

5 WAYS TO CREATE THE EXCEPTIONAL



**What if we could achieve the
exceptional as community-
builders?**









P
R
O
B
L
E
M

**Who Is Your
Real
Friend?**







*the main ingredient in
hand sanitizer is
paranoia.*

proof of global warming



J4
&
B
E
E
C
H

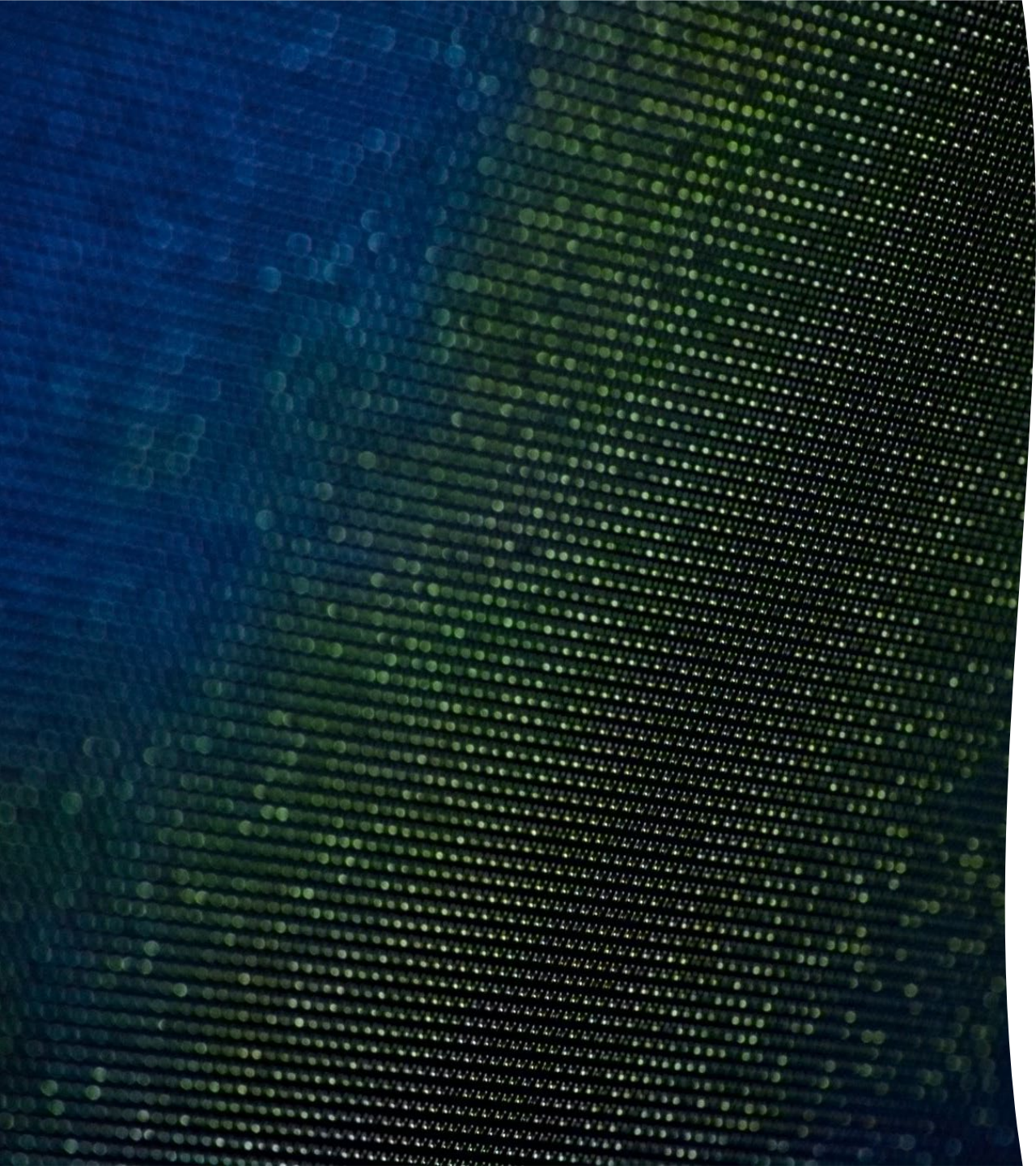
'DIVORCE'
YARD SALE
HURRY BEFORE
SPOUSE COMES
HOME





25%





Rural Challenges

Static population

Infrastructure re-investment deficits

Single-industry or limited diversity economies

“Attitudes”

Aging population

Aging governance/turnover

Broadband



TRUST





'Dammit I'm mad'

is

'Dammit I'm mad'

spelled backwards.

**How do we reframe
community-building?**

5 WAYS TO CREATE THE EXCEPTIONAL



1

ATTITUDE
IS A
CHOICE

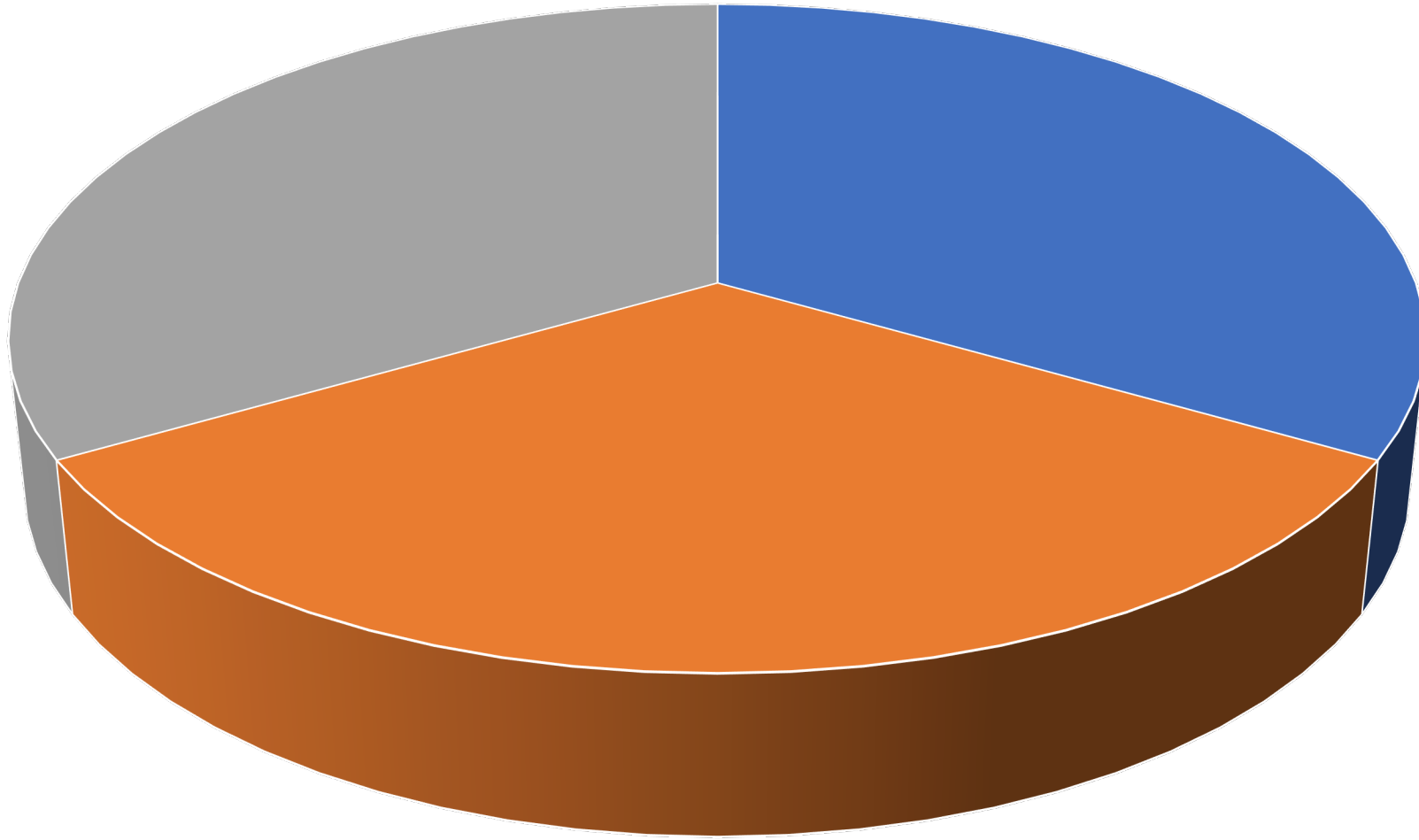




CONNECTION
IS OUR
SUPERPOWER

Pursue HAPPYNESS

Why does
this pie
matter?



I'll take the
grasshopper
pie...hold the
legs

Want to share some pie with me?

A close-up photograph of a shark's head, showing its eye, nostril, and open mouth with sharp teeth. The shark is brown and white, swimming in dark blue water. The text "END" is overlaid in large white letters.

END

Fear

Americans over 65
shared their greatest
regret in life...

WORRY



Have GRATITUDE



US







Civil - courteous.

Civility - behaviour in
politics and speech.

Civics - a duty of citizenship.

Time to get back to
community basics.

www.rynic.org



Where does it go? It doesn't matter. Flush it.



