



CHRISTIAN RETAIL ASSOCIATION

2020 INDUSTRY UPDATE

Building Community within the
Christian Retail Industry



CRA brings together a community of retailers, publishers, authors, artists, manufacturers and distributors throughout the world to engage in evangelism through retail and help grow their businesses.



CRA Today, the industry's trade magazine, provides articles of interest along with advertising opportunities four times a year.



A short, crisp e-news vehicle bringing the latest updates in our industry, as well as product reviews, on a weekly basis.



Christian Product Expo is a trade show and so much more:

- It's where the industry does business
- A time of refreshment and encouragement from God's Word
- Training and workshops
- An exhibit floor that's open for two days
- Entertainment from the best authors and artists in the industry
- Exclusive movie premieres

CRA

TIMELINE

CRA is established as the new industry trade association, filling the gap as CBA went out of business.

CPE hosts its 1st international show with over 900 attendees and over 9 different countries represented.

CRA partners with NetGalley to help retailers obtain digital advanced reader copies of new releases.

Stores begin to close due to the COVID-19 pandemic.

CRA partners with Staples and Office Depot to provide members with discounted office supply purchasing options.

CRA weekly e-newsletter reaches 1,700 subscribers with a 20% open rate.

2019

July 2019

- 1st print edition of *CRA Today* is published.
- *Publishers Weekly* offers all CRA members a complimentary subscription to their print publication.

August 2019

February 2020

CRA partners with the CPE shows to provide the travel reimbursement portion to retail stores that meet the reimbursement ordering requirements.

March 2020

April 2020

CRA partners with PartnerShip to provide a discounted shipping program to CRA members.

June 2020

July 2020

CRA raises funds to help support retail members during the COVID-19 pandemic, sending funds to 120 retail stores.

November 2020

CPE Show Annual Comparison

In 2020, we were not able to build upon the success of 2019 because of the pandemic. However, this chart dramatically sets the stage for all of us in the industry to rebuild our ministry and business model as we work together for a prosperous 2021.

	Winter		Summer/Fall	
	Poconos, PA 2019	Wilmington, DE 2020	Murfreesboro, TN 2019	Wilmington, DE 2020
Buying points <i>(A national chain store has one buying point. A single "Mom and Pop" store also has one buying point.)</i>	55	56	132	41
WINTER 2021—CHARLOTTE, NC - 73 REGISTERED				
Store personnel attending	118	117	268	88
Vendors attending	57	65	104	47
Authors attending	20	51	106	26
Total attendance at this show	257	296	902	218
Orders written	1,238	1,357	2,702	689
Additional product presentations	759	436	2,053	326
Average number of orders per buying point	23	24	20	17
Stores that qualify for full reimbursement	29	33	64	21



SHOW BRIGHT SPOTS during the 2020 Pandemic

Almost all book events were cancelled nationwide EXCEPT CPE

For the sake of the industry, CPE and the Mid-Atlantic shows needed to keep ministry and commerce going as much as possible.

After months of planning, obstacles were overcome

- Fear to travel
- Closed hotel
- Required date change
- Closed convention center
- Quarantine restrictions

Strength in a time of weakness

The staff at the Munce Group pulled off the Summer/Fall trade show because it was the job God had given them to do; and therefore, they were **RELENTLESS**.

Fellowship, training and trade were all conducted

The show looked different with wearing masks, sanitizing and social distancing. Our Summer/Fall show was greatly impacted, but vendors still wrote **nearly 700 orders in one and a half days**.

CPE remained as close to “free” for retailers as ever

Revenue from vendor booth spaces and sponsorships enabled all stores to have free registration and the stores that wrote the required number of orders to have their hotel, food and travel subsidized.

The show was fun, encouraging and productive for all!



The Year of
COVID-19

UPDATE



CHRISTIAN RETAIL ASSOCIATION

INDEPENDENT CHRISTIAN BOOKSTORE SURVEY RESULTS



We sent a survey to independent Christian bookstores to see how the COVID-19 pandemic affected them and how their store finished 2020.

We heard back from 82 independent Christian bookstores.*

*Responses as of January 18, 2021

WHAT GOOD HAVE YOU SEEN IN 2020?

