

SADC

Société
d'aide au développement
de la collectivité

ROCHER-PERCÉ

2020-2021

ANNUAL REPORT

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MESSAGE FROM THE CHAIR



*Aurèle
Doucet*

It is with pride and enthusiasm that I welcome you on behalf of all the members of the board of directors and the team at the SADC (Société d'aide au développement de la collectivité) du Rocher-Percé. I'll leave it to our new general manager, Marise Lelièvre, and her team to present the annual report.

From an organisational standpoint, the past year has been particularly eventful. We have seen major changes in the members of our team, specifically in the position of general manager.

The team in place and the transitioning one have achieved and even exceeded program objectives. Throughout all these changes, the business support program had to be delivered to very tight and stressful deadlines. It's at times like these that people really shine.

Despite all the staff changes and the adaptation to teleworking, we administered more than \$1.4 million in support funds locally from our partner, Canada Economic Development. Our SADC also initiated or was a partner in a number of projects, as you will see from the rest of this report. The adventure was a success and a balm for our businesses.

To counter the undesirable effects of inputs from outside, the board of directors, general management and all the staff took risks. We have been strategic in our actions and relevant in our decisions.

The actions of the coming year will have to draw inspiration from the past, of course, but above all from the ability of the staff and the board of directors to always see further ahead by demonstrating leadership on the regional scene in the service of development enterprises.

I cannot fail to mention the members of our board of directors, who are generous with their time and invaluable 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 prepared by the SADC team, under the skilful leadership of our general manager Marise Lelièvre, to realise just how much we are agents of change in our RCM.

MESSAGE FROM THE GENERAL MANAGER



*Marise
Lelièvre*

I seized the opportunity presented to me in May 2021 to return to the SADC du Rocher-Percé, an organisation that allowed me to work for more than 18 years in various roles from 1996 to 2014. My career path over the past 7 years, as branch manager at RBC Royal Bank in Chandler and portfolio manager at Investissement Québec Gaspésie Îles-de-la-Madeleine, will help me continue the work of my predecessors. I would like to thank the board of directors for their renewed confidence.

The record results for the past year, from April 1, 2020 to March 31, 2021, are attributable to the colossal efforts of a team of more than 10 employees who overlapped and contributed their know-how and interpersonal skills for the benefit of the organisation, entrepreneurs and the community. Roxane Berger, Dominic Gaudreau-Reid, Marthe Larocque, Andrée Roy, Pauline Boulay, Lisa-Ann Clark, Alexandre Ferguson-Lagacé, Vann-Sovy Phlek, Serge Mercier and Pascale Allain, bravo for your resilience and adaptability, you can be proud of yourselves.

For 2021-2022, our specific actions will focus on a new long-term strategic plan, optimising the SADC's internal processes and tools, supporting entrepreneurs, coaching employees and strengthening partnerships.

I would also like to underline the availability and constant support of our board of directors and our executive committee, with a special thank you to our 2 mentors from the Rocher-Percé cell who have continued their involvement during these troubled times.

Admittedly, there are still many uncertainties surrounding COVID-19. The road travelled to date and the current situation in our RCM's various sectors of activity give us a more positive outlook for the future. I'll leave you with this quote I love from Henry Ford: "Coming together is the beginning, staying together is progress, working together is success."

SADC DU ROCHER-PERCÉ

OUR MISSION

The mission of the SADC du Rocher-Percé is to encourage the community of the MRC du Rocher-Percé to take charge of its future, with a view to sustainable development and innovation.

OUR 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.

