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May 2025

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## Celebrating Tourism & Economic Development

May marks a special time for communities across the nation as we celebrate both **National Economic Development Week** and **National Travel and Tourism Week**. Here in York County, where our Economic & Tourism Development offices work together as one unified department, we have even more reason to recognize and appreciate the power of these two vital sectors.

Launched by the International Economic Development Council in 2016, Economic Development Week is all about raising awareness of the programs and initiatives that drive job creation, support workforce growth and enhance the overall quality of life in our communities.

At the same time, National Travel and Tourism Week shines a spotlight on the importance of travel—highlighting how it fuels the economy, supports local businesses and contributes to our well-being and sense of place.

So, why should economic development and tourism matter to you as a local resident or business owner? Keep reading to find out how these efforts are shaping York County's future...

## BUSINESS ASSISTANCE **Trouble with tariffs?**

Having trouble navigating today's tumultuous trade environment?

The Virginia Economic Development Partnership's new **Tariff Guide** provides businesses with strategies to manage the impact of tariffs on imported goods. It covers three main approaches: avoiding tariffs where possible, mitigating their costs and recovering duties paid.



Need even more guidance? Register for VEDP's **Trade Policy and Tariffs Update webinar on June 12**. This webinar will provide timely updates on key trade policies and tariff developments that could impact your export strategy in 2025 and beyond. Nicole Bivens Collinson will break down recent changes in U.S. trade policy, discuss potential shifts on the horizon and offer practical guidance for navigating new challenges and opportunities in the global marketplace.

Whether you're a seasoned exporter or just beginning to explore international markets, this session will equip you with the insights needed to make informed business decisions and remain competitive.

[RSVP FOR WEBINAR](#)



## BUSINESS ASSISTANCE **Williamsburg SCORE offers office hours**

As of April 1, SCORE's experienced business mentors will be available every **Tuesday from 9 a.m. to noon** at the **Greater Williamsburg Chamber of Commerce**, located at 421 N Boundary Street, Williamsburg.

This is a fantastic opportunity for entrepreneurs and small business owners

to receive free, confidential mentoring—no appointment necessary! Whether you have a startup idea, need help with business planning or want expert advice on growing your business, these mentors are here to support you. For more information, visit [score.org/williamsburg](https://score.org/williamsburg)

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## Why Economic Development Matters

You'd be surprised how often our team hears comments like, "I didn't even know you guys existed," or "What exactly is economic development?" The truth is, economic development touches nearly every aspect of daily life in our community, yet its impact often goes unnoticed.

According to the [Virginia Economic Developers Association](#), economic development is the answer—to stronger communities, better jobs, thriving businesses and a brighter future for all.

At its core, economic development is about improving quality of life. It means creating economic opportunity through job growth, enhancing skills to strengthen our workforce, revitalizing underused areas, expanding education and recreation, and increasing tax revenues to fund vital public services. It even means opening the door to more retail, dining and entertainment options.

When we support economic development, we're investing in long-term prosperity—not just for ourselves, but for future generations. It's how we help local businesses grow, attract new employers and build a more resilient and inclusive community.

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### NEWS YOU CAN USE

## York County FY26 budget adopted, with modest tax rate adjustments

At its May 6 meeting, the York County Board of Supervisors adopted the

**Fiscal Year 2026 budget**, supporting continued investment in essential services, infrastructure and community priorities. As part of the approved budget, a few modest adjustments were made to local tax rates that may impact some businesses.

The real estate tax rate increased slightly—from \$0.74 to \$0.78 per \$100 of assessed value. The personal property tax returned to its 2022 level of \$4.00 per \$100 of assessed value (up from \$3.80), and the machinery and tools tax was also adjusted from \$3.80 to \$4.00 per \$100 of assessed value.

These updates are part of the County’s broader effort to maintain high-quality services and long-term fiscal stability while responding to evolving community needs.

