

REBUILDING CONSUMERS' CONFIDENCE

Offered by Oklahoma Main Street – Wednesday, Jun 10, 2020
Presented by Norma Ramirez de Miess, National Main Street Center



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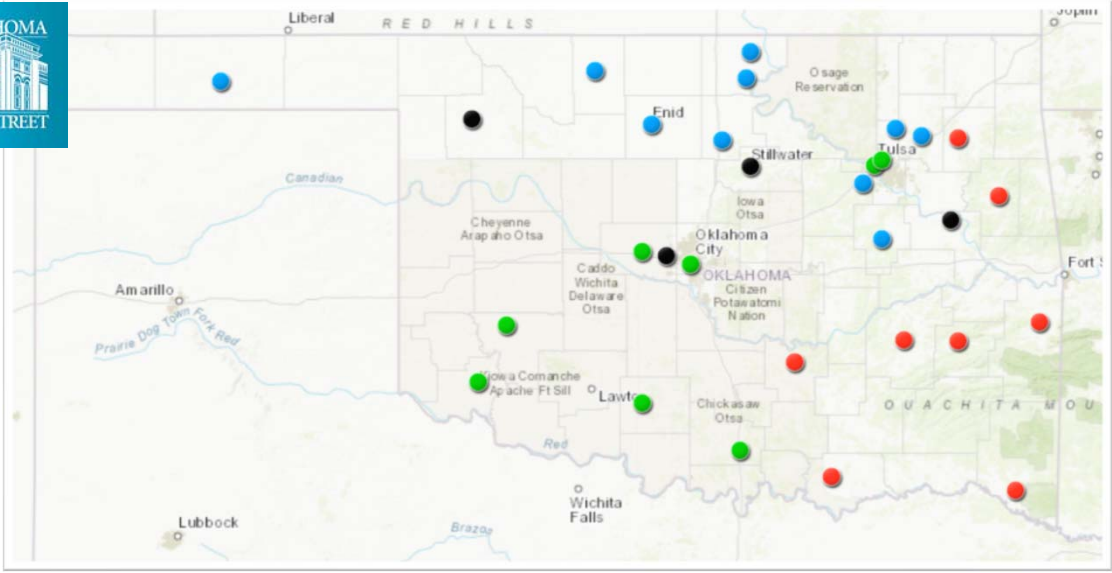
REBUILDING CONSUMERS' CONFIDENCE

OKLAHOMA MAIN STREET
THE BIG PICTURE OF RECOVERY
Virtual Training Series
Wednesday, June 10, 2020

Norma Ramirez de Miess
Senior Program Officer and
Director of Leadership Development
NATIONAL MAIN STREET CENTER

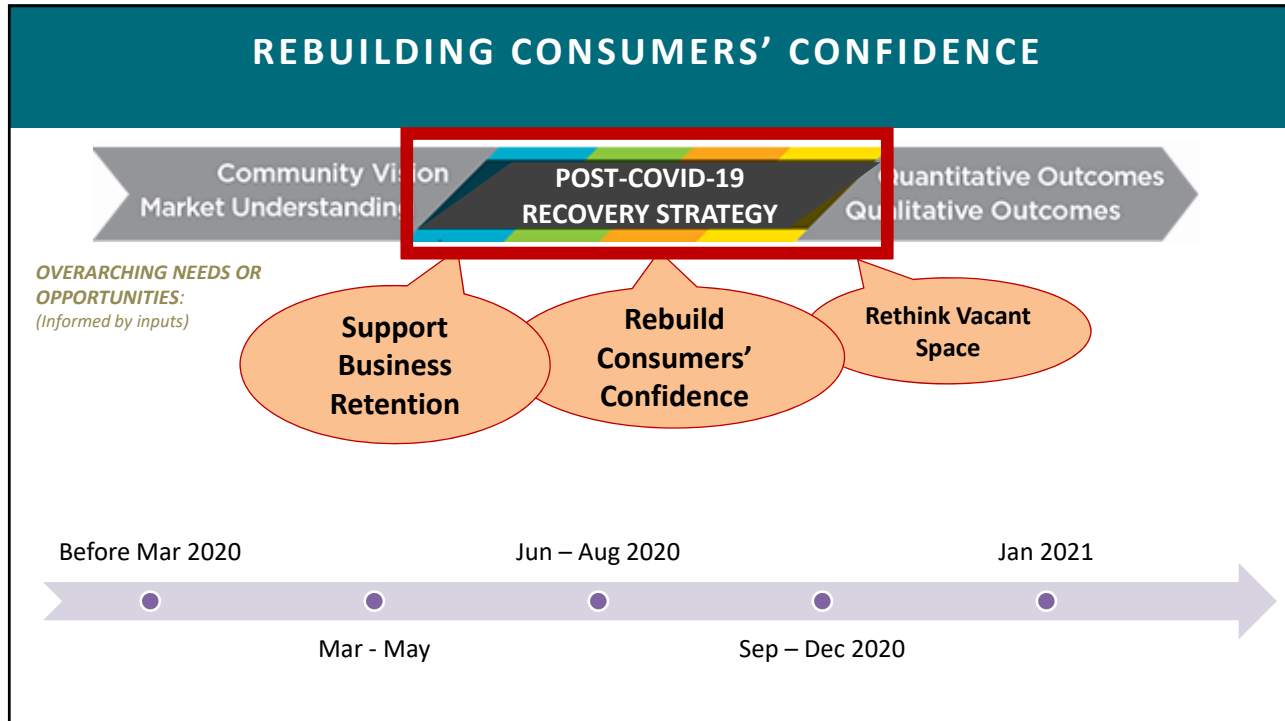
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LET'S START WITH SHARING "POSITIVES" ...

