



Photo credit: Janot Lévesque



Les Industries Mercier et Frères inc.  
Photo credit: Janot Lévesque

SADC

Société  
d'aide au développement  
de la collectivité

ROCHER-PERCÉ

# 2021-2022 ANNUAL REPORT

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## OUR MISSION

Through its ongoing support and financing, the SADC helps businesses and organisations in the MRC du Rocher-Percé to thrive and supports the economic development of our community.

## OUR VISION

Our coaching model helps our clients achieve their development goals more quickly.

## OUR VALUES

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



# MESSAGE FROM THE CHAIR Aurèle Doucet



It is with optimism and a great sense of accomplishment that we present to you our 2021-2022 annual report. All in all, you'll be able to see from last year's results that your SADC has fulfilled its role as a coach, facilitator and communicator, like a reassuring beacon in the fog.

Over and above the sums invested, I'd like to highlight the resilience, solidarity and innovative spirit of the region's businesses, organisations and citizens. Because everything changes so quickly, the staff and board of Directors have drawn up a new strategic plan for 2022-2025, as well as a teleworking policy, in order to respond to current and future economic development issues in our RCM.

The efforts made by the SADC team, under the enthusiastic leadership of our general manager, to integrate digital tools and technologies into the business community have taken on their full meaning, particularly over the past year.

The members of the board of directors are committed, responsible and generous with their time. Their invaluable advice was an important factor in achieving the results. They are presented to you by the SADC staff, who have dedicated the time and effort required to support our community during the year ending March 31.

# MESSAGE FROM THE GENERAL MANAGER Marise Lelièvre



A year rich in achievements!

Given the current labour challenge, we are undoubtedly privileged and proud to have a team of permanent staff who are committed and devoted to the organisation. Our first twelve months together would not have been possible without them. Thank you, Roxane, Marthe and Dominic.

Our first line of business is financing, with total annual investments of over \$900,000 in local businesses. Technical assistance, our second business line, performed comfortably with an unprecedented \$479,277 in non-repayable contributions. You'll understand why we've highlighted the twenty beneficiaries of the *Structuring technical assistance* (STA) program in the photos in this document. Finally, our third business line, local development, in particular through the mentoring unit, will no doubt surprise you in 2022-2023.

The team's wide-ranging involvement has enabled us to pursue our specific actions, starting with strategic planning in our own image, improved internal processes and tools (electronic signature, cloud migration, computer filing, translation of financial forecasting and business plan tools, learning CÉDULA portfolio software and GESTION software), improved client support, regular employee meetings, participation in several development committees and implementation of a project in partnership with the Restigouche CBDC.

