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2022 Holiday Predictions, E-commerce & Trends

CALLING ALL HOLIDAY SHOPPING PROCRASTINATORS!

Have you started working on your holiday shopping lists? Reports show with inflation concerns continuing, consumers started holiday shopping as early as July and 70% of shoppers are looking to prioritize deals more than ever to offset rising costs this year.

The period between back-to-school and Thanksgiving runs slower for retailers as they build their inventory (although lean this year) and prepare for weeks of scheduled promotions; however, this year looks different. While it may seem like the state fair, and conclusion to summer was just yesterday, retailers geared up their holiday playlists and started setting up their holiday décor in August prompting consumers to start their shopping early primarily due to inflation. This behavior means key Christmas shopping days such as Black Friday and Cyber Monday will likely generate a smaller share of total holiday retail sales.

CONSUMER SHOPPING: Inflation in America is the worst it's been in more than 40 years. Consumers are hunting for even more bargains this year. They are watching the annualized prices increase and know that buying a gift for their loved one will be more expensive in December than in October. While consumers are looking to tighten their budgets during this hard economic time, they won't stop gifting altogether, despite the fact gifts are, by definition, discretionary. Why is that?

Gifting makes people feel good. Disposable income can be used to promote happiness, so many also conclude spending money on others promotes happiness. However, the "what" and "how" of consumer buying is likely to be impacted by a recession.

We predict 'inflation-induced thriftiness' where the shoppers will look for free shipping, Prime, and other services to keep shipping costs down. Some will purchase many gifts from the same online seller or marketplace to, once again, reduce shipping expenses.

POPULAR TRENDS AND GIFTS: Practical gifts will come back in style. Gift givers will give more "household" and "group" gifts. Givers are expected to focus more on memorable gifts and move away from cash-type gift cards. Durable goods purchases are anticipated to be postponed.

Self-care gifts and items for the home after a stressful year are expected to top the list of popular items. Shoppers ranked beauty/personal care items (32%) first, followed by electronics, candy/food and beer, wine and spirits.

SOCIAL MEDIA: Social media and creators will assist the consumer in making their holiday decisions. 72% of consumers say their shopping originates from social media, which is even higher for millennials (81%) and Gen Z (83%). Look for sales to come from worldwide social commerce platforms such as Tik Tok, Instagram and Facebook.

CURBSIDE PICKUP AND FOOT TRAFFIC: Curbside pickup last holiday season reached its peak at 40% of online orders, as retailers offered the service just days before Christmas. Curbside pickup is not obsolete. Retail



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McKinsey & Company reports that more than 80% of shoppers have changed their shopping habits.



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foot traffic is expected to rise this holiday season. Will the retailer be prepared despite continued labor shortages?

MOBILE COMMERCE: Consumer smartphone usage continues to grow, and 2022 is no exception. Mobile commerce sales are projected to exceed \$430 billion. It is essential for brands and retailers who want to capture a piece of this year's holiday retail sales be able to enable convenient mobile shopping.

SUPPLY CHAIN: To combat supply chain issues, some brands and retailers have battled this problem by purchasing logistics companies. For example, American Eagle acquired Quiet Logistics to take matters into its own hands. Issues still exist such as movement of inventory through the container ports and the ongoing contract labor negotiations with rail workers.

2021 HOLIDAY SEASON/BIG BOX RETAILER: ROI Revolution, an omnichannel marketing company, noted US holiday season sales had the fastest growth rate in over 20 years last year. Seeing significant year-over-year growth may be a challenge for some brands in 2022, but there are still plenty of opportunities to profit.

Big box stores with lower inventory turnover will likely dish out major discounts, while we may not see any price cuts from value stores as they are now seeing an increase in regular foot traffic from consumers.

Holiday shopping revenue last year grew 9% year-over-year from \$188 billion to \$205 billion. That was slightly lower than the forecasted \$207 billion. How will the post-Covid holiday season play out this year? As we have seen in the past, new challenges bring new successes for those retailers and consumers who get it. The excitement for the holiday season is upon us.

5 HOLIDAY PREDICTIONS:

1. Holiday shopping will start sooner
2. Shoppers will keep BOPIS (Buying online pickup in-store)
3. Shoppers want 'free' shipping
4. Shoppers want 'free' and 'easy' returns
5. Shoppers will continue to embrace mobile commerce



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2023 MSCA Advertising and Sponsorship Opportunities Release October 11 – based on first come, first served.

