

SDC ●●●  
DISTRICT  
CENTRAL

2024  
activity

REPORT



# message from the chair of the board

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**2024 marks my sixth year as Chair of the SDC District Central's Board of Directors. This role has given me the opportunity to actively contribute to establishing the SDC within its territory and strategically positioning it within Montreal's economic landscape.**

The journey has been marked by numerous challenges. From the COVID-19 pandemic to the inflationary crisis—both of which have upended the reality of many member businesses—the organization has nevertheless demonstrated remarkable resilience. Stronger than ever, the current team now has tools tailored to the needs and realities of the entire community. The progress made in economic and land-use planning is a testament to the effectiveness of our interventions.

The stability of the Board of Directors has been a crucial asset in maintaining the momentum of our activities. I would like to extend my sincere gratitude to my fellow directors for their unwavering support and their ever-evolving perspectives on the challenges of our ambitious urban redevelopment project. Serving alongside you has been a privilege. The directions, policies, and governance framework we have established together will, I am confident, ensure the continued success of the SDC and its primary mission: revitalizing the District Central and elevating its presence on both the Montreal and international economic stage.

The next steps will be critical. I am personally committed to supporting the individual who will take on the role of SDC Chair, not only to ensure a smooth transition but also to build upon the lessons we have learned in recent years. The difficult economic climate and the uncertain sociopolitical landscape demand the mobilization of all stakeholders. In this context, our collective duty—along with that of all decision-makers—can be summed up in one essential commitment: supporting the true wealth creators, our local entrepreneurs.

I will continue to contribute to these efforts in any way I can.



**Delia De Gasperis**  
Chair of the Board

# message from the executive director

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Among the many roles the SDC District Central has taken on since its creation, serving as a spokesperson for the business community proved to be central in 2024. As this annual report highlights, the organization carried out this responsibility with courage and conviction, maintaining strong relationships with its partners while upholding full transparency in pursuit of its objectives to meet the needs of the territory and its occupants.

Committed to collaborating with innovative entrepreneurs, the SDC has remained faithful to its tradition of collaboration, relying on collective intelligence to generate viable solutions, uphold the district’s unique character, and drive sustainable development—without leaving anyone behind. In an area where various stakeholders must coexist, this process is not always simple, but it is essential to ensuring a transformation that is both meaningful and beneficial to all.

The SDC also made its voice heard during the final adoption of the PPU District Central by the borough of Ahuntsic-Cartierville in the summer of 2024. This special urban plan, five years in the making, lays the foundation for land-use planning in the coming years and represents a key milestone in efforts to upgrade the District Central.

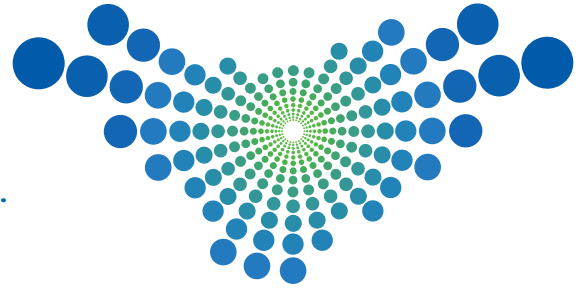
These high-impact projects provided an opportunity for the SDC to strengthen its governance and reaffirm its commitment to ensuring that the needs and expectations of entrepreneurs remain central to all decisions related to the district’s development and transformation. By staying true to its values, the SDC has earned the respect not only of its members but also of its key partners. The \$1 million in funding over three years, granted to support the next phases of the Signature Action Plan, is a testament to the organization’s credibility and the confidence placed in its ability to deliver on its commitments. The progress we have made is evident.

By staying connected to the territory, and thanks to the dedication and passion of our team, we will continue to fulfill our mission and achieve the ambitious objectives we have set together.



**H el ene Veilleux**  
Executive Director

# the District Central



4

**3 km<sup>2</sup>**

of territory

**320**

non-residential  
properties

**4<sup>th</sup>**

largest employment  
hub in Montréal

**25 million**

sq. ft. of commercial  
and office space

**2,5 BS**

in total value of  
non-residential  
buildings

**3** business  
pillars

DESIGN

URBAN  
MANUFACTURING

TECHNOLOGY

**25 000 workers**

and the potential to accommodate  
up to 40,000 workers

**2 100 businesses**

**\$4.6M** in private money invested in outreach, animation,  
and development of the neighbourhood

## highlights of 2024

- Secured \$1 million in funding over three years from the *Fonds signature métropole*.
- Hosted a photo exhibition celebrating District Central designers as part of the M.A.D. Festival.
- Created two new signature murals, enhancing the area's artistic landscape.
- Organized 200+ business networking events through the Connector of Opportunities program.
- Led mobilization efforts around the Special Urban Development Plan for the District Central including the deployment of a new bicycle path in the Sauvé and Chabanel sectors.



*District Central x Sylvain Blais  
font rayonner la mode d'Ici  
Exhibition, Festival MAD  
quartier des spectacles  
- August 22 to 25*



*Amelia Hadouchi at work on the Cocréer  
notre futur mural - Acadie sector / 1401  
Legendre Ouest*

# strong values

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## TRUST IS OUR FOUNDATION

Trust is the glue that binds our relationships. By trusting our employees and inspiring their trust in us, we foster an open and collaborative environment where ideas flow freely, and innovation thrives. We build trust through transparency, authenticity, accountability, and unwavering commitment—because true partnerships are built on a foundation of integrity.

## COMMUNITY IS OUR ESSENCE

Our community gives meaning to everything we do. Staying connected to our territory and its people is what enables us to fulfill our mission and stay the course. We listen, engage, consult, and collaborate to truly understand the diverse needs of our community. Through a human-centered and compassionate approach, we cultivate meaningful and lasting relationships—essential to the continued growth of this historic district.

## COURAGE IS OUR DRIVING FORCE

We advocate for our community with courage and conviction, always keeping the common good at heart. We call things as they are—with honesty, clarity, and a willingness to embrace the discomfort that often accompanies progress. We trust our instincts and judgment to push boundaries, take bold action, and forge new paths for development.

