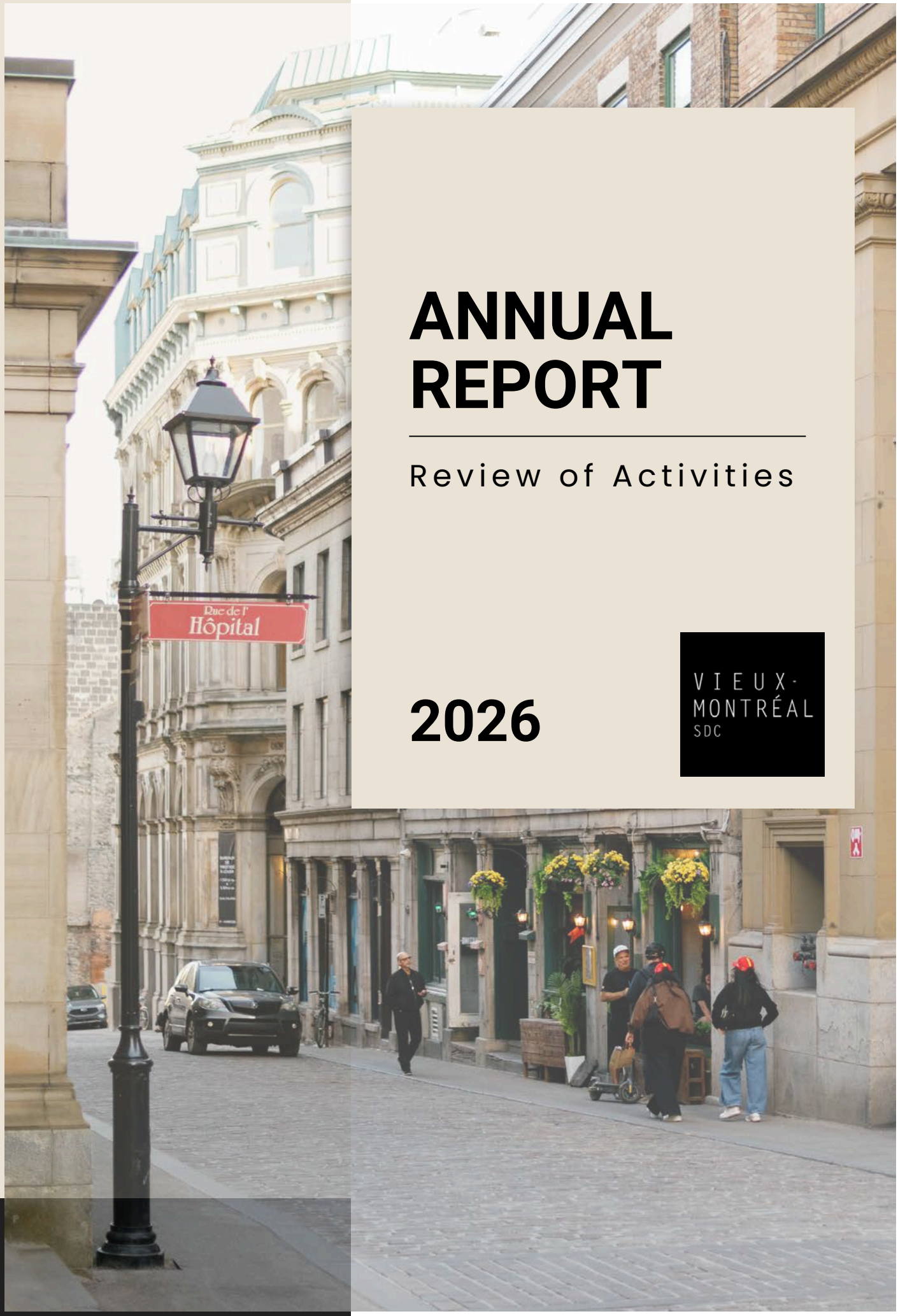


ANNUAL REPORT

Review of Activities

2026

VIEUX-MONTRÉAL SDC

Contents

3	INTRODUCTION AND A WORD FROM MANAGEMENT
4	SPECIAL MENTION
5	THE SDC VIEUX-MONTRÉAL
7	CLEANLINESS PROGRAM
8	COHABITATION & SAFETY PROGRAM
9	ACCESSIBILITY PROGRAM
10	TARGETED INTERVENTION STRATEGY
11	WINTER ATTRACTIVENESS PROGRAM
12	BEAUTIFICATION PROJECT
13	OLD MONTREAL LIGHTING PROJECT
14	CONSTRUCTION MITIGATION
15	SUPPORT FOR NEIGHBOURHOOD ACTIVITIES AND EVENTS
16	VISITOR SERVICES
17	OUTREACH & PROMOTION
18	MEMBER RELATIONS & NETWORKING
19	BUSINESS INTELLIGENCE
20	MEDIA IMPACT REPORT
21	MARKETING & COMMUNICATION
22	PARTNERS & COLLABORATORS
23	EXCERPT FROM THE FINANCIAL STATEMENTS
24	BOARD OF DIRECTORS AND TEAM
25	CONTACT



Introduction

AND A WORD FROM MANAGEMENT

2026: A PIVOTAL YEAR FOR THE SDC VIEUX-MONTRÉAL'S OPERATIONAL CONTRIBUTION TO THE DISTRICT

With a view to adequately responding to the needs of its members while following the evolution of the historic district, the organization conducted an important survey at the end of summer 2025. It explored the interests of the business community and addressed the major issues facing Old Montreal, according to its members.

