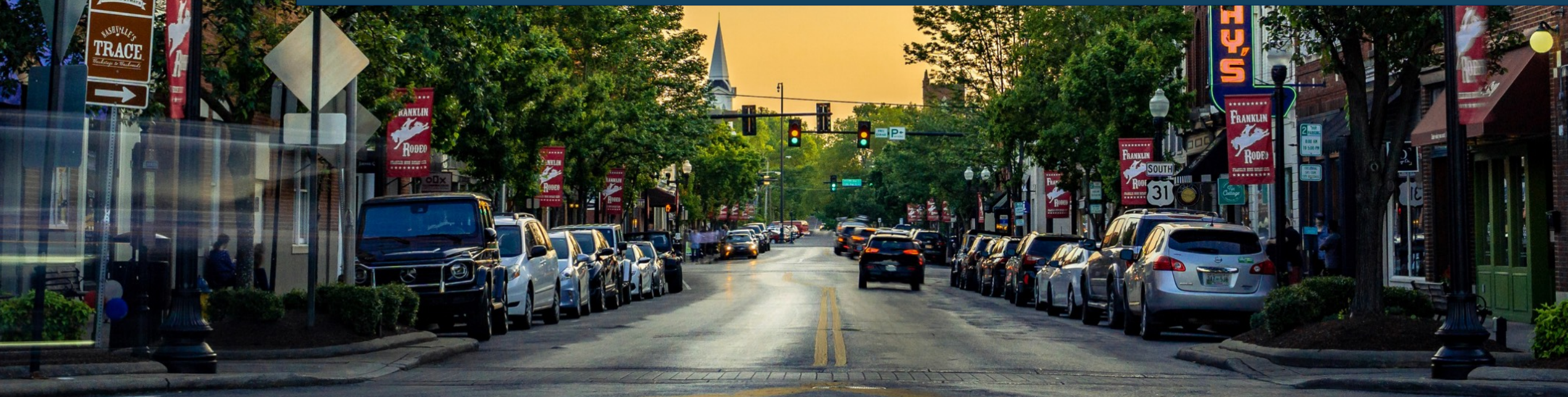




Conversations With Communities: Progress During a Pandemic





Building Partnerships. Developing Communities



Charles Parker
Project Director

20+ Years | 35+ States
600+ Clients Served | 85% Repeat Clients



Serra Hall
Senior Project Manager

