

**SADC** DU  
ROCHER-  
PERCÉ

**PLUS DE 30 ANS**  
DE SOUTIEN AUX ENTREPRISES  
ET PROJETS INSPIRANTS DANS  
NOTRE COMMUNAUTÉ.

**OVER 30 YEARS**  
OF SUPPORT FOR ENTERPRISES  
AND INSPIRING PROJECTS  
IN OUR COMMUNITY



BRETT&SAUVAGE

**ANNIVERSARY**

## A MESSAGE FROM THE CHAIR

We have chosen the theme **30 years already** for our SADC, considering that it is appropriate to pause for a few moments to briefly recall the moments we have experienced, but above all to remind ourselves of our resilience, which has given each of us the pride of being a full citizen of our RCM. During this time, we underwent an economic conversion.

Over the course of this period, we had the cod fishing moratorium, the closing of the Gaspesia mill, the attempt to restart this company and many other challenges... situations that undermined our spirits. In contrast, the picture and our discourse in 2019 is quite different.



Aurèle Doucet  
Chair

This turnaround came as we examined our collective confidence in our economic survival. Thanks to the innovative approach of our SADC team, which provided local services tailored to the needs of our community's businesses, we were involved in initiating and carrying out projects that generate economic growth and job creation in partnership with economic and financial development players (Geopark, Nova Lumina, Brasserie Pit Caribou, Sentier des bâtisseurs), etc.

All the work done on the ground has strengthened our community's ability to achieve economic development potential and business prosperity in line with the priorities of our financial partner, Canada Economic Development.

Today, the joy of living in our RCM and our pride as citizens are very palpable and positive. For several years now, our economy has resolutely turned towards sustainable development. Strategies and means have been put in place to ensure that sustainability is an important element in new economic growth, such as high technology and diverse innovations, as well as in more traditional areas such as fishing, forestry and tourism.

I cannot fail to mention the members of our Board of Directors who are generous with their time and valuable advice. It is thanks to you, dear colleagues, that ideas move forward, that projects take shape, that our most cherished values and deepest convictions are expressed, and that our RCM takes shape.

I invite you to listen carefully to the activity report produced by the SADC team, under the skillful direction of our General Manager, Andrée Roy, to understand the extent to which we are agents of change in our RCM.

Aurèle Doucet,  
Chair

## COMMITTED VOLUNTEERS

**MISSION:** Foster the participation of the Rocher-Percé RCM community in taking charge of its future, with a view to sustainable development and innovation.

**VISION:** The SADC aims to be recognised as a key resource in terms of business solutions, thereby contributing to the sustainable economic vitality of the community.

**VALUES:** Integrity, objectivity, autonomy, respect, collaboration and partnership, creativity and accountability.

### 2018-2019 BOARD OF DIRECTORS



First row: Aurèle Doucet, Édith Arbour and Linda Cavier

Second row: Michel Gionest , Lianne Dallaire and Daniel Desbois

Third row: Mathieu Quirion, Sylvain Réhel and Sébastien Daignault

Fourth row: Isabelle Jalbert, Henri Grenier and Jean-Yves Abdelnour

Absent: Steve LaFontaine

#### MEETINGS IN 2018-2019

9 Executive committee

1 Annual General Meeting

9 Board of Directors

The members of the Board of Directors and and the SADC representatives together contributed **915**

hours of volunteer work in 2018-2019.



# Mentoring

## MENTORING FOR ENTREPRENEURS

Developing the full potential of entrepreneurs through mentoring.

Benefits for mentees:

- Benefit from the wisdom and background of an experienced entrepreneur.
- Sharpen their entrepreneurial reflexes and gain insight to make better decisions
- Break isolation, find support, a listening ear and the necessary encouragement

The regional unit issued a call for tenders to create a web platform to promote the Gaspésie-Îles-de-la-Madeleine Mentoring for Entrepreneurs program and to provide better support for mentees.

This platform will be operational in the fall of 2018. We are very pleased that this call for tenders was won by Jolifish and a company from the Chaleur Bay area.



Suzie Beaudin  
Head Mentor

Our mentors

From left to right: Jocelyn Tennier,  
Jean-Yves Abdelnour and  
Linda Desjardins



The benefits of mentoring include:

- Avoid costly mistakes
- Take advantage of a network of contacts
- Clarify your objectives
- Increase your chances of success

6 Meetings



8 Duos

What's more, the Rocher-Percé mentoring unit has a pool of experienced entrepreneurs and managers who are familiar with the difficulties and issues facing new entrepreneurs.

During the 2018-2019 year, 6 young entrepreneurs were supported by the mentoring team.

