

Economic Development Authority

York County, Virginia

May 31, 2013

York County – Economic Development News Release:



York County EDA launches Buy Local Initiative

In York County, over 95% of all businesses are considered “small businesses” under the state’s definition. These businesses are the lifeblood of our local economy. They employ thousands of local residents and support hundreds of community organizations. They pay a significant portion of all local taxes, thus reducing the burden for citizens, and they give back to the community in countless other ways.

In a small, semi-rural locality such as York County, it is especially important for everyone, including businesses, government, and residents to attempt to Buy Local whenever possible, and to support the local businesses that, in turn, directly support them.

On May 31st, the York County EDA will launch its new Buy Local initiative and website, appropriately titled “Keep It In York County”. The campaign aims to educate local residents about the direct benefits to them, namely lower taxes and increased choices and services, from buying local and to encourage them to do so whenever possible. It will also serve as a free online marketing tool for York’s existing businesses.

The main component of the campaign is a new interactive website that features a free, searchable, online database of all of York County’s existing commercially-based businesses. It will automatically include a basic listing (including business name, physical address, phone number, and web address), however, businesses are encouraged to enhance their listing for free with photos, logos, coupons, events, descriptions, taglines, and more.

The website will provide a one-stop-shop for finding local businesses and events and explain the reasons that buying local directly benefits residents, businesses, and our entire community. The site will also host a community calendar, to help promote local events, sales, and specials, a feature meant to keep visitors periodically checking back to the site.

The campaign logo was graciously donated by Arcphor Strategy, a York County-based company. www.Arcphor.com. The website was developed by Charlottesville Media, a specialist in the design and creation of interactive Buy Local sites.

For more information on this program, visit the new site at www.KeepItInYorkCounty.com today or contact the York County EDA at 757-890-3317 or www.YesYorkCounty.com.