



YORK COUNTY'S HOME-BASED BUSINESS ASSISTANCE PROGRAM

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www.YesYorkCounty.com

Why Focus on Home-Based Businesses

- **Two-Thirds of York County's Businesses are Home-Based**
 - Economy changes in 2008
 - Location – Near Military, NASA, Colleges, NIA, & Jefferson Lab
- **Growing Trend – Here and across the nation**
 - Over 38 Million Home-Based businesses in the US
 - HBBs make up more than half of all new businesses annually
 - HBBs generate \$427 Billion in annual revenue and create 1 new job every 11 seconds
 - Home-based businesses are more stable than traditional start-up companies - 70% still thriving after the first three years vs. just 30% of brick-and-mortar start-ups)
- **Way more than just your local Avon or Tupperware Rep!**
 - Traditional, Network/Direct Marketing, Franchisees, Government Contractors, Entrepreneurs, Agricultural, Scientists/Engineers & Patent-holders from nearby labs & colleges
- **Fosters an Entrepreneurial Spirit and Community**

Assistance Programs

- **HBB Transition Grant Program**
- **HBB Resource Fair & Conference**
- **HBB Monthly Lunch & Learns**
- **Existing Programs Tailored for HBB**
 - **Open Door Policy**
 - **Buy Local Program**
 - **E-Commerce Grants**
 - **Google Street View for Business Grants**
 - **Business Education Scholarships**
 - **START! Peninsula Event**

Partnerships

- **Commissioner of Revenue & other County Departments**
- **York County Chamber of Commerce**
 - **New Member Benefits Tailored to HBB**
 - **New Rate Tier for HBB**
 - **Ordinance Review Task Force**
- **Launchpad: Greater Williamsburg Business Incubator**
 - **Membership Levels developed for occasional use & Mailbox Clients**

Challenges

- **Finding and Identifying HBBs**
- **Reaching Them & Drawing Them Out**
- **Providing Meaningful Activities During Optimal Times**
- **Keeping HBBs Engaged**
- **Assigning Value & ROI to the Program**
- **Improving the HBB Regulatory Environment**

Future Initiatives

- **Regional Support & Approach**
- **HBB of the Year Award**
- **BOS Roundtables**
- **Focus Groups**
- **Vendor Fair**
- **Educational Opportunities**
- **And more...**



Questions?

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