



SADC

Société
d'aide au développement
de la collectivité

DU ROCHER-PERCÉ

2022-2023

ANNUAL REPORT



Aurèle Doucet

Message from the Chair

I'm always honoured and privileged to be able to count on your support as chair and thus pursue our mission, to provide support and financing to help our RCM's businesses and support the economic development of our community.

The financial year ending March 31, 2023 marks a new high for our organisation. You'll be able to see for yourself when our general manager presents the annual report, with her usual enthusiasm...

Thank you to Canada Economic Development for adding new projects and trusting the SADCs to manage them. It was no mean feat for the team to deliver them on very tight, unplanned timelines. Of course, a major asset contributing to the success of the organisation is the team dedicated to the advancement and completion of the various projects.

The board of directors strongly supports any project that enables the SADC to anticipate and react to changes and so, maintain its unfailing capacity to intervene.

The year 2023-2024 marks the renewal of our CED funding. We have an exceptional record of success in the economic development of our RCM and the achievements of the CFP (*Community futures program*). To ensure that this renewal meets our needs and those of our community, a select committee has been formed within the SADC network to work on the renewal process. I'm pleased to confirm that I've agreed to be part of it, and to put in the time and energy needed to achieve the best possible outcome.

With many projects underway and more to come, rest assured that your SADC will be here to support you, whatever the issues and challenges!

Message from the General Manager

WE'RE HERE FOR YOU!

The SADC team evolves constantly. Indicators such as team spirit, the relationship with the manager, the work environment, personal and professional development, psychological safety and personal values are all present in our organisation. It is largely thanks to the team's advanced level of connection and their mobilisation that I am able to report to you that we have achieved the various objectives of the action plan we set for ourselves at the beginning of the year.

Surpassing the \$800,000 target we established for our main line of business – financing, we invested \$912,989 in the region's businesses. Of the 20 companies supported by the regular investment fund and the youth strategy fund, 16 are new clients. In the last quarter of the year, we once again demonstrated our agility and ability to deliver a project in a very short period of time. In fact, 17 businesses and organisations benefited from non-repayable contributions totalling \$270,947 via the *Small rural tourism business support project* (SRTBSP). This project aims to support the tourism sector, which was one of the hardest hit by the COVID-19 pandemic.

In local economic development, the involvement of our mentors and the various forms of support we provide to promising community projects led to the allocation of an additional contribution of \$15,000, which was added to our annual \$40,000 contribution under the *Local intervention measure*.

Teamwork! To stand out, you have to do things differently. Thanks to the SADC's skilled advisors, we have been able to offer our clients more advisory services than ever before. Our local partnerships led to the launch of the first cohort of our ABCs of Financial Management and Bookkeeping project, with 15 people participating. Finally, the support and involvement of external resources enhanced the technical assistance services we were able to offer our clients.

For the second year in a row, we received funding under the *Green shift* program. Three projects met the eligibility criteria for 2022-2023, with contributions split almost equally between local economic development (LED) and technical assistance (TA).

I hope that I can keep the flame burning in every member of my team, and that the team will continue to support me for a long time to come as I forge ahead to build the organisation.



Marise Lelièvre

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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

GOVERNANCE

2022-2023 Volunteer board of directors



Aurèle Doucet
Chair



Michel Gionest
Administrator



Lisanne Dallaire
Administrator



Sébastien Daignault
Administrator



Rémi Plourde
Administrator



Édith Arbour
Vice Chair



Sylvain Rehel
Administrator



Henri Grenier
Administrator



Isabelle Jalbert
Administrator



Samuel M.-Laflamme
Secretary Treasurer



Linda Cauvier
Administrator



Daniel Desbois
Administrator



Alexandre Bouchard
Administrator

1

Annual General
Meeting

7

Meetings of the
board of directors

12

Meetings of the
executive
committee

483

Hours invested by our volunteers

2022-2023 RESULTS

FINANCING	LOANS
Investment fund	\$668,129
Youth strategy fund	\$244,860
Small rural tourism business support project (SRTBSP)	\$270,947
TECHNICAL ASSISTANCE	CONTRIBUTIONS
CDF-Contributions-TA	\$19,277
Green shift	\$30,440
LOCAL DEVELOPMENT	CONTRIBUTIONS
Local intervention measures (LIM)	\$55,000
Green shift	\$28,060

