Baton Rouge Retail Trends 2019

Presented by: Lynn Daigle, CCIM

Committee Members: Charlie Colvin, Jonathan Walker, Dottie Tarleton, Drew Whitaker, Colin Smith, Matthew Shirley, Ransom Pipes, Donato Mucciacciaro, Troy Burton, Clay Furr

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



2019 Shopping Center Survey

	2018	2019
• Total Area Surveyed:	~8,900,000 SF	8,951,658 SF
 Number of Centers: 	132	131
 Average Rent: 	\$17.73 PSF	\$17.90 PSF
•Area Vacancy Rate:	8.8%	9.3%
• National Vacancy Rate:	10.0%	10.2%



NICHOLSON GATEWAY











ARLINGTON MARKETPLACE















LONG FARM







THE GROVE







ROUZAN















Developments Underway

Millerville	Harveston	Materra
Pointe Marie	City Square II	Entergy Depot
Americana	Juban Crossing	Conway Plantation
Former Kmart	Shoe Creek	Heritage Crossing



Refresh brand to appear more contemporary and digital

Offer space for in-store demonstrations and events

Sublet in-store space to other retailers

Introduce price matching by default

Merge online and offline channels

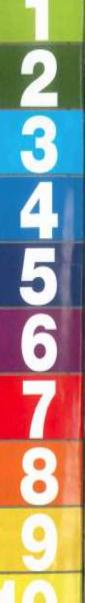
Redesign display windows/storefront

Move to secondary locations

Shift focus onto higher-value consumers

