

# INTERVENTION AND RESOURCE ALLOCATION PLAN



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



**Presented on March 18, 2026**



## 1. Background

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. Since 2025, the program is called Réseau accès PME

The MRC du Golfe-du-Saint-Laurent is located in the Côte-Nord region (09), at the eastern tip of the province of Quebec. The MRC's territory stretches between the Gulf of St. Lawrence and the border with Labrador. The MRC du Golfe-du-Saint-Laurent was established in 2010 and had a population of 4,622 in addition to more than 1,300 First Nations people living in two communities within the MRC territory.

With a total area of 81,028 square kilometers (land area 40,819 square kilometers), it stretches nearly 375 kilometers along the Gulf of St. Lawrence and is composed 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 areas of focus – Réseau accès PME

Program objectives	Areas of focus
1. Improve services to businesses	1. Support businesses and entrepreneurs in their business projects.
2. Develop a range of services that meets the priorities and needs of businesses throughout the MRC territory.	2. Refer to existing resources, programs, and services in order to provide optimal assistance to all types of businesses (self-employed workers, cooperatives, manufacturing companies, service providers, etc.).
3. Provide access to comparable services throughout the territory.	3. Take action at the MRC level to provide local access to services for as many businesses and entrepreneurs as possible.
4. Ensure that businesses can grow and reach their full potential.	4. Collaborate with various resources and experts in the MRC territory to maximize the services offered to entrepreneurs.
	5. Work closely with IQ in each region to enable as many businesses as possible to optimize their processes and growth.



	6. Help facilitate financing for a wide variety of business projects, particularly through FLIs, FLSs, and other dedicated regional funds.
	7. Boost the local economy of the MRCs by increasing resources to support businesses.

### 3. Action plan

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

##### Issue 1: Supporting businesses and promoting the local entrepreneurial environment

Total: 90% of time allocated to a resource

The resource dedicated to supporting businesses will play an increased role in mobilization and communication in order to promote the emergence of joint projects and the identification of collective issues.

Support tailored to the needs of businesses							
Objectives related to the issue	AEQ objectives	AEQ areas of intervention	Actions	Performance indicators	Results	Timeline	Time Allocated
Support tailored to the needs of businesses	2	1, 2	Referencing and support for businesses	15 projects supported		March 31, 2026	25%
	2	2	Participation in regional consultations (SME Innovation Space, regional studies, collective projects, etc.)	3 projects annually		March 31, 2026	5%
	2	1, 2	Contacting local businesses (cold calls)	10 businesses contacted		March 31, 2026	5%
Consultation on Business Needs	2	1, 2	Facilitation of an economic development consultation committee	3 meetings per year		March 31, 2026	10%

Response and Resource Allocation Plan



			composed of business actors				
Communicate the services offered to businesses	3	2	Support the sharing of information about the services and financial assistance programs offered by the MRC and its partners	24 publications/year via various channels (web, community media, etc.)		March 31, 2026	25%
Digitization of business activities	3	3	Development of digital best practice guides	1 guide on social media 1 guide on the use of AI		March 31, 2026	10%
Development of statistics on the region's economic fabric	1	4	Continue collecting data on businesses in the MRC	Compile and implement existing information in a single document		March 31, 2026	10%



**Issue 2: Support the tourism industry**

Total: 90% of time allocated to **one** resource

**The resource dedicated to tourism development supports the growth of this industry both by supporting local projects and by participating in larger-scale initiatives involving various regional partners.**

Supporting the digital and communication needs of businesses							
Objectives	AEQ objectives	AEQ areas of intervention	Actions	Performance indicators	Results	Timeline	Time Allocated
<b>Support the development and emergence of tourism businesses</b>	1	1.2	Support to tourism businesses	10 projects supported		March 31, 2026	20%
	3	3	Analysis of financial aid requests from tourism businesses	10 projects analyzed		March 31, 2026	30%
	3	1	Facilitation and consultation with the local tourism industry	2 meetings organized		March 31, 2026	15%
	4	4	Support for structuring projects in tourism (international cruises, Expedition 51)	Participation in 3 meetings + appropriate follow-ups		March 31, 2026	20%
	4	3	Support for the rollout of the MRC's tourism marketing initiative.	Progress in the rollout of the marketing initiative (including website)		March 31, 2025	5%

**Issue 3: Technical Resource Réseau accès PME**

Total: 100% of a technical resource's time

Note: The percentage of time dedicated to each action will vary considerably throughout the year depending on different priorities.

The MRC's objective is to hire a technical resource as part of the Réseau accès PME program. The tasks and the percentage of time devoted to each will vary according to current organizational priorities.

Simplify access to the various services offered and promote entrepreneurship							
Objectives related to the issue	AEQ objectives	AEQ areas of intervention	Actions	Performance indicators	Results	Timeline	Time allocated
Support for economic development resources	N/A	N/A	Hiring of a technical resource	1 resource hired		March 31, 2026	25%
	N/A	N/A	Organization of resource travel	1 trip organized		March 31, 2026	25%
	N/A	N/A	Compile resources interventions with businesses	100% of interventions compiled		March 31, 2026	25%
	N/A	N/A	Support for resources for consultation with the community	Organization of two events		March 31, 2026	25%

**Issue 4: Develop the skills of economic development resources**

Total: 10% of allocated time

<b>Recruit and develop the skills of economic development resources</b>							
Objectives	AEQ objectives	AEQ areas of focus	Actions	Performance indicators	Results	Timeline	Time Allocated
<b>Improve the services offered by training provided to resources</b>	7	1.3	Participate in various training courses offered to Réseau accès PME resources	3 Réseau accès PME training courses completed		March 31, 2025	One-time
<b>SME Access Network service management</b>	1	7	Organizing meetings with the advisory committee, preparing reports, and updating the Response and Resource Allocation Plan (PIAR)	1 meeting with the advisory committee 1 report 1 PIAR		March 31, 2025	One-time
<b>Collaboration with IQ</b>	3	5	Organization of an activity with Investissement Québec	1 activity organized		March 31, 2025	One-time

## Appendix A – Composition of the advisory committee

The advisory committee of the MRC du Golfe-du-Saint-Laurent aims to be representative of the socioeconomic reality of the territory it serves.

- **Danielle Driscoll** (representative of the municipality of Blanc-Sablon)
- **Jackie Gallibois**
- **Dean McKinnon**
- **Julie Monger**
- **Shelley Fequet (Coasters Association)**
- **Alberte Marcoux** (representative of the tourism sector, non-voting)
- **MEIE Representative**