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Contact: Sam Black, 757-650-9972, sblack@downtownnorfolk.org

Downtown Norfolk Council Awards Four Vibrancy Grants to Local Businesses ***Grants Enhance Exterior Spaces and Boost Downtown's Appeal***

NORFOLK, Va. – (July 2024) – [Downtown Norfolk Council](#) is pleased to announce the award of Vibrancy Grants to four local businesses: Jim White Fitness, Details on Granby, Prince Books, and Three Ships Coffee. These grants support businesses in improving and revitalizing the exterior of Downtown street-level spaces, contributing to the vibrancy and attractiveness of Downtown Norfolk.

Jim White Fitness & Nutrition Studios in Downtown Norfolk has served the community with exercise classes, boot camps, and nutrition education for over nine years. The Vibrancy Grant enabled the installation of new windows for both the studio and the upper floor residences, brightening up the historic building and enhancing the friendly atmosphere of College Place.

Details on Granby utilized the grant to upgrade its exterior with a new awning, refreshed woodwork, new logos on the shop windows, and newly painted columns. The store now looks as fresh and polished as the custom-made suits and ties found inside. Owner Verrandall Tucker said, "The Vibrancy Grant has really allowed us to give our facade the refresh it deserves, making our storefront so much more welcoming to our customers."

Prince Books, a beloved Downtown Norfolk mainstay, offers a diverse selection of fiction, poetry, history, biography, boating, travel, and a complete children's section. With the help of a Vibrancy Grant, the store installed a new blade sign to attract readers. "We know the new sign will make a significant difference," said owner Sarah Pishko. "It is sure to catch the eye of Downtown visitors, encouraging them inside to our displays and bookshelves and Lizard."

Three Ships Coffee has become a daily staple for Downtown residents and employees while activating a highly visible corner in the Assembly building at 400 Granby Street. With a new French-inspired patio funded by Downtown Norfolk's Vibrancy Grant, the coffee shop now stands out with bistro seating, native urban gardening and of course, Three Ship's trademark black and white market umbrellas.

Careyann Weinberg, Downtown Norfolk Council's newly appointed Director of Economic Vitality, commented, "We are thrilled to support these businesses in their efforts to enhance the street-level aesthetic of Downtown Norfolk. Each project not only improves the individual business, but also contributes to the overall appeal of our Downtown area."

Downtown Norfolk Council's Vibrancy Grant program, is an initiative that awards matching grants that covers up to 50%, up to \$10,000, of business expenses related to improving and

revitalizing the exterior of Downtown street-level spaces. Since 2014, the program has funded more than 30 projects and awarded more than \$230,000 to Downtown businesses.

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 50-block special services district with enhanced services that keep Downtown friendly, safe and spotless.

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