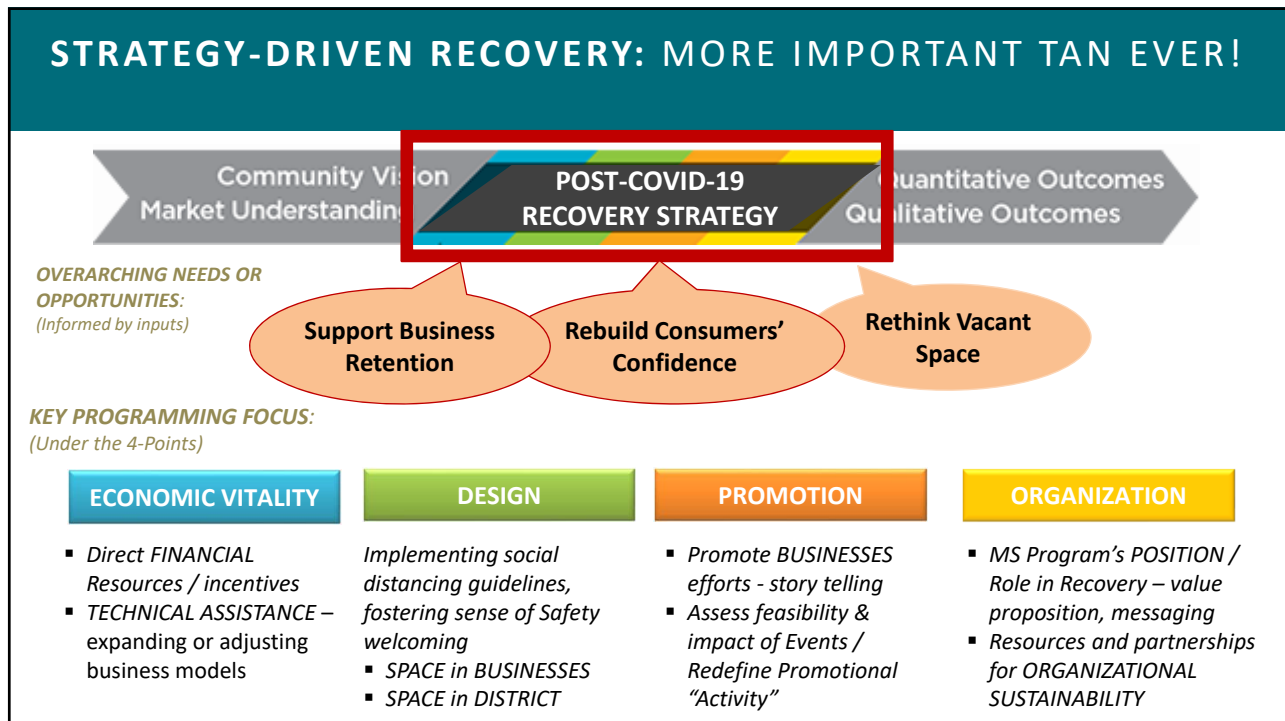


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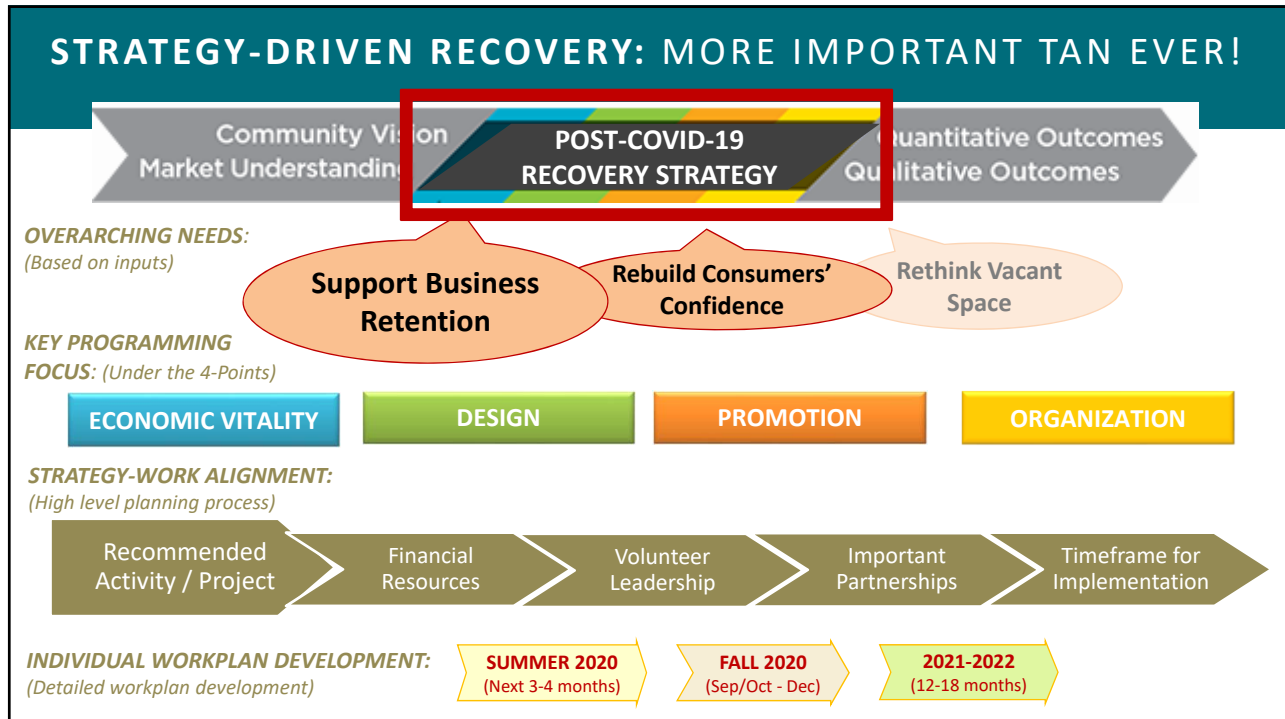
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STRATEGY-DRIVEN RECOVERY: MORE IMPORTANT THAN EVER!

STRATEGY+WORK ALIGNMENT:
 (High level planning process)

ECONOMIC VITALITY	RECOMMENDED ACTIVITY TO ADDRESS NEED		FINANCIAL RESOURCES		VOLUNTEER LEADERSHIP		PARTNERSHIP (S)		TIMELINE - This Activity can be achieved:		
	Name of Activity / Project	Already in current workplan? (Y/N)	Has the funds to accomplish	Needs Fund-raising	Current Base	Need to Recruit	Internal - MS Teams	Other Organization (s)	Summer 2020 (Jun-Jul-Aug)	Fall 2020 (Sep-Dec)	2021-2022 (12-18 mo)
DESIGN	RECOMMENDED ACTIVITY TO ADDRESS NEED		FINANCIAL RESOURCES		VOLUNTEER LEADERSHIP		PARTNERSHIP (S)		TIMELINE - This Activity can be achieved:		
Key Programming Need:	Name of Activity / Project	Already in current workplan? (Y/N)	Has the funds to accomplish	Needs Fund-raising	Current Base	Need to Recruit	Internal - MS Teams	Other Organization (s)	Summer 2020 (Jun-Jul-Aug)	Fall 2020 (Sep-Dec)	2021-2022 (12-18 mo)
PROMOTION	RECOMMENDED ACTIVITY TO ADDRESS NEED		FINANCIAL RESOURCES		VOLUNTEER LEADERSHIP		PARTNERSHIP (S)		TIMELINE - This Activity can be achieved:		
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ORGANIZATION	RECOMMENDED ACTIVITY TO ADDRESS NEED		FINANCIAL RESOURCES		VOLUNTEER LEADERSHIP		PARTNERSHIP (S)		TIMELINE - This Activity can be achieved:		
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INPUTS: KEEPING UP WITH ECONOMIC TRENDS

