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PRINCE INK OPENS IN DOWNTOWN NORFOLK AS THIRD VIBRANT SPACES NEW BUSINESS

NORFOLK, Va. – (July 2016) – Downtown Norfolk Council’s [Vibrant Spaces](#) is pleased to announce that Prince Ink will open at 433 Granby Street on Friday, July 29 from 10 am to 9 pm. The business is the third to open through Vibrant Spaces, an incentive program developed to stimulate street-level business. To celebrate, Prince Ink has partnered with neighbor Field Guide for drink specials, buskers and performance art on the sidewalk.

Prince Ink’s move to Granby Street has allowed them expand production of their custom screen print business. They specialize in high quality t-shirts, posters and accessories and custom print services. A new retail section offers their products for sale in addition to goods crafted by other local, regional, and national artists.

With dramatic windows that open to Granby Street, Prince Ink, pumps up its retail presence with a 100-year-old letterpress that will be on display and in use from time to time. A wall of reclaimed windows between the retail and production areas allows visitors to watch the screen printing process.

“The businesses that have opened have fulfilled our objective to recruit lively, one-of-a-kind experiences in Downtown,” said Mary Miller, president and CEO of Downtown Norfolk Council. “Prince Ink’s space is very creative with multiple elements that generate interest and even more reasons to visit Downtown.”

Two other businesses have opened as part of Vibrant Spaces – Lamia’s Crepes at 401 Granby Street and Muddy Paws Downtown at 400 Granby Street. Existing business grants were made to Brick Anchor Brew-House, Work | Release and The Hurrah Players for improvements that increased their visibility and vibrancy as well.

Vibrant Spaces continues with matching grants in 2016. These grants will be available to new and existing businesses that create street-level vibrancy. The committee will work with small businesses to identify available spaces and encourage landlords to offer incentives to get new businesses established in Downtown. It will also continue to act as a matchmaker, but businesses will need to identify desired spaces and bring the ideas to the committee for consideration and funding. Additionally, Downtown Norfolk Council is working with the City of Norfolk to establish a retail incubator.

Downtown Norfolk Council (DNC) is 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 48-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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