



Economic Development



FY 2012 ANNUAL REPORT



Message from Tom Shepperd, Chairman, Board of Supervisors

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 2012. On the industrial front, we welcomed Plains All American Pipeline and quickly responded to assist them with their efforts to transform the former refinery to a first-class petroleum logistics hub. In the retail sector, the Board of Supervi-

sors supported the restructuring of Community Development Authority debt for the Marquis retail center to foster its continued growth and development. In a broader sense, our business

community was served by our maintaining a culture of fiscal conservatism, coupled with a commitment to strongly support public education. 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.



George Hrichak



Sheila Noll



Tom Shepperd



Don Wiggins



Walt Zaremba

Message from Rick Moberg, Chairman, Economic Development Authority

In Fiscal Year 2012 the Economic Development Authority (EDA) continued to shift its resources and programs to better support the growth and diversification of our existing business base. Progress was made in moving toward fully participating in a regional business incubator and funds were allocated for supporting the commercialization of new technologies by existing businesses. Nascent steps were taken

toward an "economic gardening" program and funding was obligated to improve the presence of York County businesses on the Internet. Unique efforts like our "Home-Based Business Transition Grant Program" were implemented as part of an overall plan to improve our entrepreneurial eco-system. The EDA also continued to acknowledge the importance of supporting our tourism sector by helping to

expand the "September Arts Month" promotion in the Historic Triangle. Work continued to prepare light industrial property for development by small to medium-sized enterprises. Lastly, the EDA became fully engaged in evaluating and proposing recommendations to improve the economic development section of the County's Comprehensive Plan as part of the 2012 update.



Tom Anderson



Brad Berrane



Junior Coxton



Adrian Evans



Vern Lockwood



Rick Moberg



Rick Weigel

Message from Jim Noel, Director, Office of Economic Development

York County's Office of Economic Development (OED) and EDA are charged with building the county's business base via business attraction and business retention/expansion efforts. This is a mandate from the York County BOS and remains one of the board's highest priorities.

The importance of working with your existing business community gains prominence during rough economic times. Residents and businesses become more aware of the significance of seeding and cultivating a diverse and dynamic local economic base. County representatives seek the most effective means

toward the goals of recruitment, expansion and retention of businesses and industries--the OED's primary mission--which return so much via capital investment, job creation, tax contributions, philanthropy and volunteerism

and more.

York County's Fiscal Year (FY) 2012 Annual Report features numerous initiatives created or enhanced in response to the year's economic trends and business-owner surveys, with the overarching goal of furthering economic development throughout the county. These include special emphasis on growth in the areas of economic gardening, marketing and communications, and tourism and other target industries. A wealth of information can be found at www.YesYorkCounty.com or by calling the OED at 757-890-3317.



Melissa Davidson



Debbie Gardner



Jim Noel

Three cheers!

The York County School Division (YCSD) received much recognition in 2011/12. The National School Public Relations Association presented the district with several awards, including an Award of Excellence for its Bring Your Own Technology campaign and an Award of Merit for its The Future of YCSD video. YCSD also received notoriety for

*York County is
Proud to be a
Hampton Roads
Community*

various Web site-related achievements. York High School's Antonia Fox was named 2012 High School Principal of the Year by the Virginia Association of Secondary School Principals. All schools were fully accredited by the Virginia Department of Education and the YCSD achieved AdvancED District Accreditation.

York also ranked fifth-healthiest county

statewide in the County Health Rankings and Roadmaps program's 2012 County Health Ranking Project.

Upon completion of a two-year certification process, and due largely to the efforts of the York County Beautification Committee, York County became an official Keep America Beautiful affiliate.

With all York County has to offer, it's no wonder it's home to one of "Money" magazine's top 100 Best Places to Live in America (Yorktown, 2005).

Positive transitions

■ When Yorktown's oil refinery closed in 2010 the county suffered the loss of approximately 200 jobs and one of its largest tax contributors. **Plains All American Pipeline**, a Houston-based crude oil, natural gas and refined products supply and logistics company, purchased the refinery in December 2011. While the company no longer plans to operate the refinery, the good news is that business at the facility isn't disappearing; it's simply changing. The facility is being transformed to become an important hub for the transportation of various fuels throughout the East Coast. Plains announced an investment of approximately \$40 million in 2012 for expansion and renovations to improve pipeline and rail facilities, infrastructure, storage tanks, docks and more. This has been a boon to the local economy, with creation of construction jobs and long-term positions once expansions are complete in 2013.

■ The motor has restarted on the stalled **Marquis** shopping center, where development of the planned 223-acre, 250-store retail center had ceased in 2008 with five anchor stores in place. Since Todd Interests purchased the cen-



ter in 2011 the company has restructured Community Development Authority bond terms for financial stability, secured new leases with existing tenants, revived project plans and been actively marketing the Marquis to restaurants and retailers. Jim Noel, director of York County's Office of Economic Development, sees the Marquis as potentially becoming the most significant retail development in York's history and called it a "perfect location" for large retailers with trade between the major metropolitan areas of Virginia Beach and Richmond.

■ Following closure of its tobacco manufacturing plant in 2011, **Altria** announced plans to sell its 146,710-square-foot Class A facility, lo-



cated on Merrimac Trail. This food-grade-quality manufacturing facility is a uniquely attractive offering for the right buyer.

