



OPPORTUNITIES | EDUCATION | EVENTS | UPDATES

April 2024

HIGHLIGHTS

Marketing Minute

Business Input Needed:
Retention Surveys Due

Featured Event:
Workforce Development
Summit

ICYMI: Restaurant Week
Highlights

Myth Buster Series

Did You Know:
International Trade
Mission Trips

Featured Assistance:
Ribbon Cuttings

You're Invited: Business
Appreciation Event

Did You Know: Employer
Childcare Tax Credit

May Home-Based
Business Lunch & Learn

Company Callout:

Property Search	Monthly Property Sales Report	Land Use Map
News/Media Coverage	Current Adopted CIP Budget	GIS Mapping
Site Plan Tracking	Subdivision Tracking	Monthly Building/Demo Permits
 Capital Improvements Project Map	 Elevation Contour Map	 GIS Data Dashboard
 Bikeways & Walkways Map	 VDOT Projects - York County	

Be In-The-Know with the Development Dashboard!

Several new developments are coming soon to the County. Want to be in-the-know? Check out the Development Dashboard, where you can learn about recent site plan submissions, subdivision applications, building permits, real estate sales and much more.

[**VIEW DEVELOPMENT DASHBOARD**](#)

Pierce's Pitt Bar-B-Que
named Best in VA

For Sale: Prime Retail /
Warehouse Space on
Route 17

WHY BUY LOCAL?

Our Future 

Every dollar spent at a
local business shapes
the community in which
we all live and grow

keepitinyorkcounty.com 

MARKETING MINUTE Encourage Loyalty

Take a cue from large retailers and service providers—create a program to reward loyal customers. No complex registrations or barcode key tags needed... just print simple cards to punch or stamp, and you're set. There are hundreds of online apps that provide this service for free or a nominal fee.

Some point-of-sale systems already include this capability (and even capture phone numbers and emails).



Create a program to reward loyal customers with discounts and other fun treats while capturing marketing and demographic data for your business!

MORE MARKETING TIPS

YOUR INPUT NEEDED 2024 Business Retention Surveys due April 15

If you operate a business in York County, help us help 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. No identifying information about

your business will be made public, 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**

Extended to Monday, April 15



**Home Based Business
Survey**

Closes Friday, May 10

FEATURED BUSINESS EVENT

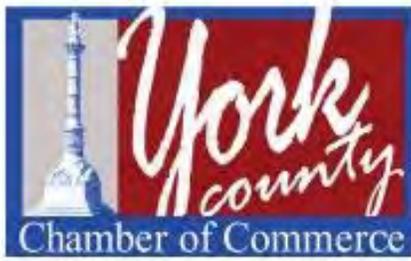
Small Business & Workforce Development Summit

Join us on May 16 for a 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.

**Thursday, May 16
8–10 AM**

**Yorktown Freight Shed
331 Water Street
in Historic Yorktown**

REGISTER FOR EVENT



HAMPTONROADS
WORKFORCECOUNCIL
ONE REGION. ONE WORKFORCE. ONE ECONOMY.



IN CASE YOU MISSED IT York's First Restaurant Week a Success

In an effort to provide residents and visitors with the opportunity to experience new flavors, visit old favorites, and support local, independent dining establishments in the area, York County hosted its first ever **Restaurant Week**. From Feb. 26 to March 3, 18 participating businesses offered a variety of discounted lunch and dinner specials showcasing their unique offerings and cuisines.



Don't miss out next year, save the date now:
York County Restaurant Week
Feb. 24–March 2, 2025

BUSINESS MYTH BUSTERS "The County controls York's roads"

MYTH: York County owns, controls and maintains the roadways here.

FACT: In Virginia, CITIES own and maintain their own roads, but COUNTIES do not. York County's roads are controlled by the Virginia Department of Transportation (VDOT). When site plans are submitted for new commercial developments, they go to VDOT for transportation approvals. **Got a pothole?** Yep, that's VDOT's responsibility too.



Check out **VDOT's website** for details on upcoming roadway improvement projects in York County and throughout Hampton Roads.

DID YOU KNOW?

