

Bringing Back Downtown Retail After COVID-19



Wednesday, October 6th, 2021



Extension

UNIVERSITY OF WISCONSIN-MADISON
COMMUNITY ECONOMIC DEVELOPMENT

The ADRR

The American Downtown Revitalization Review

Bringing Back Downtown Retail After COVID-19

Today's Moderator:

BILL RYAN

Community Business Development
Specialist

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Today's Panelist



Michael J. Berne,
President,
MJB Consulting

Michael is one of North America's leading experts and futurists on urban and Downtown/Main Street districts as well as the retail industry more generally.



Kristen Fish-Peterson,
Partner,
Redevelopment Resources

Kristen Fish-Peterson has 20 years of direct experience leading the business development efforts of a municipality and working in both media and manufacturing sectors.



N. David Milder,
President, DANTH, Inc., and
Founding Editor of The ADRR

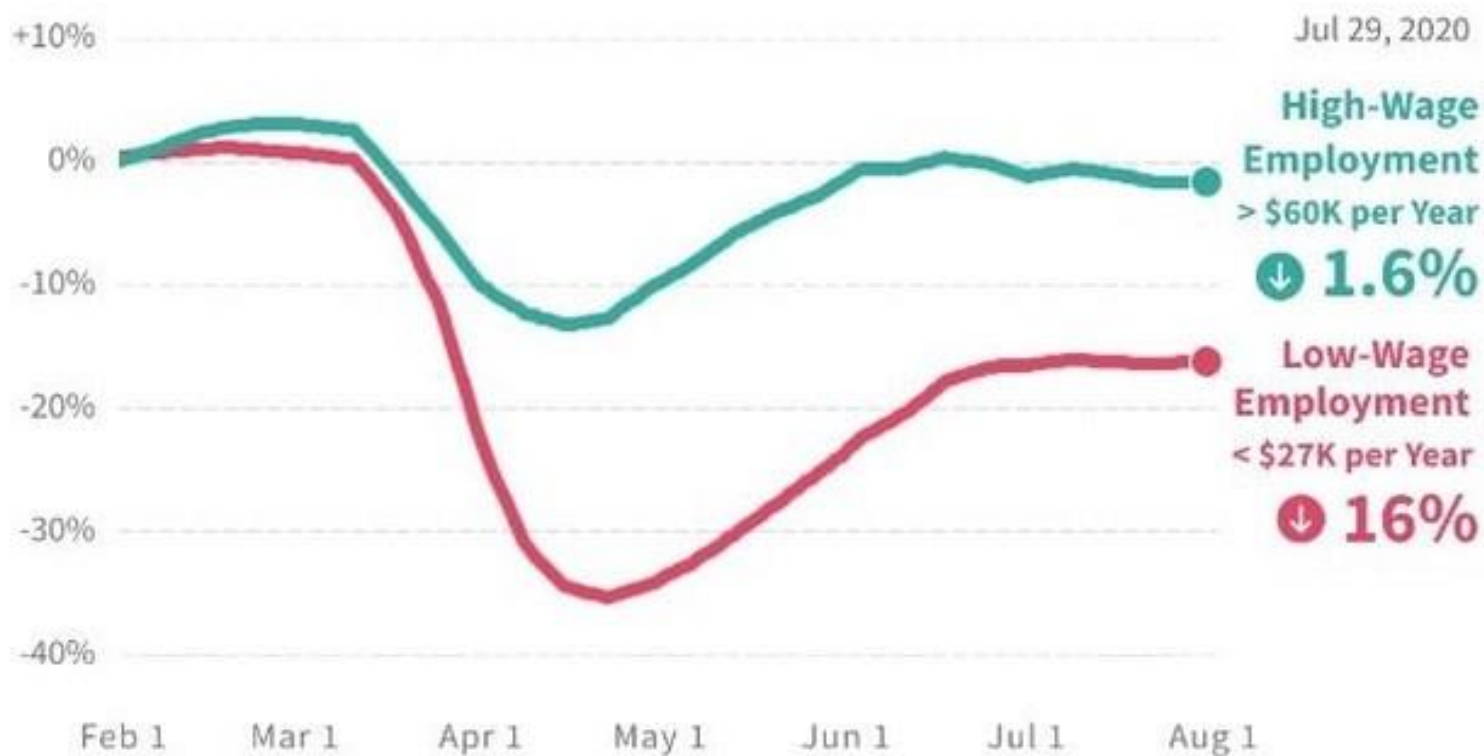
David has completed leading-edge work on downtown central social districts, arts districts, multichannel retailing as well as numerous retail assessments and downtown revitalization strategies across the United States

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Recession has Nearly Ended for High-Wage Workers, but Job Losses Persist for Low-Wage Workers

While employment rates have rebounded to nearly pre-COVID-19 levels for high-wage workers, they remain significantly lower for low-wage workers.



