



## Gander Mountain

*sporting goods and apparel retailer*

Keewaydin provided strategic national site selection services for land and existing buildings, alternative cost of business analysis, negotiation of government incentives, financial analysis and lease negotiation resulting in a 225,000 square foot distribution center in Lebanon, Indiana.



Due to rapid expansion in business and general growth, Gander Mountain needed to acquire, build or lease a new distribution facility of approximately 225,000 square feet to be located in a four-state area within approximately 100 miles of Gary, Indiana. The question was not just where to locate the facility, but how to determine the economic impact of potential locations on Gander Mountain's business. Were government incentives available? What were labor costs and availability? What impact would highway access have on freight costs?



Keewaydin performed a strategic site selection in the four-state area of Illinois, Indiana, Wisconsin and Michigan. Keewaydin then developed a detailed alternative cost of business analysis to determine the best possible location for the new distribution center. A detailed financial analysis determined that leasing was the best form of ownership. Keewaydin negotiated government incentives and a lease for a new 225,000 square foot distribution center in Lebanon, Indiana.



*Gander Mountain's distribution center in Lebanon, IN*

### Keewaydin Services:

- Strategic Real Estate Planning
- National Site Selection
- Real Estate Negotiation
- New Distribution Center
- Government Incentives
- Ongoing Real Estate Advisor
- Development management