

## Word from the President

Welcome to our annual general meeting. Our last financial year coincided with the last year of a five-year agreement with the federal government. I want to mention, to our great satisfaction, a new agreement was renewed last April.

First of all, a three-year provisional agreement 2016-2019 will essentially reproduce the same conditions of the agreement that ended March 31, 2016. A significant item in this first phase is a new initiative: "Business support" which will allow the SADC the possibility to obtain financial support to help local businesses to implement innovative projects according to specific interventions namely: among others, sustainable development, clean technology, business transfer and information technology integration.

During this transition period, a second five-year agreement, modernized this time, will be developed with Economic Development Canada regional agencies, SADC and CAE representatives and Canada Treasury Board.

We want to underline the collaboration, openness and willingness of CED to answer our expectations within such a short time frame, despite numerous and varied administrative constraints. This new accord will allow us to orient and consolidate our work for the next eight years, and we will be able to act in a sustained and increased manner in support of local development.

Our organization continued to support and finance businesses in our MRC, while providing technical help and professional honorariums to businesses where required, whether in consolidation, expansion or start-up phase, at the same time that volunteer mentors were made available.

In the local development file, our work efforts were concentrated on two very important projects: Percé's Geo Park and Nova Lumina in Chandler which will be opening for the next tourist season, improving the quality and originality of our tourist attractions in Rocher-Percé. These two initiatives were developed and created in accordance with the number one issue in our MRC ; Recreotourism.

Our presence was also active and constant as a member of the optimisation committee linked to the Port-Daniel cement plant. Our actions, along with our partners, aim

to ensure the maximum economic returns, first of all in Port-Daniel and then across our MRC, which we hope will reinforce the foundation for our industrial base.



Now let us turn to our annual report and the detailed presentation of our statement for 2015-2016.

Eugène Bouchard, président

## Board of Directors



Front row : Jean-Yves Abdelnour, Linda Cauvier, Daniel Huard, Nicole Bertrand, Eugène Bouchard, Aurèle Doucet. Back row : Sylvain Réhel et Bernard Stevens. Absent from picture : Édith Arbour, Michel Gionest, Jean-François Gagné, Mathieu Quirion et Daniel Desbois.

13 Executive Committee

8 Board of Directors

## Activity report 2015-2016

INVESTMENT FUND : Total investments were : **\$950, 518.00** in **16** businesses for returns of **\$4, 823, 052.00** contributing to the creation or retention of **200** jobs.

	REGULAR FUND	YOUTH STRATEGY
Received requests	18	4
Authorized requests	14	2
Investments made	\$900, 518.00	\$50, 000.00
Investments generated	\$4, 392, 498.00	\$430, 554 .00
Multiplier effect	4.88	7,60
Jobs created or retained	195	5
INTERVENTIONS	FINANCING	NUMBER OF BUSINESSES
Startups	\$185, 000.00	2
Expansion	\$582, 032.00	11
Acquisition	\$183, 486.00	3
Total	\$950, 518.00	16



Érik St-Laurent, Director EDC Gaspé-Magdalen Islands, Diane Lebouthillier, Minister National Revenue, Mario Cotton, Director General SADC de Gaspé, Andrée Roy, Director General SADC du Rocher-Percé, Lyne Lebrasseur, Director General SADC de la Baie-des-Chaleurs and Eugène Bouchard, President SADC du Rocher-Percé.

The SADC's are very happy to have their contract renewed with the Economic Development Canada Agency for the Québec region.

