

# SADC

Société  
d'aide au développement  
de la collectivité

CÔTE-NORD

## ANNUAL REPORT

### 2022-2023

Capelan Côte-Nord is, first and foremost, a boutique selling clothing featuring the North Shore region, created in collaboration with local artists. Capelan is also a number of association projects designed to promote the region. Indispensable to the St. Lawrence ecosystem, the capelin is a schooling specie. Likewise, the company wishes to play an important role in the region's socio-economic ecosystem, in collaboration with the community. Because together we are stronger.

« SADC Côte-Nord is an essential partner in the development of regional businesses. The SADC team believed in our mission and offered us all the support we needed to grow. They are proactive partner in the advancement of Capelan's projects. Thanks to their attentiveness, agility and commitment, they contributes to the long-term viability of our company. »

**Ann-Édith Daoust**  
Owner, Capelan Côte-Nord



### A word from the President

We are currently living through years marked by a flourishing economy, a job market in full transformation and numerous business development projects. Our SADC's achievements over the course of 2022-2023 bear witness to this effervescence.

Over the past year, North Shore entrepreneurs have faced considerable challenges, such as the aftershocks of the pandemic, labour shortages and rising prices and interest

rates. These factors have heightened our responsibilities and demanded a high degree of adaptability.

As always, SADC Côte-Nord was there to support the development of our region, through good times and bad. Once again this year, it was the team that essentially contributed to the development of the organization and the realization of projects with our various partners.

In 2022-2023, financial assistance in the form of loans was granted to over 40 companies through our investment fund, totalling \$2,220,517. A further 26 received loans through our youth strategy fund, totalling \$421,000.

In closing, I'd like to thank the staff and members of the Board of Directors. Your contribution is an important source of our SADC's influence across Canada. On behalf of SADC Côte-Nord and myself, thank you!

Nader Ghabi, President



### Message from the General Manager

This report shows a very active and present SADC for the year that has just ended.

In 2022-2023, the team has stepped up its efforts with SMEs to promote best practices in sustainable development, among other things through its Virage Vert program. This initiative promises excellent results, profitability for our SMEs and awareness of responsible funding. The Virage Vert program has enabled the realization of 19 innovative projects, with an investment of \$420,437 in the region.

I would like to take this opportunity to salute our continuing partnership with the Société du Plan Nord, which supports us in the deployment of the circular economy for CRDs in the construction industry.

The rapid delivery of the PAPETR also mobilized our team, and \$300,947 was distributed to 11 tourism businesses.

And more than ever, project funding was delivered at a steady pace! \$2,641,517 was invested in North Shore SMEs. Our team worked on 66 projects that contributed to the economic vitality of our region.

SADC also continued to support SMEs with its mentoring service. SADC remains firmly rooted in the community, serving the needs of human entrepreneurs.

Last June, we hosted the 18th SADC and BDC convention. Under the theme Entre Nature et Damesure, so kindly shared by Tourisme Côte-Nord, over 140 visitors were charmed by the region's northern charm!

Thank you, team! It's all together that we've achieved these results!

I'd also like to thank my Board of Directors, who are always present, and who share my desire to move forward together in the same direction: the development of our SMEs.

Annick Thibouthot, General Manager

### Mission

Stimulate community economic development through technical and financial services, while promoting partnerships for the benefit of North Shore businesses.

### Vision

Become a benchmark for regional development and sustainable economic diversification in North Shore businesses and communities.

### Values

PRIDE  
COMMITMENT  
PERFORMANCE  
INNOVATION  
AGILITY

## Companies propelled to success

### INVESTMENT FUNDS



Numérik Document Management

Numérik Document Management, a specialized division of Numérik Business Solutions dedicated to paper and digital file management. Whether for electronic archiving or secure destruction of confidential documents, all operations are carried out in an environmentally-friendly and secure manner. Numérik has been the regional benchmark for office automation since 2007 and for document management since 2020.

« SADC is much more than just a partner; it's a team that understands and listens to the innovative dreams of entrepreneurs. An indispensable player in expansion and sustainable development projects. Since the beginning of the Numérik adventure, SADC has placed its unwavering trust in us. It's such a human organization, and we feel privileged to work with it. »

**Éric Allard**  
Owner

### INVESTMENT FUNDS



Entretien Ménager CNV inc.

Comprised of a solid, professional and trustworthy team, Entretien Ménager CNV Inc. is a leading family business in full expansion. It offers top-quality service in both its residential and commercial divisions.

