

WORD FROM THE PRESIDENT

Once again we meet in a general meeting to deliver a report of our economic activities in our MRC.

This year, fast drawing to a close, has allowed us to sign a new five year agreement with Canada Economic Development which will allow us to continue to play an important role in the economic development and diversification of the Rocher-Perce sector. By strengthening our territory's ability for action we also allow it to reach its peak potential. The agreement will also enable us to make long term plans on a multi-year basis, clarify our main focus and strategies and put them into action.

Whithout neglecting our traditional promoters, we will continue to focus on our upcoming new young promoters. Also, thanks to the new agreement, our « Star product », the Youth Strategy Loan has been improved and has risen from 15 to 25 thousand dollars with easier repayment modalities.

Lots of energy was spent on technical and financial assistance which allowed buy backs, the acquisition of new businesses and especially the start-up of new businesses in our area.

Local development has continued to interest us and seek our help in the establishment of many partnerships, and especially in the tourist sector, including the International Cruises and the project « Perce l'incontournable ».

We believe the information and communications technologies represent an important avenue for economic diversification and change and therefore we have continued to support its driving force which is the Techno-centre. To achieve this attracting and training human ressources and business prospection is the launching pad which will allow for the development and consolidation of this high potential sector. This dynamic team has a list of achievements worthy of mention.

The fishing sector has also seen extraordinary results including the creation of the EPAQ's pilot project factory designed to promote the emergence of new marine products in second and third degree processing. To their honor our industrialists have extended the production period in shellfish factories and have created more collective wealth by adding value to these marine species.

Lastly, in the forest sector a developing project is creating lots of hope. Once in operation sub-contracts and processing will be possible in addition to the introduction to renewable energies of our area which remains an important and prominent priority for our organization.

Eugène Bouchard, président

Our board of
directors



Annie Chouinard, Guillaume Dubé, Jean-Yves Abdelnour, Linda Cauvier, Eugène Bouchard, Daniel Huard, Nicole Bertrand, Sylvain Réhel et Daniel Desbois.

Absents from photo :

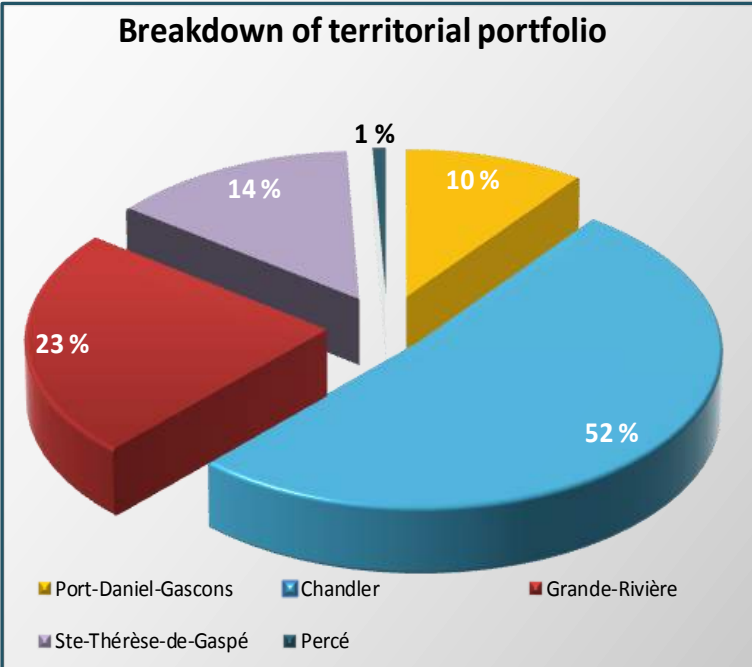
Aurèle Doucet, Bernard Stevens, Jean-François Gagné et Édith Arbour.

