



OPPORTUNITIES | EDUCATION | EVENTS | UPDATES

July 2025

HIGHLIGHTS

Summer Magazine
Preview

Crisis Management
Monthly: Know Who to
Call

Upcoming Events:
Workforce Summit &
Networking BAH

Home-Based Business
August In-person
Workshop

New in Town & Coming
Soon

Marketing Minute:
Repurposing Content

Business Anniversary: Art
Orthodontic Laboratory

Mythbusters Series:
Business Plans

Check It Out: Call for
Chefs & Yorktown Shines
in Magazine Feature



Ranked, Recognized, Rewarded

Celebrating the wins that make York County
and Virginia a top place to do business.

Each summer, accolades from regional, state and national organizations roll in. This year, York County companies and the commonwealth once again earned top marks.

Virginia ranked **#4 in Top States for Business by CNBC**, with standout recognition in several key areas, including #1 for education and #2 for infrastructure. *Business Facilities Magazine* also ranked Virginia **#1 for Customized Workforce Training**.

These rankings highlight Virginia's continued leadership in innovation, infrastructure and workforce readiness, which are key drivers that make doing business here a smart investment.

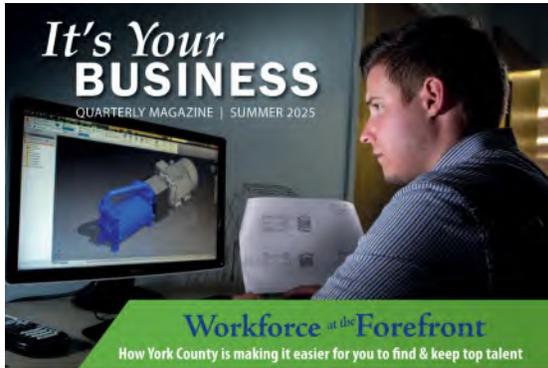
Locally, York County businesses continue to receive well-deserved recognition.

Featured Property for
Sale: 200 Water Country
Parkway



Williamsburg Jewelers was named **2025 Small Business of the Year** by the Greater Williamsburg Chamber of Commerce.

Meanwhile, more than **100 York County businesses**, including 14 located in Historic Yorktown, were named winners in the **2025 Coastal Virginia Magazine Best-Of Readers' Choice Awards**.



SUMMER ISSUE IS OUT Read our magazine!

Did you know York County Economic & Tourism Development produces a quarterly print magazine just for local businesses? It's filled with timely business tips, local success stories, events and resources to help you thrive.



The magazine is mailed to commercial businesses, but is also available online to everyone. This issue's theme is "Workforce at the Forefront", and it's packed with insights on talent, training and the future of work.

[READ OUR MAGAZINE](#)



CRISIS MANAGEMENT MONTHLY

Is your business prepared? Know whom to call

In the wake of the devastating flash flooding in Texas that claimed lives and left many communities reeling, it's a sobering reminder of how quickly emergencies can unfold, and how critical it is to have your business ready before disaster strikes.

While we can't always prevent the unexpected, one simple step every business can take today is to ensure every employee knows exactly whom to call in an emergency, whether it's 911, a property manager or a designated internal contact.

Make sure your emergency contact list is:

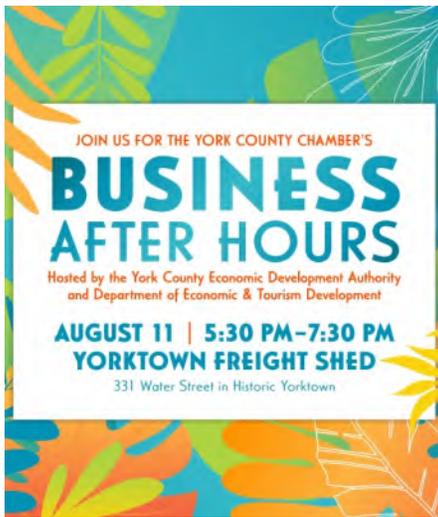
- Current and easy to find
- Shared with all employees (not just management)
- Customized to cover scenarios relevant to your business (like fire, flood, cyberattack or medical crisis)

It only takes a few minutes, but in a real crisis, it can save time, property and even lives. Download our [Business Emergency Contact Sheet](#) to fill out for your company.

For more tips and templates, check out our full Crisis Management Guide, coming this fall.

[FILLABLE EMERGENCY CONTACT SHEET](#)

SAVE THE DATE
You don't want to miss these events



Business After Hours

Looking to make new connections, grow your customer base or explore potential partnerships? Don't miss York County's premier summer networking event!

Co-hosted by York County Economic & Tourism Development, York County Economic Development Authority and the York County Chamber of Commerce, this relaxed after-hours gathering brings together local business owners, entrepreneurs and community leaders for an evening of conversation, collaboration and opportunity.

Whether you're a longtime Chamber member or new to the local business scene, this is your chance to build relationships that matter.

**Monday, Aug. 11
5:30-7:30 PM**

Yorktown Freight Shed
331 Water Street
in Historic Yorktown

REGISTER FOR EVENT



Small Business & Workforce Development Summit

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.

Co-hosted by York County Economic & Tourism Development, the York County Chamber of Commerce, the Greater Williamsburg Chamber of Commerce and the Hampton Roads Workforce Council, 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 small business funding strategies



The popular Home-Based Business Lunch & Learn Series is back! The sixth session of 2025 will be **IN PERSON** and will focus on accessing and managing capital for your home-based business needs. Sessions will return to virtual format in October.

