



SELDEN MARKET



For Immediate Release

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**SELDEN MARKET IS SEEKING PROPOSALS FOR ANCHOR, MENTOR AND INCUBATOR STOREFRONT
RETAILERS**

Open your Business in An Award-Winning Environment

NORFOLK, Va. - (July 2023) - Selden Market is now actively accepting proposals for storefront retailers in Downtown Norfolk. Poised as the area's most vibrant marketplace, Selden Market features local shops, food, rotating pop-ups and community events in a thriving and nurturing environment.

Established business owners who have run brick and mortar establishments for at least three years are eligible to apply as anchor/mentor tenants with one to three year leases at below market rates. Emerging businesses who are less than three years old are encouraged to apply to the incubator program which offers low rent, six-month leases with the option to request renewal for up to three years and business education classes, offered in-house, online, and through Norfolk State Innovation Center.

Applications are open to all retail, food and beverage, personal service and most business-to-consumer concepts. Available spaces in 2023 range from approximately 350-715 square feet. Rent includes all utilities, wi-fi, waste management and more. Rates range from \$475 to \$1,150 for anchor/mentor businesses and \$350 to \$900 per month for incubator businesses.

Interested businesses can submit a concept proposal and application by July 23rd. Anchor/mentor concepts may request special consideration, including a deadline extension via [email](mailto:). Full details, frequently asked questions and applications can be found at <http://seldenmarket.com/become-a-tenant/apply>.

Applicants must submit a visual proposal, pitch deck and/or business plan. Proposals will be evaluated using the following criteria:

1. Quality of brand design and execution
2. Business management experience
3. Originality of concept (especially for Downtown Norfolk)
4. Product and service quality
5. Product and service packaging and design
6. Anticipated space design
7. Financial stability and access to capital
8. Realistic financial exploration and basic understanding of business economics
9. Marketing strength
10. Customer and community engagement

Finalists will undergo a short interview process before selections are complete. Businesses owners with additional questions can email seldenmarket@gmail.com. Selden Market is also holding several open houses and preliminary application review days.

“We’re preparing for some exciting changes in the near future, and we’re looking for a diverse group of the best new and mainstay businesses to spotlight and join us as we continue to grow,” said Selden Market director, Careyann Weinberg. “We’re looking for new, innovative or first-to-market concepts. Experiences and savory fast casual food concepts are always a hit, but we'd also love to see concepts such as a toy store, florist, ice cream shop, women’s and children’s boutique clothing, a nail salon, barbershop or hair salon and a stationary or art supply store.”

In early 2024, they are hoping to fill a 2,100 square foot space within Selden Market with a small neighborhood market or fresh food co-op, featuring items such as meats, seafood, produce, grab and go items, and alcohol. Established businesses can apply for this space online or reach out to Careyann Weinberg via [email](#) for more details.

This unique opportunity allows business owners to test ideas and concepts with low rent and low-risk options. Selden Market is an award-winning retail concept from Downtown Norfolk Council that has become a model for cities throughout the United States. It features an eclectic mix of high quality, small business with a majority of women- and minority-owned shops. Selden is attached to Hilton Norfolk The Main and serves as a premier location for visitors, locals, employees and the 6,500+ residents of Downtown Norfolk, being steps away from Downtown’s convention centers and hotels as well as Waterside, Nauticus, Town Point Park and the cruise terminal.

Selden Market is currently seeking funding for a 2024 renovation and expansion within the historic Selden Arcade. [Selden Market](#) is operated by [Downtown Norfolk Council \(DNC\)](#) a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 50-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on [Twitter](#), [Facebook](#) and [Instagram](#) or visit DowntownNorfolk.org.

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