

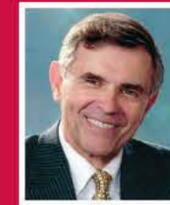


# 2013 ANNUAL REPORT



**Y**ork County's economy experienced steady growth in FY 2013, as commercial building permit values increased from \$13.5 Million in FY 2012 to \$17.9 Million in FY2013. One of the County's major industries, Plains All American Pipeline, L.P., continued their work to expand and modernize their terminal facilities and plan to fully implement their new business operations in December 2013. Plains' total investment in the terminal has reached \$130 million. The company will be adding 60 new full-time contract jobs by the end of 2014, bringing their total employment to 90. New commercial developments were highlighted by Casey Toyota's construction of a new dealership in Lightfoot and HMP Properties' complete overhaul of two hotel properties in the upper County. On the retail front, the owner of the Marquis Retail development, Dallas-based firm Todd Interests, sold the JC Penney, Best Buy, Kohl's and Dick's Sporting Goods buildings to investors, further validating the Marquis as a successful retail location.

The Office of Economic Development (OED) and the Economic Development Authority (EDA) continued to focus on improving the County's entrepreneurial ecosystem and accelerating existing business growth. The EDA was a major sponsor of the new "START! Peninsula" endeavor held at Christopher Newport University. The EDA awarded economic gardening grants to three local companies, providing them specialized marketing analysis to help diversify and expand their customer base. Lastly, the Triangle Business & Innovation Center announced its first York County client, MedChek LLC.



Walter Zaremba

### MESSAGE FROM BOARD OF SUPERVISORS CHAIRMAN

The York County Board of Supervisors' (BOS) commitment to economic development, and specifically to supporting our existing businesses, was more important than ever in Fiscal Year (FY) 2013. Our mission is simple, maintain York County as a superior location for personal, family and business growth. In order to do that, we are focused on continuous improvement of our services and environment, always with an eye on how we can better support our business community.



R. Anderson Moberg

### MESSAGE FROM ECONOMIC DEVELOPMENT AUTHORITY CHAIRMAN

York County's Office of Economic Development and Economic Development Authority are charged with building the County's business base via business attraction and business retention/expansion efforts. EDA members and County staff seek the most effective means toward the goals of business recruitment, expansion and retention, which return so much to our community, via capital investment, job creation, tax contributions, philanthropy, and volunteerism.



# FEATURED ACTIVITY

## 2013 YORK COUNTY BUY LOCAL CAMPAIGN

In May, the York County EDA launched its new *Buy Local* initiative and website, appropriately titled "Keep It In York County". The campaign aims to educate local residents and businesses about the direct benefits to them from buying local and to encourage them to do so whenever possible.

The main component of the campaign is a new interactive website that features a free, searchable, online database of all of York County's commercially-based businesses. Companies are encouraged to enhance their basic listing with photos, logos, coupons, events, descriptions, taglines, and more.

The site also hosts a community calendar, to help promote local events, sales, and specials, a feature meant to keep visitors periodically checking the site.



# NEW BUSINESS ANNOUNCEMENTS

## ENTERPRISE HOLDINGS

*Enterprise Holdings*, the company that operates the Enterprise Rent-A-Car, National Car Rental and Alamo Rent-A-Car brands, and its Enterprise Fleet Management affiliate, will relocate about 90 employees to two office complexes in York County in late 2013 and early 2014. The moves, which will back-fill vacant buildings, will bring together several of Enterprises' operations in Virginia to new locations in Busch Industrial Park and the former Presidents Park development.

## MAGNOLIA CLEANING SERVICES

*Magnolia Cleaning Services*, currently located in Michael Commons off Mooretown Road in upper York County, plans to expand their operations by relocating to a new 22,000 s.f. facility, to be constructed by The Kerner Group, in Busch Industrial Park. Magnolia Cleaning Services provides laundry and amenity bag services to the hospitality industry in Greater Williamsburg.

