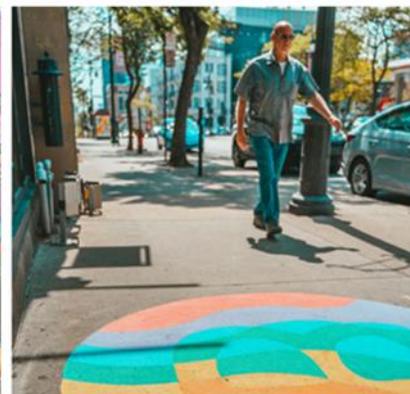


ANNUAL REPORT 2022

Société de
développement du
boulevard
Saint-Laurent |
SDBSL

BLVD
SAINT
LAURENT



Libre d'esprit

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MISSION STATEMENT

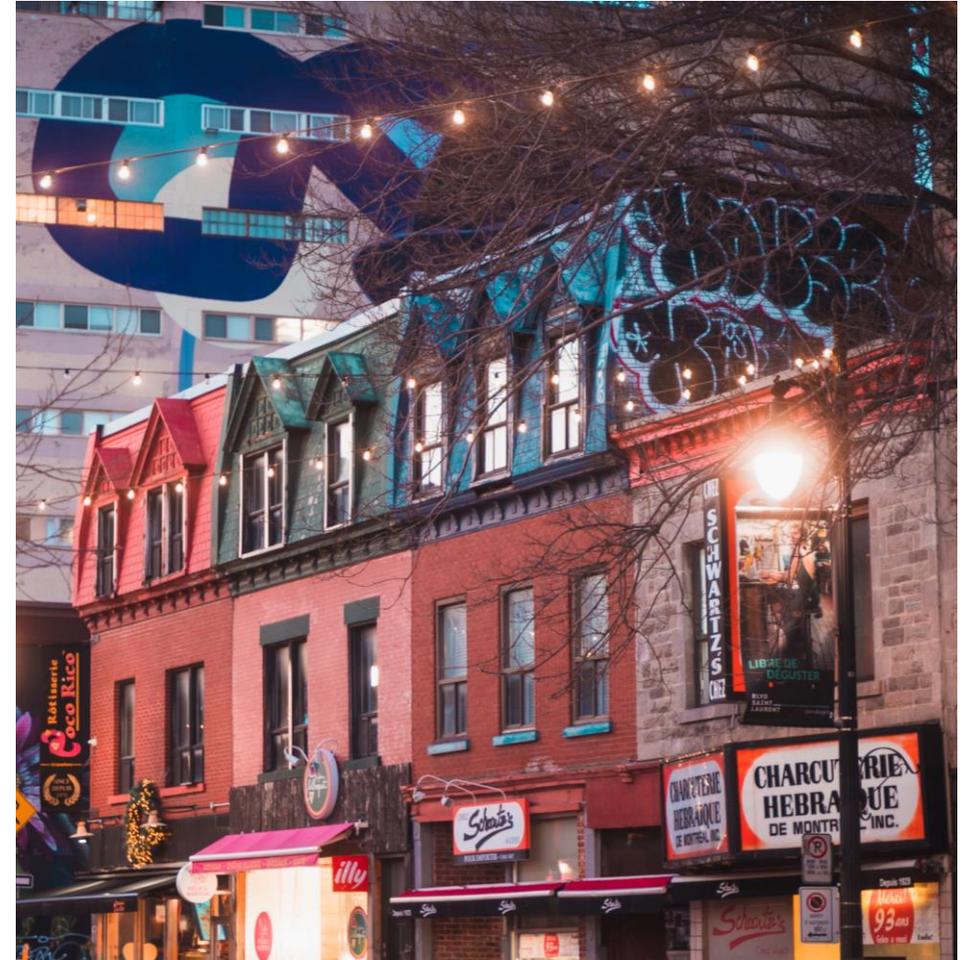
Founded in 2000, the *Société de développement du boulevard Saint-Laurent* (SDBSL), originally the Village international du boulevard Saint-Laurent, makes its mission to oversee the economic, cultural, and social development of the artery between Sherbrooke Street and Laurier Avenue. Funded by the contributions of more than 660 business establishments located on its territory, the SDBSL works in harmony with the community and local authorities to ensure the proper development and prosperity of the sector.

Our mission

- Represent and defend the interests of our members.
- Promote the sector and foster the economic, cultural, and social development of the Saint-Laurent Boulevard between Sherbrooke Street and Laurier Avenue.
- Offer business opportunities for our members and make a socioeconomic impact in our area.

Our objectives

- Strengthen the reputation and shine the light on the boulevard locally and internationally.
- Increase foot traffic in the area.
- Enable the economic, cultural, and social development of our members.



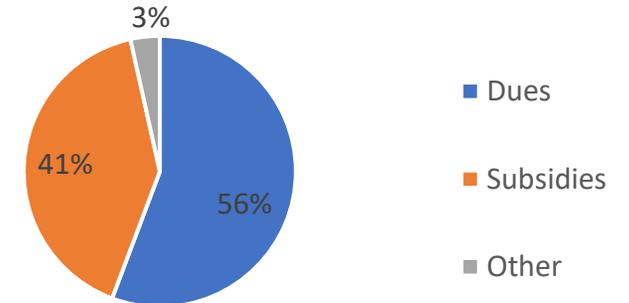
2022 BUDGET ALLOCATION

The SDBSL's budget consists mainly of private funds from mandatory dues collected from businesses located in the area through the City of Montreal. These funds are used primarily for daily operations and towards member services such as representation and promotion.

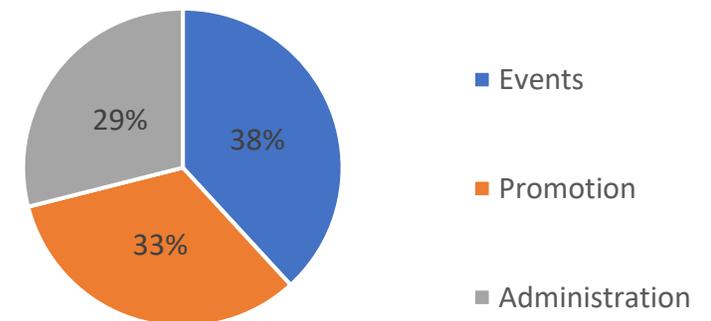
In order to finance sizable and substantial projects such as interventions in the public domain or major public events, the SDBSL relies on public subsidies from different levels of government. The City of Montreal remains by far the largest source of public funding of the organization. The primary source of this income is derived from the program: **Soutien aux SDC 2022-2024**.