Community Vision
Market Understanding

**POST-COVID-19
RECOVERY STRATEGY**

Quantitative Outcomes
Qualitative Outcomes

Support Business
Retention

**Rebuild Consumers'
Confidence**

Rethink Vacant
Space

Insights for Main Streets:

1. Entrepreneurship Ecosystem Development
2. Developing and/or Growing Your Relationship with Small Business Development Centers (SBDC)
3. Updating your Real Estate Inventories
4. Understanding your Market Position
5. Becoming Familiar with Start-Up Financing Alternatives
6. Working with Existing Businesses to Become "New" Entrepreneurs



Main Spotlight: COVID-19 Likely to Result in Increased Entrepreneurship Rates

June 9, 2020 | Main Street Trends Blog Series: COVID-19 Likely to Result in Increased Entrepreneurship Rates | By Matthew Vilgier, Ph.D., USA President of Entrepreneurial Programs, SBDC

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RE/BUILDING CONSUMERS' CONFIDENCE

Community Vision
Market Understanding

**POST-COVID-19
RECOVERY STRATEGY**

Quantitative Outcomes
Qualitative Outcomes

Rebuild Consumers'
Confidence



Before Mar 2020 Mar – Apr 2020 May – Jun 2020 Jun – Aug 2020 Sep – Dec 2020 Jan 2021

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Navigating your response

01 Base your approach on [consumer insights](#)

02 Understand the [impact](#) to your business

03 Develop a strategy and [take action](#) quickly

How consumer behaviors have shifted

Here are **five key consumer behaviors** we've seen playing out across industries, based on how people are interacting with technology.

01 Consumer insights to drive your approach

What we've seen in Search patterns

If you want to engage your audience, meet them where they are. And with over four billion people staying home worldwide¹, consumers' behavior and media consumption habits are changing rapidly.

While we don't know how or when the crisis will resolve, we have early insight into how people's needs and behaviors may evolve as they seek to regain a sense of balance. To date, we've identified **three search patterns** since the onset of COVID-19: shock, step-change, and speed up.²

Shock

Sudden change in behavior, unlikely to sustain

Quick rise and fall in school-related searches as quarantine orders went into effect

Top Searches: 100th day of school ideas, school districts closing, school closing

Step-change

Sudden change in behavior, may sustain

Quick rise in exercise-related searches showing signs of stabilization at elevated levels

Top Searches: at home shoulder workout, at home back workout, resistance band workouts

Speed up

Acceleration of existing behavior, may sustain

Acceleration in growth rate of delivery-related searches showing signs of continued behavior for now

Compound Annual Growth Rate (2017-19): US **7.24%**

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How consumer behaviors have shifted

Here are **five key consumer behaviors** we've seen playing out across industries, based on how people are interacting with technology.

CONSUMERS ARE

Using multiple devices to go online at unprecedented levels

Connecting with the world online is more important than ever right now, with at-home media consumption increasing dramatically and permeating all aspects of life.

+60%

In the US, staying home has led to a **60%** increase in the amount of content watched – Americans are watching roughly **12 hours of media content a day**, according to Nielsen data.³

+20%

Consumers across the globe are spending **20%** more time in apps than they did a year ago and app usage in China grew to **five hours/day** (+30% year over year), according to App Annie.⁴

CONSUMERS ARE

Searching for critical information and content to meet essential needs

COVID-19 has made life anything but normal. With retailers adapting to delivery or online models, people are looking for clear, specific information about where, how, and when they can get what they need.

