

Message from the President and Director General

The Annual Report is not only a legal requirement, but also an excellent opportunity to step back and review our successes and failures, and focus on our challenges. 2010 was a year of transition and our first full fiscal year under the guidance of Vision Pontiac 2020 Strategic Plan.

A brief overview by sector highlights some of our successes, particularly in cultural and tourism projects. Our 2010 flagship activity was undoubtedly the Grand Opening of Oiseau Rock Trail, an essential step in the development of this outstanding project inspired by a group of citizens. This major achievement would not have been possible without the vision of the CLD Director and Board of Directors of the time, and the dedication and quality of work of Benedikt Kuhn, who we wish to thank especially.

Another highlight, and the culmination of several years of hard work and perseverance from the CLD team and our partners, was the formal recognition and integration of our cycling trail, Cyclopark PPJ, in the Route verte™ network.

The cultural activities report underscores the tremendous potential of this often underestimated aspect of local development. With more than 700 spectators, cultural programming remains a promising challenge in the cultural development agreement.

Some major projects for which the CLD was often solicited, e.g., in the agri-food and forestry sectors, represent important challenges for the Pontiac.

Significant effort is still required to transition these sectors towards real added value, which may, in some cases, entail the integration of services.

In Internet communications, 2010 marked our shift to Web 2.0. The development of a dynamic information site, pontiacportal.qc.ca, and the use of social media for advertising and promotion, positioned the Pontiac as a progressive region, an important distinction in this era of economic revival.

This brings us to the new industrial site in Litchfield. The CLD team has closely monitored the development strategies at the site, and feedback thus far is extremely positive.

Finally, we wish every success to Gilles Vallières, Annie Vaillancourt, Christine Mitchell and Denise Marion who left the CLD in 2010. These departures have allowed us to welcome Benjamin Hiard to our business services department and Jean-Michel Archambault-Cyr to rural development services.

As tradition allows, we welcome this opportunity to thank all our partners and directors for their dedication, perseverance and continued cooperation.

And... stay tuned for 2011!

Richard Grimard,
President

Isabelle de Bruyn,
Director General

MISSION

Through its developmental initiatives, the CLD helps to bolster partnerships between the municipal sector, the business community as well as various other sectors, and give new impetus to local development. By assuming this pivotal role in the economic activity of the Pontiac, the CLD encourages local community responsibility for development.

MANDATES

- MULTI-SERVICE OUTLET for entrepreneurship adapted to its environment.
- Provide entrepreneurs with various funding opportunities for their projects.
- Develop and update a local action plan for economic and employment development.
- Formulate local strategies related to the development of entrepreneurship and businesses, including social economy businesses.
- Position the MRC Pontiac to generate interest in the establishment of businesses in various sectors of economic activity.
- Develop and promote the Pontiac region as a tourist destination.
- Support the implementation of innovative projects in partnership with various Pontiac socio-economic stakeholders.
- Support the MRC and local municipalities in their development efforts.

TEAM

2010 Members of the Pontiac CLD Personnel

Isabelle de Bruyn, Director General
Joanne Marion, Administration and Human Resources Assistant
Denise Marion, Secretary Receptionist
Gilles Vallières, Accountant
Danielle Belec, Communications and Promotion Officer
Annie Vaillancourt, Economic Development Officer
Renée Lance, Entrepreneurship and Investment Officer
Benjamin Hiard, Economic Development Officer
Christine Mitchell, Economic Development Officer
Benedikt Kuhn, Cultural Development Officer
Émilie Chazelas, Cultural Development Officer
Amy Taylor, Rural Development Officer
Bernhardt Beaudry, Rural Development Officer
Jean-Michel Archambault-Cyr, Rural Development Officer
Mélanie Pieschke, Rural Development Officer
Ariann Bouchard, Municipal Family Policy Coordinator
Lisa Lagacé, CAL Pontiac Coordinator
Leona Lalonde, CAL Pontiac Motor Skills Educator
Amanda Ranger, CAL Pontiac Motor Skills Educator

