



Where your success is our business

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August 2024

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County launches marketing grant for small businesses

EXISTING GRANTS ALSO GET A BOOST

Small businesses often struggle to grow because they can't afford quality marketing—but York County wants to help. Our Economic Development Authority (EDA) and Department of Economic & Tourism Development (ETD) are excited to announce the new Small Business Marketing Grant, which joins six other recently enhanced grants in our business incentives program.

The grant provides financial assistance for a new, one-time promotional effort to help businesses enhance their visibility, attract new customers and increase their revenue. Eligible businesses can apply for 50% of matching funds of up to \$2,500 to cover an allowable marketing expense.

As part of the EDA's recent review of their program offerings, enhancements were also made to several existing grant programs that will provide more funding and easier access for existing businesses seeking financial assistance:

- **The Business Growth Grant** now offers matching grants up to \$4,000 per business, increased from \$2,500
- **The E-Commerce Grant** now offers up to \$750 in matching funds (formerly \$500)
- **The Google Virtual Tour Grant** now offers

Conference, and Public Hearing

Company Callouts:
Business Anniversaries

For Lease: Prime
Property on Route 17

Buy Local Buzz



- up to \$750 in matching funds (formerly \$500)
- **The Facade Improvement Grant** (previously called the Commercial Corridor Property Improvement Grant) now offers up to \$15,000 (formerly \$10,000)
- **The Home-based Business Transition Grant** now offers \$2,500 (formerly \$2,000)

Several programs also now include clauses for small, woman and minority (SWaM) owned businesses, active-duty-spouse-owned businesses, and veteran-owned businesses, further increasing the grant amounts that qualified companies can receive.

If your business could benefit from these programs, [learn more here](#).

BEALE'S BUILDING UPDATE

The Virginia Beer Co. opening 2nd site at Beale's



The wait is over for York County residents, who have eagerly anticipated what will become of the nearly completed building on Route 17 that was originally intended as a Beale's brewpub. On Friday, August 16, The Virginia Beer Company signed a lease for the property with developer Waukeshaw, parent company of the Beale's brand.

Since 2016, The Virginia Beer Company has operated a microbrewery in The Edge District—a trendy area on the borders of Williamsburg, York County and James

City County. The company's new brewpub will include not only craft beers, but a full range of locally inspired food offerings. Best of all, this location will serve as a gathering space for community, with a family-friendly menu and an indoor/outdoor flow. Learn more in our press release below.

FULL PRESS RELEASE

MARKETING MINUTE

Original content is king

Create engaging, timely, and relevant content for your business' online platforms!

Having a strong online and social media presence is important, but only if your target audience cares enough to act. Are they following you, engaging with your posts, using your coupons, etc.?



If you're not posting often enough, or enough interesting content, you may be losing your following instead of growing it!

Original content is king... specifically, timely content that is relevant and useful to your customers. Sounds complicated, right? Wrong! What sounds difficult and time-consuming doesn't have to be.

- Post a quick tip or bit of helpful advice
- Share info on an upcoming event that is related to your service or products
- Create a new recipe and offer a related coupon
- Write a how-to blog for the upcoming month or season

Commit to spending just a few minutes a week creating content—it will help build brand awareness and lend credibility to your company, while enhancing your SEO.

Need more reasons to justify a content strategy for your business? Check out this [article by Sokada](#) on the importance of original content for businesses.

MORE MARKETING TIPS

WHAT'S NEW

New sport centers coming to Greater Williamsburg



REGIONAL SPORTS CENTER IN WILLIAMSBURG

The City of Williamsburg, James City County and York County have partnered to build and operate a regional sports center (depicted above) on property adjacent to the Colonial Williamsburg Visitor Center. At a [groundbreaking ceremony](#) on Friday, Aug. 2, officials celebrated the new development.

The 200,000 SF center, which is projected to open in 2026, will include:

- 12 basketball courts that convert to 24 volleyball courts and 36 pickleball courts
- Ceiling-mounted basketball goals, volleyball systems and scoreboards
- Conversion turf system the length of one regulation football field that fits three indoor soccer fields
- Climbing equipment and a climbing wall
- Meeting rooms and a food & beverage area

INDOOR PICKLEBALL IN UPPER YORK COUNTY

In other sports news, a new pickleball center just announced it will be opening soon in the former Dick's Sporting Goods space in the Marquis Shopping Center, off Route 199. [Picklr](#), a national pickleball franchise, plans to be open by this winter.

Looking for a sport you can play now, to wrap up your summer fun? Don't forget the newly renovated iceplex, [Chilled Ponds of Yorktown](#), offers free skating for County residents every Wednesday from noon to 12:40 p.m.

DID YOU KNOW?
Yorktown named 7th most affordable wedding destination in the nation

Not only is Yorktown one of the most picturesque wedding locations in the U.S., but according to a recent nationwide survey by JJ's House, an online retail wedding dress company, it's also one of the most affordable.