In order to alleviate the financial stress of its members due to the pandemic, the SDBSL decided to lower its annual budget in 2021 by 20%, a measure that was greatly appreciated by its stakeholders. It was decided, by the board of directors, to slowly increase our budget over the span of 3 years to obtain the amount in membership fees that were budgeted pre-pandemic. In doing so, the SDBSL was aware that this would oblige us to use the money we had saved in the bank for large-scale projects. For the 2022 budget, a vote was taken at our assembly to allocate 270,000\$ of our surplus to cover costs. We are happy to announce that due to prudent planning we were able to reduce that amount to 193,000\$.

2022 Revenue



2022 Budget Allocation



Welcome to the Main. Or rather the heart of the Main. At the heart of the action.

Central Street in Montreal, we make the link between east and west.

Between early birds and night owls.

Between legendary brands and trendy designers.

Between pedestrian streets and dancefloors.

Between second hand and fashion shops, restaurants and grocery stores, cafes and nightclubs, design stores and hardware stores, festivals and art galleries, creative agencies and tech companies, fair trade and care centers.

But also between neon lights and murals. Between high-heels and pumps. Suits & ties and jeans & t-shirts.

Between Baby boomers and Millennials, granolas and fashionistas, dreads and blowouts.

Day and night, Saint-Laurent Boulevard breathes and sweats life. Here, all styles are mixed and all generations come together. Without judgement. Without censorship. Without a sidelong glance. In total freedom.

And it is this feeling of freedom, this feeling of being able to be oneself, of being able to express oneself freely, that makes Saint-Laurent Boulevard a unique place of sharing, discovery and creation. A place with a thousand and one faces.

Open to the world and curious about the world. We are Saint-Laurent Boulevard.

FREE SPIRITED

**BLVD
SAINT
LAURENT**



ZA COMMUNICATION

ZA Communication, a consulting firm in brand architecture and corporate strategy, has collaborated with 10 SDC including the SDBSL to support them in strategic issues and promising projects on their territories. This approach had several objectives:

- Define the strategic vision of the territory and its differentiation axes.
- Create a strong and unique identity of Saint-Laurent Boulevard through the implementation of a visual identity strategy.
- Define the guiding principles for tomorrow's vision.

After several months of collaboration between the agency ZA Communication, the team of the SDBSL and the boulevard members, the SDBSL presented its new campaign of oriflammes *Free Spirited*. Thus, its new positioning has eight categories: free to innovate, free to wander, free to taste, free to create your home, free to change, free to discover, free to relax and free to be yourself. This new positioning has also led to identity changes on our digital platforms (colours, typography, etc.). It has set the tone for how visitors perceive our street. A boulevard where everything is possible and no judgement is passed. A place where people live, work and shop but most importantly where they come together as a community allowing the Main to be their playground.



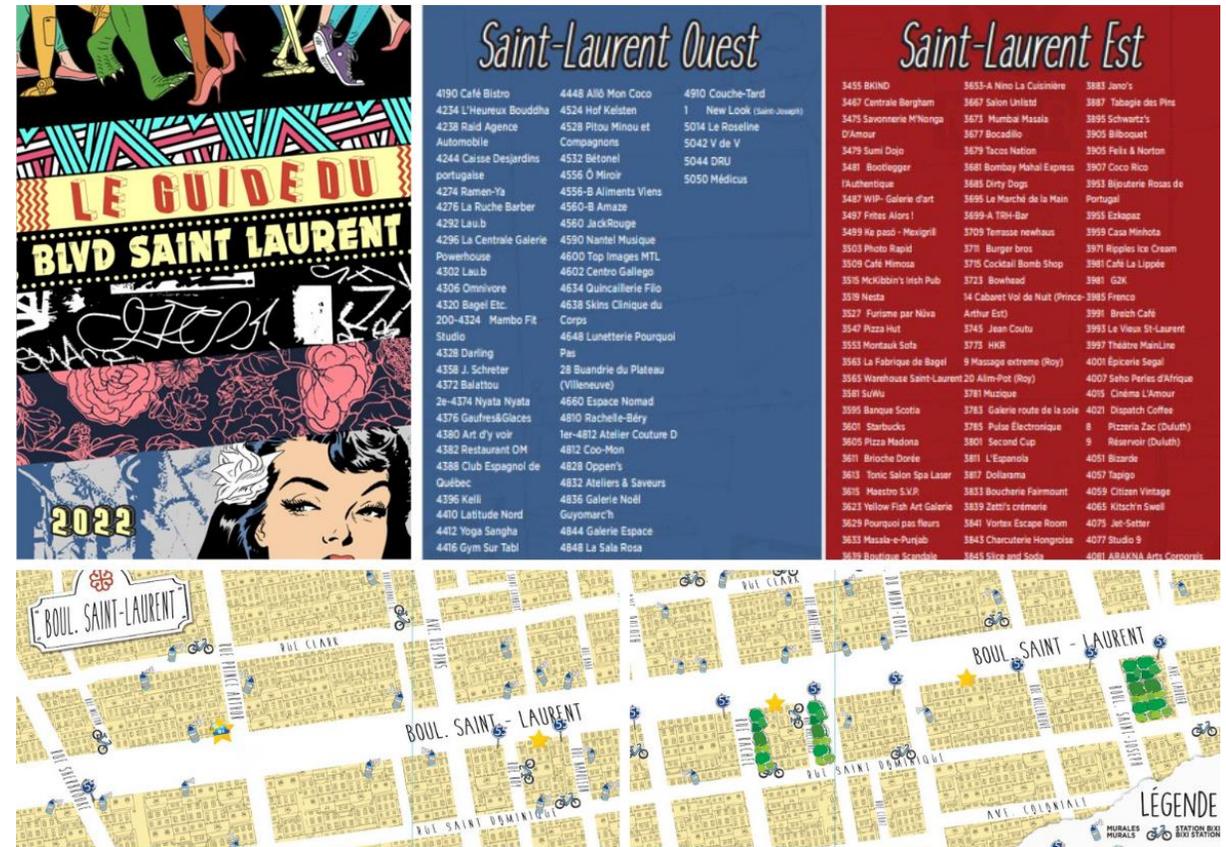
SAINT-LAURENT BOULEVARD GUIDE

The SDBSL once again worked with local artist **Whatisadam** to design and illustrate: The Guide to Saint-Laurent Boulevard.

This Guide highlights all of our members and two major festivals and features an easy to understand map to help visitors discover all the Boulevard has to offer.

10,000 guides were distributed in each store of *la Main*, the neighbourhood's hotels and hostels, and the displays of the **tourist information centres in Old Montreal, Quebec City, Rigaud, Rivière-Beaudette and Dégelis.**

This year, the SDBSL added the new section *The Main during happy hour!* which presented the various installations and terraces of the boulevard.