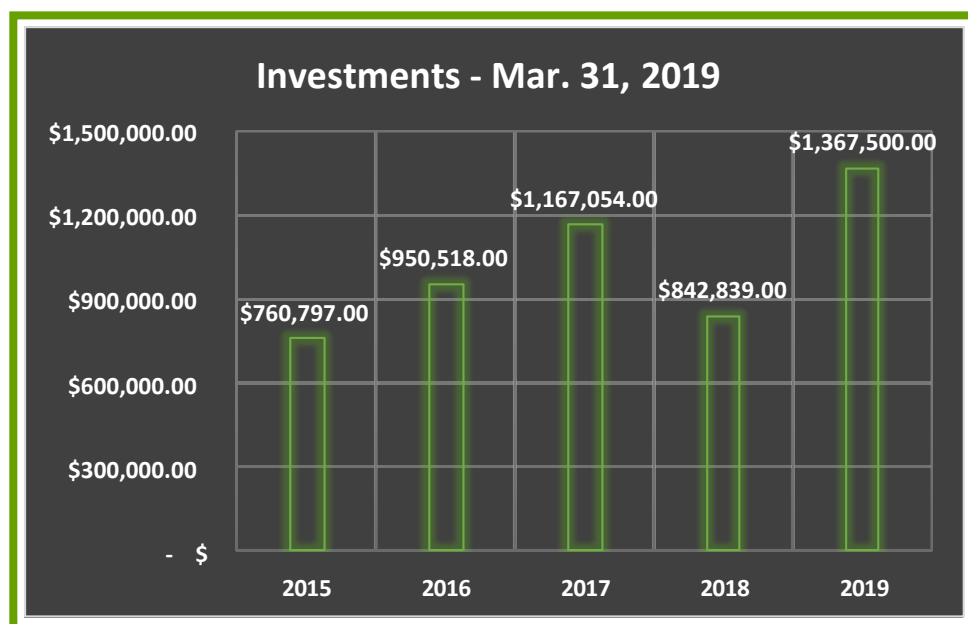
## 2018-2019 ACHIEVEMENTS

**INVESTMENT FUND:** Investments totalling **\$1,367,500** were authorised for **21** enterprises, generating **\$23,929,784** in spin-offs and helping to create or maintain **221** jobs.

	REGULAR FUND	YOUTH STRATEGY
Applications received	19	15
Applications authorised	13	9
Investments	\$1,142,500	\$225,000
Further investments generated	\$15,378,642	\$8,561,142
Leverage effect	13.46	38.05
Jobs created and maintained	160	61

	FINANCING	NUMBER OF ENTERPRISES
Start-up	\$312,500	6
Expansion	\$627,000	8
Acquisition and succession	<u>\$428,000</u>	<u>7</u>
Total	\$1,367,500	21

Evolution in investments over the last **5** years.



## BREAKDOWN OF INVESTMENT PORTFOLIOS AS OF MARCH 31, 2019

Number of loans

126

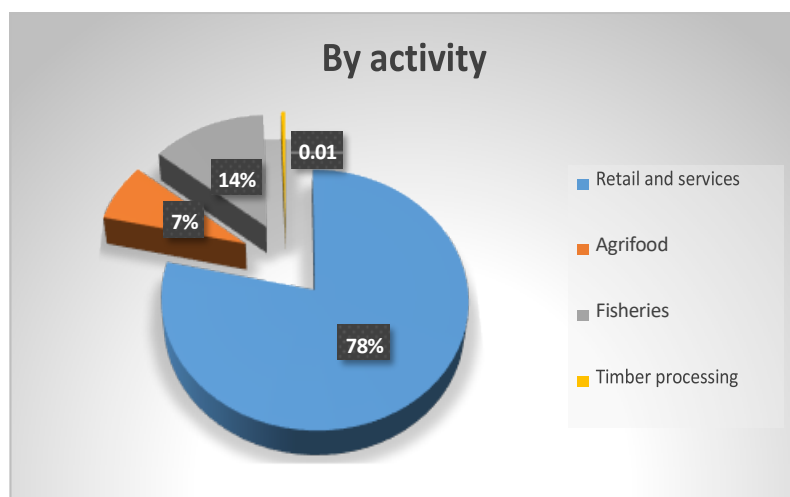
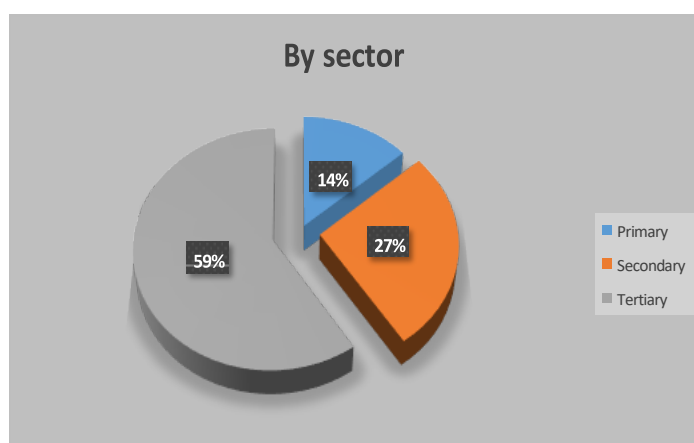
Number of enterprises

