SADC

Société
d'aide au développement
de la collectivité

CÔTE-NORD

2016-2017 ANNUAL REPORT

Photo : Christine Blaney

COMPLEXE AGARA - Josée Leblanc, Owner

WORD FROM THE PRESIDENT

Dear members,

We are pleased to present to you the SADC 2016-2017 Activity Report.

While our mission is to actively participate in the economic development of our vast territory, we can safely say, after reading this report, that we have achieved our goal. We have invested $ 2 044 150 in 44 projects in diversified industries such as retail, restaurant services, manufacturing and construction, helping create or maintain more than 250 jobs.

This achievement is mostly due to the work of our staff : Annick, Suzy, Gabrielle, Véronik, Karianne, Christine and Émilie who have tirelessly carried out their projects. Their attentiveness, devotion and involvement with the different communities of this territory have created great credibility among the business people and economic players. Without their endless efforts, many projects would not have not seen the light of day.

Let us not forget the contribution of the board members who did not hesitate to get involved and share their knowledge, experience and expertise. Over the course of the year, the board members have taken part in two working committees devoted to creating a very visible organization capable of meeting the needs of its entrepreneurs and finding solutions to address their specific challenges.

I am convinced that the efforts witnessed this past year will make the SADC, already known for its excellent work, a staple of local economic development.

Serge Dubois, President

WORD FROM THE EXECUTIVE DIRECTOR

After reading these pages, pride and team engagement are clear stand outs.

The SADC wants to become a strategic partner in the regional innovation and economic diversification of its territory. So once again, mission **ACCOMPLISHED** !

This achievement has been possible thanks to the commitment of its members who adapt to change and help entrepreneurs carry out their project. I would like to personally thank Gabrielle, Véronik, Christine, Karianne, Émilie and Suzy. **Thank you**. What a dream team.

The entrepreneur is our key priority and I am convinced that the SADC will be able to support promising projects and remain a leader in the innovative economic development of our beautiful North Shore.

Fishing, biofood, tourism, the development of anglophone and aboriginal communities, as well as entrepreneurship renewal have been identified as key sectors. We will continue to work twice as hard to become a benchmark organization in these important areas.

I would also like to thank my board members. Your involvement and precious collaboration are essential in achieving these goals.

Thank you for contributing to the visibility of the North Shore.

And to you, dear entrepreneurs, and to those who aspire to join their ranks, thank you for believing. Thank you for promoting this vitality.

Let us all continue to dare, innovate, imagine and undertake !

Annick Thibouthot, Executive Director

SADC CÔTE-NORD

390 HOURS
IN EMPLOYEE TRAINING AND DEVELOPMENT

+ In social network management
+ In labour law
+ In taxation
+ In finance

16 000 $
IN THE SUPPORT OF SMALL ENTERPRISES

+ In entrepreneurship
+ In innovation
+ In e-commerce
+ In sustainable development

The SADC compensates for its greenhouse gas emissions by contributing to a local environmental organization the equivalent of

420 RYEGRASS
PLANTS.

The SADC team is also committed to planting the ryegrass on a voluntary basis.

1 400 HOURS
OF SME SUPPORT

144
IN HOURS OF
BOARD MEMBER INVOLVEMENT

+

228
IN HOURS OF
TEAM MEMBER INVOLVEMENT

SATISFACTION
SURVEY

RESPONDENTS HAVE DESCRIBED THEIR EXPERIENCE AND THE SADC TEAM AS :

- **EFFICIENT**
- **ACCESSIBLE**
- **COMPETENT**
- **HUMAN**

MISSION

+ Support the economic development of the North Shore.

VISION

+ Be a strategic partner when it comes to regional innovation and sustainable economic diversification amongst its communities and businesses.

VALUES

+ Engagement
+ Adaptability
+ Innovation
+ Partnership
+ Professionalism

SERVICES

+ Funding and technical support for local development and business projects.

2016-2017 STRATEGIC PLAN

NICHE

+ TOURISM
+ BIOFOOD INDUSTRY
+ FISHING INDUSTRY
+ ENTREPRENEURSHIP
+ ANGLOPHONE AND ABORIGINAL COMMUNITIES

TARGET 1

Support the development of entrepreneurship on the SADC Côte-Nord territory.

+

1.1

Optimize our services in the field

+

1.2

Contribute to the creation and consolidation of regional businesses

TARGET 2

Support the local economic development of our communities

+

2.1

Contribute to local economic growth

+

2.2

Position the SADC as a strategic development partner

TARGET 3

Maintain the organizational and economic development of the SADC

+

3.1

Develop and manage human resources

+

3.2

Achieve balanced financial results on substantive activities

+

3.3

Support and encourage board member mobilization

TARGET 4

Increase the SADC's visibility and positioning

+

4.1

Develop a marketing strategy

+

4.2

Maintain services to SME's

+

4.3

Maintain services to partners and aboriginal communities

IN PROGRESS

+ Policy regarding social network use
+ 1% of payroll expenses devoted to employee training

TRAINING

+ In management of a Facebook page and content creation for SME's and NPO's
+ In entrepreneurship renewal
+ In circular Economy
+ In governance

NEW LOANS

+ Biofood & seasonal
+ Business start-up

BUSINESS DEVELOPMENT

INVESTMENTS
$ 2 044 150

FINANCIAL LEVERAGE
$ 8 271 504

SADC CÔTE-NORD

2016-2017

+ 44 PROJECTS

14 YOUTH STRATEGIES

9 SUCCESSIONS

TYPE OF FINANCING

- Expansion **43 %**
- Succession **25 %**
- Innovation **5 %**
- Start-up **27 %**

