



Where your success is our business

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January 2025

HIGHLIGHTS

Restaurant Week Call for Participants

Jimmy Da Greek's Deli Purchase Opportunity

Business Retention Survey Results

MythBuster Series: Scammers and Hackers

Training, Funding, & More to Grow Your Business

Commonwealth Conversations Event

Virginia Living's Best of VA 2025 Contest

General Assembly Update



Turn your passion into profit

January is National Hobby Month—a perfect time to transform your favorite pastime into a thriving small business. Whether you're passionate about crafting, woodworking, photography or baking, your hobby could be more than a creative outlet; it could become a

New In Town

Featured Property: Land on Hampton Highway



source of income.

Starting a side hustle or even a new full-time endeavor doesn't have to be overwhelming. Begin by identifying what makes your hobby unique and consider how you can bring value to others. A little market research and some planning can turn your passion into profit. Plus, doing what you love often brings the added bonus of personal fulfillment.

Whether you want to test the waters on weekends or dive headfirst into entrepreneurship, we're here for you through programs, events, resources and assistance.

[START HERE](#)



CALL FOR PARTICIPANTS

Dish up an offer customers can't refuse

York County is hosting its **2nd Annual Restaurant Week** from Feb. 24 through Mar. 2. Last year, nearly 20 restaurants participated, and the feedback was overwhelmingly positive!

Why participate? It's a great way to:

- Receive free advertising
- Attract new customers
- Award your loyal clients
- Showcase your restaurant

What proprietors said about our 2024 Restaurant Week:

"We had a great turnout and it was very successful! Folks came in specifically for our restaurant week specials."

If you'd like to join us this year, we've made the process easy as pie!

1. **Create a unique lunch and/or dinner** three-course special or discount offer exclusive to York County Restaurant Week.
2. **Send your menu, flyer or link** to your specials/discount to tourism@yorkcounty.gov by Feb. 10.

Once you submit your specials, York County Economic Tourism Development will post them at visityorktown.org/restaurantweek and promote your restaurant on our social media and in our e-newsletters.

[LEARN MORE](#)

"We had a lot of new faces come in."

"We had a 10-top table come in just for the Restaurant Week menu, and all 10 ordered from the Restaurant Week menu."

"We're looking forward to next year."

"We had a great turnout and sold a lot of our special."

"We had a wonderful turnout and really enjoyed being a part of Restaurant Week."



BUSINESS OPPORTUNITY Jimmy Da Greek's Deli available for purchase

Have you always dreamed of operating a restaurant of your own? Take advantage of this rare opportunity to purchase an

established restaurant business along York County's busy Route 17 corridor and near the Newport News city line.

After years of serving the Yorktown community with delicious Greek cuisine and friendly service, Jimmy Da Greek's Deli—a true local gem—has built a loyal customer base and is now ready for new ownership to carry on its legacy. The sale includes all restaurant equipment, ensuring a smooth transition for the new owner. This is a fantastic opportunity for anyone looking to step into a thriving business or expand their culinary portfolio. If you're passionate about food and community, this could be your chance to own a piece of Yorktown's dining scene!

[LEARN MORE](#)

