



## **NUIT BLANCHE**

On the night of February 27<sup>th</sup>, Montreal won't sleep; it's *Nuit Blanche*!

The **MURAL Festival**, *Les Amis du boulevard* and **Station 16** art gallery are joining the SDBSL to offer free guided tours which will explore the neighbouring murals as well as historical sites.

There will be three guided tours: at **7pm**, **9:30pm** and **midnight**. Each tour will last between an hour and 1h30 and Station 16 will be open as of 6pm to welcome participants.

We also want to know about the activities you are organizing. Let us know what you are planning and we will share your activity on our social media!



## THE NEWBIES

You know as much as we do that the Main evolves constantly. Therefore, we here present you four new businesses which opened recently.

1. Situated at 3616 St-Laurent, the Tiki-inspired bar [Don B. Comber](#) offers a completely new atmosphere in this already rich nightlife sector.
2. [North Star](#) has been talked about quite a bit since the beginning of the year. It brings a unique concept to the Main since it's the only bar in Montreal with 8 pinball machines!
3. Speaking of uniqueness, the jewelry store [Corail Blanc](#) sells only brands that are exclusive to them. Maybe a good gift idea?
4. They may be less visible, but businesses on upper floors represent a huge chunk of the boulevard's activity. A new business which we've recently welcomed into the boulevard's family is [Bookwitty](#), a unique sharing platform for all that relates to the world of books. Although the platform is currently in English, it will be soon available in other languages, including French.



the RACJ to obtain a liquor license for your terrace.

## PREPARE YOUR TERRACES

Hard to believe but summer is quickly approaching and it's already time to start thinking about renewing or applying for your terrace permit!

In the case of businesses that hold a liquor license, be sure to make a request to



## PROMOTIONS BY AND FOR MEMBERS

Working on the boulevard has many advantages! Many businesses offer exclusive discounts to employees of the Main, therefore make sure you pass on the information to your team so that so everyone can take advantage.

Among many, **Modèles Coiffure** offers a **15%** discount on all of their services and **Artemano** offers an **additional 5%** to any other promotion (up to 50%) to employees of the Main.

You'll find all the offers in the members page under RESOURCES and PROMOTIONS AND CONTESTS.

Visit the [members page](#).





## TIME TO PLAY WITH JOGOGO

The mobile application Jogogo allows bars and restaurants to create customer loyalty thanks to an online questionnaire and collect points to in return enjoy exclusive promotions. Different versions are coming for other types of businesses.

As a member of the SDBSL, you get 3 FREE months to test the product without any commitment afterwards!

See the document **(EN) Jogogo Introduction** in the members page (under RESOURCES and PROMOTIONS AND CONTESTS) to see the results already achieved by this application.

Visit the [members page](#).



## BRAVO RENTALS – EQUIPMENT FOR STREET CLOSURES

For your outdoor equipment during the street closures, Bravo Rentals offers a 10% discount on all orders placed by members of the SDBSL!

To rent your equipment, contact Charlotte Borel by email at

[charlotte@bravoparty.com](mailto:charlotte@bravoparty.com) and mention that your order is for the Saint-Laurent Boulevard's festival. To find out what they have to offer, see the Bravo Rentals catalog in the members page (under RESOURCES and PROMOTIONS AND CONTESTS).

Visit the [members page](#).



## INFORMATION UPDATE

Make sure we know you well.

We put information on all of the boulevard's businesses online. Find yours in our [directory](#) and contact us if you'd like to make any changes.

If you can't find your business, it's probably because we are missing information on it. Complete the

form **(FR+EN) Information update** in the members page under FORMS AND PERMITS and SDBSL, and send it to us so we can present your business.

Visit the [members page](#).