■ Based on a survey of and recommendations by local merchants, York County's OED

and EDA developed a plan for commercial revitalization of **Riverwalk Landing** and all of **Historic Yorktown**. Adopted strategies to increase visitation and spending year-round include recruitment of unique "destination" retailers, broaden-



ing the scope and cross promotion of special events, increasing visually stimulating activity and pooling marketing efforts.

Initiatives by some Historic Yorktown businesses included renovations of the Yorktown Pub and its owner's plan to expand the area's outdoor dining opportunities with an open-air, river-view deck. In spring the EDA granted the Watermen's Museum ongoing use of a vacant Riverwalk Landing shop for special exhibits and demonstrations. New Riverwalk tenants included Kero Sushi and Southern Estates Books and Antiques. One of Riverwalk Landing's gems is the beautiful Historic Yorktown Freight Shed, a prime location for receptions and other functions.

Target industry spotlight

■ **Sentara Williamsburg Regional Medical Center** shines as a full-range facility offering the latest in healthcare technologies and modern ca-



pabilities. It recently gained national recognition following eight years of preventing ventilator-associated pneumonia in its intensive care unit patients and also maintained its rank as a Leapfrog Group's "top hospital" nationwide.

■ Nee-Yin Chou, Ph.D., president of **C.W. Optics** in Seaford, was named one of Virginia Lawyers Media's Class of 2012 Influential Women of Virginia. The program recognizes the outstanding contributions of high-achieving women statewide. C.W. Optics has developed optics technology for important, non-invasive medical application.

■ In the Department of Defense industry **ITA International**, a global support services company which provides U.S. government and private sectors with operational analysis, planning and logistics services and more, was selected for the Virginia Economic Development Partnership's Virginia Leaders in Export Trade program, for training and assistance in expansion abroad.

For the fourth year, ITA, born in owner Mike Melo's York County garage, made "Inc." magazine's list of America's 5,000 fastest growing private companies.

■ What's the buzz about tourism and hospitality? **Great Wolf Lodge** changed hands in spring 2012. Its new owner, Apollo Global Management, completed re-theming of the hotel's Main Street area, remodeling the MagiQuest and



Northern Lights Arcade attractions and adding new ones. The reinvestment aligned with the brand's traditional annual capital budget, equal to four percent of annual gross revenues.

■ Saint Demetrios Greek Orthodox Church's **Williamsburg Hellenic Center** is open to host first-class corporate functions and private special events of all sizes. The 11,700-plus-square-foot full-service venue features a large ballroom



and smaller rooms and offers on-site catering, decor and equipment rentals and more. Serving out-of-market clients as well, the center's poised to help boost the local economy.

■ **King's Creek Plantation** resort in upper York County secured funding for a \$10 million expansion of its five-star-rated Estates timeshare section. The project, when finished, will add 23 new four-bedroom single-home units, each featuring granite counters, top-grade appliances, laundry rooms and three master suites with jetted tubs. Kings Creek Plantation believes in being a good corporate citizen and neighbor. As such, they participate in the Adopt a Highway and Shop with a Sheriff Programs and regu-



larly donate gently-used furnishings to families in need in the local community, via The Grove Christian Outreach Center.

Target industry news



The charge began to replace the Yorktown Victory Center with the new, 80,000-square-foot **American Revolution Museum at Yorktown.**

This state-of-the-art, \$46-million campus will expand capabilities for permanent galleries, interactive exhibits, year-round programs and more, and will enhance Yorktown's tourism offering, benefitting the entire Historic Triangle.



PHOTO COURTESY OF WATER COUNTRY U.S.A.

Progress continued within the two-year expansion plan for **Busch Gardens and Water Country U.S.A.** Summer 2011 at Water Country, the mid-Atlantic's largest water park, thrilled

adventure seekers with new Vanish Point, which features both a vertical-drop slide and a 300-foot speed slide. In spring 2012 Busch Gardens, located in neighboring James City County, unveiled autobahn-themed speed coaster Verbolten. The entire expansion represents the largest capital investment in the parks' history.



HONEYWELL, THAWNY IMAGE COURTESY OF VENDOR

York County aims to assist Department of Defense contractors with charting new, civilian commercial applications for their products and services. **AVID LLC,**

an aerospace engineering and software development company, received a grant from the Innovate! Hampton Roads Economic Gardening Network to further development and market research of a remotely-controlled, ducted-fan unmanned air vehicle, which could have major commercial applications.

Military news

Naval Weapons Station Yorktown began welcoming the phased influx of a planned 800 or more Marines, sailors and civilians, to be relocated to the Station from elsewhere in Hampton Roads due to consolidation of the multi-unit Marine Corps Security Force Regiment, to a single site for anti-terrorism-related operations and training.

Coast Guard Training Center Yorktown broke ground in June for the construction of Samuel Travis Hall, a top-notch training facility for engineers and technicians who will work with the Coast Guard's new fleet of high-tech cutters. The building is expected to cost more than \$11 million and open in 2014.

Mixed-use developments reflect lifestyle trends

Three planned mixed-use developments will provide options for people ready to downsize or embrace the live/work/play lifestyle.



Construction began at York County's first, **Nelson's Grant**, where 13-plus acres will offer town homes, condominiums, lofts, community green space and nearly 14,000 square feet of commercial space within this pedestrian-friendly neighborhood.



IMAGE COURTESY OF BRANDON CURRIENCE ARCHITECTS

Yorktown Crescent's approved 16-plus-acre development calls for 80 condominiums (44 will be age-restricted) and numerous town homes, duplexes, rental apartments and live-above units, as well as commercial space and some 3,000 square feet of indoor community area.