Augment in-store assortment with online catalog

Introduce bespoke/customizable products





Insta Worthy







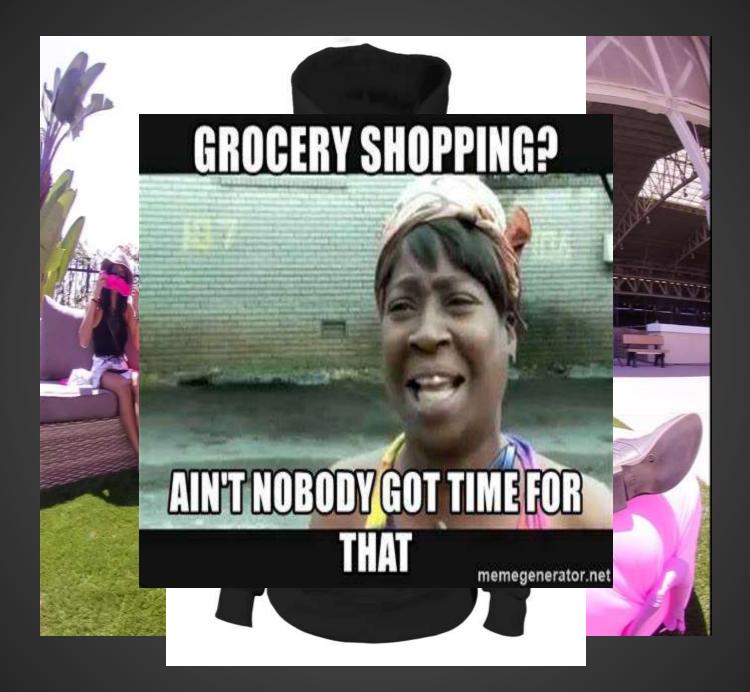
Insta Worthy



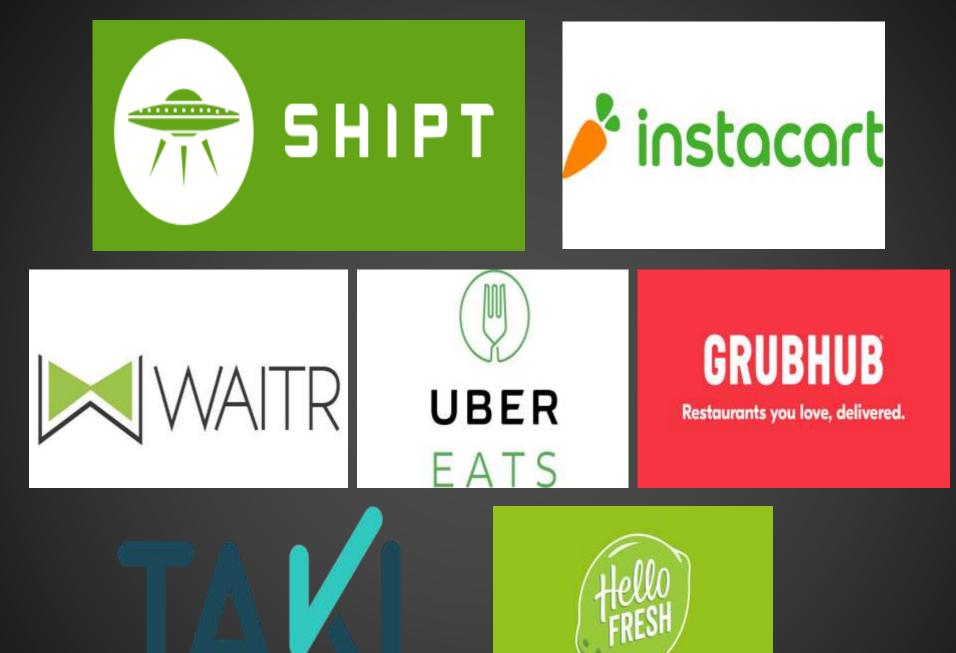


Stranger Danger









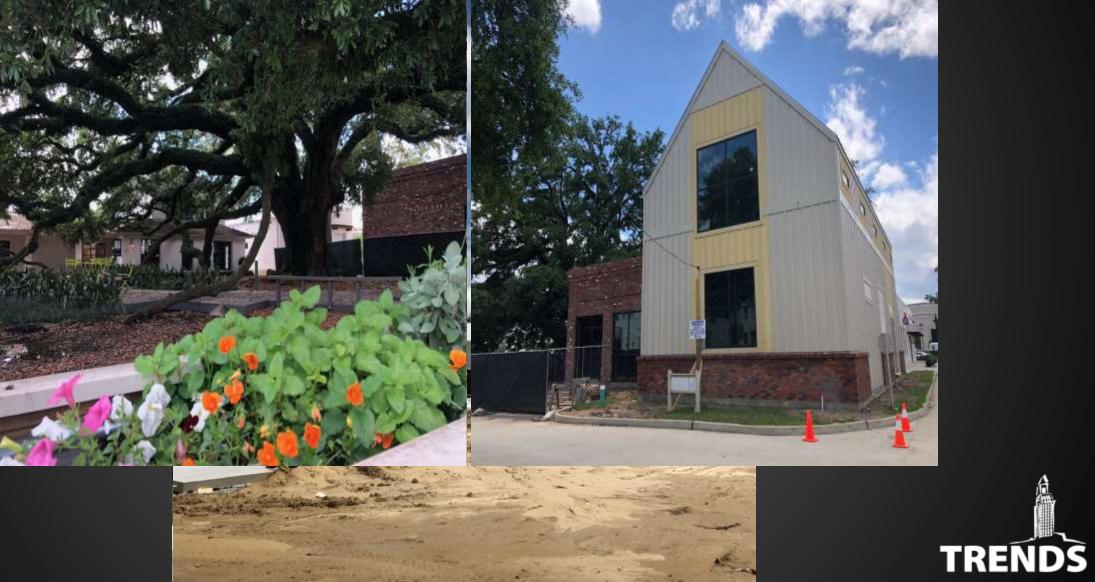


Reduce-Reuse-Recycle





Infill



Milk Tea / Bubble Tea

Bao Teatery Momo Tea Vivi Bubble Kung Fu Tea House Vanilla Sweet House **Bubble Waffle & Tea Southfin Southern Poke** Prince Donuts & Geaux Boba





CBD

· Central Business District Aurora CBD & Hemp Healthy U CBD & Hemp Oil **Joy Organics Cypress Hemp** The Vitamin Shoppe **Coyote Moon Brew Ha-Ha**

Brew Ha-Ha Inc April 3 at 8:38 AM · O

Our CBD cookies are still in stock! Come get them while you can! " 3 #Brewhaha #isabellabot #kylebot #cbd #chocolatechipcookies #midcitybr #originalbrballers

...

TRENDS



How Often Do You Floss?





Game On

























Lynn Daigle, CCIM 225.614.7675 Iynn@latterblum.com



Special Thanks To: Charlie Colvin, Jonathan Walker, Dottie Tarleton, Drew Whitaker, Colin Smith, Matthew Shirley, Ransom Pipes, Donato Mucciacciaro, Troy Burton, Clay Furr, Jill Sylvest, Ken Damann, John Wren, Stephen Eisenbraun – Fotosold, Trends Steering Committee