2010 Members of the Pontiac CLD Board of Directors

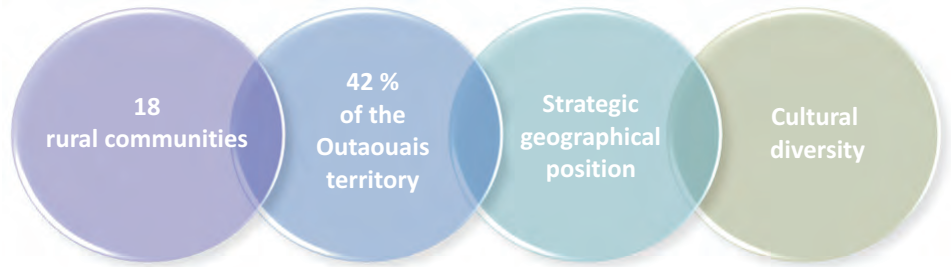
Richard Grimard, Health President
Paul-Émile Maleau, Île-du-Grand-Calumet Vice-President
Sylvie Landriault, Social Economy Secretary-treasurer
Albert Armstrong, Shawville Administrator
Martin Boucher, Forestry Administrator
Raymond Durocher, Fort-Coulonge Administrator
Donald Gagnon, Chichester Administrator
Todd Hoffman, Chamber of Commerce Administrator
Jean-Pierre Lanctôt, Tourism Pontiac Administrator
Michael McCrank, Warden Administrator
Laura Palmer, PME Administrator
Ross Vowles, Thorne Administrator
Rémi Bertrand, MRC (non voting)
Isabelle de Bruyn, CLD (non voting)
Louis Goyette, Local Employment Centre (non voting)
Gail Sullivan, Local Employment Centre (non voting)
Charlotte L'Écuyer, Deputy of Pontiac (non voting)



Pontiac: A Promising Reality



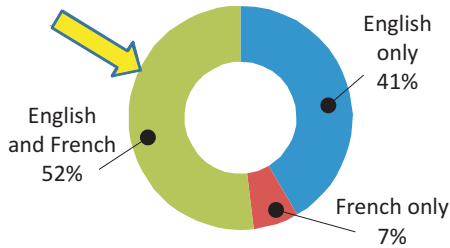
Région de L'Outaouais



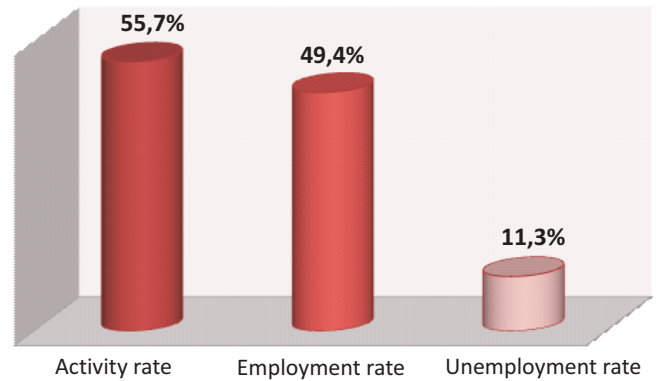
Pontiac's Distinguishing Features

An available and bilingual workforce

Knowledge of the official languages in 2006



Data on employment (2006)



Success Factors

INFRASTRUCTURES	KNOWLEDGE	SUSTAINABLE DEVELOPMENT	GOVERNANCE AND QUALITY OF ASSOCIATIONS

Our Vision

Towards an MRC of excellence

Redefine our future for 2020

Strategic Plan

CLD: Where the action is...Land of Commerce

Business and Industry

The CLD Pontiac provides front line assistance and technical as well as financial support to potential entrepreneurs and existing businesses, individuals and collectives (including social enterprises), whatever the age or stage of development of their business.



TAILOR-MADE PROGRAMS AND SERVICES

SERVICE FOR BUSINESSES

Coaching service

- Coaching (process)
- Technical Support
- STA – Self-employment program
- All business projects

GRANTS

- SSM – Marketing Strategy Program
- JP – Young Promoters
- Start-up
- Succession
- SEPE – New Business Venture Program

LOANS

- FLI- Local Investment Fund

SERVICES FOR SOCIAL ECONOMY PROJECTS

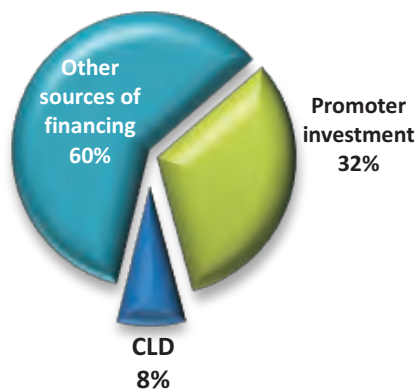
- Technical Support
- Social Economy Fund
- Event Fund



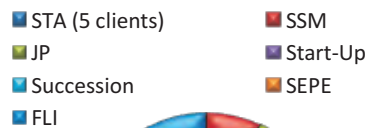
Economic Impact

Activity Sector	Number of businesses	Number of jobs created	Sums received from the CLD	Promoters Investments	Other source of financing	Total cost of project
Agriculture	2	2,5	\$10,000	\$398,975	\$920,625	\$1,329,600
Manufacturing	-	-	-	-	-	-
Services	11	17	\$120,813	\$202,735	\$266,000	\$589,548
Tourism	8	8,5	\$28,780	\$74,748	\$91,814	\$195,342
Transformation	4	1	\$4,540	\$5,836	- \$	\$10,376
Retail sales	1	2	\$5,998	\$5,998	- \$	\$11,995
Total	26	31	\$170,131	\$688,292	\$1,278,439	\$2,136,861