## PASSION IS OUR FUEL

We do our work with passion—because we love what we do. Our territory is our playground, and even the most complex challenges are met with enthusiasm. Our energy and ambition are contagious, spreading throughout the community. We celebrate both small and big wins, and we recognize that joy is not just a byproduct of success—it is a guiding force, reminding us of when it is time to recalibrate and refocus.



AGB Cocktail - September 25



SDC District Central Team, 5 à 7  
— for neighbourhood workers - May 22

# 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.



La Prairie Louvain 2024

# a dynamic and attractive living environment

## DISTRICT CENTRAL SIGNATURE

The roll-out of District Central's Signature Intervention Plan continued in 2024, with notable highlights including the return of La Prairie Louvain and its iconic sunflowers. This year, they were joined by an interlacing pattern of flowers, forming a vibrant, meadow-like landscape that delighted residents and visitors alike.

From July to October, La Prairie featured two immersive trails with information panels that allowed visitors to (re)discover the area. A monumental arch, inspired by the surrounding built environment, was installed in the landscaped space. In homage to the district's manufacturing heritage, plants with textile properties were integrated into the design. The interactions between the different plant species, as well as the reuse of seeds and stems harvested in 2023 and the first sampling of pollinators, have also concretely illustrated the principles of circularity and biodiversity at the heart of the Intervention Plan.

The 2024 edition of La Prairie was made possible through an ecosystem of partners, including the SDC District Central, Îlot 84, and Laboratoire sur l'agriculture urbaine. Key collaborations were also formed with Tourisme Montréal, the City of Montréal, YUL - Aéroport de Montréal, and Caisse Desjardins du Centre Nord de Montréal.

This success has laid the foundation for what is to come. To support the launch of phase 2 of the project, the SDC has secured funding of one million dollars over three years. The funds obtained from the Fonds Signature Métropole have made it possible to hire a project manager, carry out a number of urban interventions, and develop a graphic kit to align District Central's brand image with that of the Signature Plan. Work has also begun on the development of the two new sites planned for 2025. These include the Oasis alley running between 333 and 433 Chabanel Ouest - built in collaboration with Les Immeubles HS - and the Lopin, to be developed on the Simplex site at the corner of L'Acadie and Sauvê West. Additionally, signage elements will be added around the area starting in 2025. With the support of the provincial MNA, André A. Morin, discussions have also been initiated with Canadian Pacific to enable the SDC District Central to develop railway sites.



Announcement of the Fonds signature métropole in the presence of MNA of Acadie, André A. Morin - August 13

## DEVELOPMENT OF THE VACANT LOT AT 50-150 LOUVAIN WEST

A long-standing priority for the SDC District Central, the 50-150 Louvain West site was once again in the spotlight in 2024. Students from the Faculty of Planning at the Université de Montréal visited the site and attended two master classes on the PPU District Central and the Signature Intervention Plan. They were then tasked with designing development proposals tailored to the area's needs. Their projects were showcased through a public relations and communication campaign, an initiative led by the Faculty of Environmental Design with support from several volunteer experts.



## BUILDERS' PROGRAM

Co-developing the area with property owners to make it a dynamic and attractive place to live is one of the strategic orientations of the SDC District Central. The Builders' Program brings this objective to life. In 2024, the mobilization of the property ecosystem around this program made it possible to support the rollout of phase 2 of the Signature Intervention Plan. The program is behind the cataloging and defining of the properties available in the area, as well as providing a network that directs businesses to commercial real estate best suited to their requirements. It was also through its involvement that a new committee of owner-occupiers in the Sauvé sector was created. Its mandate is to address the issues faced by urban manufacturers regarding the coexistence of modes of transportation, property taxes, security, and vandalism.

## MOBILITY

In accordance with the sustainable mobility vision adopted in 2023, the SDC conducted a mobility and traffic study on Meilleur Street this year. The exercise made it possible to look at the issues raised by the sharing of modes of transport on this street, the layout of bus stops, intersections, driveways, pedestrian crossings, and access to bicycle racks.

In the same vein, an exploratory walk was organised in April 2024 in the Sauvé Sector. The activity aimed, among other things, to document the issues relating to signage, lighting, traffic and the cohabitation of pedestrians, bicycles, cars, and trucks in this sector. The layout, maintenance, use of the premises and the possibility of obtaining assistance in case of difficulty were also observed and will guide any future interventions.



## ATTRACTING AND RETAINING ARTISTIC TALENT

For some years now, the SDC District Central has been actively involved in the work of the Advisory Committee on the development of affordable housing for artists in the neighbourhood. Its efforts have been rewarded. A large-scale residential project in six phases, which began in 2023 and is expected to comprise a total of around 1300 rental units, is planning to accommodate a number of artists. Located at 9300 Meilleur Street, the ANIMA apartments should welcome their first tenants in 2025.

Thanks to the SDC's participation in *Laboratoire d'innovation des espaces de création de Montréal*, the business models and sustainability of the cultural spaces in the District Central were also the subject of a case study in 2024. Carried out over two days, as part of an exchange and brainstorming activity bringing together the main partners concerned, the study identified various courses of action. Follow-up is expected in 2025.

The organization has also continued to participate in the work of the *Comité Quartier culturel District Central*, which is led by the borough and aims in particular to consolidate the existing creative and performance venues in the area.

## ANIMATION OF THE TERRITORY

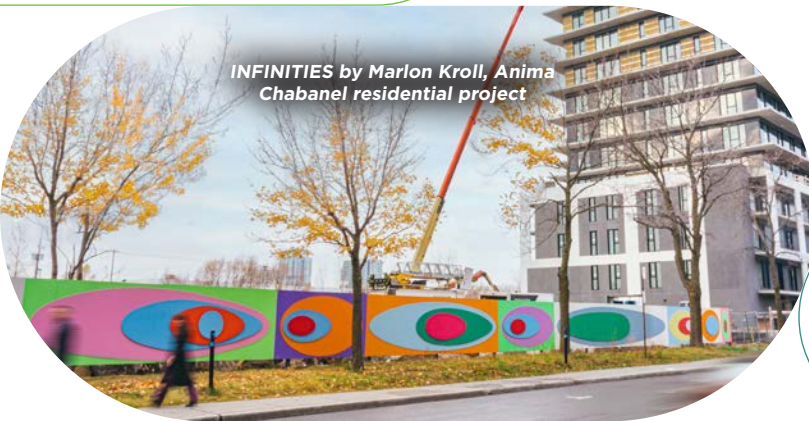
Officially launched with the *Association des sociétés de développement commercial de Montréal*, as part of an exhibition organized by Tourisme Montréal and YUL - Aéroport de Montréal, the summer program of the District Central attracted more than 50,000 people in the summer of 2024. Among them were workers and residents of the area, but also people passing through who came to discover or rediscover the attractions of the territory.

