



Where your success is our business

OPPORTUNITIES | EDUCATION | EVENTS | UPDATES

September 2024

HIGHLIGHTS

VA250 Events
Announced

Marketing Minute

New Leadership on
Economic Development
Authority Board

Myth Buster Series:
Small Business
Development Center
Business Training

Christmas Parade Survey

Home-Based Business
News: Lunch & Learn and
Conference

Company Callouts:
Business Anniversaries &
Awards

New In Town: Coastal
Thirst Beach Deli

For Sale: Rare Waterfront
Property on Back Creek

Is your business ready?



September marks **National Preparedness Month**, an annual campaign to remind everyone that preparing for emergencies and disasters can keep you, your business, your family, and your community safe.

Proactive planning and preparedness can help mitigate the impact of disasters and lead to faster recovery. Wondering how to get started? TALK! Having important conversations with your employees now can make a huge impact on how they handle an emergency in the moment and on how quickly your business recovers afterwards.

This month, learn more about the resources available to help your business prepare for the worst and then start the conversation with



those involved with your business.

Check out our [Disaster Planning Resources page](#) and be on the lookout for our new Crisis Management Guide coming soon.

[LEARN MORE AT READY.GOV](#)

AMERICA TURNS 250 Enjoy Yorktown events marking milestone year



American Friends of Lafayette's Bicentennial Celebration Teaser Video



Nearly 250 years ago, peace negotiations at the the Battle of Yorktown ended the Revolutionary War and gave America its independence.

The year 1774 was pivotal in American history—especially in Yorktown! To commemorate the 250th anniversary of the United States, Historic Yorktown—in collaboration with [Virginia250](#)—will be hosting several events throughout 2024. While some have passed, plenty are still coming. All events are FREE unless otherwise indicated.

First up: [If This Be Treason...: Dressing the Liberty Pole in 1774](#) on Oct. 10, an exploration of the origins of the Virginia Bill of Rights and our shared colonial history.

On Oct. 18, join Major General Lafayette portrayed by historian Mark Schneider for [Lafayette's Grand Tour 1824](#). This event marks the 200th anniversary of

Lafayette's return to America as "guest of the Nation," in which he visited all 24 states and all surviving presidents.

After that, celebrate **Yorktown Day** with a wreath-laying ceremony followed by a patriotic parade down Main Street to commemorate the victory at the Siege of Yorktown in 1781. Don't forget to visit the **Yorktown Victory Market** at Riverwalk Landing before you leave!

Wrap up the month with **1774 Yorktown Tea Party: Colonial Costume & Dance Workshop** on Oct. 26.

[VIEW ALL YORKTOWN 250 EVENTS](#)

MARKETING MINUTE

Host and promote a special holiday-themed event

Like it or not, the holiday season is almost here!

Nearly everyone loves a fun, family-friendly event, especially this time of year. So, open your doors to the public and give them a reason to drop in and check out your business.

Now is the time to start planning and *promoting* your November and December events. Calendars fill up fast this time of year, so even if you haven't yet worked out all the details, at least set the date and let your customers know more information will be coming soon.



**Show off your products or services with a holiday open house or how-to event...
bonus points for free milk & cookies!**

[MORE MARKETING TIPS](#)

WHAT'S NEW

Economic Development Authority announces service milestones and new leaders



J. MARK CARTER
Outgoing Chair



JEFF CLEMONS
Chair



VERNARD E. LOCKWOOD II
Vice Chair,
20-Year Honoree



JUNIOR COXTAN
20-Year Honoree

At its Aug. 20 meeting, the York County Board of Supervisors recognized both longevity and change on the Economic Development Authority (EDA). Two EDA members—Vernard Lockwood and Junior Coxtan—were honored for 20 years of service each. Lockwood attended in his new role as the Authority’s vice chair. He stepped into the position in July to replace Jeff Clemons, who is now chair of the EDA. J. Mark Carter, who has served on the Authority for the past six years, rotated back into regular membership after a year at the helm.

[READ FULL PRESS RELEASE](#)

BUSINESS MYTH BUSTERS "Startups have to figure it out alone"

MYTH: Most business assistance is for established companies.

FACT: Many local organizations offer free trainings, both online and in person, for entrepreneurs and small business owners just starting out.



The **Small Business Development Center**, in partnership with Hampton Economic Development, is hosting a two-part Business Plan Development Workshop. The training is designed to guide participants through the essential steps of developing a comprehensive business plan: the strategy and the financial projections.

Part I: Sept. 24

Part II: Oct. 1

Register today to get your business idea off the brain and onto paper!

[REGISTER FOR PART I](#)

[REGISTER FOR PART II](#)

BUSINESS IMPACT SURVEY

Help shape the Williamsburg Christmas Parade

The Greater Williamsburg Chamber of Commerce needs your input to shape the future of the annual Williamsburg Christmas Parade!

