



NEWS RELEASE

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Two Companies Win York County Business Awards

Harper's Station earns Distinguished Business Award and Collision Correction named Chamber's Small Business of the Year

March 14, 2025

At York County's annual Distinguished Business Affair, two local companies accepted awards for their community and economic impact.

During the event, held yesterday in the Freight Shed at Riverwalk Landing, new senior living community Harper's Station received the 2025 Distinguished Business Award. This award is given each year by York County's Economic Development Authority and Department of Economic and Tourism Development to honor growing businesses that make significant investments in the County.

"It feels incredible to make an immediate impact within the York County community," said Seth Kenny, Executive Director of Harper's Station in Kiln Creek. "Seeing a project that took years of planning come to life and meet the need for senior living in York County has been a tremendous honor. This means so much to us. Our team has worked tirelessly to make this happen. Opening and running a senior living community requires round-the-clock effort, and our team has truly earned this recognition through their hard work and dedication."

"We're thrilled to celebrate Harper's Station as this year's Distinguished Business Award recipient," said Kristi Olsen-Hayes, Director of York County's Department of Economic and Tourism Development (ETD). "Their team's commitment to providing high-quality senior living options and their investment in York County will make a meaningful impact on our community for decades to come. We're grateful for their dedication and excited to have them as a valued part of our business landscape."

Also during the event, the York County Chamber of Commerce recognized its Small Business of the Year—Collision Correction on Ewell Road in upper York County. The business was selected for its support of and commitment to the local community.

"We are extremely honored to receive this recognition," said Collision Correction Owner and Manager Darryl Liechti. "It is a nice surprise for us and means a lot to us. We are very thankful for it."

"Collision Correction is a shining example of the impact a small business can have on both its industry and its community," said Mike Lewis, president of the York County Chamber of Commerce. "In just three years, they've not only built a reputation for top-quality auto body repair, but have also shown a deep commitment to giving back—whether through partnerships with local organizations or donating vehicles to those in need. Their rapid growth and upcoming expansion are a testament to their dedication and excellence, and we are proud to recognize them as York County's 2025 Small Business of the Year."

Harper's Station



Ribbon cutting for Harper's Station

Harper's Station, which opened in July 2024, is a state-of-the-art upscale senior living community that offers 76 independent living units, 60 assisted living units, and 22 memory care units, ensuring residents receive the right level of care at every stage of life. The community was developed by SRI Management and Sage Development.

"Harper's Station is a resort-style senior living community that fosters a sense of community and family," said Kenny. "We embrace the individuality of all we serve, striving to provide exceptional service and uphold our core values of character, compassion, communication, commitment, and consistency."

The 161,000-square-foot community allows residents to thrive while aging in place and receiving the appropriate level of care. With luxury amenities, including chef-inspired dining, wellness programs and a full calendar of social activities, Harper's Station aims to keep residents engaged and active.

Among Harper's Station's many amenities are:

- Indoor swimming pool
- Fitness center
- Beauty salon
- Craft and game rooms
- Chapel
- Concierge
- Housekeeping and maintenance
- Scheduled transportation



“It is amazing being part of a community that offers so much,” Kenny said. “It is the next level of senior living. Our goal is to keep growing and push the boundaries of senior living. We aim to be more than just a senior living facility. We want to be a true community that actively contributes to the growth of York County. By raising the standards of senior living, we are committed to continually enhancing the lives of those we serve.”

Harper’s Station is more than just a business, it’s a community service—one that York County’s leaders are pleased to welcome.

“The County immediately opened their arms to us, from inspections, surveying, and permitting, to the fabulous local fire and police departments who have shown genuine, heartfelt concern for our community—they even took the time to tour our community to better understand how to serve our population when the need arises,” Kenny said.

Harper’s Station has created more than 75 jobs in the Yorktown area and will infuse more than \$2.5 million in annual wages. Staff at Harper’s Station are looking forward to making more of an impact on the wider community.

“Our doors are open to host and be a meeting center for the community,” Kenny said. “We often host events for local senior groups, fundraising functions, and educational events. Our activities department seeks out and plans outings to local businesses to enrich that growing culture within our community.”

Harper’s Station is one of 54 senior living communities in 13 states that SRI Management oversees. SRI Management is passionate about providing residents and their families with a uniquely exclusive senior housing experience and quality care.



Harper’s Station

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Collision Correction

Collision Correction has been the go-to auto body repair shop for damaged vehicles since 2022. The business started as a side gig for founder Darryl Liechti, who began doing repairs for family and friends from home. As the company grew through word of mouth, he decided to open a full-service repair facility on Ewell Road.

