



## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 2, 2017.** Please include this application form with electronic entry.

### PROGRAM INFORMATION

County: York County

Program Title: Home-Based Business Assistance Program

Program Category: Community & Economic Development

### CONTACT INFORMATION

Name: Melissa Davidson

Title: Assistant Director

Department: Economic Development

Complete Mailing Address: PO Box 612 Yorktown, VA 23690

Telephone: 757-890-3317

Website: www.yesyorkcounty.com

Email: melissa.davidson@yorkcounty.gov

### SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: Neil A. Morgan

Title: County Administrator

Signature: \_\_\_\_\_

# **2017 VACo Award Application – Project Abstract:**

## **York County VA - Home-Based Business Assistance Program**

As far back as 2011, York County staff and officials noticed a substantial increase in home-based business licenses. The data showed that a **whopping 66% (about 2500) of our businesses are home-based and that this trend is growing, here and worldwide.** Nationwide, over 38 million home-based businesses exist in the US and they make up more than half of all new businesses annually. Home-based businesses generate \$427 Billion in annual revenue and create one new job every 11 seconds.

Our area is home to a large number of highly-educated retirees from several military, educational, and Department of Defense (DOD) assets. Upon retirement, many of these individuals begin consulting or contracting work from home. The DOD-dependent nature of our community also means that we have thousands of transient, active-duty military families with spouses who own their own home-based businesses. Additionally, the 2008 economic downturn caused many traditional brick-and-mortar businesses to close or downsize and move the business to their homes, in an effort to keep their businesses up and running.

OED staff realized that the needs of these 2500 businesses were not being met. Since we could find no programs that existed locally or at the state or federal level to meet the needs of home-based business owners, the York County Home-Based Business Assistance Program was born! The program is a comprehensive economic development initiative developed in 2015 to help the home-based portion of our business community grow and thrive. The program includes a Transition Grant, a Home-Based Business Resource Fair & Conference, and the Home-Based Business Lunch & Learn Series, all of which provide resources, support and opportunities for our local home-based business owners.

Most experts agree that home-based businesses are the way of the future for much of the American and world-wide workforce. Technology, cost of doing business, changes in family structures and needs, and changes in the work-life balance desires of today's workers are fueling this trend. As this lifestyle becomes more main-stream, new programs will emerge to meet the needs of this sector. This innovative program helps us expand and retain our existing business community and promote entrepreneurialism! **York County is proud to be at the forefront of this growing trend!**

# **2017 VACo Award Application:**

## **York County, VA - Home-Based Business Assistance Program**

### **1. Program Summary:**

In 2011, data showed that **2/3** of our businesses were home-based, a trend that is growing here and nationwide. No programs existed to meet the needs of this group, thus **the York County Home-Based Business Assistance Program was born! This comprehensive economic development initiative began in 2011 and was enhanced in 2015 to help our home-based businesses grow, by providing the resources, support, and opportunities they need to do so.**

The first component of the program was a **Transition Grant**, aimed at moving home-based businesses into commercial space. In 2015, two new components of the program were developed to meet the educational and networking needs of this sector. The **Home-Based Business Resource Fair & Conference** is an annual day-long event that features 30+ service-providing exhibitors, plus conference sessions focused on topics relevant to all types of home-based businesses. The **Home-Based Business Lunch & Learn Series** is an in-depth continuation of popular topics from the conference. Lastly, staff reviewed all existing business assistance programs and ordinances, reworking them so that home-based businesses could benefit from them.

### **2. Problem/Need Identified**

Home-based business ownership is a growing trend locally and nation/world-wide. (2011 data) York County Office of Economic Development (OED) **staff determined that home-based businesses comprised a huge, growing population of our current business community. A whopping 66% (about 2500) of our business licenses were home-based.** Nationwide, over 38 million home-based businesses exist in the US and they make up more than half of all new businesses annually. Home-based businesses generate \$427 Billion in annual revenue and create one new job every 11 seconds.

