
Steel Pine A Community Reinvestment Company



Bellingham's Outdoor Brand

E-commerce Strategy For Growth

Creating a partnership for growth and community reinvestment. Steel Pine would like to be Bellingham's primary brand for growth and job opportunity. We strive to grow and give Bellingham a new income stream to pull from for community reinvestment and rehabilitation.



Conceptual Run Down

- Local Business online growth potential
- New capital avenue for reinvestment
- Giving back. Not taking from approach
- Build a brand. Open the sales channels. Back fill the product

—

Brand

Partnerships

City Reinvestment

Profit from analytical trends

Local company and city

partnerships

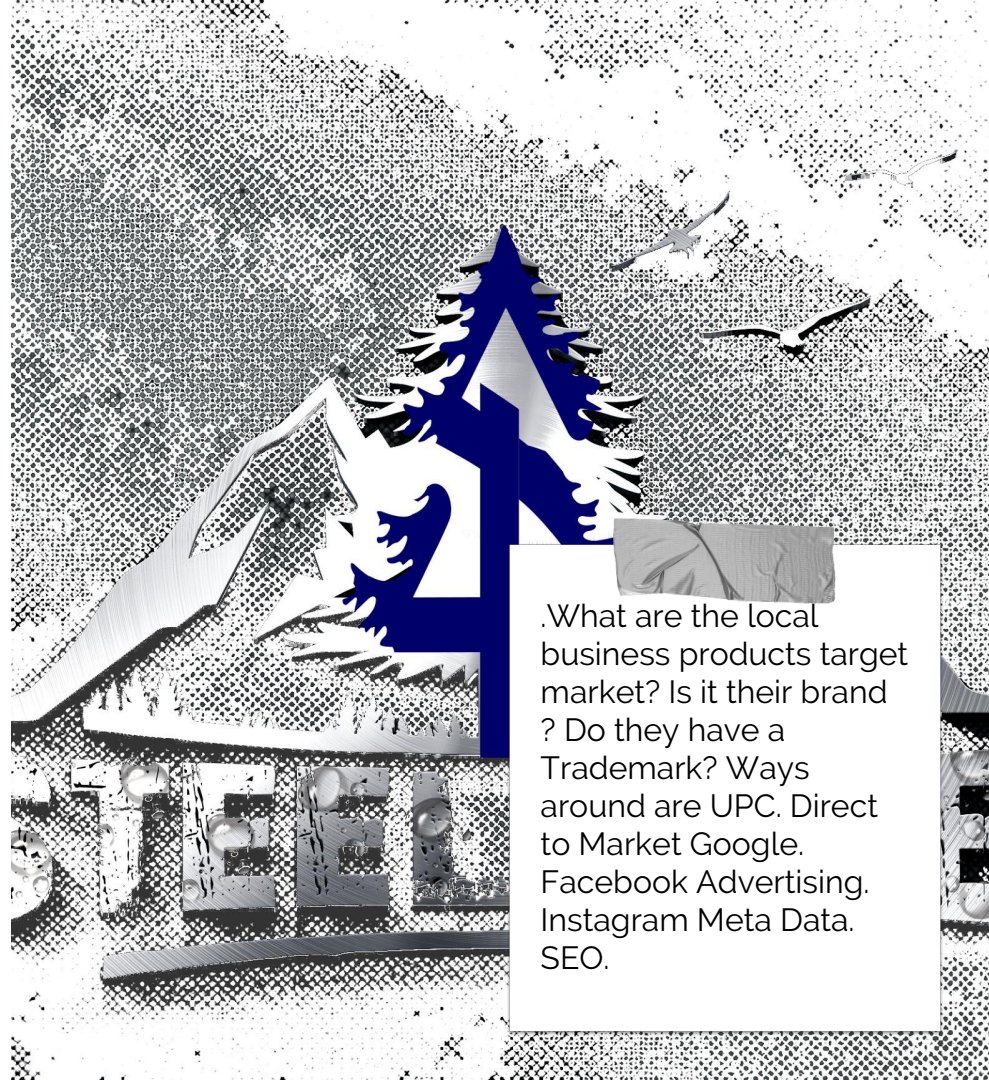
–

Products

**Sales Channels for local
business**

**Web company creation
input**

When we grow our platform will expand to pull in local products. Why sell one when you can sell 100. Are local products targeted correctly. Chances are if target market is not established your sales will not grow.



