Baton Rouge Retail Trends 2018

Presented by: Jonathan D. Walker, CCIM

Committee Members: Charlie Colvin, Dottie Tarleton, Colin Smith, Justin Langlois, Ransom Pipes, Matthew Shirley, Donato Mucciacciaro, Austin Earhart

Special Thanks To: Jill Sylvest, Ken Damann, John Wren, Stephen Eisenbraun – Fotosold, Trends Steering Committee



2018 Shopping Center Survey

- Total Area Surveyed: ~8,900,000 sq/ft
- Number of Centers: 132
- Average Rent: \$17.73/ft
- Area Vacancy Rate: 8.8%
- National Vacancy Rate: 10.0%



Catch(y) Phrase



Physical Retail isn't Dead, Boring Retail is









Millennials love physical stores: Report



Publish Date: March 31, 2016

Are Millennials (ages 21–33) doing the bulk of their shopping online? Hardly. According to a survey of roughly 800 consumers by iModerate Research Technologies, 82 percent of the Millennials group said



















Honey I Shrunk the Store





Definition of Insanity







Let's get Phygital















BONOBOS



Retail + Industrial







Local Development Projects



NICHOLSON GATEWAY

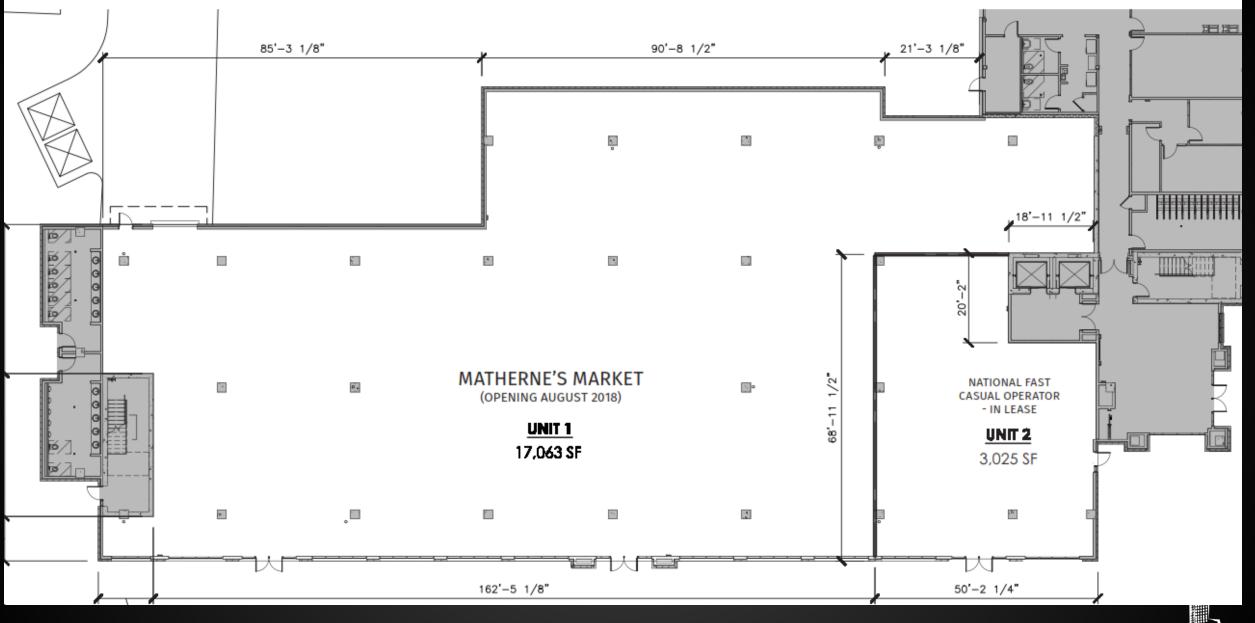




TRENDS



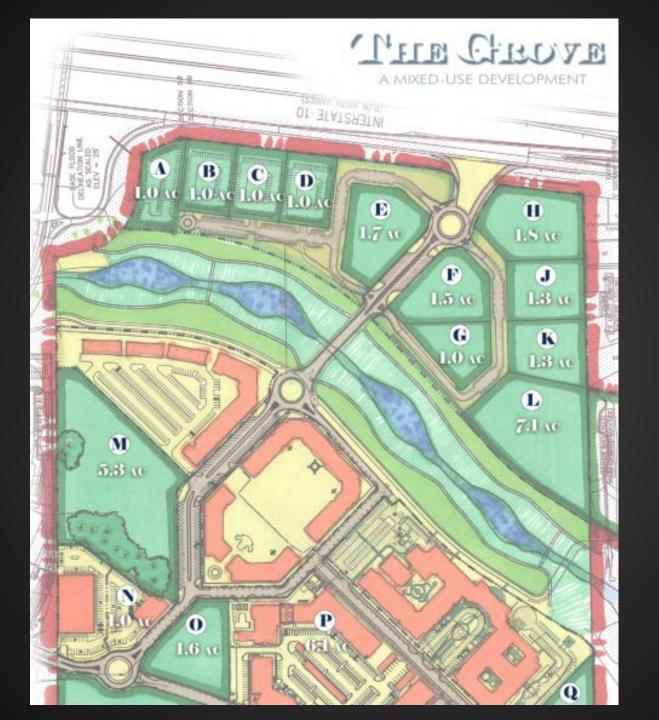




