

# Buy Local BUZZ



NOVEMBER 2024

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## Your purchases are helping Keep it in the County!

From holiday events to Christmas markets and seasonal sales to special offers, York County has so much to offer. So, kick back with your cup of cocoa in your favorite spot and check out these local finds we've pulled together to help you make it a season to remember... right here at home!

For every **\$100** spent at a locally owned business, **\$73** remains in the local economy. Compare that to the same **\$100** spent at a non-locally owned business, where just **\$43** remains in the local economy.



## BUY LOCAL MONTH

### Get ready to shop Small Business Saturday

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 initiative to support local businesses: a **three part video series** all about Keeping it in the County. **Read the full story here.**

And don't forget the nationally recognized **Small Business Saturday** on Nov. 30—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.

## SPECIAL SAVINGS Passes & Deals



Be the boost that local business needs.

**THE BUCK STAYS HERE**  
★ ★ \$ ★ ★

Williamsburg Event #3  
**12/18 @ 11am**  
James York Plaza  
In front of Dominion Dogs & Williamsburg Floral  
551 Merrimac Trail  
Williamsburg, VA 23185

Sponsored By:

Powered By: **CHESAPEAKE BANK**

Greater Williamsburg Williamsburg WYDAILY

Boost Gift Cards



Historic Holiday Pass

Join us for the next “Buck Stays Here” Boost Event at **James York Plaza on Dec. 18**. Buy \$50 Visa gift cards or Williamsburg Area Restaurant Association gift cards for only \$25—doubling your money to support your favorite locally owned and locally operated businesses in Greater Williamsburg!

[READ MORE](#)

Visit Williamsburg and the Greater Williamsburg Chamber of Commerce have launched a free mobile-exclusive digital Historic Holiday Pass that allows visitors and locals to check in at area businesses, historic sites and events, and redeem discounts, earn prizes and explore all that Historic Triangle has to offer.

[BUY PASSES](#)

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## UPCOMING EVENTS

### Popular holiday markets happening soon



#### Christmas Market on Main

**Dec. 7 & 8:** Are you searching for the perfect gift? You're sure to find it at one of the most anticipated events of the holiday season! Close to 100 vendors line the street selling everything from nautical paintings and handmade soaps to Christmas wreaths and jewelry! The Town Crier will ring in the market at 10 a.m. on Saturday, followed by a performance from the Fifes and Drums of York Town to officially open the market. Then, Santa Claus himself will ride in on York County's first fire truck, before mingling with the crowd to greet families. Expect strolling musical entertainment throughout the day to add to the festive atmosphere.

#### An Enchanted Evening on Main Street

**Dec. 13:** Immerse yourself in the magic of the season amid the twinkling

lights, festive music and nostalgic aromas of roasting chestnuts and hot cider. Find the perfect gift for that hard-to-buy-for relative or something perfect just for yourself. The Fifes and Drums of York Town will perform, as well. Wrap up your shopping while enjoying all the enchantment Historic Yorktown has to offer—at night!

## Mistletoe Market

**Dec. 14:** Stroll Riverwalk Landing for chowders and soups; baked goods, including an assortment of cakes, breads, brownies, fudge and cookies; jams, jellies and honey; holiday wreaths; candles and soaps; and local seasonal art. March in the annual Toyland Parade at 1:30 p.m., and don't forget to hop aboard the Riverwalk Landing Polar Express for a loop around the festivities!

EVENT CALENDAR



Want to get rewarded for something you already do? Many businesses and attractions offer free admission or discounts for York County residents. Don't forget to pick up your Citizen Rewards discount card before you go!

Residents must present proof of residence at one of the three pick-up locations (York Hall in Yorktown or the Senior Center of York or York County Parks & Recreation in Washington Square shopping center) to nab their very own card! [Learn more and see current discounts.](#)



## DID YOU HEAR THE NEWS?

A second upper York County business is coming soon to the lower county! **Shorty's Diner is opening a 2nd location** in the former Bay Haven Grille space, near Hampton Roads Harley Davidson, on Rt. 17 in Grafton! Full story coming next mont

READ FULL ARTICLE

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## WHY IT'S IMPORTANT

# 12 reasons to buy local for the holidays



As the holiday season approaches, it's an ideal time to reflect on the importance of supporting York County businesses. Buy Local is more than just a motto—it's an investment in the growth and well-being of your local economy. It's supporting your friends and neighbors. It's giving back to those who give so much to us.