MISSOURI STAR QUILT CO



Company Info

- \$20 million annual sales
- 200+ employees
- Owns 20 buildings; has B&M store
- Part owner of three restaurants
- Sends thousands of packages daily
- **ORDERS COME VIA INTERNET**

Its Town, Hamilton, MO

- Population: 1,711
- Median Income: \$28,214
- Average Income: \$42,555
- Have Bach degree+: 6.6%
- Closest big cities:
 - 47 miles to Saint Joseph
 - 62 miles to Independence

Mitchell Park in Greenport, NY

– year-round population 2,200



- Has a strong flow of tourists in season (many shops close in winter)
- The park has an antique carrousel, marina and winter skating rink on a waterfront location
- Cost about \$14.9 million to build
- Costs about \$1 million/year to operate. Most of the costs are covered by user fees
- Reportedly gets about 390,000 visitors/year

Operating Characteristics of Successful Downtown Retail

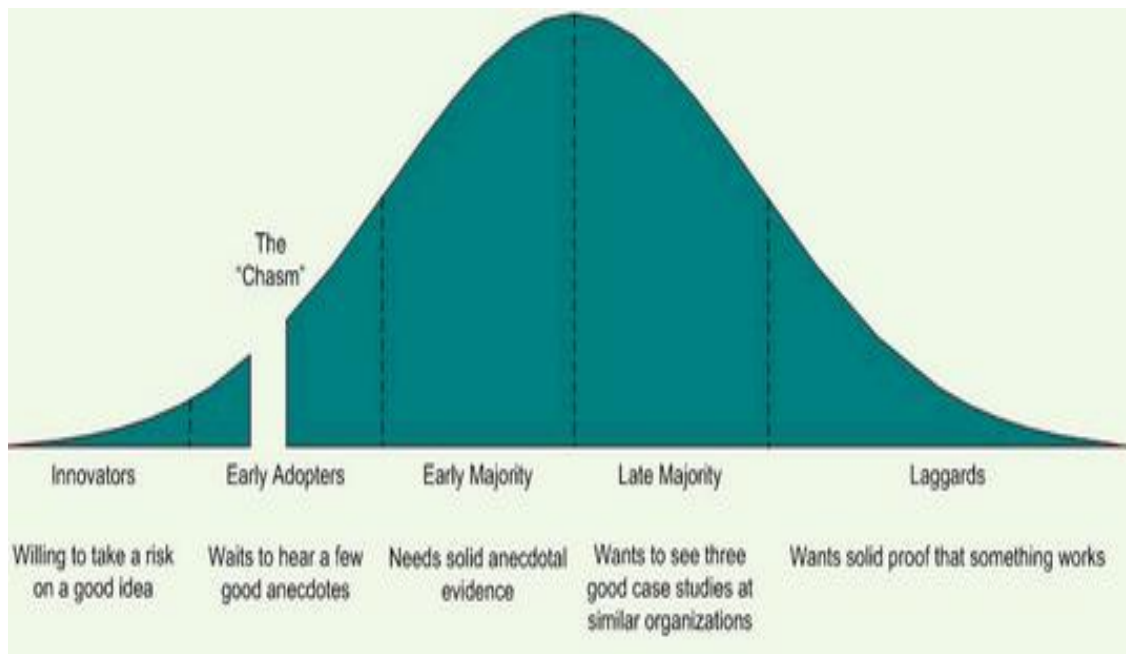


Retail Categories with Likelihood of Succeeding in Downtown

Pets, Supplies, Grooming	Specialty / Organic Grocery	Personal Care
Health Specialties	Wine Beer Liquor	Ice Cream
Clothing Boutiques	Home Health Aids / Pharmacy	Experiential Retail

Table 1. Estimated Quarterly U.S. Retail Sales: Total and E-commerce¹
 (Estimates are based on data from the Monthly Retail Trade Survey and administrative records.)

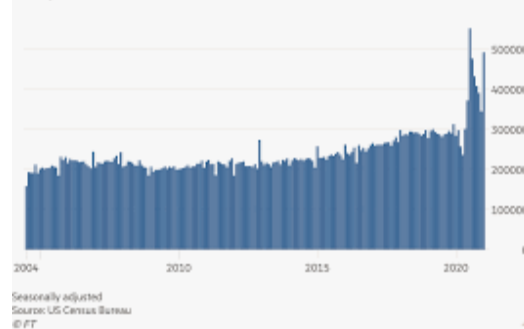
Quarter	Retail Sales (millions of dollars)		E-commerce as a Percent of Total	Percent Change From Prior Quarter		Percent Change From Same Quarter A Year Ago	
	Total	E-commerce		Total	E-commerce	Total	E-commerce
Adjusted²							
4th quarter 2020(p)	1,476,952	206,666	14.0	0.5	-1.2	6.9	32.1
3rd quarter 2020(r)	1,469,769	209,251	14.2	12.1	-1.1	7.0	36.6
2nd quarter 2020	1,311,345	211,595	16.1	-3.8	31.9	-3.5	44.5
1st quarter 2020	1,363,543	160,414	11.8	-1.3	2.6	2.1	14.8
4th quarter 2019(r)	1,381,381	156,391	11.3	0.6	2.1	3.9	16.5





The surge in new businesses in the US has continued into 2021

Monthly new business formations



Thank you for joining us today!



For more information please contact Bill Ryan
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