

Buy Local **BUZZ**



MAY 2025

INSIDE

Cool Treats for Hot Days

Fun in the Sun

Company Callouts:
Persnickety Crane
Cafe & Pierce's Pitt
Bar-B-Que

Business
Anniversaries

Citizen Rewards
Card

What's Missing?

Summer Camps

Shopping & Dining
Inspiration

Ribbon Cuttings

New in Town

Recent
Recognitions

The Way It Was



Sunny days, local ways

Check out our hot picks for hometown fun
all summer long!

Summer is heating up in York County, and there's no better time to explore all the local gems right in your own backyard. Whether you're planning the ultimate staycation, searching for fun camps for the kids, or looking to fill your calendar with festivals, live music and family-friendly events, we've got your guide to a season full of hometown adventure.

In this edition of the Buy Local Buzz, we're serving up ideas to help you savor summer while supporting the small businesses, attractions and experiences that make York County so special. Read on for inspiration on shopping, dining and playing local all summer long!

FOODIE FINDS

Cool treats for hot days

Nothing says summer like a sweet, chilly treat, and York County has plenty of places to cool down deliciously! Whether you're craving classic favorites or something new, there's a local spot ready to hit the sweet spot.



Papi's Creamery on Hampton Highway is serving up scoops of rich, creamy ice cream with all your favorite toppings.

Donuts on a Stick, also on Hampton Highway, offers a fun twist on a classic treat—warm, fresh donuts served in creative and crave-worthy ways.

Pelican's Snoballs in Grafton dishes out New Orleans-style shaved ice in every flavor imaginable, perfect for kids and kids at heart.

Dairy Queen Grill & Chill, also in Grafton, delivers those classic soft-serve cones, sundaes and Blizzards you know and love.

Ben & Jerry's at the Yorktown Beach waterfront is a must-stop after a sunny day by the water.

Dare Deli & Steamhouse offers soft-serve cones dipped in your favorite treats (like crushed Oreos) for a cool, crunchy twist on a classic cone.

sweetFrog in Grafton lets you customize your swirl of frozen yogurt. Pile on your favorite toppings at this family-friendly spot to create your own perfect summer treat.

Little York Confectionery in Historic Yorktown offers several hand-dipped flavors that you can even top with a **handmade bon bon!**

Looking for something a little more grown-up? Try an affogato (espresso poured over ice cream) at **Persnickety Crane Café**, or sip a frozen margarita at your favorite local Mexican restaurant to beat the heat in style.

From frozen fun for the family to cool treats with a twist, these local gems are serving up summertime sweetness worth savoring!

EVENTS & ATTRACTIONS

Fun in (or out of) the sun

Summer is almost here, and there's no shortage of ways to soak up the sunshine in York County! From toe-tapping Thursday nights at the beloved Yorktown Sounds of Summer concert series to the themed market days at Riverwalk Landing, the waterfront is buzzing with activity.

If you're ready to make a splash, Water Country USA is the place to be. Don't miss their brand-new attraction, High Tide Harbor, now open and making waves! Prefer the shade instead? Great Wolf Lodge now offers **day passes**

to their indoor water park.

Whether you're dancing by the river or cooling off in the water, it's all happening right here at home.



Water Country USA

176 Water Country Parkway,
Williamsburg
www.watercountryusa.com

Yorktown Sounds of Summer

Riverwalk Landing, Water Street,
Yorktown
www.visitorktown.org



Fun in the Sun Market

Riverwalk Landing, Water Street,
Yorktown
www.visitorktown.org

COMPANY CALLOUTS

Persnickety & Pierce's recognized nationally



Persnickety Crane Cafe named to 'Best Family-Friendly Restaurants'

Food & Wine has named **Persnickety Crane Cafe** in its "100 Best Family-Friendly Restaurants in America." Located



Pierce's named Virginia's Best BBQ Joint

The iconic **Pierce's Pitt Bar-B-Que** has once again earned national recognition, recently being named one of The South's Best BBQ Joints by Southern

in the Kiln Creek area of York County, Persnickety 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](#)

Living magazine. Known for its signature sauce, mouthwatering sides and tender pulled pork, chicken and brisket, the family-owned restaurant has been a beloved staple in York County for over 50 years.

Located just off I-64, it's a go-to destination for locals and travelers alike. The bright yellow building is almost as iconic as the flavor inside, and the picnic tables outside make it a favorite spot for a laid-back lunch or dinner.