The results enabled the SDC to establish its 2026 action plan. The survey responses were unequivocal: the community wanted concrete operational action taken on several fronts affecting the district.

The SDC therefore defined the year's priority areas around four major pillars: **cleanliness, social cohabitation, urban safety and neighbourhood accessibility**. These priorities led to new concrete projects for 2026, in addition to the outreach, area enhancement and business-support initiatives already firmly established in the SDC Vieux-Montréal's action planning.



We approached 2026 iteratively; in 2027, we will consolidate proactively. It is with pride that we share this year's review.

Mario Lafrance, Executive Director, SDC Vieux-Montréal



Special Mention

& THANKS

THESE BUSINESS LEADERS HAVE MADE A MAJOR CONTRIBUTION TO THE ORGANIZATION'S EVOLUTION AND TO THE DEVELOPMENT OF THE HISTORIC DISTRICT.


Me Robert Astell

In this report, the SDC Vieux-Montréal wishes to highlight the exceptional contribution of three long-standing directors who are leaving their positions on the organization's Board of Directors this year:

- **Me Robert Astell**, who has served on the SDC Vieux-Montréal Board since 2012 and has been its Chair since 2013;


Anne De Shalla

- **Ms. Anne De Shalla**, a founding member of the SDC who has served on the Board since its official creation in 2004;

- **Mr. Dimitri K. Antonopoulos**, who has been involved in Old Montreal for several decades and has served on the SDC Vieux-Montréal Board for a total of more than five years.


Dimitri K. Antonopoulos

Without the involvement, commitment and dedication of entrepreneurs with a macroeconomic vision for the district, its successful development would not be possible.

The organization therefore wishes to recognize the significant contribution and long-standing participation of these directors, who have demonstrated a genuine interest in Old Montreal for many years.

The SDC Vieux-Montréal Team



ABOUT

THE SDC Vieux-Montréal

Founded in 2004 and governed by sections 458.1 to 458.44 of the Cities and Towns Act (CQLR, c. C-19), the SDC Vieux-Montréal is the second-largest SDC in Quebec. It has a sector-based profile, representing a community of more than 2,400 passionate members united to bring life to the historic district's unique business offering.

OUR MEMBERS

Old Montreal's business profile is divided as follows:

- Arts and culture: 5%
- Restaurants and bars: 26%
- Boutiques: 11%
- Accommodation: 3%
- Business offices: 41%
- Local services, care and goods: 14%

+30 NEW MEMBERS IDENTIFIED IN 2026 WITH A STREET-FRONT LOCATION

Territory

AND MISSION



The SDC Vieux-Montréal territory extends from Saint-Hubert Street (eastern boundary) to Robert-Bourassa Boulevard (western boundary), and from Saint-Antoine Street (northern boundary) to de la Commune Street (southern boundary). In other words, it lies between Downtown Montreal and the Old Port.

Any business that establishes itself within the territory served by the SDC Vieux-Montréal automatically becomes a member.

Learn more about our business model:

About membership contributions

MISSION

The SDC's primary mandate is to bring its members together and build a unified business community. It must work tirelessly to share ideas, address shared challenges, seek realistic solutions and create a living and working environment where good neighbourly relations prevail. The more participatory the SDC is, the more influential it becomes as an organization dedicated to local economic development.

Cleanliness Program Old Montreal

OPTIMIZING COLLABORATION AMONG LOCAL STAKEHOLDERS


SDC Vieux-Montréal Brigade

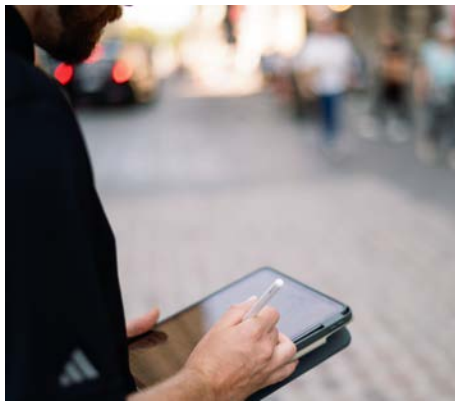
In 2026, the brand-new Old Montreal Cleanliness Program relied on the contribution of several stakeholders and complementary interventions to improve concrete aspects on the ground. The ultimate goal was to make a tangible contribution to cleanliness measures in the historic district. The program ran from May to December.

