



# 2014 ANNUAL REPORT



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**YORK COUNTY'S  
ECONOMY CONTINUED  
TO RECOVER IN 2014,  
AS COMMERCIAL  
BUILDING PERMIT  
VALUES REACHED  
\$18.4 MILLION.  
TOTAL OVERALL  
BUILDING PERMIT  
VALUES INCREASED  
FOR THE FOURTH  
YEAR IN A ROW.**

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**WHY CHOOSE YORK COUNTY?**

York County's citizens and businesses benefit from a crime rate that is well below the regional, state and national averages

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The year was highlighted by Enterprise Holdings (parent corporation Enterprise, Alamo and National Car Rentals) acquiring three vacant commercial buildings totaling 23,000 square feet and completing major renovations on each. The acquisition brought 90 high-paying jobs to the County and provides a boost for local hotels and restaurants, as Enterprise uses the former "Presidents' Park" building as a statewide training center. Another highlight was the retention/expansion of Magnolia Cleaning Services, a growing York County company serving the timeshare industry. The Economic Development Authority (EDA) provided a grant to The Kerner Group to assist them in constructing and leasing a new 22,000 square foot building to Magnolia in Busch Industrial Park. Priority Nissan announced their decision to acquire a site for a new dealership in Lightfoot. Priority will be joining Casey Toyota and Williamsburg Ford as the third new car dealership in the Lightfoot corridor. Smith/Packett, a national developer/owner of assisted living facilities, put 7.9 acres under contract at the corner of Rt. 134 and Victory Boulevard for a 102-unit project.

The Office of Economic Development (OED) and EDA continued to support the fall "Williamsburg Arts" initiative to increase tourism. The OED and EDA helped create and implement the new "Blues, Brews and BBQ" and "Art on the River" fall events in Yorktown to bolster this endeavor.

The OED and the EDA continued to focus on improving the County's entrepreneurial ecosystem and accelerating business growth. The EDA was a major sponsor of the "START! Peninsula 3.0" event, held at the Mason School of Business at The College of William and Mary, and OED staff played a significant role in the planning of this year's event. START! Peninsula 3.0 provided over 25 entrepreneurs an opportunity to compete for \$10,000 towards their venture and free time in an area business incubator.

The OED, in concert with the Marquis Community Development Authority, worked cooperatively with Todd Interests, the owner of the Marquis, to attract a ground lease commitment from Sam's Club that will help retain the existing retailers and stimulate new commercial investment. As part of that commitment, Todd Interests has started construction on extending Marquis Parkway and new storm water structures.

The OED/EDA negotiated the acquisition of 30 acres of shovel-ready, light industrial property in Busch Industrial Park at a cost that is less than half of the assessed value. Ownership of the property transferred in June 2014, and the EDA already has five acres under contract for a light manufacturing facility.



## MESSAGE FROM TOM SHEPPERD, BOS CHAIR

The York County Board of Supervisors' (BOS) recognizes and appreciates how important our business community is to our County's health and vitality. We are a small county totaling only 106 square miles and roughly 50% of that land is nontaxable. This reality requires us to be diligent and strategic with respect to growing our existing businesses and attracting new ones, to build our tax and employment base. The Office of Economic Development and Economic Development Authority do a good job of leading this effort, but we all need to support this work. Encourage your friends and colleagues to consider bringing business here and patronize the businesses that are already here. A healthy local economy is a key component in maintaining our exceptional quality of life in York County. Keep it In York County!



## MESSAGE FROM RICK MOBERG, EDA CHAIR

The Economic Development Authority is charged with building the County's business base via business attraction and business retention/expansion efforts. This requires a diverse array of programs fostering entrepreneurial activity, growing existing companies and providing desirable locations for new businesses. Programs and events aimed at all three of these areas are highlighted in this year's report. The EDA's acquisition of 30 acres of shovel ready, light industrial property in Busch Industrial Park, at a cost that is less than half of the assessed value, will greatly strengthen our business recruitment efforts. The EDA also continued to support the County's hospitality sector, recognizing how critical these businesses are to our tax base. York County's gross meals, room and sales tax revenues attributable to tourism exceeded \$200 million in 2014. We showed solid economic growth in 2014, and we are poised to do even better in 2015.