Total annual investments of

\$1,316,713

\$1,183,936

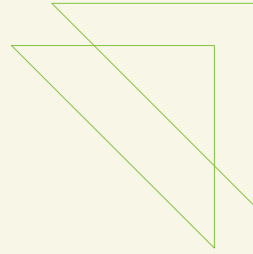
Invested in businesses

\$49,717

Invested in technical assistance

\$83,060

Invested in local development



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**.



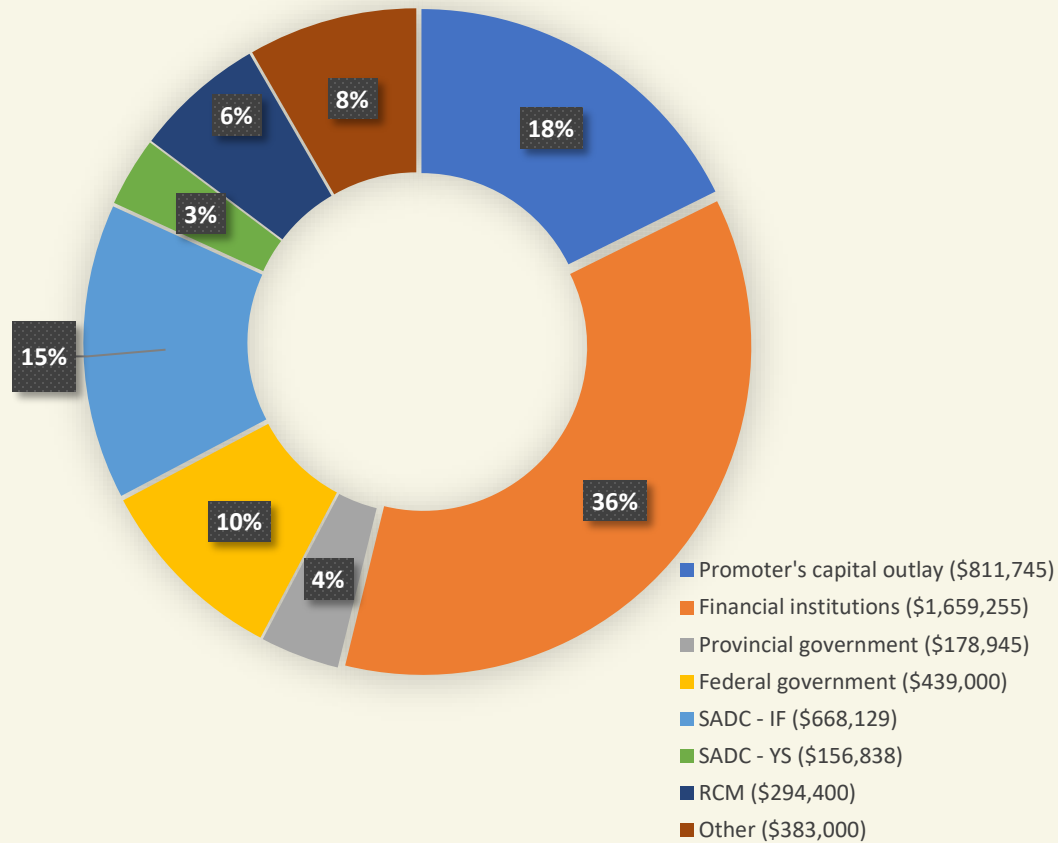
12 loans granted to
12 enterprises



75
Jobs created or maintained

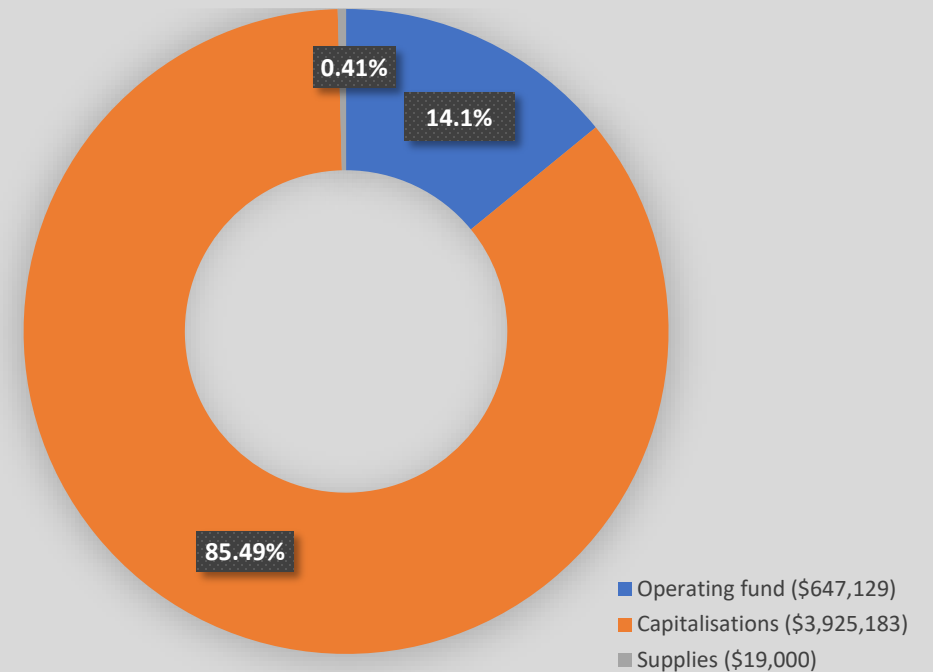
An amount of **\$668,129**
was invested in businesses located in
the area served by the SADC.

INVESTMENT LEVERAGE EFFECT



Over \$4.5 million
was invested in businesses in the MRC du Rocher-Percé.

DETAILED TOTAL PROJECT COSTS





FINANCING – *Youth strategy fund*

The SADC *Youth strategy fund* provides financial assistance in the form of personal loans 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.