"Our local community has shown us tremendous support, and we have increased our reach and social media presence, and our business has been able to support more local ministry projects than in previous years."

-Angela Meyer, The Well Bookstore

"We saw tremendous generosity from our church—over \$400,000 raised to give to those affected by the pandemic—including supporting other smaller churches."

-David Yarborough, The Carpenter's Shop

"More customers trying to refocus on Christ."

-Lorraine Valk, Parable Christian Store

"People are more thankful for family and church family."

-Betty Ligon, VCC Wisdom Shoppe

STORE TYPES

The 82 reporting stores are from different types of store locations:



15 are in churches



29 are in malls (indoor or outdoor)



34 are in stand-alone buildings



1 is a nationwide chain



1 is in a college bookstore



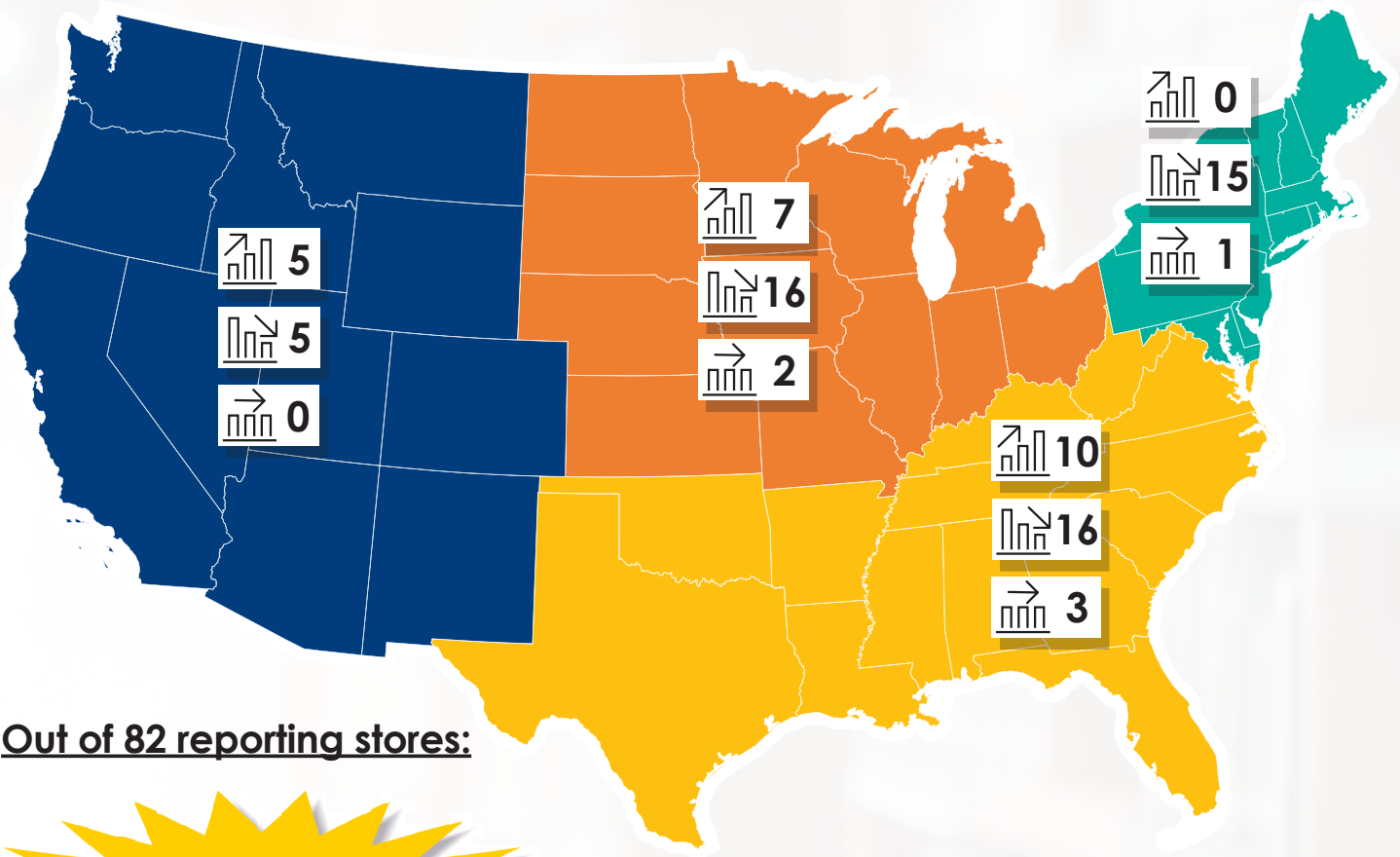
2 others

Store Closures

- **70** stores were required to shut down
- **10** stores were never required to shut down
- **2** stores were required to shut down twice