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### WHY CHOOSE YORK COUNTY? Location! Location! Location!

Located within 52 miles of Hampton Roads' 27 Department of Defense facilities

Strategically positioned between the Hampton Roads and Richmond Metropolitan Statistical Areas, with a combined population of over 2.9 million

Located within 45 minutes of three international airports and the Port of Hampton Roads

Two-thirds of the nation's population and three-fourths of the national manufacturing activities are within a 500-mile radius

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# ECONOMIC DEVELOPMENT UPDATES

## EDA-OWNED PROPERTY

Economic development, at its heart, is still a real estate transaction. The Economic Development Authority has 40 acres of light industrial property that is shovel-ready. These properties are being aggressively marketed to targeted industry sectors.



## MEMBER SPOTLIGHT: RICK WEIGEL



Rick Weigel served two four-year terms on the EDA, beginning July 2006 and ending June 2014. He also served as Vice-Chairman from 2009 to 2014. Rick had a long and highly successful career as a professional economic developer and retired from his position as the President and CEO of the Peninsula Alliance for Economic Development in 2005. Rick's skills and experience were invaluable to the EDA, and he played an integral role in new program development and landing businesses for York County.

## WHY CHOOSE YORK COUNTY?

Located in the northernmost Right-to-Work state on the East Coast, with the 3rd lowest unionization rate in the US

## INCENTIVES



The EDA leveraged \$330,000 of incentives to garner over \$26.5 million dollars of commercial investment in return. This investment was comprised of grants to four local businesses, including Enterprise Holdings, Magnolia Cleaners, Kroger, and Keys Hospitality.

## WELCOME WAGON



Meet former OED employee "Sam" Stratton, who returned from retirement to assist with the County's enhanced Business Visitation Program. Under the visitation program, OED staff has routinely conducted business retention visits and informal surveys with existing businesses. Hiring Mrs. Stratton allowed OED staff to increase the business outreach efforts two-fold. Staff now has several "touch points" with local commercially-based businesses: a welcome phone call upon application for a business license, welcome letter from BOS chair, and visit upon receipt of a business license, as well as occasional business visits as needed.



WELCOME LETTERS MAILED

437



NEW BUS. LICENSE APPLICANTS CALLED

143



NEW BUS. VISITED

116

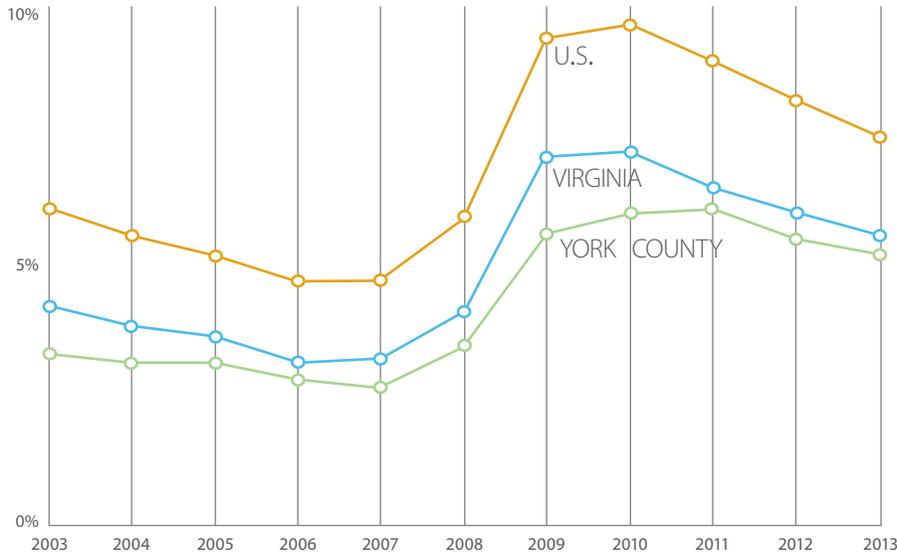
&

EXISTING BUS. VISITED

58

# BUSINESS STATISTICS AND DATA

## UNEMPLOYMENT TRENDS



## BUILDING PERMITS

CALENDAR YEAR	RESIDENTIAL PERMITS		COMMERCIAL PERMITS	
	NO. OF UNITS	DOLLAR VALUE	NO. OF UNITS	DOLLAR VALUE
2011	90	18,337,881	80	12,074,821
2012	139	23,194,557	112	9,950,593
2013	259	40,071,209	224	13,425,996
2014	118	38,635,026	196	18,480,147

