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OVERVIEW OF COUNTY-WIDE ISSUES

Updated Budget News and Schedule

The York County Board of Supervisors conducted eight meetings this year focused on the Fiscal Year 2027 budget. This included Town Hall meetings at both Griffin Yeates Center in York County and the Sheriff's office in Yorktown. The budget was reviewed in public session on April 21st and approved by the Board of Supervisors on May 5th.

- Real Estate Tax rate remains at \$0.78 per \$100 of assessed value
- Personal Property Tax remains at \$4.00 per \$100 of deemed value
- Meals Tax increases to 6% from 4%

Overall General Fund expenditure increased by 7.3% primarily to pay compensation for staff adjustments. York County staff salaries have slipped considerably below the region average, and increasing attrition reflected the need.

The budget summary information is available on:
<https://online.flippingbook.com/view/386573981/>

General Assembly Bill Tracking

Each year, as Virginia's General Assembly session begins and legislators start posting new bills, we closely monitor those that could impact how we manage the County—whether it's land use, education, taxes, or other areas of local governance. Our County Attorney keeps track of relevant bills as they are introduced, and each Board member submits bills for review as they come to our attention. Here are some bills I think have particular significance for localities.

[SB378](#) / [HB1263](#) : Collective bargaining. (Awaiting action by the Governor)

This bill creates a state Public Employee Relations Board and authorizes collective bargaining for all public sector employees, with certain exceptions. Once established the PERB will have the authority to recognize various bargaining units among employees and recognize their choice of unions in every locality in Virginia. There is a high likelihood that each locality will face negotiating with different units because their employees are divided into several different bargaining units (trade and operations, engineering and technology, administrative services, supervisors, etc.) Schools will have their own separate bargaining units. Once recognized, the locality will be required to engage in bargaining with the unit. The PERB can order a locality to engage in collective bargaining but cannot order them to come to an agreement. Failure to come to an agreement will be subject to arbitration. The governing body can reject the financial aspects of the proposed agreement, except in the case of agreements with firefighters and EMS, in which case the agreement (including financial provisions) can be decided by an arbitration panel. Strikes by public employees remain illegal. The bill goes into effect no later than July 1, 2028.

[HB550](#) and SB400: (Approved by the General Assembly) Allows York and James City Counties to impose an admissions tax for attendance at any event. (SIGNED BY the GOVERNOR)

[SB661](#): (Vetoed by the Governor) Provides a legal framework for authorization of “skill games” throughout Virginia, subject to licensing by the Virginia Lottery. The bill allows localities to conduct a referendum to determine if they wish to prohibit skill games in the locality.

[HB308](#) and SB620: (Approved following recommendations by the Governor) Provides greater oversight by the ABC over liquid nicotine products (vapes) and retail tobacco by the Department of Taxation and the ABC.

[SB388](#) and HB1279: (Approved by the Governor) Allows for some by-right approval of multifamily housing on property that is current tax exempt and owned by religious and certain non-profit organizations. The property must be owned for at least 5 years and subject to taxation once developed. It also requires that 60 percent of the housing be dedicated to “affordable housing.” This bill goes into effect on January 1, 2027 and sunsets on January 1, 2031.

[HB888](#): (Approved following recommendations by the Governor) Requires localities to make certain changes to minimum off-street parking requirements. I’m still not sure what, if any, impact this will have here. But if it does apply to York County, it could require us to eliminate some off-street parking and to approve of future development with less off-street parking than we now require.

GET READY FOR THE UPCOMING VA250 EVENT

Anchors aweigh at the Sail Yorktown Festival!



Historic Yorktown will come alive June 12–14 with the [Sail Yorktown Festival](#), bringing tall ships, military vessels and a full weekend of maritime-themed events to the York River and waterfront area. Visitors can enjoy free deck tours, a Parade of Sail, live entertainment, living history experiences and a variety of food, beverage and vendor offerings throughout the historic area.

The Sail Yorktown Festival, which marks York County's first [signature VA250 event](#), is expected to draw significant regional and visitor traffic. It will also create valuable opportunities for local businesses to connect with customers and tourists. Plan to come out, enjoy the festivities and experience all that Historic Yorktown has to offer during this exciting weekend.