REGIONAL SALES REPORT

2019-2020 COMPARISON



Out of 82 reporting stores:

**22 stores were
up in sales**

54 stores were down in sales

6 stores were flat in sales

"For being shut down 8 months for 2 stores, we were only down 17% for the year compared to 2019. If we looked at Wabash only, with being shut down for 6 weeks for the year, we were up 7.4%. Summary: GOD IS SO AMAZING, GOD IS SO....GOOD!!!"

-Kevin VanDuyne, Joy Christian Bookstore

MONTHLY % SALES REPORT 2019-2020 COMPARISON

JAN
+19%

FEB
+2%

MAR
-32%

APR
-61%

MAY
-37%

JUN
-7%

JUL
-4%

AUG
-14%

SEP
0%

OCT
-7%

NOV
-1%

DEC
+12%

"We did well—\$12,000 down for the whole year, but October-December was better than 2019. We ended the year in the black."

-Kelli Malm, Christian Connection

"Though I thought the COVID-shutdown would be the end of us, God has been SO faithful. We've been able to pay our bills on time every month and we had a little leftover at the end of the year."

-Stephanie Gann, Living Water Bookstore

STORE OPERATIONS

Moving into 2021, out of the 82 stores reporting:



13 reported they will cut their store hours

19 reported they will not change their store hours



5 reported they will decrease the number of days they are open

1 reported they will increase the number of days they are open



17 reported they will cut back on staff

2 reported they will increase their staff

18 reported they will not make any staff changes

STORE SERVICES

New services stores added in 2020
that will continue in 2021:



27 stores will continue curbside pickup



9 stores will continue ship to home



11 stores will continue website sales

5

stores will continue website sales with pickup only



9 stores sold on social media for the first time

that will not continue in 2021:



3 stores will not continue curbside pickup



1 store will not continue home deliveries



1 store will not continue online sales

STORE PRODUCTS

New products stores brought in 2020 that they will continue selling in 2021:

**# OF
STORES** **PRODUCT**

27 masks

30 hand sanitizer

2 lotion/beauty line

9 puzzles & games

4 adult coloring books

**# OF
STORES** **PRODUCT**

3 children's products

1 fellowship cups

1 candy

1 anointing oil

*only 3 stores will not continue carrying masks & hand sanitizers in 2021

Top-Selling Products in 2020:

#1



Bibles

"Many people have come into the store with a real desire to get to know who Jesus is and who He is to them. First time in their lives they want a Bible!"

-Charlene Wiggs, On the Third Day

#2



Masks

#3



Fellowship cups

"We have seen a great interest in Bibles since we opened back up. Also, prophecy and end-times books are selling as well as books and gifts with the 'Hope' theme."

-Phyllis Cowan, Bread of Life

WHAT'S TO COME IN 2021

1

Build your community:

- Network with like-minded professionals in your industry!
 - Face to face at CPE shows
 - Online on CRA's Facebook page, Instagram or Twitter accounts.

Save money:

- Utilize the association's volume discount with service provider partners:
 - Discounted shipping program
 - Discounted credit card processing service
 - Office supply discount programs with Staples and Office Depot
 - WorkWins discount program for entertainment, dining, shopping and travel!
- Looking forward to include:
 - Insurance plans
 - Cell phone plans and more!

2

Stay up-to-date and supported:

- Keep your finger on the pulse of industry trends with our CRA blog
- Connect with or be a mentor
- Acquire a service provider list (to be publicized)
- Experience enhanced training and workshops at shows
- Be included as we advocate on your behalf for publishers to promote a "Buy Local" option

3

Join the association to grow your business and yourself!