Discussions regarding **Commonwealth Green** in Yorktown continued. Plans for the approved community, to be built behind Kiln Creek Shopping Center, feature 444 residential units for sale and for rent and a minimum of 40,610 square feet of commercial space.

TOP 2011 EMPLOYERS

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

Business: New and renewed commitments

Despite the year's economic challenges, 482 new businesses launched in York County during FY 2012. Others renewed commitments to operating within this well-positioned and supportive community.



S.B. Cox Inc., a Richmond-based demolition contractor and construction service provider, erected a new 38,000-square-foot construction debris recycling facility off Old York-Hampton Highway.



PHOTO COURTESY OF MARRIOTT

The 90-room **Courtyard by Marriott Kiln Creek** officially reopened following a \$1.5 million renovation which included new guest rooms and features the brand's high-tech, business/social-friendly Refreshing Business lobby concept.



Sweet Frog, a Richmond-based self-serve frozen yogurt bar company, announced plans to open a new location in York County, occupying a previously vacant property. Factors in site selection included the store's proximity to the York County Sports Complex and EDA Incentive Fund assistance for property improvements.



Casey Toyota announced plans to relocate to a brand-new, 38,000-plus-square-foot building within the county's Lightfoot Corridor, a burgeoning regional retail destination.



Computer Concepts LLC established its second area location with the acquisition of Connecting Point Computer Center in Grafton.

Computer Concepts, which retails and repairs several brands, is the Peninsula's only Apple-authorized reseller and service provider.



Shorty's Diner celebrated its grand opening in upper York County. The family-owned/operated eatery, a refurbished former Pizza Hut, serves breakfast and lunch daily and boasts "large portions and small prices."

How may we help you?

York County facilitates business incentives and grant programs designed to help stimulate and foster local economic development and growth.

■ Its newest, the award-winning **Home-Based Business Transition Grant Program**, assists small home-based York County enterprises in establishing commercial locations within which they can grow and thrive. This grant's first recipient, Alice Cooke of Seaford, gave her flourishing cake-making business new life as CakeAli-



cious Design Studio when she left home for a retail store within Wolf Trap Crossing shopping center in Yorktown. The \$2,000 grant "gave me my home back, for one," Cooke, 54, said, and it largely funded set-up for

this thrifty buyer. CakeAlicious is now a family business that's experiencing "tremendous growth," Cooke noted. Existing home-based businesses may apply for up to \$2,000 in assistance from the \$25,000 coffer for an array of purposes.

■ The popular **E-Commerce Grant Program**, created in 2005 to help boost the online endeavors of York County enterprises, was refunded in FY 2012 and provides matching grants of up to \$1,000 per business for eligible new or enhanced Web site design.

RECENT RECIPIENTS OF THE E-COMMERCE GRANT

Badass Oyster Company

Danny's Heating & Air and Home Improvements

Diversified Investment Realty

Eastern Virginia School for the Performing Arts

Jay's Painting and Pressure Cleaning

Just Plumbing

Patriot Tours and Provisions

Pritchard and Company Builders

Shade Tree Upholstree

Signarama

Williamsburg Pet Loss

■ The **NxLevel Scholarship Program**, offered through the Hampton Roads Small Business Development Center, provides entrepreneurs with 50-percent reimbursement of the cost of the locally administered NxLevel national training program, a 12-session course which addresses vital aspects of starting and running a successful business. Application must be made in advance; approved reimbursements are delivered upon course completion.

■ 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 factors apply and include the fields of defense contracting, software development and engineering and architectural services, and goals such as environmental friendliness and redevelopment/revitalization of target areas.

■ The OED also offers **grand opening and ribbon cutting assistance**, featuring help with event organization and promotion, securing speakers and more. Don't have a ceremonial ribbon and giant scissors? Leave that to the OED, too!

Details and requirements vary among incentives; visit the York Business Improvement Zone at www.YesYorkCounty.com or call 757-890-3317 for complete information.

Business Retention

The Biennial 2012 Business Retention Survey, an important OED business retention and expansion tool, was mailed to 798 business operators. Forty-eight percent of respondents rated York County's economic development efforts "good" or "excellent" and 64 percent opined that York is a "good" or "excellent" place to operate a business. Top challenges included the general state of the economy, the rising costs of doing business and decreased demand paired with increased competition. Difficulty securing skilled labor has reportedly dropped since 2008. Marketing assistance ranked highest when asked how the OED could help businesses expand. In response, the OED created an array of informational documents, resource lists and other marketing-related materials, which can be accessed via its Web site, from the new Business Improvement Zone (BIZ) page. Expansion of the OED's Business Visitation Program enabled OED representatives and local elected officials to meet with even more businesses to help bridge relationships, address concerns and discuss trends, ideas, resources and more. Numerous other initiatives were created or enhanced in response to the survey; many are featured throughout this annual report.

