



MONTREAL



Creative Footprint
Executive Summary

ABOUT CFP

Creative Footprint (CFP) is a research project conducted by VibeLab and PennPraxis that researches creative spaces and communities in order to study the cultural strength and impact of a city's music and nightlife. As of spring 2023, it has been conducted in Berlin, New York City, Tokyo, Stockholm, and Montréal.

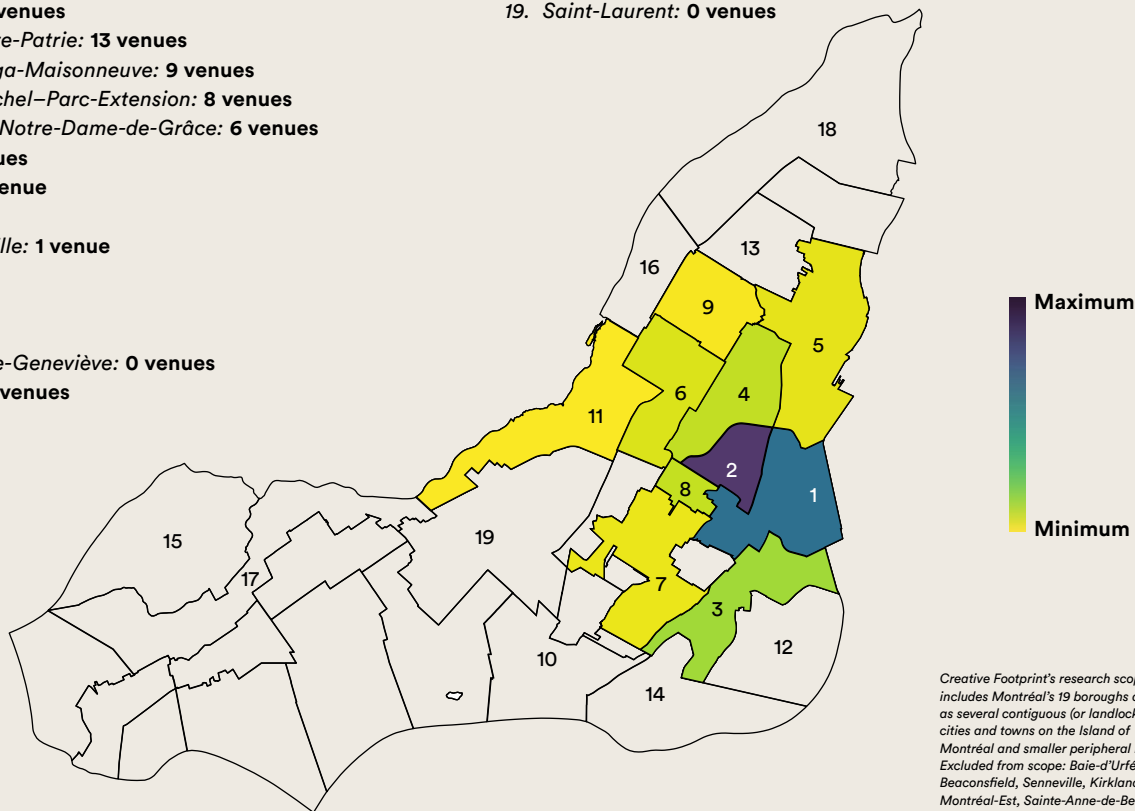
About CFP Montréal: This report, conducted in partnership with civic organisation MTL 24/24, details the findings of qualitative and quantitative research conducted in late 2022. Based on focus groups, interviews, and 14,600+ data points relating to Montréal's approximately 271 music and nightlife venues, the report aims to provide a comprehensive picture of the city's nightlife scene as it recovers from the impacts of Covid-19. This includes the spatial distribution of nightlife, relationships to other urban variables, and policy and social dynamics.

