



MRC du
Golfe-du-Saint-Laurent

Maritime et touristique :

Transformer notre réalité dans l'avenir grâce à la Signature Innovation

Volet 3 – Fonds régions et ruralité

Annual Activity report

April 01, 2023 to March 31, 2024

CONTEXT

The MRC du Golfe-du-Saint-Laurent and the Minister of Municipal Affairs and Housing signed an agreement on November 13, 2023, within the Regions and Rurality Fund, component 3 with a goal to put forward the Signature Innovation program. Inside this program, an amount of 1 132 746 \$ will be invested within the MRC du Golfe-du-Saint-Laurent thanks to contributions from the Minister of Municipal affairs and Housing and the MRC du Golfe-du-Saint-Laurent.

The Signature Innovation program is designed to support and develop the maritime and tourism industries in a way that will allow all villages within the MRC to benefit from socio-economic spin-offs through development, innovation and structuring of their offer.

OBJECTIVES

- Strengthen the tourism offer: support the creation of high-quality tourism products to attract people to the region and enhance existing products to increase visibility and visitor experience.
- Develop the maritime industry: support industry players by encouraging them to make innovative choices.
- Create links between the maritime and tourism sectors: encourage promoters to create a stronger link between the two industries and develop tourism products linked to the maritime industry.
- Develop a regional brand and marketing strategy with direct links to the maritime and tourism industries to increase the territory's visibility and identity.

FINANCIAL PACKAGE

Source of financing	Amount	%
MAMH – Component 3 – FRR “Signature Innovation”	943 955 \$	83
MRC du Golfe-du-Saint-Laurent	188 791 \$	17
Total	1 132 746 \$	100

Part	2023-2024	2024-2025	Total
Minister	755 164 \$	188 791 \$	943 955 \$
MRC	151 033 \$	37 758 \$	188 791 \$
Total	906 197 \$	226 549 \$	1 132 746 \$

PRELIMINARY ACTION PLAN

Expenses	Admissible expenses
Preparation of the guide “Signature Innovation” – MRC resources	12 000 \$
Objective 1: Project financing: Component 1: Structuring the tourism offer Component 2: Development of the maritime industry Component 3: Creation of a link between the maritime and tourism sectors	863 000 \$
Objective 2: Development of a regional brand and marketing strategy - Hiring a consultant - Community consultations - Implementation	200 000 \$
Administrative costs	57 746 \$
Total	1 132 746 \$

STATUS OF THE FUND AT MARCH 31, 2024

Revenues

2023-2024 Envelope received from FRR	755 164 \$
Contribution of the MRC	151 033 \$
Total Revenues	906 197 \$

Admissible expenses

Expenses relative to planning of Signature Innovation	9 600 \$
Expenses relative to preparation of projects	2 400 \$
Total admissible expenses	12 000 \$

Summary

Financial envelope available 2023-2024	906 197 \$
Admissible expenses	12 000 \$
Residual funds to be included with the 2024-2025 year	894 197 \$

EXPENSES RELATIVE TO THE PLANNING OF SIGNATURE INNOVATION

The MRC created an in-house committee, composed of the general director, the tourism development agent, a development agent and the economic development coordinator and acting fisheries and biofood agent to brainstorm the Signature Innovation of the MRC du Golfe-du-Saint-Laurent. After many meetings and drafts of documents, the devis for the Signature Innovation program was completed and submitted to MAMH for approval.

The salaries and social benefits for the employees implicated in the planning phase amounted to 9 600 \$.

EXPENSES RELATIVE TO THE PREPARATION OF PROJECTS

Following the acceptance of the devis by MAMH, the economic development coordinator was tasked with creating the program guide, management framework, promoter guide and application form and the analysis grid that would be used by the steering committee of the Signature Innovation program.

The salary and social benefits for the economic development coordinator amounted to 2 400 \$.

CONCLUSION

Thanks to the financial support of the Regions and Rurality Fund, the MRC will be able to implement actions and projects within the Tourism and Maritime Industries and create a link between them. A first call for projects will be in April 2024.