



OPPORTUNITIES | EDUCATION | EVENTS | UPDATES

August 2025

HIGHLIGHTS

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Capitalizing on VA250

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Home-based Business
September Workshop

New in Town

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Gunderman Chiropractic

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Business Slows in Fall

ETD is Hiring

Victory Blvd. Widening

Check It Out: Southern Living
Features Yorktown

Upcoming Events: Syrup,
Shells & Sips

Featured Property for Sale:
1101 Coventry Blvd.



August is **National Black Business Month**, a time to recognize, support and celebrate the contributions of Black-owned businesses across the country and here in York County. These vibrant businesses are an essential part of our economic and community fabric.

How can you show your support?

- **Shop local and thoughtfully:** Visit a Black-owned business, whether for supplies, services or catering, and encourage your customers and fellow business owners to do the same.
- **Amplify their impact:** Share shout-outs on social media or tag them in your posts to help elevate their visibility.
- **Partner up:** Consider cross-promotions with Black-owned businesses or feature them in your marketing materials.

Supporting and encouraging Black entrepreneurs is an investment in a more equitable, thriving community!

ICYMI

Yorktown tourism is soaring—take advantage!



When you think of tourism in York County, the **American Revolution Museum at Yorktown**, Historic Main Street, and the **Yorktown Battlefield** probably come to mind.

But did you know that **Great Wolf Lodge**, **Water Country USA** and 25 of Greater Williamsburg's lodging properties are also located in upper York County?

While the historic area welcomed exciting new additions last year—including **Coastal Seaplanes**, **Little York Confectionery**, **Yorktown & Co Steam Wagon Tours** and **Coastal Thirst Beach Deli**—the upper County is seeing plenty of buzz as well with new businesses like **Burgers on the Edge** and **The Picklr**.

With the **Williamsburg Sports and Events Center** under construction, the **Edge District** gaining popularity, and regional tourism numbers climbing, now is the perfect time to showcase your business to both locals and visitors. Did you know **Virginia visitors spent a record \$35.1 billion in 2024? That's a 5.4% increase over the year prior.**

York County Economic & Tourism Development (ETD) offers a variety of promotional opportunities to help tourism-dependent businesses stand out, including co-op advertising (with the County covering part of the fee), listing in our **Shopping & Dining Guide** and participation in York County's **Restaurant Week** festivities.

If your business depends on tourism and local visitation, reach out to our team to learn how we can help you grow your visibility and customer base.



BIG EVENTS. BIG OPPORTUNITIES.
Position your business for

Tips to capitalize on the 250th

Plan ahead. Look at the event calendar now and align your promotions with key weekends (September 2025, June–July 2026, July 2031).

Get creative with themes. Tie specials, displays or events to Revolutionary history.

America's 250th

York County isn't just where history happened... it's where it still happens. As we gear up for America's 250th anniversary, the region is preparing to welcome a significant wave of new and returning visitors eager to experience our rich Revolutionary War heritage. That's great news for your business! More tourists means more potential customers, more foot traffic and more visitor spending in local shops, restaurants, attractions and service-based businesses.

On Saturday, Sept. 20, the Yorktown Battlefield transforms into a history lover's dream as guests will be able to view a special screening of Ken Burns's highly anticipated documentary, *The American Revolution*, featuring never-before-seen excerpts filmed in York County. This free event includes a fun Revolutionary Festival with live colonial music, artillery demos, spy games, ranger programs and more.

The celebrations don't stop there! We're in the midst of [VA250](#), a multi-year commemoration of America's founding that will carry Yorktown into the national spotlight. Upcoming highlights include the [Sail Yorktown Festival](#), an official SailVirginiaSM 2026 Affiliate Harbor, in June 2026, when tall ships from around the world will dock at our waterfront for a Parade of Sail and immersive maritime experiences.