Please take a few minutes to complete this survey and return it to us at **PO Box 612 Yorktown, VA 23690** by March 9, 2012. Business retention and expansion are the foundations for a healthy local economy. The Office of Economic Development recognizes & appreciates the contributions you make to York County and wants you to be successful here. Your feedback will help us be proactive & responsive to the needs of the County's businesses. **All responses will be kept strictly confidential. Thank you for your participation.**

Company Information

Company Name: _____

Contact Name: _____ Corporate Owned? Yes ___ No ___

Phone: _____ Email: _____

1a. Type of Business

<input type="checkbox"/> Contracting and Construction	<input type="checkbox"/> Manufacturing
<input type="checkbox"/> Durable Goods (Retail)	<input type="checkbox"/> Non-Durable Goods (Service)
<input type="checkbox"/> Education and Health Services	<input type="checkbox"/> Professional Services
<input type="checkbox"/> Leisure/Tourism/Hospitality	<input type="checkbox"/> Wholesale and Distribution
<input type="checkbox"/> Other: _____	

1b. Briefly describe your main service/product: _____

2a. Current number of employees: _____

2b. Projected number of employees in 2 years: _____

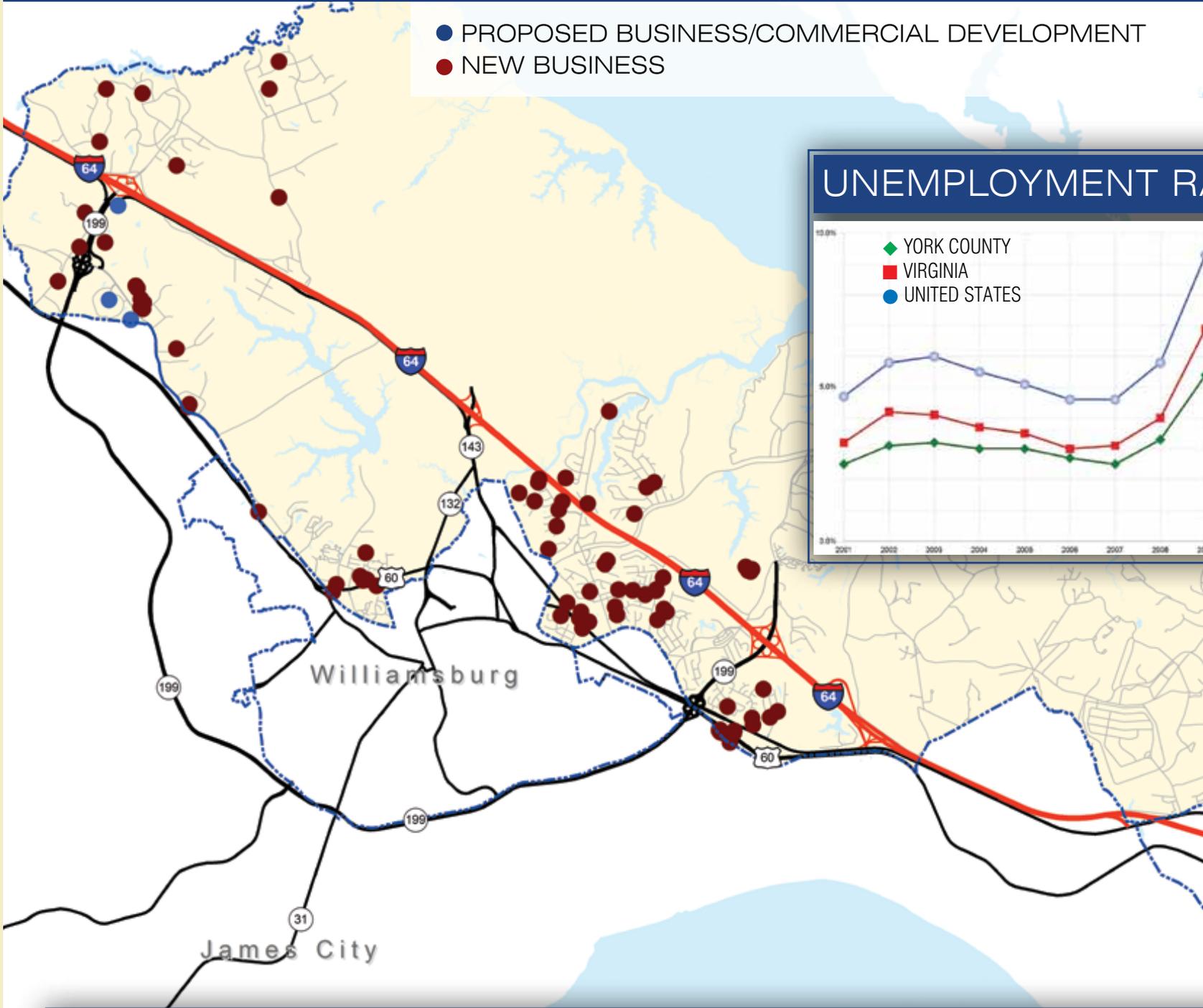
3. Year business was established in York County: _____

Business Environment

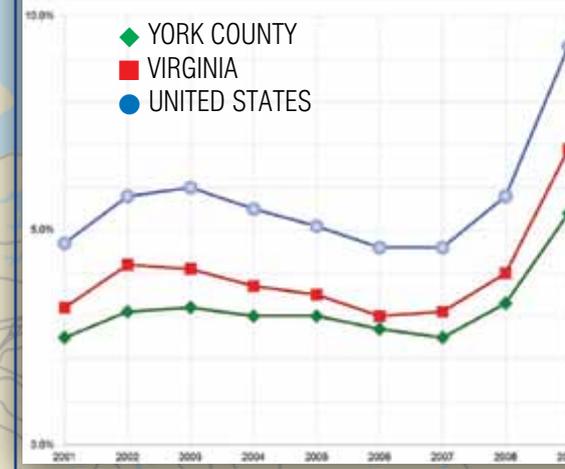
1. Has your company experienced increasing sales over the past 2 years?	Yes	No
2. Has your company experienced decreasing sales over the past 2 years?	<input type="checkbox"/>	<input type="checkbox"/>
3. Is your company experiencing difficulty obtaining fixed asset or working capital?	<input type="checkbox"/>	<input type="checkbox"/>
4. Is your company experiencing difficulty recruiting employees? If yes, please describe:	<input type="checkbox"/>	<input type="checkbox"/>
5. Has your company experienced problems with safety or security over the past 2 years?	<input type="checkbox"/>	<input type="checkbox"/>

