



Where your success is our business

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Nov/Dec 2025



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As we wrap up another year, we're excited to bring you the combined November–December edition of our economic development e-news, packed with updates, resources and opportunities to support your business during this busy season.

Playbook

Save the Dates: Restaurant Week

Entrepreneur Updates

Buy Local Month

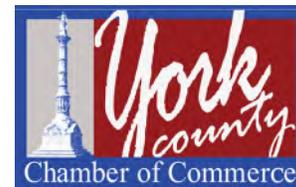
Featured Property for Sale: 4933 Geo. Wash. Mem. Hwy.

We're sharing details on upcoming business events and highlighting several York County success stories too. You'll find important information on the legislative priorities of our local chambers of commerce for 2026 and find out who won this year's Start Peninsula final pitch competition.

There's a lot happening as we close out the year, and we don't want you to miss any of it. Scroll on for news, updates and inspiration to help you finish 2025 strong.

LEGISLATIVE PRIORITIES

How local chambers are advocating for your business in the 2026 General Assembly



The **Greater Williamsburg Chamber of Commerce** invites member businesses to help shape its 2026 legislative priorities through an open online survey. This inclusive process ensures the Chamber's government relations team brings real business perspectives to the General Assembly in January. Whether your concerns involve workforce, taxation, transportation or regulation, the Chamber is working to amplify the local business voice in state-level decision-making.

Take the **2026 survey** to share your input today!

Be sure to attend the

The **Virginia Peninsula Chamber** (VPC) takes a year-round, conversation-based approach to shaping its legislative priorities. Through an extensive Legislative Roundtable Series, VPC gathers direct input from members across sectors like workforce, infrastructure, energy, AI and nonprofits. These insights help guide the Chamber's official legislative agenda, which is carried forward to Richmond by a dedicated government relations rep.

Key 2026 themes include protecting Virginia's Right to Work law, strengthening workforce pipelines, supporting childcare solutions and guiding responsible AI

While smaller in size and without a formal lobbyist, the **York County Chamber of Commerce** plays a crucial grassroots role in connecting local businesses with elected officials.

The Chamber regularly hosts candidate forums and issue-based debates, providing members with direct access to their legislators and a platform to raise questions and concerns. These events ensure that even small businesses have a seat at the table—and a voice in the legislative process.

2026 Pre-Session policy.
Legislative Forum on Jan.
7 to hear directly from
your reps before they
head to Richmond.

WHY WE'RE THE PLACE FOR BUSINESS

County wins marketing and transparency awards



York County wins four Pinnacle Awards

York County Economic & Tourism Development received international recognition at the 2025 IFEA/Haas & Wilkerson Pinnacle Awards in Palm Springs, earning four honors for outstanding marketing and event programming.

Awards included:

- GOLD for Best Facebook Site
- GOLD for Best Event (for the 250th Anniversary of the Yorktown Tea Party)
- BRONZE for Best Instagram Site
- BRONZE for Best Organizational Website

These awards underscore the global impact of the County's efforts to promote Historic Yorktown and support local tourism and economic growth.

[READ MORE](#)



York County earns Triple Crown Award

York County has received the Triple Crown Award from the Government Finance Officers Association (GFOA), a national honor recognizing excellence in financial transparency and reporting.

The award celebrates local governments that earn all three of GFOA's top distinctions:

- Certificate of Achievement for Excellence in Financial Reporting
- Distinguished Budget Presentation Award
- Popular Annual Financial Reporting Award

This achievement reflects York County's long-standing commitment to transparency, accountability and clear public communication about how taxpayer dollars are managed.

[READ MORE](#)

A GREENER, CLEANER COUNTY

Foam container ban adopted for York County



At their Nov 18. meeting, the York County Board of Supervisors voted to officially adopt the **statewide ban on foam food containers**, which currently prohibits food vendors with 20 or more Virginia locations from using polystyrene (EPS, often called Styrofoam) for takeout or to-go orders. The move enables the County to enforce the phased law, passed by the Virginia General Assembly in 2021, requiring all food vendors, including small restaurants, food trucks and caterers, to comply by July 1, 2026.

The change aims to reduce litter, protect wildlife and waterways, and encourage the use of sustainable alternatives over foam containers, which can take centuries to break down. Local eateries and food vendors can explore compostable or recyclable packaging now, and turn compliance into a marketing win by promoting your shift to greener, eco-friendly containers.

