



Where your success is our business

OPPORTUNITIES | EDUCATION | EVENTS | UPDATES

November/December 2024



HIGHLIGHTS

Shorty's Diner Opening
2nd Location

Support for Local
"Vetpreneurs"

Upcoming Holiday
Markets

Marketing Minute: Open
Your Doors for the
Holidays

12 Days of Business
Support

Sheriff's Business
Academy

Employee Rewards:
Boost Gift Cards &
Yorktown Admirals



**Holiday tax tips every small
business owner should know**

The holiday season is a time for celebration. It's also a critical time for small businesses to stay on top of tax obligations and maximize year-end deductions.

Below are four essential holiday tax tips to keep your finances merry and bright.

- 1. **Holiday Expenses—Deductible?** Some

Tickets

Opportunities to Help
Future Business Leaders

Myth Buster Series: Gift
Cards

Latest Ribbon Cuttings

Economic Development
Pinnacle Awards

12 Days of Buying Local

The Gift of Tourism

Verizon Digital Ready
Assistance & Grants

Start Peninsula Winners

2025 Restaurant Week

Featured Property:
Lightfoot Road

holiday-related costs can be tax-deductible, helping you save while spreading cheer. These include client gifts, employee bonuses and holiday parties.

2. **Charitable Contributions—Maximize Your Holiday Giving:** The holidays are a perfect time to give back while also reducing your tax burden. This can include cash donations, goods and services, and volunteering.
3. **Holiday Promotions—Know Your Sales Tax Obligations:** Sales tax rules can get tricky during holiday promotions. A few to watch for include discounts, giveaways and bundled products.
4. **E-Commerce—Stay Compliant Across State Lines:** Selling online during the holidays? Be sure you understand your sales tax obligations under *nexus laws*, which vary by state.

By staying proactive about holiday expenses, charitable contributions, and sales tax compliance, you can reduce stress, maximize savings, and end the year on a positive financial note! As always, consult a tax professional for advice tailored to your business.

[READ MORE FOR DETAILS](#)



Get ready for a second helping of Shorty's Diner

Another upper York County business is coming soon to the lower county! Shorty's Diner is opening an additional location in the former Bay Haven Grille space, near Hampton Roads Harley Davidson on Rt. 17 in Grafton! Check out the full story below.

[READ FULL STORY](#)

Veterans face challenges starting a small business, but help is available

Veteran-owned small businesses have been declining over the last decade, but a number of organizations are hoping to change that.

Called “vetrepreneurs,” these small business owners earn more than \$1 trillion in revenue annually.

Unfortunately, their numbers have continued to decrease over the last 10 years as the veteran population has aged.



To help reverse this trend, organizations are providing help—including the Small Business Administration, your **local SCORE office** and local nonprofits that offer training and resources to veterans. **Virginia Values Veterans (V3)** can also help employers develop and implement long-term strategies and nationally recognized best practices in recruiting, hiring and retaining veterans.

[READ ARTICLE](#)

UPCOMING EVENTS

Popular holiday markets



An Enchanted Evening on Main Street (Dec. 13): Immerse yourself in the magic of the season amid the twinkling lights, festive music and nostalgic aromas of roasting chestnuts and hot cider. Find the perfect gift for that hard-to-buy-for relative or something perfect just for you. The Fifes and Drums of York Town will perform, as well. Enjoy the enchantment Historic Yorktown has to offer—at night!

Mistletoe Market (Dec. 14): Stroll Riverwalk Landing for:

- Chowders and soups
- Baked goods including an assortment of cakes, breads, brownies, fudge and cookies
- Jams, jellies and honey
- Holiday wreaths
- Candles and soaps
- Local seasonal art

March in the annual Toyland Parade at 1:30 p.m., and don't forget to hop aboard the Riverwalk Landing Polar Express for a loop around the festivities!

MARKETING MINUTE

Open your doors for the holidays!

