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York County has a cornucopia of fall fun



Welcome to another edition of York County's buy-local e-news, featuring all things business—who's opening, having events and offering special deals for residents like you. 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!](#)

From harvest festivals to fall markets, bands and beer to outdoor concerts, York County has so much to offer. So, kick back in your favorite spot, check out these local finds we've pulled together for you and make it a season to remember... right here at home!

HOMETOWN TOURIST

New sports centers to hit the County



If you're looking for indoor sports as the weather gets chillier, we've got you covered!

Picklr pickleball center

A new pickleball center just announced it will be opening soon in the former Dick's Sporting Goods space in the Marquis Shopping Center, off Route 199. [Picklr](#), a national pickleball franchise, plans to be open by this winter.

Regional sports center

Also coming soon, the City of Williamsburg, James City County and York County have partnered to build and operate a regional sports center (depicted above) on property adjacent to the Colonial Williamsburg Visitor Center. At a [groundbreaking ceremony](#) on Friday, Aug. 2, officials celebrated the new development.

The 200,000 SF center, which is projected to open in 2026, will include:

- 12 basketball courts that convert to 24 volleyball courts and 36 pickleball courts
- Ceiling-mounted basketball goals, volleyball systems and scoreboards
- Conversion turf system the length of one regulation football field that fits three indoor soccer fields
- Climbing equipment and a climbing wall
- Meeting rooms and a food & beverage area

...and free skating at Chilled Ponds

Don't forget the newly renovated iceplex, [Chilled Ponds of Yorktown](#), offers free skating for County residents every Wednesday at noon.

York County has many fun things for locals and visitors alike to explore. Need more ideas? Check out [VisitYorktown.org](#) or watch our [Free Fun for Residents](#) video.



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 one of the three pick-up locations (York Hall in Yorktown or the Senior Center of York or York County Parks & Recreation in Washington Square shopping center) to nab their very own card! [Learn more and see current discounts.](#)



DID YOU HEAR THE BIG NEWS?

The Virginia Beer Company is busy brewing up several fall-themed beers.

And guess what else they are working on? A new location! VBC is opening a 2nd location in the Beale's building on Rt. 17!

[READ FULL STORY](#)

HOMETOWN WEDDINGS

YorktownWeddings.com makes it easy to find local vendors & venues



While many people think of spring as wedding season, don't overlook fall. With its cooler temps and stunning hues, autumn gives spring a run for its money. And don't look any further than Yorktown!

According to a recent nationwide survey by [JJ's House](#), an online retail wedding dress company, Yorktown is one of the most affordable places to have a wedding.

From historic homes to stunning waterfront venues, Yorktown offers the perfect location for every wedding! Whether you're looking for a casual flip-flop wedding in the sand or an exquisite sunset ceremony on the York River, Yorktown has it all. Our county also has the support services you need to put the finishing touches on your dream day! From caterers to jewelers and lodging to photography, we've got you covered.



Check out [YorktownWeddings.com](#) for easy access to local companies ready to make your wedding smooth and beautiful. Photos and website courtesy of [Alexander's Photos](#).

CELEBRATING COMMUNITY

York County businesses receive awards



COVA Magazine Best of Awards

Check out the 88 York County businesses named on Coastal Virginia Magazine's Best Of Readers Choice Awards list.

[SEE MORE](#)

Williamsburg Chamber Business Awards

The Greater Williamsburg Chamber of Commerce recently honored two York County small businesses: The Virginia Beer Company and Collision Correction.

[SEE MORE](#)

Inside Business Top Workplace Awards

Inside Business recently recognized several York County businesses, including 1st Advantage Federal Credit Union, as top places to work in Hampton Roads.

[SEE MORE](#)

BUY-LOCAL VIDEO SERIES

Residents & businesses share buy-local insights



Check out York County's latest Buy Local video, where we show how residents and even businesses can (and should) shop local. This video joins the first one in the series about the benefits to supporting York County businesses.

[WATCH BOTH VIDEOS](#)

UPCOMING SPECIAL EVENTS

Cider, beer and wine... oh my!



If you're more into wine than beer, you won't want to miss this year's Yorktown Wine Festival, featuring a grand tasting of wines from Virginia and beyond, plus live music, delicious food from local restaurants, and the work of talented artisans.

[BUY TICKETS](#)



Come mingle with the community and enjoy a Sunday by the water at Yorktown's Riverwalk Landing with beer, food and music at the York County Chamber of Commerce's signature Yorktoberfest event, featuring over 35 beers and ciders.

