

SDC ●●●  
DISTRICT  
CENTRAL

A FORCE IN ACTION

acti  
20 vity  
21

5<sup>th</sup>  
anni  
versary

REPORT

# the District Central in numbers

4<sup>th</sup>

largest  
employment zone  
in Montreal

25,000

workers

3

business pillars:  
design, technology  
and urban  
manufacturing

1,800

businesses

300

non-residential  
properties

25 million

square feet of  
commercial and  
office space

\$3M

in private money  
invested in local  
outreach, animation  
and development  
initiatives

# message from the chairman of the board



In 2021, the SDC District Central celebrated its fifth year in existence. Over the years, entrepreneurs within the area have gotten to know each other, mobilize, and draw a common future for themselves.

We have come a long way. Through hard work, the SDC has succeeded in positioning the area in Montreal's economic ecosystem, thereby highlighting its economic viability. As confirmation of the gains made, during the recent municipal electoral campaign, Mayor Valerie Plante designated the District Central as one of the city's three innovation zones. This achievement will support the extraordinary renaissance already underway.

This announcement is all the more welcome since it comes after a difficult year for a large number of entrepreneurs. The pandemic has rattled many businesses at the core and forced business people to show resilience. Our District Central members were no exception.

Amid this tough reality, the SDC team strengthened its efforts to support and mobilize local entrepreneurs. The energy invested echoes the initiatives of the business people themselves who refused to let ongoing uncertainties hold them back. But more than that, it encouraged the pooling of forces, and the relaunch of the economy everyone was wishing for.

Driven by its achievements and a motivated team of professionals, today, it is possible to look toward the future with optimism. Not only will the vast majority of District Central businesses emerge from the crisis unscathed, but they will have learned in the process the strength of the bond that ties them to the neighbourhood and to the entrepreneurs, who, like themselves, chose to settle down in the District Central.

All this to say, the SDC District Central sees itself, now more than ever, as a FORCE IN ACTION.

**Delia De Gasperis, cpa, ca**  
CGS Québec Inc.

# message from the executive director



As is reflected in this annual report, 2021 was a year of growth and consolidation for the SDC District Central.

True to its desire to act by and for the community, over the past year, the SDC has shown a strong presence among various stakeholders in the community and in the city, thereby confirming the legitimacy it has acquired with them over the past five years.

Committed on all fronts, the SDC has positioned itself as a true agent for change. The gains made in terms of recognition of the area and its future development solidly confirms that the District Central's business community now has a voice.

Irrefutable proof of this transformation, the call for projects related to the vacant lot at 50-150 Louvain West will kick off in 2022. This process will help bring to life the vision for development that entrepreneurs and residents of the area have been expressing for some time now. It will also provide an opportunity for decision-makers to imagine a different kind of neighbourhood, one that positively combines environmental, social and economic issues.

The challenge may be great and the stakes just as high, but we will approach the task with confidence. This state of mind is fuelled by the close ties we have developed in the field and with the people who make it possible. It is also rooted in the confirmed mobilization and commitment of the community and in its proven ability to adapt to different situations.

Beyond the rhetoric, the District Central is a coherent and growing ecosystem, given the success of the Connector of Opportunities project since it was launched.

We are confident that the next year will further strengthen the ties that bind us.

**Hélène Veilleux**

# the past five years at a glance

ESTABLISHED IN 2016, THE SDC DISTRICT CENTRAL OFFICIALLY STARTED ITS OPERATIONS IN JANUARY 2017. IN 2021, THE SDC DISTRICT CENTRAL CELEBRATED ITS 5-YEAR ANNIVERSARY, EACH YEAR MARKED BY IMPORTANT MILESTONES.

## 2017

- Appointment of the first Board of Directors and hiring of the first resources
- Creation of the first working committees
- First outreach and networking activities for the territory



Committee working on the vision for District Central

## 2018

- Development of a united vision for the District
- First signature evening event
- Creation of the first mural
- Official launch of the new District Central business area, from its visual identity to its first media campaign
- Withdrawal of the vacant lot from the regular program of municipal yards



La Classique, first evening event



Mural at Place Iona-Monahan

## 2019

- Recommendation for the development of a TOD area around the Ahuntsic and Chabanel stations
- Green haüs, the District Central's pop-up space
- Business plan for the District
- Presentation of the District Central at the *Forum stratégique des grands projets métropolitains de la CCMM*
- Event, cultural and networking programming



Green haüs launch

# 2020

- Active participation in the development of support measures for businesses in a pandemic context
- Identification of promising projects and relaunch plan
- Socio-financing campaign for merchants
- Financing by the *Fonds d'initiative et de rayonnement de la métropole* - Connector of Opportunities project
- Presentation of the District Central at the *Journée stratégique sur le développement immobilier et urbain*
- Creation of a second mural



Strategic planning day on real estate and urban development



Mural by Cyrielle Tremblay and Yves Laroche Galerie d'art. Project by the SDC District Central, H.S. Properties and the borough of Ahuntsic-Cartierville.

