



SELDEN MARKET

For Immediate Release

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SELDEN MARKET IS SEEKING PROPOSALS FOR STOREFRONT RETAILERS *Grow your Business in An Award-Winning Environment*

NORFOLK, Va. - (December 2021) - 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 businesses as well as new and emerging businesses are encouraged to apply for the spaces available in early 2022. The process features two rounds of application reviews. For the first round, the Selden Market selection committee will consider food and beverage concepts to fill the current Vessel Craft Coffee and Slide Thru #FAM spaces, which are both approximately 350 square feet.

The second round of applications is open to all retail, food and beverage, service and most business-to-consumer concepts for spaces to be determined in early spring. Rents are based on the size of the space and range from \$350 to \$900 per month for incubator businesses and \$475 to \$1,150 for mentor businesses. Incubator tenants are new and emerging businesses with less than 3 years of experience. Mentor tenants are established businesses with at least 3 years of experience.

Interested businesses can submit a concept proposal and application by January 9 (round 1 for food and beverage) or January 30 (round 2). Full details, frequently asked questions and applications can be found at <http://seldenmarket.com/become-a-tenant/apply>. Finalists will undergo a short interview process before selections are complete. Pop-up applications for 2022 are also being accepted for daily, weekly and monthly tenants via the link above. Businesses owners with additional questions can email seldenmarket@gmail.com. Selden Market will also hold two open houses and preliminary application review days for each round of applications.

Rent includes the following:

- All utilities, wifi, trash & recycling services
- Regular marketing and PR through Selden Market and Downtown Norfolk Council channels
- Vanilla shell storefront with gate and shared common spaces including restrooms
- Regular market events and activation
- Supportive small business community with free & discounted continued education
- Established retail market in Downtown Norfolk with over 200k visitors per year
- Downtown Norfolk Council membership

Applicants should take into consideration the 10 criteria that will be used to evaluate proposals:

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 capital
8. Realistic financial exploration and basic understanding of business economics
9. Marketing strength
10. Customer and community engagement

“We’re open to a variety of concepts and hope to see proposals with fresh and youthful ideas,” said Selden Market director Careyann Weinberg. “A few tried and true businesses that we’d love to see at Selden Market include an ice cream shop, a small neighborhood grocery/snack bar, specialty lunch/dinner options, a nail salon, florist/plant shop, toy store, and boutique and sustainable fashion for children, women and men.”

Weinberg also noted, “A strong brand and a special spin on a classic concept that is original to Downtown Norfolk will go far. We also recognize the demand for and highly encourage concepts that help create an experience for guests.”

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 Market is currently seeking funding for a 2022 renovation and expansion within the historic City-owned 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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