[READ ARTICLE](#)

BUSINESS ANNIVERSARIES

Celebrating decades of dedication



Riverwalk Landing's 20th

Memorial Day weekend marked 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.

[READ ARTICLE](#)



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

[READ ARTICLE](#)



Wayne Harbin Builder's 40th

With four decades of experience and the distinction of being one of the area's only **Southern Living Custom Builders**, Wayne Harbin Builder continues to raise the standard for homebuilding in our community. What began as a small, family-run business has grown into a respected name in custom home construction, known for combining timeless craftsmanship with innovative

design. The company has earned a reputation for building homes that reflect both quality and character. As they celebrate their 40th anniversary, **Wayne Harbin Builder** remains deeply committed to the values they started with: integrity, excellence, and a passion for building homes that families love.

[READ ARTICLE](#)



Want to get rewarded for something you already do?

Many businesses and attractions offer free admission or discounts for York County residents. Don't forget to pick up your Citizen Rewards discount card before you go! To nab your very own card, present proof of residence at one of the three pick-up locations:

- York Hall (301 Main Street in Historic Yorktown)
- Senior Center of York (Washington Square shopping center)
- York County Parks & Recreation (Washington Square shopping center)

[MORE INFO + CURRENT DISCOUNTS](#)



NOTICE ANYTHING MISSING?

If the York River skyline looks a little different lately, you're not imagining it. Marking the end of an era, the iconic red-and-white striped smokestack at the Dominion Energy Yorktown Power Station has officially come down, after standing tall for more than 53 years.

A familiar sight to locals and boaters alike, the stack was recently decommissioned as part of Dominion's ongoing demolition of the retired facility. No information is yet available on Dominion's plans for the site.

FOR THE KIDS

A camp for every kid & and interest

Looking to sneak in a little quiet time this summer? Whether that means catching up on work, relaxing in the sun or just drinking your coffee while it's still hot, let the kids burn off some energy, make friends and learn



something new at one of York County's many summer camps!

Themed camps

- Budding pirates and boat-builders will love the specialty camps at the **Watermen's Museum**, where kids can learn how to build a boat, sail a ship, or even live like a pirate for a week.
- Emerging artists will love York County Parks and Recreation's **Summer Art Camps**, featuring everything from painting to fabric arts, and even a unique eco-art nature camp. **On the Hill Gallery** also offers full and half day art camps throughout July.
- Got a thrill-seeker on your hands? **Busch Gardens** offers behind-the-scenes roller coaster camps that show kids the science and excitement behind the park's biggest attractions.
- If your child is wild about wildlife, the **Virginia Living Museum** has hands-on animal encounter camps for every age group.

Full-day care

- York County Parks and Recreation offers the ever-popular **Summer Fun Camp**, a full-day program packed with activities, games, and optional Field Trip Fridays!
- The two **York County YMCAs** also provide engaging, affordable childcare all summer long with weekly themes, sports, arts, and more.
- **Wolf Martial Arts** has expanded their summer offerings this year with a full weekly day camp program packed with action, creativity, and adventure! In addition to martial arts, campers will enjoy daily themed activities, games, obstacle courses, water fun, and more. Each week features field trips to exciting local destinations.

For your littlest camper

If your child is entering kindergarten this fall, don't miss **SafetyTown** (shown above)—York County's award-winning safety awareness program that teaches kids about fire prevention, traffic rules, gun safety and more in a fun, age-appropriate setting. Many County families consider Safety Town a rite of passage!

INSIDER TIP



Savor summer locally: Your guide to great eats & unique treats

Check out York County's **Shopping & Dining Guide** for details on the best places to shop, dine and explore right here in our community! Whether you're grabbing ice cream after a day at the park, browsing for beachy gifts or meeting friends for dinner al fresco, this guide will point you to all the local gems that make summer in York County unforgettable.

NEW IN TOWN

From art to burgers... to burger art!