CORPORATION OF THE RM OF LA BROQUERIE

\$18.1 M Annual Budget

- **10.7 – Operating**
- **7.4 - Capital**

Top publicly traded Canadian companies by revenue

☆	310	 Uranium Royalty UROY	\$21.29 M ⓘ	\$2.56	▼ 5.19%		🇨🇦 Canada
☆	311	 Titan Medical TMD.TO	\$17.13 M ⓘ	\$0.07000	▲ 0.00%		🇨🇦 Canada
☆	312	 Sphere 3D ANY	\$15.64 M ⓘ	\$1.90	▲ 11.11%		🇨🇦 Canada

Src: <https://companiesmarketcap.com/canada/largest-canadian-companies-by-revenue/?page=3>

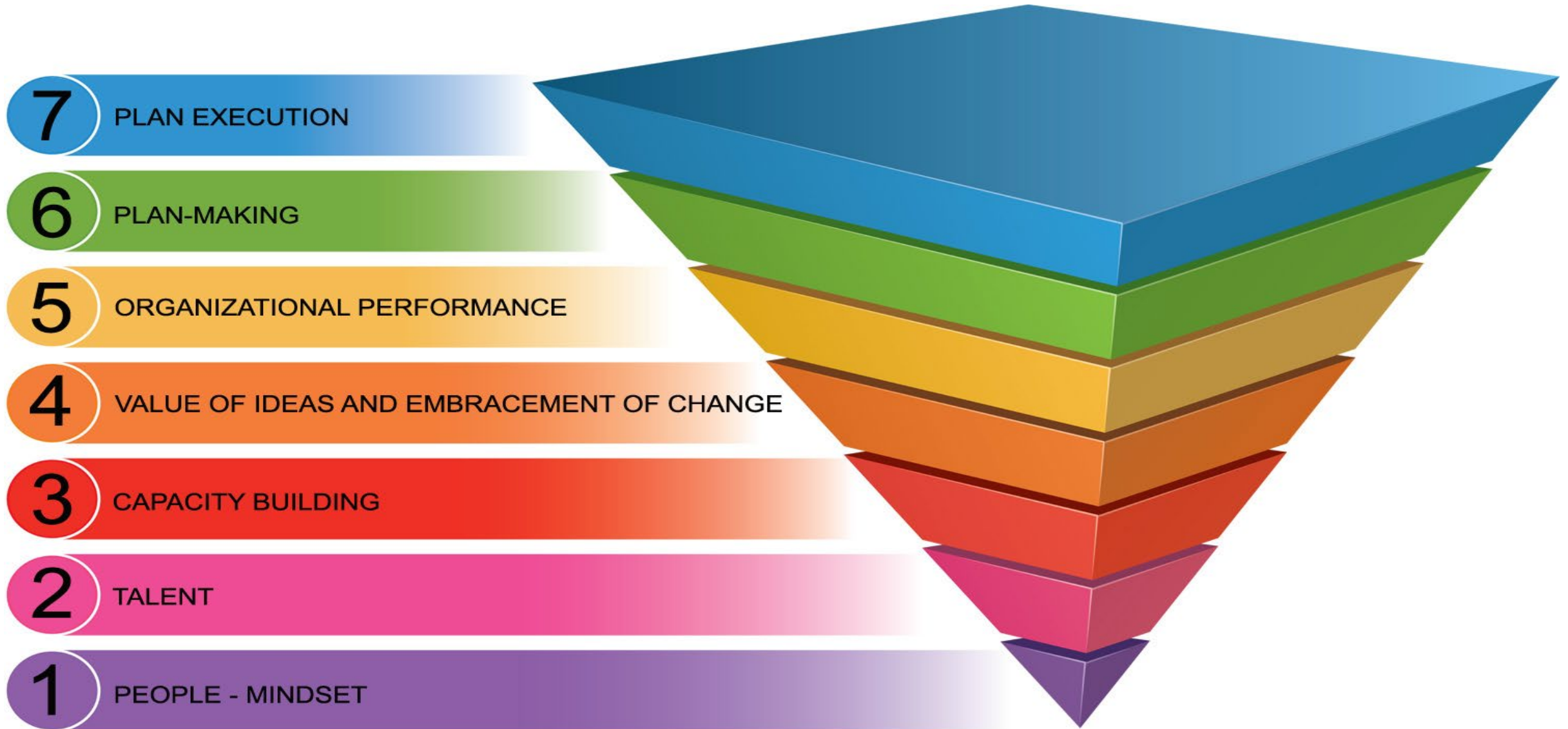
“Investment”

VS





EXCEPTIONAL ORGANIZATION BUILDING -THE ONE SMALL PYRAMID-



RURAL RULES!

For every action there is an equal and opposite reaction.
Newton's Third Law

Amidst the anonymous we crave social connection.

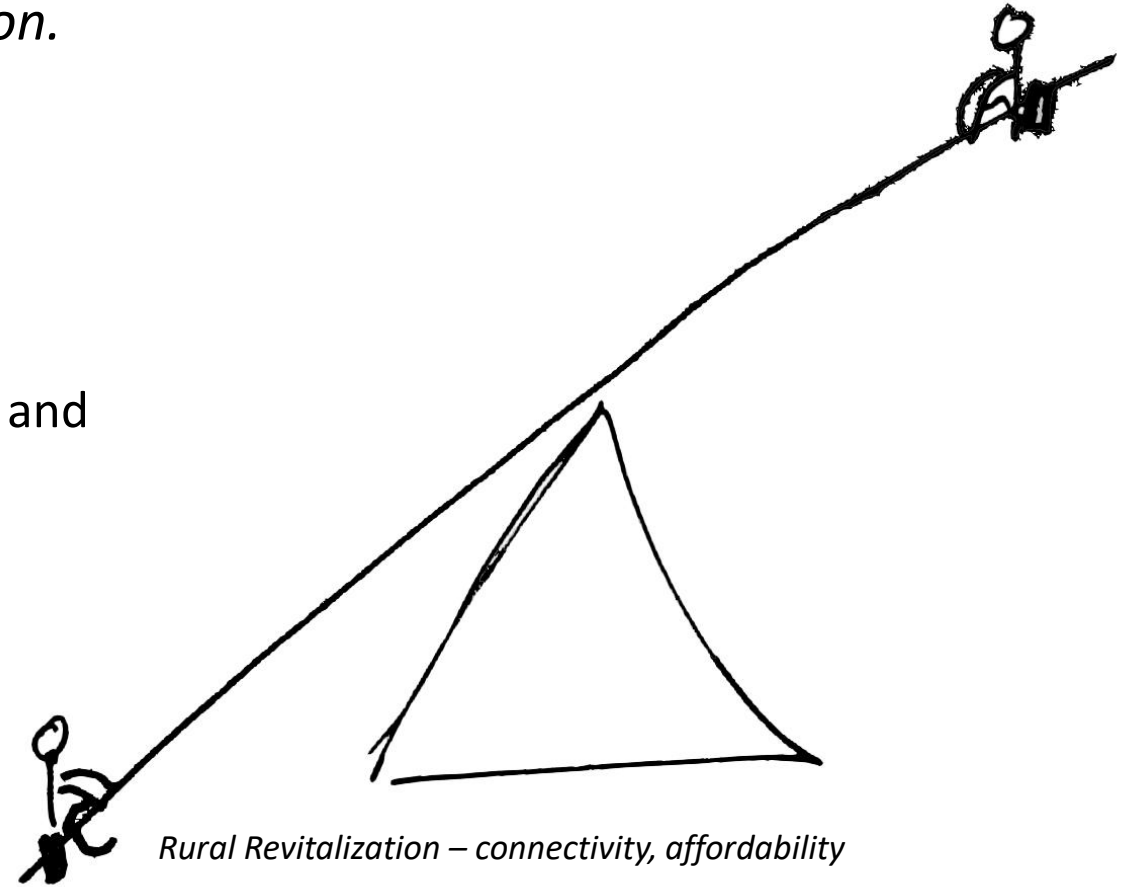
For iTunes there's the magic of "live."

Amidst packaged and processed we increasingly seek local and fresh.

For our societal anxiety we seek healthy and well in mind, body, and spirit.

For all the economic focus on the big we are realizing new opportunity in the counter-balance – an appreciation of "the small".