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## Recent Recognitions



### Persnickety named to nation’s ‘Best Family-Friendly Restaurants’

*Food & Wine* has named **Persnickety Crane Cafe** in its “100 Best Family-Friendly Restaurants in America.” Persnickety is located in the Kiln Creek area of lower York County and offers exceptional coffees, teas, and a variety of light

café-style fare. Beyond its culinary offerings, Persnickety is designed with families in mind, featuring a fun play space for kids. The cafe hosts various events, including live music, poetry readings, and barista bootcamps, fostering a vibrant community space that creates special memories for visitors of all ages.

[READ ARTICLE](#)



### County Economic & Tourism Development honored

York County Economic & Tourism Development was honored with a 2025 VIRGO Award for its innovative Independence Day Celebration digital marketing campaign. Presented by the **Virginia Association of Destination**

**Marketing Organizations**, the award recognizes outstanding use of digital and social media to promote tourism. Despite a tight budget, the team delivered a dynamic campaign filled with real-time storytelling, interactive posts, and live streams, resulting in major increases in social engagement and website traffic.



## Naval Weapons Station Yorktown receives medal

Naval Weapons Station Yorktown was recently honored with a Gold Medal in the **Virginia Governor's Environmental Excellence Awards**, presented by the Virginia Department of Environmental Quality. The award recognized the installation's outstanding Penniman

Spit Living Shoreline restoration project at Cheatham Annex. This initiative successfully stabilized and reclaimed nearly two acres of eroded shoreline along the York River, restoring critical habitat and enhancing coastal resilience.



## Food truck owners & home-based chefs: Now you can rent prep space at commercial kitchen

A valuable new resource for small and home-based food businesses has just arrived in **The Edge District**, Greater Williamsburg's fast-growing "eatertainment" hub. **Burgers on the Edge**, a restaurant launched by the team behind the food truck Bald Guys Pies, isn't just serving up bold flavors — it's opening doors for other local culinary creators, too.



Owners Chris Waller & Jesse Altizer have made their fully licensed commercial kitchen available for rent to local food entrepreneurs, offering the kind of space that's hard to find within our region. Now, home-based food producers have access to certified kitchen space often required to expand

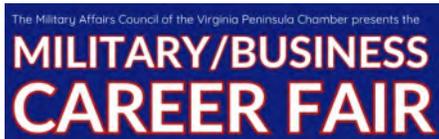
[READ FULL STORY](#)

operations, meet health regulations, and grow their brands, without the overhead of building or leasing a facility themselves.

Burgers on the Edge is also making a difference with their pay-it-forward meal program. Customers can prepay for a meal, and anyone in need can simply grab a ticket off the wall and enjoy a hot meal, no questions asked. It's another way this dynamic duo is proving that success and kindness go hand in hand.

Burgers on the Edge is more than just a business... it's a community-driven effort to help fellow makers succeed. If you've outgrown your home kitchen or are looking to legitimize and grow your food business, Burgers on the Edge may offer exactly what you need to take that next step.

## Regional Job Fairs



Tuesday, May 20

The Virginia Peninsula Chamber's Military/Business Career Fair returns on May 20, offering local employers a valuable opportunity to connect with transitioning service members, veterans and their family members seeking careers in the region. This annual event helps retain highly skilled military talent and match them with meaningful, well-paying positions across the Peninsula.

Held at the Newport News Marriott at City Center, the fair draws a strong turnout of motivated job seekers with diverse experience and training. Businesses are encouraged to participate as exhibitors or sponsors to promote current job openings, expand their networks and support veteran employment in our community.



Tuesday, June 17

The Hampton Roads Workforce Council invites local employers to participate in the upcoming Hampton Roads Regional Job Fair on June 17 from 10 a.m. to 3 p.m. at the Chesapeake Conference Center. This event offers a prime opportunity to connect with a diverse pool of job seekers across the region.

Companies can register as Highlighted Employers, gaining premium exposure through promotional materials and the opportunity to interview candidates during the job fair. Additionally, the Application Fest Tour, a series of pre-fair hiring events across 15 localities, will spotlight participating employers, enhancing visibility and engagement with potential applicants.

