



**OPPORTUNITIES | EDUCATION | EVENTS | UPDATES**

September 2025

**HIGHLIGHTS**

Building a Better Team

Using AI to Update Business & Crisis Plans

Capitalizing on VA250

Home-Based Business October Workshop & November Conference

New in Town

Marketing Minute: Freshen Your Facade This Fall

Business Anniversary: Walsh Electric

Mythbusters Series: Employee Appreciation

Business Education

Financial Focus: One Big Beautiful Bill Act Summary

Upcoming Events

Featured Property for Lease: 6500 Geo. Wash. Mem. Hwy.



Fall is here, and it's the ideal season to reset, recharge and invest in your business.

In this issue, we'll show you how to sharpen your crisis and business plans in honor of National Preparedness Month (September). We'll also show you how to take advantage of crisp weather (October) and grant opportunities to boost your curb appeal and explore fun ways to strengthen team connections before the busy holiday season (November-December). You'll also find updates on changing tax laws, details on upcoming events to help your business grow and inspiration from one of York County's long-standing businesses.

Don't miss your chance to position your company for the opportunities ahead. Read on to harvest new ideas to help your business grow this season.

---

## BUSINESS ASSISTANCE

### Build a better team this fall



Fall is a smart time to recruit and train new employees before the holiday rush—giving you a head start with a stronger, more prepared team. Whether you're adding seasonal help or planning for long-term growth, investing in hiring and training now can save stress (and turnover) later.

Hampton Roads businesses also have a new opportunity to build talent pipelines through a **grant program** that pays small employers to bring on local college and trade school students as interns. It's a win-win: you get the extra help while students gain valuable real-world experience.

Want to learn more? The CNU Center for Career Planning will host a free training session in partnership with VTOP and HRWC on Wednesday, Oct. 15, from 9:30–11:30 a.m. (breakfast at 9:00). You'll walk away with tools, resources and access to matching funds to strengthen your internship program.

[REGISTER FOR EVENT](#)

---

## BUSINESS ASSISTANCE

### Let AI help update your plans

September is **National Preparedness Month**, making it a perfect reminder to step back, review and update your business, marketing and crisis plans. These documents are more than paperwork—they're roadmaps that guide your growth and keep you prepared.

Artificial intelligence can make the process faster and easier.



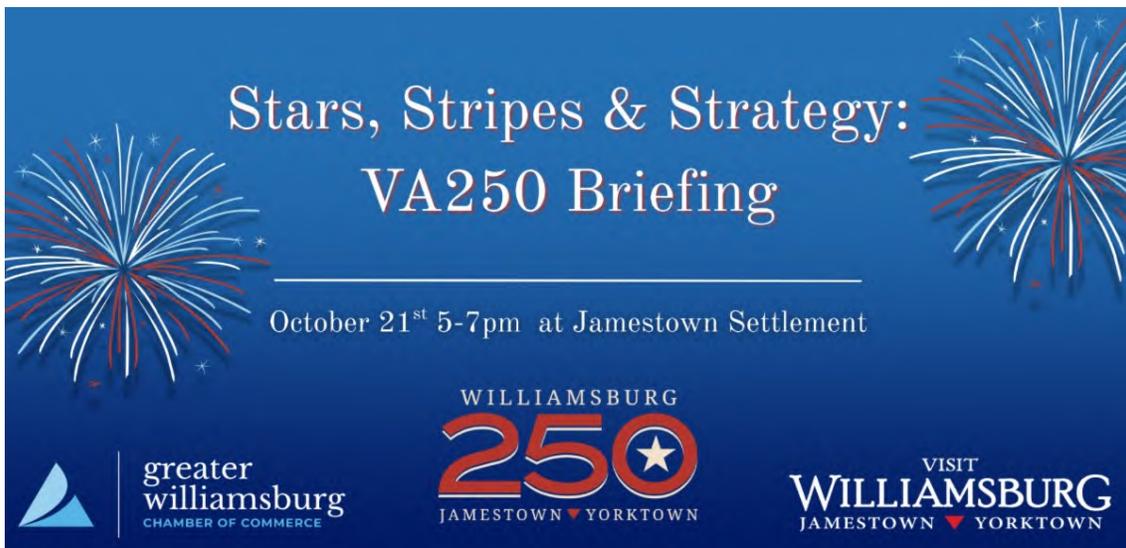
With the right prompts, AI tools can review existing plans, spot gaps, suggest updates or even draft new ones from scratch. Think of it as like having a consultant on call—the more details you provide about your business, customers and goals, the sharper the advice you'll receive.

