



SADC

Société
d'aide au développement
de la collectivité

DE LA RÉGION
DE COATICOOK

20²¹ - ANNUAL 20²² REPORT

2021-22

AT A GLANCE

COMMUNITY SUPPORT ACHIEVEMENTS

4 non-repayable financial assistance programs

37 projects

\$99,787 granted

660 hours devoted to community development

BUSINESS INVESTMENT AND GUIDANCE ACHIEVEMENTS

\$393,337 granted

6 businesses

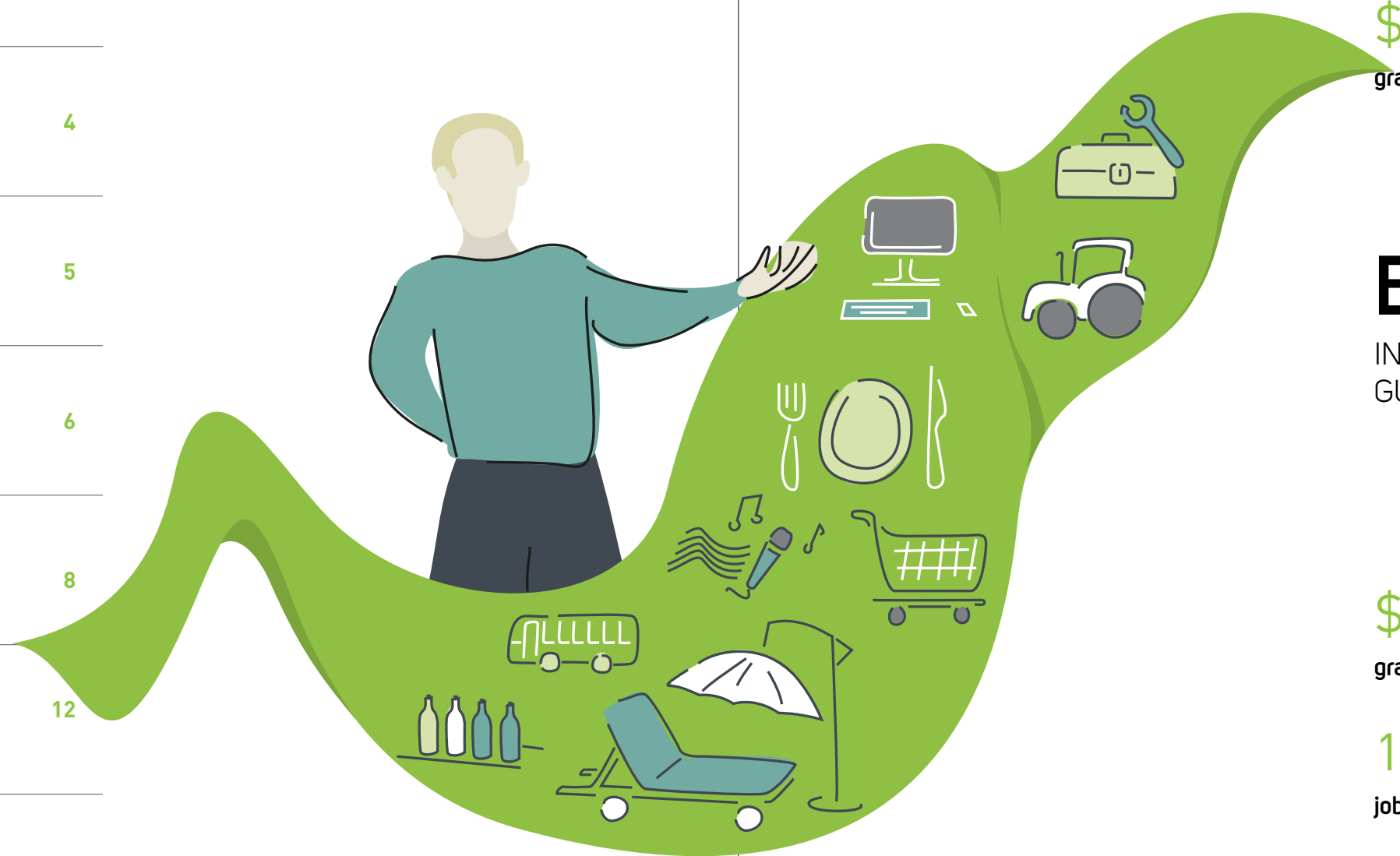
12 jobs created

244 jobs maintained

1,524 hours devoted to business guidance

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Your dreams,
our passion...

OUR MISSION

Firmly rooted in its environment, the Coaticook region SADC contributes to the development and well-being of its community.

OUR VISION

Within a cohesive and mutually supportive community inspired by a shared sustainable vision, to be recognized as a key stakeholder in development thanks to proactive actions to uphold respect for the community and to maintain jobs in, and enhance the attractiveness of, the Coaticook region.

A SUSTAINABLE RELATIONSHIP

OUR VALUES

Respect

Treating others with consideration and dignity by creating a harmonious climate.

Integrity

Maintaining uprightness, honesty and transparency in all our actions.

Fairness

Guiding our actions and decisions so as to ensure fair and impartial access to and provision of our services according to needs and resource availability.

Autonomy

Maintaining the independence of actions and decisions by the Board of Directors and permanent staff.

Open-mindedness

Maintaining heightened receptiveness to the opinions of others and to the willingness to take measured risks and to learn on a continual basis, without ever taking the easy road or settling for conformity.

MESSAGE FROM

THE PRESIDENT

The time has come to present you with an overview of the SADC's actions — which, as always, have been focused on supporting the Coaticook region and its socio-economic development during this most unusual year (to say the least).

