

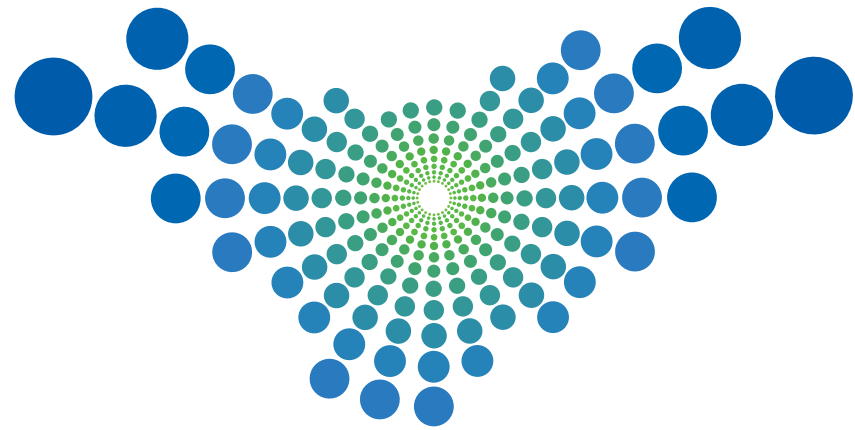


SDC ●●●
DISTRICT
CENTRAL

2023

activity

REPORT



the District Central is

2,100
businesses

grouped together to develop a sector with high economic urban and human potential.

25,000
workers

and the potential to accommodate up to 40,000 workers

3 business pillars



Private money invested in outreach, animation, and development of the neighbourhood

\$3,9 M

one mission

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

message from the chair of the board and executive director

The year 2023 marks an important milestone for the SDC District Central, one of concrete, high-impact interventions for the area. It's a long-awaited and well thought out step, more importantly one that is firmly anchored in the social and economic fabric of a neighbourhood that has not yet finished making a name for itself.

Echoing the new strategic orientations adopted, the achievements presented in this annual report reflect the ongoing metamorphosis and the many projects and initiatives that embody it.

At the heart of this movement is the Territory Signature and its emblematic Prairie Louvain, blanketed with some 10,000 sunflowers in 2023. A resounding success, this initiative marks the first stage in the planned actions for the territory over the next five years to support the emergence of the desired new business district. It offers a clear and tangible response to the needs expressed by the district's workers, business leaders, residents, and visitors over the years. What's more, it offers a real opportunity to accelerate the development and recognition of the area. One need look no further than the unprecedented media coverage the District has received over the past year for proof of this.

As attractive as the plan may be, it doesn't overshadow the day-to-day work we do to support local businesses. Again this year, the Connector of Opportunities project and the Builders' Program, for example, have brought many new connections to life. And that's not counting the collaboration circles, newly formed communities of experts, ongoing human resources services and a communications platform in the making.

None of this would have been possible without the calculated risks taken by the SDC in choosing to reinvest its budget surpluses in promising projects for the business community and the local population.

A choice made with courage and creativity by the team in place, and one which is yielding results.

A choice confidently supported by a bold and tenacious Board of Directors.

A choice tinged with the sensibility of leaders that reflects on the whole community and opens the way to all possibilities for the District Central.



Delia De Gasperis, cpa, ca
Chair of the Board of Directors



Hélène Veilleux
Executive Director

3 km²
of territory

25 million
square foot of commercial and office space

4th
largest employment hub in Montréal

320
non-residential properties

\$ 2,5 B
in total value of non-residential buildings

highlights of 2023

- Representations on the urban plan for the vacant lot at 50-150 Louvain West and at PPU District Central
- Proposal for the first “En mode circulaire” workshops with Concertation MTL
- Campus Fab City presented collaboratively with Communautique
- Implementation of Phase 1 of the Signature Intervention Plan — La Prairie Louvain
- Grand Défilé du District Central/ Montreal Fashion Week
- Launch of shared parking facilities
- Unveiling of three new murals
- Initiation of the development of a communication platform

Business model workshop
 “En mode circulaire”
 with Concertation MTL
 - April 26



Unveiling of the **Signature Intervention Plan**
 at the 5 à 7
 - May 17



Visit to the **Maison Marie Saint Pierre**
 workshop as part of
 Campus Fab City
 - June 15



Mobility Committee
 - July 12



Évasion, mural
 at 105 Chabanel
 Street West



Sunflower field
 La Prairie Louvain



Local companies present
 their new collections at
 the **Grand Défilé**
 du District Central
 - September 19



Mural at
 333 Chabanel
 Street West



Grand Défilé
 District Central as
 part of Montréal
 Fashion Week
 - September 19

a dynamic and attractive living environment

6

Breathing new life into a neighbourhood also means creating a living environment where it feels good to live, work and play. The year 2023 was also a year of significant progress in this area.