INVESTMENT FUNDS

Financial contributions :

Authorized amount \$164,054

Jobs created or maintained 50



Motel Chandler

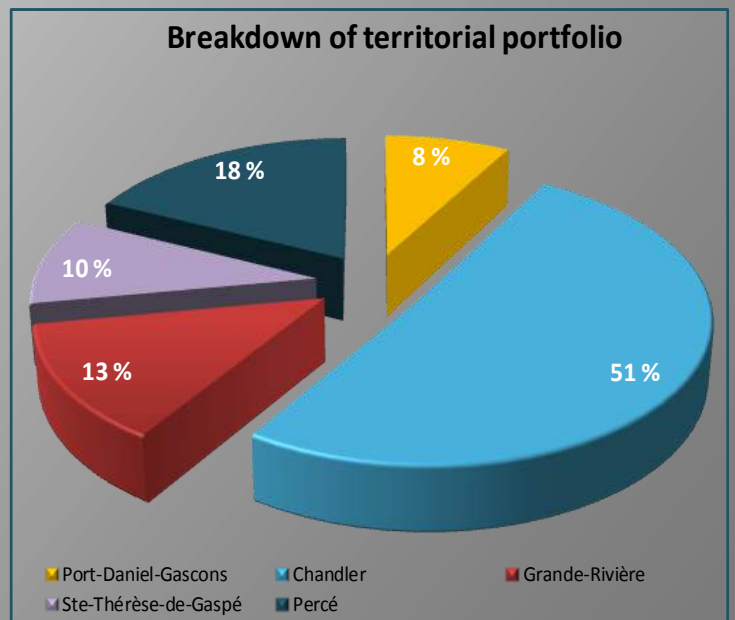


YOUTH STRATEGY PROGRAM

Financial contributions :

Authorized amount \$87,124

Jods created or maintained 10



LOCAL DEVELOPMENT

Special initiatives coordinated by the SADC Network « Local development projects carried out by the SADC » - 21 operations (phase 1 and 2)

Grashopper Studio enr.	\$69
Multi Loisirs	\$2,980
Mentorat	\$4,907
Avolo Plein Air	\$3,419
Micro Brasserie Pit Caribou	\$1,340
Marché Nicolas	\$1,912
Les Dessins de Orbie	\$1,225
Services électroniques Port-Daniel-Gascons	\$413
PME Project	\$1,121
Escale Gaspésie	\$5,000
Automobiles Mauger Ford inc.	\$5,000
Fumoir Monsieur Émile	\$476
San'Hy Consulte	\$2,690
Gloftechmobile	\$450
Énergie Santé	\$463
Technocentre des technologies de l'information et des communications	<u>\$2,000</u>
	\$33,465

Week-end des arts



Concours « Une Idée...Affaires »



SADC's special initiatives coordinated by Canada Economic Development « Local Development Projects carried out by a third party » - 15 operations (phase 1 and 2)

Grashopper Studio enr.	\$1,341 \$
Les Dessins de Orbie	\$282 \$
Corporation Relance économique de Port-Daniel-Gascons	\$1,000 \$
Technocentre des technologies de l'information et des communications	\$5,297
Coop Jeunesse de Services	\$1,000
Concours « Une idée...Affaires »	\$750
Agente de sensibilisation à l'entrepreneuriat jeunesse	\$1,000
Place aux jeunes	\$1,000
Commission jeunesse GIM	\$1,300
Multi Loisirs	\$1,995
Office de tourisme du Rocher-Percé	\$4,000
Site Mary Traverse dite « La Bolduc »	\$2,000
Alexina	\$395
Circuit touristique et patrimonial de Percé	<u>\$640</u>
	\$22,000

Mentorat pour entrepreneurs



Fourire



SADC activities - 5 operations

Technocentre des technologies de l'information et des communications	\$5,292
Formatout	\$3,664
Gestion Maxime Huard	\$222
Office de tourisme du Rocher-Percé	\$5,850
Carrefour jeunesse emploi	<u>\$1,500</u>
	\$16,528
GRAND TOTAL	<u>\$71,993</u>

PROJECT DEVELOPMENT

The SADC focuses on developing projects that create new jobs in the MRC Rocher-Percé territory. The organization was involved with three projects in the forestry, tourism and information and communications technology (ICT) sectors.

