



OPPORTUNITIES | EDUCATION | EVENTS | UPDATES

March 2024

HIGHLIGHTS

Marketing Minute

Your Input Needed:
Surveys due

Featured Event:
Workforce Development
Summit

Meet York County's new
Commissioner of
Revenue

Myth Buster Series

Did You Know: New Buy
Local E-News

Highlights: Distinguished
Business Affair winners

Save the Date: Business
Appreciation Event

Featured Assistance:
Doing business with York
County—using eVA

Home-Based Business
Lunch & Learns



Tax season is upon us!

Everyone knows April 15 is tax day! But for businesses, there are many other important deadlines to remember. From estimated tax payments to 1099s and W-2s, staying on top of forms and filing dates is a necessary part of doing business.

March 15, 2024 - Partnership, multi-member LLC, and S-Corporation taxes due

April 15, 2024 - C-Corporations taxes due

Sept. 16, 2024 - Deadline for extended partnership and S-corporation returns

Oct. 15, 2024 - Deadline for extended C-corporation returns

Jan. 15, 2025 - Fourth quarter 2024 estimated tax payment due

Jan. 31, 2025 - Deadline to send W-2 forms to employees

Jan. 31, 2025 - Deadline to send 1099 forms

For Lease: Former JCPenney space in the Marquis Shopping Center

Learn more about tax forms and deadlines in this TurboTax article.

For even more information, see IRS Publication 509.

MARKETING MINUTE

Capitalize on spring holidays

With tax returns coming in, spring is the perfect time to promote your business to eager customers. From Easter to April Fools' Day, and Mother's Day to Memorial Day, spring brings with it a host of holidays to use in your marketing campaigns, events, sales and promotions.



Create fun and unique events or promotions to celebrate the plethora of spring holidays and connect with your customers.

[MORE MARKETING TIPS](#)

YOUR INPUT NEEDED

2024 Business Retention Surveys due soon

Help us help you! If you operate a business in York County, we need to hear from you.

Each year, ETD creates a business survey to help us understand how best to support your success and continued operation in York County. It's a chance for local owners and managers like you to provide feedback and suggestions that can improve the business environment in the County. Individual responses remain anonymous, but the aggregate results are used to help us develop programs, services and events that your business needs to grow and thrive.

This year, two surveys are available; one for brick-and-mortar companies and the other specific to home-based businesses.

Please follow the link below that best fits your business, by the deadlines listed.



Commercial Business Survey

Closes Friday, March 29



Home Based Business Survey

Closes Friday, May 10

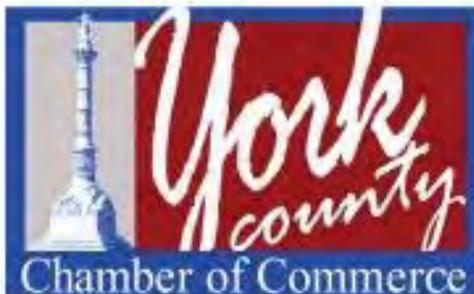
PAST SURVEY REPORTS

SAVE THE DATE Small Business & Workforce Development Summit

Join us on May 16 for this workforce development event you won't want to miss! The program includes a presentation by the Hampton Roads Workforce Council on workforce challenges facing businesses today and the solutions and resources available to overcome them. You'll also get time for networking and one-on-one discussions with resource partners. Refreshments will be provided. Registration information coming soon.

Thursday, May 16
8:00 - 10:00 AM

Yorktown Freight Shed
331 Water Street
in Historic Yorktown



Meet York County's new Commissioner of Revenue

SARAH WEBB



Notice anything different about this year's business license forms?

Not only is there a new online system for filing business licenses and paying fees/taxes... but there's a new Commissioner of Revenue in town.

Meet Sarah Webb! Literally—if you're a business owner or resident in York County, she wants to meet you.

Webb, a constitutional officer elected to the position in last November's election, filled an opening left by 32-year veteran Commissioner Ann Thomas upon her **retirement** in 2023. Webb ran on the platform of transparency and bringing visibility, advocacy and effective communication to the Commissioner of Revenue's office. Read the full story below to learn how she plans to do so.

[FULL STORY](#)



[COMMISSIONER OF REVENUE SITE](#)

BUSINESS MYTH BUSTERS
"Business loans require perfect credit"

MYTH: Only big businesses and owners with perfect credit can obtain financing.