DISTRICT CENTRAL SIGNATURE

Developed in 2022 and presented to the community in May 2023, the District Central's Signature Intervention Plan has taken off over the past year. Embodied by La Prairie Louvain, a field of 10,000 sunflowers occupying part of the vacant lot at 50-150 Louvain West, phase 1 of the plan was a resounding success. Initiated by the SDC District Central, the landscaping initiative required the collaboration of numerous partners, including the non-profit organization Îlot 84, Laboratoire sur l'agriculture urbaine and a consortium of designers formed by the firms Zaraté Lavigne Architectes, Humà Design + Architecture and En temps et lieu. Financially supported by Tourisme Montréal, YUL Aéroport de Montréal and the Ville de Montréal, the project generated unprecedented media coverage for the area.



Partners of La Prairie Louvain at the project launch 5 à 7 - May 17

PUBLIC ART

Three new murals were unveiled in 2023, bringing the number of public artworks to 6 in the District Central.

Inauguration of the "Femmes d'Acier" mural at the Saint-Simon Park Chalet - October 18



Évasion/105 Chabanel West

Mural produced by DinoArt. Initiative supported and financed by the SDC District Central with contributions from Groupe LTJ and the borough of Ahuntsic-Cartierville.

333 Chabanel West

A mural on the theme of cultural biodiversity produced by Mono Sourcil (Yves Laroche Galerie d'art/producer). An initiative supported and financed by the SDC District Central, with contributions from Immeubles HS and the borough of Ahuntsic-Cartierville.

Femmes d'Acier / Saint-Simon Park Chalet

Mural produced by Nicole Boyce and LNK Art. An initiative of the Femmes d'acier committee supported by Prévention du crime Ahuntsic-Cartierville (PCAC). With the financial support of the SDC District Central, the Club de l'âge d'or Jean Cabot, the Centre des femmes solidaires et engagées and the borough of Ahuntsic-Cartierville.

ACTIVITIES AND EVENTS

In addition to the return of regular activities, the District Central's programming was marked by a number of new features in 2023. The proposed activities attracted not only District Central residents and workers, but also visitors and tourists, generating record numbers of visitors to the area.

Esplanade Louvain — Pop-up space in the District Central May to October 2023

Open, self-service space for working, eating, and relaxing outdoors, with Wi-Fi, tables, play areas, etc. Adjacent to the Ville en Vert vegetable garden, the Laboratoire sur l'agriculture urbaine green house and La Prairie Louvain.

- Community programming and 5 à 7 Aire Commune every Thursday night.
- 17 corporate members received for events.
- More than 5,000 visitors and 971 daytime Wi-Fi connections.
- Despite unstable weather, more than 50,000 visitors in total, including 3,000 for the 5 à 7 Aire Commune.
- Expanded space and increased staffing levels to accommodate the high number of visitors due to the popularity of the 5 à 7 Aire Commune and the addition of La Prairie Louvain.



Esplanade Louvain entrance



Mardi Yoga at Esplanade Louvain

YOGA May to September 2023

New activity offered every Tuesday at noon at Esplanade Louvain. Presented by the SDC District Central, in partnership with Studio Fitness and Îlot 84.

Up to 15 participants per session.

Swing ton Lunch June to September 2023

Entertainment at Place Iona-Monahan every Wednesday during lunchtime. 10 musical events and 16 businesses invited to present their products or services.

Exhibiting company - Praline-Toi - at Swing ton Lunch - August 23



5 à 7 Aire Commune at Esplanade Louvain



7



ESCALE in the Sauv  sector at Restaurant Brama - July 11

ESCALE - Ambulatory entertainment

July to September 2023

4 surprise events in different areas of the District Central. Sauv , March  Central, Chabanel and Parc D'Auteuil sectors. Hosted by La Centrale des Artistes.

Between 10 and 200 spectators per performance.



Painting workshop at La Prairie Louvain with local residents and businesses - September 12

La Prairie Louvain themed events

July to September 2023

Activities to encourage community ownership of La Prairie Louvain and showcase local know-how.

Here, we adopt our sunflower

July 18 - 149 sunflowers were adopted.

Invited to the site to see the first sunflowers in bloom, visitors were able to adopt a sunflower using a mobile app that allowed them to name their flower and receive news by text message throughout the season.

Here, we cultivate

August 22 - 44 participants in total.

Two interactive workshops led by Laboratoire sur l'agriculture urbaine and Ville en vert:

- All you need to know about sunflowers: discover the most popular varieties of sunflower, their botanical characteristics, how to harvest seeds and how to cook them.
- Heat islands: the notion of heat islands and the role of plants in the fight against them.



AU/LAB workshop at La Prairie Louvain - August 22

Here, we create our sunflower

September 12

- 56 participants

Community painting workshop with musical entertainment and artist mentors from the District Central on site to help and advise budding artists.



Jean-Claude Poitras, with Lorne Lieberman and H l ne Veilleux, at his exhibition - April 27

Jean-Claude Poitras Exhibition

April 2023

An event organized by AEDN Realty in collaboration with the SDC District Central. A tribute to the work of this well-known artist and designer, whose studio was once located in the District Central.

Food Trucks on Chabanel

May 26, 2023 - Approximately 200 visitors.

Two food trucks and musical entertainment.

Midi de la mobilit  durable

June 6, 2023 - 25 participants

6 information booths hosted by partners including Bixi, MOBA and V lo Qu bec at Place Iona-Monahan.

