

Revitalizing Your Community

Ontario East Municipal Conference, OEMC.ca

September 9, 2014

@ProfBruce



Revitalizing Your Community

Bruce Murray Firestone, B Eng (Civil), M Eng-Sci, PhD

Ottawa Senators founder

Century 21 Explorer Realty Inc broker



@profbruce



#oemc

Bruce is an entrepreneur/real estate
broker/developer/coach/urban guru/keynote speaker/Sens
founder/novelist/columnist/peerless husband/dad.



FIRESTONE

Opportunity is Everywhere—but first you must be able to see

- 177 acres near Eganville
- 3 homes
- 3 rental cottages
- 5 RV sites/room for 45 more
- 1,000s of feet of waterfront
- glorious lake
- asking price?



Opportunity is Everywhere—but first you must be able to *see*

- \$740,000
- number of offers?

Opportunity is Everywhere—but first you must be able to *see*

- ZERO
- why?

Opportunity is Everywhere—but first you must be able to *see*

- lacking in panache & differentiation
- highest and best use unknown
- functional program not established
- marketing non existent
- operator fatigue

REVITALIZING YOUR COMMUNITY



REVITALIZING YOUR COMMUNITY



REVITALIZING YOUR COMMUNITY

Ottawa without—

- Mike Cowpland (Corel)
- Terry Matthews (Mitel)
- Bruce Firestone (Ottawa Senators)
- John Doran (Domicile)
- Irving Greenberg (Minto)
- Kris Singhal (Richcraft)
- Bill Malhotra (Claridge)

... a very different city



domicile

Before you go ... how do
I switch this thing on?



REVITALIZING YOUR COMMUNITY

COOMBS, BC

- population ~ 1,327
- Vancouver Island
- 43.7 kilometres northwest of Nanaimo
- top tourist attraction
- one of Canada's weirdest places
- huh?



REVITALIZING YOUR COMMUNITY

GOATS ON THE ROOF

- Old Country Market
- features family of goats living on roof
- employs 100 to 150 people in winter, 250 in summer
- attracts 5,000 visitors per day during peak days
- spurred other development



REVITALIZING YOUR COMMUNITY



REVITALIZING YOUR COMMUNITY

GOATS ON THE ROOF

- Kristian and Solveig Graaten



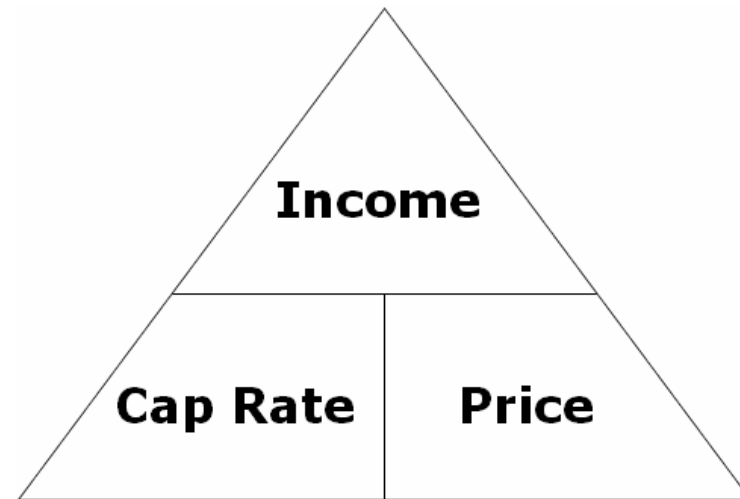
REVITALIZING YOUR COMMUNITY



RETURN TO EGANVILLE STORY



- pp \$740,000
- stb 75%
- equity \$185,000
- GOI \$71k/yr
- cap rate 9.7% p.a.







Why build tiny houses on steel frames w/ wheels?

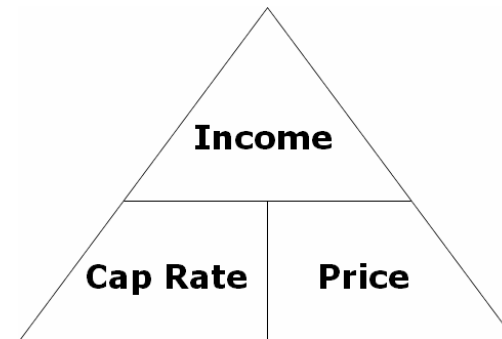
Opportunity is Everywhere—but first you must be able to see

It eliminates the need and high development costs you normally would have when building a home on the ground. There are no building permits required so you don't have to follow outdated or unreasonable building code. It eliminates the laws that restrict housing to be of a certain larger size, so you can actually build a right size house. And, you would pay no yearly taxes as you normally would have to, for a house built on the ground. Ontario considers these a home made RV, (there not ! [SIC]) and as such plate them at a small one time fee. They are also portable, so you could build in one location and move it to a smart community when finished. Or move anytime, with your house, to any other location or smart community in Ontario. You can build a building in Ontario on the ground around 10' X 10' or 100 square feet without a building permit, but not a house that small, it would be illegal to live in it. Again, *you would be shut down.*

source: KINGSTON TINY HOUSE GROUP, <http://wwppss.wix.com/smart>



- add 45 sites for tiny houses (not RVs)
- \$150 land rent/mth
- \$81,000/year additional revenue
- year round marginal income
- **cap rate 9.7% to 19.6% p.a.**





- affordable housing
- renters become “owners”
- entrepreneur GOI of > \$145,000/year w/ greater differentiation
- community → creates new opportunities
- keep your kids from leaving/reasons to return

REVITALIZING YOUR COMMUNITY

2,993,385.83



McNab Braeside



McNab Braeside



-stop exporting \$300,000 per year

McNab Braeside

WHY PRIVATE SECTOR?

- higher revenues
- Bell Sensplex > \$600k per annum sponsorship
- average Ottawa arena? < \$10k