"Accessing & Managing Capital"

Bill Holloran, HRSBDC

Monday, Aug. 21

10 AM–Noon

*Location: The Offices of Two Five & J
2506 Jefferson Avenue, Newport News*

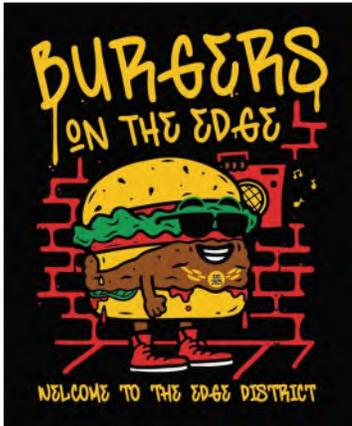
Get practical funding strategies to grow your home-based business, plus a guided tour of a vibrant co-working space.

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

[REGISTER FOR AUG. 21 EVENT](#)

NEW IN TOWN & COMING SOON

In case you missed it...



Burgers on the Edge celebrated its **ribbon cutting** on July 18, bringing gourmet burgers to The Edge District in upper York County.

This summer has been full of exciting business activity in York County!

The brand-new **Yorktown Welcome Center** is expected to open by the end of July at the Yorktown waterfront. The new facility will offer a welcoming, functional, and informative space for all visitors:

- Fresh, friendly gateway to the area
- Modern, year-round restrooms
- Updated Dockmaster's office
- Fully ADA-compliant access

And there's more on the horizon. Kroger is planning to expand its Victory Boulevard location, and AutoZone is opening a new store, **both set to move into the former Big K space in Kiln Creek.**



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!

MARKETING MINUTE

Repurpose, don't reinvent: Stretch your content further



Think you have to constantly create brand-new content to stay relevant? Think again! One of the smartest (and easiest) marketing strategies is to repurpose what you've already created.

- Turn a blog post into a short video or social media carousel
- Break a newsletter article into bite-sized tips for Instagram or Facebook
- Combine FAQs into a downloadable guide or handout
- Share past testimonials, reviews or before/after photos as fresh posts

You've already done the hard work—now find creative ways to reuse it across platforms and reach more people with less effort.

[MORE MARKETING TIPS](#)

BUSINESS ANNIVERSARY

Local lab makes the devices that make you smile



Art Orthodontic Lab turns 30

For the past 30 years, Art Orthodontic Laboratory has quietly operated behind the scenes in York County, helping dentists and orthodontists perfect smiles with custom retainers, aligners and more.

Led by U.S. Marine veteran and master technician Jeff Edmondson, this small, family-run lab combines hands-on artistry with cutting-edge 3D printing. Based in lower York County, Art Ortho is a shining example of the innovation, craftsmanship and community spirit that define our community's small business scene.



[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

'Only startups need a business plan'



MYTH: "I've been running my business for years. I don't need a business plan."

FACT: A business plan isn't just for getting started... it's a powerful tool to help guide your decisions at every stage of growth. And it's never too late to write or update yours! If it's been years since you last looked at your plan (or you never wrote one at all), you're not alone. But updating your plan can help you:

- Reevaluate goals and services
- Prepare for expansion, succession or financing
- Stay on track during market changes

Want help getting started or updating your plan? Register for the free two-part virtual [Simple Business Plan Bootcamp](#) hosted by the Virginia SBDC on Aug. 20 & 27 from 10 AM to Noon.

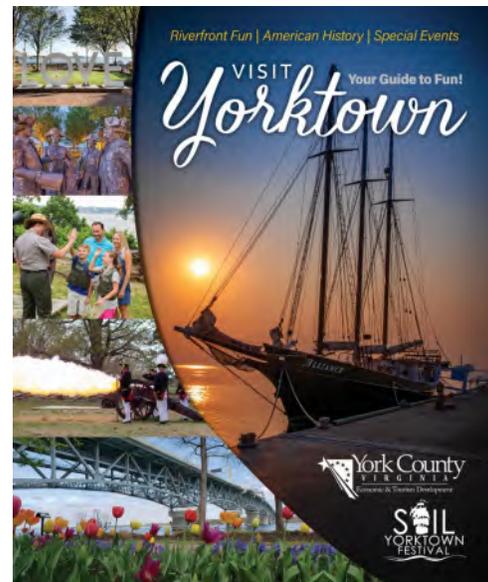
CHECK IT OUT

News that makes us say "shucks"



Say "yes, chef!" to Yorktown's inaugural 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!—



York County shines in *Coastal Virginia Magazine*

The 2025 edition of *Coastal Virginia Magazine* is out, and York County takes center stage again!

Now in its 24th year, the annual Yorktown section has grown into

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.

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

[ENTER CONTEST](#)

a 24-page feature celebrating the County's vibrant business community, high quality of life and unique visitor experiences. With a circulation of 35,000—and 5,000 additional copies printed for year-round use as a visitor guide—this high-impact piece is distributed widely across the region and beyond.

Check out the full July/August issue, or jump straight to the [Yorktown section](#).

[READ FULL ISSUE](#)

FEATURED PROPERTY

Marquis Crossing land for sale off Route 199

200 Water Country Parkway in upper York County



Located in upper York County, just across from Water Country USA on Route 199, Marquis Crossing offers approximately 33 acres of prime mixed-use land, with commercial outparcels (Bay C & D) now available. The property features two approved VDOT crossings, fantastic visibility from and access to Interstate 64 and robust traffic counts (42,300 VPD on-site, 16,300 on Water Country Parkway).

Zoned Economic Opportunity (EO), this site is ideal for investors or business owners seeking a location in a dynamic, affluent market. The surrounding area boasts strong demographics: within a 5-mile radius there are over 35,000 residents with an average household income of \$114k, and a daytime employee base of more than 22,000.

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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