PLATEAU MONT-ROYAL GUIDE

The SDBSL collaborated with the SDC of Mont-Royal Avenue, Laurier West and Saint-Denis Street to create the 2022 edition of the Plateau-Mont-Royal guide. The Plateau-Mont-Royal borough is one of the top 5 tourist destinations in Montreal, so it was essential to underline the uniqueness and values of each of its major commercial arteries and surrounding businesses with a promotional guide.

Colourful architecture, unique staircases, green space thanks to green alleys and parks, street art: the guide presents the Plateau Mont-Royal in its most attractive aspects. Each of the arteries presented their identity, 15 companies and their calendar of events for the summer season.

More than 16,000 copies were distributed to merchants, hotels across Montreal, *Chalet du Mont-Royal*, Saint-Joseph Oratory, and information kiosks in downtown Montreal and Quebec City.



The SDBSL concentrates its efforts and limited resources with a public relations agency rather than spending more on traditional advertising.

This year, **319 publications** circulated about Saint-Laurent Boulevard (solely between Sherbrooke Street and Laurier Avenue) and members of the SDBSL. Compared to 2021, this represents an increase of 92 publications.

On the international side, there were **40 publications** as opposed to 6 in 2021. The publications were from France (18), the United States (10), England (3), Israel (2), Pakistan (2), Belgium (1), Egypt (1), India (1), Indonesia (1) and the Philippines (1). **The entire media coverage reached a total audience of 445,282,000** compared to 119,781,000 last year. This increase results from multiple factors such as the pandemic's end, restaurants and bars reopening in March 2022 and the success of the 10th edition of MURAL and the 5th edition of BLVD.

The SDBSL will continue to focus its efforts on issuing press releases and responding to requests from journalists to maintain its local, national and international media visibility for the coming year.



TAVERNE TOUR 2023 | LA TOURNÉE DES TAVERNES (HEUREUSEMENT) DE RETOUR!

MONTREAL GAZETTE

Mural Festival strives to democratize art with huge murals and shows

"I think a lot of people who are attracted to street art like the idea of a conversation about the nature of expression in public space," says Shepard Fairey.

Brendan Kelly - Montreal Gazette
Published Jun 09, 2022 • 4 minute read

Join the conversation



MONTREAL SECRET | À FAIRE | TOP NOUVELLES | RESTOS ET BARS | CULTURE | ESCAPADES | NATURE ET I

Le festival BLVD débarque sui semaine

De retour pour une 5e édition, le festival BLVD occupera le boulevard St-L fin de l'été.

SHANNA ROBERTS-SALÉE - SEPTEMBRE 14, 2022



Cette semaine, St-Laurent devient rue piétonne entre les

Throughout the year, we explore content from different online platforms in innovative and creative ways, enabling us to reach an audience on a broader level.

MISSIONS

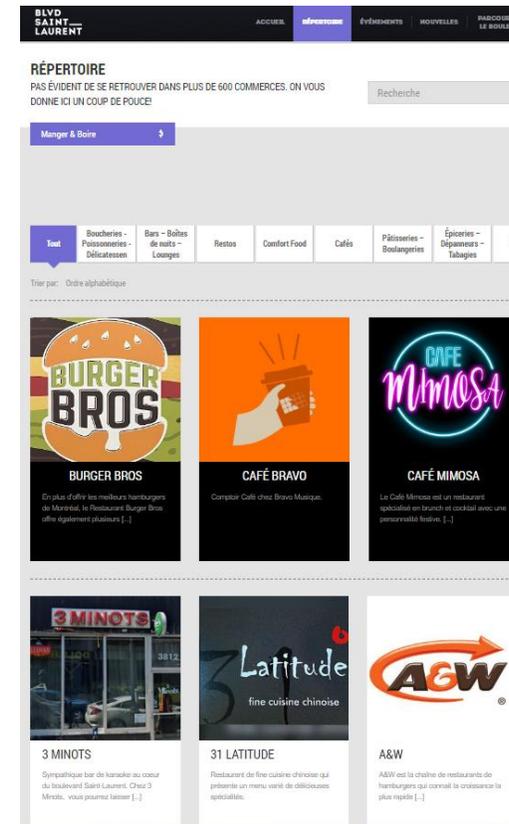
- Underline news and events
- Promote the offer of our members in various forms
- Publicize the boulevard as a unique destination

WEBSITE

The public can learn about the multiple businesses, services, and events offered on the boulevard by consulting the directory and the events section set up by our organization on our website. Additionally, 4 new features were created to provide visibility to members and events. In 2022, statistics recorded a **total of 200,093 pages consulted**, compared to 167,203 in 2021. Due to the event related to the 5th edition of BLVD, website traffic increased in September.

NEWSLETTERS

The public newsletters helped to highlight the news of the boulevard, the details of our events and the products and services offered by our members. In 2022, we sent **4 newsletters** dedicated to the public.



BON TEMPS DES FÊTES AU COEUR DE LA MAIN!

L'équipe de la Société de développement du boulevard Saint-Laurent (SDBSL) vous souhaite ses vœux de bonne année!

De jour comme de nuit, le boulevard Saint-Laurent respire grâce à vous! Nous vous remercions de votre implication et votre confiance dans cette communauté grandissante. Pour l'année à venir, nous vous souhaitons le meilleur pour continuer à vibrer sur notre territoire historique.

Veuillez noter que nos bureaux seront fermés du 23 décembre 2022 au 9 janvier 2023. Notre équipe d'entretien continuera de travailler pendant le temps des fêtes pour assurer la propreté du boulevard.

Joyeuses fêtes à toutes et tous!



SOCIAL MEDIA

Saint-Laurent Boulevard has a daily presence on Facebook, Instagram, Twitter and LinkedIn. Indeed, **865 contents were published**, including 381 publications and 484 stories. Among this content, 33 contests, 14 advertisements, 10 videos and 1 photo campaign of the new brand speech were carried out in 2022.

SOME STATISTICS

Instagram

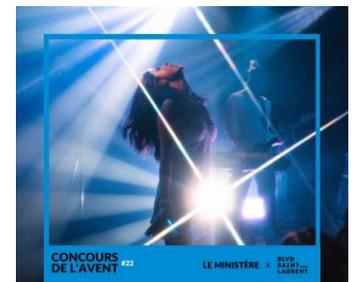
6,144 **followers** (5,272 in 2021)
231,476 **users reached**
(134,945 in 2021)

Facebook

14,032 **followers** (13,240 in 2021)
499,655 **users reached**
(433,289 in 2021)

CONTESTS

Throughout the year, our Facebook and Instagram pages offer a variety of contests. The most successful each year is the **Advent Calendar Contest**. For 30 days, \$100 gift cards are offered as prizes daily to promote businesses on the boulevard and encourage local commerce. In 2022, **more than \$3,200 in prizes were awarded, reaching over 31,649 people on Instagram and 19,667 on Facebook.**



LOCAL SHOPPING GUIDE | NOVEMBER 11 TO DECEMBER 25

On the eve of the holiday festivities, the SDBSL published the local shopping guide in a digital version. This guide contains shopping suggestions, gift ideas and places to celebrate the holidays. Each year, a rotation is made during the selection of featured businesses to diversify the offer and put forward different members of the *Main*.

