

MARKETING MINUTE

Show love to your loyal customers

Everyone likes to know they're appreciated. Your customers are no different. Reward your repeat clients with a special discount to show them some love. Better yet, create a loyalty program to encourage even more future visits.



Reward repeat customers with special discounts or offers not available to the general public or create an ongoing loyalty program.

[MORE MARKETING TIPS](#)

FEATURED BUSINESS EVENT

Distinguished Business Affair

Join us as we celebrate and honor two of York County's most distinguished businesses from 2023. This year's event will be held on Thursday, March 14, from 6-8pm at the Freight Shed at Riverwalk Landing. RSVP by March 1 at the link below.

The poster features a green background with a white border. At the top, the York County Virginia logo is displayed. Below it, the text 'DISTINGUISHED BUSINESS AFFAIR' is written in a stylized font. In the center, there are two glasses of beer and several shamrocks. The text 'We invite you to join us for this exciting event honoring two of York County's most distinguished businesses from 2023.' is written below. The date 'THURSDAY MARCH 14, 2024' is prominently displayed in red, with '6:00 pm - 8:00 pm' underneath. The location 'THE FREIGHT SHED' is written in red, followed by the address 'Riverwalk Landing | 331 Water Street, Yorktown, 23690'. The text 'The awards ceremony will begin promptly at 6:00 pm, followed by a networking reception from 6:30 pm - 8:00 pm. Business attire.' is written below. The hosts and sponsors are listed at the bottom. A red box at the bottom contains the text 'PLEASE RSVP BY FRIDAY, MARCH 1, 2024 TO ECONDEV@YORKCOUNTY.GOV OR (757) 890-3317'.

[REGISTER FOR EVENT](#)

COMPANY CALL-OUT

The Virginia Beer Company completes VALET program

Governor Glenn Youngkin recently announced that 16 companies across the Commonwealth have graduated from the Virginia Economic Development Partnership's Virginia Leaders in Export Trade (VALET) program, and 13 companies have joined the two-year program.

The Virginia Beer Company, located in York County's Edge District, is among this year's graduates.

VALET, a trade accelerator program that helps Virginia companies expand into global markets, now has 391 graduated companies. The initiative assists Virginia exporters that have firmly established domestic operations and are committed to international exporting as a growth strategy.



PRESS RELEASE

MORE ABOUT VALET

BUSINESS MYTH BUSTERS

"My business speaks for itself"

MYTH: I don't need to spend time or money on marketing and advertising.

FACT: Marketing is often the first thing small-business owners cut when times get tough. Sadly, this can be a costly mistake. Even businesses with a long history and proven track record need to make proactive efforts to spread the word to past and potential customers that they are open and have something valuable to offer.



Check out this list of the [15 Small Business Mistakes \(And How to Avoid Them\)](#) by Wishpond.

NETWORKING RESOURCES

DID YOU KNOW?

Commercial Development Digest now available

ATTENTION: Calling all local commercial real estate and development professionals. ETD has created a publication especially for you!

We understand the pivotal role that our development partners play in shaping our local economy. We want to connect and collaborate with you.

Check out our new quarterly e-newsletter to learn more about the strategic resources and support we can offer, including:

- Free property marketing
- Business networking events
- Tailored market insights
- Permitting and processing assistance

Want to know more? Click the button below to sign up to receive future editions.

[SUBSCRIBE TO THE COMMERCIAL DEVELOPMENT DIGEST](#)



NEW EVENT

York County debuts first Restaurant Week



York County will host its first-ever **Restaurant Week** from Feb. 26 to March 3. Special deals and menus will be posted online as more local restaurants come on board, so check back often for updates.

Have a restaurant and want to participate? **Let us know** by Feb. 20 to boost your business with an appetizing offer!

[LEARN MORE](#)



Many of our amazing York County businesses have been nominated for the 2024 Coastal Virginia Magazine Best-of Awards! Help these companies win by [voting online](#) by March 4.

[VOTE NOW FOR YOUR FAVORITE BUSINESSES](#)

FEATURED BUSINESS ASSISTANCE **ICYMI: Business license renewal tips & pointers**



File your business license by March1!

By Melissa James
York County Contributor

It's that time again—going through your annual business license paperwork for the York County Commissioner of the Revenue.

If you're like me, then you dread this task each year. The time it takes to fill out the forms, gather the backup documents, and submit everything in the mail puts even this type-A business owner in procrastination mode. But, now that I write for the County's Department of Economic & Tourism Development, I better appreciate the importance of this paperwork—and even feel more motivated to get it done!

What changed? I found out what's in it for my business! I want to share that with you, along with a few tips to make the process a bit easier.

- **Financial Assistance:** When you have a business license with the County, you're not just operating your business legally—you gain access to grant and financial assistance programs that businesses operating illegally can't use. Get mor info here..
- **Networking opportunities:** Each year, ETD hosts several networking events and educational seminars. To get invited... you guessed it! You must be a currently licensed business.
- **Marketing help:** ETD is tasked with promoting local businesses. They do this in many ways, such as sharing posts on social media, writing feature stories on business anniversaries, and posting business news and accolades on their website. But if ETD doesn't know about your know about you, they can't help you.

So, how can the filing process be a bit better for you this year?

- **File online** — To save time and avoid processing delays, the County recommends filing your forms online. You can file your **York County Business License here** and your **Business Tangible Personal Property Form here**.
- **Don't wait** — Putting it off to the last minute could be a costly mistake. If information is missing in your submission and you have to resubmit after the filing deadline, or if you experience power or internet outages or other delays when trying to submit, you could incur late fees. File early to avoid fees and unnecessary stress to get everything turned in before the deadline.
- **Take photos** — One of the most useful habits I've started is snapping photos of the forms before I hit submit. The next year, I simply look at what I sent the year before, and copy the information over to the current year's forms to be updated as needed. This is especially true for small and home-based businesses, as our forms don't change that much from year to year!
- **Ask for help** — Many folks have questions about the forms, which can be especially confusing for new business owners. Instead of asking for help, they often guess or estimate the data. This too can be a costly mistake. If you're not sure what to do, reach out to the Commissioner of the Revenue's office at 757-890-3383 or revofc@yorkcounty.gov for assistance. Their experienced team members are there to help! Another great resource is your accountant or CPA, who likely already has most of the info you need to submit.

[FILE ONLINE](#)

[MORE ON FILING PROCESS](#)

FEATURED PROPERTY

Rare flex space floor lease in Kiln Creek corridor

324 Redoubt Road in Lower County



Property Details:

A rare opportunity to lease 7,000+ SF of warehouse/flex space in lower York County. Located in the well-established Victory Industrial Park in the bustling Kiln Creek corridor, this space offers 3,300 SF of office space and 3,700 SF of warehouse space on 0.74 acres.

- Zoning: Limited Industrial (IL)
- Ceiling Height: 14' Clear
- Grade Level Doors: Two (2) 10' x 10'
- Electric: 3 Phase
- 120 Amp/240 Volt
- HVAC: Office Area - Heat Pump - Warehouse - Natural Gas Unit Potential
warehouse expansion of \pm 1,000 SF inside office area

Prime Location:

Perfectly situated less than one mile off of Interstate 64 between Jefferson Avenue and Route 17 to capture the Newport News, York County, Poquoson and Gloucester markets.

[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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