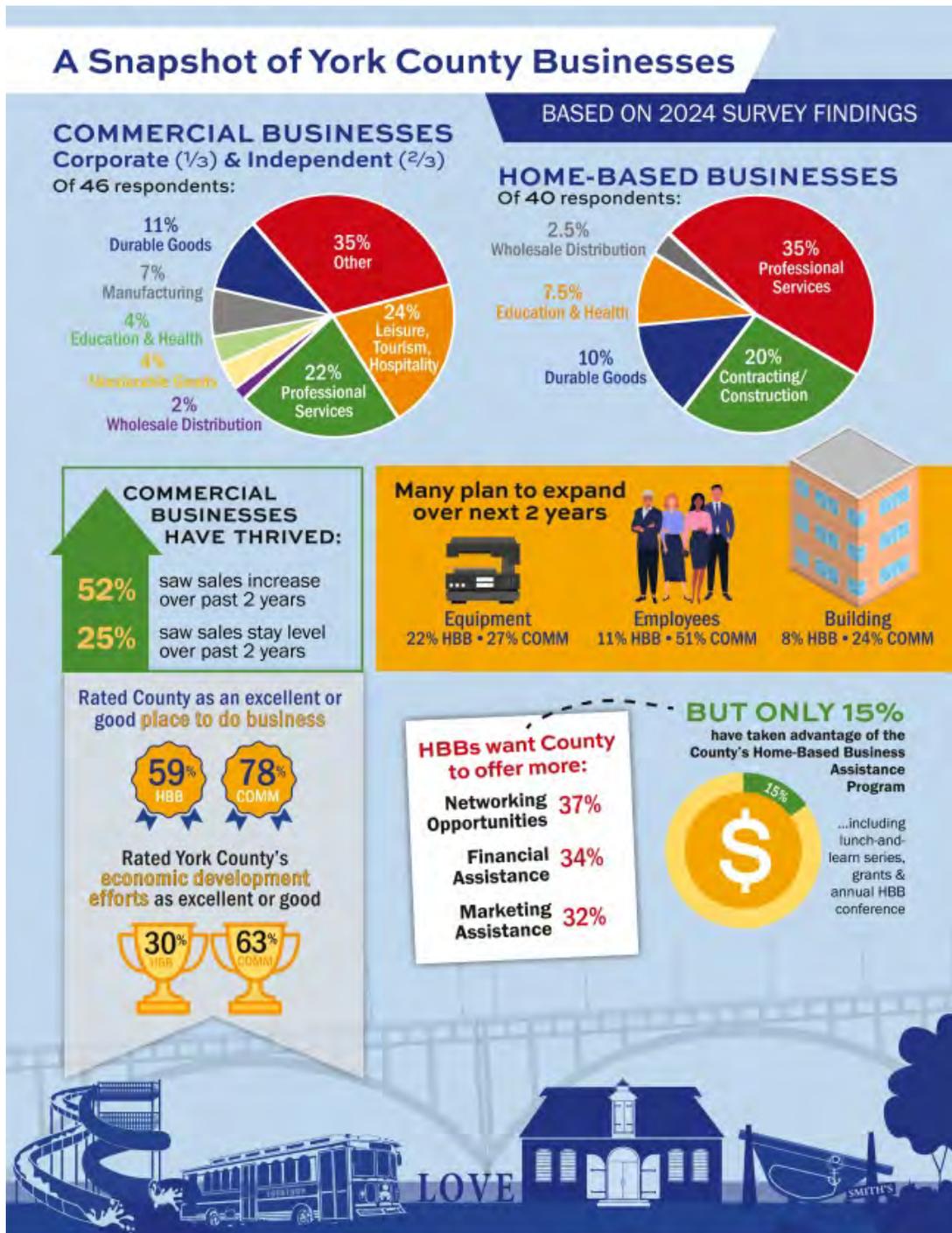
BUSINESS RETENTION SURVEY

Make your voice heard

Every year, ETD conducts retention surveys to gather valuable insights from the local business community. These surveys play a critical role in understanding the challenges, opportunities, and needs of both commercial and home-based businesses.

The feedback we receive helps shape new programs, refine existing resources, and ensure we're providing the support that businesses need to thrive.

With the 2025 surveys set to roll out in March, we encourage all business owners to take a few moments to complete them. Your input is essential to fostering a stronger, more dynamic business environment for everyone. In the meantime, check out the 2024 summary results below:



BUSINESS MYTHBUSTERS

Scammers only go after the big guys



Myth: Scammers and hackers only go after large businesses. They have no interest in my small business.

Fact: Sure, hackers recently breached the US Treasury department... but scammers are also quite focused on individuals and small businesses. Scammers and hackers are everywhere, and they're starting off the new year with even more ways to steal your hard-earned cash. Some of the latest scams involve fake web stores, EZ Pass "Smishing," solar sale scams, and more.