**The needs of these 2500 businesses were not being met. OED staff had no programs focused on assisting them or helping them grow, like we did for our more traditional brick-and-mortar companies, nor were we able to find any other state or federal programs to help them. Home-based businesses need assistance too, sometimes even more so than commercially-based businesses.**

### **3. Meeting the Need - Program Participants & Goals/Purpose**

The program's clientele includes all types of home-based businesses; including government contractors, network marketers, franchisees, entrepreneurs, traditional home-based business owners, military spouses, retirees, etc. Many are millennials, who want to choose where and when they work, have families to care for, and want to be their own boss. Due to the proximity to 20+ federal institutions, labs, military bases, etc., DOD contractors, local scientists and engineers, patent-holders from local labs and/or universities, and retired service-members are common here.

#### **Program Goals/Purpose:**

- To increase business assistance programs and offerings to home-based businesses and entrepreneurs in our community, thus helping them grow and thrive.
- To establish lasting relationships with the County's home-based business owners, so if/when growth occurs, they are motivated to stay in the County.
- To entice home-based business owners out of their homes to attend events so they can:
  - Learn about assistance programs available to help them
  - Network and grow their businesses
  - Receive educational training to help their businesses
- To improve the home-based business regulatory environment.

## 4. Innovation

**York County's Home-Based Business Assistance Program is a unique and innovative program that is trend-setting for local government economic development (ED).** To the best of our knowledge, other organizations are not focusing on this targeted business group and no other local, state or federal programs existed for their benefit. Local ED offices are typically focused on business attraction and retaining existing brick-and-mortar companies, not home-based enterprises. **The program is meeting the needs of a growing and untapped population.**

**Most experts agree that home-based businesses are the way of the future for much of the American workforce and world-wide.** Technology, cost of doing business, changes in family structures and needs, and changes in work-life balance desires of today's workers are fueling these changes. As this trend becomes more of a norm, more programs will emerge to meet the needs of this sector. **York County is proud to be at the forefront of this growing trend!**

## 5. Partnering/Collaboration

Partnerships were formed with the York County Chamber of Commerce and the Launchpad: Greater Williamsburg Business Incubator to meet additional home-based business needs. Both organizations rose to the challenge by offering reduced membership rates and reduced rates for occasional office/conference room rentals for home-based businesses. The York County Chamber also created a Home-based Business Ordinance Review Committee to review the current ordinance and suggest positive changes to the York County Board of Supervisors to make it easier to do business here.

## 6. Program Duplication Transferability, & Lessons-Learned

The Home-Based Business Assistance program is highly replicable for use in other communities of any size. Because of the ever-increasing nation-wide trend for businesses to be based from home,

other localities are encouraged to replicate and adapt the program in ways that would benefit their individual communities.

Many lessons have been learned in the process of developing and implementing this program.

- Get local political officials' buy-in of the program's need/value early on,
- Determine in advance how you will find and identify your local home-based businesses – (even though it seems straight-forward, this can be tricky without internal cooperation),
- Provide meaningful activities during optimal times for your target audience – find out who they are and what they need/want. Timing is important (for example, during school hours if your business owners mostly have small children, or on weekends if most of them have full-time jobs during the week),
- Keep local home-based businesses engaged by providing new and relevant opportunities, and
- Improve the home-based business regulatory environment, which is an important piece of the puzzle – be sure to involve local business owners in this process.

## **7. Program Implementation: Financing, Staffing, & Timeframe**

### **Program Cost Breakdown:**

- Initial grant program costs
  - EDA Approved Grant Funding Pool - \$25,000
  - Marketing Costs - \$383
- Resource fair costs
  - Total Combined Event Costs (for 2015 & 2016 events) - \$11,566 (The event is funded by the York County EDA, in-kind contributions, exhibitor fees, and sponsorships.)
- Lunch & Learn costs
  - Event Costs (2 seasons – 9 sessions per season - \$100 each) - \$1,800

### **Program Timeframe:**

- In January 2011, OED staff researched the idea and drafted the program guidelines for the EDA's approval of the initial Transition Grant Program. Marketing took three months, before it was officially launched in May 2011 at a breakfast event.
- The idea for Phase II, the Resource Fair & Conference and Lunch & Learn Series, was born in early 2015. This phase took five months of planning before the first event was held in October 2015. The Lunch & Learn Series commenced three months later in February, 2016.
- The programs have continued on seamlessly since their inceptions, with a second Resource Fair & Conference held in November 2016 and a second Lunch & Learn Series that began in February 2017. Plans are underway for a third Resource Fair & Conference in October 2017.