In honor of the 12 days of Christmas, here are a dozen reasons to shop and dine at small, locally owned businesses this season.

- 1 Job creation**
- 2 Boosting the local economy**
- 3 Community identity and character**
- 4 Supporting entrepreneurs and innovation**
- 5 Better customer service**
- 6 Keeping taxes low—and tax dollars in York County...**

...find the last 6 plus details for all:

[READ FULL ARTICLE](#)

## UPCOMING EVENTS

### Pâté & Pucks



#### Restaurant Week

Save the date to take advantage of great meals and deals at York County restaurants during Restaurant Week, **Feb. 24 to Mar. 2, 2025**.

Local dining establishments will be putting together scrumptious specials for all to savor! Support these independent businesses and enjoy an unforgettable (and affordable) meal!

[READ MORE](#)



#### Yorktown Admirals

Join us as the Norfolk Admirals take on a temporary identity as the *Yorktown Admirals*, part of the City Series initiative!

On **Feb. 22, 2025**, celebrate Yorktown pride with a full team rebrand featuring the first-ever Yorktown Admirals jersey!

York County residents receive 20% off ticket prices—on sale now!

[BUY TICKETS](#)

## BUY LOCAL VIDEO SERIES

### Businesses share buy-local insights



Check out York County's **third Buy Local video** in the shop local series, where we show how visitors, residents and even businesses can (and should) shop local. This video joins the first two in the series featuring the benefits to supporting York County businesses.

[WATCH THE VIDEO SERIES](#)

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## DECADES OF DEDICATION

### County spotlights business milestone

York County loves to celebrate the long-standing businesses in our community.

#### **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](#)

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## INSIDER TIP BAEPLEX Black Friday Deals

Get ready for the best deals of 2024 this coming Black Friday! **BAEPLEX** is offering up to 50% OFF its most popular programs and services for kids, teens and adults. Check out some of the **exciting deals** coming your way!



## NEW IN TOWN From ribbon cuttings to renovations



*Above: Artist concept of the future QDaddy's building. Left: Renovations underway on former Pop's Diner*

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, crews found 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.

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### Stay In the Know

Each month, new businesses open up in York County. Be the first to know when you check out our New In Town [business list](#), [video series](#) and [ribbon cutting image galleries](#).

### What's Up with THAT?

Want to know what's coming to the County? Wondering what's going on that site next door? Check out the [Development Dashboard](#) for details on recent property sales, assessments, building permits, site plans and much more!

### INSIDER TIP

## Pre-order holiday meals from Pierce's BBQ

'Tis the season for family, friends, and food! Let Pierce's help make your holiday meals unforgettable! if you need help cooking for the holidays or just don't feel like baking, then keep an eye out on **Pierce's Facebook page** for more information on their holiday menu and preorder dates.



## THE WAY IT WAS



Pierce's Pitt Bar-B-Que in upper York County (circa 1971)

Sure, Main Street in Historic Yorktown still looks shockingly similar to how it was as far back as the Revolutionary War! But most of York County has changed quite a bit since then.

Do you remember when the County Fair was held on Route 17, where Washington Square now sits? What about the old drive-in movie theater that is now home to Wal-Mart? Anyone recall what Yorktown Beach looked like before Isabel cleared the way for Riverwalk Landing? Spoiler alert: Water Street had a lot more traffic than it does now!

Follow along with us as we feature some oldie-but-goodie photos from Yorktown's yesteryear! How many can you remember?

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## KEEP IN TOUCH ... and keep it in the County!

- Let us know about your business and what makes it special, so we can promote it for you for free via our e-news, social media, and website. Have a coupon or upcoming event? We'll help you spread the word!
- Forward this e-news to your neighbors and friends, so they too can keep up to date with York County happenings and businesses. They can **subscribe here**.

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



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