

Our objective is to provide municipalities with a framework and a range of decision-making tools designed for municipal purposes to improve the quality and value of the Municipality Retail Framework (MRF) and to enhance municipal fiscal value.

In business in retail marketing research since 1984, we became interested in understanding and defining the value of retail for municipalities. In 2008, we developed a methodology which establishes and classifies commercial issues. To demonstrate our practice, we are highlighting some examples.

Population growth

A city with strong residential growth for the next ten years may require the creation of a new downtown that will include multiple uses. Our study focused on commercial programming for this future downtown area.

Such growth may require an analysis of the potential of creating a street in a real estate project of more than 5000 new homes with the required commercial programming on the ground floor.

Requalification

In some instances, we provide a detailed analysis of the current Municipality Retail Framework and identify real estate requalification projects. Our data and report include the economic effects in terms of jobs, real estate, and investments to be made.

In particular, a district is the subject of a substantial real estate requalification adjacent to a metro station. The aim is to provide residents with a user-friendly commercial offer that minimizes travel to other areas. The analysis focused on the business potential associated with the planned addition of 3000 units in the neighborhood.

Ambiance

Today, ambiance represents a new trend in the creation of shopping complexes. In particular, neighborhood retail and services receive the most attention in this regard.

In this regard, our analysis focused on the estimation of the commercial and service components for an ambiance center inserted in a residential project of over 3000 homes.

Commercial Balance Sheet

We dealt with a particular issue where other, more developed urban areas host a municipality. It does not enjoy a local commercial offer. Our analysis demonstrated the local commercial potential, which translated into the construction of two shopping centers, thereby reducing the dependency of residents on other territories and improving the carbon footprint to name but a few advantages.

We also had another case where a city, the result of several past mergers, found each urban zone had developed more or less harmoniously since the unification. The research determined a commercial balance sheet for each zone as well as elaborated a development plan specific for each zone.

Elsewhere, Demarcom carried out a detailed analysis of the commercial offer and opportunities for a major real estate redevelopment, at the request of the Economic Development Department of a major city.

Pierre Laflamme has 38 years of experience in the fields of marketing research and commercial stimulus issues in urban spaces. He is a graduate of École des HEC of Montreal with a Bachelor of Business Administration degree.

It is by observing the needs of municipalities in reaction to local commercial issues that he created a practice, known as the Municipality Retail Framework with more than ten analysis tools, in 2008. To date, he has worked to improve the knowledge and the development of the process in more than 152 cities in Quebec.

He is the author of a book titled *L'Armature commerciale urbaine*, published in 2013. Also, he regularly contributes to the magazine *Le Sablier* of the Association of Quebec City Directors General.

His research experience is used extensively to analyze client needs to determine the right commercial mix. Pierre Laflamme is all about his analytical sense and his ability to synthesize complex issues.

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Marie-Andrée Bastien

A generalist and accustomed to working on major matters, she can identify and understand the issues of the day with a capacity to assess situations that take into account the fabric of the organization. Marie-Andrée Bastien has extensive experience in a variety of business areas in both the public and private sectors.

With Demarcom since 2002, her consulting years have enabled her to acquire a remarkable learning ability as well as to benefit from a constant open-mindedness. She is responsible for managing teams and resources. She also ensures quality control for all projects.

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Demarcom is also a team of collaborators, mainly from the urban and economic sectors, to meet the needs and requirements of our clients.