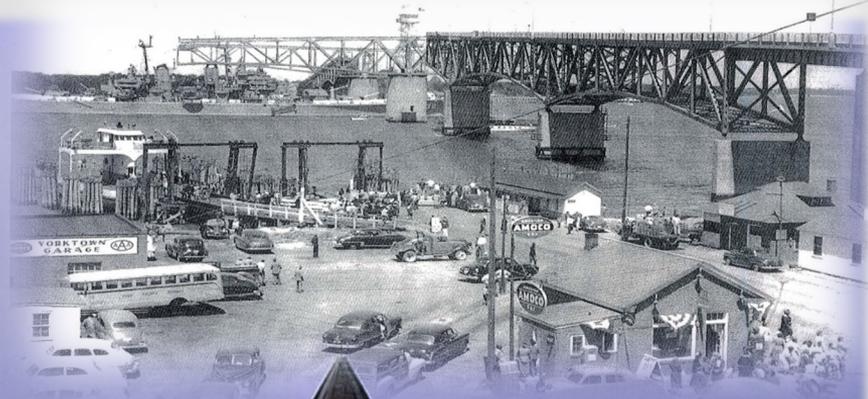


YORK 2040

Tourism Development Presentation



YORKTOWN MASTER PLAN



Yorktown Revitalization Steering Committee

GOAL STATEMENT

“Create in Yorktown a vibrant community of people living, working, learning, visiting and playing; while enhancing its national stature, and respecting and preserving its continuing history, environment and character.”

FOCUS ON YORKTOWN

“This could be the start of something BIG.”

Dr. Ward Anderson
York County Board of Supervisors
Yorktown Steering Committee Chairman



1993 - YORKTOWN'S MASTER PLAN ADOPTED

New Docks, Shops, Restaurants & Area for Performances

YORK COUNTY TOURISM Plan Starts to Take Shape

2002 – 2004

- Tourism Coordinator Hired
- Gallery at York Hall Opens
- First Tourism Event



RIVERWALK LANDING

Construction Breaks Ground in 2004



2005-2006

- Grand Opening of Riverwalk Landing
- Gen. Washington & Admiral de Grasse Statues
- First Tall Ship at Piers – HMS Bounty
- Schooner *Alliance* Makes Yorktown its Home Port
- Launched Citizen Rewards Card



2006

SHAGGING | 225th CELEBRATION | MARKET ON MAIN

Yorktown's Evolution of Events



2007

400th Anniversary
Jamestown



2007

Yorktown Market
Days Begins



2008

Easter Egg Hunt



2008

Pirates Invade
Yorktown



2008

Toyland
Parade

Yorktown's Evolution of Events



2009
Cabin Fever
Concerts Begin



2009
Movies on
the Green



2010
Market Days
Fall Festival

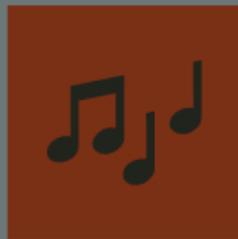


2010
Trolley's
10th Anniversary

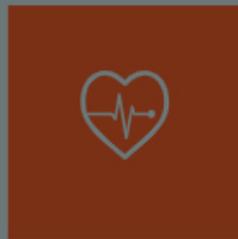


2010
Yorktown Wine
Festival

Yorktown's Evolution of Events



2011
Shagging Moves
to Thursdays



2011
First Fitness
Market



2011
Schooner
Serenity
Joins Alliance



2012
Opsail
Maritime Weekend



2012
Yorktown's
Art Stroll

Yorktown's Evolution of Events



2014

Blues, Brews
& BBQ



2015

Lafayette's
Hermione Voyage



2015

Sister Cities
French Market



2015

RWL 10th Anniversary
YMCA Race



2015

Williamsburg
Harvest
Celebration

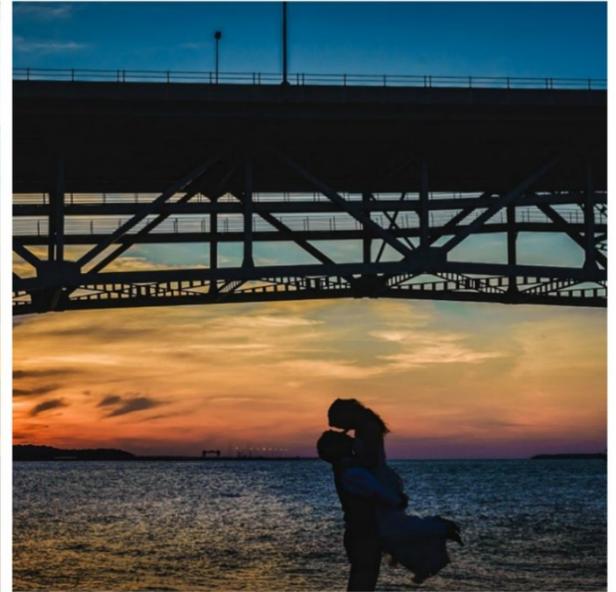
FREIGHT SHED

Steam Ship Terminal to Post Office to...