## WHY CHOOSE YORK COUNTY?

Second lowest real estate tax rate in the region (\$.7515/\$100 assessed value)

## TOP EMPLOYERS

NAVAL WEAPONS STATION/  
CHEATHAM ANNEX

**7,465**

YORK COUNTY SCHOOLS

**2,326**

U.S. COAST GUARD STATION

**1,391**

WAL-MART

**831**

WATER COUNTRY

**830**

SENTARA WILLIAMSBURG  
REGIONAL MED. CENTER

**812**

YORK COUNTY GOV.

**779**

GREAT WOLF LODGE

**463**

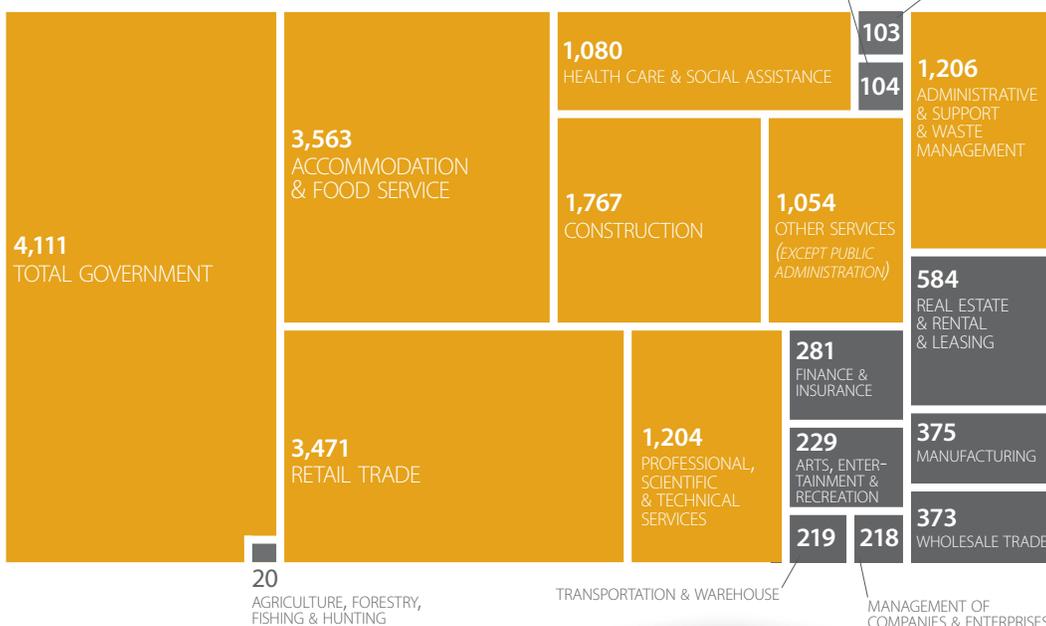
YMCA

**443**

WYNDHAM VACATION  
OWNERSHIP

**276**

## EMPLOYMENT BY INDUSTRY



Cliff's auto repair celebrates their 75th anniversary.

# BUSINESS GRAND OPENINGS



2



3



4



5



1



6



7



11



10



9



8

1 1st Advantage Federal Credit Union

2 Quest Diagnostics

3 Med Meals 4 You

4 Union Brothers Pizza

5 Atlantic Emergency Solutions

6 Thai Erawan

7 State Farm

8 Wolf Martial Arts

9 Eastern Floor Covering

10 Gentiva

11 Mutherockers

12 Garden of Zen Yoga (new location)

13 Yorktown Bookshop

## WHY CHOOSE YORK COUNTY?

41% of York County's residents hold a Bachelor's Degree or higher



# FEATURED NEW BUSINESSES | INVESTMENTS



3



8



6



4



2



10



9



7



5



1

**1** In April 2014, **Marine Sonic Technology** relocated its headquarters to a new building in York River Commerce Center.

