

Buy Local **BUZZ**



NOVEMBER 2025

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Tis the season to **KEEP IT IN YORK COUNTY!**

As the holidays approach, there's no better time to celebrate and patronize the local businesses that make York County shine.

This issue is packed with inspiration to help you keep your dollars close to home this season. Whether you're searching for that perfect one-of-a-kind gift or delicious ready-made meals that take the stress out of hosting, York County's business community has you covered.

We're excited to share a progress update on The Virginia Beer Company's new location, spotlight holiday deals and discounts, introduce you to new businesses and highlight the incredible entrepreneurs who make our community thrive. You'll also find a local gift guide featuring "Uniquely Yorktown" treasures from area markets, galleries, specialty shops and cafés



York County makes holiday shopping meaningful and memorable. Keep reading to explore more ways you can shop local, spread cheer and Keep It In York County!

BUY LOCAL MONTH

Get ready to shop Small Business Saturday



Thanks to **Retail Alliance's** long-standing advocacy, Buy Local Month returns to Hampton Roads from Nov. 15 to Dec. 15. This annual observance reminds us to support the independent retailers, restaurants and service providers that keep Tidewater communities strong.

This holiday season, we can make an impact on the nearly 33 million small businesses nationwide—by supporting those right here at home.

And don't forget **Small Business Saturday** on Nov. 29. Positioned the day after Black Friday, this nationally recognized shopping day, founded by American Express and co-sponsored by the U.S. Small Business Administration, encourages shoppers to skip the big-box rush and instead invest in the small businesses at the heart of our local economy.



For every **\$100** spent at a locally owned business, **\$73** remains in the local economy. Compare that to the same **\$100** spent at a non-locally owned business, where just **\$43** remains in the local economy.

[VIEW PRESS RELEASE](#)

SAVE LOCAL Delicious Discounts & Deals



50% Off Restaurants

Join us for the “Buck Stays Here” BOOST Event:

**Wednesday, Dec. 10
11 a.m. at Shorty's Diner,
Grafton**

This exclusive opportunity lets you purchase \$50 gift cards to Williamsburg Area Restaurant Association establishments for only \$25—doubling your money to support your favorite locally owned and operated businesses in the Greater Williamsburg region.

[READ MORE](#)



Historic Holiday Pass

The **Greater Williamsburg Chamber of Commerce** and **Visit Williamsburg** have launched a free mobile-exclusive digital Historic Holiday Pass that allows visitors and locals to:

- Check in at area businesses, historic sites and events
- Redeem discounts
- Earn prizes
- Explore all that the Historic Triangle has to offer

[BUY PASSES](#)

SIMPLIFY THE SEASON Pre-order your holiday meals

Enjoy a hassle-free holiday

Make your holiday celebrations a whole lot easier this year by letting local favorites do the cooking for you!



Pierce's Pitt Bar-B-Que, Carrot Tree Kitchens and many other local restaurants offer delicious ready-made holiday meals, desserts, sides and even potluck-perfect dishes and hostess gifts you can preorder for stress-free gatherings.

UNIQUELY YORKTOWN

A local guide for one-of-a-kind finds

When you shop local, you unlock original gift ideas. Yorktown is filled with artisans, makers, historic attractions and specialty shops offering items you simply won't find in big-box stores or online marketplaces. From handcrafted treasures to history-inspired keepsakes, these hyper-local gifts add meaning, memory and Yorktown charm to every package under the tree.



Here's some inspiration to get you started:

- Cannon toys, replicas and historical keepsakes from the **American Revolution Museum at Yorktown**
- Yorktown-branded shirts, hats and gear at **Patriot Tours & Provisions**
- The iconic Yorktown Bracelet handcrafted by **Viccellio Goldsmith**
- Yorktown Onion artwork from **On the Hill Gallery**
- Yorktown oyster shell ornaments at the **Gallery at York Hall**
- Yorktown Onion Bon Bons from **Little York Confectionery**
- Prints of local and historic landmarks by **Alexander's Photography**
-



- Annual memberships to local museums, like the **Watermen's Museum**
- Legendary sauce (and gear) from **Pierce's Pitt Bar-B-Que**
Gift certificates for **Yorktown Ghost Walks** or **Yorktown & Co. Steamer Wagon Tours**, offering one-of-a-kind experiences for families and visitors

This year is especially exciting as many businesses are gearing up for America's 250th anniversary, offering themed products tied to this once-in-a-lifetime celebration. Items like **Mobjack Coffee Roasters'** VA250 Declaration Blend make for a uniquely local and timely gift with a story.

SHOPPING & DINING GUIDE



UPCOMING EVENTS

Popular holiday markets happening soon



Christmas Market on Main

Dec 6 & 7: Find gifts that'll make everyone jingle all the way! Nearly 100 vendors will line Main Street with handcrafted treasures, like ornaments, soaps, wreaths and jewelry, to help you wrap up your holiday shopping in style. The Town Crier will open the market Saturday at 10 AM, followed by the stirring sounds of The Fifes and Drums of York Town. Santa will arrive aboard a vintage fire truck before greeting families throughout the day. Enjoy strolling musicians, colonial ornament making, roasted chestnuts (Saturday only) and a charming model train display.

An Enchanted Evening on Main Street

Dec 12: Baby, it's cold outside! But you'll feel all warm and fuzzy at this magical evening event. Watch as snowflakes drift through the air, admire live ice carvings, craft festive keepsakes and visit with Santa. Enjoy a live nativity scene with animals, roving entertainment, roasted chestnuts and an outdoor showing of The Muppet Christmas Carol. It's the ultimate way to chill out this holiday season!