Actions undertaken this year included:

- Expanded cleanup brigade coverage across the district, notably through collaboration with Maison du Père and the Ville-Marie borough public works teams;
- Improvements to waste receptacles;
- A new tool to facilitate reporting, intended for members and the general public;
- Weekly monitoring of waste collection;
- Participation in Ville-Marie borough awareness campaigns;
- Analysis of recurring issues and advisory services for stakeholders;
- Support for borough teams in their cleanliness efforts and inspections on public property.


Community Cleanup Brigade







This year's results:

- 6,329 labour hours allocated to the cleanup brigade component;
- 88.5% of reports answered within 24 hours;
- An average of 56 bags collected per week;
- An average of 65 monitoring hours per month allocated to the district by the SDC team;
- 65% increase in territory coverage for cleanup brigade services;
- Our cleanliness best-practices awareness campaign generated 8,055 impressions on social platforms;
- 115 members were included in the analysis of 8 key sites with cleanliness-related issues.

Learn more

Cohabitation & Safety Program Old Montreal

CREATING A NETWORK OF ALLIES FOR OLD MONTREAL



2026 Community Partners

With support for people experiencing hardship in the area as its underlying principle, this program offered several intervention components with a common goal: reducing issues related to homelessness in the old quarter while fostering a sense of safety and harmonious social cohabitation.

Actions undertaken this year included:

- A neighbourhood outreach team (April to December) in partnership with the community organization **L'Itinéraire**;
- Social reintegration initiatives related to cleanliness and public space activities with **Maison du Père**;
- Urban safety training with the organization **L'Anonyme**;
- Collaboration with **Accueil Bonneau** to facilitate the program's daily operations;
- An urban safety brigade with **COHAB** during the summer season (10-week coverage, 7 days a week);
- Collaboration with the Ville-Marie borough and the SPVM (PDQ 21) to maintain a strong network of allies working for the benefit of the historic district.



Street Outreach Program - L'Itinéraire



Social Reintegration Program - La Maison du Père



Training & Education Program - L'Anonyme

This year's results (from April to December):

- **6,300 hours of street outreach coverage** completed;
- **1,327 front-line interventions carried out** (direct interactions with people experiencing hardship);
- **28 reports received from merchants** regarding urban safety;
- **+350 merchants reached** through the social cohabitation and urban safety awareness campaign;
- **180 workers and entrepreneurs trained** in urban safety (training satisfaction rating: **4.8/5**).

Learn more

Accessibility Program Old Montreal

ADVISORY SERVICES AND AN UNDERSTANDING OF THE AREA

This year, through its Old Montreal Accessibility Program, the SDC consolidated its internal processes and participatory approach with external partners while developing a new collaborative strategy with its members. The goal was to facilitate stakeholder coordination and improve predictability and communication regarding accessibility-related matters in the district.

Whether dealing with disruptions related to major projects, extensive construction work, large-scale events, film productions or logistical processes involving the Ville-Marie borough's Mobility Department, the City's Urban Planning Department (SUM) or the Montreal Film Office (BCTM), the SDC clearly strengthened its role as a catalyst for advisory services this year.

Among the accessibility efforts in which the SDC was involved in 2026:



Saint-Paul West Construction Site (Phase 3B)











This year's results:

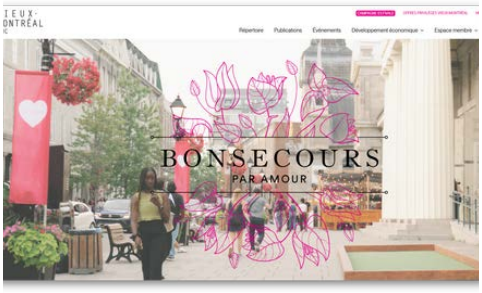
- **37 notices** relayed to the local community (**8,667** emails sent / **50.04%** open rate);
- **+150 hours** of advisory services provided to partners;
- **+40 introductions** made between members and construction managers or liaison officers, and **645 social media interactions**.

Targeted Intervention Strategy / Bonsecours Area

A RANGE OF ACTIONS WITH A COMMON GOAL











The targeted intervention strategy aimed to support commercial vitality and increase the overall attractiveness of the Bonsecours area this year (east of Place Jacques-Cartier), which had seen some decline in foot traffic over the preceding months. An assessment of a range of factors that could influence the area's economic development was therefore carried out, generating various intervention strategies to improve visitor numbers and customer retention.

Actions undertaken included:

- A six-week promotional campaign highlighting the area's commercial and cultural offering;
- On-site and digital cultural programming through the return of *Les Chroniques du Vieux* — Season 2: Bonsecours Area;
- Setup of a summer public plaza in front of Marché Bonsecours;
- Development of new visitor information kiosks;
- A coordinated storefront and street dressing campaign to make the neighbourhood more attractive;
- Improved relations with the PHI Contemporary construction site, located at the heart of the area, to provide greater predictability for affected businesses;
- Enhanced social cohabitation and cleanliness initiatives;
- A logistics analysis of the sector to provide recommendations to the Ville-Marie borough regarding dedicated delivery zones.