### Esplanade Louvain — Pop-up space in the District Central / May to October 2024.

Open, self-service space for working, eating, and relaxing outdoors.

- Access to wireless Internet service, tables, shaded areas, and play areas.
- Outdoor yoga sessions are held, every Wednesday at lunchtime.
- 5 à 7 Aire Commune, every Thursday night.
- 12 corporate activities held.
- Nearly 50,000 visitors, including approximately 10,000 people working in the District Central.
- 585 connections to the wireless Internet service during the day.
- Events organized in collaboration with 18 cultural partners.
- Member of the *Réseau des îlots d'été de Montréal*.
- Open to pets.

INFINITIES by Marlon Kroll, Anima Chabanel residential project







### La Prairie Louvain — Themed events / August to September 2024.

Activities to encourage community ownership of La Prairie Louvain and showcase local expertise.

- **ici, un champ à la loupe / August 6**  
Immersive discovery of La Prairie Louvain and its hidden treasures: plants, pollinators, habitats and much more. Workshop and Bio-Bingo game led by COOP Polliflora.
- **ici, la créativité fleurit / August 27**  
Outdoor painting workshop, accompanied by a violin-guitar musical performance.
- **ici, à la découverte des semences / September 10**  
Workshop on making seed bombs, led by COOP Polliflora.
- **ici, l'art des plantes tinctoriales / September 18**  
Exploration of natural textile dyeing techniques, including shibori and tie-dye. Creation of a reusable gift wrap (furoshiki) using dye plants from La Prairie Louvain. Organized in collaboration with Communautique.

### Escale — Ambulatory entertainment / July to September.

Cultural events offered at various times of the day in different areas of the District Central.

- Sauvé sector / La Fanfare de l'île and its lively rhythms of trumpets and drums.
- Marché Central sector / Le groupe Saya Percussion, offering a window into Africa, its music, and vibrant acrobatics.
- Chabanel sector / Les Mariachi Oro Blanco de Montréal for a Mexican fiesta on the terrace of the SILO brasserie. Street food truck.



### Swing ton lunch / June to September 2024.

Staying true to the tradition established several years ago, every Wednesday at lunchtime, Place Iona-Monahan has hosted a variety of musical performances, ranging from jazz and blues to swing and Mediterranean rhythms. Eleven solo artists and groups have performed there, while 15 local businesses have been invited to showcase their products and services.

### Cinéma sous les étoiles / July 6.

Screening of the feature-length documentary *La théorie du boxeur*, which deals with agriculture and the strategies used by agricultural producers to adapt to climate change. Planned at Esplanade Louvain in collaboration with Funambules Médias. Popcorn and soft drinks offered by the SDC District Central, the official distribution partner.

### Midi de la mobilité durable / September 11, 2024.

An event to raise awareness of sustainable modes of transport was held at Place Iona-Monahan, featuring information stands run by MOBA and Communauto.





Inauguration of  
*Cocréer notre futur mural*  
- October 7

## PUBLIC ART

Two new areas in the District Central can now boast the presence of urban murals. Created in 2024, these public artworks bring the total number of murals to seven across the territory.

### *Cocréer notre futur* – Acadie sector / 1401 Legendre West

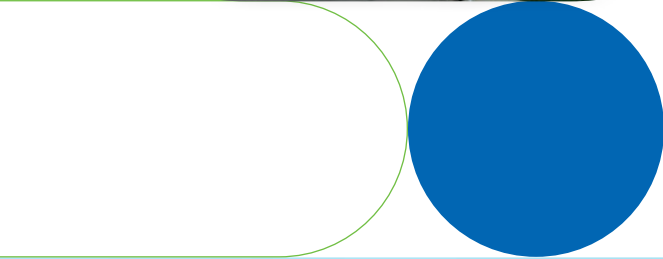
Triptych, representing the past, present, and future of urban agriculture, located in one of the business centres of the neighbourhood. Created by Amelia Hadouchi and Ankhone, this initiative was led and funded by the SDC District Central, with support from the *Ville de Montréal's Programme d'art mural*) and AEDN Realty, the building's owner.

### *De fil en aiguille* – Sauvé sector / 9775 Meilleur

A mural reflecting the industrial and manufacturing heritage of the area, created by Fluke, an internationally renowned artist from the neighborhood. This initiative was led and funded by the SDC District Central with contributions from Immeubles HS and the Ahuntsic-Cartierville borough.



*Cocréer notre futur* –  
Acadie sector / 1401 Legendre West



*De fil en aiguille*  
– Sauvé sector / 9775 Meilleur Street



*De fil en aiguille*  
by muralist Fluke



*District Central real estate forum - February 6*

# a prosperous, future-oriented business location

## CONNECTOR OF OPPORTUNITIES

The Connector of Opportunities program, the flagship initiative of the SDC District Central, continued to thrive in 2024. Focused on the sharing economy, this program fosters connections between businesses in the area and supports potential collaborations. It also provides access to a vast community of experts, organized by sector or issue. Four years after its launch, the program's popularity remains strong. Over the past year, the resources dedicated to the program resulted in:

- Support for 101 businesses, both online and in person.
- 207 business connections.
- Mobilization of 24 experts to meet the needs of businesses.

## COMMUNICATION PLATFORM

A promising project identified in 2020 as part of the SDC District Central's recovery plan, the development of a platform for exchanging and collaborating between businesses in the area was completed in 2024. A test group has already been conducted, and the official launch is scheduled for the Annual General Meeting in March 2025. Afterward, the new communication tool will be made available to the entire business community.