FREIGHT SHED

Premier Wedding Venue





2016 – Polynesian Hokulea & El Galeon Visit



CRUISE SHIPS

Morning Orientation | Trolley Tour | Fifes & Drums Performance



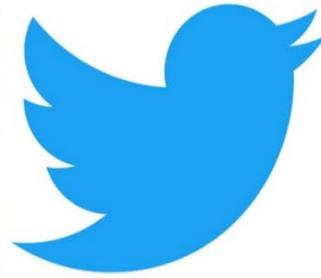
2017 EVENTS & ATTRACTIONS

Vintage Market | Lafayette Statue | TURN Filming



2019 FILMING REQUESTS

HISTORY CHANNEL | NATIONAL GEOGRAPHIC

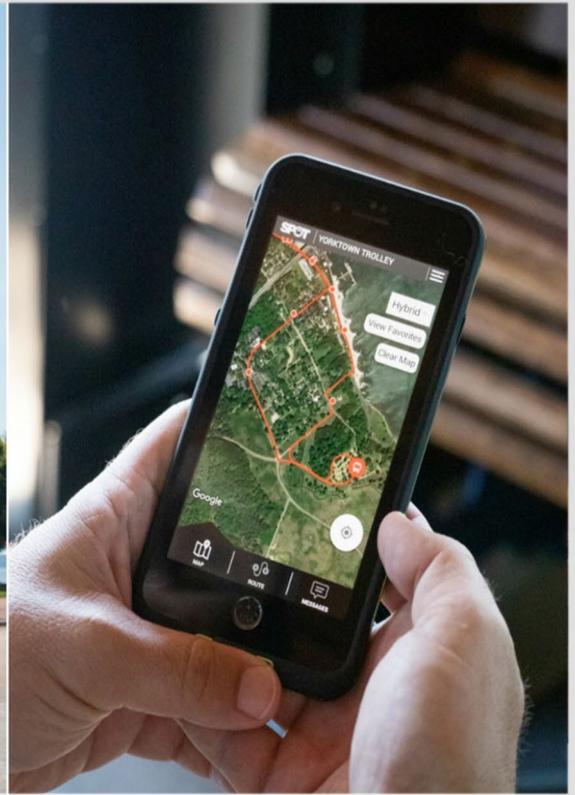


VISIT
Yorktown
VIRGINIA

VISIT YORKTOWN | Facebook | Instagram | Twitter | Website



WATERFRONT AMBASSADORS & PARKING ATTENDANTS



STATE-OF-THE-ART TROLLEY

TRACKING APP | INFOTAINMENT SYSTEM



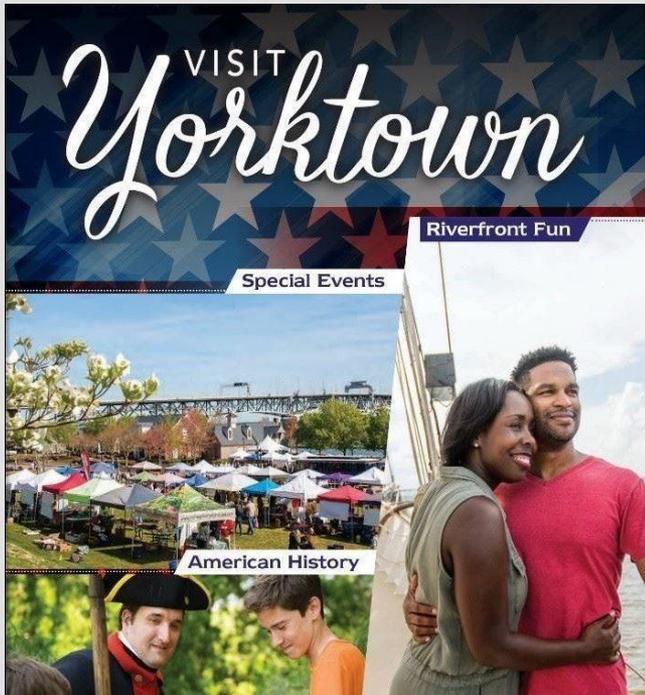
TOURISM DEVELOPMENT TEAM

MOVED CLOSER TO THE WATERFRONT

SPECIAL EVENTS

Concerts | Festivals | Markets | Art Shows





ONGOING MARKETING EFFORTS

Visitor Guide | Brochures & Maps | Shopping & Dining Guide

COMMUNITY PARTNERS



VISIT *Yorktown*
VIRGINIA

YORKTOWN TOURISM EVOLUTION

LOOKING AHEAD

CAPITAL IMPROVEMENT PLAN

FY 2020-2026

- Dockmaster Building & Beach Public Restrooms
- Permanent Structure Behind Freight Shed
- Permanent Stage & Tent



CAPITAL IMPROVEMENT PLAN FY21 REQUEST

WAYFINDING & SIGNAGE | FISHING PIER IMPROVEMENTS



CAPITAL IMPROVEMENT PLAN FY21 REQUEST

WALKABLE COMMUNITIES | SIDEWALKS | CONNECTIVITY

FUTURE IDEAS FOR CONSIDERATION

- New Waterfront Amenity
- Parking (including motor coach & additional pull-off for Freight Shed special events)
- Main Street – continue to promote & connect to waterfront



CAPITAL IMPROVEMENT PLAN

ADA ACCESSIBILITY | LOVE LETTERS



CAPITAL IMPROVEMENT PLAN

TROLLEY INTERPRETIVE PROGRAMMING

YORK 2040

Tourism Development Presentation

