



Ruelle L'Oasis



ACTIVITY REPORT 2025

SDC ●●●
DISTRICT
CENTRAL

Message from the chair of the board of directors and the executive director



Gabriel Tupula
Chair of the Board

2025 was a year of courage, confidence, and community spirit for the SDC District Central. A year in which doing what was right took precedence over taking the easy path. A year that was both demanding and full of promise, during which the SDC more than ever embodied its role as a catalyst—with boldness and humanity.



H el ene Veilleux
Executive Director

A pivotal moment in the life of the organization, this realignment coincided with changes in its governance. Building on the valuable stability developed over the years, notably embodied by outgoing Chair Delia De Gasperis—whom we sincerely thank for her contributions—the past year has seen the strengthening of an entrepreneurial vision within the Board of Directors. Supported by the local community, this new direction reflects the desire of businesses in the district to have the SDC represent their voices with even greater conviction.

This commitment to proactive advocacy has already translated into clear and decisive positions on a range of issues. These logistical and mobility challenges were central to the SDC's advocacy efforts. Backed by an exceptionally strong wave of community mobilization, the SDC left no stone unturned in representing its members' perspectives—whether through media interviews, direct engagement with decision-makers, or targeted political initiatives.

Alongside these intensified advocacy efforts, the rollout of the Signature Intervention Plan reached a significant milestone in 2025 with the completion of the first permanent installations and the realization of the initial phase of wayfinding signage. Supported both by the Fonds Signature M etropole and private investments, these achievements not only demonstrate the community's capacity for reinvention but also help to strengthen its identity. Together with promising projects and partnerships - such as the Connecteur d'Opportunit es program and the established collaboration with the M.A.D. Festival - they also embody the District's commitment to sustainable development and the local economy.

More importantly, the achievements of the past year reflect the core values that define the territory. Every project, every action, every decision has been conceived for and with the community, embodying its very DNA. They demonstrate how, by acting with courage, confidence, and conviction - while respecting the community and enjoying collaboration - it is possible to change the course of things. They reaffirm the deliberate choice of a diverse territory where commercial, industrial, and creative activities coexist in harmony. An innovative and productive territory, one that has revealed itself to both its residents and outsiders through shared values, and where it is truly a good place to live and work.

By advocating for local production and supporting entrepreneurs in their wealth-creating endeavors, District Central also nurtures Quebec's economic resilience. In the uncertain context we face, this represents a promise of a bright future.

We choose to believe in it.



New territorial signage system installed in August, Chabanel sector

An ambitious mission, Driven by strong values

SDC District Central's mission is to breathe new life into a legendary neighborhood, showcase its vitality, and propel it to the forefront of Montreal's economic scene. Its initiatives are anchored in trust, community, courage, and the joy of taking action.



A stronger, more cohesive voice

IMPACTFUL AND TARGETED ADVOCACY

Since its inception, the SDC District Central has made it a priority to represent the interests of its members before decision-makers. While its advocacy efforts were long structured around standing committees of business volunteers, these took on a new form in 2025. Notably, a leading role was granted to the Board of Directors. A delegation of business leaders, entirely dedicated to relations with the Ahuntsic-Cartierville borough, was also established. Furthermore, the SDC created temporary action cells tasked with reflecting the concerns of local businesses regarding specific current issues.

The increased agility provided by these approaches has enabled the SDC to react swiftly and voice its position on key files, such as the deployment of the north-south bike path, regulations surrounding the new District Central PPU (Special Planning Program), and development scenarios for the 50-150 vacant lot.



The SDC took an active role in the public consultation regarding the adoption of new regulations for the District Central PPU. Present at the hearings to advocate for its members' interests, the SDC also submitted a brief largely informed by its previous work on this file. These efforts proved successful: under the newly adopted regulations, industrial businesses will now be permitted to engage in retail sales.

Public consultation on the District Central PPU project - **March 24**



Over the past 12 months, meetings were held between members of the SDC's Board of Directors and staff, elected officials, and City of Montreal employees to discuss the issues raised by the new north-south bike path. These representations centered on the viewpoints of the owner-occupants and commercial property owners most affected by this new infrastructure, as well as the findings from the Léger survey conducted in the fall of 2025.

Unveiling of the Léger survey results - **October 15**



On June 5, the City of Montreal launched a competition to develop the site at 150 Louvain West. Present at the launch, the SDC supported various local teams in preparing their project proposals. The SDC also acted as a spokesperson for the concerns of businesses and property owners located near the City's proposed supportive modular housing project on this site.