[LEARN MORE](#)

NEW FEATURE BY OUR ECONOMIC DEVELOPMENT AND TOURISM GROUP TO PROMOTE BUSINESSES IN YORK COUNTY



Flip through our spring magazine



It's the latest edition of our exclusive magazine for York County business owners! This issue is focused on turning goodwill into growth for your business—giving back to your community in ways that make a difference while simultaneously increasing your brand's visibility and connections. It's truly a win-win.

Our infographics and articles give practical, actionable tips on supporting your community, no matter how small your business or your budget. Explore pages like the ones below!

Showing your support on social media

Giving back is about making a difference, not making headlines. But when done thoughtfully, sharing your community involvement can help amplify your impact, engage others and strengthen your connection with customers and the broader community.

The key is how you tell the story. Today's audiences respond to authenticity. They want to see real people, real moments and real impact, not polished promotions. When you approach your messaging with these attitudes, your efforts to give back can naturally translate into meaningful visibility for your business. Here are a few simple, effective ways to share your impact while keeping the focus where it belongs—on the cause and the community.

Show, Don't Tell

Instead of announcing what you did, show it.

Capture photos or short videos of your team volunteering, participating in events or engaging with the community. Candid, behind-the-scenes moments often resonate more than staged images and help tell a more genuine story.

Thanks from members staying at an event, interacting with participants or celebrating a successful fundraiser.

Leverage Partnerships

When you support a non-profit or community event, you're not telling the story alone.

Tap partner organizations, sponsors and participants in your posts. This expands your reach and allows others to share your content, helping your message travel farther organically.

Let the Cause Lead the Story

Center your message on the organization, event or people you're supporting, not your business.

- Highlight the mission of the nonprofit
- Show why the cause matters
- Recognize others involved

When your business is positioned as a partner rather than the focus, your message feels more authentic and is often better received.

Think Beyond Social Media

Some of the best visibility comes from earned media.

- Submit a short write-up and photos to local publications
- Share your story with York County Economic & Tourism Development for potential features
- Look for award or recognition opportunities tied to community involvement

These channels can extend your reach and position your business as an active, engaged member of the community.

Share the "Why"

People connect with purpose.

Briefly explain why your business chose to get involved. Whether it's a personal connection, a community need or a cause that aligns with your values, sharing your "why" helps create a deeper, more meaningful connection with your audience.

Keep It Balanced

A good rule of thumb: let your community-focused content complement, not replace, your regular messaging.

Sharing your involvement periodically rather than constantly helps maintain authenticity and ensures your efforts feel genuine rather than promotional.

Use Your Existing Channels

You don't need a large marketing budget to tell your story.

- Social media posts
- A quick mention in your email newsletter
- A short update on your website
- Photos shared with local partners or organizations

Consistent, simple updates can go a long way in keeping your audience informed and engaged.

Start Small and Stay Consistent

You don't need a large campaign to make an impact.

A single post, a few photos or a short story can be enough to highlight your efforts and inspire others. Over time, those small moments build a larger narrative—one that reflects your values, your commitment and your role in the community.

Invite customers to help support your fave cause

Community-driven events can build strong brand loyalty while also making a meaningful difference locally. When businesses invite customers to participate in charitable initiatives, it creates positive visibility, strengthens community connections and shows that your company values more than just the bottom line.

Looking for an opportunity to join a worthy cause right near York County's businesses can participate in the regional #250FOODDRIVE, an initiative that challenges our visitors to 250th anniversary by supporting local food pantries such as Williamsburg House of Mercy, Grace Christian Outreach Center, FHS and St. Olaf Food Pantry. Businesses can set a 250 goal that fits their brand—hosting a drive to collect 250 pounds of food, matching a \$250 or \$2,500 donation or inviting customers to add \$2.50 to a purchase to support the cause. Businesses that participate will receive recognition through the regional campaign and an invitation to the Community Long Table 5.0, held in September.

Tax perks for giving back

Giving back is first and foremost about making an impact, but there can be financial considerations as well. While community involvement often requires an investment of time and resources, certain contributions may offer tax-related benefits for your business. Depending on the situation, you may be able to access tax:

- Monetary donations to qualified nonprofit organizations
- Donated goods or inventory
- Mileage or travel expenses related to volunteer activities
- In-kind contributions, such as professional services or labor

Some businesses also choose to document donated services or work internally, for example, issuing an invoice and noting it as "in-kind" to help track the value of their contributions.