Looking even further ahead, the reverberations of these commemorations will continue through America's 250th Victory Celebration in 2031—an anniversary so significant that past observances have drawn U.S. presidents. Expect artillery salutes, reenactments, exhibitions and more as we celebrate the defining moments of American independence.

For local businesses, this is a once-in-a-generation opportunity. Past anniversary events have delivered surges in visitor traffic, overnight stays and spending, bringing fresh customers to restaurants, shops, attractions and service providers.

Now is the time to start planning:

Restaurants can create themed menus, specials or extended hours.

Retailers can stock commemorative items or offer anniversary discounts.

Red, white and blue sells!

Collaborate. Partner with neighboring businesses for cross-promotions or packages.

Extend your reach. Use hashtags, social media and email to market to visitors before they arrive.

Be welcoming. Train staff on local history highlights so they can answer questions and connect with guests.

Think long-term. These anniversaries aren't just one-off weekends—they'll bring momentum for years. Position your business now to be part of it.

Key Yorktown anniversary events

Sept. 6 & 7, 2025
1781 Before the Siege – British Occupation reenactments on Historic Main Street and Yorktown Battlefield

Sept. 20, 2025
We the People: A Yorktown Battlefield Event – an exclusive sneak peek screening of Ken Burns's *The American Revolution*

June 12–14, 2026
Sail Yorktown Festival – Tall ships, Parade of Sail, living history, performances and more

July 4, 2026
America250 – Patriotic parade, concerts, family activities, Declaration of Independence reading, and fireworks over the York River

Service businesses can highlight ways they support increased visitor traffic.

Hospitality businesses can prepare packages and promotions that align with event weekends.

With Ken Burns's documentary drawing national attention this fall, momentum will only grow. Businesses that act early will be best positioned to capitalize on the increased visibility and spending these historic anniversaries will generate for years to come.

Want help brainstorming promotions or learning about cooperative marketing opportunities?

Contact us. We're here to help you make the most of this historic moment.

Explore Yorktown's upcoming **VA250 events** and position your business to benefit from our growing tourism economy. Want to go the extra mile? Become a **VA250 Commemorative Partner**. The program provides free tools and resources to maximize the potential of VA250 activities and events for local businesses.

October 2031

America's 250th Victory Celebration – Commemorative reenactments, artillery, music and interactive military programs for Yorktown's decisive Revolutionary War victory



BECOME A VA250 COMMEMORATIVE PARTNER

NEWS YOU CAN USE **Workforce Woes?**



**Trades Center
Groundbreaking**



**Small Business & Workforce
Development Summit**

Virginia Peninsula Community College (VPCC) broke ground on the Newport News Trades Center on Aug. 12. This \$9 million, 16,000-square-foot facility will train more than 400 students annually in high-demand trades like welding, marine electrical, HVAC, plumbing and more.

Located near Newport News Shipbuilding, it's strategically positioned to build a direct pipeline of qualified local workers and help ease hiring challenges in the region.

Completion is expected in early 2026, with training programs ramping up shortly after. Once operational, this center will be a game changer, helping local businesses find skilled employees faster and more efficiently.

[SEE PRESS RELEASE](#)

Join us this fall for York County's annual Small Business & Workforce Development Summit, where business owners, entrepreneurs and community leaders come together to tackle today's top workforce challenges and explore the tools that drive business success.

This event offers powerful insights and practical resources for local employers. Enjoy valuable networking time, complimentary refreshments and one-on-one access to workforce and small business resources—all in one morning.

**Wednesday, Sept. 24
8:30-10:30 AM**

Yorktown Freight Shed
331 Water Street
in Historic Yorktown

[REGISTER FOR EVENT](#)

HOME-BASED BUSINESSES

Explore problem-solving strategies for your business



The popular Home-Based Business Lunch & Learn Series is back! The seventh session of 2025 will be **IN PERSON** and will focus on moving ideas to action in

your home-based business. Sessions will return to virtual format in October.