### **Program Staffing:**

The program is managed mostly by two of York County's Economic Development staff members. These two people administer the grant program, filing all necessary paperwork and ensuring funds are properly managed. They are also responsible for organizing, marketing, and implementing the monthly lunch and learn series. The annual conference and resource fair is organized by a collaborative planning committee, which is chaired by a York County OED staff member and is comprised of volunteers from the community and local chamber of commerce. The event is funded by the EDA, in-kind contributions, exhibitor fees, and sponsorships.

## **8. Program Impact, Effectiveness, & Results**

**The Home-Based Business Assistance Program has been extremely successful in accomplishing the objectives set forth for the program and its many components.** Countless local business owners have attended training and networking events to grow their business, many of which have transitioned into commercial space in the County as a result. Many businesses have received grant

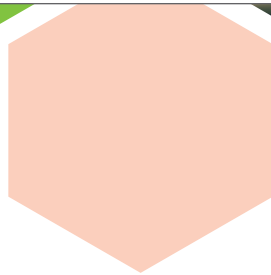
funding to help their business continue to thrive and grow. Several new partnerships have been formed in the community. Most importantly, hundreds of new relationships have been established with local home-based businesses, where none existed before the program began.

- Businesses Helped
  - Attendees Participated:
    - Lunch & Learns – 167 (2016) & 86 (Thus far in 2017)
    - Resource Fair & Conferences – 106 (2015) & 147 (2016)
  - Transition Grants Awarded: Ten grants awarded, for a total of \$15,828
- Partnerships Formed
  - York County Commissioner of Revenue
  - York County Chamber of Commerce
  - Launchpad: Greater Williamsburg Business Incubator
  - Neighboring Economic Development Offices
- Future Efforts Planned
  - Spring Vendor Fair 2018
  - Social Media Home-based Business Community Forum

## **9. Supplemental Materials List**

- a. York County's Home-Based Business Assistance Programs Flyer
- b. Home-Based Business 2017 Lunch & Learn Series Flyer
- c. Home-Based Business 2016 Resource Fair & Conference Program





# 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



[yorkcountyycc.org](http://yorkcountyycc.org)



[gwlaunchpad.com](http://gwlaunchpad.com)



[startpeninsula.com](http://startpeninsula.com)



[hrsbdcc.org](http://hrsbdcc.org)



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# HOME-BASED BUSINESS

## 2017 LUNCH & LEARN SERIES

Join us the **2nd Wednesday** of each month from **Noon – 1pm** for York County's Home-Based Business Lunch & Learn Series, sponsored by the York County Economic Development Authority (EDA) and hosted by the York County Chamber of Commerce, located at 4102 Geo. Wash. Mem. Hwy, Suite 101.

Bring a bag lunch and enjoy **FREE drinks and desserts**, provided by the York County EDA. Monthly sessions will feature a keynote speaker, Q&A, and networking.

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<b>FEBRUARY 8<sup>TH</sup></b>	CYBER SECURITY FOR YOUR HOME-BASED BUSINESS
<b>MARCH 8<sup>TH</sup></b>	TAX TOPICS UNIQUE TO YOUR HOME-BASED BUSINESS
<b>APRIL 12<sup>TH</sup></b>	ACHIEVING WORK-LIFE BALANCE AS A HOME-BASED BUSINESS OWNER
<b>MAY 10<sup>TH</sup></b>	KEEPING SANE: ORGANIZING STRATEGIES & TIPS FOR YOUR HOME-BASED BUSINESS
<b>JUNE 14<sup>TH</sup></b>	BUILDING & LEADING SUCCESSFUL TEAMS
<b>JULY 12<sup>TH</sup></b>	LEGAL TOPICS FOR YOUR HOME-BASED BUSINESS
<b>AUGUST 9<sup>TH</sup></b>	INSURANCE TOPICS FOR HOME-BASED BUSINESSES
<b>SEPTEMBER 13<sup>TH</sup></b>	SELLING YOURSELF: POWERFUL PRESENTATIONS AND PROPOSALS
<b>OCTOBER 11<sup>TH</sup></b>	EFFECTIVE MARKETING & NETWORKING STRATEGIES FOR SMALL BUDGETS & LITTLE TIME

