

# SDC Côte- des- Neiges

From the essential  
to the unexpected

# Annual Report 2022





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# 01

## Words from the President and the Executive Director





## A word from the President of the Board

As president of the Board of Administrators, I am committed to continuing to watch over the interests of the economic development of the territory, but also to ensure that the SDC remains an organization that will defend the demands and needs of merchants and professionals with the elected officials of the Montreal community, the City of Montreal and the CDN-NDG borough. We have a territory that is extremely rich, promising and constantly renewed. An essential organization such as the SDC Côte-des-Neiges allows, through its financing, to have a mechanism to better defend itself in a more difficult context. The SDC Côte-des-Neiges has been fulfilling its mandate perfectly for more than 5 years according to a shared vision and objectives. I invite us to continue the work that has been done and to invest in joining the SDC's vital forces, because it is by joining forces that we are stronger.

-Jérôme Bugel, Jérôme B Espace Coiffure



## A word from the Executive Director

The year 2022 will have allowed Côte-des-Neiges to establish itself even more strongly in the Montreal landscape as an essential player in our metropolis. Whether it be through the actions implemented by our SDC, perpetuated with the collaboration of our partners, or through the solid commercial offer of our members, and the return in force of students and faculty. The year 2023 will be a year of celebration. The pandemic, officially behind us, will give a new lease on life to the businesses and enterprises and will promote a more sustainable development of the projects that have been established. The year 2023 will also officially mark the 5th anniversary of the SDC Côte-des-Neiges and the 325th anniversary of the Côte-des-Neiges neighbourhood! We are pleased to have the opportunity to share with you the main accomplishments of 2022 and to give you an overview of what awaits you in 2023.

-Félicia Balzano, SDC Côte-des-Neiges



# 02

## About the SDC Côte-des-Neiges





## Mission

The mission of the Société de développement commercial (SDC) Côte-des-Neiges is to contribute to the commercial dynamism, influence and visitor experience of the area in order to promote the economic, cultural and social development of the neighbourhood in collaboration with local partners.



## Five years of involvement

Five years of involvement at the heart of the neighbourhood and its priorities: A non-profit organization created in 2018, the SDC Côte-des-Neiges brings together over 200 merchants and professionals. A true pioneer, it's the very first commercial development corporation to be created in the Côte-des-Neiges-Notre-Dame-de-Grâce borough.

## Values rooted in the community

Our values illustrate the culture of the SDC Côte-des-Neiges territory and guide each of our daily actions.

- // **Entrepreneurship**
- // **Integrity**
- // **Unit**
- // **Respect**
- // **Search for the common good**
- // **Innovation**



## The 2022 Board of Administrators



**President of the B.A**  
Jérôme Bugel  
Jérôme B Espace Coiffure



**Vice President**  
Valérie Aubin  
Caravane Café



**Treasurer**  
Tarik Kadiri  
Imprimerie CDN



**Secretary**  
Sandra Ezril  
Hôtel Terrasse Royale



**Administrator**  
Nathalie Tremblay  
Marché Jean-Brillant



**Administrator**  
Angelo Marinos  
Banque Nationale



**Administrator**  
Magda Popeanu  
City Councillor CDN



**Administrator**  
Ariane St-Jean  
Faécum



**Administrator**  
Richard Morin  
St. Joseph's Oratory of  
Mount Royal

### Observer & outgoing administrator



**Observer**  
Pierre Boudreault,  
Economic Development  
Commissioner CDN-NDG



**Administrator**  
Anne-Marie Jelen  
Clinique d'orthophonie Les Mots à Coeur  
(Term ended in March 2022)



## The SDC Côte-des-Neiges team



**Executive Director**  
Félicia Balzano

Felicia has been the executive director of the SDC Côte-des-Neiges for nearly 4 years. She works on all fronts to develop and implement projects and actions that will beautify, animate, develop and promote the territory and its members, but also support local businesses. She sits as a volunteer on various boards and committees:

- Treasurer - Board of Administrator of the Association des SDC de Montréal (ASDCM)
- Director - Board of Administrator of the Chamber of Commerce of Montreal South Centre West (CCCSOM)
- Orientation Committee of the Côte-des-Neiges Living Laboratory of the Research Centre of the University Institute of Geriatrics of Montreal.



**Projets & members**  
Jérémie Pageau

Jérémie is responsible for projects and members. At the SDC Côte-des-Neiges since the spring of 2022, he supports the management in the deployment of projects and events and is responsible for supporting member businesses.



