

2022 POPULATION
70,238

0.866% 1-Year Increase

2022 MEDIAN HOUSEHOLD INCOME
\$105,154

9.37% 1-Year Increase

2022 MEDIAN AGE
39.7

0% 1-Year Change

2022 MEDIAN PROPERTY VALUE
\$387,200

12.3% 1-Year Increase

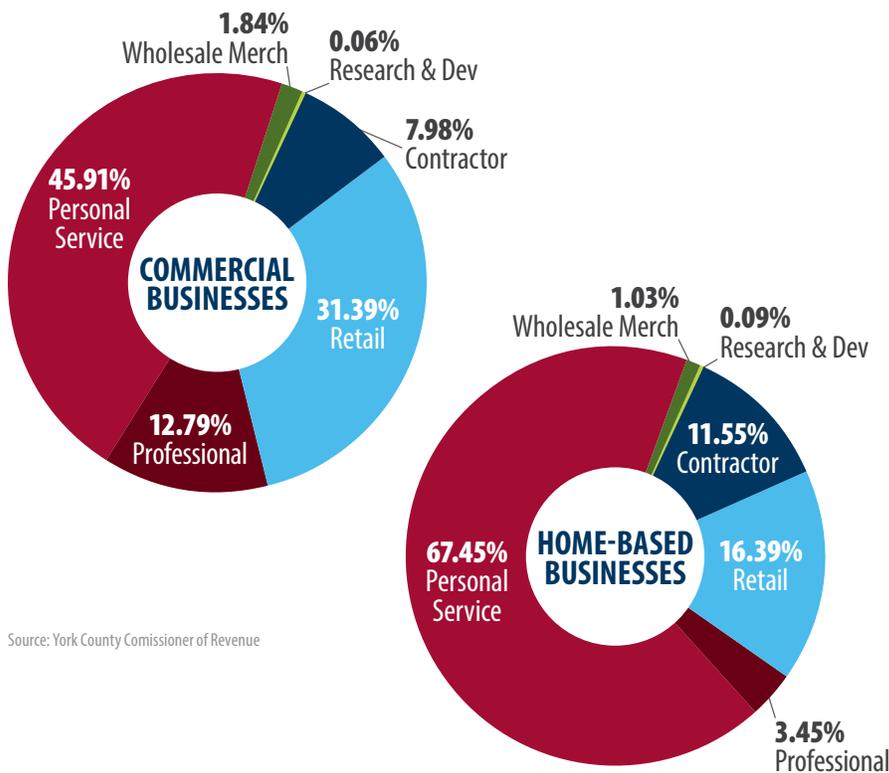
2022 POVERTY RATE
4.74%

2.19% 1-Year Decrease

Source: DATA USA

BUSINESS & ECONOMIC ACTIVITY

PERCENTAGES OF BUSINESSES BY SECTOR



Source: York County Commissioner of Revenue

BUSINESS GROWTH RATE

Year-Over-Year Comparison

NEW BUSINESS LICENSES

Commercial Home

120 Commercial **245** Home

FY2023

117 Commercial **227** Home

FY2022

131 Commercial **287** Home

FY2021

TOTAL BUSINESS LICENSES



FY2023

FY2022

FY2021

24 RIBBON CUTTINGS



BUSINESS & ECONOMIC ACTIVITY (CONT'D)

BUSINESS IMPACT

Estimated Tax Contribution to Local Economy

Year	HOME-BASED BUSINESS		COMMERCIAL BUSINESS	
	Revenue	Count	Revenue	Count
2023	\$707,277.06	2,025	\$11,052,131.65	1,516
2022	\$691,256.22	2,108	\$10,517,269.23	1,531
2021	\$679,251.70	2,094	\$10,532,334.41	1,519

HIGHLIGHT

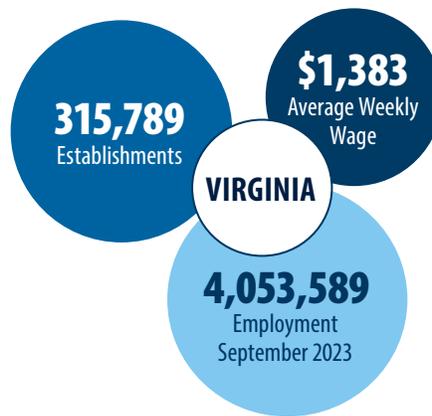
EDA approved \$50K replenishment for popular Business Growth Grant Program