The **Federal Trade Commission** has provided steps you can take to avoid being scammed or hacked:

- Block unwanted calls and text messages.
- Don't give your personal or financial information in response to a request that you didn't expect. Legitimate organizations won't call, email or text to ask for your personal information.
- If you get an email or text message from a company you do business with and you think it's real, it's still best not to click on any links. Instead, contact them using a website you know is trustworthy.
- Resist the pressure to act immediately. Anyone who pressures you to pay or give them your personal information is likely a scammer.
- Never pay someone who insists that you can only pay with cryptocurrency, a wire transfer service like Western Union or MoneyGram, a payment app or a gift card. And never deposit a check and send money back to someone.

To stay up to date on scam alerts that can impact your business, **sign up** for Virginia's ScamAware newsletter, published by the **Virginia Fusion Center**. You can also follow the York County Sheriff's Office **Facebook page** to learn about the latest warnings impacting our area.

BUSINESS ASSISTANCE

Training, seed funding, grants & more



Access Capital and Other Resources to Grow Your Business

The Virginia Innovation Partnership



Unlocking Global Markets: Using Customer Insights to Inform New Markets

To succeed in today's

Corporation (VIPIC) was formed to support the Commonwealth's vision for the expansion of innovation, opportunity and job creation here in Virginia.

VIPIC helps small businesses—particularly startups and technology-focused ones—essentially acting as a catalyst for innovation and growth.

Key ways VIPIC assists small businesses:

- **Seed funding**
- **Research grants**
- **Entrepreneurial support**
- **Market development assistance**
- **SBIR/STTR support**

[UPCOMING TRAININGS](#)

competitive global marketplace, businesses must go beyond surface-level knowledge of new markets. They need to deeply understand the cultural nuances, behavioral trends and decision-making processes of their target audiences.

Join **VEDP** on Feb. 11 for this free webinar that will explore how digital ethnography and market research can serve as powerful tools to uncover these insights, empowering companies to build meaningful connections with customers and communities around the world.

[REGISTER HERE](#)

UPCOMING BUSINESS EVENT
Commonwealth Conversations



greater
williamsburg
CHAMBER OF COMMERCE

Commonwealth Conversations

Sponsored by *Colonial Williamsburg*



Dr. Larry Sabato
Founder and Director
UVA's Center for Politics

Cliff Fleet
President and CEO
Colonial Williamsburg Foundation

Friday, January 17th at 8:30 AM Williamsburg Lodge

The Greater Williamsburg Chamber of Commerce is thrilled to announce the second year of its Commonwealth Conversations speaker series. This series promises to deliver thought-provoking discussions featuring prominent figures, led by Colonial Williamsburg Foundation President Cliff Fleet.

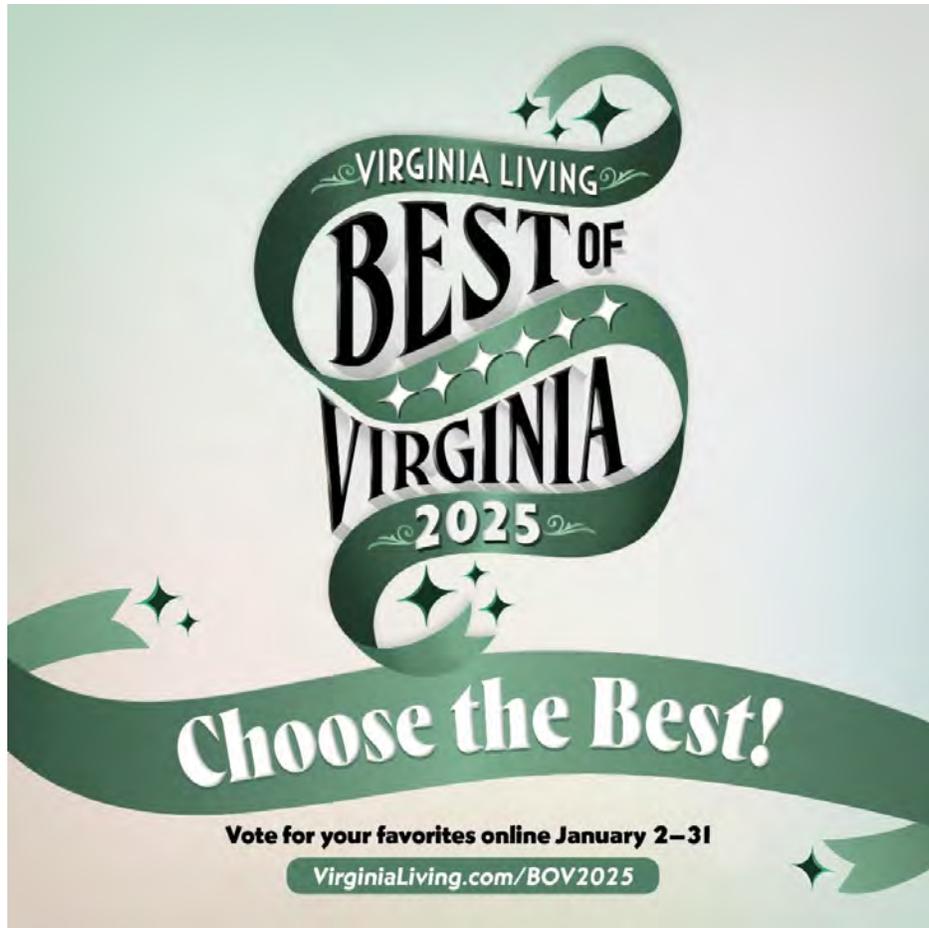
This month, join the chamber for an exclusive opportunity to hear from one of the nation's most respected political analysts, Dr. Larry Sabato. As the founder and director of the University of Virginia's Center for Politics, Dr. Sabato will offer his unique insights into the post-election landscape and discuss the implications for businesses and communities.