**Communications coordinator**  
Kévin Dupont

Kévin is the communications coordinator. At the SDC Côte-des-Neiges since the summer of 2022, he supports the management in the deployment of communication actions. He is in charge of creating content for our platforms.

## The external and temporary team



**Public relations**  
Dany St-Jean

Dany assists the SDC Côte-des-Neiges with public relations, media relations and strategic planning.



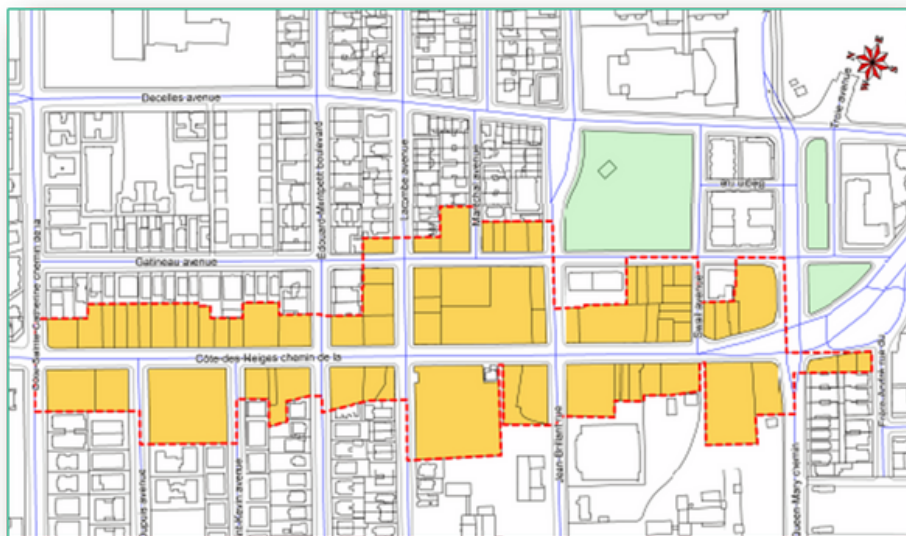
**Administrative project agent**  
Diane Carrey

Diane joined the team during the summer as part of the Canada Summer Jobs program. She collaborated on our project promotion and administration activities.





## Our territory and the six poles that distinguish it



The territory of the SDC Côte-des-Neiges covers Côte-des-Neiges Road between Côte Ste-Catherine Road and du Frère-André Street, including the commercial sectors of Gatineau, Lacombe, Swail and Queen-Mary Avenues.



**Commercial**



**Sustainable development**



**Spiritual**



**Knowledge & Education**



**Health**



**Community & Cultural**



## The territory in numbers

# 1	
Pole of higher education in Quebec	
Most populous borough in Montreal	
Health hub in Montreal	
+ 6	Public transit lines
+ 26 000	workers
+ 67 000	students
100 000	residents
350 000	Commercial square feet
5	Main shopping streets
3	Main tourist attractions of the metropolis
3	Universities
3	Hospitals





# 03

## Animating our streets



## Animating our streets

2022 was the time we had the opportunity to welcome back more projects to animate the streets of Côte-des-Neiges. This year, our SDC produced three signature projects, two of which were new, to animate key times of the year for summer, back-to-school, and holiday seasons. In total, more than 55,000 people were able to benefit from our signature actions!

In addition to these projects, we also offer cultural programming at the Maison de la culture Côte-des-Neiges and outside the walls in collaboration with the Côte-des-Neiges-Notre-Dame-de-Grâce borough.

The strength of the SDC Côte-des-Neiges in producing signature projects and the collaboration of its partners and member businesses have actively contributed to the animation of our streets and we are delighted to share with you the highlights of 2022.







### Fête nationale du Québec in Côte-des-Neiges !

- First edition in Côte-des-Neiges
- 118 members reached
- 45 participating citizens

### New !

On June 23, 2022, the SDC Côte-des-Neiges invited citizens to the very first edition of the Fête nationale du Québec in Côte-des-Neiges! During this annual event, more than forty residents joined the thematic rally and enjoyed the musical ambiance provided by CISM 89.3 FM radio. This celebration of the Francophonie allowed us to reach over 100 members, while involving seven members directly in the project. The Fête nationale à Côte-des-Neiges is an initiative of the SDC Côte-des-Neiges and is part of the local celebrations of the Fête nationale du Québec.