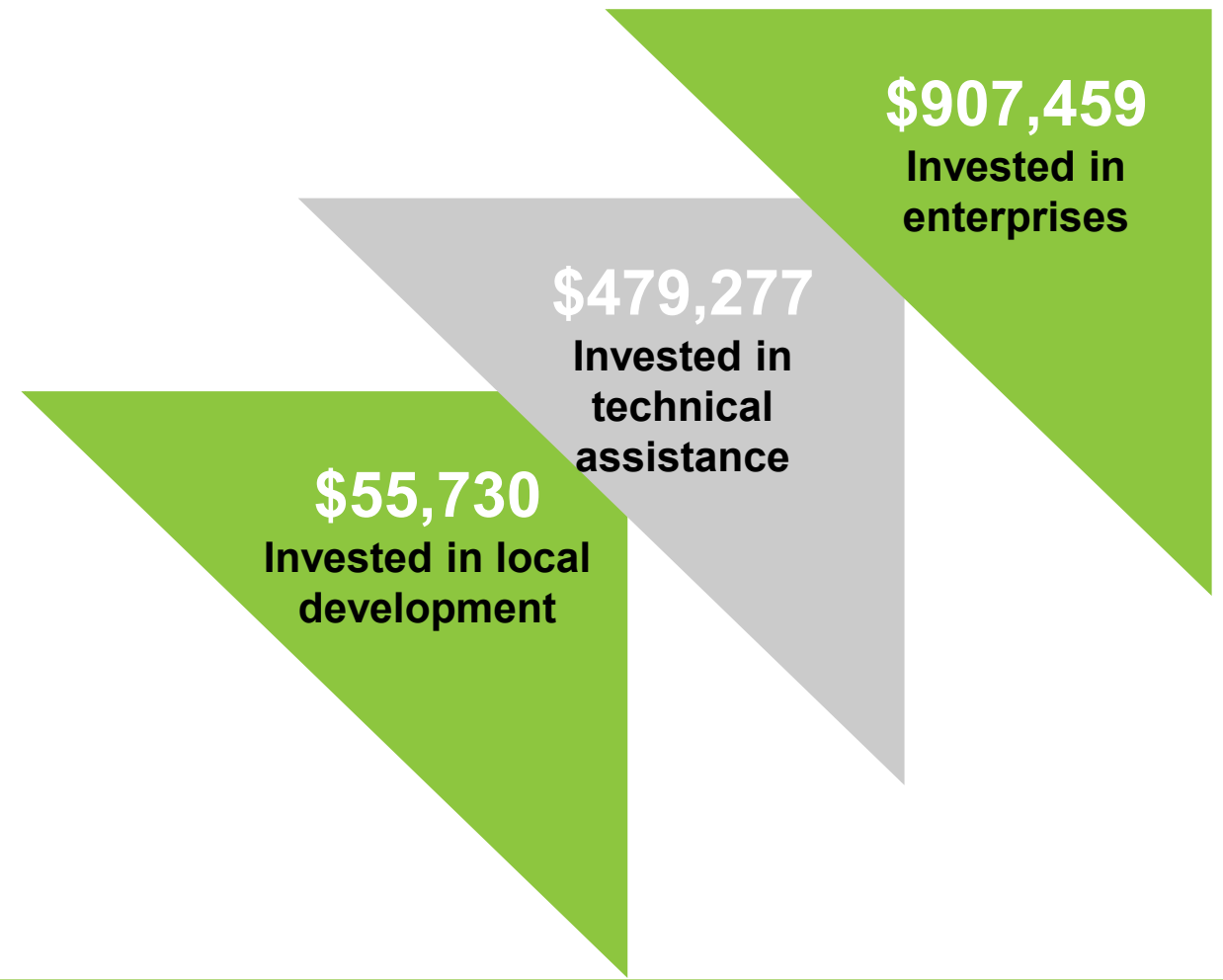
Our focus for 2022-2023 is to drive forward our new *Green shift* program, intensify our support for current and future clients, continue our partnerships and raise awareness about everything we do.

# 2021-2022 RESULTS

Financing	Loans
Investment fund	\$562,959
Youth strategy fund	\$323,500
Regional recovery support fund (FARR)	\$21,000
Technical assistance	Contributions
PDC – Contributions – AT	\$12,595
Green shift	\$9,728
Structuring technical assistance (ATS)	\$456,954
Local development	Contributions
Local intervention measures (MIL)	\$49,629
PDC – Contributions – DL	\$6,101