# 2021

- Launch of the Connector of Opportunities project
- Design charette - Vacant lot on Louvain West
- Designation of the District Central as one of Montreal's 3 innovation zones, announcement of a call for projects for the vacant lot and the SDC as a key partner
- Summer programming adapted to the health situation
- Esplanade Louvain: new identity for the District Central's pop-up space
- Growth of the professional team serving businesses



Launching Connector of Opportunities



Launching Esplanade Louvain

# 2021 highlights

Supporting and mobilizing the  
**businesses operating**  
in the district

*Laetitia Bedout leads a workshop  
with the design industry on short channels*

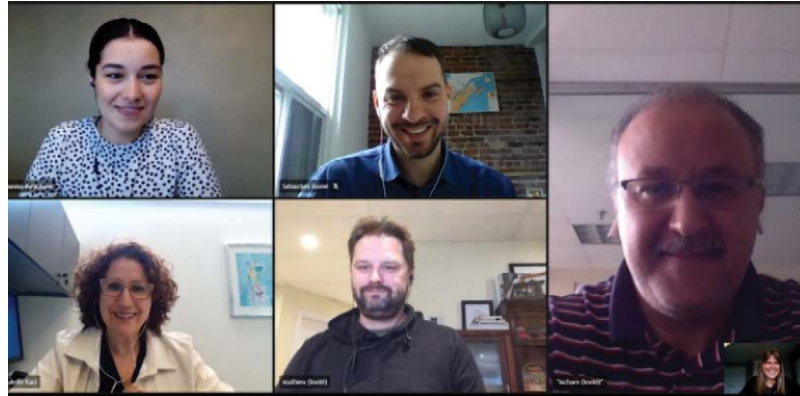
## AGAINST THE BACKDROP OF A PERSISTENT HEALTH CRISIS, THE SDC DISTRICT CENTRAL MADE EVERY POSSIBLE EFFORT TO SUPPORT AND MOBILIZE LOCAL ENTREPRENEURS IN 2021.

At the heart of the activities carried out were the promising projects included in the District's relaunch plan that was developed in 2020.

This is especially true for the Connector of Opportunities project. With \$300,000 in funding over three years from the *Fonds d'initiative et de rayonnement de la métropole*, the project was officially launched during the March 2021 Annual General Meeting, attended by Chantal Rouleau, the Minister responsible for the Metropolis and the Montréal region. This project, divided into two major axes, aims to make the District Central a model for Montreal neighbourhoods engaging in a process of requalification.

Based on a sharing economy model, the first axis of the project aims to identify needs and business opportunities and ultimately create networking opportunities between businesses. Its deployment has enabled 183 businesses to be contacted and 44 links to be made, including the resale or donation of assets between businesses and the recovery of fabric, leather and fur. In general, the needs and opportunities identified are related to labour, waste management, training, equipment, technology, business development, and financing and procurement. In addition to the entrepreneurs themselves, the project relies on communities of experts (organizations, researchers, etc.) grouped together by business hub or issue. The past year has seen the creation of five communities of experts, two in the design sector, two in employability and one in culture.

The second axis of the project is the Builders' Program, which aims to mobilize local real estate players in order to bring about concrete projects to develop and increase the attractiveness of the area and, to support the SDC in its economic, social and urban revitalization efforts. It also aims to secure the supply and demand for available space and to develop new collaborative mechanisms between stakeholders in the sector. The past year has laid the groundwork for the program. Visits with key property owners were carried out to better understand their business needs and objectives. A characterization study of the District's real estate assets was also initiated. To date, the work carried out has confirmed the owners' desire to move forward with an outreach campaign of the district within the Greater Montreal area in 2022 and to organize a real estate event.



Community of experts from the design sector with Jerando Fashion, mmode, PME MTL Centre-Ouest, and Vestechpro



Meeting with the team of Mega Belts in the context of the Connector of Opportunities program



Meeting of the Builders' Committee

By the same logic, for a third consecutive year, the SDC acted as a partner in the most important career event in the fashion industry. Held virtually, Salon RH/Mode allowed the District Central to position itself as a preferred location to work in the fashion and design industry. The partnership established also allowed SDC member exhibitors to benefit from a discounted booth reservation and offered free access to a number of smaller businesses.

The SDC was also an exhibitor at the *Salon de l'immigration et de l'intégration au Québec*, which was held on September 21 and 22 at the Palais des congrès de Montréal.