The Chamber is reaching out to gather valuable insights from those who participated in the 2023 Williamsburg Christmas Parade and those impacted by it. Your input will help the Chamber assess the economic impact of the parade on both local businesses and parade units.



Please take a few minutes to complete the online survey, linked below, which will play a crucial role in shaping the future of this cherished community event.

[TAKE THE SURVEY](#)

HOME-BASED BUSINESS NEWS

Annual conference returns

2024 Annual Home-Based Business Conference

EARLY BIRD RATE THROUGH OCTOBER 24, 2024

Thursday, November 7, 2024

Virginia Peninsula Workforce Development Center | 8:00 am - 4:00 pm
600 Butler Farm Road
Hampton, VA 23669

CALLING ALL HOME-BASED BUSINESS OWNERS AND ENTREPRENEURS

REGISTER AT [HBBCONFERENCE.COM](https://hbconference.com)

OR SCAN

AMERICA'S SBDC VIRGINIA HAMPTON ROADS

After a Covid-induced hiatus, our popular Home-Based Business Conference is finally back! Register today for this day-long event you won't want to miss. Topic and speaker details coming soon.

[REGISTER](#)

Lunch & Learn about networking

Our FREE Home-Based Business Lunch & Learn series is still going strong!

Join us next month to hear from Delceno C. Miles of **The Miles Agency**, on how to expand your professional network, foster meaningful connections, and unlock new opportunities for growth and collaboration. Learn to leverage your network effectively and propel your home-based business to greater success.

Pamunkey HOME-BASED BUSINESS NETWORK | **AMERICA'S SBDC VIRGINIA HAMPTON ROADS**

2024 LUNCH & LEARN SERIES

Strengthening Your Network

Delceno Miles | The Miles Agency

Grab your lunch and join us to discover proven techniques to expand your professional network, foster meaningful connections, and unlock new opportunities for growth and collaboration.

THURS, OCT. 17TH
12:00 PM to 1:00 PM

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

Scan QR Code to Register

[REGISTER](#)

COMPANY CALLOUTS

County marks business anniversaries & awards



Inside Business Top Workplace Awards

Inside Business recently recognized several York County businesses, including **1st Advantage Federal Credit Union**, as top places to work in Hampton Roads.

[READ MORE](#)



Custom Design Works celebrates 40 years

For 40 years, **Custom Design Works** has been offering a one-stop resource for homeowners and businesses seeking design, remodeling or building services.

[READ MORE](#)

*Has your business recently won an award or received an industry recognition?
Does it have a milestone (15+ years) anniversary coming up?
Contact us for a chance to be featured in a future edition.*

NEW IN TOWN



[WATCH VIDEO](#)

Coastal Thirst opens deli at Yorktown Beach

The Yorktown dining scene just got a lot more delicious! The **Coastal Thirst Beach Deli** held its ribbon cutting this week and is now open for business!

This new addition to the waterfront serves breakfast daily from 8 a.m. to 11 a.m. and lunch from 11 a.m. to 3 p.m. Stop by 524 Water Street to try their amazing avocado toast, popular smash burgers, or mouthwatering burrito bowls!

FEATURED PROPERTY

Rare waterfront property available in Seaford

7628 George Washington Mem. Hwy. in lower York County

Property Details:

A rare opportunity to own prime waterfront industrial/commercial space with direct access to Back Creek.

This 1.8-acre property features a 13,160 square foot structure. The building has oversize rollup doors, tall ceilings, ample parking

spaces within a fully fenced in lot/ lay yard, outdoor storage areas and water access. Its unique zoning (Water-Oriented Commercial/Industrial) comes with a wide array of permitted uses, which is hard to find in the Hampton Roads market. This combination warehouse, industrial and office space is available to purchase for \$2.2 million.

Prime Location::

The property is located in an established and mostly residential area in Seaford. Nearby businesses include Mills Marina and Seaford Scallop.



[CONTACT LEASING AGENT](#)

[PROPERTY FLYER](#)

VIDEO DEBUT



Check out the third segment of our Buy Local video series, where we show how even businesses can (and should) shop local.

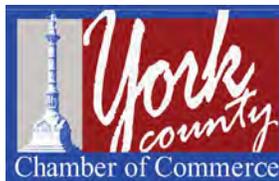


From B2B commerce to the places you shop, dine and relax with your family, you owe it to your fellow business owners to "practice what you preach."

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.

YESYORKCOUNTY.COM



Economic & Tourism
Development

121 Alexander Hamilton Blvd.
PO Box 612
Yorktown, VA 23690
yesyorkcounty.com
(757) 890-3317
econdev@yorkcounty.gov

FOLLOW US



York County Economic & Tourism Development | 121 Alexander Hamilton Blvd. | Yorktown, VA
23690 US



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