



Directory

Whistler Conference & Deal Making

Fairmont Chateau Whistler Resort | Whistler, BC

January 26 – 28, 2020

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This year, we are taking a closer look at retail trends through the lens of one of the industry's hottest areas of growth: food-and-beverage. In addition to topics like grocery and delivery, we're also featuring leading voices from the sector on topics including cannabis retail and Canadian market disruption. Between this, our keynote conversation with Brian Hill, CEO of Aritzia, two deep-dive master classes and our exclusive partnership with Global BC, you will have the opportunity to learn and network to prepare for the year ahead.

SUNDAY, JANUARY 26

Registration

1:00 – 5:30 pm

Fairmont Chateau Whistler Resort

► Frontenac Foyer

Member-Hosted Reception

4:00 – 5:30 pm

► Squamish Lil'wat Cultural Centre
4584 Blackcomb Way

Shuttle buses will depart at 3:45 pm and run on a continuous loop between Fairmont Chateau Whistler Resort and Four Seasons Resort Whistler to the venue every 20 minutes until 5:30 pm.

MONDAY, JANUARY 27

Registration

7:30 am – 5:30 pm

Fairmont Chateau Whistler Resort

► Frontenac Foyer

Buffet Breakfast

7:45 – 8:30 am

No breakfast service after 8:30 am.

Four Seasons Resort Whistler

► Harmony Ballroom Foyer

Boxed Breakfast

8:30 – 9:30 am

No breakfast service after 9:30 am.

Fairmont Chateau Whistler Resort

► Frontenac Foyer

Welcome Remarks

8:30 – 8:40 am

Four Seasons Resort Whistler

► Main Stage

PRESENTERS



Gordon Easton

Whistler Conference & Deal Making
Program Advisory Committee Co-Chair
Managing Director, Consulting
Colliers International



Kieron Hunt

Whistler Conference & Deal Making
Program Advisory Committee Co-Chair
ICSC Canadian Division P3 Private Chair
Planning Studio Lead
FBM Architecture

ICSC Industry Update

8:40 – 9:00 am

Four Seasons Resort Whistler

► Main Stage

PRESENTER



Leslie Fox

Senior Vice President
Membership & Strategy
ICSC

Disruption 2020

9:00 – 9:45 am

Four Seasons Resort Whistler

► Main Stage

Hear from Canadian landlords and retailers about what changes are coming into focus for the year ahead in the ever-shifting industry landscape.

MODERATOR



Jill Krop

BC Regional Director of News
Global News



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PANELISTS



David Ian Gray
Principal & Retail Strategist
DIG360 Consulting Ltd.



Bradley Jones
Head of Retail
Oxford Properties Group



Susan Senecal
CEO
A&W Food Services of Canada Inc.



Claude Sirois
ICSC Trustee and Canadian Division
Vice President
President, Centres Commerciaux
Ivanhoé Cambridge, Inc.

Deal Making, P3 Pavilion Showcase & Networking Lounge

9:30 am – 5:00 pm

Fairmont Chateau Whistler Resort

► Frontenac & Macdonald – Ballrooms/Foyers

Growing a Food & Beverage Brand

9:45 – 10:15 am

Four Seasons Resort Whistler

► Main Stage

Restaurants and other food & beverage concepts are adapting store formats, locations and services to fit changing consumer demands. Learn more from brands specifically navigating local Canadian markets.

MODERATOR



Jeff Branton
Food & Beverage Expert
JLL

PANELISTS



Dan Gockel
Business Development
MOD Pizza



Derek Massad
Co-Founder & CEO
Eat It Brands



Ben Osmow
Franchising & Operations Director
Osmow's Mediterranean Restaurant

The Future of Grocery

10:15 – 10:45 am

Four Seasons Resort Whistler

► Main Stage

Meet two innovative grocers that are building loyal consumer bases through investments in delivery, local produce, sustainability, community and technology.

MODERATOR



Neena Arora
ICSC Canadian Division Innovation Chair
Senior National Account Executive
Starbucks Coffee Canada

PANELISTS

Sean Cody
Head of Digital
Fresh St. Market



Peter van Stolk
CEO
SPUD

Networking Break

10:45 – 11:00 am

Four Seasons Resort Whistler

Restaurants in the New Age of Delivery

11:00 – 11:30 am

Four Seasons Resort Whistler

► Main Stage

The consumer demand for food & beverage delivery is redefining existing brands' real estate needs and ushering in new concepts like ghost kitchens. Learn how technology is playing a key role for both and what's next for the industry.

