



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

January 01 to December 31, 2025

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 \$

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 2 projects supported in the 2025 year from January 01 to December 31, 1 project under component 1 and 1 project under component 2.

Projects	Total project cost	Amount awarded	Amount disbursed	Balance to disburse
Ronald Monger High quality remote tourism	119 156.33 \$	59 578.16 \$	47 662.53 \$	11 915.63 \$
12006090 Canada Inc. Enhancing Aquaculture Efficiency through Maritime equipment and Labour Deployment	200 000.00 \$	61 677.76 \$	49 342.13 \$	12 335.63 \$
TOTAL	319 156.33 \$	121 255.92 \$	97 004.66 \$	24 251.26 \$

Objective 2: Development of a regional brand and marketing strategy:

Under this objective, the MRC retained the firm, Becken Creative to develop a regional brand and marketing strategy that includes photography and videography, logo and branding and website design and development for a maximum amount of \$ 105 424.01, including taxes.

STATUS OF THE FUND AT DECEMBER 31, 2025

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 \$

Expenses incurred to December 31, 2024

Objective 1: Project financing	320 606.80 \$
Objective 2 : Development of a regional brand and marketing strategy	0.00 \$
Administrative costs	0.00 \$
Total expenses to December 31, 2024	320 606.80 \$

Admissible expenses at December 31, 2025

Objective 1: Project financing	121 255.92 \$
Objective 2 : Development of a regional brand and marketing strategy	105 424.01 \$
Administrative costs	0.00 \$
Total admissible expenses	226 679.93 \$

Summary

Financial envelope available 2024-2025	1 120 746.00 \$
Total expenses (2024, 2025)	547 286.73 \$
Residual funds to be included with the 2026 year	573 459.27 \$

Residual breakdown:

Objective 1	421 137.28 \$
Objective 2	94 575.99 \$
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 2 projects within the Tourism and Maritime Industries and hire a firm to develop a regional tourism brand and marketing strategy for the Lower North Shore.