Cin ma sous les  toiles

July 4, 2023 - 35 participants

Screening of the feature-length documentary *Entre tes mains* at Esplanade Louvain, followed by a discussion between participants and the production team. Guest: Lyne Bellemare, artisanal seed grower at La Centrale Agricole in the District Central. Popcorn and sunflower seeds in connection with La Prairie Louvain provided by the SDC.

Cin ma sous les  toiles - July 4

Grand D fil  du District Central

September 19, 2023 - 275 participants

La Prairie Louvain's closing 5   7 event with DJ Abeille.

Organized by the SDC District Central as part of Montr al Fashion Week, an mmode initiative of which the District Central is a major partner.

Highlighting and harmonizing the three business pillars:

- Design / Fashion show and booths - 9 District Central businesses represented
- Urban manufacturing / La Prairie Louvain / Urban agriculture
- Technology / Field illumination / Pixmob



Jewelry company Proud Diamond at the Grand D fil  District Central - September 19



Business Vitality Committee - November 6

SHARED PARKING SPACES

Since September 1, 2023, more than 100 off-street parking spaces have been available to residents and workers in the District Central. Managed via Clicknpark's *Park the Search* mobile application, it aims to facilitate accessibility to the area and support the attractiveness of the sector's businesses in terms of labour. In line with the SDC's vision of sustainable mobility, the initiative will also help offset the loss of parking spaces caused by the deployment of the new bike path on Legendre Street. The proposed spaces are divided between a number of private properties and the vacant lot on Louvain West. Considered a pilot project by the borough of Ahuntsic-Cartierville, the initiative is part of its *Plan triennal de déplacements 2023-2025* and will be phased over three years for the vacant lot.



Clicknpark launch with our partners - August 28



Business Vitality Committee - June 5

COMMERCIAL VITALITY

Aimed at improving the area's positioning and creating a more complete living environment, in 2023, the SDC began work on a portrait of the District Central's commercial vitality. This included an urban planning and socio-economic analysis of the area's main thoroughfares. The findings and issues identified at the end of the exercise will lead to the development of an action plan, to be unveiled later in 2024.

a prosperous business hub focused on the future

As the achievements of 2023 confirm, having a foothold in the District Central means being part of a tightly knit, dynamic business community where every entrepreneur benefits from services tailored to their needs and realities, is invited to create new alliances and contribute to the development of the economy of the future.

CONNECTOR OF OPPORTUNITIES

For the third year running, the Connector of Opportunities project has brought together local businesses with needs and activities conducive to the development of joint projects. Based on the sharing economy, this initiative - reinforced by the use of resource partners when necessary - reached new heights in 2023, resulting in:

- Support for 154 new businesses on-line and in person
- The creation of 180 business links
- The addition of 11 new resource partners

This success confirms the SDC's determination to pursue the project despite the end of public funding in December 2023 through the *Fonds d'initiative et de rayonnement de la métropole*. In three years, the initiative will have reached out to over 300 businesses and generated 375 business links, ranging from the creation of a joint event to the sharing of raw materials. Today, it embodies the spirit of economic development that the region is striving for.

HR SERVICES

Identification of human resources issues and needs of local businesses, referrals to employability organizations and the promotion of promising initiatives. Project funded by Services Québec until March 2023, then integrated into the Connector of Opportunities project.

- 44 businesses benefitted from the services
- Some 110 business connections were made
- Close to 30 meetings between businesses and employability partners



Company visit to Muntu - November 9



Company visit to PCI automation - February 14



Candidate Fair - May 20



"Women in Business" collaboration circle - March 8

COMMUNICATIONS PLATFORM

Identified as a promising project in the District Central's 2020 Recovery Plan, the communications platform project - designed to enable SDC members to inform and communicate with each other - has gone through several stages. Over the past 12 months, we have chosen the tool best suited to the community's needs and begun its development. The launch is scheduled for 2024.

NETWORKING AND COLLABORATIVE SPACES

Many networking and exchange opportunities for SDC District Central members and their partners were held in 2023.

12 Workshops and collaboration circles

5 Fairs and events

4 Corporate activities

Communities of Experts

Exchange workshops with experts to discuss common issues. Three of these were aimed specifically at businesses in the textile industry (*En mode circulaire*) and were organized in collaboration with Concertation MTL, mmode and Réseau des femmes en environnement. All were followed by collaboration circles to share best practices among the entrepreneurs concerned.

- Responsible business model / April 26, 2023
- Responsible sourcing / June 6, 2023
- Resource pooling / June 15, 2023
- Recycling / October 27, 2023



"Responsible sourcing" workshop - June 6

Collaboration Circles

A forum for District Central businesses to discuss common issues, encourage mutual support and share best practices.

- Talent recognition and retention / January 24, 2023
- Remuneration policies / February 21, 2023
- Women in Business / March 8, 2023
- Resource pooling / March 28 and June 15, 2023
- Responsible business model / April 26, 2023
- Responsible sourcing / June 6, 2023
- Recycling / October 27, 2023



"Pooling resources" collaboration circle as part of the Campus Fab City - June 15

Codesign Workshop - Défi L'Affaire Tournesol / August 23, 2023

An exchange activity between entrepreneurs with the aim of proposing realistic processing options for La Prairie Louvain's 10,000 sunflowers. In addition to self-harvesting, the challenge led to the identification of a number of processing possibilities: building materials, dye, food, etc. In the running for the Prix Initiatives Circulaires de Québec circulaire.