Take advantage of this season of change to strengthen your foundation and set your business up for resilience and success in the months ahead.

#### Quick tips for better AI prompts:

- **Be specific** – Instead of asking “Update my marketing plan,” say “Update my marketing plan to include social media ideas for a pizza restaurant that targets families in York County, VA.”
- **Provide context** – Share details about your business, customers and goals. The more AI knows, the better its suggestions and the more valuable advice you'll receive.
- **Don't share proprietary or sensitive information** - Since AI is not a secure platform, unless you're using an enterprise version with data protections in place, anything you input could become public information.
- **Ask for structure** – Request clear formats like “outline,” “step-by-step plan” or “executive summary” to get usable results.
- **Reiterate** – If the first response isn't quite right, refine your prompt and ask AI to adjust.

## BIG EVENTS. BIG OPPORTUNITIES. Learn how to position your business for success



The poster features a dark blue background with two large, stylized fireworks in red, white, and blue on either side of the central text. The text is in a serif font, with 'Stars, Stripes & Strategy:' in white and 'VA250 Briefing' in a larger, red font. Below the title, the date and location are listed in white. At the bottom, there are three logos: the Greater Williamsburg Chamber of Commerce logo on the left, the Williamsburg 250 logo in the center, and the Visit Williamsburg logo on the right.

Stars, Stripes & Strategy:  
VA250 Briefing

October 21<sup>st</sup> 5-7pm at Jamestown Settlement

greater williamsburg  
CHAMBER OF COMMERCE

WILLIAMSBURG  
250  
JAMESTOWN ♥ YORKTOWN

VISIT  
WILLIAMSBURG  
JAMESTOWN ♥ YORKTOWN

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. And that's great news for your business!

For local companies, this is a once-in-a-generation opportunity. 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.

Join Visit Williamsburg and the Greater Williamsburg Chamber of Commerce for an evening of patriotic networking, strategic insights and an unforgettable celebration of our nation's upcoming 250th birthday.

Oct. 21 isn't just a meeting—it's a free opportunity to get ahead of the curve. Learn directly from local leaders about the massive economic opportunities VA250 will bring and how your business can thrive during this historic commemoration.

#### What to Expect:

**Business networking:** Connect with other passionate professionals from across Williamsburg, Jamestown and Yorktown.

**Free libations & hors d'oeuvres:** Enjoy a fantastic spread on us!

**Actionable insights:** Hear from our region's top leaders on how to promote your business and get involved in VA250. Every attendee walks away with a Williamsburg 250 marketing packet from Visit Williamsburg to help you get started.

**Patriotic fun:** Wear your best red, white and blue for a chance to win exclusive raffle prizes!

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.

[REGISTER FOR BRIEFING EVENT](#)

---

## GRANT OPPORTUNITY

### SBA offering business funds for VA250

Register for an online session about the Virginia 250 Grants, Events, and Commemorative Program for Small Businesses. This virtual information celebration is designed to help small businesses in Virginia access state grants, attend events and participate in the commemorative program specific to small businesses. Whether you're looking for grant funding, event opportunities, or ways to celebrate Virginia's businesses during this historic semiquincentennial and participate in the commemorative program specific to only Virginia small business, this event has something for you.