Urbanization
Mega Farms



Rural Revitalization – connectivity, affordability

Boutique Farms / Craft Products

Embrace CHANGE

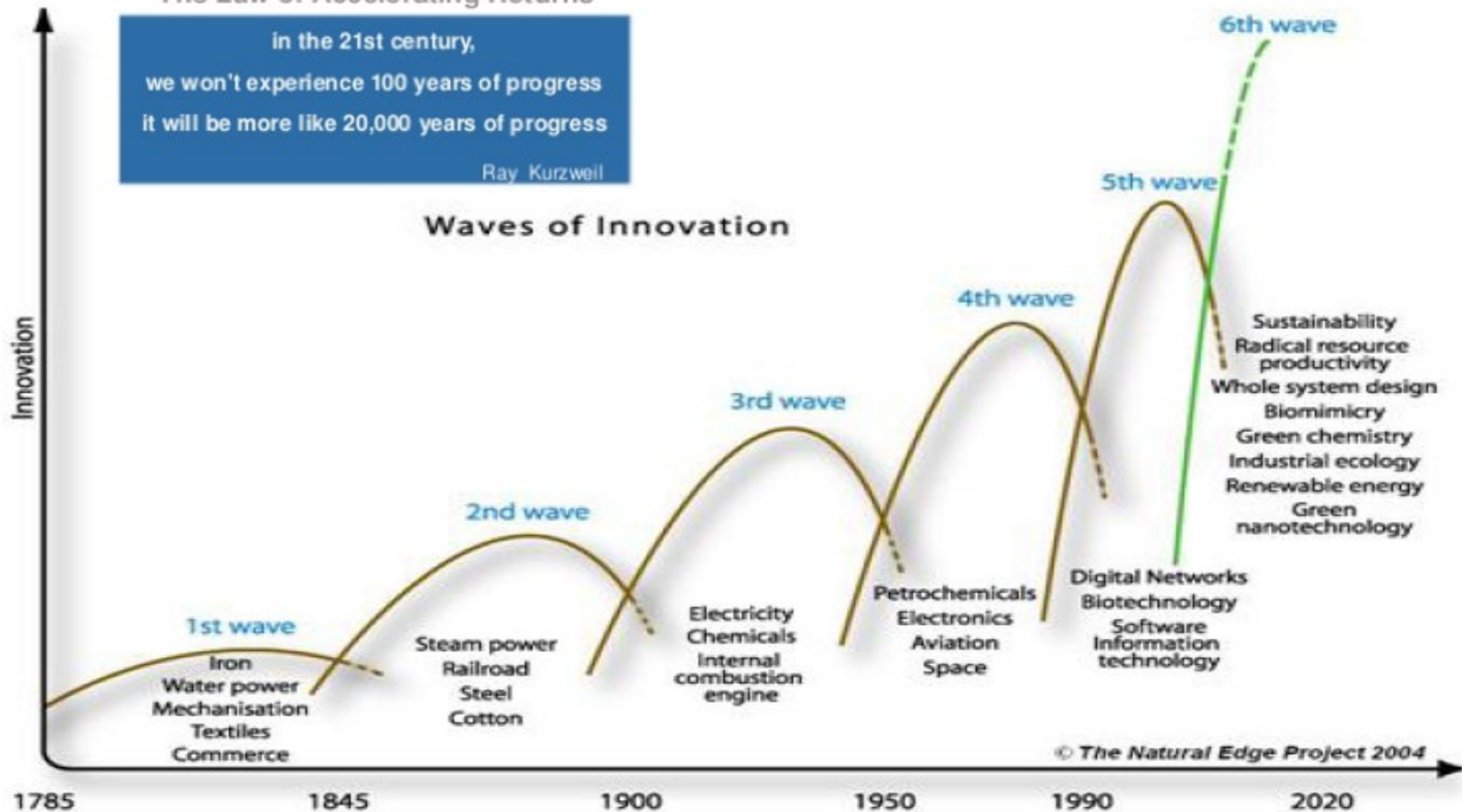


The Law of Accelerating Returns

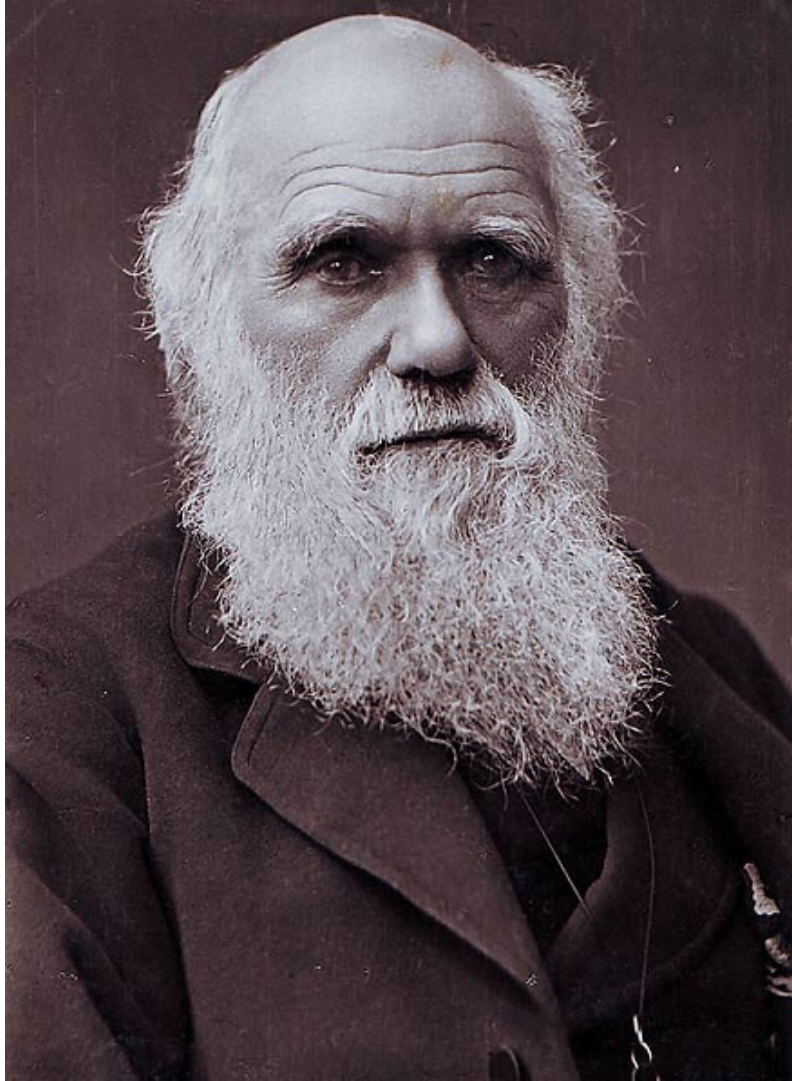
in the 21st century,
we won't experience 100 years of progress
it will be more like 20,000 years of progress

Ray Kurzweil

Waves of Innovation

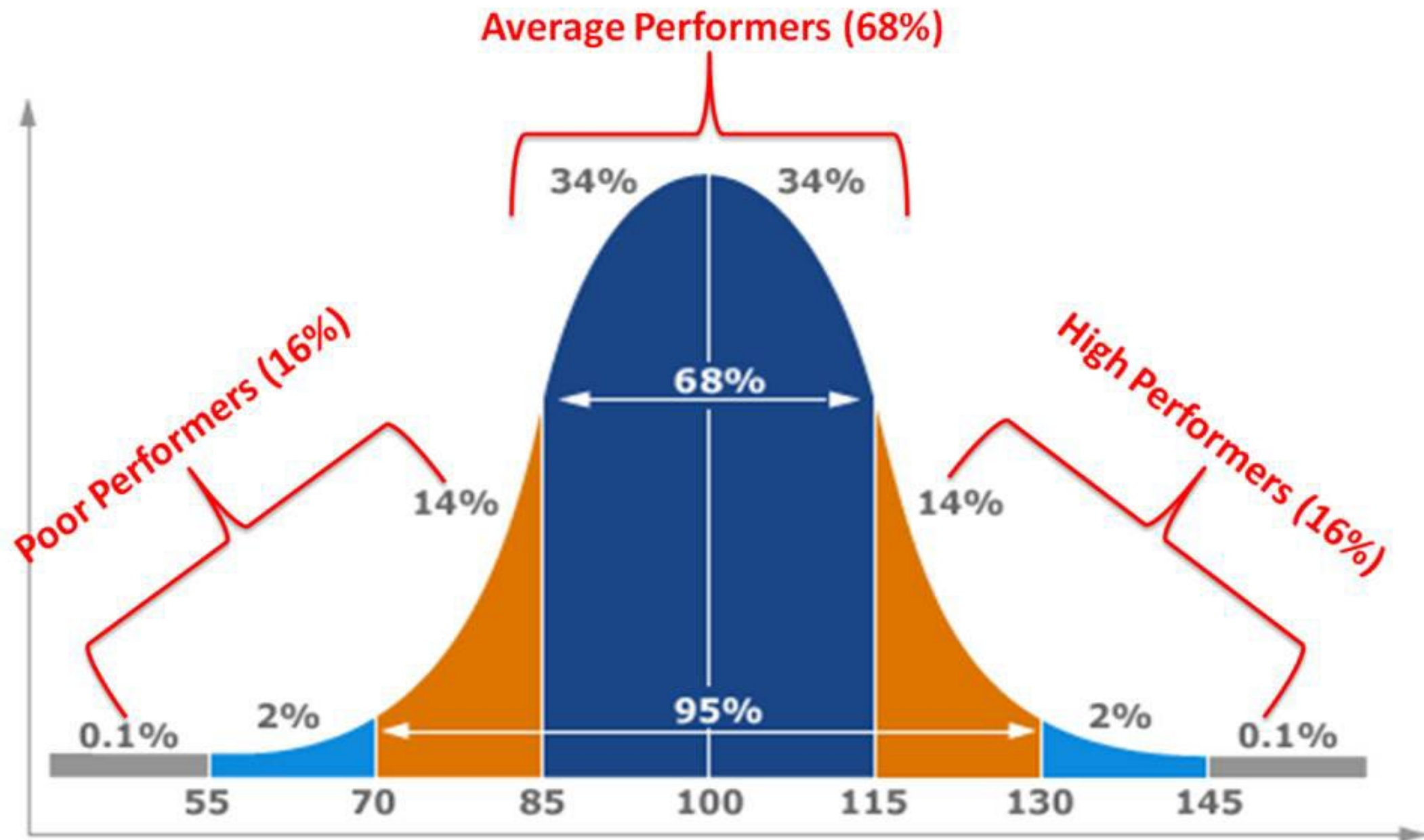


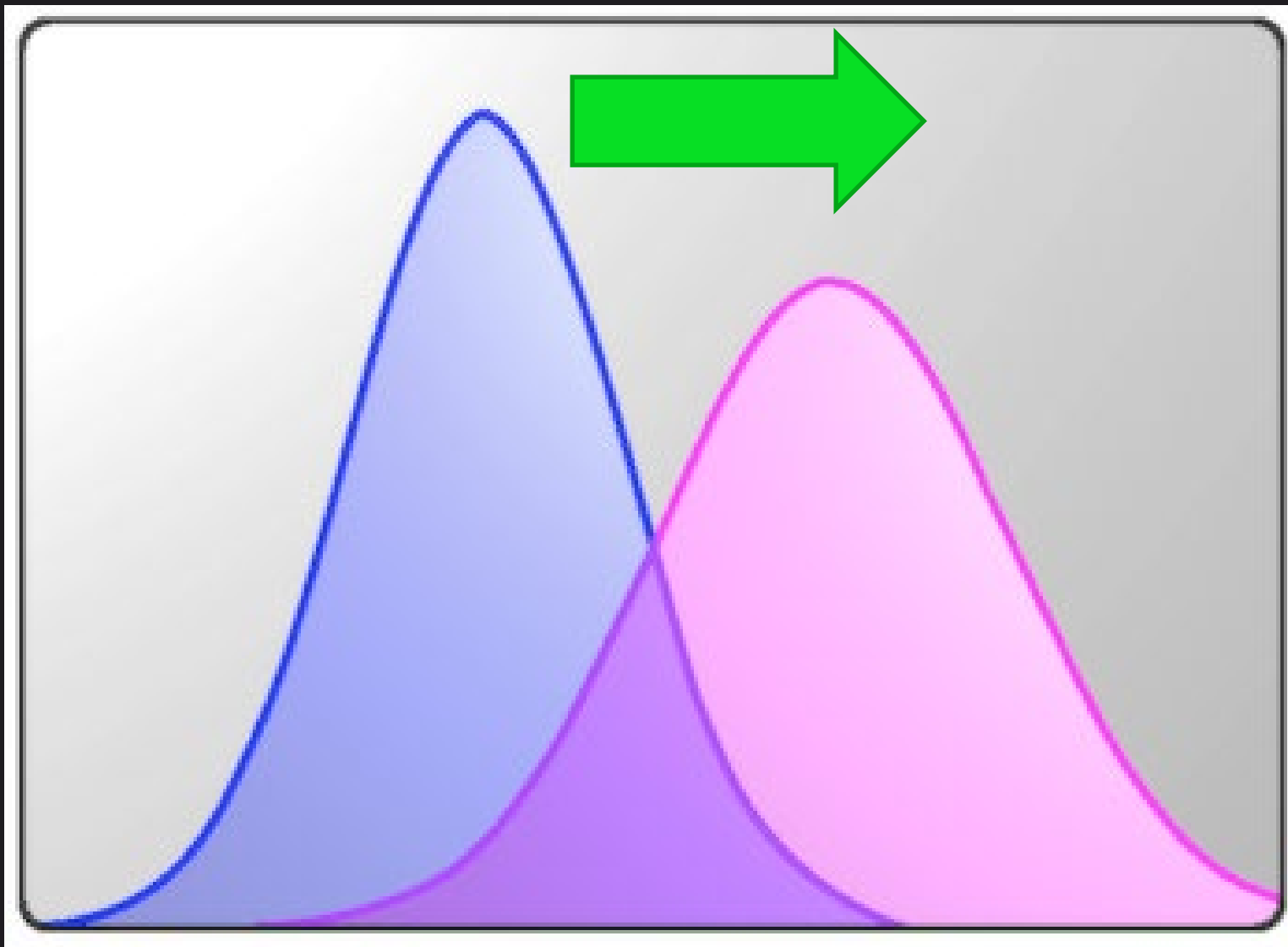
When we don't
know the future, we
fight for what we
know.