*Partners : Gouvernement of Québec, Mouvement national des québécois et québécoises, Hydro Québec, CISM 89,3 FM, CDN-NDG Borough.*

### New !

For the back-to-school season and to close the summer season, Lacombe Avenue was transformed into a real urban beach. Throughout the 4 days of pedestrianization, from September 15 to 18, 26,000 visitors of all ages were able to take advantage of a thematic urban design, free dynamic cultural programming, and a pedestrian street to fully discover the 16 local businesses on Lacombe Avenue. During the pedestrianization, nearly 203,000 people were reached on our social medias. Lacombe piétonne! is an initiative of the SDC Côte-des-Neiges.

*Partners : CDN-NDG Borough, Merchants of the SDC Côte-des-Neiges, City of Montreal, Banque Nationale, CISM 89,3 FM et Métro Média.*

### Lacombe piétonne !

- Four days of pedestrianization
- 26,000 visitors on Lacombe Avenue
- 203,000 people reached on social media







### Portraits of Côte-des-Neiges merchants and professionals

- Second edition
- 17 member owners highlighted
- 7 months of exhibition in the neighborhood
- Signature project of SDC Côte-des-Neiges

On September 8, 2022, the SDC Côte-des-Neiges presented the second edition of its Portraits of Côte-des-Neiges merchants & professionals project. This initiative aims to connect citizens with the people behind the businesses and shops in the SDC Côte-des-Neiges territory. This resulted in an open-air exhibition on the Promenade Jean-Brillant as well as a series of interviews featuring 17 business owners and managers from the neighborhood. This social and cultural project is an initiative of the SDC Côte-des-Neiges.

*Partners : Maison de la culture CDN & CDN-NDG Borough*

For a third consecutive year, from November 28 to December 15, 2022, the SDC Côte-des-Neiges presented the Village de Noël 2.0, a giant outdoor video projection on the south wall of 5450 Côte-des-Neiges, just above the McCarold Pub. This digital projection was on display for three weeks and broadcast for a total of 83 hours as part of the Sentier-des-Neiges, an initiative of the SDC Côte-des-Neiges whose objective is to animate, decorate and illuminate the neighborhood throughout the winter.

*Partners : Pub McCarold & 5450 Côte-des-Neiges Holdings Inc.*

### Village de Noël 2.0

## Video projection

- 3rd consecutive year
- 30,000 participants
- 83 hours of viewing
- 3 weeks of screening





## Partners' projects

Every year, the SDC Côte-des-Neiges is involved in the projects of several institutions and partners in Côte-des-Neiges.



Elected officials and citizens visit businesses as part of the Universal Accessibility Grant.  
(June 2, 2022)



Mobility kiosk for seniors in Côte-des-Neiges at Jean-Brillant Park in collaboration with the Research Centre of the Institut universitaire de gériatrie de Montréal as part of the Living Laboratory (July 28, 2022)



Enracinés podcast. Théâtre du Renard's stories combining art and science at the Placette Côte-des-Neiges.  
(From June 21, 2022)



Inauguration of Agostino Lacurci's mural at the intersection of Gatineau/ Jean-Brillant. A collaborative project of the CDN-NDG borough, MU Montréal, the Istituto Italiano Di Cultura Montréal, the Office municipal d'habitation de Montréal and residents.  
(August 25, 2022)



Circus show with Vélo'Delà in partnership with the Maison de la culture de Côte-des-Neiges as part of CDN-NDG's summer programming.  
(June 28, 2022)



Inauguration of the exhibition À travers les secrets : l'art de créer des espaces entre les lignes at Maison de la Culture of CDN.  
(15 december 2022)



# 04

## Supporting local businesses



# 04

## Supporting local businesses

### Supporting local businesses

One of the cornerstones of our organization's mission is to support the businesses and enterprises that are members of our business development corporation.

Through various services, programs and advocacy actions, the SDC Côte-des-Neiges contributes to the economic vitality of the territory and our members to position Côte-des-Neiges as a destination where it is good to live, study, visit and work. In 2022, we have deployed a third edition of our socio-financing campaign, improved certain programs and services, and actively exchanged with the major players in the territory.

You will discover here several key actions that have contributed to the support of our local businesses and enterprises.





# 04

## Supporting local businesses



### PRAM - Commerce

- Accompanying members in their applications
- Information session and solicitation calls
- Collaboration with the Business Line

Started in March 2021, the support to members for work and renovation grant applications continued in 2022. The PRAM-Commerce is a program of the City of Montreal to which the SDC Côte-des-Neiges has applied to help its members and contribute to the beautification of the territory.

