



2018 ANNUAL REPORT

224 Ballard Street | PO Box 612 | Yorktown, VA 23690 | 757.890.3317 | econdev@yorkcounty.gov
YESYORKCOUNTY.COM



NEW TO THE COUNTY

York County was excited to participate in ribbon cutting celebrations for the following new businesses:



- Destination Athlete
- Habana Hemingway Café & Food Truck
- Infinity Chiropractic
- Larry's Lemonade and Café
- Play A Round Family Fun Center
- Purrocious Styles Feline Designs
- Snow Companies (*expansion*)
- The Chipper
- Vintage Faire
- Workhorse Athletics

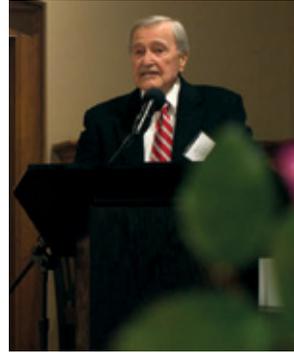
*Check out the full list of new businesses at www.YesYorkCounty.com.

COMING SOON

- Auto Bell
- Big Top Entertainment
- Leebcor Services LLC
- Riverside Rehabilitation Hospital
- Tractor Supply
- York Veterinary Clinic (*expansion*)

RECOGNIZING OUR BEST IN BUSINESS

Companies Awarded at Distinguished Business Affair



At our annual Distinguished Business Affair, the York County EDA awarded Marina Electrical Equipment with the 2018 William Rogers "Poor Potter" Award, for their significant investment in York County. Owner Bob Dively is a long-time York County businessman and has developed several products and taken them to market over the years, all from various commercial locations in York County. At the event,

the York County Chamber of Commerce recognized Walsh Electric as the 2018 Small Business of the Year, and the Greater Williamsburg Chamber & Tourism Alliance recognized the American Revolution Museum at Yorktown with the 2018 Lafayette Award for Best Placemaking Business in York County.

Three Localities Host Business Appreciation Reception

Each year, the three Greater Williamsburg Localities join together to host a Business Appreciation Reception, honoring the region's existing businesses. The City of Williamsburg hosted this year's golf-themed event at Revolution Golf in High Street, with more than 100 business owners in attendance.

NEWLY REVAMPED

Several grocery and big box stores unveiled their new or remodeled York County locations, including Kroger in Grafton, Big Lots in Lightfoot, and three Food Lions throughout the county.



Kroger



Big Lots

SUPPORTING HOME-BASED BUSINESSES



In a new video series, Chamber of Commerce president Chris Davidson interviews Melissa James of Creative Copy & Design.

New “Coffee at Home” Show Promotes Businesses

This year the County launched “Coffee at Home,” a video series featuring short vignettes of home-based businesses in York County. The show, which gave free publicity to three businesses in 2018, runs on Channel 46, YouTube, and the County website.

York County HBB Conference Goes Regional

Originally a York County initiative, our annual Home-Based Business Resource Fair & Conference expanded to include six other Hampton Roads localities, thanks to the efforts of County staff in 2018. This new collaboration brought additional resources and support for the event—and for our local businesses.

WHAT IS THE HBB ASSISTANCE PROGRAM?

Because York County is home to nearly 3,000 home-based businesses, we developed a comprehensive program to help them grow and thrive.

WHAT SERVICES DOES IT PROVIDE?

It offers a grant to help HBBs transition to commercial space, hosts a monthly Lunch & Learn with business resources and support, and holds an annual conference.

\$17,830
GRANTED
TO DATE



HELPING BUSINESSES GROW

NEW Retail Education Program & Scholarship

In 2018 we began a new partnership with the Retail Alliance, bringing its Center for Retail Excellence to York County. This training course helps entrepreneurs learn the skills to create and strengthen retail or service ventures. The EDA offers 50% matching scholarships, up to \$500, to any York County business or citizen who successfully completes this course.

\$1,025
GRANTED
TO DATE



NEW “LOVEVA” Buy-Local Program & Grant

Taking our buy-local program to the next level, we joined forces with the Retail Alliance and its “LOVEVA” app. The app lets shoppers collect rewards at any participating local business, then redeem them at another. York County businesses who get listed on the app receive an automatic loyalty program and inclusion in a prime directory of local businesses. The EDA offers 50% matching grants, up to \$75 per business, toward the cost of enrolling.

Demolition Loan

Business owners can receive loans to reimburse their costs to demolish blighted structures on qualified, underused commercial properties, thanks to our Commercial Demolition Program—helping move these properties to the redevelopment market.

\$50,960
GRANTED
TO DATE



Google Business View Grant

To encourage York County businesses to claim or enhance their Google business listing, we launched the Google Business View Grant Program. Businesses can receive 50% matching grants, up to \$500, toward the cost of having panoramic photos taken by a Google Trusted Photographer. These interior images can then be posted as a virtual tour using Google’s Street View platform, which has many search ranking and customer engagement benefits.

\$5,666
GRANTED
TO DATE



Website Grant

Through our E-Commerce Grant Program, businesses can receive 50% matching grants—up to \$500 per business or \$1,000 for minority and women-owned businesses—for the design of a new or upgraded website. This program allows businesses to enhance their online presence and therefore increase potential earnings.