This year's results:

- **A 27% increase in clientele recorded** during the summer season compared with 2025;
- **A significant improvement** in merchants' and visitors' **perception** of the area;
- An enhanced neighbourhood communication strategy for the PHI Contemporary construction site and **improved social acceptability** of the work;
- A total of **9,507,208 impressions** generated by the promotional strategy deployed for the sector.

Winter Attractiveness Program

ENHANCING WINTER INSTALLATIONS AND LOCAL PROGRAMMING



The Old Montreal Winter Attractiveness Program combined actions tied to the SDC Vieux-Montréal's winter installation projects in 2026 with public-facing programming initiatives. Complementary to the winter illuminations, these measures aimed to make the district welcoming and convivial for everyone despite the cold season, while contributing to customer retention and significantly improving visitor experience.

Sites set up in 2026:

- Place Jacques-Cartier
- North forecourt of Marché Bonsecours
- Place d'Armes
- Forecourt of the former fire station (355 Saint-Pierre Street) and Place d'Youville Ouest
- North forecourt of Place Royale, where the former Customs House is located (Saint-Paul Street West)





Elements included at each site:

- Adirondack chairs
- Balsam fir trees
- Illuminations
- Outdoor fire pits (fuelling and monitoring according to a predefined schedule)
- Manual snow removal (pedestrian paths and street furniture)
- Information kiosks featuring illuminated routes
- Daytime programming





This year's results:

- **1,170 hours of outdoor fire-pit operation** between January and March 2026, plus **640 hours** forecast for December;
- Improved pedestrian mobility on the district's main public squares through **manual snow removal following snowfalls of 3 cm or more**;
- **Visitor satisfaction** with the installations on Saint-Paul Street West between January and March: **90%**;
- **92.5%** of visitors extended their time on a commercial street thanks to its winter amenities;
- Unexpectedly strong visibility and media coverage at the beginning of 2026: projects mentioned in **17 media outlets, generating more than 2,140,000 impressions**.

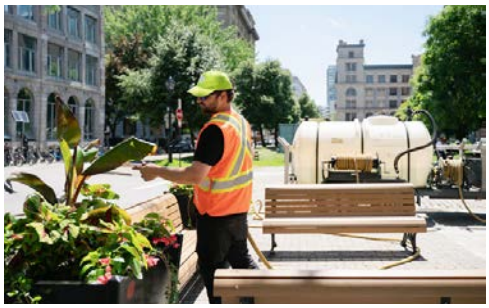
Beautification Project Old Montreal

OPTIMIZING COLLABORATION AMONG LOCAL STAKEHOLDERS



In 2026, to make Old Montreal more welcoming and even more attractive during the summer season, the SDC renewed its district-wide floral initiatives as part of its major beautification project. This large-scale initiative, deployed across the neighbourhood, is a concrete example of effective collaboration between the Ville-Marie borough teams and the SDC Vieux-Montréal. The project took shape between May and October.









FLORAL ASSETS BY THE NUMBERS:

- 247 Versailles planters and other formats (including Place Jacques-Cartier and Place de la Dauversière);
- 23 planters on Berri Street;
- 10 flower benches in Saint-Amable Alley;
- 8 planters installed on Le Royer Street;
- 10 new floral installations on Saint-Paul Street West.

RESULTS:

- **8 central commercial streets and 3 main public squares** enhanced through summer floral displays;
- **5 urban oases** created for pedestrians;
- **43.6% increase in SDC-managed assets** compared with 2025;
- **1,794 hours** dedicated to planting, watering and maintaining floral assets throughout the flowering period;
- **Active flowering rate** (flower beds maintaining an aesthetically pleasing appearance throughout the target period from June to October)**: 100%**;
- Biodiversity index: **13 pollinator-friendly plant species** integrated into the project in 2026;
- Planting schedule compliance: **100%.**

Public survey conducted at the end of summer 2026:

91% of visitors said they appreciated the neighbourhood's floral displays and summer installations. Among them, 65% also said that the various amenities and overall beautification of the historic district encouraged them to extend their visit to Old Montreal.

Lighting Project Old Montreal

AN UNMATCHED DRAW FOR OLD MONTREAL DURING THE WINTER SEASON

Through the *Old Montreal Lighting Project*, hundreds of dazzling light structures are set up throughout the neighbourhood each winter. In recent years, highlighting our built heritage with winter lighting has given the district a magical atmosphere during the cold season. This helps increase attractiveness and customer retention while contributing to a sense of safety through illuminated public spaces.



IMPORTANCE OF THE PROJECT

- The district's **main draw** during the winter season;
- **Contribution to the City's lighting plan** and to Old Montreal's heritage character;
- Visible deployment **from November through March**, supporting customer retention during the holiday season and other key calendar periods, including year-end festivities and spring break.



