

# From Bust to Boom – The Retail Resurgence

Hospitality, travel and retail were the sectors most directly impacted by the arrival of the pandemic in 2020. For retail, it came at a time when the market had already been in contraction mode; headlines proclaiming “retail apocalypse” in the years before COVID-19. Of course, these headlines always lacked nuance. They were the natural result of most Americans envisioning retail as primarily mall-based (when they really only account for 8% of all retail space), and the outsized media impact of when once iconic brands (the stores **we used to shop at**) fail.

Then, the pandemic hit and many of us wondered aloud whether a real retail apocalypse had arrived. Suddenly, the demise of already struggling retail banners was accelerated. Meanwhile, concepts viewed as eCommerce proof; from restaurants to health clubs and all things experiential were suddenly vulnerable. Bankruptcies and closures didn’t just set records, they obliterated past dismal benchmarks. That damage, of course, went up the food chain as landlords, developers and REITs struggled to survive; many ended up in bankruptcy.

But two years later, the retail market isn’t just showing signs of resilience and recovery... but a boom in the making. In this entertaining and informative session, retail analyst Garrick Brown will share how and why the sector has boomeranged from its darkest days ever, to what may not just be a post-COVID environment, but a post-digital disruption environment.

**DATE:** April 6th, 2022

**TIME:** 7:30am - 9:30am  
7:30am Registration/Networking, 8:00am Program,  
9:30am Adjourn

**LOCATION:** DoubleTree Minneapolis - Park Place  
(1500 Park Place Boulevard, Minneapolis)

**REGISTRATION:** Visit [www.msca-online.com](http://www.msca-online.com) or call (952) 292-2414

**COST:** \$45 Members, \$60 Members at door,  
\$75 non-member, \$35 Student/Intern



## Keynote Speaker:

**Garrick Brown**  
C.O.O.  
Director of Advisory Services  
Lockehouse Retail Group

## Moderator: Trisha Sieh, Kimley-Horn

- Pre-registration ends at noon on April 5th
- Substitutions or cancelations are allowed 24 hours in advance
- No shows will be billed

1.5 Real Estate Continuing Education Credits applied for.

Keynote Sponsors: Bremer Bank, Braun Intertec, Flynn Midwest LP, Great Southern Bank, RPT Realty