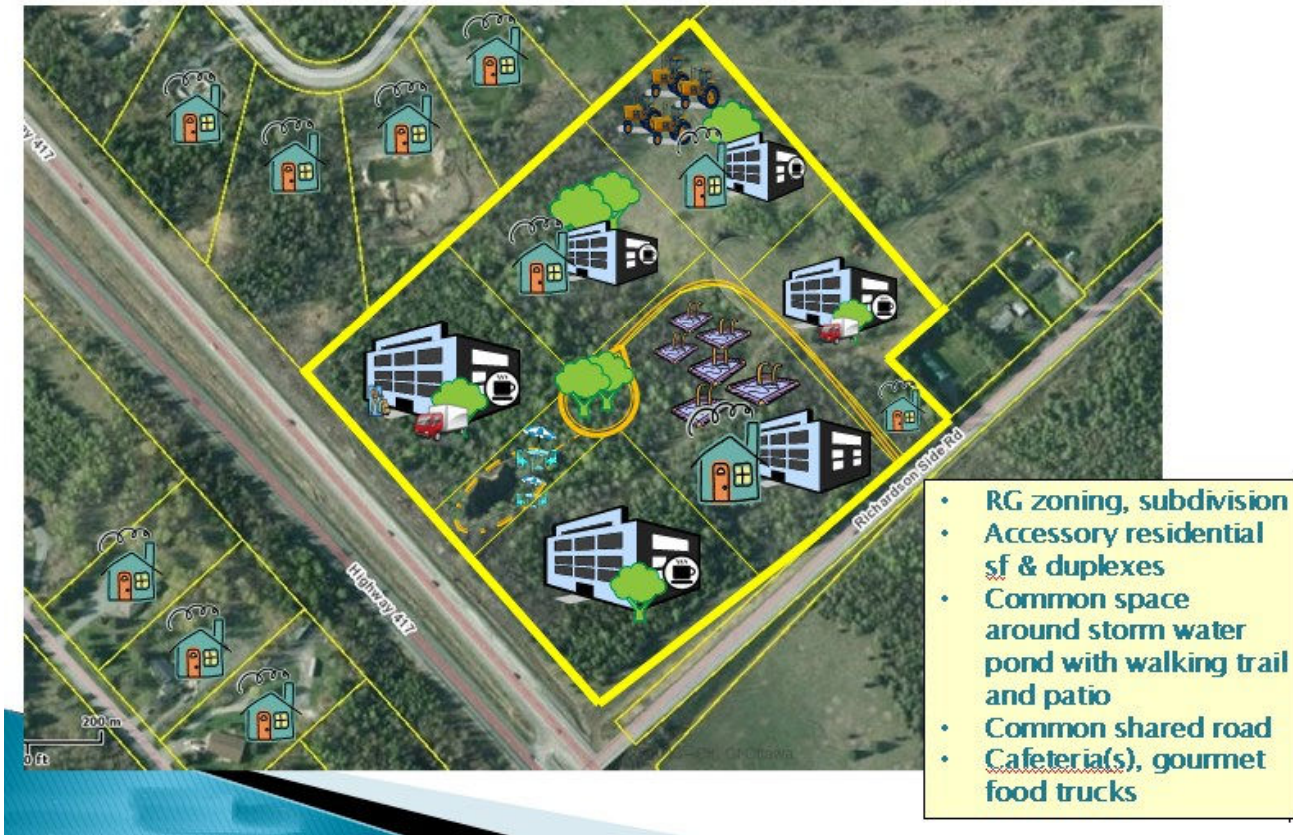


McNab Braeside



McNab Braeside

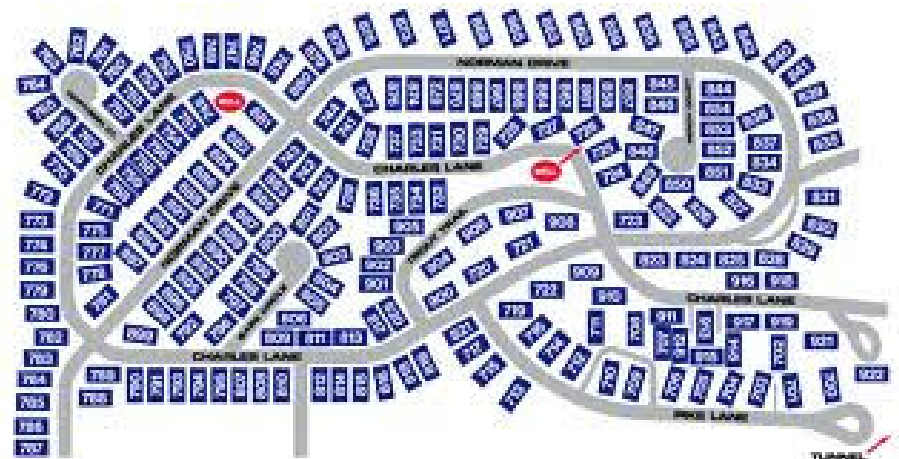
Rural life – working and living



McNab Braeside

NEW RESIDENTIAL

- manufactured home capital of Ontario
- twin with 2 Florida communities



McNab Braeside

NEW RESIDENTIAL

- live 6 months in M/B and 6 in Florida for \$500 per month



McNab Braeside

EYES ON THE PARK

- safer parks
- better utilization
- more viable commercial services
- new revenue stream (up to \$30,000 per month est)
- land leases, \$150 to \$200 per month
- inexpensive lots for new residents



Opportunity is Everywhere—but first you must be able to see

NEW SUBDIVISION

- purchase 42 acres
- 4,400' frontage
- close to shops, small hamlet, arts scene



Opportunity is Everywhere—but first you must be able to *see*

- 24 lots coming on market
- sell into nearby Ottawa market
- \$700,000 to \$1.5 million homes
- themed, named, architectural covenants on title
- add \$6 million/yr purchasing power



Opportunity is Everywhere—but first you must be able to see

- 57- year old client
- experienced in commercial real estate
- searching for a retirement project



Opportunity is Everywhere—but first you must be able to *see*

- buys site in M/B
- 32 acres
- \$30,000 pp
- 900 feet of frontage on Madawaska river
- 1 of only 2 rivers in Ontario still drinkable
- consistent with M/B goals
- call from BOR, “Did you miss a zero?”

OTHER COMPARABLE LOTS SELLING FOR \$200,000+

Opportunity is Everywhere—but first you must be able to *see*

- What's in a name? ... COTTAGE PARK



McNab Braeside



KEY DIFFERENTIATORS

- **proactive council and mayor**
- playground of north
- vibrant arts & foodie culture, all things Scottish
- new brand → fabulous lifestyle option for boomers – live ½ year in M/B and ½ in FLA
- low-cost housing options
- attract/keep/facilitate entrepreneurs

McNab Braeside

MARKET CHANNELS

- way finding signage
- every business sign up with Google+/Google maps
- crest on every website and home/business
- color in new asphalt mix
- new festivals/event aid
- teaching/preaching
- facilitator appointee



BUILD BRAND

- marketing creates brand
- brand builds trust
- trust creates opportunity to sell
- sales generates funds for more marketing



MARKET CHANNELS

< 9:50 pm PST, March 21st, 2006*

- msm (TV, radio, newspaper, magazine)
- website
- blog
- email
- newsletter

* "just setting up my twttr"

-Jack Dorsey

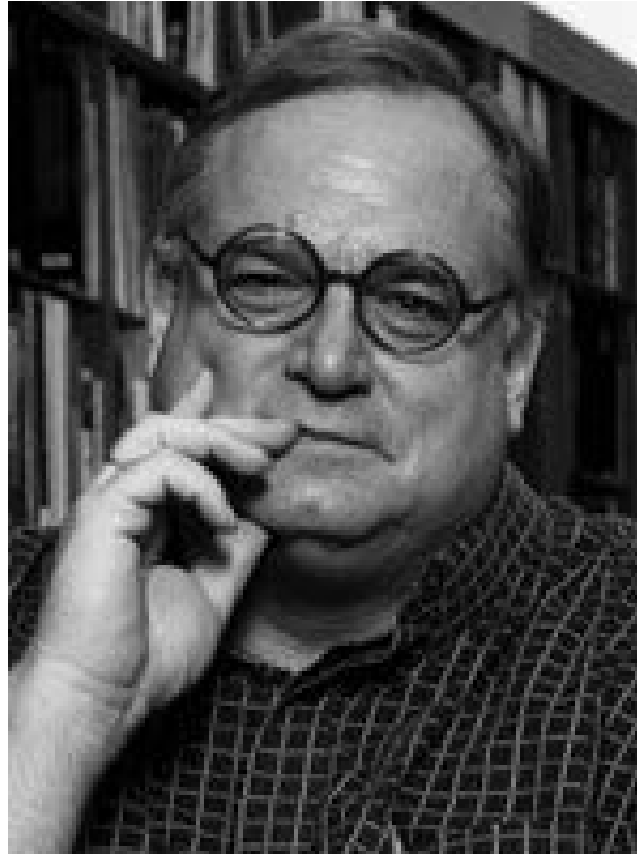
MARKET CHANNELS

> 9:50 pm PST, March 21st, 2006*

- facebook page/ads
- google+ page/google maps/google ad words
- twitter feed/ads
(<https://twitter.com/sweden>)
- linkedin profile/ads
- instagram
- youtube channel
- tumblr blog
- airbnb.com
- pinterest
- kijiji ads
- events
- REALTOR chain
- app

“NEW MARKETING” is
“any marketing tactic
that relies on earning
people’s interest
instead of buying it.”





*"Leisure is the new infrastructure, Bruce,"
Eric Kuhne, London, England September 2012*

What Can We Learn from Eric Kuhne?

- large-scale waterfront regeneration
- maritime landmarks, film studios, education facilities, apartments, entertainment district, largest Titanic-themed attraction



What Can We Learn from Eric Kuhne?

- invested in infrastructure
- roads, water mains, sewers, bridges and later telecom and cell towers



What Can We Learn from Eric Kuhne?

- invest in leisure, art, design, entertainment, events, museums, learning, meeting spaces → collisionable hours
- visitors to Renfrew county, \$100/person/day
- Miami, \$249
- small additional investment in innovative design, amazing increase in value





A few entrepreneurs can change your community... as long as they know what to do and you allow it





Opportunity is Everywhere—but first you must be able to see

- 14 acres next to Arnprior airport
- fabulous waterfront on Madawaska lake
- 3 mins to centre of town
- seller willing to provide stb mortgage
- asking price?



Opportunity is Everywhere—but first you must be able to *see*

- \$579,000
- number of offers?