## ANNUAL INVESTMENTS TALLING

**\$1,442,466**

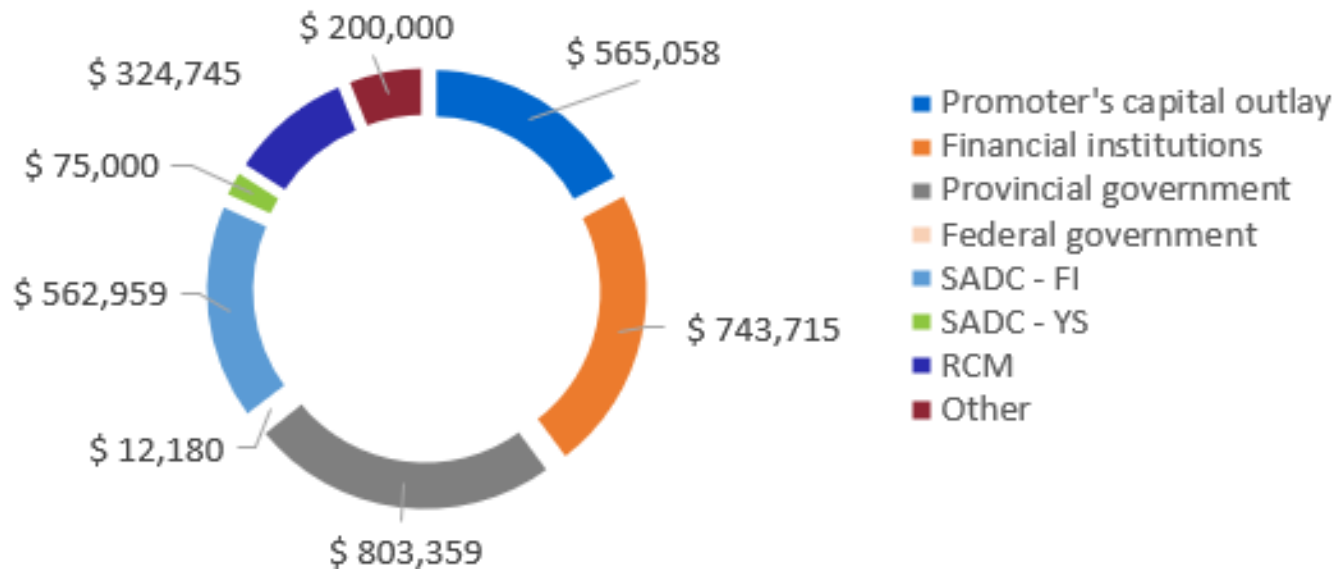


# FINANCING Investment fund

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 **\$562,959**  
was invested in enterprises located in the area  
served by the SADC.

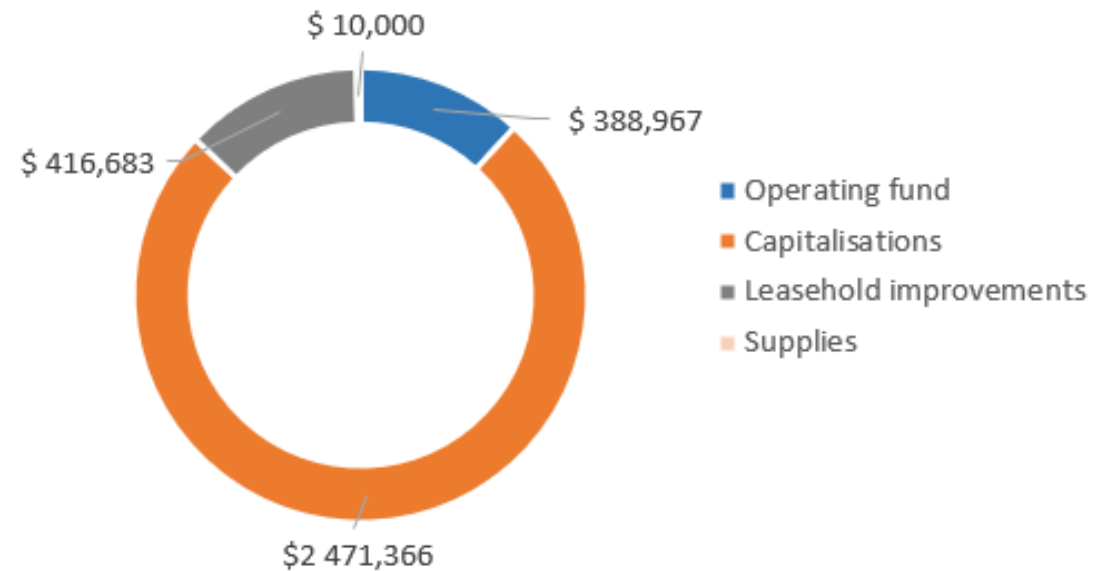
## INVESTMENT LEVERAGE EFFECT



**11** loans were granted to **11** enterprises.

More than **\$3.2 million**  
was invested in enterprises located in the MRC du Rocher-Percé.

## TOTAL DETAILED COSTS OF PROJECTS



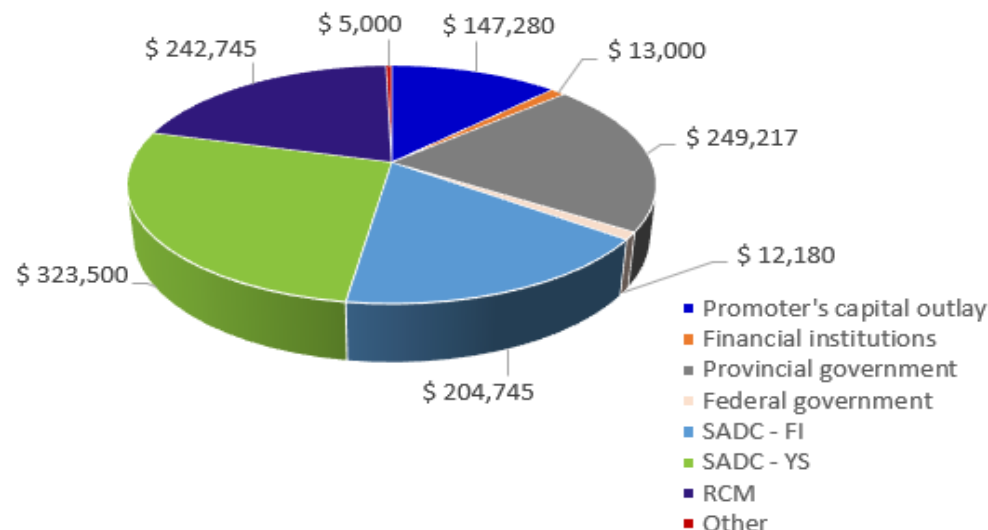
**53** jobs created or maintained

# FINANCING 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  
**\$323,500**  
were granted to young entrepreneurs  
by the SADC.

