

BOOMTOWN

STAKEHOLDER SHEETS • CITY COUNCIL SIM

A city is changing.
The Warehouse District is up for redevelopment.
Seven groups want different things.
You can't please everyone.



Renter



Homeowner



Senior Citizen



Environmentalist



Small Business



Developer



City Official

Pick up your role • Track your meters • Fight for your future



RENTER

You rent. You don't own. That makes you vulnerable.

01 WHO YOU ARE

You moved to Boomtown for the cheap rent. Now developers are circling, and your landlord is "exploring options." If rent jumps 25%, you're out – and you have nowhere to go.

02 YOUR 3 METERS • START EACH AT 5



AFFORDABILITY

Can you still afford rent?



STAYING PUT

Are you safe from being priced out?



NEIGHBORHOOD

Is this a good place to live?

03 KEY NUMBERS YOU CARRY INTO BATTLE

-  Boomtown average rent: **\$1,400/mo**
-  Your rent: **\$1,200/mo** (you got lucky)
-  If luxury condos go in: rents in your area rise **25–40% in 3 years**

04 HOW EACH LAW MOVES YOUR METERS

IF COUNCIL PASSES...

			
Affordable Housing requirement	+3	+3	+1
Adaptive Reuse	+1	+1	+1
Historic Preservation	+1	+1	+2
Mixed-Use Zoning	+1	0	+2
Building Height Limits	0	+1	+1
Luxury Condos approved (no protections)	-3	-3	-1

05 SCORECARD • SHADE IN AS THE GAME GOES

AFFORDABILITY

1 2 3 4 5 6 7 8 9 10

STAYING PUT

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NEIGHBORHOOD

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You win if all 3 meters end at 6 or higher



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HOMEOWNER

You own. Change scares you AND excites you.

01 WHO YOU ARE

You've lived in your house for 15 years. You love the neighborhood's character — the brick buildings, the old trees, the way it feels. You want your home value to rise. But not if it means losing what makes this place special.

02 YOUR 3 METERS • START EACH AT 5



PROPERTY VALUE

Is your house worth more?



CHARACTER

Are historic buildings preserved?



NEIGHBORHOOD FEEL

Quiet, safe, familiar?

03 KEY NUMBERS YOU CARRY INTO BATTLE



You bought for **\$180K**. Now worth **\$310K**.



Good revitalization: **+\$60K equity** over 5 years



Bad gentrification: traffic, noise, lost character — your kids can't afford to live here

04 HOW EACH LAW MOVES YOUR METERS

IF COUNCIL PASSES...

Adaptive Reuse	+1	+3	+2
Historic Preservation	0	+3	+2
Building Height Limits	+1	+2	+2
Mixed-Use Zoning	+2	0	0
Luxury Condos approved (high-end only)	+3	-2	-2
Affordable Housing requirement	-1	+1	+1

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SENIOR CITIZEN

40 years here. Don't price you out. Don't forget you exist.

01 WHO YOU ARE

You're on a fixed income. Social Security barely covers rent. You walk slowly. You need the bus to get to your doctor. You remember when there were benches in front of every shop. You don't want to leave — but you might have to.

02 YOUR 3 METERS • START EACH AT 5



AFFORDABILITY

Can you afford to stay on a fixed income?



ACCESSIBILITY

Can you get around — sidewalks, transit?



SERVICES

Groceries, doctors, senior center close?

03 KEY NUMBERS YOU CARRY INTO BATTLE

- Average senior fixed income: **about \$1,800/mo**
- Your current rent: **\$900/mo** (half your income)
- In similar projects nationally: **1 in 3 seniors get displaced**

04 HOW EACH LAW MOVES YOUR METERS

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ENVIRONMENTALIST

The earth doesn't have a vote. You do.

01 WHO YOU ARE

You see this district as a chance to build differently. Green roofs. Walkable streets. Native plants instead of parking lots. The site has decades of industrial pollution to clean up — that's your fight too.

02 YOUR 3 METERS • START EACH AT 5



GREEN SPACE

Trees, parks, wild patches preserved?



AIR & WATER

Pollution cleaned, runoff managed?



CARBON

Less driving, efficient buildings?

03 KEY NUMBERS YOU CARRY INTO BATTLE



Site soil contamination cleanup: **\$5M**



Green infrastructure (rain gardens, permeable paving): **\$2M**



A car-free or transit-first block reduces emissions about **30%**

04 HOW EACH LAW MOVES YOUR METERS

IF COUNCIL PASSES...