**Monday, Sept. 29**  
10 to 11 a.m.

[REGISTER](#)

## HOME-BASED BUSINESSES

### Explore new tools to optimize your business



The popular Home-Based Business Lunch & Learn Series is in full swing! The next session of 2025 will focus on new tools to optimize your home-based business.

#### **"Tech-Savvy Business Management Tools"**

**Donna Norman, Hampton Roads SBDC**

**Thursday, Oct. 16**

**Noon to 1 p.m.**

*Location: Zoom*

Running a home-based business comes with unique challenges—juggling tasks, staying organized, managing clients and handling marketing, all while working from home. The right tools can make all the difference! In this webinar, you'll discover essential tools and software that will simplify your operations, boost productivity and help you focus on what really matters—growing your business. Whether you're just starting or looking to optimize your workflow, this webinar will provide you with practical insights and strategies to streamline your home-based business.

**REGISTER FOR OCT. 16 EVENT**

- △ *Scale Smarter.*
- △ *Grow Stronger.*
- △ *From Home.*

**\$45**  
EARLY BIRD  
RATE  
THROUGH  
OCT. 17th



# 2025 Home-Based Business Conference

The only event in Hampton Roads designed exclusively for entrepreneurs building and scaling from home.

THURSDAY

**November 6, 2025**

**8:00 am – 3:00 pm**

Virginia Peninsula Workforce  
Development Center, Hampton

**RESERVE YOUR SPOT TODAY!**  
Scan the QR code for details and registration.



Register for the 2025 Home-Based Business Conference, a dynamic, one-day event designed to equip home-based entrepreneurs with the tools, strategies and insights needed to grow and sustain a thriving business. This year's conference features an inspiring keynote on how to scale your business from home, plus expert-led sessions on high-impact topics like budgeting and bookkeeping, using AI to boost efficiency, finding grant opportunities and converting interest into loyal clients.

Whether you're just starting out or ready to take your business to the next level, this conference offers the knowledge, resources and connections to help you succeed. Don't miss your chance to invest in your business and join a vibrant community of fellow entrepreneurs!

**REGISTER FOR CONFERENCE**

## 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**



### 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,

## Ribbon-cutting images

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 our 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 Freshen your facade this fall



When it comes to marketing, first impressions matter—and that starts with the outside of your business. A clean, inviting exterior can be just as important as the products you sell or the team members who serve your customers. From new signage to landscaping or updated lighting, small improvements can make a big difference in drawing in new customers and encouraging repeat visits. And this season's mild temps make fall the

perfect time for weather-dependent exterior updates, before the winter cold sets in.

York County's [Façade Improvement Grant Program](#) can help offset the cost. The program offers matching funds up to \$10,000 for qualifying projects that enhance the appearance of commercial buildings. It's a great way to boost your curb appeal, elevate your brand and show your community pride—all while making your business more marketable.

[MORE MARKETING TIPS](#)

---

## BUSINESS ANNIVERSARY

### Walsh Electric wired for success

For more than three decades, [Walsh Electric](#) has powered some of the region's largest grocery chains and landmark projects, from airports to zoos. Founded by brothers Pat and David Walsh and now run alongside several other family members, the Yorktown-based company has grown into a team of nearly 100 employees. Known for its skilled workforce, long-term client partnerships and commitment to training the next generation, Walsh Electric continues to shine bright as it celebrates 35 years in business.



[READ FULL ARTICLE](#)

Does your business have a milestone anniversary coming up? We're already looking ahead to 2026 anniversaries, so if you've been in York County 20 years or longer and have a big year coming up, let us know—we'd love to share your story.

[Contact us](#) for a chance to be featured in a future edition.

---



## BUSINESS MYTHBUSTERS

### 'Employee appreciation is just for the holidays'

**MYTH:** "Year-end is the best time to tell employees they're valued."

**FACT:** Don't wait for the annual holiday party. Fall offers the perfect chance to pause, connect and show your employees how much you appreciate them. Your favorite football team isn't the only one that needs some cheering on this season—your employees are at the heart of your success. Taking time to celebrate them sends a clear message: you're valued. Recognized employees are more engaged, more productive and more likely to stay. (And everyone knows it saves time and money to retain employees rather than hire and train replacements!) Plus, when your team feels appreciated, your customers notice too.