There's nothing quite like the joy of a festive gathering, especially during the holiday season! Why not sprinkle a little holiday magic at your business with a special event that invites the community to come in, share some laughter and create unforgettable memories?

An open house is the perfect opportunity to showcase your unique offerings and make your business the go-to destination this holiday season. Here are a few quick tips:



- **Communication:** Use social media, email marketing and other channels to spread the word about your open house, highlighting special offers or activities. (Pro Tip: Be sure to let us know about your event so we can share it as well!)
- **Incorporate a unique activity** or demonstration related to your business to engage guests and showcase your offerings.
- **Offer small holiday gifts** or giveaways.
- **Focus on kids:** If your place of business is not typically child-friendly, arrange for a craft or activity to keep the kids busy while the adults learn about your business!
- **Consider a festive theme** that fits your brand, like "Ugly Sweater Day" or "Gingerbread House Decorating."
- **Ensure your staff is enthusiastic** about the event and prepared to answer questions about your products or services.
- **Gather feedback** from attendees so you can improve future events.

Most importantly, have fun! Deck the halls, embrace the spirit of the season and give everyone a reason to stop by and celebrate! **Bonus points for free milk and cookies!**

MORE MARKETING TIPS

YORK COUNTY BUSINESS SUPPORT
Gifts to help your business





Whether you celebrate Christmas, Kwanzaa, Diwali, Hanukkah or nothing at all, chances are you know the 12 Days of Christmas song. So, in honor of the ever-popular tune, let's celebrate the 12 gifts York County gives to its businesses—all year long! From no-cost programs and services to grant money, learn more about these fabulous freebies your business might be missing out on!

[READ MORE](#)



The York-Poquoson Sheriff's Business Academy is a FREE program designed to give businesses of York County and the City of Poquoson a better understanding of the crime prevention resources available to them. This 7-week course is geared toward business owners, managers, faith-based organizations, and anyone wanting to ensure the day-to-day operating safety and security of their business. Emphasis will be placed on Crime Prevention in the workplace, as well as connecting businesses with essential resources.

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BUSINESS OPPORTUNITIES

Support your community & reward your employees



Buy local gift cards for your employees this season

The next "Buck Stays Here" Boost Event is at **James York Plaza on Dec. 18**. You can buy \$50 Visa gift cards or



Join the Yorktown Admirals for a memorable team-building event

Bring your employees together for a team building experience they won't soon forget, as the Norfolk Admirals take on a temporary identity as the *Yorktown Admirals*, part of the City Series initiative!

On **Feb. 22, 2025**, you and your

Williamsburg Area Restaurant Association gift cards for only \$25 —doubling your employee gift while supporting your favorite locally owned and operated businesses in Greater Williamsburg!

LEARN MORE

team can celebrate Yorktown pride with a full team rebrand featuring the first-ever Yorktown Admirals jersey!

Click below to get \$5 off the ticket price

PURCHASE TICKETS

MENTORS & INTERNSHIPS

Your chance to help future business leaders



Get EngagedIn York County schools

Did you know there are multiple ways for local business leaders to help York County students be "life ready" in college and in the work force?

As part of the **York County Strategic Plan**, one of the objectives is career readiness. This involves ensuring all graduating students fit the state's **Profile of a Virginia Graduate**, including having the knowledge, skills, experiences and attributes to be successful in college and/or the work force and to be "life ready."

How can you help? Whether you're working or retired, you can help YCSD students through the division's **EngagedIn** program. These opportunities include mentoring, serving as mock interviewers and participating in



Create or expand your internship program

Internships are an excellent way to discover new talent and build a successful talent pipeline for your organization. **The Virginia Talent + Opportunity Partnership**, or V-TOP for short, is here to help!

V-TOP is a partnership between the Virginia Chamber Foundation, the Virginia Business Higher Education Council (VBHEC), and the State Council of Higher Education for Virginia (SCHEV).