2025–2026 WINTER SEASON FIGURES

- Nearly 30 illuminated locations across the district;
- More than 135 hours of monitoring and upkeep of lighting assets over 19 weeks of operation;
- 14 light displays strung across Saint-Paul Street;
- 24 small freestanding stars installed throughout the area;
- 40 illuminated grapevine balls installed on Saint-François-Xavier, Saint-Paul, Saint-Vincent and d'Youville streets;
- 38 2D decorations installed on Notre-Dame Street;
- 35 2D decorations installed on Saint-Jacques Street;
- 75 2D decorations installed on de la Commune Street;
- 40 2D decorations installed in the Cité du Multimédia;
- 40 3D illuminated trees installed on McGill Street;
- 544 light strings installed in trees at Place de la Dauversière, La Presse Park and Place d'Armes;
- 17 Signature pieces installed, including 3 sparkling Trees of Life at Place Royale, Square des Frères-Charon and in front of the Palais de Justice, a central structure at Place Jacques-Cartier, and sets of giant illuminated stars at Place d'Armes (8) and Place Vauquelin (9);
- More than 4,000 square feet of storage required for the project.



Visitor appreciation rate for district illuminations during winter 2025–26: ***94%***











Construction Mitigation: Saint-Paul West (Phase 3B)

KEY INTERVENTIONS TO BOOST THE AREA'S APPEAL



To support the commercial vitality of areas under major construction, the SDC Vieux-Montréal deployed various measures in 2026. These were intended to increase the visibility and attractiveness of a section of Saint-Paul Street West affected by extensive construction that ended in the middle of summer 2026 (Phase 3B). Highlighting the area's commercial offering and introducing new installations were at the heart of the strategy implemented between Saint-Laurent Boulevard and Saint-François-Xavier Street.

ACTIONS UNDERTAKEN:

- A special winter installation project set up from January to March on the north forecourt of Place Royale;
- A digital promotional campaign highlighting more than 60 businesses in the Saint-Paul Street West area. Deployed in spring 2026, **it reached 2,241,313 people and generated a total of 8,766,022 impressions**;
- New Signature decorations installed at strategic spots along the thoroughfare: a decorative green wall enhancing the location of the *Les Chuchoteuses* statue, and an arch spanning Saint-Dizier Alley, inspired by Saint-Amable Alley — a visitor favourite — and its colourful bougainvilleas;
- Enhanced floral displays in the area with new planters adapted for universal accessibility.





RESULTS

- 90% of visitors said that the new Saint-Paul Street West installations improved their overall perception of Old Montreal.





Support for Neighbourhood Activities and Events

THE SDC, PRESENT YEAR-ROUND ON MULTIPLE FRONTS



OUTDOOR PHOTO EXHIBITIONS

- Partnership in the photo exhibition *Jacques Nadeau, l'instinct du réel*, produced by Château Ramezay, summer 2026;
- Production of the outdoor photo exhibition *Vénérables by Jacques Nadeau* on de la Commune Street West, in collaboration with World Press Photo Montréal, from June 2026 to May 2027.

HISTORICAL GUIDED TOURS

- Production of 24 free guided tours during August, delivered in collaboration with certified guides and Guidatour, themed around the second edition of *Les Chroniques du Vieux*, focusing on the Bonsecours area.

SUPPORT FOR SIGNATURE EVENTS IN THE NEIGHBOURHOOD

CULTURAL SEASON LAUNCH

- World Press Photo Montréal, 19th edition

OFFICIAL NEW YEAR'S EVENT

- Le Grand Minuit de Montréal 2027, 3rd edition

CULTURAL PROGRAMMING

Partner in developing free, family-friendly cultural events

SUPPORT FOR SUMMER INITIATIVES

- *18th Century Public Market, 33rd edition*, produced by Pointe-à-Callière;
- *La tête dans les nuages — Old Montreal Illuminated* programming, produced by the Marguerite-Bourgeoys Historic Site;
- 2026 programming of Pointe-à-Callière's *Espace urbain*.

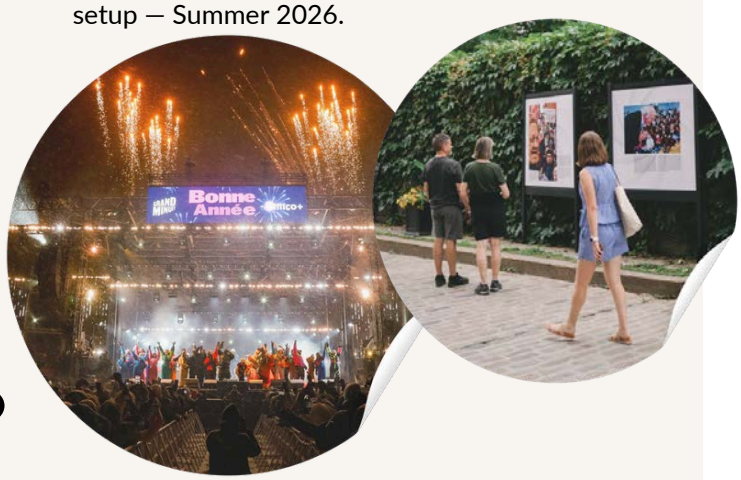
SUPPORT FOR WINTER INITIATIVES

- *Les Choralies 2026* at Notre-Dame-de-Bon-Secours Chapel;
- *Les Fêtes sur la Pointe 2026* programming;
- *Vivez la semaine de Relâche à Pointe-à-Callière 2026* programming.