What the report contains: Following overviews of Montréal's night governance (Sec. I) and CFP methodology (Sec. II), the report details spatial and quantitative findings (Sec. III), as well as profiles of Montréal's densest nightlife boroughs. A discussion of qualitative findings (Sec. IV) follows, including a deeper discussion of noise and sound closures, and spotlights on independent venues and collectives. The report closes with recommendations for action (Sec. V) with a Montréal-specific section on sustainability in nightlife, profiling one festival's wraparound approach to sustainability and inclusion.

VENUE DENSITY

1. *Ville-Marie*: 122 venues
2. *Le Plateau Mont-Royal*: 78 venues
3. *Le Sud-Ouest*: 23 venues
4. *Rosemont-La-Petite-Patrie*: 13 venues
5. *Mercier-Hochelaga-Maisonneuve*: 9 venues
6. *Villeray-Saint-Michel-Parc-Extension*: 8 venues
7. *Côte-des-Neiges-Notre-Dame-de-Grâce*: 6 venues
8. *Outremont*: 3 venues
9. *Saint-Léonard*: 1 venue
10. *Lachine*: 1 venue
11. *Ahuntsic-Cartierville*: 1 venue
12. *Verdun*: 0 venues
13. *Anjou*: 0 venues
14. *LaSalle*: 0 venues
15. *L'Île-Bizard-Sainte-Geneviève*: 0 venues
16. *Montréal-Nord*: 0 venues

17. *Pierrefonds-Roxboro*: 0 venues
18. *Rivière-des-Prairies-Pointe-aux-Trembles*: 0 venues
19. *Saint-Laurent*: 0 venues