MODERATOR



Robert Carter
Industry Analyst
StratonHunter, Inc.

PANELISTS



Adam Armeland
Co-Founder & CEO
Kitchen Hub



Sarah Fleming
Head of Sales
Uber Eats Canada



Bruce Fox
Executive Vice President
Business Development
Browns Restaurant Group



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Cannabis in Canada**11:30 am – 12:00 pm****Four Seasons Resort Whistler****► Main Stage**

2020 will mark the second anniversary of legalization in Canada – what are the challenges and opportunities for existing business, and who are the new players on the scene that you need to know about?

MODERATOR**Michael Penalosa**Director, Real Estate Advisory
Deloitte**PANELISTS****Rick Bohonis**Senior Advisor
DIG360 Consulting Ltd.**James Burns**Vice Chair & CEO
Alcanna**Mike McKee**Director of Real Estate & Acquisitions
Muse Cannabis**Boxed Lunch****12:00 – 12:45 pm**

No lunch service after 12:45 pm.

Fairmont Chateau Whistler Resort**► Frontenac & Macdonald Foyers****Keynote Lunch Buffet****12:00 – 12:45 pm**

No lunch service after 12:45 pm.

Four Seasons Resort Whistler**► Main Stage****Keynote: Fireside Chat with Aritzia****12:45 – 1:30 pm****Four Seasons Resort Whistler****► Main Stage**

Join us for an in-depth conversation with Brian Hill, Founder and CEO of Vancouver-based Aritzia. Hear how under his leadership, the Aritzia team has conceived and developed a portfolio of exclusive brands with an unparalleled depth of design and quality at its competitive price point.

MODERATOR**Jill Krop**BC Regional Director of News
Global News**SPEAKER****Brian Hill**Founder & CEO
Aritzia**Master Class: Accessibility in Architecture & Design****1:30 – 2:00 pm****Four Seasons Resort Whistler****► Main Stage**

Learn how building and store design can go from human barriers to human connectors, a change that allows more customers to access your space and authentically bolsters your brand reputation.

PRESENTER**Erin Shilliday**Architect, AAA, RHFAC Professional
Riddell Kurczaba**Master Class: P3****2:00 – 2:30 pm****Four Seasons Resort Whistler****► Main Stage**

Come watch a seasoned restaurant practitioner interview economic developers in a session that will offer insights on what both brands and cities are looking for in partnerships in 2020.

MODERATOR**Kieron Hunt**Whistler Conference & Deal Making
Program Advisory Committee Co-Chair
ICSC Canadian Division P3 Private Chair
Planning Studio Lead
FBM Architecture**PANELISTS****Mike Erickson**Economic Development Officer
City of Fort Saskatchewan**Andrea Janzen**Vice President, Real Estate
Keg Restaurants Ltd.**Rebecca Leigh**Manager, Economic Development
City of Grande Prairie**Stephen Utz**Community Growth Manager
City of Airdrie

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Retail Trends Roundtable

2:30 – 3:15 pm

Four Seasons Resort Whistler

► [Symphony](#)

All attendees welcome. Please join a discussion on current trends in the industry, and predictions for what's ahead. From the shopper experience to new technologies to changing consumer behavior, this session will be packed with insights.

MODERATORS



Neena Arora

ICSC Canadian Division Innovation Chair
Senior National Account Executive
Starbucks Coffee Canada



Michael Penalosa

Director, Real Estate Advisory
Deloitte

Boxed Breakfast

8:30 – 9:30 am

No breakfast service after 9:30 am.

Fairmont Chateau Whistler Resort

► [Frontenac Foyer](#)

Deal Making, P3 Pavilion Showcase & Networking Lounge

9:00 am – 3:00 pm

Fairmont Chateau Whistler Resort

► [Frontenac & Macdonald – Ballrooms/Foyers](#)

Boxed Lunch

12:00 – 12:45 pm

No lunch service after 12:45 pm.