STREET DRESSING

Creation of a festive atmosphere

- Street decorations marking the Montreal Grand Prix — May 2026;
- Colourful signage in the Bonsecours area in connection with the special summer public plaza setup — Summer 2026.



+ YEAR-ROUND PROMOTION OF NEIGHBOURHOOD EVENTS

Promotion of neighbourhood events and cultural activities through SDC Vieux-Montréal communication channels, including a dedicated section on the website (**+90 Event listings published in 2026** and an average of 15 activities promoted monthly through the neighbourhood's social media platforms and the SDC newsletter).

Event Calendar



Visitor Services

INFORMATION TOOLS RESPONDING TO VISITORS' CONCRETE NEEDS

In 2026, the SDC Vieux-Montréal reaffirmed its commitment to key visitor-service initiatives. **The objective**: improve visitor experience through comprehensive and relevant information tools while encouraging customer retention across the district.

RENEWED PARTNERSHIP FOR THE OFFICIAL OLD MONTREAL TOURIST MAP, 2026 EDITION

- Presenting partner of a printed district guide with an annual run of **400,000 copies** (French and English versions), primarily highlighting historical and cultural attractions;
- Highly effective distribution network: presence in more than 60 hotels in Old Montreal and downtown, as well as at the Palais des Congrès, the tourist information office, Montreal City Hall and dozens of establishments throughout the district.

DEPLOYMENT OF 10 NEW MAP KIOSKS IN LOCATIONS WITH HIGH FOOT TRAFFIC

- Redesign and integration of new electrostatically powder-coated aluminum prototypes with an extended lifespan;
- Built to suit the different types of ground surfaces in the historic district, particularly cobblestones;
- Addition of solar-powered lighting to improve visibility at dusk.

Outreach & Promotion

2026 PROMOTIONAL CAMPAIGNS TO GIVE OUR MEMBERS VISIBILITY AND SHOWCASE THE NEIGHBOURHOOD



GRAND PRIX CAMPAIGN

MAY 2026

Digital strategy backing an on-site street-dressing campaign to support programming and promotional initiatives related to the Montreal Grand Prix weekend.

- **Total digital strategy impressions: 1,492,783**
- **Reach: 906,552**
- **14 street-spanning displays and 180 checkered flags installed throughout the district**

OLD MONTREAL COHABITATION CAMPAIGN

JULY 2026

Awareness and outreach strategy promoting the various components of the Old Montreal Cohabitation & Safety Program and its partners. Five special short videos were created and distributed on the SDC's platforms in summer 2026.

- **Total views: 940,483**

LES CHRONIQUES DU VIEUX BONSECOURS AREA

AUGUST 2026

A series of 26 short historical videos unveiled during summer 2026 to support the targeted intervention strategy for the Bonsecours area. *Les Chroniques du Vieux* was rolled out both digitally and through free guided tours on site.

Digital component:

- **Total views: 2,081,760**

WINTER CAMPAIGN *HISTORIQUE & FÉÉRIQUE*

WINTER 2026–27 (upcoming)

Aimed at raising the profile of Old Montreal and its local business offering during the winter season.

2025–26 campaign figures:

- **Total impressions: 6,509,597**
- **Reach: 2,627,682**
- **ROI: 2.10**

CONSTRUCTION CAMPAIGN SAINT-PAUL WEST

SPRING 2026

Deployed to support businesses located along Phase 3B of the Saint-Paul West construction project, ahead of the summer season.

- **Total impressions: 8,766,022**
- **Reach: 2,241,313**

BONSECOURS, WITH LOVE CAMPAIGN

SUMMER 2026

Promotional campaign developed under the Bonsecours targeted intervention strategy, aimed at boosting the area's summer appeal.

- **Total impressions: 9,507,208**
- **Reach: 2,314,510**

CLEANLINESS & COHABITATION DIRECT-MAIL CAMPAIGN

FALL 2026

Targeting business addresses in the district and enabling SDC members to access new tools that facilitate reporting.



Member Relations

NETWORKING & REPRESENTATION

LA CLASSIQUE VIEUX-MONTRÉAL

2026 EDITION: SEPTEMBER 10

The flagship networking event of the fall season, the annual pétanque tournament for Old Montreal's business community, was held once again this year. Although the date had to be postponed due to weather, the event was a success and allowed hundreds of workers, entrepreneurs and residents to connect in a highly convivial environment.