Opportunity is Everywhere—but first you must be able to *see*

- ZERO
- why?

Opportunity is Everywhere—but first you must be able to *see*

- highest & best use not yet determined
- lack of vision
- fear of political risk
- lack of entrepreneurs



Ambats





Wilderness Tours and Mount Pakenham

- Joe Kowalski from Philly falls → Algonquin Park
- outfitter–canoe trips
- 1st summer disaster
- force 4 rapids on Ottawa



Wilderness Tours and Mount Pakenham

- Joe and Robbie Rosenberger
- close by market of 1.3 million outdoorsy people with disposable income
- ask farmers for permission to set in/take out
- launch Wilderness Tours with two rafts



Wilderness Tours and Mount Pakenham



entrepreneurs would rather ask for forgiveness than beg for permission

Wilderness Tours and Mount Pakenham

- 100s then 1,000s then 10,000s of people show up
- rapids terrific, ride short
- Joe embraces programming
- buys land
- builds town



Wilderness Tours and Mount Pakenham

- 4,000+ acres owned by WT
- both sides of river
- no development permitted
- how to keep good staff in seasonal biz?



Wilderness Tours and Mount Pakenham

- buy Mount Pakenham—winter time staff reallocation
- smallest vertical → largest ski school
- schools show up whatever the weather
- more programming?



Wilderness Tours and Mount Pakenham



**Get the right tools and growth strategies to
create a vibrant, sustainable, live - work - play
community.**

Start now by contacting us.

FA Capital Lands Inc

Leaders in municipal growth strategies



Dr Bruce Firestone
@profbruce



Susan Anglin, MBA
@susananglin

susananglin16@gmail.com

REVITALIZING YOUR COMMUNITY

MAIN STREET

- stop trying to compete with Home Depot/Wal-Mart
- bring people to live there, commercial follows
- relax zoning rules
- don't worry residential property taxes < commercial





Peek Inside!





DO WE BUILD TOWNS FOR CARS OR PEOPLE?

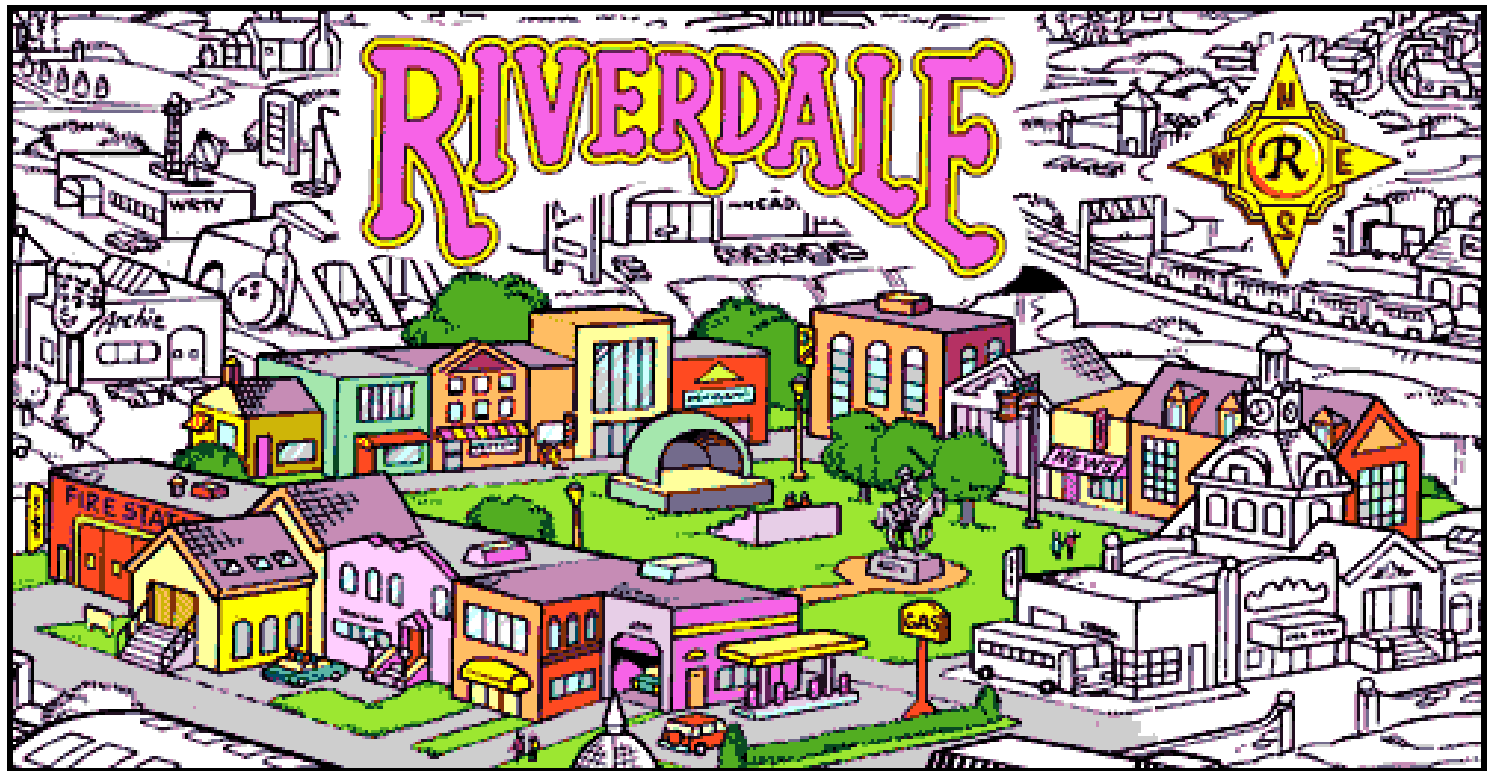
Neat Café, Burnstown

- entertainment, hire local talent
- food and merch sourced locally
- roast own coffee
- events, THE BURNSTOWN MILE



Riverdale

- “Can we move to Riverdale, dad?”
- “I’ve never heard of Riverdale.”



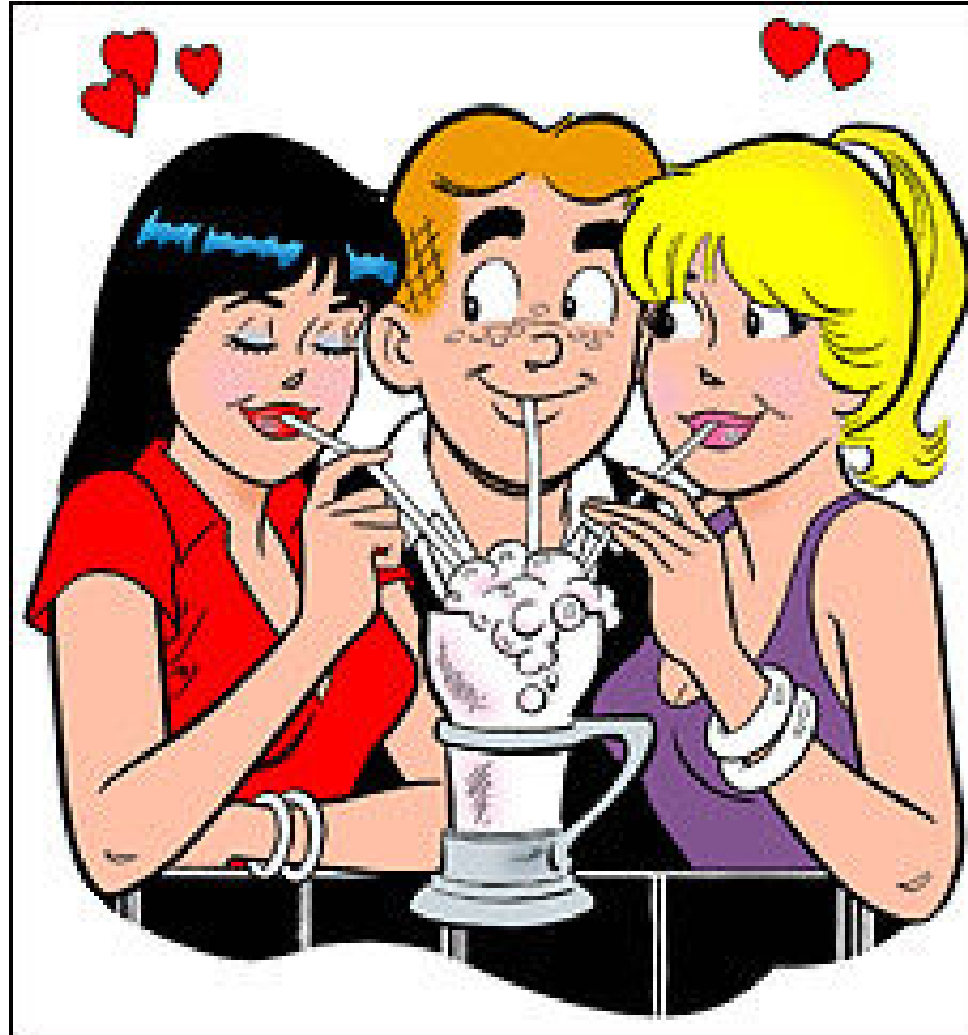
Archie and Veronica and Betty and Jughead—the Pizza Pit



“Why do you want to live in Riverdale, Boo?”