## RIVERWALK LANDING

Well-known York County restaurateur Mario Buffa now owns and operates both Riverwalk Restaurant and the new *Waterstreet Grille*, located in the former retail space adjacent to Riverwalk Restaurant. Waterstreet Grille features a wood-fired pizza oven, a wide selection of micro-brewed beer, live music, and covered outdoor seating.

Marilyn West opened *Auntie M's American Cottage*, which offers a unique gathering of handcrafted art, with an emphasis on recycled goods, from outstanding American artists and craftspeople from all across the USA.

## HMP PROPERTIES

Owner-Operator *HMP Properties* invested \$77 Million in the renovation of the Days Inn on Bypass Road and the conversion of their Days Inn on Lightfoot Road to a Holiday Inn Express.





# NEW & EXPANDING BUSINESSES

## BUSINESSES IN THE NEWS

**CW Optics** was recognized for Healthcare Innovation at the 2013 Virginia Healthcare Innovators Awards in the Medical Product or Device Category for their WoundImager technology.

**AVID LLC** was named by SoarA5 as one of the Top 5 Unmanned Aircraft Systems Companies in the country to watch.

U.S. News and World Report ranked **Sentara Williamsburg Regional Medical Center** 3rd out of 26 on their list of Virginia's best hospitals in the Hampton Roads area and 13th out of 128 hospitals in Virginia.

National Geographic named **Pierce's BBQ** one of the Top 10 BBQ restaurants in the U.S.

**American Pride Automotive** was honored by Virginia's First Lady Maureen McDonnell with a First Lady's Opportunity Seal of Approval Award in recognition of their Family Service Day program, which has been serving low-income families with free car maintenance since 2009.

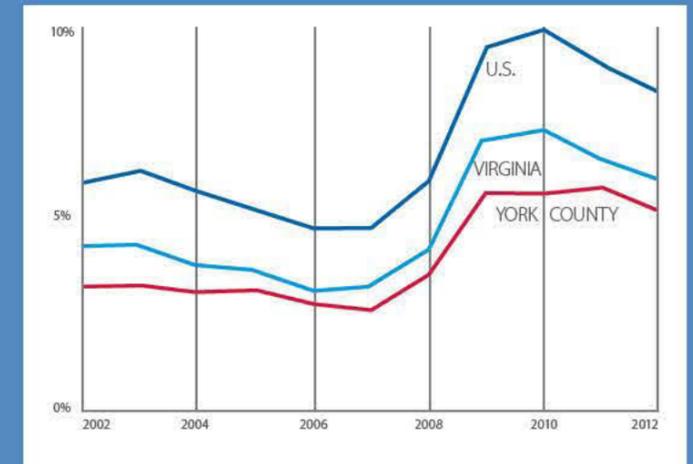
## TOP 10 EMPLOYER LIST

1. Naval Weapons Station / Cheatham Annex
2. York County Schools
3. U.S. Coast Guard Station
4. Wal-Mart
5. York County Government
6. Water Country USA
7. Sentara Williamsburg Regional Medical Center
8. Great Wolf Lodge
9. YMCA
10. Wyndham Vacation Ownership