Fairmont Chateau Whistler Resort

► [Frontenac Foyer](#)

TUESDAY, JANUARY 28

Registration

8:00 am – 3:00 pm

Fairmont Chateau Whistler Resort

► [Frontenac Foyer](#)

Event Adjourns

3:00 pm

Speakers and sessions are subject to change.

CANADIAN DIVISION VOLUNTEER LEADERSHIP

Claude Sirois, ICSC Trustee and Canadian Division Vice President, Ivanhoé Cambridge, Inc.

Kieron Hunt, ICSC Canadian Division P3 Private Chair, FBM Architecture

Gerald Gabinet, ICSC Canadian Division P3 Public Chair, Strathcona County

Casdin Parr, ICSC Canadian Division Next Generation Chair, JLL

Neena Arora, ICSC Canadian Division Innovation Chair, Starbucks Coffee Canada

Ryan Picklyk, Retail Chair, Western Region, A&W Food Services of Canada Inc.

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Connor Eden, ICSC Provincial Next Generation Chair, Avison Young

William D. Holder, Esq. ICSC Provincial Government Relations Chair, Clark Wilson LLP

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Kieron Hunt, Whistler Conference & Deal Making Program Advisory Committee Co-Chair FBM Architecture

Neena Arora, Starbucks Coffee Canada

Dan Clark, Sitings Realty Ltd.

Kaitlyn Cook

Cali McTavish, Nestlé

Michael Penalosa, Deloitte

Ryan Picklyk, A&W Food Services of Canada Inc.

Ajay Shah, Kubik Developments Corp.

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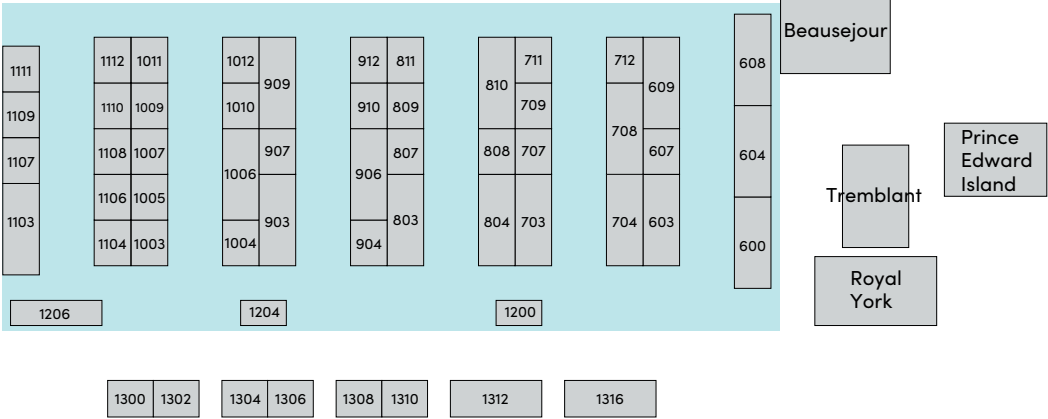
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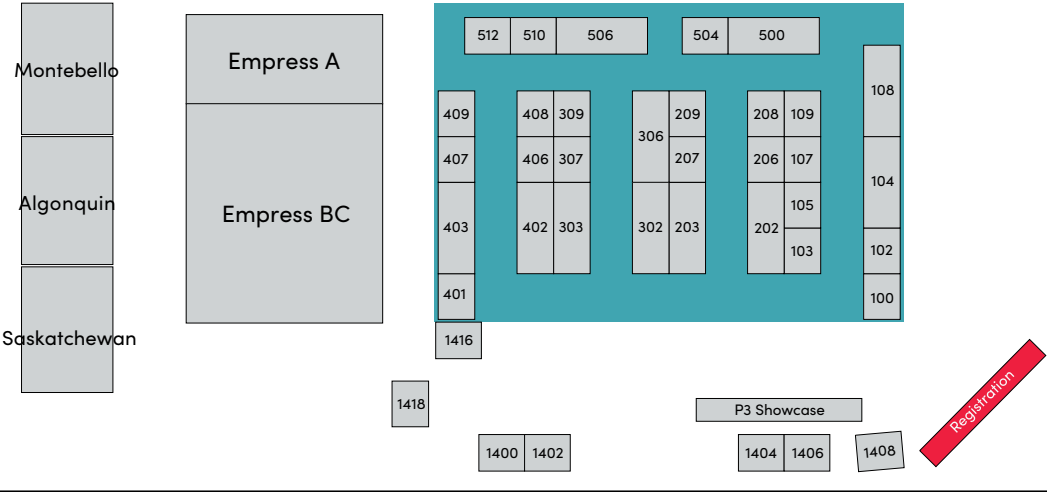
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Macdonald Ballroom