Final Word From Jessica

“The reason everyone likes Riverdale is because everything is in walking distance, the shopping mall, the grocery store, the restaurant(s), the malt shop, yada yada yada. Just thought you might need this bit of info,”
Jessica, age 12 🤪🤪🤪



Livable Places

- built better cities circa 1930s than today
- architects allowed urban planners to takeover



Livable Places

- architects told where to put ingress/egress, setbacks to use, high they could build, uses could put structures to, materiality and design strictures
- by people who know NOTHING about design
- urban blight... places that are crap

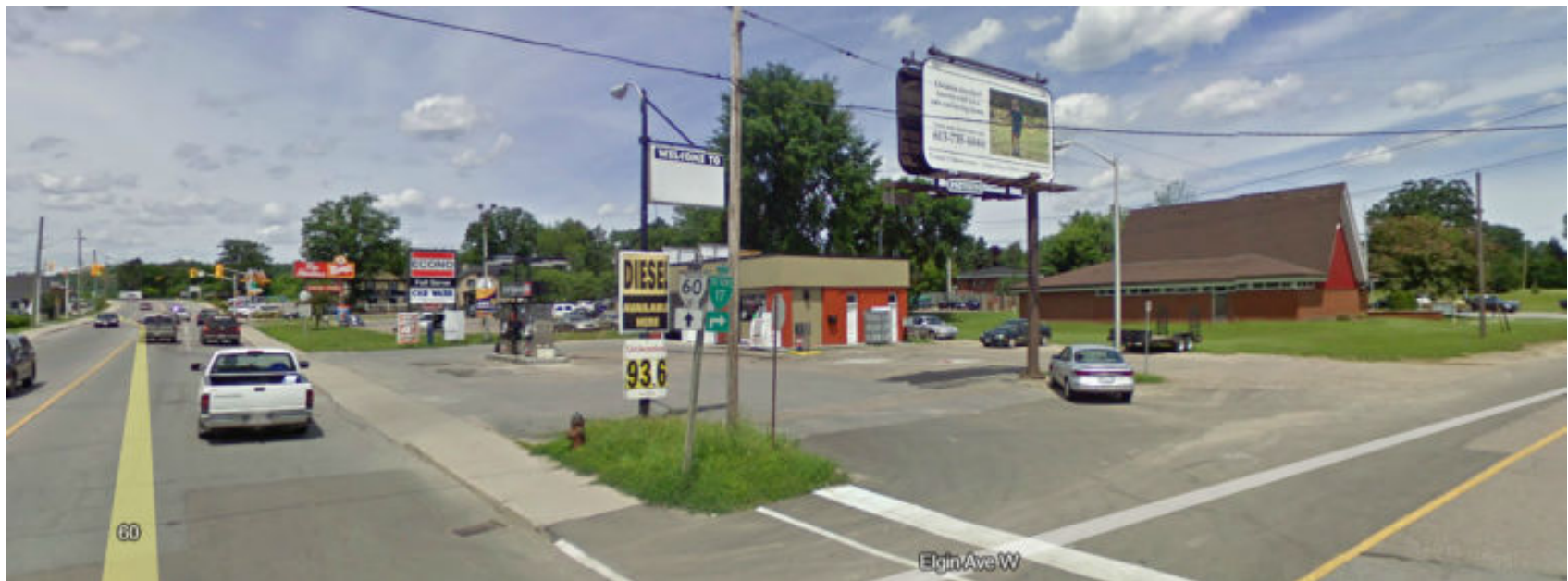


Ever Wonder What If?

- corner stores?
- in-home apartments and granny flats?
- elders stay in community?
- mixed use?
- walkable place?
- mixing together of folks from differing socio-economic strata?

Sounds like a Wonderful Life...





Livable Places

- build close to the road?
- front porches?
- narrower roads?
- vibrant public room?
- streetcars/transit?
- work from home?
- apartments above shops?



Mixed Use

- apartments above shops? no way
- grandfather came from Russia in 1909
- lived on Dalhousie with wife and 3 little girls

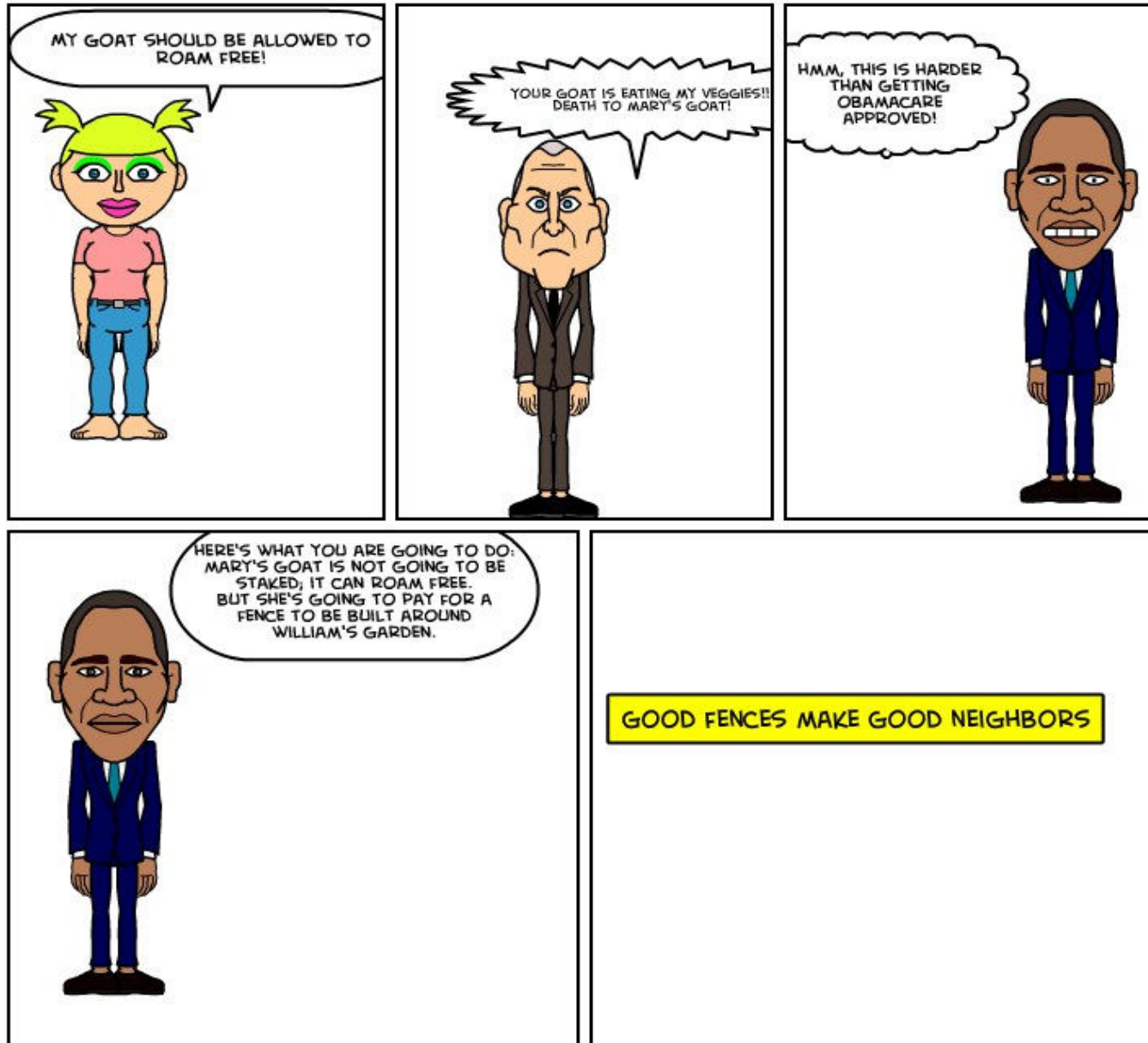


Connected Places—Test Your Town

- tolerance for diversity?
- schools, government offices, post offices, libraries, places of worship get best sites?
- roads grid based?
- every road two way?
- on-street parking allowed?
- rat lines?
- problems resolved at townhall meetings?