\$20,500
GRANTED
TO DATE



NEW COMMERCIAL SQUARE FOOTAGE LEASED

2017 249,116 | 2018 158,464



SENTARA NAMED ONE OF AMERICA’S BEST EMPLOYERS

by Forbes

DODD RV NAMED DEALER OF THE YEAR

by DealerRater

“One of the Board of Supervisors’ strategic priorities is to facilitate quality economic development that is sensitive to the community’s character and the environment. It has been exciting in 2018 to see progress being made in revitalizing our main commercial corridors, including Route 17 and Merrimac Trail, and we look forward to building on our successes in the coming year.”

Sheila Noll | Board of Supervisors, District 2, Chairwoman

LEADING REGIONAL INITIATIVES



The top three contenders—Nuekie, Senior Runs, and Safety Nailer—were awarded an initial surge of start-up funding, as well as business counseling and services.

Entrepreneurs Compete for Start-Up Funds at Annual Event



Nearly 30 entrepreneurs pitched their ideas to judges at START Peninsula, held Nov. 2–4. They were among 240+ attendees at the event, which seeks to catalyze businesses with high growth potential by

bringing all of the resources (ideas, technical expertise, business acumen, capital, etc.) together on one intensive weekend. For the seventh year in a row, the York County Economic Development Authority sponsored this exciting event. Several businesses have been born from past events and are still vibrant and growing today, many housed in the Launchpad: Greater Williamsburg Business Incubator.

Triangle Economic Development Officials Co-Host William & Mary Tailgate



At the joint VIP William & Mary Homecoming Tailgate, the Triangle’s three Economic Development Offices interacted with over 75 attendees—promoting Greater Williamsburg as the perfect place not

only to attend college, but to start, move or expand their business. The 8th annual event was co-hosted by York County, James City County and Williamsburg, along with William & Mary’s Economic Development Office and Cohen Career Center.

Greater Williamsburg Partnership Exceeds Funding Goal



The Greater Williamsburg Partnership, the regional economic development

marketing organization for York County, James City County and Williamsburg, exceeded its private sector funding goal of \$50,000 and added three private sector representatives to the Board of Directors during 2018. GWP responded to 18 prospect opportunities during FY18, and at the end of the fiscal year were still pursuing 11 of these leads. The GWP also was honored to participate in the Electronica Trade Fair and SEMICON show in Germany with the Virginia Economic Development Partnership.

Joint Business Incubator named Best in Hampton Roads



Three years ago, Launchpad—Greater Williamsburg’s joint business incubator—opened its doors. 2018 proved to be another

banner year! Launchpad was awarded the Best Business Incubator/Startup Program in Hampton Roads by CoVa BIZ. The Launchpad attracted several new companies to work with, most notably Williamsburg Artificial Intelligence Institute of Technologies & Training and SVT Robotics. Launchpad has worked with more than 75 businesses in various capacities and has had four successful graduations. Launchpad hosts an average of seven entrepreneurial events each month that attract 150–200 attendees.

Localities Win \$150,000 Grant in Milestone Achievement to Share Investment Costs



In April 2018, the Peninsula and Gloucester economic development offices were awarded a GO Virginia grant of \$150,000. The project working group, named

the Peninsula Economic Resource Team, won the grant to fund the formation of a Regional Industrial Facility Authority, and develop plans for an unmanned systems testing/demonstration facility, with an adjacent light industrial park, on the former Cheatham Annex Fuel Depot site in York County. The RIFA is a milestone achievement, as it provides the legal structure for the participating localities to share investment costs and the resulting tax revenue from their joint economic development efforts. The RIFA is a key first step in promulgating meaningful, regional economic development.

**YORKTOWN BEACH NAMED
SECOND-BEST BEACH IN VIRGINIA**
by USA Today readers’ choice poll

**YORKTOWN RANKED #105 IN U.S. FOR
“BEST PLACES TO START A SMALL BUSINESS”**
by LendEDU

DEVELOPING OUR WORKFORCE

School Division, Businesses Join Forces to Brainstorm Workforce Solutions

In November 2017, our Engaging Existing Employers (E3) program co-hosted a roundtable discussion with the York County School Division, to collaborate on solutions for our future workforce. They identified the need for skilled trades workers as a top priority—many of these local jobs pay well but are going unfilled. Together with the York County School Division and Chamber of Commerce, the Business Advisory Council working group was formed in 2018. The group decided to launch a video series for students, bringing awareness of these career options and paths that might not otherwise be considered.



New Videos Promote Skilled Trades to Students

In December 2018, the Economic Development Authority committed funding for a “tradeWins” video series focused on career and technical education. The 18 short videos, being developed in partnership with YCSD and local businesses, will feature various careers that don’t typically require a college education.

The segments will be shown to all York County students in 7th and 10th grades starting in fall 2019.

