What is Our ‘New Normal’ Like?

JUNE 17, 2020
Amy Webb, moderator
Senior Field Director
National Trust for Historic Preservation
Matthew Wagner, Ph.D.
Vice President of Revitalization Programs
National Main Street Center
Understanding a New Normal: Thinking Through Process

Companies need to think and act across five horizons.

1. **Resolve**
   - Address the immediate challenges that COVID-19 represents to institution’s workforce, customers, technology, and business partners.

2. **Resilience**
   - Address near-term cash-management challenges and broader resiliency issues during virus-related shutdowns and economic knock-on effects.

3. **Return**
   - Create detailed plan to return business to scale quickly as COVID-19 situation evolves and knock-on effects become clearer.

4. **Reimagination**
   - Reimagine the next normal: what a discontinuous shift looks like and implications for how institutions should reinvent.

5. **Reform**
   - Be clear about how regulatory and competitive environments in industry may shift.

McKinsey & Company
Need to Understand Local Human Psyche Impacting New Normal...

<table>
<thead>
<tr>
<th>Activity</th>
<th>Comfortable</th>
<th>Uncomfortable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to a grocery store</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Going to a retail clothing store</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>Eating out in a restaurant</td>
<td>22%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Notes: "No opinion" not shown.


Most Americans doubt gatherings will be safe until at least summer

Q: When do you expect the coronavirus outbreak to be controlled enough that people can safely attend gatherings of 10 or more people? By the end of April, by the end of May, by the end of June, by the end of July, later in 2020 or will it take longer than that?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of April/Earlier</td>
<td>10%</td>
</tr>
<tr>
<td>End of May</td>
<td>21%</td>
</tr>
<tr>
<td>End of June</td>
<td>20%</td>
</tr>
<tr>
<td>End of July</td>
<td>13%</td>
</tr>
<tr>
<td>Later in 2020</td>
<td>19%</td>
</tr>
<tr>
<td>Longer than that</td>
<td>13%</td>
</tr>
<tr>
<td>No opinion</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: April 14-19, 2020, Post-U. Md. poll of 1,013 U.S. adults with an error margin of +/- 3.5 percentage points.
Need to Understand Business Needs and Issues Impacting New Normal...

Q. Does your business have an online sales component?

- 36.70% | YES
- 63.30% | NO

April 2020 MSA Survey – Round 1

Q. What interest or engagement have you had with technical assistance related to the following topics?

- Social media
- E-commerce or selling online
- Succession planning
- Selling your business
- Adding alternative mode of business operations (e.g., delivery)
- Human resources (e.g., managing employee entries and exits)
- Safety guidelines for running your business or reopening your business

May 2020 MSA Survey – Round 2
Need to Understand Trends Impacting New Normal

- On average it takes 66 days for people to form a new habit… *Stay at home, social distancing, and virus worries have been present in our lives since roughly 2 months.*
  - Shopping Shifts – E-Commerce, Delivery, Pick-up
  - Spending more times outdoors and recreating
  - Thinking of vacations differently
  - Rural vs. Urban

- 1/3 workforce working remotely
  - Rural Living
  - Office Space Needs
  - Technology Barriers
  - Changes to our Homes
  - Less Business Travel

- High unemployment – consumerism and tourism hits
Summary: Be Thoughtful in Recovery – No Time to Simply Follow – Be Strategic
Denise Gilmore
Senior Director, Office of Social Justice and Racial Equity
City of Birmingham
The Facts – City of Birmingham

• COVID-19 has created more questions than answers

• Future of our residents, businesses and our community at-large

• Anticipate more peaks and valleys ahead

• Admit that there is no new normal quite yet

• Not only the health crisis currently experiencing through COVID-19

• Also experiencing an economic crisis and a crisis of injustice.
The Facts – City of Birmingham

- Mayor Randall L. Woodfin
  - set the tone and the pace for our response
  - thoughtful but timely policy decisions
  - robust communications to all constituents
  - public-private partnerships
  - brought out the very best in Birmingham

- Now, we live within the current moment
  - while plotting our way forward.
  - We cannot wait to recover.
  - We have to envision it, plan it and seize it;
  - together.
Virtual Town Hall Meeting
City of Birmingham - District 5

Friday, May 22, 2020
Facebook Live
5:00 p.m.

Hear from Mayor Randall L. Woodfin and Councillor Darrell O’Quinn regarding the latest updates in District 5.

For more information, contact Sybil Scarbrough at sybilscarbrough@birminghamal.gov

BIRMINGHAM
THE WORLD IS WATCHING!

RALLY FOR JUSTICE AND PEACE
KELLY INGRAM PARK
SUNDAY, MAY 31 @ 4:00 PM

Josh Coleman
Uche Bean
B. Wolfe
Rev. Julie Conrady
T. Marie

Preservation Leadership Forum
Annie Levinsky
Executive Director
Historic Denver Inc.
The Old Normal, Early March 2020
Stating the Obvious

Revenue Impacts of COVID 19

- Post-COVID
- Pre-COVID
SOURCE OF AUDIENCE, PRE-COVID

- Tourist: 27%
- Regional: 31%
- Local: 29%
- Hyper Local: 13%
Refocusing on the hyper-local
Finding new ways to ignite connection
PANEL DISCUSSION

What is our ‘new normal’ like?
AUDIENCE QUESTION AND ANSWER

Use the chat box on the bottom right to ask questions of the speakers.
Keep Talking

- **Forum Connect** is Forum’s online community
- **FREE** and open to everyone

Forum.SavingPlaces.org/Forum-Connect
Keep Learning

• Upcoming Webinars
• Creating a Successful Case Statement, June 24, 2pm eastern
Thank you!

Visit Our Website: forum.savingplaces.org

Watch for Upcoming Webinars & View Webinar Archives: forum.savingplaces.org/forum-webinar

Contact Us: forumonline@savingplaces.org