Friday, Jan. 17, 2025
Williamsburg Lodge
Check-in: 8 a.m.
Breakfast: 8:15 a.m.
Program Start: 8:30 a.m.

Don't miss this opportunity to gain valuable insights and network with influential leaders in our community.

[REGISTER TO ATTEND](#)

CAST YOUR VOTE
Virginia Living's Best of Virginia 2025



Love a local spot so much you can't stop talking about it? Time to make it official! Vote in **Virginia Living's Best of Virginia Readers' Survey 2025** and shine a spotlight on your York County favorites.

From that historic site that takes your breath away to the CPA who goes above and beyond or the pizza joint with the tastiest slice, celebrate the best our county has to offer across 107 categories in four industries:

- Food Drink
- Living Recreation
- Services
- Shopping

Cast your vote today! Don't see your go-to spot? Write them in—every vote counts!

Make your voice heard from now until Jan. 31 at 11:59 p.m. Vote now and watch for winners in Virginia Living Magazine's June issue!

CAST YOUR VOTE

2025 GENERAL ASSEMBLY UPDATE

Issues every business owner should be tracking



As the Virginia General Assembly prepares to convene for its upcoming session, business owners across the state have a unique opportunity to stay ahead of potential legislative changes that could impact their operations. From tax policies and workforce development initiatives to regulations on emerging technologies and industry-specific mandates, the decisions made in Richmond will shape the business landscape for the year ahead.

Staying informed about these key topics not only helps businesses adapt but also enables them to advocate for their interests effectively.

Here's a look at some of the key issues every Virginia business owner should be watching this session, courtesy of the **Greater Williamsburg Chamber of Commerce** and the **Virginia Peninsula Chamber of Commerce**:

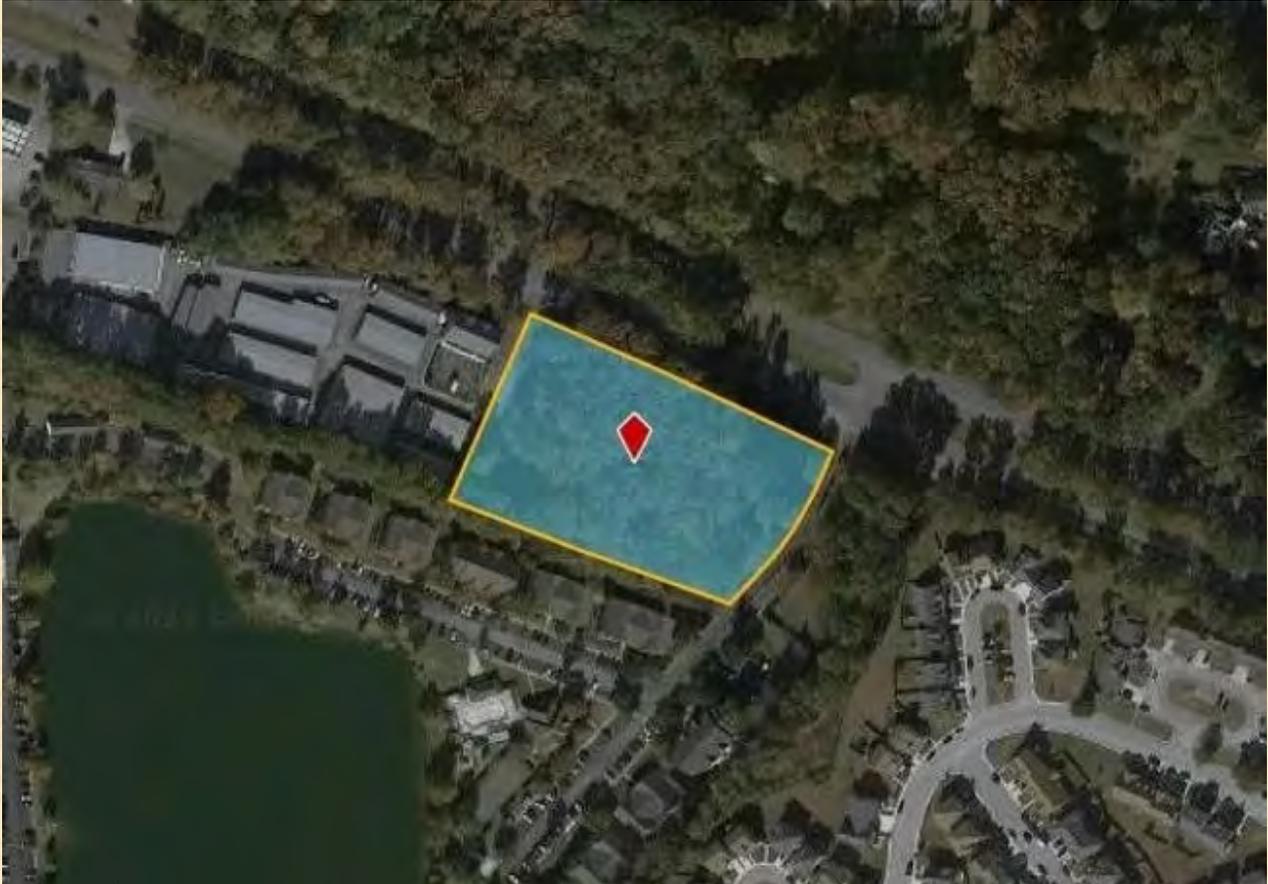
- Protect Right to Work laws.
- Invest in transportation and infrastructure improvements.
- Advance programs to support military transitions into the local workforce.
- Support healthcare reforms to promote a healthy workforce.
- Improve access to affordable, high-quality child care for working families.
- Invest in incentives to attract and retain businesses.

Cuttings in the County

In 2024, ETD staff supported 23 ribbon-cutting ceremonies for new and expanding York County businesses, including the newly opened **Jersey Mike's Subs** at the corner of Lakeside Drive and Route 17. **Reach out** for help with your grand opening needs!



FEATURED PROPERTY
Commercial parcel at gateway to Yorktown
2370 Hampton Hwy in lower York County



Property Details:

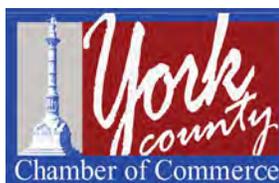
Positioned at the gateway to York County, this 3.26-acre property boasts 336 feet of frontage along Hampton Highway, offering exceptional visibility and access to nearby consumers. Zoned LB (Limited Business), this site is ideal for commercial, retail, office, or professional services.

Strategically located in a transitional zone between Hampton and York County, and in proximity to NASA Langley, the property is near major national retailers such as Exxon, 7-Eleven, Food Lion and Subway. The parcel is located just 3.8 miles from Interstate 64, with Newport News/Williamsburg International Airport only a 10-minute drive away.

[CONTACT AGENT](#)

[PROPERTY DETAILS](#)

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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