NEW AND EXPANDING BUSINESSES

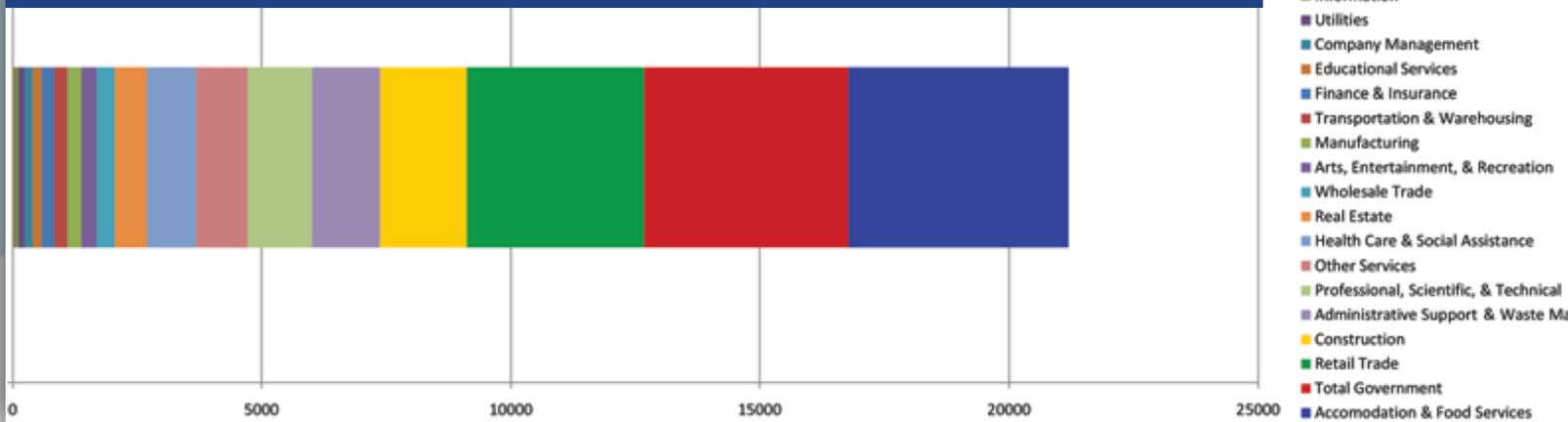
- PROPOSED BUSINESS/COMMERCIAL DEVELOPMENT
- NEW BUSINESS



UNEMPLOYMENT RATE



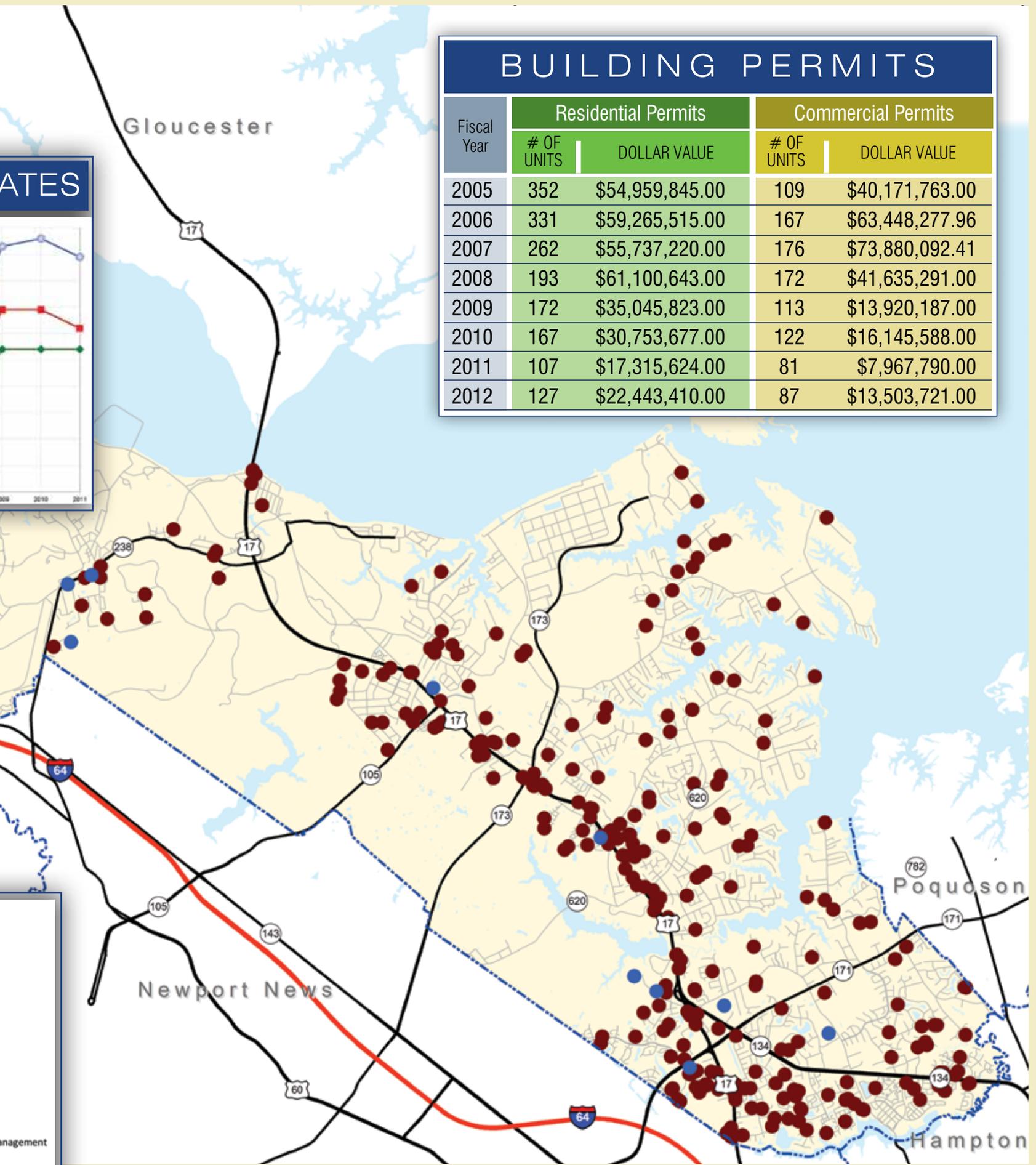
EMPLOYMENT BY INDUSTRY 2012



BUILDING PERMITS

Fiscal Year	Residential Permits		Commercial Permits	
	# OF UNITS	DOLLAR VALUE	# OF UNITS	DOLLAR VALUE
2005	352	\$54,959,845.00	109	\$40,171,763.00
2006	331	\$59,265,515.00	167	\$63,448,277.96
2007	262	\$55,737,220.00	176	\$73,880,092.41
2008	193	\$61,100,643.00	172	\$41,635,291.00
2009	172	\$35,045,823.00	113	\$13,920,187.00
2010	167	\$30,753,677.00	122	\$16,145,588.00
2011	107	\$17,315,624.00	81	\$7,967,790.00
2012	127	\$22,443,410.00	87	\$13,503,721.00

PERMITS



Communications and Marketing



Communications and marketing play a crucial role in the county's economic development program. Often public messages are the first introduction between York County and a world of business prospects unaware of the community's attributes. The county's existing businesses count on the OED for basic information as well as, sometimes, make-it-or-break-it resources. It's important for the OED to effectively connect with the right information to those who need it, inside and outside of York County. Within this ever-evolving role, the office increased marketing and communications efforts in several areas: *(pictured above from left to right)*

- A **marketing folder** redesign refreshed the office's image and drove an OED "rebranding" effort. It's full of information highlighting the community's assets, financial assistance programs, economic development services and the

upgraded online site selector database.

- The revamped **OED Web site, www.YesYorkCounty.com**, became more user-friendly, intuitive and up-to-date. New features include a business news section to showcase York County companies and an interactive events calendar.

- An updated e-mail list enables the OED's **E-newsletter** to convey department updates and promote news and accolades of local businesses to nearly 3,200 subscribers.

- The new **sign brochure** clarifies signage ordinance rules in laymen's terms and also explains how to apply for the free, newly approved temporary exterior sign permit.

- New **banner stands**, booth decor and digital photo frame convey pertinent information at

trade/travel shows, where a professional, cohesive and relevant image is essential to the mission.