Search interest in "online grocery shopping" and "grocery delivery" grew 23% year over year in the US.⁵

Americans are watching videos related to recipes and cooking at a rate **31%** higher than they did in March 2019.⁶

We've seen search interest in **telemedicine** increase **150%** week-over-week in the US.⁷

CONSUMERS ARE

Discovering new connections and nurturing relationships (virtually)

Even as people physically distance themselves, they're using technology in a new way to connect with others.

50%

50% of US consumers said they used video to communicate with family and friends in March.⁸ And search interest for "virtual happy hour" is rising, especially in the US.⁹

+54%

On YouTube, we've seen a rise in "with me" videos, where people film themselves going about ordinary tasks like cleaning, shopping, or cooking. In the US, views of videos containing "study with me" in the title are **54%** higher compared to the same period last year.¹⁰

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CONSUMERS ARE

Adjusting routines to be internet-first

As routines and schedules change to meet the demands of isolation and new realities, so have online habits.

IK

Search interest for "telecommuting" in the US reached an all-time high on Google and YouTube¹¹ in mid-March, and continue to grow with no sign of slowing down.

Q

Workout routines are getting an overhaul all over the world too. There's growing search interest for "stationary bicycles" worldwide, especially in Spain and France,¹² and "dumbbell set" in the UK, for example.¹³

CONSUMERS ARE

Practicing self-care – and being there for others

As people stay home, they're focusing on taking care of their own physical and psychological needs – in addition to those of friends and loved ones.

TV

People are turning to online video for help in [coping with anxiety and stress](#). So far in the US this year, views of meditation-related videos are **51% higher** than the same period in 2019.¹⁴

+

People are searching for things to do when they're bored. Searches for "bored" have spiked significantly in the month of March, and searches for "games," "puzzles," and "coloring books" increased considerably during the same period.¹⁵

02

Assess the impact on your business

Each company has unique goals, so the response stage will be different for everyone. But overall, we've seen businesses' marketing impacted in four distinct ways to COVID-19 – and they don't always progress directly from one to another.

Identify which of these four situations relates most to your business, then consider the corresponding digital marketing strategies. These recommendations should help you sustain your business in the short term while laying a foundation for recovery.

Your business is experiencing new challenges

Are you experiencing supply and demand disruptions, as well as logistical disruptions?

Find strategies to help

Your business is reassessing priorities

Are you reassessing your approach and focusing on engaging and reach your customers in new ways?

Find strategies to help

Your business is pivoting to adapt products & services

Are you quickly pivoting to create new offerings and reach your customers in new ways?

Find strategies to help

Your business is looking to meet increased demand

Are you focused on meeting increasing customer demand across product categories or markets?

Find strategies to help

One thing is clear during COVID-19 – change is a constant.

While we don't know when the disruptive shifts of this crisis will resolve, we do know that remaining flexible and adapting with agility is the key to staying connected with customers and giving them the support they need.

Only time will tell if certain consumer behavior shifts will endure, but the sum effect will be a lasting acceleration to digital. So as we work to be there for one another, use this time to reevaluate business priorities, test innovative approaches, and connect with customers in meaningful new ways.

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REPORT COVID-19 Retail Impact Check-in

FOOD DELIVERY

GROCERY DELIVERY
As many consumers shifted from eating out to home cooking, or were unable to leave their homes for groceries, grocery delivery services jumped by over 100%.

Consumer Staples Mostly Thriving, but Pharmacies are Just Surviving

In general, stores that cater to consumer staples have held up better than those focused on discretionary spending. Panic buying at big box and grocery stores has slowed to more normal growth levels. On the other hand, pharmacies have a different, lower trend. In March, there was 20% more spend than January and February monthly levels. Pharmacy purchases tend to be longer lasting than groceries, so panic buying created a slower-consumable stockpile. That meant by April, sales fell to 16% below January and February levels to offset the March increase.

CONSUMER STAPLE SPENDING, YEAR-OVER-YEAR

Home Improvement is Booming

While people are sitting at home, they have made it a priority to improve their surroundings. The big winner has been home improvement, with sales accelerating in the back half of April.