Shared in the newsletter and sponsored on social media, the guide is the perfect opportunity to encourage local merchants and (re)discover Saint-Laurent Boulevard.

Moreover, the SDBSL wanted to integrate its new identity *Free Spirited* into the shopping guide. As a result, five shops were presented, as well as a gift suggestion for each of the following sections:

- Free to taste
- Free to relax
- Free to be yourself
- Free to discover
- Free to celebrate

The local shopping guide reached a total of 16,474 users.



**GUIDE
D'ACHAT
LOCAL**

**TEMPS
DES FÊTES
2022**



VIDEO CAMPAIGN | MARCH 11 TO APRIL 2

As of March 12th, dancing in nightclubs, singing in bars and going to restaurants without restriction was finally possible. To mark the occasion and celebrate the good news, the SDBSL launched the new "Free to Celebrate" video campaign that highlighted restaurants, bars and nightclubs on its territory. Between cocktails and shooters, concerts and clubs, tapas and seafood platters: **feel free to celebrate!**

1 long and 3 short video capsules were produced and featured three categories - free to taste, free to dance, and free to toast. These videos were sponsored on Facebook and Instagram.

STATISTICS

- Long capsule: **3,362** people have seen the video at least once
- Capsule toast: **7,833** people have seen the video at least once
- Capsule eat: **14,956** people have seen the video at least once
- Capsule nightlife: **19,720** people have seen the video at least once



SPRING CLEANING ON THE BOULEVARD | MAY 22

In 2022, the SDBSL could finally organize its sixth spring cleaning initiative. After two years of having to put aside this project due to COVID, the SDBSL team, board of directors, merchants, residents, and a cleaning crew from the Tapaj program took to the streets to ensure the boulevard was beautiful and clean for the summer season.

In addition to cleaning sidewalks and parks, we removed traces of vandalism from street furniture by hiring a company specializing in graffiti removal to clean the sidewalks and facades of some businesses on the *Main*.



YOGA IN THE PARK | JULY 3 TO SEPTEMBER 11

Summer is the perfect time to relax outside and try new activities. Hence, free yoga classes were offered by Modo Yoga for the eighth consecutive year. From July 3 to September 11, classes were held in *Parc des Amériques* every Sunday. Once again, this relaxing outdoor activity was greatly appreciated by all participants.



TAVERNE TOUR | FEBRUARY 4 TO 5

Taverne Tour is a winter music event showcasing a variety of locally and internationally known artists in the Plateau-Mont-Royal's concert venues and bars.

Despite the health restrictions, the organizers of Taverne Tour wanted to reconnect with the audience and artists who could not participate in the 2021 event due to the pandemic. Thus, in partnership with Aire Ouverte, a virtual gathering platform, the 2022 edition of the festival was presented online and offered a unique and entertaining interactive experience to its audience. Four concert venues and bars were located on Saint-Laurent Boulevard: la Sala Rossa, le Diving Bell, le Belmont and le Ministère. The SDBSL is pleased to announce its participation in the 2023 edition of Taverne Tour and the return of live concerts.

Some statistics:

- Production and broadcasting of 13 online concerts;
- 1,000 people participated in the live experience;
- 1,000 additional views the week after the broadcast (videos were available for one week)



MURAL FESTIVAL | JUNE 9 TO 19

The *Festival international d'art urbain de Montréal*, MURAL, has positioned itself as one of the largest festivals dedicated to the urban culture niche in the world!

Offering a rich, varied and daring program, MURAL is proud to showcase the career of local emerging artists, thereby underlining Quebec's leadership on the international event scene. For 11 days, MURAL animated the Saint-Laurent Boulevard by presenting musical performances, art workshops and digital and technological art projects.

Accordingly, to celebrate its 10th edition, new original murals have been created live in front of the public on walls that have not been touched for several years. To everyone's delight, technological innovations were back this year. Art in augmented reality, live creation in virtual reality, projection and mapping were in the spotlight for young and adult audiences. Likewise, the festival presented its first artistic event created and broadcast in the virtual universe, the Metaverse.

Previously, MURAL won the *Grand Prix du tourisme Montréal* three times, highlighting its essential contribution to the attractiveness of Montreal as a destination choice. In 2022, the festival won the Sponsorship Marketing Award and the *Grand Prix du Design*.



MURAL FESTIVAL | JUNE 9 TO 19

For the 10th edition of the MURAL Festival, Saint-Laurent Boulevard welcomed local and international muralists and visual artists, including the American artist and creator of the OBEY brand, **Shepard Fairey**. The artist was able to leave his mark by creating a mural at the intersection of Prince-Arthur and Saint-Laurent. Additionally, the 3D artwork that came to life by artist **Danae Brissonnet** added a touch of colour in front of *Parc du Portugal*.

Attendees had the chance to attend performances by world-renowned artists such as **Lil Yachty**, **Skepta**, **Ayra Starr**, **Klô Pelgag**, **Vladimir Nightmare** and **many others**. All along the festival, the music program ensured to keep the crowd entertained.

For this edition, the **SDBSL** celebrated by pedestrianizing the north sector during the last weekend of festivities. Inflatable games, circus and painting workshops, live DJ presented by **Mixbus**, fantasy makeup: several activations were between Mont-Royal and Laurier to engage with festival-goers and participating businesses.

Following the festival, the survey results sent to members of the north sector revealed that they were in favour of closing the street during Mural again next summer.



BLVD FESTIVAL | SEPTEMBER 15 TO 18

The BLVD Festival is a family event with **free activities for visitors of all ages.**

This year, the **5th edition of BLVD** was once again a success and helped attract a family clientele well-liked by the businesses of the artery.

With the participation of **more than 130 members** on the *Main*, attendees were invited to come and taste the dishes served by the restaurateurs, enjoy new experiences and discover a multitude of local products offered by the merchants.

For this edition, the SDBSL has joined the skateboard brand **Dime and Vans** to host the afterparty of the Glory Challenge. **Presented by Monster Energy**, the parking space south of Prince-Arthur has been converted into an open-air gallery and dance floor. Several local and international artists, including Bun B, Skiifall and Jacques Greene, were present to offer free concerts throughout the event.