“It is not the strongest of
the species that survives, or
the most intelligent that
survives. It is the one that is
most **adaptable**
to **change**.”

Charles Darwin





Live Life to the Right of the Bell Curve



CORE TESTS OF LEADERSHIP

HOW?

DO 80% OF US AGREE
WITH 80% OF THE GIST
OF IT?



To avoid paralysis
in action, there's
only one question
to answer:
is it better?

www.rynic.org

Are we the place with 5
problems for every
solution, or the place
with 5 solutions for
every problem?



“Keep It Small, But Keep It Going.”

John Cougar Mellencamp

Your
comfort
zone



Where the
magic happens



OUT-DO
VS OUT-
TALK

2

LIZARD LIPS
FLOAT SHIPS



A close-up photograph of a newborn baby sleeping peacefully. The baby's face is in profile, with their eyes closed and a hand near their mouth. A hand is gently holding the baby's head from behind. The baby is lying on a white surface with colorful floral patterns. The lighting is soft and natural, creating a warm and tender atmosphere.

"There are simply no answers for some of the great pressing questions. You continue to live them out, making your life a worthy expression of leaning into the light"

(Barry Lopez)

Leave a LEGACY

OUR LEGACY-MAKING QUESTIONS

Why will residents, visitors, and investors choose your community over other places in future, in the context of rapid change?

What has your community done to REALLY be ambitious vs tread water?

How have you personally contributed to inspirational community building?

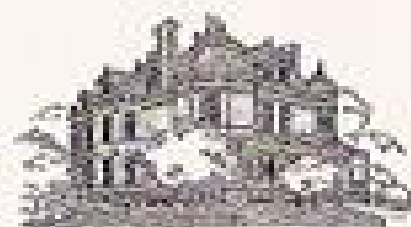


CORRECTION

■ The Jumble puzzle, which appeared on page D1 of Thursday's edition, actually was the puzzle scheduled to appear today. The Jumble originally scheduled to appear Thursday as well as the answers to Wednesday's puzzle are on page E1 today. The answers to the puzzle published today appeared Thursday, and the answers to the puzzle published Thursday will appear Saturday.

The Arizona Republic, Phoenix, Sept. 28, 1984

HOW GOOD IS OUR STEAK?
LAST WEEK A MAN WHO WAS
CHOKING ON A PIECE
— REFUSED —
THE HEIMLICH MANEUVER.



321 EAST

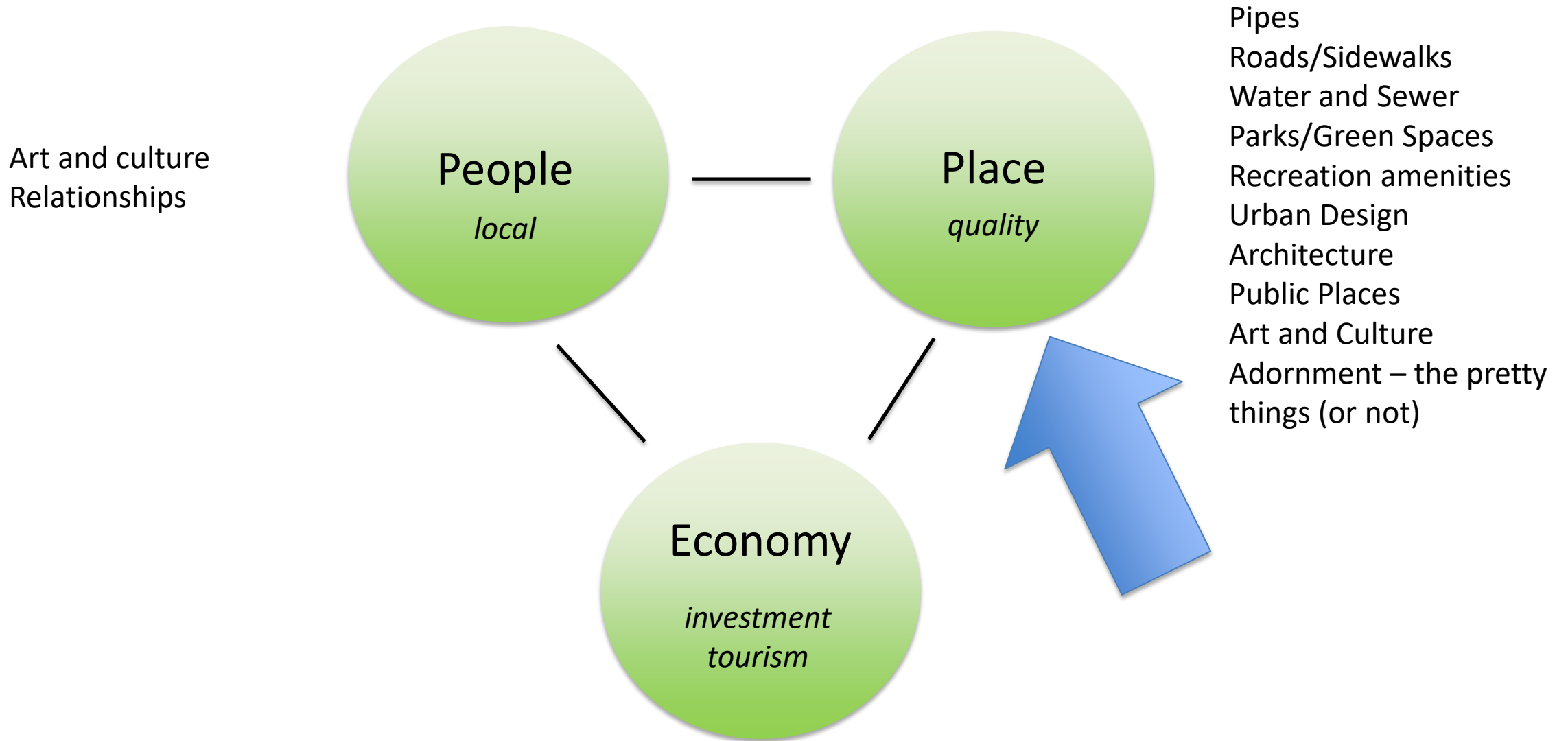
For the very best in American cuisine come to 321 East. The food is so good it sometimes leaves people speechless. 321 Division, Edina IL. (708) 465-0612

3

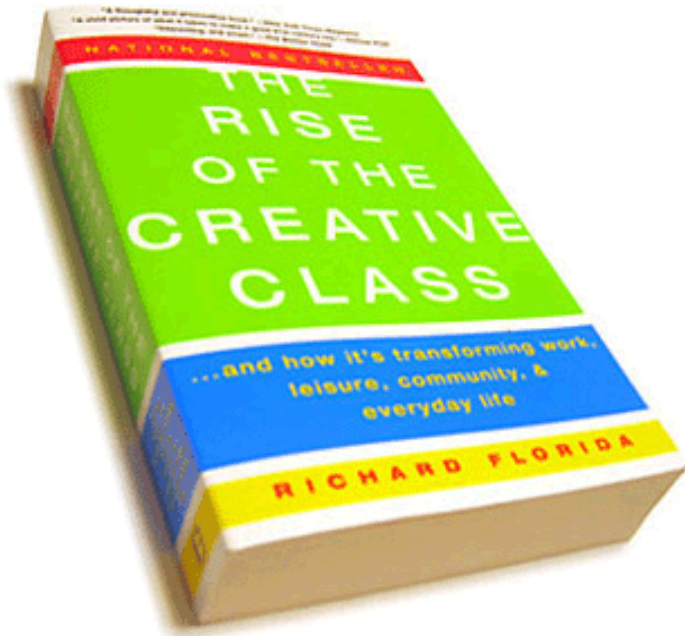
COMMUNITY
MATTERS



THE ESSENCE OF COMMUNITY



20%



The Creative Class Seeks

- Lifestyle amenities (specifically defined and created. These can be niche, but should be differentiated from other communities and be of high quality)
- Population Diversity
- Entertainment experiences
- Active, outdoor recreation
- Authentic/interesting sense of place
- Open, tolerant society (open to newcomers)

Richard Florida - www.creativeclass.com

ENTREPRENEURSHIP ENABLEMENT

BUSINESS RETENTION & EXPANSION INITIATIVES

Research indicates roughly 80% of investment in a community comes from business already in the community. Business retention & expansion (BRE) focused on helping existing business grow is by far the best return on investment for communities with economic development programs.

BRE Examples:

- Love local marketing campaigns
- Celebrate business success/good news – web/online
- Align with regional/provincial programs
- eNewsletter to keep in touch with business matters
- Concierge service to help navigate development approvals
- Rewards/loyalty card program to promote local shopping
- Signature events that attract residents/visitors to shop
- General business networking opportunities
- Online searchable business directory
- “Dragon’s Den” equivalent to support winning business ideas
- Youth entrepreneurship supports
- Mentorship matchmaking
- Tax incentives for specific types of desired development
- Business resources directory
- Advocacy for business issues
- Job fairs/trade shows to attract workforce
- Industry sector-specific network opportunities that nurture sector growth
- Alignment with municipal/key industry sector procurement opportunities for local business
- Showcase local products in public buildings and spaces where possible to demonstrate pride in local businesses and entrepreneurs
- Learning opportunities (workshops/webinars) – e.g. exporting, accounting, marketing, business planning, employee retention strategy, web presence/ecommerce)
- Online local marketplace/virtual mall
- Formal entrepreneurship development program for business start-up/expansion
- Alignment with post-secondary business education opportunities
- Business walks/visits program to identify business needs/challenges
- Annual business leaders café to identify/explore resolution of business issues
- Create a co-op/local business investment organization or fund
- More singular/visible online job bank that employers and job seekers know to go to
- Business start-up guide

BUSINESS GROWTH PROGRAMS

We can help facilitate business growth by aligning entrepreneur interests with entrepreneurship development or growth-enabling opportunities. These can be local (e.g. a micro-investment fund for business start-ups), but there are significant business resources at a regional, provincial, and/or national level.