FACT: Lenders typically look at a business owner's personal credit score when evaluating a loan application. According to Forbes Advisor, you should have a score of at least 680 to qualify for an SBA loan or a traditional bank loan, and 630 for equipment financing or business lines of credit. Short-term financing and merchant cash advances typically have less-stringent requirements—averaging around 600 and 550, respectively.



Check out the full [Forbes Advisor article](#) for tips on comparing and obtaining a business loan.

FINANCIAL RESOURCES

**DID YOU KNOW?
Buy Local Buzz newsletter now available**

ATTENTION locals: If you live, work or play in York County, you won't want to miss our new quarterly Buy Local e-newsletter.

While it might look at first to be the same as the regular monthly e-news you receive from us (and are reading now), the new publication is B2C (Business to Citizen) instead of B2B. We don't want to only tell other businesses about your business... we want to encourage County residents to choose local services, vendors, shopping and dining.

We'll shine a spotlight on different businesses in each edition as we celebrate the spirit of York County—and the reasons buying local is a critical commitment to our economic health today and our character in the future. It's not just about buying stuff—it's about supporting the folks like you who make our county awesome.

SUBSCRIBE TO BUY LOCAL BUZZ

ICYMI: EVENT RECAP

York County honors two distinguished businesses

At York County’s annual Distinguished Business Affair, which took place March 14 in the Freight Shed at Riverwalk Landing, two local companies accepted awards for their impact on the community.

The Economic Development Authority and the Department of Economic and Tourism Development honored **Chilled Ponds Ice Sports Complex at Yorktown** with the 2024 Distinguished Business Award. This award is given each year to celebrate and honor a growing business that recently made a significant commercial investment in York County.

Also during this event, the York County Chamber of Commerce recognized its Small Business of the Year—**GeddingFit: Home of Proelium CrossFit**. The business was selected for its local community support and commitment.



FULL PRESS RELEASE

SAVE THE DATE

Business Appreciation Reception

You're invited to help us celebrate the region's established businesses. This year's regional Business Appreciation



Event is hosted by James City County and will be held from 4:00 - 6:00 PM on Thursday, May 30, at Billsburg Brewery. RSVP info coming soon.

FEATURED BUSINESS ASSISTANCE Doing business with local and state governments

Want to sell your goods or services to York County or Virginia?

If your business plan includes selling to local and/or state governments in Virginia, you will want to register for eVA today.

eVA is the Commonwealth of Virginia's electronic procurement portal that electronically notifies registered vendors of upcoming procurement opportunities. eVA links buyers and sellers via a small purchase electronic quote system called Quick Quote and through a virtual shopping mall that provides for Internet ordering via electronic catalogs.



eVA registration enables vendors to view solicitation opportunities with state and local governmental entities across Virginia and is required in order to sell to the Commonwealth, and to many Virginia municipalities (including York County).

So, what are you waiting for? Register below today. Need help? The state offers an abundance of **tips, trainings and help modules** to help you successfully navigate the system.

[REGISTER ON eVA](#)

HOME-BASED BUSINESS EVENT Lunch & Learn to share financial planning tips

The popular Home-Based Business Lunch & Learn Series is back! The first session of the



2024 series, **Mastering Financial Projections: Strategies for Success in Home-Based Businesses** by Donna Norman, Sr. Business Advisor, will be held via Zoom on April 18 at noon.

[REGISTER](#)

Future sessions will be held the 3rd Thursday of each month. Be on the lookout: more details coming soon on the 2024 series.

FEATURED PROPERTY

Retail/office space for lease in Marquis Center

500 Marquis Parkway in upper York County



Property Details:

A unique regional/super-regional opportunity to lease up to 100,000 SF of prime retail/office space in upper York County. Located in the well-established Marquis Center adjacent to I-64, this space offers endless layout options and plentiful parking.

- Zoning: Economic Opportunity (EO)
- Great regional/super regional site
- Numerous interstate retail or office uses
- Located at the I-64 (81,000 VPD) & Route 199 interchange
- Big box, junior box, shop space and outparcel space available
- 2,500 to 100,000 square feet available

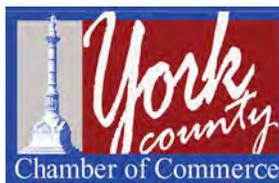
Prime Location:

Perfectly situated at I-64 exit 242B, a major thoroughfare connecting upper York County and Williamsburg. Existing tenants include Target, Best Buy, Kohl's, and Dick's Sporting Goods. Nearby destinations include Water Country/Busch Gardens (2.78 million visitors-2015), Busch Industrial Park & Kings Creek timeshare community.

[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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