

Your Business is Our Business

Talking UP

Economic Development
UPdates

University Place
WASHINGTON



February 2021

Help Us Welcome AngelCom IT Services to U.P.

Don't forget to join us today, Monday, Feb. 22, to welcome our newest business, AngelCom IT Services, to University Place!



Stop by their new offices at 4111 Bridgeport Way W, Ste B. between 5-6 p.m. for the official ribbon cutting. To ensure compliance with COVID safety protocols, this event will be held outside under a canopy with socially-distanced tours of the inside available to those who wish to participate.

If you will attend, please [RSVP to Becky Metcalf](#) to ensure all COVID requirements can be safely met.

Are You Linked UP to Get Critical Information?



This is another reminder to make sure that the City's Economic Development Department has your email address on file so that you can be sure to receive urgent, short-notice information from the City, such as new COVID relief programs and other funding opportunities.

Since last March when the pandemic exploded, there have been numerous occasions of funding program extensions that had short deadlines, making it impossible to get timely announcements out to U.P. businesses via the mail. We could only send quick e-notices to those businesses who had provided their email addresses to us.

The Economic Development Office has sent letters to all licensed businesses within the City to encourage them to share their email addresses so they can be included on all digital updates. But we ask you to help us spread the word so every U.P. business has the opportunity to take advantage of all recovery programs for which they are eligible.

Join our Email List

Step UP to Support Your Fellow U.P. Businesses



With the Puget Sound region now in Phase 2 of the state's Roadmap to Recovery plan, local restaurants, personal service providers such as nail and hair salons, retail establishments and fitness facilities can open for indoor service provided they do not exceed 25 percent capacity. Restaurants that open must stop alcohol sales at 11 p.m.

Please try to help these businesses with your patronage, including take-out and curbside pick-up from restaurants. The extensive shutdowns caused by the pandemic have been devastating to all businesses affected, but have been especially difficult for small, independently

owned operations. Please help them get back to business by doing business with them.

For complete details on the specifics related to the Phase 2 reopening, visit the Roadmap to Recovery dashboard at www.coronavirus.wa.gov.

February's REcovery Theme: Re-Introduce Your Business

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

If the old adage "Out of sight, out of mind" is true, then it is more important than ever that as your business prepares for the easing of pandemic-induced restrictions, you make a



point of re-introducing your products and services to customers you have not seen in quite a while.

You can do this by:

- **Sending “We Can’t Wait to See You” email messages.** Let your customers know you’ve missed not just their business, but them. Tease them with new products or services you’re offering, as well as any special “Welcome Back” promotions. You might also consider a simple postcard sent via the mail. Postcard stamps are \$0.35. Can you afford \$35 to send a personal note to 100 of your most valuable customers?
- **Get Active on Social Media.** If your social media accounts have gone quiet amid the shutdowns, make sure you make your presence known again! Start sending brief updates on re-opening plans, safety requirements, specials, etc.
- **Post a virtual tour of your business.** If you’ve used this down time to move things around, freshen things up, add new inventory, etc., show your customers what they can look forward to by creating a simple video tour of your space that you can post to your social media accounts.
- **Check your website.** Websites can very easily become static and out-of-date, especially given the immediacy of social media. Don’t forget to update your hours, add teasers of new inventory or services, specials, etc. Believe it or not, there is still a portion of the population that does not belong to Facebook, Instagram or Twitter. Make sure you can reach them virtually with your website.
- **Be Patient:** It may take a while for life to reach a new sense of post-pandemic normalcy. The key is to keep reaching out to your customers every few weeks to remind them that you hope to see them again soon.

If you have other ideas you'd like to share with your fellow U.P. business owners regarding re-opening, please [let us know](#). We'll be sure to pass them on in future issues of Talking UP.

