

INFORMATION SHEET

"I love working downtown" – Phase 2

"I love working downtown" is a downtown revitalization platform that serves as a catalyst for ambitious initiatives. This approach aims to launch a positive cycle of revitalization of the downtown area and to establish the conditions for the sector's long-term recovery.

Launched by the Chamber in March 2021, this platform rapidly deployed actions necessary for revitalizing the downtown area. These actions were intended to increase traffic and mobilize businesses contributing to the downtown area's vitality. This major project was deployed in tandem with actions by the governments, the Ville de Montréal and other stakeholders involved in revitalizing the downtown area.

The "I love working downtown" initiative was met with an immediate and enthusiastic response. The Chamber witnessed strong mobilization from the private sector, and applications for partnership initiatives proliferated in response to its calls for proposals. At the same time, the actions we took were informative, they built confidence and they equipped employees and workers better.

However, the health situation is still uncertain and requires some flexibility from employers and business owners. As of February 28, 2022, the return to the office for workers has been underway, providing downtown managers with the opportunity to resume their back-to-work plans. Even so, the risk of a destructuring in the business base of downtown Montréal has not been eliminated. Against this backdrop, the Ministère de l'Économie et de l'Innovation reaffirmed their confidence in the Chamber by granting it an additional envelope of \$6 million to extend the operation of the "I love working downtown" platform.

MANDATE

For Phase 2 of the "I love working downtown" initiative, the Chamber will carry out a series of additional initiatives to strengthen its actions on the ground and its support for businesses in the area.

The Chamber will build on its experience from operating the platform last year to pursue its most promising and relevant initiatives for the business community. Under four components, these will stimulate increased traffic for downtown businesses and establishments as employees gradually return to the office.

INITIATIVES

1

Enhance the Return to the Towers campaign

The Chamber will continue working with downtown employers to encourage more employees to return to the city centre (in compliance with health measures), strengthen its attractiveness as a place to work and showcase **creative projects supported by the Chamber** and the government.

OBJECTIVES

- Encourage more employees to return to the city centre, in compliance with health measures
- Build worker and employer confidence and promote the benefits of working downtown
- Strengthen the downtown area's attractiveness as a place to work and showcase creative projects supported by the Chamber and by the government
- Promote initiatives developed by the Chamber, its partners and the community to induce workers to return downtown
- Promote the renewed downtown experience for workers, residents, visitors, students and tourists with other stakeholders in its revitalization
- Continue efforts to mobilize key downtown players around revitalizing the downtown area

2

Support the development of additional creative projects

On June 8, 2021, the Chamber issued a call for proposals to support the deployment of signature creative installations in private and semi-private downtown spaces, in order to attract workers and visitors with their innovation and originality. After a rigorous selection process, eight high quality projects with significant potential impact on traffic were chosen for their ability to make downtown even more attractive as a place of work and business. These are being deployed, or have already, as part of the **ré·CRÉATION^{MTL}** program.

In Phase 2, the Chamber hopes to continue working with creative project proponents who were not initially selected and, as a result, support a greater number of projects with significant potential impact on workers returning to the workplace. These projects will be developed once again in private and semi-private spaces in the downtown area, complementing those implemented by partners investing in public spaces.

OBJECTIVES

- Enhance the creative project programming developed in the project's first phase
- Create exemplary partnership initiatives between creative businesses and property owners
- Feature high-quality projects in private and semi-private spaces in the city centre designed to make the most of Montréal's creative side
- Increase the downtown area's attractiveness as a place of work and hold business meetings with the goal of increasing traffic in the short, medium and long terms
- Bring more people into the shops, restaurants and cultural institutions

3

Support the mobilization and further consolidation of the gastronomy industry

The Chamber will continue the mobilization initiated by the study *Chefs and independent restaurateurs in Quebec gastronomy: a lever for the economic relaunch of Montréal and Quebec* (in French only). It will work with industry representatives to support their actions to accelerate its revitalization.

OBJECTIVES

- Continue the mobilization initiated by the gastronomy study
- Create a place for various industry players to meet and hold discussions
- Celebrate Montréal and Québec gastronomic leadership by showcasing our great chefs and producers of niche products

4

Strengthen downtown and its business sectors

The Chamber will equip decision makers and employers via analysis reports and actions plans. It will also organize consultation events to produce findings and recommendations that will contribute to the downtown area's strong recovery.

OBJECTIVES

- Mobilize the business community around unifying and structuring initiatives
- Position strategic sectors of downtown and promote the revitalization of the sector
- Equip decision makers and employers in the downtown area and its business sectors
- Contribute to informed decision-making in terms of private investment work organization