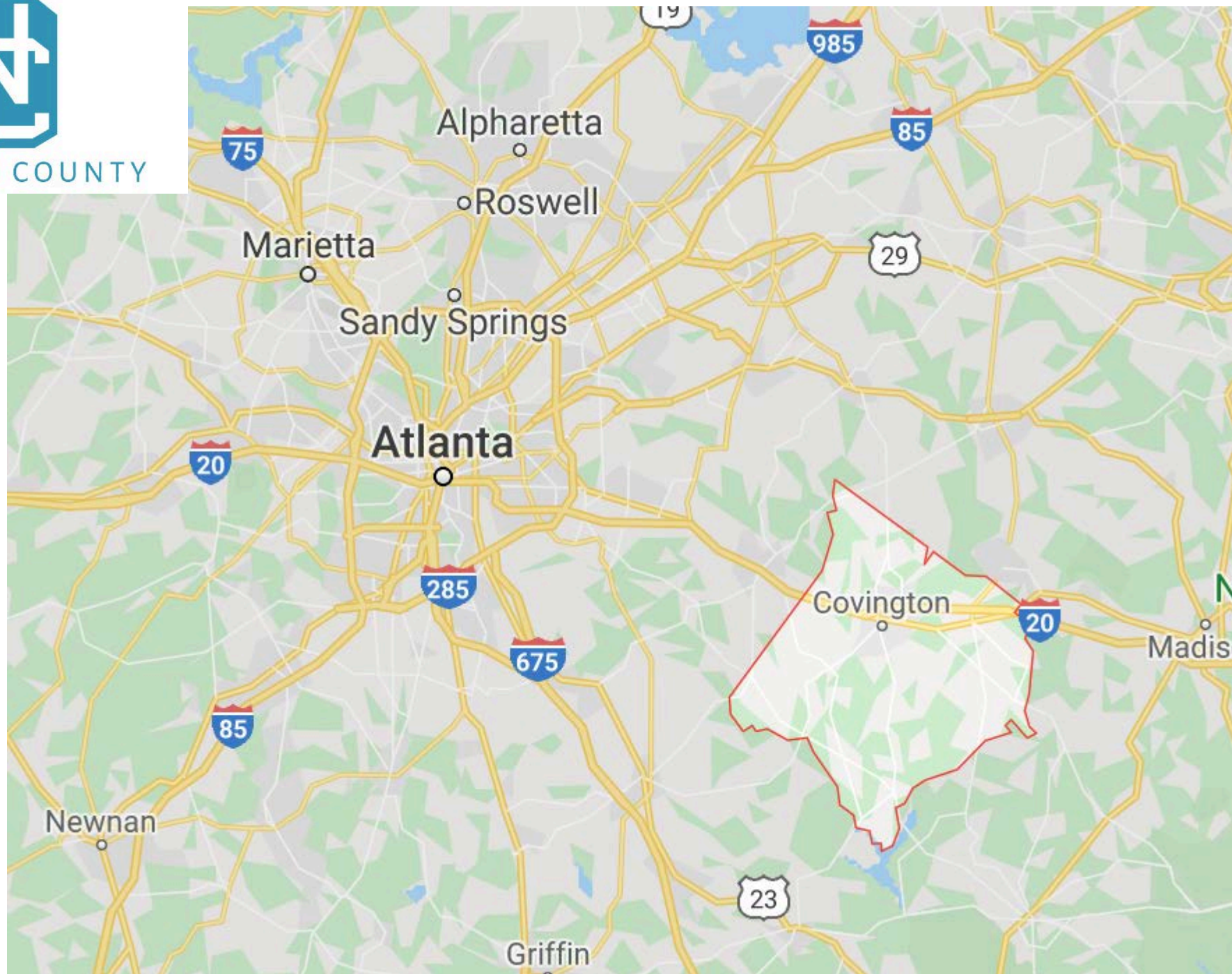


Cody Gibson
Economic Development Specialist





NEWTON COUNTY





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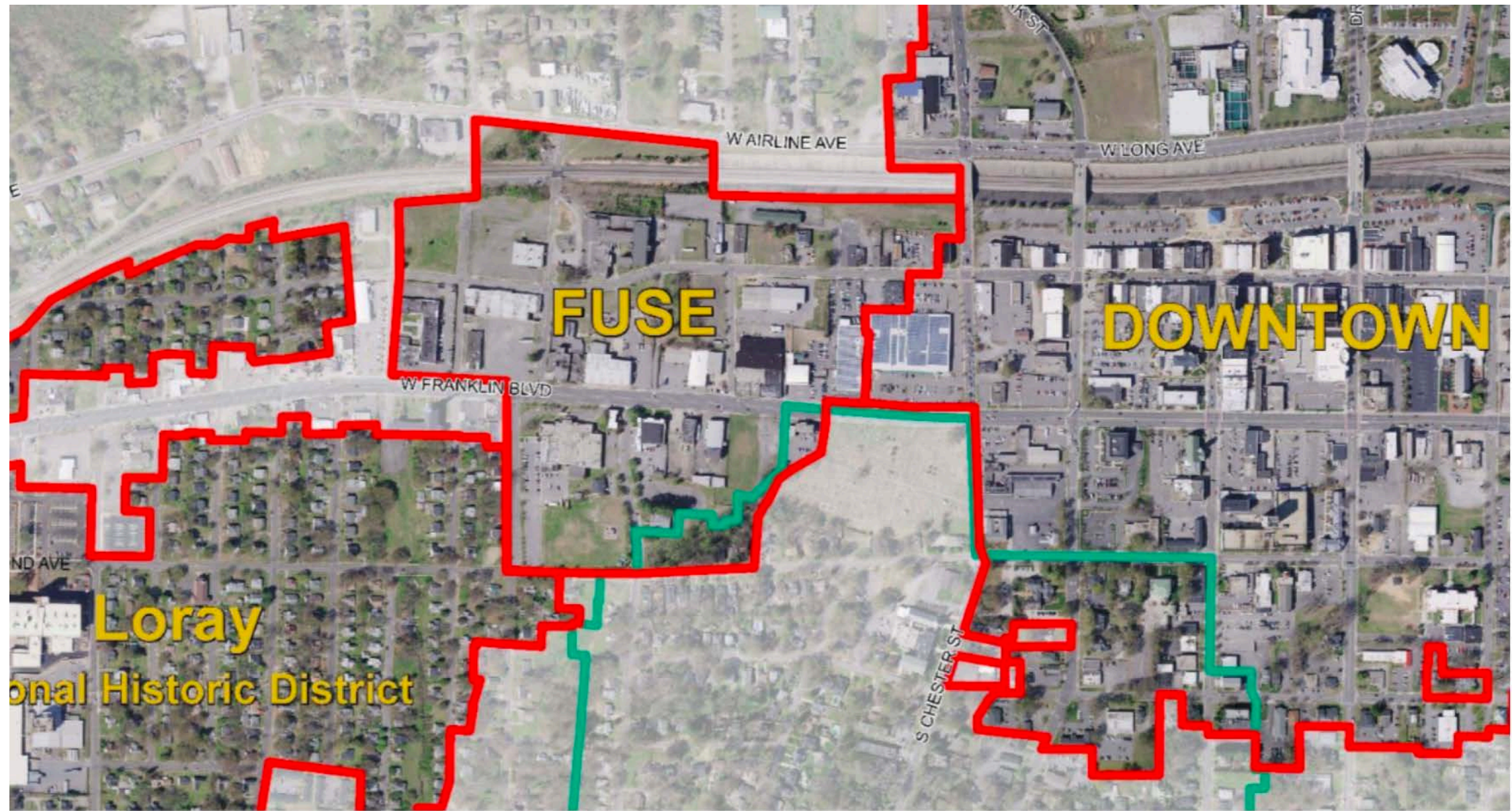


THREE RING STUDIOS

JUNE 9, 2020











Total Retail Sales

“Great Pause of 2020”