[BUY TICKETS](#)

UPCOMING EVENTS

Popular fall markets kicking off



Every Saturday morning through Oct. 26, experience [Yorktown Market Days](#), Hampton Roads' picturesque farmers market along the York River. Discover diverse vendors, local artists and food trucks at Riverwalk Landing. Browse seasonal produce, seafood, meats, breads, soaps, candles, honey, gourmet dog treats and more!

Don't miss this season's [themed fall markets](#):

- **Fall Festival:** *Oct. 12, 9 a.m.–3 p.m.* Shop from vendors and artists selling seasonal favorites like pumpkins, mums, autumn-inspired art, kettle corn, and caramel apples. Partake in free, family-oriented activities like pumpkin painting, face painting, and a petting zoo.
- **Harvest Festival:** *Nov. 16, 9 a.m.–3 p.m.* Kids of all ages will delight in this autumn extravaganza featuring a live animal show, petting zoo, balloon art, inflatable axe throwing and a hay ride. Pick up holiday staples like turkey and pumpkin pie, as well as handcrafted items from local jewelers, painters and photographers.

Come and immerse yourself in a world of family-friendly activities, delectable treats and enlightening educational sessions, all thoughtfully curated throughout the year.

EVENT CALENDAR

CELEBRITY SIGHTING

Even the stars 'Keep It In The County!'

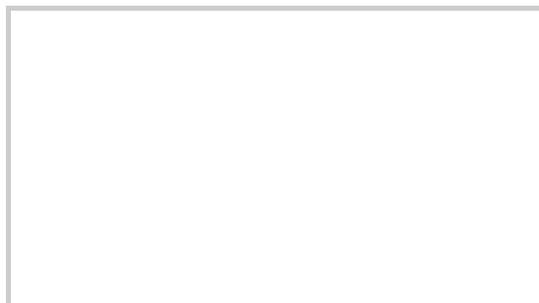
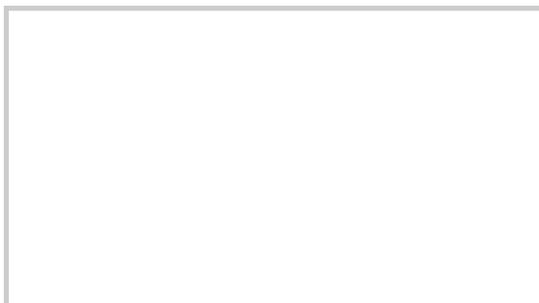


While in town to race in the Hampton Heat at Langley Speedway, legendary NASCAR driver Dale Earnhardt Jr. dined at County Grill & Smokehouse in Kiln Creek Shopping Center, taking time to snap a few photos with several local residents.

DECADES OF DEDICATION

County spotlights business milestones

York County loves to celebrate the long-standing businesses in our community.





Food Craft celebrates 15 years in business

[ANNIVERSARY VIDEO](#)



Yorktown Animal Hospital reaches 30-year mark

[LEARN MORE](#)



2115 George Washington Memorial Hwy,
Yorktown, VA 23693

World Martial Arts hits 40 years

World Martial Arts recently celebrated their 40th year in business. The company won the Silver award for best Summer Camp on the Peninsula in Coastal Virginia Magazine's [2024 Best of Readers' Choice Awards](#). Their summer camp features 3+ hours of Taekwondo training in addition to games and field trips. They also offer Tai Chi for seniors and Taekwondo classes for both children and adults.

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 Shopping 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.



[READ FULL ARTICLE](#)

INSIDER TIP:

Score some fun free merch from local embroidery and screen printing business Thread Perfection. Follow them on Facebook to win of their Friday Freebies and Make It Mine Monday giveaways! Check them out on our latest [Buy Local](#) video too!



NEW IN TOWN | MYTHBUSTERS



MYTH: York County isn't bringing in any fun new businesses.

FACT: York County welcomes about 400+ new businesses a year, and our staff has attended several ribbon cuttings this year—with even more to come.

The historic area has recently welcomed many unique businesses, including:

- Coastal Seaplanes
- Yorktown & Co. Steamer Wagon Tours
- Coastal Thirst
- American Cruise Lines
- Several new vendors at the weekly Yorktown Market Days

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
- Bare Roots Esthetics
- Blue Velvet Spa
- WoodSpring Suites

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](#) 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!

THE WAY IT WAS



Heritage Square Shopping Center on Route 17

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 Wal-Mart? 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?

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. 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](#).



York County Economic & Tourism Development | 121 Alexander Hamilton Blvd. | Yorktown, VA
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