While financial benefits can help offset costs, most businesses find the greatest return comes through stronger community relationships, increased visibility and long-term goodwill.

Important Note: Don't be misled by a quick accountant or tax professional's advice that they can help you.

ETD YEAR AT A GLANCE

JANUARY

- Commercial Development awards
- Business awards

FEBRUARY

- Business Week
- Buy Local awards
- Business awards

MARCH

- Distinction Business Award
- Business awards

APRIL

- Commercial Development awards
- Home-Based Business Climate Survey
- Commercial Business Climate Survey
- It's Your Business magazine
- Business awards

MAY

- Business Appreciation Recognition
- Buy Local awards
- Business awards

JUNE

- Business awards

JULY

- Commercial Development awards
- Business awards

AUGUST

- Business After Hours
- Buy Local awards
- Business awards

SEPTEMBER

- Small Business & Workforce Development Summit
- Buy Local awards
- Business awards

OCTOBER

- Yorktoberfest
- Commercial Development awards
- It's Your Business magazine
- Business awards

NOVEMBER

- Buy Local Month
- Small Business Saturday
- Home-Based Business Conference
- Start Peninsula Championship
- Buy Local awards
- Business awards

DECEMBER

- Business awards

OPEN THE MAGAZINE

DISTRICT 1 SPECIFIC ISSUES

Waller Mill Heights Update

In earlier newsletters I reported that Waller Mill Heights Development had received an Emergency Stop Work Order in October, in response to forty-five environmental violations at the construction site.

The Developer (Harrison & Lear) along with the builder (Ryan Homes) met with the HOA community and York County officials on April 1st to review the status and expected timeline for completing all necessary issues. Harrison & Lear committed to a 2-3 month timeline during the HOA meeting.

Unfortunately, there has been no progress addressing any of the stop work order deficiencies since the HOA meeting.

Colonial National Historical Parkway

As part of our Quarterly update meeting between the National Parks and the County, I met with National Parks Superintendent on May 6th.

Superintendent Jerri Marr confirmed that the Parkway would open between Yorktown and Williamsburg (Cheatham Annex / Penniman Rd exit) in mid-June for the Sail 250 (Tall Ship event scheduled June 12-14) and remain open through July 4th events in Yorktown to celebrate Independence Day. The Parkway will then close to allow for the completion of all construction between Yorktown and the Naval Weapon Station Yorktown. The final opening is scheduled for mid-November 2026.

Update on Williamsburg Regional Library

As we have completed the current budget cycle, we are now in the final year of the contract terms with WRL.

Last year I highlighted that York County is requesting a new contract be developed for the WRL library services, ahead of any addition of libraries in JCC, and possible rebuild of the downtown library in Williamsburg.

Williamsburg and JCC have now jointly approved a new library at the JCC Government Center located on Longhill Rd, and City of Williamsburg set aside money in their FY27 budget for rebuild of the downtown library.

York County has asked for a continuation of our partnership with WRL, but we need to be able to fund these services at an affordable cost.

York County has prepared a revised contract amendment and will now initiate discussion with W/JCC and the Williamsburg Regional Library.

New Businesses

New business openings continue to show strong growth with 22 new businesses in April. Six businesses have closed during the month.

Of those 22 new businesses, six opened in District 1.

Here is a quick list,

Commercial businesses:

- HCPG Consulting LLC. located at 455 Merrimac Trail, Suite K., offering instructional services.
- Jinda LLC., a retail restaurant located at 6610 Mooretown Rd. Suite F

Home Based Services:

- Anthony Mungin, janitorial service based out of 106 Merchantman Court
- Raymond O'Shaughnessy, offering personal service, repair and based out of 410 Cobblestone.
- Burton Business Strategies LLC, a business consultancy, based out of 200 Shipwright Loop.
- Shell Shine LLC., personal cleaning services for auto and marine, based out of 504 Old Taylor Rd.

I value your input and am happy to address questions or concerns on these or any other topics for the district. Please don't hesitate to contact me. Douglas.Holroyd@YorkCounty.gov or (757) 903-9908

Click on the link on Page 1 to request my monthly newsletter or copy/paste the following link:

https://docs.google.com/forms/d/e/1FAIpQLSez8_XEx7rgRR2XXobA1uRJK-cRUXFMd_D-Oa_T7eeNer1Jw/viewform