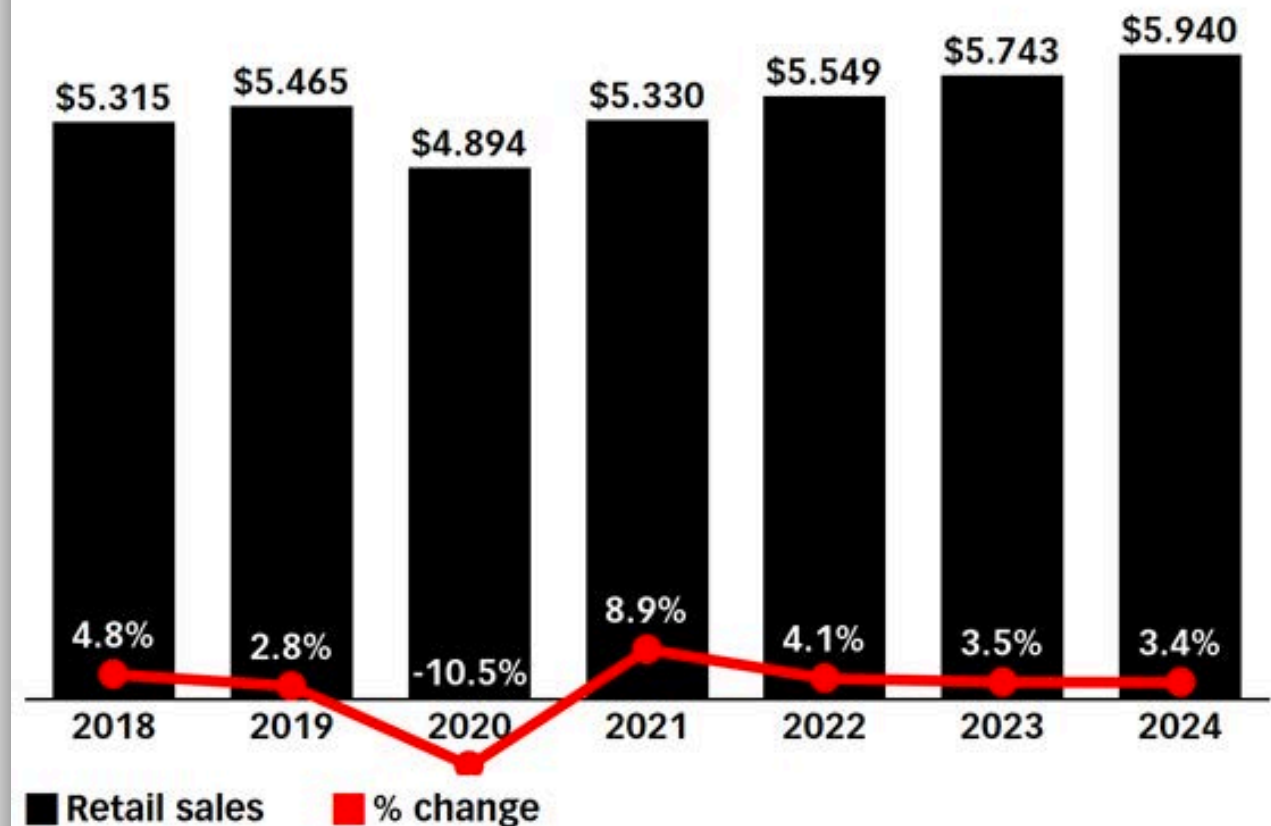
Interruptions to business operations are expected to lead to a 10%+ drop in total retail sales in the US for 2020.

Brick-and-mortar sales are projected to experience a total decrease of 14%.

However, 2021 and beyond looks to continue the strong pattern of growth observed prior to the pandemic.

Total Retail Sales in the US, 2018-2024

trillions and % change



Note: excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, May 2020

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www.eMarketer.com



Total eCommerce Sales

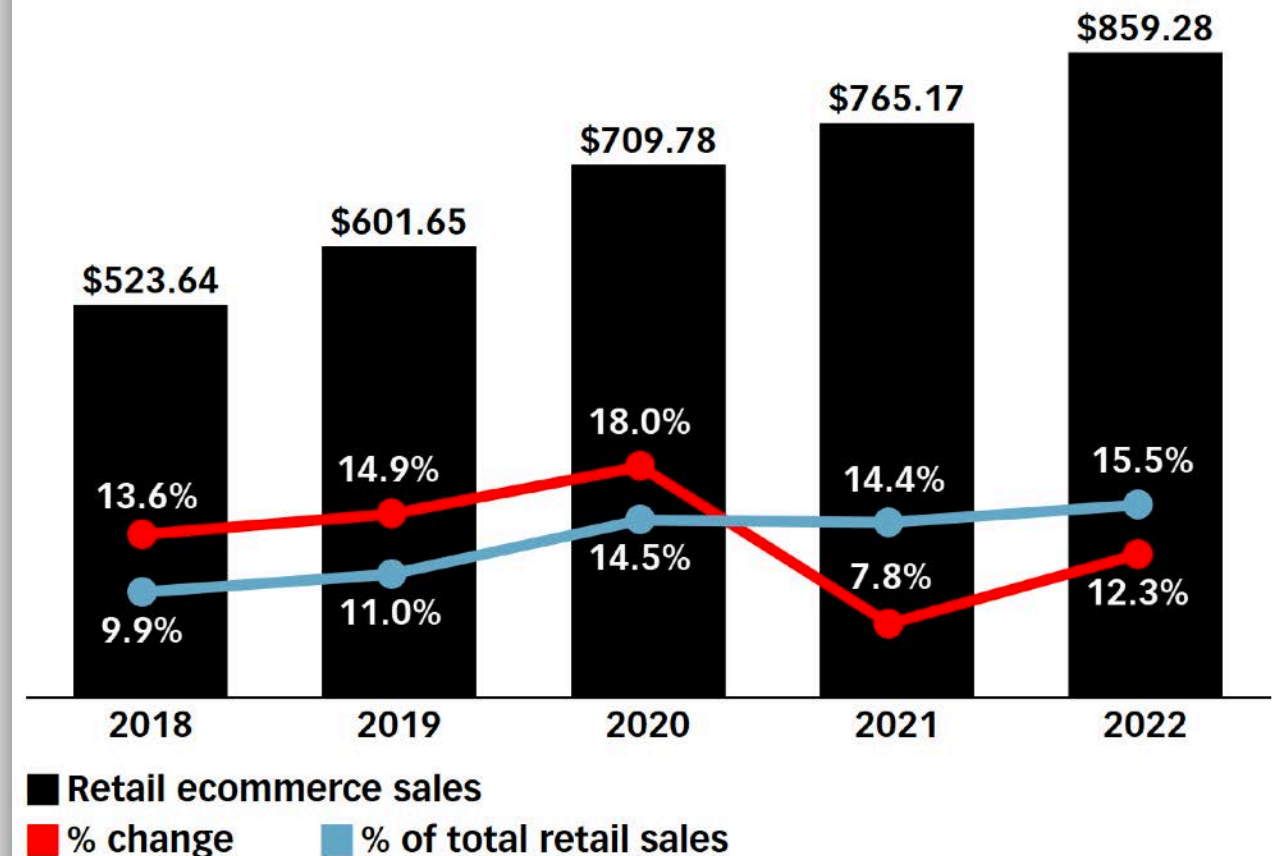
Forced Adoption in 2020, Minor Correction in 2021