WORKFORCE & EMPLOYMENT

EMPLOYMENT & WAGES

Average of Establishments, Employment and Wages Comparison in Third Quarter



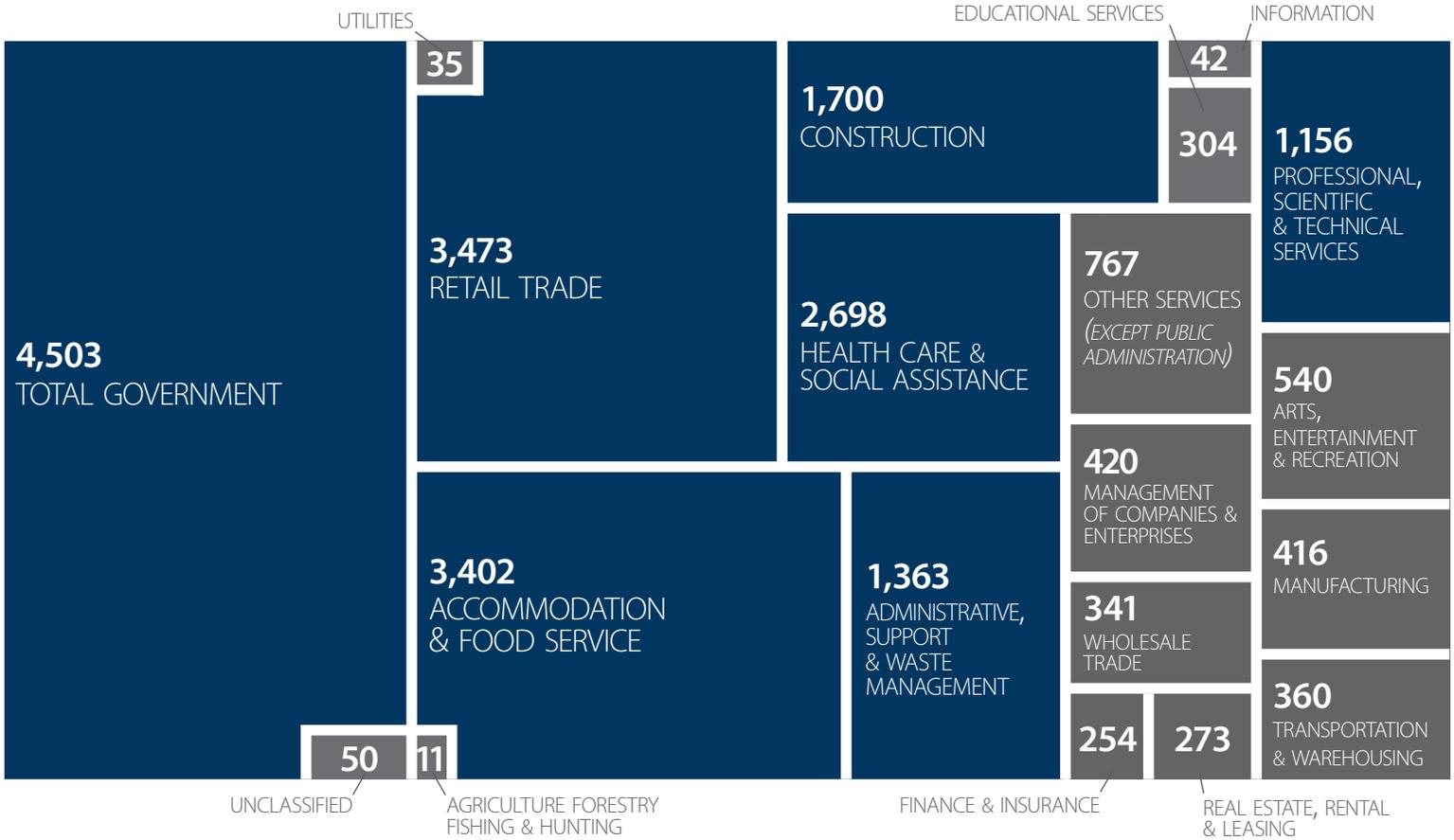
EMPLOYERS BY SIZE OF ESTABLISHMENT

The Virginia Department of Small Business & Supplier Diversity requires that a business have less than 250 employees to be considered for SWAM Certification (among other factors). **99.8% of York County's companies meet this definition.**

Year	York County	Virginia
0–4 Employees	999	204,874
5–9 Employees	245	40,847
10–19 Employees	211	30,496
20–49 Employees	161	22,554
50–99 Employees	56	7,654

Year	York County	Virginia
100–249 Employees	22	4,050
250–499 Employees	4	1,099
500–999 Employees	—	368
1,000+ Employees	—	269
Total	1,700	312,211