Business Growth Program Examples:

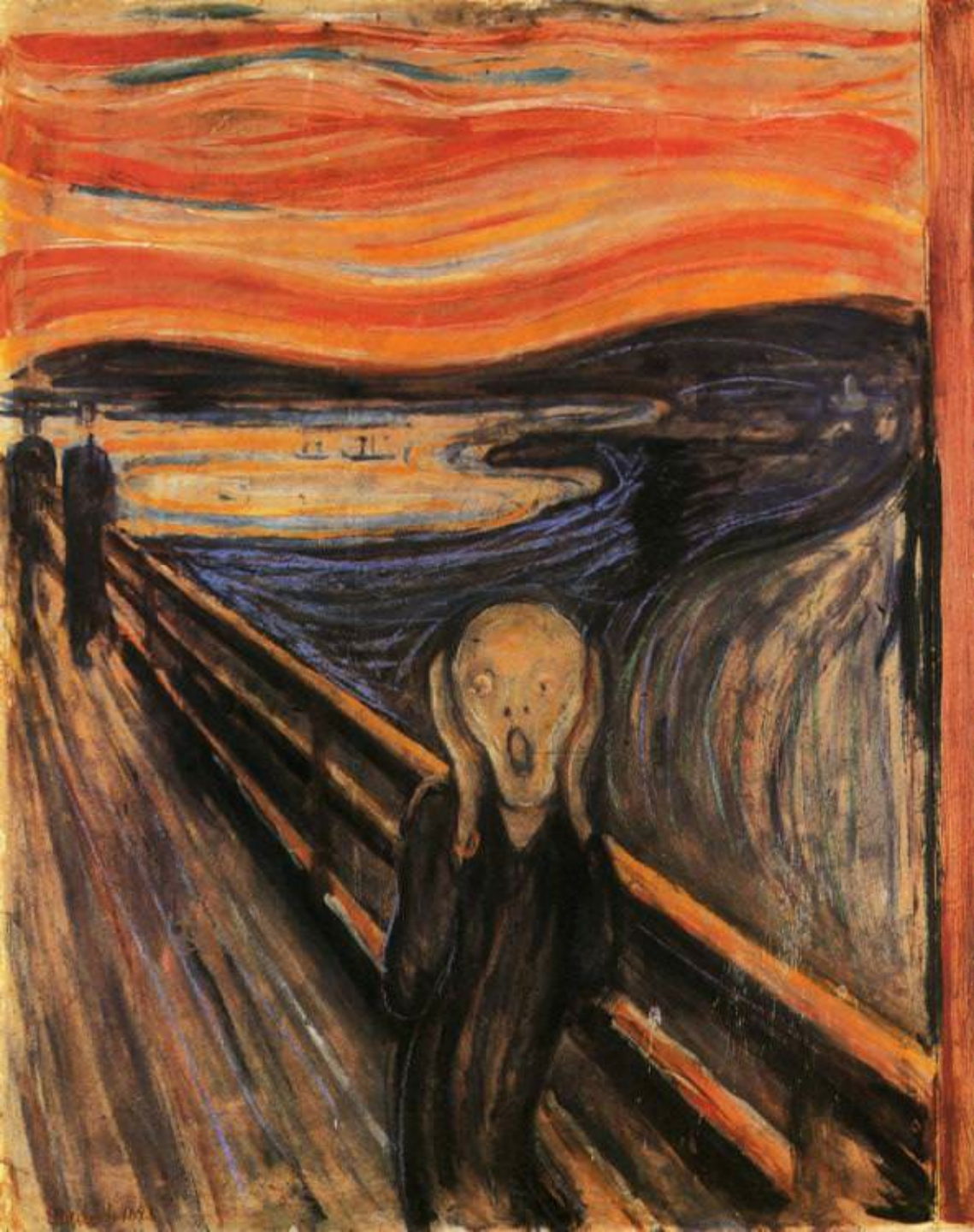
- Financial investment/larger scale venture capital
- Physical location to start a business affordably
- Networking/business connections opportunities
- Ongoing business-related learning opportunities
- Mentorship/coaching from another business owner
- Micro investment fund for new ideas/business start-ups
- Business start-up help
- Financial planning advice
- Youth entrepreneurship program (e.g. age 16-30)
- Entrepreneurship-focused post-secondary education opportunity
- Help with market knowledge/research
- Business planning advice
- Apprenticeships in business sector/type of businesses of interest
- Creation of a business mentorship group to provide free advisory
- Help with business succession/taking over an existing business
- Contests like Dragon’s Den or business pitch
- Marketing that celebrates entrepreneur successes
- A “how to” business guide
- Sector-specific networking opportunities like technology meet-ups
- Awareness of work from home/self employment opportunities (e.g. digital marketing)
- More regular information about entrepreneurship-related programs and learning opportunities
- Entrepreneurship bootcamp/fast track training program



Whimsy and Surprise

**Change
creates critics.
Imaginative
change
creates even
more critics.**





The Creative Paradox

The more interesting it
is, the more afraid we
are to make it real in
public places





Src: imageatlas.com, Flickr



Gloucester, Ohio, Pop. 2000

After Jim Cotter lost his wife, he set out to paint the town - starting with a fire hydrant, moving down the road to the guardrail, then to homes and businesses.

"It's just amazing what a little bit of paint will do," Cotter says. "It changes people's hearts."







63809796

DANGER
HIGH VOLTAGE
KNOCK OUT
CALL 911
For location of call, call
the number on the label
or the number on the label

DANGER
HIGH VOLTAGE
DO NOT OPEN
This can be deadly

30 AVE SW



4

WHY IS
CALLING,
PLEASE PICK
UP



WHY do we matter?

(who are we?)

Expert Tip:
Answer these
strategic
questions and
80% of your
pathway to
achieving your
highest ambition
is defined.

DARE TO BE DIFFERENT



There should be two kinds of people in this world. You. And everyone else.



Value Proposition

WHY DO WE MATTER? Answer this question and 80% of a community's economic development pathway is defined via connection to people and enterprise who best connect with value proposition. And the more unique or powerful the value proposition, the further the lengths people will go to pursue it.

Manitoba's Investment Advantage



Agribusiness: Production Matter of Fact

RM of La Broquerie farm production is highlighted by pork, dairy cows, and strawberries, at 16%, 5% and 14% of MB's animal units and acreage (strawberries) respectively. RM farms generate 5% of MB's total farm revenues and 4% of MB's total agriculture exports (Src: Agriculture Census, 2021, Lightcast, 2023).



Growing Community Matter of Fact

With a growth rate of 85% between 2006 and 2021, the RM of La Broquerie is one of the fastest growing rural municipalities in Manitoba.



Big block industrial lands for major projects Matter of Fact

The RM of La Broquerie will be pursuing identification of big block industrial lands with cost competitive positioning, including potential for independent servicing, large aquifer water availability, and hydro power.



High Income With Deeply Affordable Housing Matter of Fact

Median household income in the RM of La Broquerie is equivalent to Canada, with house prices that are 90% lower than the Canadian average (Src: Census Canada, median value of dwellings, 2021).

-Lifestyle Factors-

Community Survey Top 5: Natural environment, Outdoor recreation, Work-life balance, Beautiful, Small community feel, Community itself...the people. *Lifestyle factors deeply valued by local residents are a value proposition for resident attraction strategy (professional services, digital nomads, remote workers, creators, independent entrepreneurs).*

3



Src: EvelynGiggle, Flickr

99.9%

80%

THE VISION STATEMENT

We visualize a strong sense of community pride based on programs which will include the provision of quality community services, expanded land use, infrastructure enhancement, and beautification. We will maintain our small town friendly character. We will practice sound environmental stewardship while generating new business opportunities and promoting our area.



OUR VISION

Canal Flats is...

... the affordable, innovative, family-friendly Village building a new future in diverse housing options, quality of place initiatives, tourism and light industry development, and redevelopment of a unique work-live downtown. We will be a key employment centre in a Columbia Valley that reconnects people to nature ... and each other.

