



# SADC

Société  
d'aide au développement  
de la collectivité

CÔTE-NORD

## ANNUAL REPORT 2020-2021

*"Le Comptoir Sushi à la maison is a take-out service that offers quality products and unparalleled customer experience. These original dishes are as appealing to the eyes as they are savory. The menu is mouth-watering: dreamy tartares, gourmet Poke Bowls, delightful appetizers and crazy Maki!"*

Thanks to the SADC, my dream of becoming an entrepreneur has come true. They have helped me reach my goals with confidence and reassurance. Thanks to this collaboration, I have been able to participate to the development of my city.

Photo: Christine Blaney

Maude St-Pierre Boudreau, Owner of Comptoir Sushi à la maison / Sept-Îles



## FROM THE PRESIDENT

Dear members,

As always, it is an honor and privilege as President to count on your support to pursue our mission, which is to sustain and stimulate local economic development, and remain a reference in regional development and sustainable economic diversification for North Shore businesses and communities.

The year 2020 started off strongly for the SADC Côte-Nord, then the whole planet was struck by the COVID-19 pandemic. Ever since, our team and SME's have been impacted by the ensuing health measures. The SADC Côte-Nord has worked relentlessly to inform and support its businesses during this crisis. Thanks to the Regional Relief and Recovery Fund, the SADC has assisted 88 local businesses for a total investment of \$2 720 697.

I would like to thank the Board members for their trust. The SADC has had huge success for many years. The team's work ethics and commitment also greatly contribute to the organization's achievements.

With all its ongoing and future projects, you can count on the SADC to support you, no matter the challenges and issues ahead.

**Nader Ghabi**, President



## FROM THE DIRECTOR GENERAL

2020 was an exceptionally difficult year for all our local businesses. Stakes were really high. Resilience, adaptation and agility are and have always been values and qualities that have accompanied us throughout our dealings with our entrepreneurs to seize every opportunity and progress.

I am so proud of my team! Women have different strengths but common goals that contribute to the delivery of programs and the support of promoters through all uncertainties. They have combined their strengths and been present more than ever. In writing these lines, we are already committed to supporting our businesses and strategizing to help them recover.

Let us not forget that a huge part of our organization's success is our Board of Directors. Its members are partners of choice throughout any adventure! We should be proud of our area's economic development. You can still count on the SADC this year whatever it may entail!

**Annick Thibouhot**, Director General

### MISSION

+ Stimulate community economic development through technical and financial services while fostering partnerships for the growth of local businesses.

### VISION

+ Become a reference in regional development and sustainable economic diversification with our community and local businesses.

### VALUES

+ Commitment + Performance + Agility  
+ Innovation + Pride

## BUSINESSES DESTINED FOR SUCCESS

### INVESTMENT FUNDS



Photo: Camerise Photo

#### MICROBRASSERIE LA MOUCHE

Proudly rooted in Natashquan, Brasserie La Mouche specializes in the concoction and production of accessible and refined beers. Each beer bears the name of a fishing fly, a traditional activity practised on our North Shore rivers. The craftsmanship and refinement of these small pieces of art are inspiring.

Five years ago, the SADC Côte-Nord witnessed the birth of Brasserie La Mouche. To this day, the energy, professionalism, and skills of the SADC's team has helped us reach our goals and develop our know-how.

**- Gabriel Turner**  
Owner

### YOUTH STRATEGY FUNDS



Photo: Christine Elie

#### BOUTIQUE ET CETERA

Boutique et cetera offers a variety of surprising decoration items, gift ideas, games and educational tools that will please the young and old..

"The SADC has supported us throughout the launch of our business, amidst the pandemic. What attention to detail and understanding of our needs. Their support has allowed us to ensure smooth operations. We thank them and are very grateful".

**- Eliane and Laurence Morais**  
Co-Owners

### REGIONAL RELIEF AND RECOVERY FUND



Photo: Emili Devaux-Alain

#### GREEN POINT OUTFITTERS

In business for 25 years, Green Point Outfitters is a Salmon Fishing club located on the St. Paul's River, Lower North Shore of Quebec. It's an excellent and pristine river for Atlantic Salmon. Packages are offered to fly fishermen all over the world.