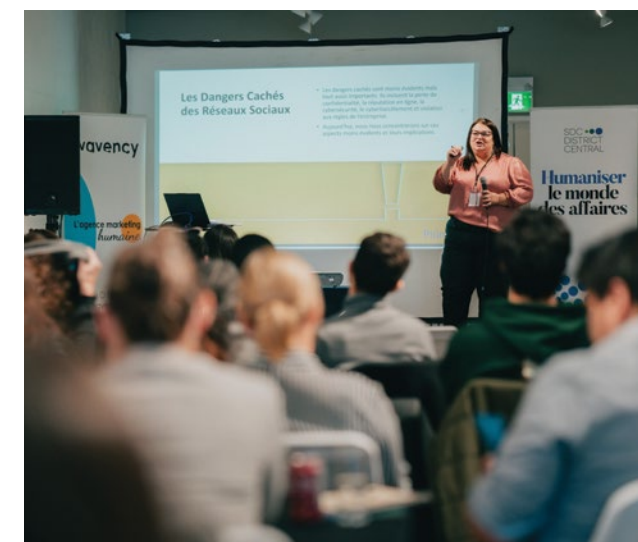


Companies prototyping together at the "Défi L'Affaire Tournesol" - August 23

Fashion Spectrum / January 13, 2023

Networking cocktail as part of the Canadian inter-university fashion and business competition, hosted this year by UQAM's École des sciences de la gestion. An event to showcase the District Central and its design hub to the industry's up-and-coming business leaders. Representatives of the SDC District Central were on hand, and invitations were extended to local businesses concerned by the challenges of succession in this industry.

Conference moderated by Lina A. Aristeo from Plume at Apéro RH - October 19



Candidate Fair / May 10, 2023

Job fair allowing employers to meet the borough's employability organizations and gain access to available candidate pools. An initiative of the SDC District Central.

Campus Fab City / June 15 and 16, 2023

Virtual conferences and visits to manufacturing businesses in the District Central, followed by a networking 5 à 7. This event was part of the Fab City movement, in which the Ville de Montréal is a key player, and which aims to bring together researchers, urban planners, designers, representatives of organizations and civil society, and innovation specialists to reinvent the way cities function and make them more resilient. Organized in partnership with Communautique. Some 2,000 participants from around the world.

Apéro RH / October 19, 2023

Workshops and conferences on the topic of human resources. Organized in partnership with Wavency, web marketing agency.



Howard Szalavetz (Les Immeubles HS), Eyal Cohen (Marcarko) and Frédéric Lizotte (AEDN Realty) at the District Central Real Estate 5 à 8 - October 24

Real Estate 5 à 8 / October 24, 2023

Event for owners, commercial real estate brokers, architects, commercial interior designers and Ville de Montréal representatives. Organized in partnership with AEDN Realty, Groupe PETRA, Les Immeubles HS, Immeubles Nèrik and 555 Midtown.

Annual General Meeting / March 29, 2023

Reserved for SDC District Central members. In virtual mode.

5 à 7 — Opening of Esplanade Louvain / May 17, 2023

Launch and unveiling of the District Central's Signature Intervention Plan.

Budget General Assembly / September 27, 2023

Reserved for SDC District Central members. In virtual mode.



The Club Les Gazelles team at the Year-of-end Cocktail - November 29

End-of-year Cocktail / November 29, 2023

Reserved for SDC District Central members and partners. Bubbly, bites and photobooth. Restaurant Zyara, Marché Central.

DIGITAL URBAN MOBILITY TOOLBOX

Tailor-made for the District Central and available to businesses in the area, this fully digital toolkit includes an interactive map of the District, as well as guides and resources for learning more about sustainable mobility infrastructures and the services available.

REAL ESTATE GUIDES

As part of its Builders' Program, the SDC District Central has produced three new real estate guides. The first deals with short-term rentals, the second with the marketing of commercial space, and the third with finding commercial space.

INVENTORY AND CHARACTERIZATION OF COMMERCIAL REAL ESTATE SUPPLY

A portrait of the supply of commercial space on the territory is available through the CRM - building characteristics, availability, location, functionalities, etc.

NETWORKING COMMERCIAL REAL ESTATE SUPPLY AND DEMAND

With the help of a specialized real estate resource, the SDC District Central was able to evaluate the requests it received from businesses looking for spaces on the territory and directed them to building owners whose space best matched the needs of a business. The form for entrepreneurs seeking commercial space on the District Central website has also been updated to offer a better experience.

TAILOR AND SEAMSTRESS TRAINING COHORT

Collaboration with Vestechpro, project leader, for the creation of a group of individuals interested in learning the rudiments of tailoring.