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Minnesota Marketplace

- ▶ Local restaurateur and chef, **TIM MCKEE** will open a restaurant inspired by Spain's Basque region. McKee is being tight-lipped on the specific location somewhere on 1st Street in the North Loop. **DANIEL DEL PRADO** will also open a restaurant in the former Bachelor Farmer as well as **CHEF DAVID FHIMA** opening a new restaurant, speakeasy and event center in the former old Ribnick Furs building.
- ▶ **URBAN WOK** recently opened at the West End in St. Louis Park in the former Noodles and Company space across from Cub.
- ▶ **THE OFFICIAL FRIED CHICKEN** restaurant, known for their broasted chicken, is now open in South Minneapolis.
- ▶ **JUUT SALONSPA** has relocated from Southdale Center to an impressive two-story space inside Centennial Lakes Plaza in Edina.
- ▶ **BRILLIANT EARTH**, insta-fave jewelry brand has arrived in Minnesota. The retailer, which is extra-popular among millennials and Gen Zers opened a location at 50th and France close to Annika Bridal Boutique.
- ▶ **GUNDERSON'S JEWELERS** – JB Hudson jewelers is now open at The Promenade in downtown Wayzata.
- ▶ **DABBLER DEPOT**, a new kind of liquor store is now open on West Seventh. There's a coffee shop, a podcast studio and even an outdoor patio area.

- ▶ **DEVILS ADVOCATE** is back open in downtown Minneapolis. This Italian restaurant is known for its meatballs. There is a second location in downtown Stillwater.
- ▶ **CARDIGAN DONUTS** has flipped it location from City Center to a new location in the IDS skyway taking over a former smoothie shop.
- ▶ **B.A.D. WINGS** has shut down in the Graze food hall.
- ▶ **BOILER ROOM COFFEE**, which was a great independent coffee shop in the Stevens Square neighborhood, has closed.
- ▶ **H & M** clothing store, has decided not to extend their lease at Seven Points, formerly known as Calhoun Square.
- ▶ **PATINA** to close the Uptown Minneapolis store and will open a new location in Maple Grove.
- ▶ **FLAVA COFFEE AND CAFE** is now open on University in St. Paul not far from Dale Street. It's a coffee shop with a mission to empower young women of color and gender-expansive youth.
- ▶ **SWEETGREEN** moves in on Crisp & Green's turf. Look for sweetgreen restaurant to open in Edina's Galleria, Grand Avenue in St. Paul, the North Loop in Minneapolis and the University of Minnesota this fall.

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by Lisa Diehl,
DIEHL AND PARTNERS, LLC



by Jesseka Doherty,
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MSCA IS CURRENTLY LOOKING FOR COMMITTEE MEMBERS FOR 2023!

Come join a committee, build collaborative relationships and take on new opportunities. Your contribution will not only enhance and continue to strengthen MSCA but will also build your professional network!

CLICK HERE to review the committees and let us know where you want to get involved!



URBAN WOK



CARDIGAN DONUTS



FLAVA COFFEE AND CAFE

CONTINUED: Minnesota Marketplace

- ▶ Fans of **RED COW** can now take their love on the road as they expand to Rochester.
- ▶ **CARTER'S** recently opened at Burnsville Marketplace in Burnsville next to Old Navy.
- ▶ **TRACTOR SUPPLY COMPANY** coming to Aitkin and International Falls.
- ▶ Latin American restaurant, **VENUE** will be moving into the former Grumpy's in Roseville.
- ▶ Lake Street's **MIDTOWN GLOBAL MARKET** will be getting a \$1 million redesign and renovation.
- ▶ **MORT'S DELI** in Golden Valley closes after 14 years in business.
- ▶ **LEGACY TOYS** to open a store at Rosedale Center and will also expand beyond Minnesota.
- ▶ Back in the office? Several full-service restaurants such as, **BREAKFASTKLUB, FHIMA, MANNY'S STEAKHOUSE, CRAVE, DEVIL'S ADVOCATE, KIERAN'S IRISH PUB** and **THE OCEANAIRE SEAFOOD ROOM**, in downtown Minneapolis are now back open for business.
- ▶ **FIRE HOUSE** moves into Uptown's Hammer & Sickle, Fremont spaces.
- ▶ **MERRELL** shoe retailer will open a store at Twin Cities Premium Outlets in Eagan months after closure at MOA.
- ▶ **TARGET** said it has agreed to a multiyear deal with toy company **FAO SCHWARZ**.
- ▶ **OXENDALE'S MARKET** opening next year in McGough Cos.' new apartment building in Bloomington.
- ▶ **UNCLE HUGO'S SCIENCE FICTION BOOKSTORE** and its twin, **UNCLE EDGAR'S MYSTERY BOOKSTORE**, will reopen soon in a new location at 2716 East 31st Street in Minneapolis.
- ▶ **VINCENT FRANCOUAL** is bringing a casual French eatery to Downtown East.
- ▶ **VEGAN EAST** is opening a new bakery location in south Minneapolis.
- ▶ **TIDAL WAVE AUTO SPA** car wash announced they are coming to the Lino Lakes/Hugo market. **MISTER CAR WASH** will be coming to Forest Lake.

