

*Creating a diverse & thriving community by recruiting, supporting & retaining York County businesses*

**SUPPORT**

**44 Incentives Awarded**

\$769,742 bestowed, leveraging nearly \$16M in private investment

**14 Ribbon Cuttings**

Provided event assistance, speeches from County officials, ceremonial accessories

**11 Feature Articles**

Spotlighted business anniversaries, achievements and accolades

**GROWTH**

- ✓ Plans for Chick-fil-A (Grafton) & AutoZone (Kiln Creek)
- ✓ Expansions for Pappas Orthodontics, Shorty's Diner Yorktown, WOLF Martial Arts & Kroger (Kiln Creek)
- ✓ Groundbreaking for Primrose School of Yorktown
- ✓ Renovation of Spark by Hilton hotel



**1,141 Building Permits ISSUED**



**290 New Businesses OPENED**

FY25



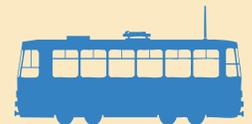
**54 Commercial Properties SOLD**

**TOURISM**



**\$296.8M Spent by Tourists**

on lodging, food, recreation, retail & transportation



**56,524 Trolley Riders**



**85+ Community Events**  
with 124,421 attendees

**COMMUNICATION**

**EMAIL**



**E-newsletters sent:**

- 11 editions of *It's Your Business*
- 4 editions of *Buy Local Buzz*
- 4 editions of *Developer Digest*
- 4 spreads in *Citizen News*

**35 email campaigns totalling 88K+ sent**

**37% average email open rate**

**DIRECT MAIL**



**4 event mailings:**

- 1,801 Home-Based Business Lunch & Learn flyers
- 1,954 Home-Based Business Conference flyers
- 1,329 Distinguished Business Affair invites
- 1,078 Business Appreciation Event invites

**3 issues of our business magazine, *It's Your Business***

**2 Business Survey Postcards**

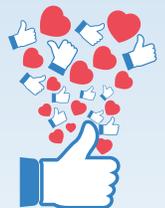
**PRINT MATERIALS**



**5 new/refreshed marketing pieces:**

- Choose York County prospect flyer
- *How to Start a Business in York County* brochure
- *Grand Opening Guide*
- Annual Report redesign
- *Business Retention Survey*

**SOCIAL MEDIA**



**134,398 content views**

**5,473 profile visits**

**3,370 content interactions**

**217 posts**