HOME IMPROVEMENT SPENDING, YEAR-OVER-YEAR

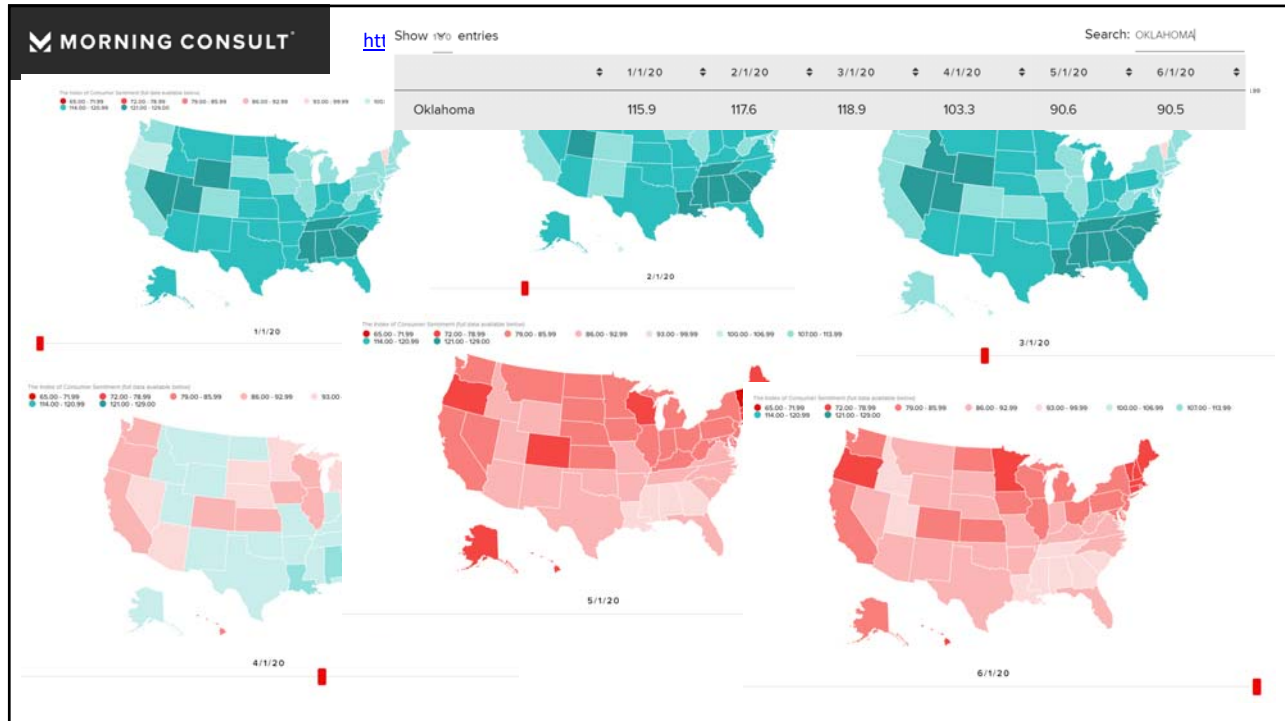
New Clothes Aren't a Priority

In the first weeks of the shutdown clothing-based stores were among the hardest hit. Store-based retailers combined cut at an 85% year-over-year decline in late March, and internet-based retailers fared slightly better down 62%. Department stores fell by a similar amount. Since then, apparel retailers have staged a small rally to end April down 52% while department stores are only slightly off their heels.

CLOTHING FOCUSED SPENDING, YEAR-OVER-YEAR

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ECONOMIC VITALITY
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COVID-19
Get the latest information from the CDC about COVID-19. [LEARN MORE](#)

COME SEE

Stockyards City

THE REBOUND RUNDOWN

IF YOU OWN A SMALL BUSINESS IN OAKLAND COUNTY AND NEED FINANCIAL ASSISTANCE, CONTACT YOUR CITY AND APPLY TO RECEIVE THE FUNDING.

SUPPORT THE MOM AND POP SHOPS IN YOUR COMMUNITY BY HEADING TO THE CROWDFUNDING SITE PATRONCITY.COM

Main Street Oakland County and Madison Heights raising money for small businesses during pandemic.

