



ST- ROCH

SOCIÉTÉ DE
DÉVELOPPEMENT
COMMERCIAL



Total area
of business district:
1 681 264 ft²
commercial space

\$129,7 M
sales potential
for retail businesses

30,7 %
of business premises
in the district are
occupied by various
types of retail businesses

31%
of offices
and services
operate in the
digital sector

The Mandate of a Business Development Corporation

A Business Development Corporation (SDC) is a non-profit organization representing all businesses in its commercial district. The mission of the St-Roch SDC is to develop an environment that is conducive to the economic vitality of downtown Québec City, with a focus on preserving the unique character of the district. It promotes local businesses through its various initiatives.

The St-Roch SDC

The main commercial street of the St-Roch SDC is St-Joseph Street, where more than 65% of the business premises are located. The territory covered by the SDC extends east to west from St-Dominique Street to Caron Street, and north to south between De la Salle Street and Charest Boulevard.

One of the first SDCs in Québec City, the St-Roch SDC is distinguished by its expertise and the proximity and availability of its dynamic team.



More than
250
companies
are members
of the SDC

The Impact of the St-Roch SDC in its territory

- / The SDC promotes the commercial area and its companies to the general public
- / It encourages community spirit in the district
- / It helps increase visitor traffic and to position the city centre by highlighting its distinct features
- / It creates various services, events and activities for its members to promote the district and its businesses
- / It enables its members to give their opinion on the district

By joining the St-Roch SDC, you benefit from:

- / Additional visibility on SDC tools (website, social media and promotional material)
- / Referencing
- / Exclusive discounts in many businesses with a membership card
- / Networking and B2B activities
- / Opportunities to participate in events organized by the SDC
- / A communication channel with the city and other bodies

Services:

- / Training
- / Business Support
- / Commercial Recruitment
- / Production of Promotional Tools
- / Studies, Analysis and Surveys

37 000
trips per day in the district

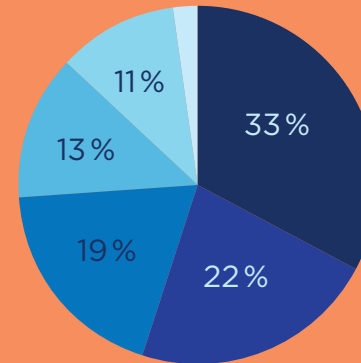
Contributions

The primary source of the SDC's funding is the **mandatory** membership fee that is collected by the municipality from businesses operating in the district. The amount of the contribution depends on the budget adopted at the General Assembly and is calculated based on the area occupied.

$$\text{Area of Premises} \times \text{Contribution Rate} = \text{Contribution}$$

The average contribution in 2016 was \$580 / year.

SDC Members by Sector



- Offices
- Retailers
- Accommodation, Restaurants and Entertainment
- Public Institutions and Services
- Local Services
- Other

Plans for the Future

- / Promote strong relations among all stakeholders in the district
- / Develop a full range of services
- / Support more local initiatives
- / Contribute to the improvement of urban planning
- / Attract new customers

The District

- / A dozen parking lots, facilitating car access to the city centre
- / Close to autoroutes, bike paths, RTC city buses and the Gare du Palais (buses and trains)
- / Greater commercial density compared to other SDCs in Québec, approximately 21 businesses per 100 metres of street

Population

- / More than 13,000 workers in the district
- / More than 6,000 students attend educational institutions in the district
- / 22% of the population of Quebec City resides in the La Cité-Limoilou borough, where St-Roch is located
- / Customer base age profile: 25 to 45
- / Average age of workforce: 38
- / Average age of residents: 41
- / 80% of the customer base resides in the La Cité-Limoilou borough

Projects and Achievements

- / Revitalizing the district
- / Strengthening the image of the district
- / Diversifying the commercial offer
- / Centralizing operations
- / Increasing visitor traffic
- / Developing unifying projects
- / Implementing patios on the street
- / Increasing safety in the city centre
- / Creating tools for the workforce
- / Improving accessibility to the district
- / Creating a promotional squad
- / Making a membership card available
- / Promoting tourist routes
- / Organizing special events

Strengths of the District

Food
Fashion & Design
Digital
Nightlife
Arts & Culture



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The majority of SDC projects originate from initiatives by members.

Do not hesitate to send us your suggestions!

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