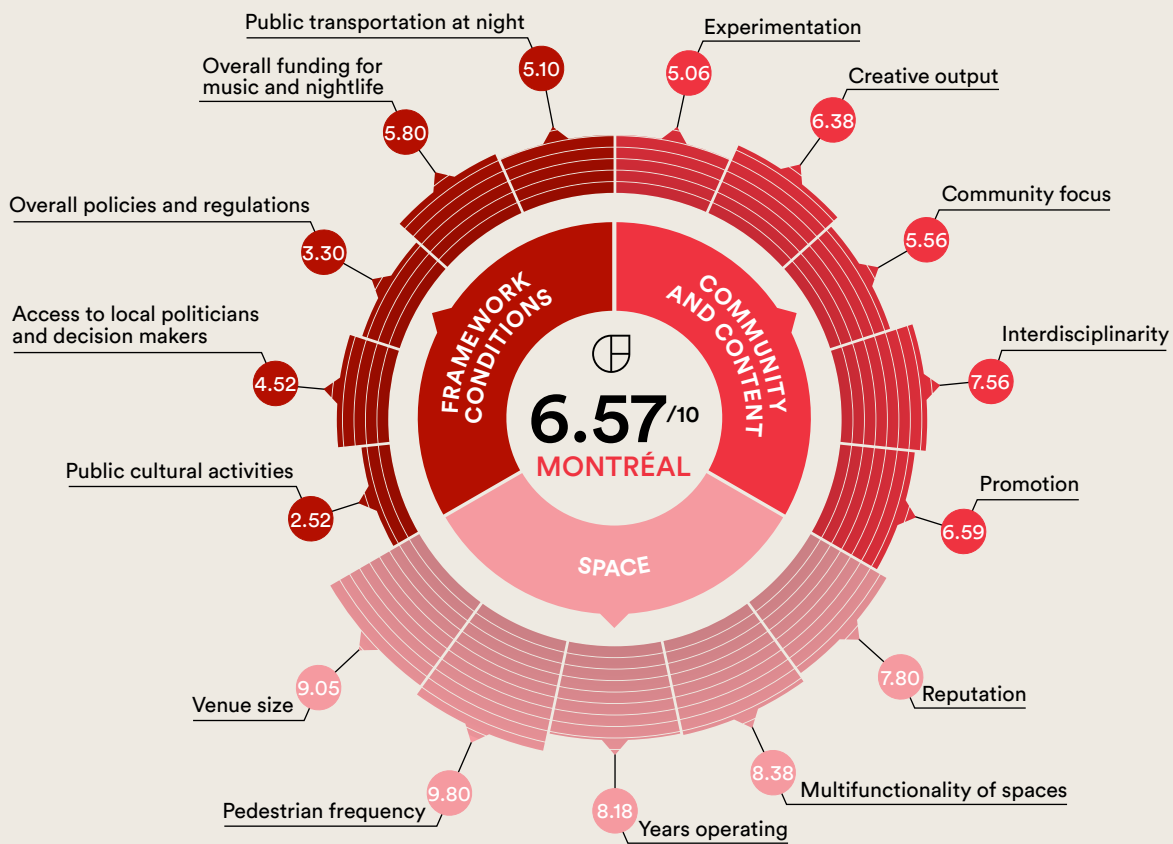


KEY FINDINGS

- **Montréal's overall Creative Footprint score is 6.57**, similar to both Tokyo (6.51) and Stockholm (6.58). CFP scores are made up of three topic areas, and the city's higher Space and *Community & Content* scores (8.38 and 7.15, respectively) are counterweighted by a lower score for *Framework Conditions* (4.18)—which research participants affirmed in interviews and focus groups.
- **Montréal's venues score highly in programming variables in comparison to other CFP cities**, particularly multifunctional venues (those showcasing more than one type of programming). Notably, experimentation and diversity of programming increases with venue size, in contrast to other CFP cities, suggesting a high calibre of large-scale events and festivals.
- Spatially, Montréal's 271 venues are highly concentrated in a few central boroughs with high population density, transit density and percentage of young adults. 89% of venues studied are in four central boroughs: **Ville-Marie, Le Plateau Mont-Royal, Le Sud-Ouest, and Rosemont-La-Petite-Patrie**. Other boroughs exhibit the population and transit density often associated with venue density, suggesting there may be opportunities for more active nightlife in these areas of the city.

- The most significant divergence from previous CFP studies: **Montréal's venue density does not correlate with regional clusters of high rent and income.** Other CFP analyses have shown a positive relationship between venue density and areas with higher rents and income. This suggests that there are opportunities to support existing spaces and to develop more creative spaces in desirable areas, with less cost relative to peer cities.
- **Montréal's nightlife actors see its mid-size, talent, energy, and cross-pollination between scenes as strengths. But its spaces also face challenges:** research participants voiced a range of issues in accessing indoor and outdoor event spaces, and threats from increasing residential development, particularly in the form of conflict over noise and sound.
- **Policy and governance issues also pose significant obstacles,** such as enforcement approaches perceived as "arbitrary," limited nighttime transit options, and strict closing times.
- **Montréal has exceptionally strong cultural funding opportunities, and nightlife is generally recognised as an asset to the city's global identity. However, participants still reported challenges in accessing funding schemes and reaching municipal decision-makers,** suggesting disconnects between publicly expressed values and actual implementation.

OVERALL SCORE



RECOMMENDATIONS

Recommendations for action fall into three categories, with short, medium, and longer-range steps to:

- **Protect** and preserve Montréal's existing venues and economic accessibility (particularly in districts with the majority of venues) through mapping and expanded sound protections for venues;
- **Build trust**, improved relationships and dialogue between nightlife, public safety, and municipal decision makers;
- **Grow**: expanding time and space for nightlife via later hours, transit access, and access to new, affordable spaces.

These recommendations include, among others:

- Steps to strengthen venues' resilience against, and ability to address, noise and sound conflicts;
- Specific, local strategies to develop shared visions for the continued existence of their venues and nightlife;
- Expanding nightlife creators' access to information, including access to city decision makers and offices;
- Updating alcohol licensing regulations to enable longer nights;
- Incorporating urban planning and zoning mechanisms that promote the production of music events and new nightlife spaces, in Ville de Montréal's forthcoming city planning and zoning documents and strategies
- Drawing upon Montréal's existing sustainability initiatives and expertise to establish the city as a global leader in sustainable, inclusive nightlife.



Scan to read the full report



Creative Footprint Montréal is funded
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