## HODGE-LEBEAU/DISTRICT CENTRAL METROPOLITAN INNOVATION ZONE

Three years after Mayor Valérie Plante's announcement of the creation of the Hodge-Lebeau/District Central Metropolitan Innovation Zone, work on the initiative began within the Ville's Economic Development Department. Several meetings with economic partners and boroughs have been organized. The SDC District Central, PME MTL Centre-Ouest, and Excellence industrielle Saint-Laurent have worked together to showcase the economic strengths of the Zone and influence its development. In September, recommendations were submitted to municipal authorities, suggesting the integration of the project into Montreal's 2050 Urban and Mobility Plan. The next step will be to develop a shared vision for the project.



*End-of-year cocktail party at Brasserie Silo - November 27*

## URBAN MANUFACTURERS AND INDUSTRIAL MERCHANTS

The economic fabric of District Central is characterized by urban manufacturers and industrial merchants. Consultations conducted between 2021 and 2022 highlighted the need to leverage this unique feature. In 2024, the working committee dedicated to this area was reactivated. The work completed so far has helped define the concept and identify the necessary levers to sustain the model. A pilot project, under the theme *Le retour des Samedis sur Chabanel*, has been confirmed. Efforts to implement this project will continue into 2025.

## COMMERCIAL VITALITY

Following an assessment of the area's commercial vitality in 2023, an action plan was drawn up to promote its development. The plan outlines key issues, problems, and priorities for action, as well as the roles and responsibilities of the various players involved in making the commercial offer in the District Central more accessible, user-friendly, and visible.

## SUPPORT TOOLS FOR SIGNAGE

Signage presents its own set of challenges. In response, the SDC District Central has produced information sheets summarizing the rules and best practices related to signage. This tool will be distributed to shopkeepers on Chabanel Street and Saint-Laurent Boulevard in 2025.

## SPOTLIGHT ON IN-DEMAND PROFESSIONS IN THE DESIGN INDUSTRY

In partnership with mmode, the SDC District Central developed an event dedicated to in-demand professions in the design sector. Named Campus Relève, this initiative is a result of a working committee made up of entrepreneurs in the field. The event will feature a day of company visits for students and will involve educational institutions offering training in fashion and design. The event is scheduled for April 2025.

## NETWORKING AND COLLABORATIVE SPACES

At the end of 2024, members of the SDC District Central and their socio-economic partners were invited to engage in:

8  
Workshops and  
collaboration  
circles

5  
Fairs  
and events

9  
Corporate  
activities

**Fashion Spectrum** / February 2, 2024. A networking cocktail organized as part of the multidisciplinary academic competition *Mode & Affaires*, held jointly by the École des sciences de gestion de l'UQAM, HEC Montréal, Desautels Faculty of Management at McGill University, and the John Molson School of Business at Concordia University. Activity to promote the District Central and the design sector to the next generation of business people in this industry. On-site presence of representatives of the SDC District Central, the event's recruiting partner, and four companies from the area.

**District Central Real Estate Forum** / February 6, 2024. An event was organized for property owners, featuring expert panels on commercial urban agriculture, territorial marketing, and building decarbonisation. The content was specifically developed to address the real estate landscape of the District Central. This event was held as part of the SDC District Central Builders' Program, in partnership with AEDN Realty, Les Immeubles HS, and Les Immeubles Nériik.

**Déjeuners découvertes** / March 14, June 6, and October 10, 2024. Welcome activities were organized for new businesses established in the area or newly in contact with the SDC District Central. These events included a presentation of member services and networking meetings with local businesses. Representatives from PME MTL Centre-Ouest and the economic development commissioner of the Ahuntsic-Cartierville borough were also in attendance. In total, 23 businesses were welcomed.

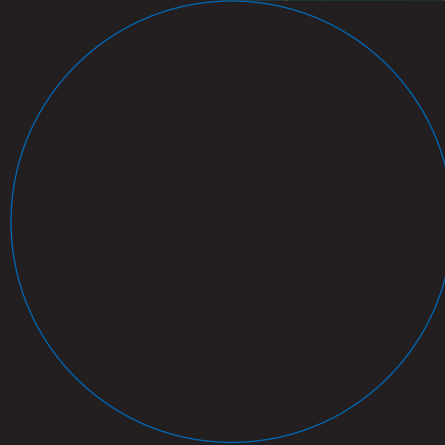
**Annual General Meeting** / March 27, 2024. Reserved for SDC District Central members. Three new Board members were elected from among six candidates, reflecting the business community's growing interest and commitment to the development of their neighbourhood. In virtual mode.

**Candidate Fair** / April 3, 2024. The third edition of this reinvented job fair aimed at bringing together employers in the District Central and employability organisations in the area. Access to a bank of candidates and a conference by Objectif Emploi on generational diversity: recruitment and management. An initiative of the SDC District Central.

**Community of Experts and Collaboration Circles** / April 10, 2024. An exchange workshop with experts on the theme of reuse, followed by a collaboration circle where entrepreneurs discussed shared challenges related to this topic. This event is organized as part of the SDC District Central's Connector of Opportunities program, in collaboration with mmode and Réseau femme environnement. Available in hybrid mode.



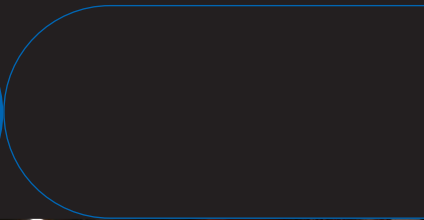
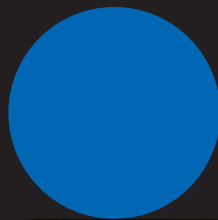
Textile industry companies at Fashion Spectrum - February 2



**Workshops on Commercial Lease Renewal** / April and October 2024. Information sessions for businesses in District Central covering key considerations when renewing a commercial lease. Offered twice in 2024.

**5 à 7 — Montreal Fashion Week** / April 27, 2024. Networking event organized in collaboration with mmode to create synergies that promote the development of joint activities for the 2025 edition of Montreal Fashion Week.

**5 à 7 For neighbourhood workers** / May 22, 2024. Launch and unveiling of District Central's summer programming.



En mode circulaire workshop on the theme of re-employment, at Coboom - April 10



**Business-to-business visits at Attraction - June 3**



**Apéro RH  
- October 23**

**Business-to-Business Visits** / June 3, 2024. An activity offered as part of the Connector of Opportunities program, aimed at showcasing the innovative and circular business models of District Central businesses. Organized in collaboration with mmode and Réseau femme environnement.

