

Guts.

It's a necessity to innovate, to progress, to compete, to move forward.

Which is why I'm here today, to support a gutsy mega-project--Royalmount.

As a native Montrealer, feel mega-projects like Royalmount are important for us.

Its benefits are many:

- no public money
- international scale and attention
- gathering top thinkers and doers in game
- revitalizes obsolete industrial sector...
 - just like our beloved Griffintown, or Lachine Canal.

But as is usually the case with mega-projects, Royalmount is facing a resistance stage.

Quite normal in the mega-project reaction flow:

- Initial but very short-lived euphoria over announcement
- Rapidly followed by lengthy period of resistance and detractors
- Followed by resigned acceptance
- Then, ultimately embracing, and eventual bragging, of the project.

Partial list of today's popular mega-projects initially dumped on:

- NY High Line
- Habitat 67
- Lachine Canal Condos
- Mont Tremblant
- Walt Disney World
 - Ironically, Disney World was built on swampland at the intersection of two major roads (The Interstate #4 and the Florida Turnpike)

I say "ironically," as most current Royalmount resistance touches upon the issues of traffic.

Is traffic an issue? Of course it is!

But so what? Show me a place on the island where traffic *isn't* an issue.

Traffic was an issue getting **HERE** today.

If traffic was truly THE deal-breaker in any project, we wouldn't have built, or be building:

- the MUHC Hospital
- the Réseau Express Métropolitain (REM) trains
- Guy Laliberte's Pyramid
- the Centre Bell
- or even the Turcot.

So why build anything at all? It's only going to cause traffic.

Traffic aside, I also think people have an irrational fear of a mega-project:

- it's gonna kill the existing business for miles around!

Small minded thinking.

Should Montreal innovation be limited to filling old buildings with today's trendy media darlings, AI startups?

Now as a techie, I have nothing against Artificial Intelligence...

but I'm also a proponent of Genuine Progress...Genuine Audacity.

Competition doesn't necessarily **kill** others.

True, at times can be Darwinian a la "survival of the fittest,"

but true competition actually breeds **other** success.

That's why there's not just one theatre on Broadway, just one hotel on the Las Vegas strip, or just one political party...despite Donald Trump's wishes.

Success is not a zero-sum game; it can be shared and enjoyed by more than one thing at a time.

Success is actually a lot like love; it expands and is inclusive.

Don't hear parents say: "Forget having a second child, I already have one.

I can't love another."

And one of the things I love about Royalmount is its counter-balance to e-commerce, which is the **true** competition to today's downtown businesses.

The best way to counter e-commerce with P-commerce, that is People-commerce, Public-commerce. And that type of commerce is at the core of Royalmount.

Of course, not every mega project works, but kudos to those brave enough to take the risk.

Which brings us back to guts.

Carbonleo has guts.

We should celebrate them, encourage them, and help them find solutions to get to the next yes instead of succumbing to the easy no.

Answers to questions:

Effect on Quartier:

Of course...but no less than new PVM or Netflix or Habs or Instagram

Impact on Fest Downtown:

Hope so. Can be complementary and expand base. Make it easier for some to get to.

Don't need a new mall:

Agreed. Need a new new.