OUR VALUES

- ▼ Integrity
- ▼ Objectivity
- ▼ Autonomy
- ▼ Respect
- ▼ Collaboration and partnership
- ▼ Creativity
- ▼ Accountability

2020-2021 RESULTS

FINANCING	LOANS
Investment funds	\$846,750
Youth Strategy Fund	\$125,000
Regional Recovery Fund	\$1,198,873
	\$2,170,623
OTHER	CONTRIBUTION
Health funds	\$11,229
TECHNICAL ASSISTANCE	CONTRIBUTION
Professional resources fund	\$44,007
Farratdel (part 1 and 2)	\$186,589
	\$230,596
LOCAL DEVELOPMENT	CONTRIBUTION
Local intervention measures	\$32,207
Farratdel (part 1 and 2)	\$51,449
PDC – Development support activities	\$5,303
	\$88,959

ANNUAL INVESTMENTS TALLING

\$2,501,407

\$2,170,623

invested in
enterprises

\$11,229

invested in health
funds

\$230,596

invested in
technical
assistance

\$88,959

invested in local
development

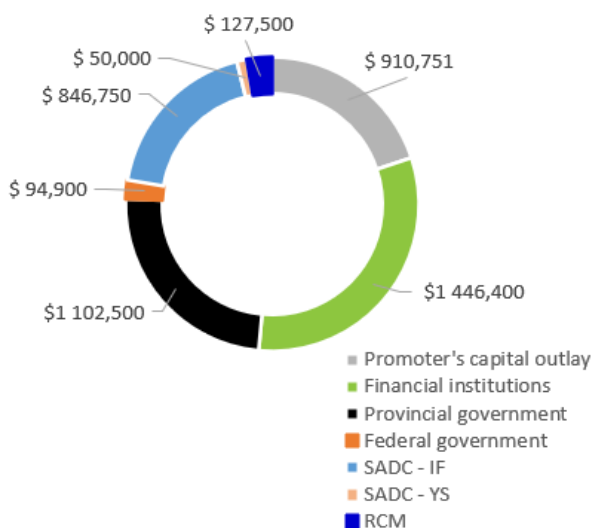
INVESTMENT FUND

The objective of the SADC's investment fund is to encourage the creation, maintenance and development of jobs, by providing additional financial assistance in the form of loans of up to **\$300,000**.

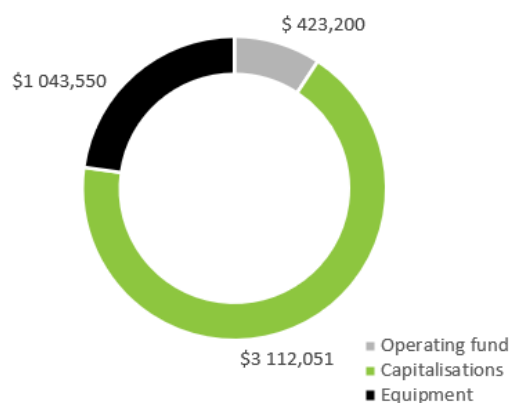
An amount of
\$846,750
was invested in enterprises
located in the area served by
the SADC.

More than \$4.5 million
were invested in enterprises in
the MRC du Rocher-Percé.

INVESTMENT LEVERAGE EFFECT



TOTAL DETAILED COSTS OF PROJECTS



**11 LOANS FOR
11 ORGANISATIONS**

**61 JOBS MAINTAINED
OR CREATED**

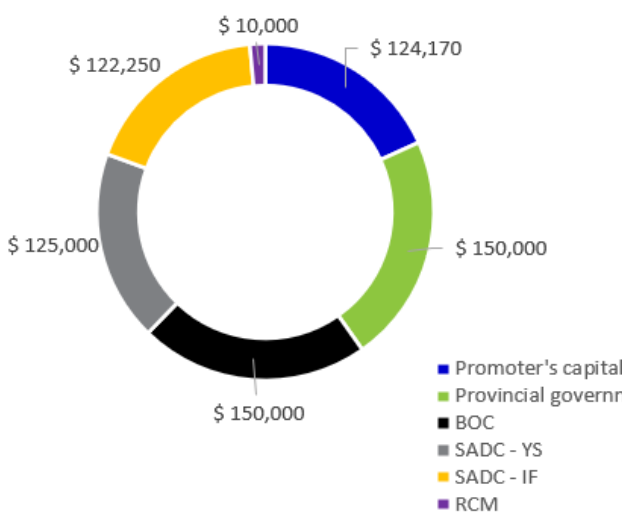
YOUTH STRATEGY FUND

The SADC youth strategy fund provides financial assistance in the form of a personal loan of between **\$5,000** and **\$25,000** to young entrepreneurs aged **18** to **39** to encourage them to acquire, set up, expand or modernise their business.