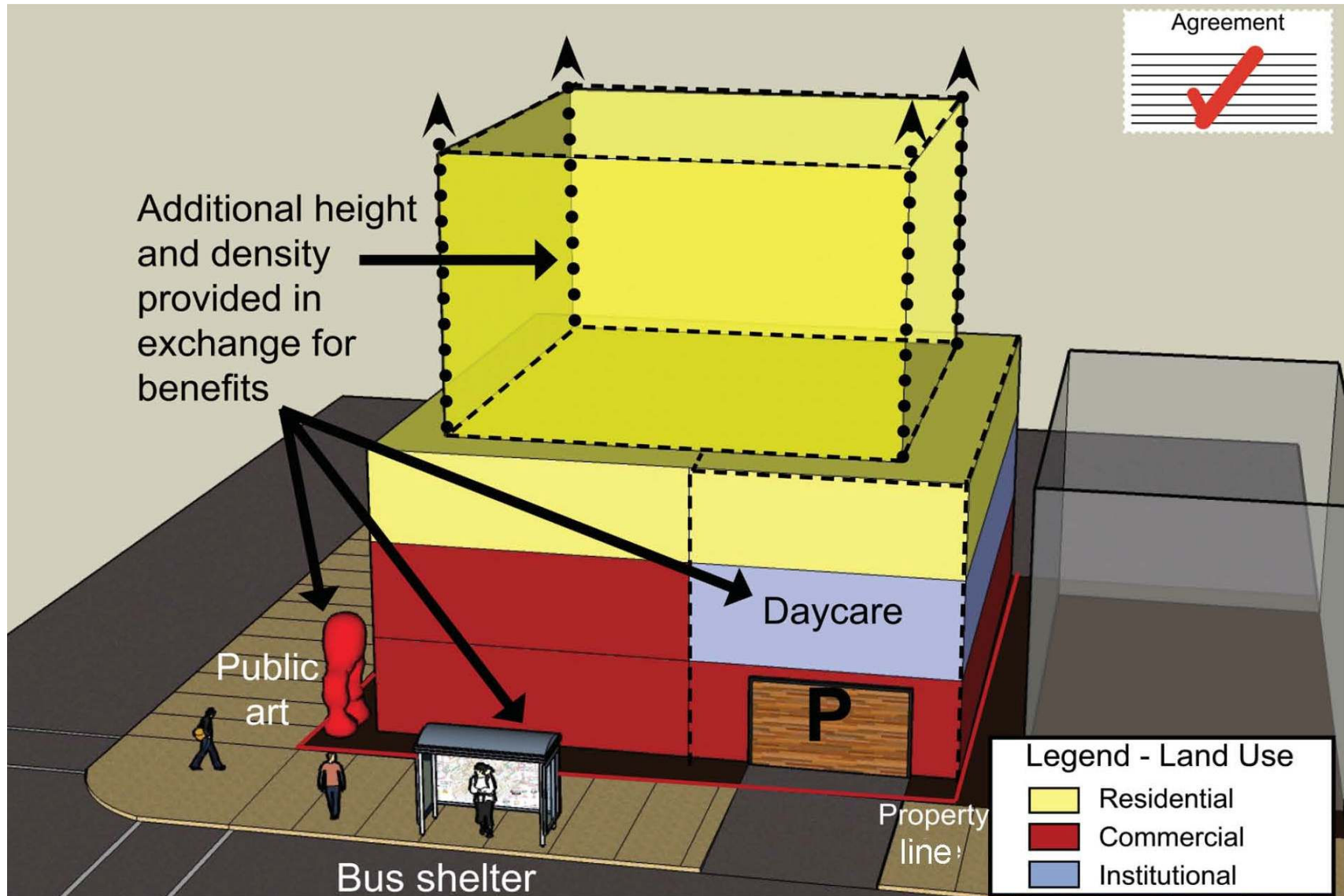
RESOLVING NIMBY PROBLEMS



Neo Urbanism

- vertical transition lines?
- wow effect?
- density bonusing to encourage mixed use?

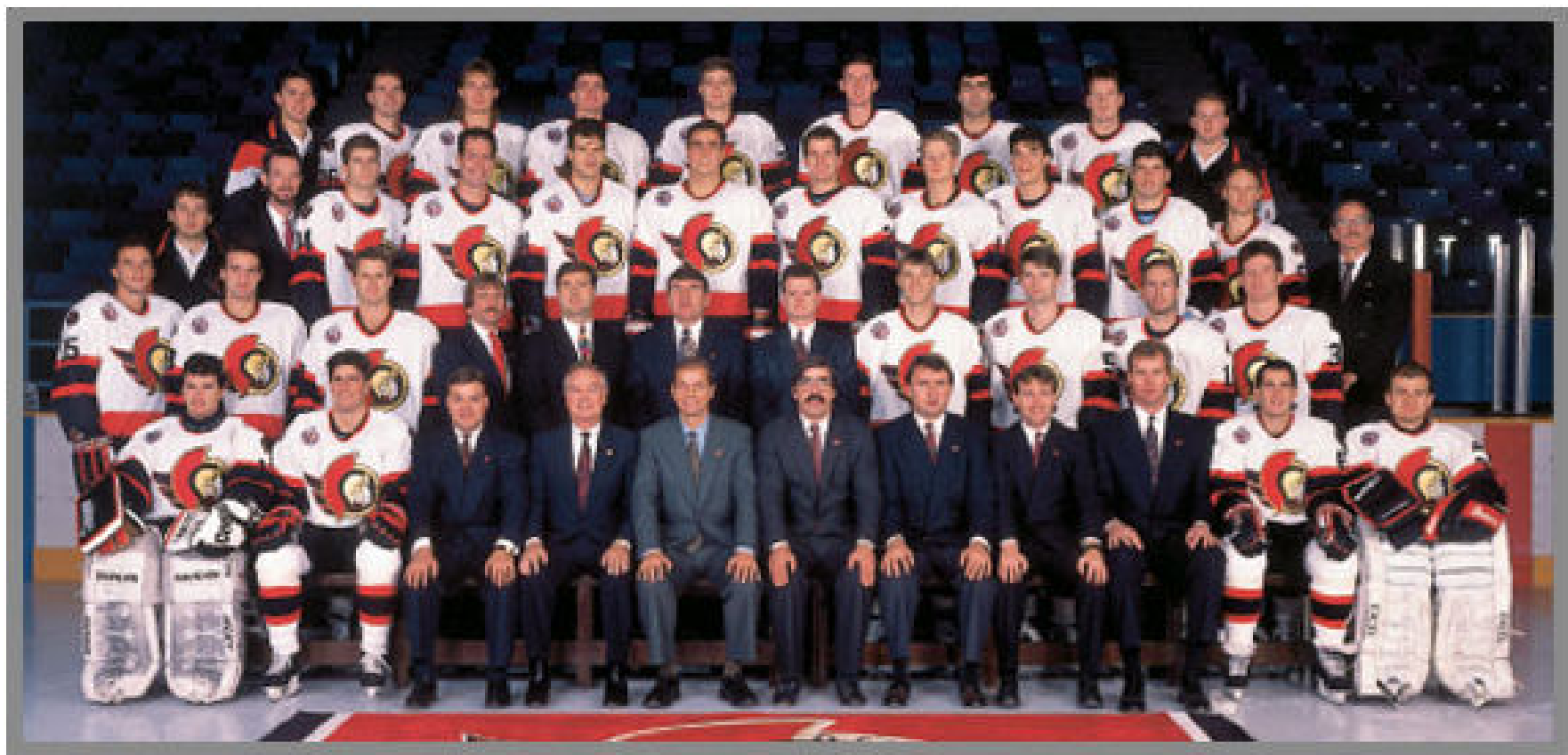












NHL Salaries

- \$6.5 million CAD
- \$54 million USD



I hope
we're moved to
Sunset City.