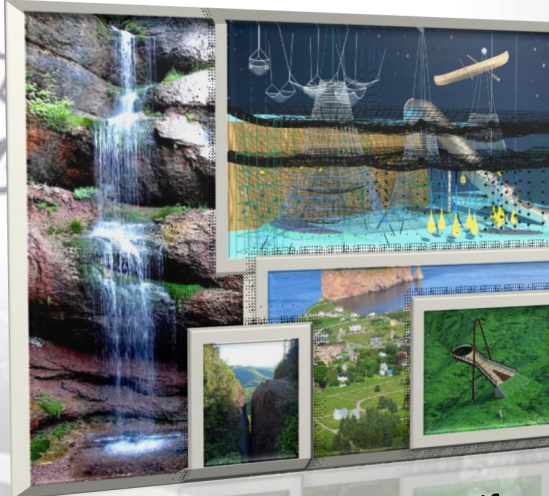
## Local development

SPECIAL INITIATIVES COORDINATED BY ECONOMIC DEVELOPMENT CANADA	
« Local economic development » :	8
interventions :	\$22, 000.00
SPECIAL INITIATIVES COORDINATED BY THE SADC AND CAE NETWORK « Local development projects carried out by an SADC » :	
13 interventions :	\$34, 000.00
SADC OPERATIONS FUND ACTIVITIES :	
17 interventions :	\$41, 551.00

Investments in **10** businesses and **18** projects for a total of **\$97, 550.00**.

Mentoring for entrepreneurs	\$2, 383.00
Promotional tools elaboration :	
Soudure Jones	\$2, 400.00
Choco-Lactée	\$990.00
Les Constructions Pabok inc.	\$1, 000.00
Maison Pure-Thé inc.	\$3, 062.00
Chambre de commerce Rocher-Percé	\$200.00
Restaurant La Chaloupe sur Mer	\$168.00
CDE du territoire du Rocher-Percé « Nova Lumina »	\$21, 733.00
Gestion Maxime Huard inc.	\$2, 850.00
Chambre de commerce Rocher-Percé	\$4, 012.00
Communications and information Technology Techno Centre	
	\$7, 500.00
Le Grand Défi : Bâtir ma région	\$1, 200.00
Group training for Entrepreneurs and Private Training :	
Entrepreneurial Leadership, Local Buying and Customer Loyalty	\$6, 876.00
Géoparc de Percé	\$2, 419.00
Committee for maximisation of financial returns from cement plant	
	\$20, 000.00
Corporation de développement de St-Maxime-du-Mont-Louis (Electric car charging outlets)	
	\$1, 000.00
Symposium de peinture du Week-end des arts	
	\$1, 000.00
Brasserie Auval Brewing Co.	\$1, 250.00
Coopérative Jeunesse de Services	\$2, 000.00
Parc du Bourg de Pabos	\$833.00
Office de tourisme du Rocher-Percé :	
Fourire et La Route du Rocher-Percé	\$5, 898.00
Fédération québécoise des chasseurs et pêcheurs de la Gaspésie et des Îles-de-la-Madeleine	
	\$1 000.00
Place au jeunes	\$2, 000.00
Concours québécois en entrepreneuriat	\$200.00
Femmessor	\$500.00
Student job	\$5, 076.00
	\$97, 550.00
The SADC invested <b>\$1, 048, 068.00</b> in Rocher-Percé MRC.	

## Percé geo parc



OPENING JUNE 23, 2016

## Project development

The SADC supported many projects this year especially in the following niche areas :

- ♦ Tourism : The SADC is a member of the Geo Park and was a member of the Board of Directors until Mai 2018. Our organization initiated the Nova Lumina project and managed the Economic Development Corporation (CDE) for the development and implementation of this project in Chandler. This attraction will open July 16, 2016.
- ♦ Cement plant : The SADC, with other partners, gave financial and technical support to the setting up of the committee for maximization of economic returns from the Port-Daniel-Gascons cement plant. This committee is in its second year of operations.
- ♦ CIT : The SADC contributed financial support to activities at the Communications and information technology techno center and also worked at setting up the computer laboratory in the Shared Services Center in Chandler.



## Business mentoring



Front row : Suzie Beaudin, chief mentor, Jean-Yves Abdelnour et Linda Desjardins. Back row : Gérard Moreau et Jocelyn Tennier.