« From the very beginning, the SADC's support has been invaluable to us on many levels. Whether it was mentoring, support or access to the resources we needed to keep moving forward with our projects, this caring team contributed greatly to our success. We suggest that all young entrepreneurs go down this path. »

**Véronique & Caroline Noël**  
Owners

### PAPETR FUND

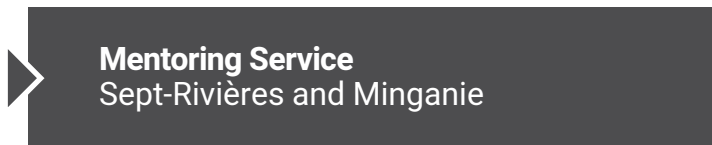


Chalets Didoche

Chalets Didoche, a true treasure of the Minganie region, offers warm cocoons between the boreal forest and the St. Lawrence River, surrounded by breathtaking panoramas. Each chalet combines comfort, ecology and quality for getaways where nature meets modern comfort.

« Nature inspires every facet of Chalets Didoche. Thanks to the active support of the SADC, we were able to create a place where the authenticity of the region blends with comfort, creating a unique experience for our visitors. We would like to express our gratitude to the SADC for playing an essential role in bringing this vision to fruition, and helping to make our project a reality within the Minganie region. »

**Anthony Cormier**  
Owner



<b>20</b> MENTEES	<b>12</b> MENTORS	<b>20</b> MENTORING PAIRS
<b>6</b> ACTIVITIES	Mentor Breakfasts and Happy Hours Lunch with Serge Beauchemin 5 à 7 P'tite frette with launch of the Avantage mentoré-e Program	



OUR DIVISION'S ACHIEVEMENTS IN THE CIRCULAR ECONOMY
32 company audits
Hiring of 3 international interns
New partnership with Société du Plan Nord to find outlets for residues from the construction sector (CRD).

## Results / Assessment 2022-2023

### FUNDS INVESTED

**\$3,538,084**

<b>160</b> Jobs created or maintained	<b>218</b> Active files	<b>3.5%</b> Loss rate	<b>66</b> Loans for 2022-2023
<b>15</b> New projects	<b>26</b> Youth strategy	<b>19</b> Green projects	

**225 HOURS**  
STAFF DEVELOPMENT TRAINING

**1,198 HOURS**  
SUPPORT FOR SMES

HOST OF THE 18th SADC AND BDC CONFERENCE  
**143 PARTICIPANTS**  
APPROXIMATELY \$100 K IN REGIONAL SPINOFFS

**630 HOURS**  
BOARD INVOLVEMENT

**189 HOURS**  
TEAM INVOLVEMENT



## Investment funds / Youth strategy

INVESTIS

**\$2,641,517**

**66** Total loans

**40** Regular Investment Fund projects

**\$2,220,517**

For the creation, acquisition, expansion and modernization of businesses on our territory.

**26** Youth Strategy Fund projects

**\$421,000**

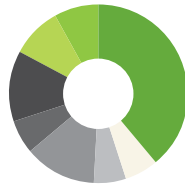
To encourage young promoters aged 18 to 39 to choose entrepreneurship in their region as a career choice.

TYPES OF FINANCING



- Relief 23%
- Start-up 29%
- Expansion 26%
- Modernization 12%
- Working capital 11%

BUSINESS SECTORS



- Services 39%
- Aboriginal and English-speaking communities 6%
- Fishing and bio-food industries 6%
- Tourism 13%
- Industrial sector 6%
- Catering 13%
- Retail sales 9%
- Construction 8%

### Environmental Contributions

- + SODIM Board of Directors
- + Les Dragons Entrepreneurial Contest Committee Sept-Rivières - Minganie
- + Table bioalimentaire Côte-Nord Board of Directors
- + Socio-economic stakeholders' dinner
- + MicroEntreprendre Côte-Nord Board of Directors
- + Centraide Duplessis Board of Directors
- + Organizer of the Grande journée des petits entrepreneurs - Marché des petits entrepreneurs of the SADC Côte-Nord



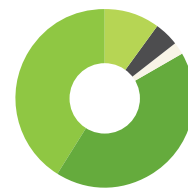
## Community Development

FINANCIAL ASSISTANCE

**\$936,312**

**70 PROJECTS**

receiving non-repayable contributions under one of our programs



TOTAL DISTRIBUTION OF FUNDS

- LIM 9%
- LED 4%
- OLA 2%
- Green shift 38%
- PAPETR 37%

**LIM - LOCAL INTERVENTION MEASURES**

**LED - LOCAL ECONOMIC DEVELOPMENT**

**OLA - OFFICIAL LANGUAGES ACT**

**PAPETR - SUPPORT PROJECT FOR SMALL TOURISM BUSINESSES**

**VIRAGE VERT PROGRAM (Green shift)**

**\$85,049**

was used to fund professional fees for collective projects.