**2** **Water Country USA** opened its newest attraction, Colossal Curl, a 552-foot, four-person water slide with high-adrenaline elements such as a funnel and a 67-foot drop.

**3** **Carrot Tree Restaurant** moved from the Nelson House on Main Street to the Riverwalk Landing development.

**4** In May 2014, the County approved a special use permit for a senior housing-assisted living facility of up to 120 units at the corner of Victory Boulevard and Hampton Highway. The project developer is **Smith/Packett**, one of the largest senior housing and healthcare development companies in the country.

**5** **Tempus Jets**, a full-service aircraft management company for the public and private sector, leased 10,000 s.f. on the first floor of the Waller Mill Office Building, bringing their total space in the building to 20,000 s.f.

**6** **Parks Orthodontics** celebrated the grand opening of their Kiln Creek location in June.

**7** Spain Properties, LLC leased the second half of the former Wachovia Bank Building to **Bancroft Granite and Marble**, a family-owned and operated Class A contractor, specializing in granite, marble, stone and tile.

**8** **Silt**, a farm-to-fork eatery led by Richmond native and Executive Chef Nelson Miller, opened in the Village Shops at Kingsmill, in the space formerly occupied by Le Yaca.

**9** **O'Reilly Auto Parts** opened a second store in York County in the Merrimac Trail Corridor.

**10** In the summer of 2014, **Clark Nexsen**, a Virginia Beach-based architectural and engineering firm, developed a conceptual master plan for roughly 445 acres of undeveloped property on the East side of I-64 in Lightfoot. In conjunction with this pro bono effort, the Office of Economic Development coordinated a joint marketing agreement among the four property owners. This effort was done partially in response to the County's designation of this area for mixed use in the latest Comprehensive Plan update.

**11** The former Casey Toyota site at the corner of Lightfoot Rd. and Rt. 60, owned by the Pottery, has been sold to **Priority Automotive**. Priority used the property to open a new Nissan dealership in the Fall of 2014.

# ENTREPRENEURIAL UPDATES

## WHY CHOOSE YORK COUNTY?

Due to a proven long-term history of strong management York County earned a AAA Bond Rating in 2014

## ALEWERKS

Williamsburg Alewerks took three titles at U.S. Beer Tasting Championships. Alewerks is located in Ewell Industrial Park and has grown significantly, from one building to three in the park, over the past year.



## START! PENINSULA 3.0 TBIC CLIENTS AND UPDATE



The third Annual START! Peninsula event was held on November 14-16, 2014 at the Mason School of Business at The College of William and Mary.

The goal of the event was to catalyze the creation of high-growth, potential businesses by bringing all of the resources (ideas, technical expertise, business acumen, capital, etc.) together on one intensive weekend, to identify the most viable ideas and to invest resources in those ideas to jumpstart the business into a growing entity. The top three contenders – Sweat Hogs, Sink Alert, and Scoop Saver - were awarded an initial surge of start-up funding, free office space in one of the three Peninsula business incubators, and participation in a 90-day business acceleration program.

For the third year in a row, the York County EDA helped sponsor this exciting event. This year, OED staff took the lead in the planning of the event as well. Several businesses were born from last year's event and are still vibrant and growing today.



TRIANGLE BUSINESS & INNOVATION CENTER

The Triangle Business and Innovation Center (TBIC) serves as a regional business incubator for York County, James City County, and the City of Williamsburg. In 2014, TBIC had four active clients, two mailbox clients and one virtual client. Clients ranged from a company planning to manufacture garden products for seniors, to a firm actively marketing virtual tours of tourist attractions across the country. TBIC's management shifted in 2014 through a unique agreement with the Small Business Development Center of Hampton Roads (SBDC). TBIC's Board of Directors partnered with the SBDC to engage a private sector firm to manage the incubator and provide SBDC small business counseling. Arcphor, a York County-based business consulting firm, was selected to provide these services through an annual contract with the SBDC. Arcphor's lead person for this endeavor is Tim Ryan, a USAF veteran with an MBA from The College of William & Mary. TBIC is actively seeking a new location that will be more conducive to attracting budding entrepreneurs.

