

CAE
RIVE-NORD

ANNUAL REPORT
2023-2024



© Ville de Lachute / Argenteuil RCM

CAE RIVE-NORD, GETTING INVESTED IN OUR *communities*

Local Economic Development

Support

Financing

Message from the President and the General Director

Getting invested in our communities

Implementing new services to communities doesn't happen overnight—especially this year, as we had to contend with short staffing and a Board of Directors that needed rebuilding. But despite all this, the CAE is **solid**, running smoothly, and committed to its mission.

The three communities and various municipalities served by CAE Rive-Nord (Rivière-du-Nord RCM, Argenteuil RCM, and Mirabel, Sainte-Anne-des-Plaines, Oka, Saint-Joseph-du-Lac and Saint-Placide) have very different socio-economic realities. This necessitates that we adapt our responses to client needs and adjust them to **complement** those of other economic development organizations. The CAE must tailor its service offering to this reality, and **partnerships** with the socio-economic players in the various RCMs and towns we serve are essential. We **need to build everything** from the ground up, and the CAE has put and will continue to put all its **energy** into developing a healthy collaboration with each of our organization's allies.

CAE Rive-Nord must offer its communities three lines of business: local development, support and financing. This year, we're particularly proud of our local economic **development effort**. Not only did we use our entire allocated budget, we also redistributed it, enabling us to deploy even greater efforts on local intervention measures, the green shift and support to businesses.

CAE Rive-Nord's new mandate also brings changes to the tasks of everyone in the organization, and this year we were delighted to welcome **Audrey Ducharme**, executive assistant to the General Director. "Audrey's dedication and commitment to entrepreneurship and community enrichment are matched only by her Olympian calm and her initiative in the face of all the challenges our new reality brings."

Next year, we'll be focusing on the full realization of our three business lines, with a particular emphasis on supporting business start-ups. Since the pandemic, many people have taken the plunge into **entrepreneuriat** and it will be our job to ensure that their adventure is successful.

In conclusion, we spoke earlier of the need for good partnerships. Well, our results would not be anywhere near as significant without our local collaborators, our clients, the Réseau des SADC et CAE, Canada Economic Development, and of course, our precious Board of Directors members and our incredibly dedicated team—all of whom we wish to thank from the bottom of our hearts.

Getting **invested** pays off beyond all expectations!

Alexandre Aubin
President

Marie-Pierre Guindon
General Director

MISSION

Actively participate in the enrichment of our communities through our involvement in various Local development projects, as well as by offering support and financing solutions tailored to the needs of each company, whether in the start-up or growth phase.

Local Economic Development



GETTING INVOLVED IN LOCAL DEVELOPMENT TO ENRICH OUR COMMUNITIES AND MEET THEIR CHALLENGES

LOCAL INTERVENTION MEASURE (LIM)

Non-repayable contributions to set up or support collective projects promoting the economic development of our region.

7 projects \$32,894

• **SAINT-JÉRÔME BRANCHÉ**, in collaboration with the Chambre de commerce et d'industrie Rivière-du-Nord and multiple partners.



• **PETITE SÉDUCTION D'INFIRMIÈRES INTERNATIONALES DANS ARGENTEUIL**, in partnership with the Argenteuil RCM and the MIFI.

• **S'INSPIRER POUR SE DÉVELOPPER**, in collaboration with the Chambre de commerce et d'industrie d'Argenteuil in partnership with Services Québec, Desjardins and the Argenteuil RCM.

• **FAB LAB SYNERLAB**, partner of the Argenteuil RCM and several other partners.

• **EMPLOYÉS HEUREUX; GAGE DE SUCCÈS**, in collaboration with the Rivière-du-Nord RCM, the Chambre de commerce et d'industrie Rivière-du-Nord, and Services Québec..

I learned a lot about employee recognition. I really enjoyed the workshops.

• **COLLOQUE PROPULSION MAIN-D'ŒUVRE**, in collaboration with Service aux entreprises Rivière-du-Nord, CEP Saint-Jérôme and Services Québec.



