



Where your success is our business

OPPORTUNITIES | EDUCATION | EVENTS | UPDATES

October 2024



HIGHLIGHTS

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Beware cyber threats to your business

October is National Cybersecurity Awareness Month

Cybersecurity can be a scary word for business owners! From data breaches to identity theft, stolen credit card info to hacked accounts, you can easily see why. Even scarier is that **60% of small businesses close** within 6 months of being hacked!

Think your business is too small to be

Upcoming Business Events

For Sale: Parcel in Popular Edge District



hacked? In 2023, **41% of all small businesses were victims** of cyber attacks.

This month, take some time to change your passwords, set up two-factor authentication, and review best cyber practices with your team members. Better yet, conduct a vulnerability audit to identify flaws in your system and processes that can leave your business open to attack by cyber criminals.

Check out **these tips** for more actions you can take today to ensure your cyber safety and that of your business, employees and customers!

BOS updates County ordinance on home-based businesses

At their Oct. 15 meeting, the Board of Supervisors approved updates to York County's Home-based Business ordinance that will make it easier to legally operate a small business from your home. Want to know what's changed? Check out the **full article** and the **approved ordinance amendment** for more details.



[READ ARTICLE](#)

UPCOMING EVENTS

November has a cornucopia of fall fun



From harvest festivals to fall markets, cider and beer to outdoor concerts, York County has so much to offer this fall. Not to mention all of the patriotic activities surrounding the **VA250 celebration**. So, get outside and make it a season to remember... right here at home! Check out the full **event calendar** for information on dozens of upcoming events.

UP NEXT

Saturday, Nov. 2
York County Vintage Market

Wednesday-Friday, Nov. 6-8
Yorktown Tea Festival

Saturday & Sunday, Nov. 9 & 10
Yorktown Maritime Festival

Saturday, Nov. 16
Yorktown Harvest Festival

YORKTOWN EVENTS CALENDAR

MARKETING MINUTE

If they can do it, so can you!



How did a 5-year-old local business get over 17K Facebook followers?

In August, we talked about the importance of creating and sharing original content on your online and social media platforms. But what else can you do to grow your following? [One local business has found the right mix](#)

Williamsburg Jewelers, located in York County's Lightfoot area, says the key is providing regular, interesting content that people want, and creating a brand persona people trust and feel connected to. [Read our article](#) full of tips and Williamsburg Jewelers' firsthand lessons, that you can put to action immediately for your own business!

Need more reasons to justify a strong Facebook presence for your business? Check out this [article by Constant Contact](#).

[JEWELERS' TIPS ARTICLE](#)

[MORE MARKETING TIPS](#)

ARE YOU READY?

Holiday shopping season is fast approaching

Thanks in part to the efforts of the [Retail Alliance](#), November is officially known as Buy Local Month in Hampton Roads. From Nov. 15 to Dec. 15, residents are reminded and encouraged to buy goods and services from neighborhood retailers and local service providers.

In honor of Buy Local Month, York County is excited to announce its latest initiatives to support local businesses: a [three-part video series](#) and a [quarterly eblast](#) to residents. [Read the full story here.](#)

And don't forget the nationally

SHOP
SMALL
WITH US
ON SMALL
BUSINESS
SATURDAY

save the date: Nov 30



recognized **Small Business Saturday**—a day to celebrate and support small businesses in our community. Positioned the day after Black Friday, the holiday was founded by American Express and co-sponsored by the Small Business Administration.

Please join us in kicking off the 2024 holiday season by supporting our nation's nearly 32 million independent businesses this Small Business Saturday and all holiday season long.

KEEP IT IN YORK COUNTY INFO

BUSINESS NEWS

State minimum wage to hit \$12.41/hour in 2025

According to **Williams Mullen**, the current (2024) state minimum wage rate is \$12 per hour. Per the U.S. Department of Labor, Bureau of Labor Statistics, the average Consumer Price Index for all urban consumers (CPI-U) is 3.4%. Thus, the new adjusted minimum wage in Virginia is \$12 plus 3.4% of \$12, for a total of \$12.41 per hour.

This new rate will be in effect from Jan. 1, 2025, until Jan. 1, 2026. Absent any new laws or amendments to the act, this same methodology will be used in future years to set Virginia's annual minimum wage rate.

Are you in compliance? Employers should review their current pay rates and ensure that any worker earning less than \$12.41 per hour is increased to at least that rate by Jan. 1, 2025.

READ FULL ANNOUNCEMENT

BUSINESS MYTH BUSTERS

'Grants are only for companies moving here'

MYTH: Most grant programs only help new companies moving into a locality, not existing businesses.