V-TOP has hosted informational webinars with local chambers of commerce and employers to share resources like the toolkit, staffing agency services and the matching funds program. You can learn more about these resources on the V-TOP website or by **attending the monthly V-TOP information session**. If you don't see an information session that works for your schedule, please reach out to **Emily**

a career panel

[READ MORE](#)

Webb or Eleni Poulos to coordinate one for you and your HR team.

[READ MORE](#)

MYTHBUSTERS

"Gift cards are more trouble than they're worth."

Myth: I have to pay sales tax on gift cards sold whether or not they get redeemed.

Fact: In Virginia, and most states, sales tax is collected at the time the gift card is redeemed, not when it's sold.

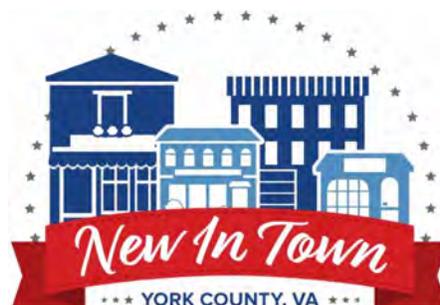


Gift card sales can be a fantastic revenue booster during the holidays, but they often cause confusion when it comes to accounting. Here are a few tips to keep things clear and compliant:

1. **Treat gift cards as liabilities:** When a gift card is sold, it's not considered revenue yet. Record the sale as a liability on your balance sheet, as the business still owes goods or services to the customer.
2. **Recognize revenue when redeemed:** Revenue is only recognized when the gift card is used to purchase products or services. At that point, transfer the amount from the liability account to your income account.
3. **Track breakage:** Some gift cards go unused, referred to as "breakage." Be sure to check your state laws on unredeemed gift cards, as regulations may dictate when or if you can recognize this as revenue.
4. **Use reliable software:** Invest in a point-of-sale (POS) system that tracks gift card balances automatically. This reduces errors and ensures accurate record-keeping.
5. **Understand sales tax obligations:** In most states, sales tax is collected at the time the gift card is redeemed, not when it's sold. Be sure to check with your tax professional.

WHAT'S NEW

Our latest ribbon cuttings





Chilled Ponds at Yorktown recently marked the completion of a \$2 million renovation with a ribbon-cutting ceremony at its 34,000-square-foot facility. Owner Patrick Cavanagh, alongside Board of Supervisors Chairman Stephen Roane, officially reopened the location at 401 Village Ave, formerly known as the Hampton Roads Iceplex.

[READ MORE](#)



Harper's Station Yorktown, an upscale senior living community in Yorktown, recently celebrated its grand opening. The facility offers seniors a range of living options, including independent living, assisted living, as well as memory care, and encompasses over 161,000 square feet with 158 senior living options in a home-like setting.

[READ MORE](#)

IN CASE YOU MISSED IT **York County wins three awards**



Economic and Tourism Development takes home Pinnacle Awards

The International Festivals and Events Association (IFEA) recently recognized York County Economic and Tourism Development during the IFEA/Haas and Wilkerson Pinnacle Awards Ceremony in Pittsburgh.

The Association presented the County with three awards:

- **Silver: Best Instagram Site for Visit Yorktown**
- **Silver: Best Green Program – Yorktown Market Days’ Go Green Market**
- **Bronze: Best Event Benefitting a Cause – Paws at the River**

[READ MORE](#)

DOING BUSINESS IN YORK COUNTY

Even more reasons to buy local



12 reasons to buy local for the holidays

As the holiday season approaches, it’s an ideal time to reflect on the importance of supporting York County businesses. Buy Local is more than just a motto—it’s an investment in the growth and well-being of your local economy. It’s supporting your friends and neighbors. It’s giving back to those who give so much to us.

In honor of the 12 days of Christmas, here are a dozen reasons to shop and dine at small, locally owned businesses this season.

1. Job creation



The gift of tourism in York County!