10 loans granted to
8 enterprises

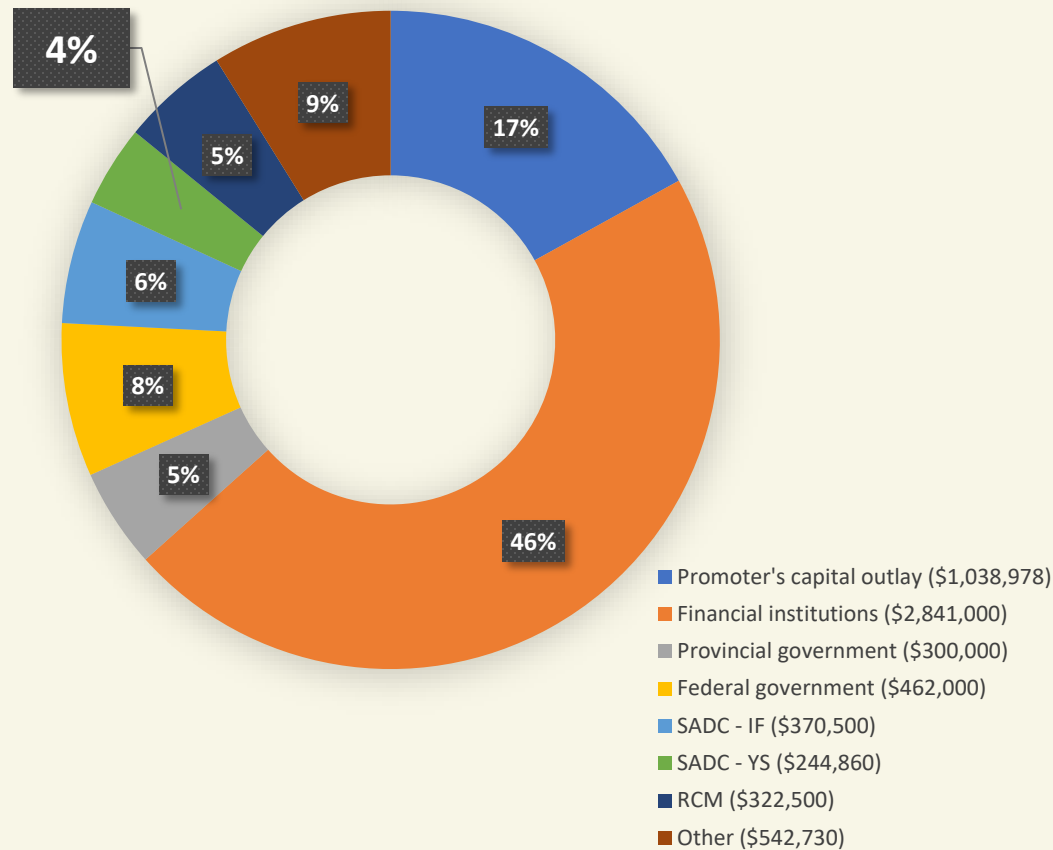


30
Jobs created or maintained

\$244 860

granted to young entrepreneurs in the
area served by the SADC

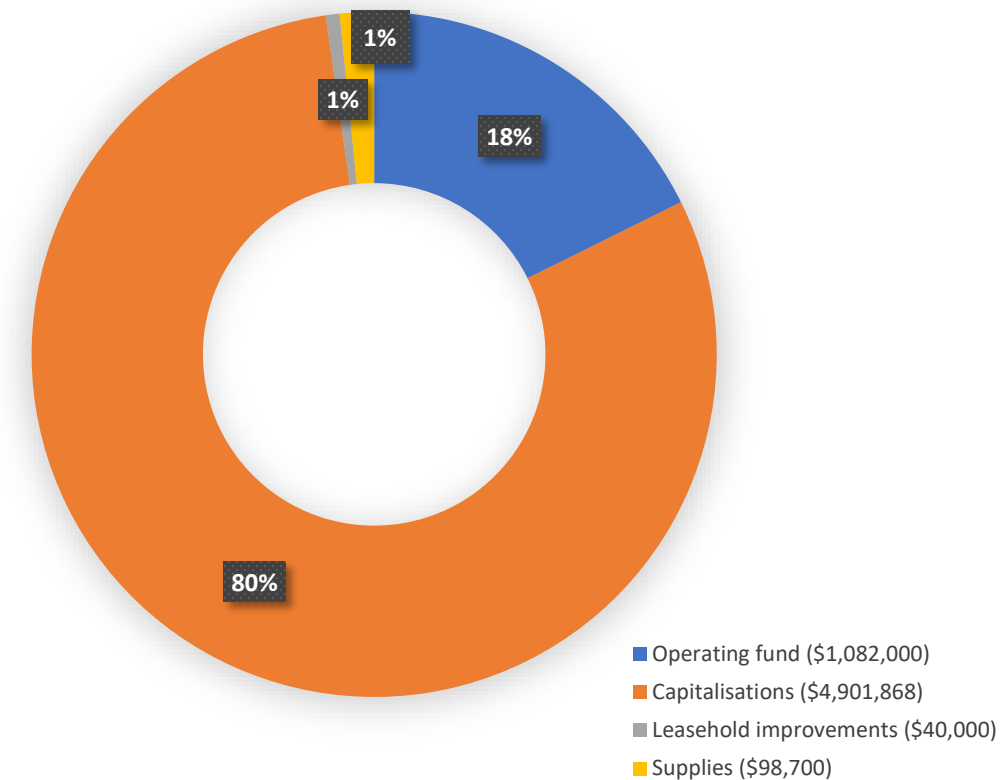
INVESTMENT LEVERAGE EFFECT



More than \$6.1 million

invested in businesses owned by young entrepreneurs

TOTAL DETAILED PROJECT COSTS





Annual investments of \$912,989

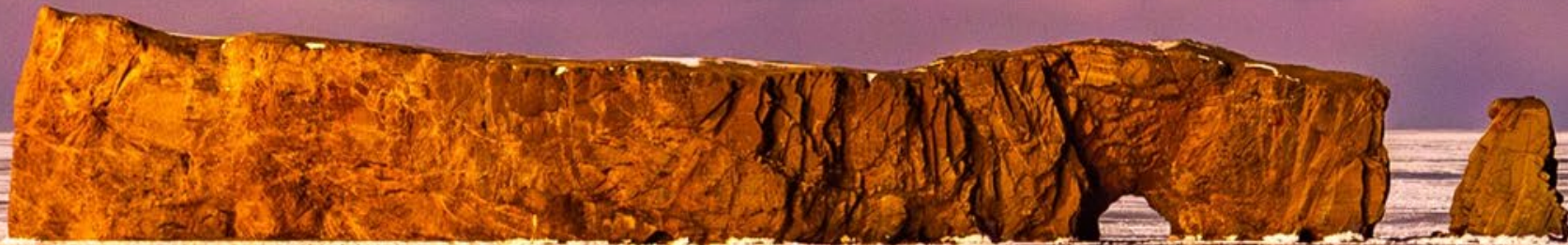
Primary
\$190,000

Secondary
\$15,000

Tertiary
\$707,989

Start-up and acquisition
\$657,360