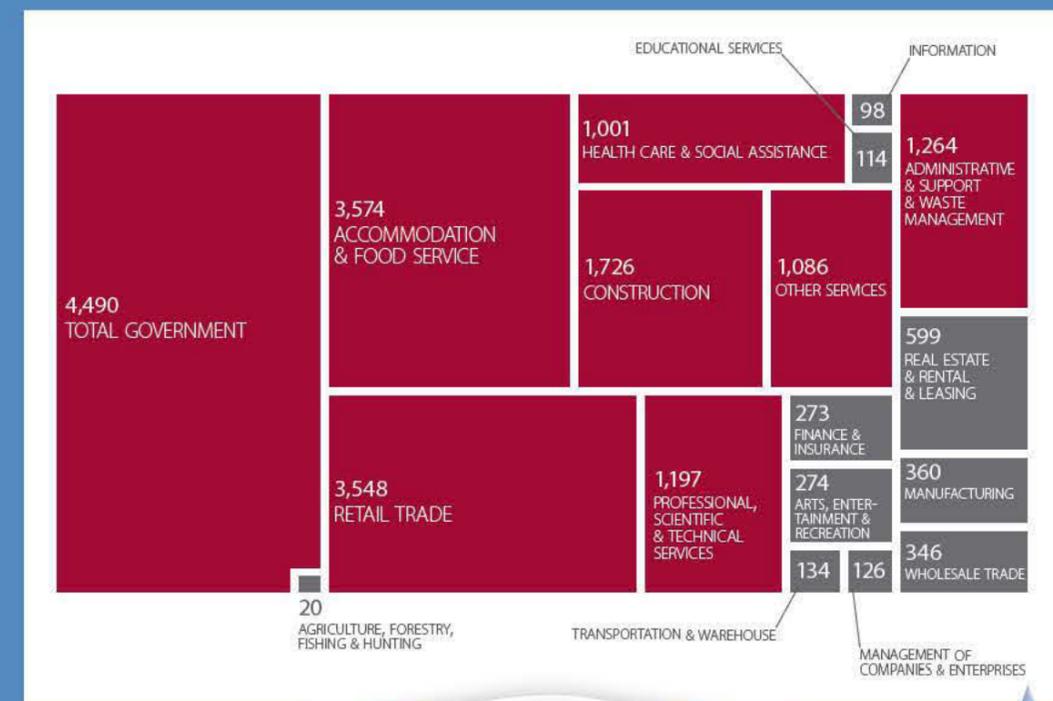
## BUILDING PERMITS

FISCAL YEAR	RESIDENTIAL PERMITS		COMMERCIAL PERMITS	
	NO. OF UNITS	DOLLAR VALUE	NO. OF UNITS	DOLLAR VALUE
2005	352	54,959,845	109	40,171,763
2006	331	59,265,515	167	63,448,277
2007	262	55,737,220	176	73,880,092
2008	193	61,100,643	172	41,635,291
2009	172	35,045,823	113	13,920,187
2010	167	30,753,677	122	16,145,588
2011	107	17,315,624	81	7,967,790
2012	127	22,443,410	87	13,503,721
2013	137	28,615,142	206	17,940,750

## UNEMPLOYMENT TRENDS



## EMPLOYMENT BY INDUSTRY





For the second consecutive year, York County partnered with James City County, the City of Williamsburg, and the Greater Williamsburg Chamber and Tourism Alliance to promote the Historic Triangle as an arts destination in September and early October. Targeted advertising in selected metropolitan markets, coupled with a robust calendar of events, proved to be an effective way to boost area visitation.

Arts Month kicked off in Yorktown Labor Day weekend with a free concert at the Yorktown Victory Monument on September 1 by the *Virginia Symphony Orchestra*. New in 2012, on August 31, Yorktown hosted the first "Glass Gala" event for Arts Month at the Yorktown Freight Shed.

The Gallery at York Hall contributed to Arts Month with the opening of a new exhibition of **Oil Paintings by Anna Eggleston** featuring demonstrations.

*Yorktown Market Days* continued to feature various artists each week at the farmer's market and

coordinated an Arts Month booth to increase exposure of the arts in September.

A local favorite returned on Friday's in September/October with the annual "*Rhythms on the Riverwalk*" concert series, bringing top-notch jazz, big band and country ensembles to Riverwalk Landing.

The County co-sponsored a new arts event, the *Yorktown Art Stroll*, featuring area artists at Riverwalk Landing and other businesses throughout the village, in the Freight Shed. Dining discounts were offered by many restaurants. Visitors could meet and talk with the makers of American Fine Craft.

The *Yorktown Wine Festival* closed out Arts Month with dozens of artists in all mediums, music, food and fun.



[www.ArtsInWilliamsburg.com](http://www.ArtsInWilliamsburg.com)

## ARTS & SPORTS BOOST TOURISM

York County is proud to be an integral part of *Sports Williamsburg*, a joint effort between the three Historic Triangle localities and the Greater Williamsburg Chamber & Tourism Alliance, to attract and retain high quality sporting events which, in turn, advance and promote year-round tourism. These events take advantage of our existing tourism infrastructure and have a significant economic impact.

