



SADC

Société
d'aide au développement
de la collectivité

ÎLES-DE-LA-MADELEINE

17 ANNUAL REPORT 18

www.sadcim.qc.ca

Message from the President and the General Director

We are pleased to present the activity report for the 37th year of operation of the SADC des Îles. As always, the year was full and without a doubt represents the entrepreneurial drive and economic strength that prevail in the community.

Although total investments are significantly lower than last year, when we had a record investment of \$1,854,000, it is still a significant investment, reaching **\$ 1,003,040**. It should be noted here that SADC is positioned as an additional lender to traditional lenders such as financial institutions. In this context, the portion funded by the SADC rarely exceeds 25% of the cost of the projects. This means that with average annual investments greater than \$ 1.2 million, the leverage effect is very interesting (at 6.1).

In addition, three of the promoters who obtained financing started their own business, while four acquired an existing business. The majority of cases processed during the year are actually development and expansion projects. Furthermore, there is no case of consolidation for which funding was granted, which is in itself significant.

Another positive point, more and more young people from 18 to 35 years are jumping into the entrepreneurial arena. As demonstrated by the results of the *Youth Strategy Program*, whose 20th anniversary was celebrated in 2017, SADC has a long history of supporting young entrepreneurs. The *Youth Alternative Fund* alone, set up to address the lack of liquidity in the *Youth Strategy Fund*, saw investments of \$367,000, for a total of \$467,000 since January 2017 (in just 15 months). It should be noted that the vast majority of these entrepreneurs are successful and stay in business long-term.

We would like to thank employees, administrators and mentors for their continued commitment, professionalism and enthusiasm for meeting the needs of the clientele and the community! Thank you to clients, entrepreneurs and socio-economic actors who not only have vision, but who also know how to go from idea to action!



Hugues Solomon, President



Daniel Gaudet, General Director

**Mission**

Stimulate the participation of the community in taking charge of its future, in a perspective of integrated and sustainable development, in complementarity with the actors of the community

**Vision**

To be recognized as a key resource for business solutions, contributing to the sustainable economic vitality of the community

**Values**

Autonomy

Creativity

Respect

Objectivity

Integrity

Collaboration and partnership

Endogenous development

A team attentive to the needs of the community



Isabelle Lapierre, Financial Analyst
Daniel Gaudet, General Director
Nadine Leblanc, Financial Analyst
Marie-Hélène Eloquin, Administrative Assistant
Vanessa Loignon, Communications Officer

Employee who was part of the team during the year
Nathalie Cyr, Communications Officer

Committed Volunteers

The members of the board of directors and mentors of the SADC of the Magdalen Islands are people who are committed to the economic development of the region.

Board of Directors

Hugues Solomon, President - Population Sector - Involved since 2005
Jean-Pierre Turbide, Vice President - Business Sector - Involved since 2003
Éric Jomphe, Treasurer - Business Sector - Involved since 2008
Line Bouffard, Secretary - Population Sector - Involved since 2009
Émilie Arseneau, Administrator - Youth Sector - Involved since 2016
Louis-Philippe Audet, Director - Tourism Sector - Involved since 2015
Anne Bourgeois, Administrator - Transportation and Communications Sector - Involved since 2013
Joël Lapierre, Director - Education / Workforce Sector - Involved since 2016
Judy Legault, Director - Population Sector - Involved since 2016
Martinet, Yves, Director - Community Sector - Involved since 2015
Lisandre Solomon, Administrator - Bio-Food Sector - Involved since 2013



318
HOURS OF VOLUNTEER WORK

MEETINGS
28

Mentors

Léonard Aucoin, involved since 2006
Jean-Jules Boudreau, involved since 2006
Louis Fournier, involved since 2014
Mark Joncas, involved since 2006
Maryse Lapierre, involved since 2013
Normand Lebel, involved since 2010
Michel Nadeau, involved since 2012