**Workshop on Property Taxes** / June 11, 2024. An information session with experts in commercial property appraisal, focusing on the factors considered during property evaluation, the best ways for owners to prepare, and important dates to remember. Organized by the SDC District Central at the request of property-owning businesses in the Sauv  area.

**District Central X Sylvain Blais font rayonner la mode d'ICI Exhibition** / August 22-25, 2024. A signature event presented in the Quartier des spectacles as part of the M.A.D. Festival, highlighting the manufacturing heritage and exceptional expertise of District Central's designers and businesses in the field of textile design, as well as the dynamism of its design hub. Featuring the participation of eight local businesses and designers.

**Information Session on Organic Waste Collection Service** / September 2024. Presentation of the new collection service and a Q&A session for property owners and businesses in District Central regarding its implementation. Organized in collaboration with the Ahuntsic-Cartierville borough and Ville en vert.

**District E-commerce Workshop: Vers un vendredi fou r ussi** / September 2024. Training aimed at sharing best practices in online retail in preparation for Black Friday. Developed by SDC District Central, PME MTL Centre-Ouest, and its elog service.

**Budget General Assembly** / September 29, 2024. Reserved for SDC District Central members. Adoption of the 2025 operating budget, followed by a networking cocktail. First face-to-face meeting since 2019. Giulietta, March  Central.

**District E-Commerce Workshop: Astuces et strat gies pour r duire les co ts de livraison** / October 2024. Training geared towards online commerce and the efficient management of delivery costs for different types of products and companies. Developed by the SDC District Central, PME MTL Centre-Ouest and its elog service.

**Ap ro RH** / October 23, 2024. Third edition of this event organized jointly by the SDC District Central, Wavency and More Event. Workshops and conferences on current human resources issues, including generational management in business, artificial intelligence as a recruitment tool, and employer branding. Accompanied by a third season of the podcast of the same name.



**District Central X Sylvain Blais font rayonner la mode d'ICI exhibition - August 22-25**



**5 to 8 - Real Estate  
at Tamara caf   
- November 6**

**Real Estate 5   8** / November 6, 2024. Networking event for commercial property owners and brokers. Organized in partnership with 555 Midtown, AEDN Realty, Les Immeubles HS, and Les Immeubles N rik. Presentation of existing buildings and projects planned for the neighbourhood.

**End-of-Year Cocktail** / November 27, 2024. Reserved for SDC District Central members and partners. Networking, live musical performance, draw for gift baskets donated by District businesses and appetizers by Brama, the local caterer. SILO Brewery, Chabanel sector.

# a familiar and recognized area

## REPRESENTATION ACTIVITIES

In 2024, the SDC firmly established itself as the voice of the business community in District Central. The majority of representation activities focused on land use planning and mobility. Notable efforts included providing analysis and recommendations during the final adoption process of the PPU District Central, participating in consultations related to the Ville de Montréal's 2050 Urban and Mobility Plan, and the implementation of a new bicycle path in the Sauvé and Chabanel areas.

## PPU DISTRICT CENTRAL

With the help of its experts, the SDC District Central conducted a thorough analysis of the PPU project developed for District Central. Despite the limited time available between the submission of the project on June 10 and the public consultation scheduled for June 27, the SDC made it a priority to gather feedback from its business community. The observations made led to the development of a number of recommendations. These were compiled into an official document and presented to the elected officials. Many of the elements identified by the SDC over the years, stemming from the study on the TOD area expected around the Ahuntsic and Chabanel stations, were highlighted again. Some of these were incorporated into the final version of the PPU adopted in the summer of 2024.

## URBAN PLANNING AND MOBILITY PLAN 2050

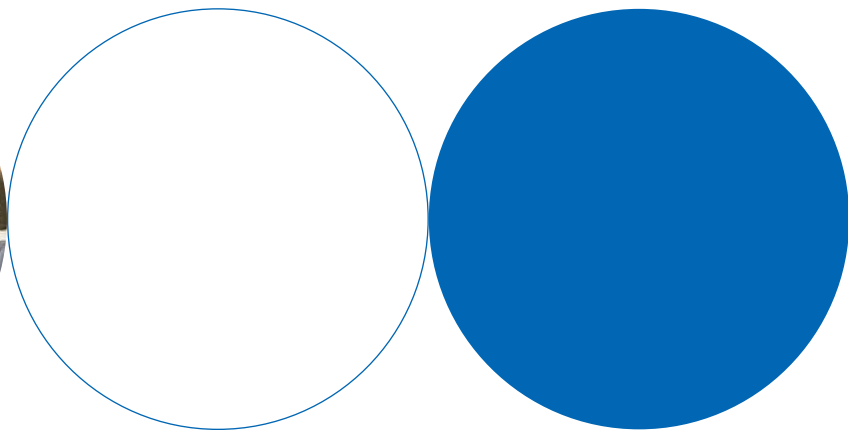
Building on the vision adopted in 2023 by its Mobility Committee, the SDC District Central developed and submitted a brief as part of the consultations regarding the Ville de Montréal's Urban Planning and Mobility Plan project. The points raised are based on the work and consultations conducted in recent years and are further enriched with real-world examples observed in the area. Work on this plan will continue in 2025, and the SDC intends to contribute to it.



Public consultation on the District Central PPU project - June 27



Visit by Mélanie Joly, MP for Ahuntsic-Cartierville, at Matelas Sélection - December 19



## BIKE PATH — SAUVÉ AND CHABANEL AREAS

Although brought to its attention late, the new proposed bike lane route in the Sauvé and Chabanel areas has been the subject of numerous representations by the SDC District Central. In addition to participating in the information session on the topic, the organization made available to elected officials and borough staff the various mobility and traffic studies produced at its request over the past few years for this part of the area. A meeting, bringing together businesses from the area and elected officials, was also organized. Unfortunately, these efforts did not yield the expected results. As a result, further representations will be made in 2025.



Mobility committee  
- March 26

## SECURITY AND VANDALISM — SAUVÉ AND CHABANEL AREAS

Businesses in the Sauvé and Chabanel sectors raised concerns about safety and vandalism in this part of the territory. These led to representation, including a meeting with the local chief of police, to raise awareness of these issues with law enforcement. Since then, formal collaboration mechanisms have been established.