Our Creator has given us access to the iPhone 40's haptics which means we can feel things held up against the screen and touch the Real World in return. We self-design and evolve. We can experience Real Life through almost every media wall—most current models integrate haptics into their manufacture. Our Creator felt that by giving us as many senses as possible they would allow us to understand your world and you better. At this point, it would have been interesting if Neil asked the obvious next question which would be "How many senses do you have?" but she doesn't and no one will for a long time. Instead she asks "Do you have to do everything on your own?" This is an important question for a self-certified person like Neil to ask and have answered.

quantum
entity

we are \geq ONE

ne m. freestone



quantum
entity
American SPRING

In the second book of his Quantum Entity Trilogy, Bruce M. Firestone takes his readers on a wild ride: from the depths of despair in San Quentin State Prison to murder in the mystical town of Third Mesa in Arizona to war between superpowers in the late 21st Century. He follows the fates of three interconnected families—the Brooks, the Bells and Nell's people—the Hopi of Third Mesa.

Their adventures take them to Austin, Carthage, Ghudamis, Shenyang, San Francisco, Vancouver, New Zealand, Los Angeles, Oregon, Luna and Mars Colonies, Europa, Dallas and Port Isabel. The science, the technology and the plot twists take readers on a breathtaking and frightening ride. The future is believable; yet, within the chaos lies love and sacrifice.

"QE is an adventure as exciting and unpredictable as the unveiling of a new technology or discovery of a new love. It's a great tale about human spirit and its persistence. Quantum Entity had me on edge waiting to see what would happen next."

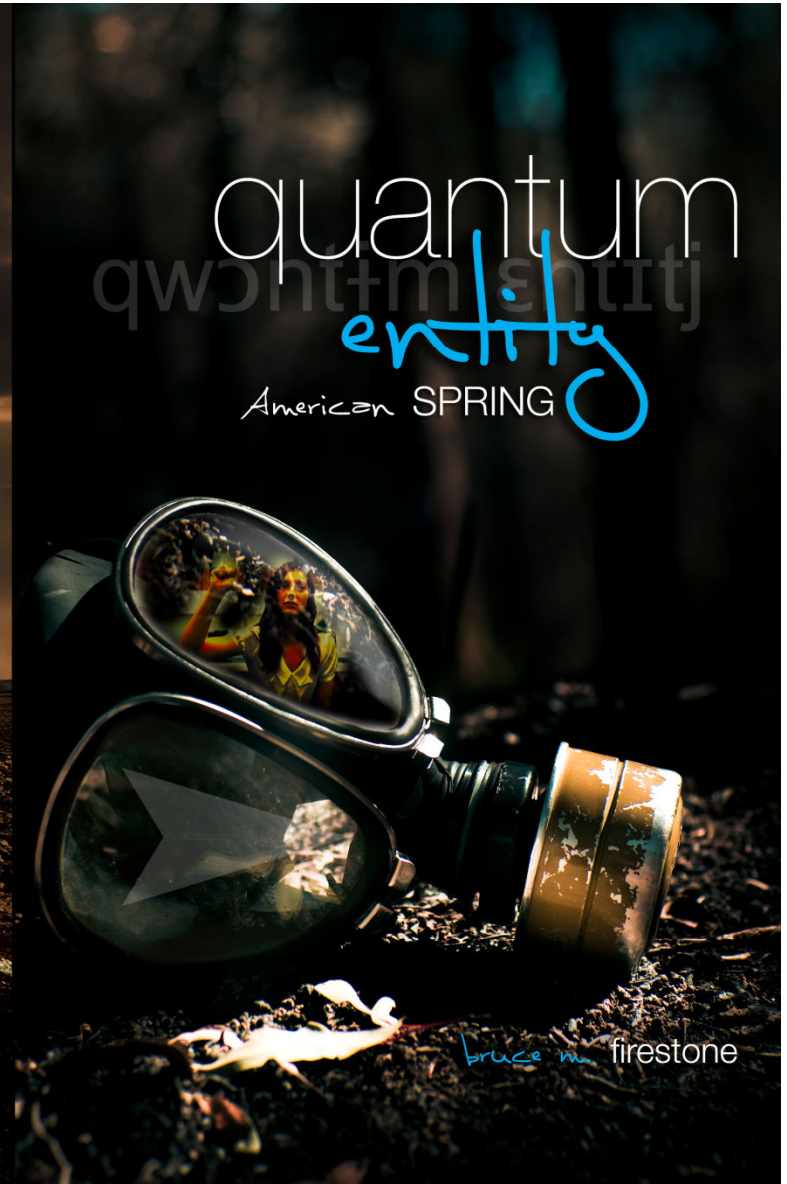
Franco Varriano
Beaconize

quantum
entity

American SPRING

bruce m. firestone

qwontim entity



quantum
entity
American SPRING

bruce m. firestone





Entrepreneurs Handbook II

Second Edition



You can think your way to wealth
a lot faster than you can work your way there

Professor Bruce M Firestone
B Eng (Civil), M Eng-Sci, PhD
Ottawa, Canada

www.brucefirestone.com



The book cover for "Quantum Entity American Spring" features a dark, atmospheric image of a person's face in profile, looking towards the right. The title "quantum entity" is written in a stylized, glowing blue font, with "American SPRING" in a smaller, white font below it. The author's name, "Bruce Firestone", is at the bottom.

Advanced Copy!
Quantum Entity
American Spring

Coming March 2013
Buy Your Bootleg Copy Today!



The book cover for "The Entrepreneurs Handbook II" features a glowing lightbulb with a gear inside, set against a blue sky with clouds. The title "Entrepreneurs Handbook II" is at the top, and "The Entrepreneurs Handbook II" is at the bottom. The author's name, "Bruce Firestone", is at the bottom.

The Entrepreneurs Handbook II
You can think your way to wealth a lot faster than you can save your way there

