



COMMERCIAL DEVELOPER

Digest



November 2024

Big opportunities in development

This month's newsletter is packed with information you can use to close more real estate deals in York County!

They say activity breeds more activity, and that has certainly proven true for York County! Our little community has some big things going on these days—new businesses, tourism-related developments, upcoming national events in our own backyard, and available properties.... all of which you can promote to your commercial clients.

If that isn't enough, read on to learn more about our active Buy Local initiative and marketing campaign that help to support retail shops and restaurants in our community.

Of course, we think York County is a great place to do business. From our low tax rates to our highly rated schools and public services, our community can't be beat. But how do our existing businesses feel about being here? Check out what they said in the 2024 Business Retention Survey.

And don't forget, if you have a client interested in a York County property, **let us know!** We can help by connecting them to valuable information, grant funding, and resources.

Want to stay in the know about what's new in York County?

Check out the **York County Development Dashboard** where you can learn about recent site plan submissions, subdivision applications, building permits, real estate sales and assessments, and much more.

[DEVELOPMENT DASHBOARD](#)

BY THE NUMBERS

In 2023, tourism-supported jobs in York County accounted for 11.8% of local employment, and tourism-related taxes generated \$22.9 million in revenue.

According to the *Virginia Tourism Corporation* (VTC), tourism in Virginia generated a record high \$33.3 billion in visitor spending in 2023, an increase of nearly 10% from 2022, exceeding pre-pandemic levels by 14.7%. In 2023, travelers spent \$91 million a day in Virginia, up from \$83 million in 2022.

TELL YOUR CLIENTS

Tourism is soaring in York County!

When you think of tourism in York County, the **American Revolution Museum at Yorktown**, Historic Main Street and the **Yorktown Battlefield** probably come to mind.

But, did you know that **Great Wolf Lodge, Water Country USA** and 25 of Greater Williamsburg's lodging properties are located in upper York County?



While the historic area is experiencing a surge of new businesses this year, including **Coastal Seaplanes, Little York Confectionary, Yorktown & Co Steam Wagon Tours** and **Coastal Thirst Beach Deli**, the upper County has a lot happening as well!

If you have retail or restaurant clients that depend on locals and visitors, don't let them miss out on the unique opportunities in this area. With the new **Williamsburg Sports and Events Center** that broke ground in August, the **Edge District** gaining recognition and popularity, and **tourism numbers soaring** in the region, now is the time to market nearby properties to your clients.

Check out this list of just a few of the available upper York County properties:

- **406 Bypass Road Property**
 - **521 Bypass Road Property**
 - **104 Bypass Road Office Building**
 - **300 Bypass Road Property**
 - **800 E. Rochambeau Drive** - *Shops at Cedar Valley*
 - **118 Waller Mill Road** - *Kingsgate Green Shopping Center*
 - **817 Merrimac Trail** - *Edge District Property*
 - **1205 Lightfoot Road Property**
-

SMALL BUSINESSES ARE BOOMING From ribbon cuttings to renovations



Business isn't just booming in the tourism sector, it's thriving in many sectors! Small businesses of all types and sizes are flourishing in York County with more locating here every month.

Did you know? On average, York County welcomes more than 400 new companies annually. Already this year, our staff has assisted with 22 ribbon cuttings, with more planned over the next two months.



And the activity isn't just in the upper County! Several of the County's commercial corridors have new businesses brewing. Recent openings include **Montage at Marquis Hills**, **Gault Electric**, **WoodSpring Suites**, **Blue Velvet Spa**, and **Bare Roots Esthetics**.

In 2025, **QDaddy's Pitmaster BBQ** will open on the site of the iconic Pop's Diner. 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 space around the original, much-loved Pop's Drive-in building" (see rendering above).

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.