FACT: The majority of the financial assistance programs offered by the York County Economic Development Authority are geared specifically toward existing businesses, to help them grow and be successful right here in the County.



Funds are available to help you design a new website, get listed on Google Business View, renovate your building's facade and to purchase new supplies or equipment. We even have a new grant program to help you pay for marketing.

[VIEW INCENTIVE PROGRAMS](#)

WHAT'S NEW From ribbon cuttings to renovations



Artist concept of the future QDaddy's building

York County's commercial corridors have a lot brewing.

If you've lived in the area for years, you may not recognize the site of the iconic Pop's Diner anymore. Renovations have begun on the building by new owner, Lynn Witten, who had planned to keep much of the original building inside, but unfortunately the structural components were compromised beyond repair. Now the remaining framework will provide a base for "wrapping the new QDaddy's



around the original, much-loved Pop's Drive-in building." The new restaurant will open as **QDaddy's Pitmaster BBQ** in 2025.

Want to know what other new businesses are New In Town? Spoiler alert: Yummy treats await! **Check out our New In Town video** for the scoop.

HOME-BASED BUSINESS NEWS

Annual conference returns



Peninsula HOME-BASED BUSINESS NETWORK

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://hbbsconference.com)
OR SCAN



AMERICA'S SBDC VIRGINIA HAMPTON ROADS

After a COVID-induced hiatus, the popular Home-Based Business Conference is finally back!

Join us on Thursday, Nov. 7, at the Virginia Peninsula Workforce Development Center in Hampton. **Register now** for this all-day event you won't want to miss. Topic and speaker details coming soon.

REGISTER TODAY

COMPANY CALLOUTS

Two County businesses achieve milestones



Little Log Cabin celebrates 30 years

For three decades, **Little Log Cabin** has provided a safe and educational log home-away-from-home for generations of York County children.

[READ FULL STORY](#)

Sentara Williamsburg Regional Medical Center earns highest rating in heart attack care

The American College of Cardiology has recognized **Sentara Health** for its demonstrated expertise and commitment in treating patients with chest pain, awarding them Chest Pain Center Accreditation.



[READ FULL STORY](#)

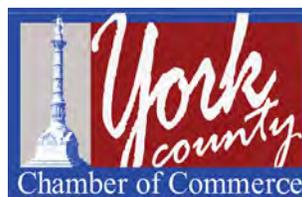
*Has your business recently won an award or received an industry recognition?
Does your business have a milestone anniversary (15+ years) coming up?
Contact us for a chance to be featured in a future edition.*

BUSINESS EVENTS



CHAMPIONSHIP
Wednesday, Nov. 6
6-8 p.m.

The stage is set for the final pitch competition of



BUSINESS AFTER
HOURS
Monday, Nov 4
5:30 to 7:30 p.m.

Join the York County



SUPPLY CHAIN CLASS
Wednesday, Nov. 13
10:00 a.m.

"Unlocking the Future:
Emerging Technologies in

2024... the Championship Pitch Event! Over the last nine months, Start Peninsula has heard dozens of founders pitch their business ideas. Now, the top 12 will participate in a showdown during this Shark Tank-style competition.

Who will take home the three separate first-place prizes of \$5,000? This virtual event is a must-see.

Reserve your FREE tickets today!

Chamber of Commerce, and event host York-Poquoson Sheriff's Office, for a Business After Hours networking event.

Door prizes and 50/50 raffle available. Come join in the fun and network with other members and guests. Support YCCC and promote your business by donating a door prize!

Location: York-Poquoson Sheriff's Office, 159 Goodwin Neck Rd, Yorktown, VA 23692

Supply Chain Management"

In today's fast-paced global market, resilient and simplified supply chain operations depend on incorporating digital strategies that harness actionable data.

Join Rich Kilmer, CEO of CargoSense, for a class on implementing digital strategies to enhance supply chain efficiency; achieve resilient, streamlined operations through widespread automation; and more.

REGISTER

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FEATURED PROPERTY

Commercial property in popular Edge District

817 Merrimac Trail in upper York County



Property Details:

A rare opportunity to develop this blank canvas in the York County portion of the popular Edge District—where emerging culinary minds, innovative craft beverage producers, and nostalgic shops and eateries come together!

This 1.15 acre property is zoned General Business (GB), which is ideal for retail, office, and restaurant opportunities. The parcel, adjacent to James York Plaza, offers prime exposure on Merrimac Trail and includes two ingress/egress points.

A conceptual plan for the property includes a 7,400 SF building and 30 parking spaces.

Prime Location:

The property is located near several well-established residential neighborhoods with above average discretionary income. Nearby businesses include Food Lion, Dollar Tree, Casa Pearl, Shorty's Diner, The Virginia Beer Company, Wawa and many more.

[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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