In the past year, we made it our priority to support businesses and organizations while taking into account the impacts of the pandemic and current labour and housing shortages, all while continuing to strive toward sustainable development. To this end, among other things, we entered into agreements with consultants specializing in different areas, such as marketing strategies, governance, costing, resilience, recovery and more. Unusual situations arose, for better or worse, but we met the challenge with solutions — some of them pleasant and others less so — although in a crisis context, anything can happen... As we have all learned over the last two years.

Despite the fact that we have been a small team most of the time, like many of you, we have managed to develop new tools and optimize our processes to be even more efficient. We also improved our communications with the redesign of our website, the new Road to Entrepreneurship platform and a revamped, more accessible newsletter. In addition to welcoming two new members to the Board of Directors, we recruited a new business advisor, who started on April 4th, to round out our team. We also improved our collaboration thanks to the willingness of all our partners.

We are fortunate to live in a country that is not afflicted by war, to have an agricultural region that is close to self-sufficiency, and to have the right to education for everyone. We are also fortunate to be in a democracy and to have resources available to support the most vulnerable members of our society. Even if nothing is perfect, the least we can do is to enjoy what we have.

In closing, I would like to thank Canada Economic Development for Quebec Regions, the Réseau des SADC et CAE du Québec, our team of permanent staff, the volunteer members of our Board of Directors, and you, dear members, who have chosen to use our services or to be part of the SADC mission.

Serge GOSSELIN

President

TEAM

DEVOTED DIRECTORS

The 9 directors completed nearly

250

hours of volunteer work

Executive Committee

SERGE GOSSELIN	President
RAYMOND RACICOT	Vice-President of Investment
CLAUDE PAQUET	Vice-President of Local Development
JUDITH BOLDUC	Secretary-Treasurer

Investment Committee

RAYMOND RACICOT	Vice-President and representative, Agrifood sector
SERGE GOSSELIN	Vice-President and representative, Public sector
JUDITH BOLDUC	Trade & Services sector
SYLVIE FAUTEUX	General Representation
FÉLIX ROY	Youth sector

