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Trends and Actions for Main Street Retail Recovery

OCTOBER 13, 2020

J.C. WILLIAMS GROUP

Retail businesses are extremely important to main streets

This BBMS Solutions Brief focuses on the retail sector and the impacts of the COVID-19 pandemic on retailers located on Canadian main streets.

It is divided into three sections:

1. The trends experienced by main street retailers during the pandemic,
2. The challenges faced by retailers with reopening,
3. Potential actions that local business organizations can take to help ensure that main streets remain lively areas of commerce.

Pre-COVID-19

- March 2020
- Increasing digital transformation
- Reduce waste/ environmental concerns

Crisis Adaptation

- Essentials services only
- Fluid regulations
- Strong increase in online shopping

Relaxed Restrictions

- Provincial stages (hot spots)
- WHO guidelines
- Consistent communication

Legacy

- Long term influence
- New behaviors
- Design criteria
- Capital allocation and operating budgets

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Retail Trends During the Pandemic

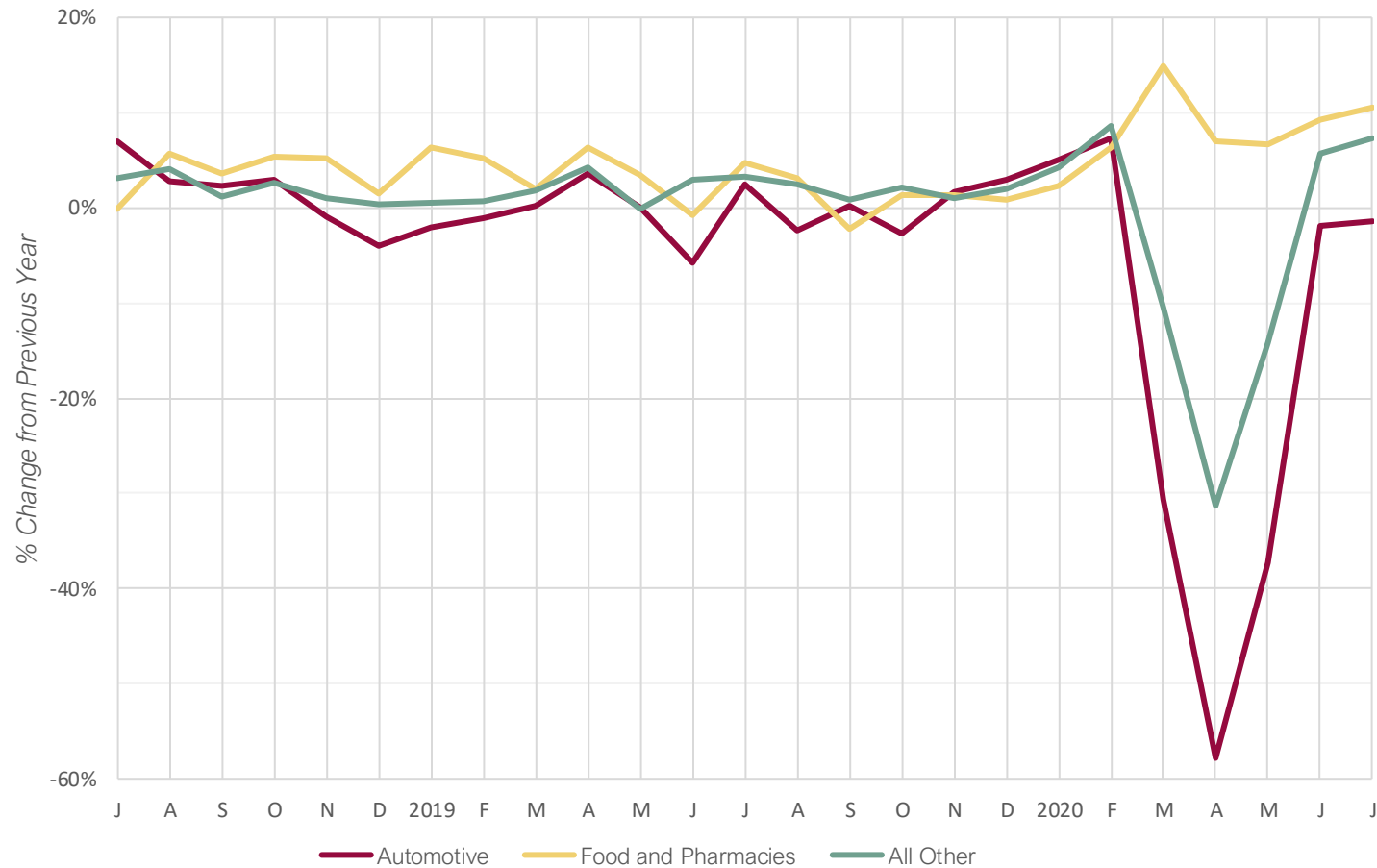
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Retail Sales

Canadian Retail Sales by Major Product Categories From the Same Month a Year Earlier



Source: J.C. Williams Group National Retail Bulletin

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Omnichannel Main Streets

- Getting retailers online
- Buy online and pick-up in-store (BOPIS)
- Delivery challenges



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Actions for Main Street Retail Recovery

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Actions for Main Street Retail Recovery

- 
- 1 Take an expanded role
 - 2 Comprehensive omnichannel main street
 - 3 Rethink communications and advertising
 - 4 Retail vacancies
 - 5 Creative redevelopment

Take an expanded role

- Take on an expanded role as the source of information on government mandates and programs
 - Providing specifics so that stores are obeying the law and know about how to access government support programs.
 - Tracking and publicizing what retailers in their areas are doing to comply with or exceed government regulations
 - Ensuring that safety protocols are presented as a positive experience to customers, and an extension of good customer service
- Create an inventory, potentially through Covid-related audits of their members to ensure best practices are being implemented



COVID-19 SERVICES

KAIZEN Foodservice Planning & Design Inc.

