

SADC

Société
d'aide au développement
de la collectivité

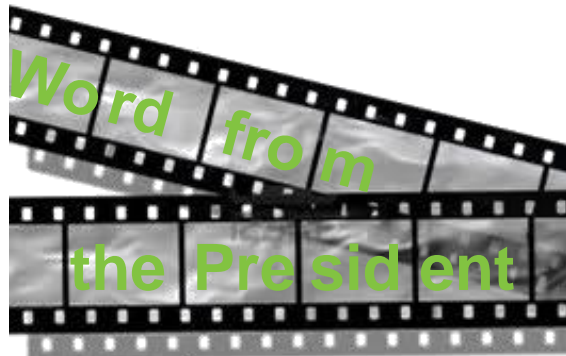
ROCHER-PERCÉ



2012-
2013

Annual
Report

SADC



Word from the President

Another year has passed. The end of each fiscal year inevitably leads us to propose to the General Assembly a report of our actions and activities related to our mission at the heart of the Rocher-Percé community.

A positive year, especially on the investment front, despite the reduction of staff in our organization caused by an earlier restructuring and a budget freeze caused by the signing of our new contract. We raise our hats to the employees who knew how to meet the challenges and allow our organization to reach, and even surpass, its goals.

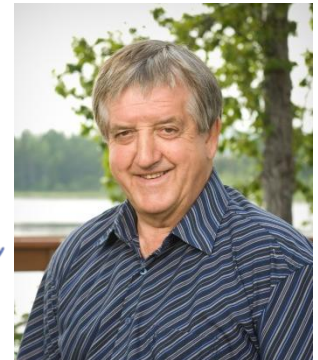
On the other hand, a change at the executive level was made during the last year. The presence of Maryse within our walls allowed us to continue our work and stay focused on our goals and priorities.

Our best wishes go to Andrée, who has taken on new duties in Québec. We wish her the best of luck in her new assignment. A thousand and one thanks for the tremendous work done throughout the years in our organization.

Technical assistance and mentoring, as well as, entrepreneur follow-up continued to mobilize us. These factors increase the survival and success of our business while further protecting the capital invested in them.

Finally, we were pleased to participate in the mobilization

and coordination operation, lead by the MRC, to prioritize dossiers to be submitted during the consultation with the Government of Québec that took place last Winter. The unveiling of this strategy in May leads us to believe that the operation was successful and allows us to foresee promising results concerning our airport. The presence of functional and adequate transportation infrastructure remains one of the essential conditions for the development of a region while maintaining its competitiveness at the local, regional and international levels.





From left to right : Aurèle Doucet, Jean-Yves Abdelnour, Annie Chouinard, Eugène Bouchard, Édith Arbour, Linda Cauvier, Daniel Huard et Sylvain Réhel. Absent from photo : Nicole Bertrand, Jean-François Gagné, Bernard Stevens, Léon Harbour et Daniel Desbois.

19 Executive Committee meetings and **7** meetings with the Board of Directors.

Investment Funds

\$ 651 961 in total investments achieved in **14** businesses for a return of **\$ 3 257 100** contributing to the retention or creation of **182** jobs.

	Regular Fund	YS Fund
Approved applications	14	8
Assisted businesses	11	6
Achieved investments	\$ 492 424	\$ 159 537
Generated investments	\$ 2 925 106	\$ 331 994
Leverage	5,94	2,08
Jobs created and retained	169	40
	Financing	Number of businesses
Start-up	\$ 63 759	2
Expansion	\$ 476 420	10
Modernization	<u>\$ 111 782</u>	<u>2</u>
Total	\$ 651 961	14



Special initiatives coordinated by the SADC and CAE Networks « Local development projects completed by an SADC ».

Restaurant La Barge inc.	\$ 990
Café Choco-lactée	\$ 823
Mentorat	\$ 5 000
Grande-Rivière Broderie Design	\$ 982
Clinique chiropratique Cynthia Pitre	\$ 3 371
Soudure CMG	\$ 472
San'Hy Pro	\$ 1 085

Cinéma Paradiso	\$ 3 000
Sertek informatique inc.	\$ 521
Alexina Épicerie Fine inc.	\$ 1 577
Centre de conditionnement physique Énergie Santé	\$ 3 590
Marché D& T Langlois	-\$ 256
Automobile Carmer (1990) inc.	\$ 256
Bourg de Pabos	\$ 2 816
	<u>\$ 24 227</u>

Special initiatives coordinated by Economic Development Canada « Local development projects completed by a third party ».

Coop jeunesse de services	\$ 1 000
Lee Boyle et fils transport inc.	\$ 1 838
Bourg de Pabos	\$ 1 000
Sertek informatique inc.	\$ 456
Microbrasserie Pit Caribou inc.	\$ 5 000

Soudure Jones enr.	\$ 953
Centre de conditionnement physique Énergie Santé	\$ 280
Motel Fraser	\$ 425
Escale Gaspésie	\$ 5 000
Circuit motoneige Gaspésie	\$ 3 778
Automobiles Carmer (1990) inc.	\$ 2 270
	<u>\$ 22 000</u>

SADC Activities

Week-end des arts	\$ 1 000
TCTIC (Technocentre des technologies de l'information et des communications)	\$ 15 000
Poissonnerie D. Caron inc.	\$ 2 197
Restaurant La Chaloupe sur Mer	-\$ 99
Chambre de commerce Rocher-Percé : - Tournoi de golf;	

- Gala Reconnaissance	
- Dîner Ciment McInnis.	\$ 4 863
Femmessor (Formation en coût de revient et colloque)	\$ 2 397
« Un plan de génie, une idée d'ici »	\$ 1 000
Entrepreneur d'un jour	\$ 500
Géoparc de Percé	\$ 7 150
Cet été, je deviens PDG	\$ 500
Gestion Maxime Huard inc.	\$ 557
Marché Nicolas	\$ 1 387
Place aux jeunes	\$ 1 000
SAMAJAM	\$ 1 500
Autres	\$ 438
	<u>\$ 39 390</u>

\$ 85 617 in total investments in **18** businesses and **18** development projects.