Contactless transitions for safety measures led to forced adoption of ecommerce transactions for many new consumers.

Ecommerce percent of sales slightly inflated due to decrease in overall retail sales in 2020.

Percent change in 2021 expected to drop back to pre-2017 levels, correcting for 2020 and creating a 2-year period of “normal” growth.

Retail Ecommerce Sales in the US, 2018-2022
billions, % change and % of total retail sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, May 2020

T11037

www.eMarketer.com



Total eCommerce Sales

eCommerce Does Not Mean Loss For Brick-and Mortar

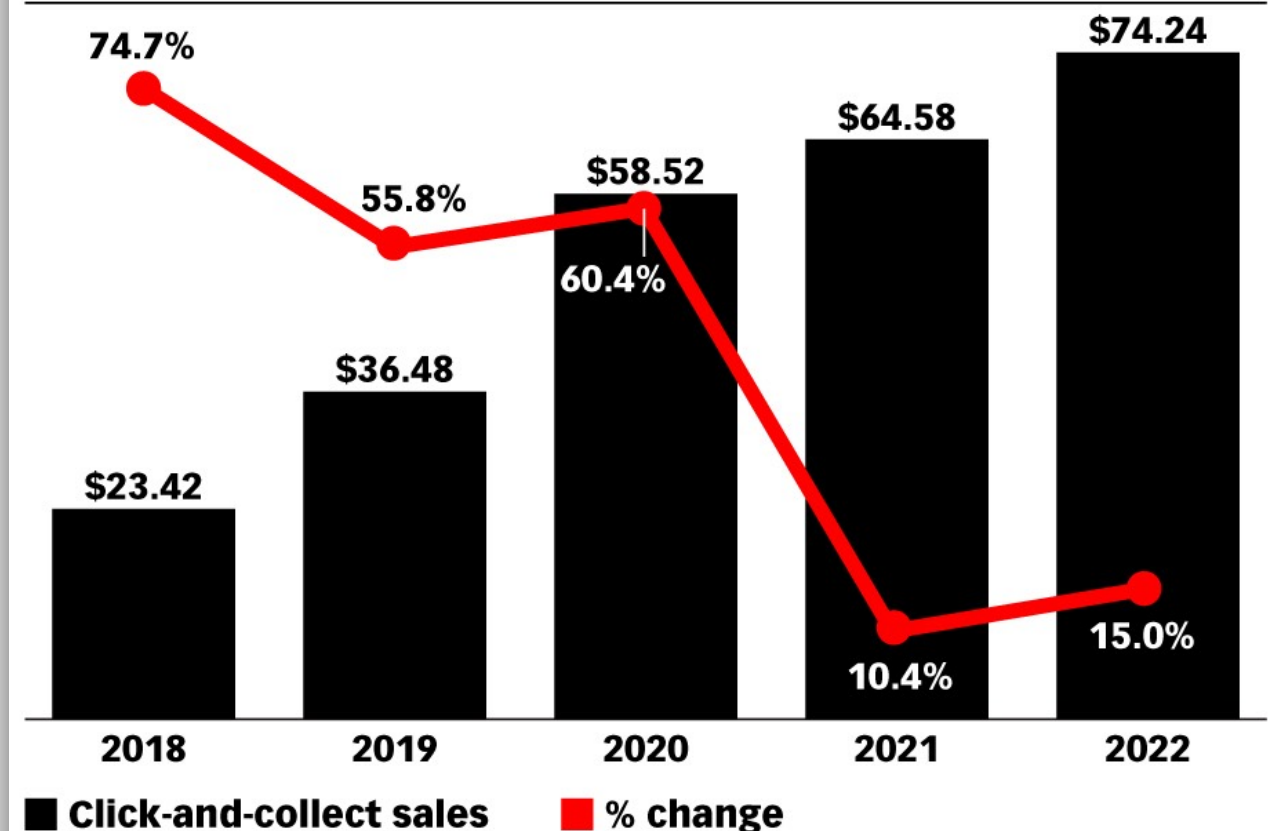
Ecommerce sales have been driven by a surge in click-and-collect, specifically curbside pickup (Buy-Online, Pick-Up).

