

# Buy Local BUZZ



FEBRUARY 2024

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## Now you get the inside scoop...



... on opportunities at local businesses!

Welcome to **our new quarterly email** about York County businesses—who's opening, closing and offering special deals for residents like you. We'll shine a spotlight on different businesses in each edition. It's not just about buying stuff—it's about supporting the folks who make our county awesome. Your purchases are helping **Keep it in the County!**

Each newsletter will also celebrate the spirit of York County—and the reasons buying local is a critical commitment to our economic health today and our character in the future.

So, grab a cuppa, kick back and dive into the stories and faces that make York County the coolest place to shop, dine, explore and live!

## HOMETOWN TOURIST

### Why let visitors have all the fun?

Here in Greater Williamsburg, we're surrounded by history and fun! Visitors come from around the country, and even the globe, to see the sights offered in our very own hometown! Why not take a day or two to be a tourist too? We'd be willing to bet there are many places you didn't even know were right in your backyard!

Sure, most locals have ridden the rails at Busch Gardens or taken the plunge at Water Country. But have you checked out the new go kart track at **Play A Round Family Fun Center** in Grafton or had Royal Tea at the **Yorktown Gardens Tearoom**? Have your kids braved the ropes course at **Great Wolf Lodge** or doubled down on donuts at **Donutz on a Stick**? York County has many fun things for locals and visitors alike to explore. Need more ideas? Check out **VisitYorktown.org**.



Want to get rewarded for something you already do? Many businesses and attractions offer free admission or discounts for York County residents. Don't forget to pick up your Citizen Rewards discount card before you go! Residents must present proof of residence at various locations in Yorktown to nab their very own card! Learn more and see current discounts **here**.



## BEHIND THE SCENES

### How do they craft a Cookie Text ?



Ever wonder how the proverbial sausage is made? If you're anything like us, we can't get enough of shows like *How It's Made* and *Modern Marvels*.

Come with us as we take you behind the scenes at some of your favorite local spots. From cookies to coffee, beer to t-shirts, and artwork to costumes, we'll show you the little-seen processes and secrets behind the local products you love most.

If you've ever received a **Cookie Text**, you know it's a yummy treat with a special message delivered right to your door. These aren't just your average, everyday cookies—they're an edible SMS. And they're not made in an average, everyday kitchen. Cookie Texts are created lovingly by the hands of owner Jeanne Fiocca and her team in her state-of-the-art, home-based kitchen. **Check out this video** to see how it's done!

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**WHY BUY LOCAL?**

**Lower Taxes!** 

Local businesses put less demand on roads, sewers, schools and safety services than do most residents. They also generate revenue per sale, helping keep resident taxes lower.

[keepitinyorkcounty.com](http://keepitinyorkcounty.com) 

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## MEET THE MAKER Jeweler Hank Viccellio

Our "Meet the Makers" column will feature interviews with the passionate individuals behind the local products and services, showcasing their creativity and dedication. Today we are spotlighting a talented jewelry artisan.

Did you know that Yorktown has a signature bracelet? In fact, it has an entire **Yorktown jewelry collection**, hand-designed right here, in a quaint studio at Riverwalk Landing. So, who is the maker behind this collection? None other than master goldsmith and precious metals craftsman **J. Henry "Hank" Viccellio!**



*For over 45 years, Viccellio has built his career as a creator of jewelry that is not only unique and beautiful, but a work of art. We recently published a Q&A with him, and here's a taste:*

### Q. What originally led you to open this business?

A. Back in 1973, I was hitch-hiking in Albuquerque. I got picked up by someone who asked if I was looking for a job. I said I was, and then he asked if I wanted to be a silversmith. He wanted to know if I was good with my hands, and I said I had no idea. I had just finished two years of college, but I thought back to when I was 7 years old. I had picked up a piece of foam and started carving it on the dining room table. I dreamed about making tiny little things people would admire and pay me to do it.

I didn't know till I started making jewelry that I was a creative person—I need to create. I did it the old-timey way. I worked for four to five people in about a seven to eight year period who all taught me something different. Then I studied under a master in Seattle, then became a master myself. I never liked working for anyone else, so I ended up starting my own goldsmith business. I eventually moved it to Yorktown, since it's where I had grown up.

### Q. What makes your business special?

A. I do all the work—my hands are on every piece. Most people fade out of this business after a few decades, but...

[SEE FULL INTERVIEW](#)

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## UPCOMING EVENTS



There's snow place like the **Yorktown Market Days'** Winter Markets at Riverwalk Landing. This year, we have **four markets** to brighten those cold winter days:

- February 10 was the Valentine's Day Market, complete with holiday treats and fun activities for the whole family to enjoy.
- The St. Patrick's Day Market on March 16 will feature a treasure hunt and kids' craft station.
- Shoppers can stock up on baked goods, prepared soups, gourmet chocolates, homemade candles, dog treats, local art, and more!
- Yorktown Trolley offers complimentary rides throughout the historic area from 10 a.m. to 5 p.m.
- In case of inclement weather, the market will move to the lower level of the Riverwalk Landing Parking Terrace on Water Street

[VIEW EVENT CALENDAR](#)

## FOODIE FUN

### Discover quirky creations at Casa Pearl

*This regular section will explore the diverse culinary scene in York County, featuring local restaurants, cafes and food producers, along with mouthwatering recipes and chef interviews.*



If you're looking for a unique local foodie joint to satisfy your culinary curiosity, you must check out Casa Pearl. Located in the up-and-coming **Edge District**, at the confluence of York County, James City County, and the City of Williamsburg, this restaurant offers a distinctive blend of Northern Neck and California vibes, dishing out everything from oysters to tacos and everything in between.

For even more delicious dining ideas, download our **Shopping & Dining Guide**.

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## SHOPPERS SHOWCASE

### Find upcycled treasures at Lazy Daisy



If you're in need of a unique gift, look no further than **Lazy Daisy** in Kiln Creek Shopping Center. This fun store specializes in upcycled and restyled furniture and home decor, but they're so much more than that! Inside you'll also find a variety of handmade gifts, gorgeous jewelry and other one-of-a-kind finds.

## HIDDEN GEMS

### County residents get free skate days

Did you know York County has its very own ice-skating rink? It's tucked behind Kroger in Kiln Creek, so it's easy to miss. But you don't want to miss out on the good ol' fashioned fun found here.

The newly renovated **Chilled Ponds Ice Sports Complex at Yorktown** offers so many things for locals to do. From open skating to league play and birthday parties to homeschool classes, this cool spot has it all.

#### INSIDER TIP:

York residents **skate for free** on:

Wednesdays, Noon–2:40pm

Fridays, 11:20am – 12:50pm



## NEW IN TOWN



### Dominion Dogs

701-K Merrimac Trail, Suite 12 in **The Edge District**

#### What's New?

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** and **ribbon cutting image galleries**.

#### What's Up With THAT?

Want to know what's coming to the County? Wondering what's going on that site next door? Check out the **Development Dashboard** for details on recent property sales, assessments, building permits, site plans and much more!

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## THE WAY IT WAS



Sure, Main Street in Historic Yorktown still looks eerily 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 Wal-Mart? Anyone recall what Yorktown Beach looked like before Isabel cleared the way for Riverwalk Landing?

Follow along with us as we feature some oldie-but-goodie photos from Yorktown's yesteryear! How many can you remember?

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## KEEP IN TOUCH ... and keep it in the 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!
- 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**.



# Keep It In York County

York County Economic & Tourism Development | 121 Alexander Hamilton Blvd., Yorktown, VA  
23690 757-890-3317

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