How P3 Orchestrated the Most Successful Opening Day for a Lowe’s Store in Canada

BEFORE

Gerry Gabinet, Director of Economic Development and Tourism for Strathcona County, Alberta, has been an ICSC member since 2002. He represents both a rural and urban community located in the metro Edmonton region of Alberta, Canada with a population of just under 100,000. The major urban center is Sherwood Park with around 73,000 people.

The county developed a retail market strategy 5 years ago and commissioned a study by a well-known consulting firm out of Vancouver, Thomas Consulting. They provided these findings through their web site and with all developers and brokers working in their community. Since then they have had three updates to this study which they present each year at the ICSC Whistler conference.

During one trip from the Vancouver Airport to Whistler, Gabinet’s team met the real estate/new store director for Lowe’s. As part of their marketing campaign, they provided USB sticks with all of the latest data about Sherwood Park. The following year they met with Lowe’s again at ICSC in Whistler along with the developer. After that they then met with the final team who made the decision to locate within his community for a total of four years of communication.

DURING

As the project developed, Gabinet’s team made it clear to Lowe’s that their job at economic development was to provide service internally for the division for new development. The Lowe’s people really liked that idea and promised to phone if they had any troubles. Gabinet did receive a phone call during their first cold spell well after the store had broken ground; the subcontractor team indicated they needed some help that day for a pressure test on sprinkler system. Gabinet facilitated a pressure test with county people that afternoon. The Lowe’s team really appreciated the help and it put them on track for their opening date and ultimately the most successful opening day for a Lowe’s store in Canada.

“"We have always understood that attracting new retail to your community involves a long term commitment to ICSC," Gabinet said. "Our department has been attending the Canadian ICSC conferences in Whistler and Toronto for over 15 years. We work our relationships with developers, real estate brokers, and other professionals prior, during, and after each ICSC conference.""

—Gerry Gabinet
Director of Economic Development and Tourism for Strathcona County, Alberta

AFTER

Sylvain Rivet, Director of Real Estate Development at Lowe’s said it best: “Lowe’s is pleased with its location in Sherwood Park, which had a successful grand opening in the spring of 2017. Opening a new store is always the result of hard work and collaboration with various stakeholders. We would like to thank the Council and staff from Strathcona County for their support and collaboration throughout the pre-development, permitting and construction phases of the project, which resulted in a mutually beneficial outcome for all parties involved. Again, thank you. We are thrilled to be part of this thriving community.”