.What are the local business products target market? Is it their brand ? Do they have a Trademark? Ways around are UPC. Direct to Market Google. Facebook Advertising. Instagram Meta Data. SEO.


Start With Hats & Shirts-Steel Pine

Visible in every business. Gas station and airport business. Hats will be sublimation. Shirts are being created

- To start if every sale on a hat \$1 is given back to Bellingham for reinvestment. The more we sell and grow the more revenue stream Bellingham has to Pull from

Sublimation is picture overlay. Fantastic for Bellingham natural Beauty.





**Building
Partnerships and a
Brand for
Community
Reinvestment**

Shirts for local market will be home sourced through B Ham screen printing. Online will be through Zazzle. Hats are through my Business Partner in Lake Tahoe. See bottom of site. Again i will expand partnership reach when Business are on board

www.steelpine.com

Help is needed by the council as I have built this for Bellingham for all of the right reasons and on my dime. With many failures along the way



Start with shirts and hats. Get all Local product based business on board . Let Steel Pine be seen in any and all outdoor related companies, airports, gas station, snowboards etc. In return we expand their product visual reach.

About Brian Fearon

Ex Mortgage Backed Securities Trader for American Federal Bank

Ex Securities Analyst and center point for Merger and Aquisition of One West Bank under Steve Mnunchin

Father of a 9yr old Daughter in Whatcom Lacrosse

Husband of 2 time breast cancer survivor and sole supporter

Hockey Player

Hiker

Weightlifter


Animal Lover

Rally Car and Motorbike Enthusiast

A Flawed man with a heart of gold looking to create a company with the right people for the right reasons.

Friends with some local characters such as Lead Detective, The Ex Chief of Police, Attorney Bill Johnston. Steve at SK Motorsports.

Came here for my wife. You made us find a home. Now I am here for you!



Places Needing
help on following
page. See following
pages

Digital Marketing help as I have contacted WWU and have not had a response.

Amazon Product Description and SEO help again no response from WWU.

Anyone who can push through a Facebook advertising campaign and keep a low cpc. Cost per click.

Google Analytics help. This will help Local product Vendors later down the road.

Sales help when product increase is established.

Exposure

STEEL PINE



It is in place. Help
me finish

Local companies
looking to help a start
up Brand looking to
help reinvest in
Bellingham.