86

Men 72%

Women 28%

Primary	\$370,846
Secondary	\$727,773
Tertiary	\$1,605,726
<b>Total</b>	<b>\$2,704,346</b>



Retail and services	\$2,122,779
Agrifood	\$202,020
Fisheries	\$365,796
Timber processing	\$13,750
<b>Total</b>	<b>\$2,704,346</b>

PORTFOLIO TOTAL AS OF MARCH 31, 2019

\$2,704,346

## LOCAL DEVELOPMENT

Special initiatives coordinated by the SADC and CAE network *Local development projects carried out by an SADC:* 9 actions



La route du  
Rocher-Percé

SADC operating fund activities: 3 actions

### Enterprises:

Motel Fraser	\$1,170
--------------	---------

### Organisations:

Bourg de Pabos	\$5,064
----------------	---------

Office de tourisme du Rocher-Percé	\$5,901
------------------------------------	---------

Carrefour jeunesse-emploi—activities	\$2,200
--------------------------------------	---------

TDLG—bottine	\$1,500
--------------	---------

Base de Plein air Bellefeuille	\$4,289
--------------------------------	---------

CRE—Symposium des Arts	<u>\$1,000</u>
------------------------	----------------

<b>Total</b>	<b>\$21,124</b>
--------------	-----------------



### Enterprises:

Clinique podiatrique	\$2,000
----------------------	---------

### Organisations:

Géoparc	\$5,336
---------	---------

CDE—Axe multimédia	\$15,250
--------------------	----------

### Other:

Mentoring for entrepreneurs	<u>\$2,538</u>
-----------------------------	----------------

<b>Total</b>	<b>\$25,124</b>
--------------	-----------------



## Special initiatives coordinated by Canada Economic Development

Local development projects: A professional resource

**\$22,000**

## Initiatives to support small enterprises coordinated by the SADC and CAE network *Pilot project:*

**12** actions to support enterprises in the following fields:

Clean technology, Sustainable development, Innovation, IT integration and Succession



### Enterprises:

Marché Blais	\$5,000
Hôtel Manoir Percé	\$4,000
Clinique Jade Lévesque	\$5,000
Raoul et Simone	\$5,000
Multi-Loisirs Pabos	\$7,500
Mauger Ford	\$2,689
Beaudin Cabinet d'assurances	\$4,514
Brett et Sauvage	\$540
Motel Fraser	\$6,350
Distillerie Société Secrète	\$2,372
Pièces d'autos JLM	\$7,115
Maison Pure Thé	<u>\$2,970</u>



### Total

**\$53,050**

## STUDENT JOBS

Student jobs—Office clerk and business advisor

**\$13,856**

Investment in **13** enterprises, **9** development projects, **1** professional resource and **2** student jobs for a total of

**\$113,154**



## PROJECT DEVELOPMENT

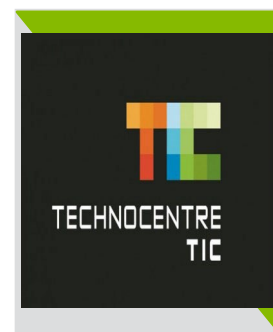
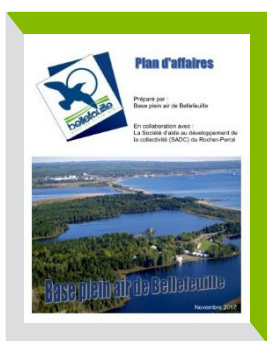
This year, the SADC supported a number of projects, mainly in the following areas:

**TOURISM**-The SADC worked with the CDE on the URA project located west of the Circuit des Bâtisseurs in Chandler, which will be operational in June 2019. We helped upgrade the internet network at the Base de Plein Air Bellefeuille. In collaboration with the Festival Les Percéides, the SADC prepared a business plan for the establishment of an auteur cinema in Percé.

**TIC**-The SADC is working with the information and communication technologies technocentre on a pilot project to support start-ups and companies with high growth potential as part of Quebec's digital economy action plan. This project ended in December 2018.