Expansion and modernisation
\$255,629



SMALL RURAL TOURISM BUSINESS SUPPORT PROJECT

The aim of this project was to enable SADCs and CAEs to provide non-repayable contributions to support small rural tourism businesses in carrying out minor investment projects enabling them to adapt or develop their products and services to meet customer needs and so, support their development and seize opportunities offered by the recovery in tourism.

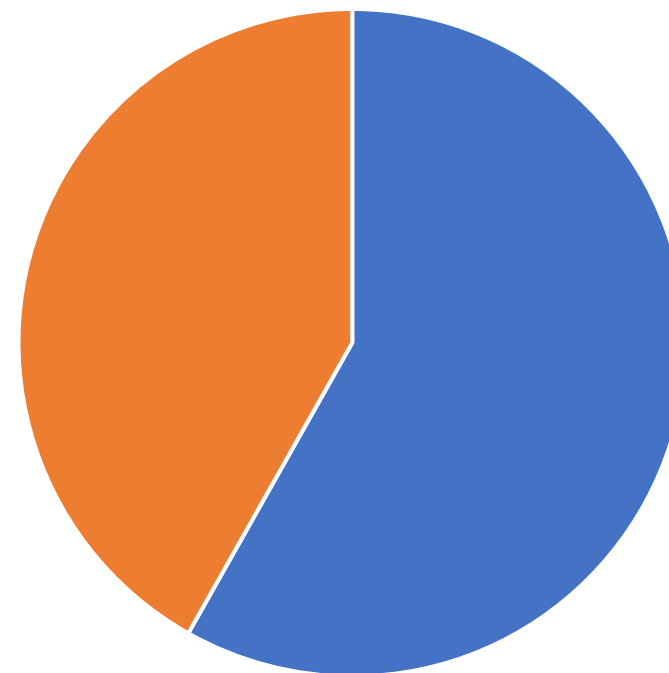
A total amount of **\$270,947** was approved for **17 enterprises**.