HIGHLIGHTS OF THE 2026 EDITION

- New one-day tournament format
- 270 registered players (90 teams)
- 8 neighbourhood partners
- More than 5,000 potential connections
- Participation breakdown:

  1. Retail and culture: 26%
  2. Business offices: 52%
  3. Residents: 9%
  4. Corporate partners: 13%









Also

An overview of the operational matters on which the SDC Vieux-Montréal represented its members this year:

- Representation to the Ville-Marie borough's mobility services regarding public space planning following the completion of the Saint-Paul West construction project;
- Representation on the Ville-Marie borough's Cohabitation Committee to address homelessness-related issues;
- Representation regarding the audit of the de la Commune Street bike path conducted by the City of Montreal's Urban Planning Department;
- Connecting members with construction managers to discuss planned disruptions and major accessibility issues;
- Representation of members and personalized introductions to relevant stakeholders in connection with the UCI World Championships (City and promoter);
- Representations to municipal elected officials on cleanliness and social cohabitation issues in Old Montreal.

Business Intelligence

MEANINGFUL DATA FOR 2026



- Annual Foot Traffic 2025–2026: **+6.4 million visitors***
- The cruise season brought **nearly 50,000 visitors** to the neighbourhood this year.** The SDC Vieux-Montréal also renewed its participation on the Comité Croisière Montréal in 2026.
- Record foot traffic on the historic district's main pedestrian thoroughfare (Saint-Paul Street East): **+12.4% compared to 2025** (4,759,825 passersby counted between January 1 and August 31, 2026).***
- Old Montreal ranks **9th among Canada's 25 most popular attractions and 1st among Montreal neighbourhoods**, making it a standout in the era of online recommendations.****
- Old Montreal recorded some of the highest hotel occupancy rates across the island in 2026. In July alone, occupancy reached 90.9%, representing a 16% increase compared to 2025.*****

2026 SDC INITIATIVES

- Updating and maintaining the district's pedestrian-counter fleet (**purchase of 9 new CITIX AI counters**);
- Sharing monthly foot traffic data on the SDC Vieux-Montréal website;
- **13 surveys conducted** (on site and online) to assess visitor satisfaction with the district and SDC projects;
- Regular sharing of reports related to social cohabitation and cleanliness with the Ville-Marie borough teams, the SPVM and partners working in these areas;
- Ongoing business visits throughout the year.



Data from Tourisme Montréal

- A record-breaking trajectory for the city: The mid-season report (May to July) released by Tourisme Montréal shows that hotel demand increased by 12% compared to the previous year, far exceeding forecasts. Hotel occupancy averaged 82% (reaching as high as 86% in July), translating directly into bustling streets in Old Montreal;
- The strong return of key visitor markets: Foot traffic was significantly boosted by the robust comeback of American tourists (+7%), helped by a highly favourable exchange rate, as well as a marked increase in Canadian (+10% at the beginning of summer) and European visitors (+7%);
- The impact of the earlier Grand Prix: Moving the Canadian Grand Prix to May helped kick-start the tourism season much earlier, resulting in a remarkable 40% increase in visitor traffic as early as May and extending the momentum throughout the summer.

**Count conducted between April 1, 2025 and March 31, 2026 by the Société du Vieux-Port de Montréal*
***Based on data from the Port of Montreal*
****Based on readings from SDC Vieux-Montréal counters*
*****Based on the article published by Tourisme Express*
******Based on data from the Association des Hôtels du Grand Montréal in 2026*

Media Impact Report

NEARLY 7.5 MILLION IN CUMULATIVE REACH



WINTER SEASON 2025–2026

As part of its winter outreach strategy, the SDC deployed a media relations component that covered the holiday period, the setup of winter installations and the district's spring break programming. Between November 22, 2025 and February 28, 2026, this strategy generated a total of 33 media placements.

ESTIMATED CUMULATIVE REACH: 4,361,612

SPECIAL GRAND PRIX OUTREACH

In connection with the arrival of the Grand Prix in Montreal, the SDC deployed an influencer campaign along with media relations initiatives* that generated 10 media placements, 30% of which came from national media outlets (Le Journal de Montréal, Le Journal de Québec and TVA Nouvelles). These initiatives complemented a digital promotional campaign for the event as well as festive on-site street dressing done in Grand Prix colours.

**100% of the placements were published ahead of the Grand Prix to maximize visibility for the district's programming and establishments.*

ESTIMATED CUMULATIVE REACH: 2,634,553









OLD MONTREAL COHABITATION & SAFETY PROGRAM

The spring media relations campaign, aligned with the launch of the brand-new Cohabitation & Safety Program, generated 9 media placements across 6 distinct media outlets and brands, with **radio, television, web and podcast coverage**. The SDC Vieux-Montréal benefited from reports on ICI Première and Radio-Canada's Téléjournal, appearances on QUB with Benoit Dutrizac and CIBL 101.5 FM, in addition to four web articles in Journal Métro and Info de Montréal, all promoting its new initiatives related to social cohabitation in Old Montreal.

ESTIMATED CUMULATIVE REACH: 435,600

Marketing & Communication

2026 IN NUMBERS



SOCIAL MEDIA

Growing follower counts across our social platforms, especially TikTok and YouTube:*

- Facebook: 48,072 (+6.7%)
- Gens du Vieux Facebook Group: 2,048 (+3.1%)
- Instagram: 64,722 (+1.3%)
- **TikTok: 8,584 (+18.6%)**
- LinkedIn: 1,692 (+8.75%)
- **YouTube: 702 (+11.7%)**

*Follower count as of September 6, 2026.
**Percentage increase since January 1, 2026.