Click-and-Collect ecommerce projections now at 60.4%, up from initial forecast of 38.6%.

These transactions still require customers to travel to Brick-and-Mortar, but are attributed to ecommerce.

US Click-and-Collect Sales, 2018-2022

billions and % change



Note: includes products or services ordered using the internet (regardless of payment method) for pickup in a store or a locker in a retail or pickup hub location; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales

Source: eMarketer, May 2020

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www.eMarketer.com

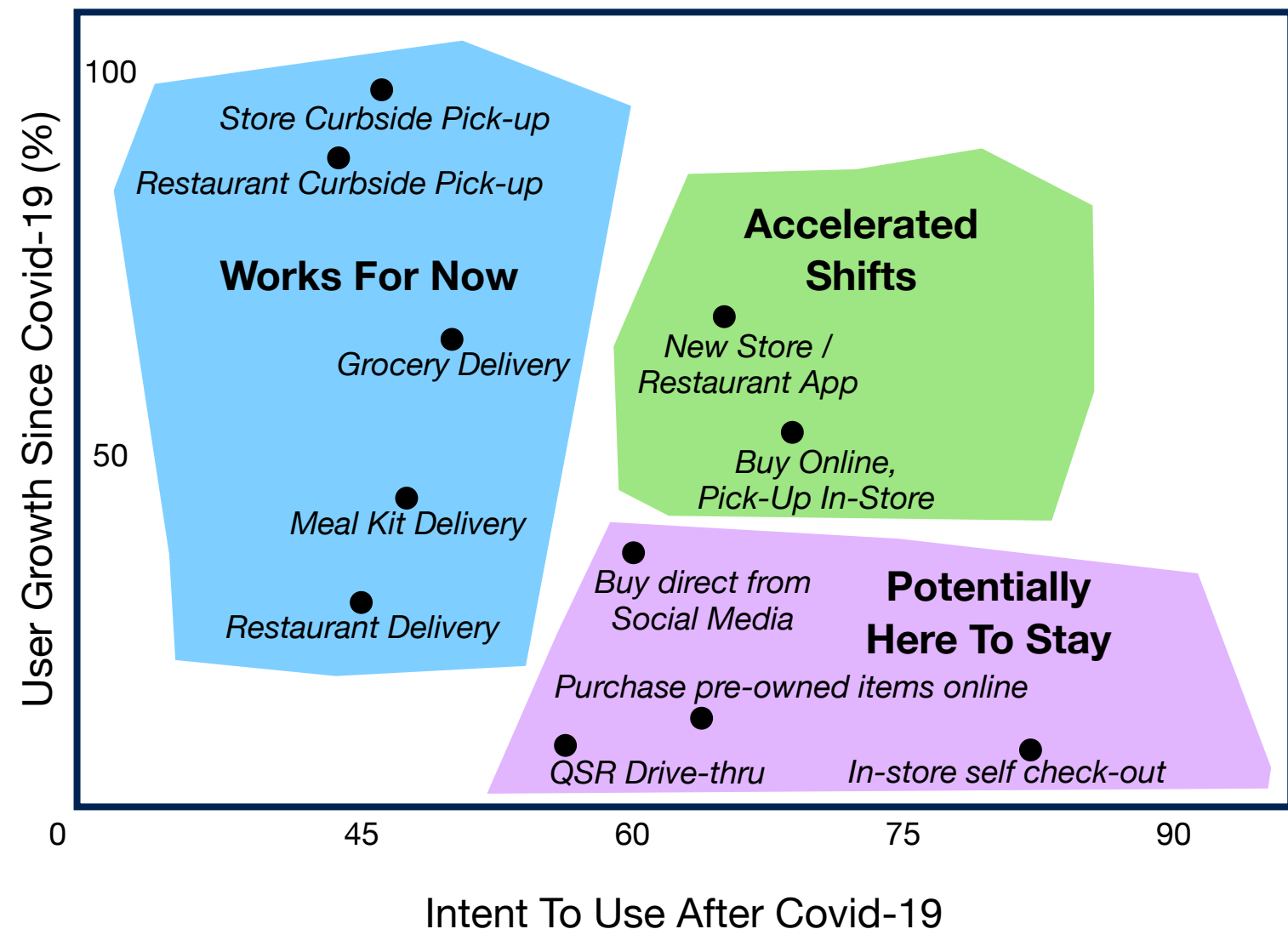
Lasting Effects of Covid-19

What will customers expect in a post-Covid retail experience?

Buy Online, Pick-Up In-Store (BOPIS), has seen a dramatic shift in both adoption and expectation to continue.

Curb-side pick-ups have seen the highest growth, but less than 50% of consumers expect these as “permanent” options.

Is your community prepared to make it easier for businesses to implement these omni-channel services?





