

# SADC

Société  
d'aide au développement  
de la collectivité

ROCHER-PERCÉ



Sah'Hy Consulte

Sandrine Rampeneaux



Micro Brasserie

Pit Caribou S.E.N.C.

Francis Joncas et

Benoît Couillard



Grande-Rivière

Broderie Design

Daniel Laflamme


## ANNUAL REPORT

## 2011-2012




J.M.E. Sport inc.

Stéphane Clavet



Multi Loisirs 2010 inc.


Chantal Normandeau



Monsieur Émile

Cathy Poirier et

Alain Méthot



Centre de conditionnement  
physique Énergie Santé inc.

Karl Grenier

Welcome to our annual general meeting. Each year, at the end of June, we present a summary of our main activities and results achieved in the last fiscal year.

To begin, last year we forecasted an increase in our investments. For the most part a promise kept as you will see in the Director's report. A staff reduction in our organization prevented us from expending all the energy needed to reach the full objective. How-ever, the addition of a new resource person will allow us to increase our efforts in the coming year.

Despite these circumstances, our investments in local development were maintained and reinforced. Along with the interventions of our partners, we believe that we have provided precious and strategic help supporting businesses in their efforts to improve profits while increasing the quality and presentation of their product.

As for the mentoring program, it will have a greater regional coverage now that we have established a partnership with the CRÉ (regional conference of elected officials) and the mentoring units of the Gaspésie-Magdalen Islands. This innovation was necessary, since business succession is a priority in our region, because of this last goal being directly linked to entrepreneurship development. From this perspective, the regionalization of the Techno Center for information and communications technologies (TCICT) was at the heart of our preoccupations with its strengthening via financing being the cornerstone for development and success.

Our participation in the enlarged MRC committee, « Percé l'incontournable » project, financing international cruises, among others, bears witness to our determination to improve, along with our partners, the quality of life in our territory, while modernizing the tourist offer in Rocher-Percé. All of these are elements allowing us to retain and attract a quality labor force.

Finally, the economic outlook of our MRC could change in a few years with the revival of the Port-Daniel cement plant. Developments in the last few months have given rise to new hope. The presence of credible and reputable shareholders allows us to envision a happy ending in a few years, with new prospects for the young generation of Gaspesian



*Eugène Bolduc*

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## BOARD OF DIRECTORS



Annie Chouinard, Guillaume Dubé, Jean-Yves Abdelnour, Jean-François Gagné, Linda Cauvier, Eugène Bouchard, Daniel Huard, Aurèle Doucet, Nicole Bertrand, Bernard Stevens, Sylvain Réhel, Édith Arbour and Daniel Desbois.

**15 MEETINGS**

**Executive Committee**

**9 MEETINGS**

**Board of Directors**

## INVESTMENT FUNDS

Total investments **\$495 578** in **11** businesses for economic returns of **\$1 940 000** contributing to the creation or retention of **94** jobs.

	Regular Fund	Youth Strategy Fund
Accepted applications	5	11
Businesses helped	4	8
Achieved investments	\$242 853	\$252 725
Generated investments	\$407 772	\$1 532 234
Leverage effect	1,68	6,06
Jobs created and retained	33	61

Intervention	Financing	Number of businesses
Start up	\$25 000	1
Expansion	\$341 578	6
Recovery	\$29 000	1
Modernizing	\$50 000	1
Acquisition	\$50 000	2
<b>Total</b>	<b>\$495 578</b>	<b>11</b>

## LOCAL DEVELOPMENT FUNDS

Special initiatives coordinated by the SADC and CAE network « Local development projects carried out by a SADC » - **13** interventions (phase 1 and 2)

Centre de conditionnement physique Énergie Santé inc.	\$3 483
Motel Fraser	\$3 310
Micro Brasserie Pit Caribou	\$504
Mentorat	\$2 530
Golftechmobile	\$716
Marché Nicolas	\$720
Alexina	\$1 050
Fumoir Monsieur Émile	\$1 000
Multi Loisirs 2010 inc.	\$660
Marché D & T Langlois	\$2 243
Clinique chiropratique Cynthia Pitre	\$3 862
	<u>\$20 078</u>

Special initiatives coordinated by Economic Development Canada « Local development projects executed by third parties » - **14** interventions (phase 1 and 2)

Multi-Loisirs 2010 inc.	\$258
Fumoir Monsieur Émile	\$1 000
Les dessins de Orbie	\$525
Soudure CMG	\$3 272
Site Mary Travers dite « La Bolduc »	\$1 200
Poissonnerie D. Caron	\$2 197
Week-end des Arts	\$1 000
Marché Nicolas	\$2 400
Chambre de commerce Rocher-Percé	\$2 500
Automobiles Mauger	\$1 625
Micro Brasserie Pit Caribou	\$294
Place aux jeunes	\$1 000
Escale Gaspésie	\$4 729
	<u>\$22 000</u>

SADC activities - **20** interventions

Chambre de commerce Rocher-Percé	\$2 678
Carrefour jeunesse emploi :	
Un plan de génie	\$750
Entrepreneur d'un jour	\$500
Formation « Osez faire la différence »	\$533
Automobiles Carmer	\$925
TCTIC	\$20 000
Avolo Plein air	\$187
San'Hy Consulte	\$610
Restaurant La Barge	\$852
Poissonnerie D. Caron	\$2 803
Dégust-Mer	\$5 000
CLD - Cet été je deviens PDG	\$500
Tournée François Charron	\$2 344
SADC Gaspé-Nord - Circuit moto- neiges	\$1 222
Restaurant La Chaloupe sur mer	\$1 267
Escale Gaspésie	\$271
Micro Brasserie Pit Caribou	\$811
Femmessor GIM	\$1 200
Mentorat	\$2 962
	<u>\$45 415</u>

Total investments **\$87 493** in **21** businesses and **14** development projects.