Partners : City of Montreal

On June 7, 2022, the SDC Côte-des-Neiges launched its third J'achète CDN campaign to support local purchasing through a brand-new form with the Hello Visa transactional card. Through this new collaboration with Hello, the campaign ending January 29, 2023, was made possible thanks to the involvement of 10 leading businesses in the territory and more than 140 citizens. J'achète CDN is an initiative of the SDC Côte-des-Neiges.

Partners : City of Montreal

### J'achète CDN !

#### campaign

- Third Buy Local campaign in Côte-des-Neiges
- 18,000\$ profit for businesses

# J'achète CDN

Encouragez et (re)découvrez les commerces de Côte-des-Neiges



Une initiative de SDC Côte-des-Neiges



### Winter windows

- 10 participating businesses
- Free program as part of Sentier-des-Neiges

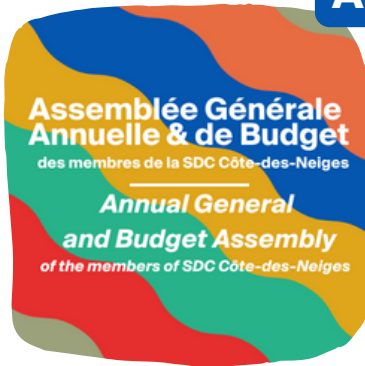
As of November 21, 2022, the SDC Côte-des-Neiges presented a winter work in the windows of 10 businesses participating in the free holiday window decoration program. This year, the SDC Côte-des-Neiges collaborated with artist Michel Tessier, whose drawings have been very popular in the windows of Exo Fruits for many years.

Partners : The merchants of the SDC Côte-des-Neiges



# 04

Supporting  
local  
businesses



## Assemblée Générale 2022

- Annual Members' Meeting
- Overview of past, current, and future projects
- Adoption of the budget and election of the Board of administrators

On March 30, 2022, the SDC Côte-des-Neiges virtually welcomed members for the Annual General Assembly of members and budget. New and old members joined us for the occasion. The AGAB is the perfect opportunity to review the accomplishments of the members and the SDC, as well as to get involved for the year to come.

Return for a 4th consecutive year of the "Adopt-a-Flower-Box-for-Your-Business" program in which approximately 20 flower boxes were installed at 17 neighborhood businesses from June 21 to October 21, 2022. (Since 2019)

Partners: CDN-NDG Borough

## Flower boxes

- 17 participating businesses
- Free beautification and greening program of the SDC Côte-des-Neiges



## SDC representations

- Meetings with local elected officials
- Sitting on boards and committees of the territory related to the development of the neighborhood and the SDC.

In addition to being a member of several organizations (Tourisme Montréal, Association des SDC de Montréal, Chambre de commerce Montréal center Sud-Ouest), the SDC Côte-des-Neiges carries out representations every year to share the issues of the territory and its members, but also to share the achievements of the SDC Côte-des-Neiges. In addition, the executive director of the SDC Côte-des-Neiges sits on various boards and committees to contribute to the organization's involvement and to promote local development.



# 05

## Promoting the destination



# 05

## Promoting the destination

### Promoting the destination

We place particular importance on promoting our territory, its businesses, and attractions. Located in the heart of Montreal, on the side of the mountain, a few steps away from St. Joseph's Oratory of Mount Royal, one of the most visited attractions in Montreal, and very close to the most prestigious universities and the most important health centers of the city, the territory of the SDC Côte-des-Neiges has everything to attract and satisfy visitors. Rich in history and culture, Côte-des-Neiges is easily accessible by public transit, particularly from downtown, the South-Western neighbourhoods, the Plateau-Mont-Royal and the north of the city.

In this sense, each year we deploy several promotional campaigns, projects and partnerships aimed at promoting the neighbourhood and its entrepreneurs to active local clients and to people who would benefit from discovering Côte-des-Neiges.





# 05

Promoting  
the  
destination



## Local Guide

- Spring, Summer & Fall Guides
- 14,000 copies printed and distributed
- From April 19 to November 23, 2022

In 2022, from April 19 to November 23, we launched 3 editions of the Local Guide (spring, summer, and fall). This guide (printed and digital) in collaboration with Tastet presents the season's programming, in addition to a directory of businesses and enterprises in the territory. It also includes a section with suggestions of addresses recommended by Tastet! A campaign offering visibility to the SDC's businesses from the Tastet media platform and reaching new clientele.