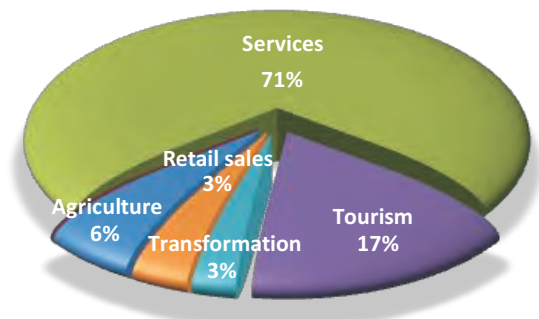
Projects financed in 2010



Programs



By sector



Entrepreneurship contest

PROMOTION OF ENTREPRENEURSHIP

- ➡ Business breakfasts and "cinq à sept" in partnership with SADC and the Pontiac Chamber of Commerce
- ➡ Interviews at CHIP Radio
- ➡ Presentations
- ➡ VISIT THE PONTIAC BUSINESS DIRECTORY : www.commercepontiac.ca

CLD: Where the action is...Land of Commerce

Social Economy

The social economy business development fund assists not-for-profit organizations and businesses, including Coops, with financially viable projects which create or maintain sustainable jobs.

Objectives for 2011-2012

- Develop a collective entrepreneurship culture and the Coop experience as business solutions in rural areas
- Provide promotional support to major cultural and traditional events within the MRC Cultural Agreement

Social Economy Fund	New Special Fund for Event Support
<p>TransporAction Pontiac · Adaptation of a vehicle</p> <p>Rodéo Pontiac · Promotion and Advertising</p> <p>Patro de Fort-Coulonge · Marketing</p> <p>Pontiac Pool · Market study</p> <p>Pontiac Artists Association · St-Jacques School renovations</p> <p>Chutes Coulonge · Equipment and signage</p>	<p>Day of the Tree - May 18 · 500 visitors</p> <p>Eco Trade Fair - May 29 · 200 participants</p> <p>Canadian sled dog race 'Dryland' - November 13 and 14 · 1,000 visitors</p> <p>Christmas Market at the Bryson House - December 4 · Over 100 visitors</p>



Christmas Market
 photo Bernhardt Beaudry



Pontiac Rodeo - photo Jenn Becker



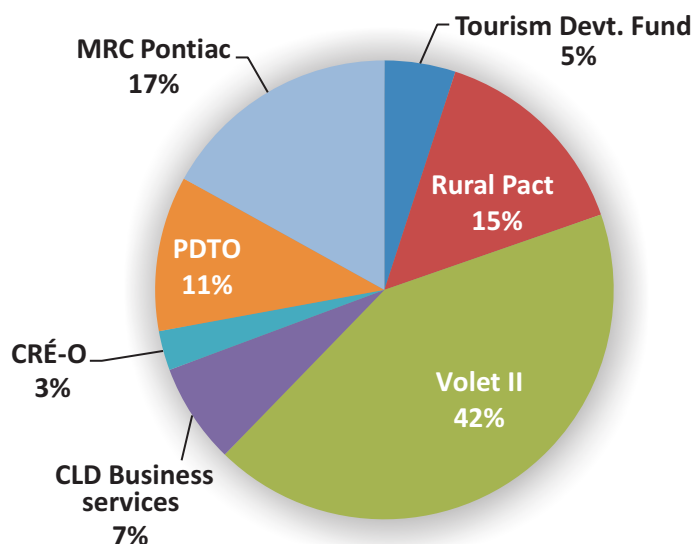
Timberland - photo Benjamin Hiard



In 2020, the tourism sector will be one of the cornerstones of economic development in the Pontiac. MRC Pontiac will be a destination known for its tourism, its quality services and hospitality, and the diversity of its natural, historical and cultural resources.

Technical and/or financial Support	Project development in partnership with the MRC-CDE	Other partners' financial support
<ul style="list-style-type: none"> • Pontiac Tourism • Leslie Park • Rodéo Pontiac • Ranch RS • Horizon X • Timberland Tour • Ski Pontiac • Rafting Momentum • Escapade Eskimo • Pure Life Adventure • Chutes Coulonge • Pingouins Snowmobile Club • Zec St. Patrice • McConnell municipal campground • Excursions 710 • Brennan's Recreational Farms • Entreprises LSJ 	<ul style="list-style-type: none"> • Cycloparc PPJ/Route verte™ • Oiseau Rock • Saut-des-Chats Park • Leslie Park-Chutes • Coulonge recreational Trail 	<ul style="list-style-type: none"> • MRC Pontiac \$118,355 • CRÉ-O \$19,500 • Tourisme Outaouais/ CRÉ-O/MCCCCF \$76,500

Total investment : \$706,755



In 2010, thanks to the support of the CLD Pontiac, and in collaboration with other organizations, a total of \$706,755 was invested in the Pontiac for tourism development projects.