Interview with H el ene Veilleux for Le 15-18 on modular housing installed at 150 Louvain Street West - **September 11**

The SDC Central District is also...

- A strong presence on six permanent partner tables and committees
- Active and high-profile participation in over a dozen annual events and gatherings organized by socioeconomic partners.
- Sustained relations with provincial and federal representatives for the district, as well as the neighborhood police chief.



Geneviève Dufour and Hélène Veilleux at AXE Montréal - November 25



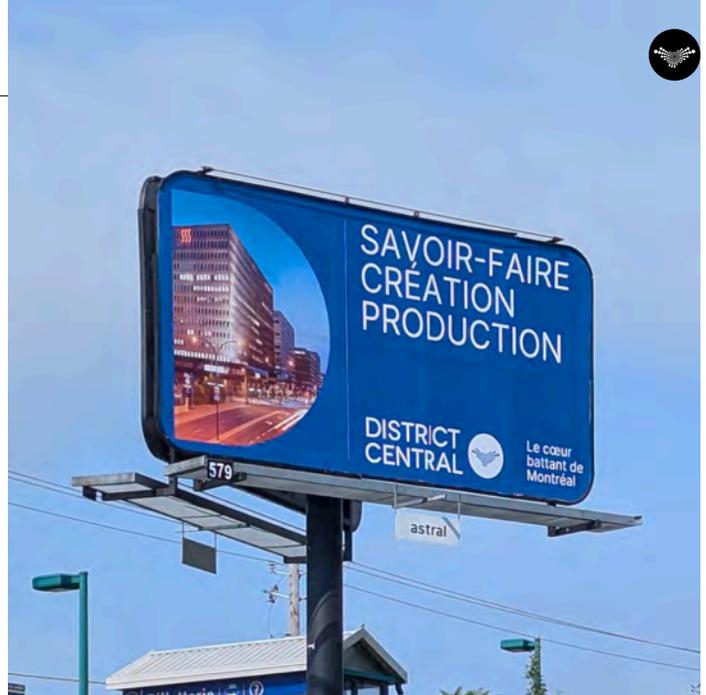
Myriam D. Jutras (SDC) at the 35th anniversary of AIM-CROIT - Octobre 22



Meeting with André A. Morin, Member of Parliament for Acadia - January 9

HIGH-REACH COMMUNICATION EFFORTS

Driven by the desire to showcase the District Central and its revitalization projects, the SDC continued its communication efforts in 2025. Over 12 months, no fewer than six major public relations campaigns were carried out, achieving unprecedented reach. These initiatives generated nearly 120 mentions in traditional media, which in turn garnered over 37 million impressions—more than double the previous year’s total. A variety of corporate content, including articles and videos, was produced and shared across the organization’s communication platforms and in various mainstream media outlets. As a result, thousands of people discovered the territory, its unique characteristics, and the initiatives implemented to support its development.



2025 billboard campaign

EXPANDING PARTNERSHIPS

The growing reputation of District Central is driving a surge in new partnerships. In addition to long-standing allies of the Plan d’interventions Signature—such as Tourisme Montréal, YUL Montréal-Trudeau International Airport, and Caisse Desjardins du Centre-nord de Montréal—the SDC has teamed up with organizations including the M.A.D. Festival, mmode, and PME MTL Centre-Ouest to bring its projects to life. The ties established with these businesses and organizations not only enhance the area’s visibility but also reflect the widespread interest in its ongoing transformation.



Video shoot, mural project Ligne de vie urbaine (Urban Lifeline) with artist dalkhafine - August 18



Launch of the M.A.D. Festival, attended by Chantal Durivage, founder of the M.A.D. Collective, and Geneviève Dufour, alongside several Montreal SDC directors - 20 august



Myriam D. Jutras (SDC), as well as Jules Trolet and Solène Thubert de Trolet, during a visit to the company carried out as part of Connector of Opportunities — July 24

A prosperous, tight-knit business community



Human Resources Collaboration Circle, featuring participating organizations: AIM CROIT, CJE-ABC, Folio Design, Maison du monde, Objectif Emploi, and WAVENCY - **December 17**

207 BUSINESS CONNECTIONS FACILITATED THROUGH CONNECTOR OF OPPORTUNITIES

Five years after its launch, the popularity of the Connector of Opportunities service remains as strong as ever. As a spearhead of the local sharing economy, this service facilitated 207 business connections over the past year alone. Nearly 100 new entrepreneurs were met to identify both their needs and the opportunities their businesses offer within a local, «short-circuit» framework. By year-end, 28 experts and resource partners had also been mobilized to address participants' business challenges and provide insights for their decision-making.

creation, production, and innovation. Through the *Campus Relève* initiative, SDC District Central aims not only to showcase often-overlooked careers—such as seamstresses, pattern makers, and production technicians—but also to inspire a new generation to preserve these essential skills and, ultimately, sustain local production.