Partners: Tastet & City of Montreal

## New !

From July 18 to August 19, 2022, the SDC Côte-des-Neiges set up an information kiosk on the territory to promote the sector and the initiatives of the SDC Côte-des-Neiges to passers-by at the Placette CDN. This kiosk was open 3 days a week, during lunch hour, between 12:00 and 1:00 pm.

## Information kiosk

- Promotion of the sector
- 3 days of kiosk per week
- Animation of the Placette Côte-des-Neiges



## Sentier-des-Neiges



- 4 months of online destination promotion
- Advent calendar to promote buying local
- Advertising promotion in Montreal and Quebec media

## New !

Spanning the years 2022 and 2023, from November 21 to March 15, Sentier-des-Neiges was the winter campaign imagined by the SDC Côte-des-Neiges to promote the new visitor experience centered on the illumination, decoration and animation of the area throughout the winter.



## Promotional campaigns

The actions developed by our team have among their objectives to promote Côte-des-Neiges and to increase the visibility of businesses and services in the area. Thanks to our promotional campaigns, the neighborhood, businesses, and companies of Côte-des-Neiges shine more and more each year. Learn more about the scope of our communications and the traffic on our platforms.

### Our actions - online



**500 000** in reach  
Facebook



**100 000** in reach  
Instagram



**16 publications**  
Newsletter B2C



**3 editions and  
172 147 impressions**  
online of the Local guide  
on Tastet platforms



**20 articles and  
advertisements to promote  
the destination**



**32 advertising  
campaigns on our  
platforms articles  
and ads**

### Our community - online



**2424 followers**  
Facebook  
(+30% vs 2021)

**34%**  
men



**66%**  
women

**600,000**  
views on our  
online  
publications



**1752 followers**  
Instagram  
(+22% vs 2021)

**38%**  
men



**62%**  
women



**1456 subscribers**  
Newsletter B2C  
(+27% vs 2021)



**55 000 Unique Users**  
sdc-cotedesneiges.ca  
(+19% vs 2021)

### Our community - on the ground



**6,2 millions \*** pedestrians  
on CDN, Lacombe  
and Gatineau  
(+58% vs. 2021)



**1 million \*** de  
motor vehicles  
on CDN  
(-30% vs. 2021)



**96 000**  
Bikes  
on CDN  
(+119% vs. 2021)



**10 500 \*** connections  
(+33% vs. 2021)  
**9 300 \*** visitors  
(+44% vs. 2021)  
**6 000 \*** users  
(+123% vs. 2021)



**+ de 50 000**  
participants in our activities  
(+5 000% vs. 2021)



## Press Relations

This year, SDC Côte-des-Neiges projects and member's achievements continued to shine in the digital and print media as well as in the community. Here is Côte-des-Neiges in 2022 at a glance in the media.

### Journal Métro

Lacombe Piétonne !



SDC projects & partners

### CityCrunch

Mention of Posher restaurant in the top 7 in Montreal.



Restaurants

### TheSuburban

Federal funding for public space development.



Politics

### CityNews

Inauguration of a giant mural in Côte-des-Neiges.



Art & culture

### Tastet

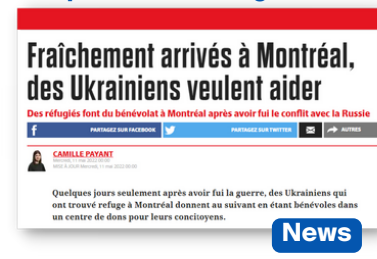
Launch of the local spring guide.



Partnerships

### Journal de Montréal

Montréal Donation and volunteer center at the Terrasse Royale Hotel to help Ukrainian refugees



News

They talked about us !

Métro MÉDIA TASTET noovo NIGHTLIFE.CA CityCrunch MTL Blog

TheSuburban

NEWS

MTL

NARCITY

LA VITRINE .COM

LE JOURNAL MONTREAL



# 06

## Energizing the territory



## Energizing the territory

We attach great importance to beautifying the neighbourhood and enhancing the quality of the visitor experience for those who frequent the area.

This is why, each year, the SDC Côte-des-Neiges deploys numerous actions aimed at improving the visiting experience of citizens. Among these, several actions are renewed each year, including access to free Wi-Fi, while others are added to continue our development.

In 2022, we implemented actions that punctuated each season. Discover several of the flagship projects of 2022.





**Hanging planters - New !**

Partners: CDN-NDG Borough

Installation of about thirty suspended planters, made of sustainable materials, on the lamp posts of the commercial streets from July 7 to November 8, 2022. An initiative of the SDC Côte-des-Neiges.