In 2020, our business was struck by the Covid-19 pandemic. The team of SADC listened as we needed financial help. They were efficient and very easy to work with. I encourage young entrepreneurs to call the SADC team if they need assistance. They will not be disappointed. Thank you SADC.

**- James Thomas**  
Propriétaire

Visit [synergie138.ca](http://synergie138.ca)

for the 2020-2021 results of our circular economy division

[www.synergie138.ca](http://www.synergie138.ca)

## 2020-2021 RESULTS

INVESTMENTS

**\$ 4 031 763**

FINANCIAL LEVERAGE

**\$ 6 799 873**

**262** jobs created or maintained

**246** active files

**5** technical help projects

**10 %** loss rate

**123** Loans

**13** Youth Strategy

**5** Succession

**532 HOURS**  
IN SKILL  
DEVELOPMENT  
TRAINING

**765 HOURS**  
IN SME SUPPORT

STUDENT  
INTERNSHIP OF  
**102 HOURS**

**182 HOURS**  
IN BOARD OF  
DIRECTOR SESSIONS

**184 HOURS**  
OF TEAM  
COMMITMENT

## INVESTMENT AND YOUTH STRATEGY FUNDS

INVESTMENTS

**\$1 311 066**

**34** Loans

**21** projects from the regular investment funds

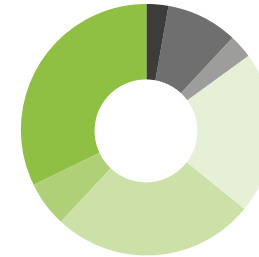
**13** projects from the Youth Strategic Fund

FUND DISTRIBUTION



■ Succession **18 %**  
 ■ Expansion **38 %**  
 ■ Start-ups **44 %**

BUSINESS SECTORS



■ Services **32 %**  
 ■ Construction **6 %**  
 ■ Retail **26 %**  
 ■ Restaurants **21 %**  
 ■ Manufacturing **3 %**  
 ■ Industrial **9 %**  
 ■ Tourism **3 %**

## REGIONAL RELIEF AND RECOVERY FUND (RRRF)

INVESTMENTS

**\$ 2 740 697**

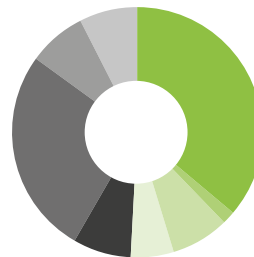
**89** Loans **62** recipient businesses

**30** SME **26** Sole ownership

**5** Partnership **2** NPO

**1** Coop

BUSINESS SECTORS



■ Services **39 %**  
 ■ Construction **2 %**  
 ■ Fishing and bio food industries **8 %**  
 ■ Retail **6 %**  
 ■ Restaurants **8 %**  
 ■ Tourism **29 %**  
 ■ Bio food **8 %**  
 ■ Fishing **8 %**

**RRRF**  
 TECHNICAL HELP IN  
 LOCAL DEVELOPMENT FUNDS

**\$ 290 437**

Helped finance, through a nonrecurring and one-time contribution, business professional fees to deal with the COVID-19 crisis.

**39** PROJECTS

■ **24** / Web  
 ■ **1** / Training  
 ■ **9** / New business practices  
 ■ **5** / Accounting & legal

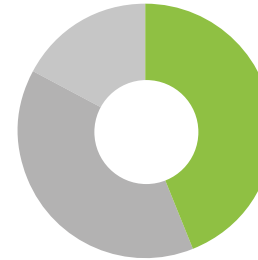
28 SEPT-RIVIÈRES | 8 MINGANIE  
 2 LNS | 1 CANIAPISCAU

# COMMUNITY DEVELOPMENT

FINANCIAL SUPPORT  
**\$ 105 875**

FUND DISTRIBUTION

- LIM **44 %**
- LED **39 %**
- OLA **17 %**



**LIM - LOCAL RESPONSE MEASURES**

**\$ 56 243**

Served to fund professional fees for community projects:

- Innovation // \$ 19 439
- Sustainable development // \$ 3 190
- Entrepreneurship awareness // \$ 1 000
- Skills training and development // \$ 12 614
- Ressources // \$ 20 000

**LED - LOCAL ECONOMIC DEVELOPMENT**

**\$ 35 896**

Served to fund professional fees for local businesses

- Tourism // \$ 2 816
- Entrepreneurship // \$ 13 139
- Innovation // \$ 11 899
- Skill development // \$ 8 042