Wood transformation project : The SADC assured the technical follow up of the Atlantic Fiber file for the town of Chandler during the time between Annick Cotton's departure and the hiring of Nadia Karina Minassian.

Tourism : Through the Rocher-Percé Tourism Office, the SADC supported the implementation of the structure needed to begin « Percé l'incontournable ».

ITC : The SADC supported, technically and financially, the development of the pilot project Jolifish, following a partnership with Québec's Ubisoft Studio. A team of programmers, developers, and testers worked on the adaptation of video games on IPod, ITouch andt IPad.

The SADC offered technical support to the organization and also to the development activities targeted by its board of directors.



THE MENTORS 2010-2011



Annette Bujold
Head Mentor

Mrs Annette Bujold has been a part of the SADC mentoring group since 2003 and has been the head mentor since 2007. Mrs Suzie Beaudin has generously offered to fill the mentoring role following Mrs Bujold's much deserved retirement.



Magella
Boudreau



Suzie
Beaudin

Our much appreciated « souper tournant » activity has allowed us to recruit four new mentors. Three have already followed the required initiation training..

We are also very happy with the financial participation of the MRC Rocher-Percé, CLD and the Caisses Populaires Desjardins Centre-Sud gaspésien and Littoral.



Renaud
Nicolas



Jean-Yves
Abdelnour



Georges
Molloy



Jean-Louis
Mauger



Linda
Desjardins



Jocelyn
Tennier

ACTION PLAN 2011-2012

With the conclusion of the new agreement, the SADC is committed to draw up a detailed, long term, action plan that will be submitted to Canada Economic Development for their approval. It will include a portrait of the present socio-economic situation of the milieu as well as the issues and goals. We will establish the SADC orientations and expected results. Our annual action plans will be aimed at obtaining these results.

In this long term action plan, traditional development sectors will remain prioritized, particularly service and retail business, along with the tertiary sector. Our diversification sectors will be communication and information technologies and renewable energy.

Given the context of an aging population, the SADC has been pre-occupied by business succession over the last few years. This year, seeing the anticipated labor and entrepreneur shortage, we will place special emphasis on making our entrepreneurs aware of the importance of planning their business succession.

Another SADC goal is to increase the competitiveness of businesses in our portfolio, among other things, through electronic commerce and sustainable development. We will make use of the Technocentre for Communication and Information Technologies (TCTIC), programs for internships in small businesses (PSPE), Community Access Centers (CACI) and we will develop a strategy to accompany businesses in sustainable development.

We will have a lot of work to do in the coming years to see Rocher-Percé prosper, and that cannot be achieved without the support of my Board of Directors and devoted personnel of Rocher-Percé SADC.



TARGETED ACTIVITY SECTORS

- Transformation of marine products
- Development of renewable energy sectors
- Improvement of Tourist industry product
- Implementation of (ITC) information technology and communication businesses
- Support to the forestry sector
- Increased investments in the tertiary sector

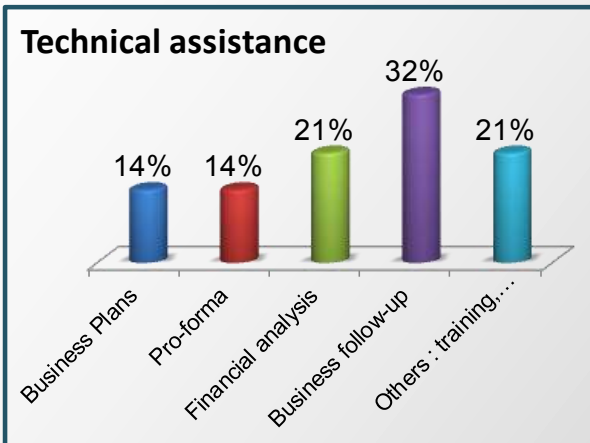
Renewable energy



REGULAR INVESTMENT FUNDS

The SADC can make a financial investment of up to \$150,000 per business project.