MEMBER PROMOTION

A sustained and regular presence

- 15 hours of field visits per month, exclusively dedicated to creating commercial and lifestyle content;
- More than 100 *Member* listings created in 2026;
- Special promotional mandates aimed at energizing specific geographic areas or business sectors, such as the Bonsecours area, Notre-Dame Street West and establishments participating in MTLàTABLE 2026.





EMAIL CAMPAIGNS

- +30 email campaigns (monthly newsletters, notices, special releases) targeting the business community or the general public;
- Active subscribers: 4,981;
- Average monthly open rate: 36.2%.

WEBSITE

- 25,300 sessions (up 33% on average compared with 2025);
- +90 Event listings created in the Events section;
- More than a dozen published articles highlighting commercial offers, activities or economic information about the district.

Partners & Collaborators

2026 FINANCIAL PARTNERS

Montréal

Ville-Marie Montréal

TOURISME / MONTRÉAL

EXTERNAL PARTNERS

L'ITINÉRAIRE

MAISON DU PÈRE

Accueil Bonneau

L'ANONYME

Cohab
Service de sécurité spécialisé en itinérance

SPVM

Association hôtelière du Grand Montréal

Palais des congrès de Montréal

Vieux Port Montréal

GRAND QUAI DU PORT DE MONTRÉAL

WORLD PRESS PHOTO EXPOSITION 2026

MULTICOLORE

COMMUNITY COLLABORATORS

GUIDATOUR

PHI

HYATT CENTRIC MONTRÉAL

BASILIQUE NOTRE-DAME DE MONTRÉAL

SITE HISTORIQUE MARGUERITE BOURGEOYS

POINTE-À-CALLIÈRE
Cité d'archéologie et d'histoire de Montréal

CHÂTEAU RAMEZAY
MUSÉE ET SITE HISTORIQUE DE MONTRÉAL
VIEUX-MONTRÉAL

Excerpt from the Financial Statements

(Available in French only)

SOCIÉTÉ DE DÉVELOPPEMENT COMMERCIAL VIEUX-MONTRÉAL
Résultats
Exercice terminé le 31 décembre 2025

	2025	2024 (redressé)
Cotisation des membres	1 747 859 $	1 659 228 $
Subventions de la ville de Montréal (annexe A)	802 587	798 348
Revenus d'intérêts sur cotisations en retard et de placements	41 148	37 430
Amortissement - apports reportés afférents aux immobilisations corporelles (note 9)	27 662	26 000
	2 619 256	2 521 006
Frais d'exploitation		
Opérations en aménagement urbain (annexe B)	989 023	890 418
Communications et promotions (annexe C)	470 227	763 507
Projets et événements (annexe D)	218 298	206 183
Affaires financières et juridiques (annexe E)	128 906	150 239
Service aux membres et réseautage (annexe F)	146 256	227 952
Frais d'administration (annexe G)	475 988	464 649
Amortissement (annexe H)	39 386	37 941
Excédent (insuffisance) des produits sur les charges d'exploitation	151 172	(219 883)
Autres charges		
Perte sur radiation ou mise hors service d'immobilisations corporelles	(10 454)	(88 635)
Excédent (insuffisance) des produits sur les charges	140 718 $	(308 518) $

Access the complete 2025 Financial Report

Board of Directors 2025–2026

Me Robert Astell
Chair
Astell & Associés, lawyer

Dimitri A. Antonopoulos
Vice-Chair
Corner Collection

Anne De Shalla
Treasurer
Diffusion Griff

Dimitri K. Antonopoulos
Board member
Gray Collection

Guillaume Couraud
Board member
BreWskey Pub

Nathalye Laliberté
Board member
Gestion Georges Coulombe

Me Francis Tourigny
Board member
Exeo Avocats

Geneviève Émond
Board member
Bota-Bota, spa-sur-l'eau

Stéphanie Turcotte
Board member
Ville-Marie Borough

TEAM



Mario Lafrance
Executive Director



Fannie Pratte
Deputy Executive Director



Beya Charfadi
Administrative Assistant



Geneviève Giguère
Field Operations and Business Services Manager



Emmy Lainé
Marketing Communications Coordinator



Anastase Pepin
Logistics Coordinator

LE VIEUX

Thank You

WORKING TOGETHER FOR THE ECONOMIC DEVELOPMENT OF OLD MONTREAL AND THE GROWTH OF ITS BUSINESS COMMUNITY

FOLLOW US:

vieuxmontreal

levieuxmontreal

sdc vieux-montréal

levieuxmontreal

sdcvieuxmontréal

GET IN TOUCH:

SDC VIEUX-MONTRÉAL

info@sdcvieuxmontreal.com
514-732-8685
sdcvieuxmontreal.com

388 Saint-Jacques Street,
Suite 600
Montréal, QC, H2Y 1S1

STAY INFORMED:

VIEUX-MONTRÉAL SDC

CONNECT: