

Peninsula Town Center Retail Incubator

Lavonya Jones

Senior Manager, Innovation, Entrepreneurship, and Small Business
City of Hampton Department of Economic Development



AGENDA

- Overview
- Background and Rationale
- Mission and Objectives
- Scope of work
- Retail Incubator Structure
- Curriculum
- Timeline
- Governance and Accountability
- Evaluation and Success Metrics
- Next Steps





OVERVIEW

- From local boutiques to artisan shops, specialty retail has historically played a central role in shaping the city's cultural identity and economic vitality.
- Challenges with the retail market such as high costs for brick-and-mortar space and other barriers have confined many of these retailers to operating from their home.
- The Peninsula Town Center Retail Incubator will provide home-based businesses a pathway to sustaining a brick-and-mortar operation.
- The Peninsula Town Center Retail Incubator will provide affordable space, targeted mentorship, technical assistance, and a supportive ecosystem.
- Anchor Partners: City of Hampton Department of Economic Development, City of Hampton Convention and Visitor's Bureau (HCVB), Hampton City Schools (HCS)



OVERVIEW

- ED - Department of Economic Development
- HCS - Hampton City Schools
- HCVB - Hampton Convention and Visitor's Bureau



City of Hampton Convention and Visitor's Bureau (HCVB)



Hampton City Schools (HCS)





BACKGROUND AND RATIONALE

- Home-based businesses bring new ideas, cultural authenticity, and a highly personalized customer experience to the retail landscape
- Consumer trends have shifted toward unique, artisan-made, and locally sourced products
- Customers are increasingly seeking goods that are sustainable, authentic, and tied to community-identity
- Home-based businesses lack access to affordable retail space, have challenges building a consistent customer base, and operate without back-office support and mentorship
- Home-based businesses tend to be unfamiliar with merchandising, point-of-sale technology, or inventory management systems



BACKGROUND AND RATIONALE

- The Peninsula Town Center Retail Incubator addresses a significant gap in the City of Hampton's entrepreneurial pipeline
- Allows businesses to shift to a more structured retail environment and strengthen the economic fabric of the city
- Revitalize underutilized commercial space as a hub for emerging creators and makers
- Create a shopping experience that feels distinctive, community-rooted, and attractive to residents and visitors as a cultural and economic destination space
- Sends a message that the City of Hampton values entrepreneurship, creativity, and community ownership of its economic growth

MISSION



To transform home-based businesses into sustainable brick-and-mortar retailers by providing affordable space, targeted mentorship, and a supportive ecosystem that nurtures entrepreneurship, strengthens the local economy, and celebrates the City of Hampton's cultural identity.



OBJECTIVES

- Support the Transition from Home to Storefront
- Promote Local Ownership and Cultural Identity
- Drive Economic Revitalization





SCOPE OF WORK

- Research and Planning: August 2025 - December 2025
- Infrastructure Development and Setup: December 2025
- Incubation and Launch Processes: December 2025 - December 2026
- Ongoing Support, Monitoring, and Evaluation: November 2026 - December 2028

RETAIL INCUBATOR STRUCTURE: Tenant Selection



- 3-18 businesses each program cycle using a cohort model
- Application evaluating product alignment, market readiness, entrepreneurial commitment, and growth potential
- 12+ month lease and programming
- 2 years of ongoing support



RETAIL INCUBATOR STRUCTURE: Eligible Businesses



- Gift Items
- Home Decor
- Clothing, Accessories, and Shoes
- Candles, Fragrances, and Soaps
- Children's Clothing
- Handmade, Curated Items, and Art
- Package, Non-Perishable Foods





RETAIL INCUBATOR STRUCTURE:

Ineligible Businesses

- Dining Establishments: Restaurant, Nightclub, Sportbars
- Entertainment or Sports Related Businesses: Health Club, Spa, Gym, Bowling, Escape Rooms, Arcades, Laser Tag, Mini Golf, Climbing, Houses of Worship, Gambling
- Service Related Businesses: Laundry/Dry-Cleaning, Veterinary Hospital, Auto Repair/Service, Hair Salon, Nail Salon, Barber Shop, Payday Lenders/Check Cashing, Manufacturing, Temp Services
- Certain Retail Sales: Tobacco, Vape, Marijuana, Newsstand/Magazine Rack, Adult Materials, Weapons, Pet Shop, Second Hand/Surplus Store, Dollar/Discount Stores, Books

RETAIL INCUBATOR STRUCTURE: Eligibility Criteria



- Located within the City of Hampton
- Ability to commit to 12+ months of training and coaching
- 2 years of 6% sales growth





CURRICULUM

- Retail Industry and Product Cycle
- Customer Service and Sales
- Business Operations and Leadership
- Branding and Marketing
- Finance and Access to Capital
- Resource and Supplier Management



TIMELINE

Target Opening Date - February 2026

- Phase 1: Recruitment and Selection (1-3 Months)
- Phase 2: Pre-Incubation (4-5 Months)
- Phase 3: Program Launch and Incubation (6-20 Months)
- Phase 4: Post-Incubation (20-24 Months)

GOVERNANCE AND ACCOUNTABILITY



- Agreements and vendor relationships will be managed under municipal authority and in compliance with local City of Hampton ordinances
- Retail incubator core team will provide quarterly reports to the Chief Officer for Community and Economic Development on key performance indicators
- An annual impact report will be publicly published to showcase the impact of the incubator
- Along with the Working Group, the retail incubator leadership will review program data and outcomes annually and make recommendations for improvements

GOVERNANCE AND ACCOUNTABILITY



- All participants will sign agreements drafted by the retail incubator's core team in consultation with the City Attorney's Office
- Agreements will outline responsibilities, rental terms, performance requirements, and indemnification clauses to protect Hampton from liability
- Stakeholder feedback loops will be created to ensure consistency of experience
- An established crisis communication plan will be developed in coordination with the Marketing and Research team to ensure coordinated and timely messaging



GOVERNANCE AND ACCOUNTABILITY

- Retail incubator participants will be required to maintain proof of insurance, general liability, product liability where applicable, and workers' compensation if they employ staff, prior to occupancy
- Minimum Benchmarks: Only miss 2 trainings, attend all coaching sessions, complete 2 technical assistance meetings, complete program milestones and monthly reports
- Monthly reports will document sales, revenues, and other industry-standard financial data



EVALUATION AND SUCCESS METRICS

- **Business and Participant Success:** Measures whether incubator businesses are growing, sustaining, and gaining the skills needed for long-term success.
- **City Economic Development:** Measures the city's fiscal return on investment and the impact on the City of Hampton's retail economy
- **Community and Visitor Impact:** Measures the retail incubator's role as a community and tourism destination, strengthening the City of Hampton's cultural and economic identity
- **Reporting and Accountability:** Measures transparency, accountability to taxpayers, and continuous improvement of the program



NEXT STEPS

- Step 1: Formalize Retail Incubator Governance and Leadership
- Step 2: Finalize Budget and Partnerships
- Step 3: Complete Site Preparation and Renovation
- Step 4: Complete Incubator Branding and Curriculum
- Step 5: Launch Retail Incubator (February 2026)



THANK YOU