## A WORD FORM

### THE DIRECTOR GENERAL

In 2011 the Québec SADC network acquired a new logo aimed at improving our communications strategy in order to better target and reach our clientele during the years to come.

An image change yes, but still the same passion, the same expertise and the same professionalism on the part of our personnel who are dedicated to offering services adapted to the needs of our clientele. The objective is to increase our interventions with a greater number of businesses and to support development projects that will have significant financial economic returns on a regional, provincial and even international scale.

To better meet the objectives of our action plan, the SADC has hired a new resource in the person of Kim Duffy who holds a Bachelor's degree in Business Administration and Accounting sciences (CMA profile). A welcome addition to our experienced team. We will also employ two students during the summer, one office clerk and the other in the tourism sector. For a number of years a student acts as our mascot FouRire, who in collaboration with the MRC Tourism Office, plays an extraordinary role in tourist promotion for our region.

In our action plan you will find our targeted activity sectors, our objectives to reach in terms of investment funds, both Regular and Youth Strategy, and also possible interventions in local development projects. I would like to thank the Board of Directors who show us confidence and support us in our work to offer the maximum of services to the MRC Rocher-Percé population. Furthermore, I want to signal out Pauline and Maryse for a special thank you for their exceptional productivity during the 2011-2012 year which saw the SADC operate with a smaller team.

## ACTION PLAN

2012-2013



*Kim Duffy*

## TARGETED ACTIVITY SECTORS

- \* Marine products processing
- \* Renewable energy development sector
- \* Improving the tourist offer
- \* Putting in place information and communications technologies (ITC) businesses
- \* Support of the forestry sector
- \* Increasing investments in the tertiary sector

## INVESTMENT FUNDS

**REGULAR FUNDS** : The SADC can participate financially up to **\$150 000** per business project.

**YOUTH STRATEGY FUNDS** : This fund targets a clientele under **35** years old and can provide an investment of up to **\$25 000** per young entrepreneur and up to a maximum of **\$50 000** per project.

### Regular Funds

### Youth Strategy Funds

Objectives :

Number of files	5	10
Investment	\$350 000	\$150 000

## LOCAL DEVELOPMENT

- ⇒ Local development Network : **10** interventions in businesses, **2** student jobs and publicity for a total of **\$22 230**.
- ⇒ DEC local development : **12** interventions in businesses for a total of **\$22 000**.
- ⇒ SADC activities : **20** interventions in businesses for a total of **\$49 000**.

## DEVELOPMENT PROJECTS

The SADC encourages, supports and promotes community initiatives that insure development. Three initiatives are targeted for 2012-2013.

**Communications and information technologies (CIT)** : The SADC initiated the Communication and Information Technologies Techno Center with the goal of facilitating the emergence of e-businesses in our region. We will support technically and financially the development of activities in this sector.

**International cruise ships** : The SADC financially supports the structure of Escale Gaspésie who oversees the promotion of the Gaspé Coast in the development of international cruises. It will also support the municipalities of Chandler and Percé with their infrastructure projects.

**Percé l'incontournable** : The SADC will support this project and especially the development of the concept for a recreo-tourist park in Percé. This attraction will answer to the new trend where travelers want to live an active sustainable tourism experience where outdoors, adventure and culture are present.

# PERSONNEL 2011-2012



Maryse Lelièvre, Advisor for businesses, in charge of Youth Strategy, Andrée Roy, Director General, Alexandre Tardif, Student, Pauline Boulay, Office Clerk, Catherine Maude Couture, student and since 2005, Fourire, student.

## OPERATIONS BUDGET 2012-2013

### CDP Economic Development Canada

SADC	\$340 362
Youth Strategy	\$60 000
Local Development	\$22 000
Official Languages	\$15 000
	<u>\$437 362</u>

### SADC and CAE Network

Communication Plan	\$5 000
Students	\$6 770
Local Development	\$22 230
	<u>\$34 000</u>

## NEW WEB SITE

The screenshot shows the SADC website layout. At the top, there is a navigation bar with links for 'A PROPOS', 'L'ÉQUIPE', 'RAPPORT ANNUEL', and 'CONTACT'. Below this is a main header with the SADC logo and the text 'Société d'aide au développement de la collectivité ROCHER-PERCÉ'. The main content area is divided into three columns: 'Nos outils' (Financial tools), 'Notre territoire' (Our territory), and 'Nos solutions' (Our solutions). Each column has a title, a representative image, and a brief description of services. The footer contains two sections: 'Contact' with phone, fax, and email information, and 'Actualités' with placeholder text for news items.

Canada Economic Development supports financially the SADC.