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FOR IMMEDIATE RELEASE

Retail Alliance Expands Virginia Retail Matters, A State of Retail, Event

Norfolk, VA: July 18, 2024 – Retail Alliance will hold its Virginia Retail Matters event again in 2024, after a successful inaugural launch last year. The luncheon event will be held at Kingsmill Resort in Williamsburg on September 19, 2024 from 10:30 A.M. – 2:00 P.M and incorporates networking, presentations by national speakers, and panel discussions with retailers and retail experts.

This luncheon will delve into the latest trends, challenges, and opportunities shaping the retail sector in Virginia and include a presentation of an in-depth retail study commissioned by Retail Alliance and conducted by Main Street America. The study analyzes current sales statistics and retail trends, blending them with national and state findings from their Small Business Survey of micro and small brick-and-mortar retailers across the U.S, to provide an in-depth look at the State of Retail in the U.S. and, in particular, Virginia.

"This year we are including three additional chapters in the study; AI in Retail, Workforce, and Access to Capital," said Ms. Jennifer Crittenden, President/CEO at Retail Alliance. "In addition, panel chats will be held to discuss important retail trends and challenges.

"We are also excited to announce that retail strategist and futurist, Melissa Minkow, has joined the presentation lineup this year," Crittenden continued. "Melissa's experience is rooted in cross-industry consumer insights and innovation, and she will bring a whole other level of understanding into consumer behavior." Melissa works for a global digital solutions partner as director of retail strategy and has previously held a senior advisor role at a global management consulting company, covering omni-channel, e-commerce, mobile commerce, and social commerce. She graduated with an MBA from Northwestern's Kellogg School of Management and began her career at Target focusing on merchandising strategy. She is a RETHINK Retail Top Influencer and member of the RetailWire BrainTrust.

Melissa Minkow joins Matthew Wagner, Ph.D, Chief Program Officer at National Main Street Center, Inc. who will present the national and state findings of the 2024 retail study. In his role with Main Street America, he is responsible for driving the Center's field service initiatives including the development and delivery of technical services for Main Street America and Urban

Main programs, directing the Center's new research agenda, as well as business development as part of growing new revenue streams for the organization.

This exciting event will bring together retailers of all sizes, financial institutions, commercial real estate firms, economic development, Chambers of Commerce, trade associations, and Main Street programs, along with Local and State government.

Individual tickets and table sponsorships can be bought here or through retailalliance.com/events. Sponsorships are also available and welcomed. All attendees will receive the full report findings in hard copy at the luncheon as well as digitally after the event. Access the full report from 2023 here.

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ABOUT RETAIL ALLIANCE
At Retail Alliance, we unite with retailpreneurs for a thriving retail community through professional development, collaboration, innovation, a collective voice, and shared values, shaping the future of retail together. We celebrated our 120th anniversary in 2023. Retail Alliance champions for the retail industry and serves as the primary non-profit retail trade association in Hampton Roads. www.retailalliance.com