Les Percéides

URA



## OFFICIAL LANGUAGE-RELATED REQUIREMENTS

The SADC must offer its services in both official languages and serve the English-speaking community.

### Communication tools

Publications (SPEC)	\$2,660
---------------------	---------

### Bilingual services

Document translation	\$3,340
----------------------	---------

### Other

Agreement with CEDEC (Activities organised for the English-speaking community in the area served by the SADC du Rocher-Percé)	<u>\$ 9,000</u>
---	-----------------

<b>Total</b>	<b>\$15,000</b>
--------------	-----------------

## 2019-2020 ACTION PLAN

For more than 30 years, our organisation has been working for the development of our community, and today the economy of our RCM has never been better. I would like to think that our organisation's resources and tools have contributed to this new prosperity.

With the extension of a new 5-year agreement with Quebec's SADCs and CAEs, the federal government is showing that it is once again placing its trust in the staff and volunteers of these organisations in order to continue to support local economic development and achieve results.

As you can see, despite the reduced staff, 2018-2019 was a very good year in terms of providing funding and support for these businesses and development projects.

Our financing operations are mainly succession-related in the fishing, tourism and retail and service sectors. The latter accounts for 78% of our investment portfolios.

The SADC will continue to work with local businesses to help them innovate and adapt to changes in the new economy in order to maintain and improve the quality of their jobs. As for our development organisations and tourist attractions, the SADC will support projects that will ensure their long-term survival.

Despite the reduced staff and the retirement of Pauline, who served as our office clerk for 30 years, I consider myself fortunate to have been able to work with experienced staff such as Si Pin, business advisor, and Lisa-Ann, administrative support clerk. Unfortunately for the SADC, but fortunately for the region, Si Pin is leaving our organisation to take up a new challenge with Investissement-Québec.

With all these changes, 2019-2020 will be a year of reorganisation for our SADC in order to adapt to the requirements of the new contract and the market reality in terms of labour availability.

In closing, I'd like to thank the members of our Board of Directors, our mentors and all those who take part in the committees set up by our SADC. Their volunteer hours contribute greatly to the development of our community.



Andrée Roy  
General Manager

Andrée Roy

General Manager

## INVESTMENT FUND

**REGULAR FUND:** The SADC can provide a financial intervention of up to **\$150 000** per business project.

**YOUTH STRATEGY FUND:** The SADC can provide a financial intervention of up to **\$25,000** per young entrepreneur under **40** years of age, with a maximum of **\$50,000** per enterprise, at an interest rate of 0% for the first two years.

	REGULAR FUND	YOUTH STRATEGY
Objectives:		
Number of applications	10	8
Investment	\$800,000	\$150,000

## LOCAL DEVELOPMENT

The 2019-2020 action plan will be drawn up once the agreement for the next five years has been signed with Canada Economic Development Agency.

## PROJECT DEVELOPMENT

The SADC encourages, supports and promotes community initiatives that ensure its development. The initiatives specifically targeted for 2018-2019 are:

**INFORMATION AND COMMUNICATION TECHNOLOGIES:** The SADC will support activities in the MRC du Rocher-Percé that promote the integration of technology in businesses and organisations.

**TOURISM:** The SADC will support recreation and tourism projects in the RCM, particularly innovative attractions that incorporate digital technology into their experience. Our organisation will be monitoring the implementation of the *Axe multi-média* project in Greater Chandler in collaboration with the CDE.

**SUSTAINABLE DEVELOPMENT AND INNOVATION:** The SADC will support sustainable development projects in the MRC du Rocher-Percé.

## TARGETED ACTIVITY SECTORS

- Establishment and development of technology businesses
- More involvement in the tertiary sector
- Marine product processing
- Support for the forestry sector
- Improvement in the tourism offer

## DEDICATED STAFF



From left to right: Andrée Roy—General Manager, Marie-Ève Bouchard—student, Pauline Boulay—Office Clerk, Si Pin Zeng—Business Advisor, Térick Rail-Roussy—student and Lisa-Ann Clark—Administrative Support and Accounting Clerk

## 2019-2020 OPERATING BUDGET

### CANADA ECONOMIC DEVELOPMENT—PDC

SADC	\$347,169
Youth Strategy	\$61,200
Local Development	\$46,638
<i>Official Languages Act</i>	<u>\$15,000</u>
(Amount to come)	
	<b>\$470,007</b>

### SADC AND CAE NETWORK (budget to come)

Local Development Fund	?
------------------------	---



**Développement  
économique Canada**  
pour les régions du Québec

**Canada Economic  
Development**  
for Quebec Regions