

FONDS DE SOUTIEN À L'ATTRACTION ET L'ÉTABLISSEMENT DURABLE
EN CÔTE-NORD

PROMOTER'S GUIDE (Courtesy Translation)



2022-2025

TABLE OF CONTENTS

CONTEXT

The Sectoral Agreement on Attraction and Sustainable Settlement on the North Shore signed between the Ministère des Affaires municipales et de l'Habitation (MAMH), the six regional county municipalities (MRCs) of the North Shore, and the Société du Plan Nord (SPN) allows for the dedication of a fund to improve the region's demographics. This fund, the Fonds de soutien à l'attraction et à l'établissement durable en Côte-Nord (FSAED), aims to support :

- ▶ Initiatives to support the attraction and sustainable settlement of labor, youth and immigrants;
- ▶ Promote a positive, evolved and open image of the North Shore by highlighting the territories' various attractions;
- ▶ Promote, educate and raise awareness among the population of the North Shore about the realities of the different MRCs to increase the sense of belonging and pride in being part of it.

On June 30th, 2021, a sectoral development agreement for the attraction and sustainable settlement of the North Shore 2021-2026 (referred to as the "Agreement") was signed to ensure the attractiveness of the North Shore and the sustainable settlement of people. This agreement came into effect on April 1st, 2021 and will end on March 31st, 2026.

ELIGIBLE ORGANIZATIONS

- ▶ Social economy enterprises and cooperatives;
- ▶ Businesses, except those in the financial sector, legally incorporated in Quebec or Canada, with a headquarters or an establishment on the North Shore;
- ▶ Nonprofit Organizations (NPOs);
- ▶ Municipalities, regional county municipalities (MRCs), and organizations in the municipal sphere;
- ▶ Intermunicipal Boards;
- ▶ Education Network Organizations.

NON-ELIGIBLE ORGANIZATIONS

- ▶ Health and social services centers (CISSS) and university integrated health and social services centers (CIUSSS);
- ▶ Government agencies and state-owned enterprises that fall under the Loi sur l'administration financière¹;
- ▶ Businesses in the retail and food service sectors;
- ▶ Public companies;
- ▶ Organizations listed in the Registre des entreprises that are not eligible for government contracts. The ministers may refuse any application from an otherwise eligible organization if the organization is involved in a dispute with the Government of Quebec or is in default of fulfilling its obligations to the ministers under an act administered by the ministers, a regulation promulgated thereunder or an agreement.

PROJECT DEFINITION

A project is a time-limited initiative that is non-recurring in nature and does not include the ongoing costs that the organization must incur to remain operational regardless of the volume of its activities.

FINANCIAL ASSISTANCE

The maximum financial assistance that can be granted to a project is \$25,000.

If a project has repercussions or impacts on at least three MRC territories, the maximum financial assistance that can be granted to a project is \$50,000.

The limit of financial assistance can reach 50% of the eligible expenses of the project costs to be financed for businesses.

The limit of financial assistance can reach 80% of the eligible expenses of the project costs to be financed for NPOs, municipalities, MRCs and Band Councils.

Project completion deadline: [December 31st, 2025](#)

¹ Source : <https://www.quebec.ca/gouvernement/ministeres-et-organismes>

ACCESS TO FUNDING

- ▶ Cumulative assistance from the Government of Quebec and Canada, including assistance from the Fonds en attractivité et établissement durable en Côte-Nord, may not exceed 80% of eligible expenses;
- ▶ The Fonds de Soutien à l'Attraction et à l'Établissement Durable (FSAED) does not fund any recurrence. The submitted project cannot be renewed for a similar application;
- ▶ A project promoter may file more than one application per year. All applications are considered independently for evaluation. It is the sponsor's responsibility to prioritize their initiatives that they wish to submit to FSAED;
- ▶ A minimum contribution from the applicant or from the community of at least 20% of the total project;
- ▶ The beneficiary's contribution to the project may be in the form of financial, human, or material resources (non-governmental funder).