In partnership with **TAZ**, Canada's largest indoor skatepark, classes were offered at no cost at the skateboarding and scooter clinic on the corner of Milton Street.



BLVD FESTIVAL | SEPTEMBER 15 TO 18

For the animation on the boulevard, the SDBSL worked with **MTL Activity**, an agency specializing in organizing outdoor activities. Among the various games offered, attendees could participate in volley-pong, *billard foot*, foot dart and angry bird. A chilling area was also available for participants to rest and regain energy. Adding these structures encouraged attendees to participate and enhanced their experience at the event.

Artist **River June** was also commissioned for the event to offer painting workshops at the corner of Mont-Royal Avenue. Through the face-in-hole boards, people could take souvenir photos. Also, children could get free face painting in front of *Parc du Portugal*.

Much appreciated among the festival-goers, a treasure hunt was set up in collaboration with the boulevard's creameries and businesses. The event was accessible day and night, and **over 160 participants enjoyed a free ice cream**.

The event closed the summer season on Saint-Laurent Boulevard in a festive, family-friendly atmosphere.



CHRISTMAS WINDOW DISPLAYS | OCTOBER 4 TO NOVEMBER 28

The SDBSL usually organizes a window decoration contest for the holiday season among its members. This year was slightly different as the SDBSL collaborated with a dozen students from *CÉGEP du Vieux-Montréal* to give a festive and unique look to businesses of Saint-Laurent Boulevard.

The pilot project was communicated to members through our newsletter. Five stores were selected to participate in the project on a first come first serve basis: Psychonaut, J.Shreter, Juliette & Chocolat, Edible Arrangement and the hair salon Unlistd. The development of concepts, creation and installation of sets were free of choice to students. In the end, members well received the project and participants were pleased with the results.



CANO

The CANO pilot project involves implementing a system of returnable containers to support the reduction of single-use packaging in Montreal's commercial arteries. Using the CANO mobile application, the customer scans a QR code on the container to borrow and has 15 days to return it to the commerce.

This project was developed by the SDBSL and the ASDCM and is financially supported by RECYC-QUEBEC, the *Fédération des caisses Desjardins du Québec* and the City of Montréal. This eco-responsible initiative has been welcomed in 7 shops on the boulevard: Sophie Sucrée, Sapa, Vieille Europe, Café Mimosa, Juliette & Chocolat, Sabor Latino and Bocadillo.

VERTUO

By 2025, the government aims to manage organic matter in 100% of businesses, industries and institutions. To support its members in this transition, the SDBSL has partnered with the **environmental mutual Vertuo**, which mutualizes activities and services related to reducing the environmental impact of organizations, in addition to current services and activities in the targeted territory.

A management program on the organic matter of companies has been implemented in 21 companies in the territory. The integration of this type of service will save on waste collection costs.



VERTUO.org
Mutuelle environnementale

BENCHES, FLOWER BOXES, AND GREENING

For several years, the SDBSL has been working with **OutThere**, formerly known as *Pelouse*, on urban development projects such as benches, flower boxes and greening. The studio stands out for its creative practice of combining urban and event design when conceiving sustainable objects of multiple uses. In addition to designing tailor-made turnkey projects, OutThere offers greening and plant maintenance services.

The greening facilities bring a refreshing look to Saint-Laurent Boulevard, which is why they are appreciated by the community. The installation of 75 flower boxes accentuated the territory by complementing the storefronts of the various stores, whereas the 15 benches offered relaxation spaces in different sectors of the boulevard. These pieces of furniture have been designed to integrate sidewalk trees and have had a positive impact in reducing the waste surrounding them.



BOWMAN CHAIRS

In partnership with the design studio OutThere, **30 Bowman chairs** were distributed along the *Main* from spring to autumn. The chairs help beautify the boulevard while providing rest areas for residents and passers-by of the artery.



BIKE RACKS

This year, the SDBSL has unveiled its new project, which consists of installing 36 bike racks along the boulevard. Since not all parking poles can accommodate bikes, adding these structures seemed necessary and practical. Additionally, the racks will have a positive impact not only on cyclists but also on the image of the boulevard, thanks to their colourful touch. Installation of the bike racks is scheduled for **April 2023**.



JARDIN NOCTURNE | APRIL 15 TO NOVEMBER 15

For another consecutive year, the SDBSL renewed the installation of the *placottoir* in front of 3817 Saint-Laurent Boulevard. Designed by Julien Delannoy, the concept *Ode à la Nature* aims to integrate the elements of nature into an urban environment. Besides, the public space provided users with a quiet and refreshing place to relax and eat takeout meals from nearby shops.



PLACOTTOIR AUX PLANTES GRIMPANTES

The *placottoir aux Plantes Grimpantes*, which translates into parklet of climbing plants, has become an essential element in the urban development of the boulevard. In addition to creating a greener environment, this furniture also offers a space for meeting and relaxation. Moreover, since it is located in front of the Melbourne Café, it is the perfect place to get a coffee and enjoy the fresh air.



ÎLOTS D'ÉTÉ OF THE MAIN | MAY 30 TO NOVEMBER 2

The *Îlots d'été*, powered by **Aire Commune**, are outdoor workspaces accessible free of charge and designed to facilitate open-air remote work. The SDBSL has two workspaces, one at the intersection of **Prince-Arthur and Mont-Royal** and the other in front of **Parc Lahaie**.

These workspaces have not only helped to boost the attractiveness of our commercial artery but also to diversify the outdoor development offer in our territory. Outdoor work also reduces stress and stimulates creativity and concentration. Thus, the SDBSL believes offering this type of development is important to enhance the community's experience and quality of life.

Prince-Arthur's workspace was the busiest among all Montreal locations, totalling 14,717 visits for the 2022 summer season.



BEAUTIFICATION OF THE AREA

SHARED TERRACE | APRIL 15 TO NOVEMBER 15

Designed by OutThere Studio, this new installation featuring bistro lights was installed in front of *Parc des Amériques* at the corner of Rachel Street. Accessible to all, both day and night, people could get a takeout meal and a bottle of wine from the surrounding restaurants and enjoy them in this common area.



MAINTENANCE TEAM

The SDBSL has hired its concierge from the Tapaj program – a rehabilitation program designed to help reintegrate into the labour market. **Marcel David** is committed to keeping the boulevard clean and is responsible for the maintenance team. The maintenance team works seven days a week during the summer and four days during the winter. Their main daily tasks are to sweep sidewalks, keep rest areas clean, remove graffiti, vandalism, and clear snow and ice from intersections and storefronts in winter.