EDA LAND SALES

3.1 ACRES
OLD YORK HAMPTON HIGHWAY

BIG TOP
ENTERTAINMENT

6.4 ACRES
BUSCH INDUSTRIAL PARK

LEEBCOR
SERVICES LLC

“With our nation and community placing increased attention on workforce development, the EDA is proud to support the YCSD Business Advisory Council’s efforts to improve labor market conditions in York County. As a result, our small businesses will be better equipped to hire, grow, and prosper.”

Rick Moberg

Economic Development Authority, Chairman

EDA WELCOMES NEW MEMBERS

MARK CARTER
FORMER DEPUTY COUNTY
ADMINISTRATOR

**LESLIE
HENDERSON-SCHULTZ**
PRESIDENT OF HENDERSON INC.



EDA INCENTIVES

\$200K

SNOW COMPANIES

\$35K
CASA PEARL

\$20K
KING OF CLUBS

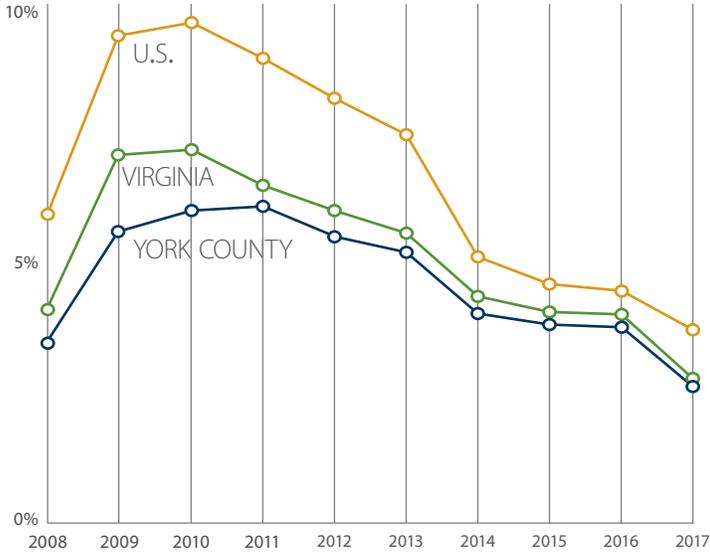
\$20K
COLUMN 15

\$20K
MOBJACK BAY

**GREAT WOLF LODGE, WATER COUNTRY USA
NAMED IN “BEST PLACES TO TRAVEL 2018”**
by Expedia

**ITA INTERNATIONAL LISTED IN
“FANTASTIC 50” FASTEST-GROWING COMPANIES**
by Virginia Chamber

UNEMPLOYMENT TRENDS



Source: VEDP 2018 Community Profile

EMPLOYMENT BY INDUSTRY



Source: VEDP 2018 Community Profile

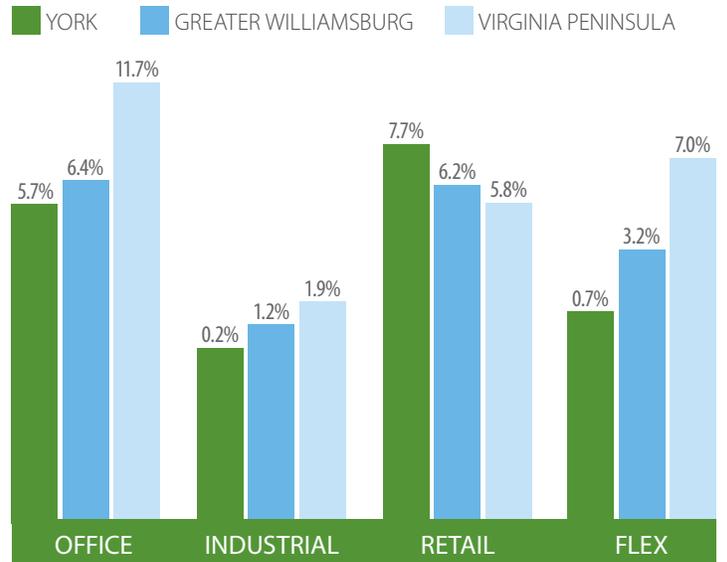
UNCLASSIFIED

BUILDING PERMITS

CALENDAR YEAR	RESIDENTIAL PERMITS		COMMERCIAL PERMITS	
	NO. OF UNITS	DOLLAR VALUE	NO. OF UNITS	DOLLAR VALUE
2013	259	40,071,209	224	13,425,996
2014	118	38,635,026	196	18,480,147
2015	115	28,943,969	156	28,180,272
2016	85	18,338,651	99	9,480,635
2017	167	35,145,861	92	16,509,119
2018	247	46,826,747	102	37,478,337

Source: York County Division of Building Regulation

VACANCY RATES



Source: CoStar

TOP EMPLOYERS

NAVAL WEAPONS STATION/
CHEATHAM ANNEX

2,424

YORK COUNTY SCHOOLS

2,314

U.S. COAST GUARD STATION

1,807

YORK COUNTY GOVERNMENT

1,073

SENTARA WILLIAMSBURG
REGIONAL MEDICAL CENTER

906

WAL-MART (Tabb & Lightfoot)

766

WATER COUNTRY

655

GREAT WOLF LODGE

534

YMCA (Tabb & Lightfoot)

384