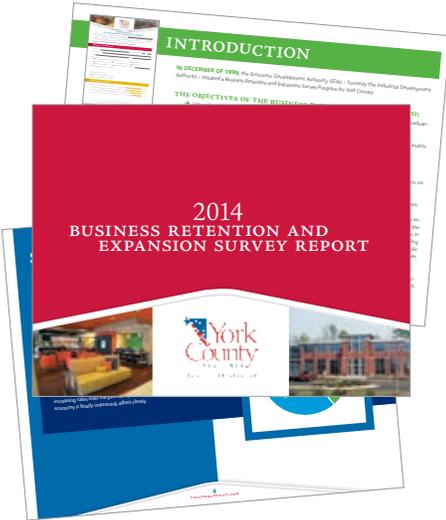


# BUSINESS RETENTION

SURVEYS MAILED  
**760**

RESPONSES RECEIVED  
**119**

RETURN RATE  
**15.7%**



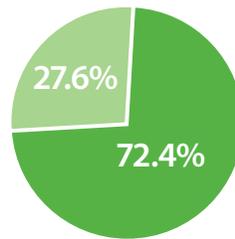
## BUSINESS RETENTION AND EXPANSION SURVEY: RESULTS AND ACTIONS

Every two years, the Office of Economic Development (OED) sends out a Business Retention survey to a sample of businesses in the County. The purpose of the survey is to identify needs or specific problems impacting the success or possible expansion of York County businesses and to gauge our current business climate.

A great deal of information was gained from this year's survey, which will be used to help in the retention of York County's businesses and in efforts to improve the overall business environment. These efforts are specifically focused on improving communication to the existing business community about the programs and services offered to them. Emphasis is also being placed on promoting and marketing existing York County businesses to the general public, via the Buy Local Campaign "Keep It In York County." See the full survey report online at [www.yesorkcounty.com](http://www.yesorkcounty.com).



## BUY LOCAL PROGRAM



RETURNING VISITOR  
NEW VISITOR

In 2013, the EDA launched a new "Buy Local" initiative titled "Keep It In York County." The campaign aimed 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 an interactive website that features a searchable, online database of all of York County's commercially-based businesses. The website, [www.KeepItInYorkCounty.com](http://www.KeepItInYorkCounty.com), serves as a free, online marketing tool for York's existing businesses, and provides site visitors with a one-stop-shop for finding these businesses. It also hosts a community calendar, to help promote local events, sales, and specials. The site continued to see increased traffic in 2014, as efforts to promote the site were intensified.



FEATURED BUSINESSES  
**1500+**



WEBSITE PAGE VIEWS  
**7,465**



WEBSITE SESSIONS  
**2,678**



AVERAGE SESSION DURATION  
**2.20 min**



AVERAGE PAGES/SESSION  
**2.79**



INDIVIDUAL USERS  
**2,184**



Simply Unique  
Jeweler Wins  
1st Place in  
International  
Design  
Competition

# TOURISM | EVENTS ARTS AND SPORTS

## SPORTS

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 Fastpitch World Series, which brought in over 140 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.



SPORTS TOURNAMENTS HOSTED  
**30+**



ATHLETIC FIELD LIGHTS USED  
**1,700+ hrs**



SPORTS CAMPS COMPLETED  
**9 varieties**



SCHEDULED ACTIVITIES  
(GAMES, PRACTICES, ETC.)  
**~ 4,000**



VEHICLES ENTERED THE PARK  
**150,000+**



TEAMS VISITED AND  
PLAYED FROM  
**11 states**

## TOURISM



Tourism remains a major contributor to York County's tax base and is a significant economic generator. In 2014, York County received more than \$202 million in domestic travel expenditures, supported 1,855 jobs, and provided \$16.5 million in state and local taxes. The Greater Williamsburg Chamber & Tourism Alliance (GWCTA) serves as the area's destination marketing organization (DMO) and has focused on expanding sports and arts tourism to augment traditional summer visitation. The York County Economic Development Office, Economic Development Authority, and Tourism Office work cooperatively with the GWCTA to increase our region's share of the tourism pie.

A brand new two-day, multi-faceted event, **Blues, Brews, and BBQ - a Festival on the River** was held on May 3, at Riverwalk Landing. The event showcased some of the best Blues musicians in the Hampton Roads area, 16 craft beers, incredible BBQ, and other gourmet foods, which made for an incredible day.