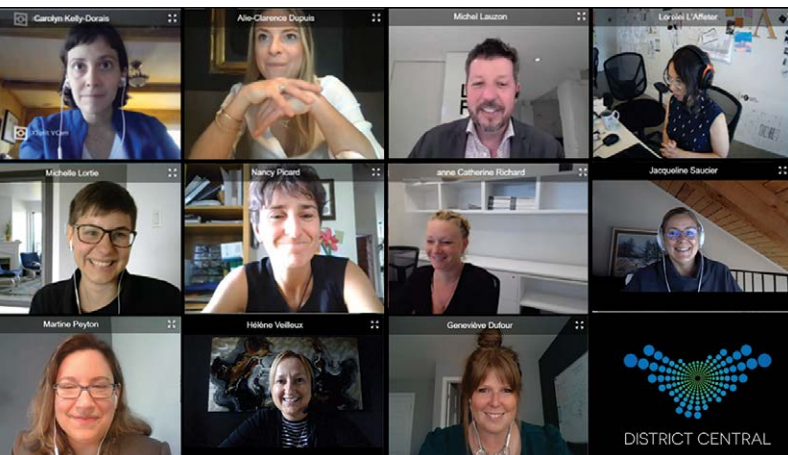


In August, at the Fab Campus, kiosk for envisioning the future of the vacant lot

## MOBILIZATION AND REFLECTION

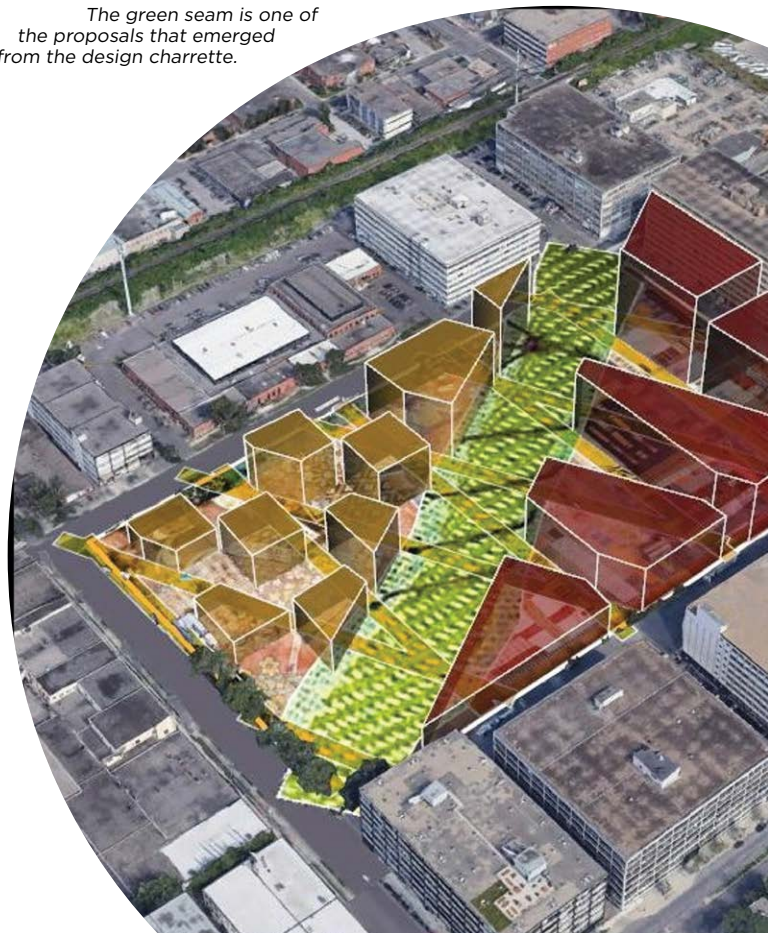
As in previous years, the SDC made a point of mobilizing local business around important issues. In addition to the regular work of the main committees mentioned throughout this report, entrepreneurs were invited to take part in six workshops to reflect on short circuits. In total, six groups bringing together people from different sectors of economic activity, including culture, urban agriculture and technology, were created and consisted of a total of 48 participants.

A design charrette on the future of the vacant lot located at 50-150 Louvain West was also held. Backed by the collaboration of a dozen business volunteers, experts in urban planning, architecture and design, this activity aimed to identify concrete avenues of development for this land. The charrette took place in two stages. First, through online meetings, and then as an animated activity at the Fab Campus - an event to discover the future of productive cities. The exchanges generated by these activities brought to light four main areas for development, namely identity memory, four-season paths, a planted interface and permeability, and public art as a neighbourhood landmark. Through it all, the exercise confirmed the exemplary character of the project for the development of the District both in terms of the emergence of the proposed living environment and its environmental aspects.



Expert committee of the design charrette

The green seam is one of the proposals that emerged from the design charrette.





## SUPPORT AND NETWORKING

In terms of support for its members, given the success achieved last year, the socio-financing campaign intended for local merchants has been renewed. Still carried out in collaboration with the SDC Promenade Fleury and SDC Quartier FLO as well as the *Association des gens d'affaires de Gouin Ouest*, the campaign resulted in an injection of \$217,500 in businesses in the Ahuntsic borough, including 8 businesses located in the District Central. The value of gift certificates, originally at \$20, was increased to \$30 thanks to the financial participation of the Ville de Montréal.

In addition to these initiatives, as in previous years, the SDC team met with many businesses in the field. Those contacts not only provided information on the services offered by the SDC, but more importantly, answered certain concerns expressed by entrepreneurs regarding urban planning in the area and public works.

These meetings were coupled with some face-to-face networking activities. Esplanade Louvain hosted a happy hour in August which brought together some 70 business people. A roundtable of experts intended for businesses in the design industry was also held as part of Montreal Fashion Week, for which the District Central was a partner. This activity led to discussions about the evolution of the clothing and fashion industry as the short circuit makes a comeback in marketing and consumption practices. In addition to hearing from experts, the entrepreneurs present were able to discuss the subject and meet for happy hour to network.