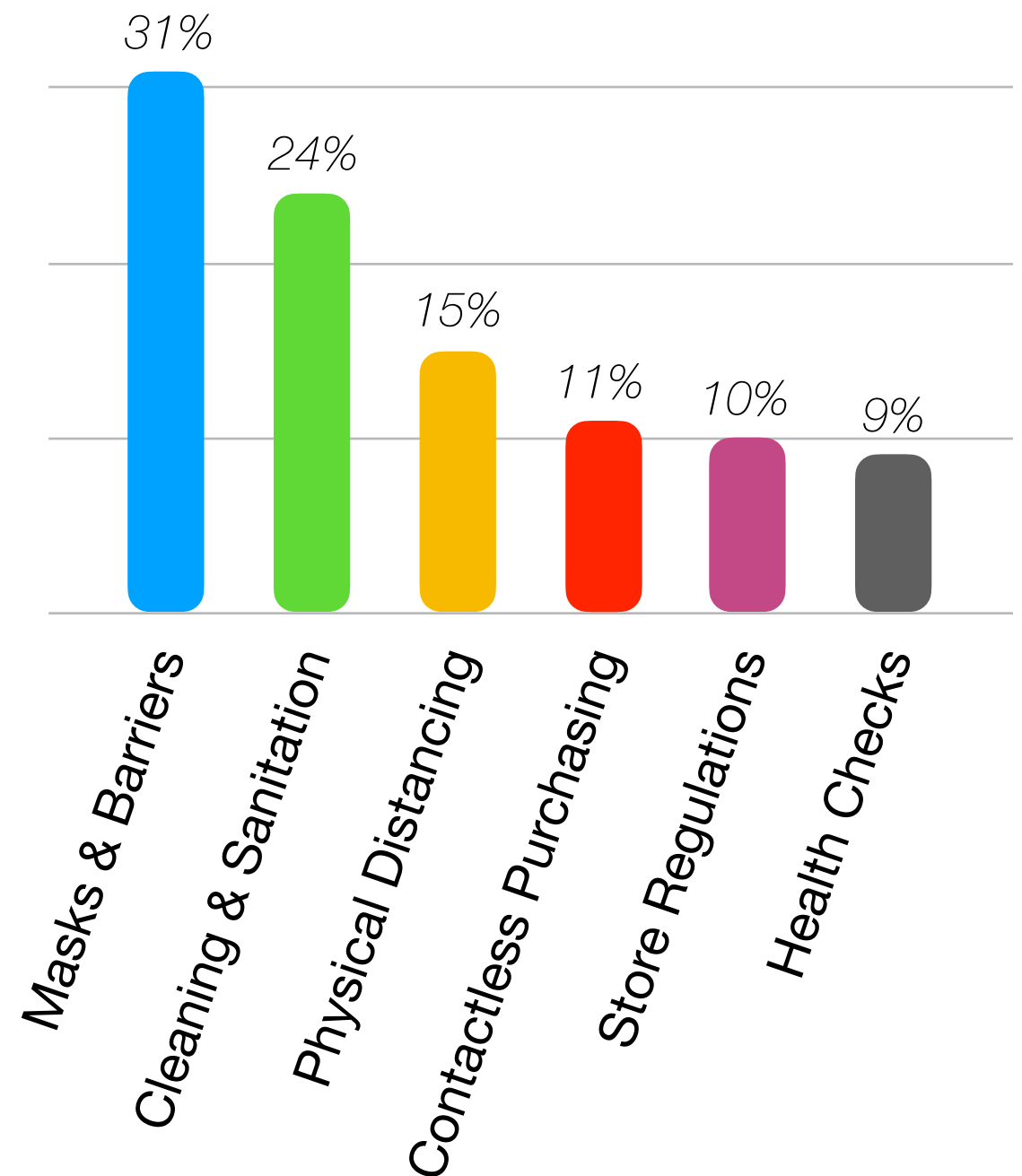
Return to In-Store Shopping

What will customers expect from Brick-and-Mortar retail?

Physical stores properly handling safety measures is a key component for consumers to return to shopping.

70% of people expect to be wearing some sort of face covering on a weekly basis in 9 months.