Delia De Gasperis, Chair of the Board of Directors, at the Year-of-end Cocktail - November 29

a well known and recognized area

Supported by the roll-out of phase 1 of the District's Signature Intervention Plan, the territory has enjoyed unprecedented visibility in 2023. The gains made, both in the public arena and with the territory's various socio-economic players, are clear and pave the way for greater recognition and influence for the District Central.

COMMUNICATIONS CAMPAIGN

Split into two phases, closely linked to the La Prairie Louvain project, the communications campaign orchestrated by the SDC District Central in 2023 generated extensive media coverage and some 50 million views on the organization's digital platforms. The Metamorphosis microsite alone, dedicated to the Signature Intervention Plan, attracted nearly 30,000 individual visitors. In addition to the collaboration established with influencers and orchestrated awareness campaigns, the District and its sunflower field were also the subject of a record number of mentions on social media. Key messages were also conveyed on a number of roadside billboards, Morris columns and metro stations, in addition to a few print newspapers.

CORPORATE PUBLICATIONS

- In 2023, more than 500 posts and stories were made across the SDC's social media platforms. The content shared generated more than 30 million reactions and a large number of new subscriptions.
- Article in AQTR's *Routes et Transport* magazine
- 5 new videos, including 3 business portraits
- 10 new articles published on the organization's website



Outreach Campaign - Summer 2023, Visit district-central.ca/en/actualites/articles-en/our-metamorphosis-in-the-media to access our press review

VISIBILITY PARTNERSHIPS

As a sign of the District Central's appeal as a living and business environment in transformation, the past year has also seen the launch of a number of visibility partnerships, many of them entirely new. All of these initiatives have served to highlight one of the area's business hubs or its current transformation process.



La Prairie Louvain video shoot with Marie-Pier Tessier De l'Étoile of Ilot 84, associate producer for the field - August 22



La Prairie Louvain mentioned at *Tourisme Montréal x CCMM Conference* - May 18

Tourisme Montréal — La Prairie Louvain

- Mention of the attraction on the organization's website
- Stories featuring La Prairie on the organization's Instagram account.
- Presentation of the project at a conference given by Tourisme Montréal's President and CEO to members of the Board of the Chambre de commerce du Montréal Métropolitain

YUL Montreal-Trudeau International Airport — La Prairie Louvain

- Sunflower on airport signage
- Promotion of La Prairie Louvain on arrival screen for international travellers
- Publications on the organization's LinkedIn account

La Prairie Louvain sunflower on the Montreal airport sign

mmode — Montreal Fashion Week

- Major partner of the Week
- Fashion show at La Prairie Louvain



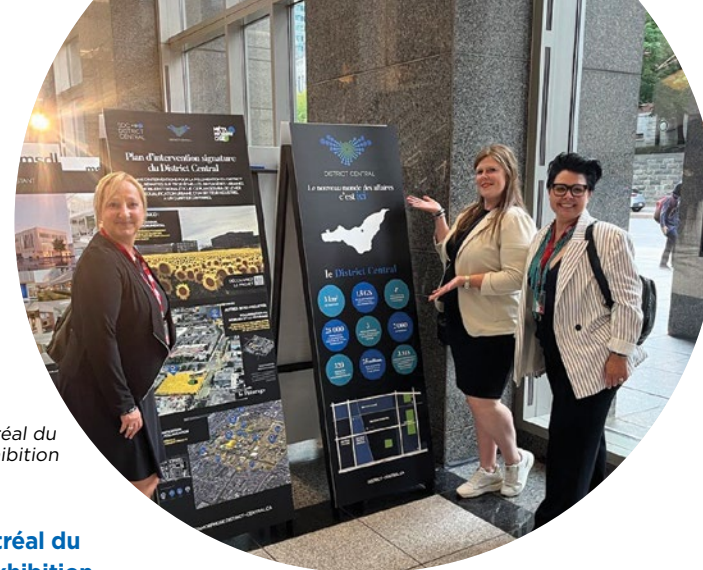
SDC District Central and mmode teams pose at the *Grand Défilé du District Central* - September 19

Wavency - Marketing agency

- Co-presenter of the *Apéro RH! — Human Resources and Marketing* podcast
- Guest on the *Success Factory* podcast



Recording of the *Apéro RH* podcast by Wavency



Le Montréal du Futur exhibition - June 13

Le Montréal du Futur Exhibition — Groupe PETRA and Mach

- Bronze partner in the event
- Presentation of the territory's real estate projects as part of the exhibition

REPRESENTATION ACTIVITIES

True to its commitment to represent the interests of businesses in the District Central, the SDC was involved in a number of issues important to the area in 2023. Most of the issues on which the SDC has made representations relate to territory planning and mobility. This is notably the case for modifications to the urban plan obtained in connection with the vacant lot at 50-150 Louvain West, and the extension of the scope of the TOD PPU of the Ahuntsic Chabanel stations to a PPU for the District Central.

- New three-year local plan (2023-2025) for the Ahuntsic-Cartierville local transportation plan
- Deployment of the first bike path in the District
- Modifications to the city plan for the vacant lot at 50-150 Louvain West
- By-law on ecological transition and heritage
- Transition from the Ahuntsic and Chabanel TOD PPU stations to the District Central PPU
- Development of a nurturing community in Ahuntsic-Cartierville
- Development of an urban agricultural vision - District Central and Hodge-Lebeau sectors
- Start up of the Quartier Culturel District Central (Chabanel sector)
- Urban delivery issues/Diagnosis by Agence de mobilité durable
- Continuation of affordable creative spaces in Montreal. Participation in the Laboratoire d'innovation des espaces de création de Montréal.