We have enhanced our Quality Assurance program to include COVID-19 Compliance Assessments to mitigate risk and ensure safety to your customers and staff:

- Utilizing our CrossCheck compliance tool
- Focused real time dashboard reports
- Reopening checklist
- High touch surfaces sanitation checklist
- Assessment of 60 plus COVID-19 criteria addressing:
 - Social distancing processes
 - Contact contamination risk assessment
 - Safety, sanitation and new service process review
 - Employee hygiene standards and practices



FOR MORE INFORMATION CONTACT 647-688-9737 OR
ED.MORANO@KAIZENFOOD.COM

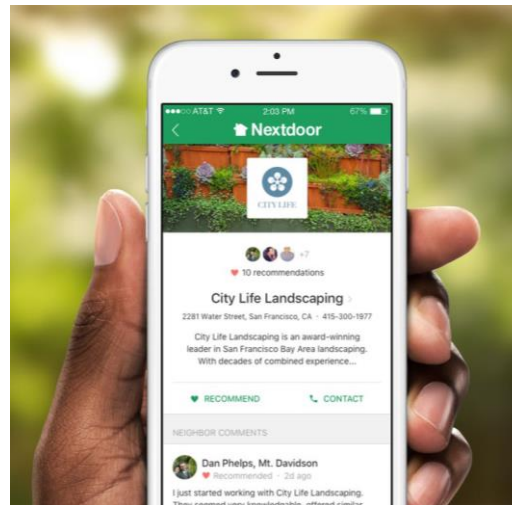
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Comprehensive omnichannel main street

- Go Digital Services
- Online Business Directories
- Main Street Online Business Platform
- District Online Marketplaces
- Caps on Food Delivery Fees
- Establishing Local Delivery Services



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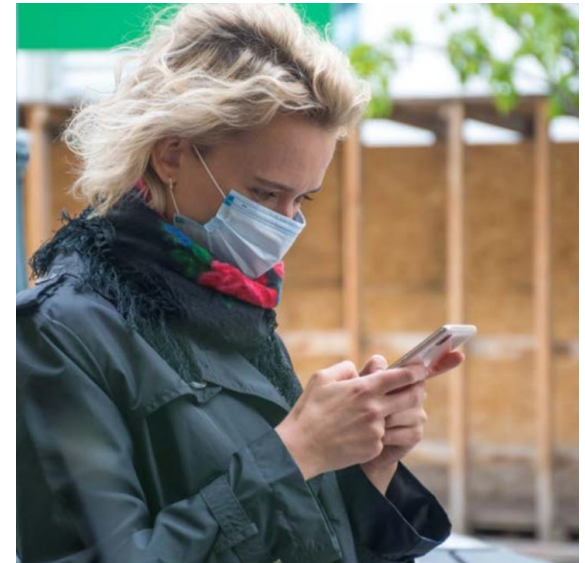
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Rethink communications and advertising

Time to rethink communications programs; continuing to spend advertising budgets but finding creative new outreach tactics. For most main streets, the critical customer segment is residents of the surrounding area.

- **Increase social media activities:**
 - Regular, high frequency posting, at least every day
 - Hosting live events on Facebook and Instagram
 - Reposting social media activities of your local businesses
 - Building on-line communities and welcome conversations
- **Expand email marketing**
 - Use email for a “call to action” rather than just general information
- **Use traditional mail marketing.** Snail mail is back! With customers at home, a personalized communication to their home can be effective.
- **Promote retail co-promotions,** focused on a particular customer type or purchase, or for stores that are in close proximity to each other



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Prepare to deal with retail vacancies

- Create an inventory of vacancies
- Develop analysis on retailer location “fit”
- Work with landlords to save businesses or to find replacements
- Propose rent mitigation strategies for new businesses
- Develop pop-up strategies for large spaces
- Grow your own retail startups
- Look for unusual places to foster retail



Foster creative redevelopment

This is a time for creative approaches that could embrace preservation and adaptive reuse, and for new forms of retail in these types of sites.

- Identify a high potential site or project
- Engage the right partners
- Consider a mix of commercial and community uses



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J.C. Williams Group is a well-known, full-service retail and marketing consulting firm. We offer our clients practical, creative, and in-depth knowledge of retailing and marketing, including up-to-date know-how and techniques to make retail operations better and more profitable.

CANADIAN URBAN INSTITUTE

We are the national platform that houses the best in Canadian city building – where policymakers, urban professionals, civic and business leaders, community activists and academics can learn, share and collaborate with one another from coast to coast to coast. Through research, engagement and storytelling, our mission is to ensure Canada builds vibrant, equitable, livable and resilient cities.

BRING BACK MAIN STREET

Bring Back Main Street is a nationally-coordinated research and advocacy campaign about finding the best solutions to ensure our main streets recover from COVID-19 and emerge from the crisis more resilient than ever. We're working with a growing coalition of partners on this project including: main street business leaders, academic research partners, industry and professional associations, BIAs/BIDs across Canada, government stakeholders and municipal recovery working groups, corporate endorsers, developers, industry and professional associations, and advocacy groups across Canada.

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