



**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

## Annual Activity report

January 01 to December 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
<b>Total</b>	<b>1 132 746 \$</b>	<b>100</b>

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

## 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 \$
<b>Total</b>	<b>1 132 746 \$</b>

**Objective 1: Project financing:**

Under this objective, we have 3 components: 1. Structuring the tourism offer. 2. Developing the maritime industry and 3. Creation of a link between the maritime and tourism sectors. Of the 4 projects supported in the 2024 year from January 01 to December 31, 4 projects under component 1, and 1 under component 2.

<b>Projects</b>	<b>Total project cost</b>	<b>Amount awarded</b>	<b>Amount disbursed</b>	<b>Balance to disburse</b>
<b>1200 6090 Canada Inc.</b> Developing the hospitality sector in Bonne-Esperance	250 705.36 \$	100 000.00 \$	80 000.00 \$	20 000.00 \$
<b>Voyages Coste</b> Marketing strategy	50 000.00 \$	40 000.00 \$	18 000.00 \$	22 000.00 \$
<b>Fermes Belles Amour</b> Logistics and transport : Taking seafood into our own hands	173 785.00 \$	86 892.50 \$	69 514.00 \$	17 378.50 \$
<b>Acquisition LM Basse-Côte-Nord</b> Auberge Coastal Waters – Renovations and upgrades	187 428.61 \$	93 714.30 \$	31 238.10 \$	62 476.20 \$
<b>TOTAL</b>	<b>661 918.97 \$</b>	<b>320 606.80 \$</b>	<b>198 752.10 \$</b>	<b>121 854.70 \$</b>

## STATUS OF THE FUND AT DECEMBER 31, 2024

### Revenues

2024-2025 Envelope received from FRR	188 791 \$
Contribution of the MRC	37 758 \$
Residual from 2023-2024	894 197 \$

**Total Revenues** 1 120 746 \$

### Admissible expenses

Objective 1: Project financing	320 606.80 \$
Objective 2 : Development of a regional brand and marketing strategy	0.00 \$
Administrative costs	0.00 \$

**Total admissible expenses** 320 606.80 \$

### Summary

Financial envelope available 2024-2025	1 120 746.00 \$
Admissible expenses (Objective 1: Project financing)	320 606.80 \$

**Residual funds to be included with the 2025-2026 year** 800 139.20 \$

#### Residual breakdown:

Objective 1	542 393.20 \$
Objective 2	200 000.00 \$
Administrative costs	57 746.00 \$

### CONCLUSION

Thanks to the financial support of the Regions and Rurality Fund, the MRC will be able to implement actions and support 4 projects within the Tourism and Maritime Industries and create a link between them.