

ANNUAL REPORT

SADC

Société
d'aide au développement
des collectivités

DU HAUT-SAINT-FRANÇOIS

2022/2023



The SADC team



Sylvie Hamel
Business advisor

Audrey Beloin, M. Sc., CPA
Business advisor

Danielle Simard
General director (CEO)

Isabelle Couture
Communications and
local development director

Aliké Harel
Administrative assistant

Values at the heart of the work we do at the SADC:

**Respect, openness, pride,
thoroughness, collaboration.**

Volunteers

Véronick Beaumont
Administrator, youth sector

Marypascal Beauregard
Administrator, local and regional
development sector

Chantal Bessette
Administrator, local and regional
development sector

Jean Desrochers
Administrator, public sector

Jacinthe Bilodeau
Administrator, coopted member

Patrick Guilbeault
Administrator, tertiary sector

Nicole Lachance
Secretary-treasurer, local and
regional development sector

Dany Leclerc
1st vice-president, investment,
local and regional development sector

Michelle Amy Lepitre
2nd vice-president, local and regional
development sector

Thérèse Ménard Théroux
Administrator, primary sector

Richard Ravary
President, secondary sector

Thérèse Thibodeau
Administrator, local and regional
development sector

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RICHARD

RAVARY

President

A Word From the President

It is with great pride that I complete my first year as president of the SADC. Even though, I already had a few years' experience in the organization's board, the presidency position allowed me to discover new aspects of the SADC and to get better acquainted with the SADC and CAE network.

We knew that 2022-2023 would be one of revival. However we did not anticipate the arrival of a program such as the Tourism Small Business Assistance Project (TSAP), which would provide us with exceptional means to stimulate a revival. The team's agility and proactivity were a determining factor in launching this program under a very short timeframe.

The strategic tourism planning was also an important brief on which the SADC worked on in close collaboration with the Centre local de développement du Haut-Saint-François. The recently unveiled 2023-2028 strategic plan will allow tourism stakeholders such as entrepreneurs, municipalities, volunteers and intervenors to work together towards a common goal.

In the last year, we have also continued our support with the Haut-Saint-François Chamber of commerce. It is with double the pride that we have seen the organization flourish and regain its position in the economic development of the Haut-Saint-François. Today, we consider the Chamber of commerce as a precious partner.

I am obliged to highlight the precious collaboration of the board of directors' members and those of the investment committee. They have shown themselves to be available, committed and it is always a pleasure to work with them. In addition, I would like to thank our devoted employees: Audrey Beloin, Isabelle Couture, Sylvie Hamel, and Aliké Harel, without whom our regular dossiers, or yet another new unplanned program, could not be completed as efficiently. Finally, I would like to highlight the work of our general director, Danielle Simard with her team as well as her board of directors knows how to present and share a clear vision of the organization's development. The combined efforts of all guarantees success and longevity of the SADC.

Tourism

LAUNCHING OF THE 2023 SEASON

After two years without getting together, tourism stakeholders finally got together for happy hour to officially launch the tourism season. It was the moment to unveil new places of interest throughout the territory and to discover the new Guide to Tourist Attractions.



2022-2023 GUIDE TO TOURIST ATTRACTIONS

A new attraction's guide has been produced, in which 14 territory municipalities are presented along with the actions that they inspire such as rest and relax, taste, discover, etc.

Said guide lists:

- 53** accommodation sites,
- 39** activities and nature sites,
- 38** restaurants or ice cream shops.

A new feature, the guide proposes a two-day gourmet itinerary in the Haut-Saint-François region.

THE DEVELOPMENT OF GRAVEL BIKE CIRCUITS

We worked with bike enthusiast, Guillaume Poulin, to define gravel bike circuits within the territory. This sport, which is on the rise, and the Haut-Saint-François present potential to attract enthusiasts.

The territory currently has
6 itineraries
ranging between 30 and 90km.

2023-2028 TOURISM STRATEGIC PLANNING

The Haut-Saint-François now has a strategic tourism plan! Said plan is the fruit of long months of work jointly with the SADC and the CLD du Haut-Saint-François, along with help from the TouriScope firm.

Thirty or so tourism stakeholders collaborated to elaborate this plan, by doing individual interviews or by participating in a workshop. The plan will allow Haut-Saint-François tourism stakeholders to focus on a common vision:

“By its welcoming, audacious, and committed community, the Haut-Saint-François is a unique destination, from its roots to the stars.”

The plan has four main directions and will lead to the accomplishment of fifty or so actions. Thus, it is the start of a grand overhaul for tourism in the Haut-Saint-François.



Partnerships

WELCOMING ACTIVITY FOR NEWCOMERS

June 29 – Event with Place aux jeunes and the Community Development Corporation

We have presented the tourism novelties to the new employees of the Haut-Saint-François organizations during an event organized by Place aux jeunes and the community development corporation (Corporation de développement communautaire du Haut-Saint-François).

COLLECTIVE ENTREPRENEURSHIP INITIATION COOP (CIEC)

We took part once again to the local committee of the collective entrepreneurship initiation coop (Coop d'initiation à l'entrepreneuriat collectif, CIEC). As something new this year, we have offered a workshop on the use of social media. The workshop was adapted to the young participants.