Frontenac Ballroom





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PenEquity Realty Corporation Booth 206

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Planet Fitness Booth 504

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Sonny's The Car Wash Factory Booth 809

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Starbucks Coffee Company Booth 1200

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Tim Hortons Canada (Restaurant Brands International) Booth 1110

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Tommy Gun's Original Barbershop Booth 1406

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Town of Hinton P3 Pavilion Showcase

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Town of Vegreville P3 Pavilion Showcase

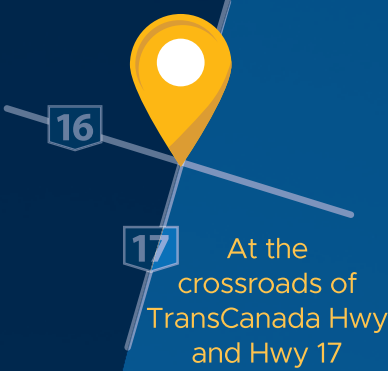
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- ✓ \$4.2B Consumer annual spend*
- ✓ 117,274 Regional population
- ✓ \$103,963 Average annual household income*
- ✓ PST tax exempt

LLOYDMINSTER

Contact us today!

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*PCensus. Within 90-minute drive.

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www.triovest.com

Warrington PCI Management
Booth 102
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Wesgroup Properties
Booth 500
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Yardi Canada, Ltd.
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MOOSE JAW

SASKATCHEWAN

#1 City To Invest in Saskatchewan (#5 in Western Canada)

– Western Investor, Nov. 2019

#3 “Coolest Downtown in Canada”

– Expedia, 2017

#9 “Canada’s 25 Best Places for Business”

– Canadian Business, 2016

700 Jobs with New SaskPower Plant Construction.

Southeast Industrial Park – Home To Biggest Land Deal in Moose Jaw History.

Notoriously competitive tax incentives.

Our Business Engagement and Development team is notoriously efficient, eliminating red tape to ensure you are cutting tape at your Grand Opening on schedule.

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#NotoriouslyRedefined www.MooseJaw.ca



Trade Area - 27,500 (est 32,000 by 2028)

Spending - \$365 million (excl Auto)

Household Income - \$91,725

TOP SPENDING CATEGORIES

Grocery & Specialty Foods	\$106.5 million
Restaurants and QSR F&B	\$43.1 million
Fashion (clothing & footwear)	\$22.7 million
House & Home	\$22.4 million
Sports & Entertainment	\$19.9 million



Tom Koep

Economic Development Manager
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INDICATORS

Growing Retail Trade Area of approximately 37K projected to grow to over 40K by 2028



Average Household Income of Trade Area \$121,786

**Trade Area spending
(excluding auto and medical services)
\$457.6 million**

Average age of Trade Area population 39.1



Skilled Labour Force
46% of Hinton's Labour force has a postsecondary degree, diploma or certificate



Hwy 16 Super B train access CN Rail Main line

Tourism Traffic associated with Jasper National Park visitors:
2,425,878 in 2017/2018



QUALITY OF LIFE



Telus High speed internet
Fibre Optic service, 1GB speed of symmetrical service

Affordable Housing Market

the average price for a single family home is \$374,631, much lower than national average housing prices.

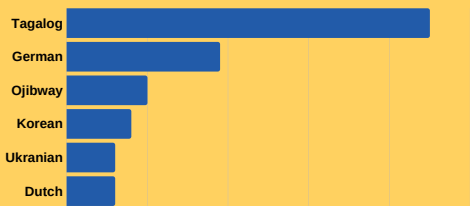


Short (beautiful) Commute

70% of commuters report a duration in Hinton of less than 15 minutes.

Diverse Community

Hinton has a growing, diverse population with a number of established communities



SmartCentres™

[smahrt-sen-ters] (noun)

Definition:

Apartments • Condos • Townhouses •
Offices • Seniors' Residences • Hotels •
Self-Storage • Retail...

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