REGISTER TO EXHIBIT

REGISTER TO EXHIBIT

## HOME-BASED BUSINESSES Learn digital marketing strategies



The popular Home-Based Business Lunch & Learn Series is back! The fourth session of 2025 will focus on digital marketing for home-based business owners.

**Ecommerce & Digital Marketing**  
Makenna Wood, Proximo Marketing  
Wednesday, June 18  
Noon–1 p.m. via Zoom

Participants will discover key digital marketing strategies to grow their home-based business, from social media and SEO to email marketing and online sales, and will learn how to attract customers, build brand awareness and maximize their online presence with a minimal budget.

See the [2025 series flyer](#) for details on all upcoming sessions.

REGISTER

### MARKETING MINUTE

## Boost your brand—with help from the VTC

Looking to expand your business's reach and attract more customers?



The Virginia Tourism Corporation's **Marketing Leverage Program** is accepting applications for its next round of grants from June 10 to July 24, 2025. This program is designed to help tourism-related businesses and organizations maximize their marketing impact through collaborative efforts.

[APPLY FOR GRANT](#)

Eligible applicants can receive matching grant funds to support advertising, digital marketing and promotional campaigns that drive visitation and revenue. Whether you're in hospitality, retail, dining or local attractions, this is a great opportunity to amplify your message and draw more visitors to your business and the region.

[MORE MARKETING TIPS](#)

## BUSINESS ANNIVERSARIES

### Celebrating decades of dedication in York County



#### Riverwalk Landing: 20th

This May marks the 20th anniversary of **Riverwalk Landing**, York County's iconic waterfront destination for shopping, dining, outdoor recreation and events. Nestled along the scenic York River and adjacent to Yorktown Beach and the historic area, Riverwalk Landing continues to be the vibrant heart of the County, drawing thousands of locals and tourists each year for weekly farmers markets, outdoor concerts and year-round festivals.

A **multi-day celebration** is planned for May 22–26, featuring



#### Maurizio's: 40th

This year marks the 40th anniversary of **Maurizio's Italian Restaurant**, a York County staple serving authentic Italian cuisine in the upper County, near Busch Gardens.

Owner Maurizio Fiorello began his culinary journey in Palermo, Sicily, learning to cook alongside his mother. Since opening Maurizio's in 1984, he's built a loyal customer base with fresh, made-from-scratch pasta, pizza and classic Italian dishes.

The restaurant has expanded twice and continues to be a popular destination for locals and

extended shopping hours, exclusive discounts, raffles, lawn games, a magician and a roving musician. Enjoy a free outdoor concert by BrassWind on May 22, and live music with Trevor Daniel & the REEF on May 23.

[VIEW ALL EVENTS](#)

tourists alike. With its warm hospitality, hands-on leadership and a legacy rooted in family, Maurizio's remains a true community favorite.

[READ FULL STORY](#)

Does your business have a milestone anniversary coming up? If you've been in York County 20 years or longer, let us know! [Contact us](#) for a chance to be featured in a future edition.

## BUSINESS MYTHBUSTERS

### 'No one cares about small business concerns'

**MYTH:** Local governments and organizations don't care about the needs of small business owners or about issues affecting their success and growth.



The flyer features a photograph of a group of people in a meeting. Below the photo, the title 'Small Business TASK FORCE OPEN HOUSE' is written in a mix of script and bold sans-serif fonts. A subtitle reads: 'TO IDENTIFY, ADDRESS, AND REMOVE OBSTACLES FACING SMALL BUSINESSES WHILE ADVOCATING FOR POLICIES AND INITIATIVES THAT FOSTER ECONOMIC GROWTH, INNOVATION, AND SUSTAINABILITY.' The event details are: 'WEDNESDAY, MAY 21, 2025 1:00 PM - 2:30 PM' at the 'VIRGINIA PENINSULA CHAMBER 1150 MERCHANTS WALK, SUITE 110 NEWPORT NEWS, VA 23606'. It lists 'KEY OBJECTIVES' (Policy & Advocacy, Access to Capital, Workforce Development, Infrastructure & Real Estate, Education & Resources, Technology & Innovation, Economic Resilience) and 'MEETING STRUCTURE' (Quarterly Full Meetings, Monthly Subcommittee Meetings, Annual Report & Recommendations). A note says 'All businesses are welcome!' and the Virginia Peninsula Chamber logo is at the bottom right. A footer asks 'Interested in joining or learning more? Please visit: https://bit.ly/2025-VPC-SmallBusiness-TaskForce-OpenHouse'.