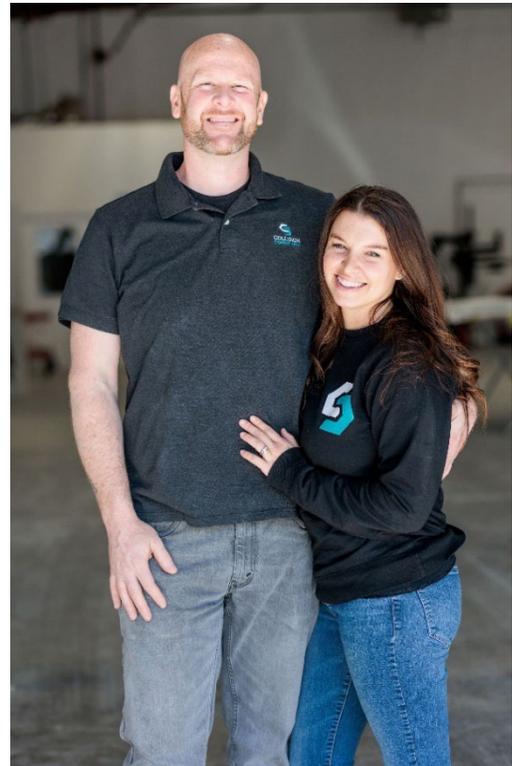
“I love being a positive in what is an inconvenient time for a customer,” Liechti said. “We’re empathetic to their situation when they’re involved in an accident, and we’re committed to providing them with the best quality and customer service.”

Liechti honed his skills at the Universal Technical Institute in Texas, then returned to the area, where he worked at a few other collision centers before venturing out on his own. Collision Correction offers a variety of services, including automotive body and automotive refinishing. The company works with all insurance carriers and all vehicle makes and models. Liechti reported that receiving three grants (all 50 percent match) from York County ETD are helping him grow and improve the business:

- **The Business Growth Grant**, used to invest in an aluminum dent repair station.
- **The Small Business Marketing Grant**, which helped him run a radio advertisement.
- **The Google Virtual Tour Grant**, to create a virtual business tour that will launch this spring.

“York County has been very supportive and instrumental in helping us achieve great success,” he said.

Collision Correction gives back to the community as often as possible, supporting organizations such as Junior Woman’s Club of Williamsburg and Recycled Rides. The company donated a transit van to the Recycled Rides program during its ribbon-cutting ceremony.



Co-owners Darryl and Cecile Liechti

Only open three years, the company has outgrown its current 9,000-square-foot facility and plans to expand with the construction of a 15,000-square-foot home by year's end. Liechti and his team of technicians have applied cutting-edge technology to restore thousands of vehicles to pre-accident condition, and they hope to continue providing the trusted care drivers rely on when they bring in their vehicles.

"I know it seems cliché, but I truly have the best team who are all just as passionate about what they do as I am," Liechti said.



Collision Correction

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About York County Economic Development

York County seeks to create a diverse economic base through continually recruiting, growing, and retaining businesses across a variety of industries. The **Department of Economic and Tourism Development (ETD)** is dedicated to expanding York County's tax base through capital investment in the County; promoting tourism; supporting large, small and home-based businesses; and providing new employment opportunities for County residents. Its efforts result in improved quality of life throughout York County, including charitable giving, volunteerism, and job creation.

ETD works in cooperation with many regional and state agencies to pursue its mission. Key

among these allies are the Virginia Economic Development Partnership, Hampton Roads Alliance, Hampton Roads Small Business Development Center, and local Chambers of Commerce. Its strongest ally is the **York County Economic Development Authority (EDA)**. Established in 1972, the EDA is a political subdivision of the Commonwealth of Virginia and has unique powers established in the Code of Virginia. The EDA is a conduit for non-taxable industrial revenue bonds, and can legally own, develop, and sell/lease commercial real estate. It also can provide incentives necessary to close deals within targeted industry sectors.

Learn more at yesyorkcounty.com.

About the York County Chamber of Commerce

The York County Chamber of Commerce is a not-for-profit business membership organization operated by volunteer business leaders who care about our community. The Chamber is dedicated to serving its community by promoting the businesses and business interests of its members. The Chamber is working to strengthen the area's overall economic climate by supporting small business development in the community through its programs, such as mentorship and workforce development. The Chamber offers low-cost, long-term room and office rentals, as well as an incubator that assists York County home-based and small businesses get started and flourish. The Chamber is the place to go for small businesses on the Peninsula.

Learn more at yorkcountychamberva.org

Additional photos are available at <https://bit.ly/4bwItsP>

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