



What's happening to Downtown Retail?

RON REDMOND, CHURCH STREET MARKETPLACE DISTRICT

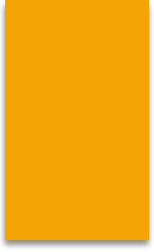
**NOTHING
HELD
BACK!**

**EVERYTHING
MUST
GO!**

**STORE
CLOSING
EVERYTHING
UP TO 30% OFF**
ORIGINAL PRICE
LIMITED EXCEPTIONS MAY APPLY

**CLOSING!
TOTAL
LIQUIDATION**

**ENTIRE
STORE
ON
SALE!**
LIMITED EXCEPTIONS MAY APPLY





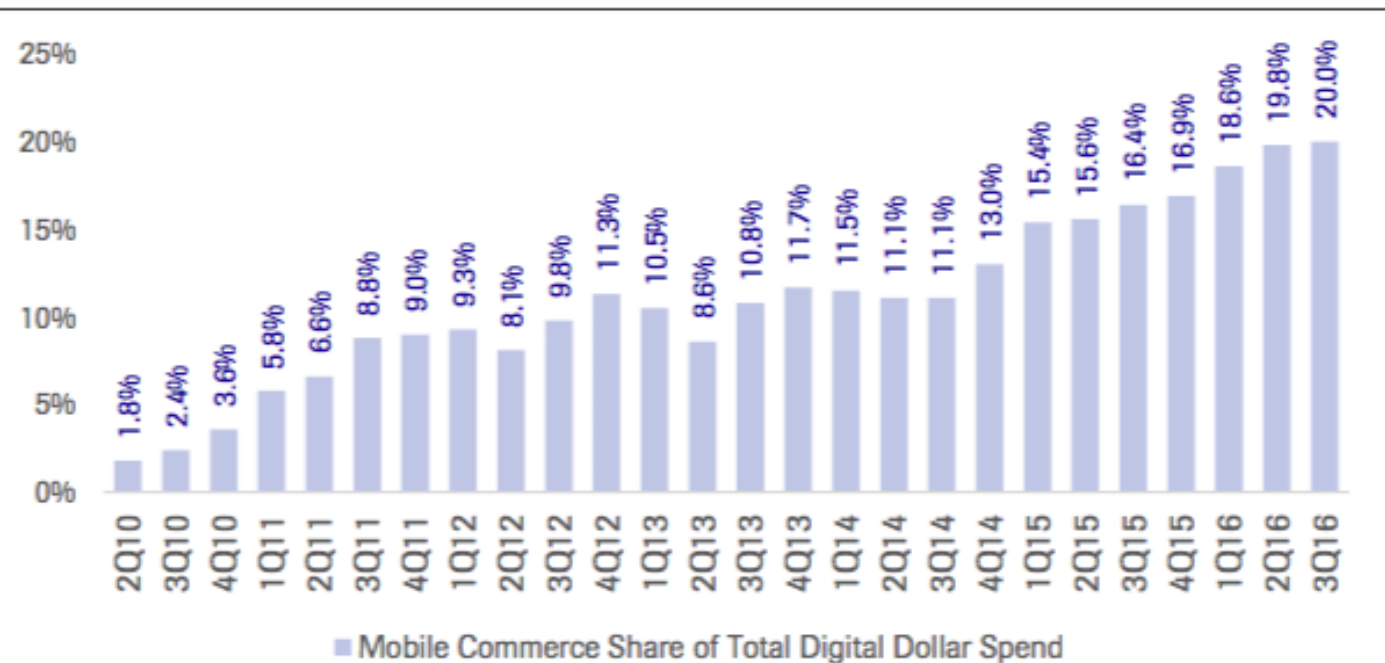
In the middle of an economic recovery, hundreds of shops and malls are shuttering. The reasons why go far beyond Amazon

- ▶ rise of e-commerce
- ▶ over-supply of malls
- ▶ surprising effects of a restaurant renaissance

... have all conspired to change the face of American shopping.

1. People are buying more stuff online than they used to.

The Growth of Mobile Shopping



2. America built way too many malls.

Shopping Space per Person, by Country

	Shopping Center GLA (sq ft, MM)	Population (MM)	GLA Per Capita
	2015*		
U.S.	7,567	321	23.5
Canada	589	36	16.4
U.K.	299	65	4.6
France	254	66	3.8
Spain	157	46	3.4
Italy	169	61	2.8
Germany	191	81	2.4

*France & Germany 2014



By 2022, as much as a quarter of the nation's shopping malls will close -- *Credit Suisse*.

Credit Suisse expects apparel sales to represent 35% of all e-commerce by 2030, up from 17% today.