Coastal Thirst honored for clean practices

Speaking of greener and cleaner, join us in congratulating **Coastal Thirst Beach Deli** for receiving the **2025 Clean Business Award**. This recognition is awarded each year by the York County Beautification Committee to the business that best sets an example for other businesses as a good environmental steward.

NEW BUSINESSES

What's brewing, building and buzzing

York County has quite a few newly opened, pending or relocated businesses we're excited to tell you all about!

Chick-fil-A

Chick-fil-A recently began construction of a new location next to Dairy Queen in Grafton. The popular chain is known for its steady customer flow, and its arrival is expected to significantly increase consumer activity throughout the area.

Colonial Coins and Collectibles

A new coin, currency and collectibles shop has opened in the Lightfoot area, offering numismatic services and rare-coin retail to local collectors and hobbyists.

Persnickety Crane Café

After a brief hiatus, the popular Persnickety Crane Café has re-opened in a new location on Route 17 in Grafton, bringing its cozy café offerings of coffee, baked goods and sandwiches to serve commuters and residents alike.

Primrose School of Yorktown

A new early childhood learning center, Primrose School of Yorktown, has opened its doors in the Grafton area. The facility offers a welcome addition for families in the community looking for high-quality preschool and childcare services.

The Virginia Beer Company 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, the business expects to announce an official opening date for The Kitchen Brewpub soon.

Wolf Martial Arts Academy

New flagship location coming soon! Wolf Martial Arts is relocating to a larger, newly purchased building (formerly the York Lighting space) and plans to open its expanded facility in early 2026. Thanks to an **economic development incentive** from the County, the owners are making substantial improvements to the structure. The upgraded location will allow Wolf to offer expanded after-school and summer programming, more martial-arts classes and improved facilities for students of all ages, providing a big boost for fitness, recreation and youth development in the area.



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!



>>> Welcome to York County!

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.

NEW-BUSINESS RESOURCES

MARKETING MINUTE Local biz brewing VA250 buzz



In our fall edition of [It's Your Business magazine](#), we spotlighted creative ways York County businesses can tap into the excitement of VA250—a multi-year commemoration of America's founding that's expected to bring a wave of tourism, media attention and economic opportunity to our region. From themed gift baskets and menu specials to commemorative merchandise and event tie-ins, there's no shortage of ways to align your business with this historic celebration.

And local businesses are rising to the occasion! [Mobjack Coffee Roasters](#)

recently released their new 250th Declaration Blend, a limited-edition coffee proudly roasted in historic Yorktown.

Grab yours today, brew a cup and take a few minutes to enjoy while you think big, plan ahead and get creative for your VA250 promotions. For inspiration and ideas, revisit our article "[Position your business for America's 250th.](#)"

[MORE MARKETING TIPS](#)

FEATURED BUSINESS

Local company making a global impact



MyGolfSpy turns transparency & tech 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 ARTICLE](#)

Does your business have a major announcement or a milestone anniversary coming up? We're already looking ahead to 2026 for businesses to feature!

Reach out and let us know—we'd love to share your story.

Contact us for a chance to be featured in a future edition.



BUSINESS MYTHBUSTERS

'Virginia offers no help for exporters'

Myth: Exporting is something businesses have to figure out on their own.

Fact: Think again! Virginia offers a powerful network of support for businesses expanding into global markets.

Through the [Virginia Economic Development Partnership's International Trade Division](#), companies can tap into export readiness assessments, market research, matchmaking services and even grant funding to help offset international marketing and travel costs.

Confused by recent tariff headlines? Don't miss this:

FREE WEBINAR

Global Trade Insights: Trade Policy & Tariffs Update

Thursday, Dec. 11

10-11 a.m.

Hosted by the VEDP team

[LEARN MORE & REGISTER](#)

ECONOMIC DEVELOPMENT ROADMAP
New Hampton Roads Playbook a game-changer



The **Hampton Roads Alliance** has officially launched the **Hampton Roads Playbook**, a comprehensive economic-development roadmap designed to guide the region through the next decade.

The Playbook identifies core strengths—including defense, energy, aerospace and logistics—and outlines a coordinated strategy to leverage those advantages through infrastructure investments, workforce development, innovation hubs and targeted business attraction.

For local business owners and entrepreneurs, the plan offers a clearer vision of where growth is expected, what industries are being prioritized and how the region hopes to support expansion, job creation and new opportunities for commerce across Hampton Roads—including right here in York County.