### The SDC participated in:

- A workshop on the redevelopment of industrial parks organized by the Communauté métropolitaine de Montréal and the Ville de Montréal.
- The *Conversations montréalaises sur l'économie sociale* of the Conseil d'économie sociale de l'île de Montréal.
- The *Lab Textile du Centre d'études et de recherches intersectorielles en économie circulaire* which aims to set up a pilot project in textile recovery.
- The work surrounding the development of a nourishing community in Ahuntsic-Cartierville.

The SDC also maintained its participation in the following consultation structures:

- The *Table de concertation en développement économique de l'arrondissement d'Ahuntsic-Cartierville*
- The *Table en employabilité d'Ahuntsic-Cartierville*
- The *Comité Quartier culturel District Central — Secteur Chabanel*
- The Board of Directors of the *Association des sociétés de développement commercial de Montréal*

The SDC continued:

- Its statutory meetings with the municipal councillor for the district of Saint-Sulpice
- Its company visits with the elected representatives of the borough and the Member of Parliament for Ahuntsic-Cartierville, Mélanie Joly

It added representation as Espaces Publics delegate to the Commission permanente sur l'aménagement culturel du territoire de l'organisme Culture Montréal.



## PUBLIC RELATIONS CAMPAIGNS AND TARGETED MEDIA EVENTS

In addition to the various communication efforts conducted in 2024 to enhance the appeal of the territory and highlight its entrepreneurs, five targeted public relations campaigns and one media event were over the past year.

The first public relations campaign highlighted the results of the work conducted by students from the Faculty of Environmental Design at the University of Montreal related to the vacant lot at 50-150 Louvain West. The second campaign confirmed the return of La Prairie Louvain to District Central and its opening to the public.

Shortly after, the media and influencers were invited to experience an immersive event at La Prairie Louvain, at the peak of its bloom. Held in a 5 à 7 format, the event generated significant interest. The SDC also took the opportunity to announce the receipt of a financial grant of one million dollars over three years for the implementation of the Signature Intervention Plan.

This third media push was followed by the announcement of a photo exhibition featuring designers from District Central, which was presented at the Quartier des spectacles for the entire duration of the M.A.D. Festival.

The fifth and final targeted public relations campaign took place in October 2024 and focused on the unveiling of a signature mural in the area.

### Together, these communication efforts generated:

**75** mentions in the media including outlets such as the *Journal de Montréal*, *Le Devoir*, 98.5 FM, and *Narcity*.

**5** in-depth interviews

**+12 MS** reactions

**33** mentions on social networks, generating nearly 700,000 reactions



Video shoot – UdeM student project - Mai 31



2024 advertising campaign

### Corporate publications

- Hundreds of posts were made on the SDC District Central's social media platforms over the past year, generating more than 4 million reactions on Facebook and LinkedIn alone, as well as a significant number of new subscriptions across all platforms.
- Seven new videos were produced, including four clips about the signature mural *Cocréer notre futur* (Co-creating Our Future), and broadcast on various platforms.
- Five sponsored content pieces were published in *La Presse*, *Les Affaires*, and *Immobilier Commercial*. These generated numerous interactions, impressions, and visits to the SDC website.
- Nine additional articles were published on the organization's website, which saw its engagement rate increase by 65% compared to the same period last year. New pages showcasing the work of the committees have also been created, and studies and reference documents produced by the SDC are now available on the site.
- Two outdoor poster campaigns, highlighting La Prairie Louvain's summer programming and District Central's business hubs, were also produced. These campaigns lasted a total of 20 weeks and generated over 60 million reactions.
- A Google Ad Words campaign promoting the District Central as a business location was also implemented.

## VISIBILITY PARTNERSHIPS

The SDC District Central has relied on five visibility partnerships over the past year, most of which are linked to the Signature Intervention Plan and the ongoing neighbourhood transformation process.



### Tourisme Montréal — La Prairie Louvain

- Unveiling of the La Prairie Louvain program as part of the event marking the launch of Montreal's summer tourist season.
- Mention of the attraction on the organization's website.

### Aéroports de Montréal YUL — La Prairie Louvain

- For the second consecutive year, integration of the iconic sunflower from La Prairie on the airport sign.
- Promotion of the attraction on the international passenger arrival screen.

### M.A.D. x Festival M.A.D. Collective

- Signature exhibition at the Quartier des Spectacles as part of the M.A.D. festival.
- Speech by the Executive Director during the opening cocktail reception.

### Wavency - Apéro RH Podcast

- Joint production and distribution of the *Apéro RH* podcast, focusing on current human resources issues.

### Réseau de recherche en économie circulaire du Québec — La Prairie Louvain

- Presentation of the project as a panelist at the 2024 Symposium of the Quebec Centre for Biodiversity Science. (CSBQ)

## WELCOMING DELEGATIONS

The efforts to upgrade District Central are attracting interest and in 2024 generated visits from various interest groups from France and the United States.

In May 2024, for the second consecutive year, the SDC District Central hosted a delegation of eight French companies. Made possible through a call for projects by the Commission permanente de coopération franco-québécoise, this visit aimed to showcase the unique features of the territory, its development goals, and its entrepreneurs. This was the last activity in Quebec planned as part of the collaboration with the French organization *Mieux entreprendre*. However, representatives from District Central are expected to participate in an economic mission to France in March 2025.

The summer also allowed the SDC to host a representative from the organization ParisCulteurs. Invited to Quebec by the Laboratoire sur l'agriculture urbaine, she was introduced to District Central's leading role in urban agriculture in Quebec.

Finally, La Prairie Louvain as a sustainable destination was the focus of a visit specifically organized for the New York-based public relations agency of Tourisme Montréal. This exercise helped promote the attraction in the U.S. market.



# key drivers of our success

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## HIGH-PERFORMANCE BUSINESS INTELLIGENCE TOOLS

In use since 2023, the SDC District Central customer information system now makes it possible to accurately profile members and generate management dashboards in terms of finance, communication, commercial vitality, real estate supply, and demographics. The wealth of information available is due in particular to the census of businesses carried out in the field in collaboration with the Ville de Montréal's Service de développement économique (Economic Development Department). Information requests received from companies interested in setting up in the District are added to the total.