TRENDS

THE GROVE







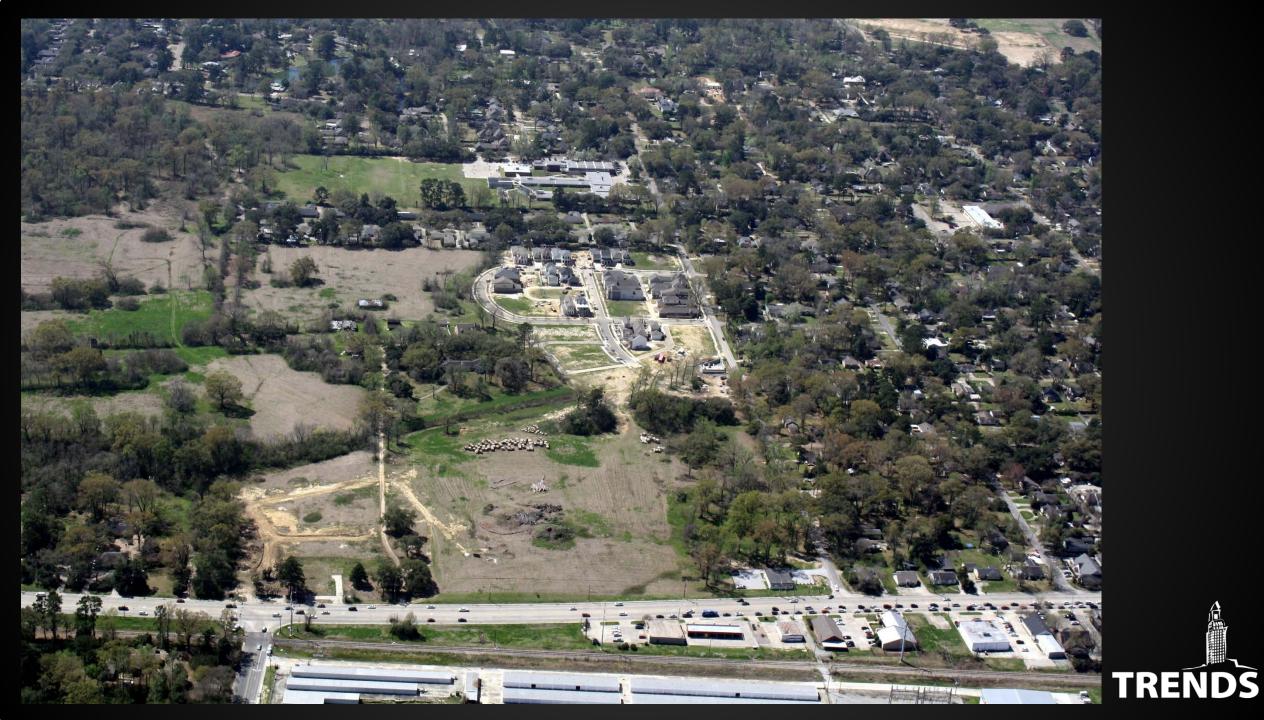




TRENDS

ROUZAN

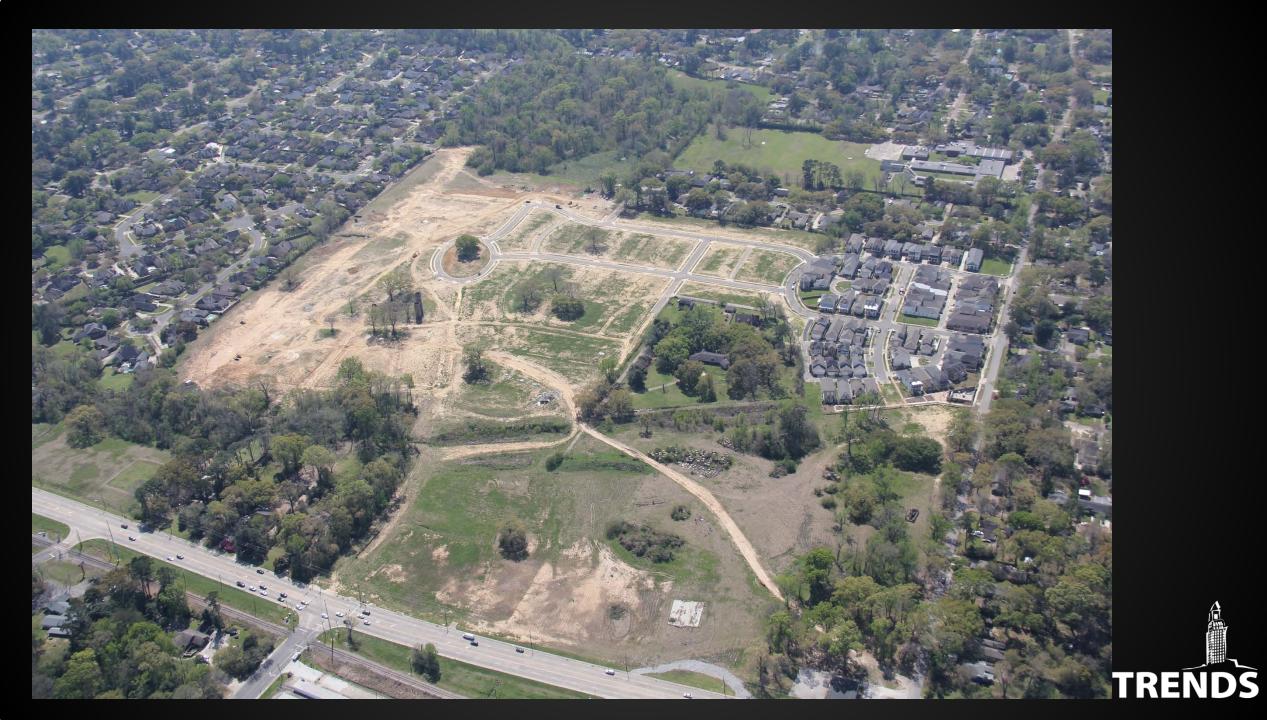


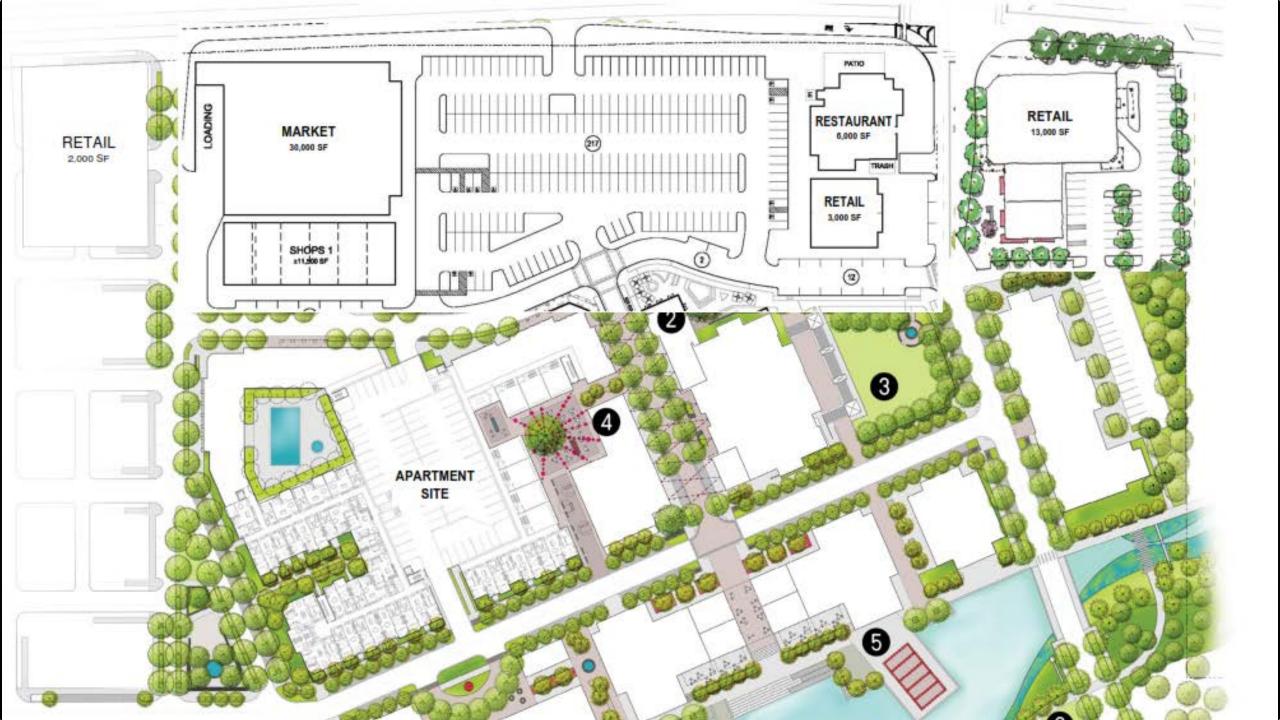












ARLINGTON MARKETPLACE















Continued New Development

Millerville Juban Crossing

Conway Plantation

Highland Park Marketplace

Shoe Creek

Kmart – Gonzales

City Square Marketplace



Overview

- Flat is the new up
- Culture is the new anchor tenant
- Retailers with best phygital presence will be the most successful



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