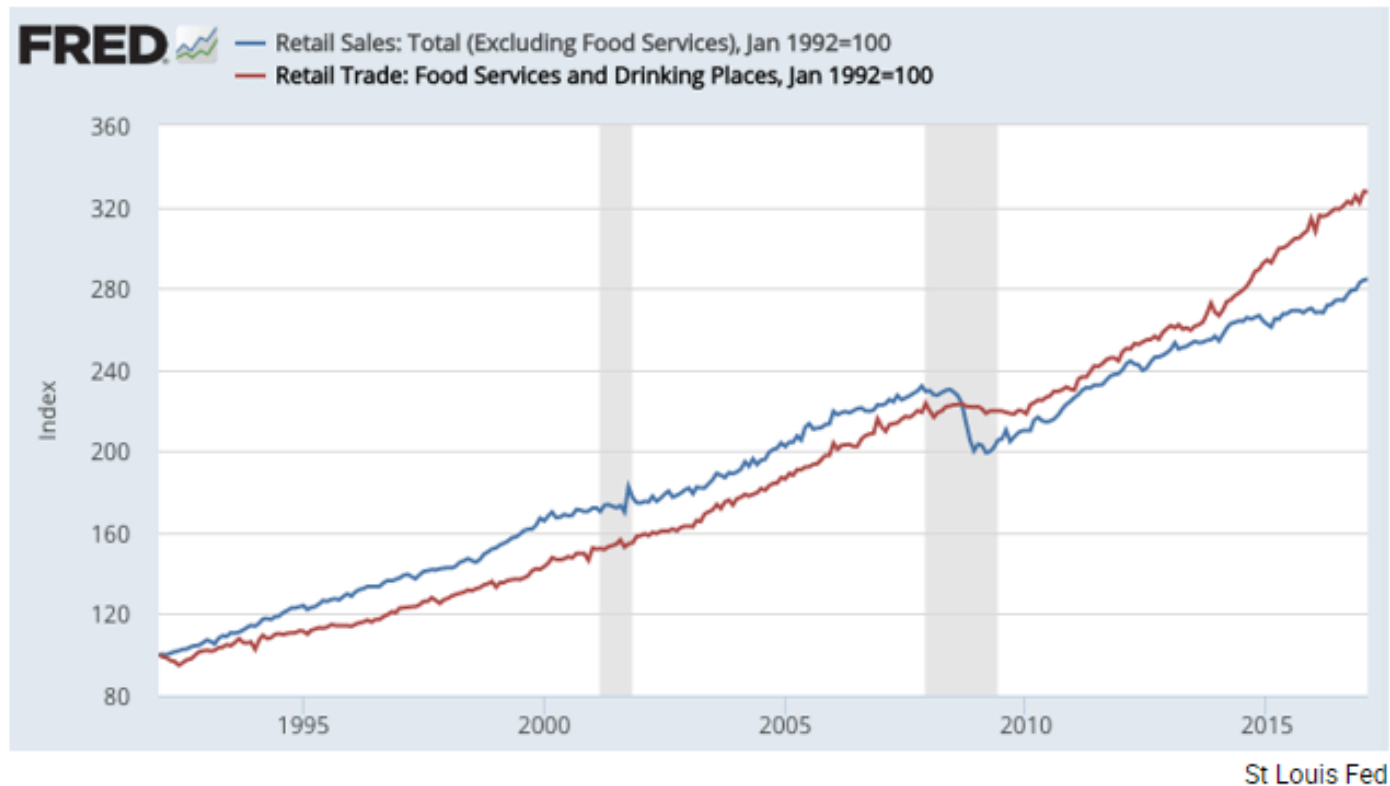
Macy's, J.C. Penney, Sears announced numerous store closings in recent months.


American Apparel and BCBG Max Azria have filed for bankruptcy.

Report estimates around 8,640 stores will close by the end of year.

3. Americans are shifting their spending from materialism to meals out with friends.

Non-Food Retail vs. Restaurants and Bars: 1992-2016





“The problem with a lot of these studies ... is they look at what’s dying, they don’t look at what’s being born.”

Paula Rosenblum, co-founder and retail analyst at RSR Research

The new mall: Mixed-use, many more restaurants and service providers, and less clothing stores. “You’re going to see a future where you’ll be living at the mall.”

“If you have food and entertainment, that gives you a court to build around. Once you get past that you need to create a space that is lifestyle oriented.”

Shopping will be driven by demands of millennials and Generation Z, who spend money on entertainment rather than just clothing.

Malls are going to become more of a destination, not just for shopping but for activities and experiences.”

Surviving, thriving in the 21st Century

Recognize a good location

Offer diversity of services

Emphasize intimacy and atmosphere

Don't depend on an unreliable customer base

Know your clients



Retail recruitment, business recruitment

The right balance of store types

Tracking trends



LANCASTER CITY
ALLIANCE

Strong Community. Strong Economy. Vibrant City.

OLD PASADENA™

independent (in de-'pen dent) *adj.* Not subject to control by a larger unit. Autonomous; self-determining; free.

We have more than 200 of them.
You better get started!

Buy Independent
Buy Local



Lori Ong, Bird Pick Tea & Herb
 Theodora Coleman, Gold Bug
 Cary Van Jones, Zory Van Jones, Brew Studio
 Harriet Meats, Vertical Wine Blends
 Heidi Saunders, Lulu Mae
 Jennie Colick, Old Town Music Co.
 Bill Ye, The Soap Kitchen
 Selma Chik, Adress Imports
 Anoush Ter-Poghosian, Niguan Chocolate
 Andra Aamon, Crowned Studio
 Kim Madelon, Grougkian
 Carrie Smith, Hazelnut Woods

for more information, please visit: www.oldpasadena.org



SMALL BUSINESS SATURDAY

NOV 26



Whether you're looking for a new blouse, home décor, ski gear or jewelry, **SHOP SMALL** and celebrate local merchants, this Saturday, November 26.

The Church Street Marketplace is proud to support Small Business Saturday, a day dedicated to supporting small businesses on the busiest shopping weekend of the year. More than 70% of Church Street's stores and restaurants are locally owned.



Betty, Angelle, Francois and Frank Boushett, Homeport
 Stephanie and Mike Olson, Keep Vermont Weird
 Merissa Desautels, Where's My Dear Lucy
 Dennis and Dave McLeod, Bookends
 Maria Brazilian, Spotlight Vermont
 Lyndee Harbour, Glass Man & Mirror Supply
 Elizabeth Huffman, Little Olson

Our unique, locally-owned businesses are an integral part of the distinctive character of the Church Street Marketplace. Thank you for supporting local merchants in our community!

Visit www.churchstmarketplace.com/ShopSmall for more information.