"Moving From Idea to Action"

Brandon Hennessey, The Entrepreneurship Hub

Thursday, Sept. 18

10 AM–Noon

*Location: The Entrepreneurship Hub at Tribe Square
249 Richmond Road, Williamsburg, VA 23185*

Unlock the power of entrepreneurial thinking to grow and sustain your home-based business. In this engaging session, you'll explore how innovative problem-solving, strategic decision-making and collaboration can elevate your success.

Enjoy an exclusive tour of a dynamic co-working space designed to support entrepreneurs like you.

See the [2025 In-Person Lunch & Learn flyer](#) for more details.

REGISTER FOR SEPT. 18 EVENT

NEW IN TOWN & COMING SOON



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](#)
- [Ribbon-cutting images](#)



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!



If your business is new in York County, WELCOME! We're glad you're here.

One of the first things you'll want to do is check out our many resources for new businesses and entrepreneurs and out grant programs. Our new Grand Opening Guide and Starting a Business brochure provide the information you need to get off on the right foot.

[VIEW NEW BIZ RESOURCES](#)

MARKETING MINUTE

Make the most of 'national' days



Looking for a creative, low-cost way to promote your business? The **National Day Calendar** is full of fun, ready-made themes you can use to engage customers. From National Ice Cream Day to National Pet Day, these “holidays” are the perfect excuse to run a special, create a social media post or host a small event that gets people talking.

One local business already doing this well is **Riverwalk Restaurant**, which regularly highlights national days to bring in diners and add some lighthearted fun to its marketing.

So, grab your calendar, pick a few National Days that align with your business, and start planning... because sometimes the simplest ideas can have the biggest marketing impact.

[MORE MARKETING TIPS](#)

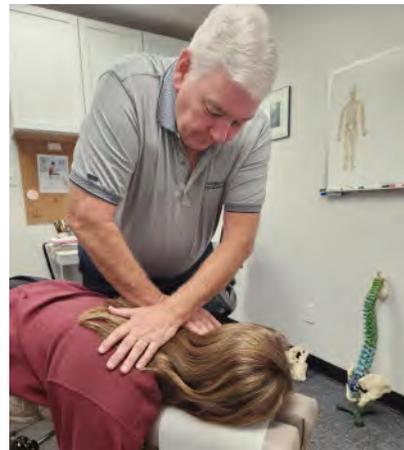
BUSINESS ANNIVERSARY

Gunderman Chiropractic still standing tall



Chiropractic business turns 30

For three decades, **Gunderman Chiropractic & Wellness** has been a trusted name in the community, helping patients of all ages (and even a few four-legged friends) feel their best. Now led by both Dr. Samuel Gunderman Jr. and his son, Dr. Samuel Gunderman III, the family practice continues to grow while staying true to its people-first approach.



[READ FULL ARTICLE](#)

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

'The off season is bad for my business'

MYTH: "Once the summer ends, so do the profits."

FACT: As kids head back to school, many local businesses notice a dip in visitors and foot traffic. But a slower season doesn't have to mean a slowdown in success. Smart business



owners can use this time to get creative with promotions and strengthen their operations ahead of the busy holiday months.

Promotions that work:

- **Back-to-school specials** – Offer discounts for teachers, parents or students (think “show your school ID” deals, buy-one-get-one treats for kids, or family dining specials).
- **Fall-themed campaigns** – Launch seasonal menu items, décor or products tied to autumn vibes—pumpkin flavors, cozy apparel, fall festivals or outdoor gear.
- **Customer engagement** – Host a back-to-school giveaway, social media contest or themed event to keep your brand top of mind.

Use downtime wisely:

- **Plan for the holidays** – Develop marketing campaigns and stock strategies now to be ready for the holiday rush.
- **Crisis management prep** – Review your crisis plan. Do you know what to do if faced with a cyberattack, storm or staffing shortage?
- **Invest in training** – Take advantage of a lighter schedule to upskill your team, boost customer service or cross-train employees.
- **Reevaluate your business plan** – The Small Business Development Center (SBDC) recommends revisiting your business plan at least once a year.
- Consider updating your goals, operations and financial projections.