THE KEY MEANS TO AN END

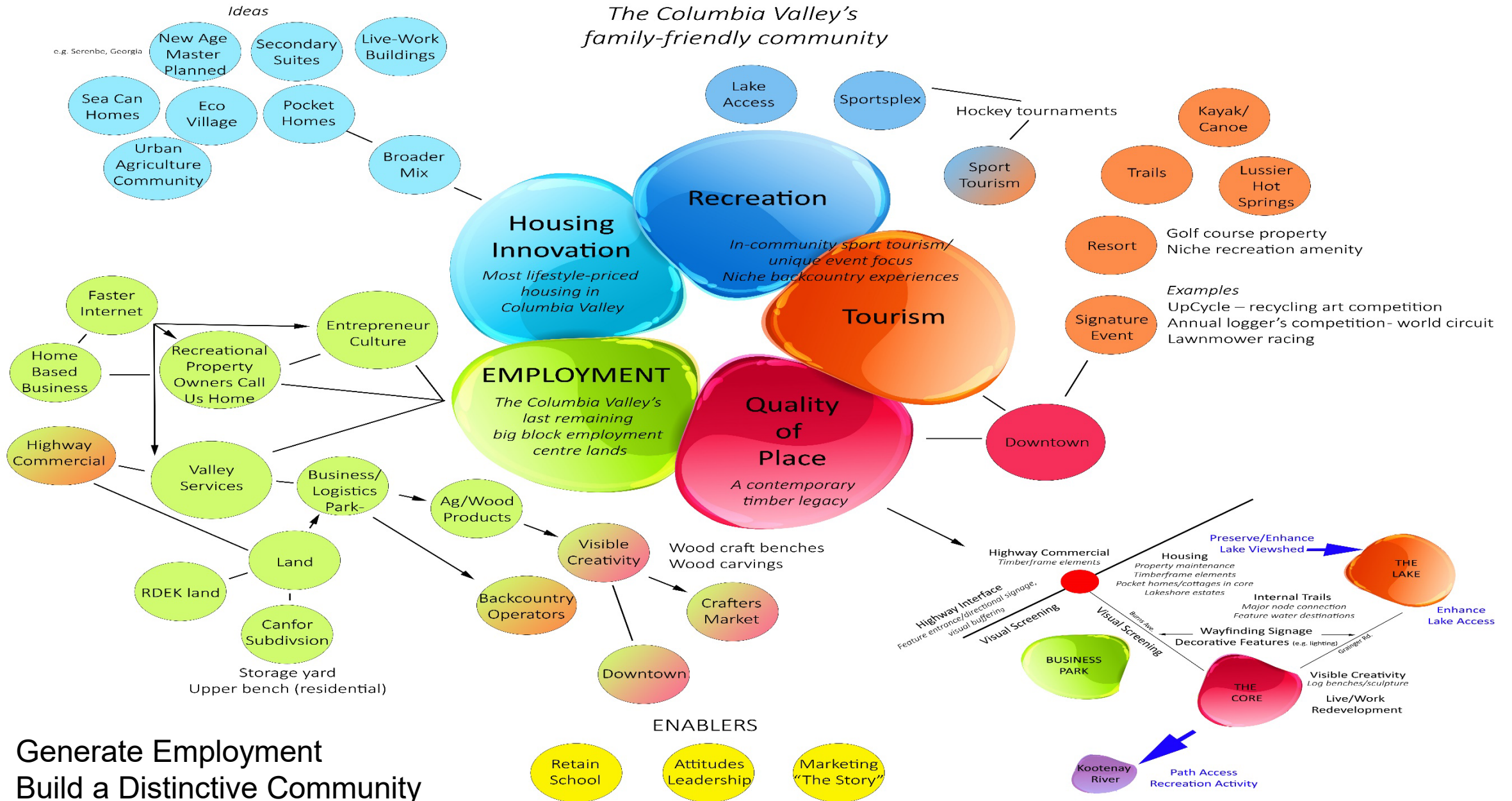
THE DEFINITIVE STRATEGY

THE EMOTIONAL PITCH TO A FOOTLOOSE WORKFORCE

A prism applied to all actions....



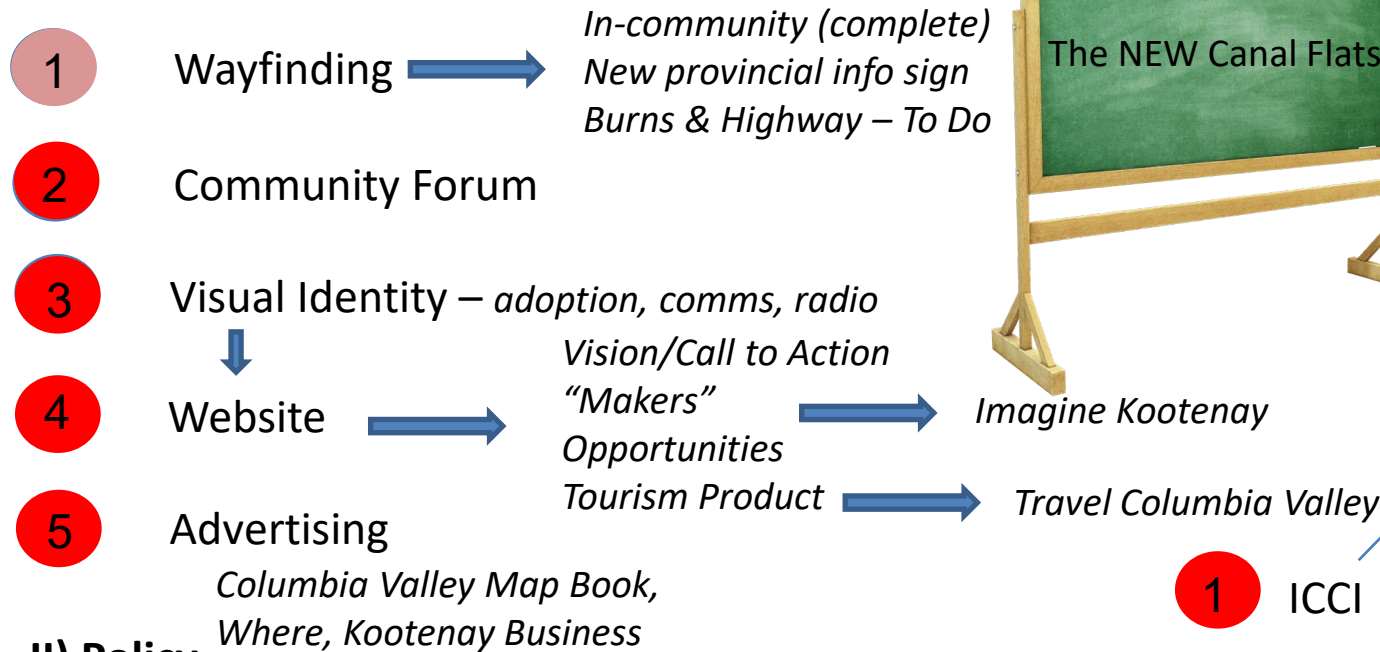
VILLAGE OF CANAL FLATS COMMUNITY DEVELOPMENT VISION



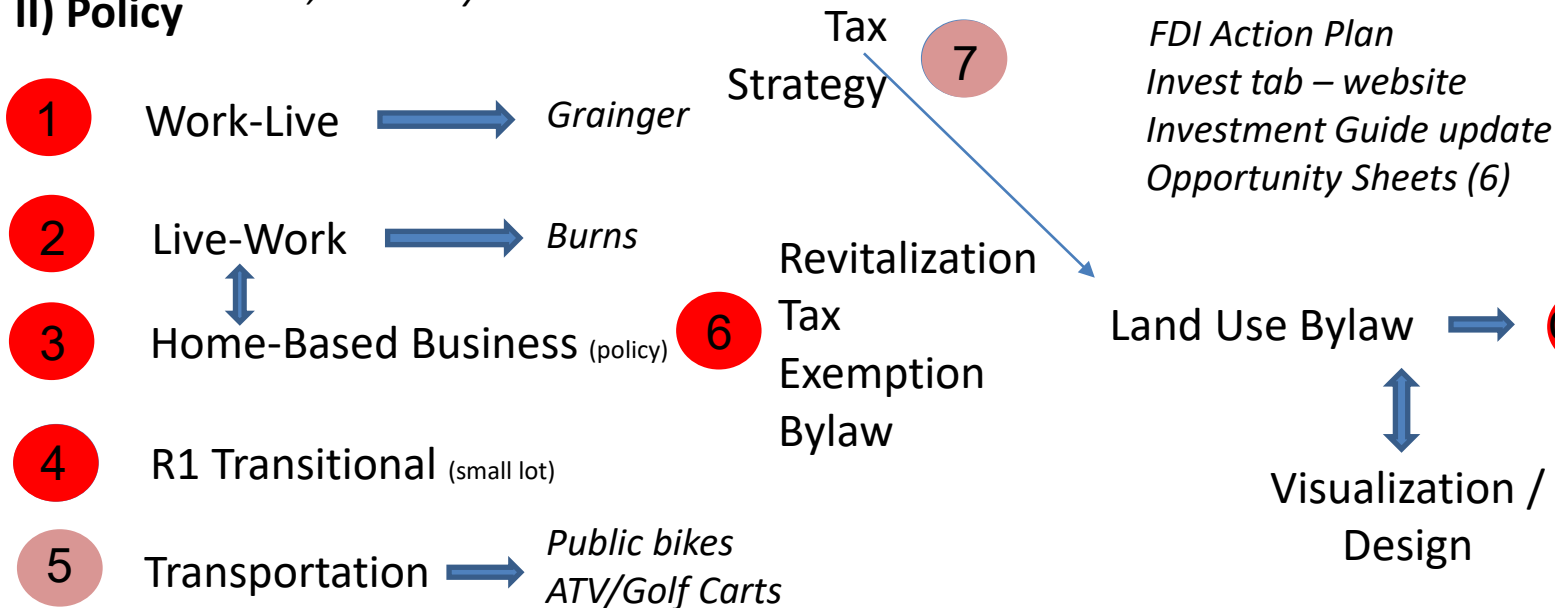
1. Generate Employment
2. Build a Distinctive Community