Stay tuned as implementation begins: this could be a game-changer for the regional economy and a catalyst for new investment and business growth.

[EXPLORE PLAYBOOK](#)

MARKETING OPPORTUNITY
Save (& savor) the dates

York County

Restaurant
Week

The logo for York County Restaurant Week. It features a teal banner with the words 'York County' in a bold, sans-serif font. Below the banner, the word 'Restaurant' is written in a large, teal, cursive script, and 'Week' is written in a bold, red, sans-serif font. A black fork is on the left and a black knife is on the right, both pointing towards the center. A teal wavy line is at the bottom.



Calling all York County restaurateurs: it's time to mark your calendars and get cooking! The next **York County Restaurant Week** will run Friday, Feb. 20, through Sunday, March 1, and we want you at the table!

Restaurant Week offers a powerful opportunity to attract new diners, showcase your signature dishes and build long-term customer loyalty. Local eateries that joined last year reported impressive results: many saw a significant bump in sales, welcomed first-time diners and gained customers who returned long after the promotion ended.

To participate, simply:

1. **Put together a special three-course lunch or dinner** (or offer a unique discount)
2. **Fill out the online sign-up form** by Feb. 6
3. **Let us handle the rest.** Your restaurant gets free promotion across Countywide marketing channels, including a feature on the official restaurant week website, social media mentions and inclusion in e-newsletters reaching thousands of locals and visitors. (Of course, we also encourage you to market the specials through your own communications!)

Don't miss your chance to be part of this community-wide celebration of flavors. Learn more and sign-up today.

[LEARN MORE & REGISTER](#)

PARTNER PROGRAM UPDATES

Fuel your entrepreneurial journey here

Whether you're a startup founder, small business owner or someone exploring a new idea, these two local organizations offer exciting opportunities to connect, learn and grow your entrepreneurial network.



Access young talent & grow your business at W&M Hub



Start Peninsula invests in local entrepreneurs

Build your business and expand your knowledge by collaborating with a diverse team of innovators and problem-solvers! William & Mary's Entrepreneurship Hub provides **hands-on training, mentorships and workshops** to local business owners and students.

The Hub makes entrepreneurship accessible in Hampton Roads by creating space for students, faculty and local businesses to work together. Business owners benefit by recruiting top students equipped with industry knowledge, and students gain real-life experience by working for local businesses.

William & Mary—known to attract the best and the brightest students—is seeking local businesses to join the Hub. Whether you're looking for new talent for your business or searching for community to propel your creative idea, the Hub is designed for you.

[GET STARTED](#)

Congratulations to the Start Peninsula 2025 final pitch competition winners: **Haus of Vibes DIY** mobile perfume and cologne bar, **TRO Energy Solutions** electric charging station installers and **Where2Wheel** online database connecting off-roaders and landowners.

On Nov. 12, the 12 finalists pitched and showcased their business ideas during the intensive online competition. The top three Hampton Roads startup companies received a \$5,000 prize to grow their business, as well as mentorship from seasoned industry professionals.

Feeling inspired? Want to learn more and get involved? **Follow Start Peninsula** and be the first to hear about the 2026 events lineup, including new Pitch Perfect trainings and Micro Pitch events.

[LEARN MORE](#)

FEATURED PROPERTY

Prime lot for sale on Route 17

4933 Geo. Wash. Mem. Hwy. in lower York County



Strategically located along the highly traveled Route 17 corridor, this 0.66-acre commercial property offers exceptional visibility and access in one of the region's busiest retail areas. Zoned General Business (GB), the site features and existing residential structure, over 100 feet of frontage, a curb cut already in place and flexible development potential, making it an ideal location for restaurant, retail or service-based businesses.

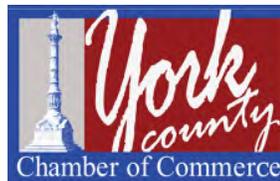
This parcel sits just south of the future home of Chick-fil-A, which announced plans last month to open a new location nearby. As construction moves forward, the area is expected to see a significant uptick in daily traffic and retail activity, making 4933 Geo. Wash. Mem. Hwy. perfectly positioned to benefit from the added exposure and customer flow.

With strong area demographics and high discretionary income, coupled with a location that bridges local neighborhoods and regional through-traffic, this site offers a prime opportunity for businesses looking to grow 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
Yorktown, VA 23690

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

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