Steel Pine's Format

www.steelpine.com


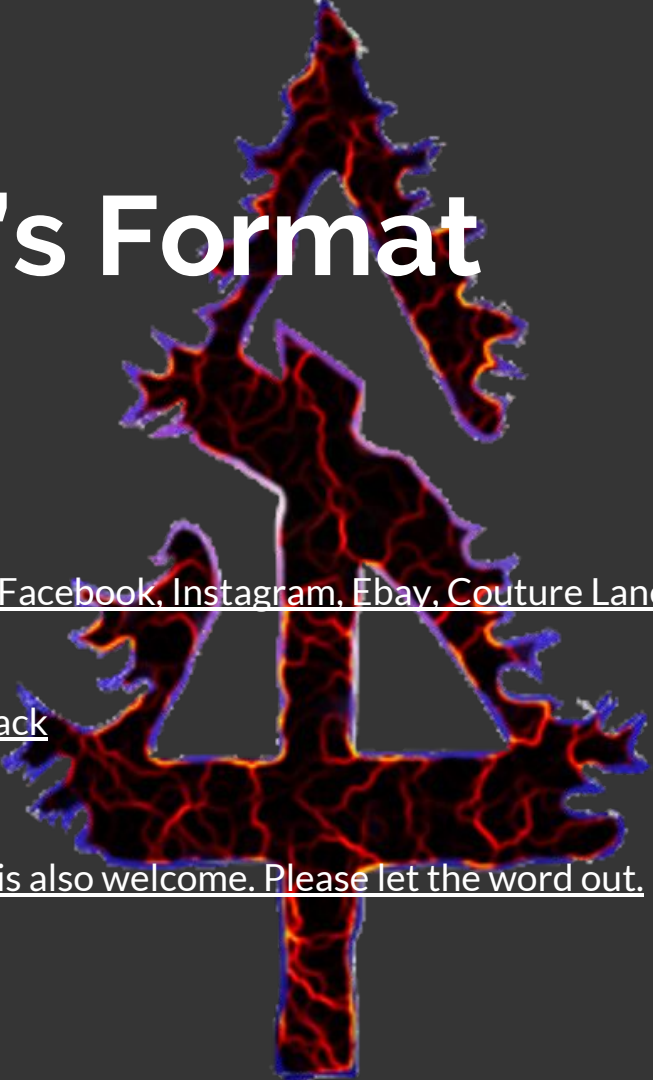
Central Site

Sales. Channels- Amazon, Google, Facebook, Instagram, Ebay, Couture Lane,
And hopefully soon to be Local.

Easy, make a sale, give a percent back

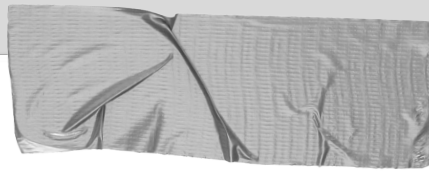
Grow, employ, reinvest,

Local Sourcing to bring down cost is also welcome. Please let the word out.
Since it is hard to find up here



**If you build it. Profits
Hope and
Reinvestment will
Follow.**

**It is built. Now here I
am.**



Break Down

- Concept of Market Place
- Buy hat at \$4 a piece. Sublimate local image that I create with SP logo etc. shipping, print etc. say \$12 a hat. Taxes, unless there is a local tax write off? Don't know.
- Sell hat for \$24.99
- Pay my costs, website, domains, etc
- Money to keep going. Reinvest \$1 to start back to Bellingham
- Can change from \$1 based on Volume profit etc.
- Build \$1 per item on online sales as well.

Basic Math Run Down And Visualization.

Sell \$100 Hats. \$10 back to Bellingham no questions asked.

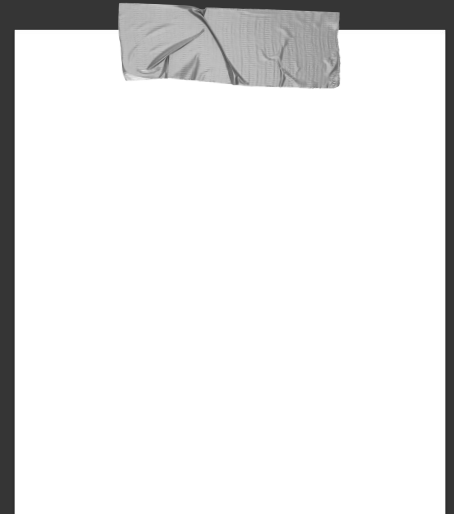
\$10= Garbage Bags for Garbage cans under bridges

\$1000 hats= \$100 Back to City

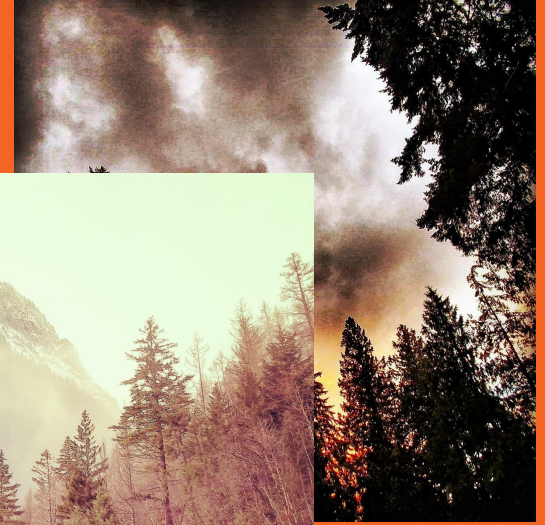
= \$100 equals starting point for Bellingham sign restoration.

Thinking Log signs on posts with local business. This should be able to be source from Deming. Have advertisement for Deming Log Show in Place.

. What tourists see is what they spend. When they see welcoming visual and hope. They usually repeat visit.



Now onto visual run
down with marker
board if present . If
not questions are
welcome





[Building a Brand to represent Bellingham in the right Light.](#)

[Business Partner](#)

[Blue Pebbles](#)

[Lake Tahoe, CA](#)