2017-2018 ECONOMIC DEVELOPMENT TACTICAL PLAN IMPLEMENTATION

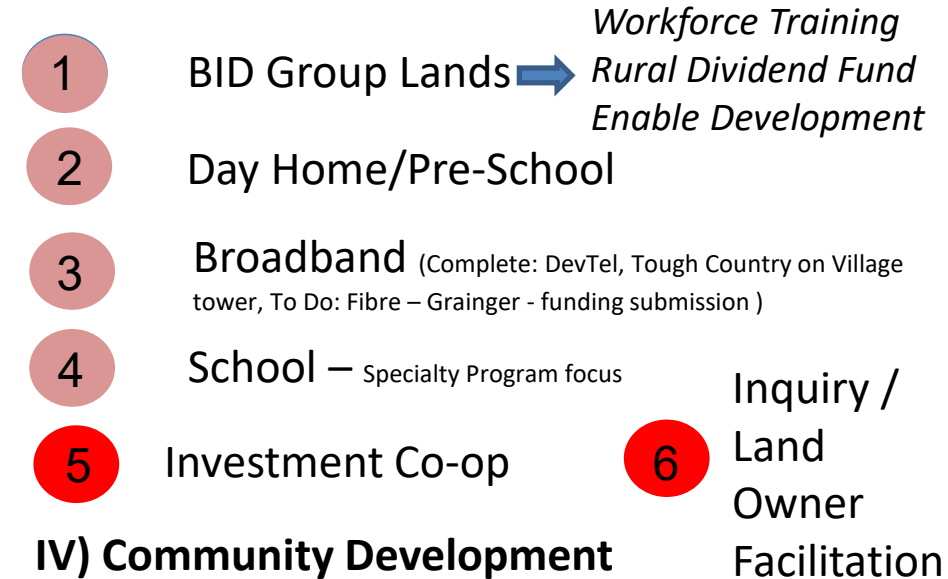
I) Change the Conversation



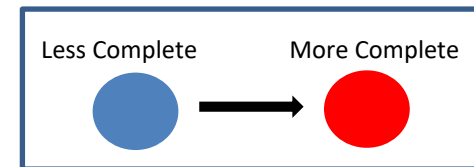
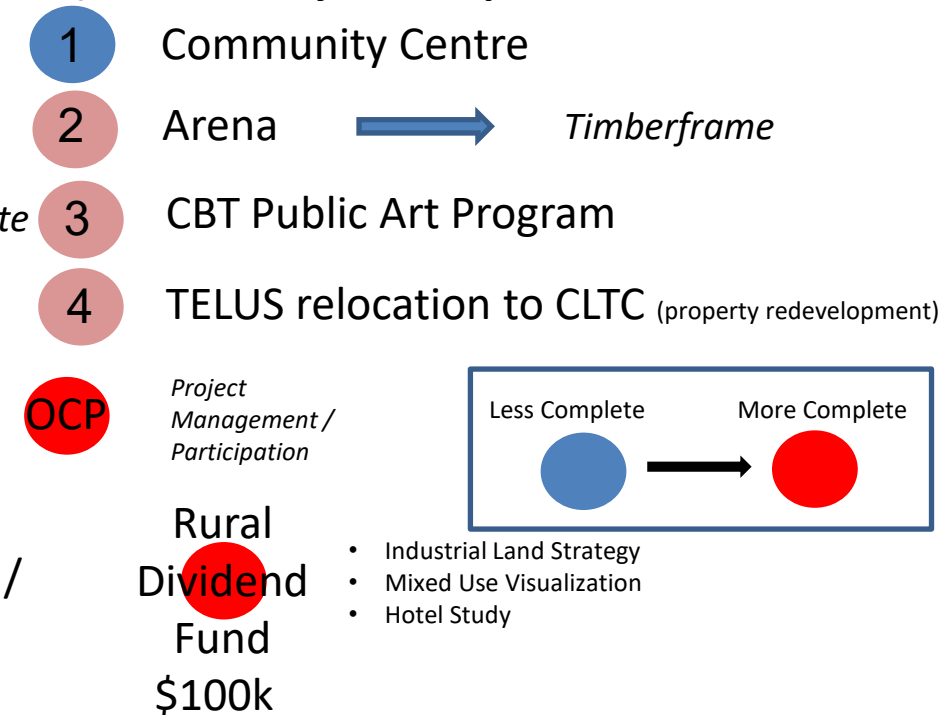
II) Policy



III) Investment Attraction



IV) Community Development



- Industrial Land Strategy
- Mixed Use Visualization
- Hotel Study

COMMUNITY PLAN ON A PAGE



Fun easy-to-read folded brochure summarizing the Community Plan for the average citizen

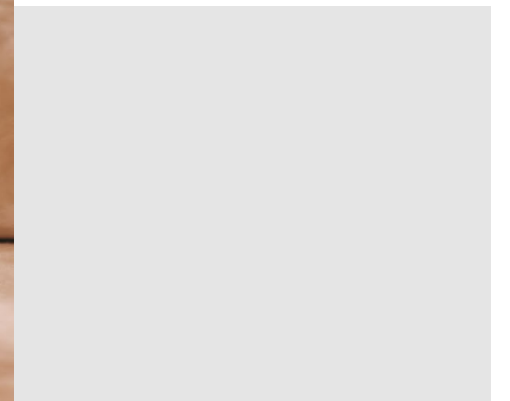






**POLISE
E**

HOUSING = ECONOMIC DEVELOPMENT



THE HOUSING GAP

Current

16,500,000



2023

Building trend

18,200,000



2030

GAP

3,500,000

**We are on
track to
build 43% of
demand.**

Market demand

21,700,000



2030



**THE
MARKET
IS THE
CATALYST**

15-20% ROI is a norm
We need to understand economics better.

Housing Affordability: **THE POWER OF THREE**

We crunched the fully-costed numbers in Canal Flats, and they are compelling...

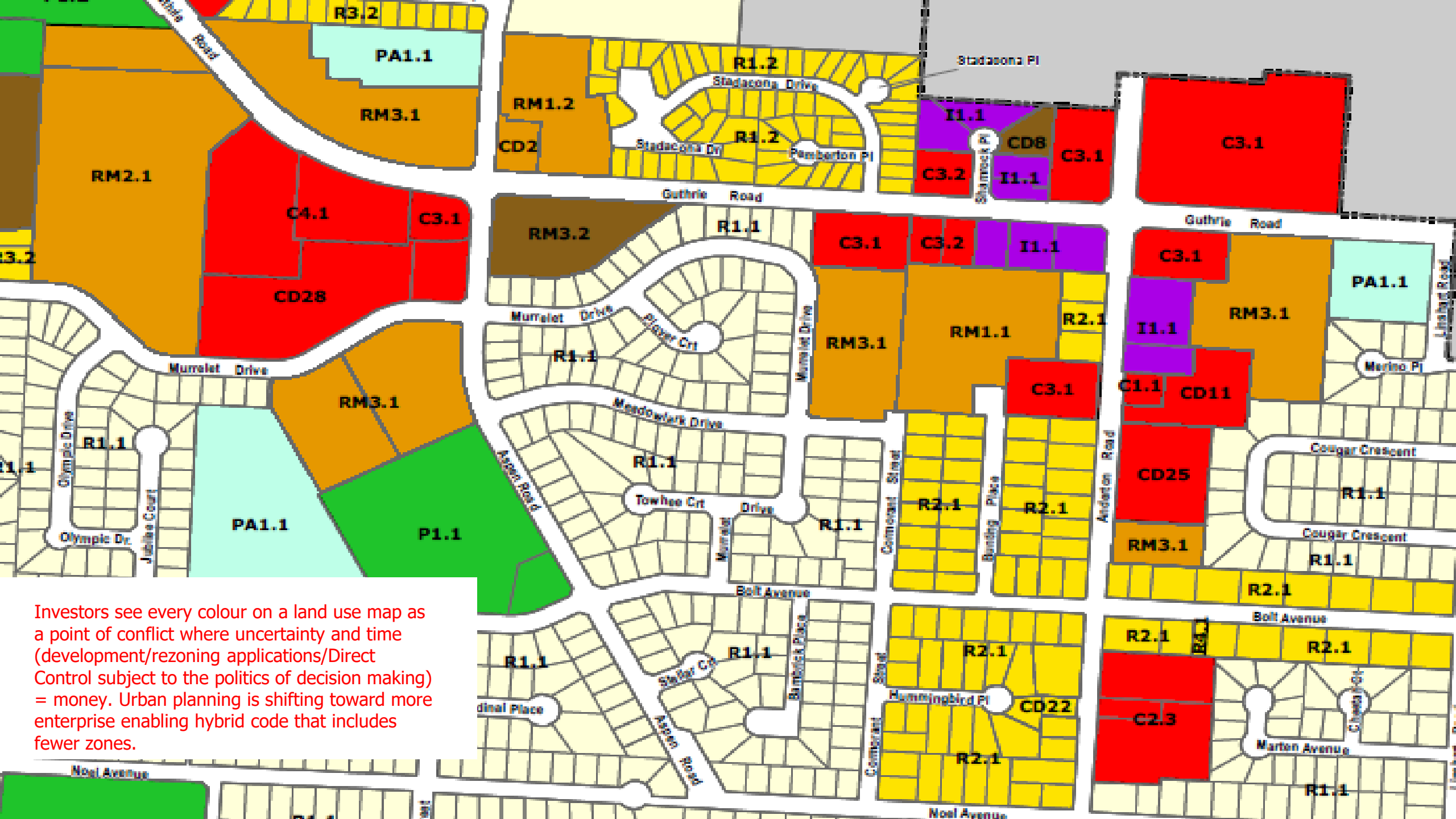
	1 Unit		2 Units, 2nd Unit Long Term Rental		3 Units - Long Term Rental		3 Units - Vacation Rental 3rd Unit		
	% of Gross Income		ADU 400 sq. ft.		ADU 400 sq. ft. Secondary 500 sq. ft.				
Size of Principal	753	27%	Affordable	18%	Affordable	11%	Extremely Affordable	-6%	Net Investment Return
	1200	40%	Unaffordable	30%	Affordable	24%	Affordable	7%	Net Investment Return
	1800	58%	Unaffordable	48%	Unaffordable	41%	Unaffordable	24%	Affordable
Plus 8.1% return on investment - 2nd unit									
Plus 3.8% return on investment - 2nd/3rd unit									
Plus 7.8% return on investment - 2nd/3rd unit									

Depending on size of residential and accessory dwelling units, **THE POWER OF 3** illustrates the transition of housing from unaffordable to “investment return” with transition from 1 through 3 residential units on a property.

Based on median Canal Flats household income (Census Canada, 2021) related to 30% income/housing cost ratio representing a common measure of affordability in Canada.

Standard Rental - \$1200/month. Vacation Rental - \$2116/month (\$180 summer, 70% occupancy x 4 months, \$150 winter, 25% occupancy x 245 days (Airbnb)

Full costing at summer, 2022 land costs, \$300/sq. ft. single family dwelling and \$250/sq. ft. accessory dwelling unit build price, current mortgage rates, current municipal tax and utility rates, and maintenance estimated at 1% of build cost/yr.



Investors see every colour on a land use map as a point of conflict where uncertainty and time (development/rezoning applications/Direct Control subject to the politics of decision making) = money. Urban planning is shifting toward more enterprise enabling hybrid code that includes fewer zones.



I
CAN'T
EVEN.

Hybrid Code Foundations

- Performance standards focused more on visual/less on functional
- Fewer uses
- More permitted uses
- Reduced parking standards
- No R1

“Visualization helps”





WEST KOOTENAY
REGIONAL AIRPORT

5

ADRENALIZE
YOUR BRAND



Src: pyzam.com

breaking news



Breakthrough Marketing?

-Dare to be Different-



Setup (plot and character)

A protagonist (or a group of protagonists) encounters a catalytic problem that disturbs their status quo.

Conflict

That catalyst propels him/her actively into an escalating series of events/ conflicts.

Resolution

The protagonist is changed by his/her experience and a new status quo is established.

Infinite ways to generate tension, jeopardy, novelty, and mystery, pleasing our contradictory needs for structure and novelty.



STORYTELLING

ORIGINAL
ROUND STICK
FORMULA



Old Spice

EST. 1938

CLASSIC

DEODORANT

ORIGINAL SCENT

99653034

NET WT. 3.25 OZ (92 g)

**IF YOUR GRANDFATHER HADN'T
WORN IT, YOU WOULDN'T EXIST.**

Neutralizes odor before it starts. Kills odor-causing bacteria. With the clean, masculine scent of Old Spice.

DIRECTIONS: Twist up product. Remove protective seal and discard. Glide product on. Apply to underarms only. Always replace cap tightly. Use daily for best results.

WARNINGS: FLAMMABLE. DO NOT APPLY NEAR FLAME OR WHILE SMOKING. DO NOT APPLY TO BROKEN SKIN. IF RASH OR IRRITATION DEVELOPS, DISCONTINUE USE. USE ONLY AS DIRECTED. KEEP OUT OF REACH OF CHILDREN.