Curbside Pick-up

Full service to home or office

Restaurants:
 The Back Bar Bistro ... (543) 428-1005
 Blue's Place ... (543) 234-7852
 Galena Bakery & Tea Room ... (543) 247-9188
 Great Harvest Bread ... (543) 879-3200
 Madley's Pub ... (543) 249-5300
 Roma's Gourmet Tea Co. ... (543) 347-2935
 Clancy at the Depot ... (543) 215-1616
 Dorian & Phebe ... (543) 343-9339
 Health Care Family Shop ... (543) 272-8626
 Red Truck Bakery ... (543) 272-8626


Shopping and Entertainment:
 Earth, Cloth, & Fire ... (543) 879-9712
 Spinnery's Stuff ... (543) 339-6214
 The Open Book ... (543) 429-5258
 YouCaret General Store ... (543) 233-0742

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ECONOMIC VITALITY
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IS DowntownLS @downtownls · May 8
 New curbside parking spots now available downtown! We've been working with @cityofLS to add new temporary curbside parking options. We hope that this helps makes it easier for you to continue to support our great locally owned businesses! downtownls.org/loveLocal #togetherLS



Flags out early downtown



I Can't wait to try out the one in Claremore.



CLAREMOREPROGRESS.COM
 Main Street Claremore walking tour now available on your phone

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ECONOMIC VITALITY
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PROMOTION
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DINE • SHOP • VOLUNTEER

ENTER TO WIN
THE "SHOW SOME LOCAL LOVE" GIVEAWAY

For the week of March 23-27 post your photos of shopping at local, independent retailer or restaurant establishments OR while volunteering in our community. Use **#BeBoldMakeHistory** Post all week long. Tag us and share! We will pick a random winner Friday to receive a \$25 gift card to your local place of choice.

BROUGHT TO YOU BY: HEART OF DANVILLE • CHAMBER OF COMMERCE • CVB • DEVELOP DANVILLE • MAIN ST PERRYVILLE



INTRODUCING THE NEW LOVE LOCAL SUMMER PASSPORT PROGRAM

By Donnie | June 8, 2020

Our small businesses are at the heart of our community and the last few months have been very challenging and full of uncertainty. As our community begins to reopen, it is more important now than ever before to support these businesses. Recognizing that traditional retail shopping events, such as Ladies Night Out, aren't possible at this time, Downtown Lee's Summit Main Street has created the Love Local Summer Passport program to help bring people back downtown to shop and dine as they are comfortable this summer season.

The Love Local Summer Passport program creates an opportunity for shoppers to plan their own day or evening with family and friends. We welcome you to shop and dine safely in one of America's great neighborhoods all summer long.

For \$25, shoppers will receive a Love Local t-shirt and passport. The passport includes special offers from more than 40 locally-owned downtown businesses. These offers can be redeemed at any time between June 20 and September 21, 2020. Each offer is good for one use per passport holder.

T-shirts and passports can be ordered online at downtownlee.org/lovepassport and will be available to be picked up at local businesses starting June 20.

All proceeds go to benefit Downtown Lee's Summit Main Street, a 501(c)(3) nonprofit organization dedicated to promoting, enhancing and preserving the heart of Lee's Summit.

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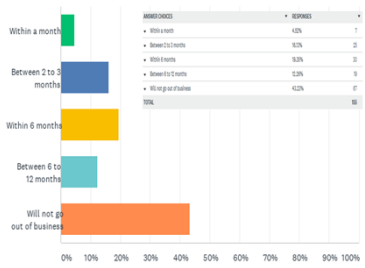






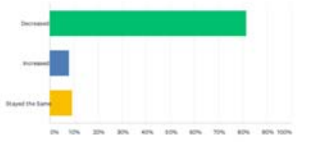

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WORKING WITH OUR BUSINESSES – TO BUILD CONFIDENCE




Timeline	Percentage
Within a month	15%
Between 2 to 3 months	32%
Within 6 months	32%
Between 6 to 12 months	15%
Will not get out of business	4%

Q3 From March 1st, 2020 to present, what percentage of sales either increased or decreased from last year?



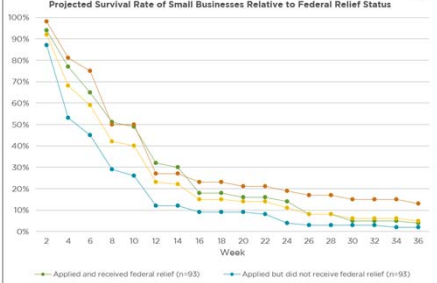
Change	Percentage
Decreased	~75%
Increased	~15%
Stayed the Same	~10%

Q8 What type of assistance is most beneficial to you right now? (Check all that apply.)