The OED participated in several marketing missions and trade shows to showcase York County as a great place to live, work, vacation and do business. Exhibits at three local shows: MEGAvention, the Virginia Peninsula Chamber of Commerce's Business Safari and the York County Chamber's Yorktoberfest, afforded friendly outreach to locals, as well as to those who might be enticed to expand here. Trips with the Hampton Roads Economic Development Alliance to New England and Dusseldorf, Germany, and with the Virginia Economic Development Partnership, to the NASFT Summer Fancy Food Show in Washington, D.C., and the PLMA's Private Label Trade Show in Chicago, Ill., promoted York County, the region and the state to the world.

Community and tourism initiatives

York County's tourism initiatives and upgrades are designed to increase visitation and spending and to strengthen the county's position as a renowned destination, all of which greatly drives local economic development. Recently they've included: Web site and brochure enhancements; expansion of special events, marketing efforts and strategic partnerships; hospitality training; increased travel/trade show participation; optimized public and media relations; and more. Many of York County's tourism efforts, especially those in Historic Yorktown, act and promote in concert with the Historic Triangle Collaborative, the



Williamsburg Area Destination Marketing Committee and other groups. York County received several local awards, including Best All-American Historic Town (Historic Yorktown), Best Shopping Destination (Riverwalk Landing), Best Farmers Market (Yorktown Market Days) and Best Place to Picnic (Yorktown Beach).

What is the direct economic impact of tourism in York? For 2011 the Virginia Tourism Corporation reported travel-related expenditures of more than \$198.5 million, collective payroll of more than \$34 million and local excise tax collected on food service and lodging of more than \$9.5 million. Tourism dollars are an excellent source of local tax revenue, as visitors don't require school or ongoing municipal services.



of its residents, visitors and Historic Yorktown businesses. The county's first Yorktown Maritime Weekend had Riverwalk Landing bustling with more than 8,800 attendees amid the numerous tall ships and military vessels docked at its piers, live music by the U.S. Navy Band and the Fifes and Drums of York Town, free boat tours and more. Maritime Weekend shaped up as one of Yorktown's best-attended events of its kind.

