



OPPORTUNITIES | EDUCATION | EVENTS | UPDATES

June 2024

HIGHLIGHTS

Marketing Minute

Call For Contributors:
Crisis Management and
Advice

Focus on International
Trade: 2024 VA Maritime
Association Conference

Business Assistance:
Dominion Energy
Business Resources

Myth Buster Series:
Tourism Grants

Call for Nominations:
Made in VA Awards

You're Invited: Business
After Hours Event

July Home-Based
Business Lunch & Learn

Company Callouts

For Lease: Prime Drive-
Thru Space on Route 17

Board of Supervisors reduces tax rates

At their May 9, 2024, regular meeting, the York County Board of Supervisors voted unanimously to approve the proposed annual budget.

This year's budget—effective July 1—includes a 3-cent rate reduction to \$0.74 per \$100 for real estate and a 10-cent reduction to \$3.80 per \$100 for personal property. The approved budget also eliminates the vehicle registration fee.

Have questions about your tax bill? Visit the [York County Treasurer's website](#).

REMINDER: Current tax bills were due June 25. Want to pay online? [Check out several available payment options here.](#)

WHY BUY LOCAL?

Lower Taxes!

Local businesses put less demand on roads, sewers, schools and safety services than do most residents. They also generate revenue per sale, helping keep resident taxes lower.

keepitinyorkcounty.com

York County
VIRGINIA
Economic & Tourism Development

The graphic is a rectangular box with a green top section containing the text 'WHY BUY LOCAL?' in white. Below this is a dark blue section with the text 'Lower Taxes!' in white, accompanied by a white icon of a stack of money with three arrows pointing down towards it. The bottom section is white with black text explaining that local businesses put less demand on infrastructure and generate revenue, which helps keep taxes lower. At the bottom left is the website 'keepitinyorkcounty.com' and at the bottom right is the York County Virginia Economic & Tourism Development logo.

MARKETING MINUTE

Reward customers' referrals

You've likely heard that word-of-mouth advertising is the best marketing... and it's true. Why? Because not only is it free, but people trust their friends and family way more than a paid advertisement.



A survey by RewardStream found that word of mouth influences 93 percent of consumers—essentially, nine out of 10 people. The survey also found 51 percent of respondents often or very often make purchases based on recommendations.

Create a client referral program to reward customers for posting positive reviews or referring new clients to your business!

[MORE MARKETING TIPS](#)

CALL FOR CONTRIBUTORS

Share your business crisis experiences and advice



Get featured in our upcoming Crisis Management Guide

Have you successfully navigated a crisis in your business? Or maybe helping other business owners through crisis situations is what you do! If so, we want to hear your story and advice.

A business crisis can be anything from a flood to a cybersecurity breach, workplace violence to the sudden death of an owner/key employee, or even an embezzlement discovery. York County ETD is creating a Crisis Management Guide to help business owners in our community with readiness, response and recovery from a crisis that threatens business continuity.

We want to include real-life stories and advice from business owners and managers like you... so everyone can learn from each other and lift our whole business community's readiness and resilience. If you're willing to provide an article, tips or experience, or would consider participating in a phone interview to share your story, **let us know!**

In addition to the exposure you'll enjoy, we'll link to your company website in the guide. We need information pertaining to the following business-related categories, as well as any other relevant topics:

- Insurance (all types)
- Succession planning
- Legal—contracts, lawsuit prevention, embezzlement, product liability, etc.
- Cybersecurity
- Crisis survival stories and advice (disaster, PR/HR crisis, etc)

(It's OK if you're not a writer, we can handle that part if needed.)

[SHARE YOUR STORY OR EXPERTISE](#)

UPCOMING BUSINESS EVENT Focus on Maritime Trade

Registration is now open for the **Virginia Maritime Association's International Trade Symposium, VMA24**, Oct. 8 - 10, 2024, in Norfolk. Don't miss the East Coast's premier conference for ports, logistics and trade—and the related International Bulk Conference, which focuses on challenges and opportunities in bulk trade.



VMA24 features 35+ expert speakers and three full days of industry discussion and networking events.

For a limited time, businesses exporting products from Virginia can take advantage of a heavily discounted ticket of \$200 (select the Symposium Cargo Owner option when registering).

[EVENT REGISTRATION](#)

Looking for employees in maritime-related industries? The Hampton Roads Workforce Development Council recently launched the Regional Maritime



Training System. The goal of this program is to attract and recruit talent to build a qualified maritime candidate pipeline in Hampton Roads.

[RECRUITMENT WEBSITE](#)

FEATURED BUSINESS ASSISTANCE
Dominion Energy offers business resources & assistance

Maximize ENERGY SAVINGS in your business!