Objectives for 2011-2012

- Prioritize the outcome of major ongoing projects
- Move forward with the Tourist Route project (Pontiac Destination)
- Support tourism to improve the offer

CLD: Where the action is...Land of Hospitality

Tourism Promotion

Position the Pontiac and promote tourism

TOURISM - 2010 ACTIVITIES

BRANDING

- Created new Pontiac destination and Cyclopark PPJ logos;
- Tagline: « Rich in discoveries » summarizes in a catchy manner the essence of the Pontiac's tourism offer: discovery of a majestic river, traces of a notable history, an exceptional countryside with an array of exciting outdoor activities, memorable communities, and a land which gently reveals its secrets.



VIDEO PRODUCTION

Summer tourism in Pontiac

– Broadcast on YouTube, tourism websites and Pontiac Portal

ADVERTISING AND PROMOTION

Display – Transit campaign with OC Transpo; displays in tourism attractions/centres and car rental agencies in Ottawa, Ottawa Valley and Gatineau

Print – Tourism guides (Outaouais, Ottawa Valley, Pontiac, Eganville Leader, Vélo Québec)

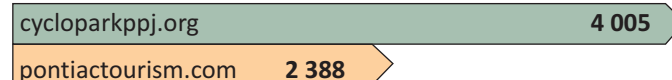
Events – Ottawa Exhibition (booth, contest, radio and TV coverage)

INTERNET

- www.cycloparkppj.org site development
- www.pontiactourism.com update and maintenance
- Advertising banners: Tourisme Outaouais and Facebook
- Creation of a Flickr account (Pontiac landscapes)

Internet Site Usage

(Number of visits from May to December)



Social Media



MAPS

- Outaouais map
- Tourism map – Coop Tourisme Outaouais
- Cyclopark PPJ map

MEDIA RELATIONS

Articles in: La Presse 'Cahier Vacances', Cyberpress.ca, Bonjour Québec, GéoPleinAir, various online travel sites 'Adrenaline Rush', Espace, etc.

PR Value: \$223,000

PROMOTIONAL ITEMS

Inventory of an array of promotional items distributed/sold locally in tourism centres.

EVENTS CALENDARS

Creation of online calendars for:

- pontiactourism.com
- pontiactourism.com
- cycloparkppj.org

BUDGET

Expenses: \$48,000

Revenues: \$8,700*

*(Coop campaigns and advertising revenues)

Marketing-communication impact on Pontiac tourism businesses

- ✓ Occupancy rate increase: 4.3 % (2008-2010)
- ✓ 70 % of facilities report an increase over 2009



In 2020, the agriculture and agri-food sector will be based on an innovative range of specialty products, sealing its role as a key economic player. The MRC Pontiac will be known as a dynamic area and for its value-added products thereby generating renewed youth interest in farming.

Agricultural Production

- Exploratory exploitation of three rice farms
- Hops production
- New dairy farm startup
- Berry farm startup
- Marketing services (regional project)
- Fine Meat Coop Project (OVFMC) support

Regional Representation

- Table de concertation Agroalimentaire de l'Outaouais
- Strategic development of agri-food marketing
- Planning and activities for the Outaouais

Tours and Campaigns

- Agri-tourism Food Taste Trail with two Pontiac stops (Outaouais Gourmet Way)
- An 'Eat Local' campaign promoting local products in local markets
- Technical support for the Bryson House Market startup

Agricultural Activities

- Shawville Fair
- Technical Support for school guided tours of the Shawville Fair
- Various Pontiac Farmers' Markets



Croquez l'Outaouais!

Les produits d'ici, c'est tout frais

Objectives for 2011-2012

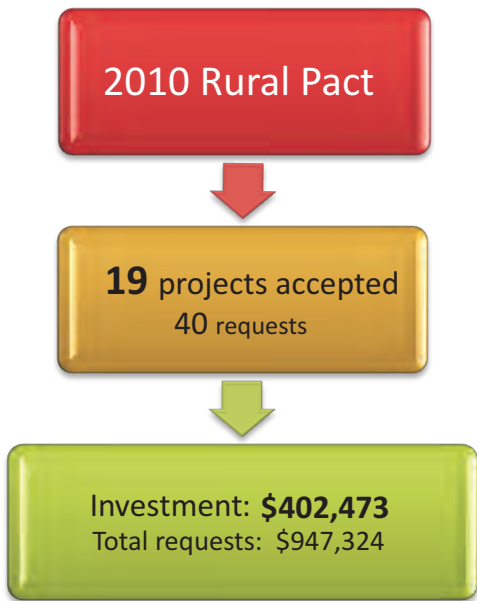
- Create opportunities for agricultural processing
- Organize specialized training/information sessions
- Promote access to local products
- Increase our involvement in the Pontiac's agricultural activities