ELIGIBLE EXPENSES

- ▶ Expenses necessary and directly related to the completion of initiatives agreed to following the signing of a pre-agreement letter;
- ▶ The salary of additional human resources directly related to the completion of the accepted initiatives.

INELIGIBLE EXPENSES

- ▶ Management fees, operating expenses and any expenses not directly related to the project;
- ▶ Job offer project and funding for a study or quote fee;
- ▶ Perishable Goods;
- ▶ Any expense for business relocation from outside the administrative area;
- ▶ Any grant to governmental administration;
- ▶ Any expense related to activities regulated by budgetary rules approved by the Quebec government;
- ▶ Any expense for businesses listed on the business registry that are ineligible for public contracts;
- ▶ Any form of loan, any form of loan guarantee, any form of equity investment;
- ▶ Of representation costs, non-recurring posting costs, and updating an already existing website;
- ▶ Artwork, music or creative rights and royalties;
- ▶ Recurring expenses, donations and sponsorships;
- ▶ Expenses for the purchase of any motor vehicle that can be registered;
- ▶ Expenses to meet requirements in terms of legislation and regulations;
- ▶ Reimbursed expenses eligible for another form of reimbursement (e.g., tax refund) and expenses already paid by the Quebec government, for the same project and the financing of a project already completed;

- ▶ Deficit of an organization or business and repayment of accumulated debt.

PROJECT PATHWAY

- ▶ Accompaniment of the applicant by the territorial resource of his MRC;
- ▶ Submission of the complete project and all required attachments (See Required Documents in the form);
- ▶ Analysis and prioritization process for projects by the Analysis Committee;
- ▶ Decision of the Analysis Committee;
- ▶ Adoption of the project at the next public meeting of the MRC de Sept Rivières.

*Average response time following project submission: 30 to 45 working days.

ONGOING CALL FOR PROPOSALS

All projects submitted must be complete with all required documents. Only complete projects will be submitted to the analysis committee.

ANALYSIS CRITERIA

- ▶ Consistency with one of the three priorities listed in the CONTEXT section;
- ▶ Quality of project execution;
- ▶ Diverse and realistic funding;
- ▶ Support, financial commitment and/or partnership with the community;
- ▶ Promoter governance structure;
- ▶ Tangible impact in the community;
- ▶ The extent of regional outreach (if applicable).

MAXIMUM PROJECT DURATION

All accepted projects must be completed within the timeframe specified in the agreement and within the deadline established between the MRC de Sept-Rivières, as mandated under the agreement, and the promoter.

The deadline for reimbursement of expenses is [December 31st, 2025](#).

PUBLIC ANNOUNCEMENT

Successful projects will be the subject of a visibility protocol and a public announcement.

WHEN A PROJECT IS APPROVED

Presentation of a pre-agreement for acceptance of the financing plan by the authorized representative (MRC de Sept-Rivières) and upon approval by both parties, receipt of a protocol agreement confirming the commitments of each party and authorizing the organization to begin its project. If there are no changes to the project from the time it is submitted until it is accepted, the project can proceed directly to the signing of the protocol agreement.

ANALYSIS COMMITTEE

The analysis committee is composed of one member from each of the financial partners of the Entente sectorielle en attraction et établissement durable en Côte-Nord.

GENERAL INFORMATION

TERRITORIAL RESOURCES

- ▶ MRC de La Haute-Côte-Nord
communications@mrchn.qc.ca
- ▶ MRC de Manicouagan
attractivite@mrcmanicouagan.qc.ca
- ▶ MRC de Caniapiscau
pcastilloux@caniapiscau.ca
- ▶ MRC de Sept-Rivières
attractivite@mrc.septrivieres.qc.ca
- ▶ MRC de Minganie
info.de@mrc.minganie.org
- ▶ MRC du Golfe-du-Saint-Laurent
mickael.lambert@mrcgsl.ca
- ▶ Mandataire de l'entente : MRC DE SEPT-RIVIÈRES
attractivite@mrc.septrivieres.qc.ca
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