From historic homes to stunning waterfront venues, Yorktown offers the perfect location for every wedding!

Whether you're looking for a casual "flip-flop" wedding in the sand or a sunset ceremony on the beautiful York River, Yorktown has it all.

Check out www.YorktownWeddings.com for more information. Photo and website courtesy of [Alexander's Photos](#).



[READ FULL ARTICLE](#)

UPCOMING EVENT

Yorktoberfest

Come mingle with the community and enjoy a Sunday by the water at Yorktown's Riverwalk Landing with beer, food and music at the York County Chamber of Commerce's signature Yorktoberfest event:



HOME IMPROVEMENT

YORK COUNTY CHAMBER OF COMMERCE

YORKTOBERFEST

SUNDAY, OCTOBER 27, 2024
(Rain Date November 3, 2024)

12:00 PM - 5:30 PM
RIVERWALK LANDING

WE HAVE BEER, YOU BRING FRIENDS & FAMILY
MUSIC | VENDORS | FOOD | 35+ BEERS/CIDERS

\$350 VIP TABLE (8 SEATS) | \$55 VIP
\$30 EARLY-BIRD TILL 10/13 | \$35 PRE-ADMISSION 10/14-10/26
\$40 DAY OF/AT DOOR | \$10 NON-ALCOHOLIC
(UNLIMITED BEER TASTINGS | DOORS OPEN AT 11:00 AM FOR VIP | KIDS 10 & UNDER, FREE)

Interested in Becoming a Sponsor or Vendor?
Limited sponsorships and vendor spots available please contact the Chamber if interested.
yccadmin@yorkcountynec.org | (757) 877-5920

YORKTOBERFESTVA.COM
@YorkCountyChamberOfCommerce

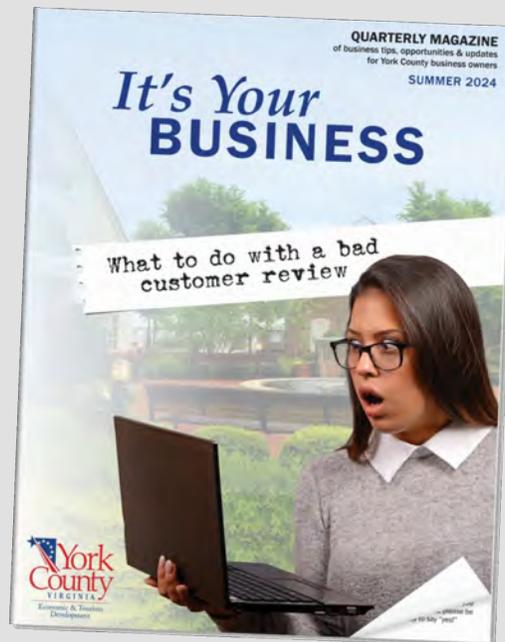
[PURCHASE TICKETS](#)

BUSINESS NEWS

ETD launches new business-focused magazine

New in 2024, York County ETD is publishing a quarterly magazine, "It's Your Business," that you won't want to miss. This exciting publication features business news, advice and tips, grant information, partner resources, upcoming event invites, and much more.

The **summer issue** just mailed out last week, and all issues can be **viewed at yesyorkcounty.com**. The print magazine is mailed to businesses with an active York County business license. An **online flipbook** of the magazine will also be emailed to our distribution list. (If this message was forwarded to you and you'd like to subscribe to receive future notices, **click here!**)



[VIEW CURRENT EDITION](#)

BUSINESS MYTH BUSTERS

"Professional development is too expensive"

MYTH: Most trainings cost too much and require time-consuming, expensive travel.

FACT: Many local organizations offer free trainings, both online and in person, for small businesses in the region. From **SCORE** to the **Small Business Development Center**, and even local community colleges, the options are endless.



VIRGINIA
WESLEYAN
UNIVERSITY
GLOBAL CAMPUS

Virginia Wesleyan University Global Campus—in partnership with the Virginia Beach Department of Economic Development—even offers fully online, self-paced professional development courses at no cost. Topics include:

- Business Budgeting for Beginners
- Professional Sales Skills
- Managing Customer Service
- Six Sigma: Total Quality Applications
- Intro to Microsoft Excel 2019/Office 365
- Intermediate Microsoft Excel 2019/Office 365
- Using Social Media in Business

Register today to improve your professional skill set and that of your employees:

[REGISTER FOR FREE COURSES](#)

BUSINESS TRAINING EVENT
Thursday, Aug. 29 | 9:30 a.m.



RETAIL ALLIANCE PRESENTS:
JINGLE YOUR WAY THROUGH THE HOLIDAYS
Retail Readiness

*Presented by seasoned retail expert, **Angela Knight**, this online workshop will provide invaluable tips and insights on navigating the busiest time of the year.*

REGISTER TODAY!