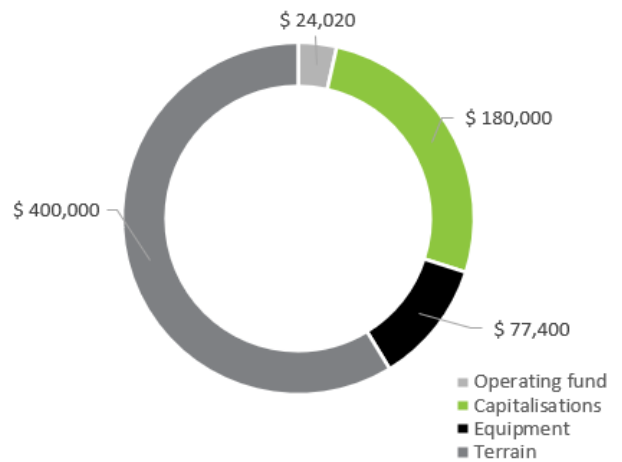
Loans totalling **\$125,000** were granted to young entrepreneurs by the SADC.

A total of **\$681,420** was invested in enterprises owned by young entrepreneurs.

INVESTMENT LEVERAGE EFFECT



TOTAL DETAILED COSTS OF PROJECTS



**5 LOANS FOR
5 ORGANISATIONS**

**8 JOBS MAINTAINED
OR CREATED**



Rivière Grand Pabos Nord
Photo credit: Janot Lévesque

Annual investments of **\$971,750**

Primary **\$359,150**

Secondary **\$229,000**

Tertiary **\$383,600**

\$387,250

For start-ups and acquisitions

\$584,500

For expansion and
modernisation

REGIONAL RELIEF AND RECOVERY FUND (RRRF)

10

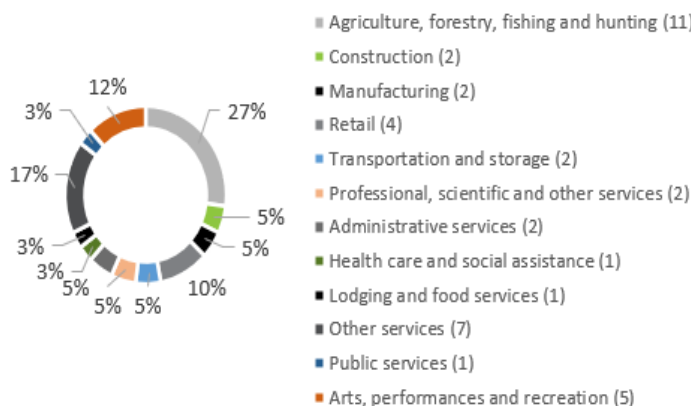
In response to the COVID-19 pandemic that has been raging for more than a year, Canada Economic Development (CED) provided the SADC and CAE network in Quebec with a budget envelope to create the *Regional relief and recovery fund* (RRRF-PDC) to provide financial support to businesses that are ineligible for other federal programs but that have suffered and are still suffering from the impacts of this health crisis.

In fact, since mid-March 2020, the economy has come to a standstill and several businesses in the region have found themselves in financial and operational difficulty. On the ground, SADC deployed resources to publicise this emergency aid and the response was positive and instantaneous: in a short space of time, we were able to distribute the entire RRRF-PDC budget to eligible businesses.

RRRF was launched in June 2020 and aimed to offer, initially, an emergency working capital loan of up to \$40,000. Although this amount provided relief for some businesses, there were some for which liquidity needs exceeded \$40,000. As a result, CED provided the SADC network with an additional budget so that it could help more businesses and increase the maximum assistance by \$20,000, which in turn made it possible to grant financing of up to \$60,000. In order to adapt to the precarious context, the RRRF-PDC loans come with advantageous terms and conditions.