CHRISTMAS TREES

A recurring project since 2020, the boulevard's Christmas trees came back for a third consecutive year to illuminate the artery during the holiday season and months with shorter days. A total of 26 fir trees were placed between Sherbrooke and Laurier, and 6 of these were put on half-moons displaying the logo of the SDBSL.

LIGHTS RENEWAL ON THE BOULEVARD

The *Constellation de la Main* project now represents an important facet of the identity of Saint-Laurent Boulevard. This project, installed in 2014, was born after many debacles with the city.

With over 6,000 light bulbs and 12,600 feet of wiring between the street lights, the project quickly became **an icon of Montreal**.

With a limited lifespan, the lights had to be refurbished in 2022, implying a complete replacement between Sherbrooke and Mont-Royal. Hence, to beautify the boulevard with new lights, the SDBSL worked during the nights of November 6 to 11 to minimize the obstruction on the public road.

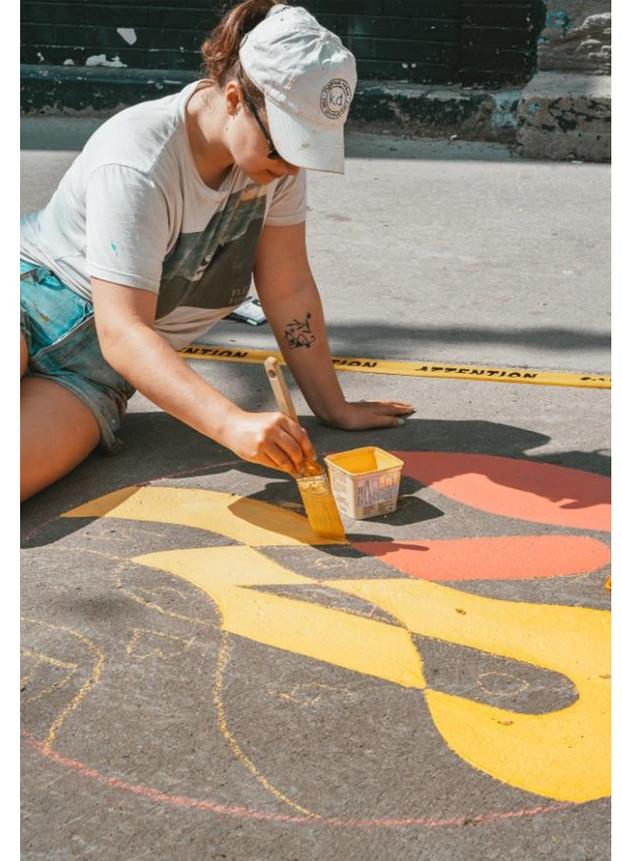


BEAUTIFICATION OF THE AREA

SIDEWALK ART

This year, the SDBSL collaborated with artist **Zoë Gelfant** for its sidewalk art project. Originally from Vancouver and now established in Montreal, Zoë Gelfant is particularly interested in art as a play and how colours can prompt feelings and memories. Combining her unique technique with her love of geometric shapes allows her to create imaginary cosmic works of art similar to stained glass. Her work was also featured at **L'Art fait son nid, MTL en Arts Festival** and **MURAL Festival**.

As the concept was to represent Saint-Laurent Boulevard, the artist painted a **colourful letter** in front of **13 stores** so that all the letters could form the words: **BLVD ST-LAURENT**. This artistic initiative has not only embellished the sidewalks of the artery but also made them unique.



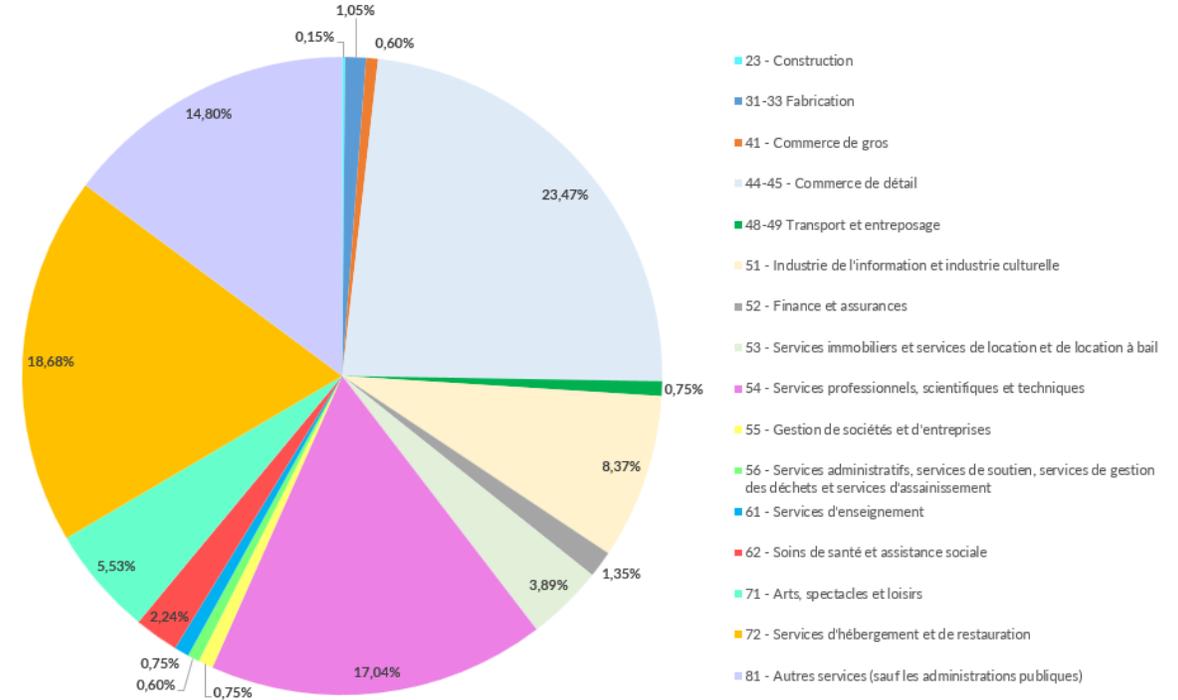
COMMERCIAL MIX

Each year, the SDBSL maintains a detailed register of all its members. Categorizing businesses according to the North American Industry Classification System (NAICS) nomenclature provides a comprehensive set of commercial offerings on Saint-Laurent Boulevard. By having a concrete idea of the various services and products offered, it is possible to target key sectors and see if there are any fluctuations compared to previous years.

VACANT UNIT

The SDBSL updates its vacant unit register monthly to have a concrete idea of the vacancy rate and see which sectors are most affected. Moreover, some premises on the ground floor are displayed on the organization's website and in a monthly catalogue to present business opportunities to merchants who would like to settle on the territory.