A SUCCESSFUL MEETING OF EMERGING TALENT AND LOCAL BUSINESS

In Spring 2025, at the invitation of the SDC and mmode, over 100 fashion and design students were invited to experience an immersive day in the heart of District Central. Participants in this inaugural event visited iconic local businesses, met passionate professionals, and went behind the scenes of local



Campus Relève, visit to the Maison Marie Saint-Pierre workshops with students - **April 10**

BUSINESS HUBS IN THE SPOTLIGHT

Showcasing the business hubs within its territory is at the heart of SDC District Central's mission. In 2025, these efforts took many forms, most notably:



The rollout of a studio-sales pilot project by businesses in the design and fashion hub. This activity took place as part of *Le District Central en mode M.A.D.* - **August 9**



The organization of a curated tour and exchange visits with local businesses for the City of Montreal's Economic Development Department, contributing to the project definition of the Hodge-Lebeau/District Central Metropolitan Innovation Zone. - **September 24**



TOGETHER, NOW MORE THAN EVER

In 2025, more than a dozen networking events and training sessions were offered to District Central businesses and SDC members. A record-breaking year for engagement, these activities drew nearly 450 participants in total. The year's flagship event was an economic roundtable on U.S. customs duties, where entrepreneurs had the opportunity to engage with Mélanie Joly, then Canada's Minister of Foreign Affairs. As the

Member of Parliament for Ahuntsic-Cartierville, Ms. Joly used the occasion to guide businesses on the necessary steps to mitigate the impact of tariffs on their operations.

Economic round table: Mélanie Joly, Member of Parliament for Ahuntsic-Cartierville, answered questions from businesses from District Central - **March 7**



An attractive destination

AN UNMISTAKABLE SIGNATURE

For the third consecutive year, La Prairie Louvain and its iconic sunflowers enhanced the daily lives of those living and working in the area. However, the impact of the Plan d'interventions Signature (Signature Intervention Plan) now extends far beyond temporary installations. Ruelle L'Oasis, spanning between 333 and 433 Chabanel Street West, has been officially developed and inaugurated. This progress is mirrored by the rollout of the first phase of wayfinding signage in the Chabanel sector and the completion of the eighth mural on Saint-Laurent Boulevard—a landmark project marking the start of signature interventions in that area.

In addition to the Government of Quebec—through the Fonds signature métropole—these projects benefit from the financial support of several partners, including Caisse Desjardins du Centre-nord de Montréal, Tourisme Montréal, and YUL Montréal-Trudeau International Airport. These initiatives were also funded by property owners engaged through SDC District Central's Builders' Program, as well as the City of Montreal's Mural Art Program and the Borough of Ahuntsic-Cartierville.

These interventions serve to solidify the new vision for District Central. Their innovative nature also led to them being showcased at the Montreal of the Future exhibition, an event highlighting various economic, urban, and real estate development projects.

Inauguration of the mural *Ligne de vie urbaine*, Saint-Laurent sector / 9494 Saint-Laurent Boulevard, attended by project partners: (from left to right): Charles-Olivier Parent (Atwill-Morin), Hélène Veilleux (SDC District Central), Albert Ezerzer (Groupe Dayan), Marc-André Carignan (SDC District Central), Pierre-Alain Benoit (MURAL), Myriam Girouard (MURAL), Maude Thérroux Séguin (Mayor of Ahuntsic-Cartierville) and Victor Esposito (Councillor for Saint-Sulpice) - **November 27**



Inauguration of Ruelle L'Oasis in the presence of Gabriel Tupula (Chairman of the SDC Board of Directors), Howard Szalavetz (Les Immeubles HS), Marc-André Carignan (SDC), André. A Morin (MNA for Acadie), Hélène Veilleux (SDC) and Ronel Allagbe (Innotex) - **October 10**



A CELEBRATION OF URBAN AGRICULTURE

With over 390,000 square feet of cultivated land and 28 active businesses, farms, and organizations, District Central stands as Montreal's largest urban agriculture hub. It was only fitting, then, that the district hosted the Solidarity Banquet for the inaugural Fermes en villes (Farms in the City) event. For the occasion, La Prairie Louvain was transformed into an open-air banquet where more than 280 guests gathered for a 100% local feast. The menu, crafted by Marc-André Royal, chef and owner of Le St-Urbain restaurant, featured products grown within three kilometers of the event site.