The *National Softball Association* selected the Greater Williamsburg Area as the host site for the Class B Girls Fast-pitch World Series, which brought in over 120 teams from the East Coast.

York County hosted several large-scale sporting events this year that brought over 4,500 athletes to our area, totaling over 3,000 room nights at area hotels.

The *York County Sports Complex* hosted over 20 baseball, softball, soccer, and lacrosse tournaments and camps this year.



## BUILDING THE ENTREPRENEURIAL ECOSYSTEM

The three Historic Triangle localities partnered with the College of William & Mary to form the *Triangle Business & Innovation Center*, formerly known as the James City County Technology Incubator. Doing so allows York County businesses access to the vast array of resources at the College and provides them with the one-on-one assistance that entrepreneurs and start-ups often need to succeed.

The Center recently announced its first York County client, MedChek LLC., a company that uses the latest in cloud-based and information technologies to collect medical data, store and analyze the data, and provide secure, on-call access anywhere at any time.

The new START! Peninsula Entrepreneurial Start-Up Weekend Event held in November 2012 at Christopher Newport University served to feed the area's incubator pipelines with new entrepreneurs and start-up businesses. The event, sponsored by the York County EDA and several other public and private entities, provided over 30 entrepreneurs with the opportunity to pitch their business ideas. The three winners received \$10,000 towards their business ventures, 90 days in one of the local incubators, and free participation in an accelerator program. One of the three winners, Busky Barrel Cidery, has decided to locate in the Triangle Incubator, while making the transition to their permanent location.



## BUSINESS EVENTS

The EDA's 1st Annual *Snowflake Soiree*, which took the place of the Annual Occasion for Business and Industry, was held in January 2013 at Great Wolf Lodge, to honor new business investment and recognize small business achievement in York County. In place of the traditional dinner and speech format, this year's event featured a networking reception followed by a short awards ceremony.

Casey Toyota received the 2013 William Rogers "Poor Potter" Award for having made the most significant economic development investment this year. The company's new sales and service center represents a total investment of \$8 million and the creation of 75-100 jobs. The project also aligns with York County's pursuit of environmentally-friendly businesses, as the dealership design is the Toyota USA Image Plan, which focuses on being customer-friendly and green.

Mario Buffa was awarded the John D. "Pete" Sterrett, Jr. 2013 Small Business of the Year Award from the York County Chamber of Commerce for his significant business and philanthropic contributions to our community.

In May, the *Business Appreciation Week Reception*, an Historic Triangle event presented by the James City County, City of Williamsburg and York County EDAs during Virginia's Business Appreciation Week, brought the three localities' businesses together to network at the Kingsmill Resort & Conference Center during the Kingsmill LPGA Tournament week.

# HOW MAY WE HELP YOU?

The award-winning **Home-Based Business Transition Grant Program** assists small home-based York County enterprises in establishing commercial locations. Existing home-based businesses may apply for up to \$2,000 in assistance for an array of uses, from marketing, to moving costs, to inventory, and more. Since the program's inception in FY2012, eight grants have been awarded for a total of \$16,000 of the \$25,000 appropriated. Five were awarded in FY2013.

The EDA provided **Economic Gardening Grants** to Peregrine Technical Solutions, LLC, Robinson Engineering, Inc., and Avid LLC, which were used for research to identify new markets, discover industry developments, and maximize the companies' use of social media and geographical research. The grants were administered by the Hampton Roads Economic Gardening Network, a program of the Hampton Roads Partnership, in conjunction with the Edward Lowe Foundation's National Center for Economic Gardening.

The OED offers **Grand Opening and Ribbon Cutting Assistance**, featuring help with event organization and promotion, securing speakers and more. OED staff assisted with twelve events in FY2013.

The popular **E-Commerce Grant Program**, created in 2005 to help boost the online endeavors of York County enterprises, provides matching grants of up to \$1,000 per business for eligible new or enhanced website design. Six E-Commerce Grants were awarded in FY2013.