FINANCING AND PERSONAL SUPPORT

INVESTMENTS

MORE THAN
\$1M

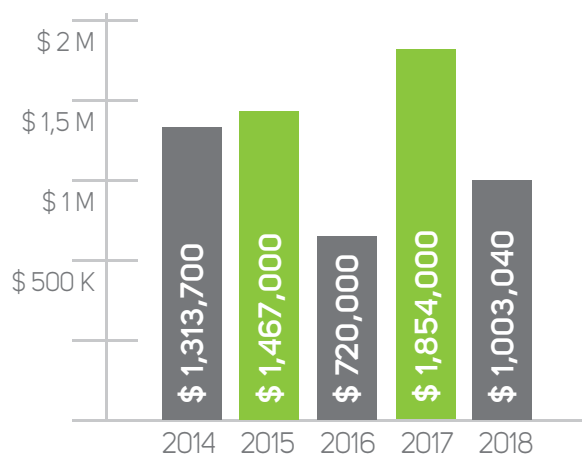
411

CLIENT MEETING

37

COMPANY VISITS

Evolution of investments over the last 5 years



Regular Investment Fund

\$ 386,040

AMOUNT AWARDED

6

LOANS

63

JOB'S CREATED AND MAINTAINED

6

COMPANY RECEIVED PERSONAL SUPPORT

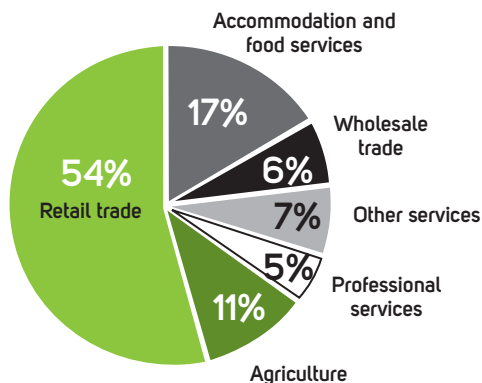
\$ 666,140

INVESTMENTS GENERATED

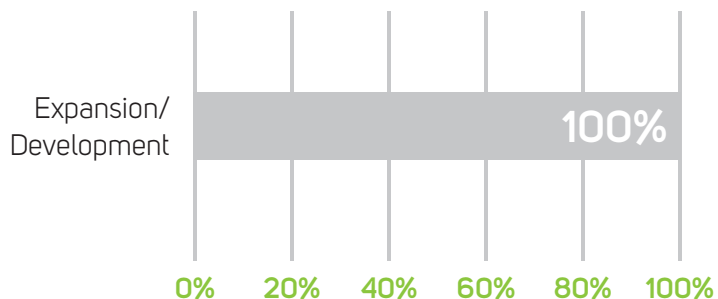
1,7

LEVERAGING

BREAKDOWN OF LOANS GRANTED BY SECTORS OF ACTIVITIES



DISTRIBUTION OF FUNDING BY PROJECT TYPE

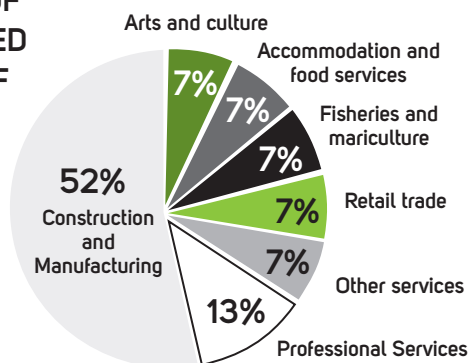


Youth Alternative Fund

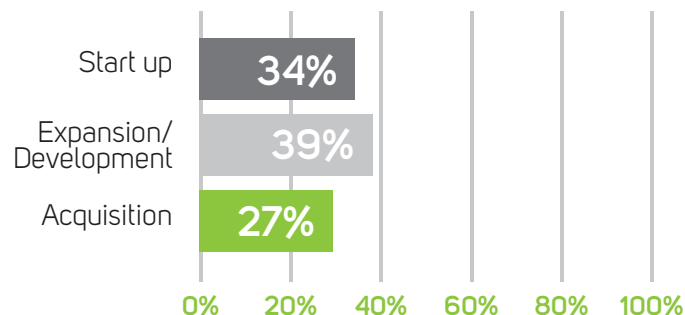
\$ 367,000
15
55
10
\$ 3,470,202
9,5

AMOUNT AWARDED
LOANS
JOBS CREATED AND MAINTAINED
COMPANY RECEIVED PERSONAL SUPPORT
INVESTMENTS GENERATED
LEVERAGING

BREAKDOWN OF LOANS GRANTED BY SECTORS OF ACTIVITIES



DISTRIBUTION OF FUNDING BY PROJECT TYPE

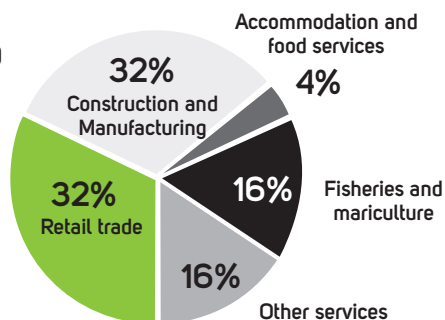


Business Succession Fund

\$ 250,000
7
35
6
\$ 2,068,926
8,3

AMOUNT AWARDED
LOANS
JOBS CREATED AND MAINTAINED
COMPANY RECEIVED PERSONAL SUPPORT
INVESTMENTS GENERATED
LEVERAGING

BREAKDOWN OF LOANS GRANTED BY SECTORS OF ACTIVITIES



DISTRIBUTION OF FUNDING BY PROJECT TYPE



Local development

\$ 38,045 IN NON-REPAYABLE CONTRIBUTIONS TO 15 COMMUNITY ORGANIZATIONS

Support for the development of local businesses

\$ 38,438 IN NON-REPAYABLE CONTRIBUTIONS TO 35 COMPANIES

ACHIEVEMENTS

MENTORING SERVICE FOR ENTREPRENEURS

7 MENTORS TO SERVE BUSINESS PEOPLE HERE!

5 new dyad **9** active dyads

73 twinnings since the implementation of the service in April 2006

5 promotional spots presenting testimonials from 4 mentees and 1 mentor

CONFERENCE BY ÉDITH JOLICOEUR **30** participants