Co-organized by SDC District Central and PME MTL Centre-Ouest, this culinary gathering aimed to celebrate urban farming and bridge the gap between local urban farms and food industry stakeholders. It also offered the business community and partners a chance to honor the invaluable contribution of La Prairie Louvain to the District's ongoing transformation. It was a flavorful evening of solidarity—a true reflection of an innovative, interconnected, and forward-looking territory.



Networking in La Prairie Louvain during the Solidarity Banquet - September 2



Solidarity banquet - September 2



A DISTRICT IN M.A.D. MODE

A legendary hub in Montreal's fashion industry, District Central played host in August 2025 to the first of a series of satellite runway shows organized in various sectors across the city to celebrate the M.A.D. Festival's 25th anniversary. As partners in the initiative, the SDC and Les Immeubles HS - the owner of the building where the event took place - provided a platform for 13 local fashion and design businesses to shine. Held on the loading dock of 433 Chabanel Street West, which was transformed into an urban, underground runway, the show captivated an audience of nearly 300 people. A total of 60 looks, 100% designed and produced within District Central, were unveiled. Each participating designer later saw one of their pieces featured in the grand finale on the Festival's main stage in the Quartier des spectacles. This provided the District with high-profile exposure while showcasing the exceptional talent of its local businesses.



District Central in M.A.D mode- August 9

A Vibrant Summer Season

From May to September, District Central pulses with the energy of public events and activities.

2025 was no exception.

AN EPHEMERAL SPACE WITH ENDURING APPEAL

On its own, Esplanade Louvain—District Central’s signature pop-up space—welcomed nearly 53,000 visitors, averaging approximately 5,000 visits per day.



District Central 5 à 7 at Esplanade Louvain - May 28



CULTURE ON THE MOVE

From stilt walkers roaming the streets to a circus cabaret taking over a café entrance and a jazz trio welcoming restaurant patrons—our cultural Escales reached nearly 300 people in 2025.

Escale event with stilt walkers, Chabanel Street! - June 17



MIDDAYS IN MOTION

14 musical performances. 16 businesses invited to showcase their products and services. More than 1,400 people came to meet them — all in a spirit of genuine conviviality and in one single location: Place Iona-Monahan. This is what continues to drive the growing success of the Swing ton lunch Thursday lunchtime series.

Champignon Maison exhibiting at Swing ton lunch - August 21



Swing ton lunch - every Thursday from June to September

Investments that pay off

IN 2025,
SDC DISTRICT CENTRAL
INVESTED

\$1,675,000

in activities, projects, and
business services related
to its mission.

THAT IS

88%

OF TOTAL EXPENSES OF

\$1.9M.

53% of revenues came from the private sector, in the form of mandatory and voluntary contributions, sponsorships and partnerships.

46% from various levels of government, including \$1 million over three years from the Fonds signature métropole.

| REVENUES | |
|---|--------------------|
| Mandatory contributions | \$877,764 |
| Voluntary contributions | \$81 324 |
| Grants | |
| Borough of Ahuntsic-Cartierville | |
| Operating costs | \$100 000 |
| Ville de Montréal | |
| SDC Support Program | \$350 000 |
| Government of Québec | |
| Fonds signature métropole | \$425 021 |
| Coopération France-Québec | \$12 200 |
| Sponsorships | \$45 000 |
| Interest on mandatory expenses | \$15 953 |
| Interest income from investments | \$10 818 |
| | \$1,918,080 |
| Bad debts | (\$218,804) |
| | \$1,699,276 |
| EXPENSES | |
| Administrative expenses | \$235 136 |
| Economic development | \$249 993 |
| Member services | \$158 084 |
| Communications and marketing | \$463 193 |
| Animation and events | \$134 218 |
| Development and operations | \$669 427 |
| | \$1 910 051 |
| EXCESS OF REVENUES OVER EXPENSES | \$(210,775) |



The efforts invested in promoting District Central have also led to the SDC being invited to participate in various events to share insights on the ongoing revitalization of its territory and the specific initiatives launched to support this goal.