DISTRIBUTION OF BUSINESSES ON SAINT-LAURENT BOULEVARD 2022

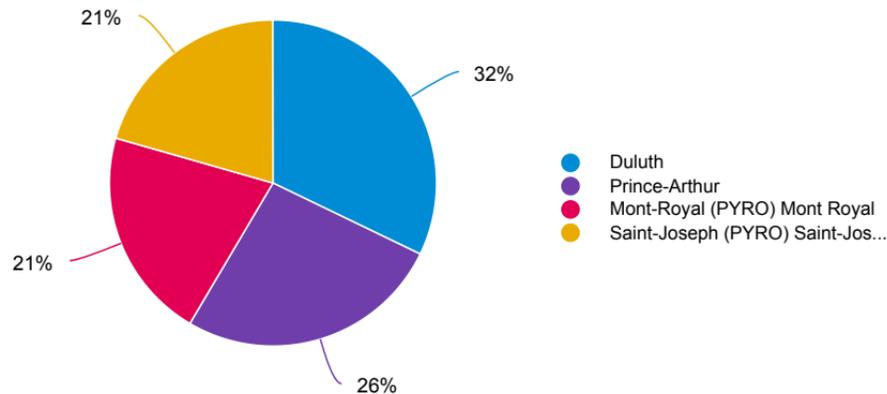


ECO-COUNTER

To collect the traffic index, the SDBSL has installed **four pedestrian counters** at its main intersections (Prince-Arthur, Duluth, Mont-Royal and Saint-Joseph): two are installed on the east and two on the west.

According to the data, Saint-Laurent Boulevard saw **an overall increase in traffic of 35%** compared to 2021. With the end of sanitary measures and the reopening of shops, bars and restaurants, pedestrian traffic is gradually returning to its pre-pandemic index rate. Moreover, since the counters are installed on the sidewalks, it should be noted that the **data exclude foot traffic during the events** (BLVD and MURAL) because people are walking on the street.

DISTRIBUTION OF KEY SECTORS - 2022



Moyenne Journalière 2022

date_range 01/01/2022 → 31/12/2022

Moyenne journalière

16 933

+35,8%

comparé à 02/01/2021 → 01/01/2022

journée la plus achalandée 2022

date_range 01/01/2022 → 31/12/2022

Jour de pointe

dimanche 4 sept. 2022

54 609

+78,7%

comparé à 02/01/2021 → 01/01/2022

Total 2022

date_range 01/01/2022 → 31/12/2022

Total

6 180 690

+35,8%

comparé à 02/01/2021 → 01/01/2022

Duluth

date_range 01/01/2022 → 31/12/2022

Moyenne journalière

5 627

+58,6%

comparé à 02/01/2021 → 01/01/2022

Saint-Joseph

date_range 01/01/2022 → 31/12/2022

Moyenne journalière

3 593

+27,9%

comparé à 02/01/2021 → 01/01/2022

Prince-Arthur

date_range 01/01/2022 → 31/12/2022

Moyenne journalière

4 600

+38,6%

comparé à 02/01/2021 → 01/01/2022

Mont-Royal

date_range 01/01/2022 → 31/12/2022

Moyenne journalière

3 668

+31,1%

comparé à 02/01/2021 → 01/01/2022

NEWSLETTERS

The newsletters dedicated to our members have been used to communication information about regulatory measures, business opportunities and events organized during the year. Additionally, details about resources available to our members, such as free training, green transition programs and grants, are also included in our newsletters. A total of **40 member newsletters** were sent, and **1 layout featuring our new visual identity** was implemented.



FREE TRAINING

The SDBSL has again partnered with Detail Formation to offer its members the opportunity to partake in various workshops free of charge. Whether in management, marketing, service and sales or human resources, this additional support is the ideal tool to help merchants develop their businesses or skills. In 2022, 3 restaurants and 9 participants took part in the classes offered in French, which represents over 50 hours of training. New members are currently enrolled in workshops. Also, 104 businesses and restaurants were visited and presented to *Dialogue FR*, an online application (like Duolingo).



La Ville de Montréal s'est engagée, par la signature de la déclaration Advancing Towards Zero Waste, à tendre vers le zéro déchet d'ici 2030. En vue de la nouvelle réglementation sur les sacs à usage unique s'adressant aux gestionnaires des commerces alimentaires et de restaurants des 19 arrondissements de la Ville de Montréal, nous vous informons aussi du nouveau Règlement interdisant la distribution de certains articles à usage unique (21-040), qui entrera en vigueur à partir du 28 mars 2023.

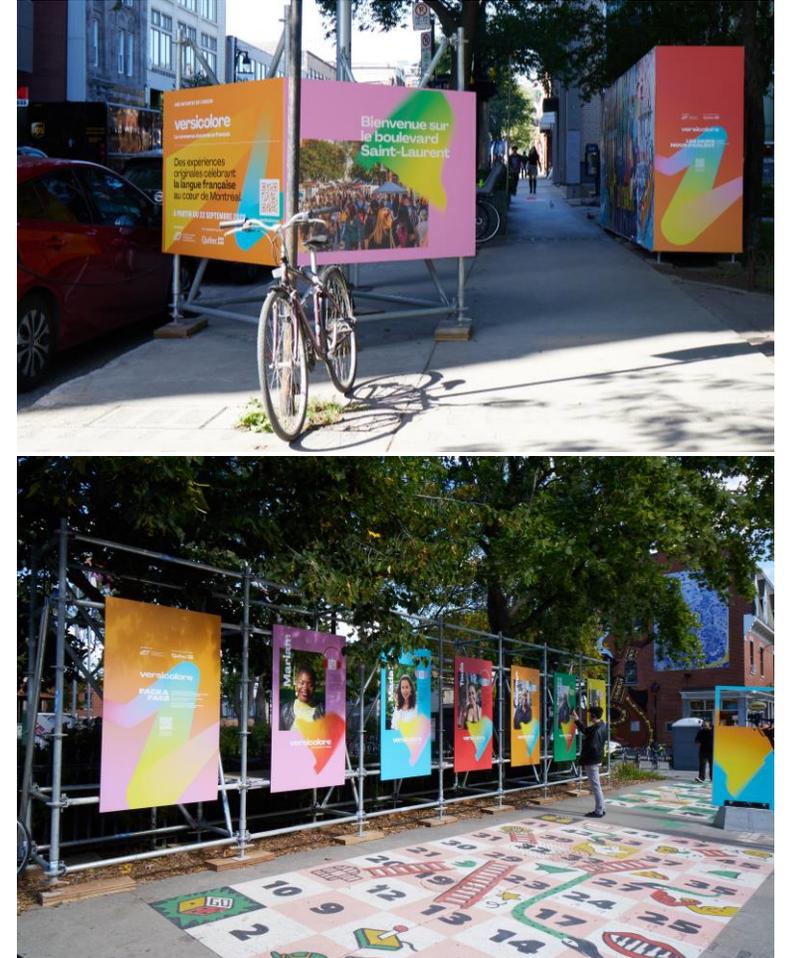
À partir de son entrée en vigueur, l'utilisation et la distribution de huit (8) articles à usage unique sera proscrite même si certains d'entre eux sont fabriqués à partir de plastique compostable. Seront interdits : les barquettes (sauf séries pour la viande et le poisson), les assiettes, les contenants, les couvercles, les tasses, les verres, les couvercles de tasse ou de verre, les bâtonnets et les ustensiles identifiés par les codes qui paraissent ci-après :