Think Ahead:

Back-to-school season is the perfect reminder that every cycle brings change. Businesses that adapt, plan and innovate during the slower weeks are the ones best positioned to thrive when the busy fall and holiday seasons arrive.

JOB ALERT

ETD is hiring: Join our award-winning team



We're excited to announce that we're currently seeking an **Economic Development Coordinator**. This full-time, in-person position is based in Historic Yorktown—playing a key role in driving business recruitment, expansion and retention through project management, trend research, marketing, outreach and coordinating site visits. If you're passionate about economic growth and community impact, we'd love to hear from you!

APPLY TODAY

ROADWORK AHEAD Victory Boulevard widening begins



In March, contractor crews with the Virginia Department of Transportation (VDOT) began a project to increase capacity, ease congestion and improve traffic operations on Route 171 (Victory Boulevard) in York County. In mid-July, VDOT released the schedule of **long-term, single lane closures** that will occur during the widening project.

The project will widen Route 171 from five to six lanes between Route 17 (George Washington Memorial Highway) and Route 134 (Hampton Highway) allowing more cars to pass through the roadway and help alleviate traffic delays from congestion.

[VIEW PROJECT UPDATES](#)

MAGAZINE SPOTLIGHT *Southern Living* showcases York County



Even *Southern Living* knows that York County is something to shout about! Their recent feature, “**This Virginia Town Charms With Riverside Walks, Natural Beauty, And American History,**” shines a national spotlight on our community, showcasing everything from ghost tours and battlefield walks to riverside dining and vibrant art galleries—perfect for a fall staycation.

[READ FULL ARTICLE](#)

SYRUP, SHELLS & SIPS
Seasonal festivals you won't want to miss



**Chefs Wanted for
Oyster Shuck Off!**

Think you've got the fastest hands (and the sharpest knife) in the kitchen? We're looking for pros—or aspiring pros—to compete in the *very first* Oyster Shuck Off!—happening during the **Yorktown Wine & Oyster Festival on Saturday, Oct. 4, at 3 PM.**

Claim your title as the Best Shucker in Town and walk away with bragging rights, a trophy and two tickets to next year's Blues, Brews & BBQ Festival.

To enter the contest, email your name, restaurant, and phone number to: marketing@yorkcounty.gov

ENTER CONTEST



The new **Pancake Trail and Festival** is coming this September. York County businesses are invited to take part in this region-wide promotion, which is sure to attract both locals and visitors hungry for a taste. Restaurants and cafes are invited to showcase their best morning dishes and any special offers, discounts or featured menu items. Affordable hotel packages and exclusive deals will also be included to help visitors enjoy the full Greater Williamsburg experience.

To participate, **submit** a description and images of your pancake/breakfast deals, packages, discounts and special offers today.

SUBMIT OFFER

FEATURED PROPERTY
Prime office building for sale off Route 17
1101 Coventry Boulevard in lower York County



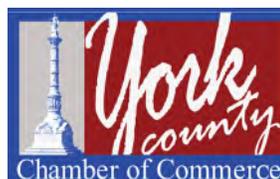
Located in the heart of Yorktown's main business corridor, this property offers approximately 4,400 square feet of versatile space in a two-story office building constructed in 2008. The property features a well-maintained interior with storage, a mini-kitchen and attractive common areas, along with ample on-site parking for about 20 vehicles and beautifully landscaped grounds that enhance curb appeal.

Partially leased, the property provides both immediate rental income and expansion opportunities for an owner-occupant or investor. It is zoned General Business (GB) and ideally suited for professional offices, retail or light service users looking to establish a presence in one of York County's most desirable locations.

[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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