Invited by the mentoring unit for entrepreneurs, Édith Jolicoeur, Web Consultant, was in the Islands last March to present the conference *Separating private life and professional life at the time of social network*. During this conference, people were called upon to think about the risks of mixing these two aspects of their life from different angles: e-reputation, security, privacy, etc



SADC COMMUNICATIONS

Given the changing ways of communicating, we have, once again this year, used different media to reach our customers and the general public. In this way, we have carried out a number of actions that have given us more exposure to showcase our know-how in the community.

4 newsletters

1 advertisement in the Radar

2 press releases

9 economic talks presented on CFIM

Buy Local Promotion on
Facebook : Advent calendar 2017



FACEBOOK

1 497 fans (**↑** 26% "likes")

267 posts

121 publications highlighting local businesses

408 174 views

24 participating businesses

126,396 views

207 new "likes"

TRAINING AND CONFERENCES

Training | "How to develop loyalty and to buy local", "Sales in 5C", "How to act on what motivates an employee", "How customers see your business" and "Customer service for employees"

Daniel Tanguay, *Détail Formation*

Seminar | Human and Organizational Issues Related to Workforce Challenges

Anik Demers and Louis Laroche, *Groupe SCE*

Advanced Facebook Training | Optimize a professional Facebook page

Édith Jolicoeur, Web Consultant



462
participants



SME Week

Training | Go from intention to action: how entrepreneurial are you?

Information breakfast | Transferors at the heart of the transfer process

Lunch meeting with Alexandre Taillefer

Gala des Éloizes – Awards evening

Spots on CFIM - Throughout the week, the theme *Prepare Your Business for the Future: Find Ways to Make the Most of Technological and Demographic Trends* was showcased at the heart of different radio spots featuring local businesses who use the Web in their business practices.