REGISTER FOR THESE 2022 EVENTS WITH JUST A CLICK ON THE EVENT!

EVENT	VENUE	DATE
ECONOMIC OUTLOOK: THE FULL SPECTRUM FROM FEDERAL, STATE AND LOCAL LEVELS	DoubleTree Hotel Minneapolis Park Place	10/5/22
SECOND WEDNESDAY <i>sponsored by Insight Restoration</i>	Brookview Golden Valley	10/12/22

WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2022-10

WELCOME NEW MEMBER

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Sweetgreen is on a Mission to Redefine the Future of Food

Now open at Galleria Edina, with plans for expansion to North Loop, Grand Ave. and the University of Minnesota over the next months, guests can enjoy seasonal, earth-friendly and hearty menu options featuring fresh produce, proteins and grains. **SWEETGREEN'S** food ethos prioritizes organic, regenerative, and local sourcing across a variety of warm bowls, salads, plates, sides and kids meals including chef-crafted items and the option to build your own. Known for the freshest ingredients, diehard fan favorites and made-from-scratch dressings, some of which even have a cult following, you'll never get bored with all the options available to you for lunch or dinner. Some menu highlights include:

- **BUFFALO CHICKEN BOWL** featuring blackened chicken, pickled carrots and celery, and sg's take on ranch dressing
- **HOT HONEY CHICKEN PLATE** includes hot roasted sweet potatoes, hot honey ranch dressing, kale slaw
- **GUACAMOLE GREENS** has been on the menu since they opened, this beloved bowl is a take on chips + guac
- **LITTLE HARVEST**, a remix on the fan favorite Harvest Bowl, available for kids
- **FOCACCIA** locally sourced from Bakersfield Bakery, who also provides complimentary bread available with each order

Founded in 2007 by Jonathan Neman, Nathaniel Ru, and Nicolas Jammet, sweetgreen was born out of a need of three college students simply looking for a healthier, more convenient way to eat. Today, the restaurant brand is reimagining fast food, all while leading with purpose and making sustainable decisions that last longer than we will, and never sacrificing quality for convenience. Commitment to sourcing locally is rooted from its founding in DC, where they worked with a local distributor to source produce from regional

farms. Today, sweetgreen works with hundreds of farms across the country, transparently sharing their partners with guests via in-store chalkboards, to ensure they are providing the freshest ingredients possible. sweetgreen's strong food ethos and investment in local communities have enabled them to grow into a national brand.

The value of convenience is on display as guests can order through multiple access points best suited to their daily needs. Come in store and experience the product firsthand by choosing a fan favorite or build your own with a team member to guide you along the way. Prefer something on the go? Download the sweetgreen app and order ahead for pickup at the restaurant. The digital experience is seamless and allows for easy customization and selection, allowing you to choose the pickup time that best works for you. You can also access delivery through the sweetgreen app and enjoy premium access compared to other delivery providers, rewards and challenges all for ordering digitally. Want sweetgreen at your office? The Outpost option is a workplace food program that delivers locally sourced food to your office every day. Sweetgreen is also available on all major delivery providers.

With exciting things in store as it plans to make a home for itself in the Twin Cities, sg is adding more healthy and hearty options to the city as it furthers its mission to build healthier communities by connecting people to real food.

Stay up to date on future locations [HERE](#) or experience sweetgreen for yourself at ORDER.SWEETGREEN.COM!



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FOR BEING OUR SEPTEMBER PROFESSIONAL SHOWCASE



SEPTEMBER SPEAKERS: (L TO R)
JAMES COOK, JLL
HOLLY ROME, JLL (MODERATOR)

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