INGREDIENTS: ALCOHOL DENAT. PROPYLENE GLYCOL. WATER.

How Does a Community Become a Superstar?

- ***The Product***

- *Vision – The Why*
- *Focus/targeting*
- *Differentiation*
- *Quality of Place*

80%

- ***The Story***

- *Emotional Connection*
- *Signature Experiences*
- *Quality of Experience*

20%





The
**HIGH
FIVE**
Rule

Target

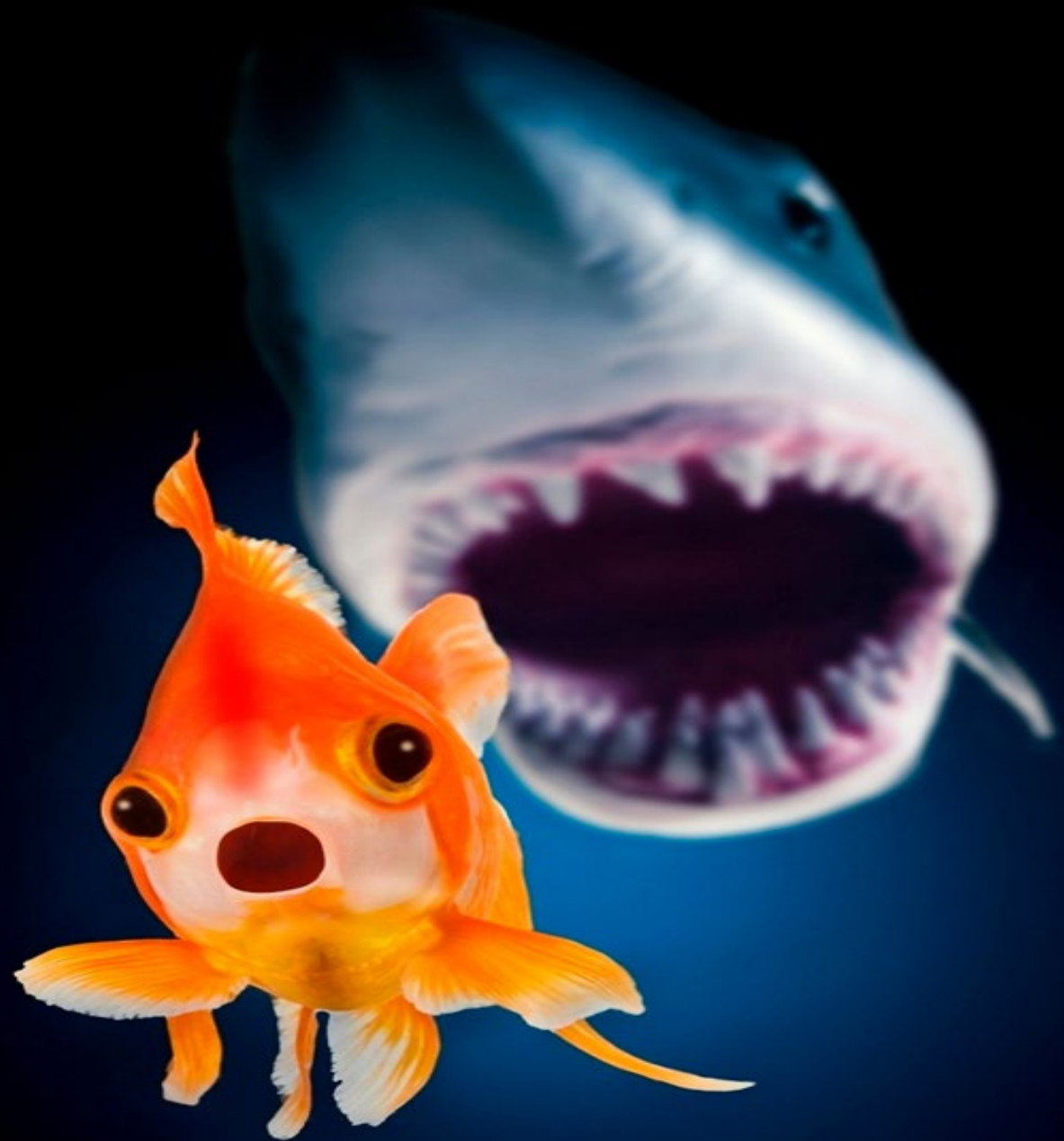


Src: Reddit user

The Shark and the Goldfish Paradox

The Shark: More
Bravery=Less Consensus

The Goldfish:
Communities Must Be
Creatively Brave To Get
Noticed






Dare to be different.

We stuck it out in the early days,
community building from the ground up.
We're still sticking it out today - daring to be
different - creating new 'artful' realities from the spirit of
imagination.

Your Castlegar "To Do" List includes: *The Station Museum;*
Doukhobor Discovery Centre; Kootenay Gallery of Art, History
and Science; and the Castlegar Art Walk.

Life's full of surprises.
Embrace them in Castlegar, B.C.

WWW.CASTLEGAR.CA


CASTLEGAR

HERE WE GROW

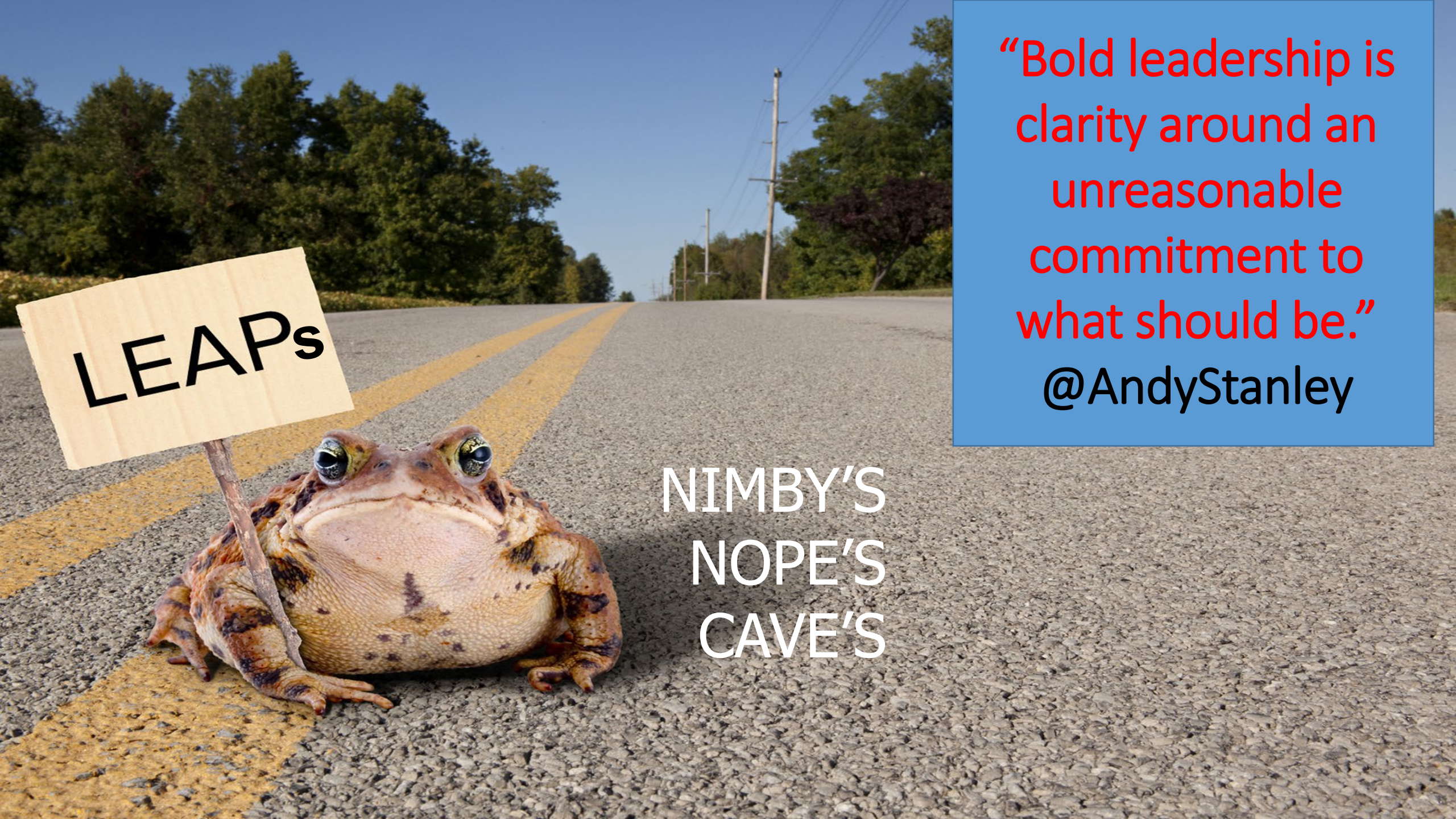
A young girl with brown hair tied in a bow, wearing a pink dress, stands in a field of tall, golden-brown grass. She is holding a small bouquet of white daisies in her left hand and reaching out with her right hand towards the grass. The background is a soft-focus field of similar grass, creating a warm and natural atmosphere.

Raise your kids. With room to spread out. With affordable living and nature's way at the heart of us.

In family-friendly La Broquerie

Grow your agribusiness future. In a province and SE Manitoba that pulses to the beat of food production.

La Broquerie. With room to spread out, and a better business bottom line.

A toad is sitting on a paved road with yellow double lines. It is holding a small wooden sign on a stick that says "LEAPs". The background shows a clear blue sky, green trees, and a utility pole.

LEAPs

NIMBY'S
NOPE'S
CAVE'S

“Bold leadership is
clarity around an
unreasonable
commitment to
what should be.”
@AndyStanley



Transformative
Purpose
Things That Matter
Soul
Meaning
Engagement
Connection
Conviction
Heroes
The Incredible

Believe in better.....



5 KEY TAKEAWAYS

- Culture Eats Strategy for Breakfast
- Have Your ONE Plan....and Economic Development Strategies Should be Mandatory
- Dare to be Different
- Dynamic Vision is Everything
- Out-Do vs Out-Talk



Chris Fields, Principal

- Strategic Communications
- Corporate Governance Planning
- Economic Development/Tourism
- Planning/Services
- Marketing – Brand/Campaign Development
- Conference Keynotes



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