[REGISTER TO ATTEND](#)

**FACT:** Local governments and organizations are actively engaged in supporting small businesses and are eager to hear directly from business owners. The upcoming [Small Business Task Force Open House](#), hosted by the Virginia Peninsula Chamber, exemplifies this commitment.

This free event—scheduled for Wednesday, May 21, from 1 to 2:30 p.m. at the Chamber's office in Newport News—invites small-business owners to share their experiences, challenges and ideas. It's an opportunity for entrepreneurs to connect with local officials and chamber representatives who are dedicated to fostering a thriving small business environment.

York County also conducts annual business retention surveys to better understand and address local business needs. We recently completed a survey for commercial businesses and are currently gathering feedback from home-based business owners through May 23 via our [2025 Home-Based Business Survey](#). These surveys help identify opportunities for support, pinpoint challenges, and shape future programs and resources—because your voice matters and your success is important to us.

FEATURED PROPERTY  
**Office/medical space for lease on Route 17**  
8529 Geo. Wash. Mem. Hwy. in lower York County

FOR LEASE  
**1,250 - 6,000 SF**



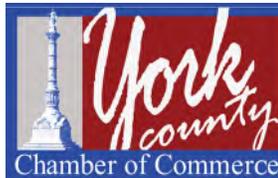
Don't miss out on the opportunity to lease space in a brand new office building being constructed along the busy Route 17 corridor in lower York County.

This premier new-construction office building is expected to be available in the fourth quarter of 2025. Ideal for professional office or medical use, the building offers customizable floor plans with suites ranging from approximately 1,250 to 6,000 square feet. Tenants will enjoy abundant on-site parking and the opportunity for prominent exterior signage on a roadside monument sign (subject to availability). Conveniently located just north of the Route 17/Ft. Eustis Blvd. intersection, across from the Yorktown Library, the property is approximately a seven-minute drive to I-64, offering easy regional access.

[CONTACT AGENT](#)

[PROPERTY DETAILS](#)

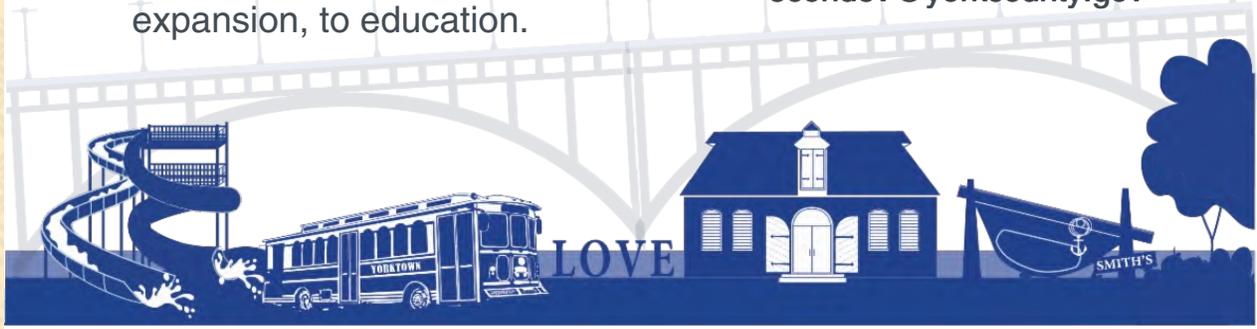
Thanks to our partner organizations:



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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