BREAKDOWN OF INVESTMENT PORTFOLIOS AS OF MARCH 31, 2023

\$4,646,550



■ Loans (153) ■ Enterprises (110)

2022-2023 COMMUNITY DEVELOPMENT

\$74,277 INVESTED IN THE FORM OF NON-REPAYABLE CONTRIBUTIONS

Local economic development (LED)

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.

\$55,000 invested in **5** projects

Technical assistance (TA)

The tailor-made consultancy service provides businesses, including not-for-profit organisations, with support for a range of business-related issues. In 2022-2023, one of the 5 projects was the first cohort of the ABCs project, with alone provided coaching for 15 businesses.

\$19,277 invested in **5** projects



List of recipients of non-repayable contributions in 2022-2023

TOURISME ET COMMERCE MRC LE ROCHER-PERCÉ

Networking activity during a golf tournament
for business people and tourism operators

My purchases just steps away

Zec des Anses

Recreational tourism project to
develop the zone's territory

CORPORATION DU BOURG DE PABOS INC.

Winter adventure fun trail

LES ENTREPRISES RACHEL MONNIER INC.

BDC consulting services – Sales
and marketing for small
enterprises

S.C. Services de Comptabilité

Professional notary fees -
Expansion project

CORPORATION DU BOURG DE PABOS INC.

La bande à Paul coaching services – Preliminary concept
in view of an MCCQ grant application

NATH & COMPAGNIE

Professional fees for a business management
consultation – Structuring and optimising
management

2022-2023 MENTORS

Jean-Yves Abdelnour



Nadia Minassian



Jocelyn Tennier



Dominic Nicolas



Programme d'accélération
du développement durable
des régions du Québec

VIRAGE>

VERT

SADC
+CAE



Microbrasserie Pit Caribou thanks the SADC for its support for a project that will enable the company to reduce its environmental footprint while continuing to increase production.

2022-2023 GREEN SHIFT PROGRAM

\$58,500 invested in the form of non-repayable contributions

For the second year running, the *Green shift program* has enabled the SADC du Rocher-Percé to concretely stimulate the integration of sustainable development into the regional ecosystem

Local economic development (LED-SD)

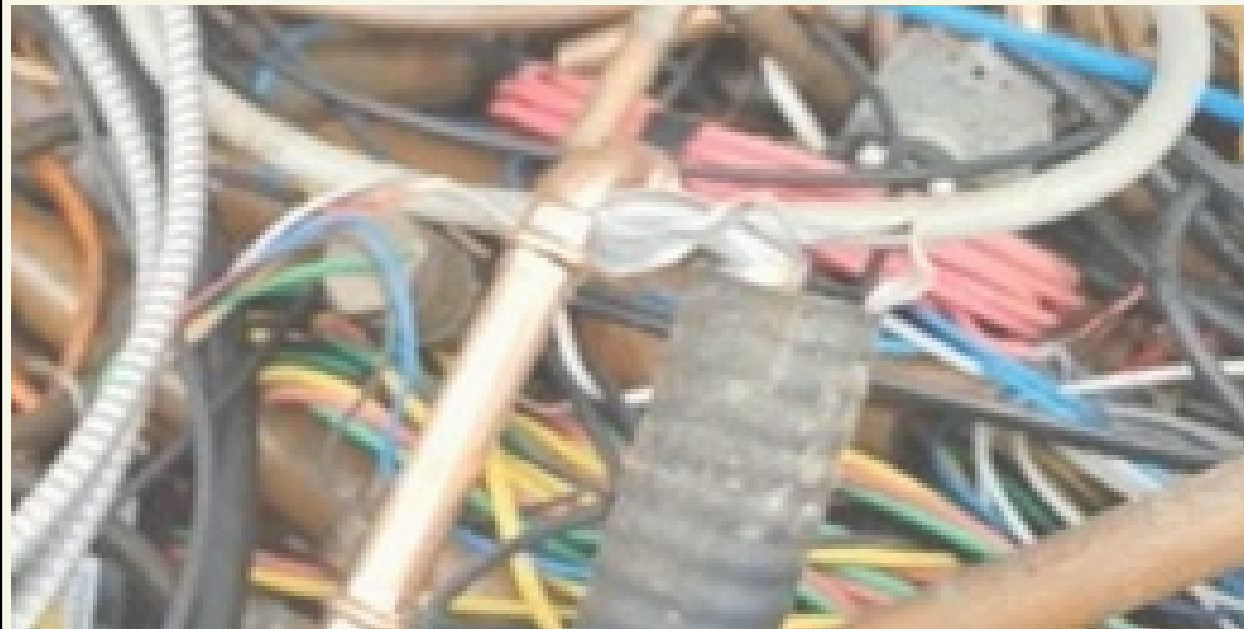
Provide SADCs and CAEs with the means to carry out successful initiatives or the initiatives of their partners to which they contribute.