SPECIAL PROJECTS

Analysis of presence on the Web

As the Web is becoming more and more important in the business world, we have drawn a portrait of the web presence and social network of companies in the Islands. Of the 548 companies surveyed in the summer of 2017, **34% have a website, 47% have a Facebook page, 65% have a Google page, 48% are on Tripadvisor, while only 4% are on Twitter, Instagram and Pinterest.**

Given these results, it appears necessary that companies take measures to improve their presence on the Web. This is why a communications officer is employed by the SADC to help island entrepreneurs, whether for website creation, support on social network, advice, training, etc. A subsidy is also available to companies that are undertaking an e-commerce initiative.

Accompaniment and financial support
(website, social network, Web presence)

54 businesses supported

Training "Use your company's Facebook page effectively" and "The ABC of Social Network"

102 participants **77** companies and organizations

Customer experience

28 companies evaluated

In partnership with Emploi-Québec, the Maritime Community and the Chamber of Commerce of the Islands, the SADC worked on the client experience project with the firm *Détail Formation*. An evaluation of the quality of customer service was carried out according to various criteria. This allowed to draw a portrait of the situation and to identify the possible actions such as the training and support activities required to improve the observed weaknesses. Overall, the businesses that were visited received a very high rating for atmosphere. However, first contact and conclusion are areas for improvement. Recommendations were made following the analysis. This included a certification project, which would set standards for customer service. A pilot project is currently underway regarding this subject.

20 years of success for the Youth Strategy Program

Since 1997

Approximately

3.1 M

invested

194

businesses supported

988

jobs maintained and created



À l'abri de la Tempête

"Thanks to the Youth Strategy Program, we were able to start our business and be shareholders of our own company. An essential boost for young entrepreneurs! Without this financial support, but especially this moral support at each step of the start-up process, our company could not have been realized under such winning conditions."

Anne-Marie Lachance and Élise Cornéliier-Bernier, owners since 2003



Les cultures du large

"The SADC Youth Strategy Program was critical to my business, both at start-up and expansion. It allowed my dreams to grow."

Christian Vigneau, owner since 2007



Techn'Îles

"It was great that we could count on the SADC during the acquisition of the company. Because of the down payment that was required, it was not easy to return to the workshop. The Youth Strategy Program responded to this need."

Daniel Bourque and Pierre-Olivier Thériault, owners since 2010



Matexco

"When we acquired our company, the SADC Youth Strategy Program was a great help. This unsecured loan facilitates traditional financing. It also makes it possible to complete the initial investment, which a young entrepreneur often does not have. Without the help of SADC, it would have been even harder for us to complete our project."

Marc-Olivier Corbeil and Julien-Claude Boudeau, owners since 2014



Café de la Grave

"Thank you to the entire SADC team for their moral and financial support. Thank you for believing in our abilities in this business succession project. We are very grateful! Without their help, we would probably not be in this beautiful adventure that is the Café de la Grave!"

Marie-Claude Vigneault and Marie-Frédérique Cummings, owners since 2015



Physio Sport
Loiseau
Nadeau
Richard

"At the start-up of our clinic, the loans granted by the Youth Strategy Program enabled us to have a good down payment, thus enabling us to obtain financing from financial institutions. In addition, the 2-year payment holiday allowed us to consolidate and prepare more effectively for the future of our business. SADC identified our needs as young entrepreneurs and we are grateful to them."

Mélissa Nadeau, Marie-France Loiseau and Pascale Richard, owners since 2015

OUR MAIN PARTNERS

- Caisses populaires Desjardins des Îles
- Carrefour Jeunesse Emploi des Îles
- Chambre de Commerce des Îles
- Emploi Québec
- Communauté maritime des Îles
- The SADC and CAE Québec network
- Réseau M
- Table de concertation en ressources humaines des Îles

SADC des Îles-de-la-Madeleine

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sadcdesiles

Our major partner



Développement
économique Canada

Canada Economic
Development

Canada

Canada Economic Development for Quebec Regions offers a financial support to the SADC des Îles-de-la-Madeleine