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Downtown Norfolk Council Welcomes New Leadership to Selden Market and Marketing Teams

Byron Edwards Joins as Selden Market Manager

Paul Stetson Rice Joins as Director of Marketing & Communications

Norfolk, Va (January 22, 2025) – The Downtown Norfolk Council (DNC) is pleased to announce two recent hires. Byron Edwards has joined the team as the Selden Market Manager and Paul Stetson Rice as its new Director of Marketing & Communications. These new hires bring world-class talent to our award-winning Downtown.

With over 15 years in arts and entertainment, Byron Edwards is a seasoned collaborator who has partnered with major brands and worked alongside celebrity and influencer talent to drive cultural impact through strategic engagement and compelling storytelling.

Edwards previously worked with ViacomCBS on the Corporate Communications team for BET Networks, managed influencer engagement with Color of Change, and headed social impact for The Shade Room. Notably, Edwards' work with Color earned him two Webby Awards. Edwards is a graduate of George Mason University, is a member of Alpha Phi Alpha Fraternity, Inc. (ΑΦΑ), and holds a litany of professional certifications.

"I'm excited to join Selden Market and lead this vibrant incubator space in the heart of Norfolk," Edwards said. "As someone deeply invested in both the creative and entrepreneurial communities, I see incredible potential to nurture local talent and create meaningful connections."

Paul Rice brings a wealth of experience in marketing, communications, and project management to the role. He most recently served as the Team Lead at Norfolk Currents, where he cultivated strong relationships with clients, achieved substantial organic growth, and managed substantial media production.

"As a Norfolk native, I am thrilled to be joining the Downtown Norfolk Council and to have the opportunity to contribute to the continued growth and vitality of our Downtown community," said Rice. "I look forward to working with the talented team at DNC to promote Downtown Norfolk as a premier destination for residents, businesses, and visitors."

Prior to joining the DNC team, Rice ran the local media company Norfolk Currents, held project management positions at education technology company Amplified IT, and worked at a startup incubator.

Rice is a graduate of Virginia Tech and holds degrees in Economics and Political Science. He is an active member of the community and currently serves on the board of the Norfolk Innovation Corridor, YIMBY Hampton Roads, and is Co-President of the West Ghent Civic League.

The Downtown Norfolk Council 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. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit DowntownNorfolk.org.

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