

# INTERVENTION AND RESOURCE ALLOCATION PLAN



**MRC** du  
Golfe-du-Saint-Laurent



**Accès  
entreprise**  
Québec

**Adopted on June 21st 2023**



## 1. Context

In November 2020, the Quebec government announced the creation of Accès entreprise Québec to strengthen the support and investment services offered to entrepreneurs and businesses in all regions of Quebec, and thus accelerate regional economic development.

The MRC du Golfe-du-Saint-Laurent is located in the Côte-Nord region (09). Located at the eastern end of the province of Quebec, the MRC's territory stretches between the Gulf of St. Lawrence and the Labrador border. The MRC du Golfe-du-Saint-Laurent was incorporated in 2010, with a population of 5126 in 2011.

Covering a total area of 81.028 square kilometers (land area 40.819 square kilometers), it stretches for almost 375 kilometers along the Gulf of St. Lawrence and is made up of five municipalities and one unorganized territory (TNO): Blanc-Sablon, Bonne-Espérance, Côte-Nord-du-Golfe-du-Saint-Laurent, Gros-Mécatina, Saint-Augustin and the unorganized territory of Petit-Mécatina.

## 2. Objectives and focus - Accès entreprise Québec

AEQ objectives	Intervention areas
1. Improving services for businesses	1. Supporting businesses and entrepreneurs in their business projects.
2. Develop a service offering that meets the priorities and needs of businesses throughout the MRC.	2. Refer to existing resources, programs and services to provide optimal assistance to all types of businesses (self-employed workers, cooperatives, manufacturing companies, services, etc.).
3. Provide access to comparable services across the region.	3. Intervene at the MRC level to provide local access to services for as many businesses and entrepreneurs as possible.
4. Ensure that companies can deploy and reach their full potential.	4. Collaborate with various resources and expertise within the MRC territory to maximize the service offering to entrepreneurs.
	5. Work closely with IQ in each region to enable as many companies as possible to optimize their processes and growth.



	<p>6. Help facilitate financing for a wide variety of business projects, notably through FLI, FLS and other dedicated regional funds.</p>
	<p>7. Boost the local economy of MRCs by increasing resources to support businesses.</p>

### 3. Intervention plan

#### Issues identified by the MRC and the advisory committee

##### Issue 1: Supporting companies in the digital shift

Total: 30% of allocated time

Supporting businesses in the digital shift						
Objectives	AEQ objectives	Focus areas AEQ	Actions	Performance indicators	Timetable	Allocated time
Assist organizations in implementing a digital strategy that enables them to make progress with technological tools.	2	1,2	Personalized digital support	10 projects supported	March 31, 2024	15%
	2	1	Structural digital support: Improving the web presence of local organizations and attractions	3 projects/platforms	March 31, 2024	5%
Implement a digital approach adapted to the regional reality with partners offering services to entrepreneurs	2	1,2,4	Implementation of the <i>Digital Transition</i> work plan	3 collaborative actions	March 31, 2024	10%



**Issue 2: Technical support businesses**

Total: 30% of allocated time

Technical support businesses							
Objectives related to the issue	AEQ objectives	Focus areas AEQ	Actions	Performance indicators	Comments	Timetable	Allocated time
A technical offering tailored to the needs of Lower North Shore businesses	2	1, 2	Specific support: organization of partner meetings, recruitment assistance, translation, etc.	10 projects supported		March 31, 2024	10%
	4	1,2	Business plan development support	3 supports provided		March 31, 2024	10%
	2	1	Technical support for groups of businesses on collective issues	3 projects/platforms		March 31, 2024	5%
Technical support for the fisheries sector	1	1,2	Business model choice support tool	1 document		March 31, 2024	5%

**Issue 3: Simplifying access to support services**

Total: 25% of allocated time

Simplify access to the various services offered to entrepreneurs							
Objectives related to the issue	AEQ objectives	Focus areas AEQ	Actions	Performance indicators	Comments	Timetable	Allocated time
Simplify access to and publicize the various economic development support services offered by the MRC and by external partners offering services tailored to Lower North Shore organizations.	3	3	Preparation of publications on the various AEQ services	6 publications		March 31, 2024	5%
	3	1,2	Contact companies individually to identify their needs and offer the corresponding AEQ services	15 companies contacted		March 31, 2024	5%
	3	2,3	Identify the various services offered to undertaken by the MRC's external partners (SADC, IQ, etc.).	6 external services mapped and shared		March 31, 2024	10%
	3	5	Organization of an annual event with Investissement Québec	1 activity		March 31, 2024	5%



**Issue 4: Recruit and develop the skills of economic development resources**

Total: 15% of allocated time

<b>Recruiting and developing the skills of economic development resources</b>						
Objectives	AEQ objectives	Focus areas AEQ	Actions	Performance indicators	Timetable	Allocated time
<p><b>Improve services by recruiting two resources and enabling them to take advantage of the ongoing training offered through the Accès entreprise Québec program.</b></p>	7	1,3	Participate in various training sessions offered to AEQ resources	6 AEQ training courses completed	March 31, 2024	10%
<p><b>AEQ program management</b></p>	1	7	Organization of meetings with the advisory committee, preparation of reports and updating of the Resource Allocation and Intervention Plan (RAIP).	1 meeting with the advisory committee 1 rendering of account 1 PIAR	March 31, 2024	5%



## Appendix A - Composition of the Advisory Committee

The advisory committee of the MRC du Golfe-du-Saint-Laurent is representative of the socio-economic reality of the territory it serves.

- **Danielle Driscoll** (representative of the municipality of Blanc-Sablon)
- **Jackie Gallibois**
- **Dean McKinnon**
- **Julie Monger**
- **Mason Organ** (Coasters Association)
- **Alberte Marcoux** (tourism representative, non-voting)
- **Kateri Champagne Jourdain / representative** (MNA for Duplessis, non-voting)