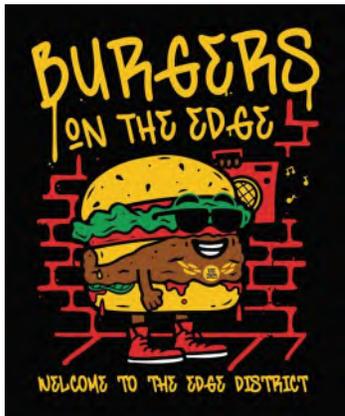


On the Hill Gallery

The Yorktown Arts Foundation proudly celebrated the grand opening of its new home for **On the Hill Gallery**, now located at 5308 George Washington Memorial Highway. This vibrant space continues the Foundation's mission to promote and support the arts through education, outreach and exhibitions. The Gallery showcases the talents of more than 40 local artists and offers a variety of classes for both children and adults,

fostering a creative community hub in York County.

Stop by to explore the latest featured works, and be sure to visit their [website](#) often to stay in the loop about upcoming events, camps, **classes** and more!



Burgers on the Edge

There's a new reason to explore the **Edge District**, Greater Williamsburg's up-and-coming destination for "eatertainment" in upper York County. **Burgers on the Edge**, the latest venture from the team behind the beloved Bald Guys Pies food truck, is now open and serving up bold, crave-worthy flavors in a fun, laid-back atmosphere.

But this new local hotspot is doing more than just flipping great burgers. Owners Chris Waller and Jesse Altizer want to support the community that's supported them, so their new restaurant includes a fully licensed commercial kitchen available for rent by other local food entrepreneurs—especially those growing from home-based businesses who need a certified space to level up. It's a rare and valuable resource that helps small food brands expand without the huge overhead of their own facility.

They're also paying it forward—literally—through their meal ticket wall. Customers can prepay for a meal so someone in need can stop by, grab a ticket, and enjoy a hot, delicious meal with no questions asked.

This exciting new business was made possible in part by a grant from York County's Economic Development Authority, which helped turn their food truck dreams into a full-fledged restaurant reality. That's the power of

supporting local... when we rally behind our small businesses, we create more opportunity, more flavor and more reasons to love where we live.

READ ARTICLE

Want to know what other new businesses are New In Town? Spoiler alert: Yummy treats and fun activities await! **Check out our latest New In Town video** for the scoop.



Stay In the Know

Each month, new businesses open up in York County. Be the first to know when you check out our New In Town **business list, video series** and **ribbon cutting image galleries**.

What's Up with THAT?

Want to know what's coming to the County? Wondering what's going on at that site next door? Check out the **Development Dashboard** for details on recent property sales, assessments, building permits, site plans and much more!

RECOGNIZING EXCELLENCE

Two businesses honored at County event

At York County's annual Distinguished Business Affair, which took place March 13 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 **Harper's Station** retirement community with the 2025 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—**Collision Correction**. The business was selected for its local community support and commitment.



York County DISTINGUISHED BUSINESS OF THE YEAR

Harper's Station, which opened in November 2024, was given this award for its significant economic contribution to the County. An upscale senior living community managed by SRI Management, Harper's Station was designed as a state-of-the-art community offering 76 independent living units, 60 assisted living units and 22 memory care units, ensuring residents receive the right level of care at every stage of life.



York County Chamber SMALL BUSINESS OF THE YEAR

Collision Correction is a full-service collision repair facility that launched in 2022 in upper York County, driven by a passion for delivering high-quality service. In just two years, the company has nearly outgrown its 9,000-square-foot facility and plans to build a larger facility in the County. Collision Correction was prominently featured on the **cover of Fender Bender magazine**, a leading industry publication.

[VIEW PRESS RELEASE](#)

THE WAY IT WAS



Busy day at Yorktown Beach (circa 1970s)

Sure, Main Street in Historic Yorktown still looks shockingly similar to how it was as far back as the Revolutionary War! But most of York County has changed quite a bit since then.

Do you remember when the County Fair was held on Route 17, where Washington Square now sits? What about the old drive-in movie theater that is now home to Wal-Mart? Anyone recall what Yorktown Beach looked like before Isabel cleared the way for Riverwalk Landing? Spoiler alert: Water Street had a lot more traffic than it does now!

Follow along with us as we feature some oldie-but-goodie photos from Yorktown's yesteryear! How many can you remember?

KEEP IN TOUCH ... and keep it in the County!

- Let us know about your business and what makes it special, so we can promote it for you for free via our e-news, social media, and website. Have a coupon or upcoming event? We'll help you spread the word!
- Forward this e-news to your neighbors and friends, so they too can keep up to date with York County happenings and businesses. They can [subscribe here](#).



York County Economic & Tourism Development | 121 Alexander Hamilton Blvd. | Yorktown, VA
23690 US



Try email marketing for free today!