In 2023, tourism-supported jobs in York County accounted for 11.8% of local employment, and tourism-related taxes generated \$22.9 million in revenue.

In fact, according to the Virginia Tourism Corporation (VTC), tourism in Virginia generated a record high \$33.3 billion in visitor spending in 2023, an increase of nearly 10% from 2022, exceeding pre-pandemic levels by 14.7%.

To break it down even further, in 2023, travelers spent \$91 million per day in Virginia, up from \$83 million in 2022.

Of course, when you think of tourism in York County, the **American Revolution Museum at Yorktown**, Historic Main Street and the **Yorktown Battlefield** probably come to mind.

But, did you know that Great

2. Boosting the local economy
3. Community identity and character
4. Supporting entrepreneurs and innovation
5. Better customer service
6. Keeping taxes low—and tax dollars in York County...

...find the last 6 plus details for all in our full article:

[READ MORE](#)

Wolf Lodge, Water Country USA and 25 of Greater Williamsburg's lodging properties are located in upper York County?

Now, with the new Williamsburg Sports and Events Center that broke ground in August, and the Edge District gaining recognition and popularity, we expect these numbers to continue to grow!

[READ MORE](#)

BUSINESS ASSISTANCE

Digital-ready training and a grant!

Join the thousands of small business owners who are increasing their revenue and profits with Verizon's Small Business Digital Ready program!

Get access to free resources like expert coaching, digital tools and exclusive grant opportunities. Complete two courses and become eligible to apply for a \$10,000 grant to take your business to the next level.

Grant deadline is Dec. 31.

OLD DOMINION UNIVERSITY
Institute for Innovation & Entrepreneurship
WOMEN'S BUSINESS CENTER

Verizon Digital Ready

Join the 50%+ of responding Verizon Small Business Digital Ready users who have increased their revenue and profit.

\$10,000 grants
Limitless opportunity

Unlock free opportunities to grow your business and apply for a \$10,000 grant—it's free and easy on Digital Ready.

verizon

[APPLY HERE](#)

DID YOU KNOW?

New business startups + 2025 Restaurant Week



2024 winners: celebrating startup excellence

On Nov. 6, the virtual stage was set for one of the most exciting entrepreneurial events of the year: the **Start Peninsula Championship Pitch** event!

Twelve startups, each presenting their bold ideas, competed for top honors. After much deliberation, **B&C's Gloves**, **Romulus Media** and **Scribble** were crowned the champions.

[READ MORE](#)

SAVE THE DATE! Restaurant Week

Mark your calendar to take advantage of great meals and deals at York County restaurants during Restaurant Week, **Feb. 24 to March 2, 2025**.

Local dining establishments will be putting together scrumptious specials for all to savor! Support these independent businesses and enjoy an unforgettable (and affordable) meal!

[READ MORE](#)

FEATURED PROPERTY Commercial parcel in upper York County 1205 Lightfoot Road



Property Details:

This 3.1 acre parcel is zoned Economic Opportunity (EO) and offers an array of development possibilities. The 4,000 +/- square foot existing structure can be repurposed for many uses, including office or retail.

Prime Location:

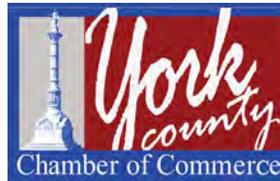
Strategically located in proximity to Sentara Williamsburg Regional Medical Center, Lowe's, Walmart, Home Depot, Great Wolf Lodge and more, this parcel boasts prime positioning in the bustling commercial hub of Williamsburg.

Less than a mile from Interstate 64, the property is situated midway between Virginia Beach and Richmond. Adjacent to the Virginia Peninsula Community College Historic Triangle campus and the Richmond Road commuter and commercial growth corridor, the parcel offers an appealing location for any business looking for a strategic foothold in this thriving area.

[CONTACT LEASING AGENT](#)

[PROPERTY FLYER](#)

Thanks to our partner organizations:



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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