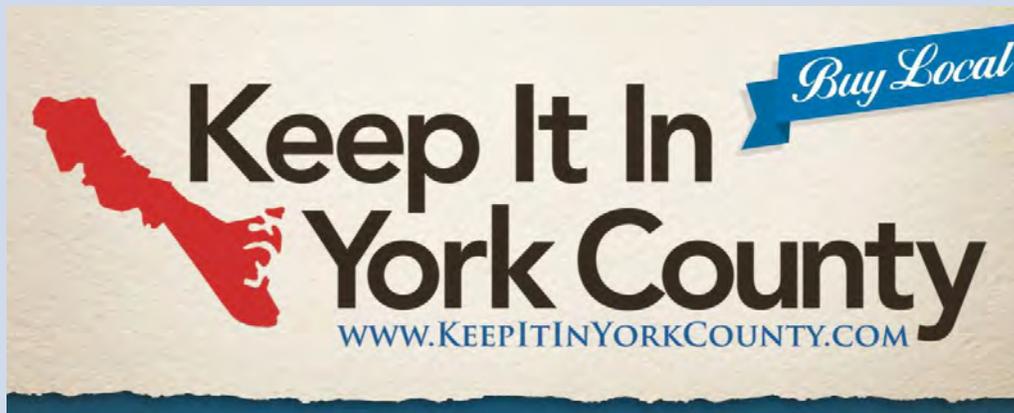


IN CASE YOU MISSED IT Virginia Beer Company to open second site at Beale's

The wait is over for York County residents who have eagerly anticipated what will become of the nearly completed building on Route 17. Originally intended as a Beale's brewpub, **The Virginia Beer Company** recently 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 also a full range of locally inspired food offerings. Best of all, this location will serve as a gathering space for the community, with a family-friendly menu and an indoor/outdoor flow. Learn more [here](#).

TELL YOUR CLIENTS Buying local is big in York County



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 York County, buying local is an even bigger deal! For over two decades, residents, local businesses, and the county have promoted and participated in the **Keep It In York County** campaign.

In honor of this year's Buy Local Month, York County is excited to announce its latest initiatives to support local businesses: a **three-part video series** and a **quarterly e-blast** to residents.

[LEARN MORE](#)

SELLING POINTS

What do existing York County businesses think?

Our recent survey of York County businesses revealed some helpful insights:



78% of respondents identified York County as an excellent or good place to do business overall.



Respondents reported plans to expand over the next 2 years in employment (**51%**), space (**24%**), and equipment (**37%**).



52% of respondents indicated an increase in sales over the last two years.

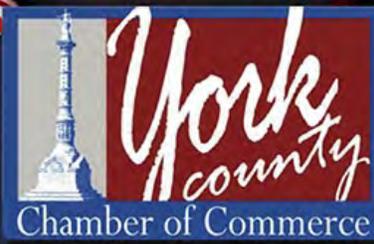
Best of all for developers...

37% of survey respondents indicated a need for location assistance. Let them know you're available to help! A good place to start? Join us at the next **Business After Hours networking event** in December to spread the word about your business with others!

MARK YOUR CALENDAR

...for a festive night of fun, food & business networking!

Each December, the York County Chamber of Commerce hosts a **Business After Hours** networking event and Christmas Party to celebrate the holiday season. Don't miss out on this incredible networking opportunity.



MONDAY, DEC. 9TH, 2024

CHRISTMAS PARTY

The Hornsby House Inn

702 Main Street, Yorktown, VA 23690

6pm - 8pm

**NETWORKING
DOOR PRIZES
GAMES & ACTIVITIES
FOOD AND DRINK**

Only \$50 per person

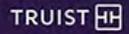
Festive or Business Casual Attire Suggested
Visit the event page for menu and other details



<https://yccc.ticketbud.com/2024party>



Thank You to Our Annual Partners!



RSVP

AMERICA TURNS 250!

Capitalize on Yorktown events marking a national milestone



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 on the way!

Why does this matter? Because these events will be front and center on a national stage, bringing even more visitors than normal to our region. In 2026, the celebration continues with **Sail250 Virginia** and Independence Day 2026.

The exposure and events don't end there! In 2031, Yorktown will host the 250th Victory Celebration, which has historically attracted sitting and past US presidents, dignitaries, elected officials, and even the Queen of England!

Don't let your clients miss out on the opportunity to capitalize on the once-in-a-lifetime influx of visitors (aka: potential customers) to our area.

How can we help you?

Do you have a client looking for commercial property in York County?

Reach out to us—we can help you close the deal! We provide many free services to help businesses locate or expand here, including **incentives** and permitting assistance from an experienced ombudsman. We can also connect you with appropriate state-level partners for additional assistance programs and resources.

Want to share your available properties or stay up to date on what's available? Add econdev@yorkcounty.gov to your e-news and property update email lists so we can find out your listings and promote them for you for free. We

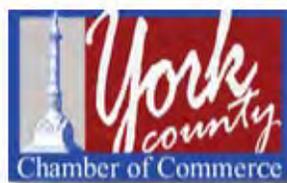
feature available commercial properties on our **Facebook page**, monthly **business e-news**, on our **website** and in our own **interactive property database**. Don't miss out on these valuable promotional opportunities.

Keep in touch

- Reach out to us when you have a client looking, leasing, buying, or developing commercial property in York County. Our experienced staff and online **Development Guide** can help your clients navigate the County's permitting processes and discuss any applicable incentives or assistance programs available.
- Forward this e-news to your colleagues and friends in the local development community, so they can also keep up to date with York County happenings and developments. They can subscribe **here**.



Thanks to our partner organizations:



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



Try email marketing for free today!