Overview of SADC interventions in 2020-2021 as part of the RRRF-PDC program

- ▼ 46 loans granted to 40 enterprises
- ▼ \$1,198,873 invested, accounting for 55% of annual investments
- ▼ 65 jobs maintained



\$1,198,873

invested via FARR

BREAKDOWN OF INVESTMENT PORTFOLIOS AS OF MARCH 31, 2021

146

LOANS

113

ENTERPRISES



\$4,876,906

PORTFOLIO TOTALS AS OF MARCH 31, 2021

Investments in the form of non-repayable contributions of **\$330,784**

LOCAL ECONOMIC DEVELOPMENT

The SADC's financial contribution helps to implement projects promoting the sustainable development of its territory and the growth of its entrepreneurs and community.

\$88,959 invested in **11** projects

TECHNICAL SUPPORT

The tailor-made consultancy service enables entrepreneurs to make the best decisions to meet the challenges they face, with the aim of reducing the impact of COVID-19 on their development and long-term survival.

\$230,596 invested in **89** projects

HEALTH FUND

\$11,229 invested in **17** projects

FARRATDEL

With FARRATDEL backing, **28** enterprises and not-for-profit organisations in the MRC du Rocher-Percé were able to make use of this non-refundable financial tool to obtain services from an expert, accounting for 72% of investments totalling \$330,784.

LIST OF RECIPIENTS OF NON-REFUNDABLE CONTRIBUTIONS



- Base de plein air de Bellefeuille
- Beaudin Cabinet de Services financiers
- Bourg de Pabos
- Boutique Ariane Turbide
- Brasserie Auval
- Brett & Sauvage
- Caméléon
- Camping du phare
- Casse-Croûte Chez Lise
- Clinique auditive Jade Lévesque
- Clinique Chiropratique Cynthia Pitre
- Clinique Podiatrique
- Club nautique de Chandler
- Distillerie – La Société Secrète
- Distribution J.M. Bernatchez
- Distribution Marie-Claude Blais
- Ébénisterie Lapierre
- Énervolt
- Érablière St-Gabriel
- Événements Gaspésia 100
- Géoparc
- Gestion Maxime Huard
- Gestion Nordet
- Gym Énergie Santé Chandler
- Hôtellerie F.N.P.
- Jolifish
- KG Céramique
- La Gamme
- La Maison de la culture
- La Vieille Usine
- Les cuisines Jenny Lafontaine
- Les Percéïdes
- Maison Pure Thé
- Marché Blais
- Mich Café
- Microbrasserie Pit Caribou
- Motel Fraser
- Multi Loisirs Pabos
- N & R Duguay
- Pêcheries MC Gaspésie
- Place aux jeunes
- Poisson Salé Gaspésien Ltée.
- Produits Cocall inc.
- Restaurant La Chaloupe
- Sertek informatique
- Soudure Jones
- Technocentre des TIC
- Tourisme et commerce Rocher-Percé
- Val Construction
- Wazo

VOLUNTEER BOARD OF DIRECTORS

Aurèle Doucet



Chair

Édith Arbour



Vice-chair

Samuel Méthot- Laflamme



Secretary-treasurer

Sylvain Rehel



Administrator

Michel Gionest



Administrator

Linda Cauvier



Administrator

Isabelle Jalbert



Administrator

Daniel Desbois



Administrator

Jean-Yves Abdelnour



Administrator

Lisanne Dallaire



Administrator

Henri Grenier



Administrator

Alexandre Bouchard



Administrator

Sébastien Daignault



Administrator

8 BOARD MEETINGS

15 EXECUTIVE COMMITTEE MEETINGS

1 ANNUAL GENERAL MEETING

423 HOURS INVESTED BY OUR VOLUNTEERS

SADC TEAM



Photo credit: Janot Lévesque

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Développement économique Canada pour les régions du Québec appuie financièrement les SADC et les CAE
Canada Economic Development for Quebec Regions offers a financial support to the SADC and the CAE



Développement
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