Local Development Committee

CLAUDE PAQUET	Vice-President and representative, Community sector
SERGE GOSSELIN	President and representative, Public sector
SYLVIE GIGUÈRE	Training and Education sector
JOHANNE PROVENCHER	Industry sector
JUDITHE PROVENCHER	Agrifood sector

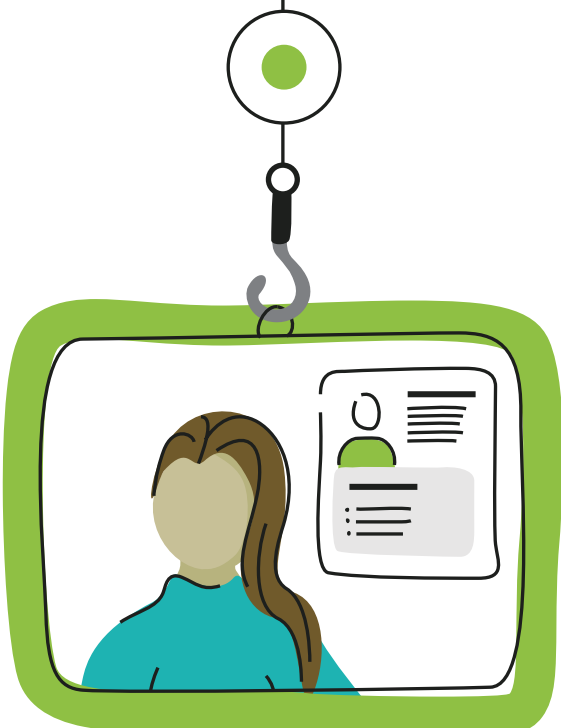
DEDICATED PERMANENT STAFF

JOANNE BEAUDIN	General Manager
MANON BERGERON	Executive Assistant
WAHIB BENDHIAB	Business Advisor and Financial Analyst
LOUISE PARADIS	Business Advisor (ad hoc resource person)
MARIE-HÉLÈNE THÉBERGE	Local Development and Communications Officer

The members of the Board of Directors are the pillars of our organization.

It is their vision, their involvement and their dedication to the region that make the Coaticook SADC the unique organization it is today, and in which we can take great pride.

MANY THANKS!



COMMUNITY

SUPPORT ACHIEVEMENTS

IN 2021-2022

The SADC's expertise and financial contributions enable many projects that promote sustainable local economic development in the area and that help empower the community and its entrepreneurs.

4

non-repayable financial assistance programs

Total amount invested in the community:

\$99,787

across

37

projects and initiatives

660

hours devoted to
community development

SINCE 1994

RESULTS OF LOCAL ECONOMIC
DEVELOPMENT SUPPORT

NUMBER OF
PROJECTS

513

NUMBER OF BUSINESSES
SUPPORTED

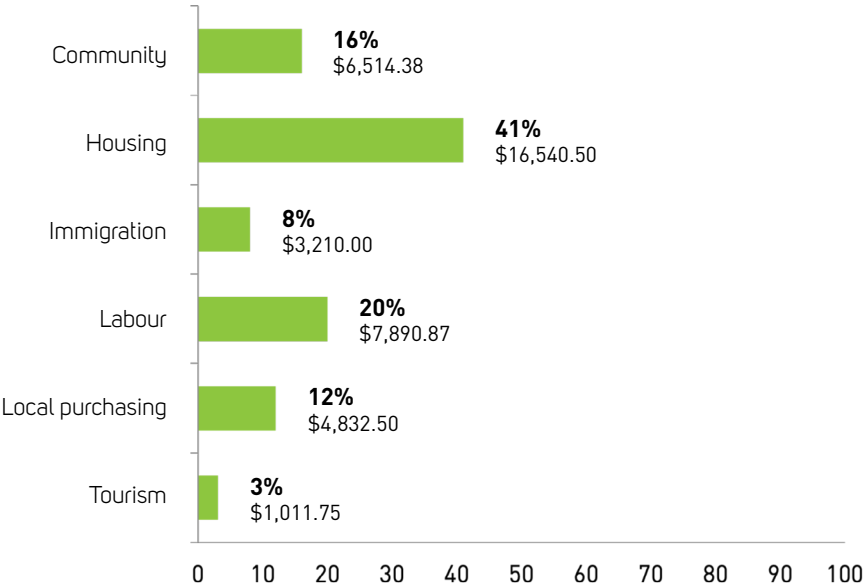
1,481

TOTAL AMOUNT INVESTED
BY THE SADC SINCE 1994

\$1,541,120

1.

MEASURES CONNECTED TO 6 PRIORITY ISSUES



PROJECTS COMPLETED

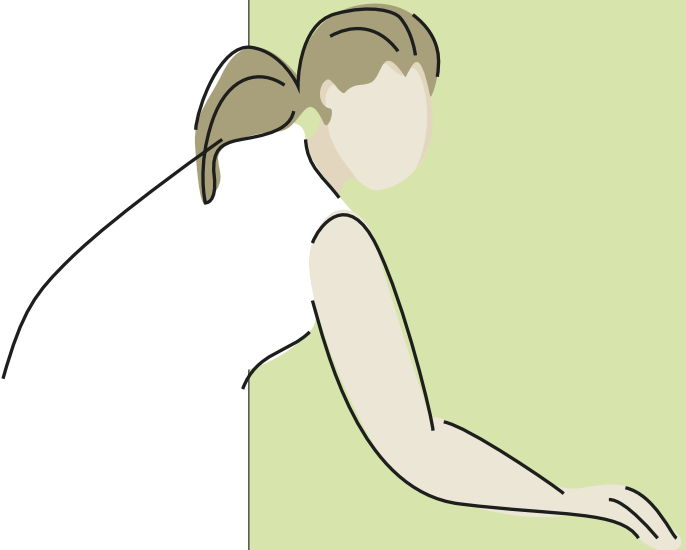
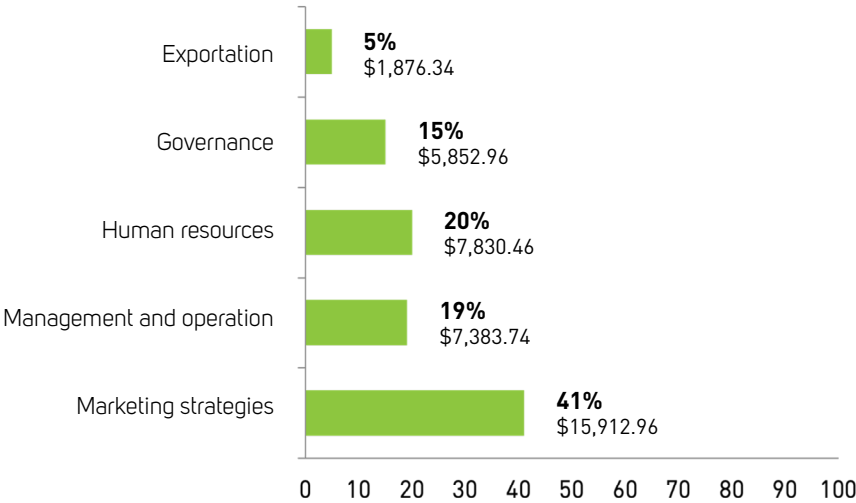
- Strategic planning with the Workforce Issues Committee
- Survey of merchants and consumers on their needs in terms of local purchases, in partnership with the MRC de Coaticook, the Chambre de commerce et d'industrie de la région de Coaticook (CCIRC), and Rues principales Coaticook
- Financial contribution to implement the action plan of the Chantier d'habitation supported by the MRC de Coaticook, in collaboration with the Corporation de développement communautaire (CDC) of the MRC de Coaticook
- Partner of the *Enchantée* certification launched by the CCIRC
- Partner of *Lance la relance*, an initiative of CIGN FM co-op radio to encourage buying local from the region's businesses
- Partner of the immigration awareness campaign *T'es un p'tit qui?*

