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Charlottesville Regional Chamber Releases 2026 Q1 Retail Report Showing Positive Growth Across the Region

(Charlottesville, Virginia – June 12, 2026) — As part of its mission to inform the public about business activity across the region, the Charlottesville Regional Chamber of Commerce has released its **2026 Q1 Retail Report**.

In total, the localities studied collected $1.44 million (8.85%) more in retail sales tax in the first quarter of 2026 compared to the same period in 2025. Louisa County saw the largest percentage increase (19.24%), followed by Charlottesville (13.28%), Fluvanna (9.11%), Augusta (6.88%), and Albemarle (5.91%). Greene and Waynesboro also showed sales tax increases of less than 5% compared to 2025 Q1.

"Despite a couple of late-winter storms impacting foot traffic, our retail members and their customers tell us they remain cautiously optimistic, even as they continue to navigate ongoing economic uncertainty," said Andrea Copeland, President & CEO of the Charlottesville Regional Chamber of Commerce. "While it's too early to call these results a trend, it's encouraging to see positive movement across the region."

The 2026 Q1 Retail Report is based on the Virginia Department of Taxation's Local Option Sales Tax Data. According to the University of Virginia's Weldon Cooper Center for Public Service, the Commonwealth collects and distributes the one-percent local option sales tax to localities based on where the tax was collected, with distributions made monthly in accordance with the Code of Virginia.

In general, all sales, leases, and rentals of tangible personal property in or for use in Virginia, as well as accommodations and certain taxable services, are subject to Virginia sales and use tax, unless an exemption or exception is established. Fuel and automobile sales are not included in the local sales tax option. "Local option" is a bit of a misnomer as the State has mandated its collection at a minimum of 1% for all localities in the state (Hampton Roads, Northern Virginia, and Historic Triangle have additional sales tax).

About the Charlottesville Regional Chamber of Commerce: The Charlottesville Regional Chamber of Commerce is the convener, catalyst, and champion for regional economic growth in Greater Charlottesville. The Chamber's simple yet clear vision is a thriving regional economy through advocacy, workforce development, and strong, sustainable partnerships. For more information, visit www.CvilleChamber.com.

Chamber events and programs are supported by our Visionaries in Partnership: Albemarle County, City of Charlottesville, C-VILLE, Hantzmon Wiebel LLP, Old Dominion National Bank, Sentara Martha Jefferson Hospital, University of Virginia, UVA Health, Great Eastern Management Company, NWG Solutions, Tapestry, LLC, Woodard Properties, Allison Partners, Bay Ridge Private Wealth Management Group.

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