ANSWER CHOICES	RESPONSES
Learning from local federated relief programs	39.24%
Assistance in filing for relief program applications	32.60%
Training/assistance on web development or e-commerce	22.70%
Immediate guidance on updating business model	18.21%
Assistance on promoting services or offer	16.29%
Priority-free extensions on expenses	16.08%
Ways to engage audience more on social media	16.04%
Training/assistance on meeting platforms (Zoom, GoTo) to interact & engage with customers	17.12%

Projected Survival Rate of Small Businesses Relative to Federal Relief Status



Q2 Do you have online presence? (Please check all that apply):

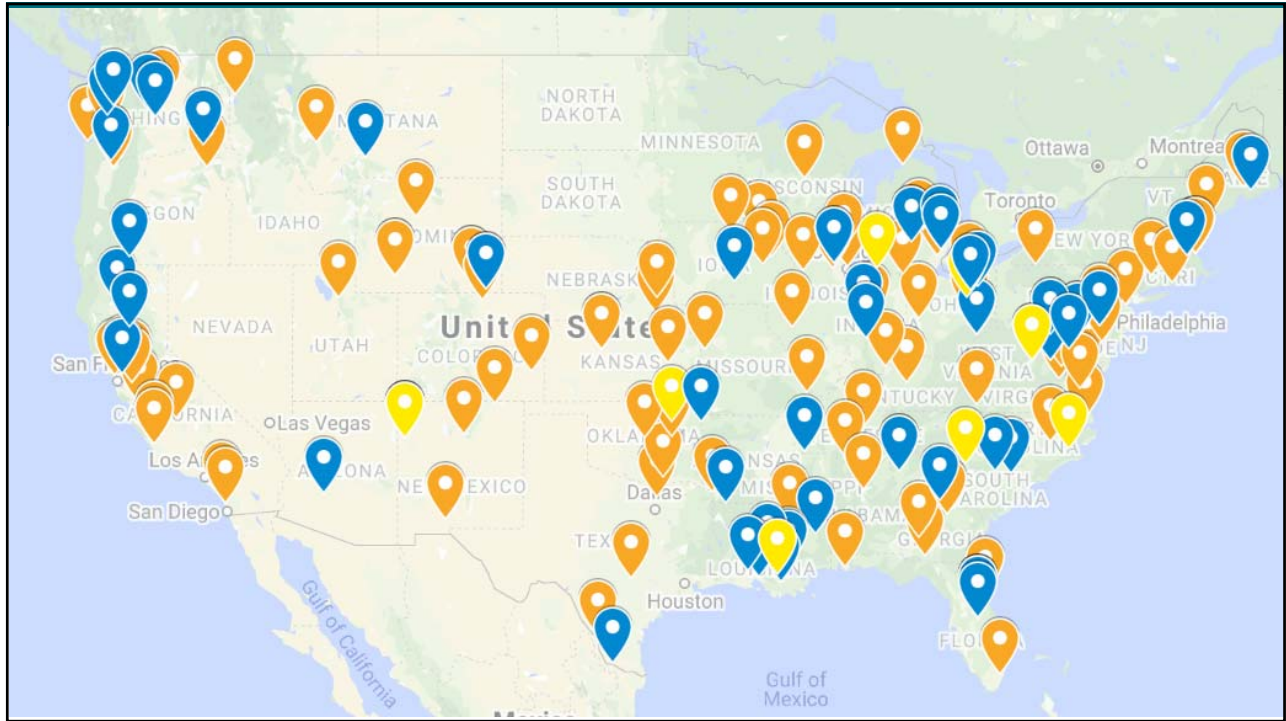


Platform	Percentage
Website	~70%
E-commerce/Online Shopping	~30%
Facebook	~85%
Instagram	~55%
Twitter	~25%
LinkedIn	~15%
Snapchat	~10%
Google+/Other/Other	~5%

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Planning for Recovery >

Reopening Guidelines

Advocacy >

Research >

Webinar Series

REOPENING SAFELY

HELPFUL TIPS FOR COMMUNITY LEADERS

A local government leader responsible for public protection...
 1. Understand local, state, and federal guidelines for reopening...
 2. Identify your audience about their situation...
 3. Develop a plan with your public health officials...
 4. Communicate clearly and consistently...

REOPENING SAFELY

HELPFUL TIPS FOR SMALL BUSINESS OWNERS

Small businesses are the backbone of our communities...
 1. Develop a plan for your business...
 2. Communicate with your customers...
 3. Follow the necessary safety guidelines...
 4. Document industry specific guidelines...

THANKS!