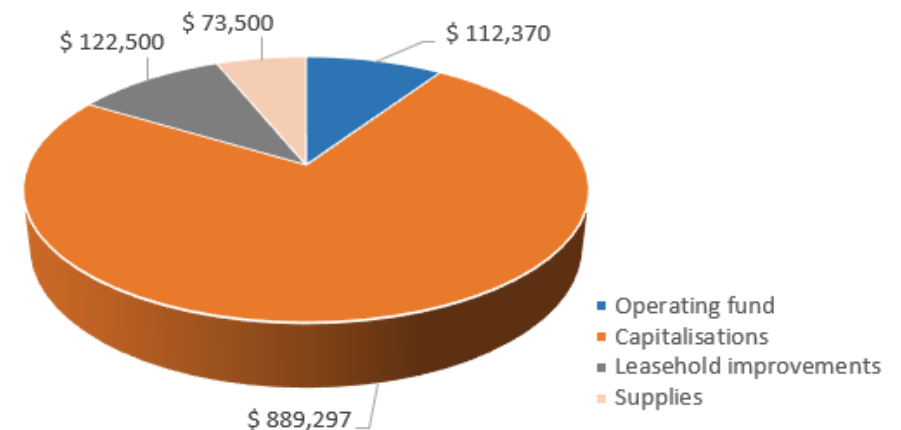
## INVESTMENT LEVERAGE EFFECT



**15** loans were granted to **14** enterprises

A total of  
**more than \$1.2 million**  
was invested in enterprises owned by young  
people.

