

Inside Business

The Hampton Roads Business Journal

RETAIL

Selden Market earns top honors

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Oct 31, 2018



File | Bill Tiernan | The Virginian-Pilot

Dusty and Barbara Rhoads visiting Norfolk from Annapolis, Maryland, pause as they make their way through the Selden Market in downtown Norfolk in November 2017.

Downtown Norfolk Council recently received the top prize from a downtown improvement group for its Selden Market retail incubator project.

In October, the International Downtown Association honored the group with its Pinnacle Award, choosing the Selden Market project out of more than 80 submissions. Downtown Norfolk Council president and CEO Mary Miller said the honor is the most prestigious award in the industry.

“We are extremely proud to be recognized as an international leader among other downtown associations, and we hope that other downtowns can replicate the energy and momentum for new businesses that we have been able to create through Selden Market,” Miller stated in a news release.

The Pinnacle Award is part of the annual Downtown Achievement Awards, which recognize innovation and improvements to downtown areas, according to the release.

Selden Market opened in October 2017 as the first retail incubator in Norfolk. The project launched with 12 retail tenant and more than 20 pop-up shops. The project offers retail startups low rent, short-term leases, business education and mentorship.

“These innovative projects set an outstanding example for cities around the world,” stated International Downtown Association president and CEO David Downey. “IDA members continue to champion livable, vital and thriving urban centers. Each of these projects has made its particular city a better place for the people who live and work there.”

Downtown Norfolk Council is a nonprofit membership organization made up of Norfolk businesses and residents.