Top priorities when deciding where to shop in person



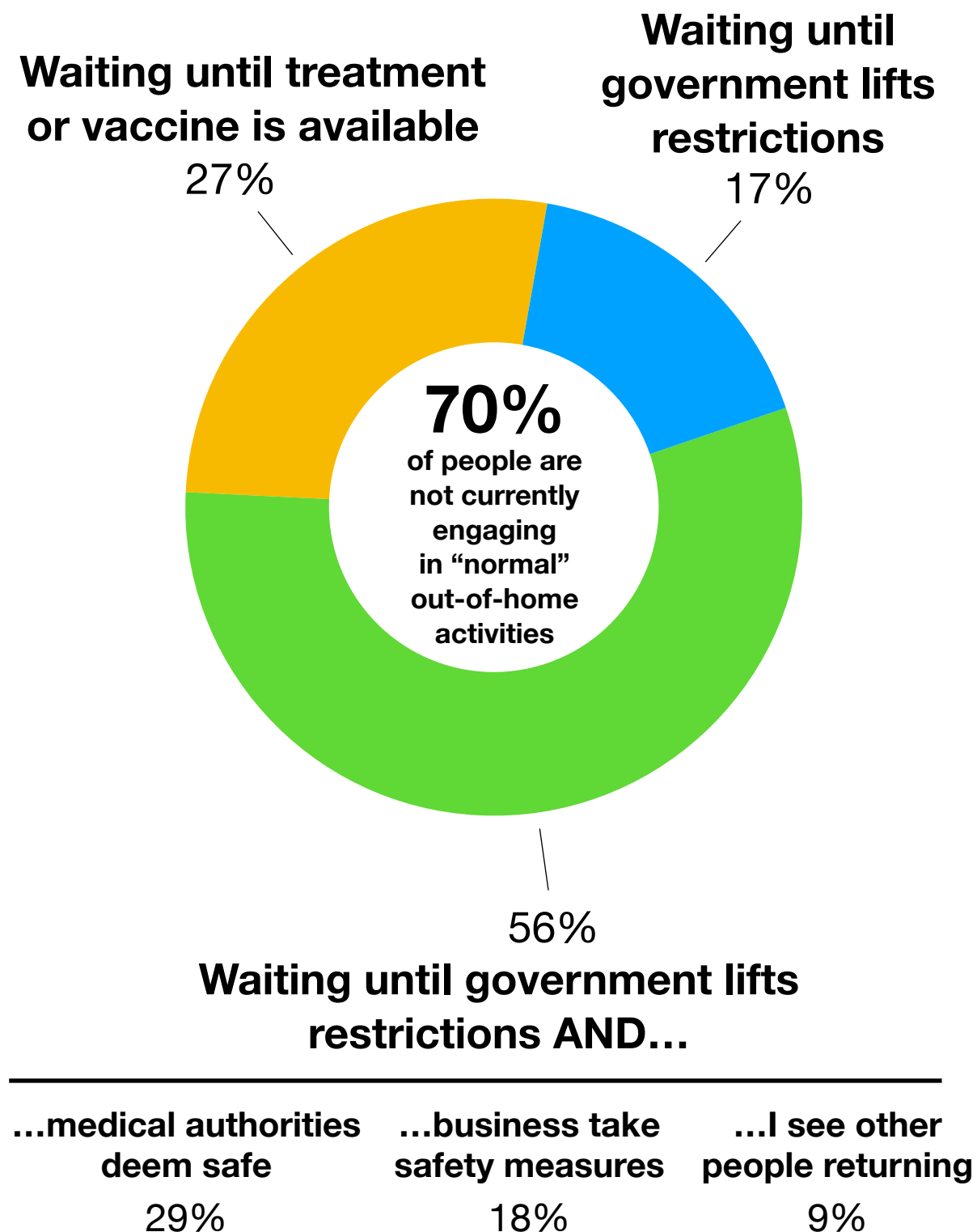
Return to In-Store Shopping

What milestones need to occur to return to in-person shopping?

Physical stores properly handling safety measures is a key component for consumers to return to shopping.

70% of people expect to be wearing some sort of face covering in 9 months, so stores need to prepare for how to accommodate these concerns.

Having Main Street work collaboratively will be critical to signaling to customers that it is a good, safe option for shopping and entertainment.





Local as a Destination

Local districts could emerge as the best option for tourism & entertainment.

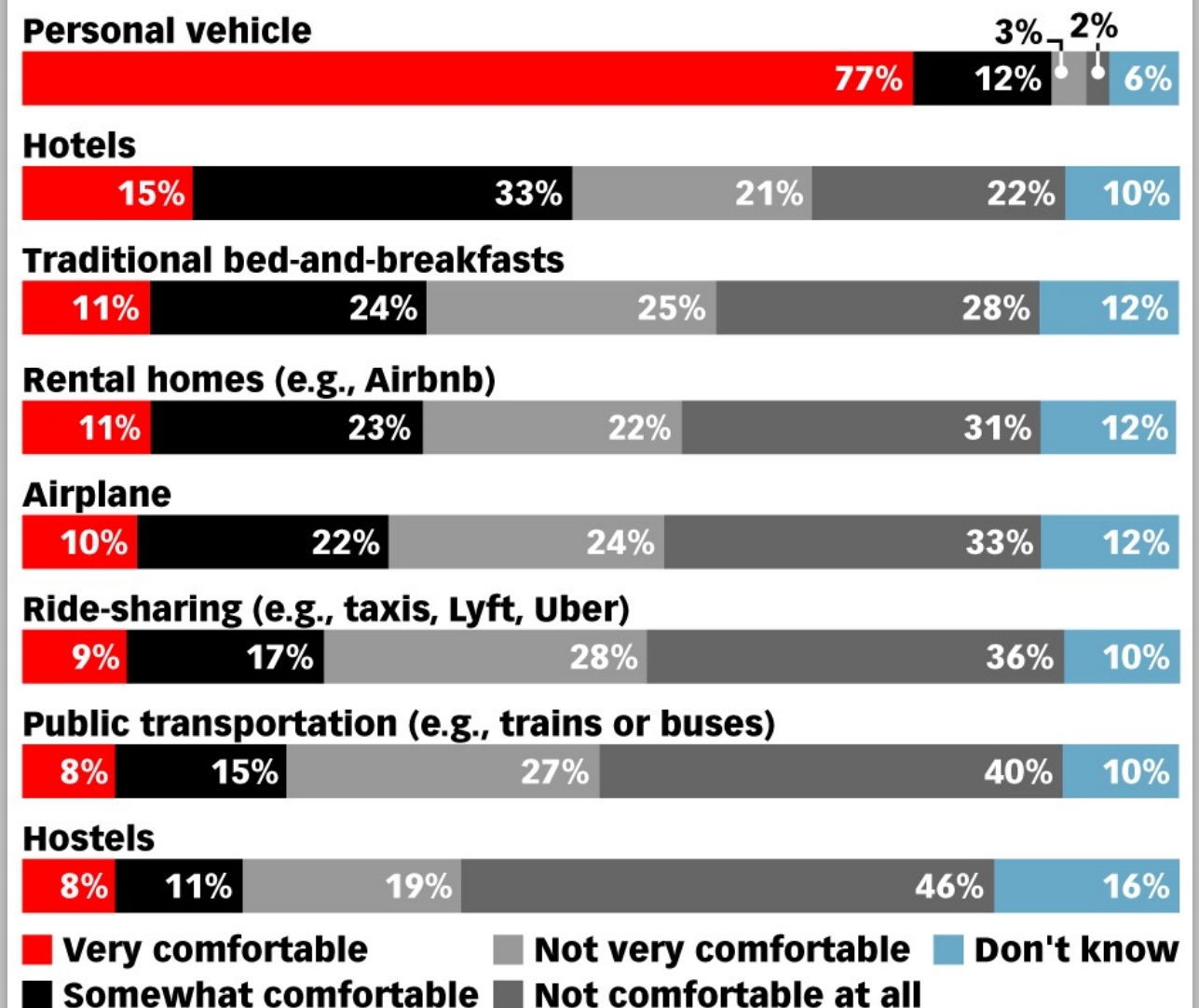
Surveys are consistently showing consumer hesitation with major travel plans using other methods than personal vehicles.