The York County Sesquicentennial of the American Civil War Committee originated in 2009 to help honor Virginia's role in the American Civil War. Comprised of representatives from several York County historical organizations, the committee helped develop a schedule

Community events expand

With Yorktown being an affiliate port for Op-Sail 2012, York County expanded on this well-known, heavily promoted event for the benefit





of year-round, commemorative events and activities surrounding the 150th anniversary of the Civil War. Year

2011/12 kicked off the multi-year lineup with events that included historical exhibits, interpreters and lecturers, children's activities, and a five-day Civil War Weekend at Colonial National Historical Park. In line with Virginia's Civil War 150 Legacy Project, the committee collected representations of locals' own historical documents, photographs and other memorabilia to assemble for public viewing.

The popular Yorktown concert series, an all-seasons musical mixed bag of styles and genres, rang in the air for several-week intervals. Shagging on the Riverwalk brought 2,000 - 4,000 people to the waterfront regularly for beach music, oldies and Motown, an outdoor dance floor and free shag lessons



by the Colonial Shag Club. The U.S. Air Force Airwaves series featured more than 30 musicians with the U.S.A.F. Heritage of America Band performing show tunes, marches and patriotic numbers. Rhythms on the Riverwalk brought top-notch jazz, big band and country ensembles and the Cabin Fever series heated up the Historic Yorktown Freight Shed with a variety through the colder months.

Riverwalk Landing hosted 14 cruise ship arrivals during FY 2012. Passengers received area orientation and information, tour and shop coupons, trolley access, musical performances and more. Yorktown's destination as a port of call for popular cruise lines helps support points of interest throughout the Historic Triangle.

Following an increase in hotel revenues in September 2011, the Historic Triangle's first Arts Month, over September 2010, the county ramped up plans for Arts Month 2012. This



regional celebration of fine and performing arts and artisans enables arts venues, as well as host businesses, to present some of the most unique and stellar offerings by local creators to the public.

FY 2012 brought expansion to the Yorktown Market Days farmers market, a York County signature event which runs Saturdays mid-May through mid-September and once monthly October - December at Riverwalk Landing. Featuring a bounty of local produce, meats, seafood, herbs, baked goods, arts, crafts, entertainment, chefs' demonstrations, free parking and admission and more, the market grew significantly last year in terms of sales results, participation and vendor commitment.



PHOTO COURTESY OF MARY BOYNTON

“Riverwalk Landing provides the Historic Triangle with a unique waterfront venue guaranteed to delight locals, day-trippers and vacationers alike.”



Light Industrial Corridor Properties Available

■ The York County EDA has several commercial properties for sale or lease within the Old York-Hampton Light Industrial Corridor, featuring easy access to Interstate 64, the Port of Hampton Roads and three airports within a 60-minute drive.

■ For sale within York River Commerce Park (YRCP) North, a 4.96-acre parcel possesses Old York-Hampton Highway frontage, all utilities and a shared industrial-grade entrance. Adjacent, at 120 Newsome Drive, 20,000 square feet of a partially-occupied flex building are available for lease in 2,000-square-foot increments. Built in 2010 by Spain Commercial, this 36,000 square-foot customizable clear-span building features three-phase power and grade-level loading. Across Newsome Drive and a CSX rail line, a 23.64-acre virtual building site with utilities and rail access sits ready for construction; plans, which may be modified, have been drawn up and approved for a maximum-162,000-square-foot building.

■ Nine-plus acres for sale in the YRCP South include utilities and can be subdivided. Plans for a shared storm water retention basin are in the works.

■ The EDA welcomes inquiries and is willing to customize proposals to meet individual business needs.



Flying straight toward better business

York County appreciates the business development advantages to having the Newport News/Williamsburg International Airport (PHF) right in its own backyard. The county is part of the Regional Air Service Enhancement initiative, a cooperative fund designed to attract and retain airlines offering service and routes deemed advantageous for Peninsula residents and businesses. The airport hosts four airlines which provide non-stop service to five domestic cities with connections worldwide. The fund, established in 2008, was instrumental in securing Frontier Airlines, which offers direct flights to Denver and free checked baggage and Direct TV with certain fare options.



PHOTO COURTESY OF NEWPORT NEWS/WILLIAMSBURG INTERNATIONAL AIRPORT

Road enhancements to drive economic traffic

■ The Virginia Department of Transportation completed the four-plus-mile-long, \$15.8-million Fort Eustis Boulevard widening in April, improving access from the county's main industrial corridor to Interstate 64. Businesses located in the Old York-Hampton Light Industrial Corridor now benefit from a four-lane divided highway all the way to Interstate 64, shortening the drive time to approximately ten minutes.



PHOTO COURTESY OF VDOT

■ Phase one of utility under-grounding work for the nearly three-mile-long Route 17 widening began in January. Motorists of the existing four-lane highway frequently face traffic congestion and delays, and VDOT expects volume to increase significantly by 2035. The estimated \$65-million project will widen the road between Hampton Highway and Wolf Trap Road to six lanes and should conclude by October, 2016.

Sites to spy

The EDA relaunched its York County Site Selector, with upgrades to boot. The dynamic and interactive mapping Web site showcases commercial real estate for sale and for lease throughout the county and includes valuable market research data pertaining to area demographics, consumer spending, labor force and more, enabling the quick, centralized exchange of information between business decision-makers and property representatives. Upgrades included enhanced mapping capabilities, a more user-friendly inter-



face with familiar Google-based navigation tools and the creation of a mobile version of the site. This site also promotes relationships with area real estate agents, who can update listings as necessary. Visit www.YorkCountySites.com

Events showcase accomplishments and possibilities

■ The EDA's 30th Annual **Occasion for Business and Industry** dinner was held in October 2011 at Great Wolf Lodge, to honor business investment in York County.