The demonstrated effectiveness of digital platforms further enabled a virtual AGM in spring 2021 and budget assembly last September. By the same token, three training sessions were organized and hosted by business members or partners of the SDC at the end of the spring. One focused on the 2021 business project grant, the other on post-pandemic return-to-work and the third on calculating the property tax contribution in a commercial lease.



Francine Michaud, local resident, with Nérée Arsenault of Immeubles Nériq, at an Esplanade Louvain happy hour in August



Panel of experts at the Fashion Event in September, featuring Arin Gintowt of Eliza Faulkner, Anny Claude Lapiere of Maison Claudel Lingerie and Paulette Kaci of Vestechpro.



The team from Jodabe & Les Griffés Agency at a Montreal Fashion Week happy hour





Canvassing and convincing  
**decision-makers**

*Meeting with Valérie Plante and Émilie Thuillier  
in the run-up to the 2021 municipal elections*

## AFTER 5 YEARS OF EXISTENCE, THE SDC DISTRICT CENTRAL'S INFLUENCE WITH DECISION-MAKERS IS CLEAR. AND 2021 WAS PARTICULARLY SUCCESSFUL IN THIS REGARD.

The municipal electoral campaign led to many representations around four main issues, namely the creation of an economic development plan for the District Central and the northern part of the city, the future of the vacant lot at 50-150 Louvain West, the development of a TOD area at the Ahuntsic and Chabanel stations and finally, the connection of the REM to the District Central.

The messages surrounding these issues were conveyed in many ways. Meetings with party leaders were held, as well as with candidates for mayor of the borough and candidates for councillor for the Saint-Sulpice District. A discussion with local business people and candidates for the mayor of the borough was also organized. A document summarizing the answers from different parties on the main issues put forward by the SDC was also distributed to the business community.

These efforts have paid off. The SDC received confirmation that a call for projects would be launched for the vacant lot at 50-150 Louvain West. With its three business pillars, the District Central was also designated at one of Montreal's three innovation zones. This status is likely to attract investment in this neighborhood.

These announcements came just at the right moment for the District and are closely related to the relaunch plan developed back in 2020. The plan was presented to Chantal Rouleau, the Minister responsible for the Metropolis and the Montréal Region, in January 2021, and was also presented to Luc Rabouin, executive committee member and person responsible for economic development at the Ville de Montréal in the spring of 2021.

The SDC also made its voice heard during the public consultation held in May 2021 by the *Société de transport de Montréal* focusing on the redesign of its bus route. By the same token, it also followed closely the implementation of the borough's local mobility plan. Convinced of the high potential of the area's attractiveness, the SDC also presented the results of its study on the potential to connect the District Central to the REM to CDPQ Infra. The findings of the study and the vision on which it is based were well received by the organization's representatives. Presented as an electoral issue, the file has not yet led to any concrete commitment on the part of the responsible authorities. However, it remains a priority and will be the subject of new representations in 2022.

The same applies for the development of a TOD area around the Ahuntsic and Chabanel stations. Involved in this file for almost two years, the SDC has made new recommendations to the borough. While the initial project was transformed into a special urban planning program (PPU), the SDC hopes to see the issues raised by the community taken into account and intends to multiply its interventions in this regard in the coming months.

The key priorities of the District's business people were also brought to the attention of Mélanie Joly who was running for re-election in Ahuntsic-Cartierville under the Liberal banner as part of the recent federal elections. She has since been re-elected and appointed as Minister of Foreign Affairs.

In addition to the concrete gains achieved, the representation made over the past year have allowed the SDC District Central to be recognized as a leading partner in all areas related to the development of the northern part of the island of Montreal. This recognition assures the local business community that their voice will be heard by the various stakeholders committed to the development of Montreal.



Meeting with Mélanie Joly to highlight the main priorities of the District Central's business community



Meeting with Valérie Plante in the context of the municipal elections



Collaborating with the territory's  
**socio-economic actors**  
on the territory

*Jean-Philippe Vermette, president of  
La Centrale Agricole, based in the District Central*

**THE DEVELOPMENT OF THE TERRITORY OR ITS REVITALIZATION REQUIRES THE COOPERATION OF VARIOUS SOCIO-ECONOMIC ACTORS. THE SDC DISTRICT CENTRAL MAKES IT A POINT TO COLLABORATE WITH ALL THE STAKEHOLDERS PRESENT ON ITS TERRITORY. SEVERAL STRUCTURING ACTIONS HAVE BEEN CARRIED OUT TO THAT END OVER THE COURSE OF 2021.**

As a member of the *Table de concertation en développement économique* of the Ahuntsic-Cartierville borough, the SDC took part in the work surrounding the creation of an economic development strategy for the borough. The process, which began in 2021, will continue in 2022.

By the same logic, in 2021, the SDC joined the Ahuntsic-Cartierville employability table. This commitment is expected to facilitate networking between the candidate pools of employability organizations and the territory's businesses and, ultimately help alleviate the labour issues that businesses are facing on a daily basis.