• **GRAND RENDEZ-VOUS ENTREPRENEURIAL DES LAURENTIDES (GREL)**, partner of UQO - Campus Saint-Jérôme and several other partners.

LOCAL ECONOMIC DEVELOPMENT (LED)

15 LED projects, including three in Youth Strategy: \$24,319

- **STATION SAINT-JÉRÔME 1 ET 2**, partner of Ville de Saint-Jérôme, the CIE Laurentides, educational institutions and the CISSS des Laurentides.
- **DÉFI OSENTREPRENDRE LOCAL GALA**, partner of the Rivière-du-Nord RCM, the Ville de Saint-Jérôme and several other partners.
- **LES PREMIERS PAS EN ENTREPRENEURIAT**, partner of Carrefour jeunesse-emploi Rivière-du-Nord.
- **ON CARBURE À L'INTRAPRENEURIAT**, partner of the Chambre de commerce et d'industrie de Mirabel and the MEIE..
- **GALA ZÉNITH FINALISTS' COCKTAIL**, in collaboration with the Chambre de commerce et d'industrie Rivière-du-Nord.
- **FIVE TRAININGS**, including two in partnership with Services Québec.

- **NETWORKING BRUNCH**, partner of Carrefour jeunesse-emploi Rivière-du-Nord.



- **THREE WEBINARS ON LAW 25**, in collaboration with the Chambre de commerce et d'industrie Rivière-du-Nord, the Rivière-du-Nord RCM, the Chambre de commerce et d'industrie d'Argenteuil and the Chambre de commerce et d'industrie de Mirabel.

THE CAE IS ALSO INVOLVED IN A NUMBER OF COMMITTEES AND PROJECTS

Number of hours: 265 h

Comité régional pour l'autonomie des femmes (CRAF) des Laurentides

Table économique des Laurentides (TéCAR)

Table Entrepreneuriat immigration Laurentides

Table employabilité Rivière-du-Nord

Mirabel equestrian tourism

Saint-Jérôme Branché

Gala Excellence de la Chambre de commerce et d'industrie d'Argenteuil

Défi OSEntreprendre,

– Local level, business creation section, Rivière-du-Nord RCM

– Regional level, business creation section

Consultation on the integration of immigrants in Argenteuil

Économie sociale Laurentides en tournée

Colloque des entreprises manufacturières et industrielles de Mirabel

Social economy pathway

Grand rendez-vous de l'écosystème - Résilience climatique

Grand rendez-vous entrepreneurial des Laurentides (GREL) - UQO Saint-Jérôme

Réseau des SADC-CAE, sustainable development group

Employés heureux; gage de succès

Saint-Jérôme station

Gala Zénith of the Chambre de commerce et d'industrie Rivière-du-Nord

Ville de Saint-Jérôme economic watch committee

Fondation Cégep Saint-Jérôme

Fonds Écoleader advisory committee

Ecosystem meetings by Connexion Laurentides

Participation in partner AGMs

Inauguration of Centrale des Affaires Saint-Jérôme

Renforcer les capacités d'agir des communautés par l'économie sociale event

La rentrée de l'écosystème at the École des entrepreneurs du Québec

Launch of La Ruche Laurentides

SPECIAL PROGRAMS

VIRAGE VERT

Non-repayable contributions to accelerate regions' sustainable development.

Seven projects \$73,020



LOCAL DEVELOPMENT PROJECT \$19,500

Implementation of two collective sustainable development projects in partnership with Synergie économique Laurentides and SADC des Laurentides.

- **RECOVERY OF PLASTIC BOAT COVERS**, promoting the collection, transportation and recycling of plastic boat covers using a variety of innovative methods. 20 tons of plastic diverted from landfills, including 5 tons for the CAE's territory.
- **VALORIZATION OF INDUSTRIAL PLASTICS**, pursuing the implementation of the circular economy project in the Laurentians region, including new sectors such as microbreweries, car dealerships and aeronautics.



TECHNICAL ASSISTANCE \$53,520

Specialized expertise to guide contractors in improving their environmental and economic performance.