Visit to Lufa Farms with UQAM urban planning students - March 10



Presentation of the Signature Intervention Plan to the Table de concertation en développement économique d'Ahuntsic-Cartierville - October 27

The SDC also maintained:

- Its participation in the Table de concertation en développement économique de l'arrondissement d'Ahuntsic-Cartierville.
- Its monthly statutory meetings with the Saint-Sulpice district city councillor.
- Its contribution to the Table en employabilité d'Ahuntsic-Cartierville.
- Its presence on the Board of Directors of the Association des sociétés de développement commercial de Montréal.
- Its involvement with the Comité consultatif sur les logements abordables pour les artistes at 9300 rue Meilleur.
- Its tradition of annual business visits with the borough's elected officials. Visit to Rose Buddha / Circular economy and eco-responsibility.



A delegation of French companies visits the District Central - September 25-26

WELCOMING DELEGATIONS

The transformation of the District Central and its particular economic fabric are raising curiosity among many stakeholders and have led to the hosting of three delegations in 2023.

A group of urban planning students from the Université du Québec à Montréal recently visited the area. Focusing on the concept of urban farms, the purpose of this visit was to learn more about the development and operation of this type of space or use. In particular, the delegation discovered the facilities of Lufa Farms - the world's first commercial rooftop greenhouse - and La Centrale agricole, considered the largest urban agriculture cooperative in Quebec.

A couple of months later, members of the Association des sociétés de développement commercial de Montréal visited the territory. Following a discussion session, a discovery workshop on sunflowers was held at La Prairie Louvain, followed by a networking activity at the 5 à 7 Aire Commune at Esplanade Louvain. This exercise highlighted the territory's DNA and introduced it to partners in the Montréal economic ecosystem.

Then, in September 2023, the District welcomed a delegation of 9 French businesses. Financed by the Commission permanente de coopération franco-québécoise, this initiative involved the French organization Mieux entreprendre, and led to several meetings with local entrepreneurs. The partnership will run for 2 years. Another delegation is expected for May 2024. The SDC is preparing for its first trade mission to France in October 2024.

Émilie Thuillier, Mayor of Ahuntsic-Cartierville, welcomes the delegation of French companies to the District Central - September 25



the means to match our ambitions

Year after year, the SDC makes sure it has the necessary resources and tools to achieve its mission and vision. 2023 was no exception.

CLEAR GUIDELINES

In April 2023, the SDC Board of Directors adopted the 2023-2025 Strategic Plan. The orientation document puts forward four priorities for action:

1. Co-develop the territory with property owners to create a dynamic and attractive place to live.
2. Make the territory a benchmark business location for short circuits in Quebec.
3. Reveal the territory by capitalizing on its distinctive features and highlighting its uniqueness.
4. Develop our capacity to deliver on our ambitions and ensure the coherence and sustainability of our actions.

These priorities will be embodied in all measures and projects deployed between now and 2025.

These are in addition to the vision of sustainable mobility developed over the past year, which will guide the SDC's work and representations in various mobility-related files.

Escale animation at Marché Central



Escale animation between 433 and 333 Chabanel Street West

IN-DEPTH KNOWLEDGE OF THE TERRITORY AND ITS BUSINESSES

After dedicating three years to collecting and characterizing information on the territory's businesses, the SDC is now in a position to carry out various analyses leading to the development of management dashboards on finance, communications, economic vitality, real estate, and demographics. For the first time in 2023, the data collected has also been used to produce a report outlining the different areas of influence and impact of the SDC District Central since its creation. This tool will be updated periodically.

The analyses conducted not only facilitate networking between businesses and business development, but also enrich the service offering to members. Thanks to a collaboration and information-sharing agreement established with the Association des sociétés de développement commercial de Montréal (ASDCM), the resources invested by the SDC in business intelligence also contribute to improving knowledge of the city's economic fabric.

WELL-DEFINED OPERATING FRAMEWORKS

The SDC took advantage of the past year to create a Confidentiality and Consent Management Policy that meets the requirements of Quebec's new law on the protection of personal information. A regulation on contract management for any agreement between the organization and a business partner valued between \$25,000 and \$121,200 was also developed and adopted. These management tools are in addition to the Benefits and Total Compensation Policy adopted last year and to be implemented in 2023.

ETHICAL ECONOMIC CHARTER

Officially launched last year, the project to draw up an Ethical Economic Charter continued in 2023. A survey on the circular economy, corporate social responsibility and corporate mission was sent to local businesses. The results will feed into the workshops announced for 2024, the aim of which is to identify the moral principles to be applied to the territory's economic development. The project is being carried out by urban planning consultancy firm ELEMENTS Planification urbaine, in collaboration with university researchers.