Are you ready for the holidays? Need tips for hiring seasonal help?
Retail Alliance is hosting the perfect online workshop.

Attend "Jingle Your Way Through the Holidays," a dynamic virtual workshop designed for retailers eager to master the holiday season! Presented by expert Angela Knight, this workshop will provide invaluable tips and insights on navigating the busiest time of the year. From innovative marketing strategies to effective inventory management and customer engagement, you'll walk away equipped with the tools you need to make this holiday season a resounding success. Plus, each attendee will receive a mini digital resource guide!

Topics covered:

- Why Forecasting Matters for Retail Success
- Holiday Hiring
- Common Mistakes in Retail Forecasting
- Holiday Best Practices – Quick Tips
- Utilizing Technology and Data for Predictive and Strategic Planning
- Harnessing A.I.
- Understanding the S.C.O.R.E. Analysis Tool

About The Speaker:

Angela's career spans over three decades in retail, holding executive roles at Limited Brands, Bath and Body Works, Victoria's Secret, Pier 1 Imports and Ulta Beauty. She's an ACC-accredited coach from the International Coaching Federation and a Master Practitioner of Energy Leadership. Recognized with numerous industry awards, Angela combines strategic foresight, practical experience and empathetic coaching to empower retail leaders and businesses.

REGISTER FOR WORKSHOP

IN CASE YOU MISSED IT

BUSINESS AFTER HOURS

Hosted by the York County Economic Development Authority
and Department of Economic & Tourism Development

A night of fun, food & business networking was had by all.

Each August, York County Economic Development hosts a Business After Hours networking event with the York County Chamber of Commerce.

If you missed out this year, be sure to sign up for our [email notifications](#), so you are in the know about next year's event, and several other County-hosted networking opportunities.



HOME-BASED BUSINESS NEWS

Lunch & Learn, conference and public hearing

York County is passionate about supporting our home-based businesses. Check out these exciting upcoming events tailored specifically for you.

Make your voice heard! Come out to support proposed changes to the County's HBB Ordinance at the Sept. 17 Board of Supervisors meeting.



Join us for our popular Home-Based Business Lunch & Learn at noon on Sept. 19 to gain invaluable insights into tax preparation for home-based business owners from Cheryl Jackson, Senior Stakeholder with the IRS. From deductible expenses to tax credits, we'll explore key strategies to maximize savings while staying compliant with the latest tax regulations.

Register here today.

After a Covid-induced hiatus, our popular Home-Based Business Conference is finally back!

Save the date—Thursday, Nov. 7, at the Virginia Peninsula Community College Conference Center in Hampton. Plan to join us at this day-long event you won't want to miss. Topic and speaker details coming soon.

Check back here for more information.

The Board of Supervisors (BOS) will hold a public hearing on **proposed changes to the HBB Ordinance** (see pages 15-21) at their Sept. 17, 2024, meeting. HBB owners and operators are encouraged to show support by submitting comments **via email** in advance to the BOS, or attending the meeting to comment publicly.

The public hearing will start at 7 p.m.—onsite registration is required to speak.

COMPANY CALLOUTS

York County businesses mark anniversaries



Food Craft celebrates 15 years

[ANNIVERSARY VIDEO](#)



Yorktown Animal Hospital celebrates 30 years

[LEARN MORE](#)

York County is proud to spotlight long-standing businesses in our community. Featured this month is **Food Craft**, which has been serving up delicious breakfasts and lunches to customers for 15 years!

Also featured is **Yorktown Animal Hospital**, which has been taking care of beloved pets for 30 years.

*Does your business have a milestone anniversary coming up? If you've been in York County 15 years or longer, let us know! **Contact us** for a chance to be featured in a future edition.*

FEATURED PROPERTY

Highly visible commercial property on Route 17

7628 George Washington Mem. Hwy. in lower York County



Property Details:

A rare opportunity to lease prime commercial space with direct exposure and visibility on the northbound side of Route 17, just minutes from Fort Eustis Blvd and Interstate 64.

This combination warehouse, retail, and outdoor sales/storage space totals 2,500 SF and is available to lease for just \$2,900 per month NNN. The site offers ample parking, shared with Roberts Furniture & Mattress next door.

Prime Location:

The property is located on the "going-home side" of the heavily traveled Route 17 corridor, with average daily traffic counts of nearly 35,000 cars per day. Nearby businesses include Roberts Furniture & Mattress, Tractor Supply and Colonial Kitchens.

[CONTACT LEASING AGENT](#)

[PROPERTY FLYER](#)

VIDEO DEBUT



Check out our latest Buy Local video, where we show how even businesses can (and should) shop local.

From Business-to-Business (B2B) commerce to the places you shop, dine and relax with your family, you owe it to your fellow business owners to "practice what you preach."



Subscribe to our quarterly Buy Local Buzz email to stay in the know and help Keep It In the County!

[WATCH VIDEO](#)

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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Try email marketing for free today!