



YORK COUNTY'S HOME-BASED BUSINESS

ASSISTANCE PROGRAMS

- **HOME-BASED BUSINESS TRANSITION GRANT PROGRAM**

- Program designed to encourage the growth and success of small home-based businesses by assisting them in the transition to a commercial location.
- Matching grant funds, fifty percent up to a maximum of \$2,000 per business, can be awarded for such uses as the purchase of supplies, equipment, or inventory; down-payments toward the lease or purchase of commercial property; or marketing and promotion.

- **HOME-BASED BUSINESS RESOURCE FAIR & CONFERENCE**

- The region's only event that focuses on the needs of our local home-based businesses and entrepreneurs. This unique, day-long event features a resource fair with over 30 exhibitors, as well as conference sessions and specialty breakout tracts focused on topics relevant to all types of home-based businesses, including traditional, franchise, and direct & network marketing.

- **HOME-BASED BUSINESS LUNCH & LEARN SERIES**

- Networking and educational opportunity. Monthly brown-bag-style sessions focus on topics relevant to doing business from home. Professionals give tips and advice and answer questions.

- **BUY LOCAL PROGRAM**

- The Keep It In York County campaign aims to educate residents about the benefits of buying local and encourage them to do so. It also serves as a free online marketing tool for York County's existing businesses, allowing them to list business information, coupons, events, and more.

- **E-COMMERCE GRANT PROGRAM**

- Program encourages York County businesses to **create** or enhance their online presence. Fifty percent matching grants, up to \$500 per business or \$1,000 for SWAM-certified businesses, are awarded for the design of a new or upgraded website.

- **GOOGLE STREET VIEW FOR BUSINESS GRANT PROGRAM**

- Program encourages York County businesses to update their Google business listing by having an interior virtual tour posted online. Fifty percent matching grants, up to \$500 per business, are provided towards the cost of having panoramic photos taken by a Google Trusted Photographer of the interior of a business location and posted on Google as a virtual tour, using Google's Street View platform.

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- **NXLEVEL SCHOLARSHIP PROGRAM**

- York County offers fifty percent matching scholarships up to \$300 for any citizen or business to take the SBDC's NxLevel Course, a 12-session national training program that helps entrepreneurs learn the skills needed to create and strengthen successful business ventures.

- **EDUCATIONAL SEMINARS & WORKSHOPS**

- **BUSINESS NETWORKING OPPORTUNITIES & EVENTS**

ADDITIONAL HOME-BASED BUSINESS PROGRAMS & RESOURCES

The following York County-sponsored organizations offer home-based business programs & benefits:

- **YORK COUNTY CHAMBER OF COMMERCE**

- Home-Based Business Tier & Benefits
 - Affordable short-term office and conference room rentals
 - Educational seminars and networking opportunities
- Home-Based Business Ordinance Review Committee

- **LAUNCHPAD: GREATER WILLIAMSBURG BUSINESS INCUBATOR**

- Affordable short and long-term office and conference room rentals
- Educational seminars and networking opportunities

- **START PENINSULA ENTREPRENEURIAL PITCH COMPETITION**

- Chance to win business start-up funding
- Mentoring opportunity from leading experts in several business-related fields, including marketing, finance, legal, planning, scaling, and much more

- **SMALL BUSINESS DEVELOPMENT CENTER**

- Private business counseling
- Educational seminars and networking opportunities



yorkcountyc.org



gwlaunchpad.com



startpeninsula.com



hrsbdc.org



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