

The background of the cover is a collage of four photographs. The top-left photo shows a woman smiling while holding a bouquet of sunflowers. The bottom-left photo shows a woman and a young boy smiling. The bottom-right photo shows two men wearing face masks and caps, working together at a table outdoors. The top-right photo shows a man in a cap working at a table. The entire collage is overlaid with a semi-transparent blue and green gradient.

SADC

Société
d'aide au développement
de la collectivité

DU HAUT-SAINT-FRANÇOIS

ANNUAL REPORT

20 21

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
General director



THE SADC'S CORE VALUES ARE:

RESPECT,
OPENNESS,
PRIDE, RIGOR, AND
COLLABORATION.

VOLUNTEER ADMINISTRATOR

Véronick Beaumont
Administrator, youth sector

Chantal Bessette
Administrator, local and regional
development sector

Guy Boulanger
1st vice-president of investment,
local and regional development sector

Jean Desrochers
Administrator, public sector

Jean-Paul Gendron
Administrator, secondary 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 Théroux
Administrator, primary sector

Richard Ravary
Secretary Treasurer, local and regional
development sector

Marjolaine Y Roberge
2nd Vice-President, local and regional
development sector

Richard Tanguay
President, local and regional
development sector

SUMMARY

A WORD FROM THE PRESIDENT

Richard Tanguay - President

1

LOCAL DEVELOPMENT

2-3

RRRF

4

SERVICES FOR BUSINESSES

5

"BUY LOCAL" CAMPAIGN

6



Richard Tanguay
President

A WORD FROM THE PRESIDENT

The year 2020-2021 has been a very demanding one for the SADC team and for our volunteer administrators. Both at the office and working from home, the team continued to help businesses overcome numerous challenges, and to implement projects to stimulate the local economy. Creativity and flexibility have been the order of the day in all projects and day-to-day activities.

The past year has left a long-term mark on people and on businesses. But this is not necessarily a negative portrait. We will have learned to rethink our daily operations and reconcile work and family life more effectively.

With help from the Regional Relief and Recovery Fund (RRRF), the SADC was able to support twenty-nine businesses through this difficult time. The RRRF also allowed businesses to reorient or diversify their activities and focus on communications tools.

The "buy local" campaign was a unifying project that emerged through the help of the RRRF. The population was invited to participate in a great movement in favour of our local merchants!

I would like to thank the SADC team members, who invested a great deal of energy in deploying the RRRF, as well as the administrators who contributed in our collective effort to help local businesses.

Richard Tanguay



LOCAL DEVELOPMENT

PROMOTING AGRI-FOOD PRODUCTS AND AGRITOURISM

RÉCOLTE MAGAZINE

Without much fanfare, a new edition of *Récolte* Magazine was published. Unfortunately, the ban on gatherings prevented us from celebrating with our valued contributors! We are very proud of this third edition which promotes our local products and producers.

The magazine is a collaboration with many partners who share our passion for agri-food!



OTHER INVESTMENTS IN LOCAL DEVELOPMENT:

- Cité-école follow-up committee
- Workforce adaptation committee
- CIEC Committee:
Coop d'initiation à l'entrepreneuriat collectif
- Haut-Saint-François Development Team
- Haut-Saint-François reception and promotion office
- OSEntreprendre, jury for the school section.

TOURISM

The 2020 tourist season began in a climate of confusion and uncertainty.

However, through teamwork with Eastern Townships Tourism, we undertook a "local" promotional campaign. We changed our approach, using a radio and digital campaign with Bell Media.

Despite the uncertainties of the pandemic situation, we went ahead with the production of a completely redesigned Tourist Attractions Guide. We called upon citizen ambassadors to tell us about their municipality and invite visitors to discover it. As well, a new heading in the guide enables theme-based searches. These changes provided a breath of fresh air to the Haut-Saint-François Tourist Attractions Guide—which continues to be an effective bilingual promotional tool!

Our website, tourismehsf.ca, also received a facelift! The site has been completely reworked on a new platform that makes updates much easier. The attractions are featured more effectively with the addition of a photo gallery.

Finally, we took advantage of the winter season to shoot our first winter inspirations video.