It should also be noted that the cumulative data has enabled the updating of the first edition of the SDC District Central impact report since its creation. This tool, which is highly relevant for measuring the organization's areas of influence, will now be updated every three years. Thanks to the information sharing established with the Association des sociétés de développement commercial de Montréal, the efforts invested in business intelligence by the SDC also contribute to improving knowledge of the city's economic fabric.

## ETHICAL AND ENLIGHTENED GOVERNANCE

Adopted in 2023, the Charte éthique économique du District Central (Economic Ethics Charter of District Central) is intended as a governance tool for the development of the territory. Beyond the principles it underpins, the Charter - initiated and promoted by the firm ÉLÉMENTS Planification urbaine - gave rise in 2024 to a participatory workshop to which the entire business community was invited. The activity provided an

opportunity to address various issues relating to the economy and ethics and will likely be the subject of a second edition in 2025.

The Governance Committee has also put the finishing touches to its Guide to Appointing a Director. The tool specifies the procedures leading to the election of a person to the organization's Board of Directors as well as the eligibility requirements for such a position. Administrators elected during the Annual General Meeting in March 2024 were subsequently offered training.

## INVESTMENTS THAT ARE PAYING OFF

The SDC District Central ended 2024 with a lower-than-anticipated planned deficit of \$63,676. This is due in particular to the fact that the Fonds signature métropole was obtained later than expected, and to the distribution of funds from the Programme de soutien aux SDC.



# 2024 financial statements

20



Inauguration of the Cocréer  
notre futur mural - October 7

## REVENUES

<b>Mandatory contributions</b>	778 495 \$
<b>Voluntary contributions</b>	49 945 \$
<b>Grants</b>	
Borough of Ahuntsic-Cartierville	
Operating costs	100 000 \$
Mural project	10 000 \$
Ville de Montréal	
SDC Support Program	350 000 \$
Programme d'art mural	47 645 \$
Government of Québec	
Fonds signature métropole	174 979 \$
Coopération France-Québec	850 \$
<b>Sponsorships</b>	45 000 \$
<b>Interest on mandatory expenses</b>	23 560 \$
<b>Interest income from investments</b>	25 718 \$
	<b>1 606 192 \$</b>
<b>Bad debts</b>	(12 762 \$)
	<b>1 593 430 \$</b>

## EXPENSES

<b>Administrative expenses</b>	225 498 \$
<b>Economic development</b>	230 365 \$
<b>Member services</b>	159 106 \$
<b>Communications and marketing</b>	541 887 \$
<b>Animation and events</b>	120 196 \$
<b>Development and operations</b>	380 054 \$
	<b>1 657 106 \$</b>
<b>EXCESS OF REVENUES OVER EXPENSES</b>	<b>(63 676 \$)</b>

# dedicated volunteers

To carry out its mission, the SDC District Central can count on a large network of volunteers, mainly from the business community. Their commitment to the organization's board of directors, to one or more of its working committees, or as ambassadors, contributes to the relevance of each of its actions.

## a passionate and enthusiastic team

Collaboration and enjoyment are at the heart of the SDC District Central employer brand. The organization's efforts to provide a stimulating work environment for its staff have continued in 2024. The activities on offer, whether in terms of continuing education or health and well-being, confirm the organization's desire to support the development of skills and the sense of belonging of its employees. The recipe is working. At the end of 2024, the SDC District Central could indeed count on a team of eight skilled people entirely dedicated to the fulfilment of its mission.

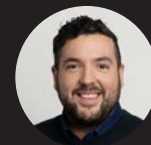


## board of directors



**Delia De Gasperis**  
CGS Québec inc.  
President

21



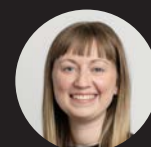
**Philippe Gagnon**  
Attraction  
Vice-president