**Decorative stickers - New !**

Partners: City of Montreal and CDN-NDG Borough

From July 7 to October 19, 2022, 32 decorative stickers were installed on the ground at each intersection in the territory to identify the commercial sector in the SDC's colors.

**Halte Côte-des-Neiges /Queen-Mary**

Since August 2022, the SDC has proceeded with the first phase of the revitalization of the rest stop located at the corner of Côte-des-Neiges and Queen-Mary Road. (formerly Placette Pharmaprix)

Partners: Government of Canada, CDN-NDG, Sidev and Pharmaprix

**Placette Côte-des-Neiges**

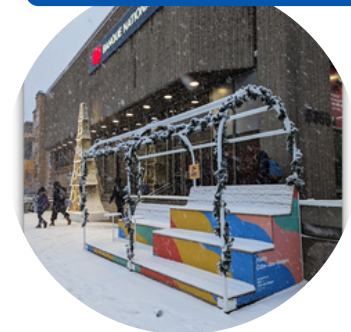
Partners: City of Montreal

Animation of the Placette CDN and pedestrianisation of the section of Côte-des-Neiges Road between Queen-Mary and Frère-André streets during the summer period between June and October 2022. (Since 2018)

**Halte Côte-des-Neiges/Lacombe**

Rest stop at the intersection of Côte-des-Neiges / Lacombe. In place since 2021. An initiative of the SDC Côte-des-Neiges.

Partners: CDN-NDG Borough

**Winter transformation of the installations**

As part of Sentier-des-Neiges, the SDC Côte-des-Neiges has transformed its installations for the winter season from November 22 to March 15, 2023 : Sapinage of haltes and pastilles and addition of winter wreaths on more than thirty lamp posts. (Since 2020)



**Magic Ribbons**

Partners: CDN-NDG Borough

As part of Sentier-des-Neiges, 25 ribbon lights were installed on Chemin de la Côte-des-Neiges from November 21, 2022, to March 15, 2023. (Since 2018)

**SDC-CDN tags**

Decorative tags with the identity of the SDC Côte-des-Neiges on the lamp posts of Gatineau, Lacombe and Swail streets. (Since 2020)

**Light spheres**

Partners: CDN-NDG Borough

As part of the Sentier-des-Neiges project, luminous spheres have been installed on Lacombe Avenue from November 21, 2022, to March 15, 2023. (Since 2021)

**WiFi CDN**

Partners: City of Montreal, SIDEV, SDC Côte-des-Neiges merchants

Free year-round access to CDN Wifi at 4 locations on the territory: Placette CDN, Halte Queen-Mary/Lacombe, Halte Côte-des-Neiges, Promenade Jean-Brillant. (Since 2021)

**Giant Trees - New !**

As part of the Sentier-des-Neiges project, two giant 5-metre-high trees will be installed at the Côte-des-Neiges/Lacombe and CDN/Queen-Mary halts since November 21, 2022.

Partners: Pharmaprix and Banque Nationale

**Digital Development - New !**

Since August 10, 2022, the SDC Côte-des-Neiges has implemented a CRM software with the support of the agency Toast: Creation and implementation of a centralized database and marketing tools to increase business intelligence and improve mailing for members and citizens.



# 07

## Overview of 2023



## Overview of 2023

With this year of celebration upon us, we actively wish to pursue and perpetuate the achievements and projects that have contributed to the dynamism of our territory and its member businesses. We would like to take this opportunity to look back at how far we have come since the creation of our SDC five years ago and over the last few decades by the merchants and businesses in the area.

We are proud of the results we have achieved and proud of the businesses that have chosen Côte-des-Neiges as their home. We look forward to the coming years with confidence, excitement, and enthusiasm. It is with all the people who live, visit, work and study in Côte-des-Neiges that we will continue to energize the neighborhood, we hope for many decades to come. We invite the entire community and citizens to follow the SDC Côte-des-Neiges platforms to discover the news and projects that will be happening in 2023.

-Félicia Balzano, Executive Director  
SDC Côte-des-Neiges



# SDC Côte- des- Neiges

From the essential  
to the unexpected

**You want to  
communicate  
with us?**

[info@sdc-cotedesneiges.ca](mailto:info@sdc-cotedesneiges.ca)

Follow us on our social medias!

  @sdc.cotedesneiges  
 [sdc-cotedesneiges.ca](http://sdc-cotedesneiges.ca)