OTHER LOCAL DEVELOPMENT COMMITMENTS:

- Sustainable development committee – SADC and CAE network
- Haut-Saint-François farmers markets concertation
- Cité-école follow-up committee
- Handing out the Entrepreneurship Award at the Louis-Saint-Laurent high school's Awards Gala
- Comité d'adaptation de la main-d'œuvre (CAMO, workforce development committee)
- Local committee of the CIEC (collective entrepreneurship initiation coop)
- Haut-Saint-François development team
- OSEntreprendre, school jury
- Agricultural Zone Development Plan (AZDP)

Workshops

YOUR BOARD'S GOVERNANCE, A SUCCESSFUL STRATEGY

6 territory organizations

benefited from the wise teachings of Marco Baron in terms of governance of non-profit organizations.

Even the most seasoned administrators had the opportunity to perfect their knowledge and break free of certain preconceived notions about governance.



HAUT-SAINT-FRANÇOIS CHAMBER OF COMMERCE

The SADC continued its support with the Chamber of commerce for its relaunch. The administrative aspect was a labour intensive one, yet conjointly with the new director we were able to put some order back in all aspects of the organization.

The Chamber of commerce was also confronted with a human resources challenge following the unexpected leave of its director. With the support of its partners, such as Place aux jeunes, the SADC quickly found a new person for the position without causing an interruption of the Chamber of commerce's services. The transition went without a hitch and the Chamber of commerce is quickly moving towards being autonomous from the SADC.

Business services

FINANCING AND CONSULTING SERVICES FOR BUSINESSES

Financing:

\$865,541

19 loans

in

15 different businesses

81 jobs retained and created

\$4.24 M

in investments generated

Regular Fund:

\$688,614

divided among 10 loans

Youth Strategy Fund:

\$176,927

divided among 19 loans

Breakdown of Financing Activities

Start-up	\$207,968	24.03%
Business transfer	\$40,000	4.62%
Capital	\$58,000	6.70%
Expansion	\$559,573	64.65%
TOTAL	\$8,655,541	100%

Breakdown of Loans

by Activity Sector


	2022-2023 Loans		Loan portfolio	
Primary	\$140,611	16.25%	\$785,695	26.95%
Secondary	\$320,782	37.06%	\$785,778	26.95%
Tertiary	\$404,148	46.69%	\$1,343,942	46.10%
TOTAL	\$865,541	10%	\$2,915,415	100%

Evolution

of Financing Portfolios

	Youth Strategy	Regular Investment	RRRF*	TOTAL
2019	\$602,333	\$1,597,551	-	\$2,199,884
2020	\$555,995	\$1,529,711	-	\$2,085,706
2021	\$554,380	\$1,414,885	\$725,418	\$2,694,683
2022	\$567,088	\$1,296,497	\$595,304	\$2,458,889
2023	\$589,957	\$1,866,181	\$459,277	\$2,915,415

*RRRF: Regional Relief and Recovery Fund



Programme d'accélération
du développement durable
des régions du Québec

VIRAGE>VERT

The **Virage vert** program has a goal of providing specialized external expertise to help companies wishing to improve their environmental and economic performance to go further in their process of adopting eco-responsible structural practices and implementing clean technology.

\$15,000 invested in an
Haut-Saint-François
business for the
2022-2023 year

TSAP

Tourism Small Business Assistance Project

The program's goal was to allot non-reimbursable contributions destined to support rural touristic businesses to allow them to do small investment projects allowing them to adapt or develop their products and services to meet the needs of their clients. The actions planned contributed to support their development and to take advantage of the opportunities given to them by the tourism revival.

With the TSAP program,
the SADC invested \$225,000
in the 7 following projects:

Le Fer à Cheval : The project increased the lodging capacity on site by offering various welcoming structures to respond to the different needs of the clients. Thus, lodging is diversified in a territory that is less served and prolongs the duration of stays in the region.

Brasserie 11 comtés : The project consisted of exterior landscaping and the updating of the keg system and the cold room, which allows an increase in the number of people on site and improves client experience.

List of our Services:

- Management committee
- Ongoing assistance with financial management
- Help with financial forecasting
- Business plan assistance
- Search for financing and financial aid
- Occasional management advice
- Referrals to the appropriate resources

Committees and Business Involvement

- Project approval committee – Support for self-employed workers (STA)
- Local representative – Défi OSEntreprendre
- Local and regional jury – Défi OSEntreprendre
- Jury and one Estrie SADC representation – Desjardins Créavenir Program
- CAMO (workforce development committee)

Square Victoria : The project consists of adding a ninth lodging unit as well as updating existing units. These upgrades increase the welcoming capacity for a lodging category that is less well served in the territory.

La Cabane chez Arthur : The investment objective is to expand the dining room to accommodate approximately 20 more people. The project will also allow for the addition of a coat closet, a welcome desk, and a display area for maple products.

Ferme Au Pré bleu : The project consists of constructing a sanitary block on site for clients who pick their own produce. The objective is to improve client experience.

Camping de la Rivière Étoilée : To keep up with the increasing demand for nautical sports, the organization has purchased nautical watercrafts to rent. The project also includes the addition of a shelter for firewood.

Jardinier Déchaîné : The project consists of the construction of six exterior dining areas on the site of the new Les Mal-aimés restaurant. A portion is also allocated to the development of trails on the site as well.

Congrats

to the four local laureates for the 25th edition of the **OSEntreprendre Challenge**:

Local Laureate — Haut-Saint-François
Doing Business Together section
La Ferme Patry de Weedon



Local Laureate — Haut-Saint-François
Services to Individuals Category
Annick Lauzon Thérapeute en Relation d'Aide



Local Laureate — Haut-Saint-François
Business Operation, Processing, Production Category
Brookbury Cannabis



Local Laureate — Haut-Saint-François
Services to Companies Category
Les Cultivés



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



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