Did you know that Dominion Energy offers savings opportunities, resources and assistance to businesses of every size—in nearly every industry in Virginia? From restaurants to retail, property management to manufacturing, and everything in between, Dominion can help you save on energy costs.

Check out [Dominion Energy's business page](#) today for more information.

[ASSISTANCE INFORMATION](#)

BUSINESS MYTH BUSTERS

"Virginia is for lovers... not businesses"

MYTH: The state doesn't do much to assist small tourism-related businesses.

FACT: The state has an entire department dedicated to helping Virginia's many tourism-related businesses thrive. The **Virginia Tourism Corporation** is tasked with promoting our Commonwealth to visitors within and beyond, in several target markets. They provide data, events, and assistance programs and resources to businesses in this important industry.

**VIRGINIA
IS FOR
LOVERS[®]**

The **Virginia Microbusiness Marketing Leverage Program** is one of many financial assistance programs that VTC offers to businesses. The 2024 grant application period runs July 16 to Aug. 22.

"HOW TO APPLY" WEBINAR REGISTRATION

CALL FOR NOMINATIONS

Virginia Business Magazine's Made in Virginia Awards



Does your business make a product right here in Virginia? If so, you could win one of *Virginia Business Magazine's 2024 Made in Virginia Awards*.

The awards are an ode to the boundless creativity flourishing here, showcasing the best bites, niftiest innovations and showstopping creations crafted in the Commonwealth.

Applications are open to any Virginia-based business whose products are manufactured in-state and will be available for retail purchase from Nov. 1 to Dec. 31, 2024, at minimum. Winners will be included in the December 2024 issue, and one standout winner in each of the five categories seen below will receive a \$500 prize. Entry costs \$25 per submission.

Categories include:

- Food
- Drink (alcoholic or non-alcoholic)
- Style & Beauty (skincare, bath products, fragrances, clothing, jewelry, bags, other accessories)
- Home & Garden (furniture, kitchenwares, decor, art, gifts, gardening tools, pet goods, children's toys)
- Outdoor & Recreation (wilderness, sailing, and hunting/fishing gear, sporting supplies, musical instruments)

NOMINATION FORM

YOU'RE INVITED EDA to host Business After Hours



A night of fun, food & business networking

Each August, York County Economic Development hosts a Business After Hours networking event with the York County Chamber of Commerce. Chamber members are free; non-members cost \$10.

Monday, Aug. 12, 2024
5:30–7:30pm
Yorktown Freight Shed
331 Water Street in Historic Yorktown

EVENT REGISTRATION

HOME-BASED BUSINESS EVENT
**Lunch & Learn on leveraging technology & automation
for your business**

Our popular Home-Based Business Lunch & Learn Series is back!

2024 LUNCH & LEARN SERIES

Leveraging Technology & Automation

Todd DuRose | HRSBDC

Grab your lunch and join us to learn how to streamline workflows, increase efficiency, and boost productivity with the latest digital tools and platform.

THURS, JULY 18TH
12:00 PM to 1:00 PM

Advance registration required.
ALL SESSIONS WILL BE HELD
VIRTUALLY VIA ZOOM

Scan QR Code to Register

REGISTER (FREE)

COMPANY CALLOUTS

York County businesses in the news



Water Country USA is celebrating 40 years of fun in the sun with new enhancements throughout the park!

[FULL ARTICLE](#)



Watermen's Museum, Riverwalk Restaurant, Water Street Grille, and Yorktown Pub have partnered with the Chesapeake Bay Foundation's Shell Recycling Program to help replenish area oyster reefs.

[PROGRAM INFO](#)



Kids Night Out, one of York County's newest businesses, offers parents a much-needed break with summer camps and drop-in, after-hours childcare services in a fun and engaging atmosphere.

[PROGRAM INFO](#)

FEATURED PROPERTY
Restaurant space with drive-thru for lease in Grafton
5026 George Washington Mem Hwy in lower York County



5026 GEORGE WASHINGTON MEMORIAL HIGHWAY
GRAFTON, VA 23692

Property Details:

Rare opportunity to lease prime restaurant space on Route 17 with a drive-thru! The former Dunkin' Donuts building, located in Washington Square Shopping Center in Grafton, offers 1,845 s.f. of space on 0.57 acres. Additional outparcels and inline space also available.

Prime Location:

The center is located on the "going-home side" of the heavily traveled Route 17 corridor. Nearby businesses include Roses, Food Lion, Taco Bell and Academy of Dance.

[CONTACT LEASING AGENT](#)

[PROPERTY FLYER](#)

Thanks to our partner organizations:



York County's Department of Economic & Tourism Development is here to assist you with all your business needs, from funding, to expansion, to education.

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