ASPL EN RÉSEAU — CULTIVATING LOCAL INNOVATION

The approach surrounding District Central's Signature Intervention Plan—its governance, the ecosystem that inspires it, and the milestones achieved to date through its implementation—has garnered significant interest. These elements were also at the heart of a presentation delivered by Marc-André Carignan, Project Manager at the SDC, and Executive Director Hélène Veilleux during the inaugural business community meeting for Assomption Sud-Longue-Pointe (ASPL). - November 18



RSDCQ NETWORK DAY

As a guest panelist at the RSDCQ (Regroupement des sociétés de développement commercial du Québec) Network Day, Executive Director Hélène Veilleux shared detailed best practices for fostering collaboration with property owners within the context of urban revitalization. - October 16



ECONOMIC MISSION — FRANCE

From March 17 to 20, 2025, five representatives from District Central took part in an economic mission in France. During the visit, they not only toured various businesses and facilities in the Seine–Saint–Denis area of Paris but also engaged with local entrepreneurs and socio-economic stakeholders on topics such as mixed-use development, commercial vitality, short supply chains, and the broader concept of a solutions-based economy. This initiative arose from a partnership with the French organization Mieux Entreprendre, in response to a call for projects from the Permanent Commission for Franco-Québécois Cooperation (MRIF).

District Central delegation visits the Cité Maraîchère de Romainville - **March 18**



NETWORK OF ECONOMIC DEVELOPERS



Building on a partnership with the European organization PALME, Executive Director Hélène Veilleux spoke about using land density and mixed-use intensification to drive the transformation of industrial areas. The session was part of a networking event hosted by the Brittany Region Economic Developers' Network.

- **December 2**



Committed business leaders

BOARD OF DIRECTORS



Gabriel Tupula
President
Big Bang



Philippe Gagnon
Vice President
Attraction



Laetitia Bedout
Treasurer and Secretary
Coach d'affaires



Delia De Gasperis
Past President
CGS Québec Inc.



Victor Esposito
City Councillor,
district of Saint-Sulpice



Eugénie Lévis
Matelas Sélection



Isabelle Prévost
Louvvia Uniformes



Howard Szalavetz
Les Immeubles HS



Célestine Véronneau
Simplex location d'outils

PROPERTY OWNERS AND COMMERCIAL OWNERS COMMITTEE

Emmanuel Amar
IDX Design+Com

Arden and Christine Amirian
Les sous-vêtements Yves Martin

Gabriel Bouganim
Groupe Axwood

Ila Ceriello et Victor Shiffman
Centre d'art Battat

Nicolas and Sami Chedid
Modes Crystal

Eyal Cohen
Marcarko-555 Midtown

Carole Fortier and Lorne Lieberman
AEDN

Carlo Granito
Terra Café & Thé

Michael Grote
Qualum International

François Hamel
Équation 56

Yves Joannette
Centre de service Port-Royal

Eugénie Lévis
Matelas Sélection

Nicole and Cyma Matalami
Oxygen Collections

Howard Szalavetz
Les Immeubles HS

Alec Veilleux
Groupe Trium

Greg Wise
Les Immeubles M.W.O.L.