## TOTAL DETAILED COSTS OF PROJECTS



**40** jobs created or maintained



# FINANCING cont.

Annual investments of **\$886,459**

**Primary**  
**\$202,514**

**Start-ups and acquisitions**  
**\$450,745**

**Secondary**  
**\$321,745**

**Expansion and modernisation**  
**\$435,714**

**Tertiary**  
**\$362,200**



# REGIONAL RELIEF AND RECOVERY (RRRF)

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

## Overview of SADC interventions in 2021-2022 as part of RRRF-PDC

**2** loans were granted to **2** enterprises

**\$21,000** invested

**4**

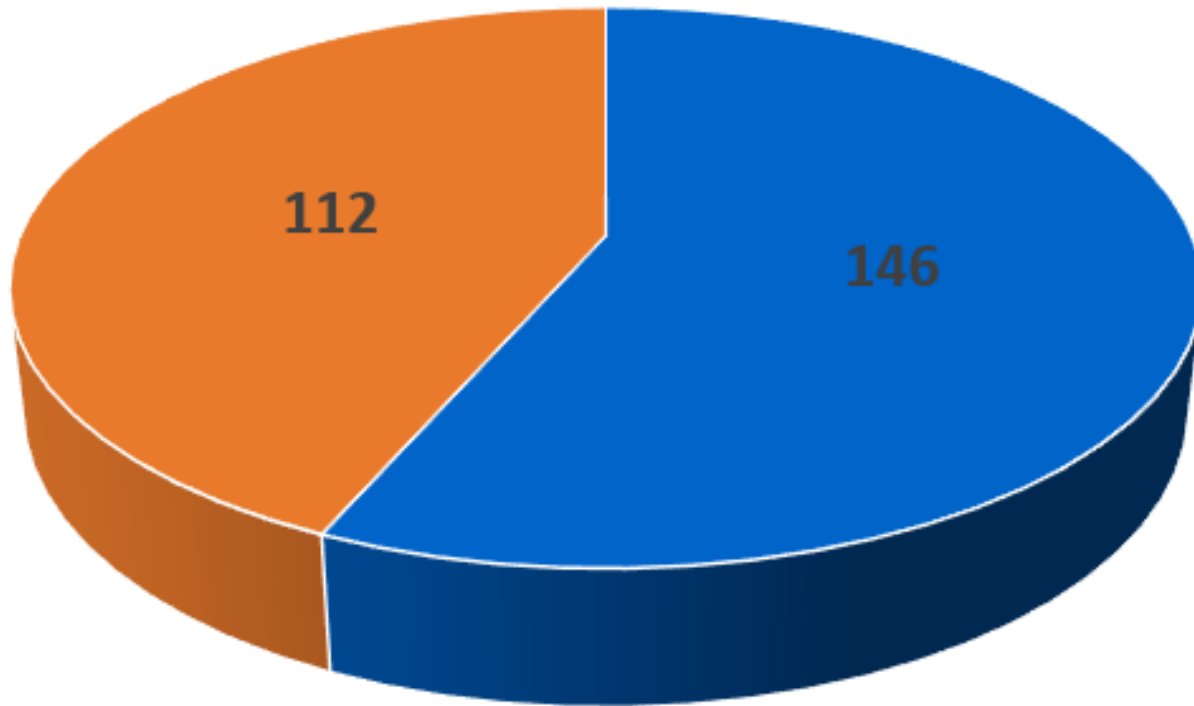
Jobs created  
or maintained



Boutique Ariane Turbide  
Photo credit: Janot Lévesque

# BREAKDOWN OF INVESTMENT PORTFOLIOS

As of March 31, 2022



■ Loans ■ Entreprises

**\$4,626,391**

PORTFOLIO TOTAL AS OF MARCH 31, 2022





## 2021-2022 COMMUNITY DEVELOPMENT

**\$535,007** invested in the form of non-refundable contributions

### Local economic development

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

This component is supported by our business lines and mentoring.

**\$55,730** invested in **9** projects

### Structuring technical support

The tailor-made, personal consultancy service enables entrepreneurs to make the best decisions to deal with the challenges they face. The technical support provided allowed small businesses in the region affected by COVID-19 to call on the services of specialised experts to carry out structuring projects.

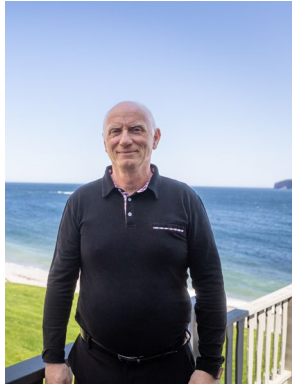
**\$479,277** invested in **28** projects





# STRUCTURING TECHNICAL SUPPORT

*Riôtél Percé*



*Base plein air  
de Bellefeuille*



*Gestion Nordet inc.*

*Lelièvre Lelièvre et  
Lemoignan Itée*



*Flocon de sel Gaspésien*



*Microbrasserie Pit Caribou*



*Groupement Forestier  
Rocher Percé inc.*



*Grande-Rivière  
community television*



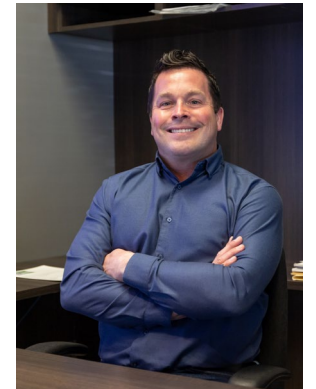
*Regroupement des pêcheurs*



*Motel Fraser*



*Hôtellerie F.N.P. inc.*



*N. & R. Duguay Construction inc.*

# LIST OF RECIPIENTS OF NON-REFUNDABLE CONTRIBUTIONS

Base plein air de Bellefeuille

Boutique Ariane Turbide

Camp de Base Coin du Banc inc.

CJE Option emploi du Rocher-Percé

Club nautique de Percé

Corporation du Bourg de Pabos inc.

Courant culturel Rocher-Percé

El' Bourgot

Événements Gaspésia

Flocon de sel Gaspésien

Gestion Nordet inc.

Groupement forestier Rocher Percé inc.

Hôtellerie F.N.P. inc.

La Gamme

Lelièvre Lelièvre et Lemoignan Itée.

Les Excavations HL inc.



*Camp de Base Coin du banc inc.  
Photo credit: Janot Lévesque*

Les Industries Mercier et Frères inc.

Les Produits TAPP inc.

Le Regroupement des pêcheurs  
professionnels du Sud de la Gaspésie inc.

Marché Blais inc.

Microbrasserie Pit Caribou

Motel Fraser

Moteurs C-A inc.

N. & R. Duguay Construction inc.

Plomberie de la Baie inc.

