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July 2024

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County & state rack up national awards

Each summer, hundreds of organizations throughout the region, state and country notify award recipients of their new titles and recognitions—and 2024 did not disappoint.

Most notably, our Commonwealth was just recognized as the **Top State in the Country for Business** by CNBC. This was our sixth win in the annual state competitiveness rankings and our third in just five years! This year's race was the tightest yet, with Virginia edging out last year's champ, North Carolina. With the top public education system in the country and a robust infrastructure linking businesses with ready-to-go sites, Virginia truly stands out.

Locally, York County was named a **Top Digital County** by The Center for Digital Government (CDG) and the National Association of Counties (NACo). York County placed second in the category of counties with a population of 150,000 or less.

In addition, the **Greater Williamsburg Chamber of Commerce** recently honored two York County businesses with Small Business of the Year awards. And several York County businesses won 110 awards in 88 categories in this year's **Coastal Virginia Magazine Best-Of Awards**.

Want to know which companies were the lucky winners? See the full stories below under Company Callouts.

MARKETING MINUTE

Pay attention to your website

Having a strong online presence can be a make-or-break for any business. But with the world of social media growing so fast, are good, old-fashioned websites still relevant? Experts and small business owners both answer with a resounding YES!



Having a website—even a simple but responsive one—can help make a good first impression with customers and give them a complete picture of your business. It can also help to build brand awareness and lend credibility to your company, distinguishing it from your competitors.

Check out this [article by SCORE](#) to see what small business leaders have to say.

Need help establishing or upgrading your site? York County has an e-commerce grant for that. [Apply today.](#)

Create an engaging, updated and mobile-optimized website for your business!

[MORE MARKETING TIPS](#)

CALL FOR CONTRIBUTORS

Share your business crisis experiences and advice



Get featured in our upcoming Crisis Management Guide

Have you successfully navigated a crisis in your business? Or maybe helping other business owners through crisis situations is what you do! If so, we want to hear your story and advice.

A business crisis can be anything from a flood to a cybersecurity breach, workplace violence to the sudden death of an owner/key employee, or even an embezzlement discovery. York County ETD is creating a Crisis Management Guide to help business owners in our community with readiness, response and recovery from a crisis that threatens business continuity.

We want to include real-life stories and advice from business owners and managers like you... so everyone can learn from each other and lift our whole business community's readiness and resilience. If you're willing to provide an article, tips or experience, or would consider participating in a phone interview to share your story, **let us know!**

In addition to the exposure you'll enjoy, we'll link to your company website in the guide. We need information pertaining to the following business-related categories, as well as any other relevant topics:

- Insurance (all types)
- Succession planning
- Legal—contracts, lawsuit prevention, embezzlement, product liability, etc.
- Cybersecurity
- Crisis survival stories and advice (disaster, PR/HR crisis, etc)

(It's OK if you're not a writer, we can handle that part if needed.)

SHARE YOUR STORY OR EXPERTISE

FEATURED BUSINESS

Addicted to Golf a swinging success

Addicted to Golf is scoring high with players who score low. After moving to a larger location last year, the 35-year-old business has drawn a wave of new customers.

From its early days in Kiln Creek Center (near County Grill) to its expansive new space in Village Square (near Kiln Creek Kroger), Addicted to Golf has always been about great gear and friendly service. The store's latest milestones prove without a doubt that it's still in the game... actually, it's the only one in the game.

Owner Richard Schiele said he has seen many other golf stores come and go over the years, but that Addicted to Golf, which opened in 1989, is now the only golf store on the Peninsula, and he even added a second location in Williamsburg.



[READ FULL ARTICLE](#)

UPCOMING BUSINESS EVENT **Import Compliance Training**

The Virginia Economic Development Partnership's (VEDP) Supply Chain Optimization Program is pleased to host a valuable Import Compliance Training conducted by trade expert Mike Allocca, with Allocca Enterprises.



This training session will help determine your company's compliance with U.S. import regulations and is a must for the experienced or first-time importer. You'll gain better comprehension of the dos and don'ts of importing, as well as essential importers' roles, responsibilities and strategies to avoid fines, delays and possible loss of import privileges.

TOPICS COVERED

- Roles and responsibilities of importer, customs broker and freight forwarder.
- How to determine proper bonds, valuations and manufacturing assists.
- What strategies can be used to reduce delays, eliminate demurrage and shorten your lead times.
- Import checklist that can be used on every import to help keep your company in full compliance.
- 10 best practices of compliant companies.

WHO SHOULD ATTEND

Supply chain managers, purchasing managers, receiving personnel, compliance officers and anyone involved or concerned with international shipments.

Cost

This training is free to Supply Chain Optimization Program participants and \$25 per person for non-participants.

