



## FREQUENTLY ASKED QUESTIONS (FAQ)

### **Q. What is ARMORY MARKETPLACE?**

A. ARMORY MARKETPLACE is an innovative community and economic development program created and managed by the Town of Bel Air to help new and emerging businesses develop, grow and prosper. Formerly the site of the Maryland National Guard garages, this historic site has been transformed into a thriving retail-oriented business incubator program that provides affordable rental space and business support for local start-ups.

### **Q. What is the advantage of locating in ARMORY MARKETPLACE?**

A. Located within the Armory Complex, ARMORY MARKETPLACE is strategically located half a block off Main Street making it the perfect spot for new retail businesses. As a tenant of ARMORY MARKETPLACE, you'll have the opportunity to build your clientele and strengthen your business skills alongside like-minded business owners in the heart of Bel Air. Tenants will benefit from marketing and business support services from the Town of Bel Air Economic Development Department as well as flexible lease terms that include below market rental rates and short-term leasing options.

### **Q. How long can I stay in the ARMORY MARKETPLACE?**

A. Since ARMORY MARKETPLACE is a business incubator, our goal is to build and retain businesses within the community. We expect that most tenants will stay at ARMORY MARKETPLACE for no more than three years, at which time they'll be ready to "graduate" to their own storefront in Bel Air.

### **Q. Once I apply, will I automatically become a tenant?**

A. ARMORY MARKETPLACE is a highly selective program and is not able to accommodate all interested business owners. The Town of Bel Air Economic Development Department keeps a waiting list of interested businesses and has developed a screening process to ensure that ARMORY MARKETPLACE is a good fit for you and your business. You must complete all the steps in the process and be approved by the Armory Marketplace Review Committee before you can become a tenant. But don't worry; we'll be with you every step of the way!

### **Q. How can I learn more about ARMORY MARKETPLACE?**

A. Give us a call or send us an email so that we can share more about ARMORY MARKETPLACE. Call 410-838-0584 or email [economicdevelopment@belairmd.org](mailto:economicdevelopment@belairmd.org) for more information.