PROJECTS COMPLETED

- In collaboration with several SADCs and CAEs in Estrie, partner in digital marketing training for tourism businesses
- Partner of the Maison de la famille and its project to repurpose Saint-Jean-l'Évangéliste Church
- Initiator of a pooling project for a communications resource in the cultural and community sector in collaboration with several organizations, the CDC and a number of stakeholders of the MRC de Coaticook
- An initiative of the Réseau des SADC et CAE, the new website *The Road to Entrepreneurship* is dedicated to guiding entrepreneurs along the path to making their projects a reality, one step at a time. Visit the platform: :



2. IN ADDITION TO 21 BUSINESSES ASSISTED IN THE FOLLOWING AREAS



Programme d'accélération
du développement durable
des régions du Québec

VIRAGE>VERT

3. NEW!
TO ENSURE A SUSTAINABLE RECOVERY AND
CONTINUE THE GREEN SHIFT FOR THE FUTURE
OF OUR ECONOMIES

Implemented by the Réseau des SADC et CAE du Québec with the Economic Development Agency of Canada for the Regions of Quebec, the *Virage vert program* aims to provide specialized expertise to guide businesses in improving their environmental and economic performance or to benefit from support in carrying out collective sustainable development projects.

In 2021-2022,

a total of

\$10,000

was allocated to 3 businesses for specialized expertise to optimize their waste management, energy consumption and efficiency, as well as to conduct a carbon footprint and greenhouse gas reduction analysis.

- Tissus Geo. Sheard
- Verger Le Gros Pierre
- Bio-Bon inc.

4. INFORMATION AVAILABLE
IN BOTH LANGUAGES

A total of approximately

\$7,358.31

was invested in the translation and distribution of various communication tools to better serve and support the local English-speaking community.

BUSINESS

INVESTMENT AND GUIDANCE ACHIEVEMENTS

IN 2021-2022

During the year 2021-2022, due to the exceptional economic situation, the SADC's advisors focused on providing entrepreneurs with personalized guidance in order to maximize their chances of success in adapting to new market realities.

The SADC granted a total of

\$393,337

in loans, creating leverage of

\$649,428

enabling
the creation of

12

jobs

in

6

businesses

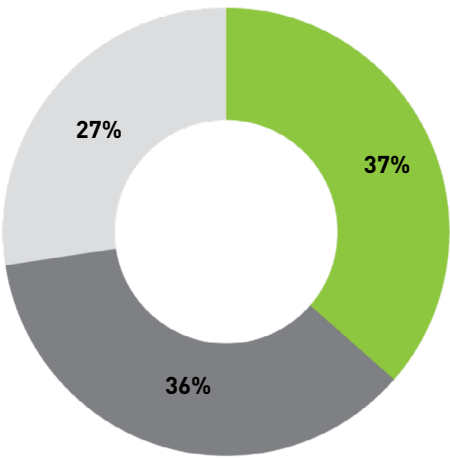
The SADC team devoted

1,524

hours to business guidance and support

(file development, advisory services, follow-ups and technical assistance)

