

Your Business is Our Business

Talking UP

Economic Development
UPdates

University Place
WASHINGTON



June 2021

The Finish Line is in Sight!

Governor Jay Inslee announced last week that the State of Washington will fully reopen on June 30 or when 70 percent of the population ages 16 and up initiate their vaccinations – whichever happens first. As of June 15, the state had a 67.2 percent vaccination rate.

For those closely tracking the state's vaccination levels, Inslee stressed the importance of getting accurate data. "Many on social media have chosen to compare data that don't belong together, giving Washingtonians incomplete or misinformed data on our progress," he said. "Our state uses data for people age 16 and up; the federal government uses data for ages 18 and up. We use the most recent Census data from 2020; the federal government uses older data."

The COVID-19 vaccines provide protection from the deadliest aspects of the virus. But to further encourage all Washingtonians to get the shot, those who are vaccinated are automatically entered into Washington's [Shot of a Lifetime lottery](#) drawing on July 13 for a grand prize of \$1 million!

Help us get back to business by encouraging everyone you know to get vaccinated! And don't forget to pick up your free "We're UP and Open" window decals from [Becky Metcalf](#).



U.P. City Hall Offices to Resume Graduated Reopening



As the world begins to re-emerge from the pandemic, City of University Place offices will begin to offer in-person hours beginning Tuesday, July 6. Plans call for a resumption of normal hours from 9 a.m. to 4 p.m. daily, pursuant to U.S. Centers for Disease Control, Washington State Health

Department and Tacoma-Pierce County Health Department directives.

The goal is to have personnel available to handle all walk-in traffic during those hours, although initially some coverage may be staggered to ease the transition from full remote work to an on-site presence.

Economic Development staff will be available to assist the business community, however, those who wish to stop by are encouraged to call 253.460.5442 or email in advance to set up a time to meet.

May's REcovery Theme: RE-Evaluate Your Marketing Efforts

Throughout 2021, each issue of Talking UP will feature an aspect of how you can strengthen and enhance your post-COVID recovery efforts.

Early indications are showing that American consumers are ready to come out of their pandemic-induced hibernation with their wallets open. Airports are packed. Restaurants are cooking. Cash registers are ringing.

What is your business doing to capitalize on these eager consumers? This is a good time to re-evaluate your marketing efforts to ensure you are doing all you can to capture their attention and stand out from the crowd.



Specifically:

- **Be aggressive.** Don't wait for customers to come to you. Reach out to them. Dust off your email list; update as necessary and then send your contacts a note to let them know your doors are open and you're anxious to see them again. Let them know what's new and why they need to stop by.
- **Be social.** We've said it many times, but it bears repeating: put social media to work to promote your business. Consider flash sales that create a sense of urgency. Offer a special "code" that entitles customers to a certain discount if they share it with you.

Use images to showcase new inventory or changes you've made to your space during the pandemic.

- **Be a know-it-all (in a manner of speaking).** Show off your particular expertise in blog posts or even short social media posts that position you as a subject matter expert. This can be especially valuable for professional service providers such as physicians, dentists, accountants, IT specialists, etc.
- **Brag a little.** Customer testimonials are a good way to toot your own horn—through the words of others. Testimonials on your website or shared through social media are a great way to get people talking and spreading the word about your business.
- **Reward referrals.** If a new customer or client comes to you through a referral from an existing customer, fellow business owner or a networking connection, make your mother proud and be sure to say “thank you.” Whether you offer them a referral discount or simply send them a note, don't let those opportunities go unnoticed.



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