

SADC

Société
d'aide au développement
de la collectivité

DU HAUT-SAINT-FRANÇOIS



19 20

Annual Report

Canada Economic Development for Quebec Regions
offers a financial support to the SADC

 Canada Economic
Development
for Quebec Regions

Développement
économique Canada
pour les régions du Québec



OUR CORE VALUES ARE :

respect
openness
pride
rigour
collaboration

The SADC team

Audrey Beloin M. Sc., CPA, CGA

Business Advisor

Isabelle Couture

Director of Local Development and Communications

Sylvie Hamel

Business Advisor

Nicole Lachance

Administrative Assistant

Danielle Simard

Director General

Audrée Lavertu

Tourism Promotion Agent
Seasonal Employee

Our Volunteers

Véronick Beaumont

Administrator, Youth Sector

Chantal Bessette

Administrator, Local and Regional Development Sector

Guy Boulanger

Chief Vice-president of Investments,
Local and Regional Development Sector

Jean Desrochers

Administrator, Local and Regional Development Sector

Jean-Paul Gendron

Administrator, Co-op Sector

Patrick Guilbeault

Administrator, Tertiary Sector

Dany Leclerc

Administrator, Local and Regional Development Sector

Michelle Amy Lepitre

Administrator, Local and Regional Development Sector

Thérèse Ménard Thérout

Administrator, Primary Sector

Richard Ravary

Secretary Treasurer, Local and Regional Development Sector

Marjolaine Y Roberge

Second Vice-president, Local and Regional Development Sector

Richard Tanguay

President, Public Sector

Francine Turmel

Administrator, Co-op Sector (until June 2019)

SADC du Haut-Saint-François

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www.sadchsf.qc.ca

A Word from the President

In 2019-2020, the SADC made an important step by signing an agreement with Canada Economic Development. This partnership will enable the SADC to support local businesses and the community even more effectively. The agreement is in extended effect until 2024. Excellent news for the region!

In keeping with our commitment to local development, we have built and maintained projects in the tourism sector and in promotion of the agri-food sector. We have also continued to support local youth through the Cité-école program, among other initiatives. With our financial and consulting services, we have kept our ears open to the needs of local businesses and helped guide entrepreneurs in their various projects. Despite our best efforts, this unprecedented pandemic has plunged many individuals and businesses into uncertainty. The SADC rolled up its sleeves in order to continue to support and advise local businesses. Some of our projects had to be put on hold or cancelled, and the SADC has had to shift towards remote working to maintain continuity of services.

Throughout these challenges we have been fortunate to count on a solid team and a devoted board of administrators who haven't let up, even when working remotely. I would like to thank and congratulate them for the resourcefulness they have shown all through the year.



Richard Tanguay

SÉBASTIEN CROTEAU
FROM PRODUCTIONS L'INCONNU DANS LE NOIR
MARIE-CLAUDE BIBEAU
MEMBER OF PARLIAMENT FOR COMPTON-STANSTEAD
MINISTER OF AGRICULTURE AND AGRI-FOOD

RICHARD TANGUAY
PRESIDENT OF THE SADC ET
MOHIKA TREMBLAY
DE TRED'SI



LOCAL DEVELOPMENT

Promoting agri-food products and agritourism



A NEW ISSUE OF RÉCOLTE MAGAZINE

We have come back with a second issue of **Récolte** Agri-food Magazine. For this new issue, we were fortunate to obtain an exclusive interview with Marie-Claude Bibeau, Canadian Minister of Agriculture and Agri-Food.

The magazine also showcases local products and the people who produce and prepare them! Our website, **agroalimentairehsf.com**, has published a complete list of agri-food producers of the Haut-Saint-François region.

AGRITOURISM TRAINING

The SADC has partnered with the PDZA coordinator in providing training sessions. The theme is **Demystifying agritourism, gourmet tourism, short circuits and local markets**. Training in this issue was requested by local agri-food producers, and the sessions attracted people from 10 different companies. Participants were instructed in a deeper understanding of agritourism projects using real-world examples. The sessions were interactive and tailored to the needs of local businesses.

BREAKFAST CONFERENCE ON WWOOFING

Given the low supply of agricultural labourers, the SADC and the PDZA have joined forces to organize a breakfast conference on WWOOFing. World wide opportunities on organic farms is a program that allows travelers to work on farms in exchange for food and lodging. It is an innovative way for many people to explore the world. The breakfast was hosted by Lucie Durocher from **Ferme Paysanne RDF**, who has experience with hiring WWOOFers year-round on her farm in Cookshire-Eaton. She demystified the concept for participants, gave them precious advice and reassured them about the opportunities offered by WWOOF.





Tourism

2019 TOURISM SEASON

SEASON LAUNCH

Tourisme Haut-Saint-François's summer season 2019 was launched from the all-new **Cœur villageois** of Scotstown. Thirty people participated in the event and presented their new business or new initiatives from their municipality or organization. During the ceremony, Scotstown also celebrated its recent **Cœur villageois** accreditation.