EVENT REGISTRATION

FEATURED BUSINESS ASSISTANCE Venture Acceleration Program

Do you have an early-stage business venture? Has it gained initial traction with revenue and customers? If so, it might be ready to scale to the next level!



Whether you're a startup founder, a solopreneur or a small business owner looking to grow, **William & Mary's Launchpad Venture Acceleration Program** will provide the tools and support you need.

Only 20 spots remain for this exciting six-week intensive program designed to help early-stage ventures scale and succeed. Participants will engage in weekly sessions on critical business topics, benefit from mentorship, and culminate their experience with a Venture Showcase—offering \$6K in cash and in-kind awards.

The program starts Aug. 1 Don't miss out on this opportunity—apply below:

[APPLICATION](#)

[PROGRAM FLYER](#)

BUSINESS MYTH BUSTERS

"Nothing exciting happens in York County"

MYTH: There aren't any fun new businesses coming to York County.

FACT: Each year, York County has an average increase of about 400+ new businesses. The County has attended several ribbon cuttings already this year, with even more to come.

The historic area has recently welcomed many unique businesses, such as **Coastal Seaplanes**, **Yorktown & Co. Steamer Wagon Tours**, **Coastal Thirst** and **American Cruise Lines**, plus several new vendors at the weekly **Yorktown Farmers Market**.



In the rest of the County, even more businesses are coming soon or recently opened, including **Q Daddy's Pitmaster BBQ** (Summer 2025), **Montage at Marquis Hills**, **Gault Electric** and **WoodSpring Suites**.

[NEW IN TOWN LIST](#)

YOU'RE INVITED
EDA to host Business After Hours



A night of fun, food & business networking

Each August, York County Economic Development hosts a Business After Hours networking event with the York County Chamber of Commerce. Chamber members are free; non-members cost \$10.

[EVENT REGISTRATION](#)

HOME-BASED BUSINESS EVENT
Lunch and learn about business legalities

Our popular Home-Based Business Lunch & Learn Series is back! Join us this month to hear from Robert Nutt, Esq., on how to navigate the complex legal landscape for home-based businesses. From entity formation to intellectual property protection, this seminar will cover essential legal principles tailored to the unique needs of home-based entrepreneurs and help you ensure compliance, mitigate risks and safeguard your business for long-term success:



2024 LUNCH & LEARN SERIES

Legal Considerations for Home-Based Businesses

Robert Nutt, Esq.

Grab your lunch and join us to learn entity formation to intellectual property protection, we'll cover essential legal principles tailored to the unique needs of home-based entrepreneurs.

THURS, AUGUST 15TH
12:00 PM to 1:00 PM

Advance registration required.
ALL SESSIONS WILL BE HELD
VIRTUALLY VIA ZOOM

Scan
QR Code
to Register



[REGISTER \(FREE\)](#)

COMPANY CALLOUTS

York County businesses win awards



COVA Magazine Best of Readers' Choice Awards



Greater Williamsburg Chamber Business Awards

Check out the 88 York County businesses named on this year's Coastal Virginia Magazine's Best Of Business Awards list.

[FULL ARTICLE](#)

The Greater Williamsburg Chamber of Commerce recently honored two small York County businesses.

[FULL ARTICLE](#)

FEATURED PROPERTY
Rare commercially zoned land on Hampton Hwy
2370 Hampton Highway in lower York County



Property Details:

A rare opportunity to build your new commercial space in the prime Hampton Highway corridor. This 3.26 acre parcel is zoned Limited Business (LB), allowing for limited commercial retail, business and professional service uses. The site boasts 336 feet of visibility on Hampton Highway with a depth of 583 feet.

Prime Location:

The property is located on the "going-home side" of the heavily traveled Hampton Highway corridor, which connects Hampton and York County. Nearby businesses include Subway, Food Lion, 7-11 and Exxon.

[CONTACT LEASING AGENT](#)

[PROPERTY FLYER](#)

WHY BUY LOCAL?

More
Jobs



Local businesses employ other local service companies, thus expanding opportunities for entrepreneurs and increased local employment

keepitinyorkcounty.com

ART BY VECTEEZY.COM



Even businesses can (and should) buy local! From B2B commerce to the places you shop, dine and relax with your family, you owe it to your fellow business owners to "practice what you preach."

Subscribe to our quarterly Buy Local Buzz email to stay in the know and help Keep It In the County!

[SUBSCRIBE](#)

Thanks to our partner organizations:



HAMPTONROADS
WORKFORCECOUNCIL

ONE REGION. ONE WORKFORCE. ONE ECONOMY.

York County's Department of Economic & Tourism Development is here to assist you with all your business needs, from funding, to expansion, to education.

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