DELEGATION FOR BOROUGH RELATIONS

Gabriel Tupula

President,
SDC District Central

Eugénie Lévis

Administrator,
SDC District Central

Delia De Gasperis

Past President,
SDC District Central

Isabelle Prévost

Administrator,
SDC District Central

Philippe Gagnon

Vice-President,
SDC District Central

Hélène Veilleux

Executive Director,
SDC District Central



“Le Lopin” project in partnership with Simplex Location d’outils - Autumn

ADVISORY COMMITTEE — SIGNATURE INTERVENTION PLAN ROLLOUT

Gabriel Tupula

President,
SDC District Central

Laetitia Bedout

Treasurer and Secretary,
SDC District Central

Eugénie Lévis

Administrator,
SDC District Central

Marc-André Carignan

Project Lead
SDC District Central

Geneviève Dufour

Associate Executive Director,
SDC District Central

Hélène Veilleux

Executive Director,
SDC District Central



Collaboration Circle M.A.D - June 16

**DISTRICT CENTRAL
DELEGATION X ECONOMIC
MISSION SEINE-SAINT-DENIS,
FRANCE**

Geneviève Dufour
SDC District Central, Head of Mission

Marie-Claude Breault
Agence immobilière Mobilis

Stéphanie Cardinal
Humà Design+Architecture

Eugénie Lévis
Matelas Sélection,
Administrator, SDC District Central

Martine Peyton
ÉLÉMENTS Planification urbaine

**COMMITTEE — DISTRICT CENTRAL
X M.A.D. SIGNATURE EVENT**

- | | |
|---|---|
| Melisa Alessi Rachel / Rose Boréal | Malakai Vandelac NDSCLSD |
| Madeleine Beaulieu Partoem | Sylvain Roy OOKPIK |
| Mary-Jo Dorval Trucs d'enfants | Andrea Velazquez OOKPIK |
| Chantal Durivage Collectif M.A.D. | Geneviève Dufour SDC District Central |
| Michelle Hutchinson Eliza Faulkner | Myriam D. Jutras SDC District Central |
| Bianca Ioana Condruz NDSCLSD | Marie-France Richard SDC District Central |
| Regina De Amorin Rieh Maison Marie Saint Pierre | |



SDC District Central team, Year-End Cocktail - November 26

A skilled and passionate team

Hélène Veilleux
Executive Director

Geneviève Dufour
Associate Executive Director

Stéphanie Rault
Marketing & Events Manager

Marc-André Carignan
Project Lead – Signature Territory Planning

Myriam D. Jutras
Project Manager, Connector of Opportunities

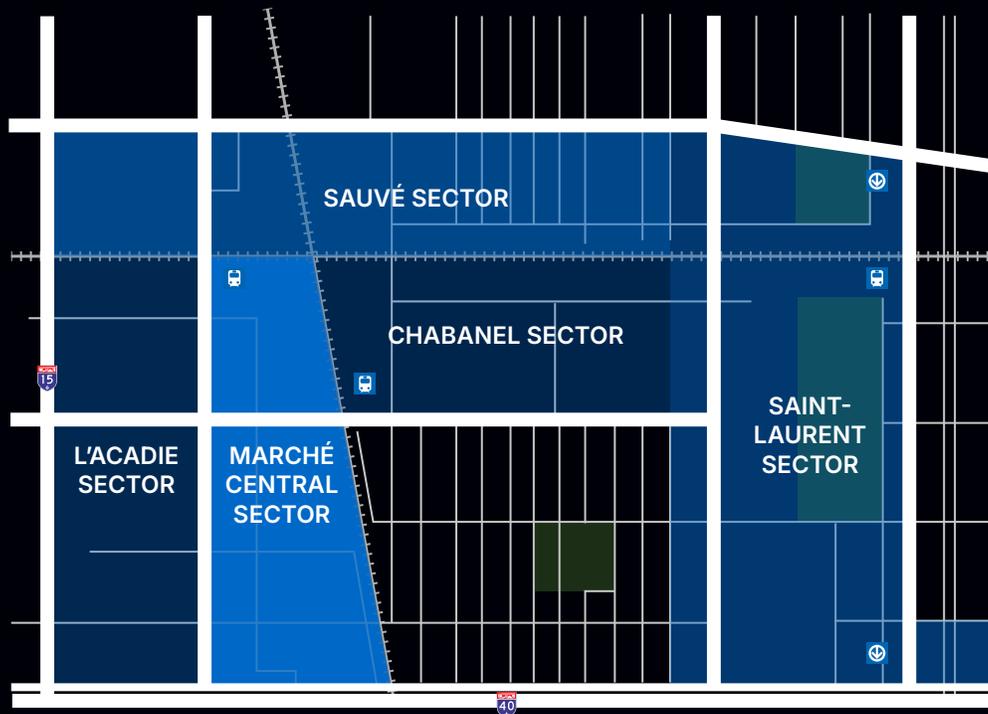
Elena Di Stefano
Relationship Marketing and Business Intelligence Coordinator

Zineb Hicham
Administrative and Member Relations Specialist

Marie-France Richard
Project Manager Communication, Marketing & Events



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 activity report is
available in French on the
SDC District Central website.



SDC 
DISTRICT
CENTRAL

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Thanks to our partners

Montréal 

 Ahuntsic-Cartierville
Montréal 