- numéros 1, 3, 4, 5, 6, 7 : tasses ou verres, bâtonnets, pailles, ainsi que les ustensiles utilisés lors des consommations sur place;

VERSICOLE

From September 22 to October 4, the SDBSL hosted on its territory *Versicolore*, a project launched by the ASDCM, which aimed at promoting the French language and its diversity. The event was designed as an open-air art tour where people could walk around the different installations and experiences celebrating our city, its particularities and language.

Located on the sidewalks of Saint-Laurent Boulevard between Rachel and Marie-Anne and in front of *Parc du Portugal*, the structures encouraged passers-by to learn about the French language and the story of merchants of various origins and their integration on the boulevard. People could also buy products in the event's colours in a pop-up shop.

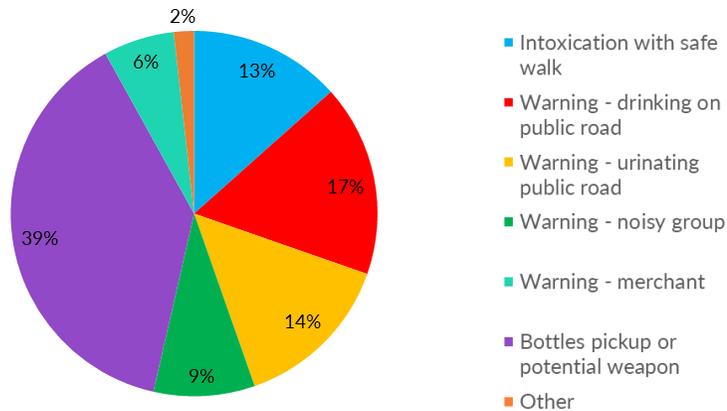


Every year since 2015, the SDBSL has been implementing its program *Les Veilleurs* to raise awareness among the night-time clientele about potential incivilities. The group also supports PDQ38 and bar and club owners to help in situations occurring in our territory. *Les Veilleurs* also ensure that intoxicated people return home safely.

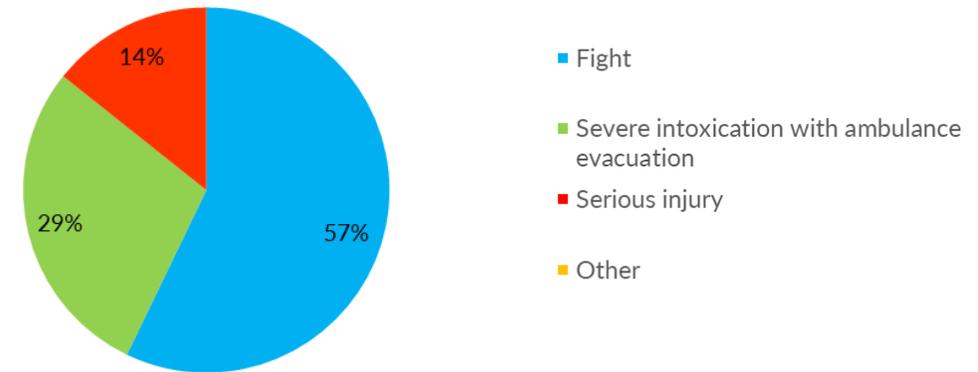
Due to labour shortages, the group could only be present for part of the summer season.



Minor interventions: 112



Major interventions: 14



2050 URBAN AND MOBILITY PLAN

The SDCs of the Plateau-Mont-Royal took part in the consultative process on the 2050 Urban Plan by writing a memoir including various recommendations to the *Office de Consultation Publique de Montréal*.

This memoir aimed to identify the main concerns of the SDCs of the Plateau regarding the City of Montreal's drafting of the 2050 urban and mobility plan. It contains ten recommendations grouped under four rubrics. These are:

1. Promote and value a shared vision
2. Supporting businesses' green shift
3. Accentuate densification and mixed-use
4. Improve the environment of our commercial arteries

CAFÉ-TERRACE

The same consultation group also joined the borough of Plateau-Mont-Royal to encourage officials to amend the bylaw on public café-terrace. Thanks to this intervention, the borough was able to establish a new method of calculating the cost of permits, to ease certain restrictions that were too severe and to allow a greater variety of possible layouts. Merchants will benefit from a reduction of up to 60% of the costs initially calculated, starting in the 2023 season.

RUE SIDENIS



BLVD
SAINT
LAURENT

Mémoire présenté à la Ville de Montréal

Dans le cadre de la consultation publique sur le Plan d'urbanisme et de mobilité
2050

REPRESENTATION

IDA CANADA

The SDBSL attended the 68th Annual IDA Conference on *Reinventing: The Communities of Tomorrow* in Vancouver. The conference brought together more than 950 inspired leaders and explored opportunities for transit, technology hubs, tourism, retail corridors, entertainment districts, sustainability and public safety initiatives. In addition, SDBSL is part of its Canada Leadership group.



PROVINCIAL ELECTIONS

In collaboration with the *Regroupement des Sociétés de développement commercial du Québec*, a questionnaire was prepared and sent to all electoral candidates to learn more about their position towards SDCs, their priorities for the year, and what they could offer them (programs, subventions, etc.). The results were then shared with the SDBSL and other members of the RSDCQ.



REPRESENTATION

ASDCM

The *Association des Sociétés de développement commercial de Montréal* regroups 23 SDCs corresponding to more than 12,000 businesses and commercial establishments. Its mission is to represent its members and promote the emergence and growth of SDCs. The SDBSL is a member of the association and president of its Board of Directors.



RSDCQ

The *Regroupement des Sociétés de développement commercial du Québec* (RSDCQ) is a not-for-profit organization representing 52 SDCs across Quebec. The organization aims to join forces, speak with one voice to government authorities and serve as a communication channel between political leaders, businesses, and professional services. The SDBSL is a member of the organization and serves as treasurer on its Board of Directors.



TEAM & BOARD OF DIRECTORS