Rice farm, Vinton - photo Danielle Belec

CLD: Where the action is...Land of Vitality

Revitalizing Communities



• ARAS (Pontiac emerging artists' shows)	\$ 2,000
• Bouffe Pontiac (Community food facilitator)	\$ 20,000
• Bristol Community Association (SKI Pontiac)	\$ 10,000
• Harrington Community Centre (Bowling Alley)	\$ 25,000
• CHIP FM (Information support)	\$ 10,000
• Chutes Coulonge (Reservation system and signage)	\$ 17,473
• CLD Pontiac (rural animation)	\$ 8,000
• CLD Pontiac (Oiseau Rock Campaign)	\$ 5,000
• Club Pingouins and PSDA (infrastructures)	\$ 40,000
• COOP des Draveurs (Arena renovations in Fort-Coulonge)	\$ 20,000
• CREP/CJE (New residents' welcome services)	\$ 15,000
• MRC Pontiac (Cultural animation in the Pontiac)	\$ 25,000
• MRC Pontiac (Household waste reduction)	\$ 10,000
• OVFCM (Slaughterhouse project management)	\$ 50,000
• Portage-du-Fort (School of the Arts renovations)	\$ 5,000
• Tourisme Pontiac (Lighting Tourist Relays)	\$ 10,000
• Tourisme Pontiac / CDCP (Tourism HR)	\$ 20,000
• TransporAction (Collective and adapted transport)	\$105,000
• Upper Pontiac Sports Complex (Chapeau Arena lighting)	\$ 5,000

Rural development's scope encompasses all dimensions of local socioeconomic development in rural areas. The Rural Pact, a major tool within the National Policy on Rurality adopted in 2001, is an expression of the will to ensure sustainability for our communities as well as the preservation of their rural identity.

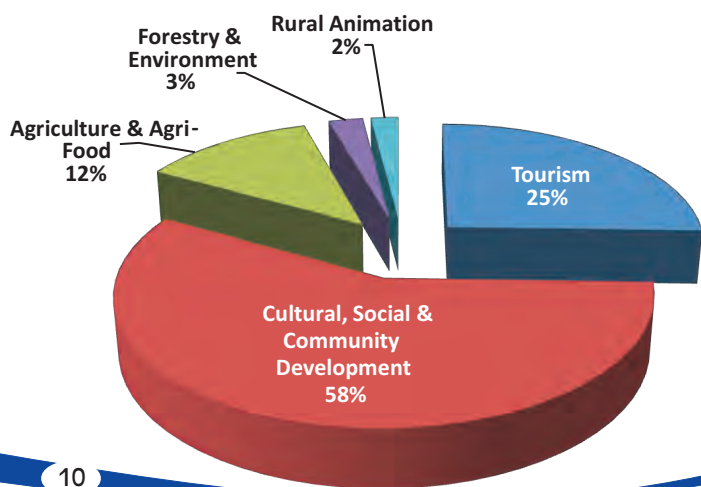
The MRC Pontiac has defined its rural development framework for action according to Vision 2020 Strategic Plan and has prioritized the following sectors: tourism; cultural, social and community development; agriculture and agri-food; forestry and environment as well as business development.

Success factors are: infrastructures, education and knowledge, governance and quality of association and sustainable development



Rurality Awards - photo Danielle Belec

Distribution by sector - 19 projects financed



Encourage the revitalization process within local communities

Community revitalization is a continuous process which targets several objectives, but requires a common point of departure.

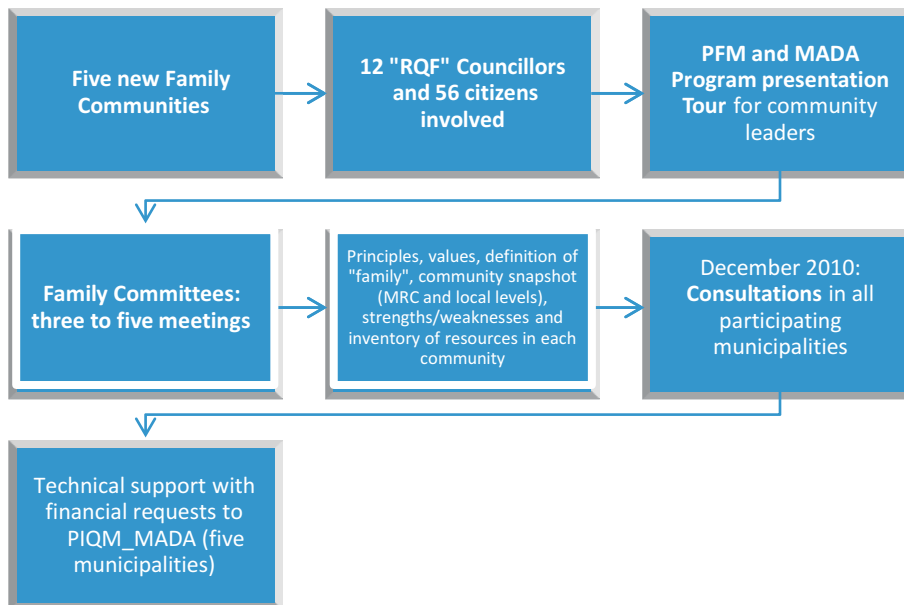
In 2010, several local committees developed Local Action Plans for their community, and were supported by rural team activities:



Objectives for 2011-2012

- Supporting financed projects toward success
- Supporting municipalities and local groups in their revitalization process (local action plans)
- Investing in the promoters' economic efforts, especially in the agro and tourism sectors

Municipal Family Policy (PFM) and Municipalities Friends of Seniors Program (MADA)



PFM/MADA Objectives for 2011-2012

- Supporting the 12 municipalities and the MRC with the PFM and MADA process
- Organizing a special launching activity for both policies
- Identifying how to implement the policies and action plans

Other activities:

- Teenagers' activity at the MRC Day of the Tree
- Minister Blais' official visit (formalisation of the MADA inclusion)
- Family activity at Pavillon du Parc (special week for mental disability)
- Participation in school retention activities
- Participation in a food drive activity with Bouffe Pontiac (Guignolée)

CLD: Where the action is...Land of Vitality

Cultural, Social and Community

In 2020, the cultural, social and community sector will be the purveyor of pride and quality of life. Pontiac will be a land where community hubs thrive and where a wide variety of cultural, educational, sport and recreation opportunities are offered.

Cultural Development

The Cultural Development Agreement foresees a total investment of \$150,000 over three years (2008-2010). In 2008, a total of \$50,700 was jointly invested by the MRC Pontiac and the Ministry of Culture, Communications and Women Condition (MCCCF). This investment contributed to the realisation of seven projects, including over 40 events or activities, whose combined value totals \$224,583.

In addition to the Agreement, the cultural development officers provided support to the following organizations and municipalities: heritage sector in Fort-Coulonge, Bryson House renovations, improvements at the School of the Arts, support for libraries, canoe route study, etc.

VVAP

The MCCCF « Villes et villages d'art et de patrimoine » program covers part of the costs related to the hiring and training of cultural development agents. Since 2008, the CLD has had two employees within its cultural development team.

Objectives for 2011-2012

- The MRC is presently negotiating the renewal of the Cultural Agreement
- The main objectives are: increasing the number of cultural activities, supporting the organisation and promotion of local events, improving the knowledge of, and preserving Pontiac heritage, community revitalization through reuse of vacant heritage buildings, the development of tourism routes, increasing the visibility of the Arts



Art Gallery, Portage-du-Fort - photo Danielle Belec



Bryson, Léo Piché Park - photo Danielle Belec

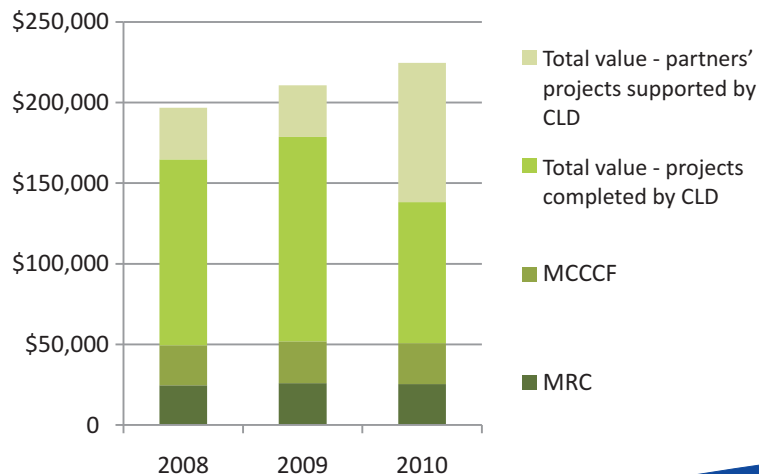


Sheenboro, Oiseau Rock Trail - photo Danielle Belec

Cultural Development (continued)

Main accomplishments for the year were:

- MRC Cultural programming comprised of four professional performances and six outdoor cinema screenings, with a total attendance of over 700;
- Completion of the Oiseau Rock Trail construction; the official opening on July 9 received vast media coverage;
- Support of six projects through the Cultural Initiatives Support Program;
- Regional (Outaouais) coordination of a tourism route project, with the participation of a rural agent;
- Creation of a route highlighting the heritage and history of the Pontiac;
- Implementation of the first Heritage Homeowner Renovation Support Program and Heritage Awards ;
- Representation of the CLD and MRC at the local and regional level (Conférence régionale des élus de l'Outaouais, Conseil Régional de la Culture, ABV des sept, la Fondation VVAP, la Commission du patrimoine de l'Outaouais).