Advantages of mentoring for the new entrepreneur :

- ◆ Avoid costly mistakes;
- ◆ Benefits of a contact network;
- ◆ Clarify objectives;
- ◆ Increase chances for success.

THANKS TO OUR PARTNERS



## Action plan 2016-2017

The year that just ended was a very busy one and as you can see the SADC personnel, as usual had no time to loaf. Our efforts were fruitful as confirmed by a Statistic Canada report which claims that the success rate, after five years, for businesses of 100 employees or less supported by the community development program CDP was 76% as compared to 50% for a comparative group.

In the past the Rocher-Percé MRC went through a difficult period due to massive job lost in the traditional sectors. However the arrival of the cement plant and the spinoffs, along with the plan to upgrade and develop tourist infrastructures, offer a better perspective.

In 2016 we will begin a new three-year accord with Economic Development Canada which will include an operations budget for the retention of our professional resources, and financial tools which will permit us to continue supporting our businesses and go even further into economic diversification in our MRC. During the lifetime of this accord strategic issues in our MRC will be our preoccupation, but we will put a special effort in developing recreo-tourism, integrating communication and information technologies in business practices and renewing our businesses.

In ending, Kim, Si Pin and Pauline join me to thank first of all the members of our board of directors, but also our financial partners who are the organizations, the institutions and both federal and provincial departments. In supporting our initiatives and those of our community, they attributed highly to the quality of life of our citizens.



Andrée Roy, Director General

## Investment Funds

**REGULAR FUNDS :** The SADC can contribute up to **\$1, 500 000.00** per business project.

**YOUTH STRATEGY FUNDS :** This fund is aimed at a clientele of less than **40** years old and can provide **\$25, 000.00** per young entrepreneur : and this up to a maximum of **\$50, 000.00**.

	REGULAR FUNDS	YOUTH STRATEGY
Objectives :		
Number of requests	13	6
Investment	\$800, 000.00	\$100, 000.00

## Local development

**LOCAL DEVELOPMENT NETWORK :** **10** interventions in businesses and local development projects, for a total of **\$34, 000.00**.

**CED LOCAL DEVELOPMENT :** **5** interventions in development projects for a total of **\$22, 000.00**.

## Project development

The SADC encourages, supports and promotes initiatives in the community that ensure its development. The initiatives specifically targeted for 2016-2017 are :

- ◆ Communications and information technology CIT : The SADC will provide technical and financial support to activities in the Rocher-Percé MRC territory that will lead to the integration of technologies in businesses and organizations.
- ◆ Committee for maximization of economic returns in the implementation of the Port-Daniel—Gascons cement plant : The SADC will be a member of the committee for the third year and support maximization measures that will emerge.
- ◆ Tourism : The SADC will support the realization of recreo-tourism projects in our Rocher-Percé MRC.

## Targeted activity sectors

- ◆ Marine products processing
- ◆ Renewable energy sector development
- ◆ Improvement of the tourist product
- ◆ Development and implementation of technology enterprises
- ◆ Support for the forestry sector
- ◆ Increased investment in the tertiary sector

## Personnel 2015-2016



Pauline Boulay, Office Administrator, Si Pin Zeng, Business Advisor, Andrée Roy, Director General, Fourire, Student, Samuel Dupuis, Student and Kim Duffy, Business Advisor and responsible for the Youth Strategy.

## Operations budget 2016-2017

PDC—ECONOMIC DEVELOPMENT CANADA

SADC	318 362 \$
Youth Strategy	60 000 \$
Local Development	22 000 \$
Official Languages Act	15 000 \$
	<b>415 362 \$</b>

SADC AND CAE NETWORK

Students	5 032 \$
Local Development	28 968 \$
	<b>34 000 \$</b>

## New website



Canada Economic Development for Quebec Regions  
Développement économique Canada pour les régions du Québec



OUVREMENT LE 16 JUILLET 2016



# SADC

Société d'aide au développement de la collectivité  
ROCHER-PERCÉ

ANNUAL REPORT  
2015  
2016