Tree Preservation	+3	+2	+1
Stormwater Management	+2	+3	+1
Green Roof Ordinance	+2	+2	+2
Energy Efficiency Codes	0	+2	+3
Mixed-Use Zoning	+1	+1	+3
Luxury Condos approved (no green provisions)	-2	-3	-3

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SMALL BUSINESS OWNER

\$2,500/month profit. A 25% rent hike wipes you out.

01 WHO YOU ARE

You own a coffee shop on Main Street. Regulars know you by name. New development could bring foot traffic — or a Starbucks across the street. The wrong policy means you close. The right one means you thrive.

02 YOUR 3 METERS • START EACH AT 5



PROFIT

Are you making money each month?



FOOT TRAFFIC

Are people walking past your door?



RENT STABILITY

Can you afford the lease next year?

03 KEY NUMBERS YOU CARRY INTO BATTLE



Current monthly profit: **\$2,500**



If revitalization brings foot traffic: **+\$3,500 profit**



If a chain competitor moves in: **-\$1,000** (you'd lose money every month)

04 HOW EACH LAW MOVES YOUR METERS

IF COUNCIL PASSES...



Adaptive Reuse

+2

+1

+2

Mixed-Use Zoning

+1

+3

0

Historic Preservation

+1

+2

+2

Affordable Housing (residents stay = customers stay)

+1

+1

+2

Building Height Limits

0

0

+1

Luxury Condos approved (chain stores follow)

-2

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DEVELOPER

You need ROI. The city needs change. Make a deal.

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You see the warehouse district and you see opportunity: 50 luxury condos, \$15M+ profit. But every regulation eats into margins — and a community that hates you can stop the project cold. You need approval, profit, AND speed.

02 YOUR 3 METERS • START EACH AT 5



ROI

Return on investment for your backers



BUILD SPEED

How fast you can break ground



APPROVAL

Community + council buy-in

03 KEY NUMBERS YOU CARRY INTO BATTLE



Standard build ROI: **80.6%** · LEED-certified ROI: **89.3%** (yes, higher)



Historic preservation: **+\$1M cost, +6 months** — but unlocks **\$6M** in tax credits & value



A community fight can delay you **2+ years** and kill the project

04 HOW EACH LAW MOVES YOUR METERS

IF COUNCIL PASSES...



Luxury Condos approved (your dream)	+3	+3	-2
Adaptive Reuse (tax credits offset costs)	+2	-1	+3
Mixed-Use Zoning	+1	0	+2
Energy Efficiency Codes (LEED pays off)	+1	-1	+2
Affordable Housing requirement	-2	0	+2
Historic Preservation	-1	-1	+3

05 SCORECARD • SHADE IN AS THE GAME GOES



ROI

1 2 3 4 5 6 7 8 9 10



BUILD SPEED

1 2 3 4 5 6 7 8 9 10



APPROVAL

1 2 3 4 5 6 7 8 9 10



You win if all 3 meters end at 6 or higher



DEVELOPER

You need ROI. The city needs change. Make a deal.

01 WHO YOU ARE

You see the warehouse district and you see opportunity: 50 luxury condos, \$15M+ profit. But every regulation eats into margins — and a community that hates you can stop the project cold. You need approval, profit, AND speed.

02 YOUR 3 METERS • START EACH AT 5



ROI

Return on investment for your backers



BUILD SPEED

How fast you can break ground



APPROVAL

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CITY OFFICIAL

You hold the gavel. Make it work for everyone.

01 WHO YOU ARE

You're on the City Council. Your \$500K surplus is thin. You want re-election. You want a legacy. You can't please one group at the cost of all others — you compromise, or nothing gets done.

02 YOUR 3 METERS • START EACH AT 5



TAX REVENUE

Is the city bringing in money?



BUDGET BALANCE

Can you pay for what you promised?



PUBLIC APPROVAL

Will voters back you?

03 KEY NUMBERS YOU CARRY INTO BATTLE



Current city surplus: **\$500K** (a thin cushion)



Successful revitalization: **+\$5M** tax revenue over 5 years



Failed revitalization: **\$0 increase** — and possible decline in property values

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Affordable Housing requirement

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Historic Preservation (slow but popular)

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Energy Efficiency Codes

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BUDGET

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All 3 meters at 6+ AND no other group below 4



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