Mistletoe Market

Dec 13: Pucker up! It's time for some holly jolly fun! Stock up on festive foods, handmade gifts and sweet treats at this merry market. Delight in Polar Express train rides, ice carving, face painting, balloon animals and a holiday performance by Centerstage Academy. Kids can make signs to display before marching in the Toyland Parade, led by The Fifes and Drums of York Town.

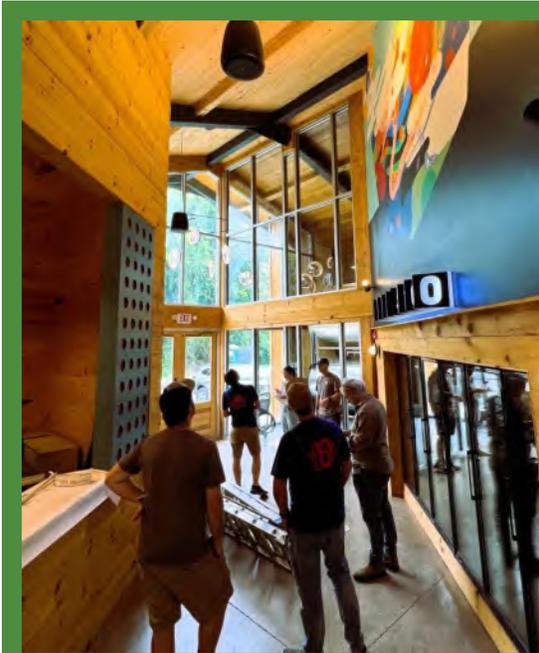
EVENT CALENDAR



Get rewarded for something you already do!

Many Historic Yorktown businesses and attractions offer free admission or discounts for York County residents. Don't forget to pick up your Citizen Rewards 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



[VIEW THE SPACE](#)

DID YOU HEAR?

The Virginia Beer Company (VBC) is one step closer to opening its second location on Route 17! In late October, the team began placing furniture throughout the new brewpub, marking a major milestone in the buildout. Brewing is about to begin, the kitchen is undergoing final commissioning and exterior sitework kicks off soon. With just one permit left to complete the project, VBC expects to announce an official opening date for The Kitchen Brewpub soon. Don't miss VBC's **seasonal brews**, available now at local retailers and at their Williamsburg location.

WHY IT'S IMPORTANT 12 reasons to buy local for the holidays



Even Santa shops local in York County!

The holidays offer the perfect time to celebrate the businesses that make York County merry and bright. Buying local isn't just a feel-good gesture, it's a powerful way to strengthen our community. Every purchase supports friends and neighbors, fuels our small-business economy and helps maintain the vibrant hometown character we all love.

In the spirit of the 12 Days of Christmas, check out our list of a dozen great reasons to shop, dine and celebrate at York County's small and locally owned businesses this season. Keep reading to discover the power of keeping your holiday spending close to home and learn how every local purchase makes a big impact!

[READ FULL ARTICLE](#)

MEAL SPECIALS

Save (and *Savor*) the date



Save the dates to take advantage of great meals and deals at York County restaurants during Restaurant Week, **Feb. 20 to March 1, 2026.**

Local dining establishments will be putting together scrumptious specials for all to sip and savor! Support these independent businesses and enjoy an unforgettable (and affordable) meal!

[READ MORE](#)

ONLY IN YORK COUNTY

Local business making a national impact

MyGolfSpy turns technology and transparency into a whole new game

Ever wonder how golf equipment really stacks up behind all the marketing claims? One York County company is changing the game... literally. MyGolfSpy, founded by local entrepreneur Adam Beach, has grown into one of the most trusted names in golf equipment testing worldwide. With a high-tech lab tucked quietly into York County, the company uses data, not advertising dollars, to help millions of golfers make smarter decisions.

Keep reading to see how this homegrown business became a national leader in golf innovation.



[READ FULL STORY](#)

NEW IN TOWN Grafton is growing... and Lightfoot, too



There's lots of buzz along Route 17 in Grafton this season! Two new additions are bringing fresh energy, and even more great local options, to this popular stretch of York County.

Chick-fil-A has announced plans to open a new location at 5600 George

Washington Memorial Highway near Dairy Queen, giving residents another convenient spot for their favorite breakfast, lunch and dinner staples.

Local favorite **Persnickety Crane Café** has reopened in Grafton, now located beside MD Express at 4740 George Washington Memorial Highway. Known for its cozy atmosphere, creative menu and strong community following, Persnickety adds even more homegrown flavor to the corridor.

Together, these new arrivals create an exciting mix of national convenience and beloved local charm, giving residents and visitors even more reasons to shop, dine and explore right here in York County.

And that's not all! The newly opened **Colonial Coins** in the Lightfoot Corridor recently held a ribbon-cutting ceremony, just in time for the holidays. This new specialty business offers rare coins and unique gifts in the upper County.

New In Town

Want to know what other new businesses are New In Town? **Check out our New In Town videos** 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**
- **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!

THE WAY IT WAS



Country store that once stood at the corner of Cooke Road and Surrender Road (Courtesy of the National Park Service, Colonial National Historical Park Yorktown Collection.)

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 Walmart? 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? If you have any vintage York County photos to share, please [email](#) them to us.

KEEP IN TOUCH ... and Keep It In York 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](#).



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