Objectives for the period of April 1st 2011 to March 31st 2012



Technical assistance :	
Business plans	10
Pro-forma	10
Financial analysis	15
Budiness follow-up	23
Others : training, marketing, management committe	<u>15</u>
Total	73
Financial assistance :	\$500,000



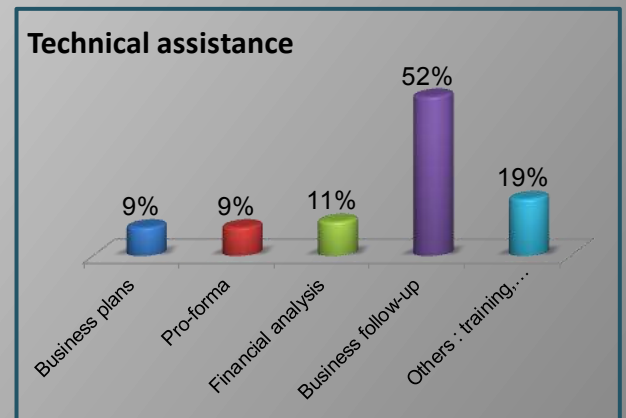
YOUTH STRATEGY INVESTMENT FUNDS

This fund is designated for a clientele up to 35 years old at \$25,000 per young entrepreneur up to a maximum of \$50,000 per project.

Objectives for the period of April 1st 2011 to March 31st 2012



Technical assistance :	
Business plans	5
Pro-forma	5
Financial analysis	6
Business follow-up	28
Others : training, marketing, Management committe	<u>10</u>
Total	54
Financial assistance :	\$150,000



LOCAL DEVELOPMENT

The SADC Network :	- 10 interventions	\$17,200
	- Student jobs	\$12,800
	- Communications plan	\$5,000
Canada Economic Development (CED) :	- 18 interventions	\$22,000
SADC's funds :	- 10 interventions	<u>\$19,000</u>
Total :		<u>\$76,000</u>



PROJECTS DEVELOPMENT

The SADC promotes, supports and encourages initiatives that promote community development. Three such initiatives will be the focus for the year 2011-2012.

Information and communication technologies (ITC) : The SADC established the Technocentre des technologies de l'information et des communications (TCTIC) in order to facilitate the emergence of businesses in this domain in our area. We will offer technical and financial support for the development of this sector.

International cruises : The SADC offers financial support to « Escale Gaspésie » which is responsible for the promotion of the Gaspé to International Cruise Lines. It will also offer support to the Chandler and Percé municipalities for their infrastructure projects.

Sustainable development : The Gaspésie and the Madgalen Islands SADCs would like to set up a support project in sustainable development aimed at SMEs, social economy enterprises, and not-for-profit organizations. We want to raise awareness, train and support our business enterprises in a sustainable development process in order to ameliorate energy efficiency, waste management, use of residual substances, use of re-cyclable materials and developement of better practices in human resource management. Studies have shown that these practices could improve business profitability.



THE PERSONNEL 2010-2011



Andrée Roy
General Director



Maryse Lelièvre
Business Advisor



Pauline Boulay
Administrative
Assistant



Vanessa Mauger Hautcoeur
Student



Mario Cyr
Youth Advisor

OPERATIONS BUDGET 2011-2012

Annual General Meeting June 2010



Annual General Meeting June 2010

Salaries	\$210 760
Social benefits	<u>\$40 040</u>
Sub-total	\$250 800

Travel and trips	\$12 000
Entertainment expenses	\$2 000
Meeting costs	\$6 500
Rent	21 012
Insurance	4 128
Telephone and Postal	6 00
Office expenses	10 740
Courses, training, conventions	13 000
Maintenance	5 100
Dues, membership, fees	2 555
Publicity	12 092
Auditor's fees	5 500
Bank fees	1 020
Municipal taxes	1 915
SADC Local Development	19 000
DEC Local Development	22 000
Immovables	<u>5 000</u>

TOTAL \$400,362

Développement économique Canada appuie financièrement la SADC du Rocher-Percé

Canada Economic Development partner of SADC du Rocher-Percé

