marché Central sectors. Key stations marked include Ahuntsic, Chabanel, and Crémazie. The map also shows major roads like Highway 15 and Highway 40.

[f](#) [i](#) [in](#)