\$28,060 invested in **1** project

Technical assistance (TA-SD)

Provide specialist external expertise to help companies seeking to improve their environmental and economic performance to go further in their process of adopting structurally sound eco-responsible practices and implementing clean technologies.

\$30,440 invested in **2** projects

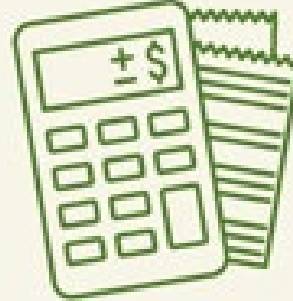


COLLABORATIONS

OTHER LOCAL DEVELOPMENT PROJECTS AND INITIATIVES TO WHICH WE HAVE CONTRIBUTED



INNOVATION



New!

Two new services for enterprises:
Accounting ABCs
and
Bookkeeping ABCs

To improve your accounting independence and reduce financial risks,
call us at 418-689-5699.

Avec la participation financière de :

Québec



Desjardins



Canada Développement économique Canada pour les régions du Québec

ACCOUNTING ABCs

16 hours of personalised one-to-one coaching with an experienced consultant for small business owners (including not-for-profit organisations). This training helps participants understand the usefulness of their financial statements, measure their financial performance using data, compare their financial statements with established models, track their figures to better manage their business, and analyse projects based on their financial data.

11 enterprises took part in this training experience.



ACCOUNTING ABCs

25 to 35 hours personalised one-to-one coaching with an experienced consultant for the person responsible for bookkeeping at a small business (including not-for-profit organisations). This training will enable them to detect inconsistencies and discrepancies immediately, control cash flow (liquidity), sales invoices, expense invoices, bank statements (bank reconciliation, etc.), payroll and manage tax rebates and deductions at source.

4 enterprises took part in this training experience.



2023-2024 PROGRAM

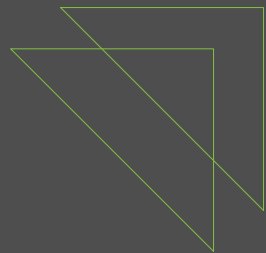
Provide advisory services to clients, in particular through the mentoring unit and the training initiatives, the ABCs of financial management and the ABCs of bookkeeping.

For the 3rd year running, the SADC has obtained an increase in its budget to support the **practical integration of sustainable development into the regional ecosystem**. By means of a non-repayable contribution, specialist experts can be hired to provide support to businesses seeking to improve their environmental and economic performance and adopt eco-responsible practices.

In partnership with the ICT Technocentre Gaspésie-île-de-la-Madeleine and the MRC du Rocher-Percé, the SADC will be contributing financially to help 5 businesses adopt digital technologies and services, making them more competitive and boosting their sales.

Update SADC du Rocher-Percé in-house policies





SADC team 2022-2023



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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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pour les régions du Québec

Canada Economic
Development
for Quebec Regions



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