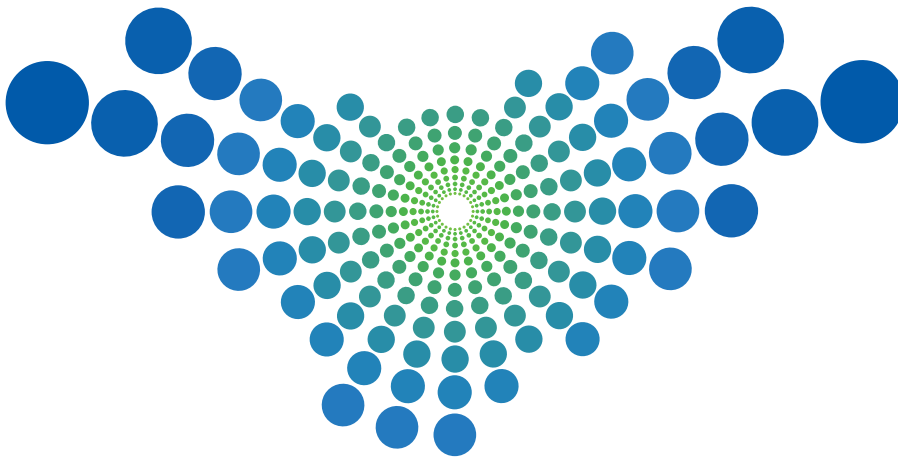


SDC ●●●
DISTRICT
CENTRAL

activity 2019
REPORT



2



the District Central is

Close to

1,800

businesses

united to develop a sector with outstanding economic, urban and human potential.

25,000

workers

The 4th highest concentration of employment in Montreal.

3 business pillars



+



+



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.

5

sectors with distinct yet perfectly complementary ambiances

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-ups, fashion, light industry and technology

SAINT-LAURENT
sector

Retail stores and service businesses

message from the chairman of the board



In March 2019, I was appointed Chairperson of the SDC's Board of Directors. Not only is this new role a great honour for me, but it helped me to quickly reflect on the invaluable work done by this neutral and structured development organization. A lot has already been done including the creation of a distinctive brand image for the territory, attracting new business to the area, and bringing cultural animation to the area. In just three years, since its inception in 2016, the SDC has succeeded in positioning the district advantageously in political, economic, and media spheres throughout the Greater Montreal area. This is the first achievement of its kind for the territory and we should all be so proud!

That said, while the SDC's fiscal position is sound today, the long-term viability of its budget and consequently its existence is not guaranteed. Faced with a flagrant lack of manpower throughout much of Quebec, this not only poses a risk to the sustainability of the SDC but also puts additional pressure on the conditions that must be put in place to attract and retain quality professionals. At stake is the organization's ability to offer its members the services they have the right to expect.

Last September, in an attempt to ensure the continued existence and efficiency of the organization, members adopted a budget involving an increase in membership fees. This increase was the first ever since the SDC's creation. We recognize that for some businesses, we are asking for a lot even though the new fees required remain the lowest on the Island of Montreal. In our opinion, mortgaging the future of a structure that works daily for the good of us all is not an option. Instead, we have chosen to give ourselves the means to achieve our ambitions; to build together a sector with high economic, urban and human potential.

Thank you for believing in us!

Delia De Gasperis

Strategic Business Development Advisor
CGS inc.

message from the executive director



Knowing where you want to go is the best way to finding the path to get there. The same holds true for businesses. That is why, in its first three years of existence, the SDC has devoted a great deal of effort to defining a common vision and identifying clear objectives, including the goal of integrating the territory in Montreal's economic system. The target was ambitious, yet still possible, as reflected in the achievements presented in this activity report.

After numerous representations, the SDC has succeeded in making the voice of the territory's business owners heard in major files. One example is the development of the vacant lot at 50-150 Louvain Ouest, in which corporate citizens will be called upon to collaborate. For a neighbourhood in need of revitalization, this kind of project can literally change the course of its history. There is a world of infinite possibilities available to us; now is the time to seize this opportunity. The same goes for the local economic development plan which was confirmed for 2020.