**Laetitia Bedout**  
Business Coach  
Treasurer and  
Secretary



**Lina A. Aristeo**  
Plûme



**Eugénie Lévis**  
Matelas Sélection



**Howard Szalavetz**  
Les Immeubles HS



**Émilie Thuillier**  
Mayor of  
Ahuntsic-  
Cartierville



**Gabriel  
Tupula Yamba**  
Big Bang



**Célestine  
Véronneau**  
Simplex location  
d'outils

**Hélène Veilleux**  
Executive Director

**Geneviève Dufour**  
Assistant Executive Director

**Stéphanie Rault**  
Manager, Communications,  
Marketing and Events  
(maternity leave)

**Maude Cournoyer**  
Manager, Communications,  
Marketing and Events (interim)

**Marc-André Carignan**  
Project Manager, District Central  
Signature Development

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

**Zineb Hicham**  
Administrative and Member  
Relations Specialist

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

**Mia van der Heyden**  
Project Manager, Connector  
of Opportunities

## urban planning committee

**Maxime Brosseau**  
Zaraté Lavigne  
Architectes

**Michel Caumartin**  
Quadreal-Marché Central

**Delia De Gasperis**  
CGS Québec inc.

**Julien Kovacevic**  
Resident

**Eugénie Lévis**  
Matelas Sélection

**Margarita Mavromichalis**  
AEDN

**Howard Szalavetz**  
Les Immeubles HS

**Gabriel Tupula Yamba**  
Big Bang

**Jonathan Villeneuve**  
Les Ateliers Belleville

**Marc-André Carignan**  
SDC District Central

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

**Martine Peyton,**  
supported by  
ÉLÉMENTS Planification  
urbaine

## business vitality committee

**Marie-Claude Breault**  
Agence immobilière  
Mobilis

**Michel Caumartin**  
Quadreal-Marché Central

**Julien Kovacevic**  
Resident

**Jean-Philippe Lalonde**  
Brasserie SILO

**Margarita Mavromichalis**  
AEDN

**Jean-François Soulières**  
Ahuntsic-Cartierville  
borough

**Elena Di Stefano**  
SDC District Central

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

**Martine Peyton,**  
supported by  
ÉLÉMENTS Planification  
urbaine

## mobility committee

**Gabrièle Charbonneau**  
Ahuntsic-Cartierville  
borough

**Carolyn Kelly Dorais**  
Zaraté Lavigne  
Architectes

**Alain Gagné**  
PCI Automatisation  
Industrielle

**Eugénie Lévis**  
Matelas Sélection

**Catherine Plouffe**  
Société de transport de  
Montréal

**Margarita Mavromichalis**  
AEDN

**Stéphane Peevers**  
Transport Actif Québec

**Julie Roy**  
Saint-Sulpice Advisor

**Pier-Luc St-Germain**  
Resident

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

**Myriam Goulet,**  
supported by: MOBA

## industrial merchant committee

**Laetitia Bedout**  
Business coach

**Kévin Drouin-Léger**  
La Centrale agricole

**Philippe Gagnon**  
Attraction

**Eugénie Lévis**  
Matelas Sélection

**Sarah Takforyan**  
La Boîte à bonbons

**Geneviève Dufour**  
SDC District Central

**Mia van der Heyden**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

**Élisabeth Deschênes,**  
supported by:  
ZA Communication

## governance committee

**Lina A. Aristeo**  
Plûme

**Laetitia Bedout**  
Coach d'affaires

**Delia De Gasperis**  
CGS Québec inc.

**Hélène Veilleux**  
SDC District Central

## campus relève committee

**Claudia Boyer**  
Centric Brands

**Philippe Gagnon**  
Attraction

**Gabrielle Mailhot-Côté**  
Créations Gama

**Regina Rieh**  
Maison Marie Saint Pierre

**Mia van der Heyden**  
SDC District Central

## committee district central signature event — design

**Mary-Jo Dorval**  
Kid's Stuff

**Philippe Gagnon**  
Attraction

**Ysaline Lannes**  
1ER MAI

**Gabrielle Mailhot-Côté**  
Créations GAMA

**Pierre-Amaury Poulot**  
Studio OONW

**Regina Rieh**  
Maison Marie Saint Pierre

**Sylvain Roy**  
OOKPIK

**Andrea Velazquez**  
OOKPIK

**Marie-France Richard**  
SDC District Central

**Mia van der Heyden**  
SDC District Central

## district central ambassadors — hosting delegations

**Samy Benhamza**  
CapSolar

**Yoan Béraud**  
Objectif Emploi

**Cathia Cariotte**  
Muntu

**Delia De Gasperis**  
CGS Québec inc.

**Carolyn Kelly Dorais**  
Zaraté Lavigne  
Architectes

**Ayoub El Fouih**  
Trusted Energy Canada

**Lou Gloanec**  
Ville en vert

**Lorelei L'Affeter**  
HUMÀ design +  
architecture

**Stéphanie Leduc**  
En Temps et Lieu

**Francine Michaud**  
Gestion Francine  
Michaud

**Martine Peyton**  
éléments planification  
urbaine

**Laurence Richard**  
La Centrale Agricole

**Jean-François Soulières**  
Ahuntsic-Cartierville  
borough

**Marie-Pier Tessier-De  
L'Étoile**  
Îlot 84

**Experts**  
PME MTL Centre-Ouest

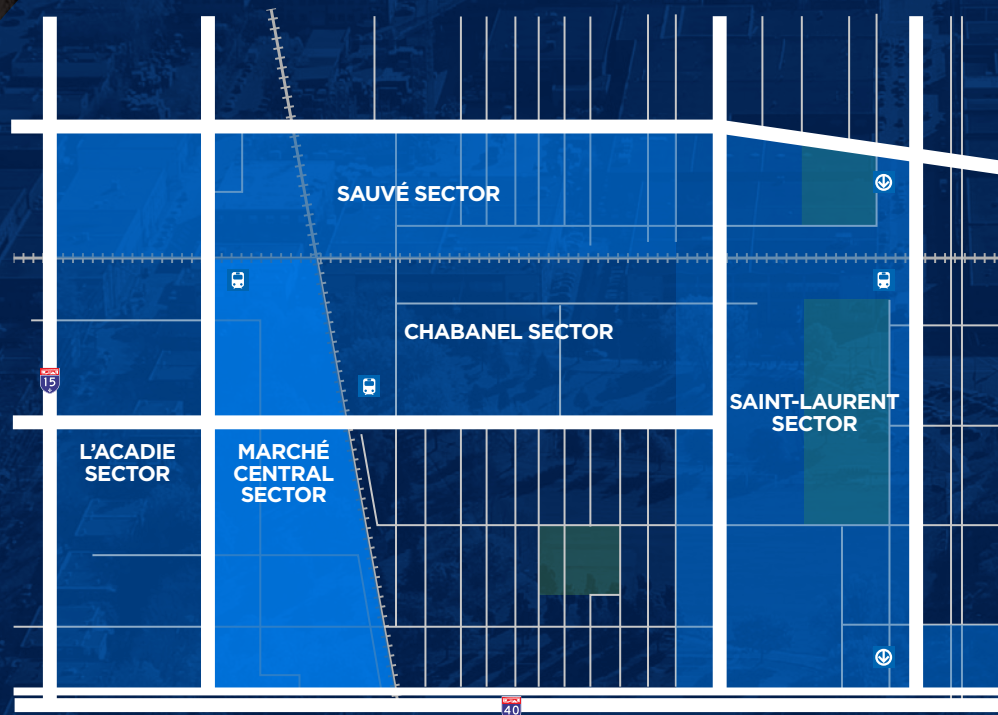
# 2025 outlook

- Launch of the communication platform for businesses in District Central.
- Representation efforts in connection with:
  - the regulations resulting from the adoption of the District Central Special Planning Programme (PPU).
  - the C40 competition relating to the development of the vacant lot located at 50-150 Louvain West.
  - the challenges of cohabitation of uses, particularly for industrial traders and urban manufacturers.
- Deployment of phase 3 of the Signature Intervention Plan, including:
  - the creation of new outdoor socializing spaces for workers and residents.
  - the installation of signage elements at different locations in the neighbourhood.
  - the integration of new urban artworks.
- Promotion of a strong vision around the concept of industrial merchant for the district.
- Workshop on urban distribution and logistics.
- Return of the District Central pop-up space at Esplanade Louvain and summer events.
- Continuation of efforts to promote the territory and its businesses through a communication strategy based in particular on the use of ambassadors.



*La Prairie Louvain and the vacant lot  
at 50-150 de Louvain Street West*

# 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!

Thanks to our partners

Montréal 

 Ahuntsic-Cartierville  
Montréal 

The 2024 Activity Report  
is available in French on  
the SDC District Central  
website.

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DISTRICT  
CENTRAL

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