At the district level, the SDC also plays an active role in the work of the *Comité sur l'agriculture urbaine commerciale*. This past year, a study was conducted on the potential for the development of commercial urban agriculture on its territory and in the Hodge-Lebeau sector of the Saint-Laurent borough. The study concluded that the operation of rooftop urban farms would be economically viable. Such development would make it possible to produce close to 2,000 tonnes of fresh vegetables during the summer season and would meet the needs of close to 60,000 adults. The implementation of incentives for owners and subsidies for operators would be desirable to ensure access to spaces suitable for this type of activity and the profitability of projects. Work in this area will continue in 2022.

In addition, as in previous years, the SDC remains a member of the *Association des sociétés de développement commercial de Montréal* (ASDCM) and sits on the organization's board of directors.



Workshop on short channels in November with artists from the District Central. In the photo: Violette Dionne, Chantal Lemieux, Stewart Fletcher, and Annie Lavoie

Discussion between Delia De Gasperis and Arin Gintowt from Eliza Faulkner at the Fashion Event happy hour





Promoting the territory and  
**animating the population**  
living there

*Video shoot with Alex Sereno,  
cofounder of Barista microtorréfacteur*

**THE THREE OBJECTIVES AT THE HEART OF THE DISTRICT CENTRAL'S MISSION ARE INCREASING THE ATTRACTIVENESS OF THE TERRITORY, POSITIONING IT ON MONTREAL'S ECONOMIC SCENE AND MAKING IT A GREAT PLACE TO LIVE AND WORK. MANY ACHIEVEMENTS WERE MADE IN THE PAST YEAR.**

At the corporate level, the deployment of the brand image initiated two years ago pressed on. Through targeted campaigns across various digital platforms and search engines, the SDC multiplied its efforts to attract the attention of businesses looking for a place to do business and to promote the neighbourhood. Particular attention was also given to promoting the District Central's entrepreneurs.

By the end of 2021, three videos and 11 new promotional articles had been released. More than 630 publications had also been made on various social networks (Facebook, Instagram and LinkedIn). Combined with targeted paid media placement campaigns, these communication efforts resulted in a 129% increase of traffic to the SDC website. Paid media placement campaigns alone generated 13 million impressions and nearly 53,000 clicks. The social media strategy adopted was also a winner. In 12 months, almost 47,000 interactions were generated, an 18% growth over the last year. And that's not taking into account the 507,000 views counted on the various platforms in conjunction with the campaigns.

Also, for the first time this year, a contest aimed at attracting e-commerce businesses to the District Central was organized. Co-developed by PME MTL Centre-Ouest and the SDC, the District e-commerce contest offered more than \$100,000 in prizes, including generous incentives for establishing a business in the area. A huge success in terms of participation, this initiative led to the identification of 10 finalists, from which three winners were selected. More importantly, the showcase offered by this contest led to the establishment of four e-commerce businesses in the District Central. This initiative not only helped position the district as a major centre for technology, but also confirmed the district's potential to become Montreal's next e-commerce hub.

Backed by the gains made and eager to coordinate the efforts of various stakeholders for the future, the SDC created the Communications Committee. Comprised of representatives from local businesses, PME MTL and the SDC itself, the Committee's main objective is to promote increased communication between members of the business community. By the end of 2021, two meetings had already taken place. Other meetings are expected to follow in the coming year.



Video shoot with David Prince of Main and Local for the e-commerce video clip



Presentations by the 10 finalists of the District e-commerce contest

Vous aimez nos contenus? **les affaires** Abonnez-vous | Lire aussi

🏠 bourse mes finances blogs techno stratégie dossiers événements 🔍

Dossiers partenaires

## Un levier pour les jeunes entreprises en ligne

Publié le 02/06/2021 à 00:01

SDC DISTRICT CENTRAL

PAR SDC DISTRICT CENTRAL

SUIVEZ-NOUS [Facebook](#) [LinkedIn](#) [YouTube](#)

Le Concours **District e-commerce** bat son plein depuis le 1er mai dernier. Résultat de la synergie de PME MTL Centre-Ouest et de la Société de développement commercial (SDC) District Central, il offrira plus de 100 000 \$ aux jeunes entreprises les plus prometteuses. Conditions principales? Gérer une entreprise de commerce en ligne et installer ses locaux au **District Central!**

Campaign for the District e-commerce contest on [lesaffaires.ca](http://lesaffaires.ca)

## LIVENING UP THE NEIGHBOURHOOD

After a forced break due to the health crisis, the SDC's cultural and event programming resumed in 2021.

Popular with local residents and workers, the pop-up space on the vacant lot at 50-150 Louvain West was once again in the spotlight. Renamed Esplanade Louvain, the site was accessible on a self-serve basis from June to October. Equipped with wireless Internet access, tables, electrical outlets and a bocce court, the site welcomed many people to work, eat and relax. It also hosted six happy hour events for people inside and outside the community and an outdoor screening of the documentary *After Work*, directed by Julie Pinget, highlighting the economic mutation of cities and the transition to the digital age.