In other words, if the gains are significantly higher, the work has only just begun. We must remain vigilant in order to ensure the interests of local business owners are considered and that the projects put forward are structuring for the sector, not only from an economic and social point of view, but also from an environmental point of view. My team and I intend to do everything possible to achieve this goal. I would also like to take this opportunity to thank the Board of Directors for their continued trust in us. I am convinced that the courageous decision recently taken with respect to the SDC's budget and in favour of the organization's sustainability will allow us to adequately combine the challenges imposed by our environment and the services our members have to come expect on a daily basis.

H el ene Veilleux

2019 at a glance

Round table on immigration initiated by the MP for Ahuntsic-Cartierville and the Minister of Economic Development and Official Languages, Mélanie Joly

january



HR workshop
Arrival of a new Project Manager - Communications, Marketing and Events

february

Presentation of the District Central at the Major Metropolitan Projects Strategic Forum

Foodtrucks on Chabanel and Vélo-Fête events

may



april

Tabling of the SDC District Central's business plan to the Ville de Montréal



march

Presentation and adoption of a brief on the future of the vacant lot at 50-150 Louvain Ouest



june to september

Swing ton lunch at Place Iona-Monahan
Animation of the Green haüs ephemeral space

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

august



Deployment of the outreach
campaign, particularly in the *Les
Affaires* newspaper, on the CBC
website and on social media

october



Consolidation
of the SDC's team of
professionals with
Member Services
and Business
Development

Implementation
of a CRM tool

december



september

Networking evening and space
visits with property owners



november

Mayor Valerie Plante visits
the District Central

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

2019 highlights



Presentation at the Strategic Forum on major metropolitan projects on May 6, 2019

INCREASING THE APPEAL OF THE TERRITORY

In keeping with the mission of the SDC, “to breathe new life into this legendary district”, isn’t possible without a communication effort. Launched in November 2018, the District Central’s new brand image was deployed for the first time in 2019.

The renewed identity of the territory was unveiled to the public in various ways. At the local level, the SDC relied on social media networks to promote the territory and its actors. Delivered through several videos and publications, the strategy made it possible to promote the events proposed and the businesses in the area and their innovative strength, among other things through the *Pearls of the District Central* section.

To ensure outreach in the Greater Montreal area, a content strategy was deployed in two media, one Francophone, *Les Affaires*, and the other Anglophone, CBC. Both digital and print platforms were used starting in February to broadcast articles, banners, partner files and photos showcasing the District’s three poles of business and its local businesses. In November, presence on these platforms had generated 155,000 advertising prints and 3,400-page views among 66,000 readers of *Les Affaires*. The campaign also benefitted from excellent visibility on the CBC website with more than 5,000 page views.

In the same vein, the District Central team gave a presentation to some 600 leaders, business people and real estate developers at the Major Metropolitan Projects Strategic Forum organized by The Chamber of Commerce of Metropolitan Montreal in May 2019. This exercise was an opportunity to position the business district in the Greater Montreal area. With the same objective in mind, the District Central also organized a networking event for real estate developers in summer 2019 at the Green haüs space.

In addition, for the second consecutive year, thanks to the collaboration of the Ahuntsic-Cartierville borough, certain businesses in the District were visited by elected officials, including Mayor Valérie Plante, who acknowledged the dynamism of the area and the important role of the SDC.

Lastly, in response to the labour needs expressed by the District’s business people, the SDC offered to showcase the territory’s local businesses by having a booth at the Salon RH/Mode in March 2019.

“The District Central was able to create a new, strong and clear brand image for this major business hub while mobilizing its members throughout the territory. In 2019, the District Central continued its transformation by welcoming new businesses and organizations active in the sectors targeted by the SDC.”