Sunflower field - La Prairie Louvain



Meeting with Acadie Member of Parliament, André A. Morin, to present the Signature Intervention Plan - April 17

investments for the future

20

The SDC District Central ended 2023 with a planned deficit of \$40,474. This situation is partially the result of the organization's decision to invest the surpluses of recent years in promising projects for the territory and member businesses, including the deployment of Phase 1 of the Signature Intervention Plan and the communications platform.



Harvesting at
La Prairie Louvain
- October 5

REVENUES	
Mandatory contributions	\$768,671
Voluntary contributions	\$14,975
Grants	
Borough of Ahuntsic-Cartierville	
Operating costs	\$100,000
Mural project	\$20,000
Ville de Montréal	
SDC Support Program	\$500,000
Government of Québec	
Fonds d'initiative et de rayonnement de la métropole	\$100,000
HR Services project	\$26,609
Sponsorships	
Tourisme Montréal	\$50,000
Aéroport de Montréal	\$15,000
Interest on mandatory expenses	\$28,348
Interest income from investments	\$16,751
Other income	\$2,750
	\$1,643,104
Bad debts	(\$24,103)
	\$1,619,001
EXPENSES	
Administrative expenses	\$221,605
Economic development	\$269,960
Member services	\$165,873
Communications and marketing	\$522,451
Animation and events	\$121,014
Development and operations	\$358,572
	\$1,659,475
EXCESS OF REVENUES OVER EXPENSES	(\$40,474)

a solid, dedicated team

By the end of 2023, the SDC District Central could rely on a passionate team of seven seasoned professionals and a consultant. Their combined expertise have enabled the SDC to go even further in offering services to businesses and in supporting the transformation of the area, one step at a time.

a broad network of business volunteers

Firmly rooted in the area, the SDC District Central can count on the commitment of some sixty business and community representatives from diverse backgrounds.

SDC District Central team

Hélène Veilleux
Executive Director

Geneviève Dufour
Director of Strategy
and Business Relations

Elena Di Stefano
Relationship Marketing
and Business Intelligence
Coordinator

Mélanie Pratz
Administrative and Member
Services Coordinator

Stéphanie Rault
Manager, Communications,
Marketing and Events

Marie-France Richard
Project Manager, Communications,
Marketing and Events

Mia van der Heyden
Project Manager, Connector
of Opportunities

Marie-Claude Breault
Manager, Builders' Program
(Consultant)



2023 board of directors



Delia De Gasperis
CGS Québec Inc.
President



Eyal Cohen
Marcarko
Vice-president



Laetitia Bedout
Business coach,
Treasurer and
Secretary



Lina A. Aristeo
Plume



Michel Caumartin
Quadreal -
Marché Central



Hicham Jerando
Services J.T.D.



Howard Szalavetz
Les Immeubles HS



Émilie Thuillier
Mayor of Ahuntsic-
Cartierville



**Gabriel Tupula
Yamba**
Big Bang

urban planning committee

Marie-Claude Breault
Agence immobilière Mobilis

Maxime Brosseau
Zaraté Lavigne Architectes

Michel Caumartin
Quadreal-Marché Central

Delia De Gasperis
CGS Québec Inc.

Julien Kovacevic
Résident

Eugénie Lévis
Matelas Sélection

Howard Szalavetz
Les Immeubles HS

Geneviève Dufour
SDC District Central

Hélène Veilleux
SDC District Central

Supported by:
ELEMENTS Planification urbaine (Martine Peyton and Michelle Lortie)

builders' committee

Nérée Arsenault
Immeubles Nèrik

Simon Berman
Clickspace

Michel Caumartin
Quadreal-Marché Central

Eyal Cohen
Marcarko - 555 Chabanel

Albert Ezerzer
Groupe Dayan

Frédéric Lizotte
AEDN Realty

Margarita Mavromichalis
AEDN Realty

Howard Szalavetz
Les Immeubles HS

Érik Tremblay
Immeubles Nèrik

Marie-Claude Breault
Agence immobilière Mobilis

Geneviève Dufour
SDC District Central

Hélène Veilleux
SDC District Central

business vitality committee

(Urban planning sub-committee)

Joseph Abinassif
Le Panier Belge

Mariane Abinassif
Le Panier Belge

Michel Caumartin
Quadreal-Marché Central

Wael Chanab
Brama

Julien Kovacevic
Résident

Jean-Philippe Lalonde
Brasserie SILO

Margarita Mavromichalis
AEDN Realty

Guillaume Rivard-Lamy
PME MTL Centre-Ouest

Jean-François Soulières
Arrondissement Ahuntsic-Cartierville

Marie-Claude Breault
Agence immobilière Mobilis

Elena Di Stefano
SDC District Central

Geneviève Dufour
SDC District Central

Hélène Veilleux
SDC District Central

Supported by:
ELEMENTS Planification urbaine (Martine Peyton and Gabriel Villemaire)

governance committee

Lina A. Aristeo
Plūme - Committee Chair

Laetitia Bedout
Business Coach

Delia De Gasperis
CGS Québec Inc.