Creating a destination and sense of place may become more important than ever, as unique Downtowns can serve as a substitute for traditional vacations.

Community development initiatives need to remain a high priority for local leadership.

How Comfortable Do US Adults Feel Using Transportation and Lodging Immediately After Coronavirus Travel Restrictions Are Lifted?

% of respondents, by transportation/lodging method, May 2020



Note: ages 18+; numbers may not add up to 100% due to rounding
Source: YouGov, "Future of Air Travel," May 18, 2020

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Local as a Destination

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Creating a destination and sense of place may become more important than ever, as unique Downtowns can serve as a substitute for traditional vacations.

Community development initiatives need to remain a high priority for local leadership.

Coronavirus Impact: Expected Post-Outbreak Vacation Behaviors Among US Internet Users, April 2020

% of respondents

Make use of promotions/discounts when booking vacations

25%

Have more staycations/trips locally

23%

Take more vacations domestically rather than abroad

18%

Take fewer vacations

17%

Take more short-haul vacations (within a 3-hour flight from country)

15%

Take cheaper vacations

13%

Take more budget airline flights

8%

None

33%

Note: ages 16-64

Source: GlobalWebIndex, "Coronavirus Research: Multi-Market Research Wave 3," April 29, 2020

255192

www.eMarketer.com



Small Business Perspective

Business owner optimism mirrors total retail sales in 2020.

Small businesses had an improved level of optimism in June across nearly all categories. Expecting sales to increase led the way.

The report on July - released in August - will be telling as increased government restrictions have re-occurred.

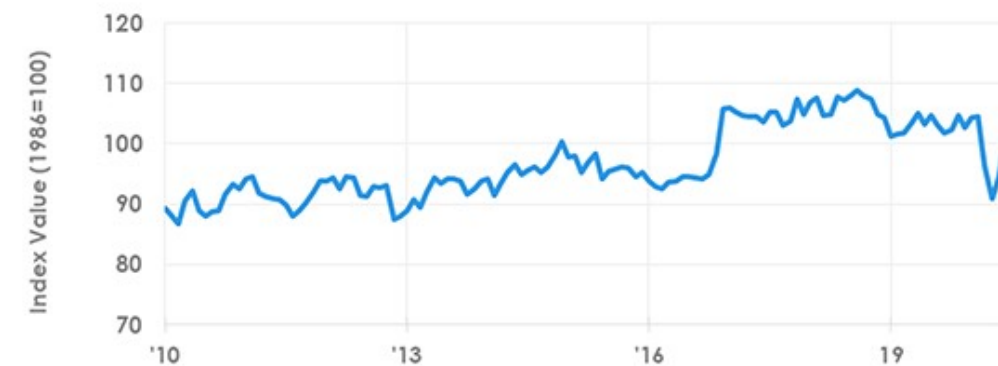
Small Business Optimism

Abrupt Turn in Small Business Optimism Ends 39-Month Historic Run

Index Component	Net %	Change From May
Plans to Increase Employment	16%	▲ 8
Plans to Make Capital Outlays	22%	▲ 2
Plans to Increase Inventories	7%	▲ 5
Expect Economy to Improve	39%	▲ 5
Expect Real Sales Higher	13%	▲ 37
Current Inventory	1%	▲ 6
Current Job Openings	32%	▲ 9
Expected Credit Conditions	-6%	▼ -2
Now a Good Time to Expand	13%	▲ 8
Earnings Trends	-35%	▼ -9

Small Business Optimism Index at 100.6

Based on 10 survey indicators, seasonally adjusted, Jan. '10 – Jun. '20



[NFIB.com/sboi](https://www.nfib.com/sboi)



COVID-19 IMPACTS ON WEEKLY TOTAL VISITS, 2020



COVID-19 IMPACTS ON WEEKLY TOTAL VISITS, 2020



NEWTON COUNTY



 The **Retail**Coach®

Charles Parker
Project Director
662.231.9078
cparker@theretailcoach.net