LOCAL DEVELOPMENT

TRAINING

At the beginning of the pandemic, we were faced with the need to introduce new remote working tools, such as the ZOOM platform for virtual meetings.

The SADC prepared training to help team members and administrators feel more comfortable with this tool. The training was intended for the team and administrators, but several partners were also invited.

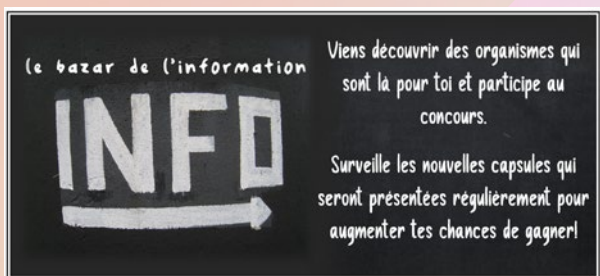
In addition to instruction on ZOOM's functions, the training was geared towards raising awareness about proactive participation, even when meetings are held remotely. Participants were able to experience new ways of working and collaborating remotely, skills that will be useful going forward.



CITÉ-ÉCOLE

Unfortunately, the Cité-école was hit hard by the pandemic restrictions put in place by public health authorities. All activities planned within the school walls were cancelled or transferred to virtual mode. This was the case for the information bazaar which was transformed into a virtual bazaar. The activity was spread out over the entire school year and allowed the students to discover the different local organizations and the services they offer.

We participated in the event's logistics, and presented a short video on the services of the Haut-Saint-François SADC.



COMMUNITY SUPPORT

CHARTIERVILLE CITIZEN CONSULTATION

The Community Consultation Group resumed its services to the municipality of Chartierville in a citizen consultation process focused on the needs of seniors. The *Observatoire Estrien du développement des communautés* piloted the process, with the support of the SADC and regional youth services (*Place aux jeunes en région*). The final report was co-authored by all three organizations.

At the end of the consultation, the municipality obtained a description as well as relevant statistics on the needs of seniors, and interesting avenues to pursue for the entire population. This process will allow the municipality to develop projects that respond to concrete needs.



PROGRAM FOR THE ESTABLISHMENT OF PUBLIC HEALTH MEASURES

In the early days of the pandemic, the SADC developed a program to help businesses adapt to public health pandemic measures. Through this program, six businesses were able to acquire protective equipment, disinfection materials, and develop signage.

RRRF

THANKS TO THE REGIONAL RELIEF AND RECOVERY FUND, WE WERE ABLE TO HELP BUSINESSES AT VARIOUS LEVELS OVER THE PAST YEAR.

FOOD SERVICES INFORMATION AND PROMOTION

When the Eastern Townships reached the orange level and eventually the red level of pandemic alert, the SADC produced a document to inform people about the restaurants in the Haut-Saint-François offering take-out, ready-to-eat meals or delivery.

THIS BILINGUAL TOOL HAS BEEN SEEN BY NEARLY **10,000** PEOPLE ON FACEBOOK.

The screenshot shows a website interface for 'Le Haut-Saint-François pour emporter'. It features a navigation bar with icons for 'Mon resto', 'Café', 'Commande', 'Distribution', and 'Informations'. Below the navigation bar, there is a table listing various restaurants and their services. The table has columns for restaurant names, contact information, and service details. The text is in both French and English.

RRRF TECHNICAL ASSISTANCE

The RRRF technical assistance program enabled beneficiary companies to develop technological solutions to help them face the challenges created by the pandemic.

\$108,229

INVESTED IN HAUT-SAINT-FRANÇOIS BUSINESSES.

1870 HOURS OF CONSULTING SERVICES PROVIDED

LIST OF SERVICES WE OFFERED:

- Management committee
- Follow-up on financial management
- Help with financial forecasting
- Business plan assistance
- Search for financing and financial aid
- Punctual management advice
- Referrals to other consultants

DIGITAL MARKETING TRAINING FOR TOURISM BUSINESSES

BY FREDERIC GONZALO

Five tourism businesses in the Haut-Saint-François region had the opportunity to participate in a series of training sessions on digital marketing with Frederic Gonzalo, a recognized specialist in the field. A group of tourism businesses from all over the Eastern Townships benefited from this project that was set up through the RRRF.