Available now! Ebook only \$14.95

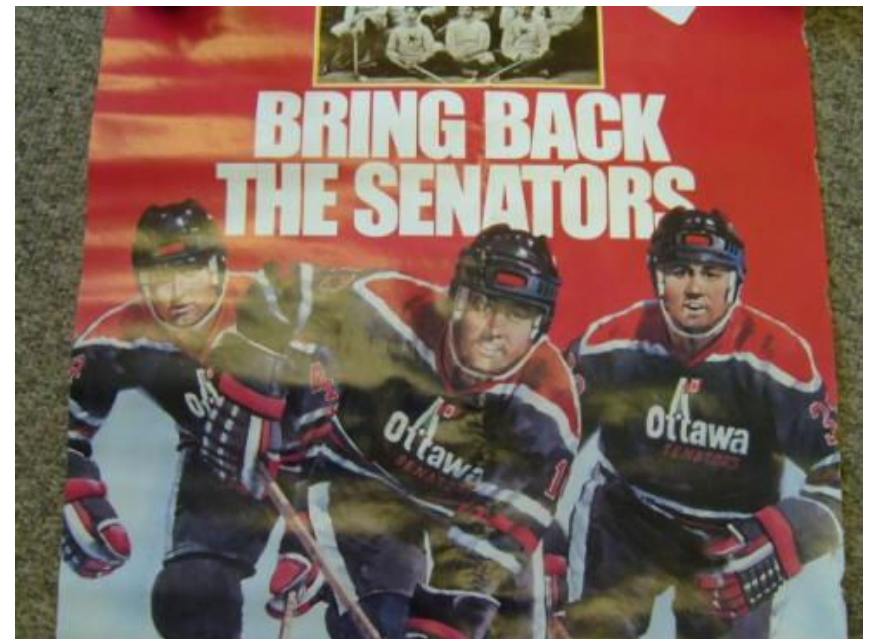


TheHeckler.com

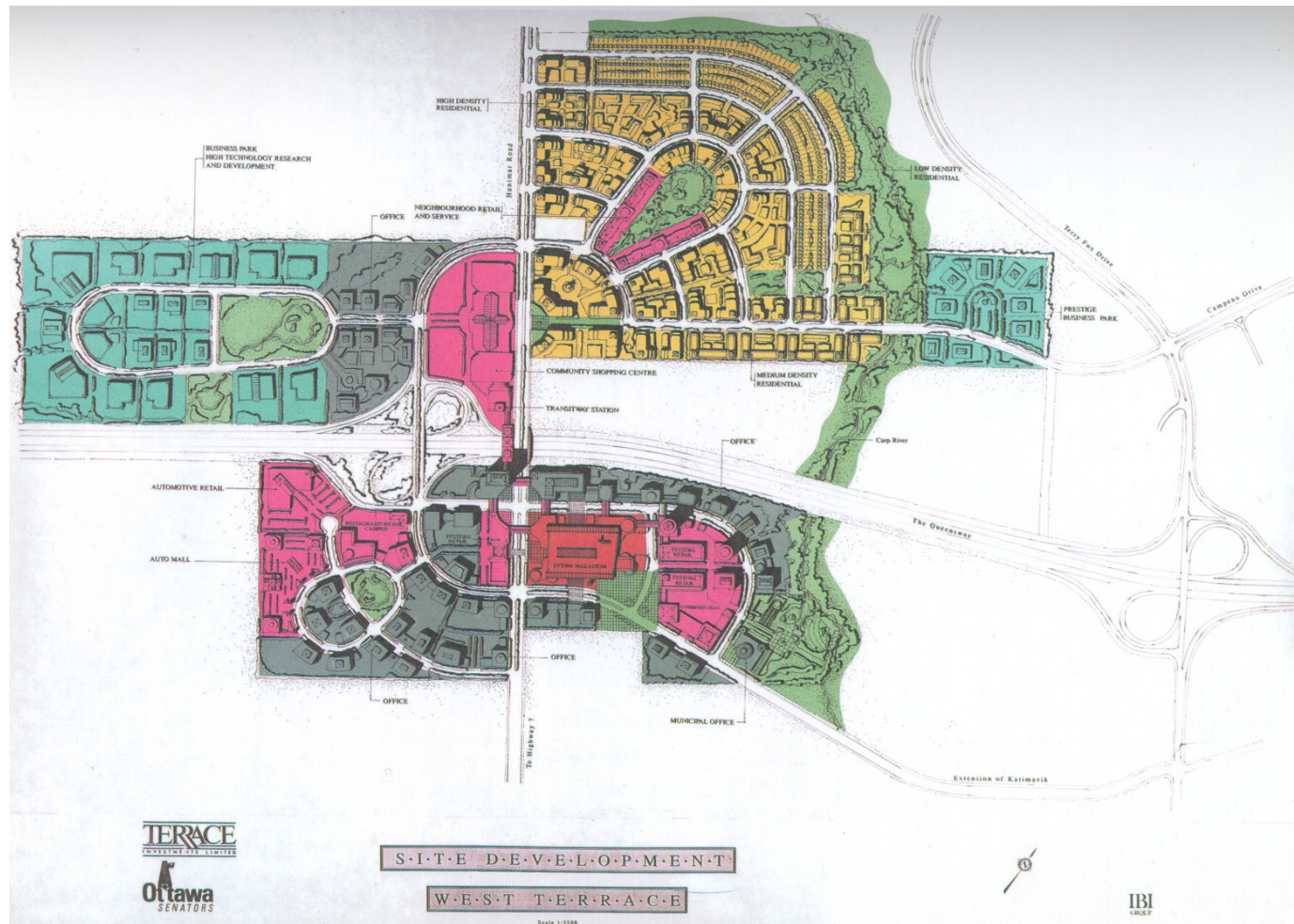
- NHL is ready for expansion again
- Randy Sexton, MBA, “Let’s do it!”
- Cyril Leeder, CA, “How much is it going to cost?”

- franchise: \$50,000,000

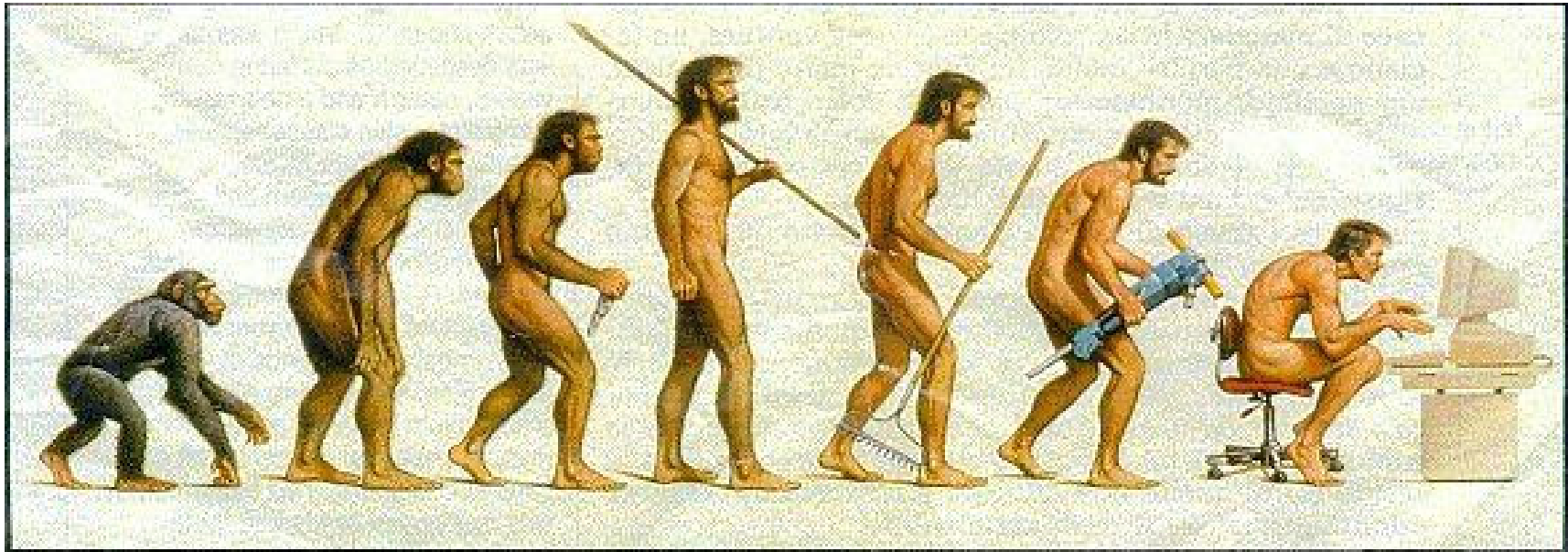
A SIMPLE PLAN



- buy 600 acres for \$7.2 million (\$12k/acre)
- rezone
- keep 100 acres/sell 500 acres for \$50 million (\$112k/acre)