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Seating is limited. RSVP to [econdev@yorkcounty.gov](mailto:econdev@yorkcounty.gov) or (757) 890-3317.

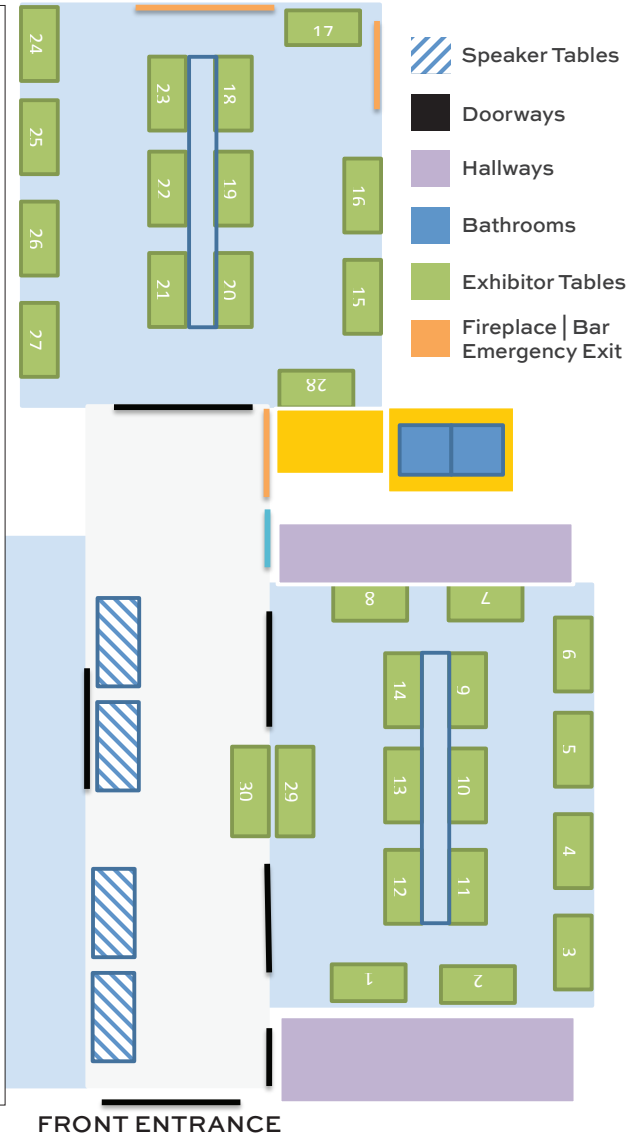


# EXHIBITORS

## GREAT WOLF LODGE RAFFLE DRAWING FORM

Please have each Exhibitor initial their booth-space, then submit this page for the drawing at 4:30 p.m.

1. Computer Concepts
2. Union Bank
3. Creative Insurance Concepts
4. The Entrepreneur's Source
5. What's Up Magazine
6. York County Chamber of Commerce
7. Legal Shield
8. 1st Advantage Federal Credit Union
9. Peterson Accounting
10. Modern Woodman
11. TTC Home Improvement
12. The Krohn Group
13. Virginia Peninsula Photography
14. Perkins Law
15. Gloucester Chamber of Commerce
16. First Command Financial Services
17. Misty Frost Executive Services
18. Long & Foster
19. Thomas Nelson Community College
20. Work Nimble
21. SWAM & EVA
22. Bling & Peninsula Women's Network
23. The Rental & Small Biz Hub
24. Haus Graphics
25. York County Economic Development
26. Regional Municipal Services
27. Headshots by Wren
28. Baeplex
29. Commonwealth Green Live Above Community
30. Launchpad Business Incubator