Whether it's through training, team building or a seasonal gathering, investing in your staff strengthens loyalty and makes your workplace more resilient heading into the new year:

- **Host a Teamsgiving meal** — Share lunch or dinner together, potluck style or catered, as a way to say "thank you" to your employees.
- **Go bowling, mini-golfing or axe throwing** — Fun, lighthearted activities outside the office help colleagues bond and strengthen teamwork.
- **Organize a gratitude wall** — Let employees write what they're thankful for about their coworkers, then display the notes in a common space.
- **Bring in training with a twist** — Use slower fall days for professional development, but make it engaging by mixing in team challenges or group problem-solving exercises.
- **Discover what makes your team tick** — Help your employees get to know each other better by taking the Myers-Briggs assessment. You'll be surprised at how accurate (and funny) the results can be, and how much more efficient your team becomes once they understand each other's strengths and styles.

# BUSINESS EDUCATION

## Strengthen your foundation



AMERICA'S  
**SBDC**  
VIRGINIA  
HAMPTON ROADS

HAMPTON ROADS SBDC PROGRAMS

## The Business Foundations Series

The **Business Foundations Series** is a three-part educational program designed to guide new and aspiring entrepreneurs through the essential components of launching and growing a small business. Whether you're in the idea stage or have recently started a business, this series offers the knowledge and tools needed to build a solid foundation and avoid common pitfalls. Each session—Management, Marketing, and Money—focuses on a critical area of business ownership, with practical takeaways that provide immediately actionable insights. **Sessions offered on a monthly rotation.**

 **BUSINESS FOUNDATIONS - MANAGEMENT**

This session helps participants understand the legal and operational steps required to start a business in Virginia. Topics include choosing a business structure, registering with state and federal agencies, obtaining licenses and permits, and setting up systems to run the business effectively. This session also covers strategic planning and goal-setting to help owners stay focused and organized.

 **BUSINESS FOUNDATIONS - MARKETING**

This session focuses on how to attract and retain customers and clients. Participants will define their target audience, refine their brand message, and explore both digital and traditional marketing strategies. Emphasis is placed on low-cost, high-impact tools that small businesses can use to build awareness and grow sales.

 **BUSINESS FOUNDATIONS - MONEY**

This session provides an in-depth look at business financials. Entrepreneurs will learn how to estimate startup costs, create a budget, determine pricing, and forecast revenue. Key financial statements such as profit and loss, cash flow, and balance sheets are explained in clear terms, helping participants understand how to manage their money wisely and plan for long-term sustainability.

Register for Next Session at  
<https://clients.virginiasbdc.org/center.aspx?center=46050>  
or scan QR Code



Just getting started? Fall is a smart time to slow down, refocus and invest in your business skills. The Hampton Roads Small Business Development Center is offering a three-part **Business Foundations Series** designed to guide new and aspiring entrepreneurs through the essentials of launching and growing a small business. Each monthly session covers a core area—Management, Marketing and Money—with practical takeaways you can put into action right away. These workshops provide the tools and confidence to set your business up for long-term success.

**REGISTER**

## FINANCIAL FOCUS

### What the 'Big Beautiful Bill' means for your business

Fall is a natural time to take stock of your finances and plan for the year ahead. Local accounting firm **Brown Edwards** recently shared a helpful recap of the new “Big, Beautiful Bill”—a sweeping piece of legislation

that could impact tax planning and compliance for businesses of all sizes. From updated tax provisions to changes in reporting requirements, the bill has broad implications that may affect how you manage finances this season and beyond. Their summary breaks down the key points and what they could mean for your bottom line.