This year, five projects stand out in the niche markets targeted by the SADC.

Tourism: The SADC supported the start-up of the Regional Park called 'Géoparc de Percé'. We are a member of this cooperative and also play the role of a supporting member on the Board of Directors.

The 'Bourg de Pabos' project and that of the Gaspésie Snowmobile Circuit are given special attention.

Furthermore, for a fourth consecutive year, the SADC has invested in 'Escale Gaspésie'.

ICT: The SADC gave financial and technical support to the organization's operations and development activities targeted by its Board of Directors.

2 student jobs for a total of **\$ 7 589** and a communications plan for a total of **\$ 5 000**.

Targeted Sectors

- Marine Products Processing;
- Development of Renewable Energy Sector;
- Improvement of Tourism;
- Establishment of Information and Communications Technology Enterprises (ICT);
- Support of the Forestry Sector;
- Increased Investment in the Tertiary Sector.

Mentors

2012 - 2013



From left to right : Renaud Nicolas, Jocelyn Tennier, Jean-Yves Abdelnour et Linda Desjardins. Absent from photo : Suzie Beaudin, Jean-Louis Mauger et Georges Molloy..

The Rocher-Percé mentoring unit has a bank of **7** experienced management and business mentors who are aware of the difficulties faced by new entrepreneurs. Since the service was first offered, **45** requests for twinning have been made.

Word from

the Director

For more than 20 years, permanency at the SADC has been characterized by stability. This last year was particularly marked by the arrival, departure, and change of position of employees within the organization.

Authorized investments of \$ 651 961 and contributions of \$ 85 617 in local development funds denote the efforts made by our team to surpass forecast objectives. To complete our solid team we hired two university graduates, Kim Duffy and Olivier Hamilton -Anglehart.

The SADC has a very well-kept secret! Visibility... A website makeover and the development

of an English application for iPhone and iPad, are examples of actions taken to launch the new graphic brand.

Culture, the theme of our 2013 Annual General Meeting, is an important vector in our MRC's economic development and our main objective remains to increase our work with the largest possible number of businesses.

I wish to thank Andrée Roy for sharing her knowledge, the Board of Directors for their availability and support, mentors for accompanying entrepreneurs, partners for their confidence, Pauline, Kim, and Olivier for their exceptional dedication and to

the clients we have had the privilege of associating with.





Regular Funds : The SADC can finance up to **\$ 150 000** per business.

Youth Strategy Funds : These funds, earmarked for a clientele **35** years of age and younger, can contribute up to **\$ 50 000** per business.

	Regular Fund	YS Fund
Objectives :		
Applications	10	10
Investment	\$ 400 000	\$ 200 000

Local Development

- Network local Development : **14** business interventions, **2** student jobs and advertising placements for a total of **\$ 34 000**.
- DEC local development : **12** community support interventions to businesses and organizations for a total of **\$ 22 000**.
- SADC Activities : **22** business and organization interventions for a total of **\$ 42 000**.

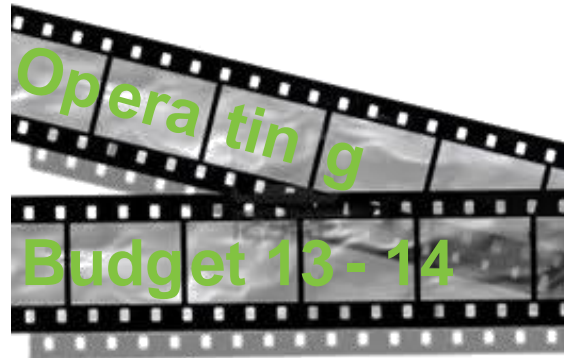
Project Development

The SADC encourages, supports and promotes initiatives that lead to community development. Three initiatives are specifically targeted for 2013-2014.

- **Information and Communications Technology (ICT):** The SAD participated in the start-up of the Information and Communications Technology, 'Techno-Centre', in an attempt to facilitate the growth of businesses in this sector within our region. We will continue to offer financial and technical support to develop this sector.
- **International Cruises :** The SADC financially supports 'Escale Gaspésie' which has the mandate to promote the Gaspé Point for international cruise ship markets.
- **Percé Géoparc:** The SADC will support the implementation of the 'Recreo-Tourism' park concept in Percé. The mission of this attraction is to highlight an exceptional site and operate recreational facilities.



Form left to right : Pauline Boulay, Office Clerk, Andrée Roy, Director General (until October), Kim Duffy, Business Advisor, Maryse Lelièvre, Business Advisor and Interim Director General (since October), Lindsay Joncas, Student Employee, and to the right, Fourire, Student Employee.



CDP - Economic Development Canada

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

SADC and CAE Network

Communications Plan	\$ 5 000
Students	\$ 7 589
Local Development	\$ 21 411
	<u>\$ 34 000</u>