For the first time this year, the pop-up space also served as a home base for a large-scale international event. Organized by Communautique - a social economy enterprise event was in the District - as part of the Fab City Summit in Montréal, the Fab Campus was presented as an exercise in community thinking around the concept of a resilient and self-sufficient city. For two days, exhibitors, speakers and artists took turns offering various activities to workers and residents of the area. Artists, whose presence in the neighbourhood is increasingly felt, were also invited to create street murals. In total, nine pieces of art were created. For the SDC, a partner of the event, this event was also an opportunity to highlight the technology and urban manufacturing hubs of the area.

On another note, in September, Esplanade Louvain hosted an event to raise awareness of mobility and sustainable transportation issues. The *Midi de la mobilité* allowed passers-by not only to try out different products, but to learn about sustainable transportation alternatives. Esplanade Louvain was also part of a survey conducted in the spring in of 2021 to document the travel habits of workers before and during confinement, as well as their post-pandemic intentions, and the installation of new person counters to document pedestrian habits in the area.

*Thanina and Geneviève of the SDC working outdoors at Esplanade Louvain*



*Cinéma sous les étoiles at Esplanade Louvain*





In order to adapt to the pandemic context, the SDC also modified its traditional street animation offering. In collaboration with *La Centrale des artistes*, nine temporary animations and public space installations were created in several sectors of the District, at different times of the day and days of the week. The pop-up works of art, theatrical and circus animations, and other musical and dance performances grouped under the *Escale* banner delighted more than 500 passers-by.

On a more permanent basis, the SDC confirmed during the last year the completion of a third mural on its territory. Created by the firm LNDMRK, the piece that was created by Les Frères Lama will be unveiled on the facade of 9200 Meilleur Street in the spring of 2022. You don't want to miss it!



Michèle of the SDC testing an e-bike from Fabulous eBikes at September's *Midi de la Mobilité*



Street painting at Fab Campus



*Escale* events



Resources  
**dedicated**  
to the community

*Marie-Ève Lupien of Bateau Bateau and Thanina  
of the SDC discussing the company's raw materials*

**THE WORK ACCOMPLISHED ON THE TERRITORY IS MADE POSSIBLE BY A TEAM OF TALENTED PROFESSIONALS. 2021, A YEAR OF GROWTH, SAW THE SDC TEAM GROW AND THE TOOLS AT ITS DISPOSAL IMPROVE.**

Over the past 12 months, three new positions were created. All of these positions are related to promising projects at the heart of the District's relaunch plan. The Connector of Opportunities project led to the hiring of two project managers, while the third project, aimed at developing the SDC's client-market intelligence, led to the creation of a marketing and business intelligence position.

In terms of tools, the content of the CRM has been considerably enriched over the past year. Member-specific records, in particular, were documented and new field data on members was integrated. In the wake of the Connector of Opportunities project, functionalities related to issues and the needs of members in the client management tool were also improved and new dashboards were developed. Given that the tool is designed to allow networking and business development with and among members, there is no doubt that the additions made will prove to be valuable assets.

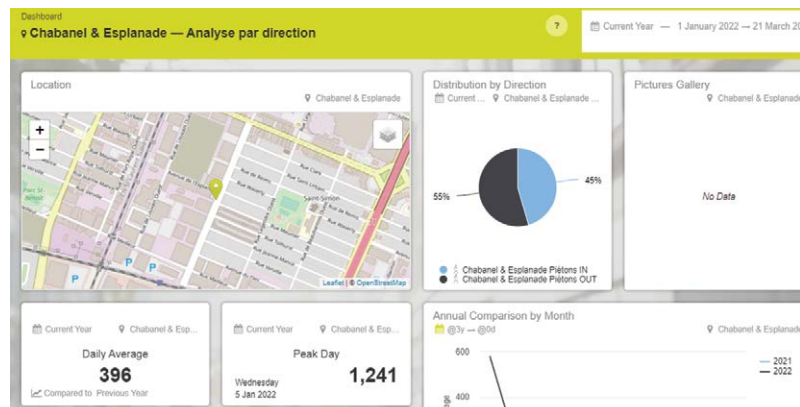
The same goes for the communication platform intended for member businesses, for which a working committee was created. This new tool is still in its design phase and should be available in 2022 and will facilitate the sharing of information among members and the emergence of collaborative projects within the territory.

In addition, in support of the SDC's desire to increase the attractiveness of the District Central and position it on Montreal's economic scene, some improvements were made to the organization's website. In addition to updating and uploading new content, the electronic showcase has been enriched by a new section dedicated to the Connector of Opportunities project.

Finally, since all growth requires structure, the Governance Committee pursued its work in 2021. Its members put the finishing touches on a contract management policy as well as a code of ethics and code of conduct for its administrators, officers and observers. Future work will include the development of an employee handbook, a human resources policy, and an employer brand.