On May 4, Yorktown hosted the **Art at the River Juried Art Show** at Riverwalk Landing, showcasing artwork by over 40 talented artists at the first juried art show at the Yorktown waterfront. The event included painters, sculptors, potters, jewelers, and many other innovative artists. Live entertainment, food and prizes were part of this event.

For the third consecutive year, York County joined James City County, the City of Williamsburg, and the Greater Williamsburg Chamber and Tourism Alliance to promote the Historic Triangle as a premiere arts destination. This year, the moniker **Arts Month** was changed to **Williamsburg Fall Arts**, to better reflect the ever-growing season-long schedule of events.

Arts Month kicked off in Yorktown on Labor Day weekend with the 18th annual concert by the **Virginia Symphony Orchestra**. The third annual opening night pottery art show "**Original Metal Artworks & Sculpture**" was hosted at the Yorktown Freight Shed. The **Gallery at York Hall** opened a new exhibition "**Porcelain by Jane**" and featured activities such as live music, book signings, and artist demonstrations. **Yorktown Market Days** continued to feature various artists each week at the farmer's market, as well as live musical entertainment. The County co-sponsored the 2nd annual **Yorktown Art Stroll**, featuring area artists at Riverwalk Landing, individual businesses, and in the Freight Shed. Folks could meet and talk with the makers of American Fine Craft. A local favorite returned on Fridays in September and October, with the annual "**Rhythms on the Riverwalk**" concert series bringing top-notch jazz, big band and country ensembles to Riverwalk Landing. The **Yorktown Wine Festival** rounded out Arts Month with dozens of artists, in all mediums, and music, food and fun.

# BUSINESS EVENTS AND MARKETING



## WILLIAM & MARY

A joint VIP Homecoming Tailgate was co-hosted by the Triangle's three Economic Development Offices, The College of William & Mary's Economic Development Office and Cohen Career Center. Alumni stopped by the event to interact with fellow alumni and colleagues and to meet with local economic development officials, who discussed how Greater Williamsburg is the perfect place not only to attend college, but to start, move or expand their business.

**Sam's Club announced that they would be locating at The Marquis. Marquis owner, Todd Interests, funded new infrastructure development to facilitate the project's growth.**



## BUSINESS DEVELOPMENT SEMINARS

The Economic Development Authority hosted two Business Breakfasts in 2014. The first was an informational discussion on the new Affordable Care Act and its impacts on small businesses. The second seminar, co-hosted by the Hampton Roads Small Business Development Center, featured speaker and retail/restaurant expert Marc Willson, who spoke about ways to help small businesses better market themselves.

## BIZ BASH



The York County EDA awarded Plains All American Pipeline with the 2014 William Rogers "Poor Potter" award, for their significant capital investment in upgrades to the former refinery facility and for the quality employment opportunities they created in FY13. The award, named after William Rogers, who is known as the "Poor Potter" of Yorktown, was given during the EDA's Biz Bash event, held on January 30th at Great Wolf Lodge, with over 100 business representatives in attendance.

The York County Chamber of Commerce recognized The Pizza Shop as the 2014 Small Business of the Year, with an award named after the late John D. "Pete" Sterrett Jr., who was York County's first Industrial Development Authority Executive Director.

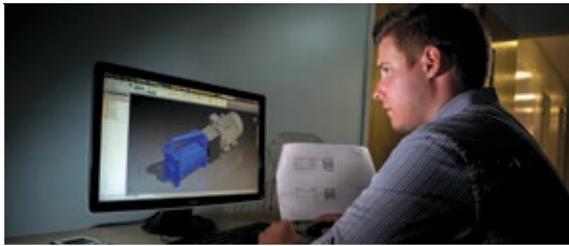
## BUSINESS APPRECIATION



Each year the three Historic Triangle localities join together to host a Business Appreciation reception, honoring the region's existing businesses. York County hosted this year's beach-themed event at the Yorktown Freight Shed. Over 150 local business men and women attended this year's event.



**Work has begun on replacing the Yorktown Victory Center with the new American Revolution Museum, which will include more than 22,000 square feet of permanent gallery space, a 5,000-square-foot special exhibition gallery, a theater and an education center.**



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