- Tourism // \$9,975
- Entrepreneurial awareness // \$45,098
- Resources // \$19,999
- Sustainable development // \$5,749

**\$35,872**

was used to fund professional fees for local businesses.

- Tourism // \$9,884
- Entrepreneurship // \$18,976
- Biofood // \$2,804
- Sustainable development // \$4,206

**\$15,000**

was used to fund professional fees to serve our territory's Aboriginal and English-speaking.

- Entrepreneurship // \$14,493
- Language adaptation // \$507

**\$340,778**

was used to fund professional fees for local businesses.

- Tourism // \$300,947
- Resources // \$39,831

**\$459,703**

was used to fund professional fees for innovative and sustainable development projects for local businesses.

- Sustainable development // \$438,094
- Resources // \$21,609

**15 PROJECTS**

**11 PROJECTS**

**7 PROJECTS**

**11 COMPANIES**

**29 COMPANIES**

# Strategic Plan 2023-2024

## Market niches

- + Tourism
- + Biofood industry
- + Fishing industry
- + Entrepreneurship
- + English-speaking and Aboriginal communities
- + Sustainable development

## Under Development

- + Continuation of the construction waste channel project in partnership with Société du Plan Nord
- + Implementation of a new Digital Strategy
- + Coordination of the Colloque Azimut
- + Participation in the SD financing cohort pilot project, aimed at strengthening financing opportunities for companies that have adjusted their projects in favor of sustainable development

### TARGET 1

Soutenir le développement de l'entrepreneuriat sur notre territoire

- 1.1**  
Offer support tailored to the specific needs of the region's entrepreneurs
- 1.2**  
Reach out to developers and aboriginal partners
- 1.3**  
Effectively manage the risks inherent to our role as an economic developer
- 1.4 SYNERGIE 138**  
Supports entrepreneurs in their innovation and sustainable development initiatives

### TARGET 2

LIM, LED, OLA and Green Shift: Supporting community economic development

- 2.1**  
Contribute to local economic growth
- 2.2**  
Position the SADC as a strategic development partner
- 2.3**  
Promote LED, LIM and OLA envelopes
- 2.4**  
Collaborate on concerted actions and structuring projects related to the economic development of rural communities

### TARGET 3

Maintain the efficiency of our organizational and administrative development

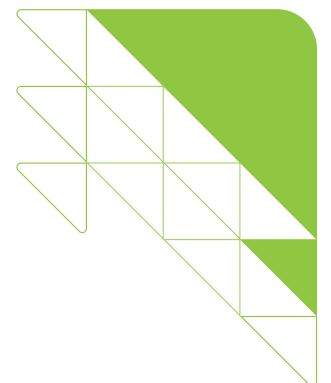
- 3.1**  
Develop and perfect human resources management
- 3.2**  
Achieve balanced financial performance in fund activities
- 3.3**  
Support and encourage the mobilization of the organization's directors
- 3.4**  
Improve the effectiveness and efficiency of our processes

### TARGET 4

Increase our visibility and positioning

- 4.1**  
Raise our profile among SMEs and partners
- 4.2**  
Be present and visible to the companies and stakeholders we want to reach out to
- 4.3**  
Become a benchmark for the SADC and BDC network
- 4.4**  
Be a support partner for other organizations involved in economic development

## SADC Côte-Nord



**Annick Thibouthot**  
General Manager

**Véronik Perreault**  
Project Officer

**Karianne Jenniss**  
Financial Services Officer

**Julie Duchesne**  
Circular Economy Officer

**Nicolas Bluneau**  
Corporate Advisor

## Board of Directors

A Board of Directors made up of 10 elected directors governs the activities of SADC Côte-Nord. These volunteers, committed to socio-economic development, represent the 4 RCMs in the territory served by SADC Côte-Nord. The Board of Directors meets on six occasions over the course of a year. Here are the members of the SADC Côte-Nord Board of Directors for the 2022-2023 period:

### Board members

- |                  |                |                   |                       |
|------------------|----------------|-------------------|-----------------------|
| Nader Ghabi      | Mario D'Amours | Raymond Chénard   | Guillaume deChamplain |
| Patrice Tremblay | Marie Corbey   | Émilie Laverdière | Kevin Coutu           |
| Paul Bouffard    | Marc Pelletier |                   |                       |

## SADC Côte-Nord

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