The **York County EDA Incentive Fund** allocates otherwise undesignated reserves in the forms of grants, loans and discounts to assist in closing deals that will result in a new York County business or business expansion. Target industries and goals apply, such as environmental friendliness and redevelopment/revitalization of key business corridors. The EDA leveraged over \$79,000 in FY2013, which led to over \$2 Million in new commercial development.

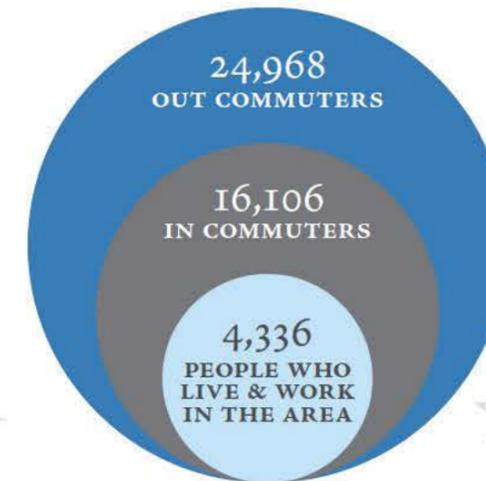
Details and requirements vary among incentives; visit the York Business Improvement Zone at [www.YesYorkCounty.com](http://www.YesYorkCounty.com) or call 757-890-3317 for complete information.

# COMMUTING COMMUNITY

Although most of our commuter traffic is still flowing out of the County each day, the OED is working to change that pattern by promoting York County as more than just a bedroom community and creating more awareness of York's positive business environment.

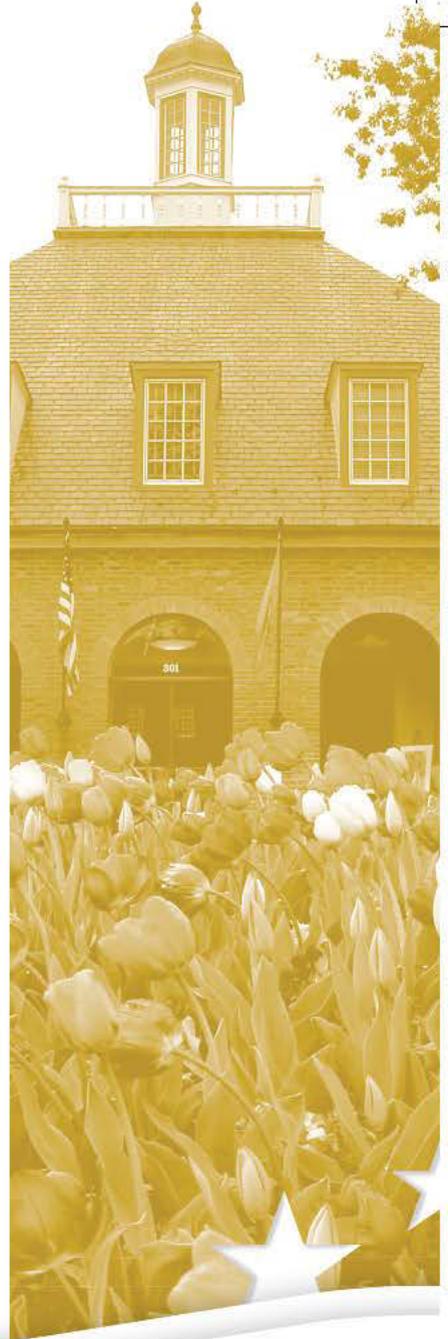
Ads placed in *Inside Business Magazine* throughout FY2013 promoted the County's available commercial property, superb quality of life, low traffic volumes, proximity to military bases, availability of skilled workers, and the benefits of nearby universities, research facilities, laboratories, and other regional assets.

## COMMUTING PATTERNS




## ROUTE 17 WIDENING PROJECT

The \$65 million Route 17 widening project is now underway. This three-year endeavor will entail the undergrounding of the utility lines and the widening of the County's main artery to three lanes in each direction, from Hampton Highway to Wolf Trap Road, which will significantly improve the corridor's appearance and economic viability.



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