EMPLOYMENT BY INDUSTRY



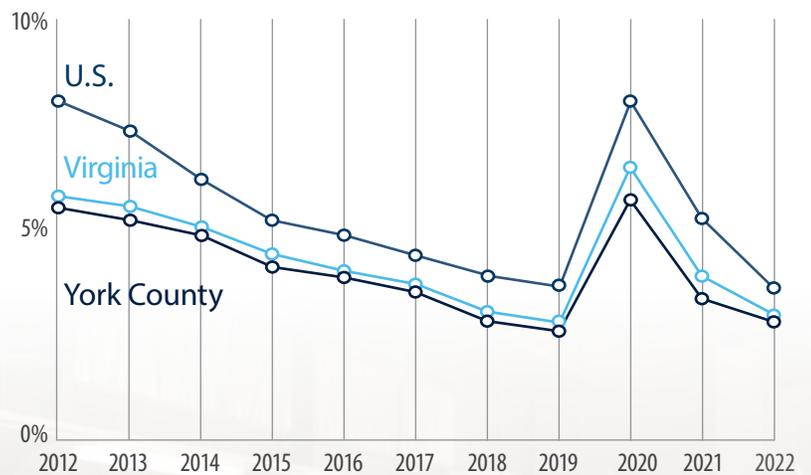
Source: Virginia Works, Economic Information & Analytics, Quarterly Census of Employment and Wages

TOP 10 EMPLOYERS

- 1 Naval Weapons Station/ Cheatham Annex
- 2 York County Schools
- 3 U.S. Coast Guard Station
- 4 Walmart
- 5 Water Country USA
- 6 Sentara Williamsburg Regional Medical Center
- 7 York County Government
- 8 Great Wolf Lodge
- 9 Food Lion
- 10 Snow Companies



UNEMPLOYMENT RATE TRENDS



Source: Virginia Employment Commission, Economic Information & Analytics, Local Area Unemployment Statistics.

WORKFORCE & EMPLOYMENT (CONT'D)