Mélanie Pratz
SDC District Central

Hélène Veilleux
SDC District Central

mobility committee

Gabrièle Charbonneau
Ahuntsic-Cartierville borough

Eyal Cohen
Marcarko - 555 Chabanel

Carolyn Kelly Dorais
Zaraté Lavigne Architectes

Albert Ezerzer
Groupe Dayan

Alain Gagné
PCI Automatisation Industrielle

Zeina Haddad
Les Immeubles HS

Catherine Plouffe
Société de transport de Montréal

Francine Michaud
Résident

Stéphane Peevers
Transport Actif Québec

Julie Roy
Conseillère Saint-Sulpice

Pier-Luc St-Germain
Résident

Hélène Veilleux
SDC District Central

Geneviève Dufour
SDC District Central

Supported by:
MOBA (Myriam Goulet)

grand défilé du district central committee

Andrea Velazquez
OOKPIK

Claudia Boyer
Buffalo Jeans

Mary-Jo Dorval
Kid's Stuff

Julie Folco
Centric Brands

Stéphanie Gauthier
Agence Jodabe & Les Griffés

Gabrielle Mailhot-Côté
Création GAMA

Sylvain Roy
OOKPIK

Virginie Roy
Proud Diamond

Chloé Thibeault
mmode

Marie-France Richard
SDC District Central

Mia van der Heyden
SDC District Central

district central ambassadors hosting delegations

Cathia Cariotte
Fondation Muntu

Amélie Charbonneau
Bois urbain

Margaux Chétrit
Clickspace

Claudine Hubert
Studio Thinkwell

Nicolas Loïsel
Montréal B-Board

Laurent Lussier
Îlot 84

Colin Miquet
Bois urbain

Daniel Mizrahi
Groupe 3 DM

Yourianne Plante
Les Fermes Lufa

Noor Rahman
Ananké

Pauline Rosen
Pixmob

Marie-Pier Tessier-De L'Étoile
Îlot 84

Alicia Turgeon
Eastern Bloc

Jonathan Villeneuve
Les Ateliers Belleville

Simon Visset
Coboom

Entrepreneurs
La Centrale agricole

Experts
PME MTL Centre-Ouest

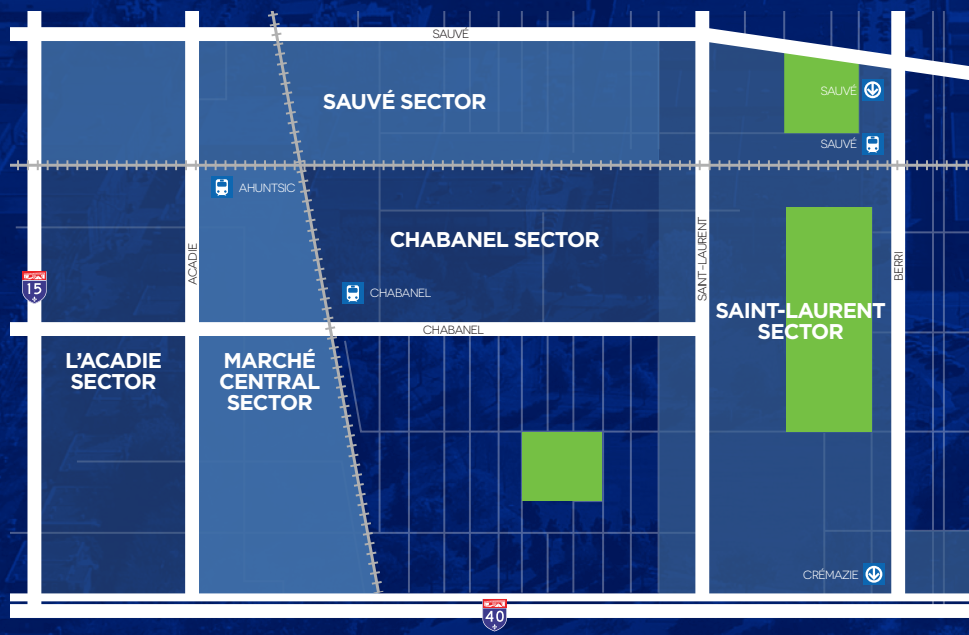
2024 outlook

- Deployment of phase 2 of the District Central's Signature Intervention Plan
- Return of the La Prairie Louvain field
- Continued work on the Industrial Merchant project
- Launch of the communication platform for District Central businesses
- Return of the District Central pop-up space, Esplanade Louvain, and summer events
- Continued efforts to promote the area and its businesses thanks to a communication strategy that includes ambassadors and targeted public relations campaigns
- Creation of new murals
- District Central real estate forum
- Urban planning in the territory and accessibility
 - Action plan to develop commercial vitality
 - Be the voice of the business community by making recommendations on the PPU District Central under development, on the future of the vacant lot at 50-150 Louvain West and on other regulations.
 - Collaborate with Université de Montréal — Architecture de paysage (landscape architecture): graduate project on the territory
 - Workshop on the distribution and coexistence of transportation modes
 - Organization of an exploratory walk



Panel on commercial urban agriculture at the District Central Real Estate Forum - February 6, 2024

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 2023 Activity Report
is available in French on
the SDC District Central
website.

SDC 
DISTRICT
CENTRAL

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