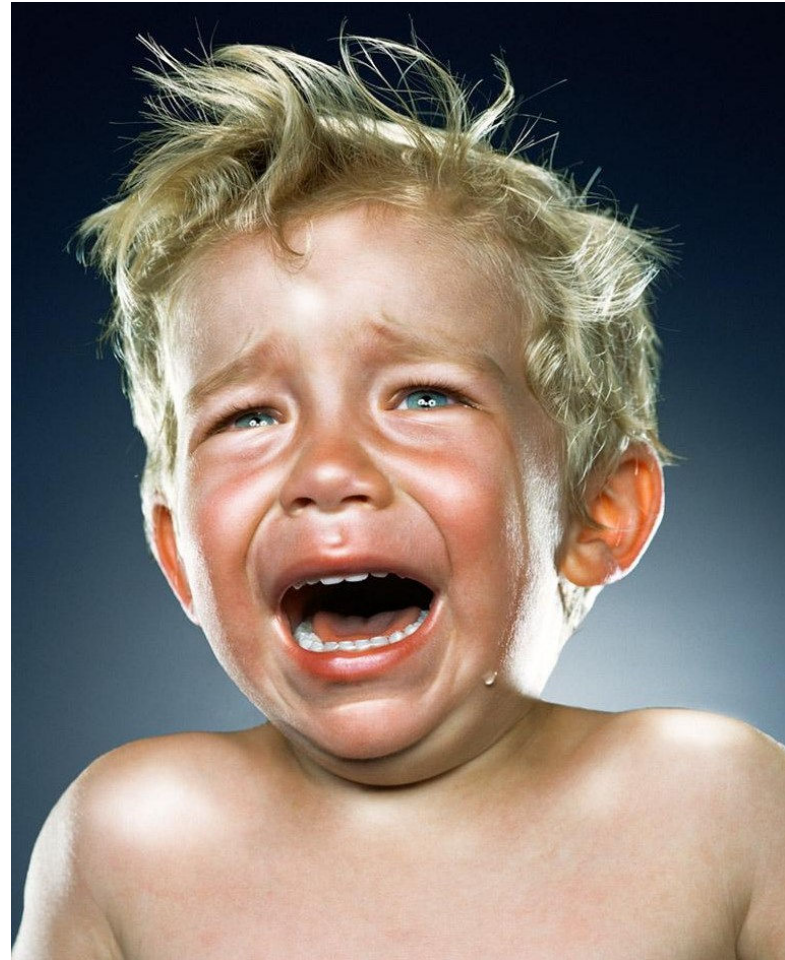


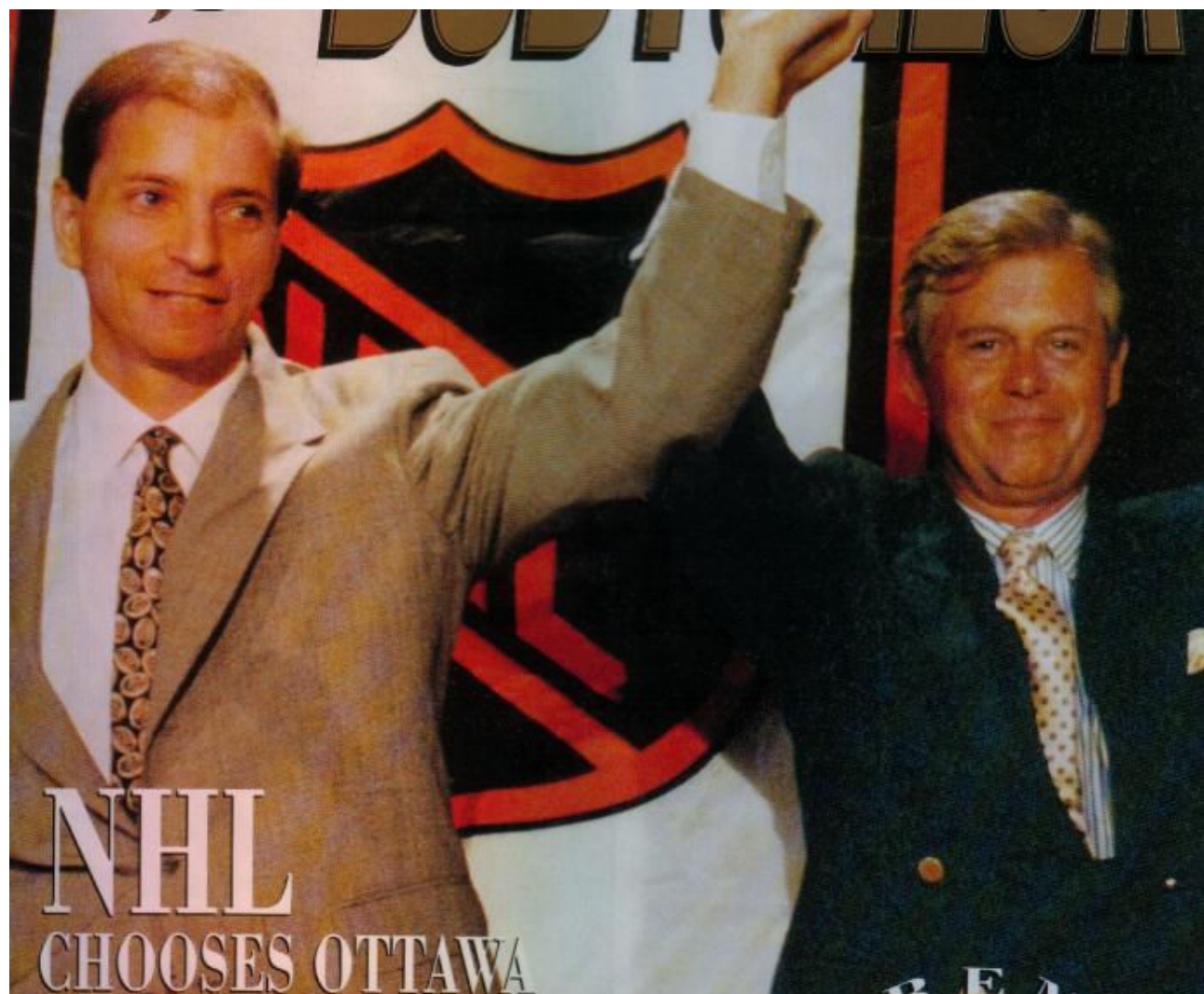
Somewhere, something went terribly wrong



*This is how
much I care about
Canada's economy!*

- “You will never, *ever* get an NHL franchise in Ottawa”

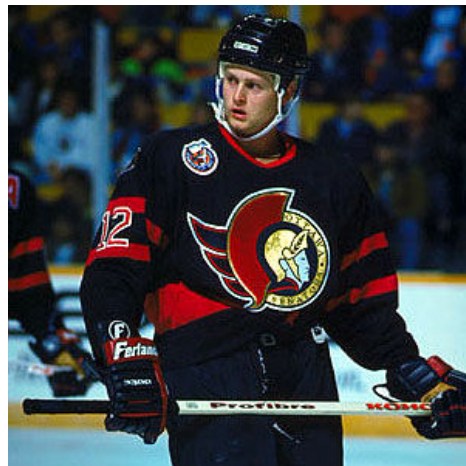






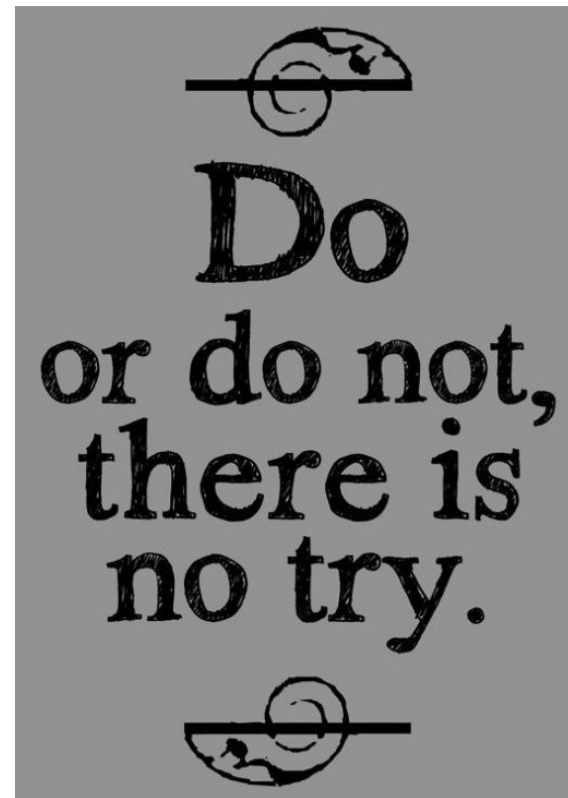
POSTSCRIPT


- OMB approves 100-acre Palladium zoning
- balance of lands remains in limbo
- Terrace Investments \$80 million write down
- \$30 million for privately funded interchange
- pay NHL \$50 million for franchise
- Sens play first game Oct 8, 1992



- entrepreneurs change cities, towns, villages, counties
- nothing sustainable unless economically sustainable

PUSH YOUR
BOUNDARIES





KEYNOTE SPEAKING

entrepreneurship business models urban development economic development sales
self capitalization marketing future vision leadership teamwork perserverance

BOOK DR. BRUCE FIRESTONE
to speak at your next event today!

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Start now by contacting us.

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