VALUABLE ASSISTANCE

For the summer season, the SADC was proud to re-hire Audrée Lavertu, a student of tourism at the Cégep de Matane, and a native of Weedon. Over the summer season, she ran the mobile tourism bureau, delivered tourism documents to different distribution points, visited numerous attractions and produced relevant, professional content for different platforms of Tourisme Haut-Saint-François. She also supervised the production of three inspiring videos to showcase the highlights of the Haut-Saint-François region.

INSPIRING VIDEOS

To diversify Tourisme Haut-Saint-François's promotional tools, three video capsules were produced in collaboration with **Les Productions de L'inconnu dans le noir**.

OTHER PROJECTS IN LOCAL DEVELOPMENT:

- ▼ Participation in the Cité-école follow-up committee
- ▼ Participation in the start of the school year fair
- ▼ Adapted workplace committee
- ▼ CIEC Committee: Collective entrepreneurship initiation coop
- ▼ Haut-Saint-François Development Team
- ▼ Haut-Saint-François Regional reception and promotion office
- ▼ OSEntreprendre jury, school division



SERVICES FOR BUSINESSES

Financing and support



Financing:
\$504 531



106 jobs
maintained or created



22 loans
for 16 different companies



Investment generated:
\$2,978 M



Regular fund:
\$298 699
(9 loans)



Youth strategy fund:
\$205 652
(13 loans)



Consulting hours
1 746 h

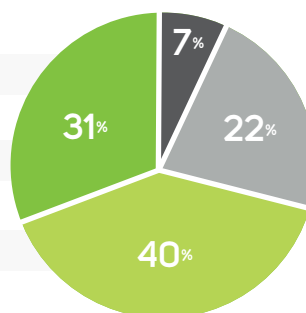
LIST OF SERVICES:

- ▼ Management committee
- ▼ Monitoring of financial management
- ▼ Financial planning assistance
- ▼ Business planning assistance
- ▼ Fundraising
- ▼ Topical consulting
- ▼ Referrals

DISTRIBUTION OF FINANCING FUNDS:

VALUE OF INVESTMENTS

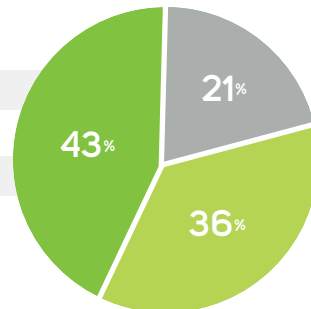
START UP	■ \$35 000
YOUTH	■ \$110 000
REGULAR FUND	■ \$204 351
EXPANSION	■ \$155 000
TOTAL	\$ 504 351



DISTRIBUTION OF LOANS BY INDUSTRY SECTOR:

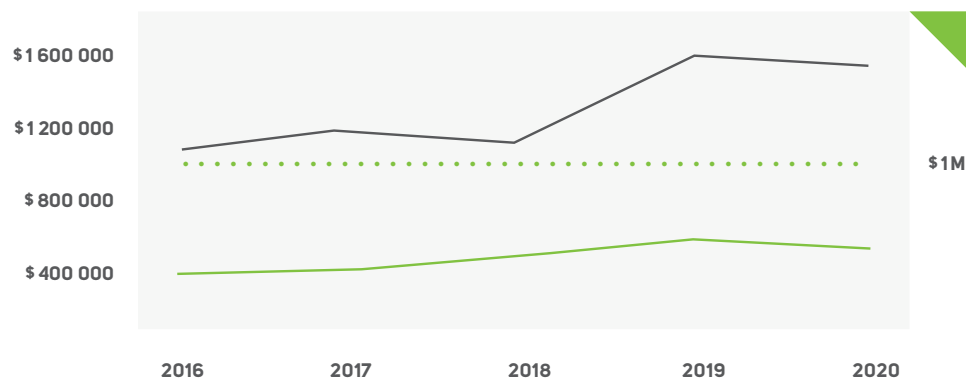
LOANS 2019 / 2020

PRIMARY	\$ 105 000
SECONDARY	\$ 184 347
TERTIARY	\$ 215 004
TOTAL	\$ 504 351



PROGRESS OF FINANCIAL PORTFOLIOS

— YOUTH STRATEGY — REGULAR INVESTMENT



Sustainable Development

TARDIF DIESEL
LA SADC DU HAUT-SAINT-FRANÇOIS
CRÉATIONS JADE
TRED'SI
INDUSTRIES PEB
*WAS NOT PRESENT, BUT
ITS ACCREDITATION WAS RENEWED*



The SADC works with ADDERE Consulting services to offer guidance to Haut-Saint-François companies in sustainable development. In 2019-2020, five companies used this service. The SADC itself has used the service to file a new sustainable development plan. Each participating company has received its accreditation certificate: **we are all committed to sustainable development.**

