



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

# *Maritime et touristique :*

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

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Volet 3 – Fonds régions et ruralité

## MANAGEMENT FRAMEWORK

February 2024

## **CONTEXT**

The MRC du Golfe-du-Saint-Laurent, situated at the extreme east of the province has a population of 3 382 (census 2021) spread over 14 villages from Kegaska to Blanc Sablon, 5 municipalities: Municipalité de la Côte-Nord du Golfe-du-Saint-Laurent which includes Kegaska, La Romaine, Chevery, Harrington Harbour and Tête-a-la-Baleine (787), Municipalité de Gros-Mécatina which includes Mutton Bay and La Tabatiere (356), Municipalité de Saint-Augustin includes the community of Saint-Augustin (425), Municipalité de Bonne-Espérance which includes Old Fort Bay, St. Paul's River and Middle Bay (692) and the Municipalité de Blanc-Sablon which includes Bradore, Lourdes de Blanc Sablon and Blanc-Sablon (1122). To that, we add a non-organized territory that represents 87% of the total area. In addition, although they aren't part of the MRC, the Innu communities of Unamen Shipu and Pakuashipi also occupy the territory.

Before the consolidation of the villages, the population was stretched over 70 tiny fishing posts. Today, with a fleet of approximately 60 vessels, 4 processing plants and approximately 150 plant workers, the fishery remains the main economic driver of the region. As the last few years brought forth declines and inconsistencies in the fishery, tourism has emerging as the main prospect for future economic development. The region has an abundance to offer. The rugged coastline, the wide-open spaces of breathtaking views, the particularities of the region and the simplicity of the lifestyle are attractions that need to be capitalized on.

## **DESCRIPTION**

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.

## **MANAGEMENT COMMITTEE**

The financial support program is governed by a management committee composed of:

- A member of the council of the MRC du Golfe-du-Saint-Laurent
- The general director of the MRC du Golfe-du-Saint-Laurent
- Two members of the MRC's economic development team
- A representative of MAMH.

Various advisory partners may be called upon to act as experts at the preliminary analysis stage, depending on the nature of the project. In addition, various government departments may also be called upon.

## **MANDATE OF THE MANAGEMENT COMMITTEE**

The creation of a management committee will ensure the implementation of the MRC's Maritime and Touristique: Transforming our reality into the future's signature and follow-up with the MAMH.

The management committee will oversee the application of the agreement and ensure its administrative and financial management and follow-up. In addition, the management committee will:

- Adopt the management committee's operating rules
- Formulate a management framework
- Engage the services of a consultant to carry out the consultations with respect to developing a regional brand and marketing strategy with direct links to the maritime and tourism industries to increase the territory's visibility and identity
- Receive applications for financial assistance following the call for projects
- Ensure the applications submitted meet the criteria and requirements of the policy
- Evaluate and rank projects according to their ranking on the evaluation grid
- Estimate the overall capacity to carry out qualified projects within the terms and duration of the agreement
- Inform the council of the MRC du Golfe-du-Saint-Laurent the projects selected for financial assistance, taking into account the funds available for this purpose
- Ensuring that the objectives of the agreement are met.

## **MANAGEMENT COMMITTEE OPERATING RULES**

- The management committee must meet twice to analyze and recommend projects, in the 45 days following the end of project submission period.
- Each member of the management committee must declare any conflict or appearance of conflict of interest for each project and agree to respect the non-disclosure of personal information
- A quorum must be reached at each meeting
- Projects will be approved by the majority of members present
- Management committee members will be required to sign a confidentiality agreement

Notwithstanding the quorum of members present, confirmation of approved projects must be done by the MAMH representative.

## **COORDINATION OF THE MANAGEMENT COMMITTEE**

The management committee is coordinated by the MRC du Golfe-du-Saint-Laurent's economic development department. In addition to overseeing the coordination of the management committee, they will ensure project follow-up.

## **TERM OF OFFICE**

Members are appointed for the duration of the agreement and any extensions.

## TIMETABLE

<b>Step</b>	<b>Start date</b>	<b>End date</b>
Implementation	Date agreement last signed	December 31, 2025

## FINANCIAL PACKAGE

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

## PRELIMINARY ACTION PLAN

<b>Expenses</b>	<b>Admissible expenses</b>
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 \$
<b>Total</b>	<b>1 132 746 \$</b>