FRONT ENTRANCE

## RAFFLE ENTRY INFORMATION

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_



# HOME-BASED BUSINESS RESOURCE FAIR & CONFERENCE

## EVENT PROGRAM

FRIDAY, NOVEMBER 18<sup>TH</sup>  
8:00 am – 6:00 pm

WILLIAMSBURG HELLENIC CENTER  
4900 Mooretown Road | Williamsburg

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

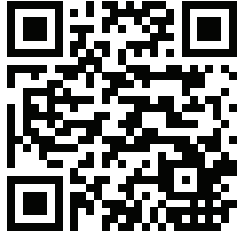


## SPEAKERS

## WIFI

## SCHEDULE

### BIOGRAPHIES



### HELLENIC CENTER WIFI ACCESS NUMBER

87654321

## SPONSORS

### PRESENTING SPONSOR



### CO-HOST & SPONSOR



### SILVER SPONSOR



### BRONZE SPONSORS



### BREAK SPONSORS



### FURNISHINGS SPONSOR



RAFFLE SPONSOR  
Great Wolf Lodge

WEBSITE SPONSOR  
Arcphor

AUDIO SPONSOR  
Smith-Wade Band

### MEDIA & PROMOTIONS SPONSORS

Chesterfield Economic Development | Victory Family YMCA  
Country Bootleggers Dance Studio | Eastern Floor Covering, Inc.  
Shane's Salon & Day Spa | WMBG AM740

### SNACKS & DRINKS SPONSORS

Pepsico | Wal-mart | Costco | Food Lion, Grafton

**8:00 am** Registration, Networking, Resource Fair,  
& Continental Breakfast

**8:30 am** Welcome Remarks

**9:00 am** General Session Panels Begin

**“TOP TIPS” PANEL #1: PROTECTING YOUR INVESTMENT**  
Cybersecurity & Data Protection, Legal Matters, Tax Topics, &  
Business Insurance

**“TOP TIPS” PANEL #2: GROWING YOUR HOME-BASED BUSINESS**  
Time Management & Organization, Networking & Self-Branding  
Techniques, HR Topics: Employee or Contractor, & Marketing Essentials

**11:40 am** Lunch Buffet Open

**Noon** Lunch & Keynote Speaker

**12:30 pm** Networking & Resource Fair Open

**1:30 pm** Specialty Breakout Sessions: Direct Sales & Network Marketing,  
Franchises, & Traditional Home-Based Businesses

### DIRECT SALES & NETWORK MARKETING

- 1:30 pm** Filling the Funnel: How to Perpetuate Leads & Customer Referrals
- 2:15 pm** The Secret to Long-Term Residual Income - 12 Success Factors
- 3:00 pm** How to Build Teams, Develop Leaders, & Duplicate Success
- 3:45 pm** Keeping Your Head in the Game!

### TRADITIONAL HOME BASED BUSINESSES & FRANCHISES

- 1:30 pm** Credit Card Processing Options, Regulations, Liability, & Tips
- 2:15 pm** Managing & Financing Growth for Long-Term Success
- 3:00 pm** Marketing & Social Media: Growing Your Business on a Small Budget
- 3:45 pm** Surviving in Business: Overcoming Obstacles & Maintaining a Positive Life/Work Balance

### MISCELLANEOUS WORKSHOPS

- 1:30 pm** Doing Business with the Government: SWAM Certification, eVA Registration, & How to Win Government Contracts
- 2:15 pm** Starting Out the Right Way: The Process, Local Specifics, & Local & State Assistance Programs & Organizations
- 3:00 pm** Chew on This: Food Topics for Home-based Culinary Businesses
- 3:45 pm** In-Depth Cybersecurity, Social Media Security, & Data Protection

**4:30 pm** Raffle Drawing & Closing Remarks

**4:45 pm–6:00pm** Networking Reception & Resource Fair Open