CLD: Where the action is...Land of Resources

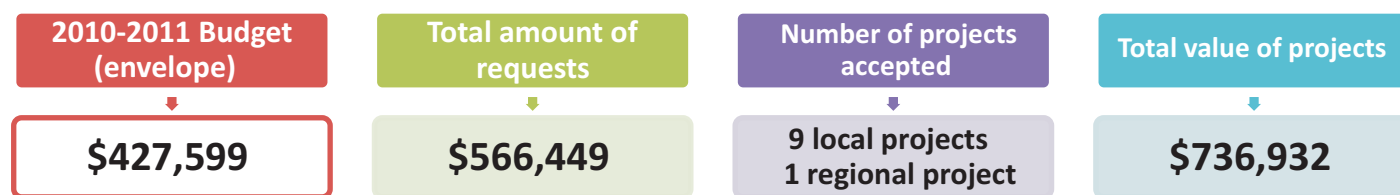
Forests and Natural Environments

In 2020, the forests and natural environments sector will still be one of the cornerstones of the economy because it will have innovated and diversified its various outlets and practices. The MRC Pontiac will stand out because of the variety and quality of its natural resources, qualified workforce and training opportunities.

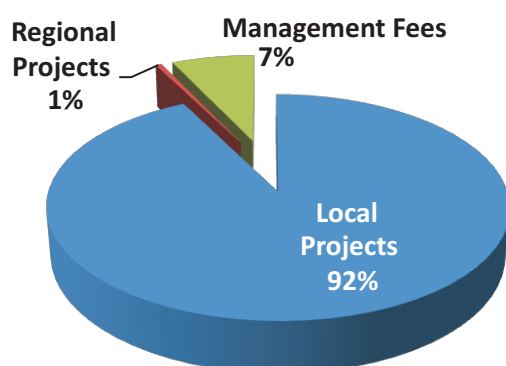
Forest Resource Development Program - Volet II, an essential tool

This program contributes to the social and economic development of the regions by way of projects of forestry, wildlife, recreational, educational or environmental nature within forestry related operations.

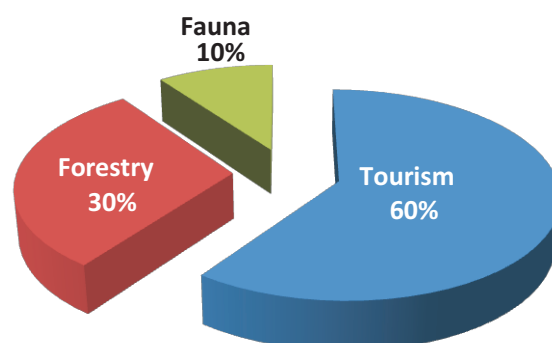
The financing of the program comes from the Ministry of Natural Resources and Wildlife, which disburses the budgetary envelope to the CRÉ-O. The CLD has been mandated by the MRC Pontiac to manage the program.



2010-2011 Volet II Budget Allocation



2010-2011 Volet II Distribution by Sectors



- **Chutes Coulonge - Aerial park** – Canyon zip line addition
- **CDE Pontiac** – Building of a shared Welcome Centre at Oiseau Rock and ZEC St. Patrice entrance
- **MRC Pontiac** – Improvements on the PPJ Cyclopark (asphalting of sectors)
- **Municipality of Rapides-des-Joachims** – Addition of services at McConnell's campground
- **CDE Pontiac** – Development of a canoeing route into the Western part of the Ottawa river
- **ZEC St. Patrice** – Environmental protection at St. Patrice and Tremblay Lakes campgrounds

- **Industries Maibec Inc** – Develop a strategy for the management of cedar
- **MRC Pontiac** – Control of the overgrowth of the beech in TPI sugar bush
- **Commonwealth Plywood** – Study to compare irregular cutting methods for the Red Oak regeneration and growth

REGIONAL PROJECT

- Socioeconomic survey for the hunting of the ruffed grouse in the Outaouais region

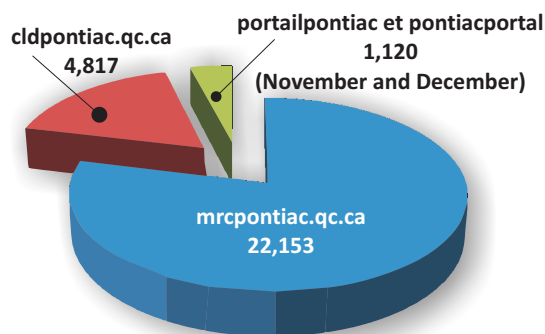
VIDEO PRODUCTION

- 'Vitrines d'affaires' Broadcast: Sympatico Affaires, YouTube 'MRC Network', Pontiac Portal

INTERNET

- Web 2.0: MRC News Blog (pontiacportal.qc.ca); social media (Twitter and Flickr)

Internet Site Usage - Number of Visits



EDITORIAL

Business articles (8) on various subjects pertaining to CLD services and MRC news items.