REGULAR AND YOUTH INVESTMENT FUND



REGULAR AND YOUTH
Investment Fund
Loan type

- Acquisition
- Start-up
- Expansion

SINCE 1994

RESULTS OF INVESTMENT SUPPORT

NUMBER OF
LOANS

379

NUMBER OF
BUSINESSES

261

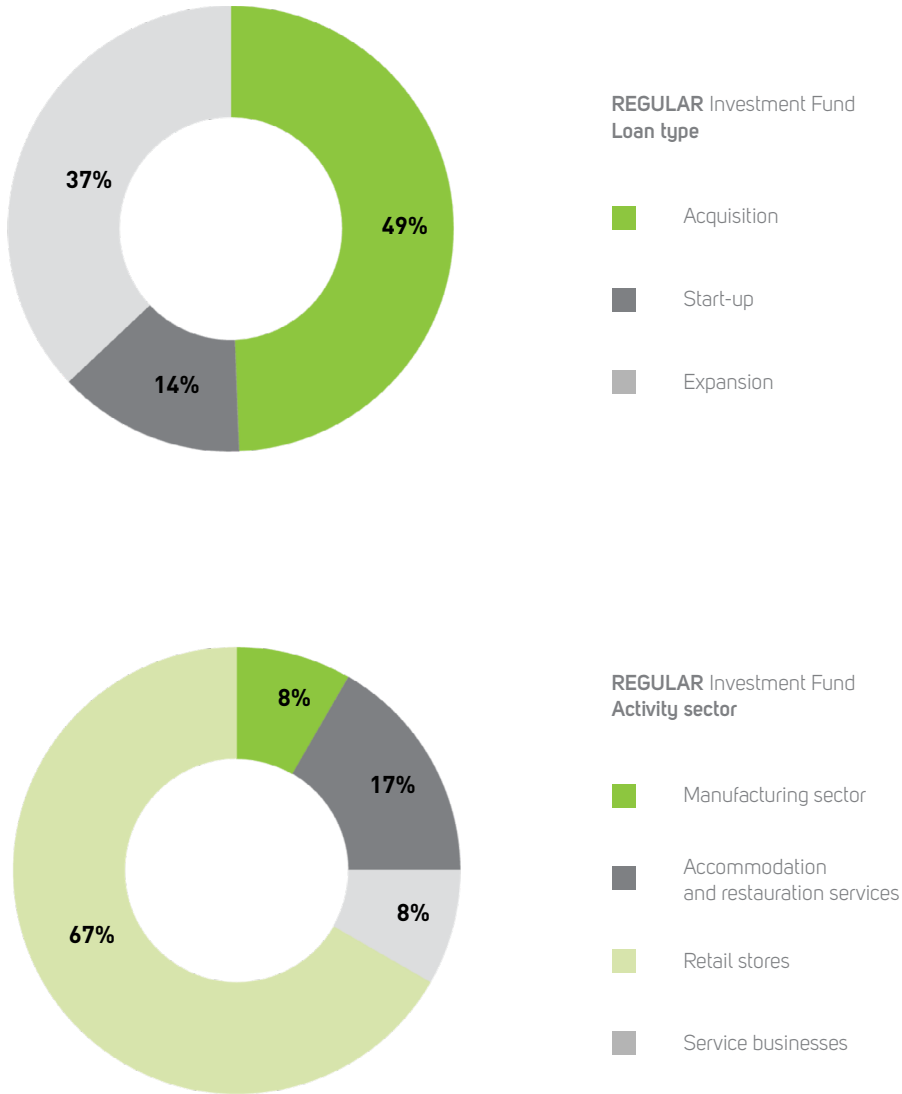
TOTAL AMOUNT LOANED

\$14,849,390

FINANCING GRANTED, BY SECTOR

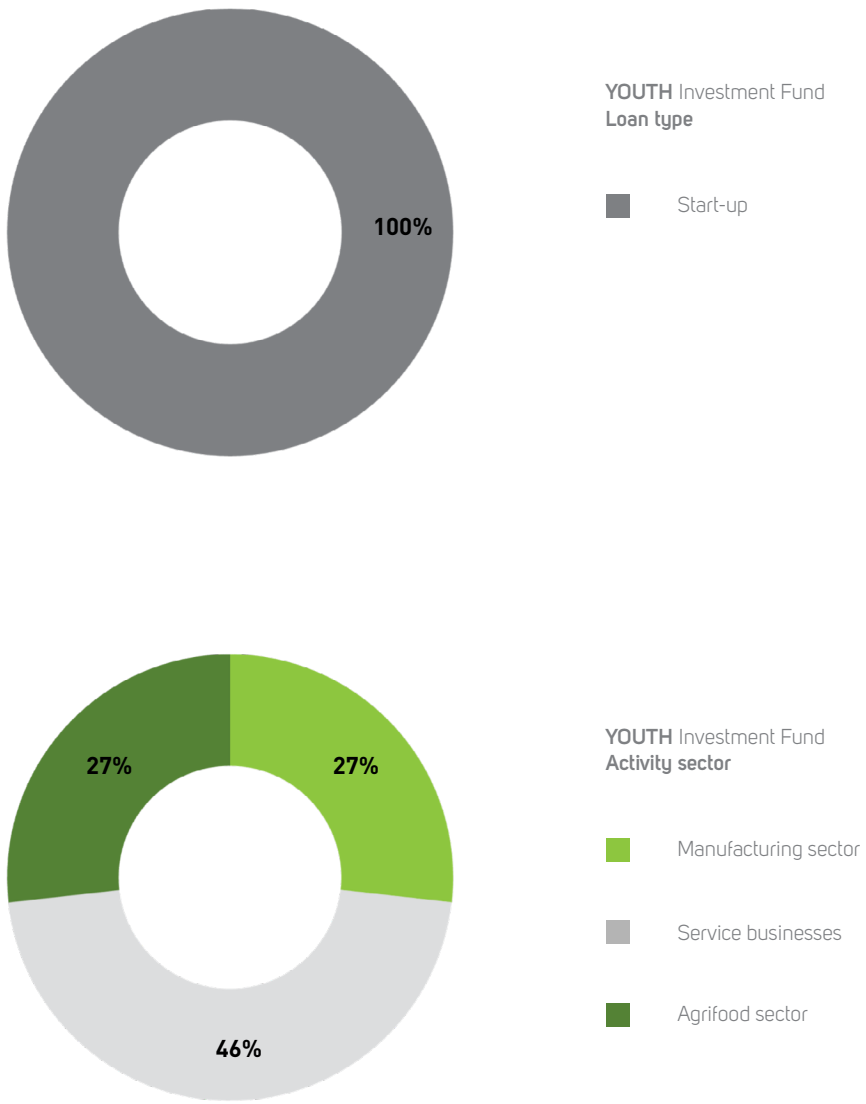
Regular Investment Fund

The SADC makes financing available to SMEs and entrepreneurs to support their acquisition, start-up, expansion, modernization and succession projects.



Youth Investment Fund (Stratégie jeunesse)

The goal of the Youth Investment Fund is to encourage young people ages 18 to 39 to start up their own business. This is a powerful financial springboard for new entrepreneurs in the area.



VISIBILITY AND

COMMUNICATION

NEW LOOK, ENHANCED TOOLS

A new website to reflect our evolution

In December, the SADC launched its all-new bilingual website, which features a more user-friendly experience and is better tailored to the needs of clients and partners. The website has been entirely redesigned to better reflect our image and now offers several new interactive features that make it easier to get in touch with the team.

A revamped newsletter

The SADC's *Infolien* newsletter has been streamlined and revamped, and is now being sent out twice a month to keep subscribers apprised of developments.



INVOLVEMENT IN OUR COMMUNITY

Firmly rooted in its environment, the SADC is involved in the following local and regional committees :

- BD of T@CTIC ltd
- BD of the Pôle d'entrepreneuriat collectif de l'estrie
- Chantier Logement, chantier Faire connaître et chantier Conditions facilitantes
- Solidarity and Social Inclusion Consultation Committee (CCSIS)
- Workforce Issues Committee
- Comité du fonds Vitalité des milieux de vie
- Cultural Diversity Committee
- Industry Committee
- Place aux jeunes Committee

SADC DE LA REGION
DE COATICOOK

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Thank you to all our partners!

And especially
the . and

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