SDC District Central team



CRM dashboard with statistics from pedestrian counters



Governance Committee, chaired by Lina Aristeo, founding lawyer at Plûme



# balance sheet

|  | 2021              |
|--|-------------------|
| <b>REVENUES</b>  |                   |
| <b>Member contributions</b>  | 736,310           |
| <b>Funding</b>   |                   |
| Borough of Ahuntsic-Cartierville - Project   | 20,000            |
| Borough of Ahuntsic-Cartierville - Operations  | 100,000           |
| Financial support program for interventions aiming at the improvement of the businesses carried out by SDCs        | 100,000           |
| Socio-financing campaign   | 25,000            |
| Fonds d'initiative et de rayonnement de la métropole   | 100,000           |
| <b>Interest on member contributions</b>  | 18,563            |
| <b>Other revenues</b>  | 3,542             |
|  | <b>1,103,415</b>  |
| <b>Irrecoverable debts</b>   | (34,805)          |
|  | <b>1,068,610</b>  |
| <b>EXPENSES</b>  |                   |
| <b>Financial support program for interventions aiming at the improvement of the businesses carried out by SDCs</b> | 100 000           |
| <b>Administration fees</b>   | 160,756           |
| <b>Economic development</b>  | 175,597           |
| <b>Member services</b>   | 49,214            |
| <b>Communications and marketing</b>  | 208,975           |
| <b>Animation and events</b>  | 54,698            |
| <b>Territory development and operation</b>   | 98,973            |
| <b>Socio-financing campaign</b>  | 25,000            |
|  | <b>873,213</b>    |
| <b>EXCESS OF REVENUE OVER OPERATING EXPENDITURES</b>   | <b>\$ 195,397</b> |
| <b>OTHER ELEMENT</b>   |                   |
| Canada Emergency Wage Subsidy  | 70,825            |
| Rent Subsidy   | 6,268             |
|  | <b>77,093</b>     |
| <b>EXCESS OF REVENUE OVER EXPENSES</b>   | <b>\$ 272,490</b> |

## and projections for 2022

2021 produced a surplus of \$272,490 for the SDC District Central. This result can be attributed to two main factors. The first is the increase in revenue of some \$200,000 from the financial assistance granted by the various levels of government, including the *Fonds d'initiative et de rayonnement de la métropole* (FIRM). The second is a decrease in certain expenditures due to the pandemic, specifically in the case of amounts generally allocated to the organization of events and outreach.

Optimistic about the future, in September 2021, members nonetheless adopted an operating budget of \$1,082,676 for the coming year.

These amounts will allow the SDC to move forward with the deployment of the Connector of Opportunities project, which is in its second year of existence thanks to the funding provided through FIRM and, to hire a new resource financed by Services Québec to implement new services for businesses, particularly in the area of human resources.

### The SDC also intends to take advantage of the budget available to:

- Support the return of Esplanade Louvain, the District Central's pop-up space
- Pursue its communication efforts to promote the territory and its businesses by relying on ambassadors and public affairs, among other things
- Further develop the three key projects included in the relaunch plan
- Work on the development of an industrial merchant concept
- Launch the Builders' Program by organizing a real estate event and an outreach campaign
- Pursue work related to urban planning and mobility:
  - Call for urban and innovative projects for the vacant lot at 50-150 Louvain West
  - Connection of the REM to the District Central
  - Development of a TOD area at the District's stations
  - Development of an ethical economic charter for the District Central
  - Plan to sign a project between the territory and UQAM
  - Parking, safety and trucking issues, local travel plan
  - Raising awareness of sustainable modes of transportation



*The Board of Directors team at an Esplanade Louvain happy hour in August 2021. Absent from the photo: Lina A. Aristeo and Gabriel Tupula Yamba*

# a solid foundation in the business community

## 2021 board of directors



**Delia De Gasperis, cpa, ca**  
CGS Québec Inc.  
Chairman



**Lina A. Aristeo**  
Plûme



**Howard Szlavetz**  
Les Immeubles HS



**Eyal Cohen**  
Marcarko  
Vice-chairman



**Michel Caumartin**  
Quadreal,  
Marché Central



**Émilie Thuillier**  
Mayor of Ahuntsic-  
Cartierville



**Laetitia Bedout**  
ZA Communication  
Secretary & Treasurer



**Hicham Jerando**  
Services J.T.D.



**Gabriel Tupula Yamba**  
Big Bang

## SDC District Central team



**Thanina Ameziane**  
Connector of  
Opportunities  
Project Manager



**Elena Di Stefano**  
Relationship Marketing  
and Business Intelligence  
Coordinator



**Michèle Ky**  
Administrative  
& Member Services  
Coordinator



**Nathalie Brissette**  
Builder's Program  
Project Manager



**Geneviève Dufour,**  
Director of Strategy  
& Business Relations



**Stéphanie Rault**  
Communication,  
Marketing & Events  
Manager

## builder's committee

**Nérée Arsenault**  
Immeubles Nèrik

**Michel Caumartin**  
Quadreal-Marché Central

**Eyal Cohen**  
Marcarko-555 Chabanel

**Albert Ezerzer**  
Groupe Dayan

**Frédéric Lizotte**  
AEDN Realty

**Howard Szalavetz**  
Les Immeubles HS

**Érik Tremblay**  
Immeubles Nèrik

**Nathalie Brissette**  
SDC District Central

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## vacant lot-design, charrette experts' committee

**Emmanuel Amar**  
IDX Design + Com

**Maxime Brosseau**  
Zaraté Lavigne Architectes

**Stéphanie Cardinal**  
Humà Design + Architecture

**Carolyn Kelly Dorais**  
Zaraté Lavigne Architectes

**Alie-Clarence Dupuis**  
Mural & LNDMRK

**Lorelei L'Affeter**  
Humà Design + Architecture

**Michel Lauzon**  
LAAB collective

**Nancy Picard**  
ÉCO transition

**Anne-Catherine Richard**  
Humà Design + Architecture

**Jacqueline Saucier**  
Fonds immobilier de solidarité  
FTQ

**Martine Peyton**  
ELEMENTS Planification urbaine

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## urban planning committee

**Jacqueline Saucier**  
Fonds immobilier de solidarité  
FTQ - Présidente du comité

**Maxime Brosseau**  
Zaraté Lavigne Architectes

**Clément Canac Marquis**  
Concerts Ahuntsic en Fugue

**Michel Caumartin**  
Quadreal-Marché Central

**Delia De Gasperis**  
CGS Québec Inc.

**Frédéric Lizotte**  
AEDN Realty

**Martine Peyton**  
Éléments Planification urbaine

**Adnane Ramromi**  
Groupe SolAirEau

**Maxime Savaria**  
Résident

**Sylvain Simard**  
Simard Architecture

**Howard Szalavetz**  
Les Immeubles HS

**Gabriel Tupula Yamba**  
Big Bang

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## governance committee

**Lina A. Aristeo**  
Plûme - Présidente du comité

**Laetitia Bedout**  
ZA Communication

**Delia De Gasperis**  
CGS Québec Inc.

**Michèle Ky**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## communication platform committee

**Laetitia Bedout**  
ZA Communication

**Charles Benoualid**  
CGS Québec Inc.

**Stéphanie Rault**  
SDC District Central

## mobility committee

**Eyal Cohen**  
Marcarko-555 Chabanel

**Albert Ezerzer**  
Groupe Dayan

**Alain Gagné**  
PCI Automatisation Industrielle

**Zeina Haddad**  
Les Immeubles HS

**Carolyn Kelly Dorais**  
Zaraté Lavigne Architectes

**Frédéric Lizotte**  
AEDN Realty

**Olivier L. Pouliot**  
Société de transport de Montréal

**Francine Michaud**  
Résidente

**Marc-André Perron**  
PME MTL Centre-Ouest

**Lucile Walz**  
MOBA

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## communications committee

**Kim Boutin**  
Parallèle K

**Dan Delmar**  
AEDN Realty/Groupe Lamour

**Stéphanie Gauthier**  
Agence Jodabe & Les Griffés

**Marine Lecoq**  
PME MTL Centre-Ouest

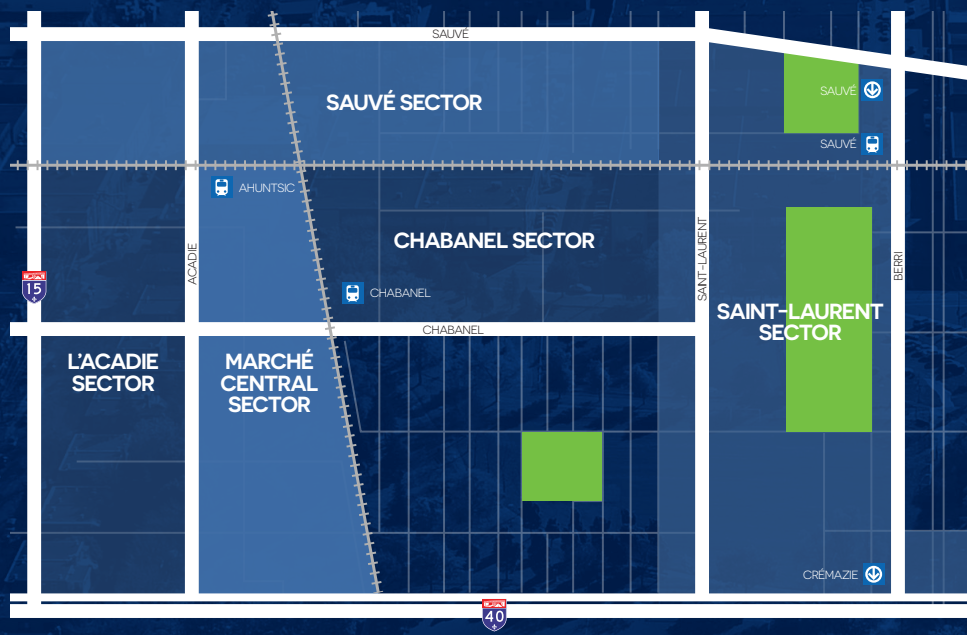
**Alex Sereno**  
Barista microtorréfacteur

**Francine St-Laurent**  
ZA Communication

**Jean-Philippe Vermette**  
La Centrale agricole

**Stéphanie Rault**  
SDC District Central

# A new world of business is right **here**



**WOULD YOU LIKE TO CREATE, INNOVATE AND SHINE?**

Get in touch with our team  
and see what they can do for you!

The 2021 Activity Report  
is available in French on  
the SDC District Central  
website.

SDC **DISTRICT  
CENTRAL**

555 Chabanel West  
Suite R-02A  
Montreal, Quebec H2N 2H7  
514 379-3232  
[district-central.ca](http://district-central.ca)