■ S.B. Cox, Inc. received the **2011 William Rogers "Poor Potter" Award** for having made the most significant economic development investment that year. The company's new recycling center represents a total investment of \$7 million, created several job opportunities and fills a need for the region's construction trades. The



project also aligned with York County's pursuit of environmentally friendly recycling businesses. In addition, by way of a joint infrastructure development agreement, 9.39 acres of surrounding light industrial property owned by the EDA were prepared for future development.

■ Shane's Salon and Day Spa in Grafton accepted the **John D. "Pete" Sterrett 2011 Small Business of the Year Award** from the York County

Chamber of Commerce. Since 1982 Shane's has grown from a 440-square-foot space to a thriving



4,000-square-foot location, adding new services and assisting more local businesses and philanthropic organizations each year.

The annual dinner will change shape for 2013 as the **"Snowflake Soiree,"** an upscale but less formal evening in January to feature a networking reception followed by a short awards ceremony.

■ In May the **Business Appreciation Week Reception**, an Historic Triangle effort presented



by the James City County, Williamsburg and York County EDAs during Virginia's Business Appreciation Week, brought together three locales' businesses and customers together, networking across the borders within the Colonial Williamsburg Visitor Center. The annual event will make its way to a different Historic Triangle locality each year.

■ The **EDA's York Biz Expo** targeted small, start-up and home-based businesses for a day of informative speakers, presentations and



break-out sessions presented by representatives of numerous business assistance organizations, service providers and support agencies. Topics included marketing and social media; business licensing and permitting; financial, legal and other professional matters; how to access helpful resources; and more. Brand-new in September 2011, Biz Expo turned out to be the best-attended business education forum the EDA had ever presented.

Historic Triangle Economic Development

The 76-page 2010 "Economic Diversification in America's Historic Triangle" report outlined several target strategies and actions designed to strengthen the region's economic base. The following initiatives, aimed at empowering small-business owners with the knowledge and tools necessary for success, aligned with the ongoing mission.

The York County EDA executed a memorandum of understanding to join the Historic Triangle Business Incubator, originally initiated by James City County and managed by the College of William and Mary. The incubator provides entrepreneurs and fledgling businesses with educational programs, counseling, office space and amenities and countless other effective and measurable business-seeding resources.



The Triangle's three localities' EDAs and the Greater Williamsburg Chamber & Tourism Alliance hired an Arts Month coordinator with the goal of organizing and hosting more area-wide arts-related events to stimulate activity in September. (pictured at left)

The OEDs and EDAs of the Historic Triangle and the OED of the College of William and Mary teamed up to host a catered, private VIP reception along the college's 2011 Homecoming Parade route. The group sent personal invitations to select William and Mary graduates who were business owners or executives, and then informally imparted the benefits of establishing a business within the Historic Triangle region.

Thank You To Our Partner Organizations

CELEBRATE YORKTOWN COMMITTEE
CENTER FOR INNOVATIVE TECHNOLOGY
CHRISTOPHER NEWPORT UNIVERSITY
COX COMMUNICATIONS
CSX
DOMINION VIRGINIA POWER
ECPI
GREATER WILLIAMSBURG CHAMBER & TOURISM ALLIANCE
HAMPTON ROADS ASSOCIATION FOR COMMERCIAL REAL ESTATE
HAMPTON ROADS ECONOMIC DEVELOPMENT ALLIANCE
HAMPTON ROADS HISPANIC CHAMBER OF COMMERCE
HAMPTON ROADS PARTNERSHIP
HAMPTON ROADS PLANNING DISTRICT COMMISSION
HAMPTON ROADS SANITATION DISTRICT
HAMPTON ROADS SMALL BUSINESS DEVELOPMENT CENTER
HAMPTON ROADS TECHNOLOGY COUNCIL
HAMPTON UNIVERSITY
HAMPTON UNIVERSITY BUSINESS INCUBATOR
HISTORIC TRIANGLE BUSINESS INCUBATOR
NASA LANGLEY RESEARCH CENTER
NEWPORT NEWS WATERWORKS
NEWPORT NEWS/WILLIAMSBURG INTERNATIONAL AIRPORT
PENINSULA & WILLIAMSBURG SCORE CHAPTERS
PENINSULA COUNCIL FOR WORKFORCE DEVELOPMENT
PENINSULA TECHNOLOGY INCUBATOR
RIVERWALK LANDING BUSINESS ASSOCIATION
THE COLLEGE OF WILLIAM & MARY
THOMAS JEFFERSON NATIONAL ACCELERATOR FACILITY
(JEFFERSON LAB)
THOMAS NELSON COMMUNITY COLLEGE
TIDEWATER FINANCING CORPORATION
U.S. SMALL BUSINESS ADMINISTRATION
VERIZON
VIRGINIA DEPARTMENT OF BUSINESS ASSISTANCE
VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP
VIRGINIA EMPLOYMENT COMMISSION
VIRGINIA PENINSULA CHAMBER OF COMMERCE
VIRGINIA PORT AUTHORITY
VIRGINIA SMALL BUSINESS FINANCING AUTHORITY
YORK COUNTY CHAMBER OF COMMERCE
YORK COUNTY DEPARTMENTS AND STAFF
YORK COUNTY SCHOOL DIVISION