



FOR IMMEDIATE RELEASE

Monkland Merchant Association Poised to Form Neighbourhood's First SDC

**“Société de Développement Commercial” status will strengthen local economy
and inject additional vitality into popular West End district.**

MONTREAL – August 10, 2009 — A group of determined shopkeepers on Monkland Avenue in Notre-Dame-de-Grace, Montreal, are working to form a “Société de Développement Commercial” (SDC) for their neighbourhood. The Monkland Merchant Association (Association des Marchands de la rue Monkland), backed by the full support of board members Danny Roseman (Ciel Bleu), Mike Taylor (Avenue Video), Jamie Wolfe (Boutique Arnelle) Nick Moreno (St-Viateur Bagel) and Susan Mott (resident), is going out this August to get the support of the merchants on Monkland Avenue.

Regarding the SDC status, Ville de Montréal explains “The borough council regulates the boundaries of a commercial area within which only a single commercial district, encompassing at least 50 business premises, may be created. Several conditions govern the creation, by request, of a SDC (opposing signatures, number of signatures, etc.). A SDC may, notably, promote the economic development of the area and establish common services aimed at its members and their clients.”

Attempts at rallying the local merchants have failed in the past, but Kim Fuller, Chairman of the Monkland Merchant Association (Association des Marchands de la rue Monkland), is convinced this time they will make it happen. “The timing is perfect, believe it or not. These are tough economic times, so it’s the right time to



regroup all the professionals and merchants on our street to have a stronger voice and build our own economy. Power in numbers!" she proclaims.

Fuller is quite familiar with the challenges faced by small community groups: she has owned and operated her own design and communications company for the last ten years and six years ago developed a division dedicated solely to non-profit organizations and community initiatives. "We need to form an SDC to ensure the professionals and merchants have the City's support. We need to open up the channels of communications between municipal leaders and the businesses in our community" Fuller says.

Once the City approves the application and Monkland is granted it's SDC status, the Monkland Merchant Association looks forward to coordinating cooperative advertising, promoting the neighbourhood through strong media campaigns, hosting events and developing the local economy.

The Monkland Merchants Association (MMA) is a non-profit organization that aims at being a single effective voice for small business and merchants in the Monkland Village. For more information, visit www.villagemonkland.org or call 514-658-8909.