- Émilie Thuillier,
Mayor of Ahuntsic-Cartierville

Shooting with members for the video clip about the future of the vacant lot

Salon RH/Mode in March 2019

Media campaign on lesaffaires.ca





Public consultation for the planning of the TOD sector of Chabanel and Ahuntsic train stations in October 2019



Tabling of a brief on the future of the vacant lot at 50-150 Louvain Ouest

REPRESENTING THE INTERESTS OF DISTRICT CENTRAL BUSINESSES

As the voice of the District Central, the SDC also increased its representation in 2019. Among the main files of interest were the participation in the work of the project office for the study of potential TOD (Transit Oriented Development) areas around the Ahuntsic and Chabanel stations and the presentation in March of a brief on the future of the vacant lot at 50-150 Louvain Ouest. In both cases, the innovative nature of the comments made by the SDC's Urban Planning Committee was emphasized by the borough mayor. Follow-up on these projects is expected in the coming year.

The SDC's sustained promotional efforts with respect to the economic, social and environmental potential of the District Central and the mobilization of the territory's various socio-economic actors also highlighted the importance of being able to rely on a local economic development plan. At the start of 2020, the City's *Service de développement économique* confirmed its intention of moving forward with such a project. For the SDC, this announcement marks the final step in positioning the District at the top of Montreal's economic scene.

Similarly, two meetings were scheduled with the MP for Ahuntsic-Cartierville and Minister of Economic Development and Official Languages, Mélanie Joly, one on immigration and the other to discuss priorities related to the territory's development.

"The SDC District Central played a catalytic role with stakeholders and its members and tabled a brief on the economic and social potential of the vacant lot at 50-150 Louvain Ouest. I am proud to work with the SDC and commend the activities of the Urban Planning Committee, which allows us to rally around a single vision and explore the possibilities offered by this land located in the heart of the Chabanel sector."

- Mélanie Joly, MP for Ahuntsic-Cartierville and Minister of Economic Development and Official Languages



Urban Planning committee meeting

Swing ton lunch
at Place Iona-Monahan



2nd edition of *La Classique du District Central* in August 2019

CREATING A LIVING ENVIRONMENT

Beyond economic development, the actions of the SDC District Central are aimed at creating an attractive living environment for both workers in the area and for residents. To achieve this, year after year, a great deal of energy is invested in animating the area. The past 12 months have been no exception to the rule.

The ephemeral Green haüs space on the vacant lot at 50-150 Louvain Ouest was the scene of 48 social and cultural events, including *Movies Under the Stars* and the second edition of *La Classique du District Central*. Held in mid-August, this summer outdoor concert was attended by more than 500 spectators, with attendance up 30% over the previous year. Organized in collaboration with *Concerts Ahuntsic en Fugue*, this year's event featured the *Orchestre des berges d'Ahuntsic-Cartierville*, an ephemeral orchestra bringing together established professional musicians and renowned soloists.

Similarly, for a third consecutive year, from June to September, workers and residents of the area were able to enjoy musical entertainment every Thursday during lunchtime at Place Iona-Monahan. An undeniable success, these musical events, more commonly known as *Swing ton lunch*, welcomed almost 200 people each week. Just like the previous year, businesses from the District Central were specially chosen for the occasion to showcase their products and services to participants.

For the first time, three food trucks were made available to the public on Chabanel Street. Accompanied by a collective of musicians, including a DJ and clarinetist, their presence attracted more than 300 visitors. This noteworthy success has opened the door to a renewed offer in 2020.

Efforts to improve the environment were also pursued in 2019. Under the leadership of Yves Laroche, the District Central's new Culture Promoter, the fruitful collaboration between the private sector — through real estate owners —, the SDC and the borough finally led to the emergence

of a second mural project. The creation and inauguration of the public art piece was postponed until 2020 due to the early onslaught of winter weather.

“The SDC succeeded in getting neighbourhood workers outdoors by setting up meeting places. The Green haüs ephemeral village is the perfect example. Its summer programming was the perfect approach to achieving work-life balance, which is the SDC's raison d'être.”

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

Cinéma sous les étoiles at Green haüs



Foodtrucks on Chabanel event



Green haüs





Annual General Meeting in March 2019

MAKING OPPORTUNITIES TO MEET AND NETWORK POSSIBLE

In addition to summer activities open to all, SDC members were able to take part in events organized specially for them. This includes the end-of-year networking cocktail party exclusively reserved for members. A sign that a business community is being built, this event welcomed 40% more participants than in 2018. Door prizes, donated by certain members including Marché Central, Kokoro and Solemer restaurants and Barista Café, were given away to participants.

The Annual General Assembly (AGA) in March 2019 also falls into this category. The AGA is not only an opportunity for the SDC to present its accomplishments over the past year and its forecast for 2019, but this year's AGA resulted in the election of members to the Board of Directors, including Chairperson Delia De Gasperis. The fiscal year also included a general budget meeting in September 2019, to discuss budget and development. The assembly voted to increase membership fees to give itself the means to achieve its goals. Among other things, this increase will allow the SDC to recruit and retain a skilled and trained workforce to provide the services expected by members.

For the first time this year, training on human resources management was made available to members at the beginning of 2019.

End-of-the-year Cocktail on Novembre 21, 2019





Transportation
Committee meeting

PROMOTING ACCESSIBILITY AND MOBILITY

Since the beginning of its activities, the SDC District Central has made accessibility and mobility a primary focus. Building on the gains made with respect to public transit in the area, the SDC's Public Transportation Committee undertook a study on off-street parking, including meeting with restaurant owners to discuss parking-related issues. These members also took part in consultations related to the development of the borough's Local Mobility Plan. Most of the recommendations made by SDC representatives were taken into account in the document adopted in December 2019. That said, a certain number of concrete measures are still expected based on the actions proposed and the Committee intends to keep a close eye on this file over the next year. The authorities have also expressed their desire to see the SDC play a role in the implementation of this plan in 2020.

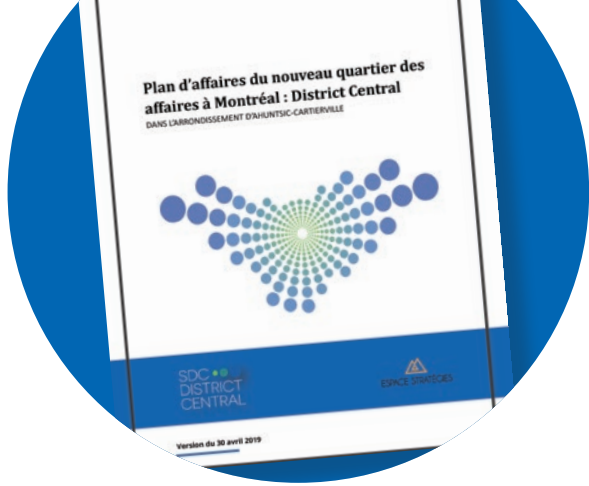
In an effort to encourage biking and the use of alternative transportation in the borough, the District held its second Bike Fest and Park(in) Day. In May, Bike Fest gathered more than 100 participants, 44 of which took the opportunity to have their bikes adjusted free of charge for the new season by Cyclochrome. Just as many people took advantage of the local edition of Park(in) Day to raise awareness about the various modes of transportation available in the District.

Park(ing) Day event in Septembre 2019



Vélo-Fête event in May 2019





(RE)STRUCTURING TO BETTER SERVE MEMBERS

In order to bring its mission to life and solidify its presence within the Montreal area, the SDC must also be able to count on the clear orientations and resources likely to support its actions.

This past year saw the development of the organization's first business plan. Tabled in April 2019 to the Ville de Montréal, this document outlines the projected business model and sets the stage for the introduction of a new financing method involving members, real estate developers, the borough and the Ville de Montréal. Sort of like a business card developed to support the SDC District Central in its representations to various authorities, the business plan was developed by a steering committee and is the product of numerous consultations with member companies and the sector's socio-economic partners. As a whole, it reflects the aspirations of the entire community.

Significant efforts have also been made to structure the day-to-day operations of the SDC. In particular, three new professional resources joined the team: a project manager in communications, marketing and events, a director of strategy and business relations and a coordinator dedicated to the administration and support of members. To support this team, a governance committee was set up and will be responsible for the development of internal operating policies, including a contract management policy as well as various policies related to human resources management, including a policy on psychological harassment.

Finally, as announced last year, the SDC has acquired a client management tool (CRM). Spearheading action on the ground, this now implemented tool provides access to an exhaustive database of members. The second step will consist in adding information related to businesses in order to create links and better target the needs of members based on their profile. A partnership agreement has been entered into with PME-MTL to identify industrial companies and their needs.

“The SDC has equipped itself with an essential development tool: its business plan. A new step was taken in 2019 to lead the SDC to develop structuring, innovative and unifying projects for the District Central. Projects that will reinforce the strong ties within the ecosystem, but also that will have a positive impact on the territory and the businesses established there.”

- Christine St-Pierre, Member for Acadie



balance sheet and projections for 2020

	2019
REVENUES	
Funding	
Borough of Ahuntsic-Cartierville - Operations	\$ 60 000
Borough of Ahuntsic-Cartierville - Quota-share	60 000
Financial support program for interventions aiming at the improvement of the businesses carried out by SDCs	70 000
Member contributions	492 194
Interest on member contributions	8 092
Other revenues	5 904
	696 190
Irrecoverable debts	(9 197)
	686 993
EXPENSES	
Financial support program for interventions aiming at the improvement of the businesses carried out by SDCs	70 000
Administration fees	127 655
Economic development	109 347
Member services	64 995
Communications and marketing	143 831
Animation and events	81 851
Territory development and operation	119 237
	716 916
EXCESS OF REVENUES	\$ (29 923)

2019 produced a deficit of \$29,923 for the SDC District Central. This is a much smaller shortfall than originally planned, in part because of the rigour with which the budget was managed. A large part of the sums used was devoted to animating and showcasing the territory in order to increase its appeal and influence in the Montreal ecosystem.

An operating budget of \$876,901 was adopted for 2020 at the Annual Budget Assembly. These funds will contribute to the realization of several projects.s.

- [Implementation of the business plan tabled in 2019 and search for promising projects with members and partners](#)
- Representation and active participation in the future of the vacant lot at 50-150 Louvain Ouest
- [Work in collaboration with the *Ville de Montréal's Service de développement économique* to develop an economic vision for the District Central](#)
- Outreach campaign of the District Central and members, locally and throughout the Greater Montreal area
- [Realization of a second mural](#)
- Involvement in FAB16, international meeting of Fab Labs under the theme Fabricating the Commons - Fab Campus at District Central this summer
- [Welcome and support for the Green Haüs ephemeral space for a second year](#)
- Operationalization of the CRM

a mobilized community

2019 board of directors



Delia De Gasperis
(CGS inc.),
chairman



Michelle Merhi
(Cocktail Antabli),
secretary



Émilie Thuillier
(Mayor of
Ahuntsic-
Cartierville)



Eyal Cohen
(Marcarko),
vice-chairman



Michel Caumartin
(Quadreal -
Marché Central)



**Maude Théroux-
Séguin**
(Les Cavistes)



Laetitia Bedout
(Pixmob),
treasurer



Reynald Medalsy
(AMS Diffusion)



**Gabriel Tupula
Yamba**
(Big Bang ERP)



The Board of Directors team at the annual general meeting in March 2019. Missing from the photo: Émilie Thuillier.

urban planning committee

Jacqueline Saucier
Fonds Immobilier de solidarité
FTQ (chair of the committee)

Clément Canac Marquis
Ahuntsic en Fugue

Michel Caumartin
Marché Central, Quadreal

Delia De Gasperis
CGS inc.

Frédéric Lizotte
AEDN Realty

Martine Peyton
Éléments Planification urbaine

Adnane Ramromi
Sol Air Eau

Maxime Savaria
Resident and civil
engineering student

Sylvain Simard
Simard Architecture

Howard Szalavetz
HS Properties

Gabriel Tupula Yamba
Big Bang ERP

Hélène Veilleux
SDC District Central

Geneviève Dufour
SDC District Central

transportation committee

Caroline Cauchon
Dupras Ledoux Ingénieurs

Frédéric Chatillon
La Passerelle

Eyal Cohen
Marcarko

Alina Drobysheva
Big Bang ERP

Albert Ezerzer
Groupe Dayan

Alain Gagné
PCI Automatisation Industrielle

Émilie Joly
MOBA

Frédéric Lizotte
AEDN Realty

Marc-André Perron
PME MTL Centre-Ouest

Howard Szalavetz
HS Properties

Hélène Veilleux
SDC District Central

Geneviève Dufour
SDC District Central

strategic and business plan steering committee

Laetitia Bedout
Pixmob

Clément Canac Marquis
Ahuntsic en Fugue

Delia De Gasperis
CGS inc.

Eyal Cohen
Marcarko

Jacqueline Kost
Centre québécois d'innovation
en commerce

Maude Théroux-Séguin
Les Cavistes

Jean-François Soulières
commissaire au développement
économique de l'arrondissement

Hélène Veilleux
SDC District Central

governance committee

Laetitia Bedout
Pixmob

Delia De Gasperis
CGS inc.

Maude Théroux-Séguin
Les Cavistes

Hélène Veilleux
SDC District Central

a team in action



Hélène Veilleux
Executive Director



Geneviève Dufour
Strategy & Business
Relations Director

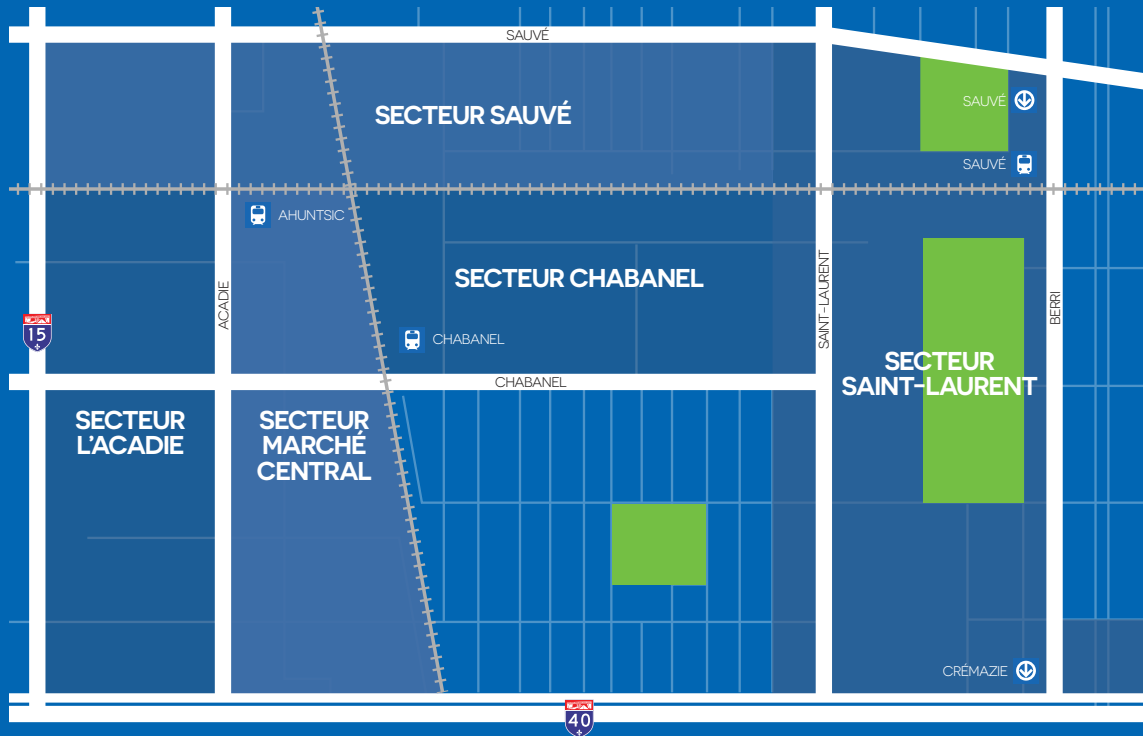


Gwen Formal
Communication,
Marketing & Events
Project Manager



Johanne Valiquette
Administration and
Member Services
Coordinator

To learn more about what the SDC can do for you, contact a member of our team!



Thank you to our partners

SDC
DISTRICT
CENTRAL



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For a copy of the
2019 Activity Report
in French, visit the
SDC District Central
website.

Montréal

Ahuntsic-Cartierville
Montréal