PRESS RELEASES

Press releases (5) and three press conferences (planning and organising)

- Route verte™
- Oiseau Rock
- Rice cultivation

ADVERTISING

Advertising concept and design (7), as required



'Vitrines d'affaires' Broadcast - photo Danielle Belec

INTERNAL DEPARTMENTAL AND PROGRAM SUPPORT

- Posters and advertising - Day of the Tree and Eco Trade Fair
- Brochure - Planning by-laws
- Electronic invitations - Vision 2020
- Editing and translation, as required
- 'Culturiades 2010' Certificates

MUNICIPALITIES, ORGANIZATIONS AND ASSOCIATION SUPPORT

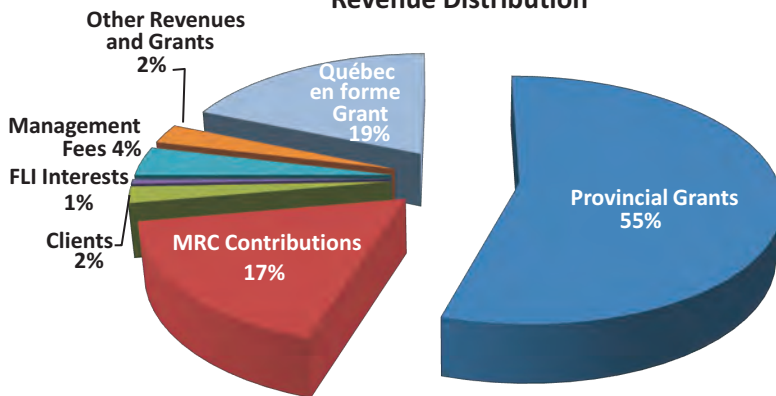
Communication and marketing consulting services, translation, photos, etc.



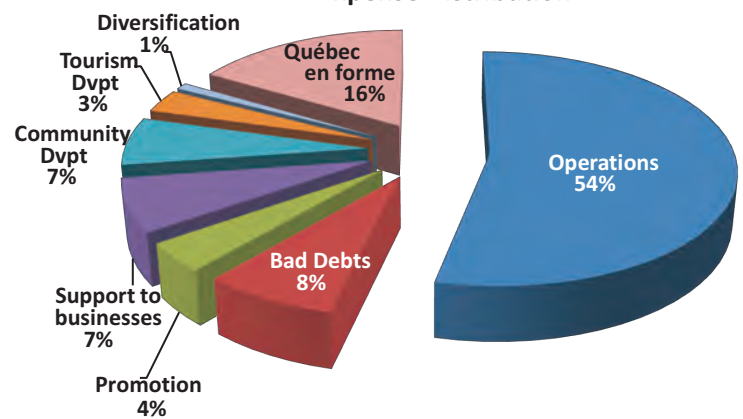
PPJ - Route Verte Inauguration - photo Danielle Belec

The CLD financials and 2010 in summary

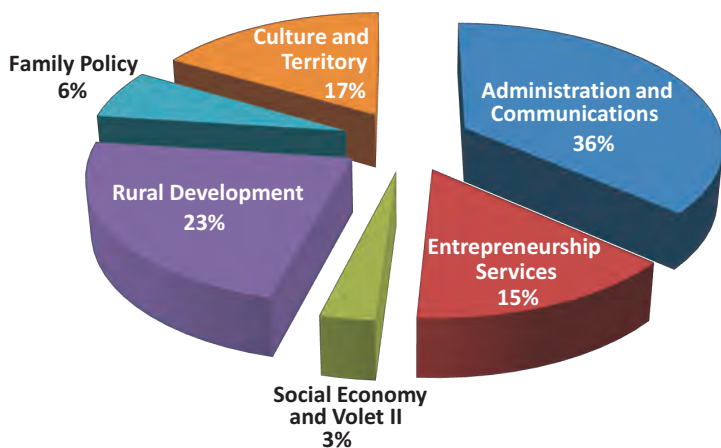
Revenue Distribution



Expense Distribution



Human Resources Distribution



Our Major Partners



Chambre de commerce
du Pontiac



TOURISME
OUTAOUAIS



ASSOCIATION DES
CENTRES LOCAUX DE DÉVELOPPEMENT
DU QUÉBEC



Nos partenaires privilégiés :
Développement Économique, Innovation et Exportation
Emploi-Québec
Affaires Municipales, Régions et Occupation du territoire
Culture, Communications et Condition féminine
Famille et Aînés
Agriculture, Pêche et Alimentation
Ressources naturelles et Faune