In addition to the training they received, participants were also offered individualized coaching.



SERVICES FOR BUSINESSES

FINANCING

FINANCING DISTRIBUTED:
\$1,351,431

45 LOANS
FOR **44** DIFFERENT BUSINESSES

94 JOBS
MAINTAINED
AND CREATED

\$1,845 M
IN GENERATED INVESTMENTS

FINANCING AND SUPPORT

FUND TYPE	\$	LOANS
REGULAR FUND	\$297,086	5
YOUTH STRATEGY FUND	\$160,845	11
RRRF	\$893,500	29

BREAKDOWN OF FINANCING DISTRIBUTION

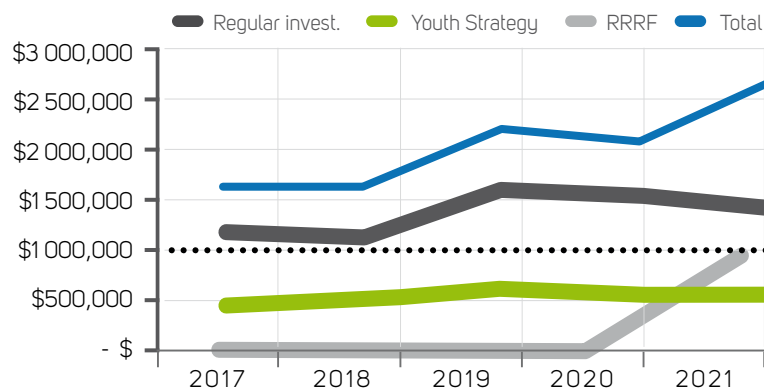
FINANCING OBJECTIVE	VALUE OF INVESTMENTS	
ACQUISITIONS	- \$	0 %
START-UP	\$65,165	4.8 %
SUCCESSION	\$33,000	2.5 %
WORKING CAPITAL	\$978,500	72.4 %
EXPANSION	\$274,766	20.3 %
TOTAL	\$1,351,431	100 %

BREAKDOWN OF LOANS ALLOCATED BY SECTOR OF ACTIVITY

	LOANS 2020-2021		LOAN PORTFOLIOS	
PRIMARY	\$571,000	42 %	\$728,597	27 %
SECONDARY	\$81,500	6 %	\$562,387	21 %
TERTIARY	\$698,931	52 %	\$1,403,699	52 %
TOTAL	\$1,351,431	100 %	\$2,694,683	100 %

PROGRESSION OF THE FINANCING PORTFOLIOS

	2017	2018	2019	2020	2021
YOUTH STRATEGY	445,075	510,979	602,333	555,995	554,380
REGULAR INVESTMENT	1,173,665	1,119,031	1,597,551	1,529,711	1,414,885
RRRF	-	-	-	-	725,418
TOTAL	1,618,740	1,630,010	2,199,884	2,085,706	2,694,683



"BUY LOCAL" CAMPAIGN



DESPITE THE WAVE OF CONCERN FOR LOCAL MERCHANTS THAT WE OBSERVED IN OUR COMMUNITIES, THE PANDEMIC HAD SIGNIFICANT DETRIMENTAL EFFECTS ON SALES FOR MERCHANTS AND RESTAURANTEURS.

23 BUSINESSES WERE INVOLVED, ENABLED AN INJECTION OF:
\$32,000
IN THE LOCAL ECONOMY

In addition to having to manage the set-up of sanitary measures, these businesses were also affected by periods of enforced closure.

The SADC decided to launch a "Buy local" campaign to demonstrate solidarity with businesses throughout the territory.

Thanks to La Ruche Estrie's expertise and platform for participatory financing, the campaign was successfully launched. Twenty-three businesses were involved, and the campaign enabled an injection of \$32,000 in the local economy.

The enthusiasm created by this experience inspired the SADC to dive into the fray once again with its local partners for an agri-food campaign that will be held in June 2021.



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



Canada Economic
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for Quebec Regions

Développement
économique Canada
pour les régions du Québec