



MURAL FESTIVAL 2019

The 7th edition of MURAL, the biggest street art festival in North America, will take place from **June 6th to the 16th on the Saint-Laurent Boulevard!** The street will be closed to traffic from Sherbrooke to Mont-Royal for the duration of the festival.

Last year, **1.5 million visitors** came to the Main during the 11 days of the festival, making it one of the most popular events in Montreal.

From June 11th to 14th, make sure to not bring a lunch to work because Grill Saint-Laurent is back again this year for its 5th edition! This culinary cook-off will take place in the parking lot south of Prince-Arthur Street, where 10 restaurants will cook dishes created exclusively for the event, in the hopes of winning the grand prize of \$1,000.

To our members participating in the street closure: make sure to display your participation permit in your window. Your permit(s) will be distributed to you by the end of the month.

MURAL FESTIVAL



**BOULEVARD
SAINT-LAURENT**

La boîte à outils du boulevard Saint-Laurent

Un guide de référence pour les commerçants de la SDC

ST-LAURENT BOULEVARD'S TOOLBOX

Retail is currently going through a period of change. The arrival of web giants such as Amazon and Facebook has radically changed consumers' buying habits. For example, for the holiday season of 2018, Google estimated that Canadians would spend between 38% and 50% of their shopping time online rather than in stores.

In this context, even a merchant who has been in business for decades has no choice but to adapt to this reality. He must also take advantage of social networks and online sales.

This toolbox project was born from the desire to encourage St-Laurent boulevard's merchants to use new marketing tools. The toolbox is available on the St-Laurent boulevard website, located in the Members page, you can also request a paper version by writing to us at the following address: maud@sdbsl.com

Continued training is the key to ensure business sustainability. It forces us to question the effectiveness of our practices and opens our eyes to the aspects of our work that we sometimes neglect. It also forces us to remain curious and to question ourselves when our preconceived ideas don't go in the direction of what has been proven.

And let's not forget that all we risk is to increase sales a little and satisfy our customers.

The team of boulevard Saint-Laurent

* This toolbox is available in French only



BECOME A LUGGAGE HERO

LuggageHero is a trailblazing luggage storage service that operates as a sharing economy concept. Their extensive network of luggage storage sites are located inside local retail shops, cafés and hotels that have extra space available. They call them luggage heroes.

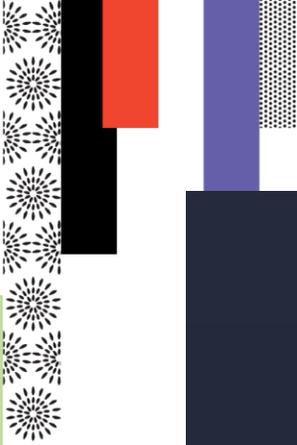
By partnering with existing local businesses, they are able to offer

luggage storage options all over the cities they operate in. Currently, there are more than 350 luggage heroes available in Copenhagen, London, New York, Madrid, Barcelona and Lisbon, and collectively they have provided more than 500,000 hours of bag storage in the past 12 months alone.

Users find and book the nearest luggage hero through their mobile-friendly website (no need to download and install an app) and instantly receive directions to the location on their smartphone. The drop-off and pick-up processes are quick and easy, and payments are handled securely online. All luggage is insured against damage, loss or theft while in storage, with coverage up to \$3,000 per bag.

Why become a LuggageHero partner? It's simple, you'll generate revenue with storing luggage as well as increase tourist traffic in your business and generate more revenue with tourists.

For more information, contact Alain Michel Habib (General Manager, LuggageHero Montreal) at 514-918-9555 or by email at the following address:
montreal.ah@luggagehero.com



CONNECT19 CONFERENCE BY LIGHTSPEED

The first Lightspeed conference in Montreal will take place on June 11th at Viger Station. This free conference brings together local businesses to exchange and network. By participating, you will have access to multiple tools that may be useful to the development of your business.

To participate, click here :



FRINGE FESTIVAL PROGRAM LAUNCH

The Montreal Fringe Festival invites all members of the St-Laurent boulevard to its 2019 Program Launch event! The event will take place next Tuesday, May 7th at 7pm. To view the event, click here :

[FRINGE](#)



**REMINDER -
PROMOTIONAL
OFFER BY BIXI**

Don't forget that Bixi is offering a **15% discount on its yearly subscription** to the SDBSL members. The offer is valid for each and everyone of your employees, so be sure to share it with them. Offer ends June 1st!

If we're talking numbers, the subscription will cost you **\$79,90 (including taxes) instead of \$94**, quite worth it!

You'll find the promotional code when downloading the PDF document "(FR) Bixi - Abonnements groupés" on the members' page, under "TOOLS" and "PROMOTIONS & CONTESTS."

[MEMBERS PAGE](#)



**THE TOUR DE L'ÎLE AND TOUR
DE LA NUIT**

The *Tour la Nuit* and *Tour de l'île* will respectively take place on **Friday May 31st and Sunday June 2nd, 2019.**

During both events, the boulevard will be closed between Des Pins Avenue and Marie-Anne Street; the circuit is going through Rachel Street.

The *info-circulation* will be available one week before the event at the following number: 514 521-8356, extension 380.

To make a complaint or comment, please call this number: 514-521-8356 extension 504

For more details about the event, go to Vélo Québec's website.

[VÉLO QUÉBEC](#)



NEW ON THE BOULEVARD

[Le Shaker – Cuisine et Mixologie](#)
- 3518 Boulevard Saint-Laurent

[A/Maze](#) – Jeux d'évasion – 4560-B Boulevard Saint-Laurent

[Comptoir Bonsaï](#) – 3723-A Boulevard Saint-Laurent

[Bilboquet](#) – 3905 Boulevard Saint-Laurent