Produits Cocall inc.

Riôtel Percé

SFTEK

Télévision communautaire de Grande-  
Rivière

Tourisme et commerce MRC le Rocher-  
Percé inc.

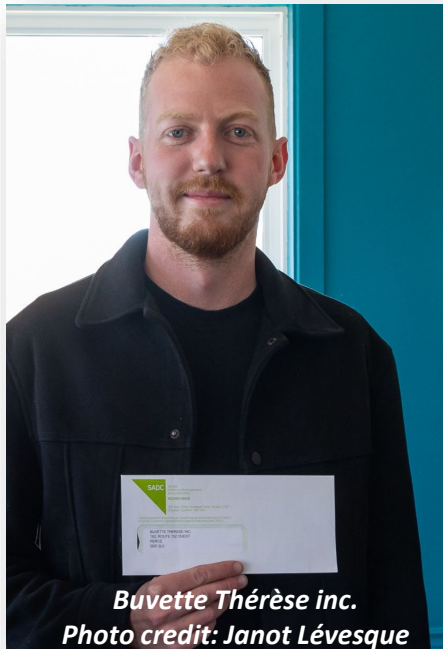


# COLLABORATIONS



## Awareness raising campaign

In collaboration with the Restigouche CBDC, we took part in an awareness campaign aimed at including people with disabilities in the workplace. Entrepreneurs were informed and a web toolkit was made available.



## Other local development projects and initiatives TO WHICH WE HAVE CONTRIBUTED

- Salon Fourchette Bleue
- Novembre numérique
- Défi Oseprendre
- CASA project
- Financial forecast software – Mallette
- Website creation – Comité de développement de Barachois et les environs





# INNOVATIONS

NOUVEAU!

Ressource aux entreprises

[www.routedelentrepreneur.com](http://www.routedelentrepreneur.com)

NEW!

Resource for enterprises

15



La route de  
l'entrepreneur

The road to  
entrepreneurship

une initiative de

RESEAU DES  
SADC  
+CAE

Produced in collaboration with other SADCs in Quebec, the *Road to entrepreneurship* website helps entrepreneurs who want to start up, buy an SME or take over a family business, or who are looking for sound advice on growing, financing or even selling their business.



Over the next 2 years, the *Green shift* program will enable the SADC du Rocher-Percé to stimulate the integration of sustainable development into the regional ecosystem with the support of specialised experts. This will enable businesses seeking to improve their environmental and economic performance to adopt eco-responsible practices.

# GOVERNANCE Volunteer Board of Directors



Aurèle Doucet  
Chair



Édith Arbour  
Vice Chair



Samuel M.-Laflamme  
Secretary-Treasurer



Michel Gionest  
Administrator



Henri Grenier  
Administrator



Lianne Dallaire  
Administrator



Jean-Yves Abdelnour  
Administrator



Isabelle Jalbert  
Administrator

## 2021-2022



Sylvain Rehel  
Administrator



Linda Cuvier  
Administrator



Daniel Desbois  
Administrator



Sébastien Daignault  
Administrator



Alexandre Bouchard  
Administrator

# 1

ANNUAL  
GENERAL  
MEETING

# 7

BOARD  
MEETINGS

# 11

EXECUTIVE  
COMMITTEE  
MEETINGS

# 295

Hours invested by our volunteers



# SADC TEAM



**Marise Lelièvre**

General Manager  
mlelièvre@sadcrp.ca  
418 689-5699 ext. 202



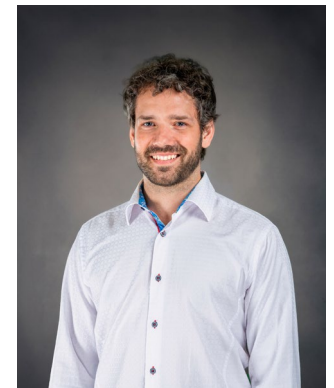
**Marthe Larocque**

Administrative Support  
info@sadcrp.ca  
418 689-5699 ext. 200



**Roxane Berger**

Business Coach  
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418 689-5699 ext. 203



**Dominic Gaudreau-Reid**

Business Coach  
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 [SADC.Rocher.Perce](https://www.facebook.com/SADC.Rocher.Perce)

[www.sadcrp.ca](http://www.sadcrp.ca)

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  
économique Canada  
pour les régions du Québec

Canada Economic  
Development  
for Quebec Regions

*Crédit photo : Janot Lévesque*