



retail strategies

SPEAKING

RETAIL AS A CATALYST FOR ECONOMIC DEVELOPMENT



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Retail Strategies is a full-service advisory firm that works with municipalities to bring retail and restaurant businesses to the community. Lacy currently serves as *President* and formerly as *COO*. She has been involved in retail real estate since 2005. Her experience with *The Shopping Center Group* and the *Dickson County Chamber of Commerce* prior to joining Retail Strategies provides her with the insight to understand the connections needed from the public and private side of the conversation.

A graduate of Lipscomb University, she earned her B.S in Business Management. Beasley is the *ICSC AL Government Relations Co-Chair*, *ICSC Southeastern Conference Co-Chair* and At-Large member of the *ICSC National Advisory Committee for P3 Retail*. In 2018 Lacy was named to the "Top 40 under 40" by the Birmingham Business Journal, in 2019 included in the nationwide "Top 100 Influencers in Commercial Real Estate," and listed as one of Birmingham's "Eight emerging Influencers."

Her articles have been published in *Shopping Centers Today*, *Site Selection Magazine* and *AL Retail Federation*. She has spoken on retail trends and best practices in retail recruitment at more than 100 events including across the US and Canada.

Lacy grew up in Roswell, NM and knows the secret to the alien landing theory.

PRIOR SPEAKING EVENTS

- ICSC RECon Education Sessions
- American Assoc. of Retirement Communities
- Southeast Economic Development Council
- Economic Development Alabama Alliance
- Louisiana Municipal Assoc.
- CCIM Birmingham Market Symposium
- TVA Economic Development Forum
- Tennessee Municipal League
- Mississippi Municipal League
- Auburn University Retail Training
- Mississippi Central Electric Power Assoc.
- Kentucky Assoc. of Economic Dev.
- East Tennessee Alliance
- American Assoc. of Retired Communities
- TN Governor's Conference
- TN Economic Development Council
- TN/KY Idea Exchange
- Alliance Program
- Alabama Certified Municipal Official Training
- American Public Power
- West Tennessee Retail Alliance
- Golden Shovel
- ICSC Canada
- Great States Summit
- ICSC Gulf South