State offers international trade mission trips

If your company is planning to expand into foreign markets, you may want to consider participating in an upcoming international trade mission trip with the Virginia Economic Development Partnership (VEDP).



VEDP's next trade mission will be to Spain and Morocco. In 2021, goods exported from the United States totaled \$16 billion USD to Spain and \$2.8 billion USD to Morocco.

Don't miss out on this incredible opportunity. Register today to expand your horizons and customer base!

[ABOUT VEDP TRADE MISSIONS](#)

FEATURED BUSINESS ASSISTANCE Free Ribbon-Cutting Services

If you or someone you know is opening a York County business, reach out to the ETD office today. Our staff provides free ribbon-cutting and grand-opening services, to include ceremonial scissors, ribbon, speakers, publicity and more.



Yorktown Flower Shop
7034 Geo. Wash. Mem. Hwy.



Bicycle Co-op of Williamsburg
551-E Merrimac Trail

[REQUEST RIBBON CUTTING SUPPORT](#)

YOU'RE INVITED
Appreciation Reception

The Economic Development Authorities of James City County,
York County, and the City of Williamsburg invite you and a guest to our

2024 Business Appreciation Event

Join us for an evening of business
networking, food and fun!

THURSDAY, MAY 30 • 4-6 P.M.
Billsburg Brewery
2054 Jamestown Rd.
Williamsburg, VA 23185

Scan the QR code to RSVP by May 17
or visit bit.ly/2024yorkbaevent.

You're invited to help us celebrate the region's established businesses. This year's joint Business Appreciation Event is hosted by James City County and will be held from 4 to 6 PM on Thursday, May 30, at Billsburg Brewery. All York County, James City County and City of Williamsburg businesses are welcome to attend.

DID YOU KNOW? Employer Childcare Tax Credit

Do you provide childcare for your employees or supplement their childcare costs?

If your business offers childcare benefits, services or resources to your employees, you could qualify for a federal tax credit.

According to [Brown Edwards](#), this tax credit is designed to help employers cover qualified childcare facility, resource and referral expenditures provided to their employees.

"The amount of the employer-provided childcare tax credit for a given tax year is the sum of 25 percent of the qualified childcare expenditures and 10 percent of the qualified childcare resource and referral expenditures incurred by the taxpayer for the tax year. The maximum amount of the credit allowable in any given tax year is \$150,000."

Think you might be eligible? Check out the full article for more details.



GET MORE DETAILS



HOME-BASED BUSINESS EVENT Lunch & Learn to share time management tips

The popular Home-Based Business Lunch & Learn Series is back! The second session of the 2024 series, Managing Time & Interruptions, will be held via Zoom on May 16 at noon. Registration link coming soon.



COMPANY CALLOUT

Pierce's named VA's Best BBQ Joint by *Southern Living*

The iconic restaurant has once again been named one of "The South's Best BBQ Joints" by *Southern Living* magazine. Check out the full article to see what readers love about York County's own Pierce's Pitt Bar-B-Que.

[FULL ARTICLE](#)

FEATURED PROPERTY

Retail/flex space for sale in Grafton

5333 Geo. Wash. Mem. Hwy. in lower York County



Property Details:

Discover the perfect blend of business and convenience with this prime retail/flex building, boasting direct Route 17 road frontage in Yorktown. This 6,799 SF property consists of a showroom (1st floor - 2,000 SF and 2nd floor - 1,000 SF), connected warehouse space (1st floor - 1,000 SF and 2nd floor - 1,800 SF), and mezzanine (750 SF) on 0.47 acres.

- Zoning: General Business (GB)
- Sale Price: \$1,600,000

- Ideal for numerous retail, warehouse, or office uses
- First floor features open ceilings, abundant natural light and ample show space. Multiple office and storage space layouts available
- Second floor offers additional office, retail or storage space
- Detached garage on site with power and additional parking

Prime Location:

Perfectly situated across from the busy Washington Square shopping center on Route 17 in Grafton. (41,615 ADT counts). Former tenant Artee Fabrics and Home.

[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.

121 Alexander Hamilton Blvd.
PO Box 612
Yorktown, VA 23690
yesyorkcounty.com
(757) 890-3317
econdev@yorkcounty.gov

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