EDUCATION DEMOGRAPHICS

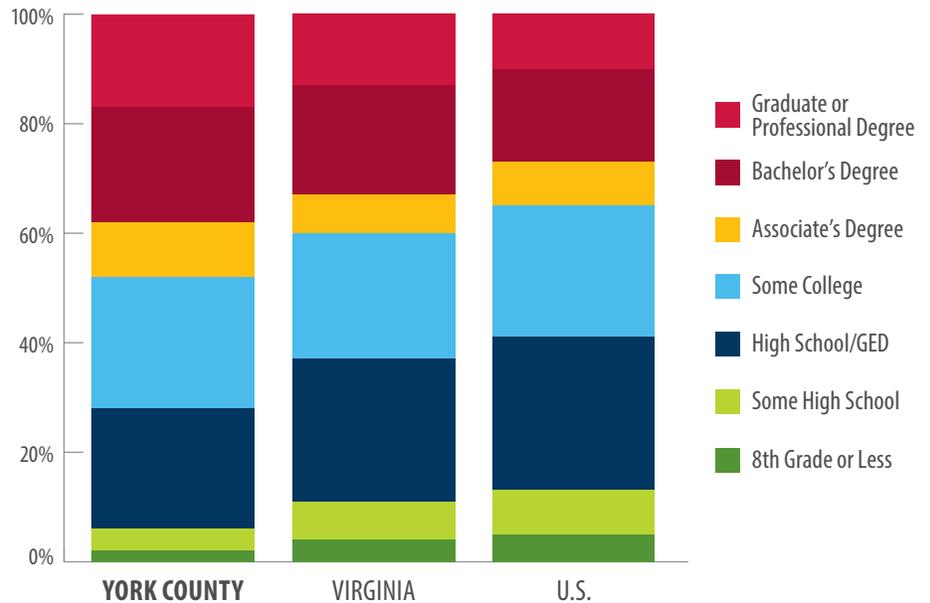
EDUCATION LEVELS 2019–2023

95.7% High School Graduate or Higher Persons Age 25+

50.0% Bachelor's Degree or Higher Persons Age 25+



EDUCATION COMPARISON



Source: Educational Attainment Comparison York/Poquoson

COMMERCIAL DEVELOPMENT

NEW CONSTRUCTION

Commercial, Residential and Mixed-Use Projects Permits

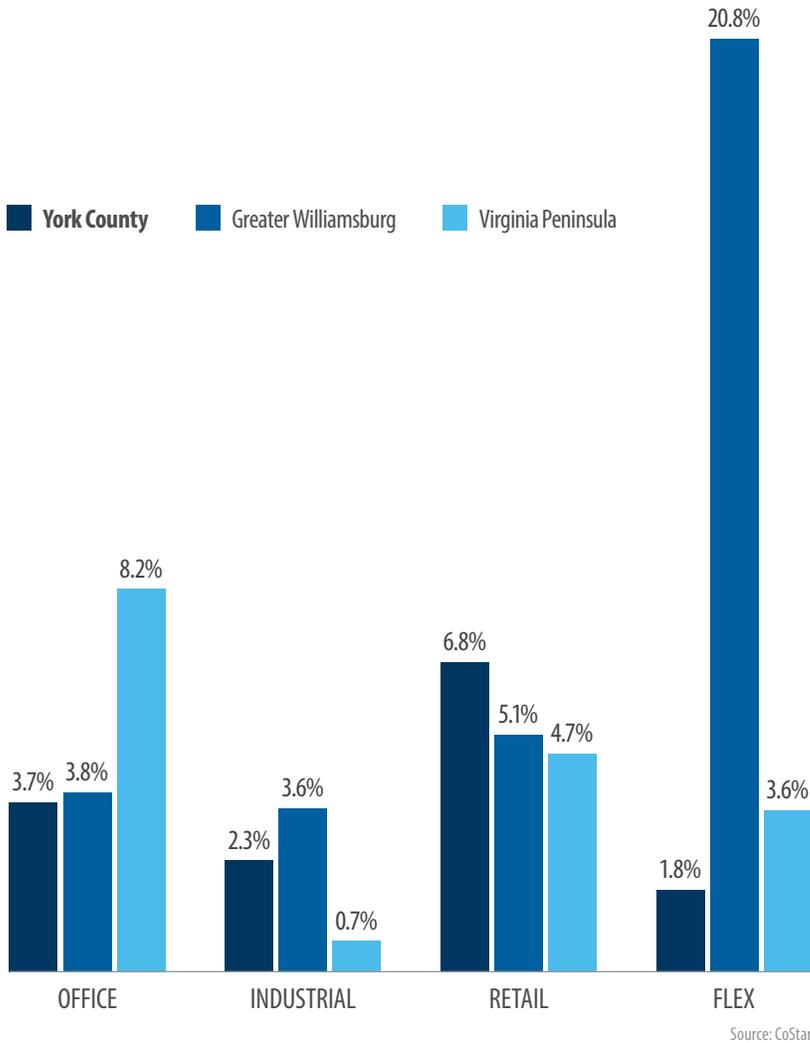
Year	Residential Permits		Commercial Permits		Demolition Permits		Renovations & Other Permits*		Total Commercial Activity	
	No. of Units	Value	No. of Units	Value	No. of Units	Value	No. of Units	Value	No. of Units	Value
2023	193	\$125,445,329	124	\$39,453,199	4	\$159,720	1,254	\$43,278,121	1,382	\$82,891,041
2022	229	\$65,401,011	165	\$82,493,499	27	\$105,074	1,234	\$29,784,367	1,426	\$112,382,942
2021	482	\$83,295,604	134	\$31,580,339	4	\$538,831	1,255	\$17,872,117	1,393	\$49,991,289

*Note: Includes signs, fences, ramps, porches, towers, piers, etc.

Source: York County Division of Building Regulation



COMMERCIAL VACANCY RATES



Regional Sports Complex Announced

York County joined forces with the City of Williamsburg and James City County to announce plans for the Greater Williamsburg Sports and Events Center near the Colonial Williamsburg Visitor Center. The 200,000-square-foot facility will feature basketball, volleyball, pickleball, indoor turf fields, climbing equipment, meeting rooms and more. Once completed, it's expected to attract tournaments, boost tourism and serve local athletes across the region.



HIGHLIGHT

56 COMMERCIAL PROPERTY SALES



BUSINESS RETENTION SURVEY RESULTS

MANY PLAN TO EXPAND OVER NEXT 2 YEARS



Equipment
22% HBB* | 27% COMM*



Employees
11% HBB | 51% COMM



Building
8% HBB | 24% COMM

COMMERCIAL BUSINESSES HAVE THRIVED

52%

Saw Sales Increase Over Past 2 Years

25%

Saw Sales Stay Level Over Past 2 Years

Rated County as an excellent or good place to do business



Rated York County's Economic Development efforts as excellent or good



*Home-Based Businesses (HBB) and Commercially Based Business (COMM)

COMMERCIAL DEVELOPMENT (CONT'D)

SMALL BUSINESS INCENTIVES

Value of financial assistance provided by the EDA

LEVERAGED PRIVATE INVESTMENT*

\$257,752
Incentives Awarded

2023

\$3,328,075
Related Private Investment

\$265,474
Incentives Awarded

2022

\$3,491,069
Related Private Investment

\$339,091
Incentives Awarded

2021

\$4,484,369
Related Private Investment

*Due to the nature of project development, full value of private investment may have not yet been realized as of the time of this report.