**OLA - OFFICIAL LANGUAGES ACT**

**\$ 15 000**

Served to fund professional fees for the English and First Nations local businesses

- Tourism // \$ 1 963
- Language Adaptation // \$ 1 304
- Skill development // \$ 5 477
- Innovation // \$ 6 256

## CONTRIBUTIONS

- + Board of directors of the Réseau RH
- + Les Dragons Sept-Rivières Entrepreneurship Contest Committee
- + Committee of permanent members of the SADC and CAE Network
- + Socioeconomic Players Luncheon Committee
- + Board of directors for the Table bioalimentaire Côte-Nord
- + MicroEntreprendre Côte-Nord Board of Directors
- + Centraide Duplessis Board of directors
- + Technoscience Côte-Nord Board of directors
- + Organisers of la Grande journée des petits entrepreneurs – Marché Sept-Îles
- + Regional Strategic Table – Attraction, recruitment and loyalty
- + Implementation Committee – Digital transformation for Sadc and Cae

## 2021-2022 STRATEGIC PLAN

### SECTORS

- + TOURISM
- + BIO FOOD INDUSTRY
- + FISHING INDUSTRY
- + ENTREPRENEURSHIP
- + ENGLISH AND FIRST NATIONS COMMUNAUTIES

### IN DEVELOPMENT

- + Planning and initiating our new automatic document generator Adélaïde
- + Take over the mentoring unit
- + Extend the Synergie 138 actions up North – Northern unit
- + Deliver the technical aid program BTA (Business technical assistance)
- + Assist in implementing a network of female entrepreneurs
- + Develop a food safety project

### TARGET 1

Support the development of entrepreneurship in our region

- 1.1 Personalized support for local entrepreneurs
- 1.2 Promote investment funds with local businesses and partners
- 1.4 **SYNERGIE** synergie 138 Support entrepreneurs and innovative and sustainable economy projects (Synergie 138)
- 1.4.1 synergie 138 Support entrepreneurs in their quest for innovation and sustainable development

### TARGET 2

LIM, LED and OLA: Support local economic development

- 2.1 Contribute to local economic growth
- 2.2 Position the SADC as a strategic development partner
- 2.3 Promote the LED, LIM and OLA funds
- 2.4 Participate in consultation efforts and structuring projects within the economic development of rural communities
- 2.5 Develop relations with the communities of the 4 covered RCM's

### TARGET 3

Maintain our organizational and economic development efficiency

- 3.1 Develop and improve human resource management
- 3.2 Achieve a balanced financial performance on fund activities
- 3.3 Support and enable the mobilization of board administrators
- 3.4 Support and enable the mobilization of board administrators

### TARGET 4

Increase our visibility and positioning

- 4.1 Increase our recognition with SME's and partners
- 4.2 Become present and visible for businesses and act as leaders in local economic development
- 4.3 Be a supportive economic development partner of other



# ▼ SADC CÔTE-NORD

## THE TEAM



**Annick Thibouthot**  
Director General

**Karianne Jenniss**  
Financial  
Service Officer

**Barbara Morneau**  
Circular  
Economy Officer

**Gabrielle Guérault**  
Business Advisor

**Véronik Perreault**  
Project Manager

**Sylvaine Charest**  
Monitoring Officer

**Marine Martal**  
Circular  
Economy Intern

# ANNUAL REPORT 2020-2021

## BOARD OF DIRECTORS

SADC Côte-Nord's board of directors is made up of ten elected administrators who manage the socio-economic development activities for the region. These volunteers, who are residents of the MRCs of Sept-Rivières, Minganie and Golfe-du-Saint-Laurent, meet on six occasions every year. The current members of the SADC Côte-Nord board for 2019-2020 are:

### ADMINISTRATORS

**Nader Ghabi**

**Jean-Luc Burgess**

**Paul Bouffard**

**Mario D'Amours**

**Marie Corbey**

**Denis Miousse**

**Marc Pelletier**

**Raymond Chénard**

**Gervais Malleck**

**Émilie Laverdière**

# SADC Côte-Nord

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Développement économique Canada appuie financièrement la SADC



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Canada Economic  
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for Quebec Regions