- **UNIATOX**, optimizing energy consumption and efficiency.
- **HECO INNOVATION CHANVRE INC.**, sustainable business model.
- **LES PLACEMENTS BELACO INC. (Gisèle Produits de beauté)**, optimizing energy consumption and efficiency.



- **PAYSAGEMENT PATRICK LOGAN**, carbon footprint.

🗨️ **LUC DUBOIS**, Équipe Logan

Thank you very much for your incredible support on our GHG assessment and decarbonization journey.



- **DÉCOUPEXPERT**, eco-design.

🗨️ **ÉRIC LEBEL**, DécoupeXpert

Thank you for your invaluable help. The results speak for themselves and even exceed our expectations. This is extremely promising!



Support

GETTING INVESTED IN OUR COMMUNITIES

BY OFFERING EXPERTISE

TO HELP THEM GROW

Number of hours of consulting and coaching: **over 2,800 h**

TRAININGS

- **BOOSTEZ SON IMPACT EN LIGNE POUR LES FÊTES**, helping entrepreneurs prepare and optimize their Web content for the holiday season.



Everything was excellent. The venue was easy to find, parking was available, great coffee, great food. Perfect welcome, engaging presenter, lots of content.
– Participant in Boostez votre impact en ligne pour les Fêtes

- **THREE WEBINARS ON LAW 25**
- **COMMENT PROMOUVOIR SON ENTREPRISE LOCALE EFFICACEMENT SUR LE WEB**
- **LES AVIS GOOGLE POUR SUSCITER L'INTÉRÊT DE VOS CLIENTS POTENTIELS**


- **DÉMYSTIFIER LE PLAN D'AFFAIRES**, training for start-ups, in collaboration with Services Québec.



- **MIEUX COMPRENDRE MES CHIFFRES**, training and personalized coaching for companies over two years old, in collaboration with Services Québec.

I really enjoyed this course. I already knew some things, but the trainer took me even further. The eight hours flew by, I was very surprised.
– Mrs. Demontigny, Mieux comprendre mes chiffres

Total hours of training provided: 468 h
Number of companies: 162
Hours of coaching by an external consultant: 32

Thanks to our partner 

Financing

INVESTING IN OUR COMMUNITY'S

BUSINESSES THROUGH FINANCING ADAPTED

TO THEIR REALITY

Financing of working capital, orders, SR&ED, equipment, etc.
Everything to support your growth



TESTIMONIALS



BENOÎT LAPOINTE AND JÉRÉMIE BOUCHARD,
RANDOLPH PUB LUDIQUE

Getting started with entrepreneurship can be daunting, and buying all the furniture you need is hard on your cash flow. The CAE's financial assistance saved us and gave us the liquidity we needed. We're extremely grateful!

JESSICA LUSIGNAN AND MIRIAM MAGNAN,
MATHILDA CAFÉ

We had planned to expand our premises in the future, but the CAE's help enabled us to bring this project forward, which makes a big difference in terms of customer reception and employee comfort. With the CAE, everything went very smoothly, and we're very satisfied.



Thanks

TO OUR PRECIOUS MEMBERS

Our thanks go out to our invaluable volunteer members of the Board of Directors for their involvement.

Alexandre Aubin, President

Lyne Villemaire, Vice-Présidente and Secretary-Treasurer

Véronique Lamy, Administrator

Dominique Deschênes-Lambert, Administrator

Stéphane Gauthier, Administrator

Thank you to all those who, in one way or another, have contributed to the CAE's success in our communities.

Marie-Pierre Guindon, General Director

Audrey Ducharme, Executive Assistant

Odette D'Astous, Accounting Coordinator

Nathalie Larochelle, Local Development and Communications Advisor

Member of the Réseau des SADC et CAE

Développement économique Canada pour les régions du Québec appuie financièrement les SADC et les CAE
Canada Economic Development for Quebec Regions offers a financial support to the SADC and the CAE



**Développement
économique Canada**
pour les régions du Québec

**Canada Economic
Development**
for Quebec Regions

CAE
RIVE-NORD

995 Maher Street, Suite 205
Saint-Jérôme, QC J5L 0A8
T. 450 304-1911

info@caebl.ca www.caebl.ca



@caebl



@caebl