Now is the perfect time to review the details and talk with your accountant about steps your business can take to stay ahead.

[BILL SUMMARY](#)

## SHELLS & SIPS Seasonal festivals as marketing tools

Fall festivals offer the perfect chance to put your business in front of thousands of local customers. From **Yorktoberfest**, with its lively mix of craft beer, music and vendors, to the **Yorktown Wine & Oyster Festival** that draws crowds from across the region, these events are more than seasonal celebrations—they're opportunities to connect.

Consider setting up a booth or applying to be a vendor (where applicable), sponsoring a table for your top clients or simply meeting potential new customers face-to-face. Beyond visibility, festivals also provide valuable networking moments to strengthen community ties and build lasting relationships that can carry your business through the busy months ahead.



*Yorktown*  
**WINE & OYSTER**  
*Festival 2025*

**Saturday & Sunday**  
**October 4 & 5 | 12 to 6 PM**  
Riverwalk Landing | 425 Water St.

**Admission Includes:**  
Virginia Craft Beer Garden & Virginia's Finest Distilleries  
**Musical Entertainment**  
Saturday - BrassWind and Against All Odds  
Sunday - The Michael Clark Band and Skylark

**Purchase Tickets at [VillageEvents.org](http://VillageEvents.org)**

[BUY TICKETS](#)



Presented by Shorty's Yorktown

**YORKTOBERFEST**  
**SUNDAY, OCTOBER 26, 2025**

RAIN DATE SUNDAY, NOVEMBER 2, 2025

NO REFUNDS. TICKETS PURCHASED VALID AT RAIN DATE

12:00 PM – 5:30 PM with VIP Entry 11:00 AM  
Riverwalk Landing in Historic Yorktown  
Unlimited Beer Tasting and VIP Tickets

**WE HAVE BEER, YOU BRING FRIENDS & FAMILY**  
**MUSIC | VENDORS | FOOD | 35+ BEERS/CIDERS**

[BUY TICKETS](#)

FEATURED PROPERTY  
**Prime retail space for lease off Route 17**  
6500 Geo. Wash. Mem. Hwy. in lower York County

**MARKETPLACE AT YORKTOWN -  
KROGER ANCHORED SHOPPING CENTER**

RETAIL SPACE AVAILABLE FOR LEASE - 8,450 SF

6500 GEORGE WASHINGTON  
MEMORIAL HIGHWAY 17,  
YORKTOWN, VA 23692



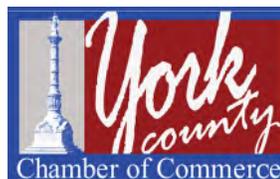
Situated in the Marketplace at Yorktown, at the corner of Goodwin Neck Road/Denbigh Blvd. and George Washington Memorial Highway (Route 17), this highly visible retail space offers two available spaces (8,450 square feet and 2,400 square feet) in a Kroger-anchored shopping center. The center benefits from strong traffic counts of 34,000 vehicles per day, multiple access points and more than one million visits annually. Recent improvements include a resurfaced parking lot, LED lighting upgrades and prominent pylon signage on both Route 17 and Route 173.

With a diverse tenant mix that includes Shorty's Diner, Gus's New York Pizza, Advance Auto Parts, Kroger Fuel and a brand new car wash, this location combines stability with opportunity. Zoned for retail use, the available space is ideally suited for retailers, service providers or specialty shops seeking a prime, high-traffic corridor in York County.

[CONTACT AGENT](#)

[PROPERTY DETAILS](#)

Thanks to our partner organizations:



York County's Department of  
Economic & Tourism

121 Alexander Hamilton Blvd.  
PO Box 612

Development  
is here to assist you with all your  
business needs, from funding, to  
expansion, to education.

Yorktown, VA 23690  
(757) 890-3317  
[yesyorkcounty.com](http://yesyorkcounty.com)  
[econdev@yorkcounty.gov](mailto:econdev@yorkcounty.gov)



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



Try email marketing for free today!