ACTIVITY SECTORS

- Service **43 %**
- Industrial **18 %**
- Fishing and biofood **7 %**
- Retail **23 %**
- Restaurant services **9 %**

30 Projects from the Regular Investment Funds

14 Projects from the Youth Strategy Funds

70 Jobs created

185 Jobs maintained

207 Active files

60 Technical help projects

More than **1400** hours of support

1.08 % Loss rate

Portfolio value of **$ 5 200 000**

CONTRIBUTIONS

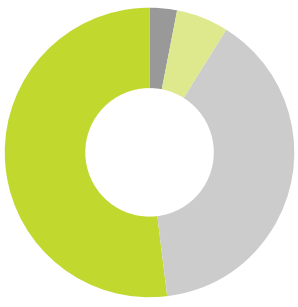
+ Table ad hoc tourisme Minganie
+ CA Réseau RH
+ Comité croisières de Sept-Îles
+ Comité entrepreneurial de Sept-Îles
+ Comité du concours entrepreneurial Les Dragons
+ Comité de relance économique de La Tabatière
+ Colloque RH
+ Table de concertation en matières résiduelles
+ Les Nord-Goûteurs
+ Comité des permanents du Réseau SADC
+ Optimisation Tourisme Basse-Côte-Nord
+ Coopérative jeunesse de service de Sept-Îles, Les pieuvres à l'oeuvre
+ CA Jeune chambre de commerce de Sept-Îles
+ CA Table bioalimentaire Côte-Nord
+ Savoir Affaires Tremplin vers le Nord
+ Gala des entreprises de Port-Cartier
+ Dîner des intervenants socio-économiques
+ CA Carrefour jeunesse emploi de Duplessis

COMMUNITY DEVELOPMENT

FINANCIAL SUPPORT GIVEN
$ 39 324

FINANCIAL LEVERAGE
$ 1 050 030

ALLOCATION FUNDS



- Visibility agreement **6 %**
- OLA **39 %**
- LED **52 %**
- SME training **3 %**

LOCAL ECONOMIC DEVELOPMENT FUNDS

- Sensitization to entrepreneurship **19 %**
- Biofood industry **23 %**
- Fishing industry **12 %**
- Aboriginal communities **15 %**
- Tourism **31 %**

OLA FUNDS

- Sensitization to entrepreneurship **14 %**
- Tourism **43 %**
- Biofood industry **29 %**
- Fishing industry **14 %**

All OLA funds are dedicated to the aboriginal and anglophone communities of our territory

31 Structuring projects

4 OLA Projects (anglophone and aboriginal communities development of the Golfe-du-Saint-Laurent RCM

20 Local Economic Development projects (LED)

3 Visibility Agreement Projects

4 SME training

BUSINESSES BOUND FOR SUCCESS

LOCAL ECONOMIC DEVELOPMENT

PÊCHERIES SHIPEK

Pêcheries Shipek is co-owned by the community of Pakua Shipu. It operates 6 fishing boats and owns Poissonnerie Fortier & Frères as well as the transformation plant of the same name. Pêcheries Shipek is also the initiator of many development projects that deal with multiple marine species.

"The SADC has allowed us to carry out the optimization of crab shelling using a high hydrostatic pressure technique. We have greatly appreciated their flexibility as well as how easily and quickly they have helped us in this endeavor. The team's vitality is an added bonus to the array of programs they offer."

- Guy Vigneault
Fishing Manager of the Ekuanitshit community

INVESTMENT FUNDS

BOÎTE À CLÉS

An entirely local communication company that proposes a variety of engaging and compelling key services in the following fields: internal and external communication, public affairs, community relations, writing and event management.

"We can humbly say that after only two years, Boîte à clés is the communication specialist for over more than 30 businesses and organizations on the North Shore. A dream that has become a reality namely thanks to the SADC's support."

- Arlène Beaudin and Natalie Rouleau
Co-owners

YOUTH STRATEGY FUNDS

ZONE VÉLO SKI

Zone Vélo Ski, a shop specialized in cycling and alpine skiing located in Sept-Îles, offers a personalized service and a complete array of products to meet the needs of the North Shore clientele.

"The SADC has been so helpful in our expansion project. After only one meeting, I knew they believed in my project and had pinpointed my exact needs. Follow-ups were efficient and the project saw the light quickly. I suggest to all future entrepreneurs to meet with the SADC team."

- Daniel Arseneault
Owner

SADC CÔTE-NORD

THE TEAM

Annick Thibouthot
Executive Director

Véronik Perreault
Project Officer

Christine Pinard
Corporate Advisor

Emilie Laverdière
Corporate Advisor

Suzy Tremblay
Executive Assistant

Karianne Jenniss
Administrative Assistant

Gabrielle Guérault
Corporate Advisor

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THE BOARD OF DIRECTORS

A Board of Directors composed of 12 elected members who manage the SADC Côte-Nord's activities. These committed volunteers come from the Sept-Rivières, Minganie and Golfe-du-Saint-Laurent RCM's. The board meets six times yearly. Here are the members of the SADC Côte-Nord Board of Directors for 2016–2017 :

Serge Dubois
President

Jean-Luc Burgess
Vice-president

Patrice Arseneault
Vice-president

Dominic Cormier
Treasurer

Jean Masse
Secretary

Serge Richard
Administrator

Berchmans Boudreau
Administrator

Raymond Chénard
Administrator

Marie Corbey
Administrator

Louisette Paul
Administrator

Réjean Dumas
Administrator

Marc Pelletier
Administrator

SADC
Côte-Nord

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Développement économique Canada appuie financièrement la SADC

Développement économique Canada pour les régions du Québec
Canada Economic Development for Quebec Regions

Photos : Christine Blaney