FACADE IMPROVEMENT GRANT recipient
Henderson Family LLC - funds used for new building awnings.



BUSINESS AWARDS: CELEBRATING SUCCESS



YORKTOWN BEACH HOTEL
Received Distinguished Business Award
for growth and investment

At York County's annual
Distinguished Business Award,
two local companies accepted awards
for their impact on the community.

Yorktown Beach Hotel (formerly Duke of York) received a complete facelift in 2023 and was honored for the significant commercial investment in York County. Pappas Orthodontics was recognized by the York County Chamber of Commerce for its local community support and commitment.

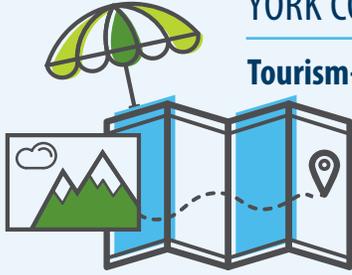


PAPPAS ORTHODONTICS
Named Chamber's Small Business
of the Year

TOURISM ACTIVITY

TOURISM & HOSPITALTY METRICS

YORK COUNTY



Tourism-Supported Jobs

in York County
Accounted for

11.8%

of Local
Employment

Tourism-Related
Taxes Generated



\$22.9M in Revenue

VIRGINIA

Tourism in Virginia generated a record high **\$33.3 billion** in visitor spending in **2023**, an increase of nearly **10%** from 2022, exceeding pre-pandemic levels by 14.7%.

Travelers spent **\$91 million per day** in Virginia, up from \$83 million in 2022.



Source: Virginia Tourism Corporation (VTC)

AVAILABLE LODGING & ACCOMMODATIONS

Number of Rooms/Campsites



2,730

HOTEL/MOTEL
ROOMS



370

CAMPsites



13

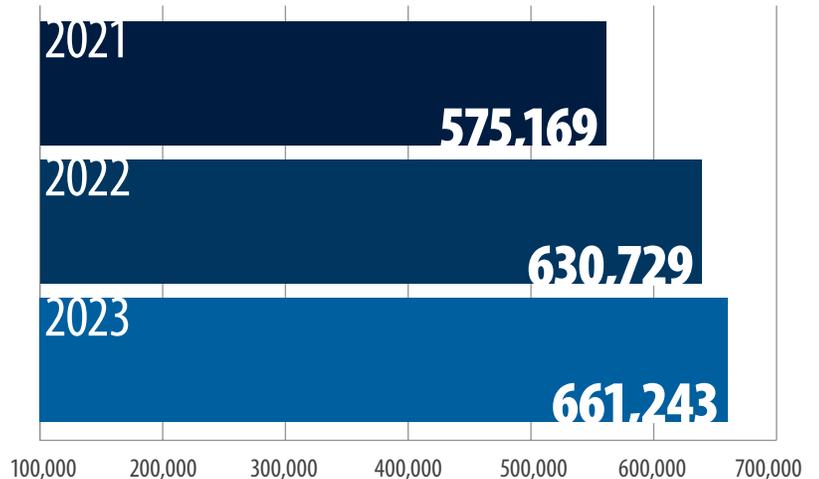
BED &
BREAKFASTS



1,697

TIMESHARE UNITS

ROOM NIGHTS BY MONTH*



*Room night data includes hotels/motels, timeshares, short-term rental and bed & breakfasts.

Leadership Changes

The County's Department of Economic and Tourism Development experienced more leadership changes in 2023, continuing its efforts to adapt and grow. The department is now led by Kristi Olsen-Hayes, who officially stepped into the director role, alongside Darren Williams, a long-time County employee who was appointed as deputy director.



HIGHLIGHT

TOURISM ACTIVITY (CONT'D)

SHIP VISITS

KALMAR NYCKEL | June 13–17

3,000+
Free Deck Tours

8,600
Total Visitation
(On Piers)



19
Arrivals

CRUISE SHIPS



BUYBOATS | September 16–17

1,300
Free Deck Tours

12
Buyboats
Participated

TROLLEY RIDERSHIP

66,637



FREIGHT SHED RENTALS

142



EVENT ATTENDANCE

121,968



STAYS AT RIVERWALK LANDING PIER

351



DIGITAL REACH OF 'VISIT YORKTOWN'



578,287
Website Views



116,400
Instagram Reach



5,530,126
Facebook Impressions