



Where your success is our business

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January 2024

HIGHLIGHTS

Marketing Minute

Business News:
Department Welcomes
New Deputy Director

Featured Business
Assistance: Doing
Business with NASA

Featured Business Event:
Coffee Connection

Myth Buster Series

For Lease: Prime Retail
Space in Kiln Creek



**New Year resolutions for
small businesses**

Resolve to make smarter business decisions in 2024. Whether you're ready to transform your marketing plan, expand your network or increase productivity and employee



engagement, these ideas from Tramshed Tech will help you get started!

Check out the full article below for tips to help your business thrive in 2024 by reaching your New Year goals and resolutions.

[READ FULL ARTICLE](#)

MARKETING MINUTE

Resolve to attend one networking event each month

Every business can benefit from positive word of mouth and referrals, but how can you stay top-of-mind with your colleagues and customers? Face time! No, not the app, but actual old-fashioned face-to-face networking.



Research networking events that will be a good fit for your business. From local chambers to Mommy Meetup groups, there's a networking opportunity out there that will benefit your business!

[MORE MARKETING TIPS](#)

BUSINESS NEWS

Department welcomes new deputy director

Please join us in welcoming Darren Williams as the Department of Economic & Tourism Development's new deputy director.

Williams started his career in York County in 2008 with the County's Department of Public Works. In 2013, he joined the Office of Tourism Development as Waterfront Operations Coordinator, and over the past 10 years, his responsibilities and involvement in departmental oversight expanded to Waterfront Operations Supervisor and, most recently, Chief of Waterfront Operations.

Williams has been actively involved in the growth and management of personnel and facility operations



including part-time and full-time staff, the freight shed, trolley and pier operations, parking and special events. Williams has also served as the department's representative on various boards, committees and commissions, and has made yearly presentations to the Board of Supervisors on department activities.

Since the County combined its economic and tourism development offices, Williams has stepped up to learn more about economic development and has been an integral part in the research and planning for many important proposals, including the Water Street Improvement Project and the Dockmaster Building.

We look forward to Williams's continued success in his new role.

FEATURED BUSINESS ASSISTANCE Business opportunities with NASA



National Aeronautics and Space Administration

**Small Business,
BIG Opportunities:
Pathways to Procurement
at NASA January 25, 2024
1:00 p.m. to 2:30 p.m. ET**

You are invited to join us for a dynamic and informative event, where small businesses will have the open opportunity to connect with NASA representatives, industry experts, fellow entrepreneurs, and MORE!

This is a Live Virtual Event

OSBP
OFFICE OF SMALL BUSINESS PROGRAMS

Register today at: <https://www.nasa.gov/osbp/osbp-outreach-events/>

Interested in someday becoming a prime contractor at NASA?

Consider attending "Small Business, BIG Opportunities: Pathways to Procurement at NASA," a live virtual event where small businesses get the open opportunity to connect with NASA representatives, industry experts and fellow entrepreneurs. This event is primarily focused on fostering meaningful networking while providing valuable insights into federal government contracting opportunities.

**Live Virtual Event
January 25, 2024
1:00pm - 2:30pm ET**

As an attendee, you'll gain insight into NASA's mission to support and collaborate with small businesses, plus you'll learn about upcoming opportunities. Engage with experienced small business and procurement specialists as they share tips and strategies for new and experienced entrants to successfully navigate the

federal contracting process. Hear inspiring stories from small businesses that have successfully secured contracts with NASA .

Register today for this unique opportunity to expand your network, forge valuable connections, collaborate with small business advocates and government officials, and propel your small business to space and beyond!

[REGISTER FOR EVENT](#)

FEATURED BUSINESS EVENT
Virginia Peninsula Chamber Coffee Connection



Continuing our "Networking in the New Year" resolution, why not check out the next Coffee Connection, hosted by the [Virginia Peninsula Chamber of Commerce](#)?

The Coffee Connection (CC) is a networking event for business professionals, held at a variety of venues on the Peninsula. This one-hour gathering is hosted every month by current chamber members at their locations and are typically held on **Tuesdays from 8 to 9 a.m.**

Attending a CC gives you the opportunity to meet fellow professionals and share ideas and resources, while learning more about other local businesses, increase awareness about your own business, make new connections and reconnect with existing clients.

Members: No charge | Non-Members: \$5 fee to be paid at time of registration.

[REGISTER FOR EVENT](#)

BUSINESS MYTH BUSTERS
"Networking Is Self-Centered"

MYTH: Networking is all about what others can do for me and my business.

FACT: The most effective way to network and promote a positive image of your business is to make it all about others. Develop a reputation for being generous and making connections for others, and they'll be more likely to reciprocate.

Check out this list of the **7 Biggest Networking Myths Busted** by Inc.com.



NETWORKING RESOURCES

FEATURED PROPERTY

Prime retail space for lease in Kiln Creek

5007 Victory Boulevard in Lower County



Property Details:

Village Square at Kiln Creek shopping center boasts:

- Over 171,000 potential customers within a 5-mile radius.
- Traffic counts of 59,000+ vehicles per day on Victory Boulevard (Route 17).
- Two signalized access points to Victory Boulevard.
- Two available spaces: 7,026 SF & 98,660 SF

Prime Location:

Perfectly situated off of Interstate 64 between Jefferson Avenue and Route 17 to capture the Newport News, York County, Poquoson and Gloucester markets. Existing tenants include Kroger, Dollar Tree, Uno's Pizzeria, The UPS Store, Subway, Chick-fil-A, Panda Express, HobbyTown and Sylvan Learning Center.

[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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